



Style & Brand Guidelines  
v1.0

# The Look

This guide establishes the basics of our branding that apply across all mediums. Whether it be a slide presentation, letterheads, email and the product itself.

The overarching visual theme of Shiftgig can be summed up with a few adjectives.

- *Open*
- *Approachable*
- *Fun*

We achieve this with simple layouts, appropriate use of negative space and a bright, friendly color palette.

# Our Logo

The logo is our identity. It is sacred. Treat it as such and we will always be putting our best foot forward.



## Do's

- Appropriate color combinations
- Icon does not exceed height of text
- Icon is always Shiftgig green unless in black and white.



## Dont's

- Bad color combinations
- Icon is disproportionate
- Text has a stroke
- Colors blend or clash with the background



# Colors

1/3

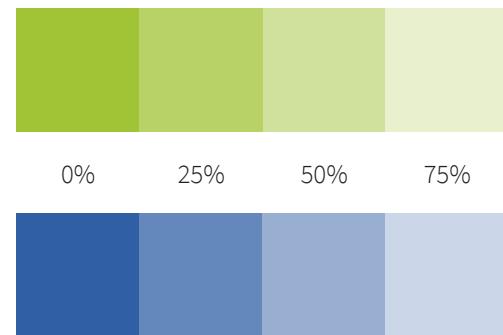
Color sets a mood and helps create visual consistency across all we do.



Our primary color palette.

# Colors 2/3

Colors can be expanded with the addition of white. Best used for adding highlights and shadows to design elements.



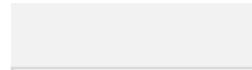
# Colors 3/3


R161 G195 B54
#A1C336
C42 M5 Y100 K0


R93 G115 B22
#5D7316
C64 M36 Y100 K21


R93 G115 B22
#315FA6
C88 M67 Y4 K0


R19 G51 B99
#133363
C100 M87 Y34 K24


R242 G242 B242
#F2F2F2
C4 M3 Y3 K0


R217 G217 B217
#D9D9D9
C14 M10 Y11 K0


R178 G178 B178
#B2B2B2
C31 M25 Y25 K0


R115 G115 B115
#737373
C56 M47 Y47 K13

Online color reference: <https://kuler.adobe.com/Shiftgig-25-color-theme-2698957>

# Typography 1/4

Good typography is central to our brand as our service revolves around job and candidate information being presented clearly.

It also makes us look expensive and professional. This goes a long way to establishing brand credibility.

# Typography 2/4

Our brand's typeface is MuseoSlab.

It's a geometric, humanist typeface.  
Sounds neat right? It is. But it's also  
easy to over-use.

**MuseoSlab**  
**MuseoSlab**  
**MuseoSlab**

**Grumpy wizards make toxic brew for the evil Queen and Jack**

The breath of man and horse mingled, steaming, in the cold morning air as his lord father had the man cut down from the wall and dragged before them. Robb and Jon sat tall and still on their horses, with Bran between them on his pony, trying to seem older than seven, trying to pretend that he'd seen all this before. A faint wind blew through the holdfast gate. Over their heads flapped the banner of the Starks of Winterfell: a grey direwolf racing across an ice-white field.

# Typography 3/4

Writing copy is tough. Make sure your audience can read it! On a screen, a sans-serif is generally much easier to follow. So we use this style for all body copy.

Source Sans Pro is our current typeface of choice.

## **Source Sans Pro** **Source Sans Pro** **Source Sans Pro**

Grumpy wizards make toxic brew for the evil Queen and Jack

The breath of man and horse mingled, steaming, in the cold morning air as his lord father had the man cut down from the wall and dragged before them. Robb and Jon sat tall and still on their horses, with Bran between them on his pony, trying to seem older than seven, trying to pretend that he'd seen all this before. A faint wind blew through the holdfast gate. Over their heads flapped the banner of the Starks of Winterfell: a grey direwolf racing across an ice-white field.

**Get it:** <http://www.google.com/fonts/specimen/Source+Sans+Pro>

# Typography 4/4

Simple tips to make your copy clean and easy to read.

Font sizes are scaled from a base of 16 pixels.

16px = 1em

Headline - Typeface: MuseoSlab Size: 1.5em

## Bartender in River North

We're looking for an outgoing bartender with a flair for theatrics. We are a busy, trendy nightclub with expensive clientele. Our ideal candidate is extremely knowledegable about his or her craft and possesses a winning smile.

Please apply with a cover letter to give us an idea of what makes you awesome!

Body:

Typeface: Source Sans Pro

Size: 1em

Line Height: 1.5em

# Imagery 1/3

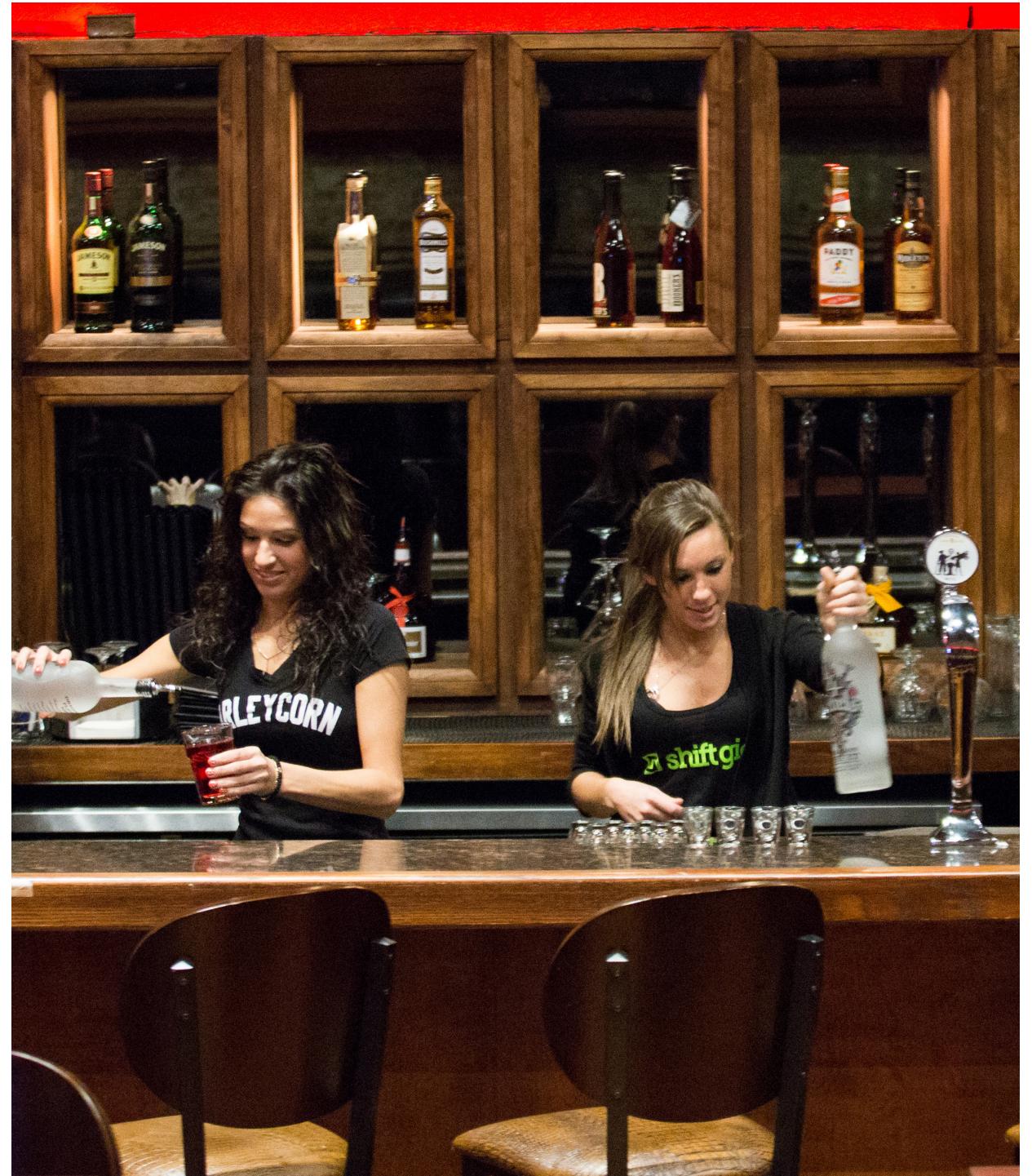
Good images make our product relatable, create atmosphere and add a touch of visual interest.

A good image whets your appetite or makes you wish you were there. It never feels too forced or posed. It feels natural and full of life.



# Imagery 2/3

Show people at work. Sporting a Shiftgig tee is always a plus!



# Imagery 3/3

Create atmosphere. Imply a question without saying it. What's missing? You.

