

★ EXTRA! EXTRA! ★

PRESS KIT!

Everything you need to write about PopCraft: logos, colors, fonts, facts and the official boilerplate. Need something else? Email press@popcraft.dev.

LOGOS

LOGOS & ICON



PRIMARY WORDMARK

Ink on transparent. Use on white, Pop Yellow and other light backgrounds.



WORDMARK - WHITE

For dark backgrounds and dark photography.



WORDMARK - YELLOW

Pop Yellow on ink — the house pairing.



POP MARK

The pop. Use where the wordmark would be too small. Square, full-bleed yellow.



APP ICON

The same mark as a rounded square, for app listings and avatars. This is the desktop app's icon.

LOGO DO'S AND DON'TS

- **Do** give the logo breathing room — at least the height of the "P" on every side.
- **Do** use the single-color versions on busy photography.

- **Don't** stretch, rotate, recolor, or add effects (yes, even more halftones).
- **Don't** set "PopCraft" in the logo style inside running text — write it as plain text: PopCraft.

COLOR

BRAND COLORS

POP YELLOW

#FFED00

Primary. Backgrounds, highlights.

HOT MAGENTA

#EC008C

Accent. Calls to action, drops.

COMIC CYAN

#00AEFF

Secondary. Panels, links.

INK

#231F20

Outlines, text, shadows.

TYPE

TYPOGRAPHY

AA BB CC

ABCDEFGHIJKLM 0123456789 !?&

BANGERS

Headlines, buttons, sound effects. Always uppercase. Free on Google Fonts.

Aa Bb Cc

ABCDEFGHIJKLM 0123456789 !?&

NUNITO

Body copy and UI text, weights 600–900. Free on Google Fonts.

FACT SHEET

THE QUICK FACTS

Company	PopCraft
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Founded	2023
Founder	Space Devin (CEO)
Headquarters	Remote-first
Product	A WebGPU design tool for vector design, raster painting, pixel art, prototyping and whiteboarding in one canvas
Platforms	Web (Chrome, Edge, Safari), macOS and Windows desktop app
Pricing	Free Starter plan; Creator \$19/mo; Studio \$49/mo
Website	popcraft.dev
Press contact	press@popcraft.dev

COPY & PASTE

BOILERPLATE

SHORT (25 WORDS)

PopCraft is a browser-based design tool that puts vector design, painting, pixel art and whiteboarding on one real-time, multiplayer WebGPU canvas.

LONG (100 WORDS)

PopCraft is a design tool for people who don't want to pick a lane. Built on WebGPU, it brings vector UI design, pressure-sensitive raster painting, a full pixel-art and sprite-animation studio, interactive prototypes and collaborative whiteboards into a single canvas that runs in the browser and on desktop. Teams edit together in real time with live cursors, comments and version history, and extend the editor with plugins, interactive widgets and a public REST API. Founded in 2023 and remote-first, PopCraft is used by independent artists, game studios and product teams who want their tools to be as bold as their work.

INTERVIEWS & DEMOS

Our founders are happy to talk about WebGPU, building creative tools, or why every design app should have a sound-effect button. Reach out at press@popcraft.dev or through the [contact form](#).