

Brand Book & Visual Identity Guidelines

Last Updated: February 2023



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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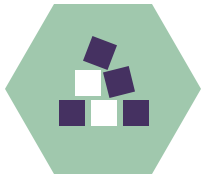
Who We Are

Mission



Agree faster. Work smarter. Build better experiences.

Core Values



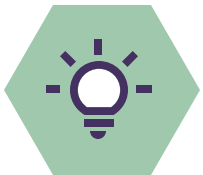
Build Together

- 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.



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.



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.



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.

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 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

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



Mark

Sertifi

Wordmark



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.



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.



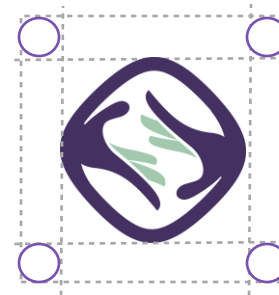
Don't alter the typeface in the wordmark.

Clear Space

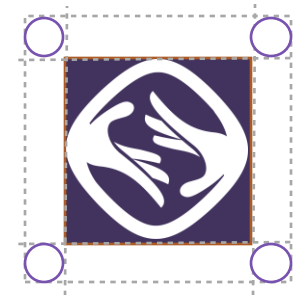


For clarity and legibility, the logo requires a minimum area of clear space around it.

- 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.

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

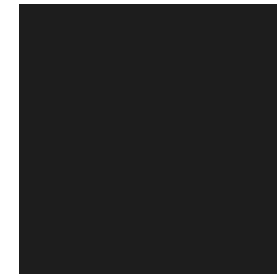


- Use Dark Koamaru or Black for text on white or light backgrounds. Use Mint Green or White for text on dark or photo backgrounds.
- Use Dark Koamaru and Mint Green for shapes, lines, icons, and illustrations.
- For legibility, please don't use Mint Green as a background color with text placed on it.



Dark Koamaru

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



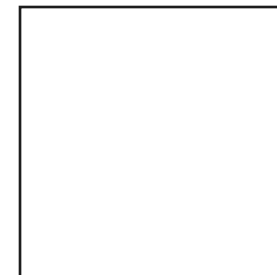
Black

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



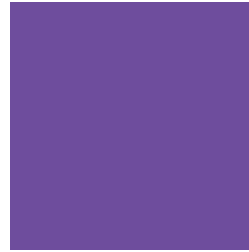
White

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



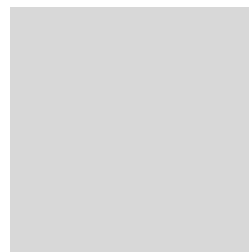
Deep Purple

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



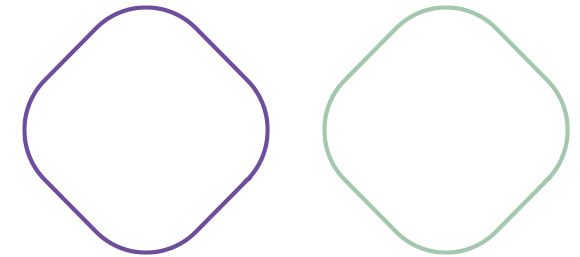
- Please use icons from the [icon library](#).
- If new icons are needed, please contact marketing@sertifi.com.



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

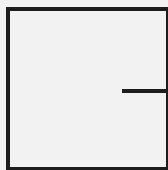


RGB | 70, 55, 102
CMYK | 82, 87, 32, 21
HEX | #463766



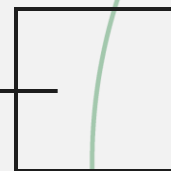
RGB | 147, 103, 211
CMYK | 53, 66, 0, 0
HEX | #9367D3

10% Opacity

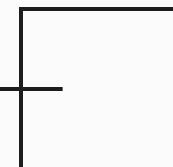


RGB | 242, 242, 242
CMYK | 4, 2, 2, 0
HEX | #F2F2F2

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



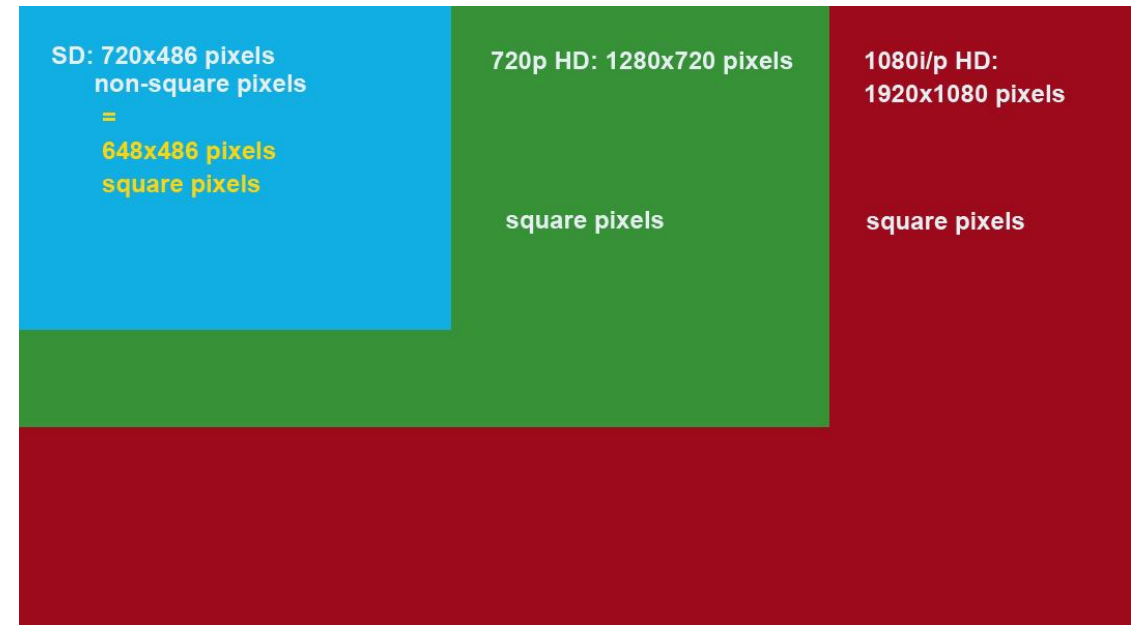
- When using imagery, keep the following criteria in mind:
 - Stick with modern, casual, and optimistic photography.
 - Look for diverse individuals when using photos with people in them.
 - For vertical specific content, look for images that accurately reflect that industry.
 - If possible, steer clear 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.

Approved Email Signature

Email Signatures



Default



Amy King (she/her)

Director of Brand & Content Marketing

312.350.8667

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

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.