

Working with Gusto

Brand Guidelines 3.5

gusto



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Welcome to the Gusto Brand.

In this book you'll find everything you need to bring the Gusto brand to life. From visual rules to verbal guidelines, these elements create the foundation for our brand. However, these are just pieces. Our brand is our beliefs and our principles. We all bring it to life in every interaction we have.



Strategy

Our brand starts with who we are and what we believe. It's not a single element, but the foundation for all our elements.



Our mission is to grow the small business economy.



Peace of mind

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



Superpowers

Give you the power of a team of experts working just for you.



Personal prosperity

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

We're the small business platform.

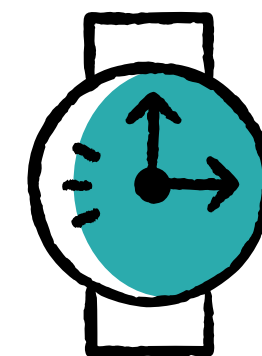


Gusto is the one place modern employers can go to onboard, pay, insure, and support their hardworking teams. With our smart technology and friendly service, we make the lives of working people a little easier, a little more secure, and a little brighter every day.

Warmth and confidence

Everything we do—from how we answer emails to how we create illustrations—balances these two.

This tension highlights our unique blend of expertise and approachability.



Warmth and confidence

Warmth is how we show people we care.

It's being approachable and down-to-earth.
It's taking a moment to ask how your day is going.

It's delightful touches of animation.

It's showing people we understand their needs and support them.



Warmth and confidence

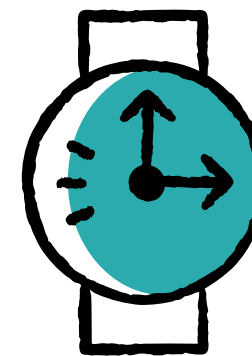
Confidence is how we show people our expertise

It's being opinionated, not arrogant.

It's recommending solutions based on wisdom and experience.

It's taking care of business before you ask.

It's working together to make the best moves for your business.



When you think of Gusto, think of...

A roommate who stays in to help you with a project

A friend you can count on at 2am with any question

A neighbor who spends a weekend helping you install a new appliance

A doctor who takes extra time to explain your treatment

A coach who stays late to run extra drills with you

A relative who gives you advice to save on a big purchase

Voice and tone

How we show up and sound.
A balance of confident guidance
and warm support.



Voice and tone
Our attributes

To show warmth:

Warm not **Sugary**

Down-to-earth not **Technical**

Friendly not **Chummy**

Delightful not **Silly**

To show confidence:

Confident not **Arrogant**

Direct not **Blunt**

Knowledgeable not **Academic**

Opinionated not **Overbearing**

Voice and tone

Our attributes

To show warmth:

Take things seriously

Our work is serious—we're responsible for people's businesses and their employee's livelihoods. If something has consequence, don't sugarcoat it. And if something goes wrong, don't brush over it.

Find time to delight

Sometimes it's a dancing pig to celebrate your first hire. Or a payroll run that's automated so you don't have to worry about it. We meet customers where they are and celebrate their wins.

To show confidence:

Make the complicated simple

No jargon. No legalese. We know every detail of the FMLA laws in California. More importantly, we know which parts you need to know.

Act as a guide

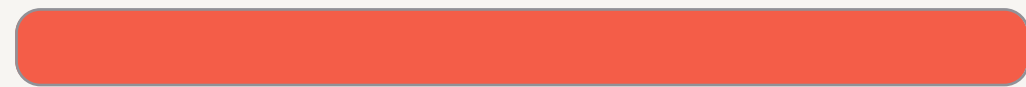
We use our experience and expertise to make recommendations and offer a clear path forward. Lay out options, explain your thinking, and always back up your POV with facts and rationale.

Voice and tone

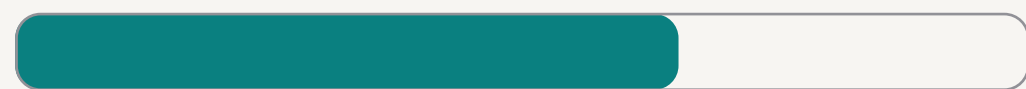
Examples: Advertising

Advertising and marketing are where we look to invite and inspire people. In these moments, hinge the copy on warmth with a dash of confidence. We want people to imagine themselves working with us.

Warmth



Confidence



✓ Good



✗ Not right

Start a business without the BS
(Too blunt)

Become a business queen
(Too silly)

Industry-leading, integrated small
business solutions
(Too academic)

Voice and tone

Examples: Support

When things go wrong, we want to let people know that we have a solution. Pull back on warmth and lean more into confidence to lessen their worries.

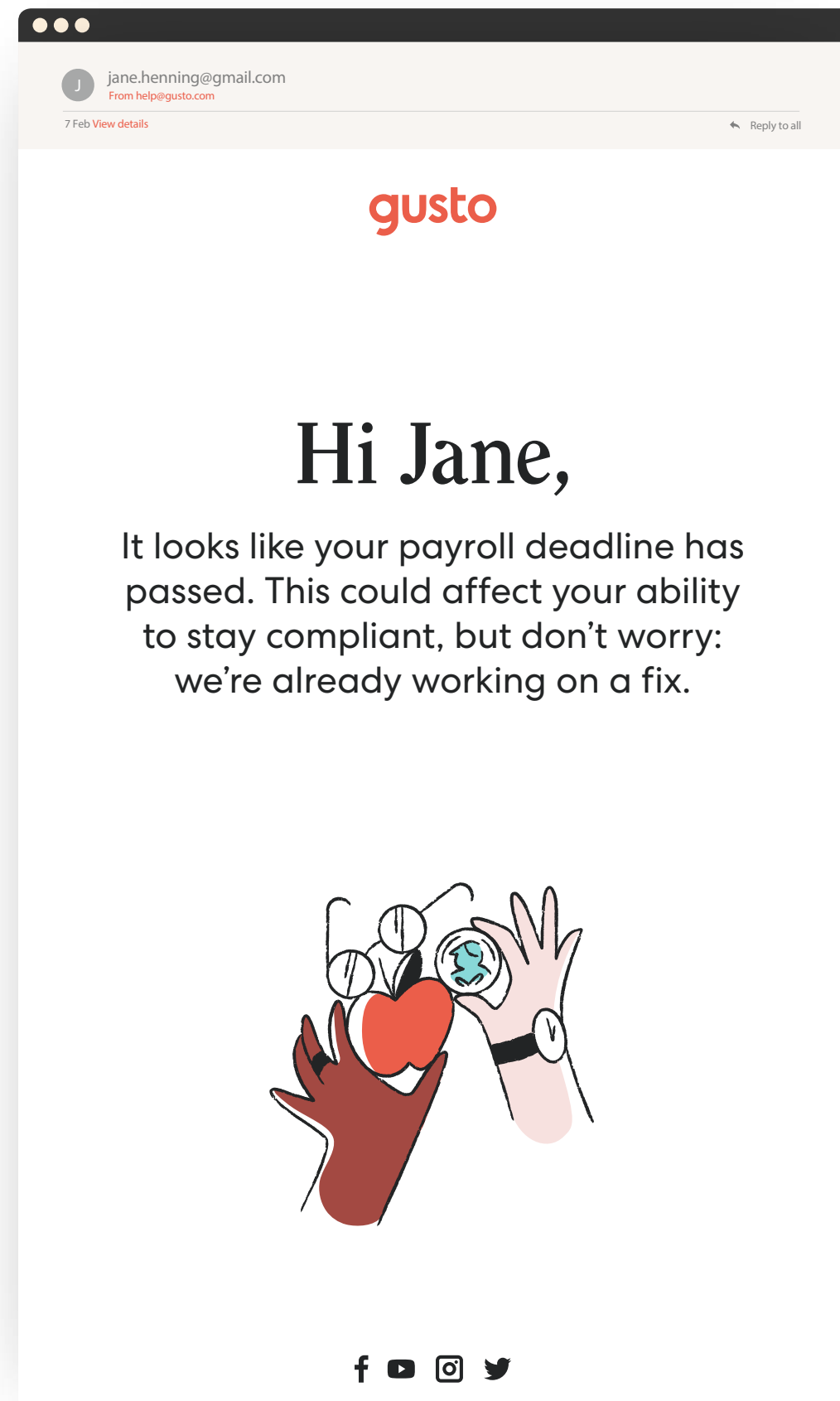
Warmth



Confidence



✓ Good



✗ Not right

Your payroll deadline has already passed. Missed payrolls can incur serious compliance penalties. Please review our solution in progress.
(Too blunt)

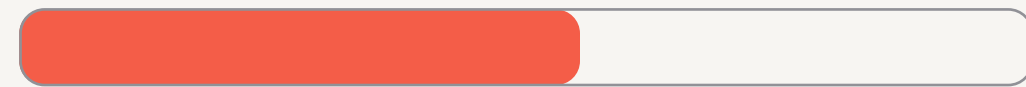
Oh no! You missed your payroll deadline. All good, it happens to the best of us! It's no biggie, but we're already working on a fix if you have time to check it out.
(Too sugary)

Voice and tone

Examples: In product

When writing for our product, remember how many decisions SMBs have to make. Play up warmth but still lead with confident recommendations.

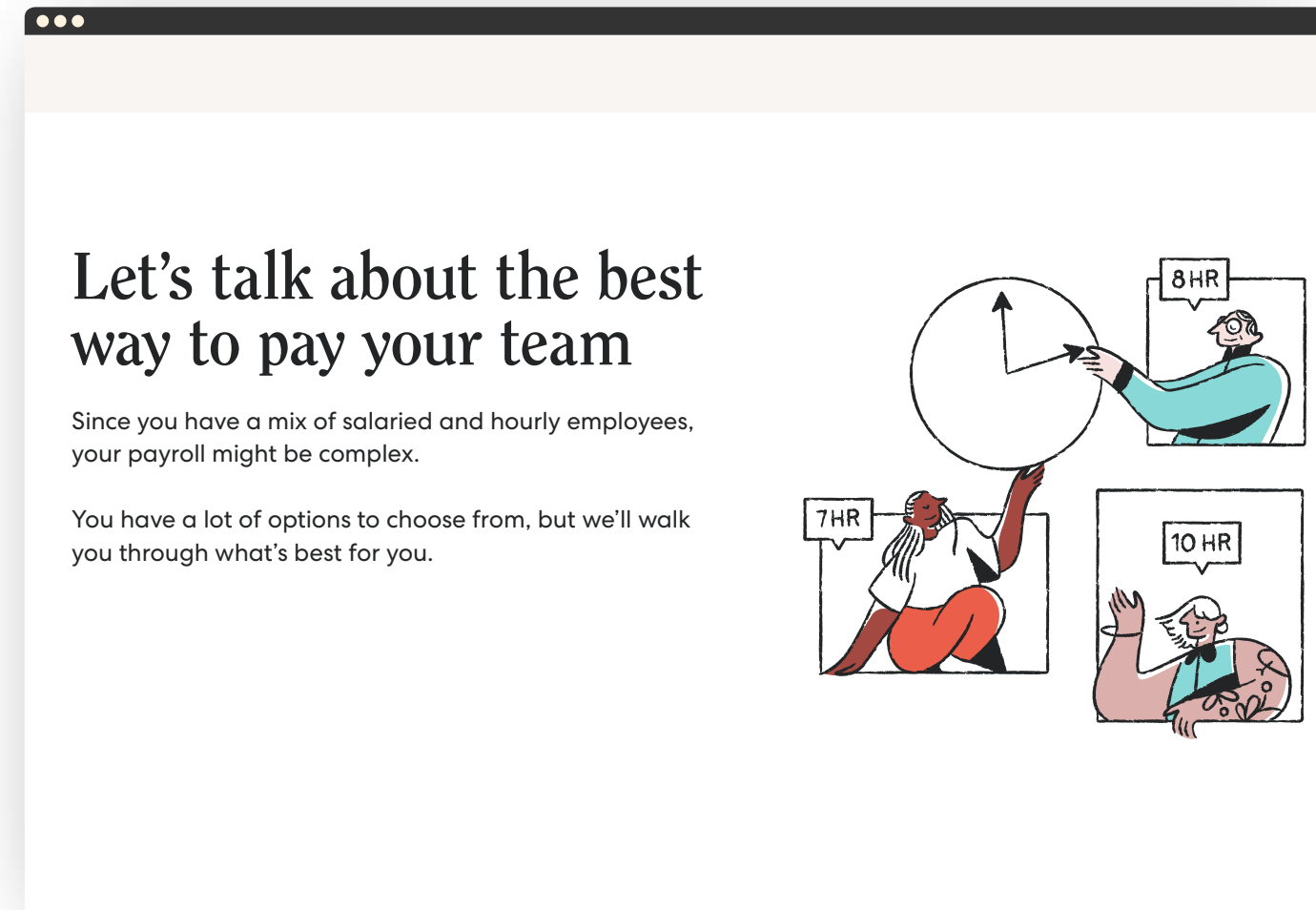
Warmth



Confidence



✓ Good



✗ Not right

Companies like yours that have a mix of salaried and hourly employees are subject to additional compliance scrutiny.

Since that's the case, we have a set solution that will handle exactly what you need to.
(Too blunt)

Looks like you have a mix of salaried and hourly employees. That's a whole lot of complexity, so we've given you a ton of options to choose from.

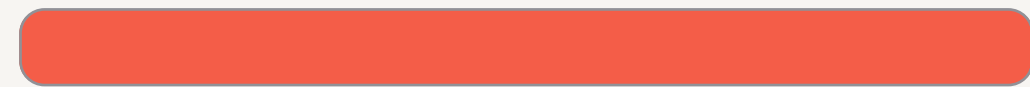
Whatever you think is best, that's great with us!
(Too sugary)

Voice and tone

Examples: Social

Social media is where we can really play up our fun, delightful side. That doesn't mean trendy memes or try-hard hip language. It just means pulling back a bit on some of our directness.

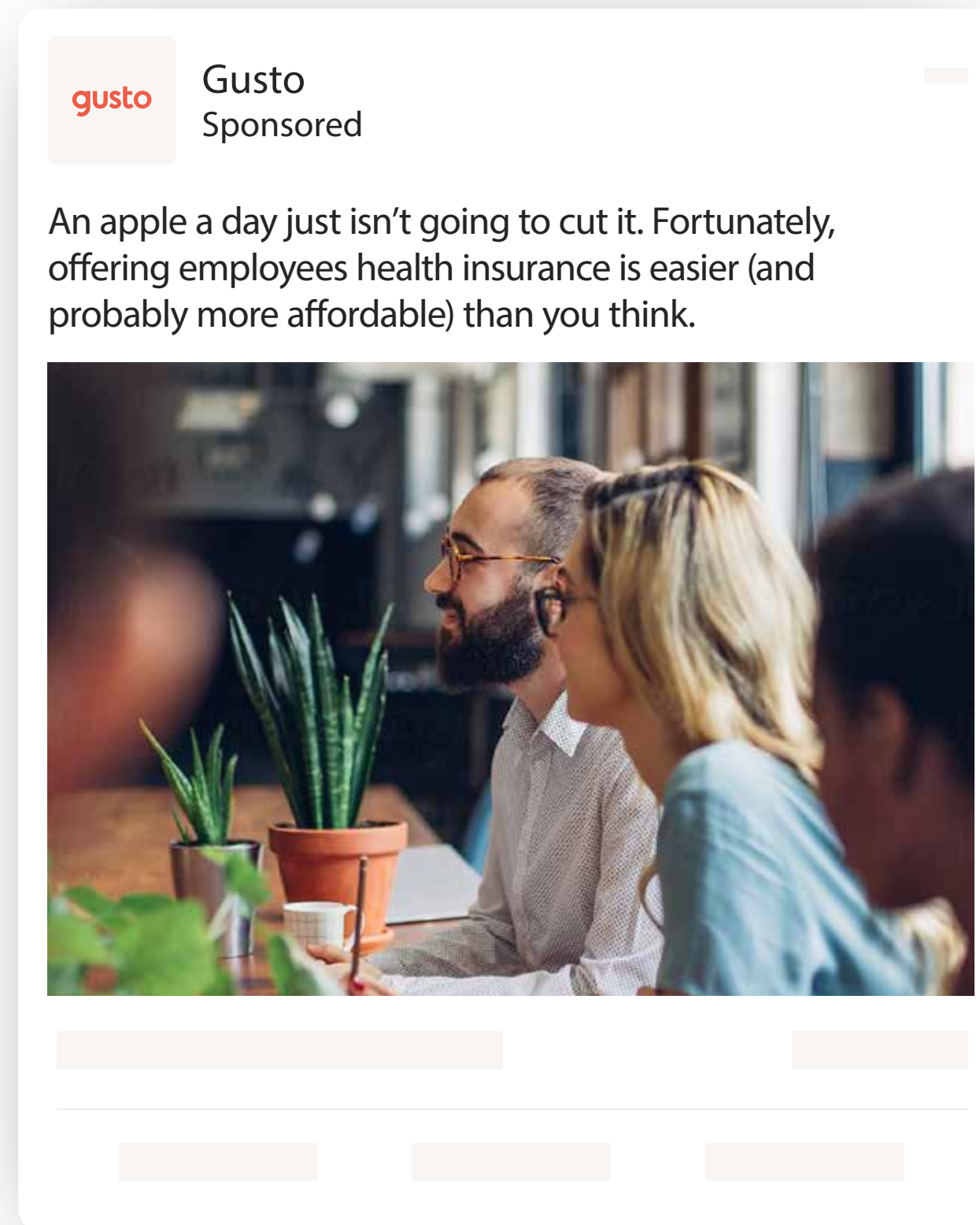
Warmth



Confidence



✓ Good



✗ Not right

Hey girl! Need health insurance for your team??? We could be friends ... with benefits ;) *(Too delightful)*

Industry-leading health insurance is a pivotal piece in recruiting top-of-the-line candidates for your business. *(Too academic)*

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

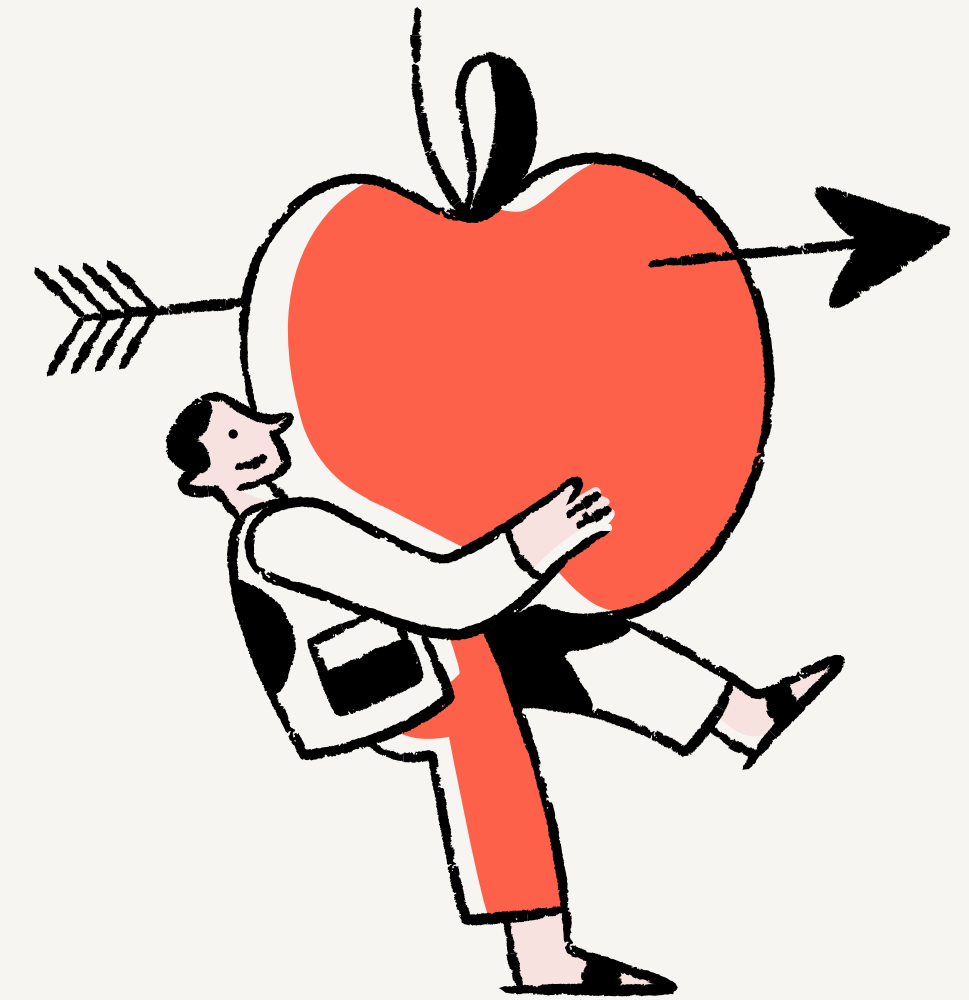
“That username or password is not recognized.”

✗ Avoid

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

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.



Logo Layout

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 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.



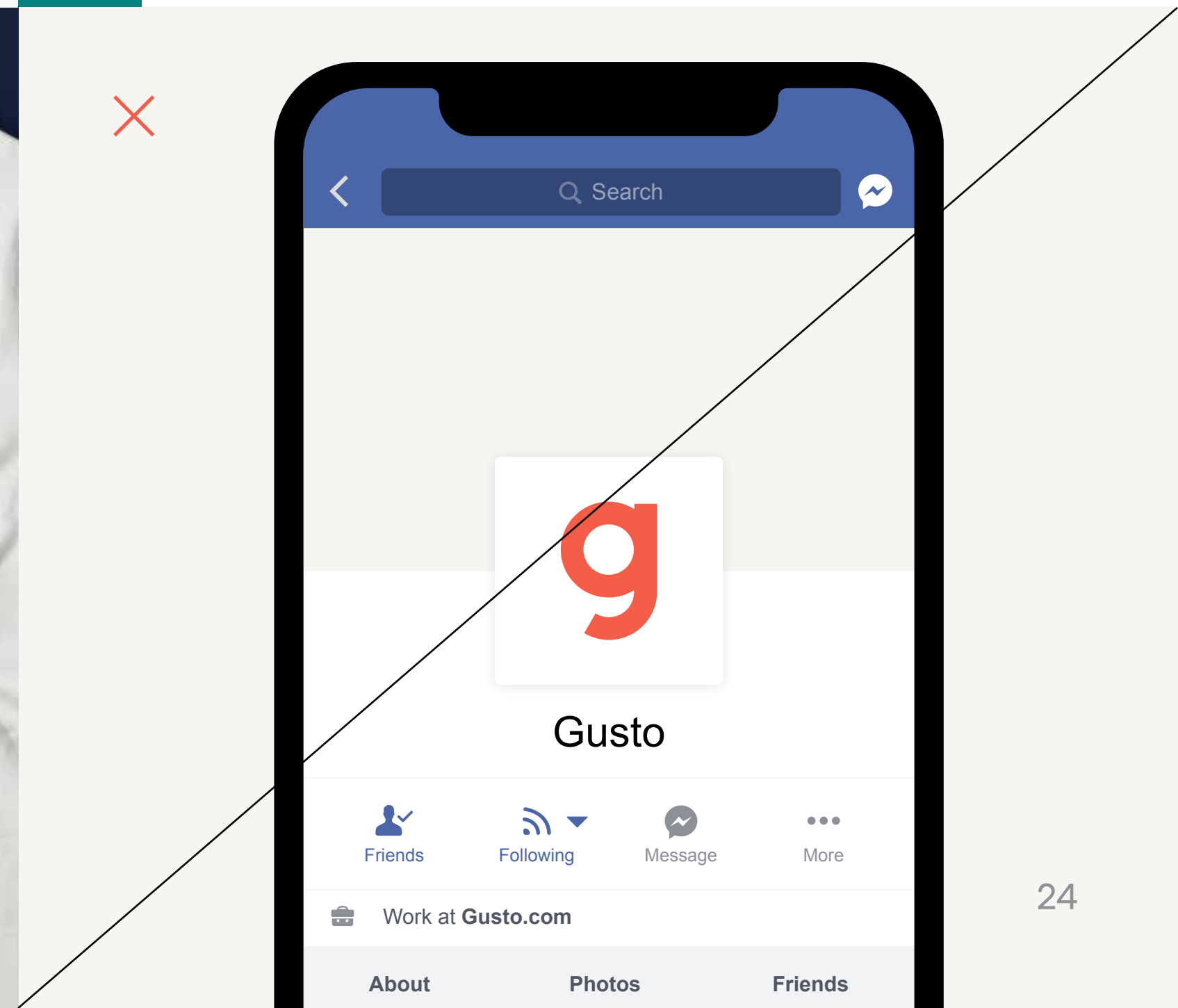
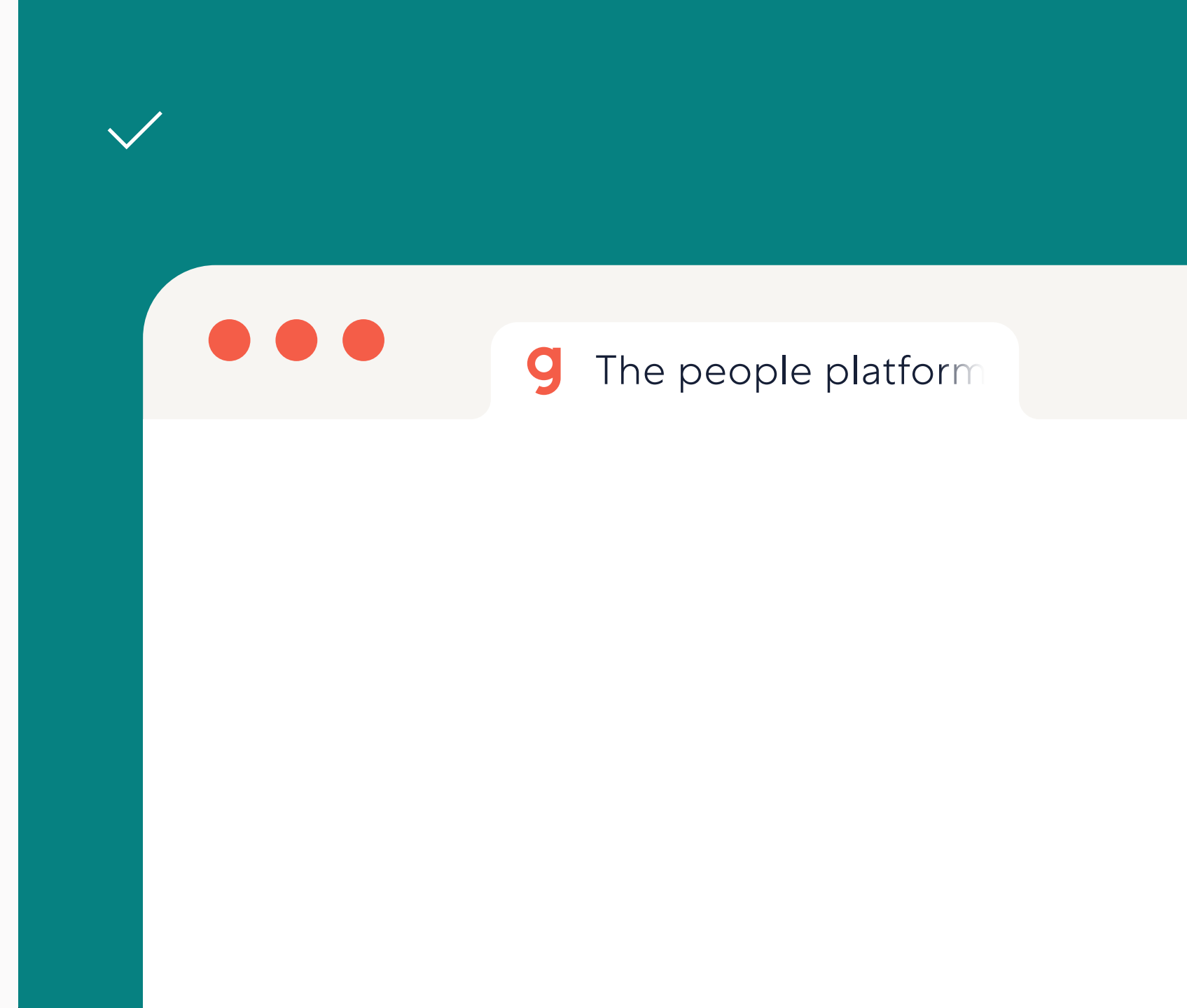
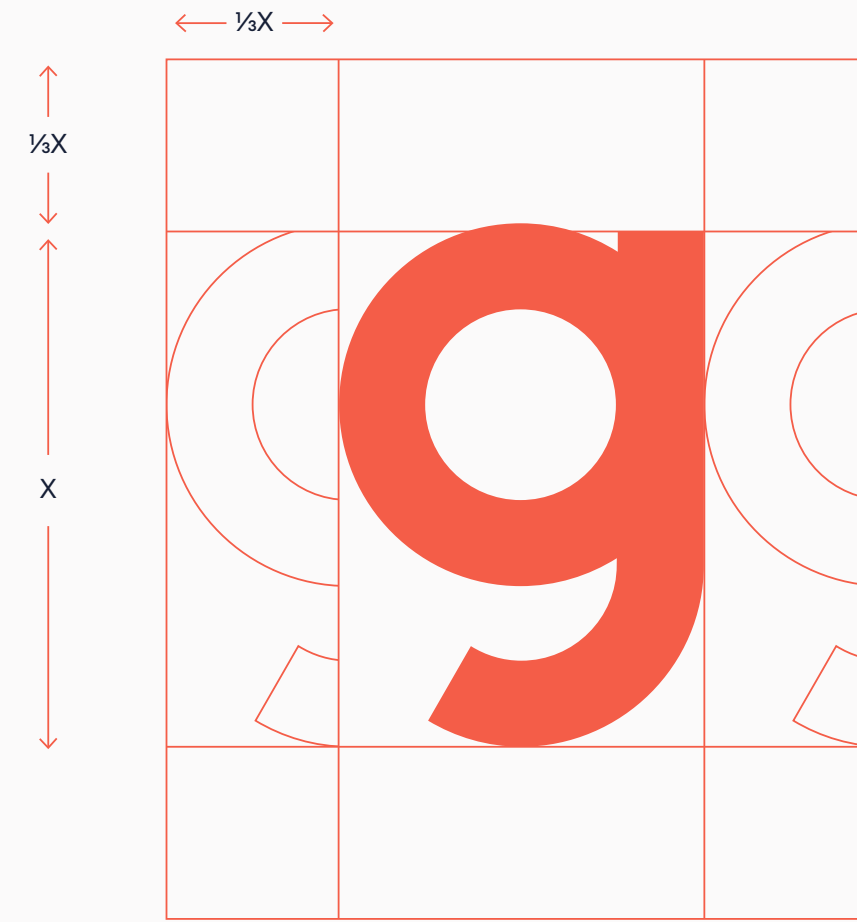
Logo Symbol

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.

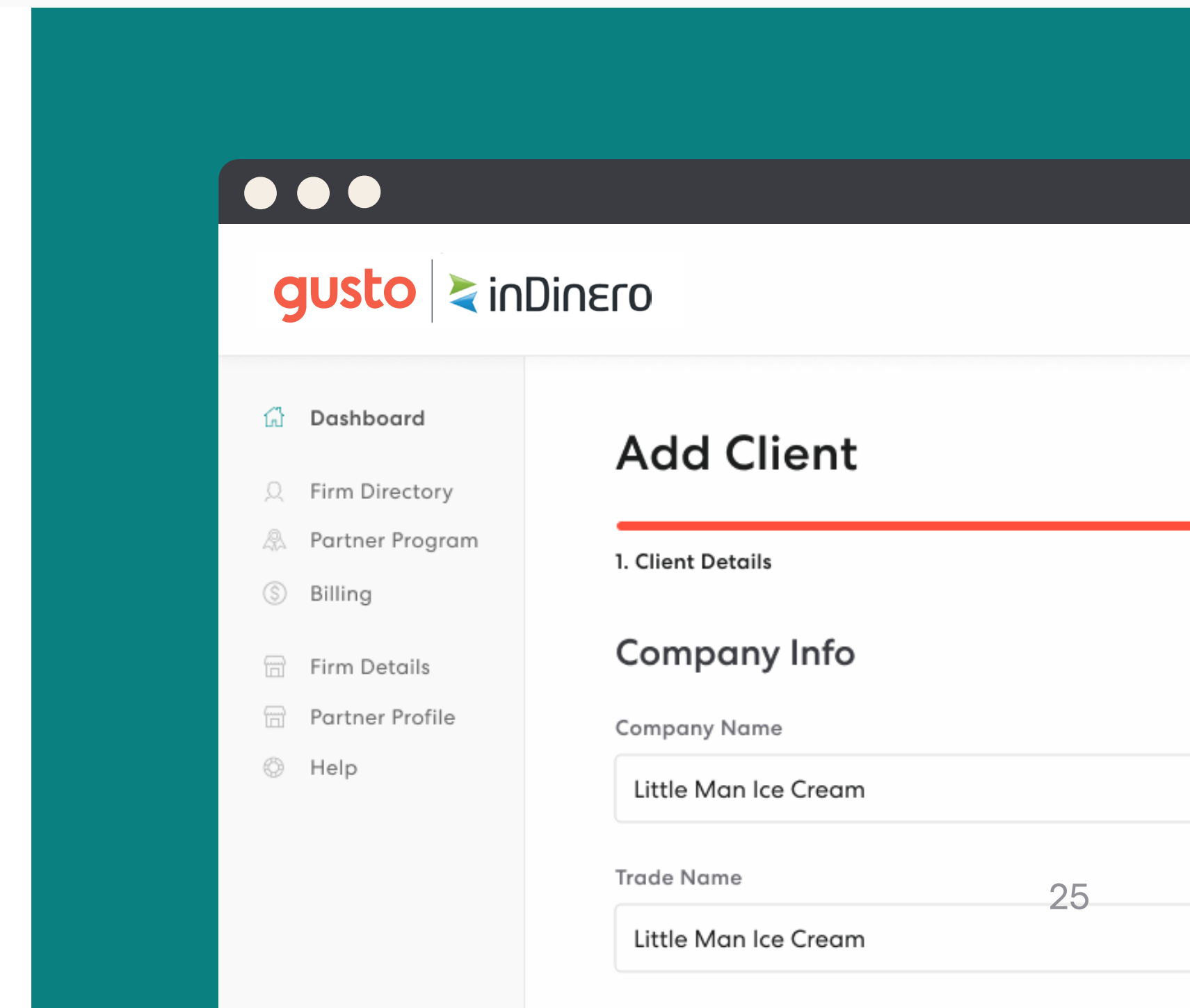
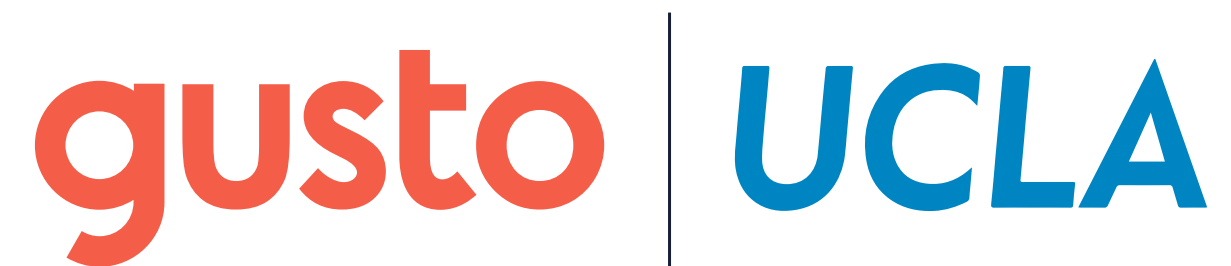
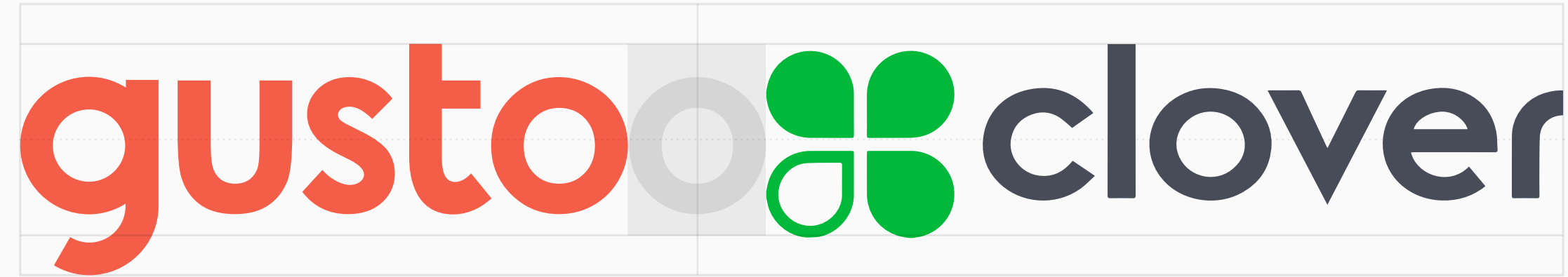
Remember, we want to highlight our full name as often as we can. Never use the symbol when you can use the logotype.



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 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 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
CO 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.

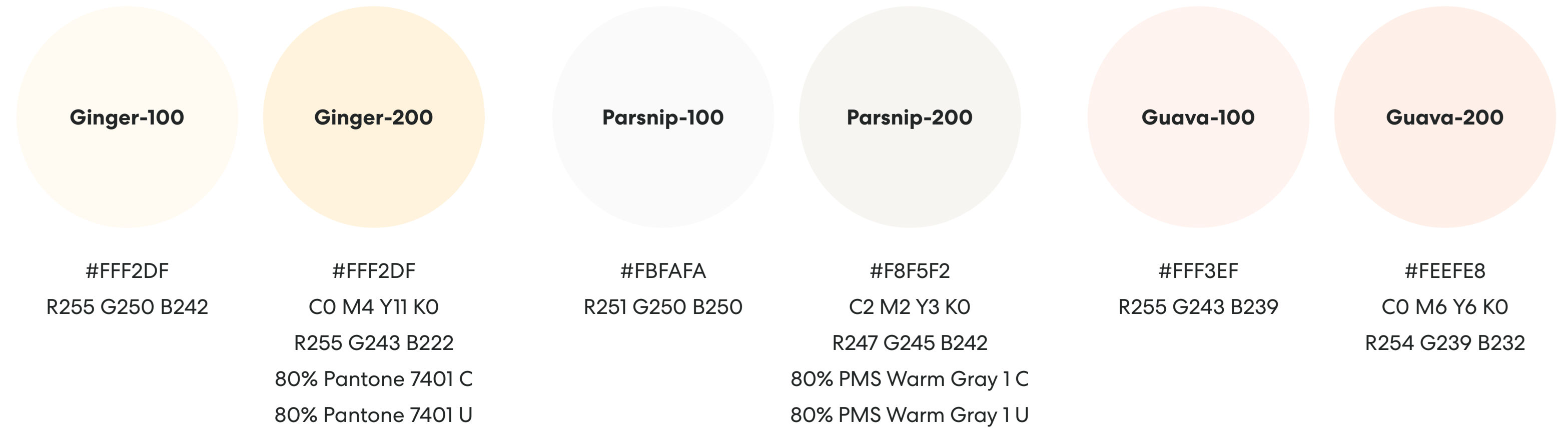
The light background colors give our designs flexibility, visual interest, and warmth.

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



Supporting typography color



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.

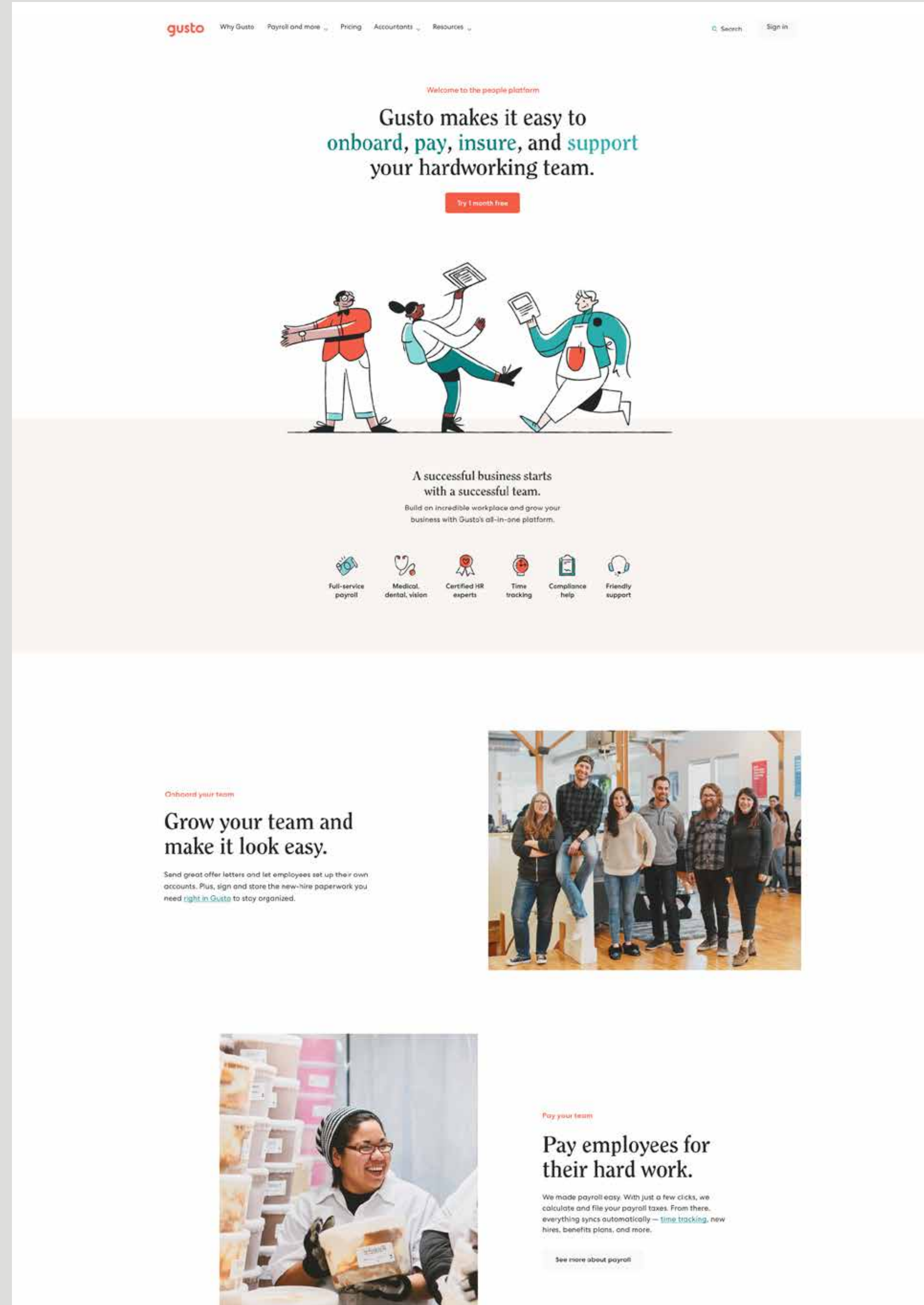
Guava-100 #FFF3EF R255 G243 B239	Guava-200 #FEEFE8 C0 M9 Y9 K0 R254 G239 B232	Guava-300 #FAC6B9 R250 G198 B185	Guava-400 #F49582 R244 G149 B130	Guava-500 #F45D48 R244 G93 B72 C0 M84 Y77 K0 Pantone Red 032 C, Pantone Bright Red U	Guava-600 #EF523C C0 M79 Y74 K0 R239 G82 B60 Pantone 1795 C, Pantone 3556 U				
Kale-100 #F3FAFB R243 G250 B251	Kale-200 #E0F2F5 R224 G242 B245	Kale-300 #8DD3D4 R141 G211 B212	Kale-400 #2BABAD C73 M8 Y35 K0 R43 G171 B173	Kale-500 #0A8080 C83 M27 Y43 K12 R10 G128 B128 Pantone 7717 C, Pantone 321 U	Kale-600 #005961 C89 M40 Y47 K35 R0 G89 B97 Pantone 7720 C, Pantone 322 U				
White #FFFFFF C0 M0 Y0 K0 R255 G255 B255	Salt-200 #FBFAFA C2 M2 Y2 K0 R251 G250 B250	Salt-300 #F4F4F3 C5 M3 Y6 K0 R244 G244 B243	Salt-400 #EAEAEA C9 M7 Y8 K0 R234 G234 B234	Salt-500 #DCDCDC C17 M12 Y13 K0 R220 G220 B220	Salt-600 #BABABC C30 M23 Y22 K3 R186 G186 B188	Salt-700 #919197 C45 M35 Y31 K12 R145 G145 B151	Salt-800 #6C6C72 C57 M47 Y39 K26 R108 G108 B114	Salt-900 #525257 C63 M53 Y46 K41 R82 G82 B87	Salt-1000 #222525 C77 M62 Y59 K75 R34 G34 B37 Pantone Black C Pantone Black U
Ginger-100 #FFF2DF 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.

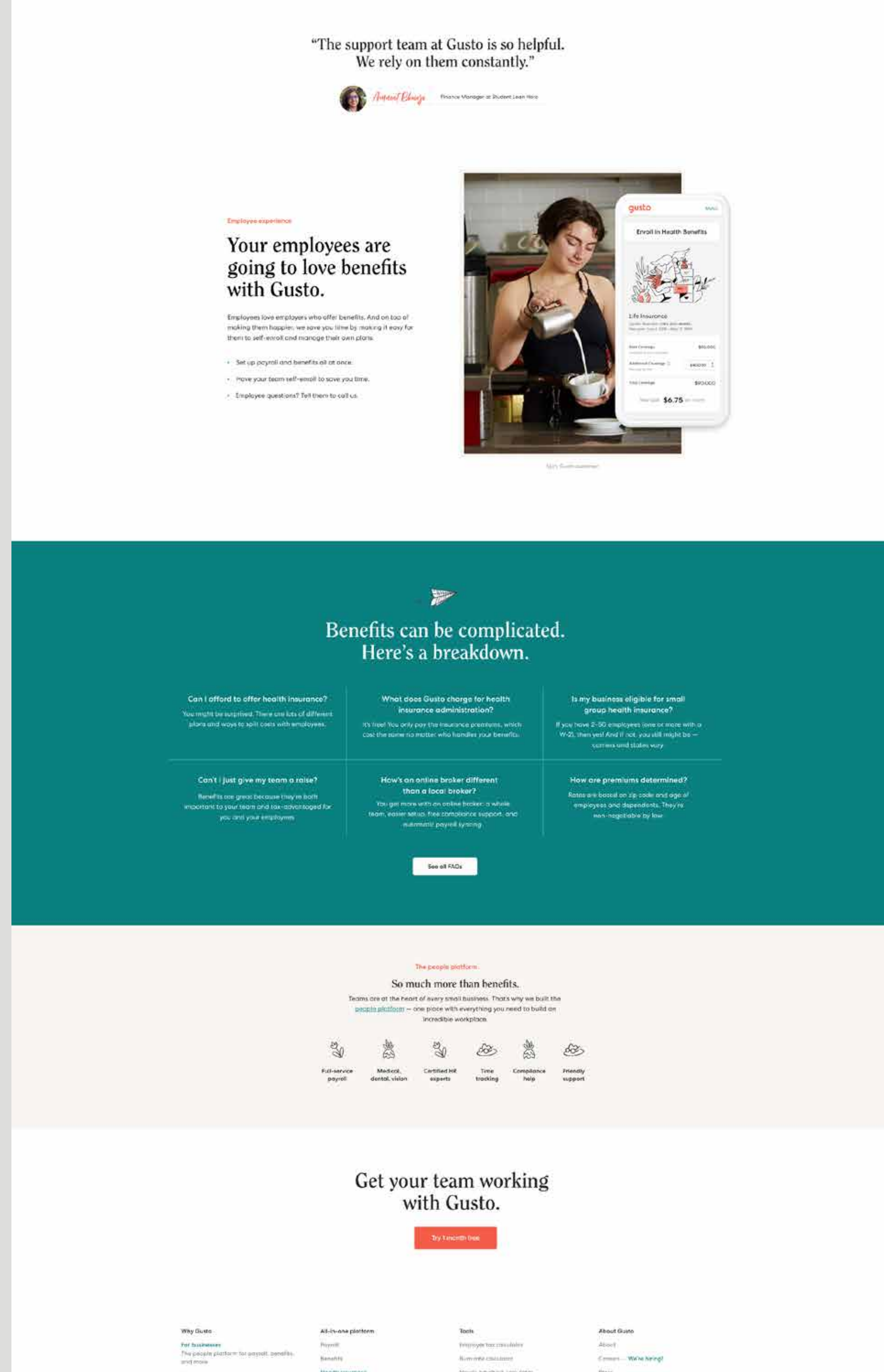
Colors are used carefully to avoid overshadowing the photography.

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.

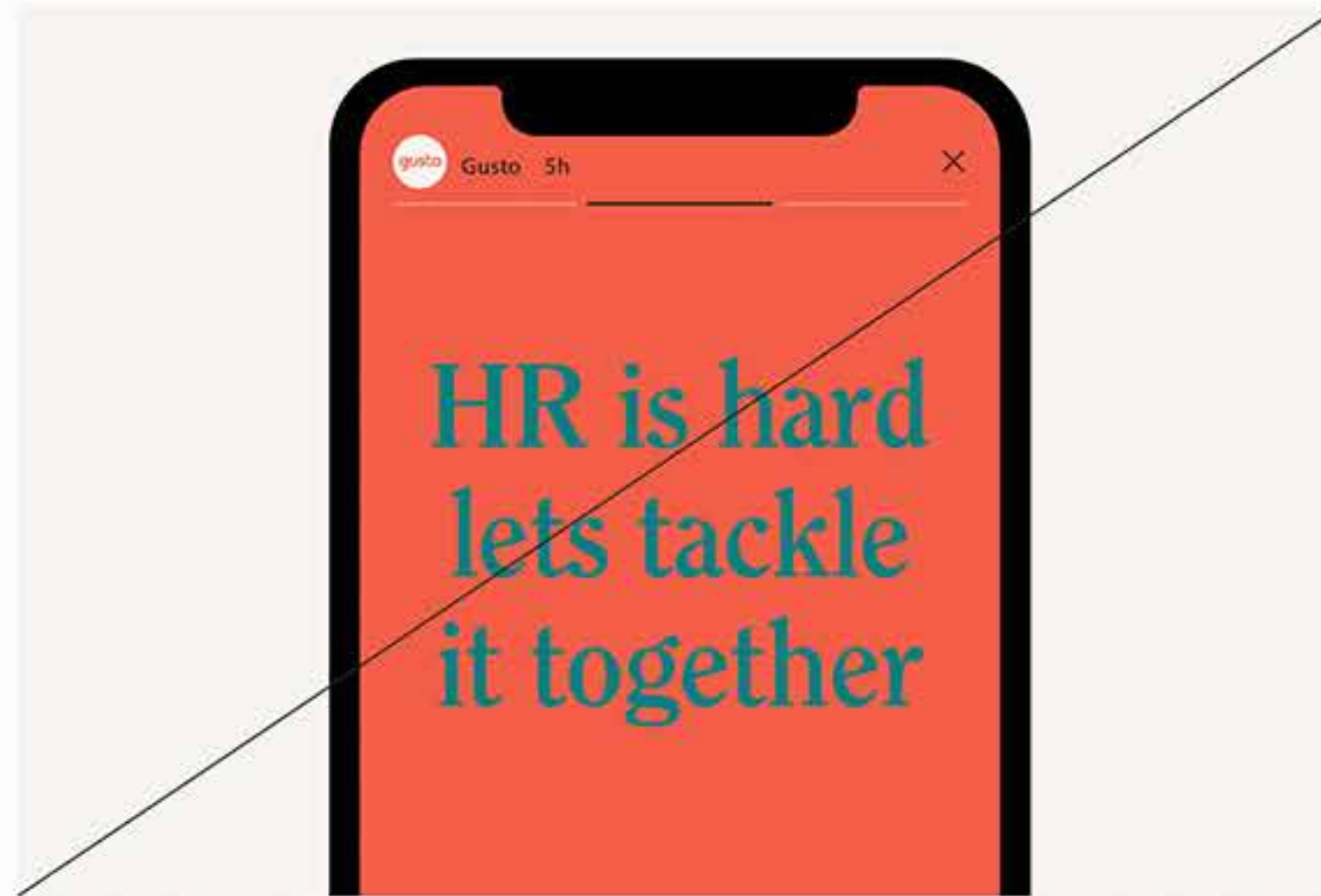
Colors are used carefully to avoid overshadowing the photography.

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



Color Misuse

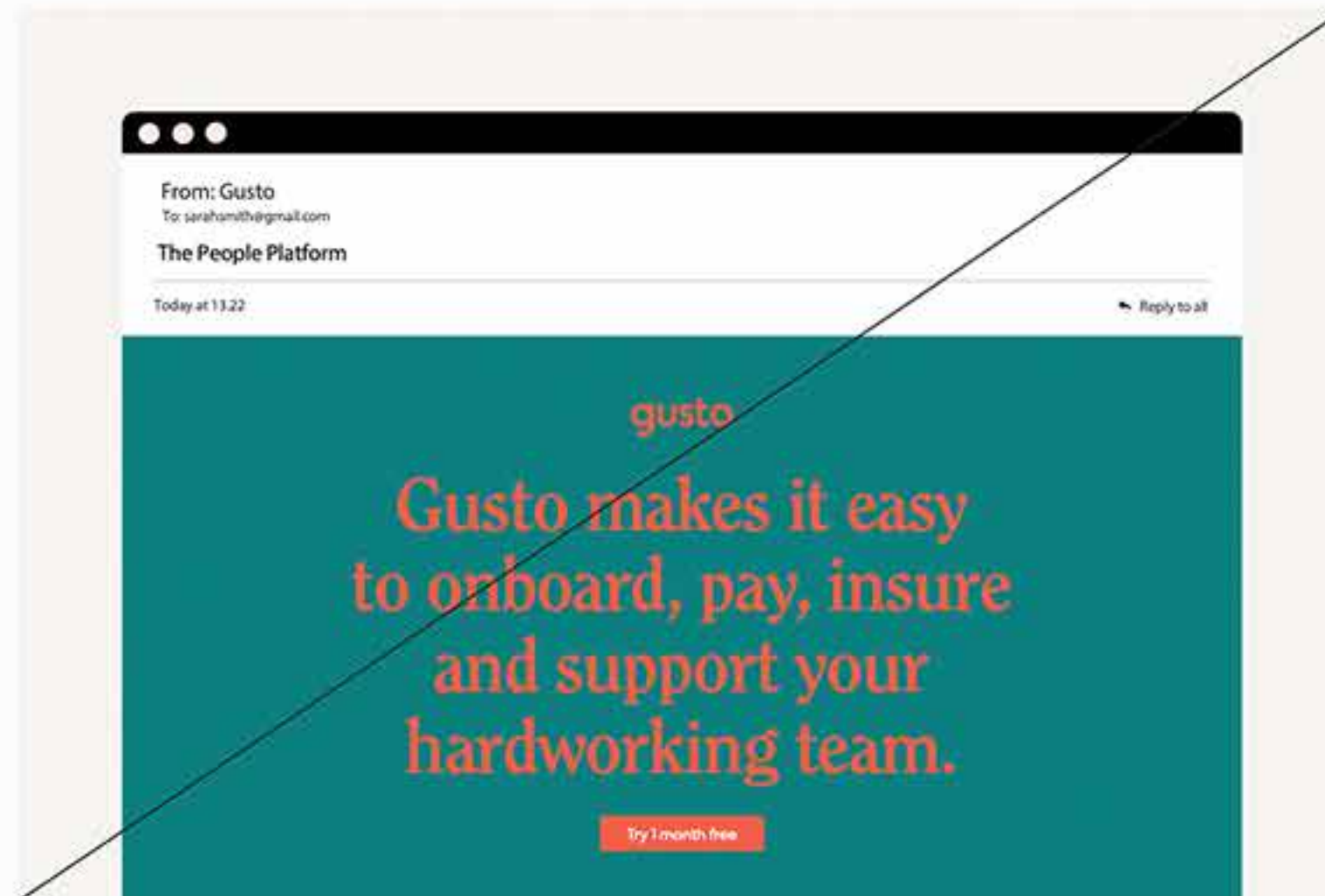
Mixing colors can cause legibility issues (or just plain hurt your eyes). Here are some combinations to avoid.



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.

Principle one

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.

Principle two

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.

Principle three

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

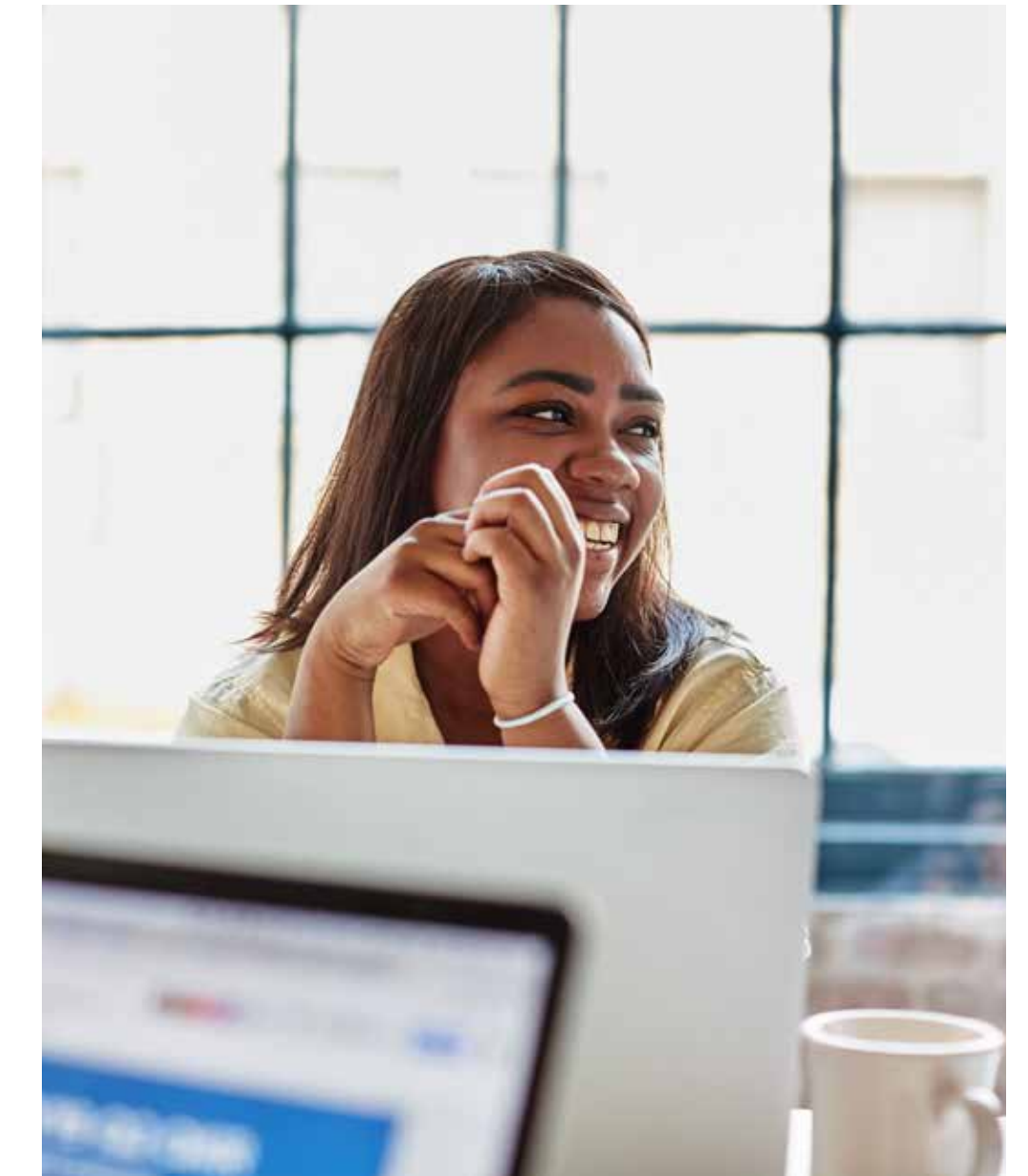
Along with lots of group photos, you'll find heroic portraits of the individuals who make up those teams. Close-up shots may be used to capture hands and focus on the details and craft.



Photography Internal

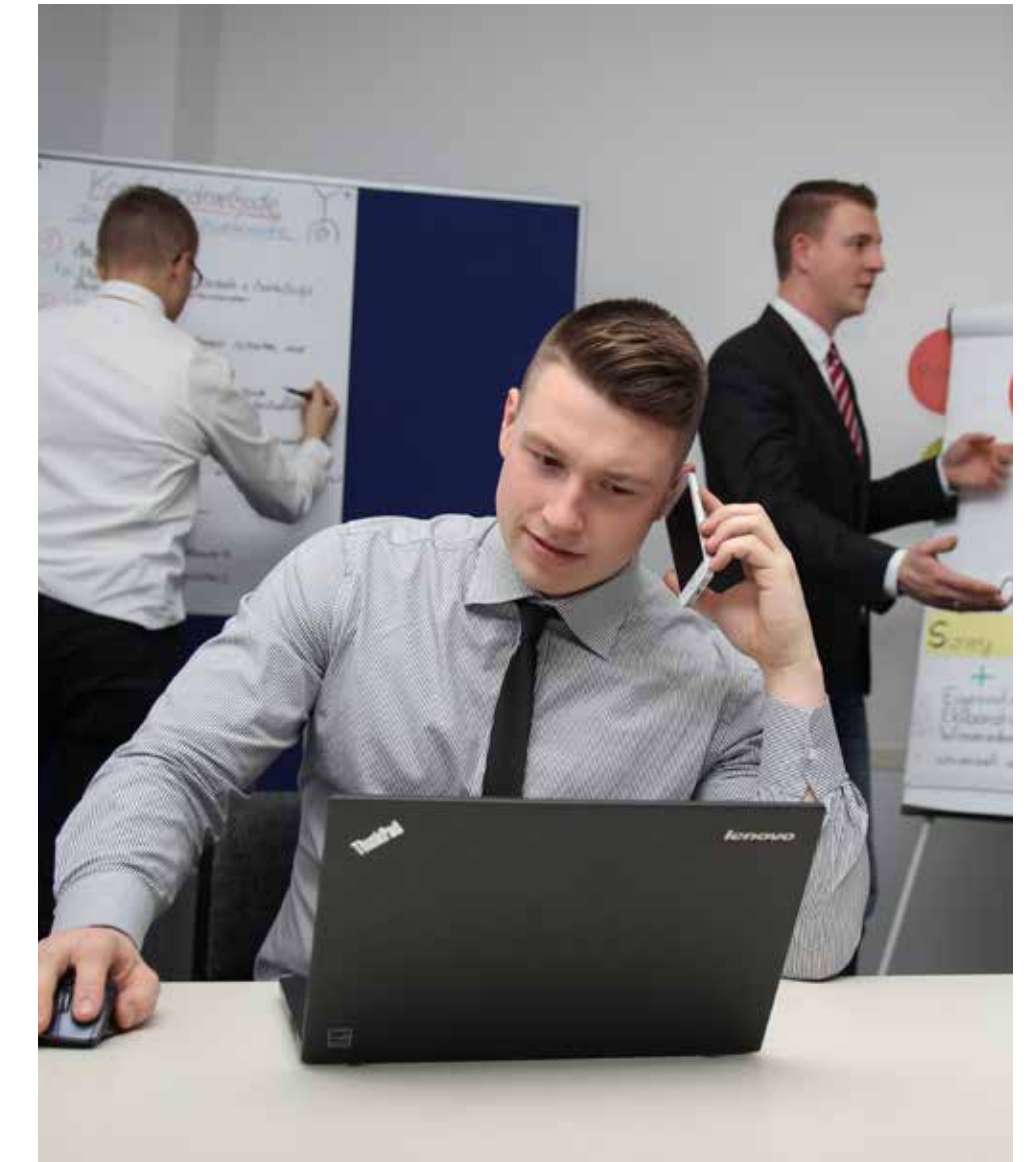
At Gusto, we're dedicated to building a diverse and inclusive workplace. We strive to represent this commitment through images of Gusties, but it's important that we never misrepresent reality. Diversity is a job that's never done and we're committed to always getting better.

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.

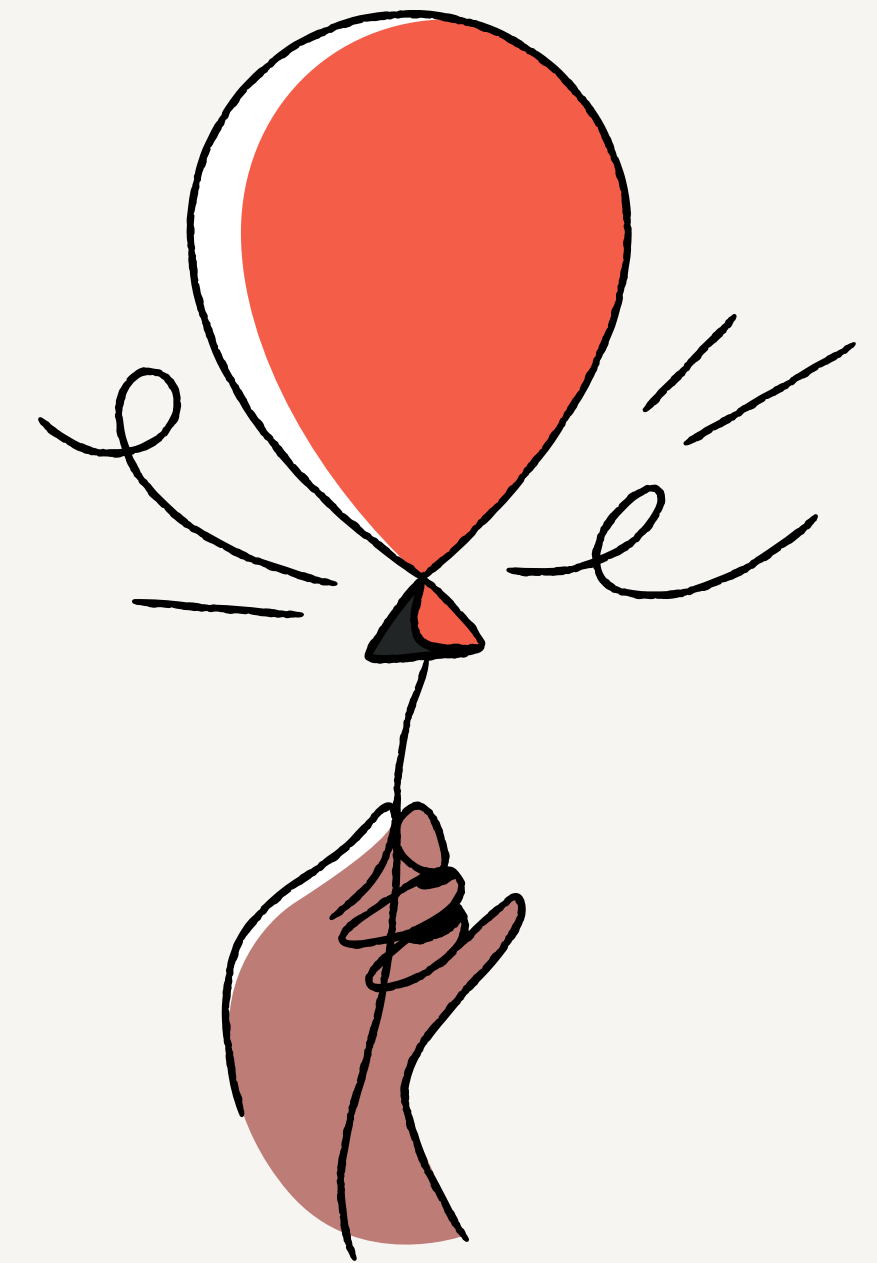


Illustration Overview

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.

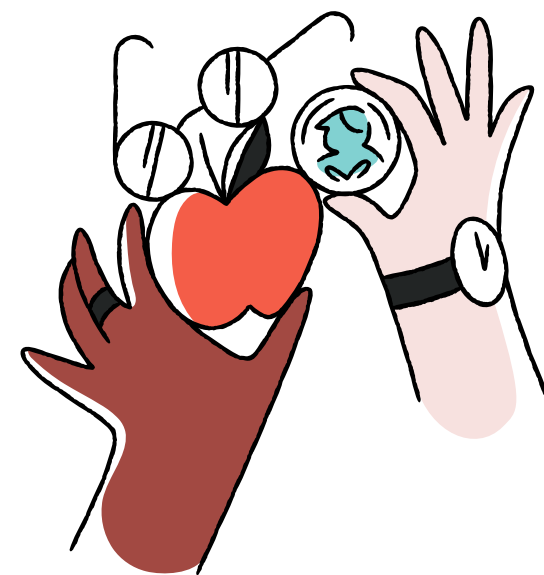
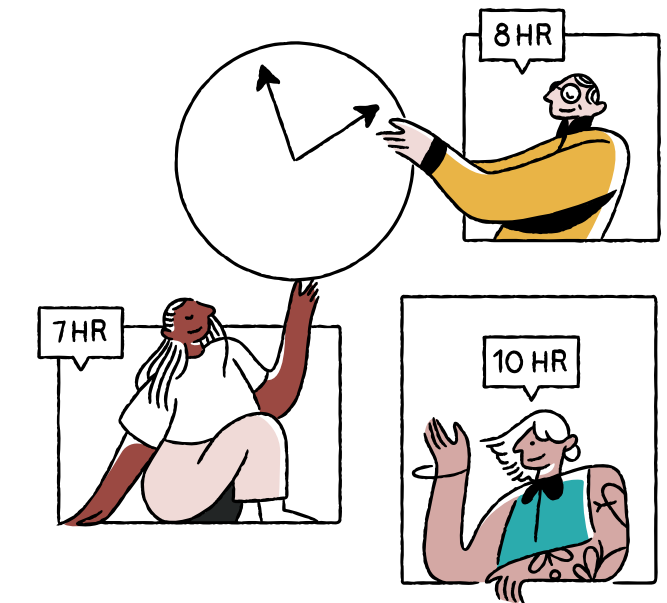
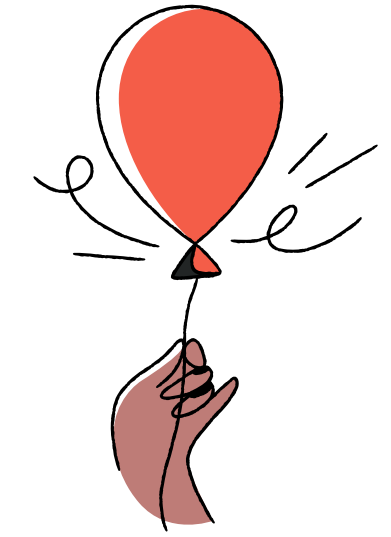


Illustration Principles

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

Principle one

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.

Principle two

Warm, human energy

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

Principle three

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

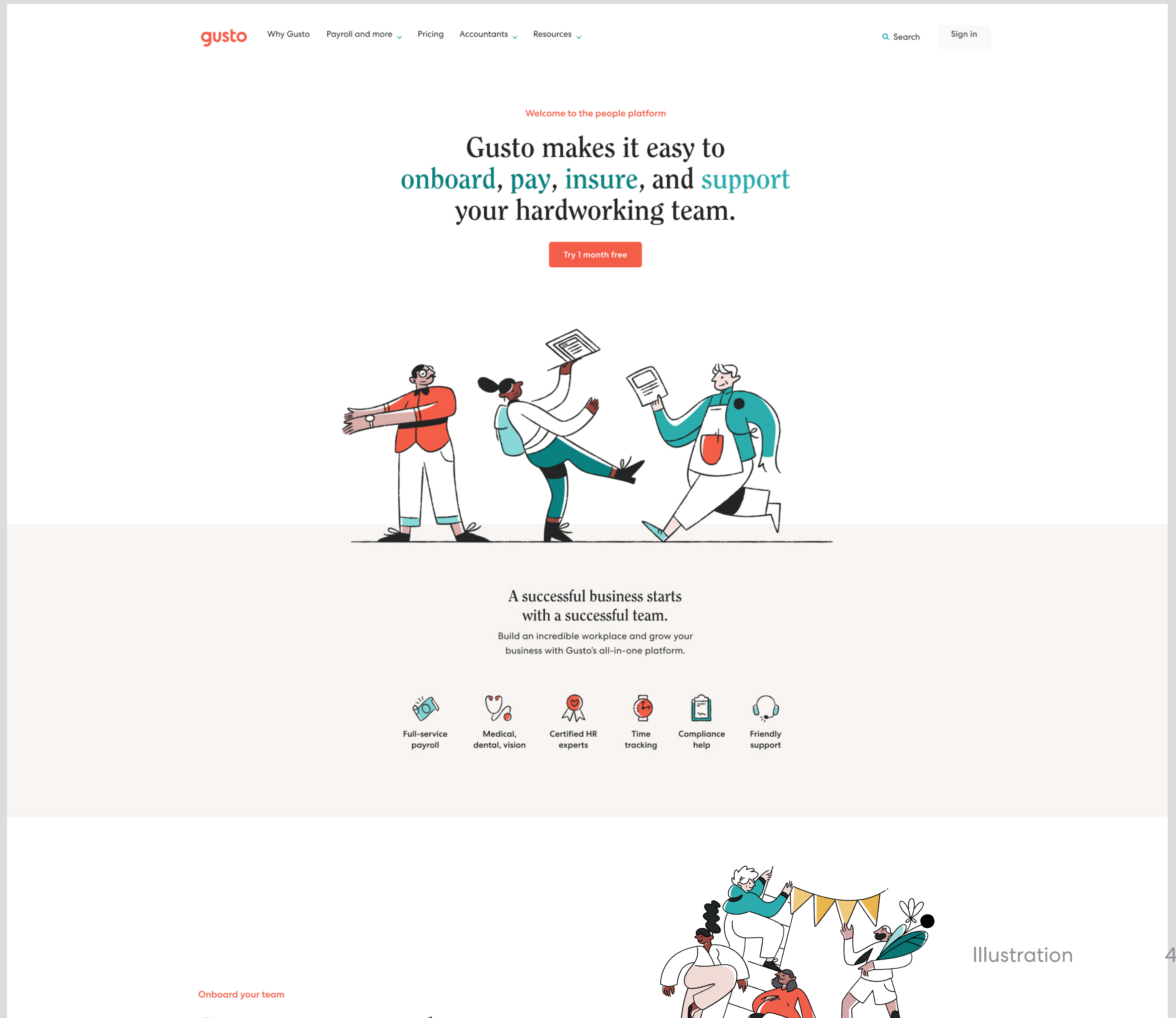


Illustration

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 771 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

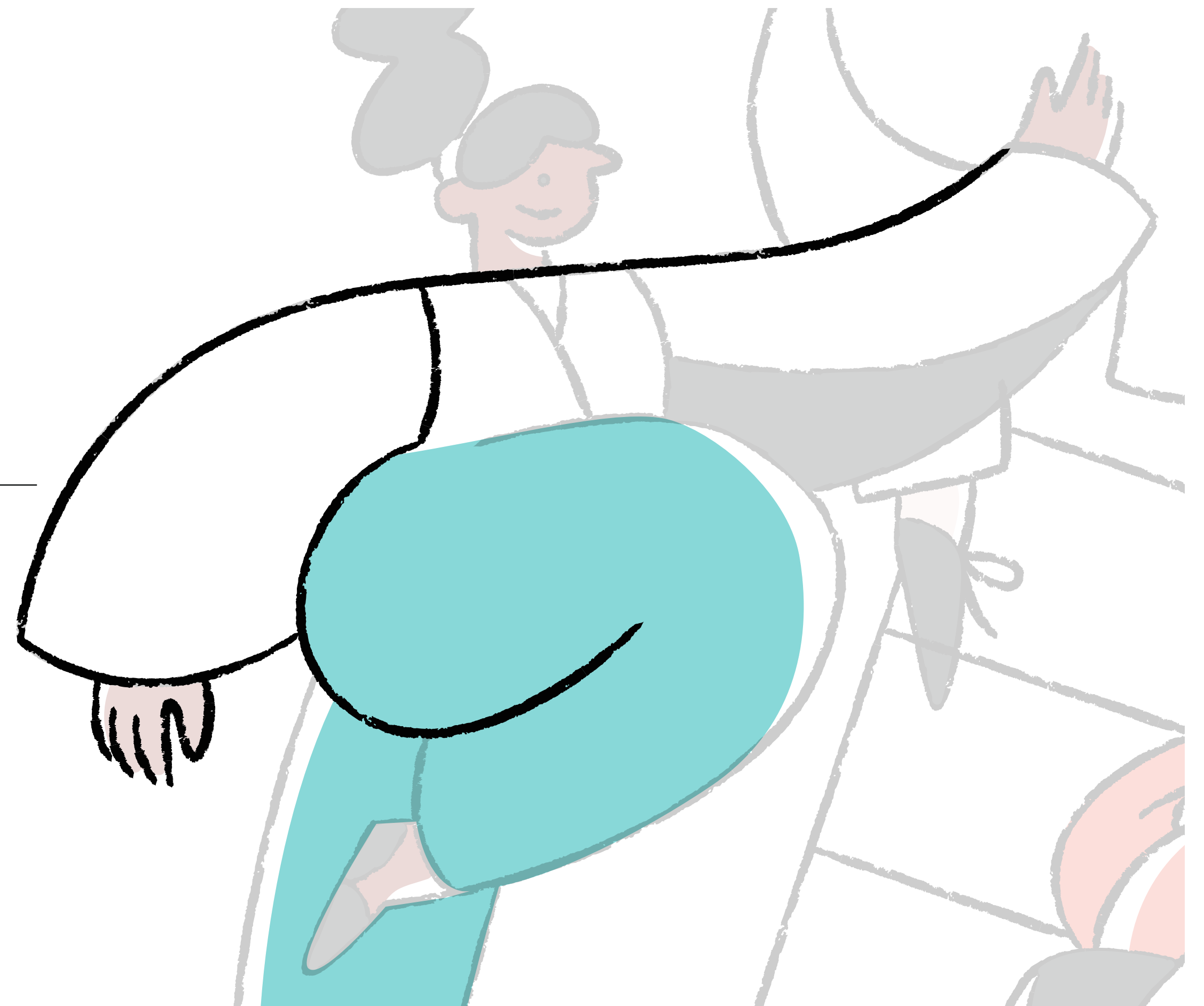
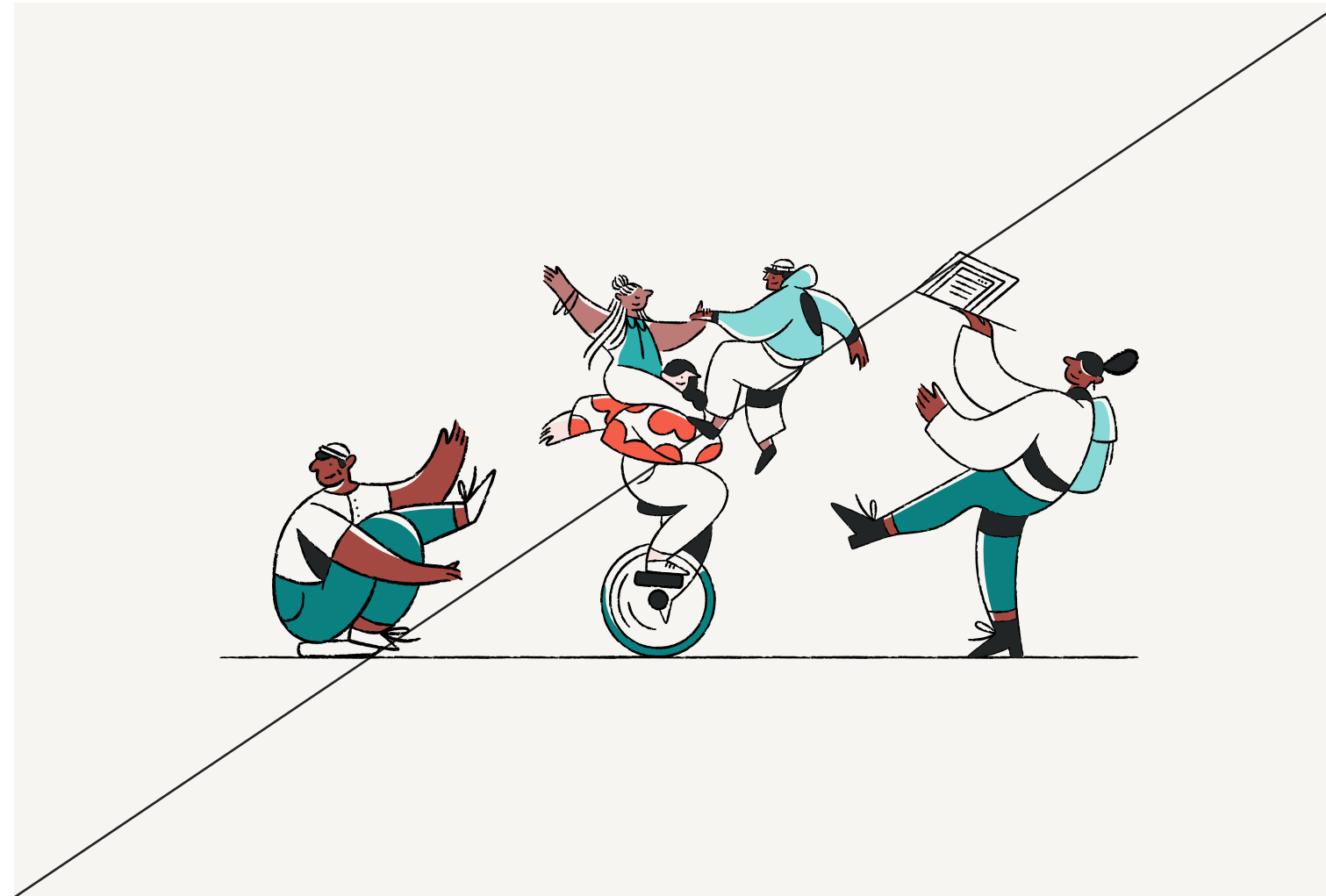


Illustration Misuse

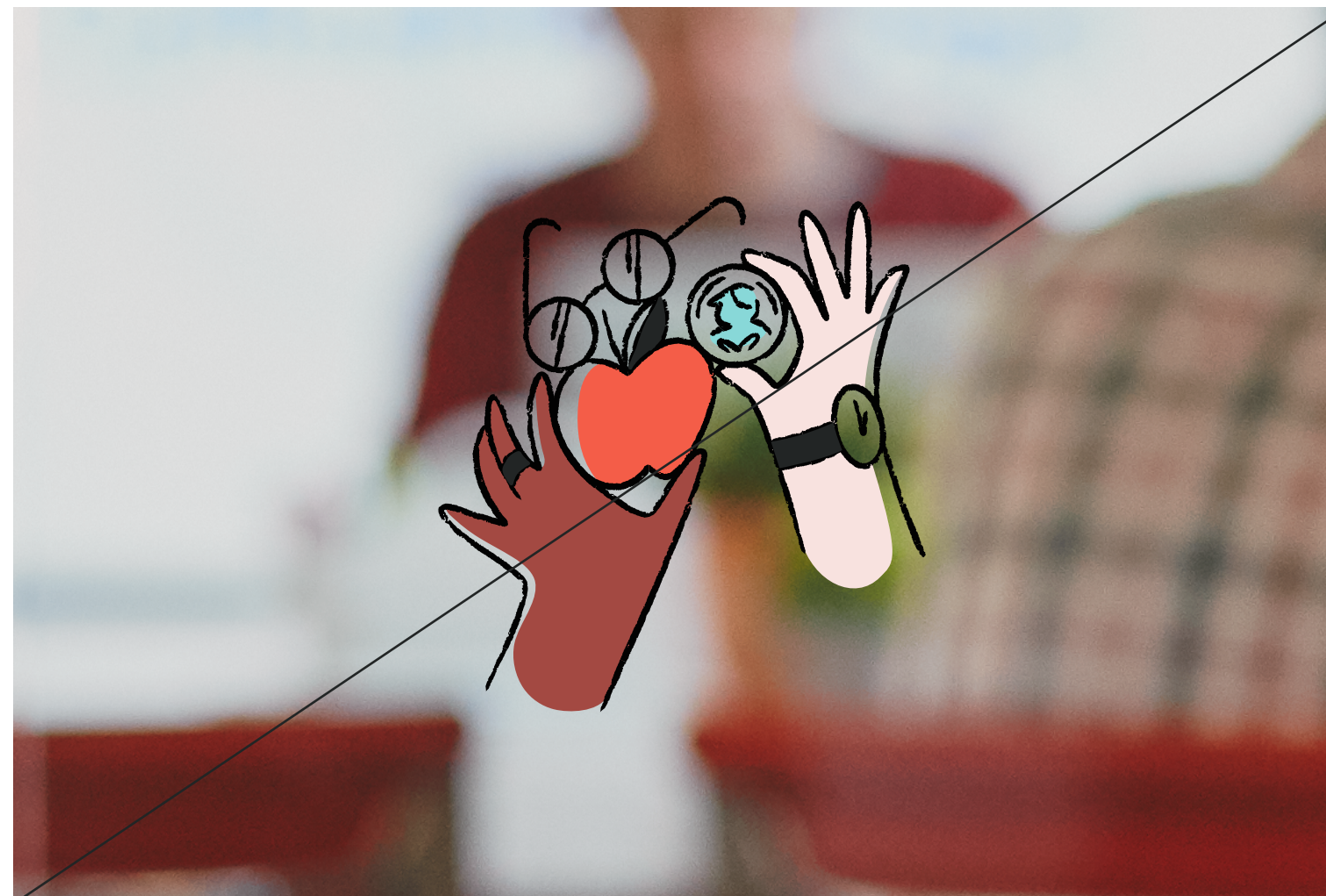
There are certain things to avoid to keep our illustrations consistent and looking their best.



Never combine illustrations to create a new composition



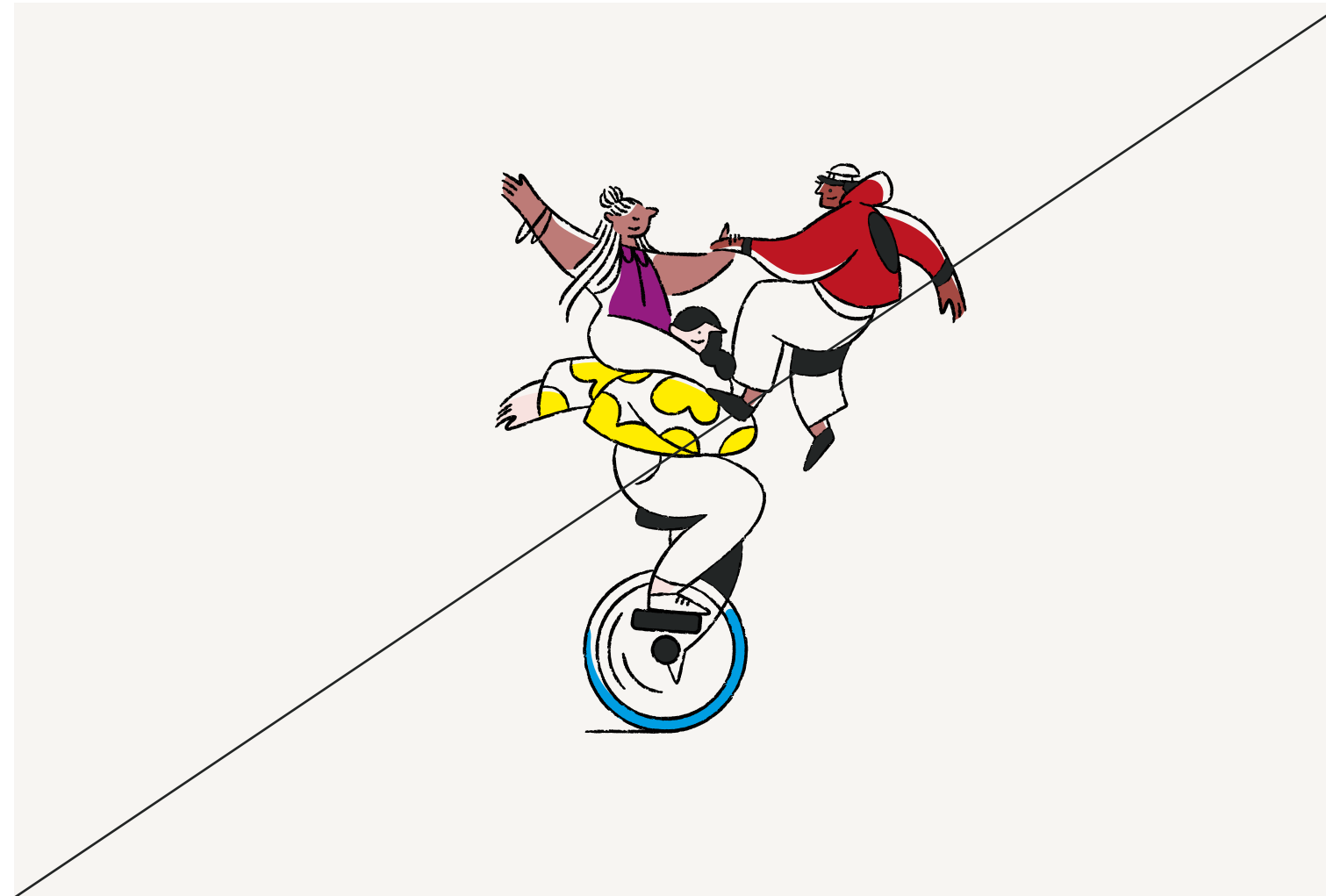
Never modify the width or texture of the brush strokes



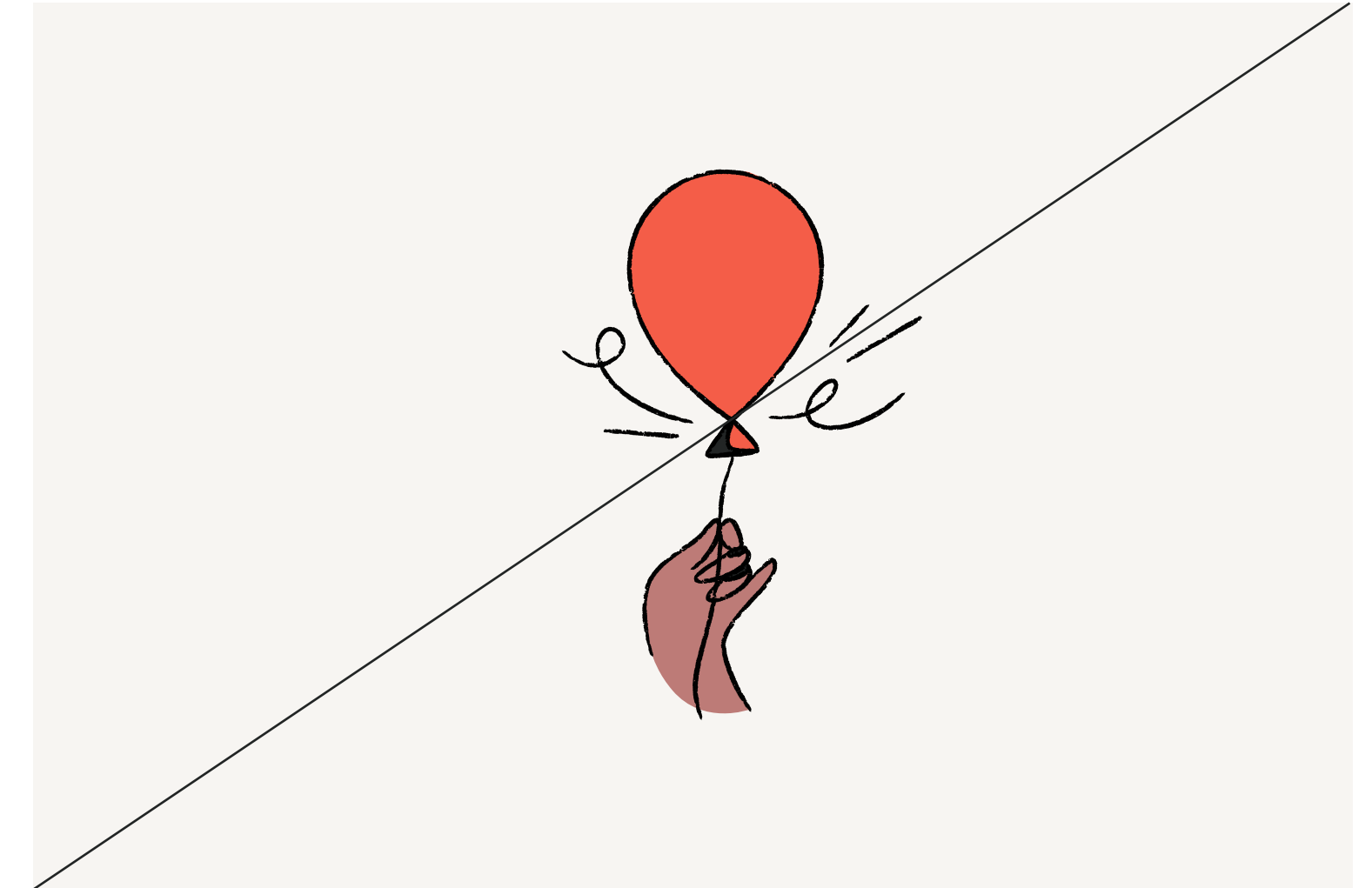
Never place illustration over photography

Illustration Misuse

Be careful with the way you use color in illustrations. Here's what to avoid.



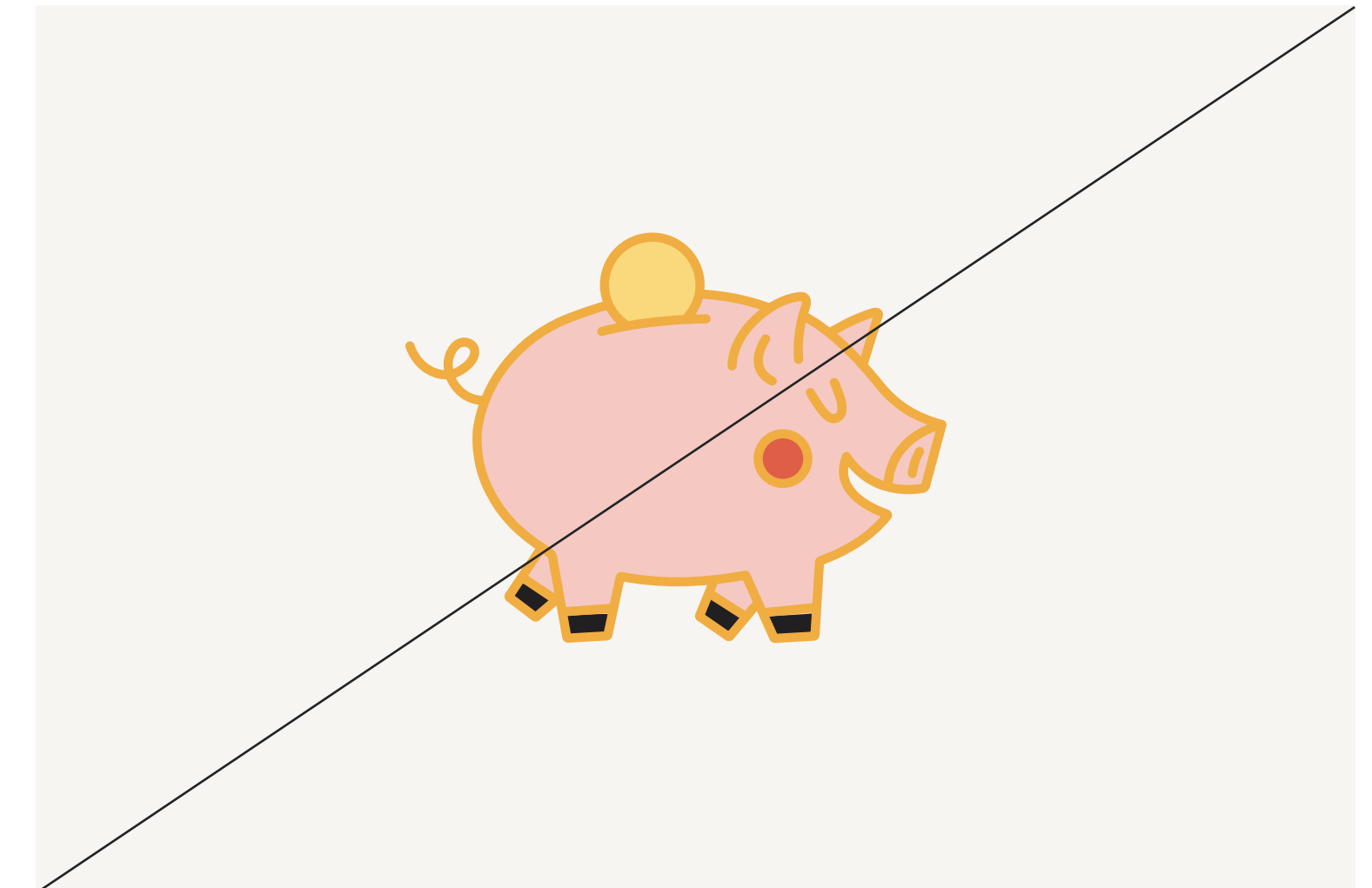
Never add or change colors in existing illustrations



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 of hierarchy.

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

Carando Script

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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
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We believe it's not businesses
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and compensated.



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.



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



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.

Center aligned

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.

Left aligned

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

ABCDEFGHIJKLMN OPQR

STUVWXYZ

Body copy

Proxima Nova

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN OPQRSTU VWXYZ

Typography

Alternative fonts

Here is an example of heirarchy.

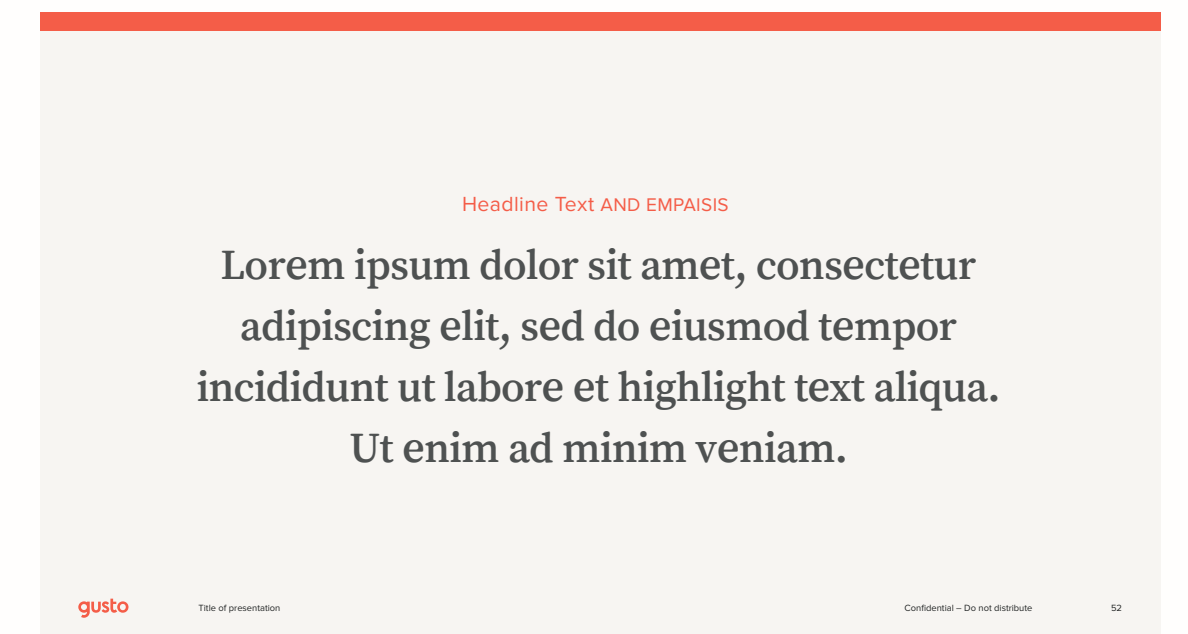
Song Myung
Regular



Intro slide
for each section

Presenter Name

Proxima Nova
Regular



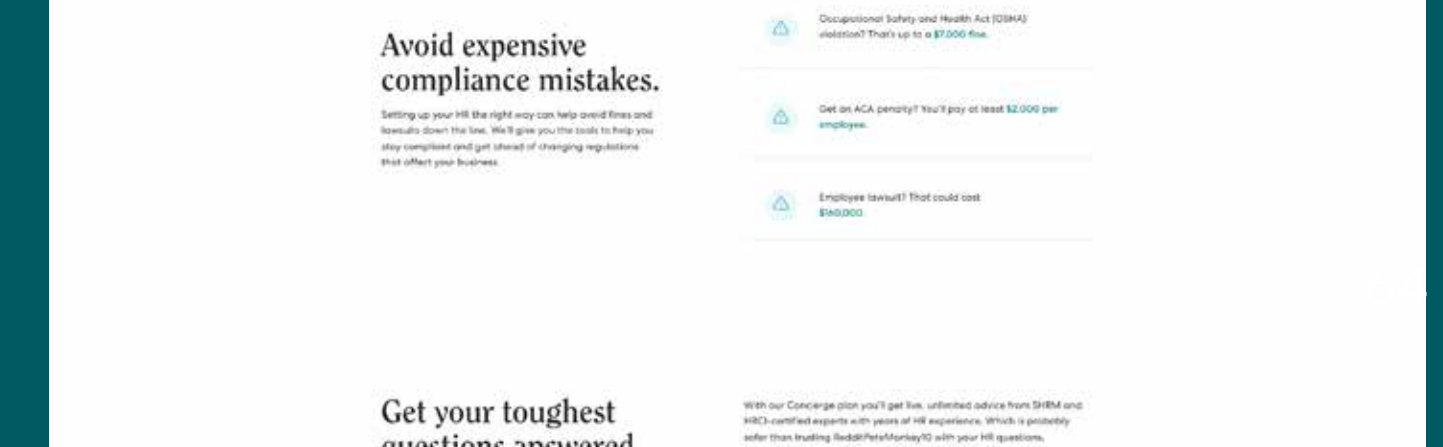
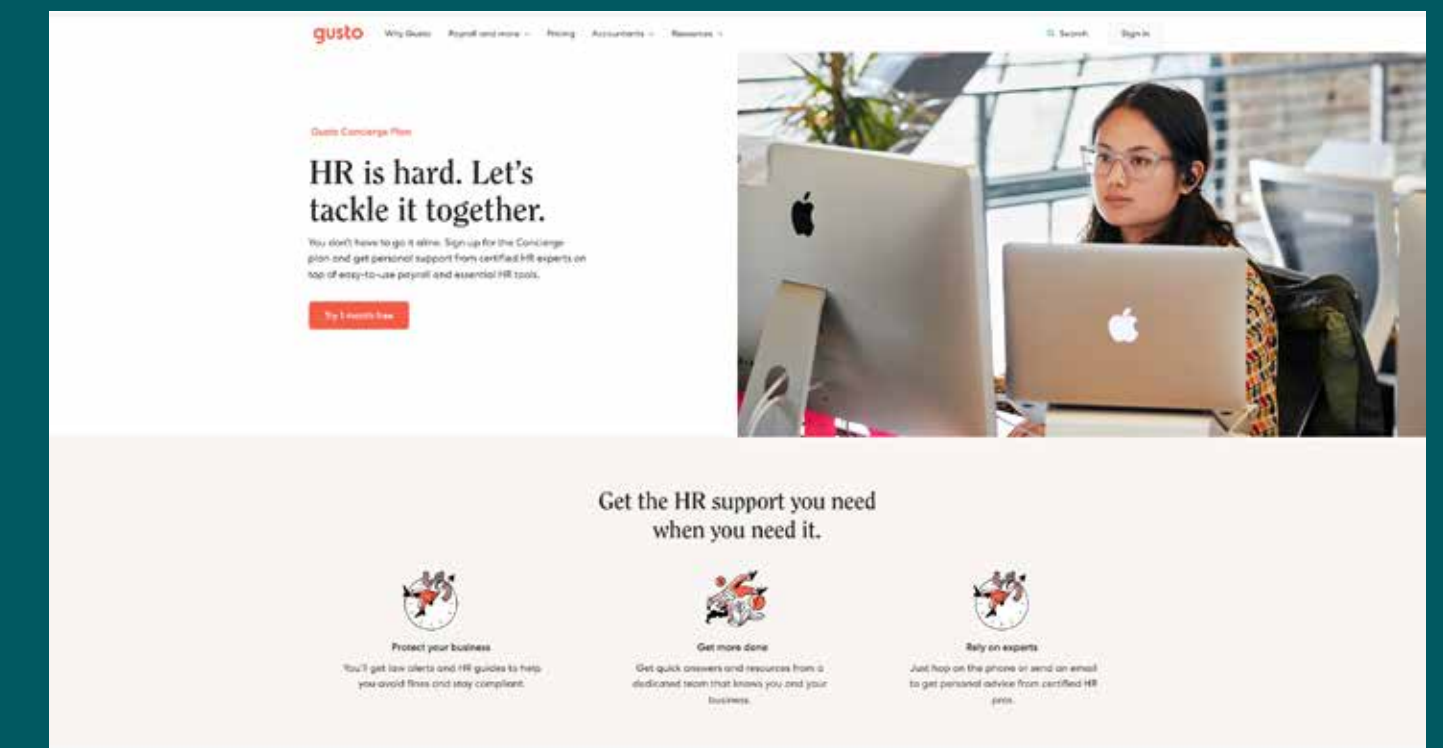
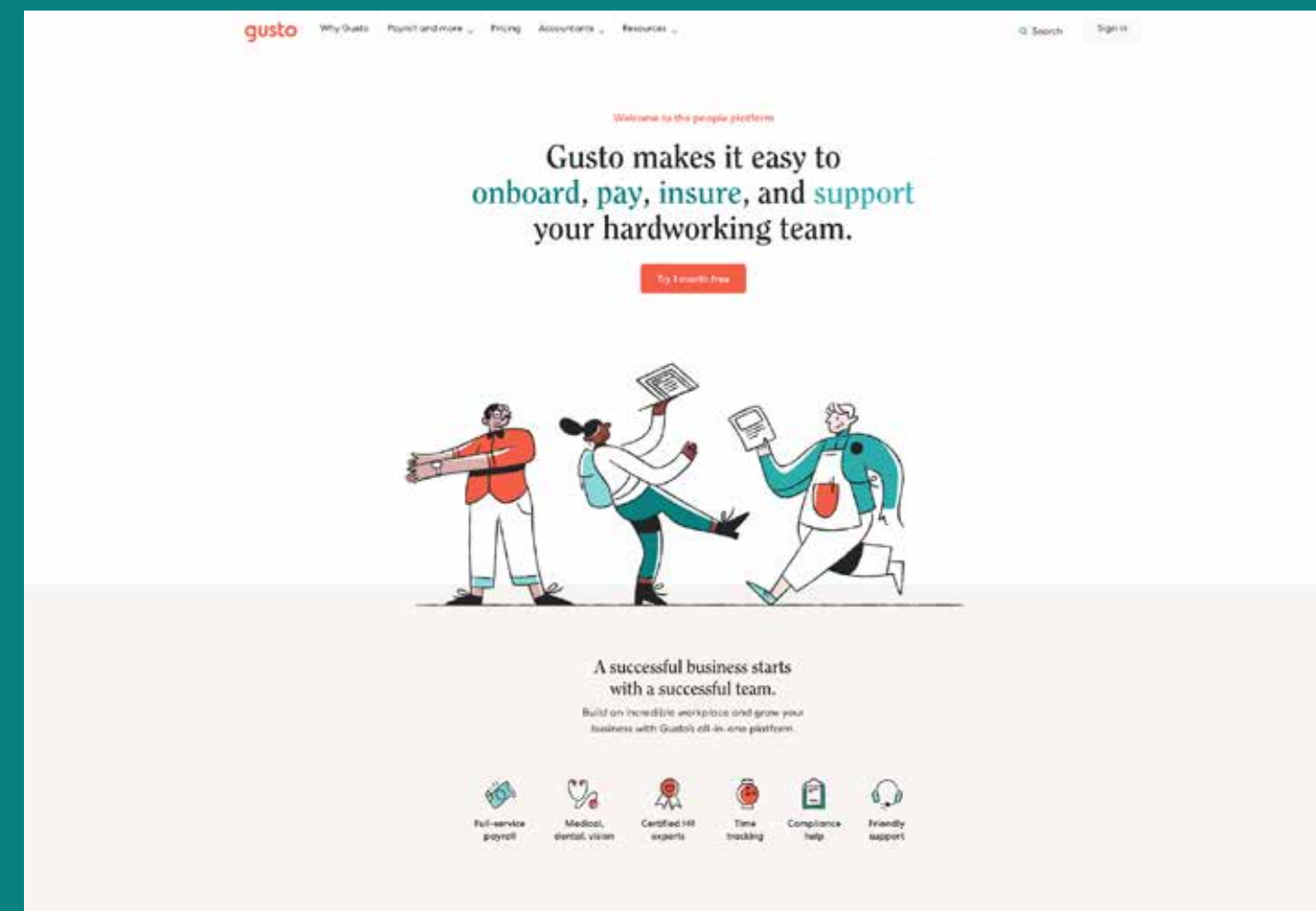
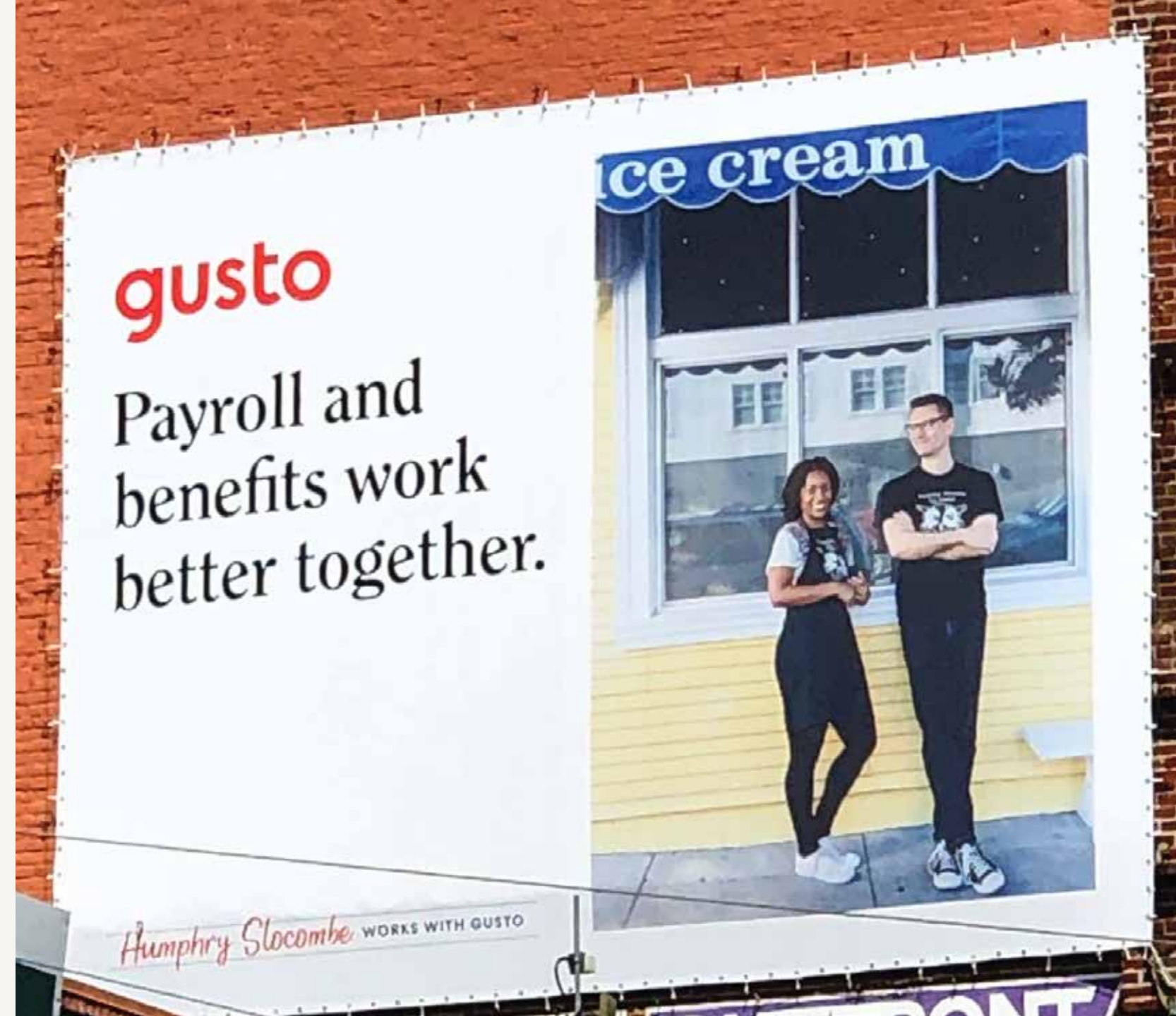
Song Myung
Regular



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

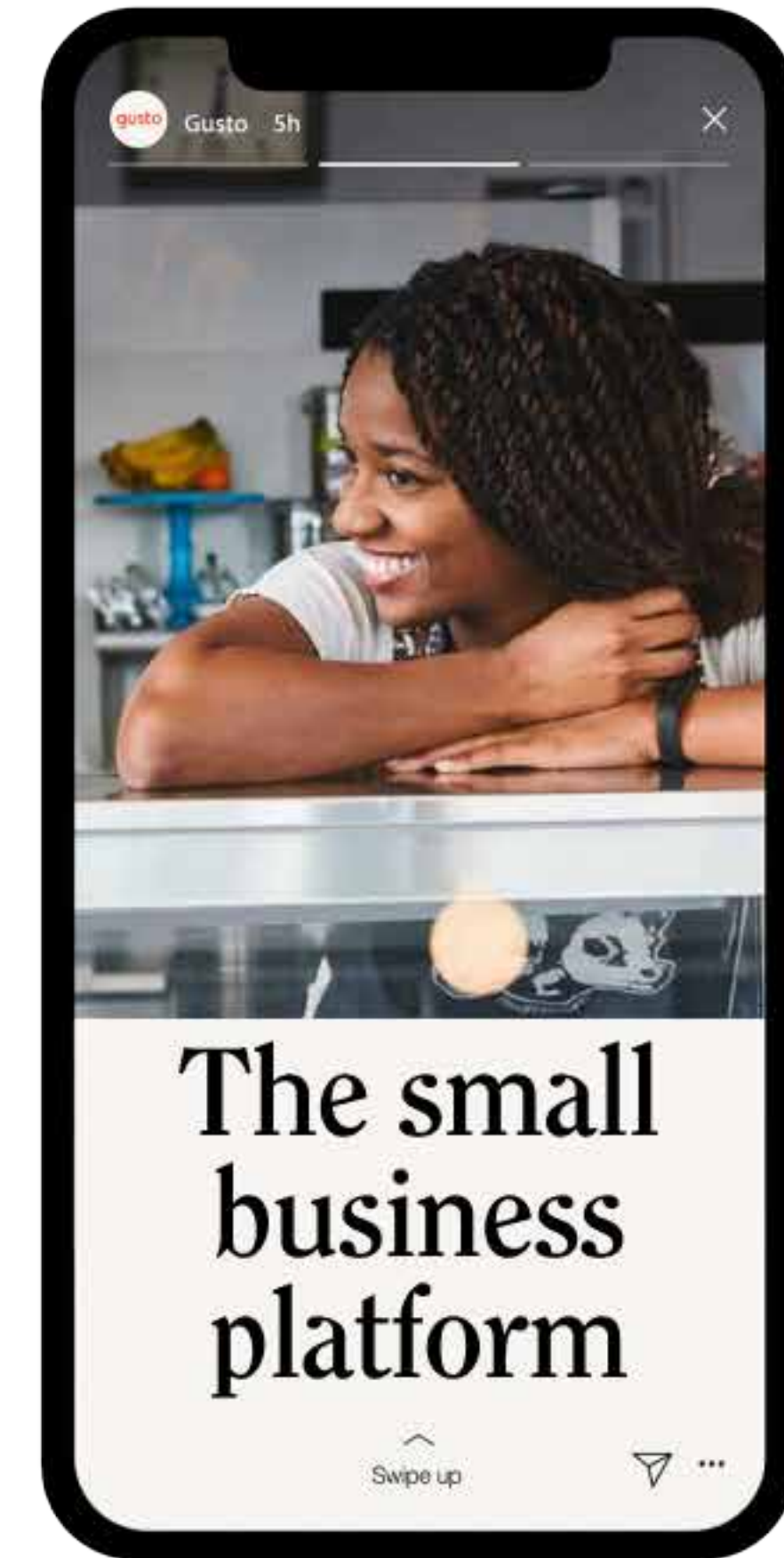
Type overlaid on photography should always be white. This keeps the content simple and allows photos to shine.

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

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



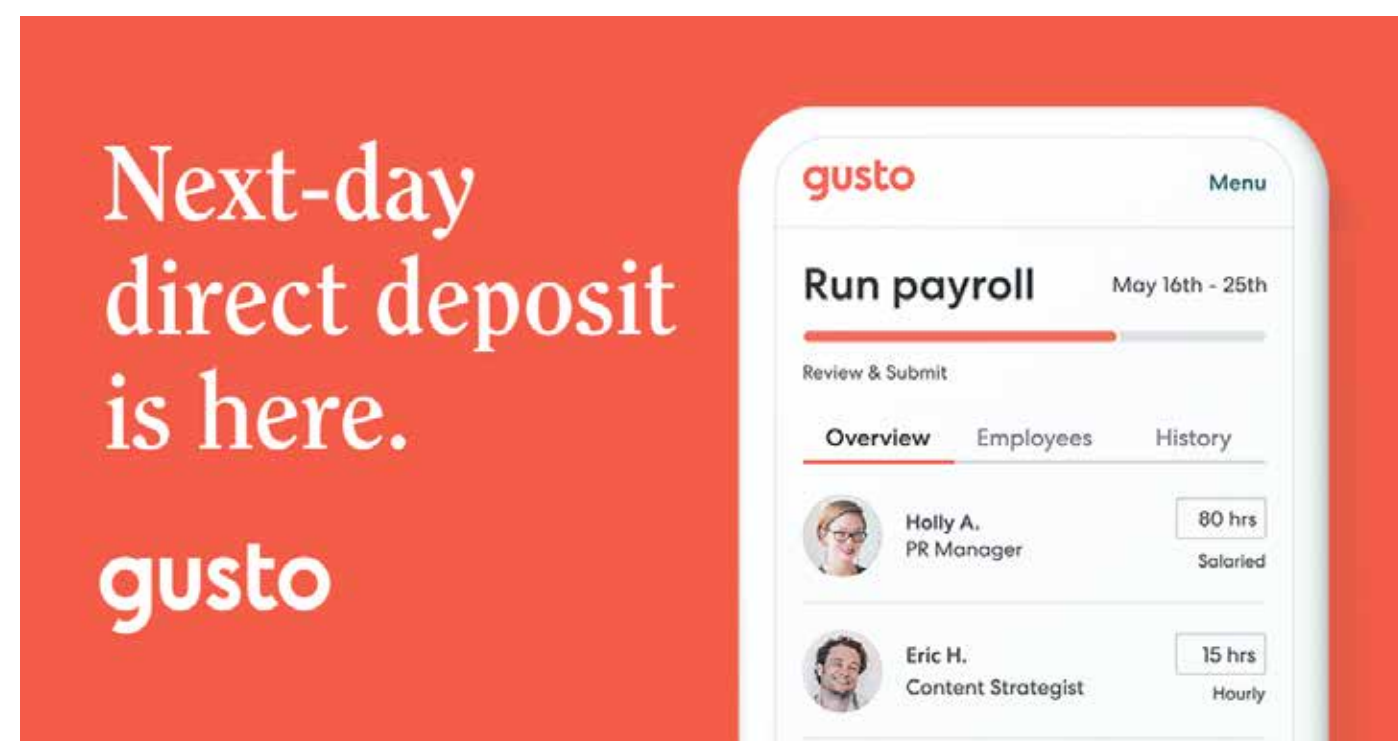
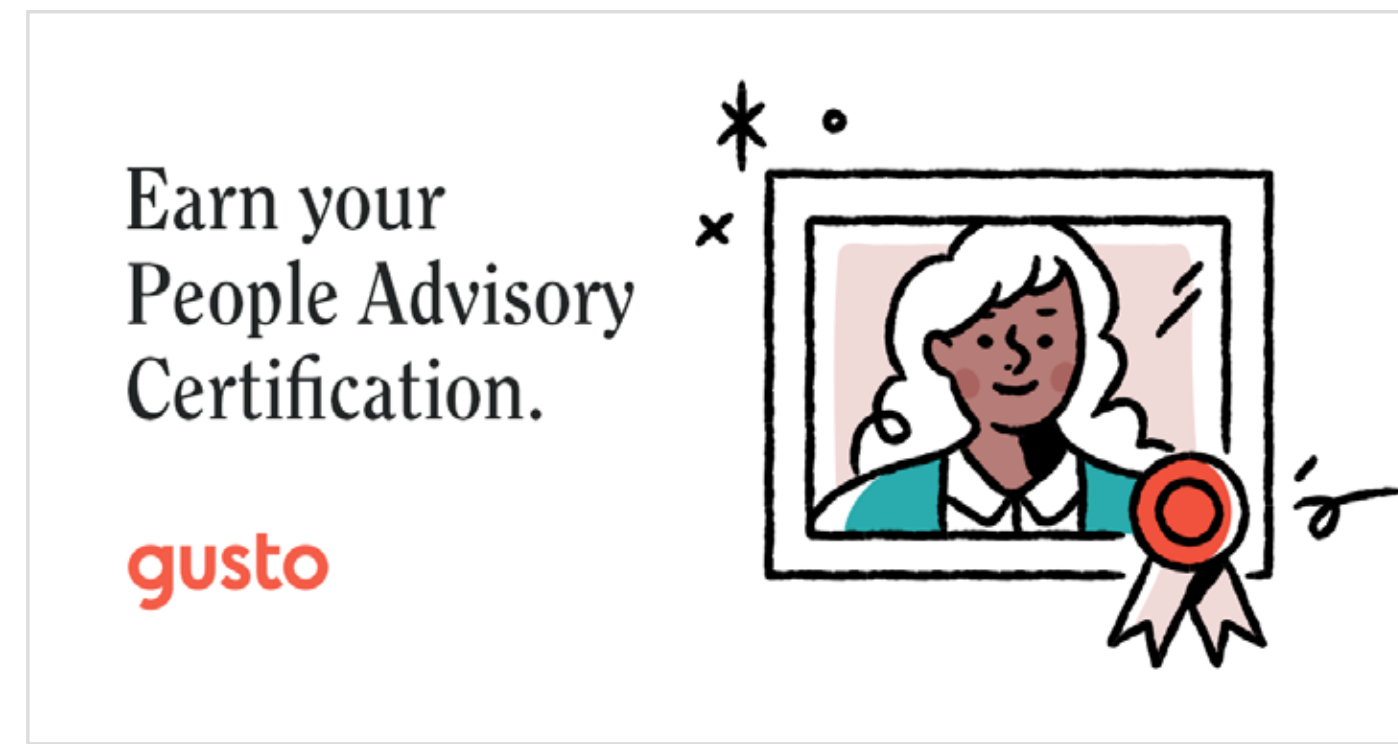
Design examples
Benefits card



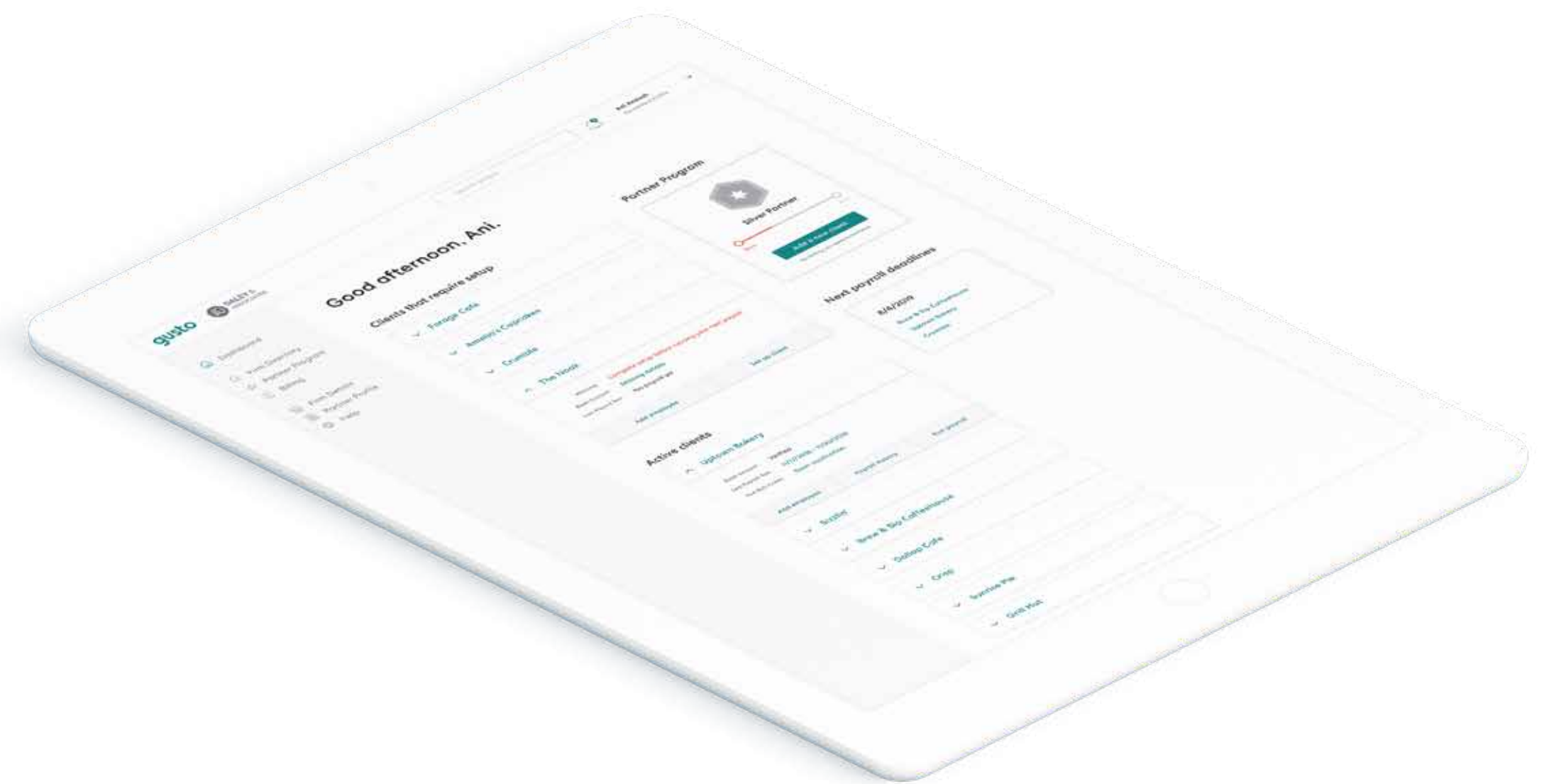
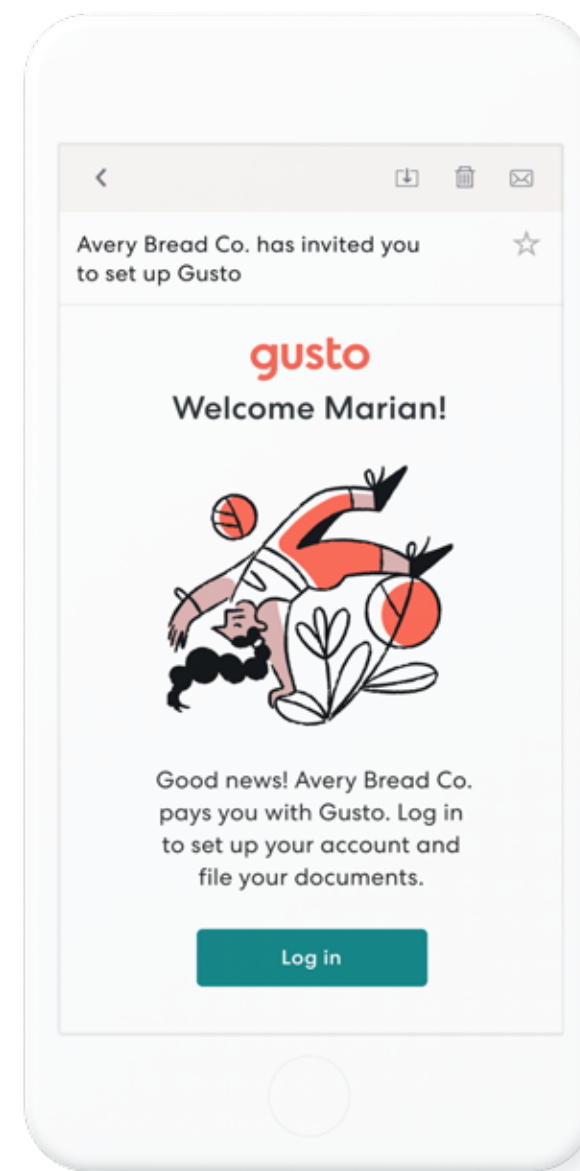
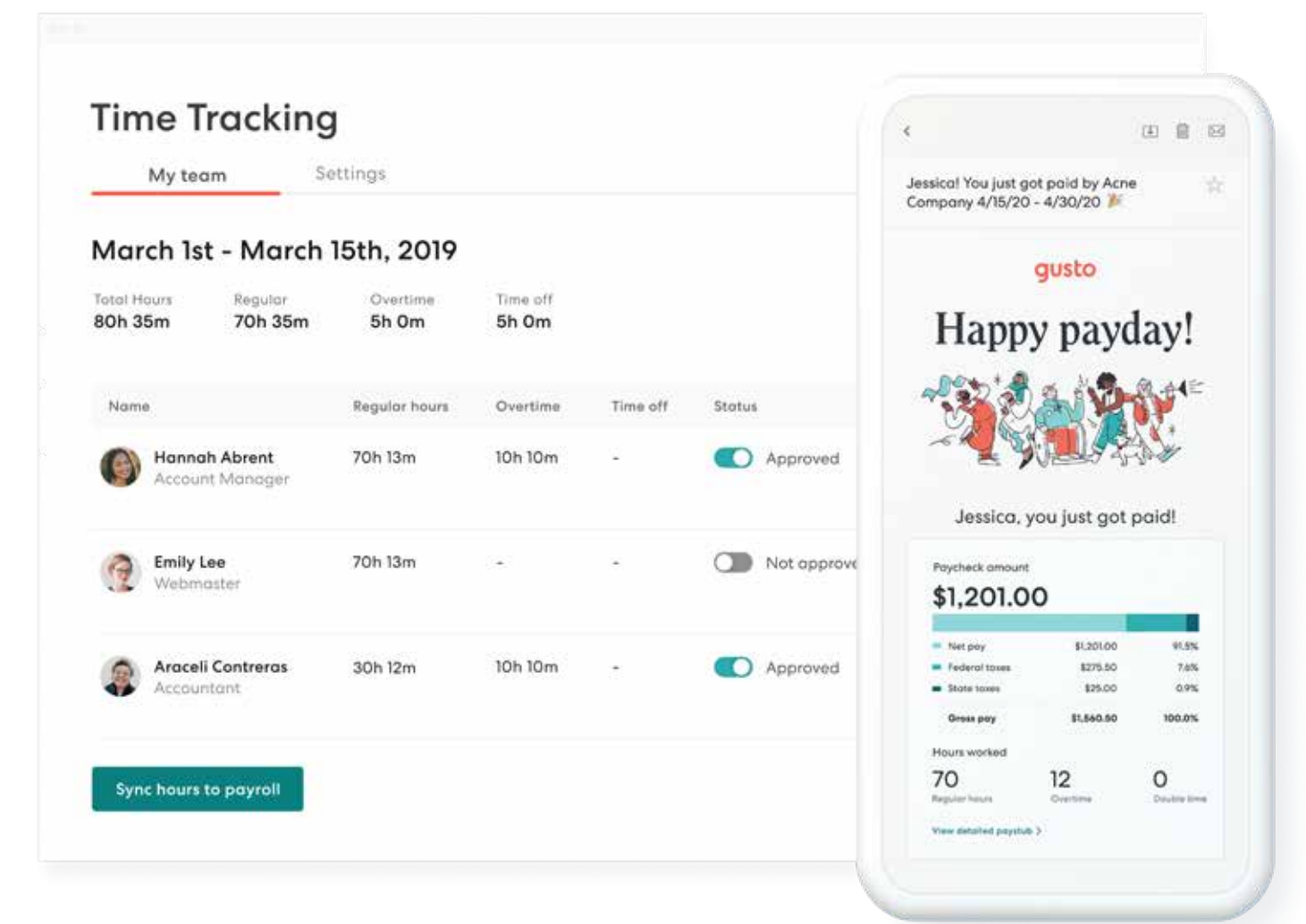
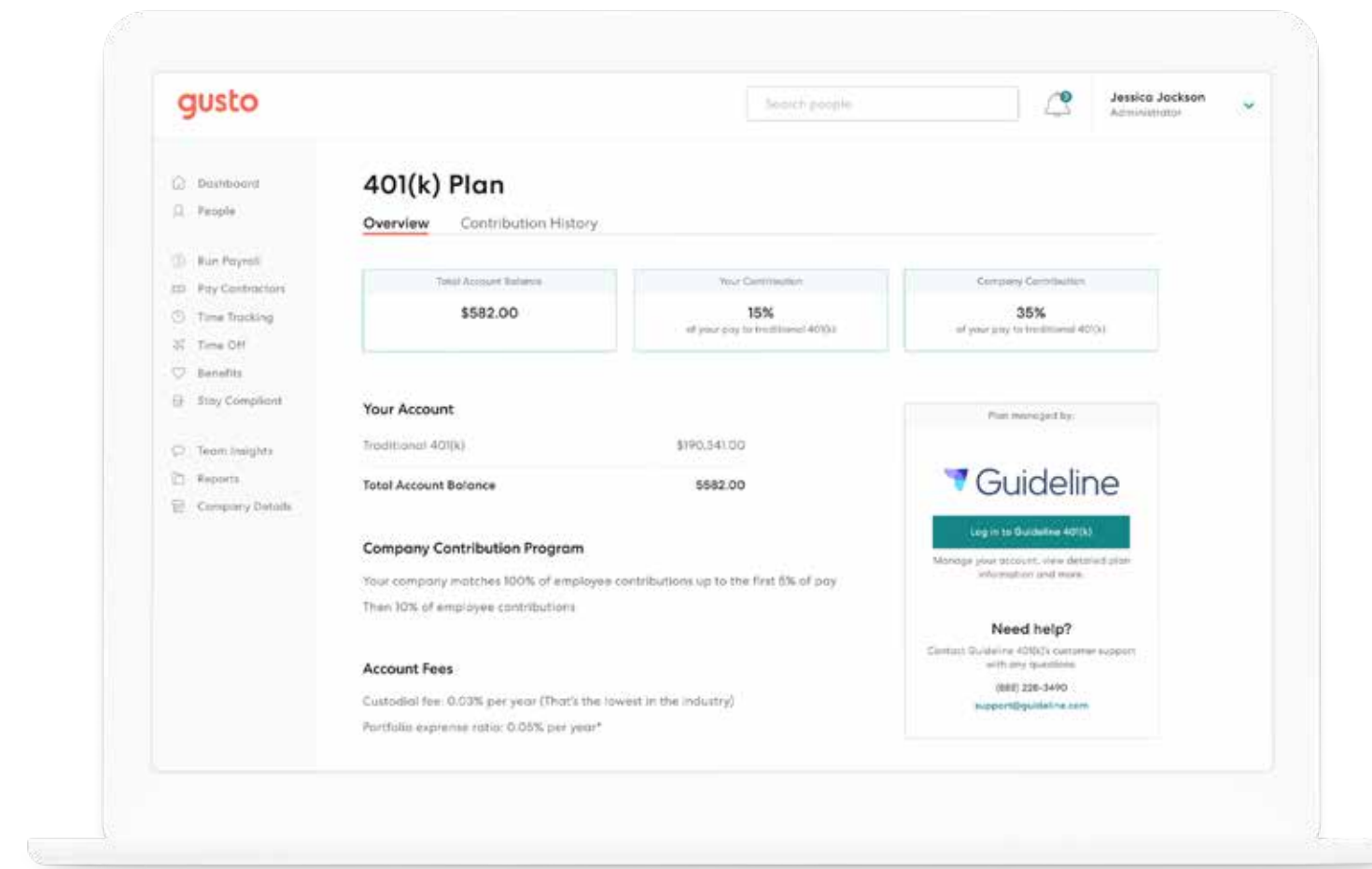
Design examples
OOH



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.

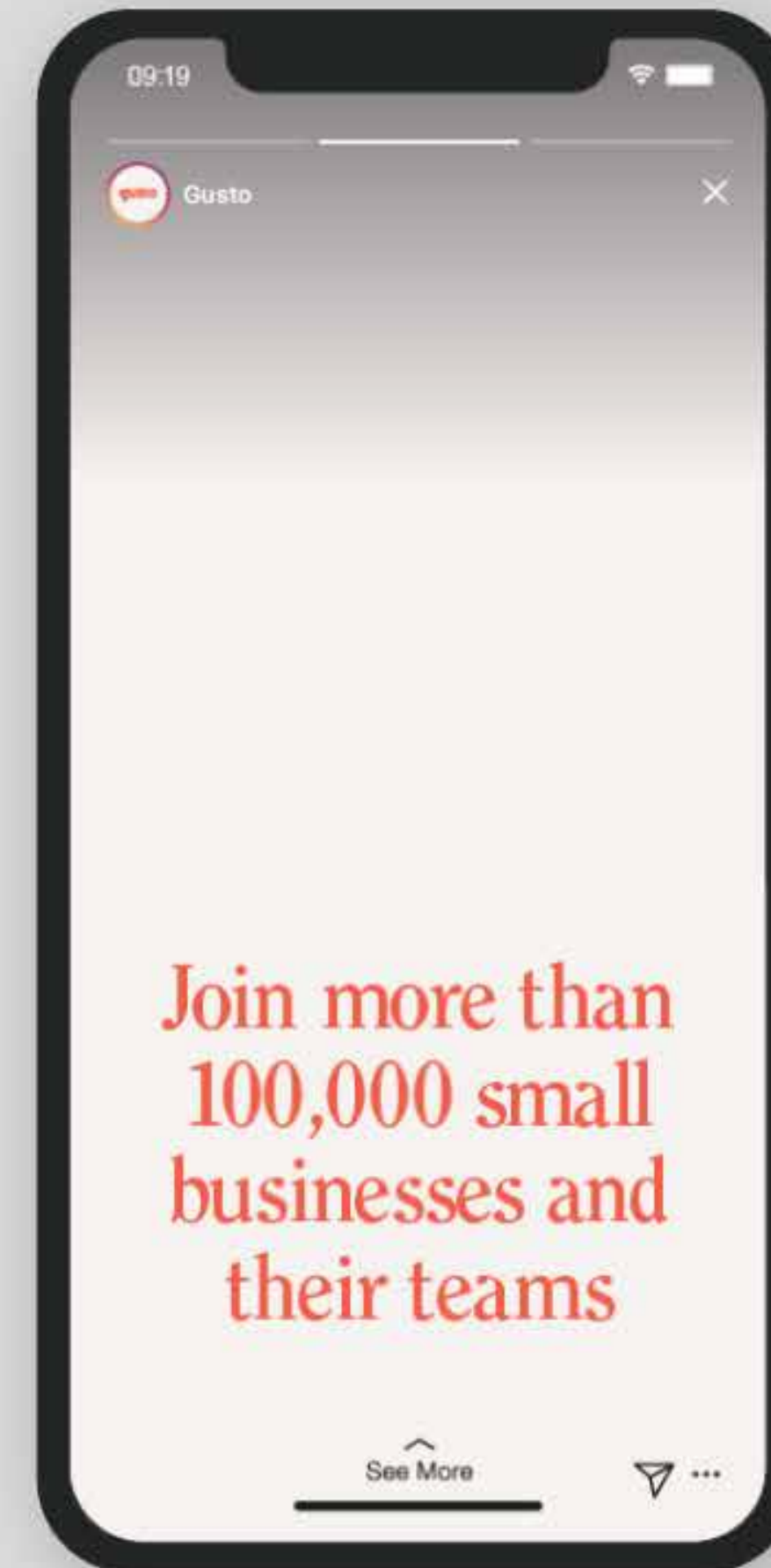
On the right, we have examples of how to use our logo on social media.



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

- ✓ Reference this guide any time you are considering ordering swag, whether internal or external.
- ✓ Submit a [Swag review form](#) for a member of Brand Studio to review and approve.

Read the FAQ (p. 86-88) before slacking a member

- ✓ of the Brand Design Team.

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.



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.

Swag-specific palette



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



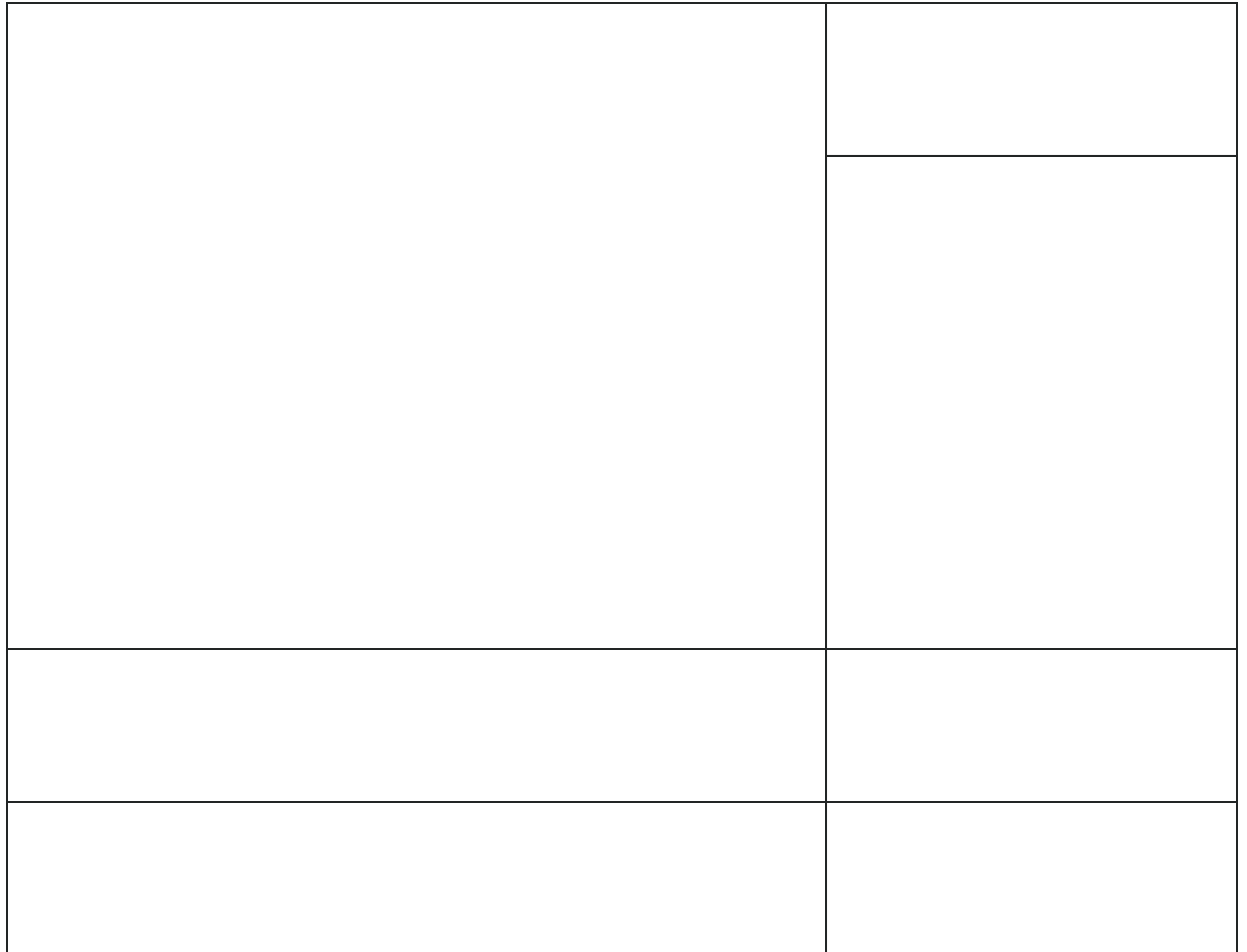
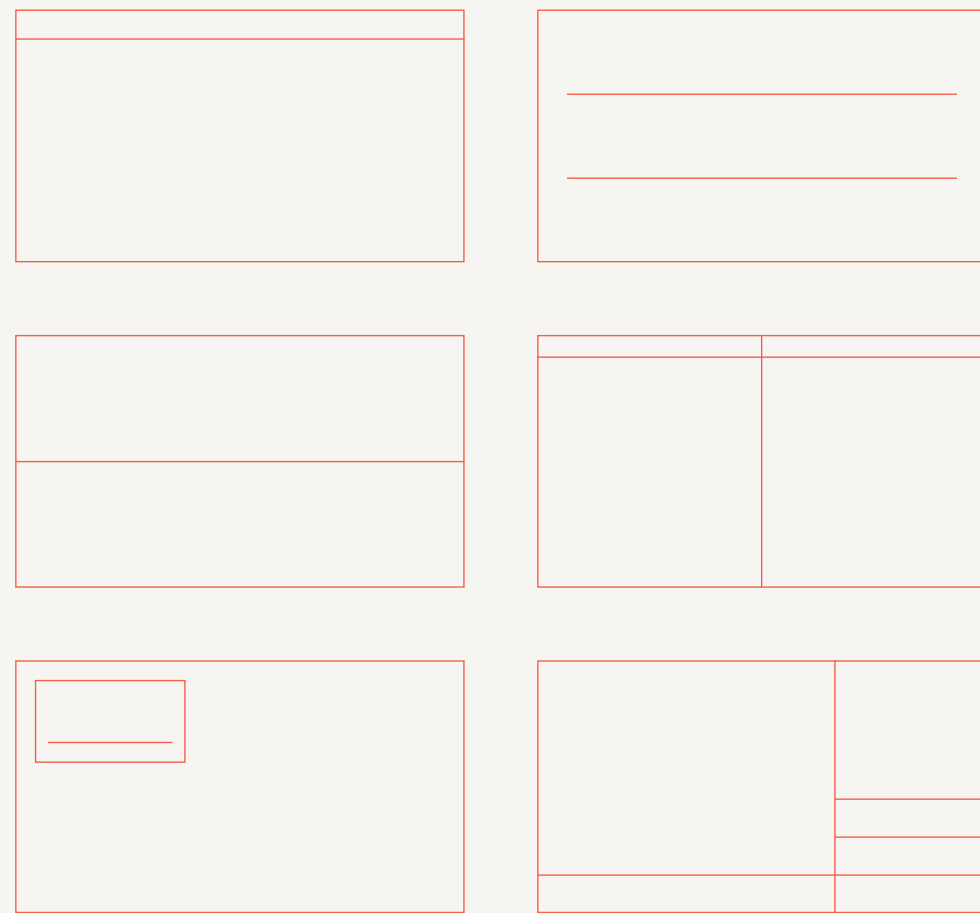
Advising a client in person

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:



Partner program
Usage



Gusto Pro offers powerful tools for accountants.

gusto.com/partners

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

gusto



Partner program Usage

People Advisory

Payroll, benefits, people ops

New smart dashboard

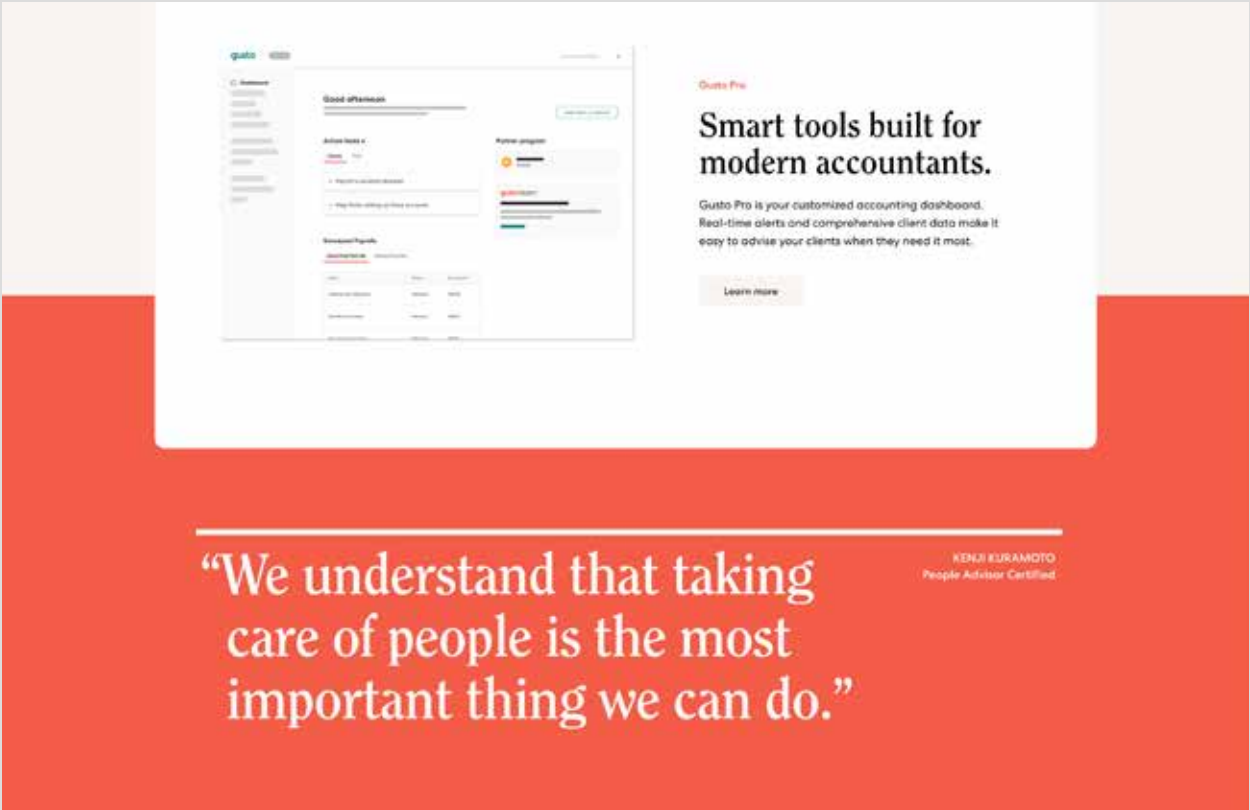
Smart tools built for modern accountants

The more you grow, the more you get.

As a Gusto partner, you'll get rewards like dedicated support, free payroll for your firm, revenue share, and perks to pass along to your clients.

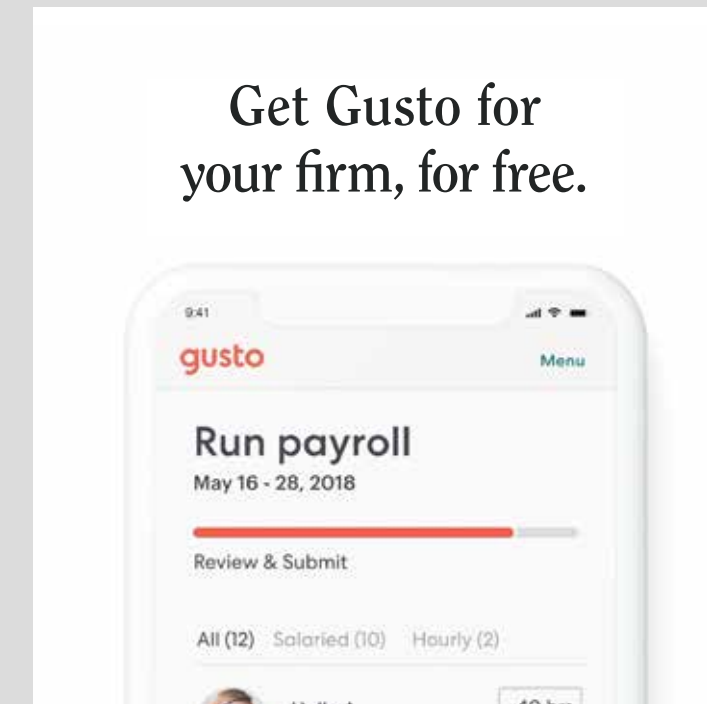
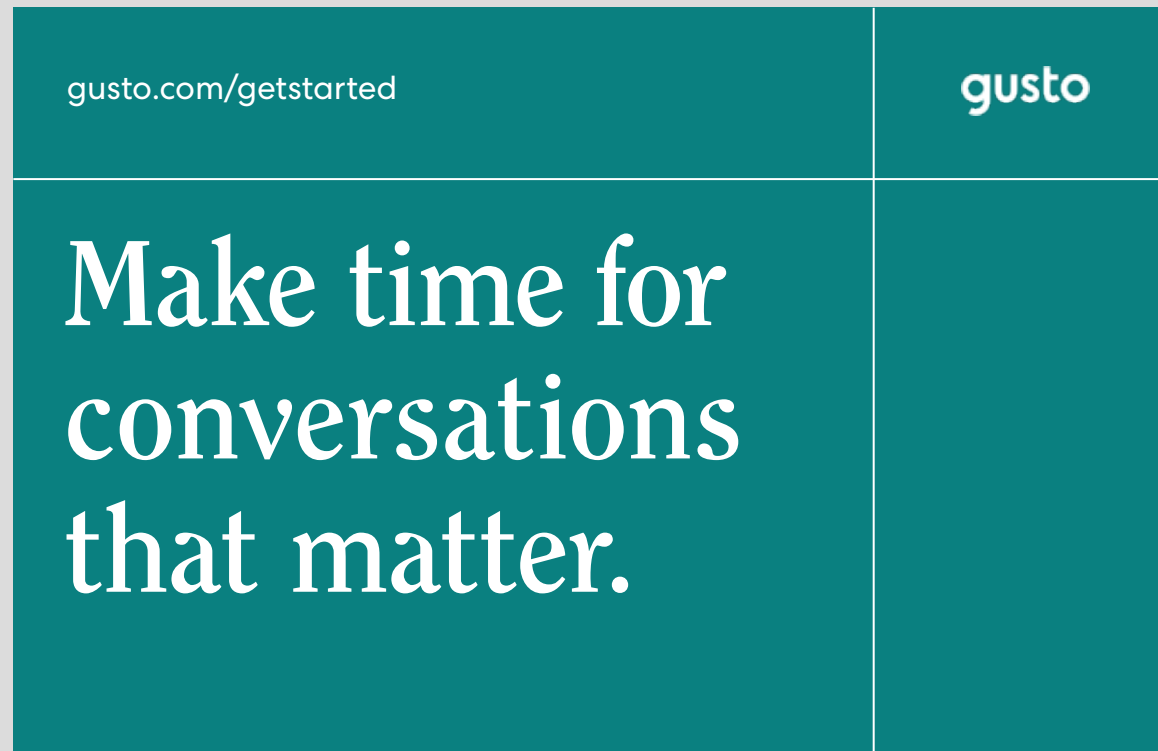
1-2 clients <small>Starter</small>	3-14 clients <small>Bronze</small>	15-49 clients <small>Silver</small>	50+ clients <small>Gold</small>
<ul style="list-style-type: none">Free Gusto Complete payroll and HR Tools for your firmDedicated account representative1-month free trial for your clientsEasy-to-use Gusto account dashboard and referral toolsFlexible payment options for you and your clientsFree Gusto information and marketing collateral	<ul style="list-style-type: none">Everything in Starter, plus:Gusto partner badges to add to your websiteGet clients with a featured Partner Directory listing10% discount on Gusto services to pass along or keep as revenue share	<ul style="list-style-type: none">Everything in Starter, plus:Gusto partner badges to add to your websiteGet clients with a featured Partner Directory listingVIP support for your team15% discount on Gusto services to pass along or keep as revenue share	<ul style="list-style-type: none">Everything in Starter, plus:Gusto partner badges to add to your websiteGet clients with a featured Partner Directory listingVIP support for your team20% discount on Gusto services to pass along or keep as revenue share

Partner program
Usage



People Platform +
Accountants
= People Advisory

Partner program
Usage



Contact

If you have any questions regarding our brand please contact:

brand-studio@gusto.com
[#brand-studio](https://twitter.com/brand-studio)

