Working with Gusto

Brand Guidelines 3.0

gusto

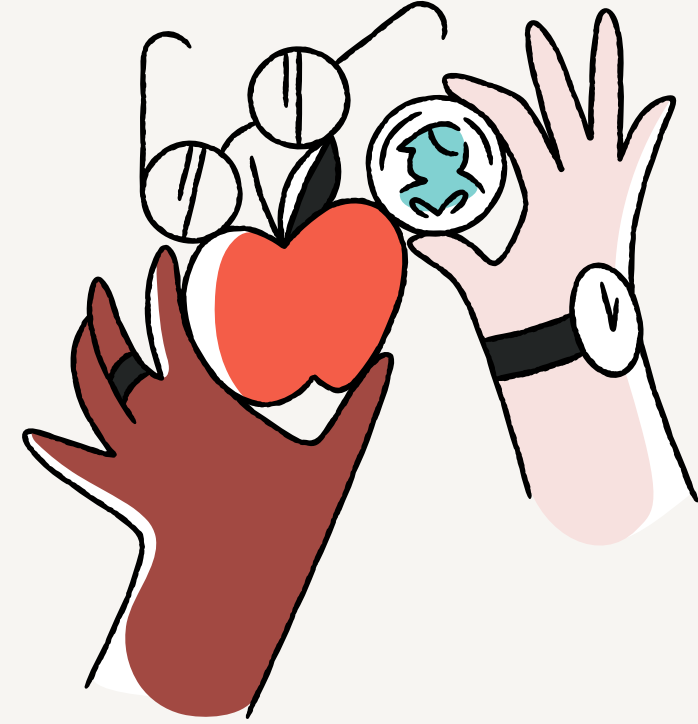# Contents

Welcome to the Gusto Brand Guidelines.

In these guidelines, you'll find everything you need to represent Gusto visually and verbally. Each unique element works together to bring our story to life. This brand is more than a logo—it's a reflection of who we are and what we believe. It's a celebration of humanity at work.

This brand was built for people who care about their people.

Strategy

A human-centered strategy is the foundation for everything we do. It comes from a deep understanding and respect for the customers we serve.

Our mission is to create a world where work empowers a better life.

Peace of mind

Make it easy for people to join and build great teams and stay compliant.

Great place to work

Transform work into a community where people feel connected, valued, and energized.

Personal prosperity

Help people grow and plan for a better future, beyond work.

We're the people platform.

Gusto is the one place modern employers can go to onboard, pay, insure, and support their hardworking teams. With our smart technology and friendly service, we make the lives of working people a little easier, a little more secure, and a little brighter every day.

We foster humanity at work.

To make work meaningful, we must embrace what it means to be human in both heroic moments and difficult ones. Our brand tells the story of real people who inspire us and the incredible things that happen when we work together.

We serve remarkable humans.
We have to be remarkably human too.

Warmth and sophistication.

Every creative decision we make balances warmth and sophistication. This tension allows us to differentiate our brand in an intelligent, human way.

Warmth and sophistication.

Warmth is how we show people we care.

It's being empathetic and thoughtful.
It's encouragement through sticky situations.
It lights up a room and all the people in it.

Warmth and sophistication.

Sophistication is how we earn people's trust.

It's caring about the smallest details.
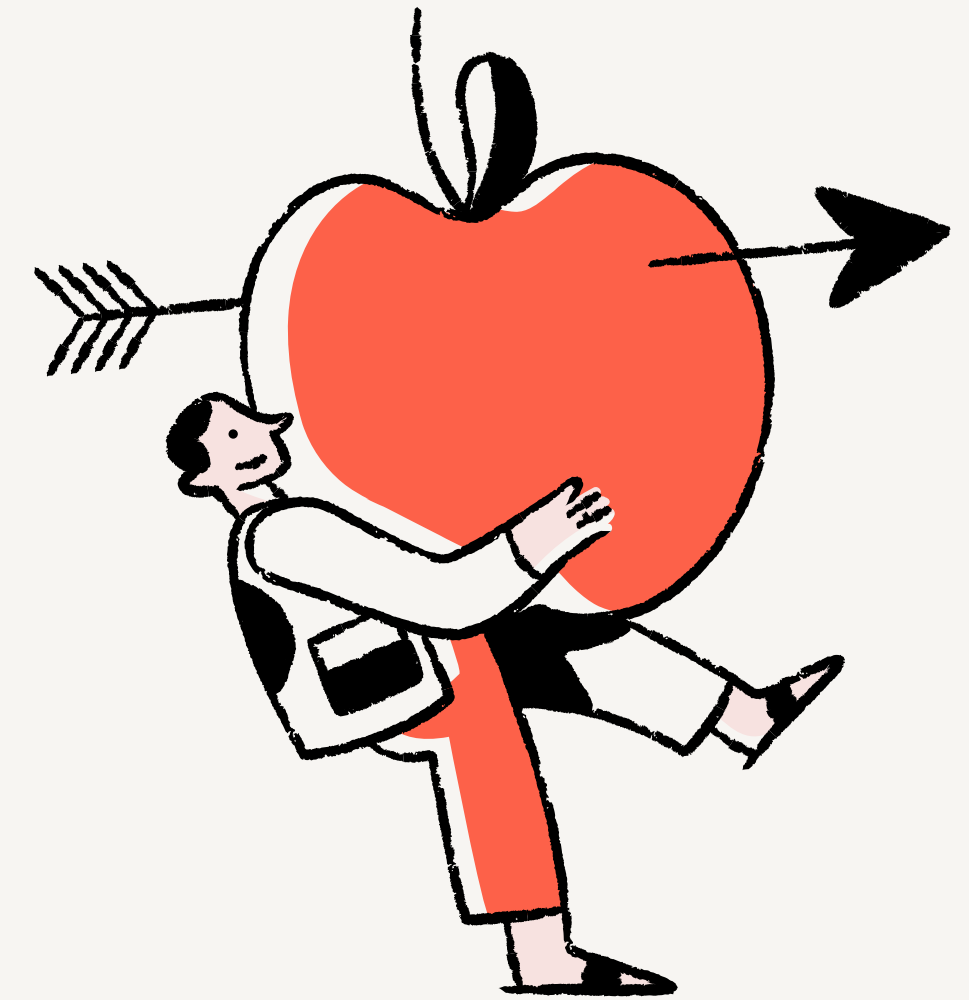It's expertise and opinionated guidance. It's the delight someone feels when we anticipate their needs.

Warmth is human. Sophistication is smart.

Logo

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

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.

Download our logo here.

gusto

Logo
Clearspace & sizing

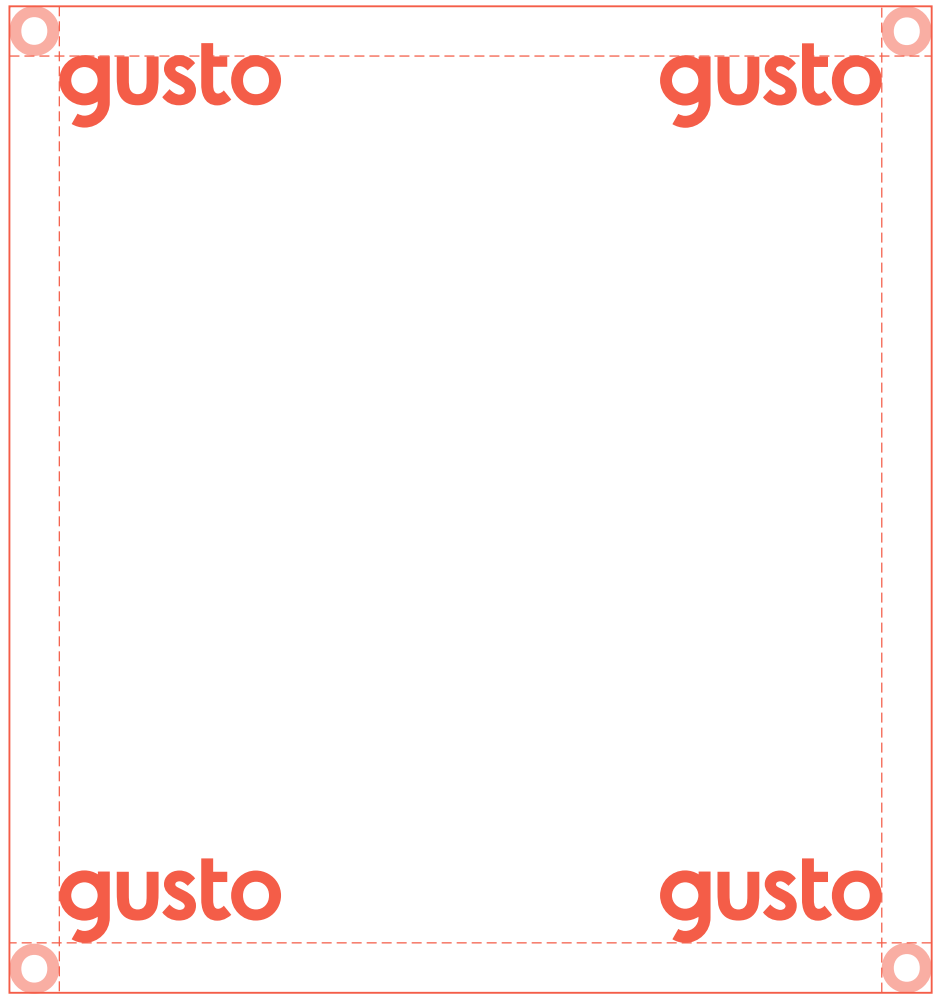The logo should never feel crowded or insignificant.

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.

30px
.175 inches

Logo
Layout

Be flexible when using the logo
in different layouts.

gusto   **gusto**

gusto   **gusto**

gusto

The people
platform

gusto

The people
platform

gusto

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
Color

The logo should be in our primary brand color, Guava, whenever possible. See color guidance on page 22.

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.
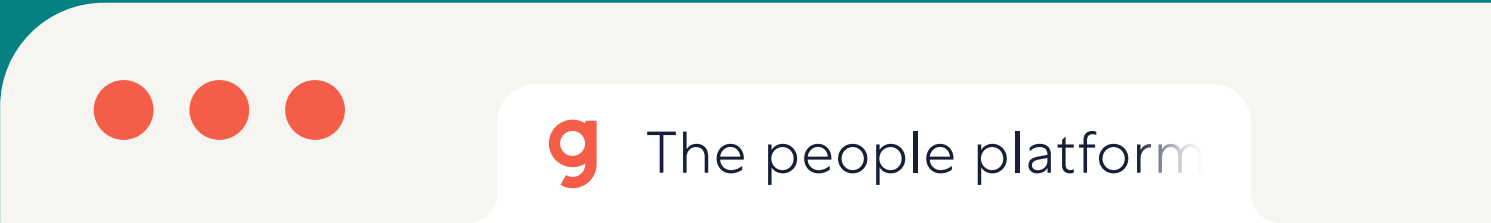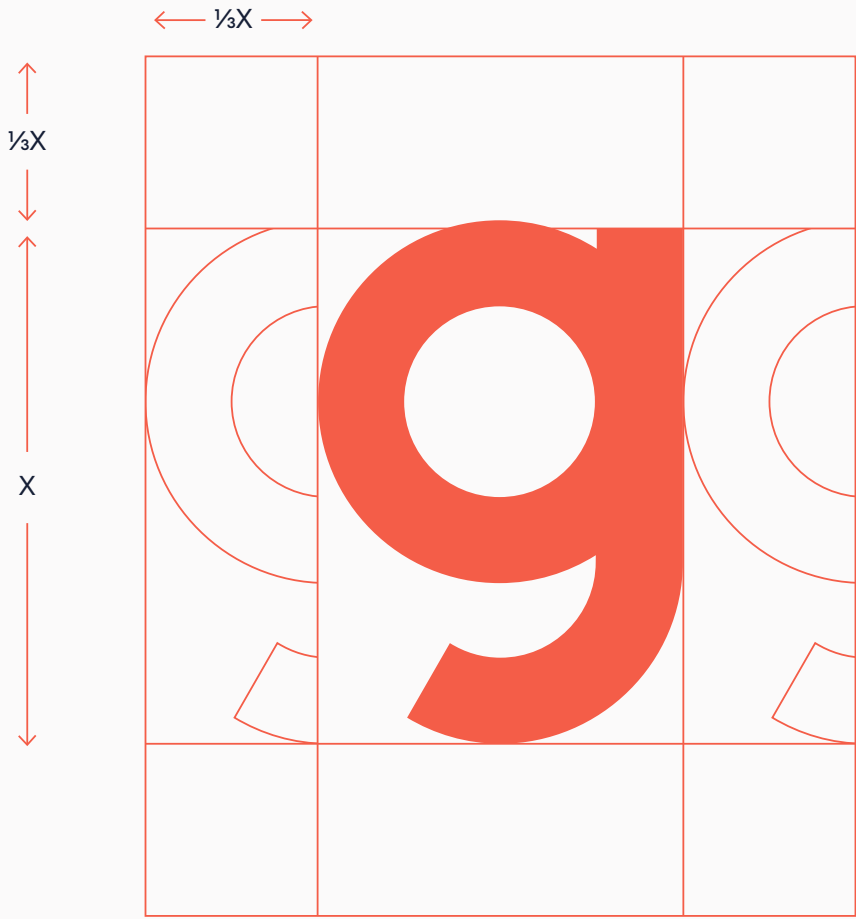
Logo
Symbol

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.

The people platform

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.
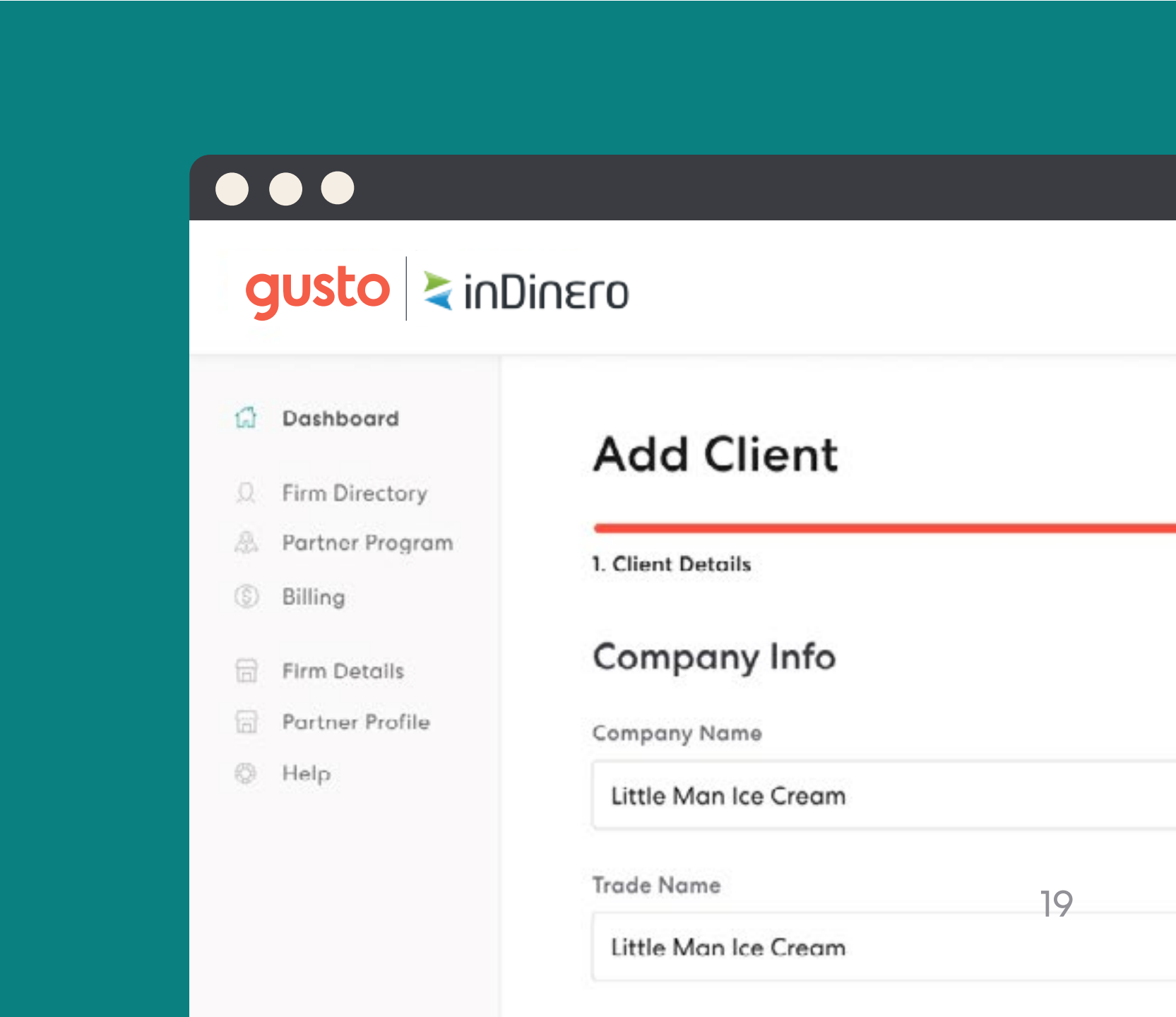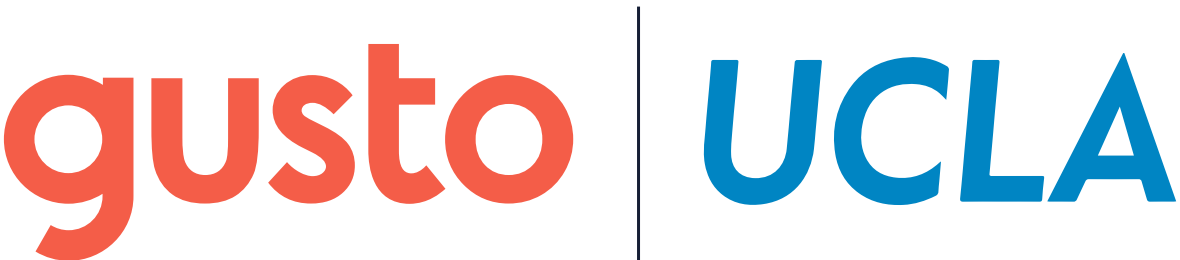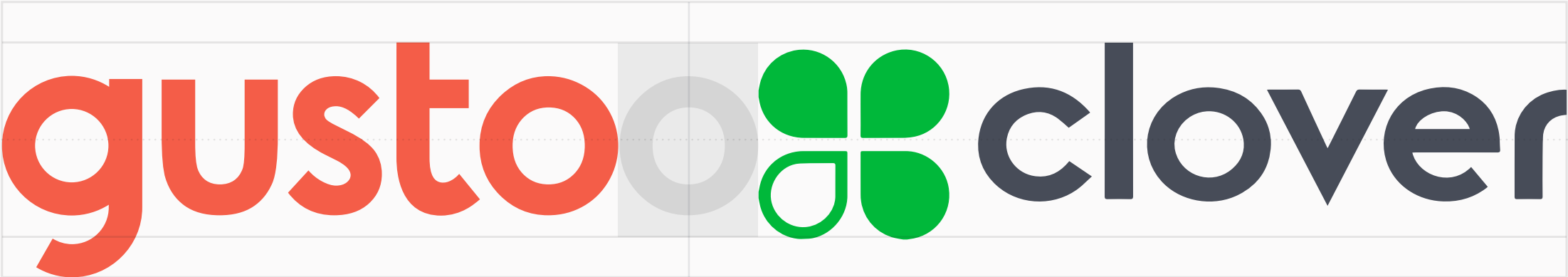
Logo
Misuse

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

Never color our logo with a gradient

Never add an effect to the logo

Never change the color 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

We use colors to showcase our vibrant personality. When used thoughtfully and consistently, they helps 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 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 RED 032 C

Kale

#0A8080
R10 G128 B128
C83 M27 Y43 K12
PMS 7717 C

Color
Background palette

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

The 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 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 background colors

Ginger-100

#FFF2DF
R255 G250 B242

Ginger-200

#FFF2DF
C0 M4 Y11 K0
R255 G243 B222
80% Pantone 7401 C
80% Pantone 7401 U

Parsnip-100

#FBFAFA
R251 G250 B250

Parsnip-200

#F8F5F2
C2 M2 Y3 K0
R247 G245 B242
80% PMS Warm Gray 1 C
80% PMS Warm Gray 1 U

Guava-100

#FFF3EF
R255 G243 B239

Guava-200

#FEEFE8
C0 M6 Y6 K0
R254 G239 B232

Supporting typography color

Salt-1000

#222525
R34 G37 B37
C73 M64 Y64 K70
Pantone Black C
Pantone Black U

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.
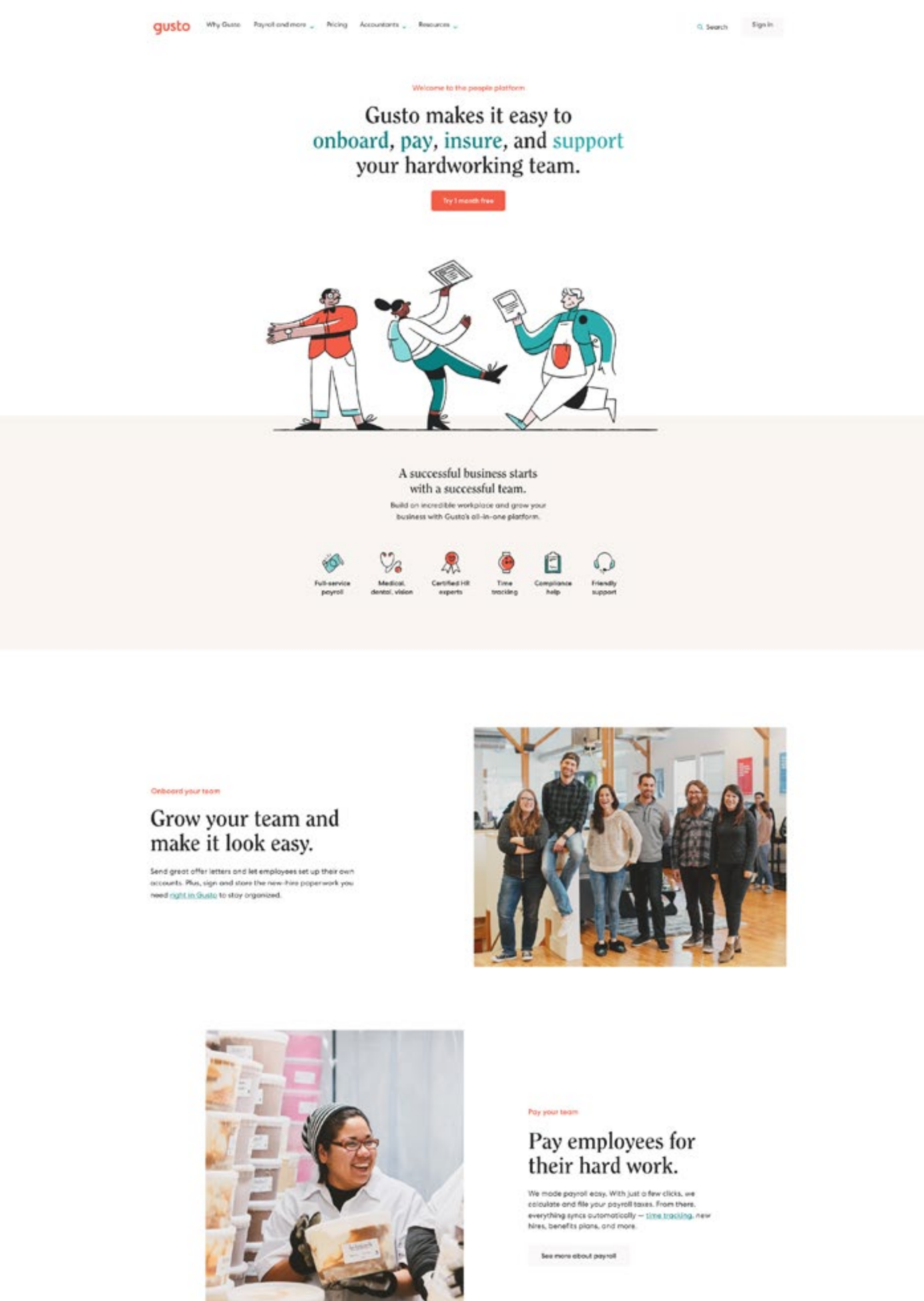
Guava-100	Guava-200	Guava-300	Guava-400	Guava-500	Guava-600
#FFF3EF	#FEEFE8	#FAC6B9	#F49582	#F45D48	#EF523C
R255 G243 B239	C0 M9 Y9 K0	R250 G198 B185	R244 G149 B130	R244 G93 B72	C0 M79 Y74 K0
	R254 G239 B232			C0 M84 Y77 K0	R239 G82 B60
				Pantone Red 032 C,	Pantone 1795 C, Pantone 3556 U
				Pantone Bright Red U	

Kale-100	Kale-200	Kale-300	Kale-400	Kale-500	Kale-600
#F3FAFB	#E0F2F5	#8DD3D4	#2BABAD	#0A8080	#005961
R243 G250 B251	R224 G242 B245	R141 G211 B212	C73 M8 Y35 K0	C83 M27 Y43 K12	C89 M40 Y47 K35
			R43 G171 B173	R10 G128 B128	R0 G89 B97
				Pantone 7717 C, Pantone 321 U	Pantone 7720 C, Pantone 322 U

White	Salt-200	Salt-300	Salt-400	Salt-500	Salt-600	Salt-700	Salt-800	Salt-900	Salt-1000
#FFFFFF	#FBFAFA	#F4F4F3	#EAEAEA	#DCDCDC	#BABABC	#919197	#6C6C72	#525257	#222525
C0 M0 Y0 K0	C2 M2 Y2 K0	C5 M3 Y6 K0	C9 M7 Y8 K0	C17 M12 Y13 K0	C30 M23 Y22 K3	C45 M35 Y31 K12	C57 M47 Y39 K26	C63 M53 Y46 K41	C77 M62 Y59 K75
R255 G255 B255	R251 G250 B250	R244 G244 B243	R234 G234 B234	R220 G220 B220	R186 G186 B188	R145 G145 B151	R108 G108 B114	R82 G82 B87	R34 G34 B37
									Pantone Black C
									Pantone Black U

Ginger-100
#FFFAF2
C0 M2 Y6 K0
R255 G250 B242

Ginger-200
#FFF2DF
C0 M6 Y16 K0
R255 G242 B223
80% Pantone 7401 C
80% Pantone 7401 U

Parsnip-100
#FBFAFA
C2 M2 Y2 K2
R251 G250 B250

Parsnip-200
#F8F5F2
C4 M4 Y5 K0
R248 G245 B242
80% PMS Warm Gray 1 C
80% PMS Warm Gray 1 U

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.

Color
Usage

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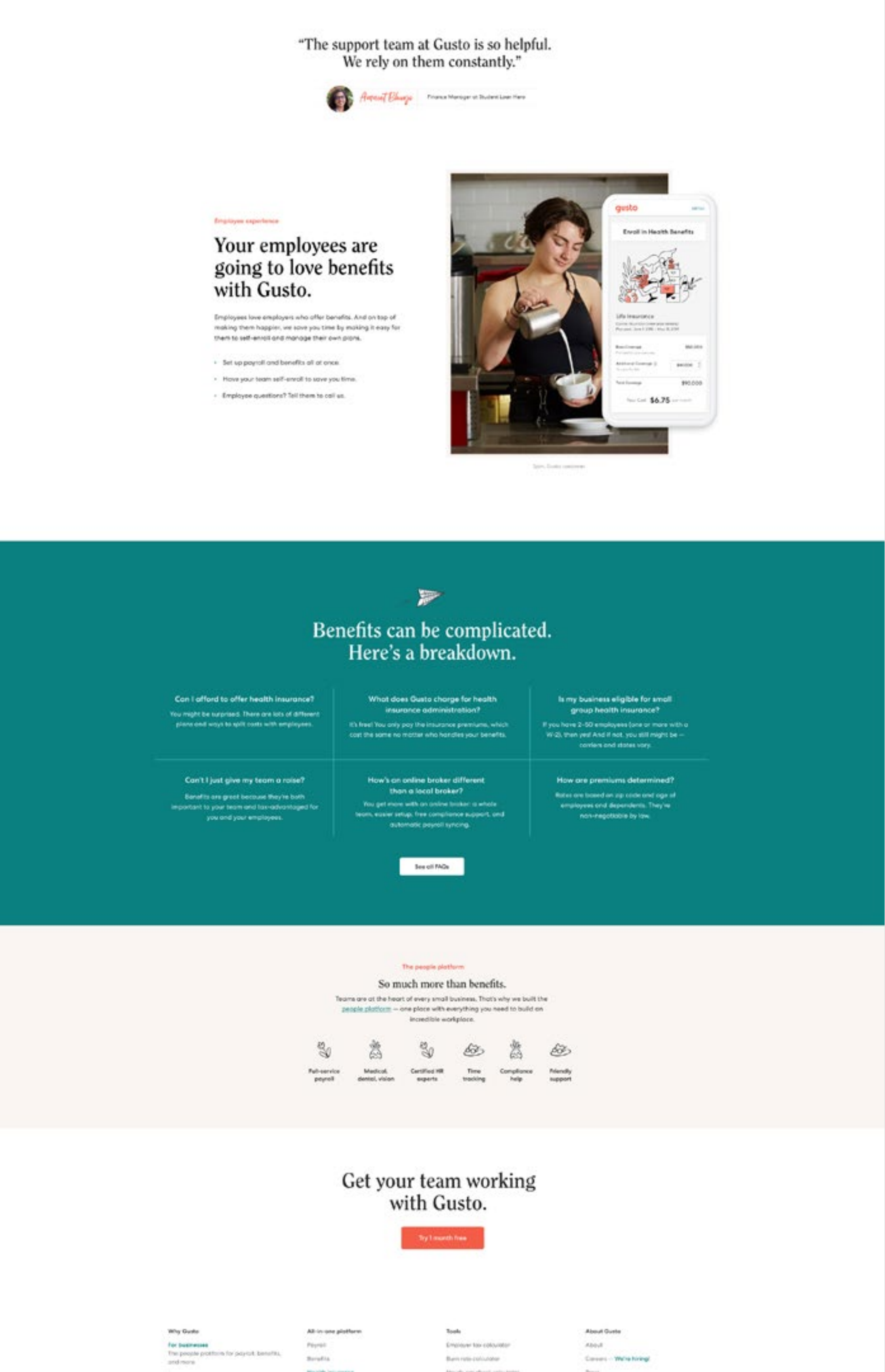
Color
Usage

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.

09:19

gusto **Gusto**   ✕

Sit back and relax

With just a few clicks, we calculate and file your payroll taxes

See More

09:19

gusto **Gusto**   ✕

Choose the plan that's right for your business

See More

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
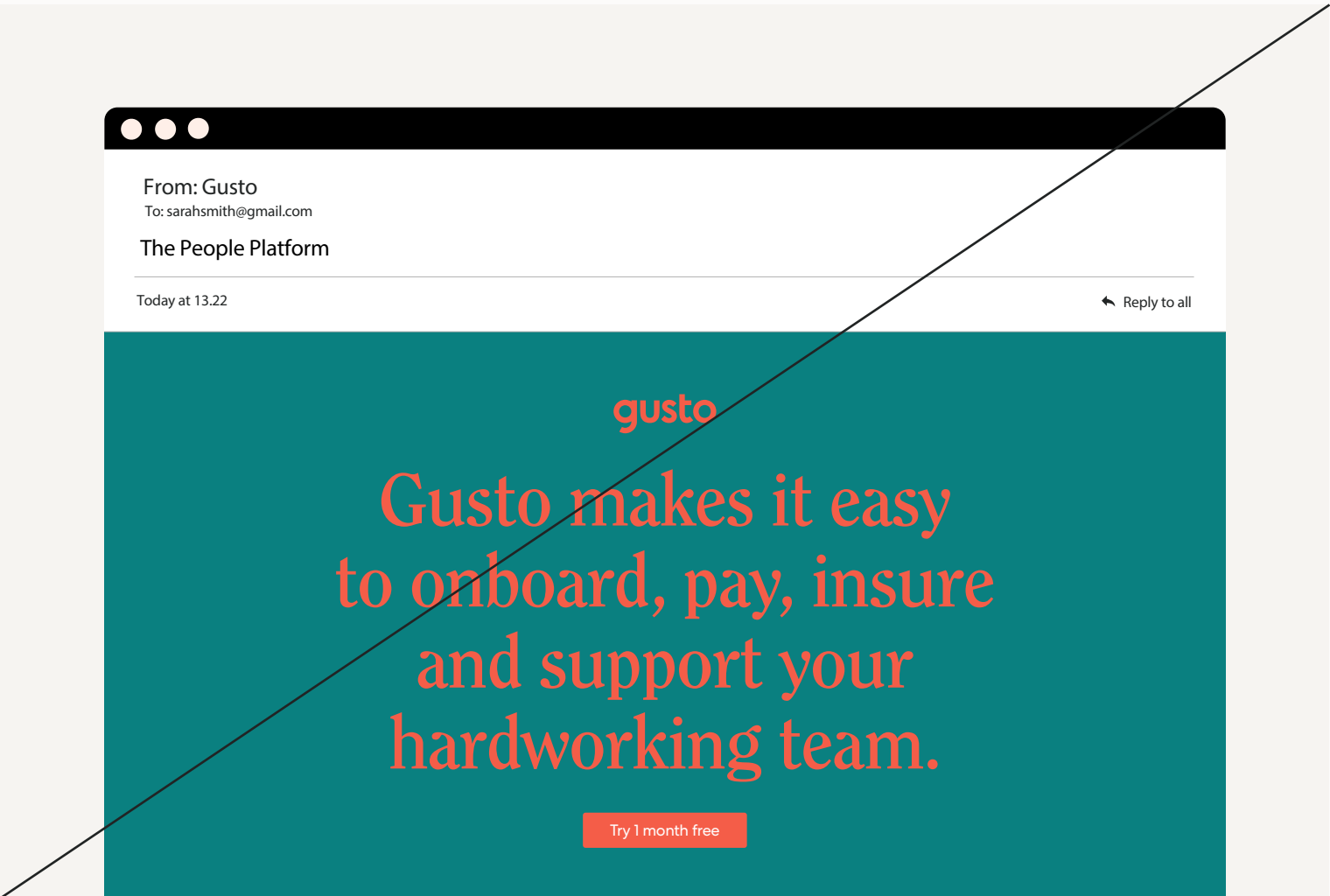
Never use Guava as a text color over Kale
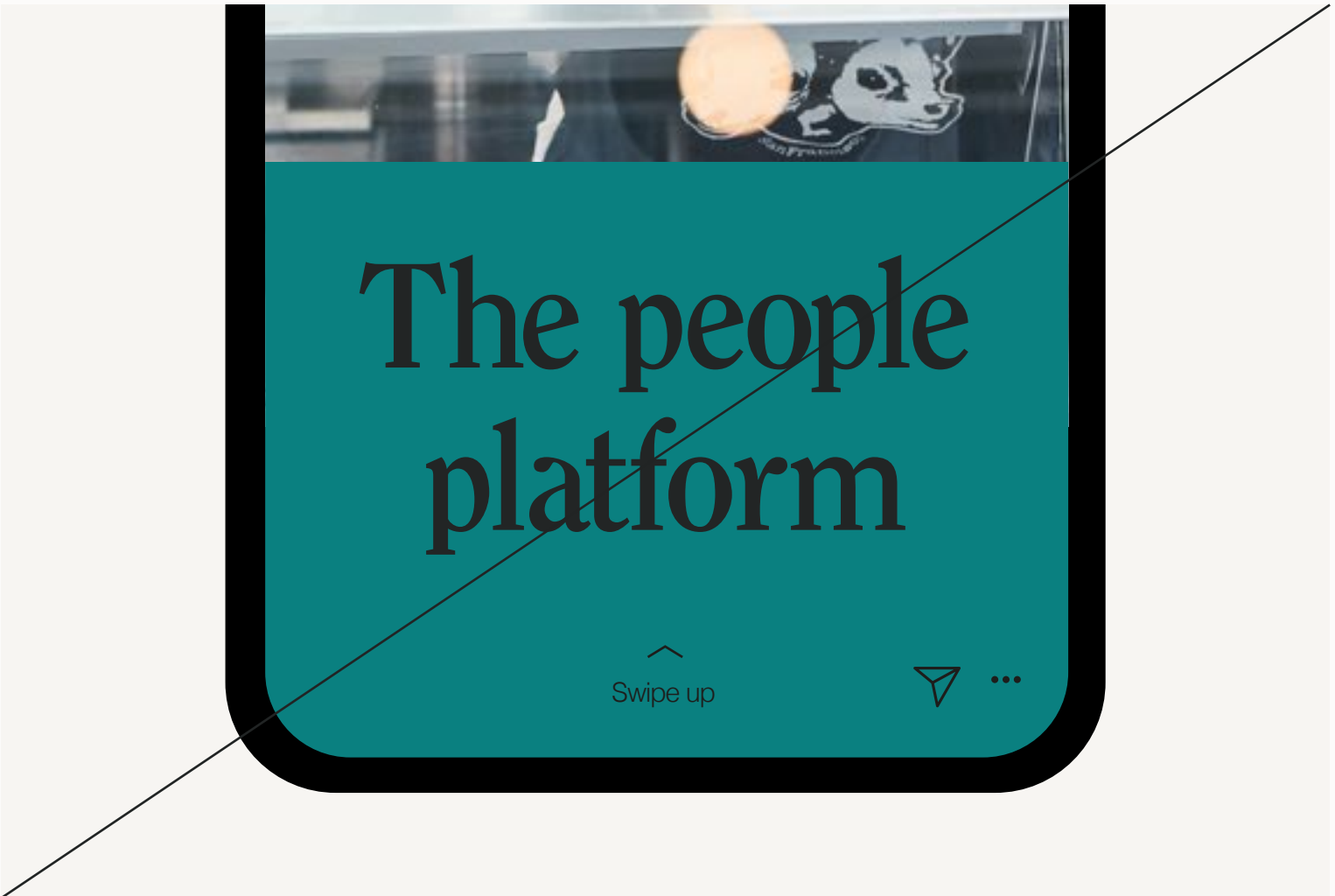
Never use black or #222525 copy on Kale

Photography

Photography is the most authentic and dynamic way to highlight the people we serve. It captures the complexity of human emotion and grounds our brand in what's real.

Photography
Our style

There's no better way to build a truly human brand than to highlight the humans behind the businesses we serve.

That's why photography is so important to our brand. And not just any photos either—real photos of real customers, working together.

Photography
Principles

We have three key principles that guide our brand photography style and keep us consistent.

Human connection

There's human connection in every image—eye contact between people in the photo or even someone out-of-frame. No gazing off into the distance.

The best of reality

No over-producing. Photos should tell true stories. We want the dirt, the sweat, the messy desks. But we're thoughtful too—composing shots that celebrate and lift up our customers.

Diverse representation

We're serving businesses in hundreds of communities and industries across the country. Our customers are diverse, so it's critical that our photography is reflects that.

Photography
Teams

In all of our photos, people are shown in their natural working environments—blue collar, white collar, and every collar in between.

Poses are candid and warm. Subjects are shown interacting with one another, highlighting teamwork whenever possible.

Photography
Individuals

Along with lots of group photos, you'll find heroic portraits of the individuals who make up those teams. Close-up shots may be used to capture hands and focus on the details and craft.

Photography
Internal

At Gusto, we're dedicated to building a diverse and inclusive workplace. We strive to represent this commitment through images of Gusties, but it's important that we never misrepresent reality. Diversity is a job that's never done and we're committed to always getting better.

All employees featured in our photography should be consenting and informed of how their photos will be used.

Photography
Misuse

Photography is a powerful tool, but the wrong photos can be damaging to our brand. Here's what to watch out for.
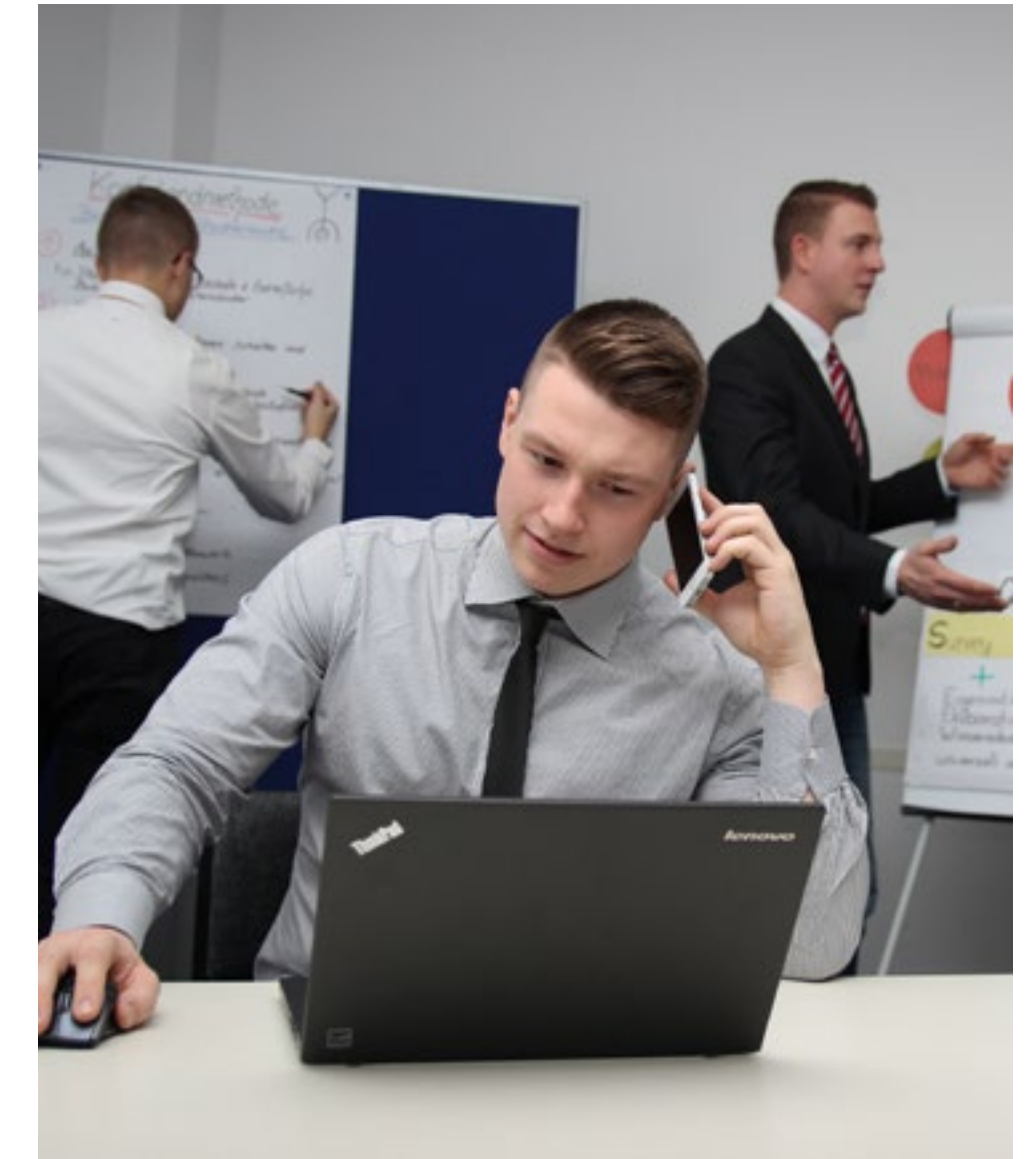
✕ Never show people in cheesy, staged scenarios or unnatural poses.

Illustration

Illustration is a key element of our brand. It's a powerful storytelling tool that conveys our warm, vibrant personality with creative flexibility.
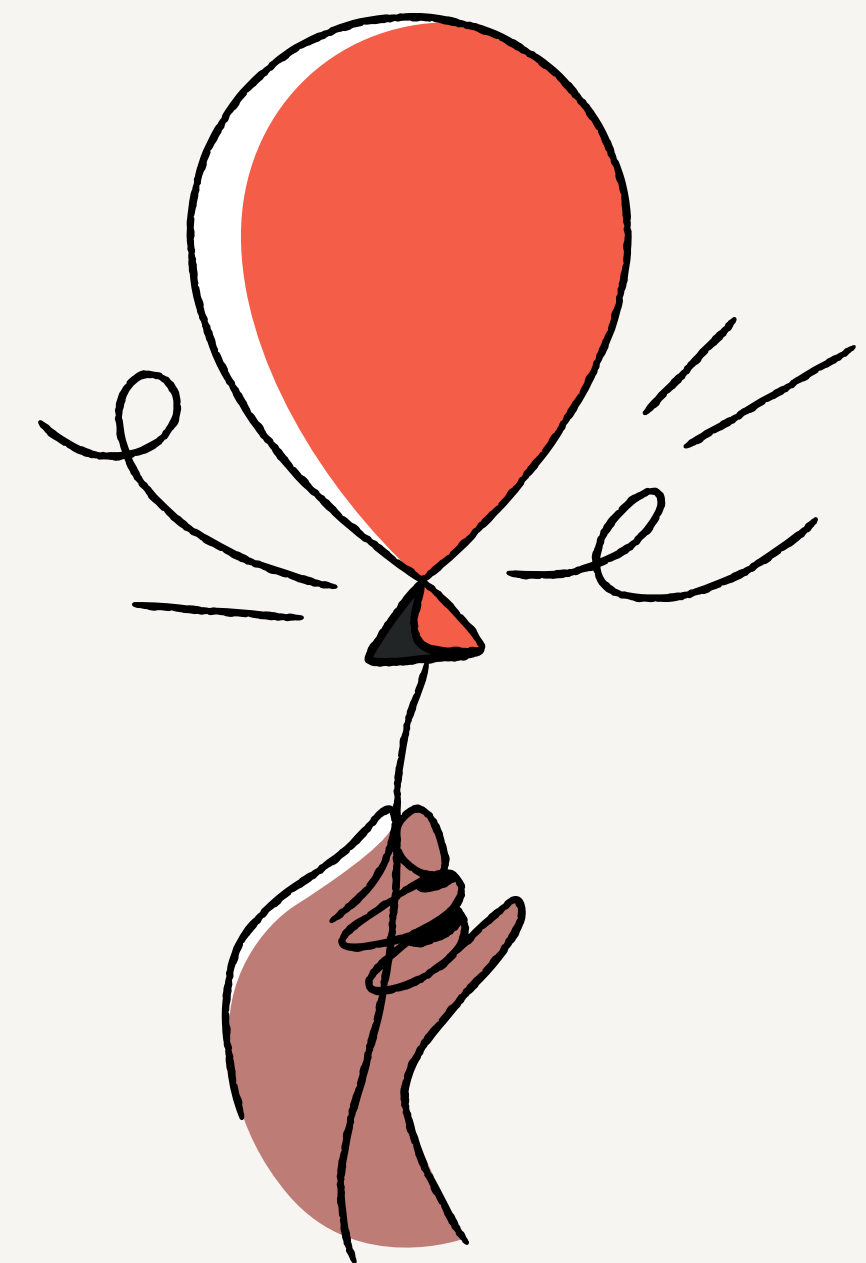
Illustration
Overview

Our illustration style brings our brand to life.

Illustration is useful when conveying abstract ideas, especially in our product. It can transcend space and time in ways photography can't.
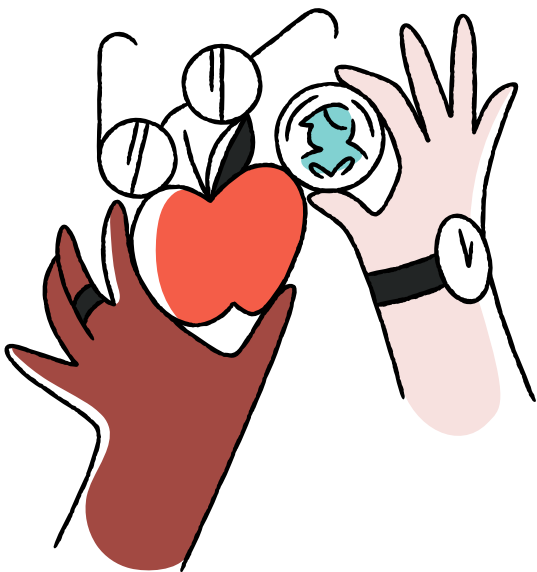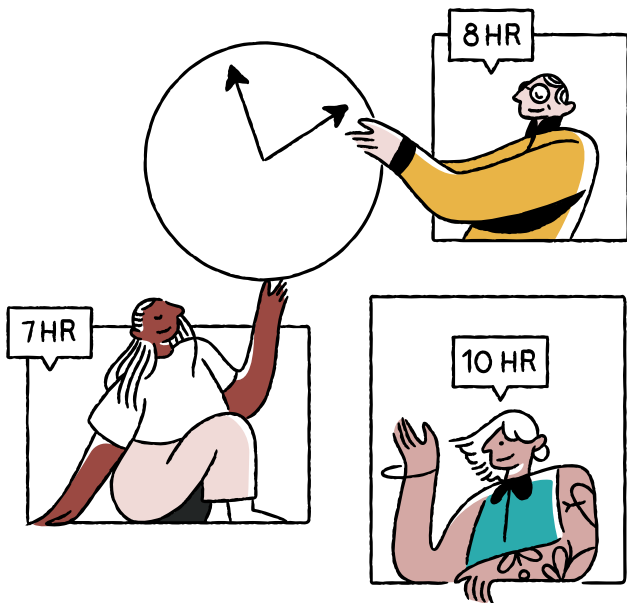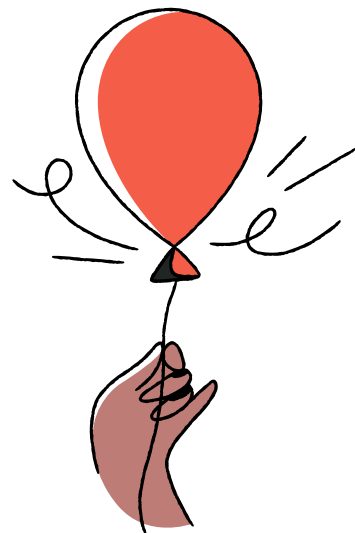
Illustration
Principles

Use these three principles to make sure all brand illustrations communicate the right message, tone, and personality.

Guiding stories

Be intentional with the use of illustration. It's a vehicle for telling stories and communicating abstract ideas—never just a decorative element.

Warm, human energy

Keep humans front and center, even in illustration. Our characters should be vibrant and full of life, with a whimsical energy.

Diverse representation

Always show a breadth of professions, ethnicities, ages, genders, religious beliefs, sexual orientations, disabilities, and abilities.

Illustration
Style

We use an expressive, hand-drawn illustration style that emphasizes humanity. Pay attention to the little things that make it unique and ownable to our brand.

Look out for these details.

– Textured brush outline

– Expressive strokes

– Offset color fill

– Color highlights with Guava and tints of Kale

Textured brush

Offset color fill

Expressive style

Representing diversity

Illustration
Usage: digital

In our digital product, illustrations help us celebrate little moments and emphasize the benefits of our platform.

They can add visual interest and pace, but remember that their primary use should be to communicate a message.
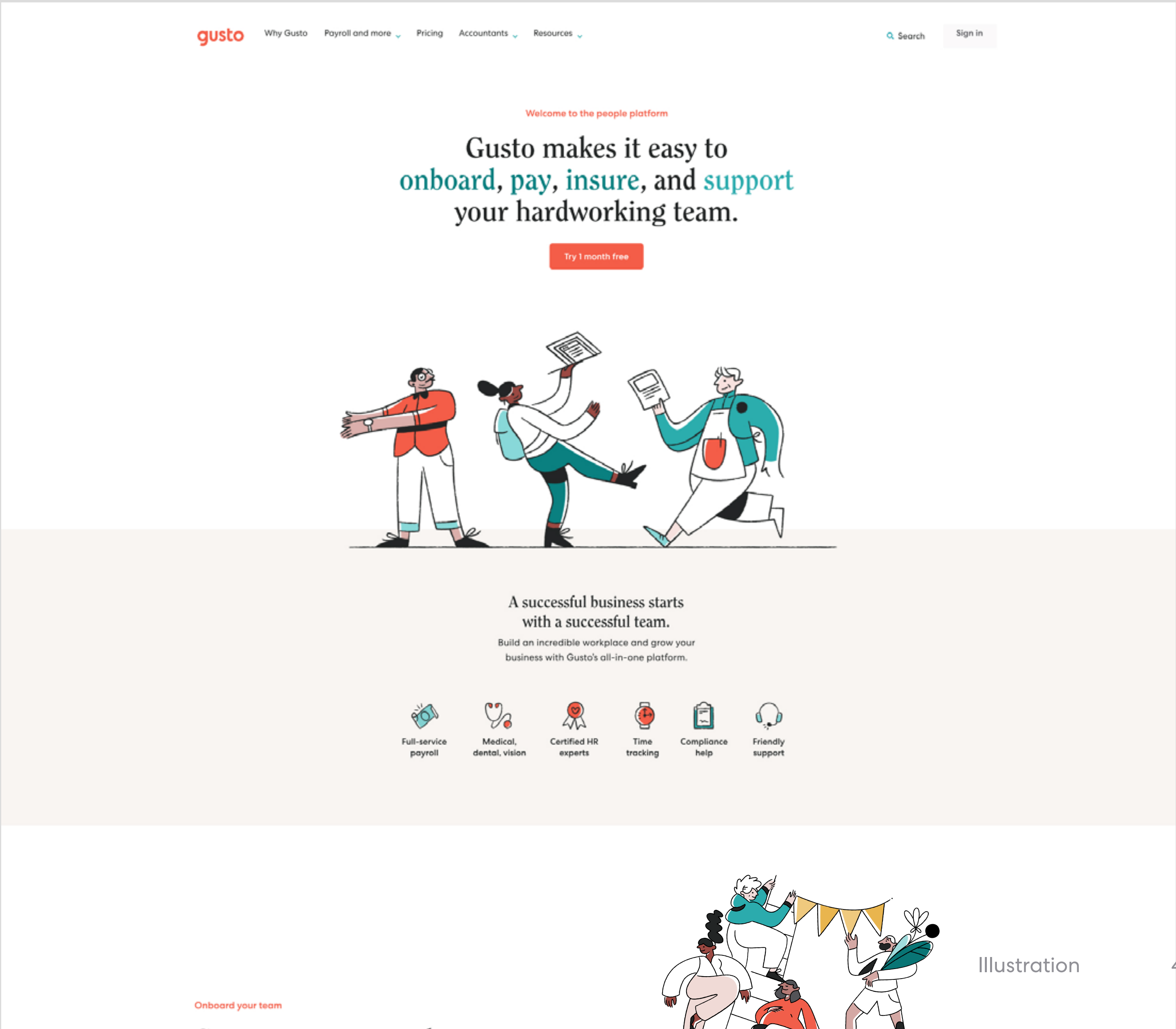
Illustration
Usage: comms.

In marketing communications, illustrations tell stories and show emotion. They should complement the headline they're placed next to.

Let illustrations shine on a clean canvas by pairing them with white or Parsnip colored backgrounds.

Gusto makes it easy.

gusto

Choose the plan that's right for your business.

gusto

Get your team working with Gusto.

gusto

Illustration
Usage: physical goods

Illustrations are a vibrant brand element
that work well on physical goods.
Avoid using photos on swag.

Illustration
Color

Color plays a key role in bringing our illustrations to life.

We use a limited color palette to keep our illustrations looking ownable and consistent.

Guava is used at 100% to keep it recognizable as our brand color. Three shades of Kale add depth to our illustrations.

Outlines should always be in black.

Guava 500
#F45D48
R244 G93 B72
C0 M84 Y77 K0
PMS RED 032 C

Kale 300
#88D8D8
R142 G207 B210
C48 M0 Y21 K0
PMS 317 C

Kale 500
#0A8080
R10 G128 B128
C95 M27 Y51 K7
PMS 7711 C

Kale 400
#2BABAD
R43 G171 B173
C73 M7 Y36 K0
PMS 2027 C

Illustration
Color: skin tones

It's important to have a range of skin tones that authentically represent the diverse people we serve.

When portraying people, make sure to use a variety of skin tones.

ST 200
#DBAFAB
R219 G175 B171
C14 M36 Y27 K2
30% PMS 2442 C

ST 400
#A24942
R162 G73 B66
C26 M77 Y67 K21
PMS 2442 C

ST 300
#BE7C77
R190 G124 B119
C22 M56 Y44 K10
60% PMS 2442 C

ST 100
#F7E1DF
R247 G225 B223
C2 M15 Y10 K0
15% PMS 2442 C

Illustration
Strokes

Our brand illustrations require a consistent brush stroke. It's how we create a system that's unique and recognizable.

Download the necessary illustration brushes here.

And if you have additional questions about illustrations, contact the Brand Studio team at brand-studio@gusto.com.

Textured brush
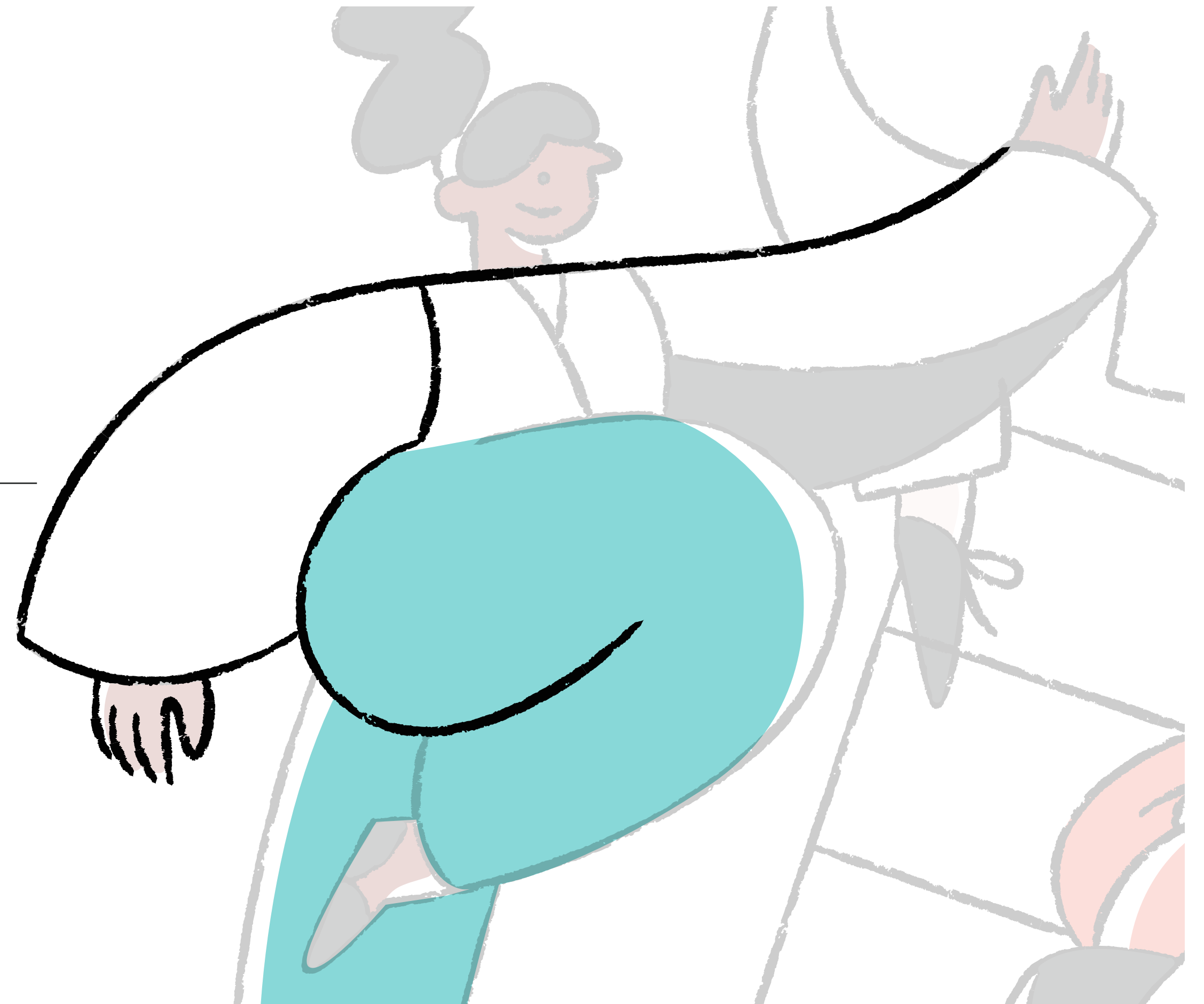
Illustration
Misuse

There are certain things to avoid to keep our illustrations consistent and looking their best.
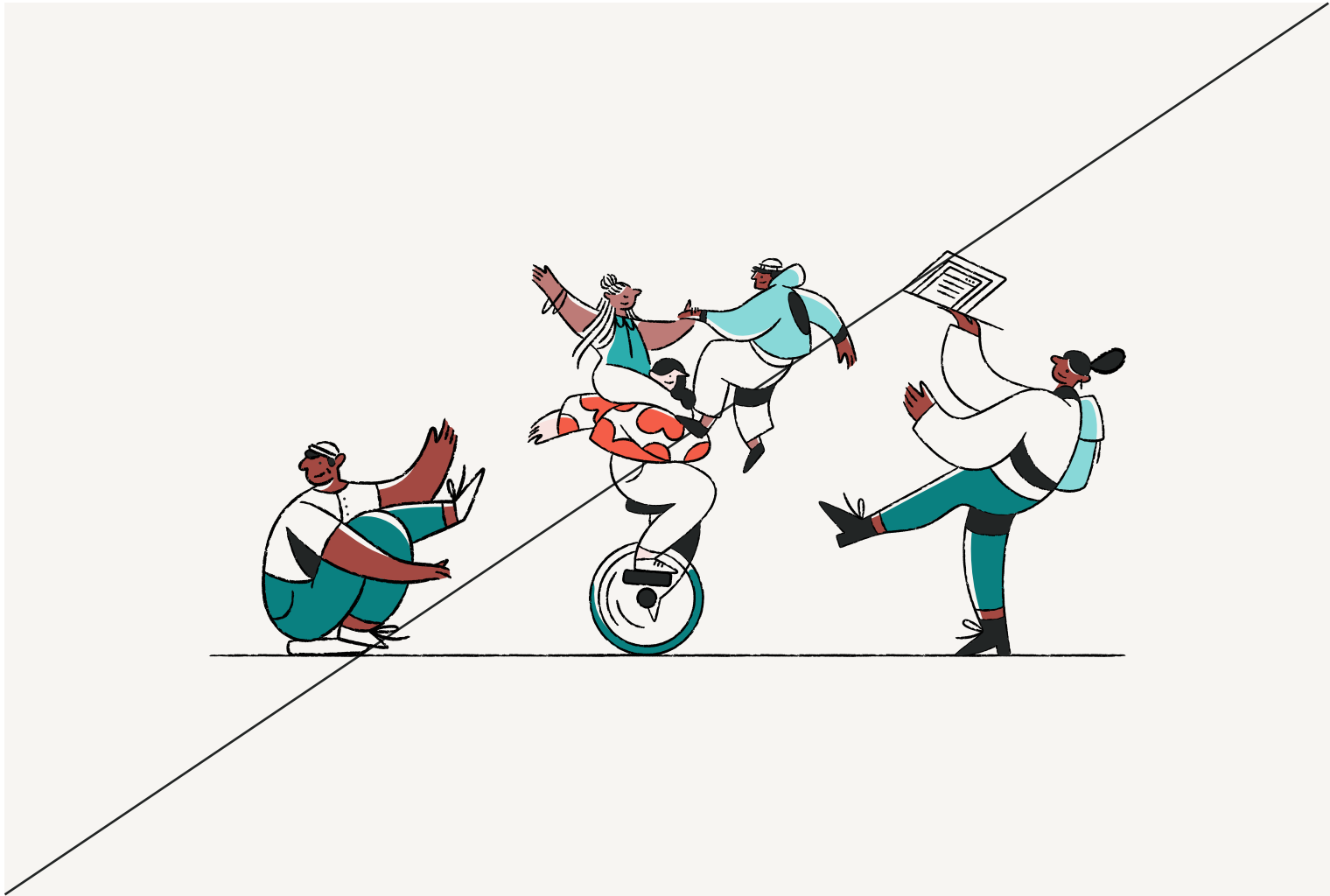
Never combine illustrations to create a new composition

Never modify the width or texture of the brush strokes

Never place illustration over photography

Illustration
Misuse

Be careful with the way you use color in illustrations. Here's what to avoid.
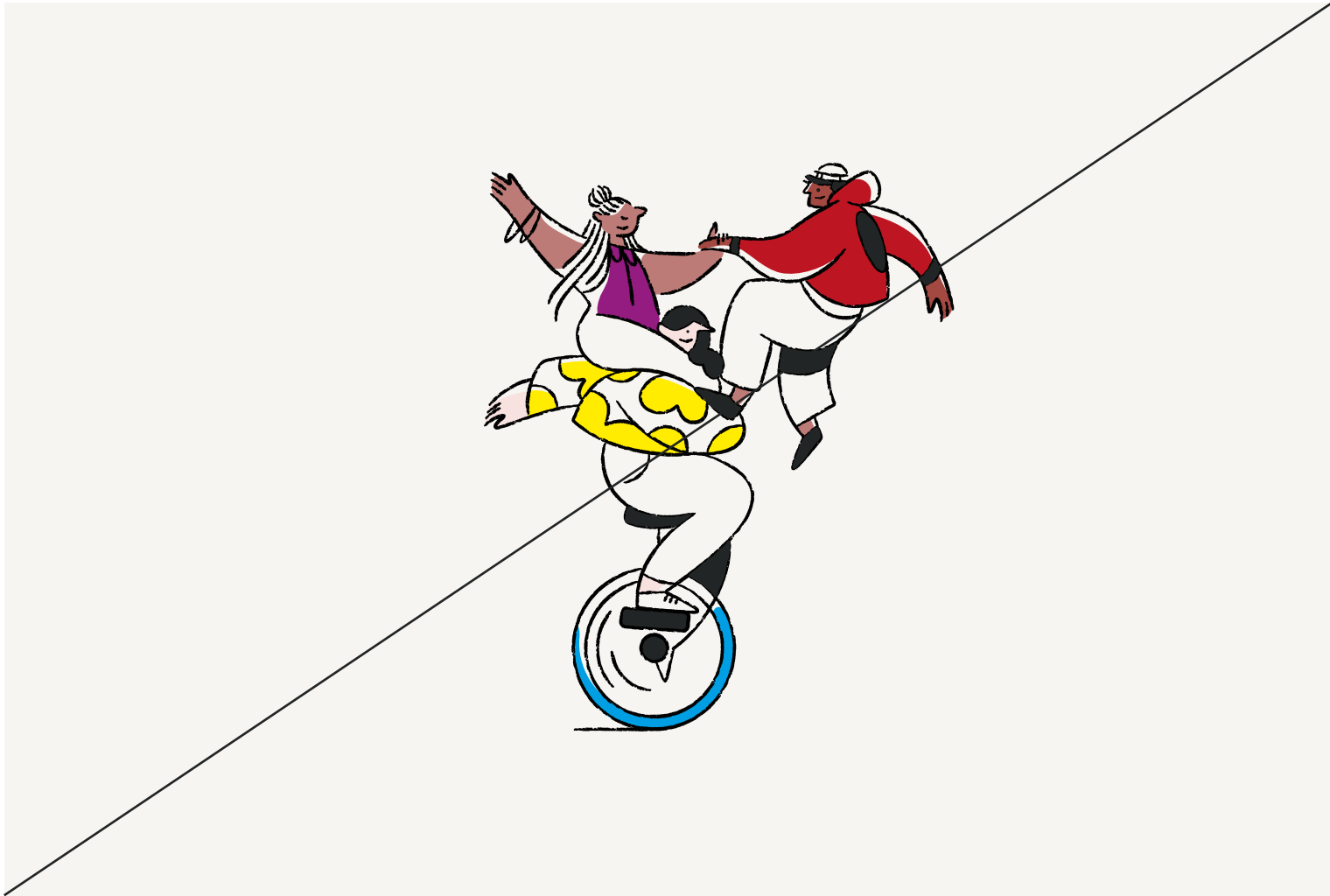
Never add or change colors in existing illustrations
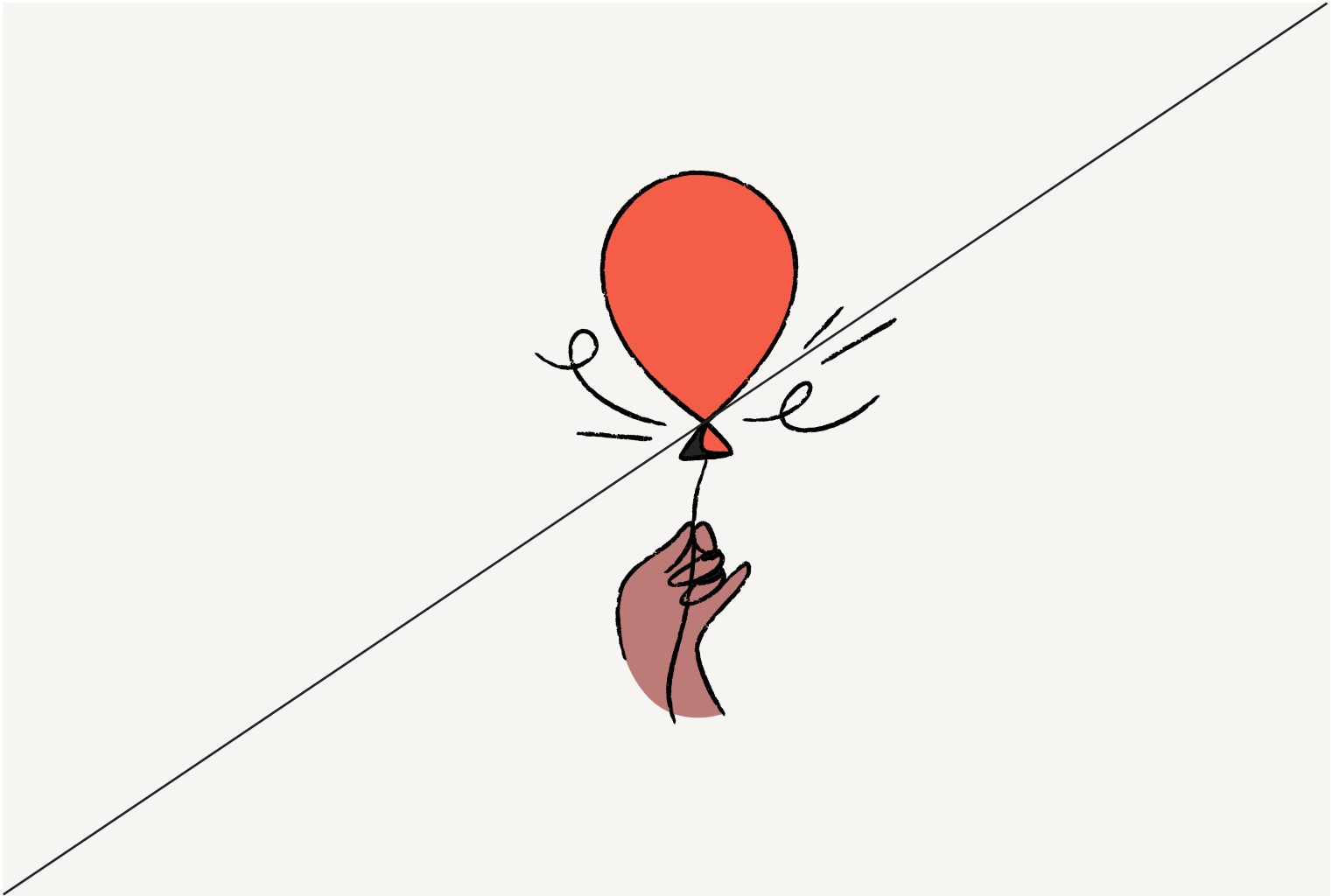
Keep color fills offset. Never fully fill all shapes.

Never use too much of one color. Consider ratios.
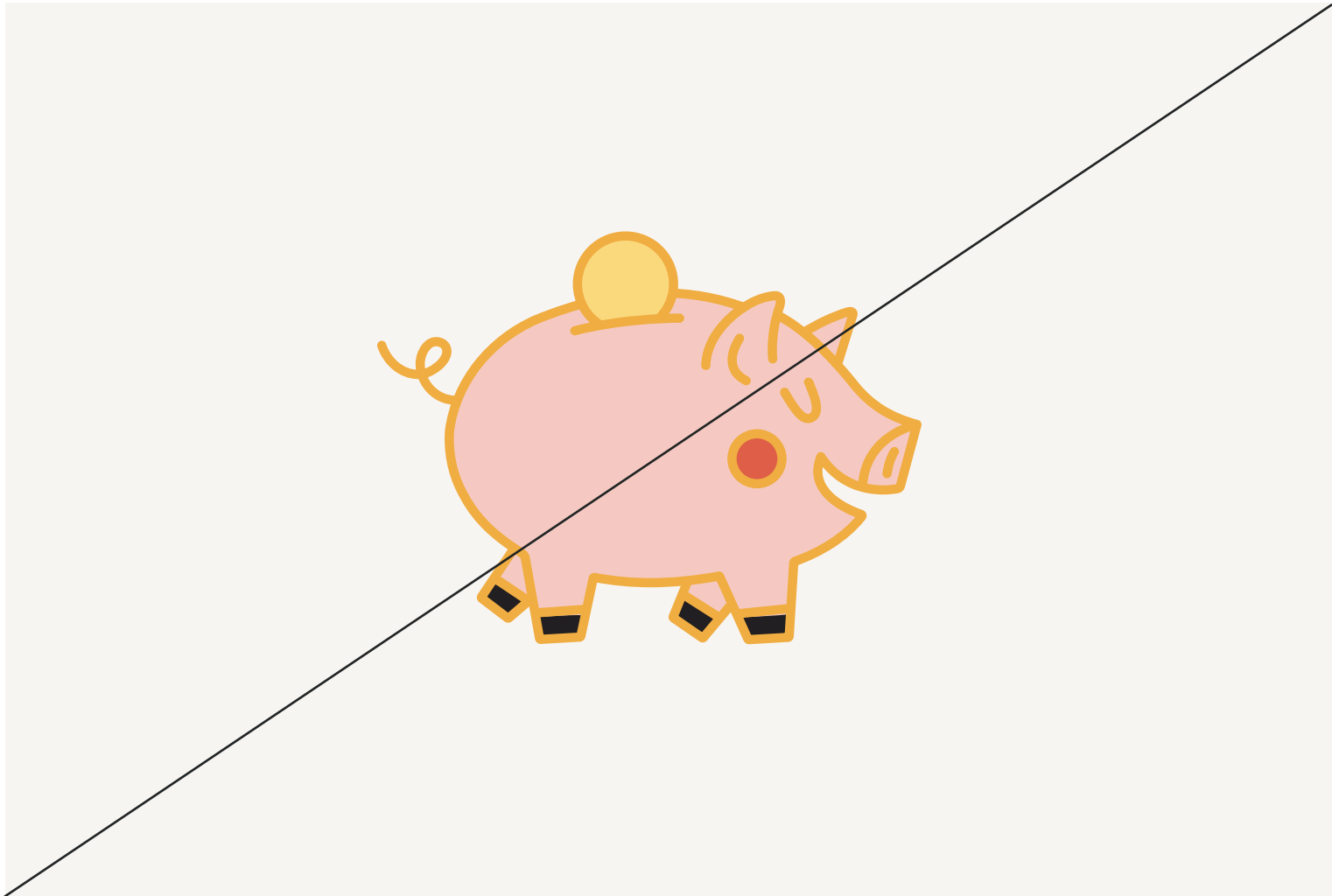
Never recolor or change the stroke style.

Typography

Our typography is both expressive and classic. We use two typefaces that work together to represent our unique personality and clear messaging.

Typography
Typefaces: core

Our primary typeface for headlines is ITC Clearface. It's a personality-packed serif that helps us stand out.

Our secondary typeface is G Centra, a contemporary sans-serif that's accessible and unpretentious. It's ideal for longer text and product experiences.

Download our fonts here.

ITC Clearface Bold

When people come together, they're capable of incredible things.

G Centra Book

We believe it's not businesses powering the American economy, it's people. And they deserve to be recognized, celebrated, cared for, and compensated.

Typography
Typefaces: core

Here is an example or heirachy.

Headline typeface
ITC Clearface Bold

Body typeface
G Centra Book

Typography
Typefaces: handwritten

Carando Script is our proprietary handwritten typeface and is used when highlighting customer quotes and/or photos.

This typeface should only be used to feature a business name or customer name—never in headlines, taglines, or body text.

Carando Script
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ

Jane Stevens | Owner, Coffee Meets Bagel

Typography
Leading

We call the space in between lines 'leading'.
To ensure that our type is legible and
always looking its best, we use
a consistent amount of leading.
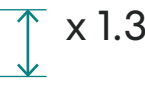
For headlines set in ITC Clearface,
we use a leading ratio of 110%.

In body copy set in Centra,
we use a leading ratio of 130%.

When people come together, they're capable of incredible things.

x 1.1

We believe it's not businesses
powering the American economy,
it's people. And they deserve to be
recognized, celebrated, cared for,
and compensated.

x 1.3

Typography
Tracking

When we refer to the spacing
in between letters, we call it tracking.

To make sure that our type looks
optically balanced, when using
ITC Clearface we adjust the tracking to -5.

For legibility, it's important that
ITC Clearface letters are well
spaced and don't touch.

-5

When people come together, they're capable of incredible things.

0

We believe it's not businesses powering the American economy, it's people. And they deserve to be recognized, celebrated, cared for, and compensated.

Typography
Alignment

Our type can be set aligned to the left or center, whichever is more appropriate.

Make sure to leave enough clear space between the header and body copy to create clear hierarchy and balance between the two blocks of text.

We foster humanity at work.

Our brand tells the story of real people who inspire us and the incredible things that happen when we work together.

We foster humanity at work.

Our brand tells the story of real people who inspire us and the incredible things that happen when we work together.

Typography
Line length

Headlines should be kept short for legibility and impact. This means there should be a 3-5 word maximum in each line of text.

When lines of ITC Clearface become too long, they look unbalanced and harder to read.

Remember, if it's body copy, it should be set in G Centra.

✓

3

When people come together, they're capable of incredible things.

7

✕

When people come together, they're capable of incredible things.

Typography
Alternative fonts

When Clearface and Centra are not available (e.g. Google Slides, Google Docs, etc.), we use similar but alternative typefaces: Song Myung for headlines, and Proxima Nova for body copy.

Song Myung and Proxima Nova aren't perfect, but they're pretty darn close. And for internal communications, it's a strong alternative to preserve our visual style.

Headline

Song Myung

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ

Body copy

Proxima Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography
Alternative fonts

Here is an example of heirachy.

Song Myung
Regular

Proxima Nova
Regular

Song Myung
Regular
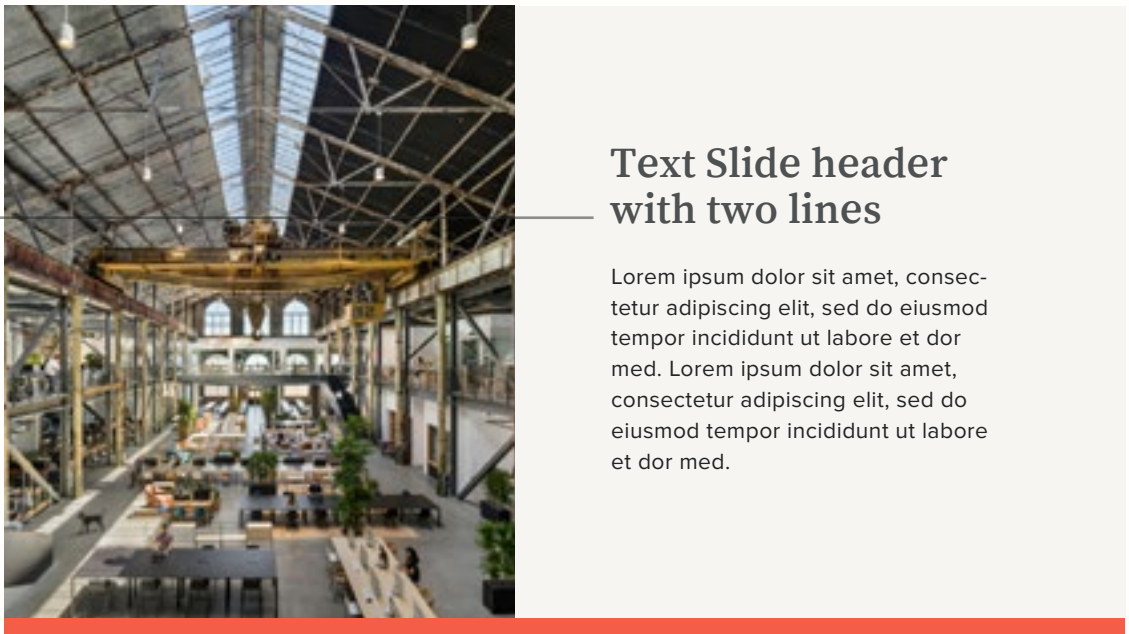
Typography
Usage

ITC Clearface is great at capturing people's attention, especially on a large scale.

On the web, it gives life to our compelling headlines and draws your eye down the page, inviting you to explore the supporting content in G Centra.
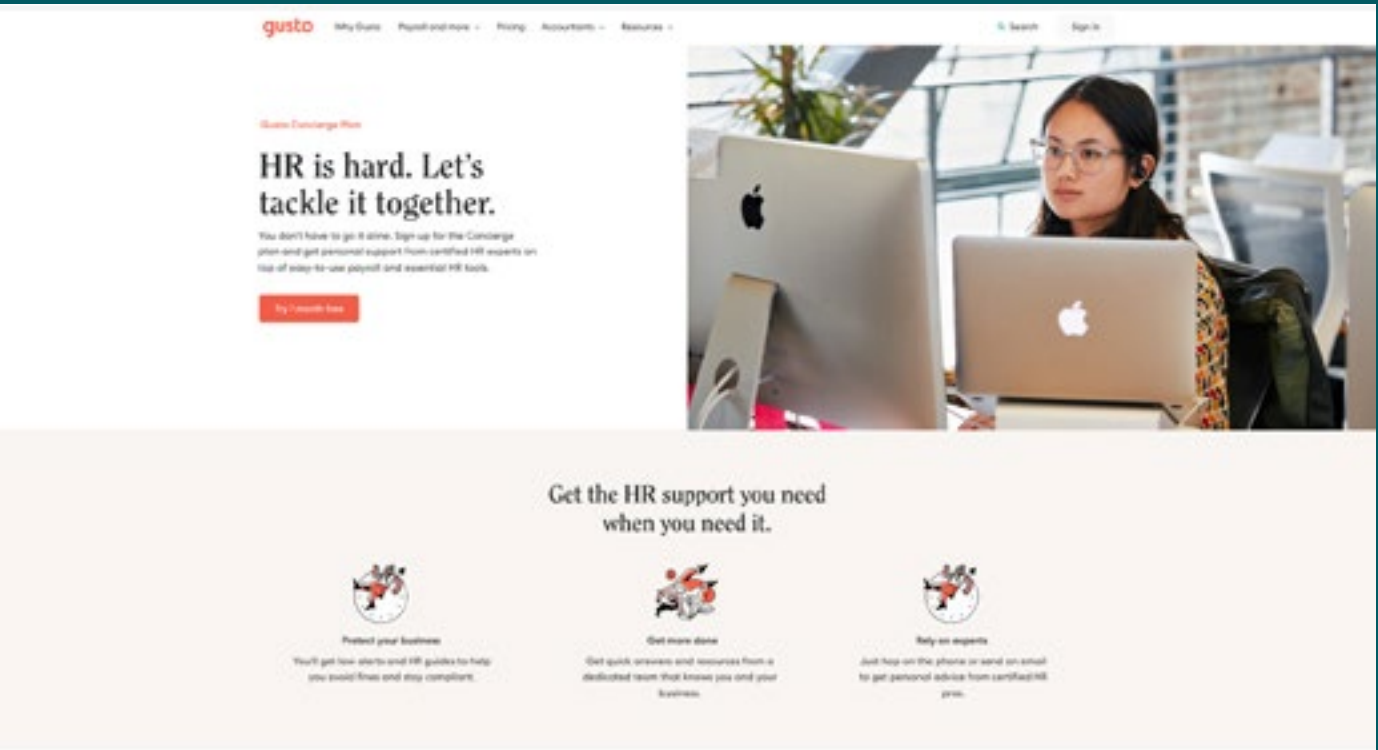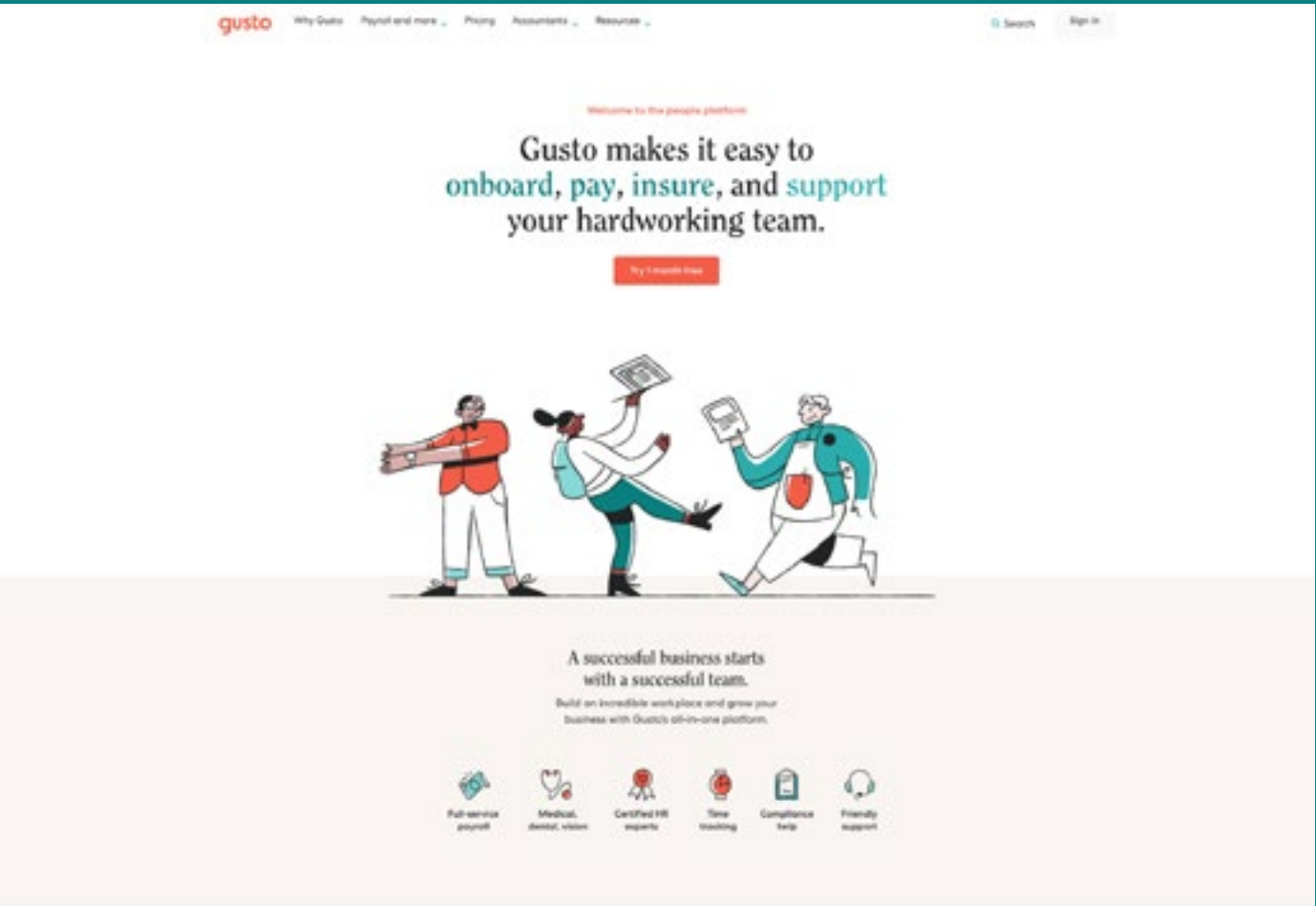
Typography
Usage

Type overlayed on photography should always be white. This keeps the content simple and allows photos to shine.

Type may also be set alongside photography on a separate background color for legibility. This is useful for images with complex backgrounds.
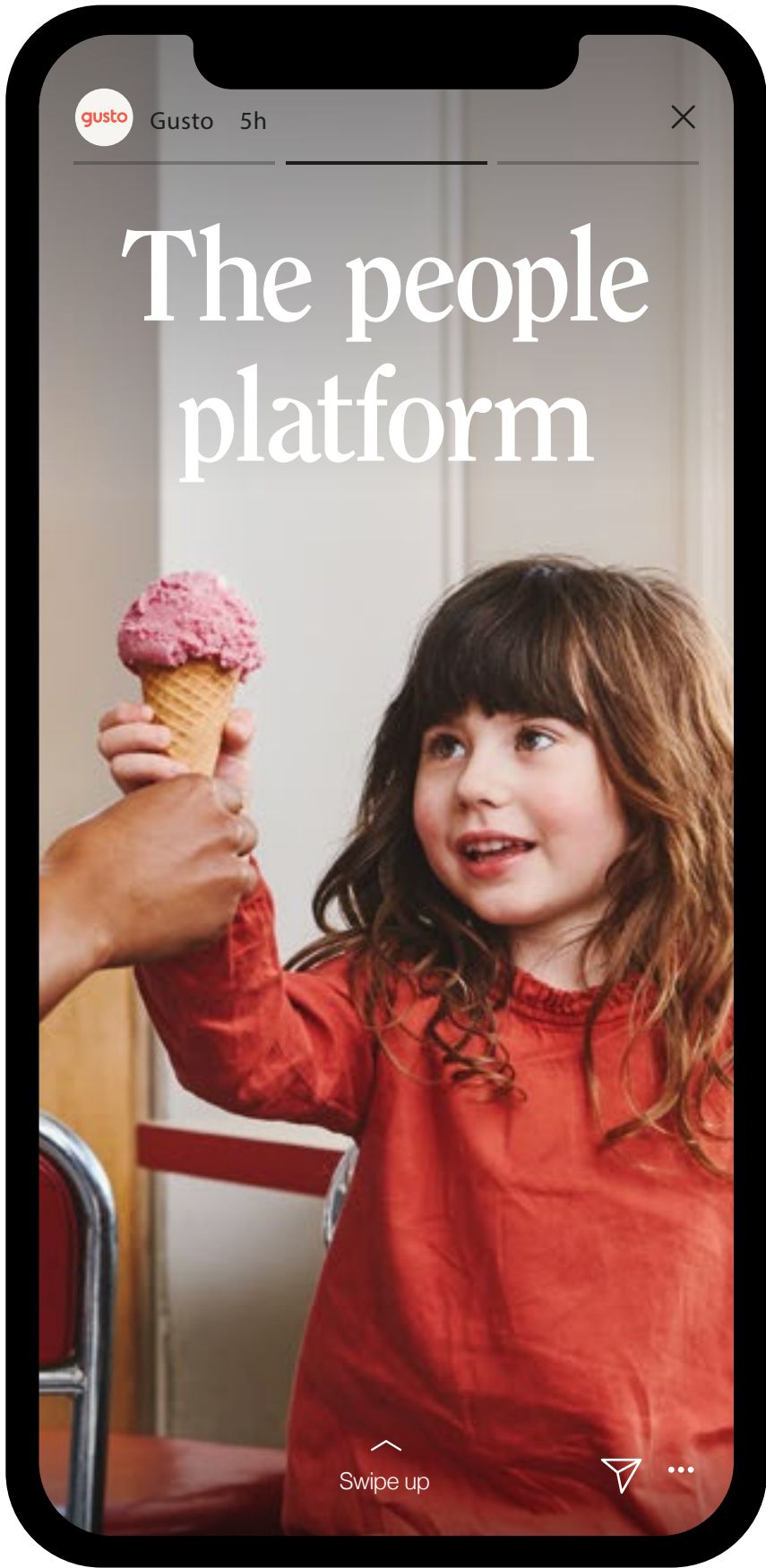
White on image

Use white text on a clear, dark section of the photograph.
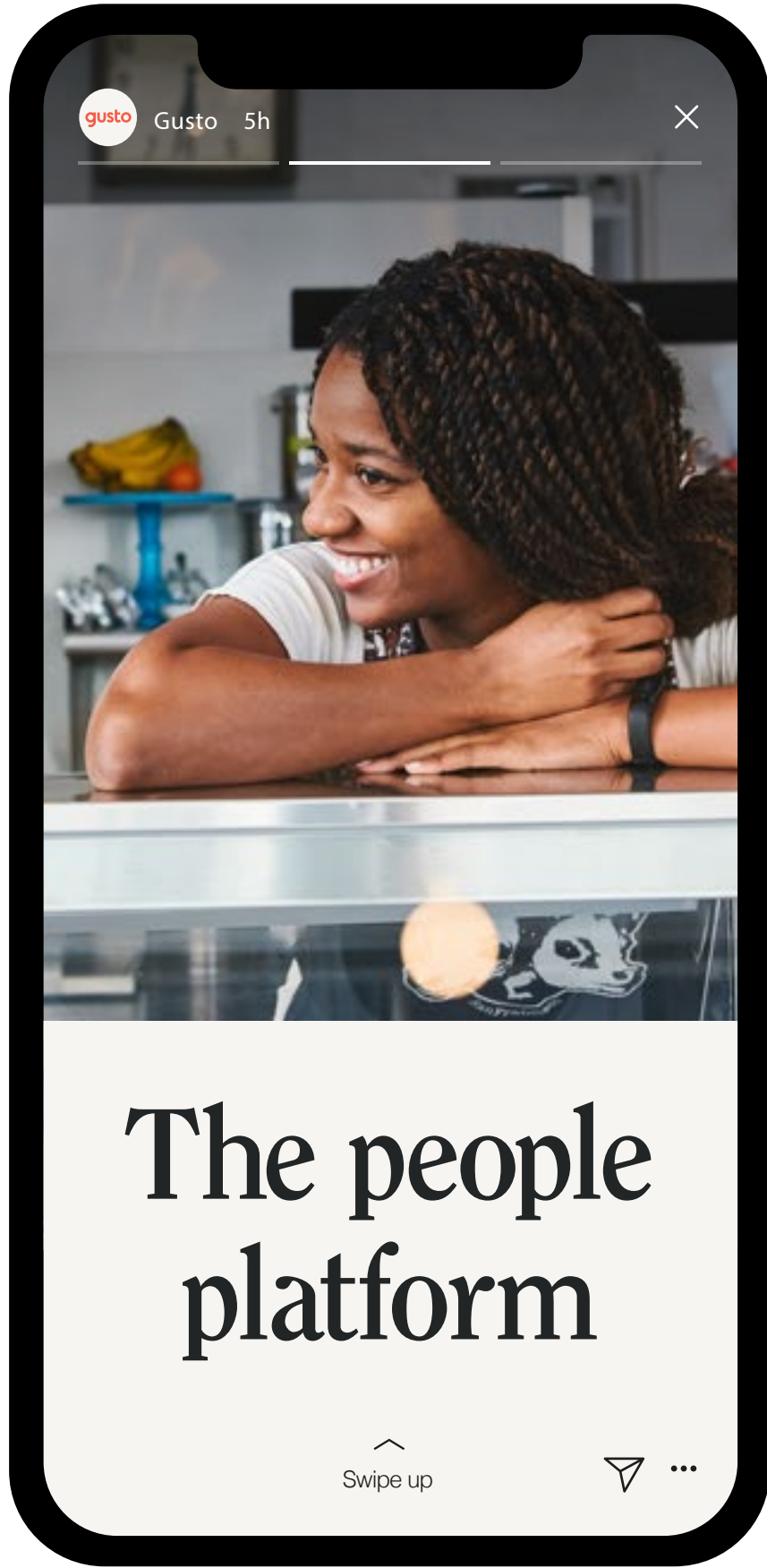
Primary color on background

When the image is too complex, place type on a separate background color.

Typography
Misuse

There are some things you should never do when using typography.

When people come together, they're capable of incredible things.

Gusto makes it easy to onboard, pay, insure, and support your hardworking team.

Never mix text alignments

When people come together, they're capable of incredible things.

Gusto makes it easy to onboard, pay, insure and support your hardworking team.

Never stretch or distort the typefaces

Gusto is the one place modern employers can go to onboard, pay, insure, and support their hardworking teams. With our smart technology and friendly service, we make the lives of working people a little easier, a little more secure, and a little brighter every day.
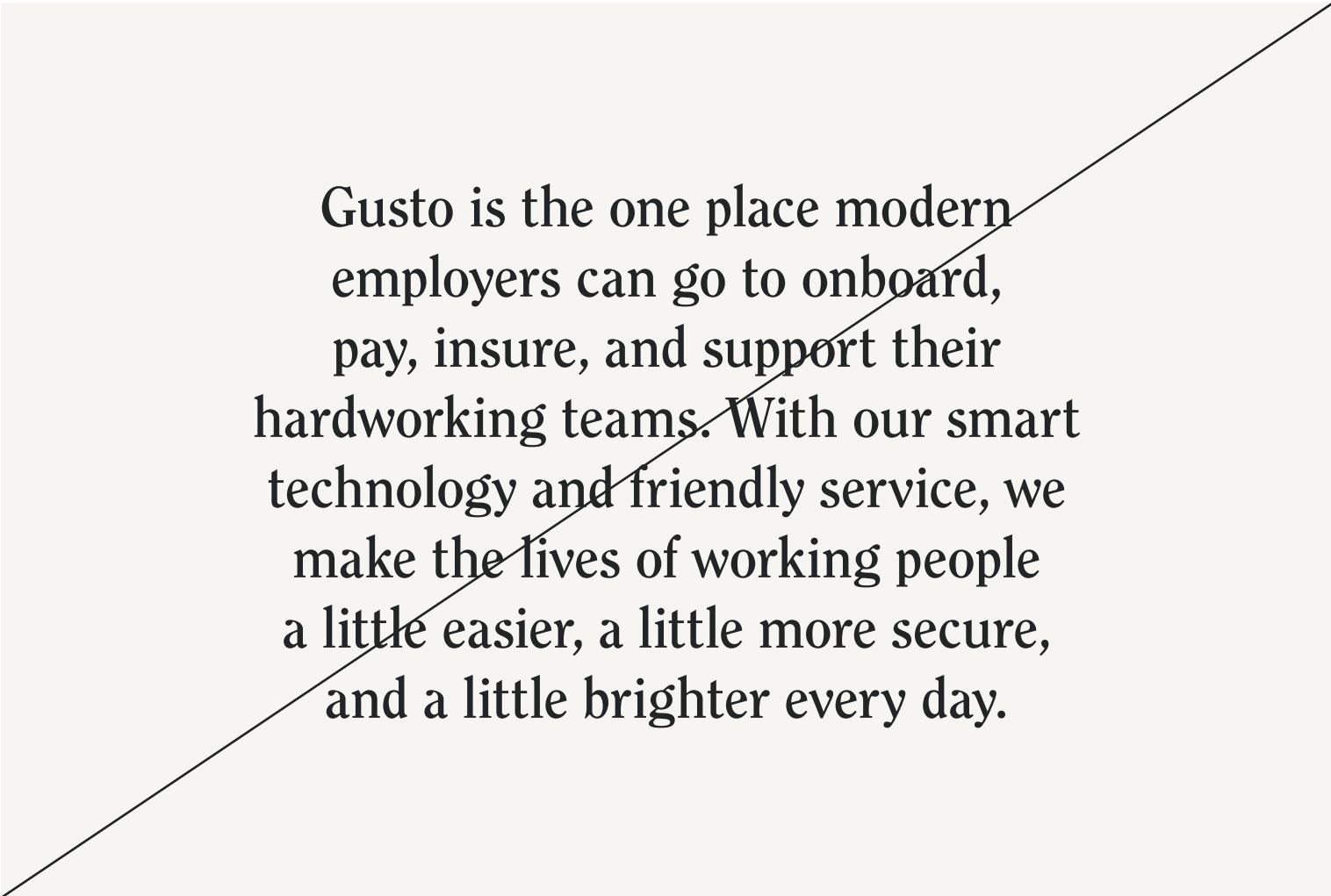
Never use ITC Clearface for paragraphs of more than four lines

When people come together, they're capable of incredible things. Gusto makes it easy to onboard, pay, insure, and support your hardworking team.

Our headlines should never look smaller than our body copy

Voice and tone

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

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.

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

Just right

Too warm	Just right	Too sophisticated
Sugary	Vibrant	Sleek
Cutesy	Optimistic	Authoritative
Silly	Caring	Complicated
Loving	Intentional	Exclusive
Playful	Expert	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 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 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 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.
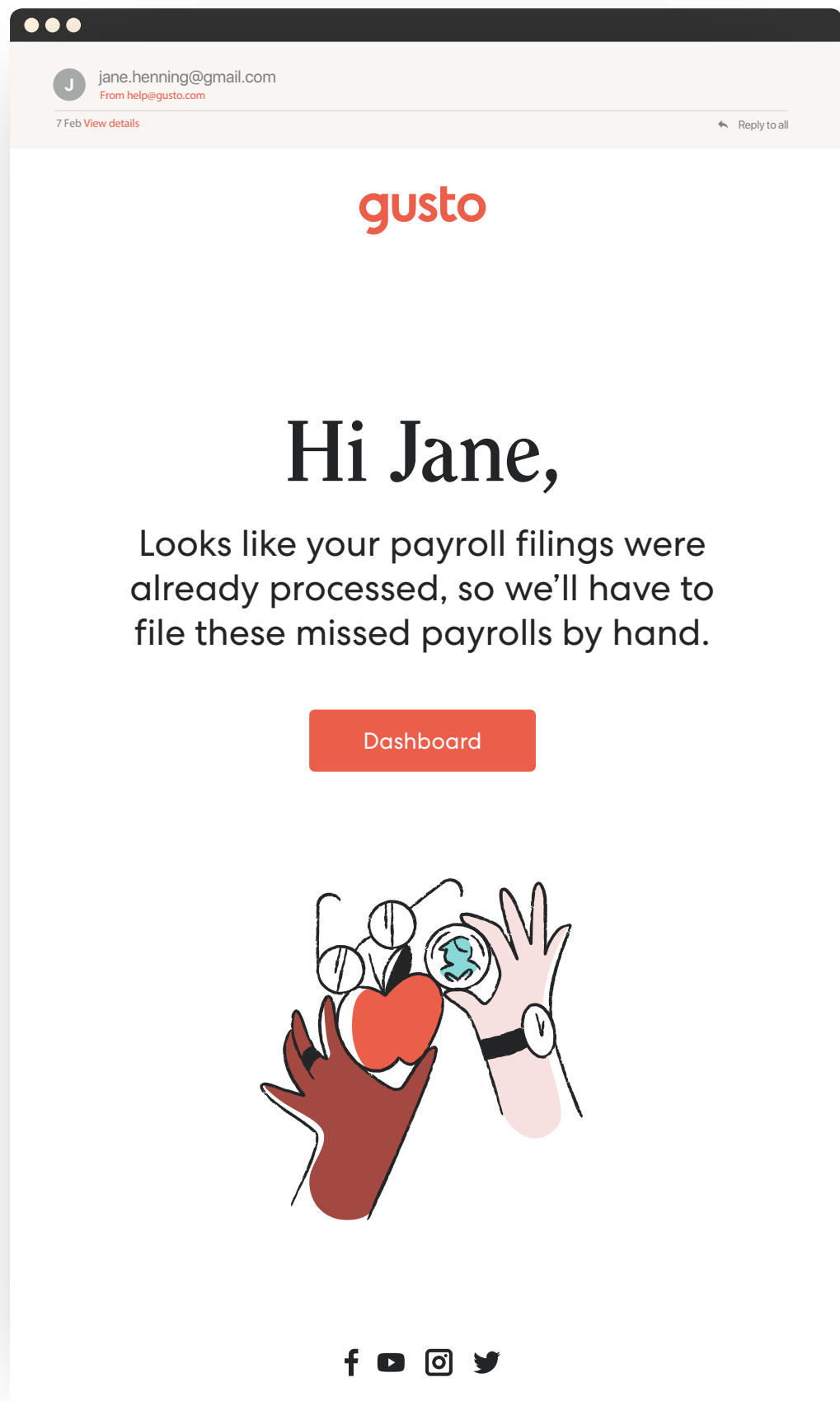
Get it done with Gusto.

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.

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

"Uh oh! We already processed these filings. But don't worry, we'll just add your pesky missed payrolls the old fashioned way."
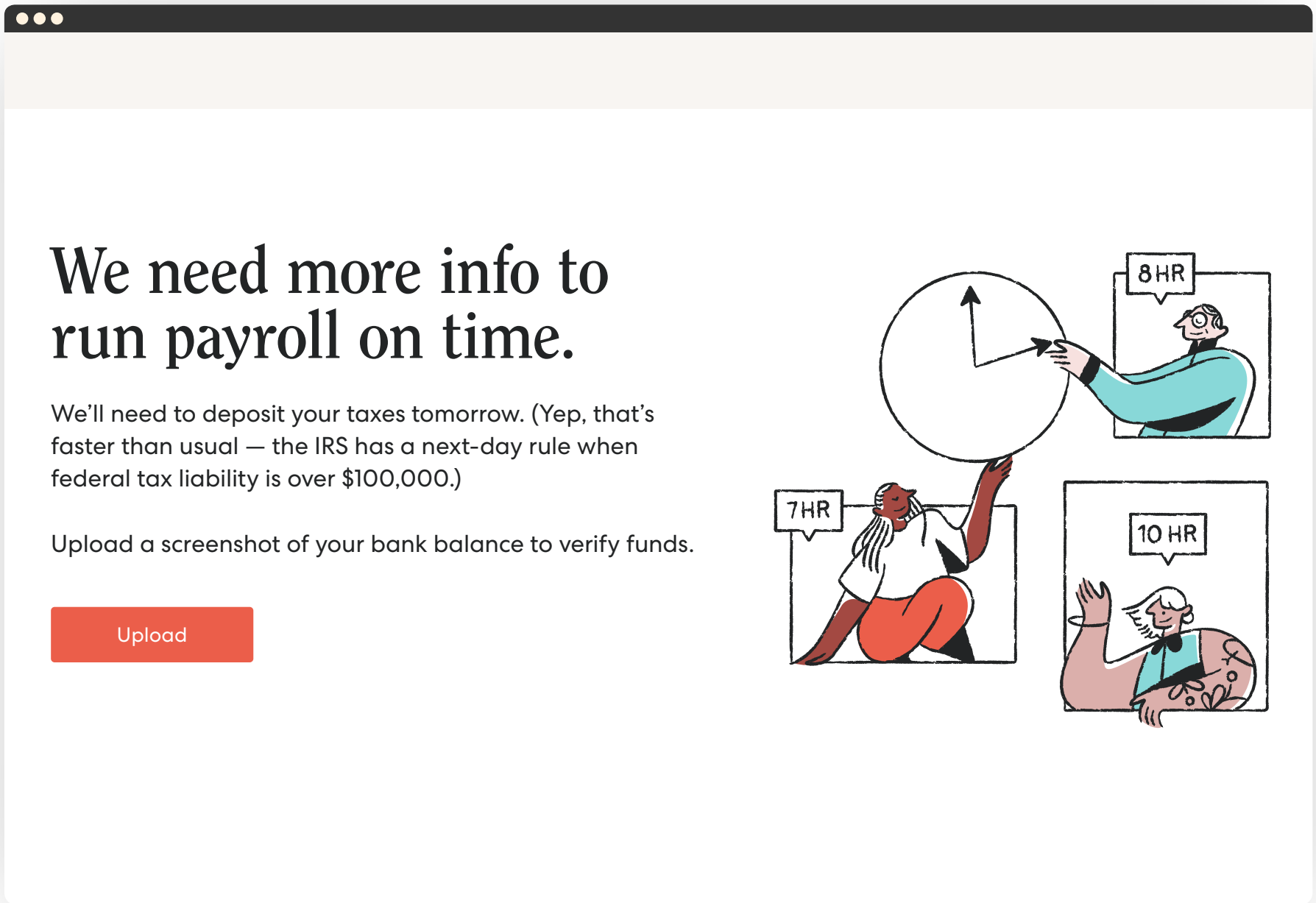
Voice and tone
Examples
In-product flow

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**

We need more info to run payroll on time.

We'll need to deposit your taxes tomorrow. (Yep, that's faster than usual — the IRS has a next-day rule when federal tax liability is over $100,000.)

Upload a screenshot of your bank balance to verify funds.

Upload

✕ **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."
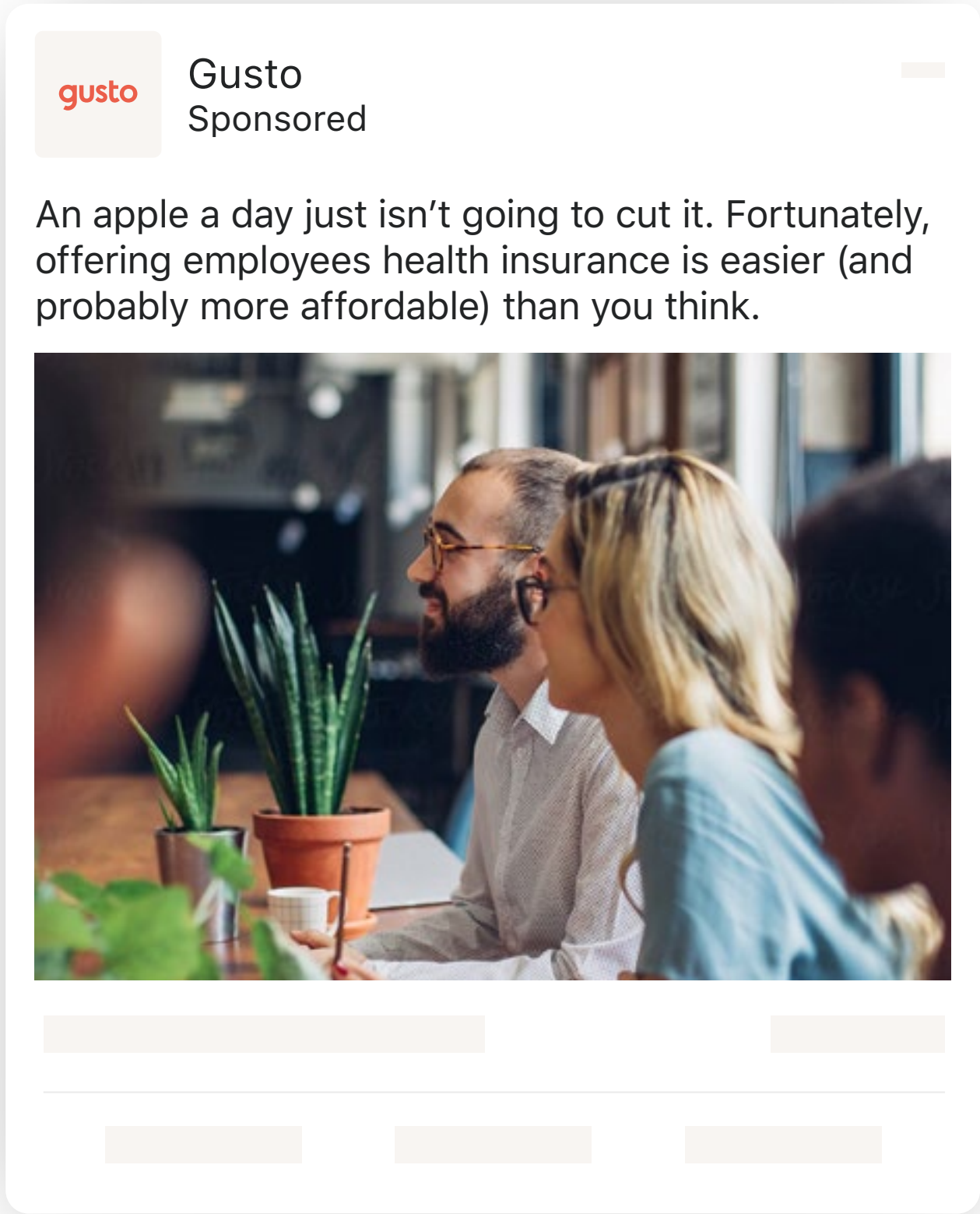
Voice and tone
Examples
Facebook advertising

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**

gusto **Gusto**
Sponsored

An apple a day just isn't going to cut it. Fortunately, offering employees health insurance is easier (and probably more affordable) than you think.

✕ **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."**

✕ Avoid   "Please select all that apply."

✕ Avoid   "You choose! Pick what you want."

✓ Try   **"Sit tight. We'll be right with you."**

✕ Avoid   "A Gusto care representative will be with you shortly."

✕ Avoid   "Hold on for a hot second. We can't wait to talk to you."

✓ Try   **"No luck. Try another email or reset your password."**

✕ Avoid   "That username or password is not recognized."

✕ Avoid   "Whoopsies, that didn't work. Wanna try another email?"

Design examples

Our elements work in unison to make our brand distinctive and recognizable. In this section, we see how everything comes together in the wild.

Design examples
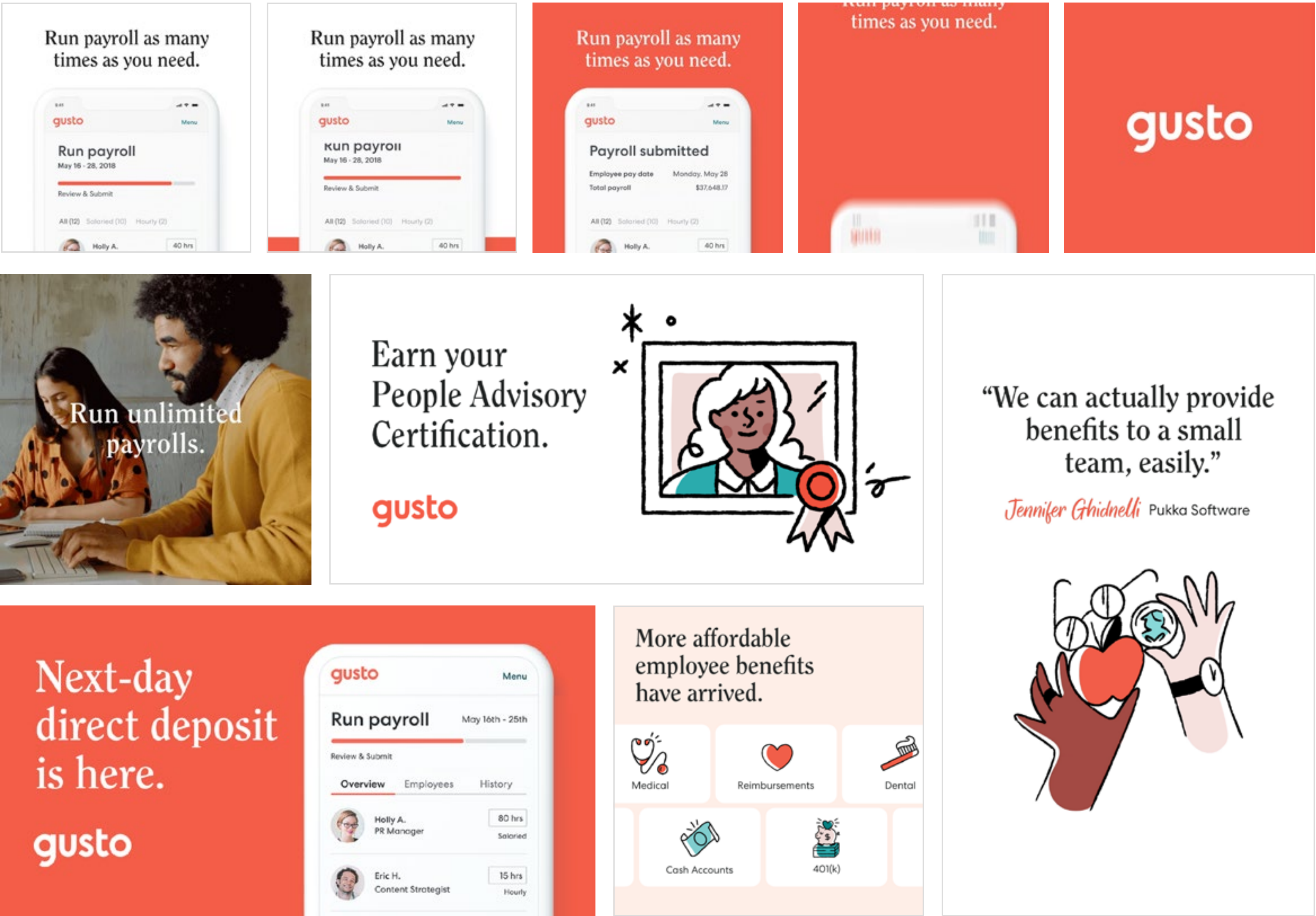**Business cards**

Design examples
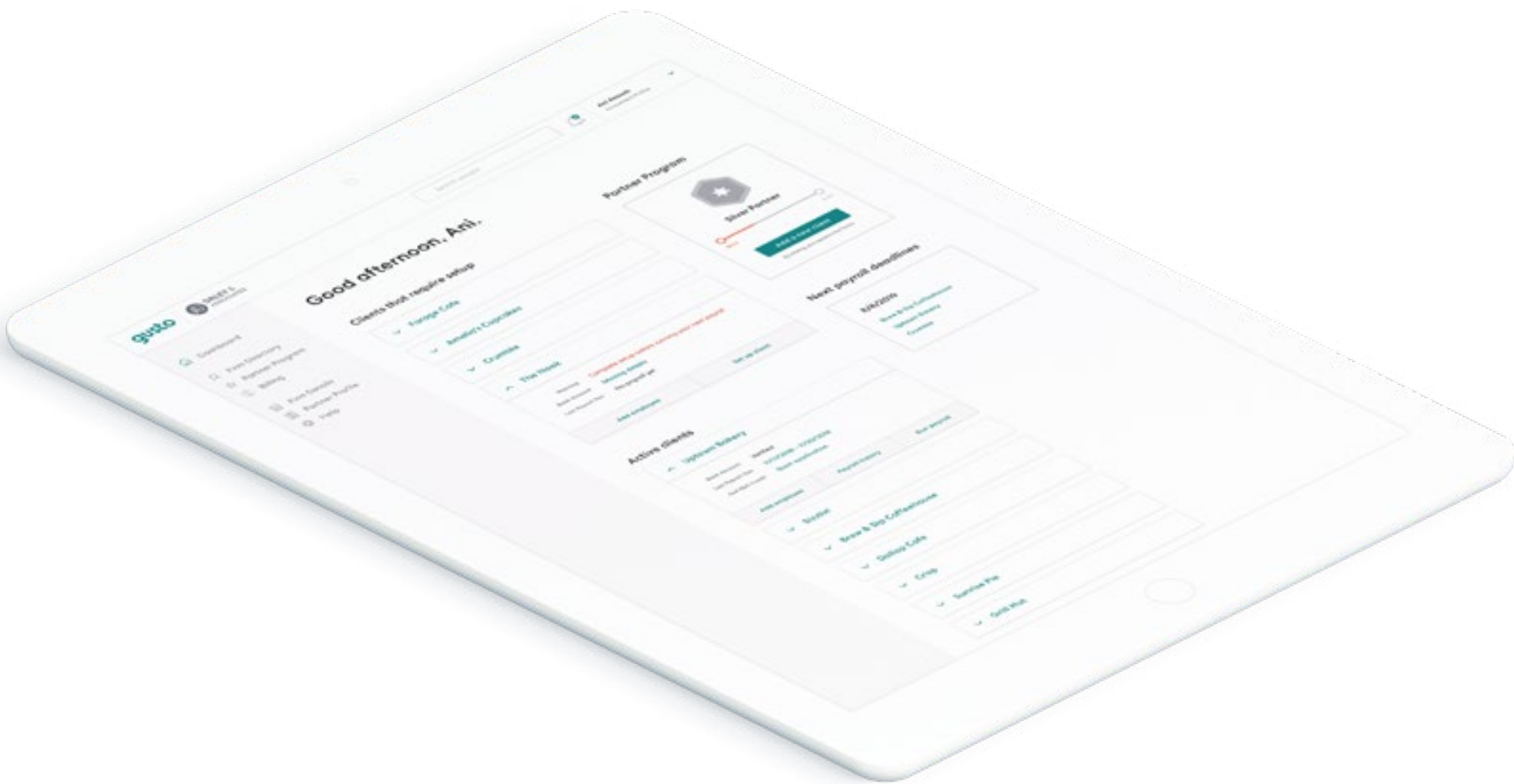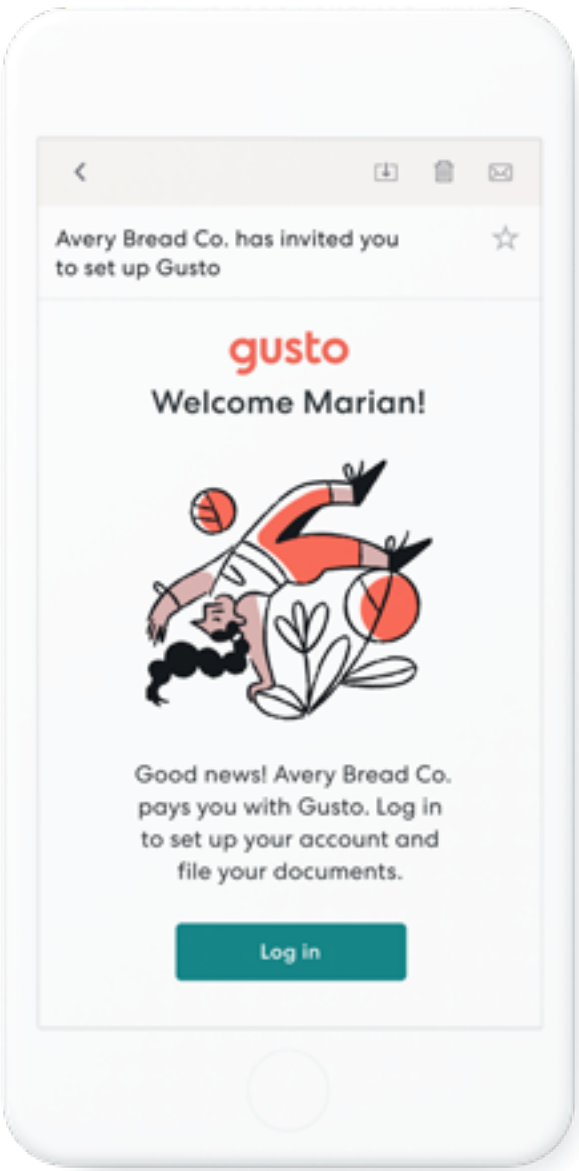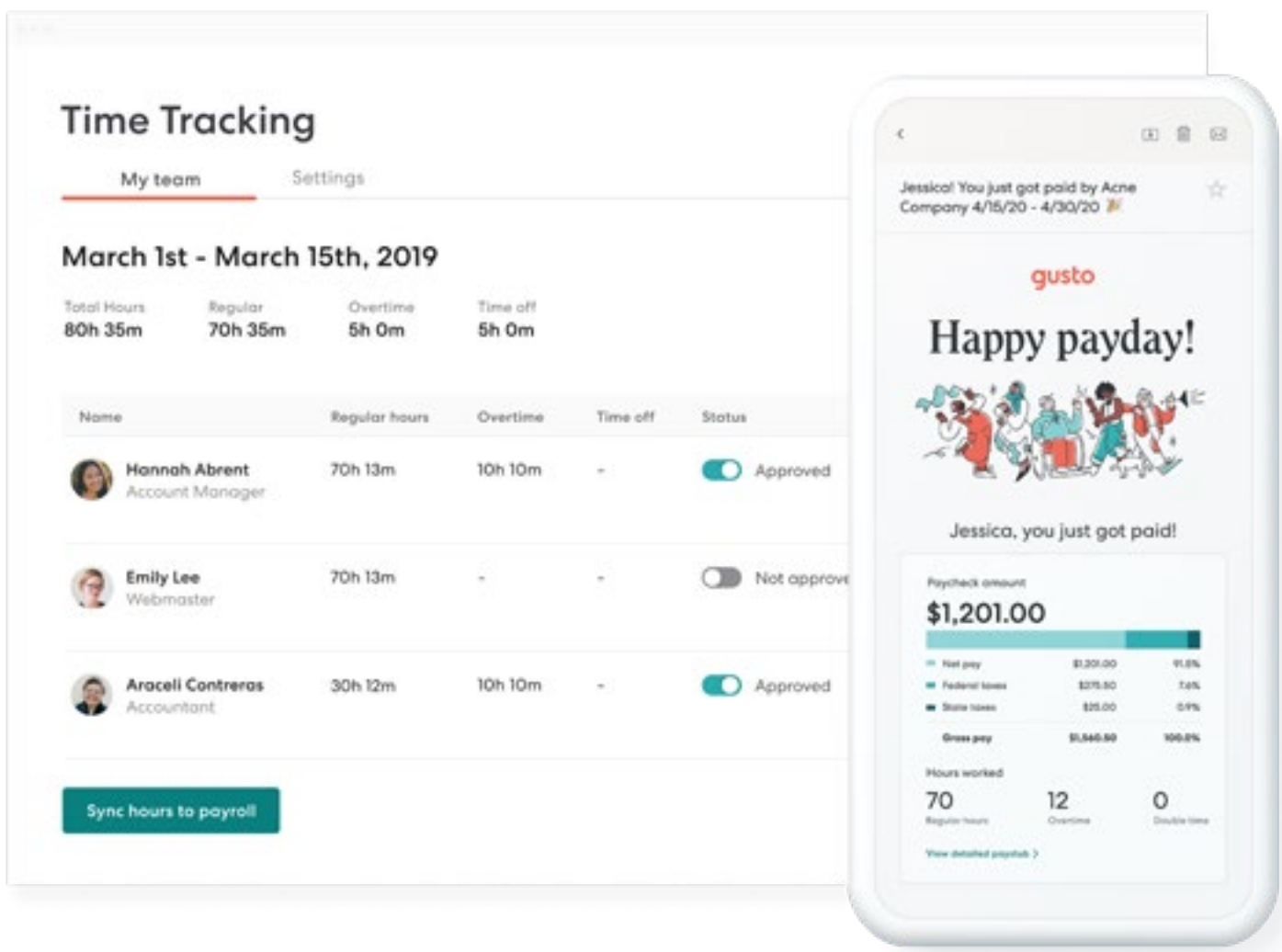**Benefits card**

Design examples
OOH

Design examples
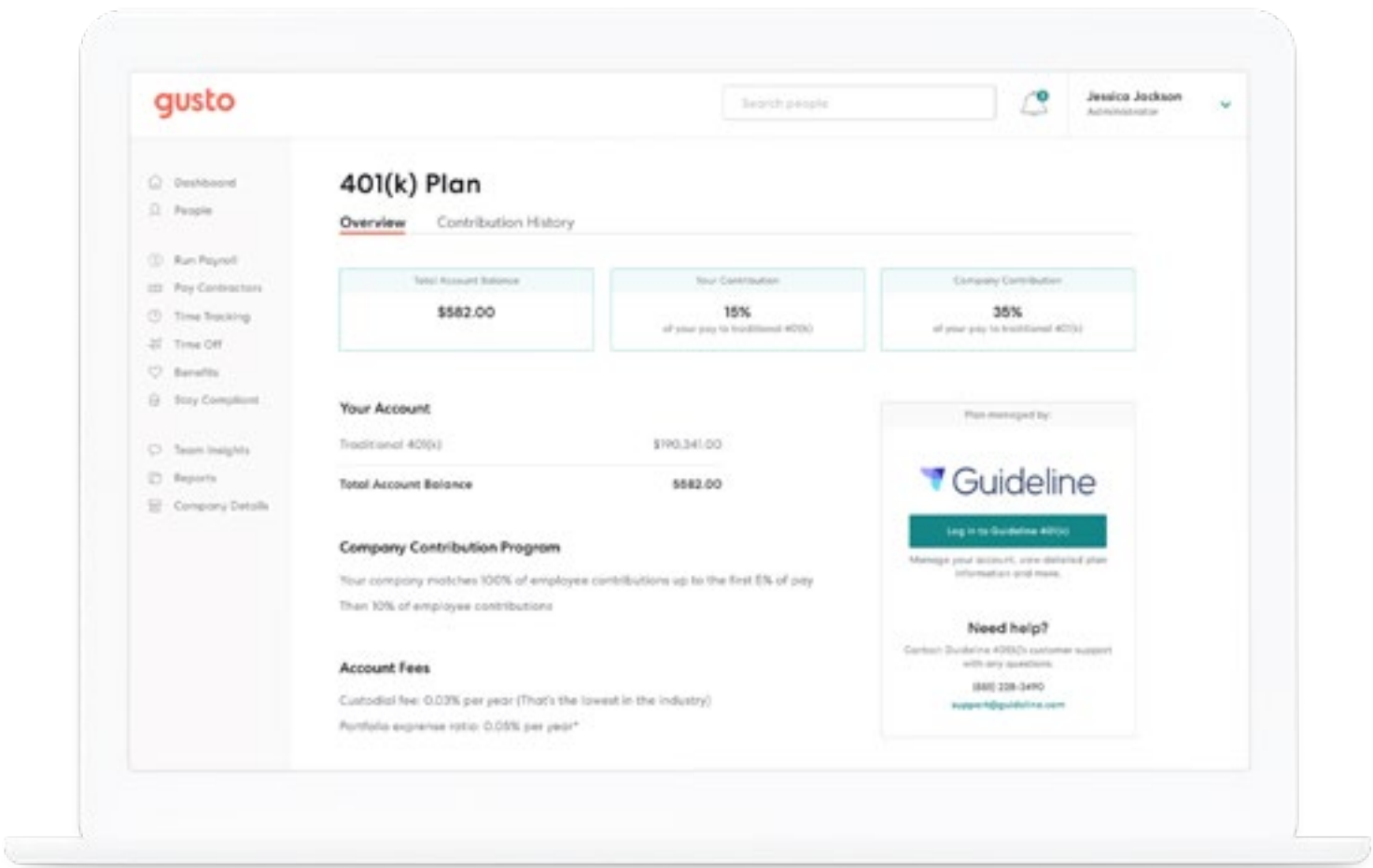## Digital display ads

Design examples
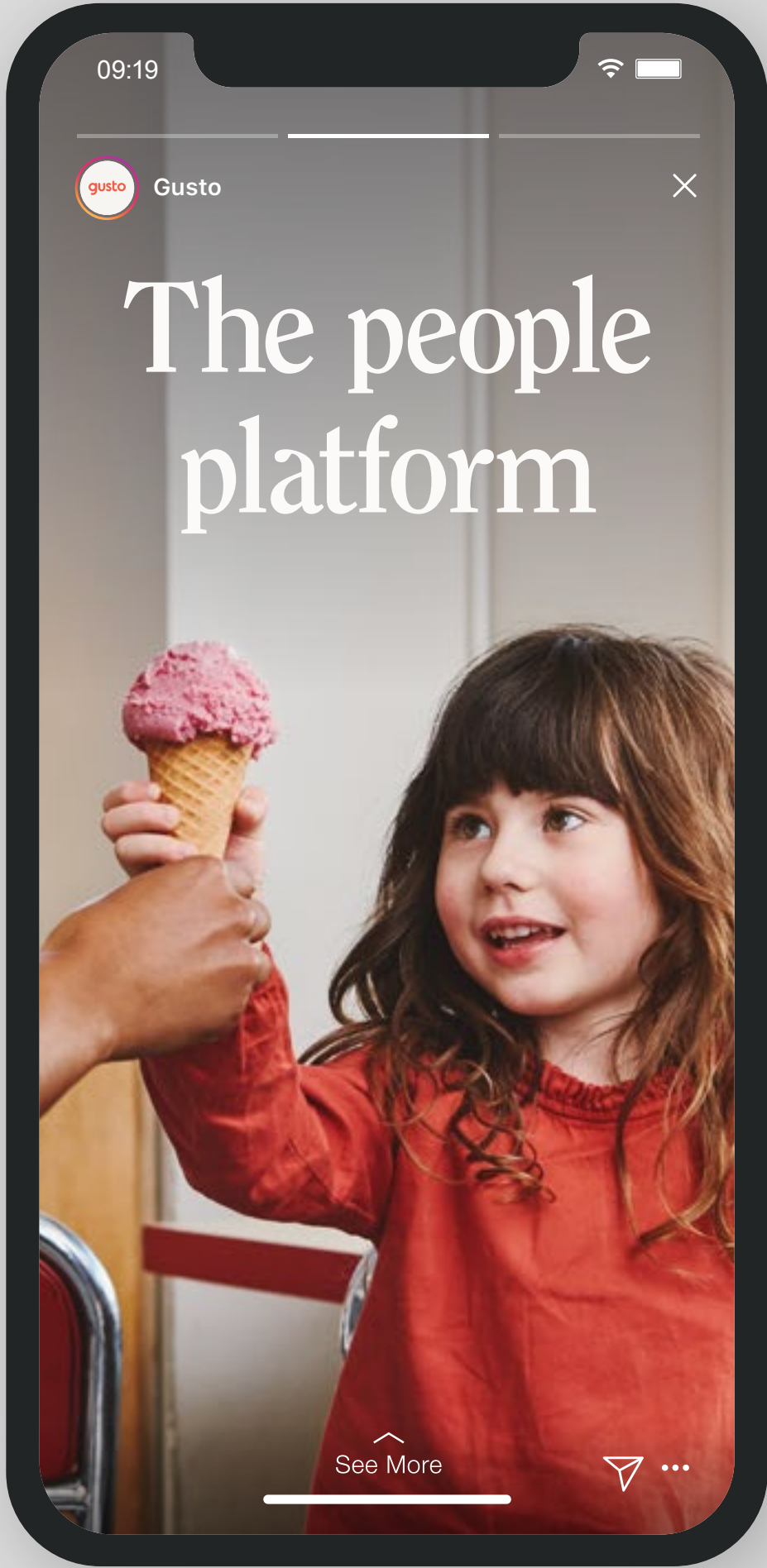## Product marketing images

Design examples
Social media
Icons

Wherever possible, we use the primary Gusto logotype. Our symbol should only be reserved for very small use cases, such as favicons.
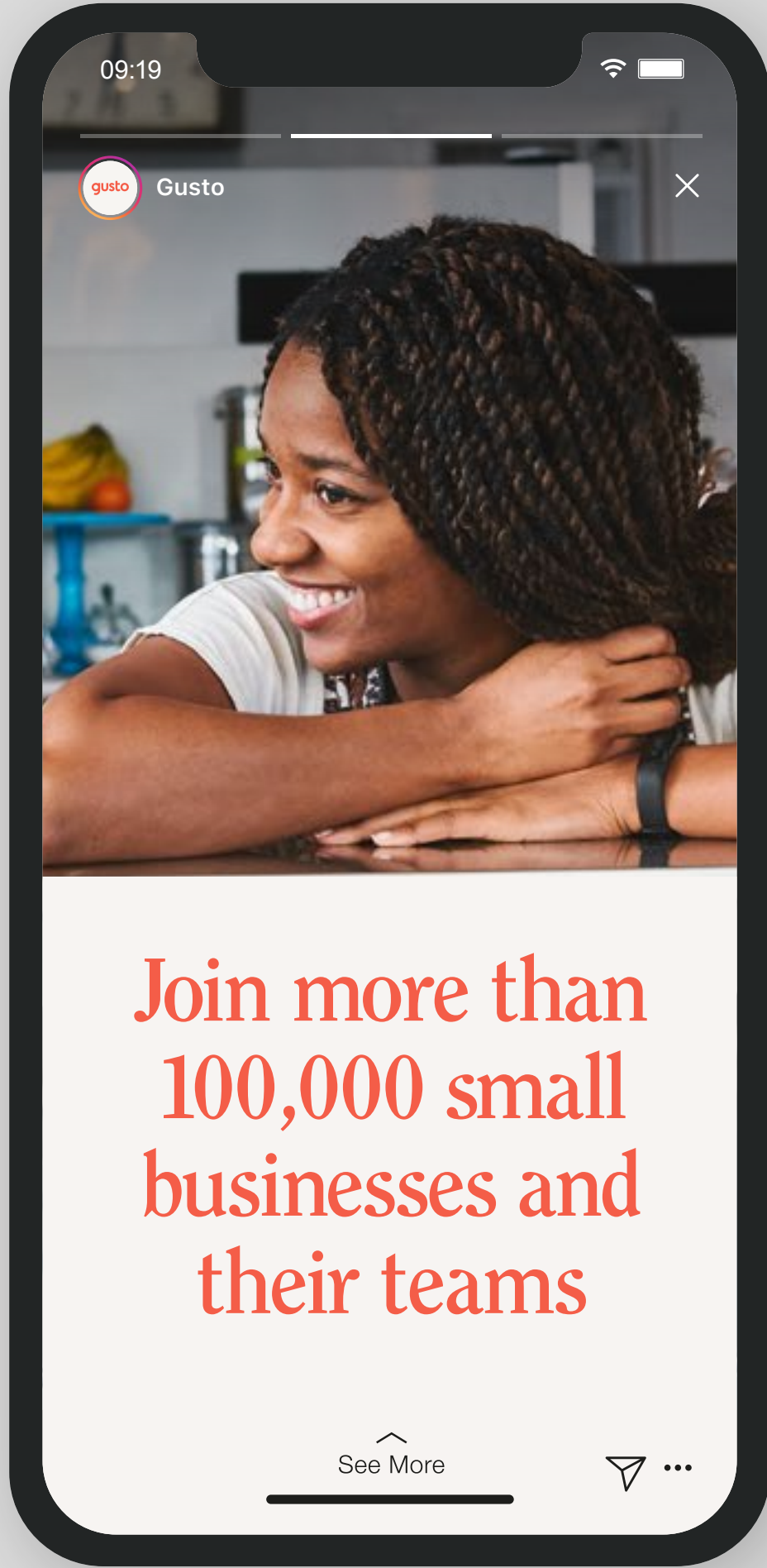
On the right, we have examples of how to use our logo on social media.

Design examples
Social media
Stories

Type on photography

Type and photography

Type and illustration

Design examples
Swag
Guidelines

Why have guidelines for swag?

When you wear swag, you are a walking billboard for Gusto. We want to ensure that all Gusto swag is consistent to help unify the brand and all Gusties. Individual team swag can be created, but should only consist of Gusto branding, i.e. our logo. We ask that teams no longer create individual team branding.

Please do not

✗ Order swag without first submitting a Swag review for approval.

Design examples
Swag
Approval process

Company-wide swag
(i.e. hats for launch; EOY shirts; pride shirts)

1. Run the idea by the Environment team and determine whether there is budget.

2. Submit a Swag review form for Brand Studio to review (include specifics, such as timeline, proposed swag item, colors, purpose, etc.).

3. Brand Studio will review the request, determine if there is bandwidth, and will communicate next steps.

Team-specific swag
(i.e. zip-ups for the Legal team)

1. Confirm that your team has budget for the swag item(s).

2. Read through these swag guidelines in their entirety.

3. Review products from vendor list provided by Environment.

4. Contact vendor to have mockups created using these guidelines.

5. Submit a Swag review form for Brand Studio to review the swag.

6. Once approved by Brand Studio, place the order.

Design examples
Swag
FAQ

Q: Can I put in a request for a custom logo designed by the Brand Design Team for my team?

A: No. We are all one team at Gusto, and because of this we do not create individual team logos.

Q: But wait, can my team get their own custom swag?

A: Yes. Take the Legal team for example — they created their own half-zip sweaters with the Gusto logo.

Q: Whose budget does the swag come out of?

A: If the swag is to be used company-wide, typically Environment will handle the cost, once approved. If the swag is for a specific team, that team covers the cost.

Design examples
Swag
FAQ

Q: How do I find a vendor to work with?

A: The Environment team is working on a
handy list of vendors. We will update
this FAQ once we have it! For now, we
will do our best to offer vendor
recommendations once you submit
a Swag review form.

Q: What if I want to create swag with
custom lettering or illustration?

A: In some scenarios, it's appropriate to
create a custom piece of swag with
lettering and/or illustration for the
entire company to use, such as Gusto
Games. Submit a Swag review form
and see if this is an appropriate
instance for custom lettering or
illustration.

Q: How can I make swag more inclusive?

A: You can offer male and female styles and sizes
to your team if you're ordering apparel!

Design examples
Swag
Colors

It is important that our color palette is applied consistently to achieve greater brand recognition. When selecting a product for swag, please reference the appropriate swag-specific palette on the right.

White

Black

Heather gray (dark)

Charcoal

Dark Kale

Partner program

We empower accountants and bookkeepers through Partner brand elements built exclusively for them.

Partner program
Color

As an extension of our core brand, Partner Program assets feature primary brand colors.

White and Guava are the dominant colors, supported by our full secondary palette.

Partner program
Typography & tone

All of our brand typefaces and typographic rules apply here. In addition, we've added an all-caps treatment for captions when needed.

The voice of our headlines reflect Gusto's warmth and sophistication, with a bold down-to-business tone tailored exclusively to this savvy, task-oriented audience.

ITC Clearface Bold for headline

Your clients need more than an accountant. They need an advisor.

G Centra for body copy

As a people advisor, you combine your financial expertise with people-focused advising. Gusto has the tools to help you do just that.

G Centra uppercase for Caption

RUBY NGUYEN, CPA

Partner program
Photography

We want our partner photography to highlight the individual in action. Focus on accountants and bookkeepers actively advising clients and engaged in their work.

Shooting or choosing new imagery? Refer back to our core brand photography principles: **human connection, the best of reality, and diverse representation.**

See page 31 for guidance.


Advising a client remotely

Engaged in strategic work

Advising a client in person

Partner program
Graphic element: forms

In recognition of the unique skills and habits of our partners, we've added an exclusive brand component inspired by the many forms and charts they navigate daily.

Here are some examples:

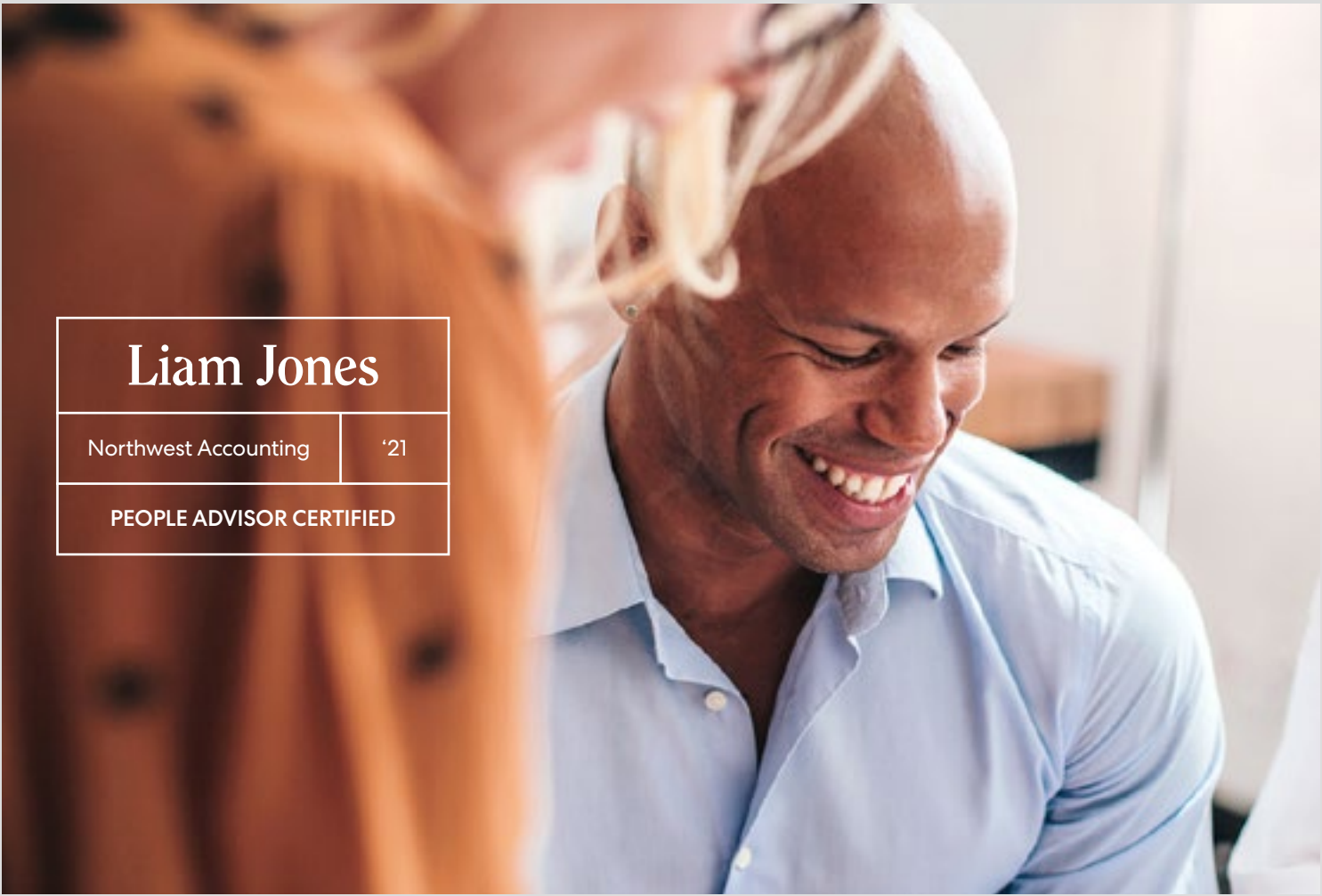When times are tough, small businesses need a different kind of advisor.
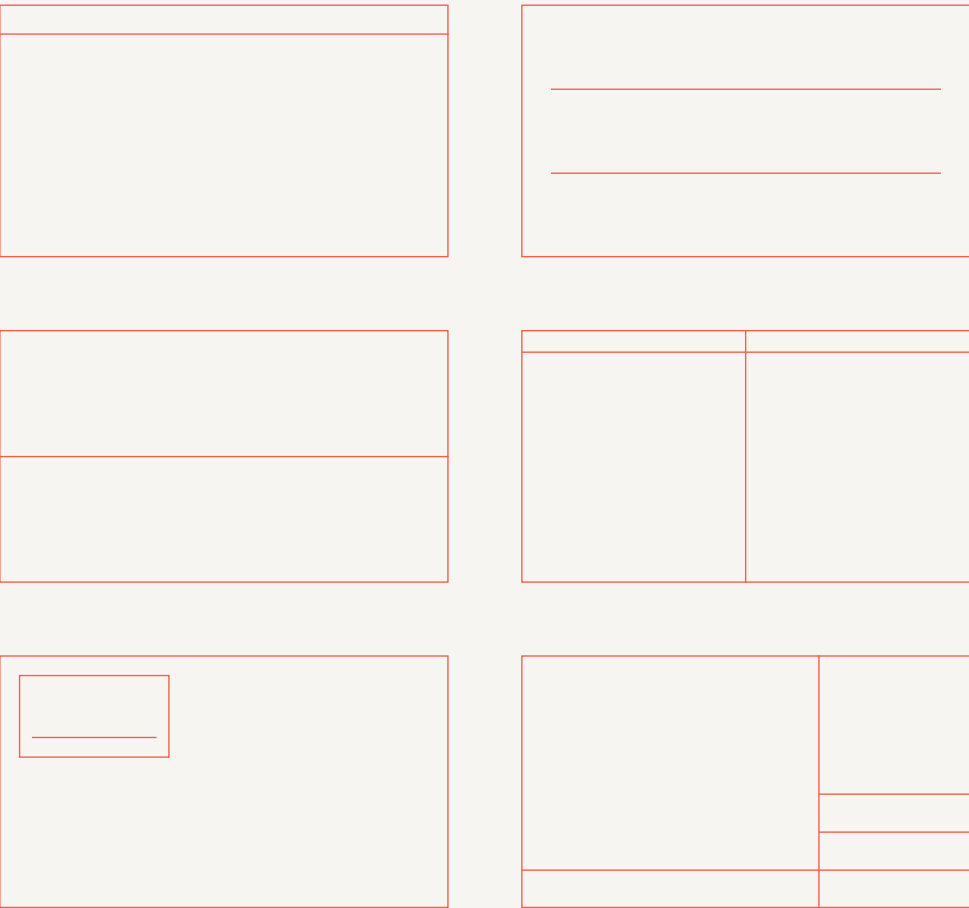
gusto

Gusto Pro offers powerful tools for accountants.

gusto.com/partners

Liam Jones

| Northwest Accounting | '21 |

PEOPLE ADVISOR CERTIFIED

Partner program
Usage

Partner program
Usage

Maya Miller

PEOPLE ADVISOR CERTIFIED

NORTHWEST ACCOUNTING
SEATTLE, WA

Smart tools built for modern accountants.

"We understand that taking care of people is the most important thing we can do."

Liam Jones
PEOPLE ADVISOR CERTIFIED
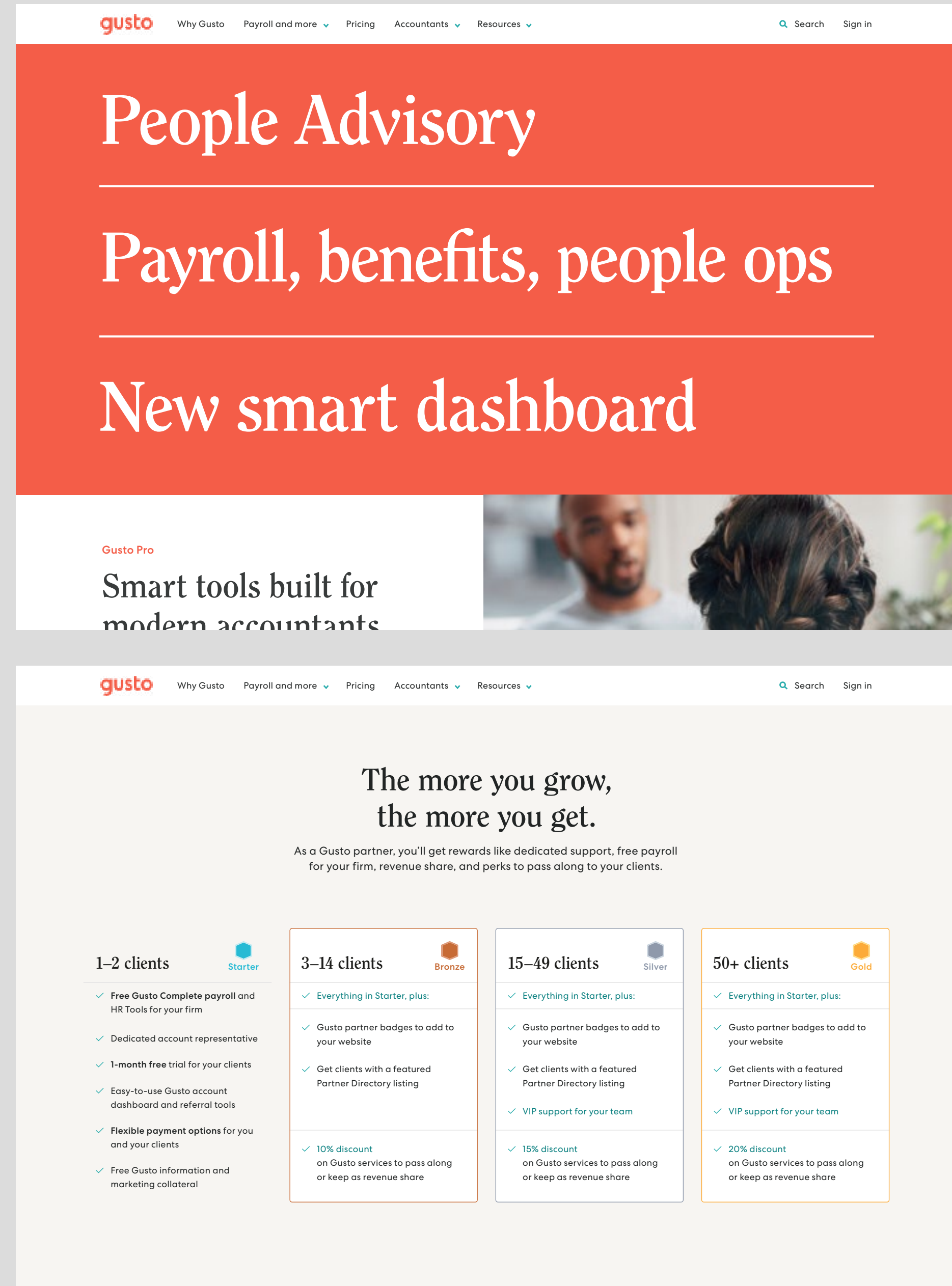
People Platform +
Accountants

= People Advisory

Partner program
Usage

Howdy, Partner.

gusto

On The Margins LIVE

Tune in this Tuesday at 9:45 AM PT.

gusto.com/getstarted

gusto

Make time for conversations that matter.

Get Gusto for your firm, for free.

Run payroll
May 16 - 28, 2018
Review & Submit

Earn your People Advisory Certification.
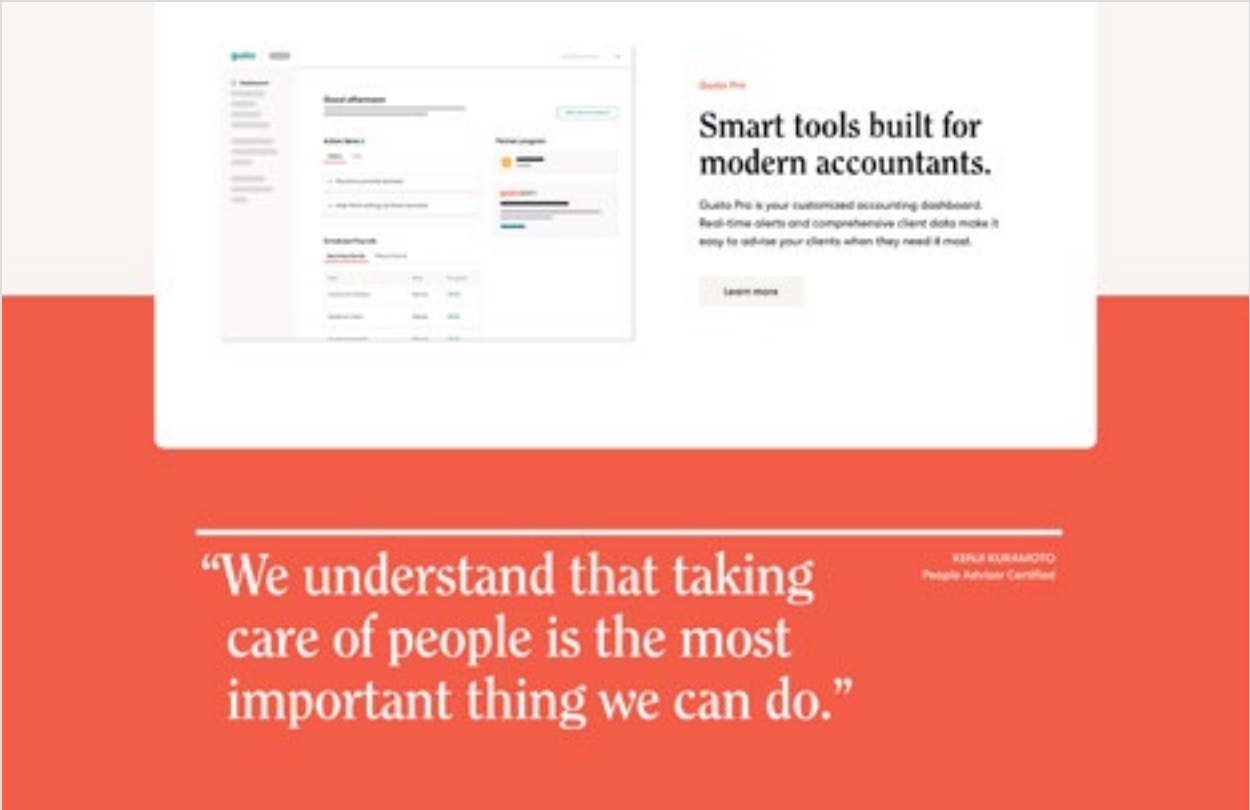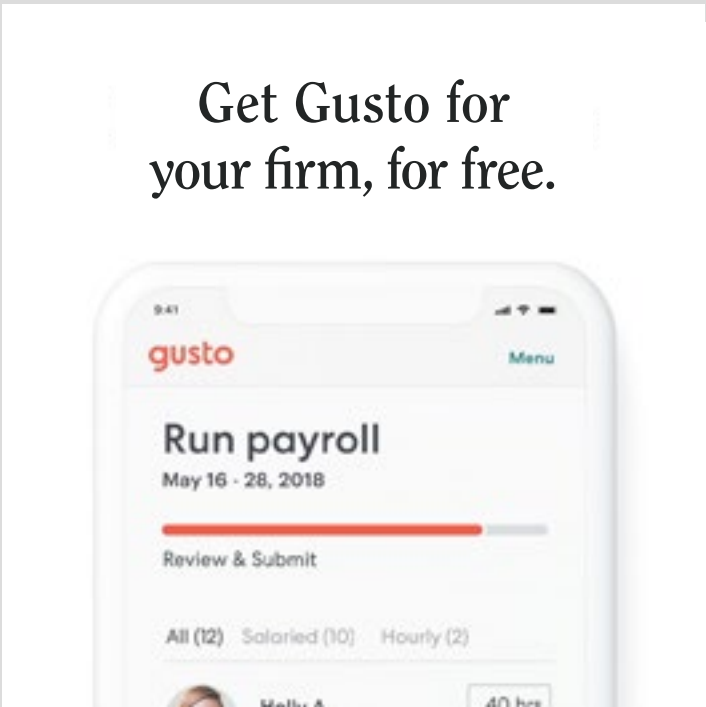
gusto

Contact

If you have any questions regarding
our brand please contact:

brand-studio@gusto.com
#brand-studio