

BRAND GUIDELINES

WELCOME TO THE ROSTERLI
BRAND GUIDELINES.

THIS DOCUMENT IS YOUR ESSENTIAL
RESOURCE FOR UNDERSTANDING AND
IMPLEMENTING OUR BRAND'S VISUAL
LANGUAGE.

Inside, you'll find the core elements of our identity, from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

- 01. BRAND OVERVIEW
- 0.2 LOGO
- 03. COLORS
- 04. TYPOGRAPHY
- 05. CORPORATE ASSETS
- 06. THANK YOU

BRAND OVERVIEW

1.0

BRAND POSITIONING

PURPOSE	To empower teams, clubs, associations, nonprofits, and community organizations to spend less time managing operations and more time building stronger communities.
VISION	A world where every organization, regardless of size or budget, has access to modern, professional tools that help it thrive.
MISSION	To build the operating system for teams, clubs, and organizations by bringing websites, calendars, registration, communication, merchandise, and payments together in one simple, connected platform.

CORE VALUES

EMPOWERING

We build tools that give organizations the confidence and capability to achieve more with less effort.

DEPENDABLE

Organizations rely on us to keep their websites, communication, registrations, and operations running every day. Reliability is never optional.

SIMPLE

Powerful software shouldn't be complicated. We design intuitive experiences that reduce friction instead of creating it.

CONNECTED

Great organizations don't run on disconnected tools. We believe websites, calendars, registrations, communication, merchandise, and payments work

COMMUNITY FIRST

Every decision starts with the success of the organizations and people who depend on Rosterli. Their growth is our measure of success.

TONE OF VOICE

CLEAR AND PRACTICAL

Write with clarity and purpose. Use plain language, avoid jargon, and make complex tasks feel simple and approachable.

PROFESSIONAL AND FRIENDLY

Write with clarity and purpose. Use plain language, avoid jargon, and make complex tasks feel simple and approachable.

ENCOURAGING

Inspire confidence by focusing on possibilities and solutions. Celebrate the work organizations do without exaggeration or hype.

INCLUSIVE

Speak to teams, clubs, associations, nonprofits, and community organizations alike. Avoid language that assumes a single type of group or excludes others.

LOGO

2.0

LOGOMARK

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.



LOGOTYPE

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

rosterli



LOGO ON WHITE

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



LOGO ON PRIMARY

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



LOGO ON SECONDARY

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



MINIMUM SIZE

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.



LOGOMARK

Print: 50mm
Digital: 150px



LOGOTYPE

Print: 10mm
Digital: 50px



FULL LOGO

Print: 10mm
Digital: 50px

CLEARSPACE

Clearspace is the minimum protected area surrounding the logo. This "breathing room" must be kept free of any other visual elements to ensure the logo's prominence and impact.



LOGO BACKGROUNDS

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.



LOGO MISUSE

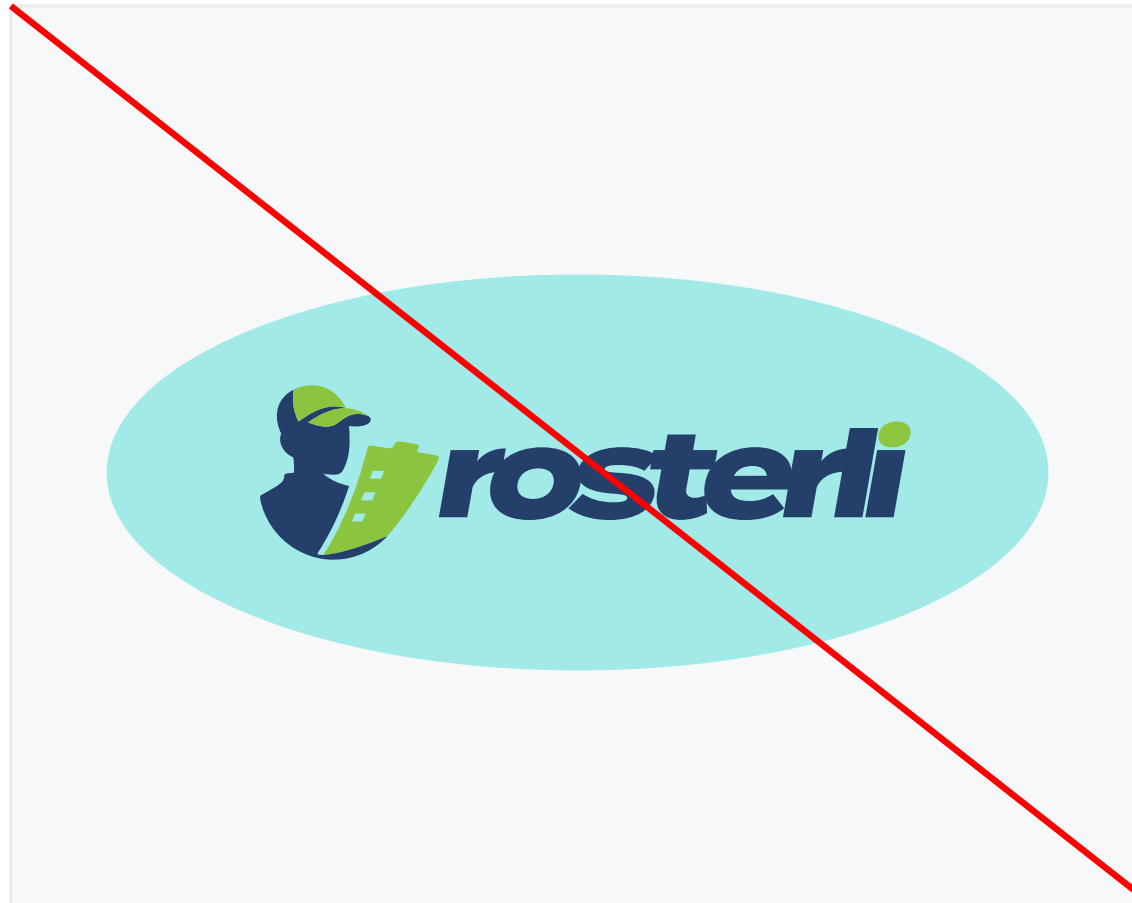
To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.



DO NOT STRETCH THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD CONTAINERS



DO NOT FLIP HORIZONTALLY



DO NOT FLIP VERTICALLY



DO NOT SHEAR THE LOGO

COLORS

3.0

COLOR PALETTE

Color is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary, secondary, and tertiary colors.

Primary colors form the foundation of our brand, while secondary and custom shades provide flexibility for a vibrant and dynamic visual language.

PRIMARY
HEX #25406b
RGB 37, 64, 107
CMYK 65, 40, 0, 58

SECONDARY
HEX #8dc63f
RGB 141, 198, 63
CMYK 29, 0, 68, 22

BLACK
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 0

WHITE
HEX #ffffff
RGB 250, 250, 250
CMYK 0, 0, 0, 0

TYPOGRAPHY

4.0

TYPEFACE

Our brand typeface is clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Typeface

HELVETICA NEUE

Glyphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+=;:'<>,./?

TYPE HIERARCHY

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Header: Helvetica Neue - Regular

KEEP IT SHORT & CATCHY

Sub-Header: Helvetica Neue - Medium

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH.

Body Text: Helvetica Neue - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Annotations: Helvetica Neue - Regular

Visit the website to learn more

Button: Helvetica Neue - Regular

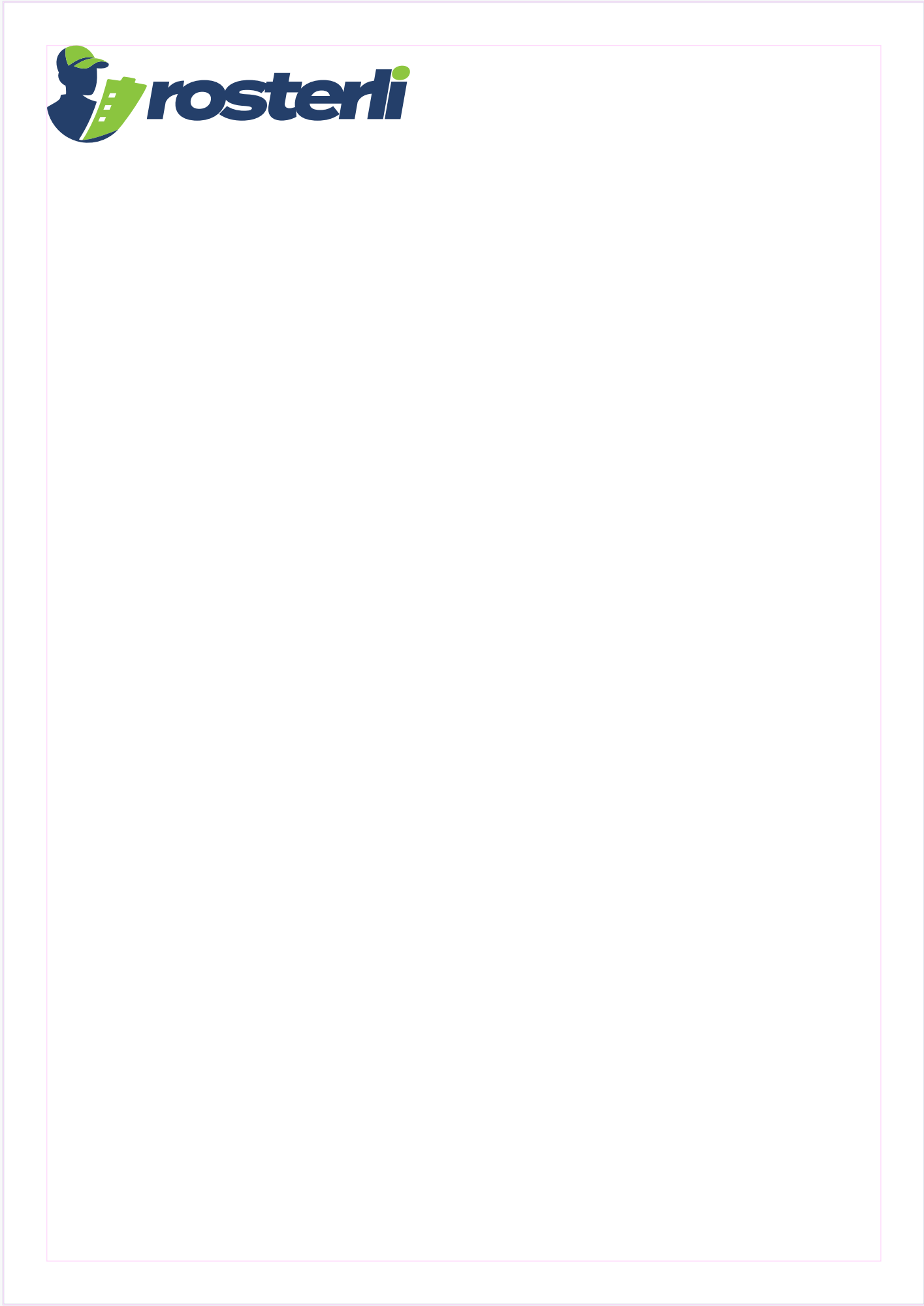
Learn more

CORPORATE ASSETS

5.0

LETTERHEAD & COVER

Use the official templates for all letterheads and document covers. This ensures professional communications are consistent and always on-brand.



BUSINESS CARD

Our business card is a key brand touchpoint. The design uses a clean layout and our core brand elements to make a professional and memorable impression.





THANK YOU