SPIFF
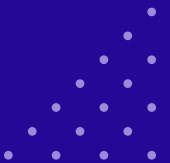
Brand Guidelines

Introduction

Spiff is extremely passionate about delighting our customers and we believe people are happiest when they are motivated and successful. This element of our visual identity is captured through our bright colors, light-hearted photography, and playful hand-drawn accents.

We seek to simplify processes, create trust, and drive top-line growth. This is reflected in our branding through the incorporation of geometric shapes that speak to the exactness and accuracy of the Spiff Platform. These shapes come together to form unique patterns which represent Spiff's customizable solutions.

The following guidelines outline the core elements of our visual identity and how to apply them consistently across Spiff communications and materials.

Joyful
Motivated
Human
Genuine
Intelligent
Creative
Approachable
Supportive
Bold
Explorer
Accurate
Teamwork
Agile
Productive
Energetic
Modern
Empathetic

Table of Contents

Logo

Primary Logo

The Spiff logo is a key element of our brand identity and it appears on all Spiff communications. The logo is comprised of our wordmark and brand symbol. The wordmark should never appear without the symbol. However, the symbol can be used on its own to accommodate for small spaces and serve as a graphic element or visual aid. This **Primary Horizontal version** of the logo should be used whenever possible across branded materials.
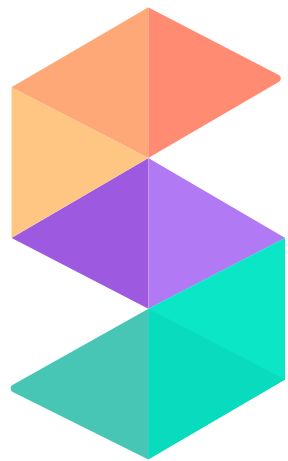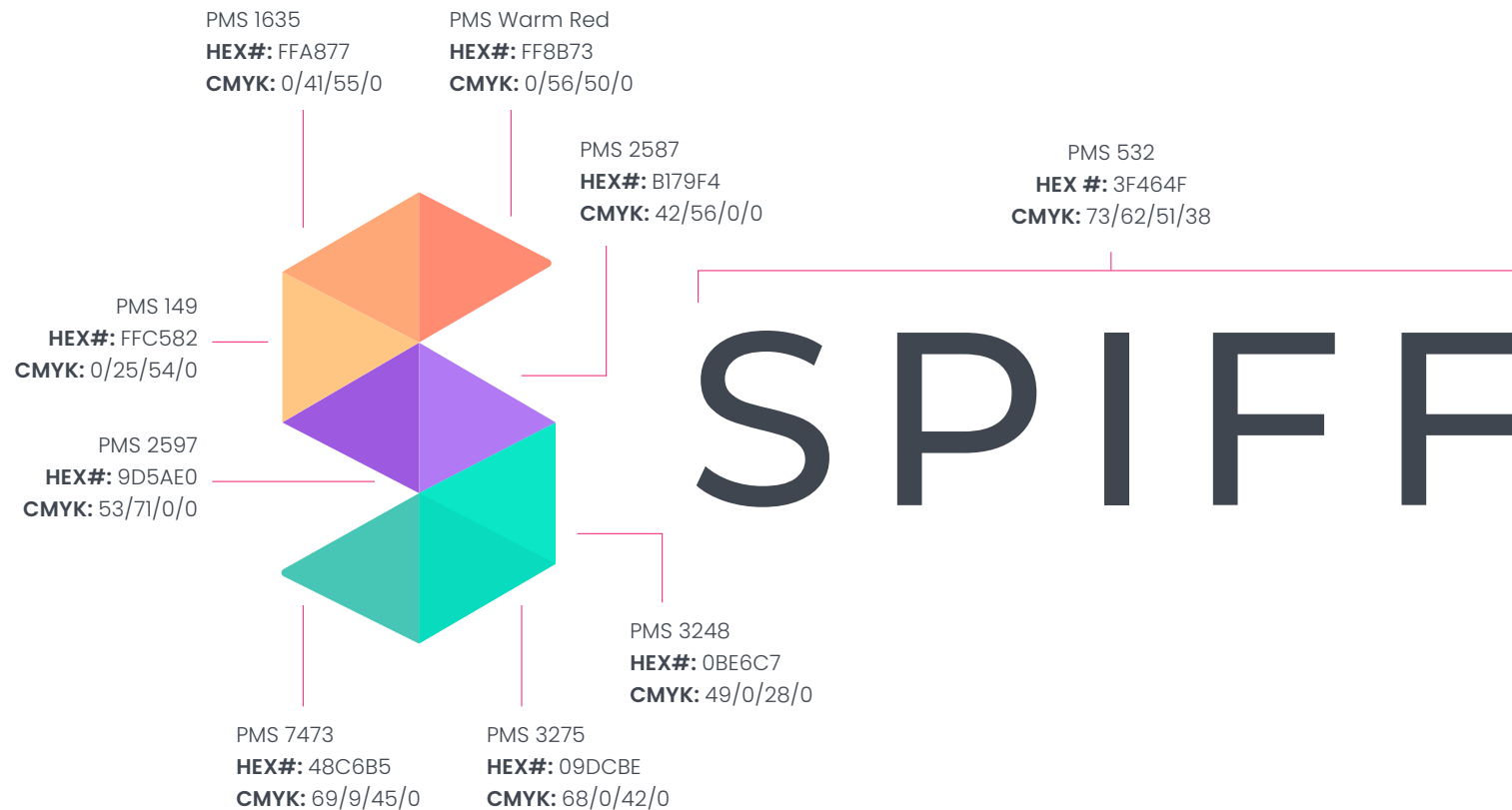
Wordmark

SPIFF

Symbol

Stacked Logo

In some cases, the Primary logo will not fit ideally within a certain space. For those instances, use this **Secondary Stacked version** of the logo. This logo works best in spaces that are taller than they are wide or within shapes with a 1:1 ratio (i.e. circle or square). This version of the logo is more compact and can be used in order to preserve the clearspace around itself and surrounding elements if necessary.

Symbol

Wordmark

SPIFF

Logo Color Specs

PMS 1635
HEX#: FFA877
CMYK: 0/41/55/0

PMS Warm Red
HEX#: FF8B73
CMYK: 0/56/50/0

PMS 2587
HEX #: B179F4
CMYK: 42/56/0/0

PMS 532
HEX #: 3F464F
CMYK: 73/62/51/38

PMS 149
HEX#: FFC582
CMYK: 0/25/54/0

PMS 2597
HEX#: 9D5AE0
CMYK: 53/71/0/0

PMS 3248
HEX#: 0BE6C7
CMYK: 49/0/28/0

PMS 7473
HEX#: 48C6B5
CMYK: 69/9/45/0

PMS 3275
HEX#: 09DCBE
CMYK: 68/0/42/0

Logo Color Usage

1. Full Color (Preferred)

On white or light colored backgrounds, the logo should appear in full color.

2. Inverse Full Color (Secondary)

This logo should be used against dark backgrounds. The background should provide enough contrast to it does not hinder the visibility of the logo.

3. One Color Black

This logo should only be used if a one color execution is absolutely necessary or if the background color would hinder the appearance of a full color logo. When against light or bright colored backgrounds, black is preferred.

4. One Color White

This logo should be used against busier backgrounds (i.e. against a photo) or if the background color would hinder the appearance of a full color logo. For one color executions against dark backgrounds, white is preferred.

Logo Clear Space & Minimum Size

Clear Space

The clear space around the logo is created to maintain its integrity. It ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements. Refrain from placing text, images or other artwork within the clear space. The clear space is equal to the size of the letter "S".

Clear Space

Minimum Size

The logo should never be used in sizes smaller than 1 inch wide. The digital equivalent is 72 pixels.

Minimum Size

1"

Logo Incorrect Usage

The Spiff logo should never be altered as consistency is an important part of making the logo recognizable wherever it appears. Some examples of unacceptable logo usage are shown to the right and also listed below:

- **Don't** change the colors or use tints/shades of the assigned logo colors

- **Don't** warp or stretch the logo

- **Don't** change the orientation

- **Don't** crop the logo in any way

- **Don't** use the wordmark without the symbol

- **Don't** change the size or proportion of any of the elements

- **Don't** replace or recreate any part of the logo

- **Don't** use scanned or photographed copies of the logo; use the files in the various sizes and formats that were provided

- **Don't** remove or alter any part of the text

- **Don't** apply any shadows, filters, textures, or outlines

- **Don't** use the logo on busy photographs or patterns

- **Don't** place the logo on background colors with poor contrast

- **Don't** place artwork, text or any kind of shape within the clear space boundaries
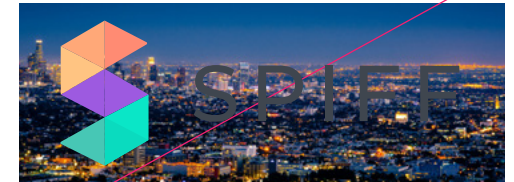
ⓧ **Don't** change the logo colors

ⓧ **Don't** change the logo proportions

ⓧ **Don't** rotate or squish the logo
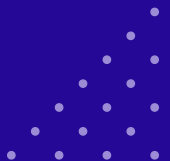
ⓧ **Don't** place the logo on busy backgrounds

ⓧ **Don't** apply effects or shadows

ⓧ **Don't** place the logo on background colors with poor contrast
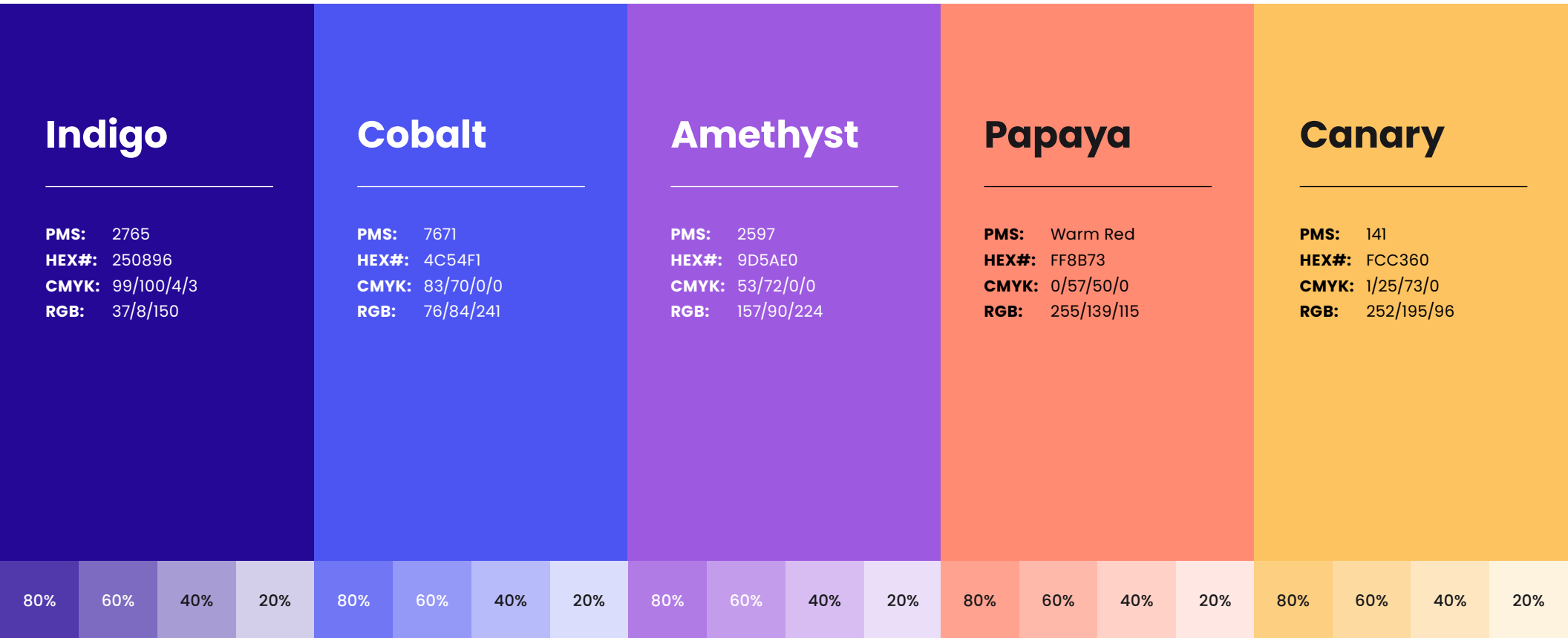
Color

Primary Color Palette

These colors make up our **Primary** palette and serve as the foundation of all Spiff communications, assets and materials.

The chart below includes color formula specs and shows the correct text color pairings (white vs. black text against each Primary color). Please follow these text color rules to maximize legibility and consistency across branded materials. The use of our primary colors at 100% is encouraged. In order to add depth and create hierarchy, tints are also allowed (as seen in the percentage examples below).

Indigo

PMS:	2765
HEX#:	250896
CMYK:	99/100/4/3
RGB:	37/8/150

Cobalt

PMS:	7671
HEX#:	4C54F1
CMYK:	83/70/0/0
RGB:	76/84/241

Amethyst

PMS:	2597
HEX#:	9D5AE0
CMYK:	53/72/0/0
RGB:	157/90/224

Papaya

PMS:	Warm Red
HEX#:	FF8B73
CMYK:	0/57/50/0
RGB:	255/139/115

Canary

PMS:	141
HEX#:	FCC360
CMYK:	1/25/73/0
RGB:	252/195/96

| 80% | 60% | 40% | 20% | 80% | 60% | 40% | 20% | 80% | 60% | 40% | 20% | 80% | 60% | 40% | 20% | 80% | 60% | 40% | 20% |

Secondary Accent Colors

The **Secondary** color palette is composed of complementary accent colors that have been selected to support the primary palette. The Raspberry and Seafoam colors are especially helpful when creating charts, graphs/tables or to highlight specific aspects of communications. Our Lilac color is used solely for the Spiff Dot Pattern — a prominent motif of our brand.

The chart below includes color formula specs and shows the correct text color pairings (white vs. black text against each Accent color). Please follow these text color rules to maximize legibility and consistency across branded materials. The use of our accent colors at 100% is encouraged. In order to add depth and create hierarchy, tints are also allowed (as seen in the percentage examples below).

Raspberry

PMS:	214
HEX#:	F22171
CMYK:	0/96/29/0
RGB:	242/33/113

Seafoam

PMS:	319
HEX#:	56E4E4
CMYK:	52/0/18/0
RGB:	86/228/228

Lilac

PMS:	2655
HEX#:	9C8DD6
CMYK:	40/45/0/0
RGB:	156/141/214

80%	60%	40%	20%		80%	60%	40%	20%		80%	60%	40%	20%

Gradient Colors

Spiff utilizes two different **Gradients** (Sunrise and Dusk) as a way to draw attention to specific text or aspects of company communications and materials. Gradients should be used sparingly; to highlight a key word within a headline, or for smaller background areas you'd like to call attention to. Avoid using the gradients for large backgrounds or multiple words. Always use the color combinations specified below and do not create your own gradients.

The examples below show the correct text color pairings (white vs. black text against each Gradient). When a Gradient is applied to text, Sunrise should always be against dark colored backgrounds, while Dusk is used against light colors. Please follow these text color rules to maximize legibility and consistency across branded materials.

Sunrise

Papaya

PMS:	Warm Red
HEX#:	FF8B73
CMYK:	0/57/50/0
RGB:	255/139/115

Canary

PMS:	141
HEX#:	FCC360
CMYK:	1/25/73/0
RGB:	252/195/96

Dusk

Amethyst

PMS:	2597
HEX#:	9D5AE0
CMYK:	53/72/0/0
RGB:	157/90/224

Papaya

PMS:	Warm Red
HEX#:	FF8B73
CMYK:	0/57/50/0
RGB:	255/139/115

Neutral Colors

These colors make up our **Neutral palette** and support our Primary and Secondary colors to create a clean, balanced aesthetic. Black, Gray, and White can be used for text, while White, Ice, Mint, and Sand can be used for larger background areas.

The examples below show the correct text color pairings (white vs. black text against each Neutral color). Please follow these text color rules to maximize legibility and consistency across branded materials. All Neutral colors should be used at 100% — do not use any tints or variations.

Black

HEX#: 18181A
CMYK: 74/69/64/77
RGB: 24/24/26

Gray

HEX#: 3F464F
CMYK: 74/63/52/37
RGB: 63/70/79

White

HEX#: FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

Ice

HEX#: F4F6FF
CMYK: 3/2/0/0
RGB: 244/246/255

Mint

HEX#: EEFFFF
CMYK: 5/0/1/0
RGB: 238/255/255

Sand

HEX#: FFE9DC
CMYK: 0/9/11/0
RGB: 255/233/220

Color Assignments

Legend: ■ Yes   ■ In certain cases   ■ No

	Backgrounds	Iconography	Headlines	Body Text	Calls-to-Action	Doodles	Data/Charts	Shape Graphics
Primary Colors								
Indigo	*Main		*Main					
Cobalt				Sparingly	Hyperlinks			
Amethyst				Sparingly				
Papaya	Sparingly							
Canary	Sparingly				*Main			
Accent Colors								
Raspberry				Sparingly				Sparingly
Seafoam		Sparingly						Sparingly
Lilac								Dot Pattern Only
Neutral Colors								
Black				Sparingly				
Gray				*Main				
White		Sparingly						
Ice								
Mint								
Sand								
Gradient Colors								
Sunrise	Sparingly		One Word					
Dusk	Sparingly		One Word					

Color in Use

Recommended usage of the color palette in day-to-day document development:

- **Do** use colors sparingly and purposefully to create a vibrant, clean and professional look
- **Do** use color and white space to create hierarchy
- **Do** use the Accent colors when needed to differentiate information or for highlights/call-outs
- **Don't** saturate layouts with too many colors or elements that will hinder the hierarchy, complicate the message, or have an impact on readability
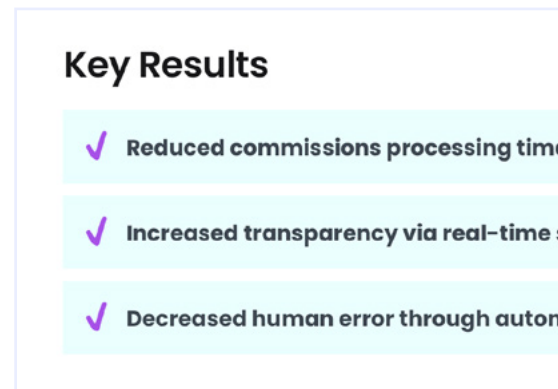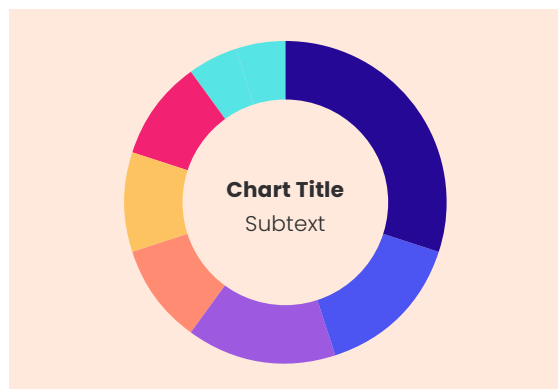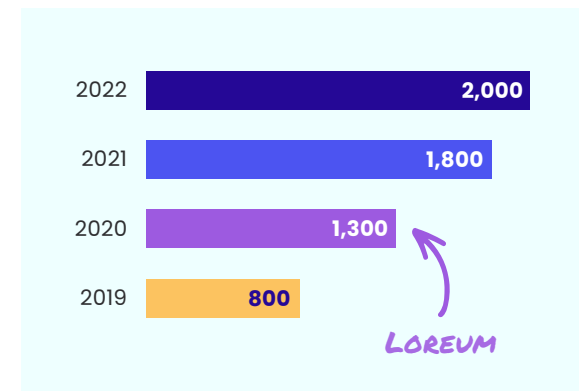
Lorem ipsum dolor amet

Lorem ipsum dolor amet

Year	Value
2022	2,000
2021	1,800
2020	1,300
2019	800

LOREUM

Chart Title
Subtext

Key Results

✓ Reduced commissions processing time

✓ Increased transparency via real-time st

✓ Decreased human error through autom

Typography

Primary Typeface

Poppins is a geometric sans serif typeface and it is the primary font that should be used across Spiff communications. Poppins can be used in a variety of weights across both print and web applications.

In order use Poppins, you will need to install the font onto your computer. It is a Google Font and can be downloaded for free using the link below:

Click here to download Poppins

Poppins

Light AaBbCcDdEe123

Regular AaBbCcDdEe123

Medium AaBbCcDdEe123

SemiBold **AaBbCcDdEe123**

Bold **AaBbCcDdEe123**

ExtraBold **AaBbCcDdEe123**

Note:

When Poppins is not available or cannot be used for technical reasons (i.e. within an email) please use **Arial**, a Microsoft default typeface as your backup.

Poppins in Use

Recommended usage of Poppins, Spiff's primary typeface:

- **Do** use Poppins Bold for Main Headlines/H1's

- **Do** use Poppins SemiBold for Upper Captions and Subheadings

- **Do** use Poppins Regular for Body Copy

- **Do** use Poppins Bold for Calls-to-Action and Hyperlinks

- **Do** use 2-3 varying text sizes/weights to create hierarchy and organize information in order of importance

- **Do** refer to the Color Assignments table on page 16 to ensure text colors are used consistently across materials and that the color provides enough contrast to be legible/compliant

LOREUM IPSUM

Lorem ipsum

Lorem ipsum dolor sit amet, consect adipiscing elit, sed do eiusmod.

Eiusmod

Captions/Details
Poppins SemiBold

Main Headline
Poppins Bold

Body Copy
Poppins Regular

Call-to-Action
Poppins Bold

Lorem ipsum

Lorem ipsum dolor sit amet elit sed do eiusmod.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum →

Subheading
Poppins SemiBold

Intro Text
Poppins SemiBold

Body Copy
Poppins Regular

Hyperlink/CTA
Poppins Bold

Accent Typeface

Permanent Marker is a font with a hand-drawn appearance and it is used as an accent to provide contrast to Poppins. It provides a friendly, approachable appeal but should be used sparingly to call out specific images, actions, or features. It can be used in three of our brand of colors (Cobalt, Amethyst and Papaya) and is often paired with one of our doodle-style Motifs.

In order use Permanent Marker, you will need to install the font onto your computer. It is a Google Font and can be downloaded for free using the link below:

Click here to download Permanent Marker

PERMANENT MARKER

Sample:

The quick brown fox jumped over the lazy dog!

✓ **Approved color usage for the Permanent Marker font:**

Cobalt	Amethyst	Papaya
PMS: 7671	**PMS:** 2597	**PMS:** Warm Red
HEX#: 4C54F1	**HEX#:** 9D5AE0	**HEX#:** FF8B73
CMYK: 83/70/0/0	**CMYK:** 53/72/0/0	**CMYK:** 0/57/50/0
RGB: 76/84/241	**RGB:** 157/90/224	**RGB:** 255/139/115

Permanent Marker in Use

Recommended usage of Permanent Marker, Spiff's accent typeface:

- **Do** use Permanent Marker sparingly and at smaller sizes so that it compliments our primary typeface Poppins

- **Do** use Permanent Marker to highlight certain product features or alongside images/graphics to add playfulness and warmth

- **Do** use Permanent Marker only in the following colors: Papaya, Cobalt and Amethyst

- **Don't** use Permanent Marker for headlines, multiple sentences, or buttons.
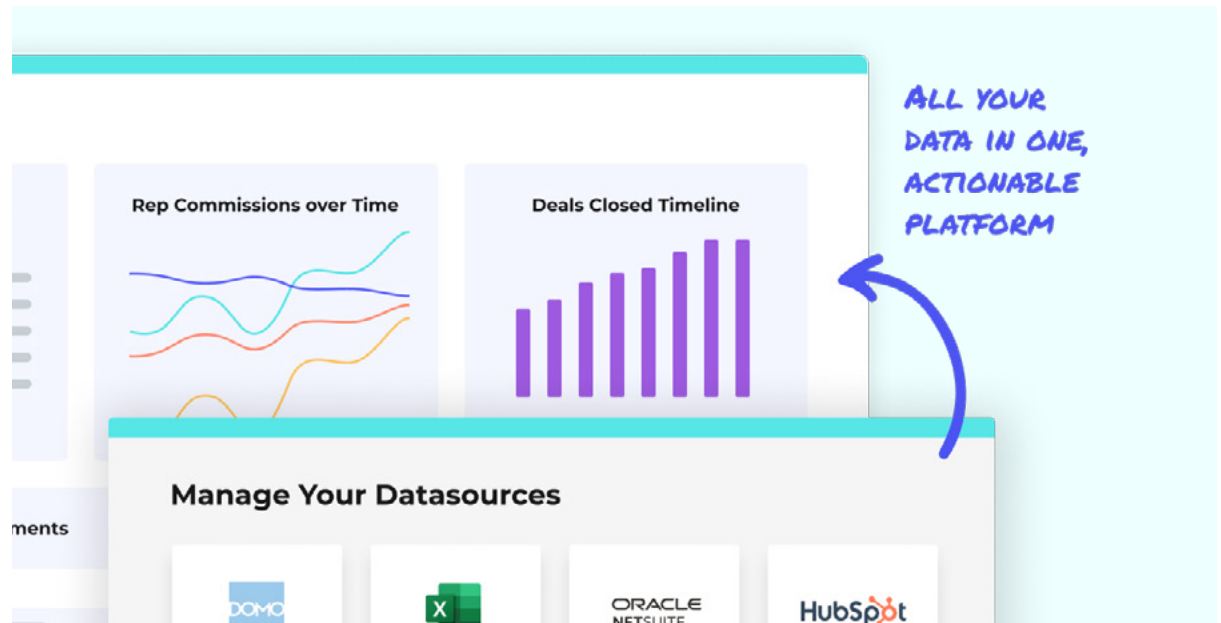
Motifs
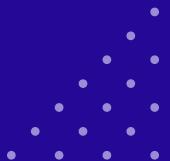
Dot Patterns

The **Spiff Dot Pattern** is one of our Brand Motifs and is a prominent element of our visual identity. It should be used subtly in corners or combined with graphics to create texture, dimension, and interest. There are three orientations of the dot patterns within the Spiff brand: 1) Large Diagonal; 2) Rectangle; 3) Accent Diagonal.

Large Diagonal

- **Do** use this version in corners, especially in **larger** areas to add visual interest
- **Do** use this version to overlap sections (on our website for example) to create cohesiveness
- **Don't** overlay this pattern onto text or busy photography

✓ **Approved color usage for this pattern:**

Lilac (primary)

White (when against Papaya)
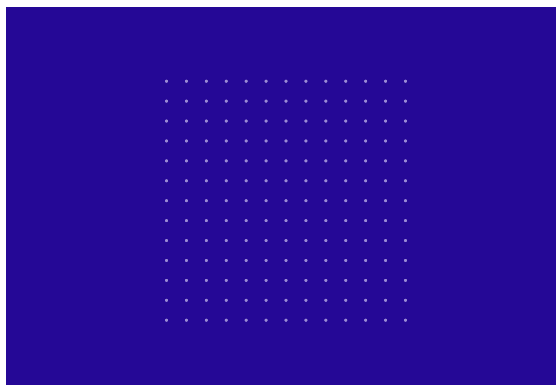
Rectangle

- **Do** use this version in combination with photography, shapes, or elements to add visual interest
- **Don't** use this version to overlap sections or in corners
- **Don't** overlay this pattern onto text or busy photography

✓ **Approved color usage for this pattern:**

Lilac (primary)

White (when against Papaya)

Accent Diagonal

- **Do** use this version in corners, especially in **smaller** areas to add visual interest
- **Do** ensure there is space around all sides
- **Don't** use this version to overlap sections or in multiple corners
- **Don't** overlay onto any other elements

✓ **Approved color usage for this pattern:**

(Primary)

White (against Primary or dark colors)

Shapes

Spiff Shapes are a major part of our Brand Motifs and, in turn, serve as an important element of our visual identity. The use of geometric shapes speaks to the exactness and accuracy of the Spiff Platform. These shapes come together to form unique patterns which represent Spiff's customizable solutions. They are most often used in combination with photography or other elements and can be applied creatively to enhance the visual design.

Approved primary color usage for Shapes:

Cobalt

Amethyst

Papaya

Canary

Approved secondary color usage for Shapes:

Seafoam (Sparingly)

Raspberry (Sparingly) *Recommended for CMYK

Note:

Seafoam and Raspberry colors can be used sparingly for shapes as accents. Use your best judgement and make sure the four primary colors listed are mostly used. Raspberry works well for printed materials in CMYK.

Doodles

Spiff Doodles are a set of cohesive hand-drawn accents and illustrations that help to make up our visual identity. They provide a friendly, approachable appeal but should be used sparingly to draw attention to specific images, actions, words, or features. The various types of doodles include:

Arrows

Commonly used to point to calls-to action, product features, important text, etc.

Spark

Our spark adds a playful touch and is commonly used within graphics, to add emphasis to forms, product features, etc.

Underlines

Three variations of underlines are available to emphasize small amounts of text. They can be paired with both Poppins and Permanent Marker fonts.

Illustration

Small, simple hand-drawn illustrations can be used sparingly – usually in combination with photography to add interest.

Miscellaneous

Additional doodles can be used to add playfulness, emphasis and/or interest to text, graphics, etc.

Arrows

Spark

Sam Ries

@Emma Could you take a lo... my rate? Thanks!

Illustration

B

A

Miscellaneous
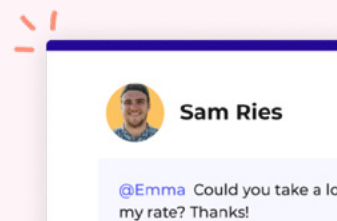
LOREM IPSUM

Underlines

Lorem ipsum

Single

Lorem ipsum

Double

Lorem ipsum

Squiggle
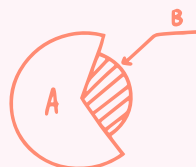
✓ **Approved color usage for Doodles:**

Cobalt	Amethyst	Papaya
PMS: 7671	**PMS:** 2597	**PMS:** Warm Red
HEX#: 4C54F1	**HEX#:** 9D5AE0	**HEX#:** FF8B73
CMYK: 83/70/0/0	**CMYK:** 53/72/0/0	**CMYK:** 0/57/50/0
RGB: 76/84/241	**RGB:** 157/90/224	**RGB:** 255/139/115

Motifs
in Use

**Recommended usage of our
Spiff Brand Motifs include:**

- **Do** use the Large Diagonal Dot Pattern in corners, especially for large areas

- **Do** use the Rectangle Dot Pattern in combination with photography, shapes, or other elements to add visual interest

- **Do** use shapes frequently, in combination with photography and doodles. Geometric shapes are a vital element of our visual identity.

- **Do** use arrows and underlines to emphasize small amounts of text, product features, calls-to-action, etc.

- **Do** use our hand-drawn doodles sparingly to add a subtle, yet playful touch

- **Don't** use brand motifs in any colors outside of what is specified in this document

- **Don't** overcrowd designs with excessive amounts of shapes, doodles, or patterns
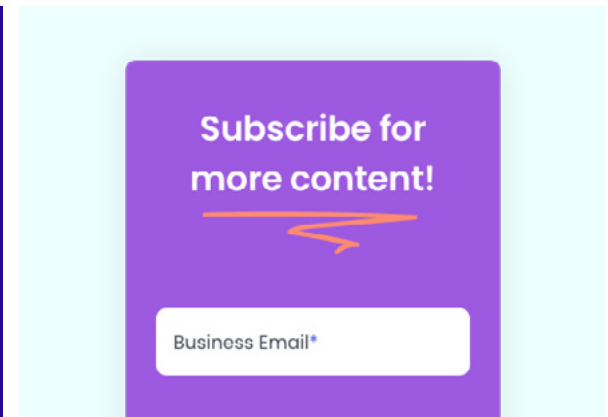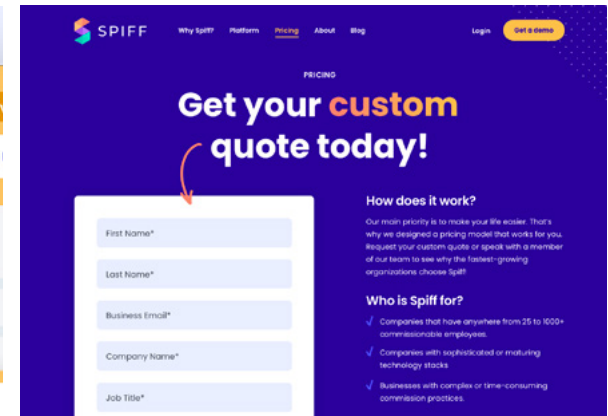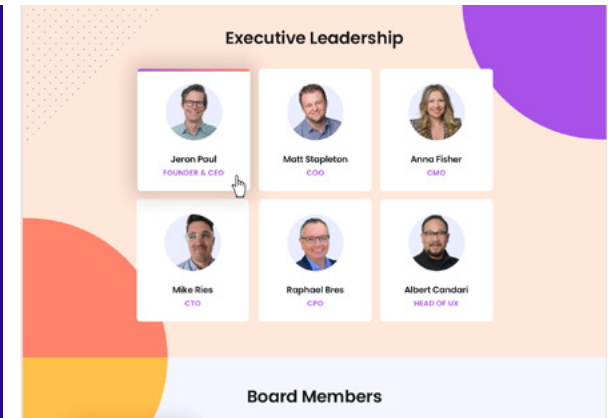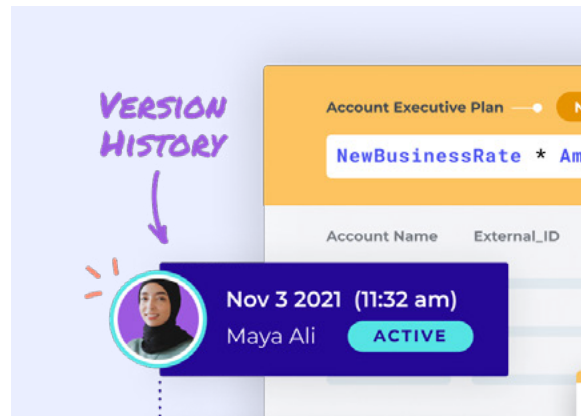
Photography
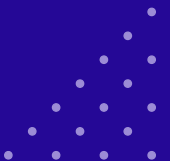
People
Photography

We aim to communicate a sense of joy and confidence with genuine and expressive photography. Images of people should appear natural and not overly stylized. We use a combination of lifestyle/workplace photography and images of people isolated out onto colored backgrounds. When possible, photography should be used rather than illustration.

Please use the images provided in the Spiff Photo Library whenever possible.

Object
Photography

We use an eclectic range of object photographs to express specific concepts such as innovation, motivation, success, etc. These images are simple, playful and can sometimes be unexpected yet straightforward. Objects are primarily isolated on colored backgrounds but can also depict real-world environments. When possible, photography should be used rather than illustration.

Please use the images provided in the Spiff Photo Library whenever possible.
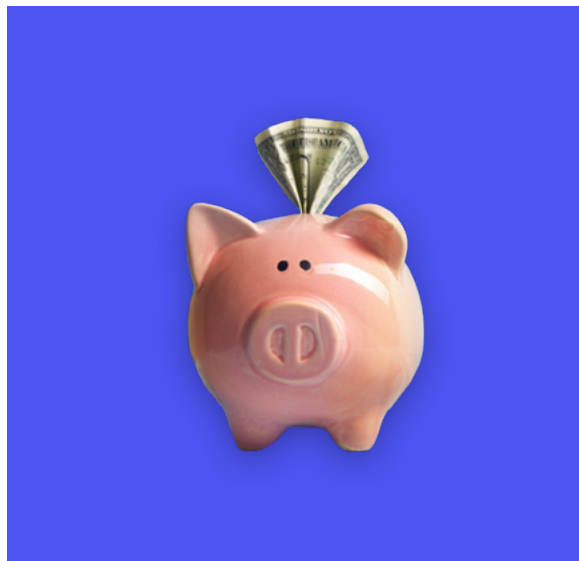
Photography in Use

Recommended usage of photography includes:

- **Do** use isolated images in combination with our shapes and dot pattern motifs

- **Do** use images of people that are diverse, communicate a sense of joy and are not overly stylized

- **Do** use images of objects to express specific concepts such as innovation, motivation, success, etc.

- **Don't** overcrowd layouts with busy photography

- **Don't** use photography that has harsh or low light

- **Don't** use photos from external sources that appear inauthentic and are not consistent with our visual identity
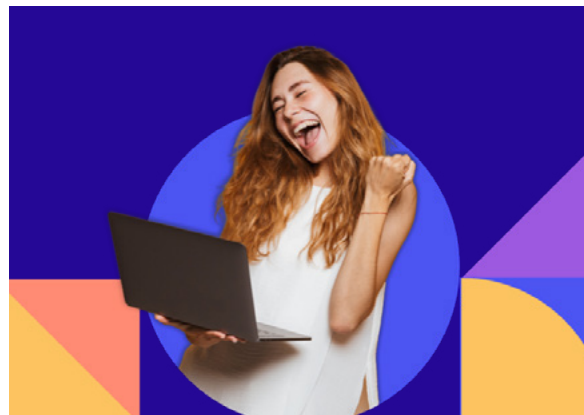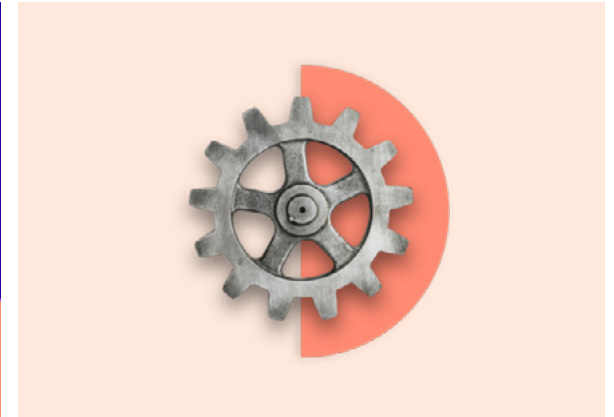
Iconography
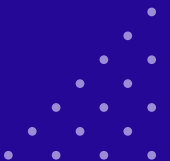
Icon Set

Spiff has a custom icon library that is consistent with our own unique visual identity. These icons can be used to express various or complex ideas in a simple, straightforward way. Please only use the icons included in our library and avoid graphics from external sources that are not consistent with our visual identity.

Characteristics of our branded icons include:

- A mix of round and sharp edges that speak to the preciseness yet approachability of our brand

- The use of simple, geometric shapes that parallel the look and feel of our branded Motifs

- Color variations in Cobalt, Amethyst, and Canary. All icons feature these colors at 100% as well as 2nd tint or shade. Some also include white (not required).
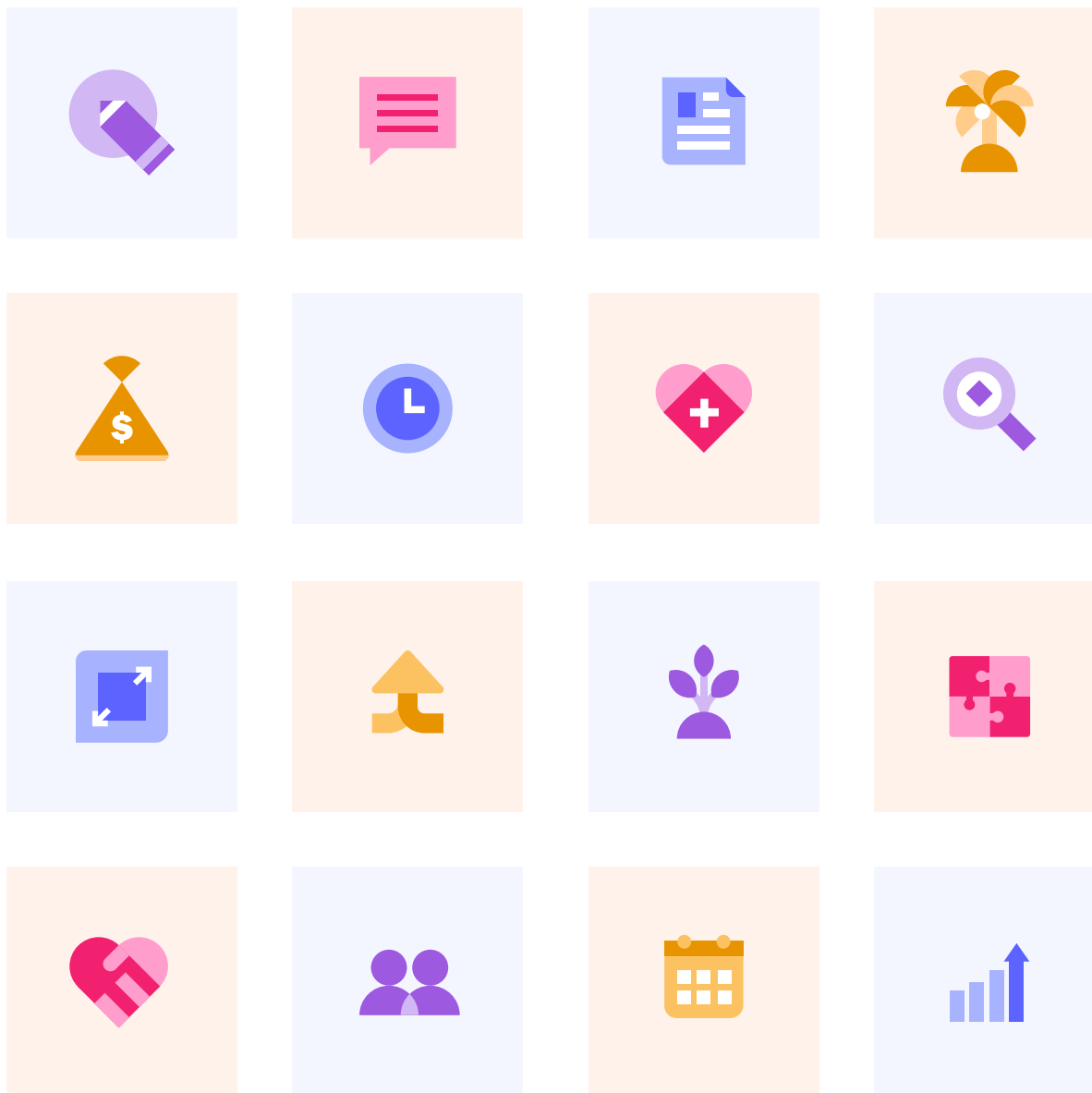
Icons in Use

Recommended usage of our icon set:

- **Do** use a different color icon for each point within a list

- **Do** place the icons on a Neutral background color when possible

- **Do** select icons that directly relate to the subject matter

- **Don't** use the same color icon for multiple points within a list

- **Don't** place the icons against backgrounds that will hinder their visibility

- **Don't** overcrowd the space with too many icons – use them sparingly and purposefully – ideal max is 4 icons per section
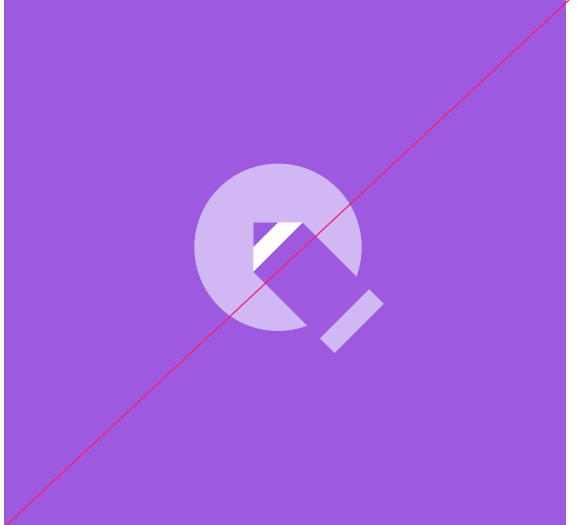
✓ **Do** use a different color icon for each point within a list

✓ **Do** place the icons on a Neutral background color when possible

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Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ⓧ **Don't** use the same color icon for each point within a list

ⓧ **Don't** place the icons against backgrounds that will hinder their visibility

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Thank you