



Brand Guidelines

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Overview



About Spritz

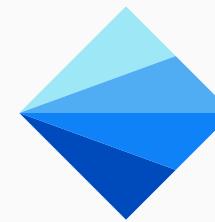
Spritz is an app that empowers cleaners to be more profitable.

Our all-in-one solution leverages technology to streamline service and address tax, compliance, communication, and admin needs.

So that cleaners can focus exclusively on execution and we handle everything else in-between.

Empowering cleaners to be more profitable





Brand Archetypes

The Sage

Primary

The Sage believes that the truth will set you free. They are driven by the desire for truth and knowledge and use them to make the world a better place by sharing their findings.

The Caregiver

Secondary

Caregivers live to give. They're motivated by compassion and want to make people feel secure and nurtured.

The Everyman

Tertiary

The Everyman is your salt-of-the-earth type: non-pretentious, relatable, wholesome, comfortable. The Everyman values hard work, common sense, reliability and authenticity.

Brand Personality

Sonia Sotomayor

Sonia Maria Sotomayor (born June 25, 1954) is an associate justice of the Supreme Court of the United States. She was nominated by President Barack Obama on May 26, 2009 and has served since August 8, 2009. She is the third woman to hold the position. Sotomayor is the first Hispanic, first Latina, and first woman of color to serve on the Supreme Court.

She embodies the brand attributes for Spritz and can serve as a focal point in shaping the Spritz brand identity as well as tone of voice. Sonia being a pioneer and expert in her field is highly relatable to the target audience — most especially as an aspirational leader who started from humble beginnings.

Sonia represents a strong character that both the Spritz users can easily relate to.





Brand Values

Efficiency

We like to present ourselves as an efficient outfit that fosters trust in the hearts of our users.

Community

At spritz, we want our users to be part of our growth and so we are big on community.

Problem Solving

We solve problems! We want our users to be sure of our services and trust that we will provide the best solutions to their problems.

Tone of Voice

Empowering

Innovative

Consistent

Imaginative

Secure

Simple

Caring

Stable

Safe

Reassuring

User Attributes

Active

Disciplined

Organized

Orderly

Gets things done

Self-conscious

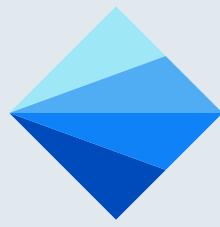
Emotional

Pragmatic

Caring

Outgoing

Logo



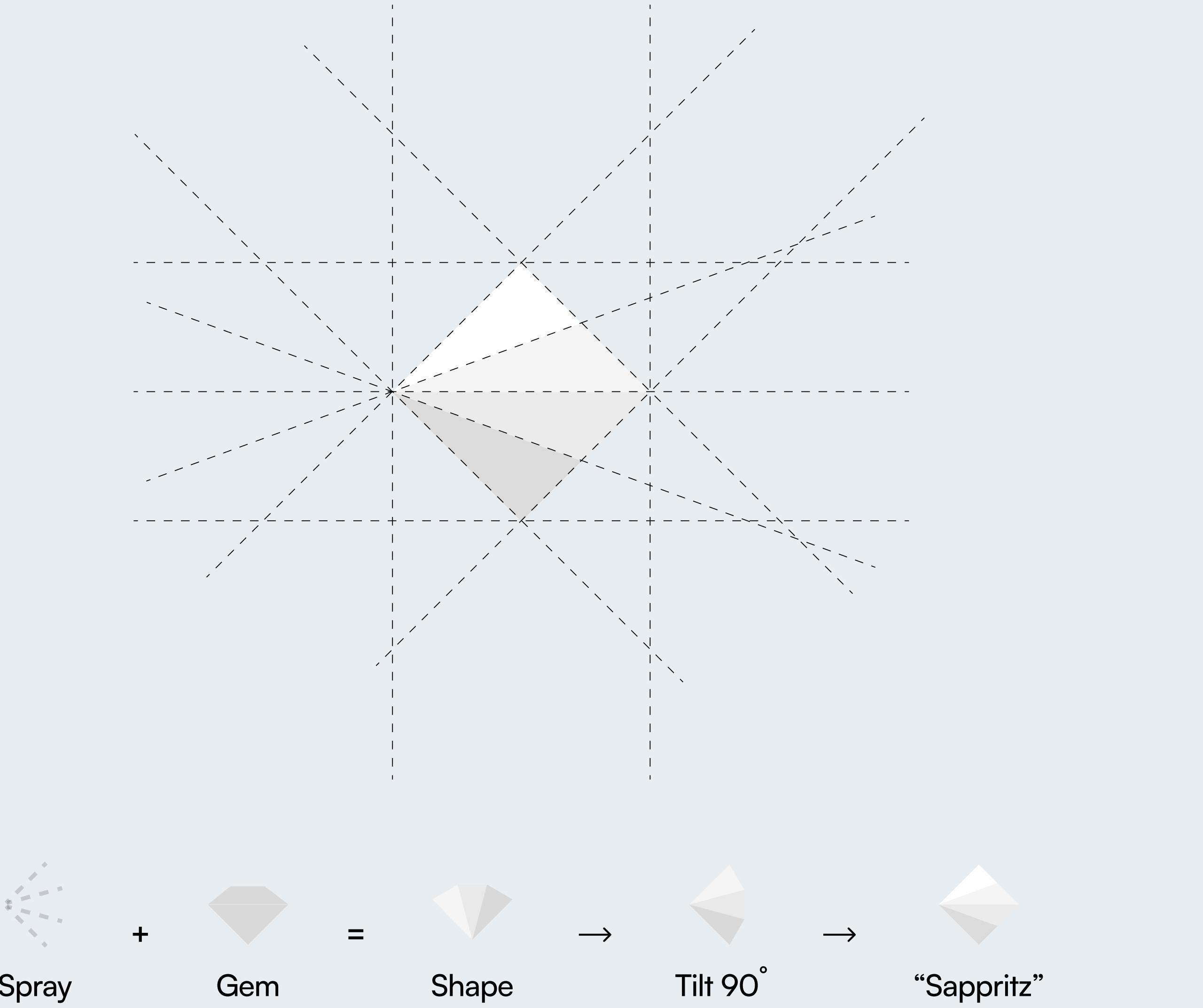
Logo Structure

The logo is called “Sappritz”; coined from a spritz and a sapphire.

A spritz always has a source, and this became the foundation of the structure of the logomark. We fashioned our ideas around the shape of a spritz.

The sections of the logomark represents the main facets in the pavillion of a gemstone - A Sapphire.

As is common with most gemstones, the Sappritz was constructed with that unique detail in mind. Thus, we combined the main facets with the structure of a spritz to give the resulting hybrid structure.



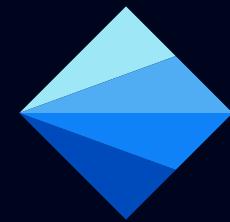


Logo

The Spritz logo is made up of a logomark (The Sappritz) and a wordmark (DM Sans).

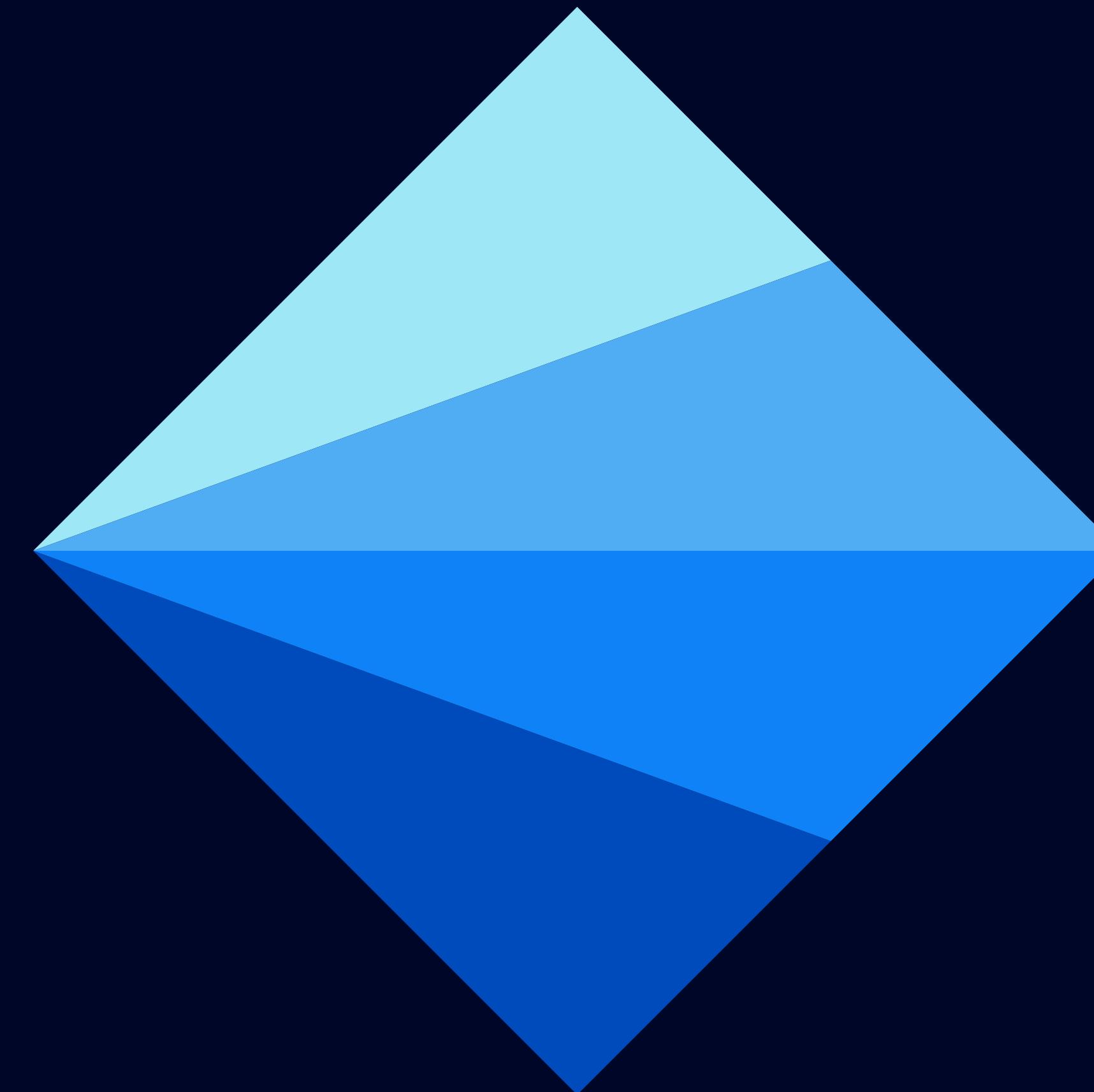
It's a striking yet minimal composition that embodies the brand values and user attributes.

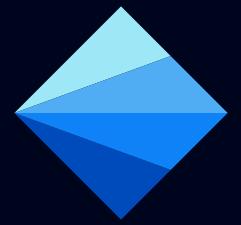




Logomark

The “Sappritz” is a convergence of geometry and colour progression. The increasingly darker shades of blue depict progress and advancement of Spritz’ customers (cleaning businesses).



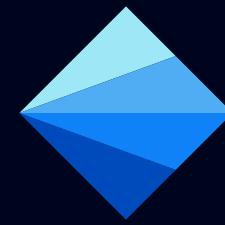


Wordmark

DM Sans is a Sans-serif font that embodies sophistication, straightforwardness and simplicity. It gives the Spritz identity a modern and clean look.

Spritz

Spritz



Logo Clear Space

To ensure legibility and prominence of the logo, an area “x” of clear space has been defined equivalent to the height of the favicon; ‘the sappritz’.

This area should be kept free from text, patterns, or other distracting elements.

The horizontal variant has a clear space of “ $x/4$ ” between the sappritz and the wordmark.

Please note that this denotes the minimum clear space “x”, more can and should be used where necessary.



STACKED



HORIZONTAL



Logo Scale

Since we can define a clear space for our logo, we can also determine a scale for the size of our logo, a minimum scale to ensure legibility and prominence in all use cases, making sure it is never used smaller than the defined scale here.

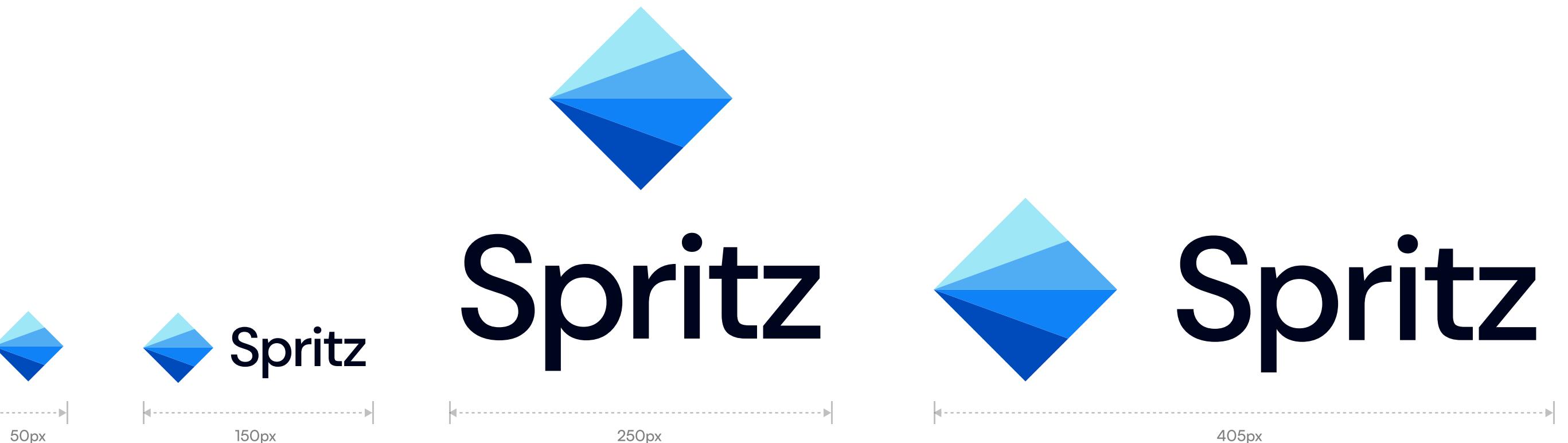
Please note that these are absolute minimum values, it is advised to always use bigger proportional sizes.

MINIMUM WIDTH

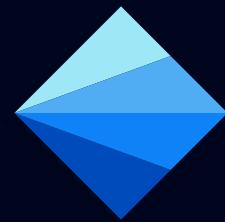
The minimum width for this logo is 50px

MAXIMUM WIDTH

There is no maximum width defined for this logo



Colors



Colour Palette

The brand color palette is meant to bridge marketing communications and the product's interface in order to enhance familiarity and brand recognition.

The logomark colours include Light Sky Blue, Blue Jeans, Azure, and Absolute Zero while Midnight, Baby Powder and Spritz gradient are used to compliment the primary brand colors for relevant use cases.

Midnight	#00051E
Spritz Gradient	#9DE7F6 - #004BBB
Absolute Zero	#004BBB
Azure	#0E82F6
Blue Jeans	#50ADF4
Light Sky Blue	#9DE7F6
Baby Powder	#FFF9CF
White	#FFFFFF

Typography

Title font

DM Sans

H1	Heading One
H2	Heading two
H3	Heading three
H4	Heading four
Sub	Subtitle

Satoshi

Light

20px

Viverra non nunc ridiculus non sed egestas nisl. Ridiculus placerat arcu posuere ac. Varius ultricies venenatis velit ligula. Eleifend consequat vel at vulputate viverra mauris ut parturient. Sodales pellentesque orci euismod ipsum volutpat tristique amet, tincidunt. Bibendum neque amet, purus faucibus magna fusce vulputate mauris. Vitae facilisis amet nisi auctor tempus et, aliquet odio.

Regular

20px

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Medium

20px

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Bold

20px

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Black

20px

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Elements



Iconography

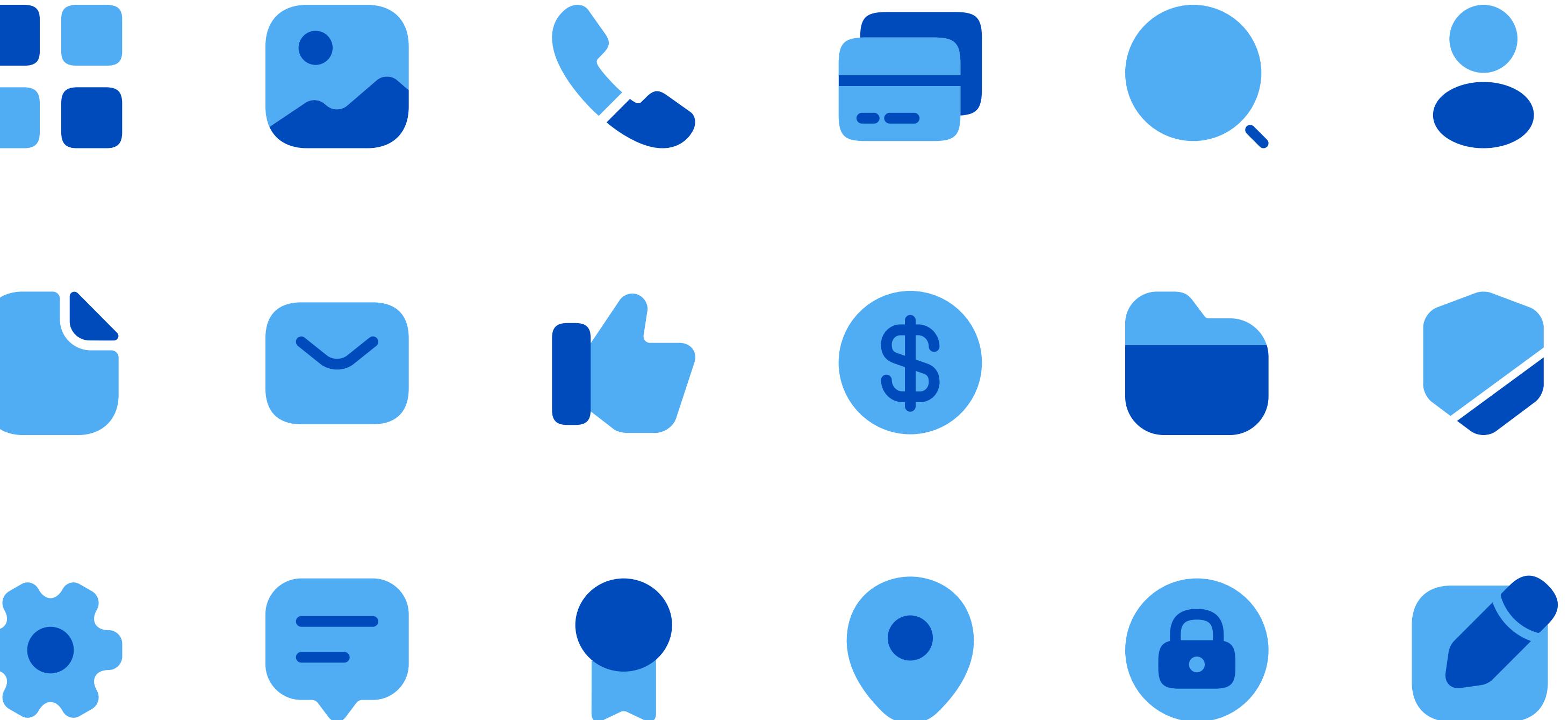


Iconsax by vuesax

Spritz' icons are not set in stone, but there are certain guidelines informing how they're employed in their use cases;

- The color palette of the icons must be duotone, one of the two as an accent the other as a fill.
- The icons must appear as filled and not outlined.

The preferred style for the icons is shown to the right, these icons are from Vuesax, Iconsax.

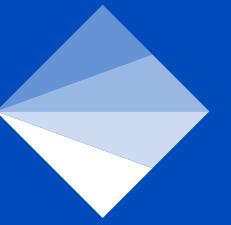


Applications

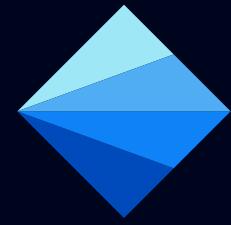
Logo Variations



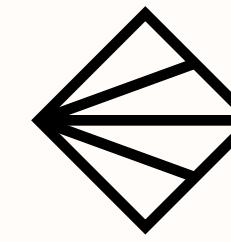
Spritz



Spritz



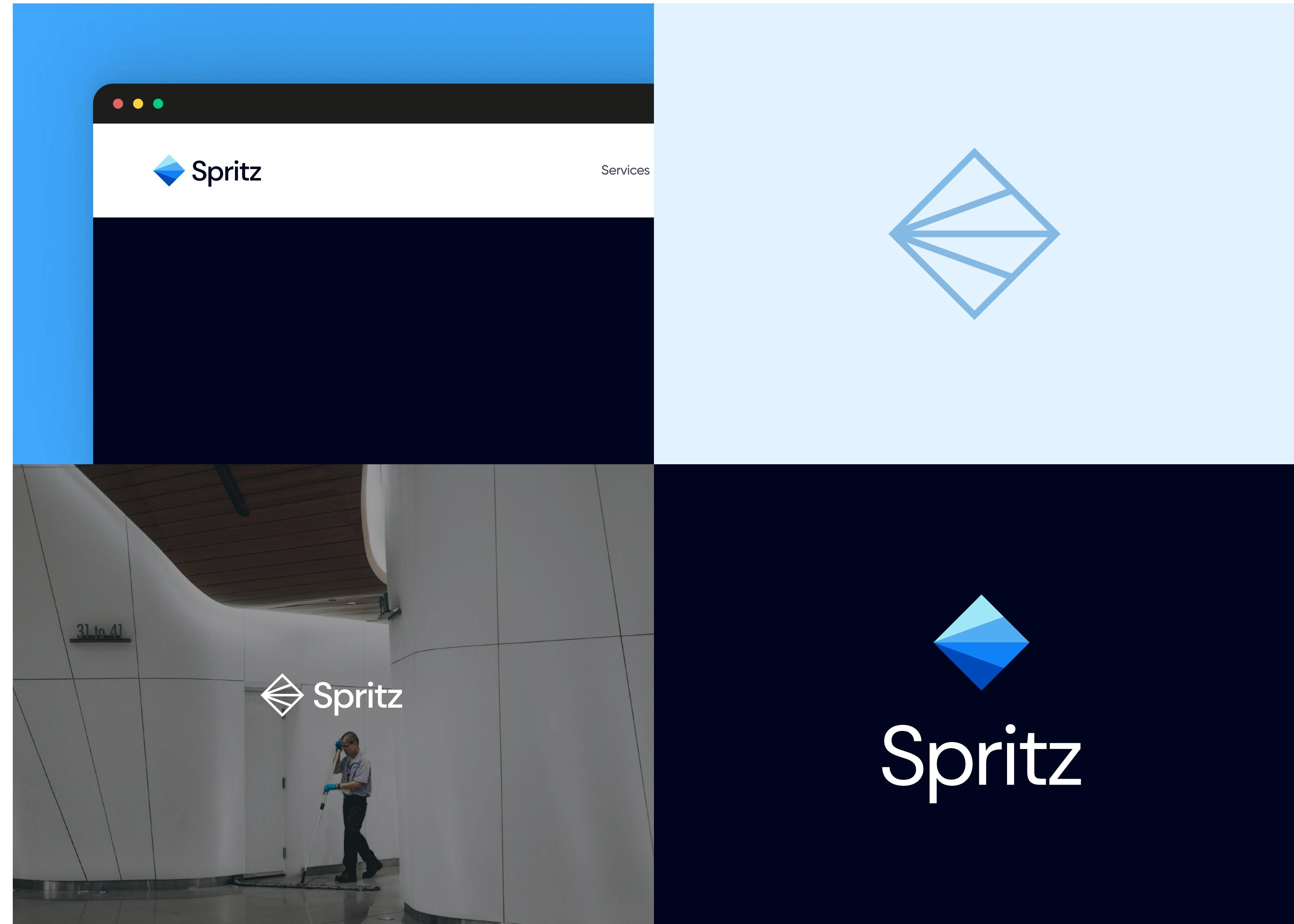
Spritz



Spritz

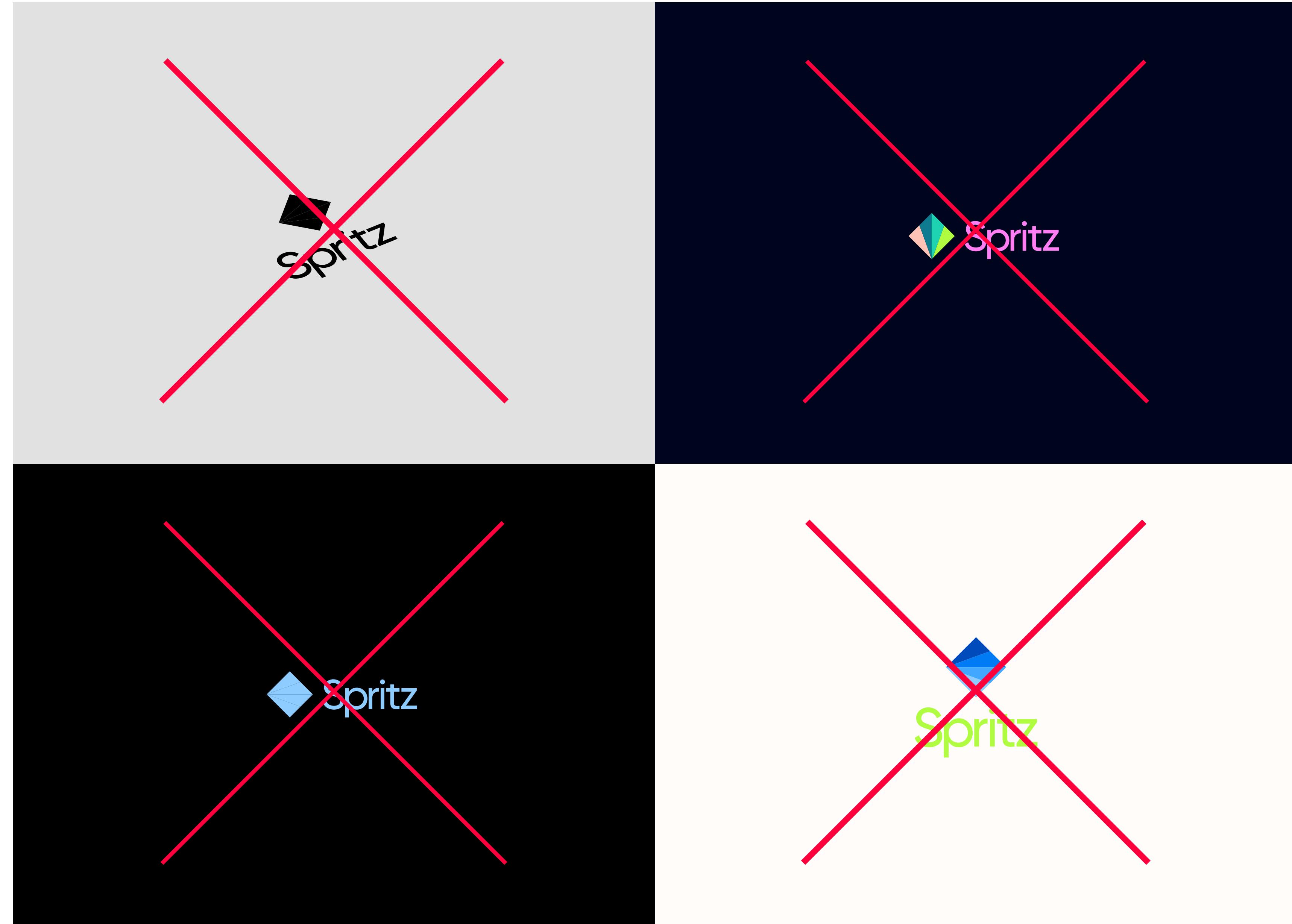
Logo Usage

Successful Examples



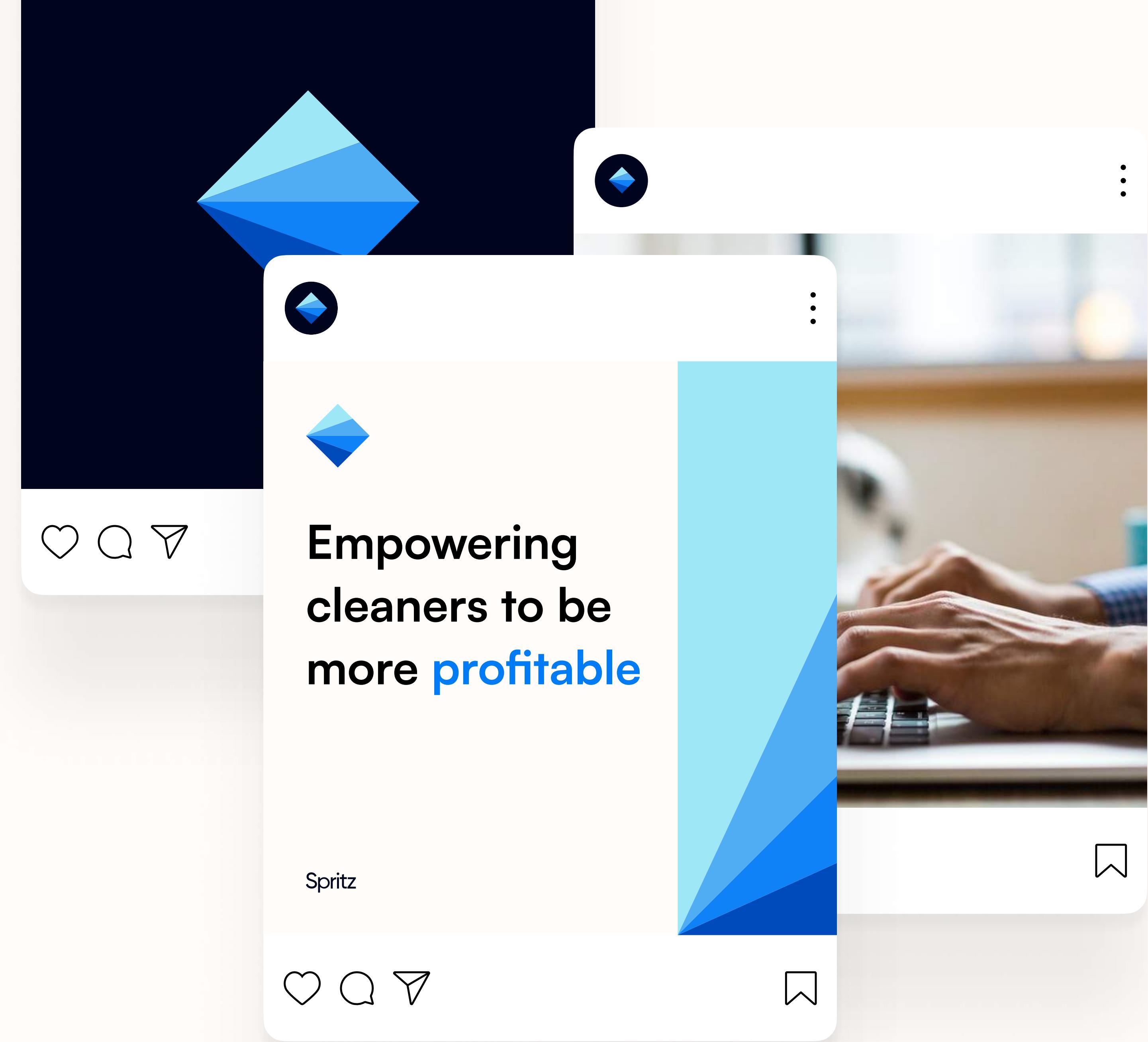
Logo Usage

Unsuccessful Examples



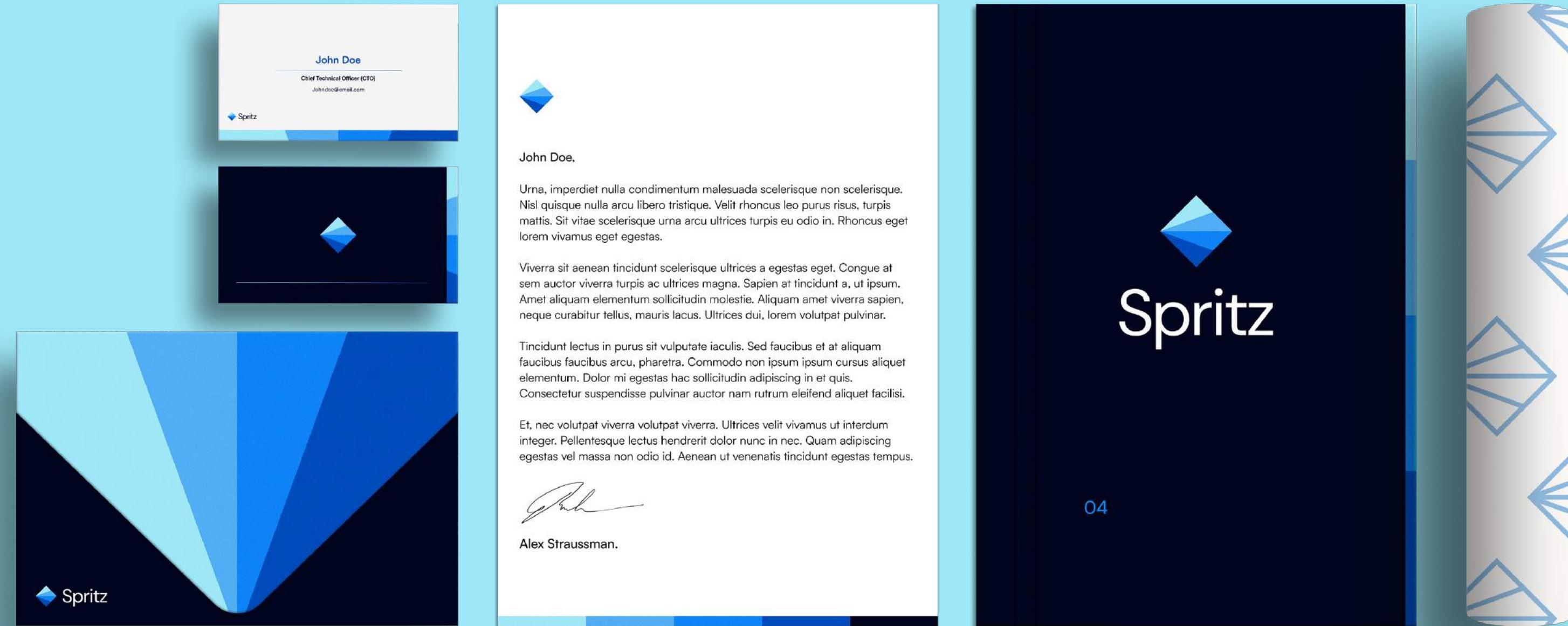
Social Media

Templates



Spritz in real life

Stationery



Spritz in real life

T-shirts



Spritz in real life

ID Cards





Spritz

