UPDATED APRIL 2026

SignUpGenius Quick Brand Guide

Thanks for helping SignUpGenius maintain a consistent look and feel.

Downloadables Logos & Images | Brand & Style 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.



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**.

Download Logos

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

OG Orange #F6881C | Lemon Curd #FFBD35 | Turquoise #439BAC | Denim #5974A9 | Sky Blue #7ECDF2 | Avocado #C6DB6A

Neutrals
For surfaces and backgrounds

Peach #FFDECO | Cream #FFF2DC | Light Custard #FFF8E2 | Robin's Egg #D2E8EC | Cream Puff #FAF7F4 | Mochaccino #F8F1EB | Fog #F0F0F0

Lato Font Family

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

Download Lato

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..."* DJ, Ashburn
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

Create a Sign Up | Log In

Create a Sign Up | Log In

Create a Sign Up | Log In

- **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

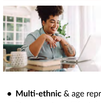
Making our content easy to read is an act of hospitality.

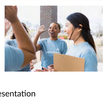
Photo Selection Tips

All stock images provided by SignUpGenius are sourced from iStockPhoto.

Love this!

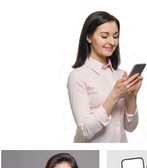






- **Multi-ethnic** & age representation
- **Documentary-/lifestyle-type images**, that make the viewer feel like they are part of the action. Should feel like a moment you would want to join.

Steer away from this.







- **Isolated people** using technology
- **Over-acting**
- **Overly-posed** images

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?

Thank you!

We are grateful for your help.