

# Brand Book & Visual Identity Guidelines

Last Updated: August 2022



Sertifi

# Hey there, brand ambassador.



If you're representing Sertifi in the world, regardless of your role and relationship with us, you're a Sertifi brand ambassador. Pretty cool, right?

We're here to help you play your part successfully. Our brand book helps us build mutual understanding of Sertifi – who we are, why we exist, and how we want to be perceived. Our visual identity and guidelines help us ensure consistency in the visual, written, and face-to-face expression of our brand across every touchpoint.

**Ready to be #sertified?**

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# Who We Are

# Mission



We help businesses around the world close business faster.

# Core Values



- **Build Together:** We work together as a team to achieve the greater goal. Through open collaboration, we can accomplish more, faster.
- **Deliver Value:** We care deeply about our customers. Every product, iteration, and interaction is designed with their success in mind. We understand their needs and overdeliver solutions that not only meet them where they are but drive them forward.
- **Help Each Other:** We build a stronger organization by celebrating our differences and uniqueness. We strive to be true allies not only to each other, but to the communities that we create and serve in.
- **Do What Is Right:** We do what's right, even when it's not the easiest path. We always strive to use our best judgement, while remaining honest and transparent to our employees, our customers, our stakeholders, and our community.
- **Own It:** We are accountable as individuals and as an organization. We take initiative, go above and beyond the scope, and care about the outcome. We believe that the fundamental building blocks to everyone's success are learning and development. We empower our team to take responsibility for their self-development.
- **Enjoy the Journey:** Each person is more than their time spent at work. We celebrate wins, acknowledge failures, love what we do and who we do it with, and have fun along the way.

# Voice & Tone



## Approachable

- Be clear and concise. Make it easy for people to understand your point.
- Speak like a human. Don't be overly technical or a walking dictionary. Skip the business jargon.
- Share relatable stories and interject smart humor.

## Passionate

- Inspire people and get them excited to be a part of the journey forward.
- Be curious and stay positive.

## Trustworthy

- Know your audience and approach them with empathy.
- Help people learn something new and meaningful.
- Be confident and believe in what you're saying.
- Be humble about what you know and honest about what you don't.



**Sertifi** provides a complete contracting, payment, and authorization platform for the hospitality and travel industry. Brands like Marriott, Topgolf, and AEG Worldwide trust Sertifi to efficiently and securely finalize event and travel bookings with their guests. Sertifi's easy-to-use platform helps tens of thousands of businesses in more than 135 countries, with more than \$5 billion in payment requests being sent through the system annually. With decades of experience in hospitality and travel, Sertifi is building a network that gives guests and travelers across the globe a great experience from the start.



# Glossary



- Click [here](#) to view our Sertifi glossary.

# Localization



- When speaking to international audiences, avoid using slang and idioms. They may not translate well in other languages.
- For British, Canadian, and Australian audiences, use their respective spelling in writing.
  - Examples: **organise vs. organize, recognise vs. recognize**

# Visual Identity & Guidelines

Logo

# Primary Logo



The combination of our mark and wordmark makes up the entirety of our logo.

## Usage

- For smaller applications, you may use the hands mark as a standalone image.
- Use a full color logo on white and light backgrounds. Use an all-white logo on dark and photo backgrounds.

## Minimum Sizes

- Digital: 30px high
- Print: .5" high



Pantone | 669C  
RGB | 68, 48, 97  
CMYK | 83, 91, 33, 23  
HEX | #443061



Pantone | 557C  
RGB | 162, 201, 174  
CMYK | 38, 7, 37, 0  
HEX | #A2C9AE

# Incorrect Usage



To maintain the integrity and consistency of our brand, please don't alter the logo in any way. Here are some examples of what not to do.

If you need a unique variation of the logo, please contact [marketing@sertifi.com](mailto:marketing@sertifi.com).



Don't distort the logo.



Don't change the logo orientation.



Don't use the wordmark without the hands mark.



Don't change the logo colors.



Don't change the orientation of the logo.



Don't re-type the logo in plain text.



Don't use the logo on an unapproved color.



Don't add gradients to the logo.



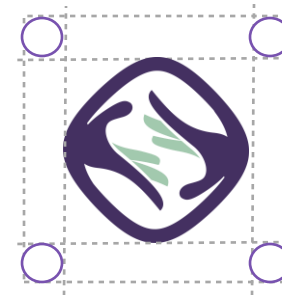
Don't alter the typeface in the wordmark.

# Clear Space

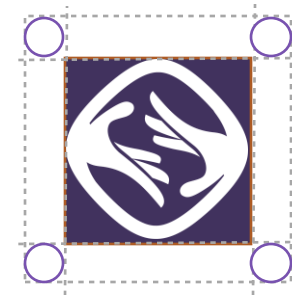


For clarity and legibility, the logo requires a minimum area of clear space around it.

- The clear space is equal to the height of the capital 'S' in the wordmark and the length of the logo.
- For the hands mark, the clear space is equal to the height and length of the logo.
- No text or graphics should intrude the clear space.



20% Clear Space



20% Clear Space

# Retired Logos



Please delete any old Sertifi logos you may have. If you need help updating outdated material, please contact [marketing@sertifi.com](mailto:marketing@sertifi.com).



# Typography

# Font Families



Our chosen primary font is Open Sans – a simple, clean, and modern font that should be used across our products and all digital and print applications.

Roboto may be used as a secondary font to comply with WCAG 2.1 for digital alternative system requirements. Please do not use Roboto for any other purpose.

## Open Sans (Primary)

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

*Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

**Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

## Roboto (Secondary)

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

*Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

**Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

# Downloading Open Sans



1. Download the font from this link:  
<https://fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans>
2. Select all font styles, then click **Download Family** toward the top of the window.
3. Open the downloads folder and open the **static** folder.
4. Open each font file to install.

# Accessibility & Text Legibility



A person may experience low vision for a variety of reasons. This results in the inability to perceive (see) information that is small, does not enlarge well, or does not have sufficient contrast.

Users can change the settings of their operating system or browser (e.g., enable “dark mode”) to enlarge text and/or increase text contrast in relation to its background.



## Recommendations:

- To make text more legible when settings are altered, use true texts much as possible, rather than text in graphics.
- You may also opt to use an image or icon to represent information in lieu of text.

# Colors

# Primary Colors



- Use Dark Koamaru or Black for text on white or light backgrounds. Use Mint Green or White for text on dark or photo backgrounds.
- Use Dark Koamaru and Mint Green for shapes, lines, icons, and illustrations.
- For legibility, please don't use Mint Green as a background color with text placed on it.



## Dark Koamaru

Pantone | 669C  
RGB | 62, 52, 91  
CMYK | 83, 85, 37, 29  
HEX | #3E345B



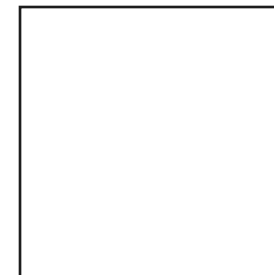
## Black

Pantone | Black 6 C  
RGB | 29, 29, 29  
CMYK | 0, 0, 0, 100  
HEX | #1D1D1D



## Mint Green

Pantone | 557C  
RGB | 162, 201, 174  
CMYK | 38, 7, 37, 0  
HEX | #A2C9AE



## White

Pantone | 000C White  
RGB | 255, 255, 255  
CMYK | 0, 0, 0, 0  
HEX | #FFFFFF

# Secondary Colors



- Use Medium Purple, Light Purple, and Medium Green as accent colors for text, shapes, lines, icons, and illustrations.
- Deep Purple may be paired with Dark Koamaru as a background pattern or gradient.



## Medium Purple

RGB | 110, 77, 157  
CMYK | 68, 82, 1, 0  
HEX | #6E4D9D



## Light Purple

RGB | 147, 103, 211  
CMYK | 53, 66, 0, 0  
HEX | #9367D3



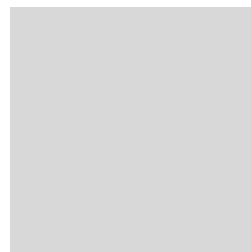
## Deep Purple

RGB | 70, 55, 102  
CMYK | 82, 87, 32, 21  
HEX | #463766



## Medium Green

RGB | 111, 159, 124  
CMYK | 60, 21, 61, 2  
HEX | #6F9F7C



## Cool Gray

RGB | 216, 216, 216  
CMYK | 14, 11, 11, 0  
HEX | #D8D8D8



## Charcoal

RGB | 58, 58, 58  
CMYK | 69, 62, 61, 52  
HEX | #3A3A3A

# Product UI Colors



These colors are typically used in our product UI. However, they may be used sparingly in non-product contexts. For example, you may use the blue shades in charts and illustrations when several colors are needed.



## Alert Red

RGB | 199, 42, 42  
CMYK | 15, 97, 96, 5  
HEX | #6F9F7C



## Action Green

RGB | 98, 199, 130  
CMYK | 60, 0, 66, 0  
HEX | #62C782



## Medium Blue

RGB | 27, 93, 143  
CMYK | 93, 65, 21, 4  
HEX | #1B5D8F



## Light Blue

RGB | 104, 148, 181  
CMYK | 62, 33, 17, 0  
HEX | #6894B5



# Accessibility & Color Contrast



Color is powerful but unreliable. 4.5% of the total population has a color insensitivity, which makes it difficult to distinguish hues. Some rare conditions prevent the perception of hue altogether. Commonplace vision problems like short- and near-sightedness and astigmatism (among others) also affect how well color and contrast are perceived.

## Minimum Contrast Requirements:

- WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.
- WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders).
- WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.
- Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

[Use this online contrast checker to ensure compliance.](#)

## Examples of High Contrast:

**White (#FFFFFF) on Dark Koamaru (#3E345B)**

**Black (#000000) on Mint Green (#A2C9AE)**

## Examples of Low (Poor) Contrast:

**Purple (#9367D3) on Dark Koamaru (#3E345B)**

**White (#FFFFFF) on Mint Green (#A2C9AE)**

# Imagery

# Icons



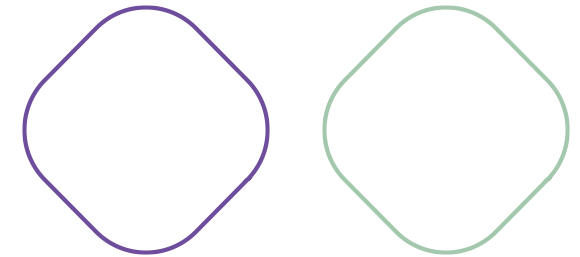
- Please use icons from the [icon library](#).
- If new icons are needed, please contact [marketing@sertifi.com](mailto:marketing@sertifi.com).



# Background Pattern



- An outlined diamond shape, complementary to the hands mark and hexagon, can be combined with hexagons to create a background pattern.
  - Both shapes can be placed at various sizes to suit a specific layout.
  - The diamond has rounded corners with a 1.85in radius. **Be sure to expand the shape in Adobe Illustrator so it scales properly.**
  - The stroke weight of the diamond should change as the diamond scales up and down. The smaller the diamond, the smaller the stroke size.
- For additional depth, a triangle shape may be incorporated.



**Reference the next two pages to see how the background pattern is compiled.**



RGB | 62, 52, 91  
CMYK | 83, 85, 37, 29  
HEX | #3E345B

RGB | 110, 77, 157  
CMYK | 68, 82, 1, 0  
HEX | #6E4D9D

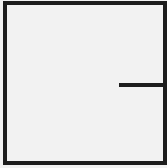


RGB | 70, 55, 102  
CMYK | 82, 87, 32, 21  
HEX | #463766



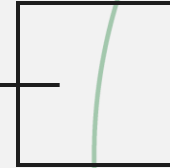
RGB | 147, 103, 211  
CMYK | 53, 66, 0, 0  
HEX | #9367D3

10% Opacity

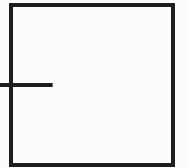


RGB | 242, 242, 242  
CMYK | 4, 2, 2, 0  
HEX | #F2F2F2

RGB | 162, 201, 174  
CMYK | 38, 7, 37, 0  
HEX | #A2C9AE



RGB | 251, 251, 251  
CMYK | 1, 0, 0, 0  
HEX | #FBFBFB



RGB | 109, 110, 112  
CMYK | 58, 49, 47, 15  
HEX | #6D6E70

10% Opacity

# Photography



- When using imagery, keep the following criteria in mind:
  - Stick with modern, casual, and optimistic photography.
  - Look for diverse individuals when using photos with people in them.
  - For vertical specific content, look for images that accurately reflect that industry.
  - If possible, steer clear of imagery that evokes negative reactions. For example, when discussing about data breaches, avoid using images of people panicking.
- Please avoid:
  - Overly staged and cliché stock photography.
  - Animated stock photography.
  - Photos with paper processes, unless to emphasize the need to move away from it.
  - Photos with human contact, such as a handshake.

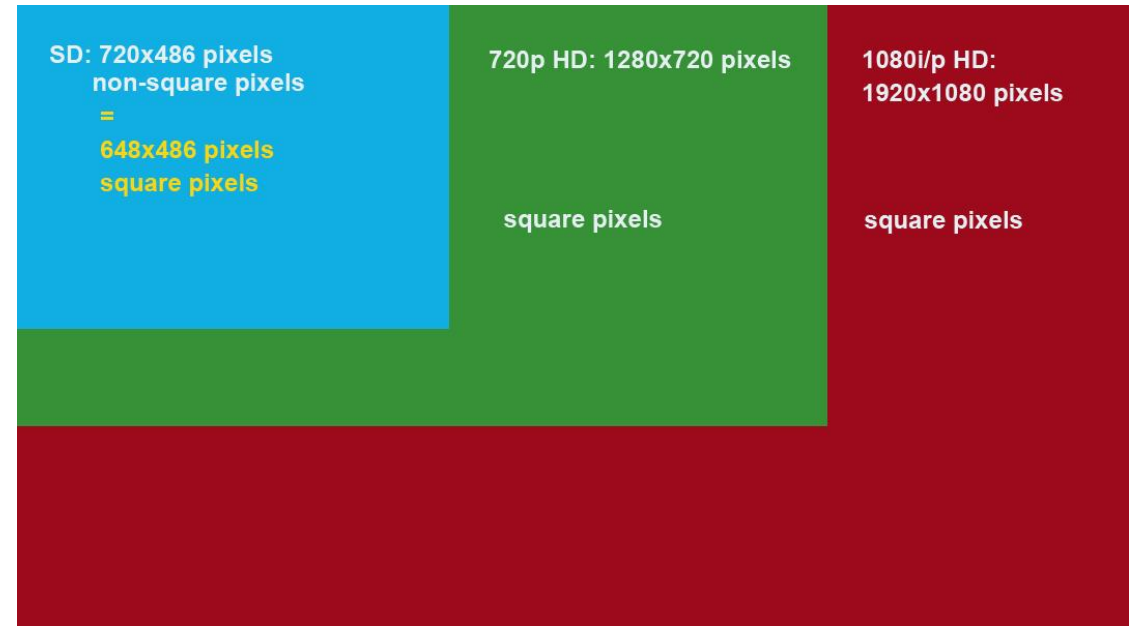
# Video & Audio Guidelines



# Video Resolution



- Standard resolution is 1080 (as of 2020). 1080p or 1080i can be used depending on the context of the video as well as the source footage being used.
- There may be instances where 4K is necessary.



# Voiceover



- When possible, voiceovers should be recorded using a dedicated, high-quality microphone in a sound-isolated room.
- For editing purposes, it's best if the individual recording the voiceover leaves a gap of 3-4 seconds between sentences.



- If video content requires music, keep the following criteria in mind:
  - Mid-tempo
  - Appropriate in terms of tone and volume
  - Entertaining without being intrusive
  - Instrumental (or at least, no audible lyrics)
- **Never use copyrighted music**, no matter how obscure you might think it is. If you're unsure about music selection, please contact [marketing@sertifi.com](mailto:marketing@sertifi.com).

# Approved Email Signature

# Email Signatures



## Default



**Amy King (she/her)**

Director of Brand & Content Marketing

312.350.8667

[sertifi.com](https://sertifi.com)

- Click [here](#) to get instructions for updating your email signature.

## Dark Mode



**Amy King (she/her)**

Director of Brand & Content Marketing

312.350.8667

[sertifi.com](https://sertifi.com)

# Thank You



If you have any questions about the brand guidelines, need brand assets, or are unsure whether you're adhering to the guidelines, please reach out to [marketing@sertifi.com](mailto:marketing@sertifi.com).

Partners, affiliates, and employees must follow these brand guidelines.

We will continue to add to these guidelines as we keep building on our brand. We reserve the right to change the guidelines as needed because maintaining a cohesive brand identity is an ongoing initiative. However, when we do make changes, we'll be sure to communicate them.