shiftie

Scheduling made simple.

Brand
Guidelines

January 2023

Shiftie brand guidelines

Visual Identity

Prefered size 64px

shiftie

Prefered minimum size 30px

shiftie

Prefered minimum size for logo 20px

shiftie

Primary Logo Suite

Preferred option is the primary logo with icon. Including white on a gradient background. Icon can be used alone, white or black.Do NOT alter the logo in anyway or try to recreate.

NB: Icon Drop shadow: X0 | Y3 | B6

Logo - mark/icon	Horizontal Lockup	Vertical Lockup

Download all shiftie logos: Colour mode: Mono, White, RGB, CMYK Formats: PNG, SVG, AI and JPEG

https://websitevision7.sharepoint.com/:f:/r/sites/WebsiteVision/Shared%20Documents/Shiftie/DESIGN/Assets?csf=1&web=1&e=KagUSj

Logo Suite for Dark Backgrounds

Logo - mark

Horizontal Lockup

Vertical Lockup

Secondary Logo with strap-line
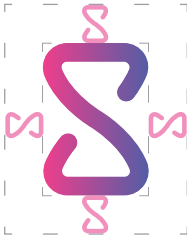
Horizontal Lockup

Vertical Lockup

Minimum Clearspace

Wherever the logo appears, make sure there's clearspace around it equivalent to the icon illustrated below.

Logo - 20mm

Clear space should be equal to
25% of full size icon used

Horizontal Lockup - 20mm high

Vertical Lockup - 30mm high

Minimum size 20px

Minimum size - 30px high

Minimum size - 40px high

Primary Colour Palette

The Shiftie primary colour palette should be applied to all logos or content, including stickers, signs, out of home advertising, etc.

Use of colour should vary depending on the surface or application, always striking a balance between optimism and sophistication.

Pantone matching

PANTONE
213 C

PANTONE
2726 C
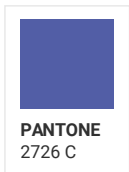
PRIMARY 1	#EC3F8C
	R.236 G.63 B.140
400	C.0 M.85 Y.5 K.0
50	#fbe4ef
100	#f6bcd8
200	#f190bd
300	#ee63a3
400	#EC3F8C
500	#ec1377
600	#da1373
700	#c3136c
800	#ad1267
900	#87105d

PRIMARY 2	#515EA6
	R.81 G.94 B.166
800	C.78 M.65 Y.1 K.0
50	#eaecf4
100	#c9cee5
200	#a6afd2
300	#848fc0
400	#6a76b2
500	#515ea6
600	#4a569c
700	#424b90
800	#3a4284
900	#2e316c

PRIMARY 1	#2C1841
	R.44 G.24 B.65
400	C.93 M.100 Y.38 K.47
50	#e8e7ee
100	#c6c3d6
200	#a19dba
300	#7f779d
400	#675b8a
500	#524077
600	#4b396f
700	#433064
800	#3b2758
900	#2C1841

Secondary Colours

#1A90FF
R.26 G.144 B.255
C.72 M.40 Y.0 K.0

#81BB5B
R.129 G.187 B.91
C.54 M.5 Y.85 K.0

Linear horizontal gradient

#515EA6
R.81 G.94 B.166
C.78 M.65 Y.1 K.0

#EC3F8C
R.236 G.63 B.140
C.0 M.85 Y.5 K.0

#ECB22D
R.236 G.178 B.45
C.7 M.31 Y.95 K.0

#F6384F
R.246 G.56 B.79
C.0 M.91 Y.64 K.0

#303030
R.48 G.48 B.48
C.70 M.64 Y.63 K.61

#AFAFAF
R.175 G.175 B.175
C.33 M.26 Y.26 K.0

Linear vertical gradient

#515EA6
R.81 G.94 B.166
C.78 M.65 Y.1 K.0

#EC3F8C
R.236 G.63 B.140
C.0 M.85 Y.5 K.0

#E8E8E8
R.232 G.232 B.232
C.8 M.6 Y.6 K.0

#FAFAFA
R.250 G.250 B.250
C.95 M.80 Y.49 K.61

Typography

Our primary typeface is Roboto font. (https://fonts.google.com/specimen/Roboto)
We use Caveat for Hand written style (https://fonts.google.com/specimen/Caveat)

Roboto

Hand written font style: Caveat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AaBbCcDdEeFf

Tone of Voice

Shiftie has been designed to be a friendly and accessible solution for shift software, so our tone of voice needs to reflect that. Our aim is to act as a partner for clients and our tone should be in line with how we'd interact with colleagues; mostly friendly and informative, with an element of humour.

As part of this, our tone should be fun and casual, using a smattering of dry and sarcastic humour to keep the customer engaged. Copy should never be too formal but it also shouldn't be flippant, especially when dealing with sensitive topics like billing, or when providing client support.

General Rules of Thumb

Use correct spelling and grammar: Shiftie's copy should always employ correct spelling and grammar, whether for in-app messages or external communications. Sloppy spelling and grammar make messages more difficult to understand, while also giving the impression that we don't care about our customers or the services that we provide. Always ask someone to proofread your copy before publishing it, and make sure that you use the Grammarly extension to check all text.

Use contractions

Typically we avoid using two words where one will do. Use 'won't' instead of 'will not', 'you'll' instead of 'you will', etc. This helps to keep Shiftie's tone approachable and to make our copy feel like we're speaking out loud. As part of this, we also drop words where they aren't necessary; for instance, use 'Sounds like' instead of 'It sounds like'.

Avoid exclamation marks

Shiftie! Does! Not! Use! Exclamation! Marks!
There are a few exceptions, but typically exclamation marks don't suit the dry tone we're going for; they come across as too excitable and try-hard. In the event that an exclamation mark is definitely completely, unquestionably merited then stick to just using the one.

Avoid giving offence

While we're happy to use sarcastic humour in our copy this should always be geared so that it doesn't offend. When writing copy for Shiftie you should avoid swearing. You should also avoid referencing religion, race, sex, gender, political beliefs, or other potentially sensitive topics. Our aim is to bring an element of light-heartedness to the brand, not to upset anyone.

Tone of Voice

Client Support

Chat: When talking to customers via chat support your tone should be relaxed, friendly, and helpful. Steer clear of coming across as flippant or overly familiar, though. 'Hi' is great, 'Yo' is not. You should also take into account the way in which the customer is talking to you; if they're using more formal language or making a complaint then your tone should become more serious to reflect this.

Emojis can be used in chat, but should be employed sparingly. You should avoid using them in every message, or sending more than one per message, and they should only be used to reinforce positive messages. When in doubt, for instance if the customer isn't using them or the conversation topic is serious, avoid using them at all.
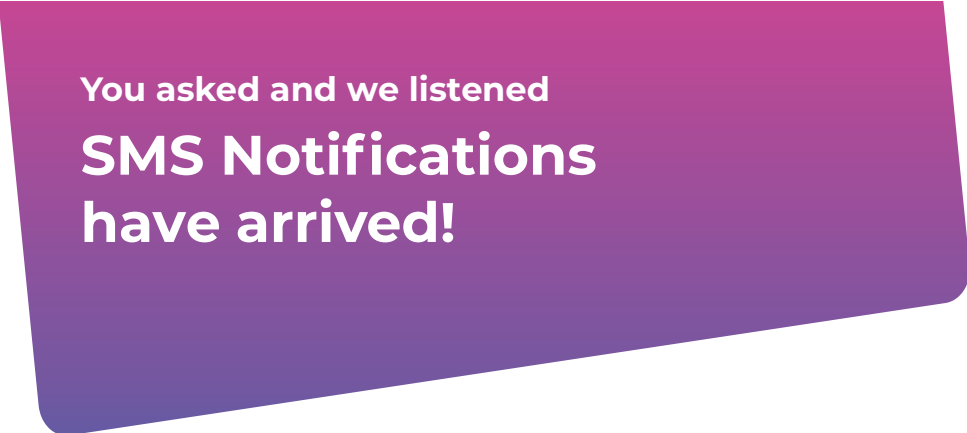
Generally, the appropriate emojis to use will be :smile:, :relaxed:, :raised_hands:, and :thumbsup:. If you aren't certain if an emoji is appropriate then avoid using it.

Email: When talking to customers via email your tone should be relaxed, friendly, and helpful. Steer clear of coming across as flippant or overly familiar, though. 'Hi' is great, 'Yo' is not. You should also take into account the way in which the customer is talking to you; if they're using more formal language or making a complaint then your tone should become more serious to reflect this.

For emails you should always write in full sentences, address the customer by name, and sign off properly. Emojis shouldn't be used in emails.

Phone: When talking to customers via email your tone should be relaxed, friendly, and helpful. It should be clear to the client that you care about their issue and are taking it seriously.

Example

You asked and we listened
SMS Notifications have arrived!

Tone of Voice

Confirmation Modals

Confirmation modals should be kept short and sweet, confirming to the client what they're about to agree to and making sure that they're certain it's the right decision. They can be light-hearted if the decision isn't too serious and if you can think of something appropriately amusing to say, but don't need to be.

Fallback Text

Fallback text is a good opportunity for the lighter side of Shiftie to come out. Sarcasm and light-heartedness is welcome here, provided it accompanies a clear call to action to show the user how to add content.

Notification Emails

Notification emails should be kept brief, with functional language so that the user can quickly and easily understand what they're being told and then move on to take action as needed.

Social Media

Social media posts should always be kept light with a smattering of sarcasm. This is an opportunity for us to talk directly to current and prospective clients and to show them why they should use us, so the tone should emphasise our position as a friendly, down-to-earth, solution. Links to useful articles and feature explanations are appropriate here; the aim is to show that we want to help and that we understand clients' struggles.

Toast Notifications

Toast notifications should be functional and brief, ideally no more than a short sentence.

Tooltips

Tooltips should be primarily functional, prioritising brevity over wit although light-heartedness can sometimes be appropriate if there's room. Light-hearted if there's room, but prioritise usefulness

User Guide

The introduction to a user guide article is a good opportunity to be light-hearted while explaining what the feature in question does, but the instructions themselves should always be purely functional to ensure that the user clearly understands how to use the system.

Website Articles

Website articles are an opportunity to help the reader, whether with information about our feature set or guidance on how to tackle issues that they may be facing. As such, they should be light-hearted but informative, focusing more on the content than on unnecessary humour.

Website Copy

Website copy should embody Shiftie's tone, reflecting our position as a friendly, easy-to-use, modern solution. Copy should be casual and light-hearted, with plenty of sarcastic humour mixed in with an understanding of the problems that clients may be trying to resolve.

Elements

ICONS

Elements used on print material and digital promotion - Line Awesome

https://icons8.com/line-awesome

Elements

Full vertical gradient background.
Slanted header for promotion material.
Transparent Border at 30% white.

You asked and we listened
SMS Notifications
have arrived!

You've been assigned 2 shifts

between 19th - 24th May 2022

shiftie

Scheduling made simple.

Contact:
XXXXXXXXXXXXXX
XXXXXXXXX