Brand Book & Visual Identity Guidelines

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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?
Who We Are
Agree faster. Work smarter. Build better experiences.
Core Values

Build Together
- We work as a team, understand each other’s needs, embrace different perspectives, and trust each other.
- We build relationships and seek feedback to make our company and product better.
- We strive to be authentic allies to each other and the communities we serve.

Deliver Value
- We care deeply about our customers.
- We innovate and overdeliver solutions with their success in mind.
- We create trust by using our best judgement, always doing what’s right, and staying transparent to our peers, customers, and stakeholders.

Own It
- We strive to use our best judgement and take accountability when we don’t get it quite right.
- We’re open and honest. We take initiative and pursue opportunities to learn and grow, even when it’s not the easiest path forward.

Enjoy the Journey
- We’re empowered to own our careers and given the tools we need to succeed.
- We celebrate wins, learn from failures, love what we do, and have fun along the way.
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 agreements platform for the hospitality and travel industry. Brands like Marriott, Topgolf, and AEG Worldwide trust Sertifi to efficiently and securely sign documents, exchange card authorizations, and complete payments with their customers. 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
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
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.

- 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 use the wordmark 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.
Retired Logos

Please delete any old Sertifi logos you may have. If you need help updating outdated material, please contact 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 useRoboto 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!@#$%^&*()

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**Roboto** (Secondary)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Medium*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
1. Download the font from this link:  

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.
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
• 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.
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
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)
• Please use icons from the icon library.
• If new icons are needed, please contact marketing@sertifi.com.
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.
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.
• 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

• Click here to get instructions for updating your email signature.

Default

Amy King (she/her)
Director of Brand & Content Marketing
312.350.8667
sertifi.com

Dark Mode

Amy King (she/her)
Director of Brand & Content Marketing
312.350.8667
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.

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.