BenefitsApp
2021 Style Guide

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Color Palette

Core Brand Colors
The BenefitsApp color palette comes from the original creation of the company as Atlantic-MobileApps and has been consistent throughout the growth of the company.

Blue is the primary brand color and the lime is only used as a "pop" of color and can be used to show significance.

Secondary Greyscale Colors
Greyscale colors primarily used for copy but can be used to create sections within media as color block backgrounds to create "breaks" in information for best user experience.

For Web:
R:19 G:76 B:144

For Print:
C:99 M:79 Y:14 K:2

Hex Code: #134c90

For Web:
R:241 G:241 B:241

For Print:
C:4 M:3 Y:3 K:0

Hex Code: #f1f1f1

For Web:
R:141 G:198 B:65

For Print:
C:50 M:1 Y:98 K:0

Hex Code: #8dc641

For Web:
R:135 G:137 B:137

For Print:
C:50 M:40 Y:41 K:4

Hex Code: #878989

For Web:
R:255 G:255 B:255

For Print:
C:0 M:0 Y:0 K:0

Hex Code: #ffffff

For Web:
R:85 G:85 B:86

For Print:
C:64 M:56 Y:55 K:30

Hex Code: #555656
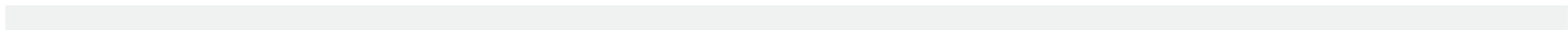
BenefitsApp Logo

Full Color Logo
The BenefitsApp full color logo is informed from the color palette, and is used in most instances.

The full logo lockup consists of the "Kiwi" logo mark accompanied by the "BenefitsApp" logo type.

All Black & White Versions
The all black version of the logo is to be used for black and white only print documents.

The all white version of the logo is to be used on colored backgrounds, or on featured images where high visibility is necessary or the logo would get lost.

The Kiwi

The Kiwi logo mark is used on most BenefitsApp media when there isn't a need for the full logo lockup. The Kiwi can be placed on feature images, on solid backgrounds. It is placed on the upper or lower left corner of the graphic, feature image, etc...

Taglines

BenefitsApp taglines are used across communications materials to keep the brand messaging consistent.

Choose the brand tagline that holds most relevancy to the message you are trying to portray in your communication.

Taglines are to be used when needed and are not necessary for all communications but can be incorporated at designer's disposal.

1 Benefits Made Mobile,
Are Benefits Made Easy.

2 Know Your Benefits,
Wherever You Are.

3 Keep Your Benefits,
In Your Back Pocket.

Brand Typeface: Montserrat

Primary Typeface - Montserrat
Montserrat is our brands primary typeface, it is a clean sans serif that we use in all brand materials.

Montserrat is a google font that is free for download here:
https://fonts.google.com/specimen/Montserrat

Typeface Weight Use Description
We use the different weights of the typeface graphically in our marketing materials.

See Next page for font weight herierarchy. use cases, & examples.

Montserrat Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ? ! ' @ $ &

Montserrat Semi-Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ? ! ' @ $ &

Montserrat Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ? ! ' @ $ &

Typography

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all BenefitsApp communications.

Header
Montserrat Bold — 35-50 pt
Do not use the "." punctuation in headlines, "!""?" can be used. Capitalize all words in headline. The first line of a headline will be bold, if there is a second line use regular font weight. Keep leading tight on headlines, typically 2-3 pts tighter (see examples)

Subhead
Montserrat Bold — 16-24 pt

Body Copy
Montserrat Regular — 12-14 pt
Arial Regular — 12- 14 pt

On white background

This Is A Headline
Second Line Is Regular Weight
This is a subheadline, we use puctuation here.

Lorem ipsum body copy, body copy will never be black. We use the dark grey from the color palette. Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo con-sequat.

Blue

Grey

On blue background - all copy is white

This Is A Headline
Second Line Is Regular Weight
This is a subheadline, we use puctuation here.

Lorem ipsum body copy, body copy will never be black. We use the dark grey from the color palette. Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo con-sequat.

White

Imagery

Phones

Office

Business

Image Groups

Use the following image group explanations as a guide to how you will choose imagery. Adhering to these groups will ensure a consistent style across all BenefitsApp communications.

1. Phone Centric
This group is to be used when you are talking to the end user. Showing happy faces looking at their phones, images that give the illusion that the end user is looking at their phone, or just a phone in someone's hand are all appropriate. These images are for **demonstrative and educational** communications.

2. Office Settings
This group is to be used when you are talking to the HR professional. These images are to be used for **sales** communications.

3. Business/ Partnership
This group is to be used when making business related announcements such as; new partnerships, new clients, etc...

Color Overlays

Color Overlays
Always place a colored overlay over images in media to allow the copy to stand out.

Color overlays can be applied at 45%, 55%, or 65% opacity, depending on need for legibility.

The color of the overlay is not specific to different types of communication or media. Use best judgement to choose which color from the BeneiftsApp color palette for overlay based on feature images coloring & tones.

Original

Original

Original

White Overlay 45%

Blue Overlay 45%
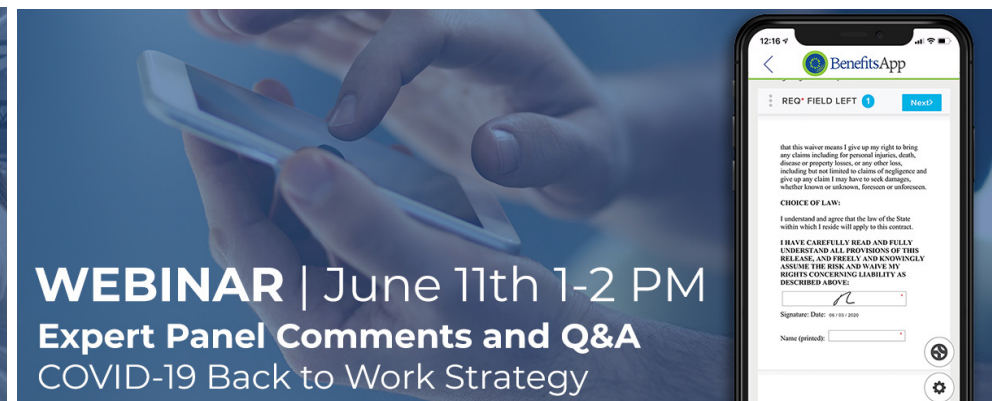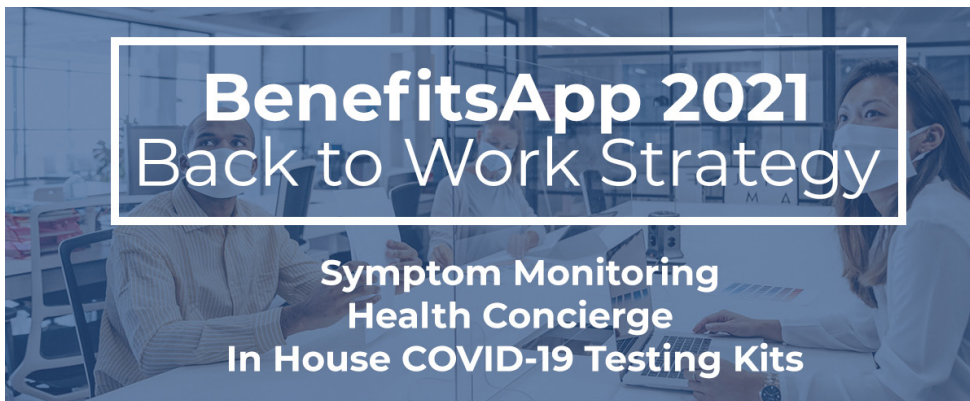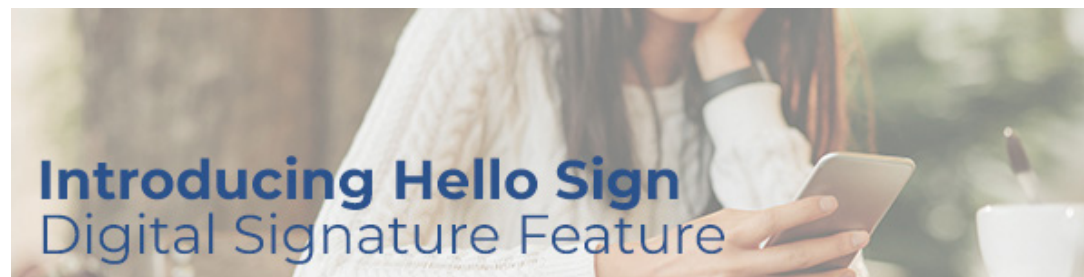
Light Grey Overlay 65%

Type Placement on Images

Type placement on an image is typically on the lower right corner of the image with left aligned type.

There are some instances where type on an image can be centered within the image with center alignment.

This is typically used for promotions, webinar invitations, and other announcements, use personal discretion.

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BenefitsApp 2021
Back to Work Strategy

Symptom Monitoring
Health Concierge
In House COVID-19 Testing Kits

Email sales@benefitsapp.com
or call (800) 631-9268 for more information

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WEBINAR | June 11th 1-2 PM
Expert Panel Comments and Q&A
COVID-19 Back to Work Strategy

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