UPDATED APRIL 2026

SignUpGenius Brand Guide for Paid Ads

Thanks for helping SignUpGenius maintain a consistent look-and-feel.

Downloadables Logos & Images | Brand & Style Guides

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.**

Minimum Sizing

100 px min

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

Terracotta #F16622 · Indigo #38466E · True White #FFFFFF

Accent

For energy and highlights

OG Orange #F16B31C · Lemon Curd #F1B035 · Turquoise #429BAC · Denim #3974A9 · Sky Blue #7ECDF2 · Avocado #C6D86A

Neutrals

For surfaces and backgrounds

Peach #F1DDCD · Cream #FFF2DC · Light Custard #FFF9E2 · Robin's Egg #D2EBEC · Cream Puff #FAF7F4 · Mochaccino #F8F1EB · Fog #F0F0F0

PRODUCT-FOCUSED

Anatomy of a SignUpGenius Ad

Trust Signal

1 Clear Audience. 1 Primary Benefit

- Max headline length (e.g. 2–8 words)
- Max body copy lines (1–3 lines)

Overall

- Should have continuity with the corresponding landing page.



Product

- Mobile screenshot
- Solves a problem for the audience. Makes sense for the current season.
- Readable sign up title (will need to be enlarged)

CTA

- Terracotta preferred.
- Should target new organizers.

Logo

LIFESTYLE-FOCUSED

Anatomy of a SignUpGenius Ad

Trust Signal

1 Clear Audience. 1 Primary Benefit

- Max headline length (e.g. 2–8 words)
- Max body copy lines (1–3 lines)

Lifestyle Photo

- See tips below

Overall

- Should have continuity with the landing page.



Logo

- Full color or black & white

Product Reference

- Readable sign up slot (will need to be simplified & enlarged)
- Solves a problem for the audience.
- Makes sense for the current season.

CTA

- Terracotta preferred.
- Should target new organizers.

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...*" Lt. Ashton

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

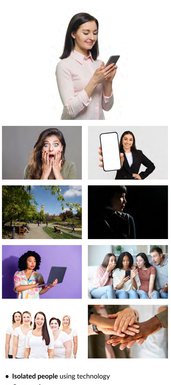
Making our content easy to read is an act of hospitality.

Photo Selection Tips

Love this!



Steer away from 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)*

- **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

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?

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Thank you!

We are grateful for your help.