UPDATED APRIL 2026

SignUpGenius®

Brand Guide

Thanks for helping SignUpGenius maintain a consistent look and feel.

Downloadables

Logos | Approved Art | Brand Guides

Strategic Foundation

Mission

To empower people to change the world, together.

Vision

Help customers simplify so they can amplify.
When logistics are simple, impact grows.

Core Values

Respect
Growth
Innovation
Fun
Change

Brand Personality

Welcoming: Anyone can organize

Helpful: Our tools do the heavy lifting

Joyful: Events bring people together

Practical: Logistics made simple

Brand Promise

SignUpGenius helps groups simplify logistics so their impact can grow.

Voice & Messaging

Follow our brand voice guidelines so each message feels clear, friendly, and easy to act on. The goal is to help people feel confident about what to do next.









Minimum Sizing



100 px min



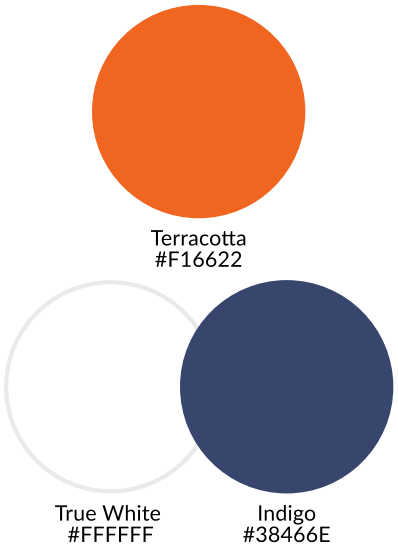
Logos

- **When possible, use the full-color logo.** One-color is also acceptable.
- The registration mark should be included.
- Maintain clear space around the logo — equal to the height of the capital letters.
- The full logo should not be displayed smaller than 100 px. The lightbulb logo mark can be used alone in small spaces, but only with permission.

IMPORTANT:

- **Use the logo "as is."** Do not recolor, warp, decorate, or in any other way alter it without express written permission.
- Do not use a **stacked version** of the logo.
- Do not use it over **chaotic backgrounds**.

Approved Colors



Primary

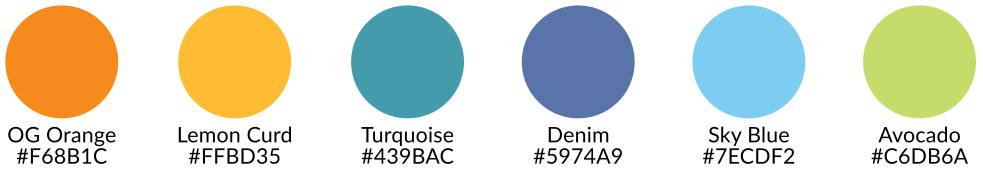
- **Terracotta:** Our primary brand color, used for key text and CTAs. Whenever possible, incorporate terracotta somewhere in the design to reinforce brand recognition.

> **IMPORTANT: Use sparingly.** Terracotta (#F16622) is a very strong color. Do not use it over large areas (eg. backgrounds) unless it is part of a gradient.

- **Indigo:** Contrasting color, used for CTAs, illustrations, and more
- **Black & White:** Always appropriate

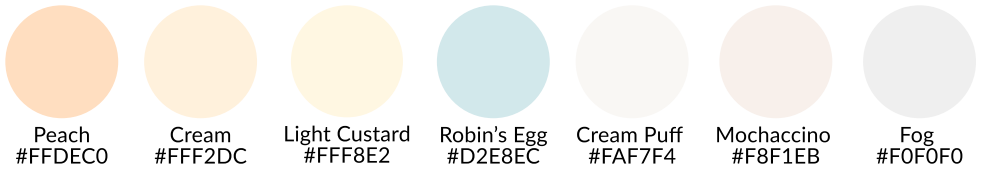
Accent

For energy and highlights



Neutrals

For surfaces and backgrounds



Lato Font Family

SignUpGenius uses **the Lato font family** on our website and in our marketing materials.

H1	**Lato Bold**
P	Lato Regular - He told the good woman, who had carefully washed the stone, that as she has been so benevolent to him, he would, in return, make her a present of it.
Quote	*"Lato Italic - I have brought it a considerable way..."* *D.L. Ashliman*
Label	LATO BLACK

Key Terms

Organizer: The customer/user who creates sign ups. This is our primary audience.

Participant: The person invited to a sign up by an organizer. They fill slots.

Sign up: Used as both a noun to refer to our product pages, as well as a verb to describe the action in which participants fill slots.

Template: A pre-built sign up that can be customized by the organizer.

Theme: The visual design style applied to a sign up, including colors and images.

Branded CTAs



- **Buttons**: Solid or ghost buttons are acceptable. Rounded corners or pill shapes.
- Minimum button height: 40–48px

IMPORTANT: Terracotta (#F16622), Indigo (#38466E), black and white are the only accepted CTA colors.

Text Links

signupgenius.com/case-studies

Blog / From Burnout to Balance

- **Omit "http://www"**
- **CTAs should meet basic ADA requirements:**
  - **Text links** smaller than 14pt bold should be rendered in a darker color — Red Rock (#C74200) or Denim (#5974A9).

Readability & Hospitality

SignUpGenius is committed to community involvement. Whenever possible, remove barriers so that anyone who wants to participate can do so easily.

Text must have enough contrast:

- **Body text** (smaller than 18pt reg/14pt bold): should have a contrast ratio of at least 4.5:1
- **Large text** (larger than 18pt reg/14pt bold) should have a contrast ratio at least 3:1

Making our content easy to read is an act of hospitality.



Photo Selection Tips

All stock images provided by SignUpGenius are sourced from iStockPhoto.

Overall vibe: easy, light, bright, joyful, connecting, fun

Important — Ask 3 questions before selecting an image:

1. Is something happening here, or is someone just posing?
2. Can I tell where this takes place in under 1 second?
3. Does this showcase the benefits of coordinating events via a sign up?

Love this!



Steer away from this.



Love this!

- **Multi-ethnic** & age representation
- **Documentary-/lifestyle-type images,** that make the viewer feel like they are part of the action. Should feel like a moment you would want to join.
- **Authentic-feeling** situations
- Happy people, **dressed normally**
- **Groups** *(sign ups are mostly about group activities)*







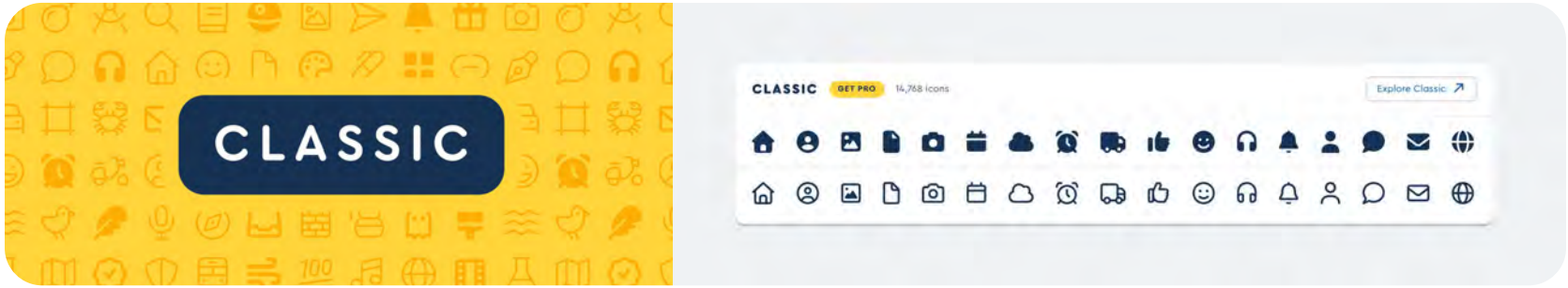

Steer away from this.

- **Isolated people** using technology
- **Over-acting**
- **Overly-posed** images
- **Flat shots** where people are not the focus
- **Dark, moody** images
- Formal-wear/**Suits**
- **Over-played metaphors** for connection







Font Awesome Icons are used to unify our materials.

- **Classic**-Regular is the standard choice.
- **Classic-Solid** is used in situations where the icons display smaller than 20px.

Social icons are not included in the Font Awesome library. Ours are the ones above.



Thank you!

SignUpGenius®