UPDATED APRIL 2026

SignUpGenius Brand Guide for Video

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

Downloadables Logos & Images | Brand & Style Guides

Logos



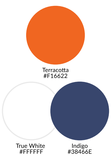
- **When possible, use the full-color logo.** One-color is also acceptable.
- The registration mark should be included.
- Maintain clear space around the logo — equal to the height of the capital letters.
- The full logo should not be displayed smaller than 100 px. The lightbulb logo mark can be used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

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 #F68B1C | Lemon Curd #FFBD35 | Turquoise #439BAC | Denim #5974A9 | Sky Blue #7ECDF2 | Avocado #C6DB6A

Neutrals

For surfaces and backgrounds

Peach #FFDEC0 | 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..."* — D.L. Ashliman

Label LATO BLACK

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).

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.

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.

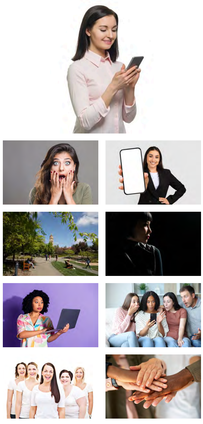
Stock Video Selection Tips

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

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?

All stock images provided by SignUpGenius are sourced from iStockPhoto under SignUpGenius' license and may be used only for approved SignUpGenius marketing and advertising projects, with no redistribution, resale, or use outside authorized campaigns.

Thank you!

We are grateful for your help.

CASE STUDY

Video - Example 1

Watch Video

Head of the Hooch

Produced by BuzzLabs

Note: The logo has been updated since these screenshots were taken.



Title Slide

- Color boosted to be warm and rich
- Documentary-/lifestyle-type images, that make the viewer feel like they are part of the action



Text

- Lato font family
- Easy-to-read

Color

- Choices match current palette



Images

- Color boosted to be warm and rich
- Documentary-/lifestyle-type images, that make the viewer feel like they are part of the action

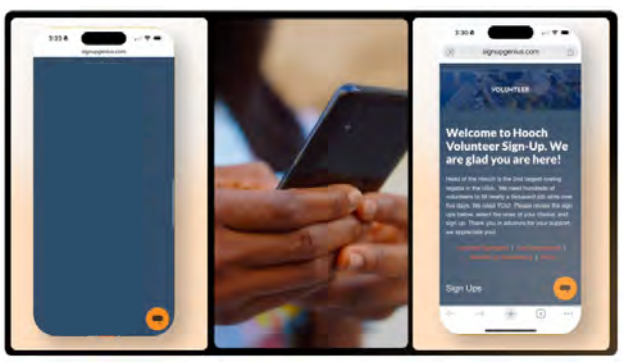


Structure

- “Bento box” structure matches the SignUpGenius website

Logo

- Plenty of clear-space
- Displayed over an uncluttered background



Stock Video

- Authentic-feeling situations
- Multi-ethnic & age representation

Sign Ups

- Displayed on mobile
- Headline has been enlarged to be easy to read



Website

- Use mobile/tablet devices if possible
- Use screenshots from the website that look simple and inviting



End Screen / CTA

- Ideally end with the SignUpGenius logo
- CTAs should be Terracotta, black or white

PRODUCT-FOCUSED

Video - Example 2

Watch Video

The Hidden Chaos Behind Every Event

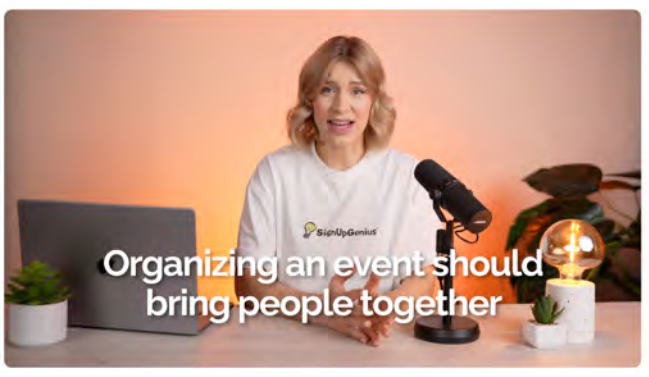
Produced by VideoDeck

Note: The logo has been updated since these screenshots were taken.



Thumbnail

- Easy to read text. Lato font family.
- Friendly feel.
- Logo mark (if used) displays enough of the mark for the “checkmark” is clearly a checkmark.



Talent

- Friendly
- Clothing SighUpGenius branded

Lighting

- Beautiful orange gradients

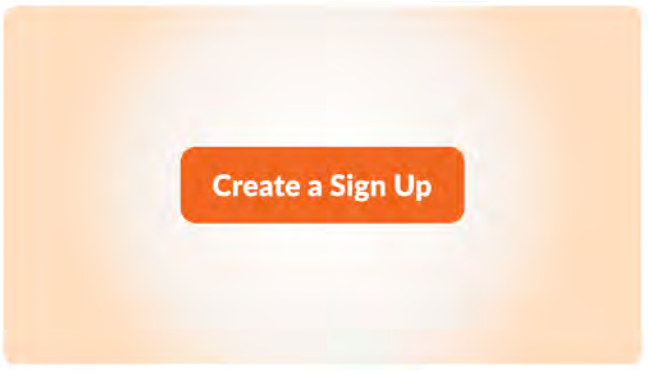
Text

- Lato font family
- Easy-to-read



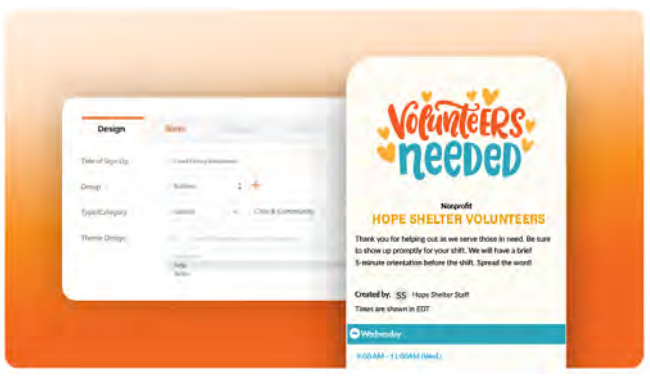
Transitions

- A color other than Terracotta has been used.



CTA

- Terracotta orange
- Rounded corners (not pill)
- Easy to read

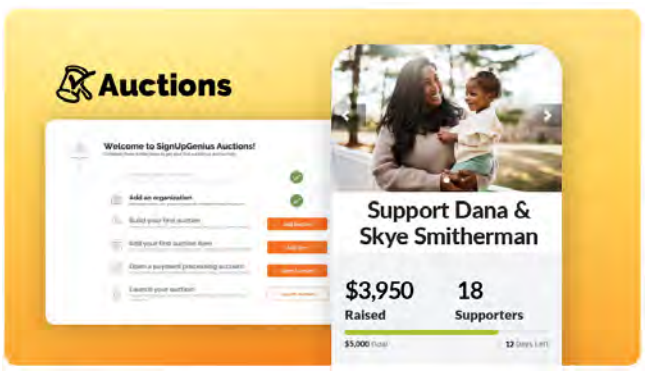


Product Snippet

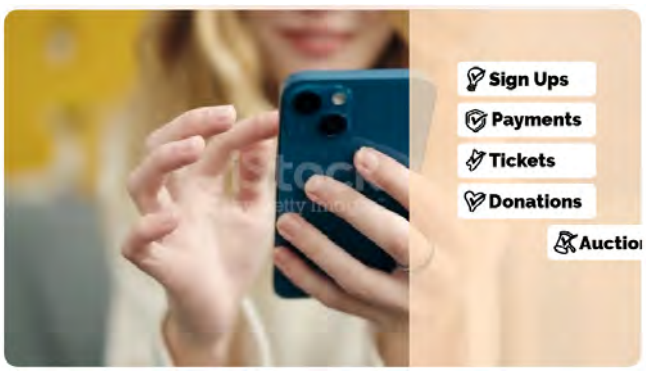
- Drop-shadow
- Rounded corners

Sign Ups

- Displayed on mobile
- Headline has been enlarged to be easy to read
- Looks attractive



Note: We are no longer emphasizing the suite (Auctions, Tickets, Donations...)



Stock Video

- Real-world context
- Light feeling

Note: We are no longer emphasizing the suite (Auctions, Tickets, Donations...)



End Screen

- Lato font family
- All text is easy to read.
- Logo is easy to read.
- Suggested content does not cover up CTA