

# BRAND

## Logo & Logotype

Acceptable use and display of the logo

### Standard Logo

99% of the time this is the logo to use. Ideally on a white or orange background.

Plain black and white is also fine if colors are limited (tshirts etc.)



### Safety Zone Clear Space

Leave enough margin at the top and bottom to fit the capital 'S'

Leave enough margin on the left and right to fit the lightbulb mark.



### Safe Zone, Sizing, and Placement Rules



Do not allow other elements or type to invade the logo space.



The logo itself should never be smaller than 100 pixels wide.



Do not distort, fade, or skew the logo, or alter its proportions.



Do not use the lightbulb mark all by itself, unless you receive permission from SignUpGenius.



Do not alter, remove, or fade the white shadow surrounding the logo and mark.



**Stacked Logo**

The horizontal logo is preferred, but if space is at a premium and the standard wide logo just doesn't fit properly, this stacked version of the logo is perfectly fine. The same spacing rules apply.



**Stacked Black & White**

This almost never happens, but if for some reason a stacked black and white version is needed, this is fine too.

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## Terminology & Copyright

Other details & restrictions when using the SignUpGenius logo.

### Just the Bulb

Do not use the lightbulb mark all by itself, unless you receive permission from SignUpGenius.



### Written Terms

## SignUpGenius

When spelled in text, the company name is all one word, with mixed case ('S, U, G').

### Additional Terms

SignUpGenius Pro  
SignUpGenius Pro Silver  
SignUpGenius Pro Gold  
SignUpGenius Pro Platinum

Sign Up Tabbing  
Genius Drive  
No-Ads Licensing

SignUpGenius Mobile  
SignUpGenius Payments

### Sign Up

The term "sign up" is always spelled as two words except of course in the company name.

Example:

"I used SignUpGenius to sign up for the event."

## Color Applications & Tagline

The most common applications are shown below. Maintain good contrast when using the logo on any kind of background.



**Color on Color**

The full color logo on orange is ok.



**White on Color**

The white logo is acceptable if enough contrast exists with the background.



### Tagline

#### Group Organizing Made Easy!

The tagline must be used in conjunction with the company name in writing and with the company logo in graphical areas. When used in conjunction with the logo, the tagline must be within view of the logo, either on the same print document or in the same fold on a digital document.



### Copyright

#### SignUpGenius®

The registered trademark symbol ® should accompany the first instance of the written SignUpGenius name. If the name is repeated in the same body of text, the ® does not need to appear on those additional instances.

