

Working with Gusto

Brand Tools

gusto



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Logo

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Our logo is how people find us in a crowd. It's a confident first impression. An invitation to get to know us. It builds brand equity and sets us apart.



Logo

Our logo spotlights our unique and expressive name at every opportunity, so people remember who we are. The name “Gusto” is ownable—we don’t need an abstract symbol or mark to stand out.

Look closely and you’ll notice the approachable, rounded letters and subtle smile of the lowercase “g”. The warm and sophisticated design is emblematic of our brand.

You can download our logos [here](#).

The word "gusto" is written in a large, bold, orange sans-serif font. The letters are rounded and have a slight upward curve at the top, giving them a friendly and approachable appearance. The "g" has a distinct smile-like shape at its top curve.

Logo

Clearspace & sizing

The logo should never feel crowded or insignificant.

Keep enough clearspace around the logo—no graphics or text should come within the boundary outlined on the right.

And never size the logo less than 30px or .175 inches in height.



Logo Positioning

Be flexible when using the logo in different layouts.



Corner aligned

The minimum margins are set by the width of the “o” character.

Center aligned

If the text in the layout is centered, the logo should be centered too.

Left aligned

If the text in the layout is left-aligned, the logo should be left-aligned too.

Logo

Colorways

The logo should be in our primary brand color, Guava, whenever possible. See color guidance on page 23.

On photography, the logo should always be white. Make sure to place it on a dark section of the image so it's clear and legible.

gusto

gusto



gusto

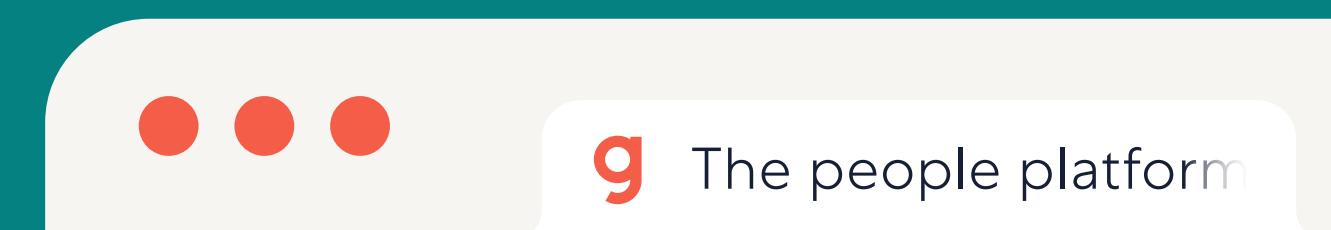
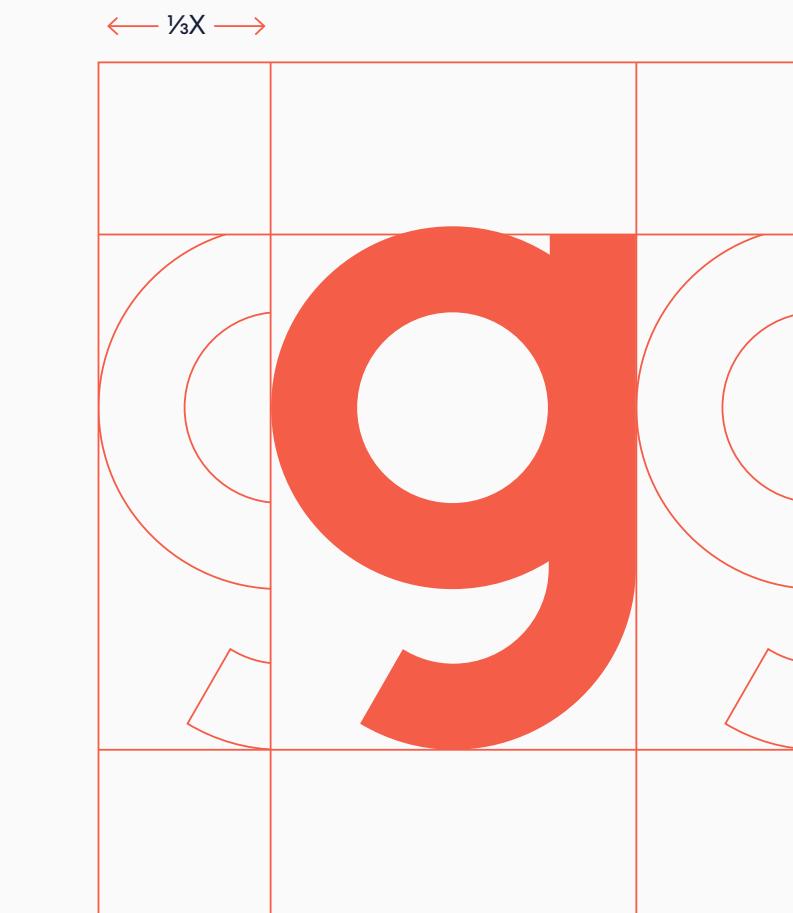
Logo Symbol

In very rare occasions, we use just our “g” symbol.

We only use the “g” symbol in applications where the logo would be too small to be legible, like the favicon on our website.

For internal events/swag you can use “g” symbol as long as it's accompanied by our full name and/or logo.

Remember, we want to highlight our full name as often as we can. Never use the symbol when you can use the logotype.



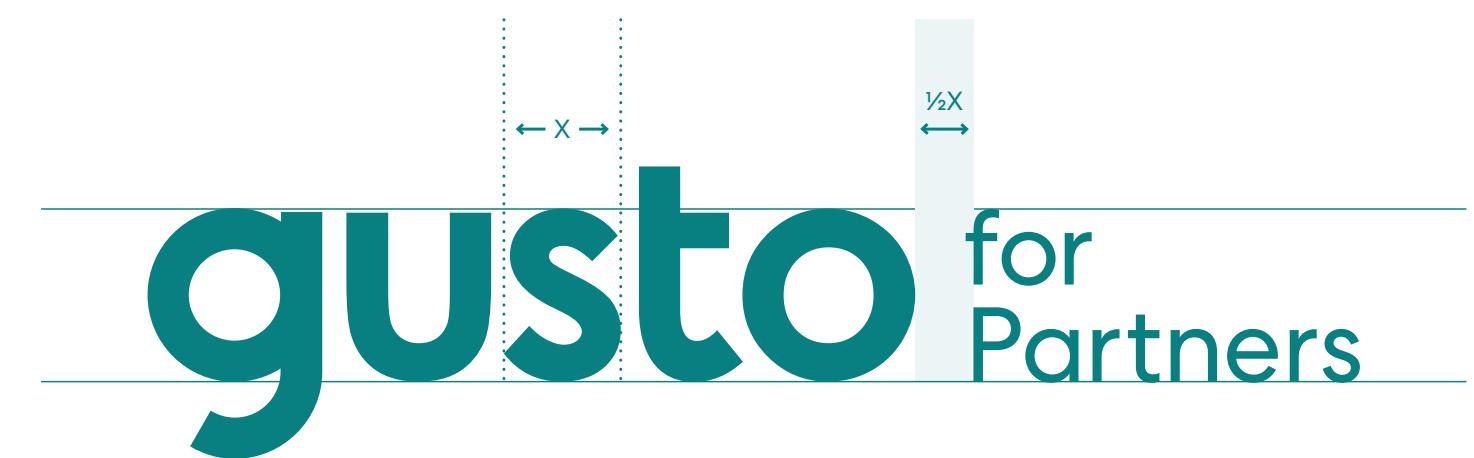
Logo

Gusto for Partners

Gusto for Partners is a program for accountants and bookkeepers who share our product with their clients. It's a sub-brand of Gusto with a separate, dedicated logo lockup.

Our Kale color signals the program's significance to the specific audience it serves.

gusto for
Partners

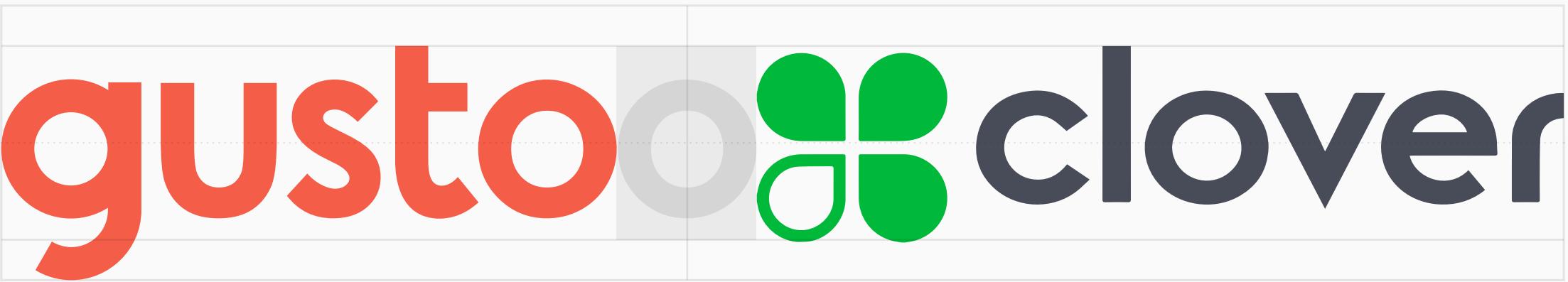


Logo Co-branding

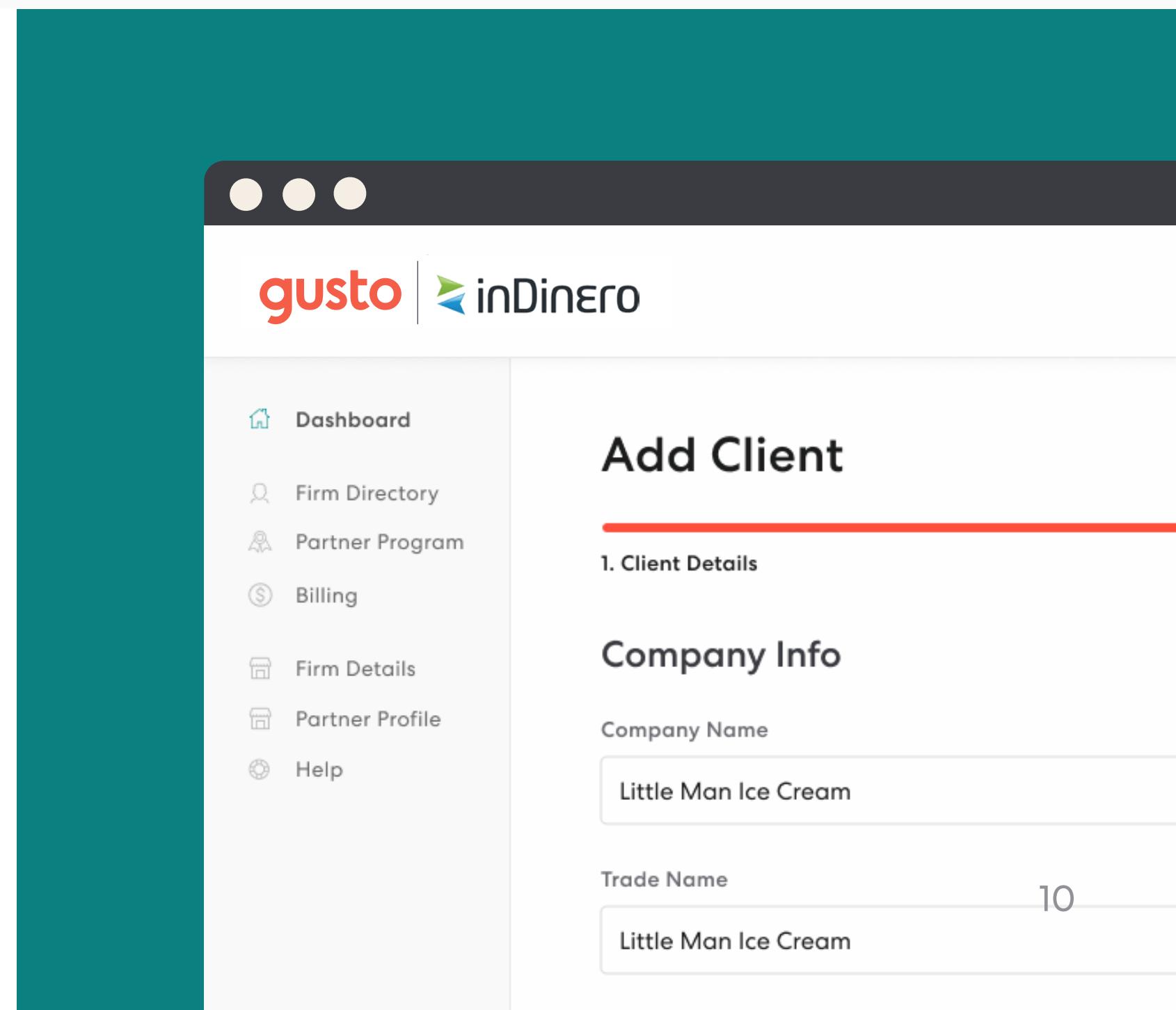
We create co-branding when we collaborate with other brands or co-host events.

We also apply co-branding in our product to highlight our Accountant Partners.

When placing other logos alongside our logotype, be sure to size both so they're optically balanced.



gusto | UCLA



Logo Misuse

Now that you know what to do with the logo, here are a few examples of what to avoid.



Never colour our logo with a gradient



Never add an effect to the logo



Never change the colour of the logo



Never stretch or distort the logo



Never recreate the logo



Never change the arrangement of the logo



Never use the logo in Guava or Kale on photography



Never place the logo at an angle



Never change the letter spacing

Color

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We use color to showcase our vibrant personality. When used thoughtfully and consistently, they help us stand out and stick in people's minds.



Color

Brand palette

Meet our primary brand color, Guava. It's bold, modern, and captures the spirit of the name Gusto.

Alongside Guava is a cooler, secondary brand color named Kale. It's a perfect balance to Guava's vibrancy—particularly useful in our product where red hues can signal the wrong message.

Guava

#F45D48
R244 G93 B72
C0 M84 Y77 K0
PMS Warm Red C

Kale

#0A8080
R10 G128 B128
C95 M27 Y51 K7
PMS 7711 C

Color

Background palette

We have an additional set of background colors to complement our brand palette.

Our three light background colors give our designs flexibility, visual interest, and warmth.

And the hint of blue in our dark typography color is clear, accessible, and complements our color palette.

A note about white space.

We use the white more than any color in our palette—it's the perfect clean canvas to communicate important information. Color should be used to bring that white space to life. See page 26 for guidance.

Supporting backgrounds colors

#FFF2DF

C0 M4 Y11 K0
R255 G243 B222

#F8F5F2

C2 M2 Y3 K0
R247 G245 B242

#FEEFE8

C0 M6 Y6 K0
R254 G239 B232

Supporting typography color

#222525

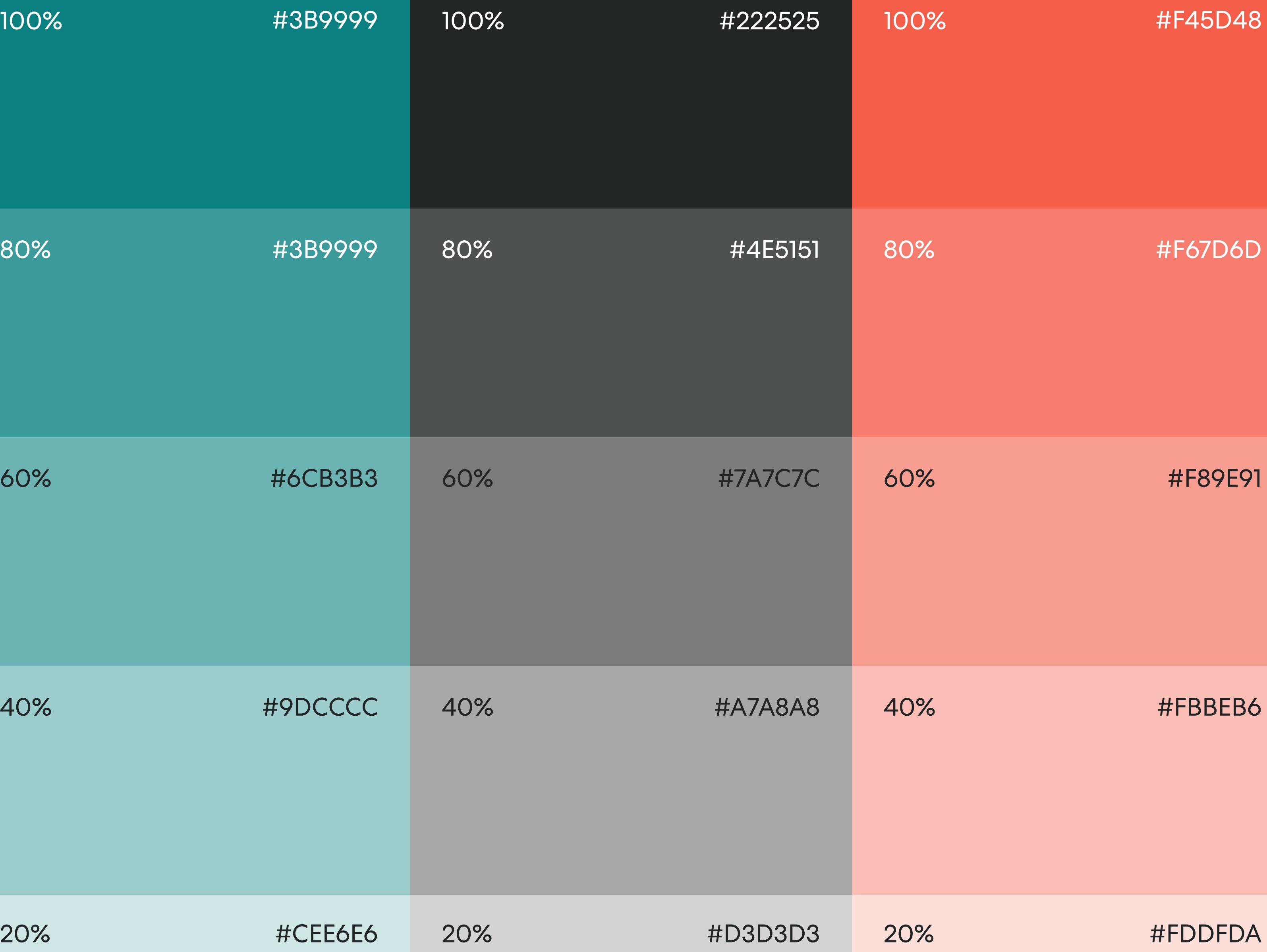
R34 G37 B37
C100 M88 Y46 K57
PMS 533 C

Color Tints

Our colors can also be expanded to create a wider palette of tints and tones.

These tints gives us flexibility, especially in our digital product, and add depth to our illustrations.

But keep in mind that while our tints are a valuable tool, they should be used sparingly.

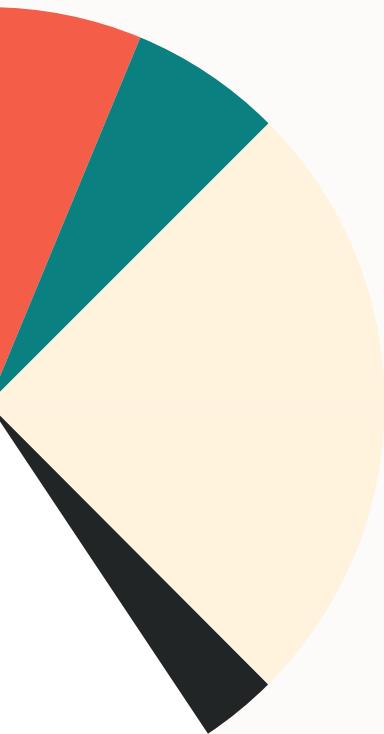


Color Ratios

Remember, this brand is all about balance. That's especially important when it comes to color.

In most cases, designs should be more than 50% white with splashes of our three background colors.

Use pops of Guava and Kale sparingly help to highlight key information.



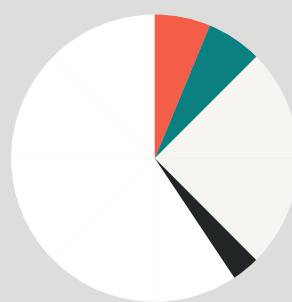
Color Usage

The use of white in this example keeps the design clean, simple, and focused.

Colors are used carefully to avoid overshadowing the photography.

Our secondary color, Parsnip, creates a visual break and highlights important information.

The screenshot shows the Gusto website homepage. At the top, there's a navigation bar with links like "gusto", "Why Gusto", "Payroll and more", "Pricing", "Accountants", "Resources", "Search", and "Sign in". Below the navigation is a welcome message: "Welcome to the people platform" and "Gusto makes it easy to onboard, pay, insure, and support your hardworking team." A "Try 1 month free" button is present. The main visual is a cartoon illustration of three diverse people (two men, one woman) in a dynamic pose, suggesting teamwork and movement. Below this, a section titled "A successful business starts with a successful team." includes a sub-section "Onboard your team" with the heading "Grow your team and make it look easy." It features a photograph of a group of seven diverse individuals standing together. Another section titled "Pay your team" shows a woman in a white shirt and black apron smiling while holding a tray of food, with the sub-section "Pay employees for their hard work." Below these sections are icons for various services: "Full-service payroll", "Medical, dental, vision", "Certified HR experts", "Time tracking", "Compliance help", and "Friendly support".



Color Usage

Here, a Kale color module catches your eye as you scroll down the page.

The support team at Gusto is so helpful.
We rely on them constantly."



Amanat Eliazar
Finance Manager at Student Loan Hero

Employee experience

Your employees are going to love benefits with Gusto.

Employees love employers who offer benefits. And on top of making them happier, we save you time by making it easy for them to self-enroll and manage their own plans:

- Set up payroll and benefits all at once.
- Have your team self-enroll to save you time.
- Employee questions? Tell them to call us.



Navy Gusto customer

Benefits can be complicated.
Here's a breakdown.

Can I afford to offer health insurance?	What does Gusto charge for Health insurance administration?	Is my business eligible for small group health insurance?
You might be surprised. There are lots of different plans and ways to split costs with employees.	It's free! You only pay for insurance premiums, which cost the same no matter who handles your benefits.	If you have 2-50 employees (one or more with a W-2), then yes! And if not, you still might be — states and plans vary.
Can't I just give my team a raise?	How's an online broker different than a local broker?	How are premiums determined?
Benefits are great because they're both important to your team and tax-advantaged for you and your employees.	You get more with an online broker: a whole team, easier setup, free compliance support, and automatic payroll syncing.	Rates are based on zip code and age of employees and dependents. They're non-negotiable by law.

See all FAQs

The people platform:
So much more than benefits.

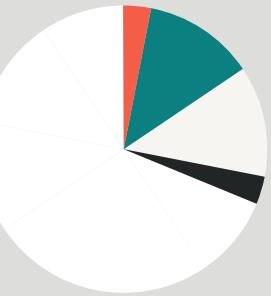
Teams are at the heart of every small business. That's why we built the [people platform](#) — one place with everything you need to build an incredible workplace.



Get your team working with Gusto.

Try 1-month free!

Color



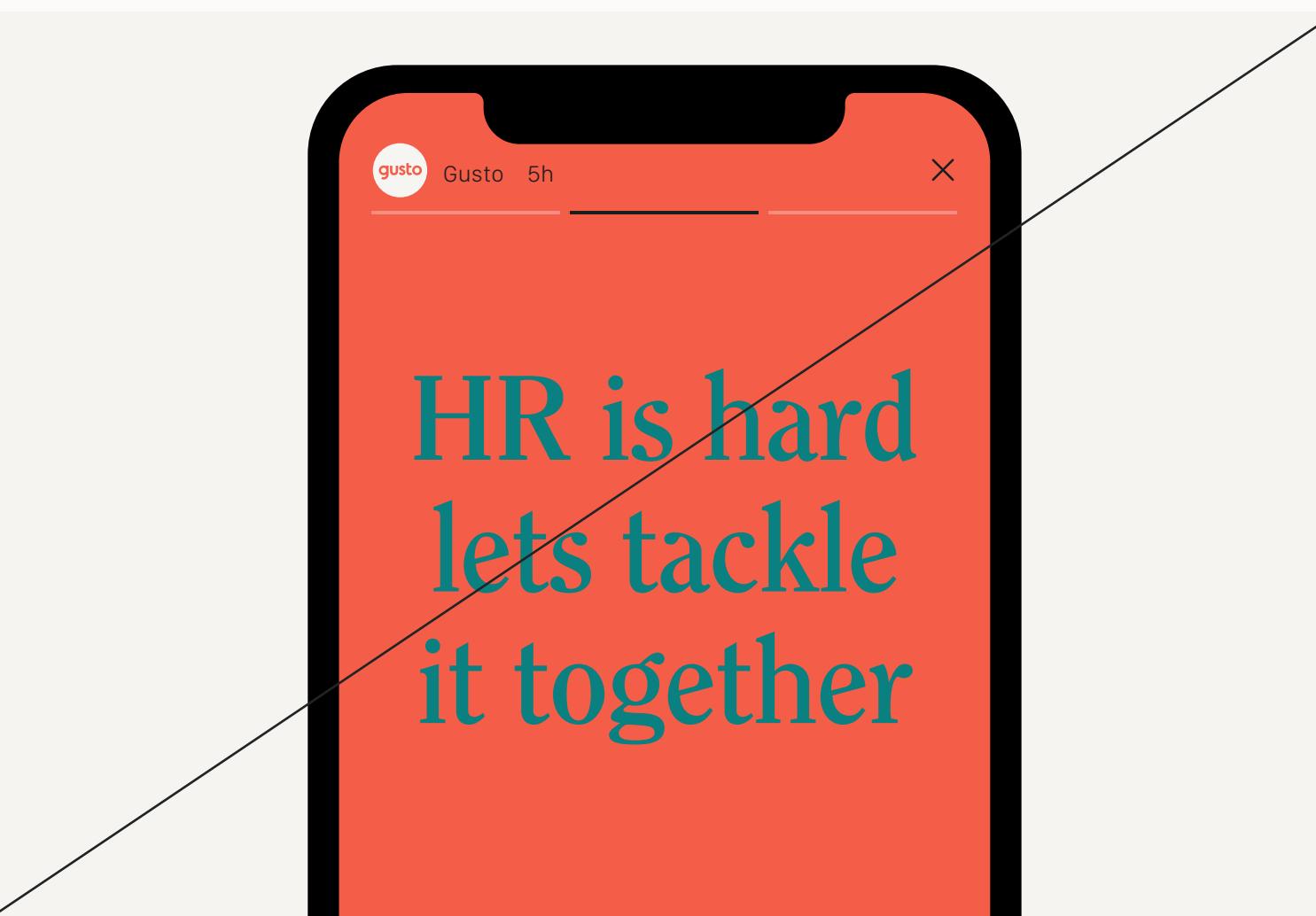
Color Usage

In applications like social posts, bold background color can help add pace to the way our content is consumed.



Color Misuse

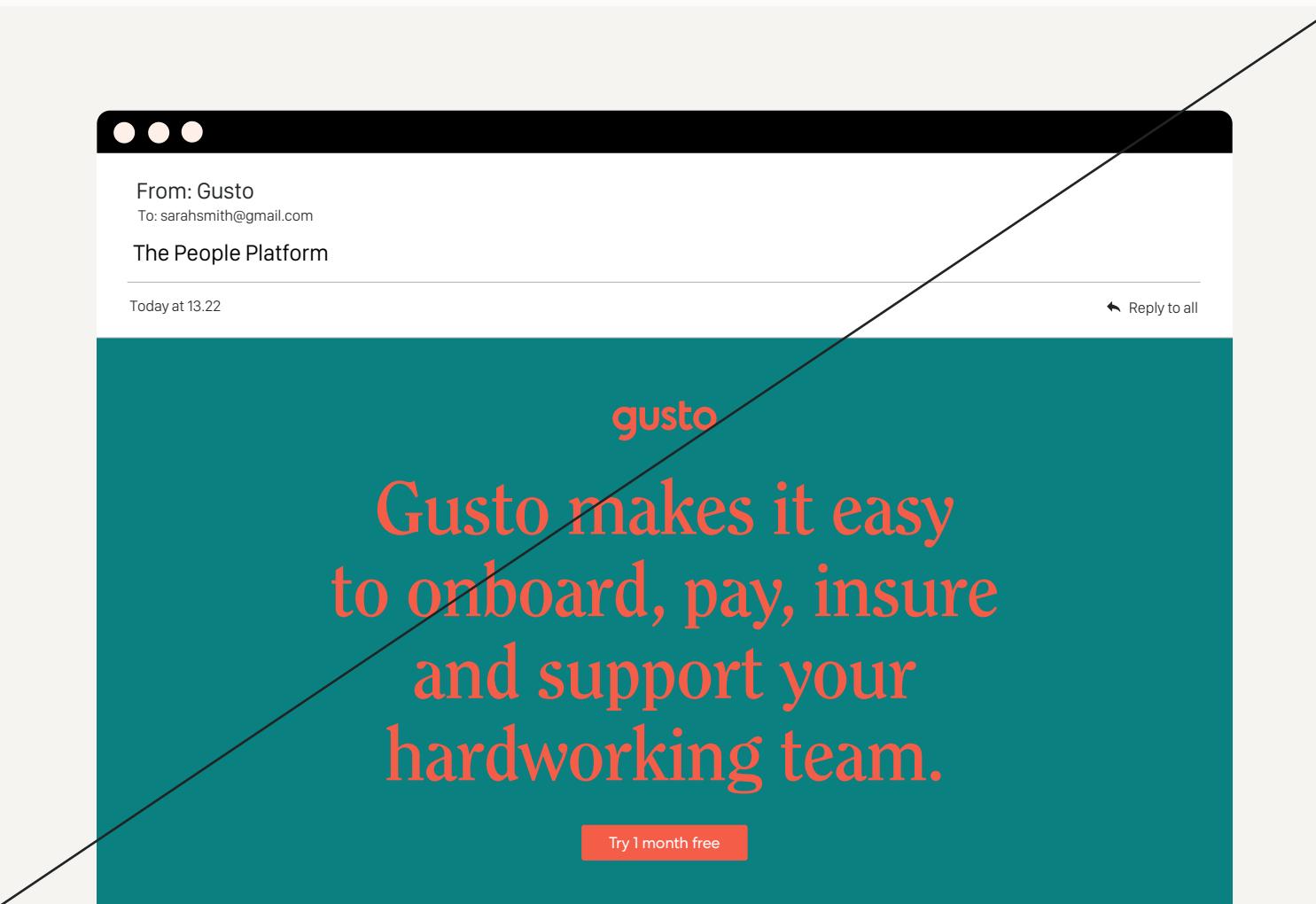
Mixing colors can cause legibility issues (or just plain hurt your eyes). Here are some combinations to avoid.



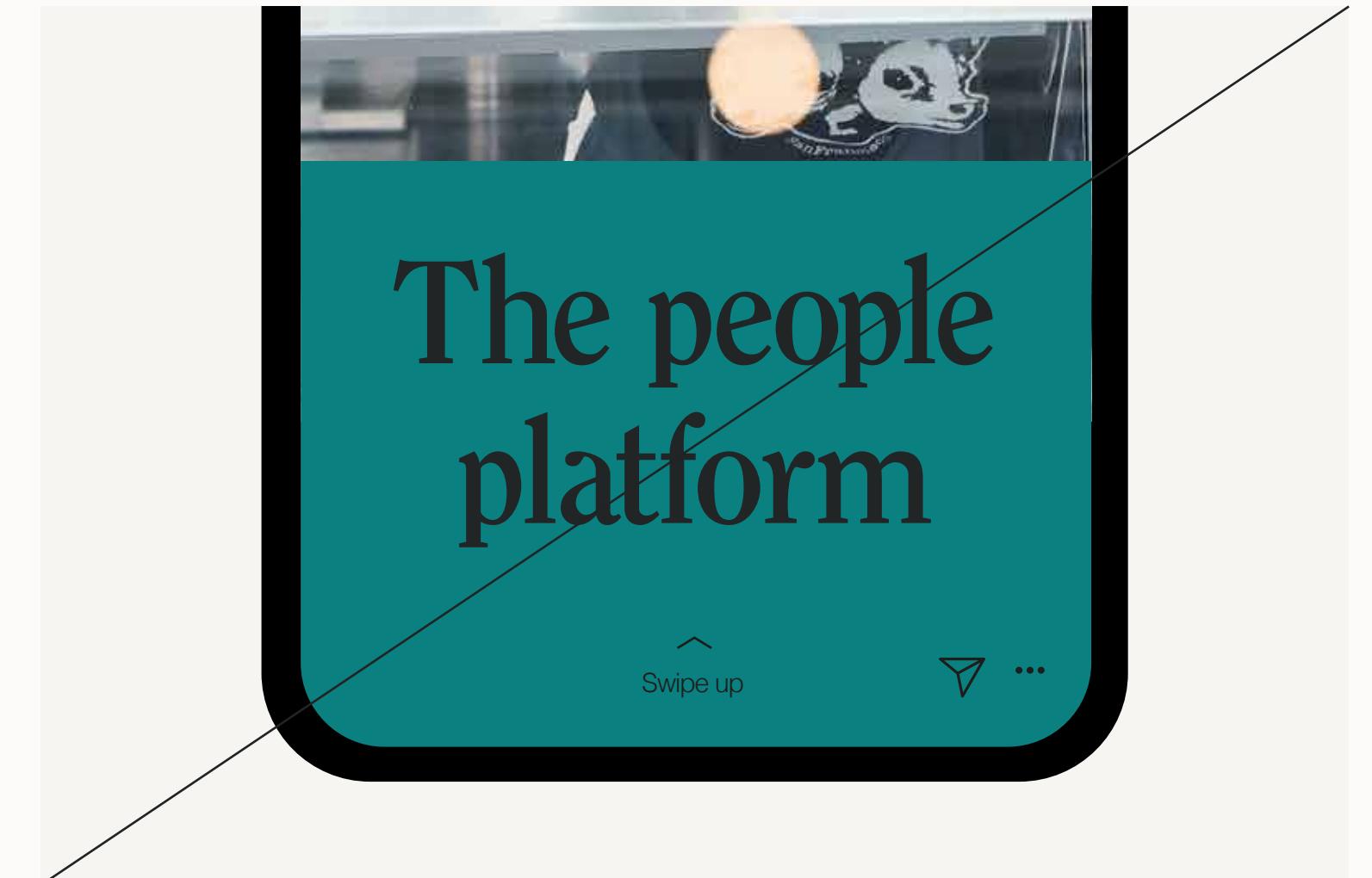
Never use Guava as a background color



Never use white copy on light background colors



Never use Guava as a text colour over Kale



Never use black or #222525 copy on Kale

Voice and tone

23 Philosophy
26 Principles
27 Examples

Our brand voice is our unique and familiar personality. We speak with human warmth and sophistication.



Voice and tone
Philosophy

The warmth in our voice
shows people we care.

It's a verbal handshake, packed with charisma.
It's thoughtful and encouraging, but always real,
always honest. No sugarcoating the tough stuff.

Voice and tone
Philosophy

The sophistication in our voice earns people's trust.

It's expertise without ego. It's paying attention to the details. It's the knowing wink when we anticipate what someone needs at exactly the right time.

Voice and tone
Philosophy

Too warm

Just right

Too sophisticated

Sugary

Cutesy

Silly

Loving

Playful

Vibrant

Optimistic

Caring

Intentional

Expert

Sleek

Authoritative

Complicated

Exclusive

Elite

Voice and tone

Principles

Principle one

We care for people.

We have an invested interest in our customers and their success. We engage. We ask questions. We speak with respect.

Principle three

We brighten the day.

We have an optimistic energy that makes even the most boring tasks kind of fun. (Lookin' at you, payroll.)

Principle two

We make complicated things easy.

We don't just know a lot, we know how to break it down. Yes, even payroll taxes. Even FSAs. Even health insurance.

Principle four

We get to the point.

Our customers are busy, so we don't beat around any bushes. We avoid jargon. We're honest and clear.

Remember:

We're in a highly regulated industry.
Legal compliance is critical to protect both our business and our customers. It's our responsibility to be clear, accurate, and compliant.

Caring for customers means being honest.

Write with enthusiasm but avoid superlatives like "best," "most," or "fastest," unless they're indisputably true.

Voice and tone

Examples

Work with Gusto

This phrase reinforces our brand positioning: We foster humanity at work. To preserve its power, we have to be consistent.

As a simple rule, only use “work,” “works,” or “working” alongside “with Gusto.” We often pair it with names and photos of real customers to highlight the people we serve.

There may be exceptions if a phrase is used to explicitly communicate our product offerings.

✓ Okay



✓ Okay

Run payroll with Gusto.

Offer benefits with Gusto.

Take care of your team with Gusto.

✗ Not okay

Empower with Gusto.

Do the hokey pokey with Gusto.

Get it done with Gusto.

Voice and tone

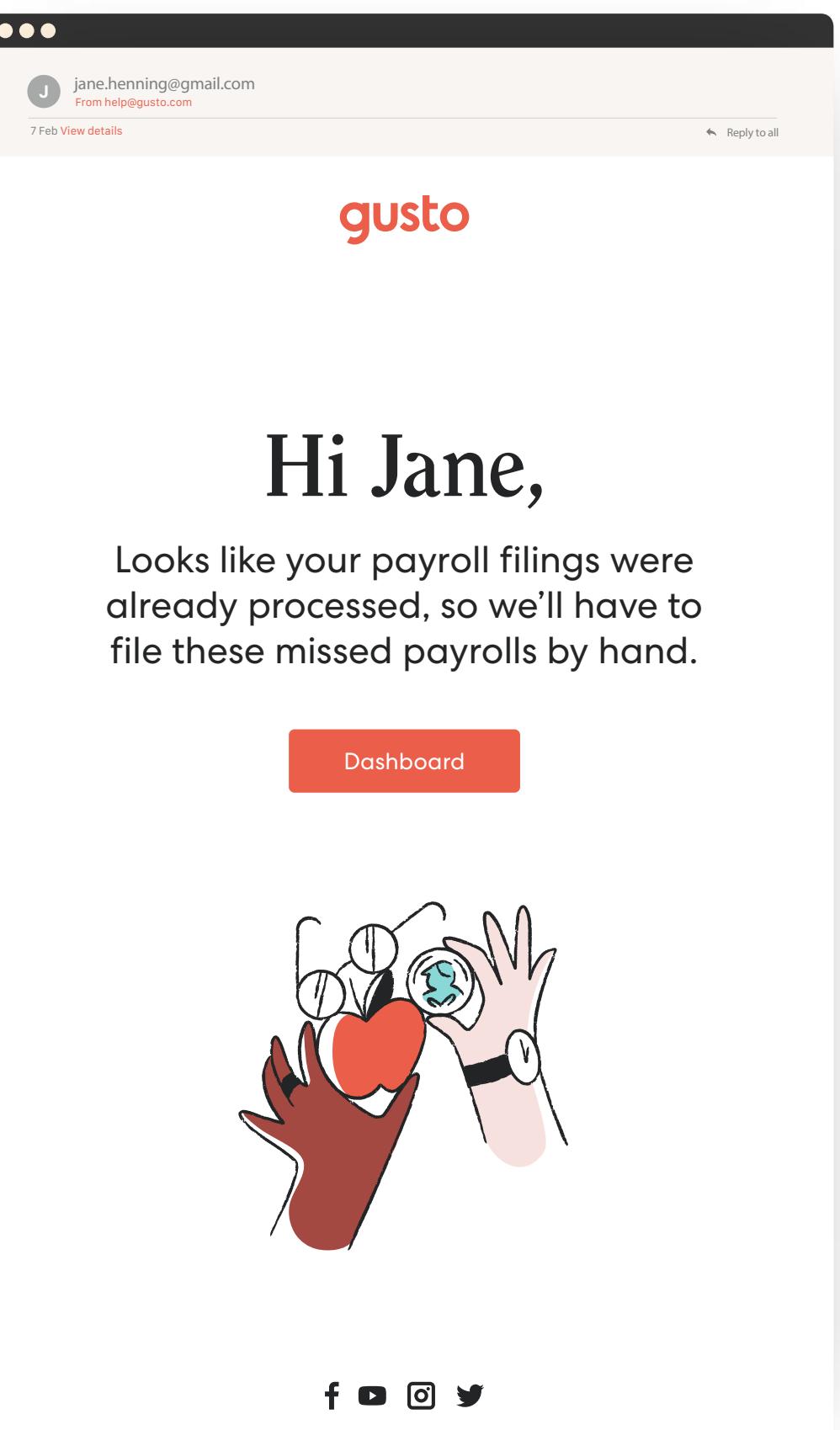
Examples

Email from support

Obstacles can be stressful for our customers. We have to be clear, but also empathetic—especially when we're communicating something tricky.

*Note: This copy is an example only and should not be used without approval.

✓ Just right



✗ Too sophisticated

"Final filings have already been processed. These missed payrolls will need to be entered manually into our system."

✗ Too warm

"Uh oh! We already processed these filings. But don't worry, we'll just add your pesky missed payrolls the old fashioned way."

Voice and tone

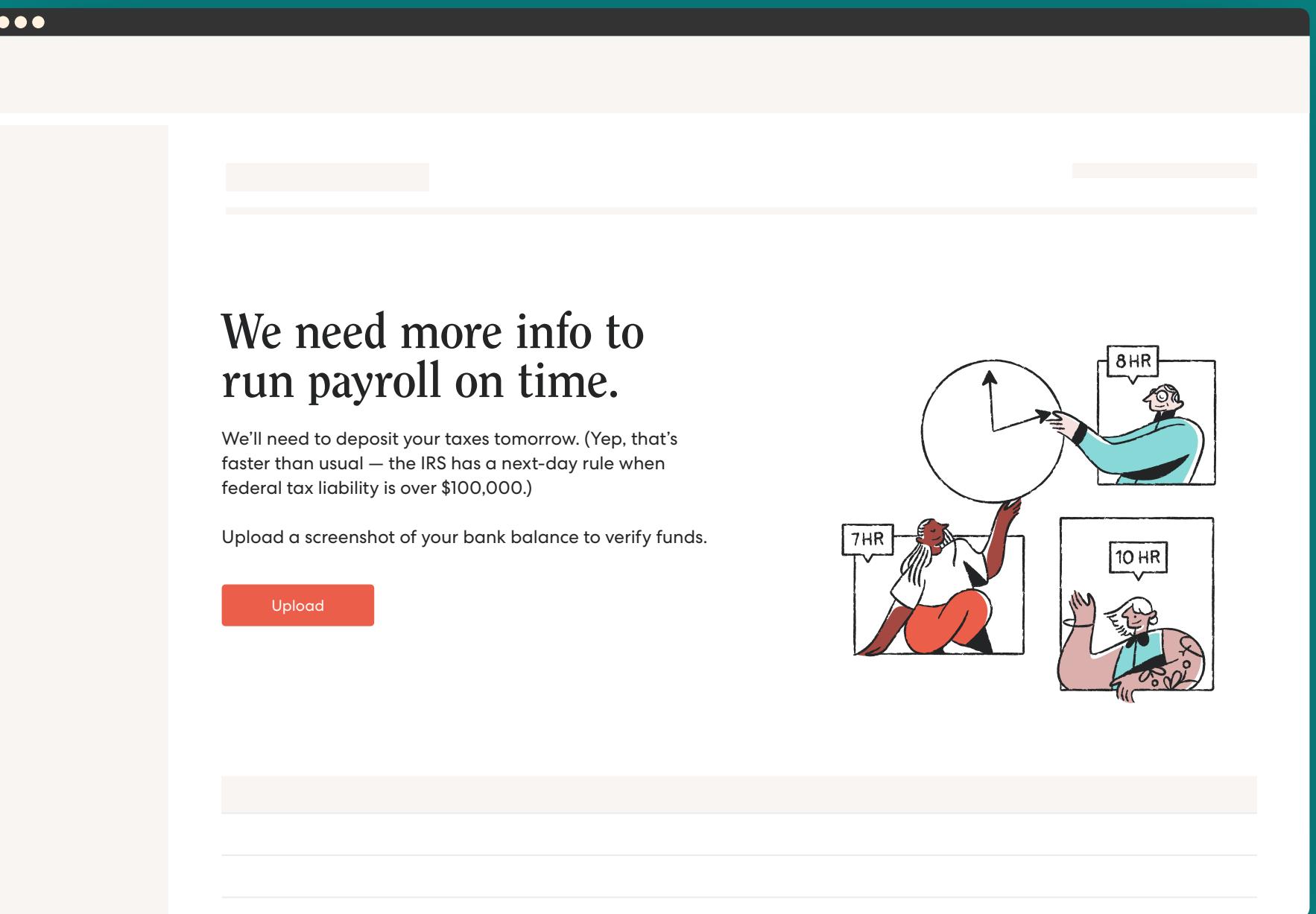
Examples

In-product flow

In the product, we try to reduce friction as much as possible. Our writing should be direct, clear, and focused on the customer benefit.

*Note: This copy is an example only and should not be used without approval.

✓ Just right



✗ Too sophisticated

"Upload bank screenshot immediately. This payroll exceeds \$100,000 in federal tax liability so it's subject to the next-day deposit rule. Please verify your bank balance."

✗ Too warm

"Whoa! That's one big payroll. You're subject to the next-day deposit rule. Eek! It's okay though. Just snap a pic of your bank statement so we know you're good for it."

Voice and tone

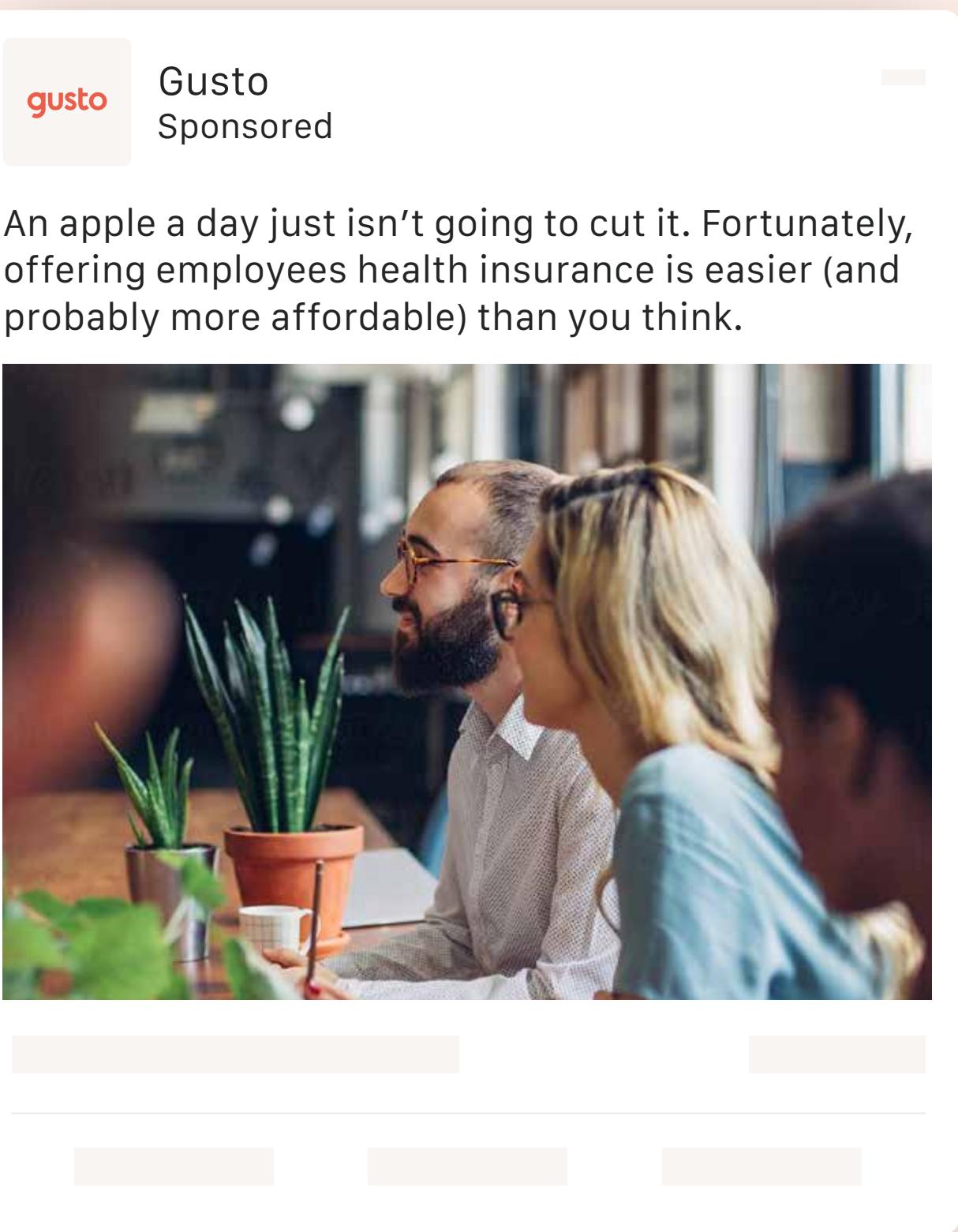
Examples

Facebook advertising

We're more interested in being honest than hip, so no need for trendy memes. But stay conversational and have empathy for your audience.

*Note: This copy is an example only and should not be used without approval.

✓ Just right



✗ Too sophisticated

"Select from upwards of 3,500 small group health insurance plans tailored to your small business' needs."

✗ Too warm

"Hey girl, need health insurance for your team? We could be friends... with benefits"

Voice and tone

Examples

Microcopy

Microcopy and other small messaging moments shouldn't be overlooked.
It's not a computer—it's Gusto.
Speak in first person, be human, be direct.

*Note: This copy is an example only and should not be used without approval.

✓ Try

“Pick as many as you want.”

✗ Instead of...

or...

“Please select all that apply.”

“You choose! Pick what you want.”

✓ Try

“Sit tight. We’ll be right with you.”

✗ Instead of...

or...

“A Gusto care representative will be with you shortly.”

“Hold on for a hot second. We can’t wait to talk to you.”

✓ Try

“No luck. Try another email or reset your password.”

✗ Instead of...

or...

“That username or password is not recognized.”

“Whoopsies, that didn’t work. Wanna try another email?”