alisa ugc

Creator content that grows your app.

01 Logo · 02 Colour · 03 Typography · 04 Hand-drawn elements · 05 Components · 06 Voice

Logo

One continuous hand-drawn line, never a geometric ∞, next to a lowercase wordmark in Familjen Grotesk Bold.



Primary lockup · clear space x = height of the A mark



On background



Reversed on ink



Symbol · avatars, favicon

96 px
Minimum width, logo

24 px
Minimum width, symbol

lowercase
Always, in the wordmark

no effects
Don't stretch, recolour or outline it

Colour

A monochrome periwinkle system with one warm accent. Contrast comes from tone, from light paper to deep ink.

Brand Blue

#A3B1FF
RGB 163 177 255

Signature colour. Hero panels, highlights, key tiles.

Ink

#161B5C
RGB 22 27 92

Text, dark sections, borders and shadows.

Background

#DCE2FF
RGB 220 226 255

Default page colour.

Paper

#F3F5FF
RGB 243 245 255

Cards and light surfaces.

Warm accent

#FFB067
RGB 255 176 103

Only for the main action (Book a call) and key highlights.

Line

#2B33A6
RGB 43 51 166

Hand-drawn lines and icons.

Surface

#CBD3FF
RGB 203 211 255

Pills and secondary tiles.

Blue 300

#BAC5FF
RGB 186 197 255

Supporting tiles.

Blue 500

#7E8EF0
RGB 126 142 240

Supporting tiles.

Blue 700

#4A57C4
RGB 74 87 196

Deep tiles, video frames.



Typography

One typeface: Familjen Grotesk (Google Fonts, free). Headlines in Medium with tight tracking; emphasis is one word in Bold with a hand-drawn underline.

Familjen Grotesk

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstu
vwxyz 0123456789 ?!&@

Regular	400 · Long text
Medium	500 · Headlines and body
SemiBold	600 · Card titles
Bold	700 · Logo and emphasis

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Display · Medium 500, tracking –5%, one Bold word with an underline

Hand-drawn elements

The line is our signature. It underlines, connects and runs behind phones and panels. A gesture, not decoration.



Underline

One key word per headline.



The line

Runs behind phones and panels.



The mark

On dark, lines switch to Brand Blue.

Max one hand-drawn accent per headline.

Stroke in Line #2B33A6; on dark, Brand Blue.

Round caps and joins. Never perfectly geometric.

Animate as a draw-on when it enters the screen.



Components

Soft and calm, with one exception: buttons are neo-brutalist, with a hard offset shadow that is always darker than their fill.

Buttons

Book a call

Talk about sourcing

See the results

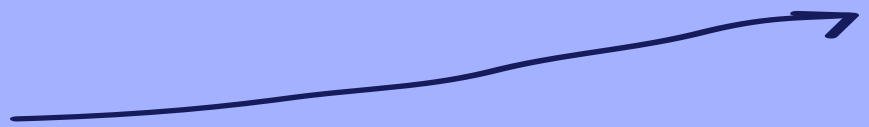
Navigation pill

Home Results How it works Blog

Corner radii · 12 · 24 · 28 · 40 px

Key result tile

102.1M



Views in 2 months

06

Voice

We sound like a creator, not an agency deck. Short sentences, plain words, a bit of warmth.

We say

Creator content that grows your app.

Better ideas, honest feedback, and more of what works.

You build the app. We bring the creators.

We don't say

Leveraging authentic creator synergies.

A full-service, end-to-end UGC solution.

🚀🔥 Go viral NOW!!!

About Alisa UGC

Alisa UGC is a creator marketing agency for consumer and web apps, founded by StudyTok creator Alisa. We find the creators, give them fresh ideas and feedback on every video, and repeat what works. In one recent program, our creators generated 102.1M views in 2 months for one app.

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