ROUNDUP APP

COMPANY BRANDING

Updated April 2022

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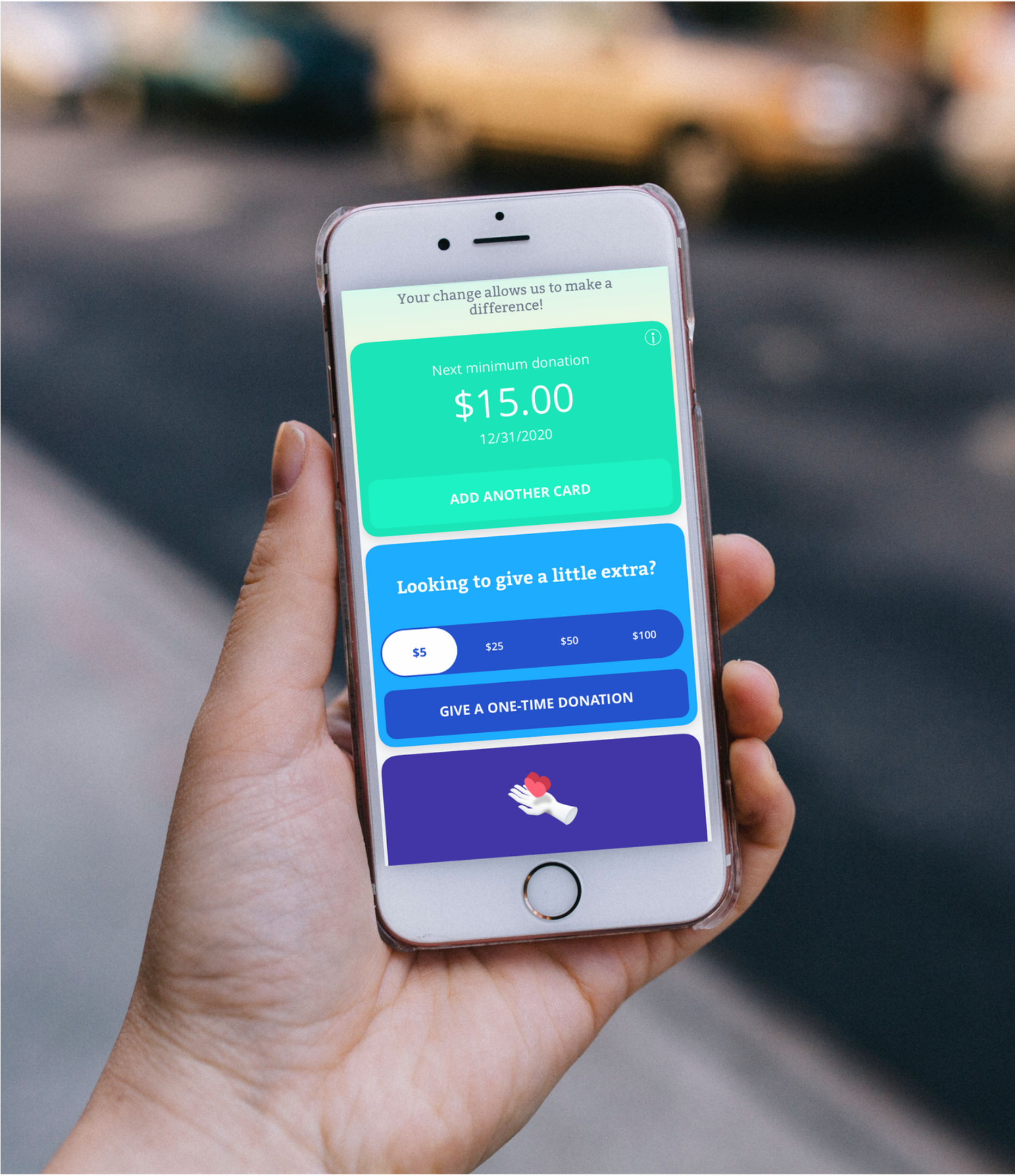
Remember, We Are:

Effortlessly Good

&

Turning Pocket Change Into Global Change

THE MISSION

To make giving easy through spare change donations.

THE VISION

RoundUp App hopes to create a world in which charitable giving is accessible to everyone, and nonprofits have the reliable source of income they need to achieve their missions.

OUR VALUES

Passion

Passion is what drives our employees, the nonprofits we work with, and the consumers who use our products.

Accessibility

We strive to make charitable giving accessible to everyone, no matter what.

Convenience

Our products are made to be easy to use and fully customizable to fit the user's needs.

Security

We keep our customer's information safe and secure, using the most up-to-date technology.

OUR NAME

Do use:
RoundUp App

Do not use:
RoundUp
The RoundUp App

Exceptions:

RoundUp at Checkout: "Add RoundUp at Checkout to your store today."

RoundUp as a verb: "RoundUp your spare change."

OUR LOGO

ROUNDUP APP

Primary Logo Type

The primary logo type is used as a standalone element when introducing the brand. Usage examples include website headers, email headers and client documents.

Primary Logo Mark

The primary logo mark is used as a pictorial representation of the brand. Usage examples include app stores, social media profiles and website footers.

LOGO VARIATIONS

ROUNDUP APP

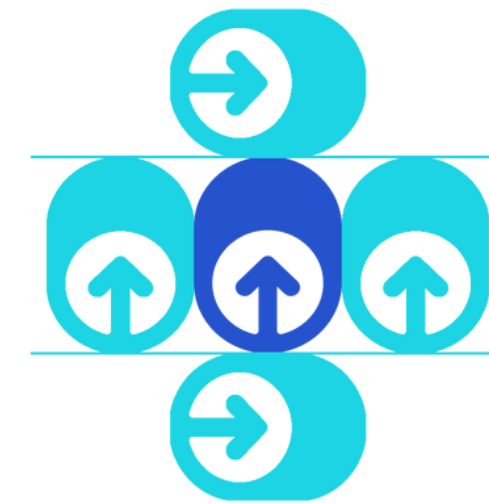White logos are for medium or dark backgrounds.

ROUNDUP APP
EFFORTLESSLY GOOD

The "Effortlessly Good" logo can be used sparingly instead of the primary logo.

LOGO DOS AND DON'TS

DO
leave sufficient space
around the logo.

DO NOT
change the color
from blue or white.

DO NOT
crop the logo.

DO NOT
add shadows
or effects.

DO NOT
rotate the logo.

OUR COLOR PALETTE

Primary Colors

Lapis
#2553CD
RGB (37,83,205)

#122966
#1c3e9a
#5c7eda
#92a9e6

White
#FFFFFF
RGB (255,255,255)

Note: Colors can be lightened or darkened when necessary to meet contrast or accessibility guidelines.

Secondary Colors

Cerulean
#3770FE
RGB (55,122,254)

#1b387f
#2954be
#6994fe
#9bb8ff

Turquoise
#1CD4E3
RGB (28,212,227)

#0e6a71
#159faa
#55dfea
#8eeaf1

Flamingo
#FF6376
RGB (255,99,118)

#7f313b
#bf4a58
#ff8a98
#ffb1bb

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OUR COLOR PALETTE (CONT.)

Tertiary Colors

Royal Purple
#4337A7
RGB (67,55,167)

#211b53
#32297d
#7269bd
#a19bd3

Mint
#3Df4CB
RGB (61,244,203)

#1e7a65
#2eb798
#6ef7d8
#9efae5

Banana
#FEEC37
RGB (254,236,55)

#7f761b
#beb129
#fef169
#fff69b

Grays

Charcoal
#484A50
RGB (72,74,80)

Slate
#747A8D
RGB (116,122,141)

Bone
#F5F6F8
RGB (245,246,248)

Turquoise
#1CD4E3
RGB (28,212,227)

Cerulean
#3770FE
RGB (55,122,254)

OUR GRADIENT

The RoundUp App gradient – created by combining Turquoise and Cerulean – should be used sparingly, and only as a background or decorative element.

Either of the two colors can be the starting point, but the gradient should always run vertically, never horizontally.

To maximize readability, any text placed over top of the gradient should be positioned on or closer to the Cerulean side.

VISUAL ELEMENTS

Circles play a large role in our company's visual style. You can find them throughout our digital and print collateral and in our logo.

Symbolically, circles represent the continuous cycle of giving we facilitate between donors and nonprofits.

When designing marketing materials or elements for the website or our various products, circles can be used to tie pieces back to our company's visual identity.

TYPOGRAPHY

Aa

Bitter (headlines)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Aa

Work Sans (body text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BRAND IDENTITY

WE ARE

Inspirational

Rewarding

Passionate

Impactful

Affordable

Accessible

Convenient

Secure

Dynamic

Innovative

WE ARE NOT

Insincere

Superficial

Ostentatious

Frivolous

Inflexible

Inaccessible

Cumbersome

Intrusive

Reactive

Generic

These words are used to help guide how we talk about ourselves, both internally and externally.

They can also be used as a reference when deciding our company's position on certain issues or topics.

OUR VOCABULARY

Nonprofits

Nonprofit, Nonprofit organization,
Registered 501(c)3, Charity

Users

User, donor, supporter

RoundUp App

Product, platform, app

Donations

spare change donations, micro-donations,
monthly giving, recurring donations