APPROVE

Brand Guidelines

Primary Logo

Corporate logo (No descriptor)

This version of the corporate logo is the most versatile and widely applicable, ideal for use across various scenarios. As the main logo, it should be used consistently in all primary brand applications to maintain and enhance brand professionalism. Proper and respectful application of this logo, in line with established guidelines, is essential to the brand's success and scalability.

Brand Icons

The icon can be used without the wordmark in conjuction with APPROVE branding elsewhere. These icons can not stand alone on graphics and documents without the context of the primary logo in its vicinity.

Check badge   Check badge filled   Check mark   KWIPPED

Primary Logo Specs

Clear Space = Width of letter "E"

Clear Space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo from any competing graphic elements like other logos or body copy that might overcrowd, conflict with, and lessen the impact of the logo.

Minimum Size

160 px

Logo Usage

✔ Use "LOGO WHITE" or "LOGO LIGHT" on dark/blue backgrounds

LOGO WHITE

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LOGO LIGHT

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✖ Do NOT place primary logo on dark or busy backgrounds

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✖ Do NOT rotate

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✖ Do NOT add a drop shadow

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✖ Do NOT change colors

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✖ Do NOT stretch or skew

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Primary Color Palette

APPROVE blue

C:73 M:37 Y:0 Y:0

R:65 G:138 B:201

HEX: #418AC9

Name gray

C:76 M:62 Y:54 Y:41

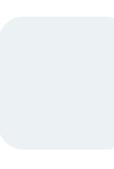R:57 G:67 B:75

HEX: #39434b

Shadow gray

C:4 M:2 Y:0 Y:24

R:185 G:190 B:193

HEX: #B9BEC1

Secondary Color Palette

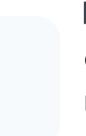**Medium gray**

C:23 M:9 Y:0 Y:36

R:124 G:148 B:162

HEX: #7C94A2

Light gray

C:3 M:1 Y:0 Y:4
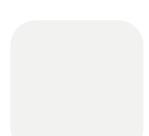
R:236 G:241 B:244

HEX: #ECF1F4

Medium blue

C:14 M:7 Y:0 Y:0

R:219 G:238 B:255

HEX: #DBEEFF

Light blue

C:3 M:1 Y:0 Y:1

R:246 G:250 B:253

HEX: #F6FAFD

Neutral

C:0 M:0 Y:1 Y:5

R:242 G:242 B:240

HEX: #F2F2F0

Accent Green

C:49 M:0 Y:55 Y:33

R:88 G:171 B:77

HEX: #58AB4D

Turquoise

C:55 M:8 Y:0 Y:33

R:77 G:157 B:171

HEX: #4D9DAB

Hover blue

C:54 M:23 Y:0 Y:25

R:88 G:148 B:192

HEX: #5894C0

Typography

Poppins Regular

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Poppins Medium

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Poppins SemiBold

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Poppins Bold

abcdefghijklmno
pqrstuvwxyz
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

ALTERNATIVE

Gotham Book

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

0123456789

Gotham Bold

abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

0123456789

Letter spacing recommendation: –3%, –5%, or up to –.05em

Typography is a powerful brand tool when used consistently. This set of typefaces best represent modern, corporate feel of the brand and should be used across all print, office and web applications. If not specified elsewhere in the brand standards, various sizes, styles and weights may be used at the designer's discretion to suit space needs and create variety.

Typography

Poppins Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Poppins SemiBold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Poppins Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Photography

For non-industry specific marketing, here are some key recommendations:

- Clear view of peoples' faces, reflecting happy, smiling, and content subjects.

- High resolution stock images similar to examples presented.

- Avoid bright colors or tones that clash with brand colors. Use photos with blues, whites, greens, and cool tones.
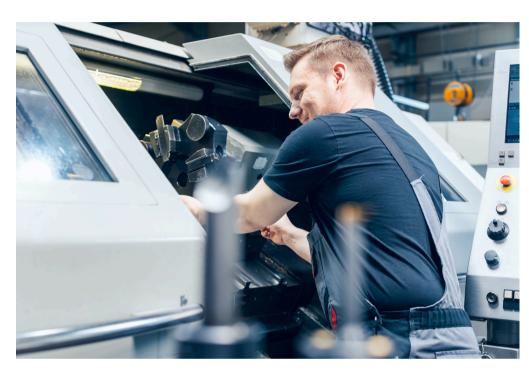
Photography

When using industry-focused imagery, here are some key recommendations:

- Clear representation of equipment and context of equipment usage.

- Include people who reflect industry personnel (when necessary).

- Cooler tones color palette.

Photography

When using internal and/or hiring imagery, here are some key recommendations:

- Happy, smiling subjects.

- Bright colors to reflect bright and lively culture.

- Highly recommend using current employees and team member imagery.