Brand Guidelines

Updated **2023 Jul 11**

Introduction

These guidelines tell the story of the Spritz brand and describe the proper use of the visual elements that identify our company.

We are committed to presenting a unified and consistent visual representation of who we are.

If you have any questions, please contact our team at design@spritz.finance

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the spritz brand

Our Story

The Spritz Brand

Spritz was founded by Christopher Sheehan in 2021 as a platform that provides real world financial utility for users of decentralized finance. It exists to answer today's DeFi users' dream of dropping their traditional bank account entirely and make DeFi the operating system of their financial lives, in which their financial activities are programmable, fast, and available to all.

The name Spritz evokes visions of refreshment, relaxation, and delight. This aperitivo energy is the essence of the Spritz brand.

Paying bills with crypto can be a dull and daunting task. Spritz aims to bring joy, accessibility, and simplicity to its systems, relationships, and culture, both internally - within the Spritz team - and externally - throughout Spritz products and community.

Mission and Values

The Spritz Brand

Mission Statement

Spritz enables everyday financial tasks like bill pay directly from your wallet.

Brand Values

We are here to help everyone take control of their financial future. Spritz is for people of all levels of engagement with decentralized finance - from those who are learning about crypto for the first time, to investors with extensive experience.

We prioritize diversity, equity, and inclusivity within the Spritz team, community, and broader audience. Spritz welcomes people of all backgrounds, experiences, and identities.

We provide transparency and guidance to create a comfortable and secure environment for all people interacting with the Spritz brand.

Brand Voice

The Spritz Brand

All communication, content, marketing collateral, and visual style should reflect that Spritz is:

Inclusive and Accessible - Present information in a straightforward, uncomplicated way. Use universal language and terminology that can be understood by a broad audience and allows for participation from everyone.

Transparent and Trustworthy - Demonstrate that Spritz is sincere and reliable. Provide insight as to why information is collected and how it will be used.

Exciting and Empowering - Whether someone is here to take control of their personal finances, explore the crypto ecosystem for the first time, or to incorporate a new financial tool into their existing strategy, having agency over your financial decisions is something to be celebrated.

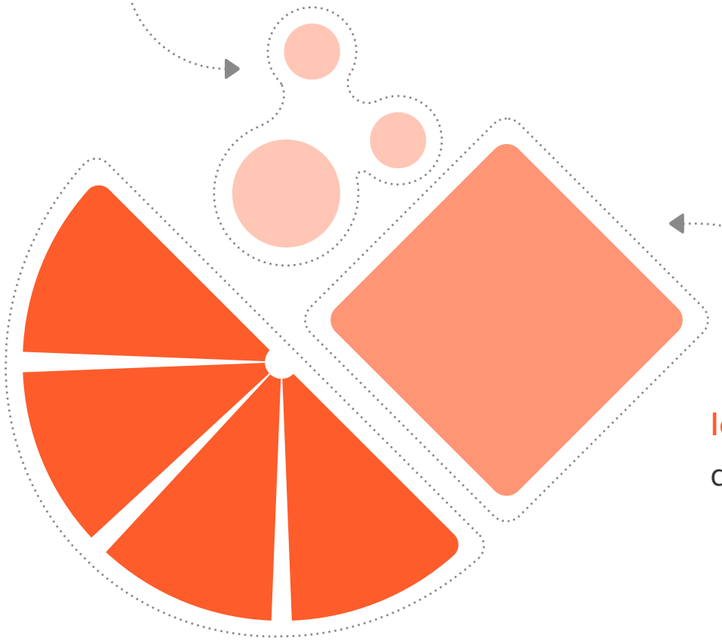
Friendly and Fun - Remember that we are humans communicating with other humans. Let's have fun and make some new friends.

logo

Logomark

Logo

Bubbles for playfulness and joy.

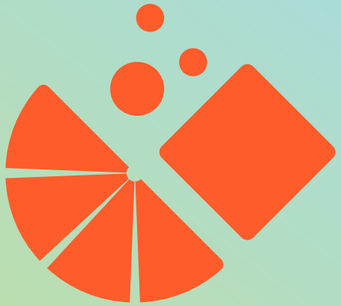


Ice cube for transparency and integrity.

Orange for energy and innovation.

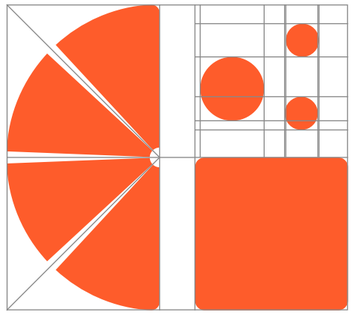
Logomark

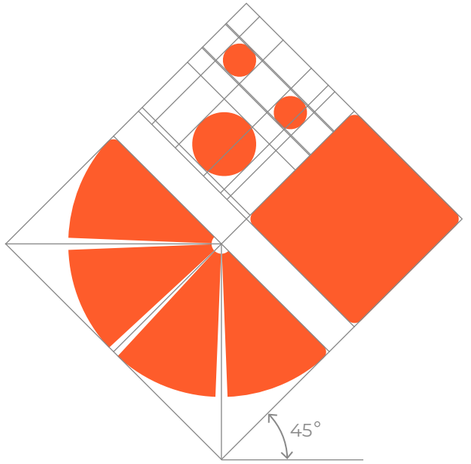
Logo

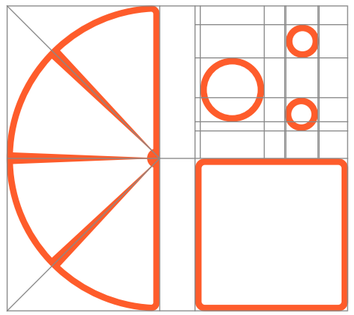


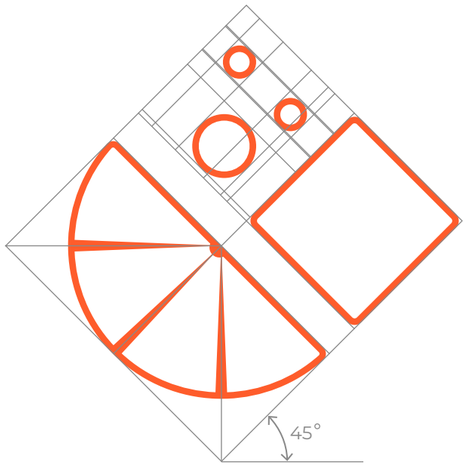
Logomark

Logo







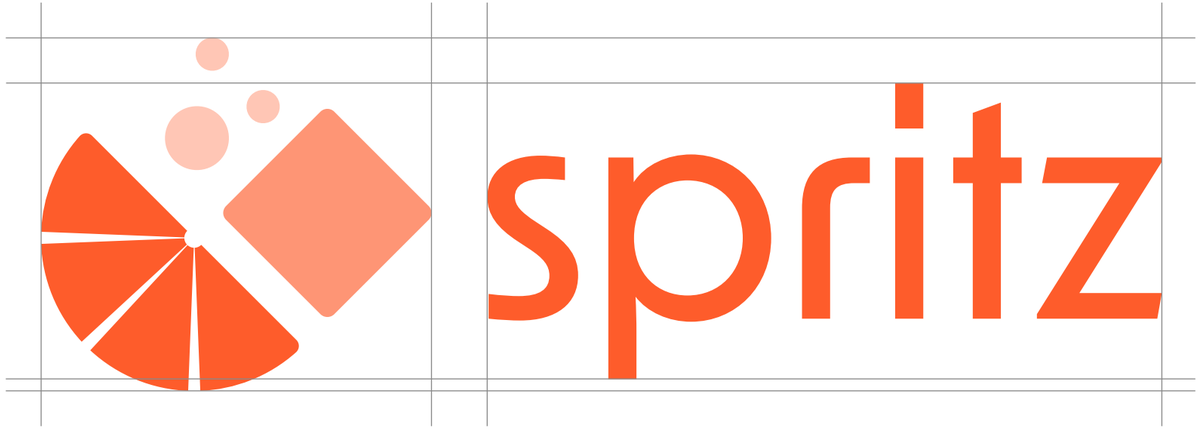


Primary Logo

Logo

Primary Logo

Logo



The logotype font is Adobe font - New Order Medium.

Clear Space

Logo

The recommended minimum space surrounding the primary logo is half the height of the logomark.

This padding should be applied whenever the logo is used in order to give it proper breathing room relative to its surroundings.

Usage Guidelines

Logo

- Use only the official Spritz logos provided in the media kit on the Spritz website.
- Do not modify, alter, distort, rotate, or obstruct the Spritz logos.
- Do not adjust or change the colors of the Spritz logos.
- Do not apply any effects such as shadows, blurs, textures, etc. to the Spritz logos.
- Solid color logos can be placed on solid color, multi-color, or textured/printed backgrounds.
- Tri-color logos can be placed on solid backgrounds only.

Usage Guidelines

Logo

color

Brand Colors

Color

HEX# FE5C2B

HEX# FE9575

HEX# FFC6B5

HEX# FFF2E2

HEX# EFF3FF

HEX# E7FAF4

HEX# F2FFDC

HEX# 0081A0

HEX# 00AACF

HEX# 0DC3CA

HEX# 333333

HEX# 474747

HEX# 5C5C5C

HEX# 858585

HEX# D6D6D6

HEX# EBEBEB

Ocean Gradient

Sunset Gradient

Semantic Colors

Color

HEX# E6F8F7	HEX# 00A0AA	HEX# 15808E
HEX# FFF2E2	HEX# F98F0C	HEX# DE7800
HEX# FFE8E8	HEX# EB5757	HEX# EB5757
HEX# EFF3FF	HEX# 6A84D9	HEX# 4F68B7

typeface

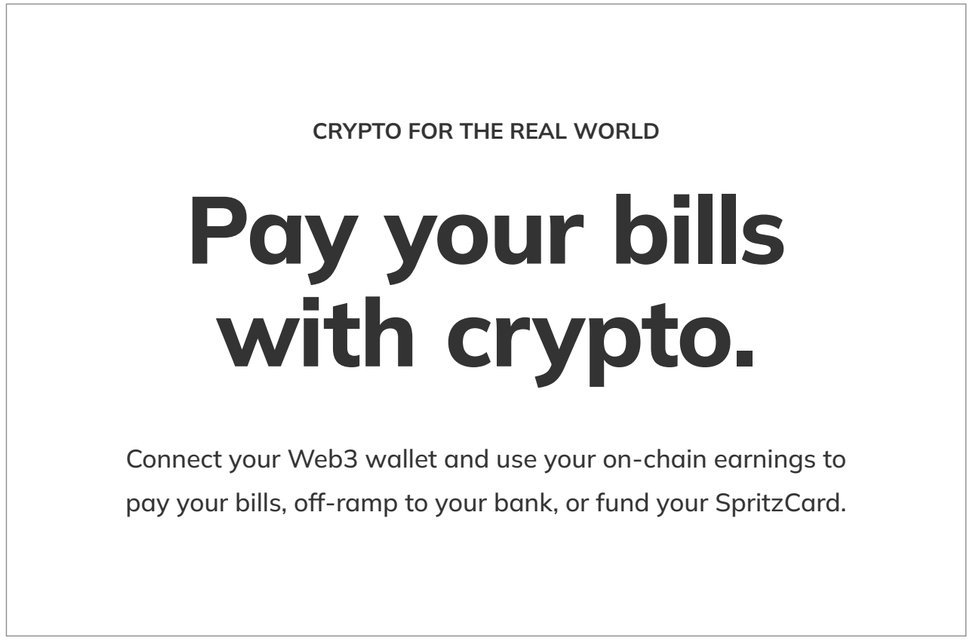
Fonts

Typeface

Mulish

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%?

Light
Regular
Medium
Semibold
Bold
Extra Bold
Black



This typeface should be used whenever possible on all print and digital media in order to maintain a consistent voice across all brand touchpoints.

Do not use the Extra Light style (not listed above). Use the Light style sparingly.

The Mulish font family can be downloaded from Google Fonts.

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