

**Brand Visual  
Identity  
Guidelines  
V.01**



**motivosity**

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# Intent of this Guide

The Motivosity visual identity guidelines have been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the Motivosity brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation. What we strive for is a coordinated, consistent, and effective brand presence in everything we create.

If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized

- like business cards, letterhead, and envelopes - these are not intended as the focus of this guide. Instead, it is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Motivosity brand, every time.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our Design Team at [marketing@motivosity.com](mailto:marketing@motivosity.com).

# Using our brand materials

When it comes to our brand and our reputation, we maintain strict control over it.

We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way. The approval process for materials and implementations of our brand will vary.

Please contact an authorized Motivosity representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

**“Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”**

**– Sir Richard Branson**

# About Us

Life is short and we spend a lot of our waking hours in the office. We think that life at work can and should be just as meaningful, satisfying, and enjoyable as life off the clock.

From our design of the world's best employee recognition and feedback software, to the way we've coached our customers to build amazing cultures – everything we do is designed around helping people be happier at work.

Once there was a CEO (Scott Johnson, founder and CEO of Workfront) that couldn't believe how easy it was for managers everywhere to get overly focused on results and underly focused on taking care of people.

Fortunately for the world, that guy had spent 15 years figuring out how

to make work more meaningful. Double bonus was that he was a software tech entrepreneur who had already built a large enterprise software company and was totally capable of making the best workforce engagement solution the enterprise had ever seen... and he started waking up in the middle of the night bugged by the fact that great people everywhere are not super happy about what they do or who they do it for.

That was in 2013. Today, Motivosity is driving amazing results for companies across the world.

# Mission

At Motivosity our mission statement is simple, straight to the point and it's at the core of why we do what we do.

**“Helping people be happier at work.”**

Simple right?

# Core Values

## Love What You Do

This value applies to all our employees. When we love what we do, it makes work so much more enjoyable.



## Serve Always

We serve always. In every situation we encounter, we do our very best to serve those around us.

## Stay Young

Saying young is at the core of what we do. This means we have fun inside and outside of work.





# Brand Logo



# motivosity

Name, company logo, colors, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). The logo

should be always produced from the master artwork.

The use of the symbol alone should be used sparingly. Most common places the symbol is used is the website, company swag, event branding and other approved assets.





Primary Logo



Secondary Logo

Minimum Size



1in. | 70px

Minimum Size



1in. | 70px



1in. | 70px





DO NOT change the logo's  
orientation or rotation



DO NOT disproportionately  
scale the logo



DO NOT change the logo's  
colors



DO NOT display the logo in a  
different configuration



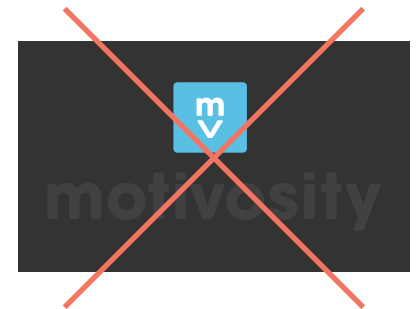
DO NOT attempt to recreate  
the logo



DO NOT add special effects to  
the logo



DO NOT display the  
logo as an outline



DO NOT display the logo with  
limited legibility

# Brand Colors

Our company colors are clean and modern, expressing who we are. Pantone 2985C is the main color of the Motivosity identity so it has the strongest presence on our brand.

Pantone 2150C complement with dark blue color, creating balance and making the palette more distinctive and sophisticated.

Alternative colors should not be introduced into the system, or they would reduce the impact of our color palette.

The Motivosity logotype can be produced only from these colors. Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color.

You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

**Primary Blue**  
**MV Blue**



**PANTONE**  
**2985 C**

**CMYK**  
**58, 5, 4, 0**

**RGB**  
**88, 191, 228**

**HEX**  
**56BFE3**

**MV Dark**



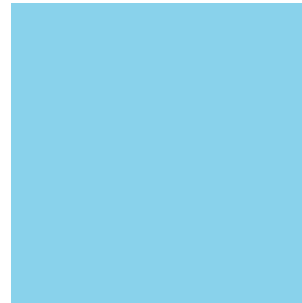
**PANTONE**  
**549 C**

**CMYK**  
**71, 26, 20, 0**

**RGB**  
**70, 153, 182**

**HEX**  
**4699B6**

**MV Light**



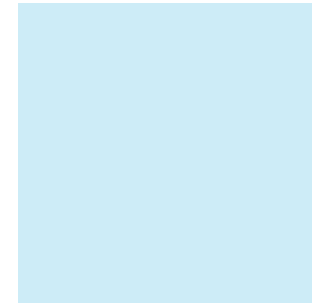
**PANTONE**  
**Blue 0821 C**

**CMYK**  
**42, 1, 5, 0**

**RGB**  
**137, 210, 235**

**HEX**  
**89D2EB**

**MV Highlight**



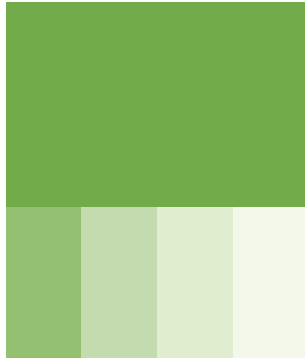
**PANTONE**  
**290 C**

**CMYK**  
**18, 0, 2, 0**

**RGB**  
**205, 236, 247**

**HEX**  
**CDEC F7**

**Connect Green**

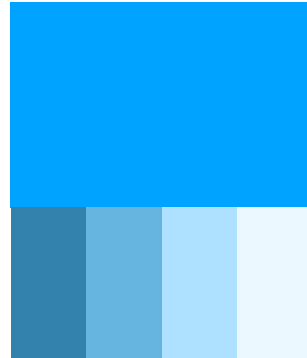


CMYK  
**62, 12, 96, 1**

RGB  
**114, 171, 74**

HEX  
**72AB4A**

**Recognize Blue**

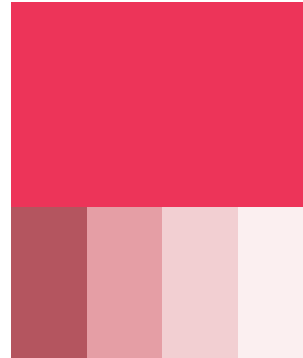


CMYK  
**68, 27, 0, 0**

RGB  
**0, 163, 255**

HEX  
**00A3FF**

**Lead Red**

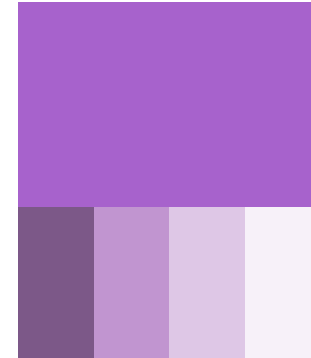


CMYK  
**0, 93, 55, 0**

RGB  
**237, 52, 89**

HEX  
**ED3459**

**Listen Purple**



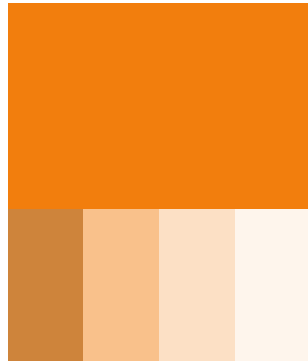
CMYK  
**44, 70, 0, 0**

RGB  
**167, 98, 204**

HEX  
**A762CC**



**Orange**

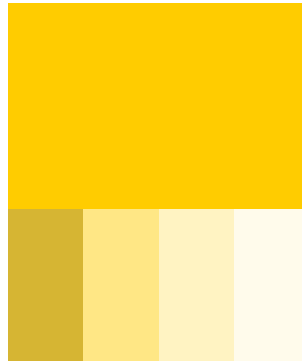


CMYK  
**1, 62, 100, 0**

RGB  
**242, 126, 13**

HEX  
**F27E0D**

**Yellow**

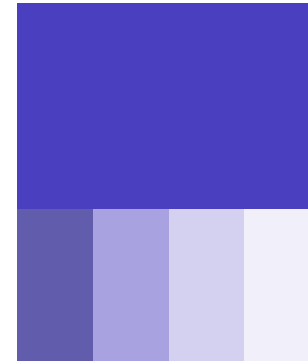


CMYK  
**0, 19, 100, 0**

RGB  
**255, 204, 0**

HEX  
**FFCC00**

**Indigo**



CMYK  
**81, 80, 0, 0**

RGB  
**74, 64, 191**

HEX  
**440BF**

# Typography

## Roboto

The quick brown fox  
jumps over the lazy  
dog.

Thin  
*Thin Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Bold  
*Bold Italic*  
Black  
*Black Italic*

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The selected font is Roboto.

**A**

# **ROBOTO BY CHRISTIAN ROBERTSON**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**The quick brown fox jumps over the lazy dog**  
**The quick brown fox jumps over the lazy dog**  
**The quick brown fox jumps over the lazy dog**

INTRODUCTION

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# One minute into the future to be exact.

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Why is she gonna get angry with you? I think we need a rematch. The appropriate question is, weren't the hell are they. Einstein has just become the world's first time traveler. I sent him into the future. One minute into the future to be exact. And at exactly 1:21 a.m. we should cat h up with him and the time machine. Okay, alright, I'll prove it to you. Look at my driver's license, expires 1987. Look at my birthday, for crying out load I haven't even been born yet. And, look at this picture, my brother, my sister, and me. Look at the sweatshirt, Doc, class of 1984. I have to tell you about the future.

## SUBHEADER

Font: Roboto  
Weight: Black  
Size: 10pt

Color: #777777  
Tracking: 100  
Case: All Caps

## HEADING

Font: Roboto  
Weight: Black  
Size: 30pt

Color: #424242  
Tracking: 0  
Leading: 35pt

## HEADING

Font: Roboto  
Weight: Regular  
Size: 10pt

Color: #777777  
Tracking: 0  
Leading: 16pt

## We already have MV and #ThanksMatters. Why did Motivosity create a Yeti mascot?

Company culture can be messy. It means different things to different people. Your team members are likely making culture requests but maybe that doesn't line up with what the Executive team sees as a priority.

Unhappy employees impact your customers. It's expensive when they leave the organization. Sometimes it's even worse when they stay.

We knew a guide would be helpful for our friends in HR that are anxious to tackle company culture head on. We wanted someone who knows how to solve culture once and for all, and not just with more snacks in the break room.

Carl Yeti was the mascot for the job.

### Please Note:

Carl Yeti should not be modified or changed in any way. Carl is a male yeti with white fur and blue skin. His appearance should not be altered in any way. The shape of his body should not be changed. The colors should not be changed. The asset files are rigged as a puppet and should always stay true to the body proportions and should not be moved around unless it is in a "normal" body position.



**Carl Yeti**  
Motivosity Mascot

# Visual Style



Every brand needs a visual style guide.

A brand's visual style is a set of design principles and rules that work to create consistent visual messaging. It applies to everything the brand distributes, from the website design to print collateral to advertising and even social media. A visual style guide sets the visual tone of a brand, so that anyone with access to it can jump in and design something that matches what customers and fans are accustomed to. The following pages represent the idea of the visual style Motivosity uses to keep branding consistent across all assets.





Products Pricing Company Resources

(801) 758-7188 Login

Get a Demo

# Good companies give rewards. Great companies don't stop there.

If you're looking for a rewards and recognition program that goes above and beyond to build the culture of your dreams...Hi! We're Motivosity! — a modern employee engagement software that does more than just rewards.

Enter your email address

Get a Demo

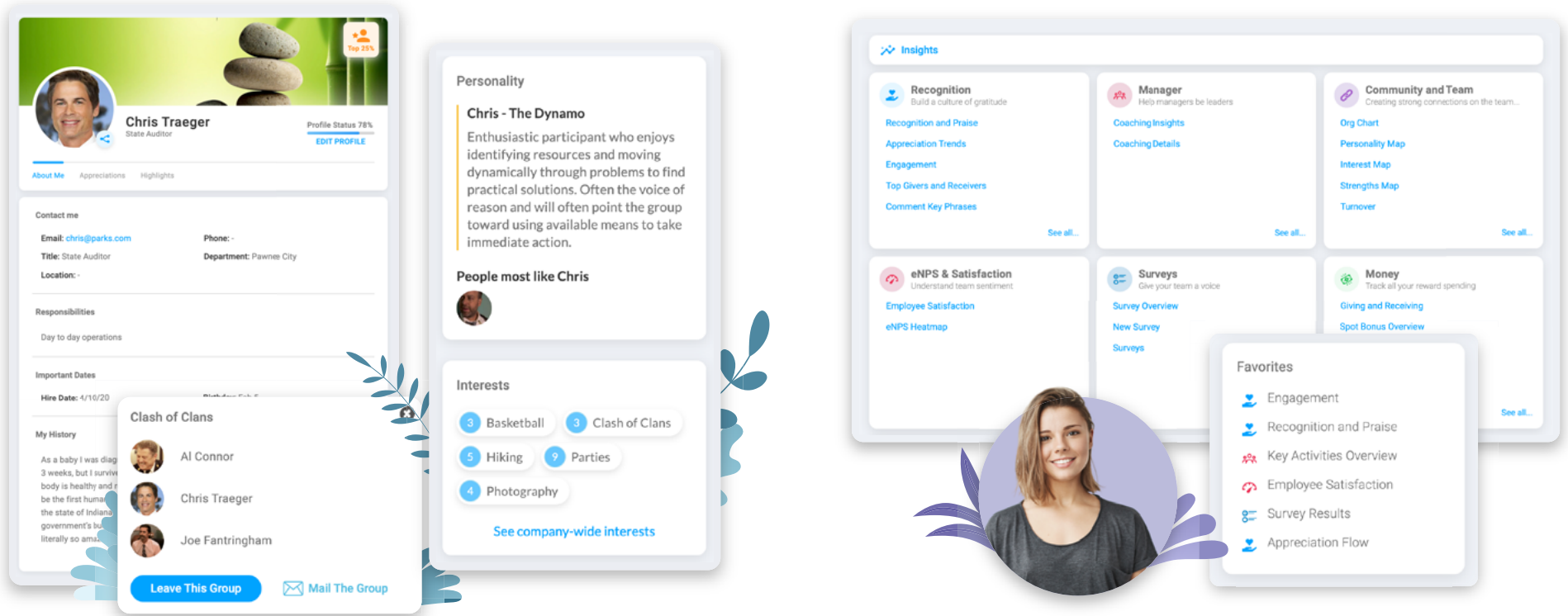


CROWD Capterra COMPARABLY Google

Based on 2,000+ Reviews







# Contact



Should you need any further information,  
please do not hesitate to contact us.

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**motivosity**