

Awardco **Brand Playbook**



Table of contents

01 Voice

Messaging
Tone
Standards

02 Logo

Full logo
Clear space
Medal
Color applications
Placement
Misuse
Minimum sizing
(print only)

03 Color

Primary colors
Shades and tints
Approved pairings
Color misuse
Color usage on
modules
Discouraged color
pairings in modules

04 Typography

Brand typeface
Headlines
Highlights
Supporting text
Typography in use
Fallback font

06 Brand imagery

Examples
Masking
Masking over color
Don't do this

07 Modules

Grid principles
Scale
Joining modules
Spacing
Flexibility
Rounded corners

08 Patterns

Base grid
Composition
Example

09 Design elements

Pixelar grid
Creation
Color application

Voice

01

Messaging

Awardco’s voice is value-driven, declarative, and approachable—intentionally designed to be helpful and human.

ELEVATOR PITCH

Awardco is employee rewards and recognition.

TAGLINE

Build culture. Incentivize performance. Power engagement.

BRIEF DESCRIPTION

Awardco's employee recognition platform builds culture, incentivizes performance, and powers modern engagement strategies. With the largest reward network in the world and the most customizable and flexible employee recognition solution in the industry, Awardco is the leader in employee recognition and rewards.

PRODUCT PILLARS

- Recognition
- Celebrations
- Incentives
- Benefits & Perks
- Rewards

Tone

Awardco works hard to strike the right tone to help us stand out. This is important for first impressions, thought leadership, and product clarity.

Be value-driven, benefit-focused, and succinct.

We talk about benefits, values, and emotions—tailored to our audience—before we talk about product features.

We keep it short and sweet without compromising value.

Be declarative, direct, and bold.

We're experts in our field without being know-it-alls.

We're accessible, relatable, and conversational without being flippant.

We treat everyone with respect, including our competitors.

Be positive, kind, and approachable.

We're experts at crafting a narrative.

We take complex ideas and make them easily understood.

We appreciate smart humor that's not arrogant, hurtful, or exclusionary.

Standards

Awardco has several important guidelines that must be followed to ensure a cohesive brand experience.

| | | | | | | | | | | |
|------------------|--|--|----------|------------------------|--------------|---------------------|-------------|---------|--------------|--------|
| CASE CONVENTIONS | <p>In writing, Awardco is always spelled Awardco. Though the wordmark is lower case, we use Awardco as a proper noun in content.</p> <p>Avoid AwardCo Award Co awardco</p> <p>All content, including headers and CTAs, is sentence casing.</p> | | | | | | | | | |
| Exceptions | <ul style="list-style-type: none">• Eyebrows are all caps (web content)• In a list form, title casing is appropriate | | | | | | | | | |
| Camel casing | <p>Several of our premium products are currently in camel case form. For standardization, they must remain so until we decide to have them otherwise.</p> <ul style="list-style-type: none">• MemoryBooks™• AwardCodes™ | | | | | | | | | |
| TRADEMARKING | <p>Trademarked items need to be designated in at least one place wherever they appear. They do not need to be designated in every occurrence. This is most important for very public-facing documents, especially the website.</p> <table><tr><td>Awardco®</td><td>Return on Recognition™</td></tr><tr><td>MemoryBooks®</td><td>Recognize the Good™</td></tr><tr><td>AwardCodes™</td><td>Encore™</td></tr><tr><td>A-Pay™ cards</td><td>RCGNZ™</td></tr></table> <p>-Avoid calling A-Pay™ cards debit cards. Spending cards or payment cards are appropriate substitutions.</p> | | Awardco® | Return on Recognition™ | MemoryBooks® | Recognize the Good™ | AwardCodes™ | Encore™ | A-Pay™ cards | RCGNZ™ |
| Awardco® | Return on Recognition™ | | | | | | | | | |
| MemoryBooks® | Recognize the Good™ | | | | | | | | | |
| AwardCodes™ | Encore™ | | | | | | | | | |
| A-Pay™ cards | RCGNZ™ | | | | | | | | | |

Logo

022

Full logo

Modeled after a medal design and the shapes within the base font, the logo conveys approachability, balance, and an inviting aesthetic.



Clear space

The logo should always maintain the designated clear space as the minimum.

This clear space is defined by the wordmark's "X" height and must remain free of any other graphic elements in all layouts.



Medal

Whenever possible, the full logo with medal and wordmark should be used. The medal alone should only be used for specific applications, such as social media avatars, favicons, etc.



Color applications logo

When displaying the full logo, and medal and wordmark should always appear in the same color.



Color applications medal



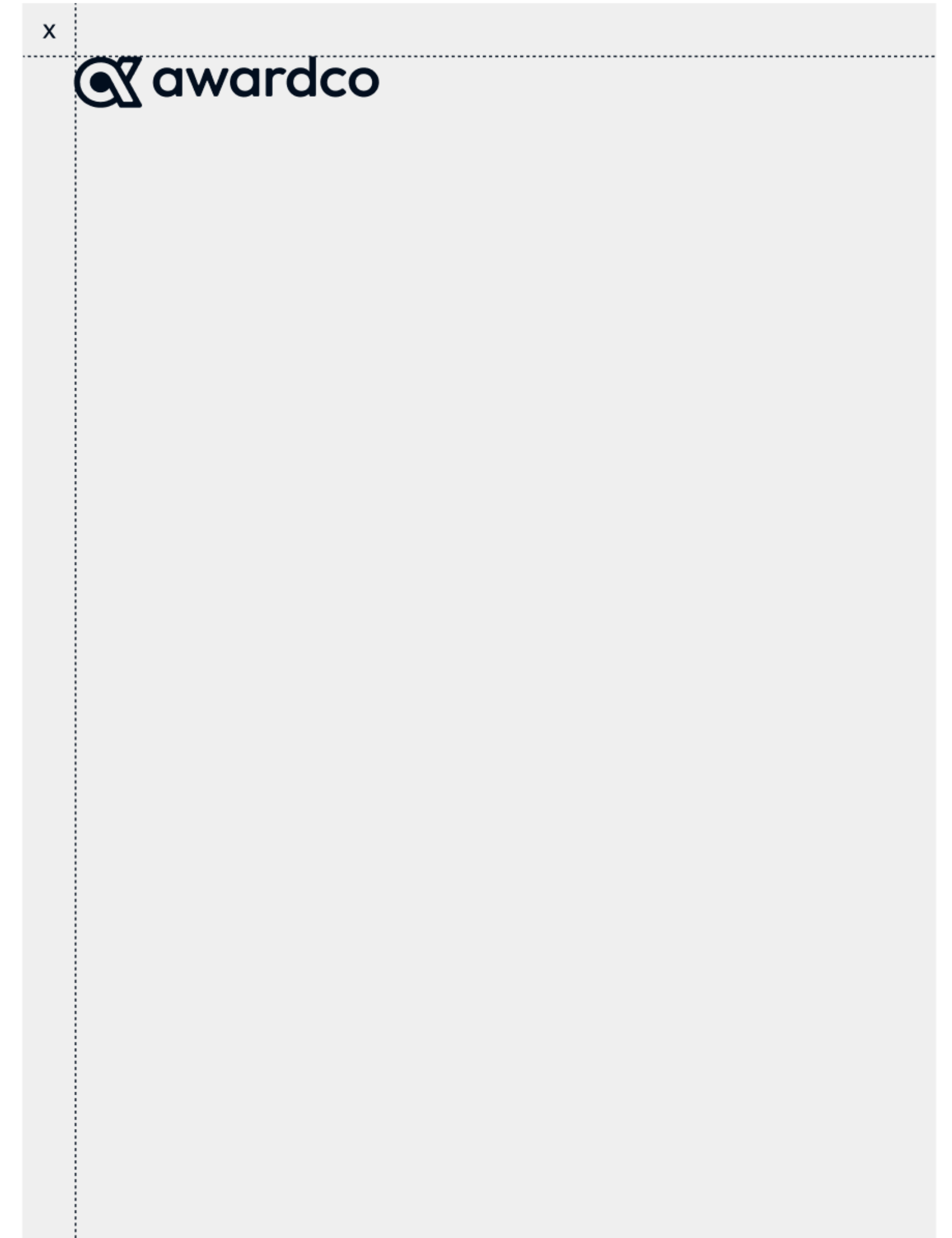
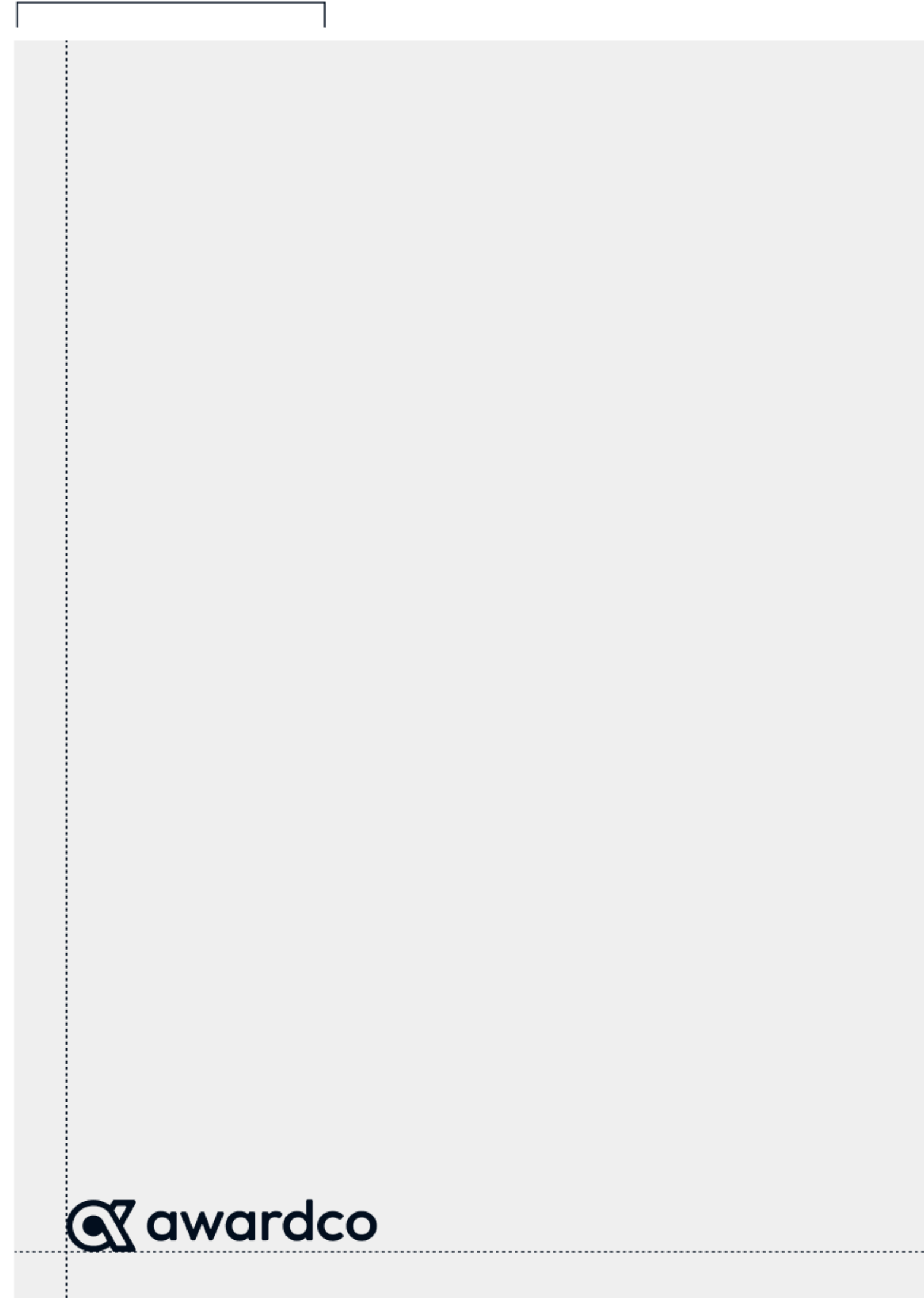
Placement vertical

The full logo should always be a third of the canvas' size measured horizontally.

The margin is measured using the medal's circular X height after sizing logo.

It may be placed on the top left corner and/or bottom left corner only, the badge must always align to margins for consistency.

1/3 Canvas = Logo width



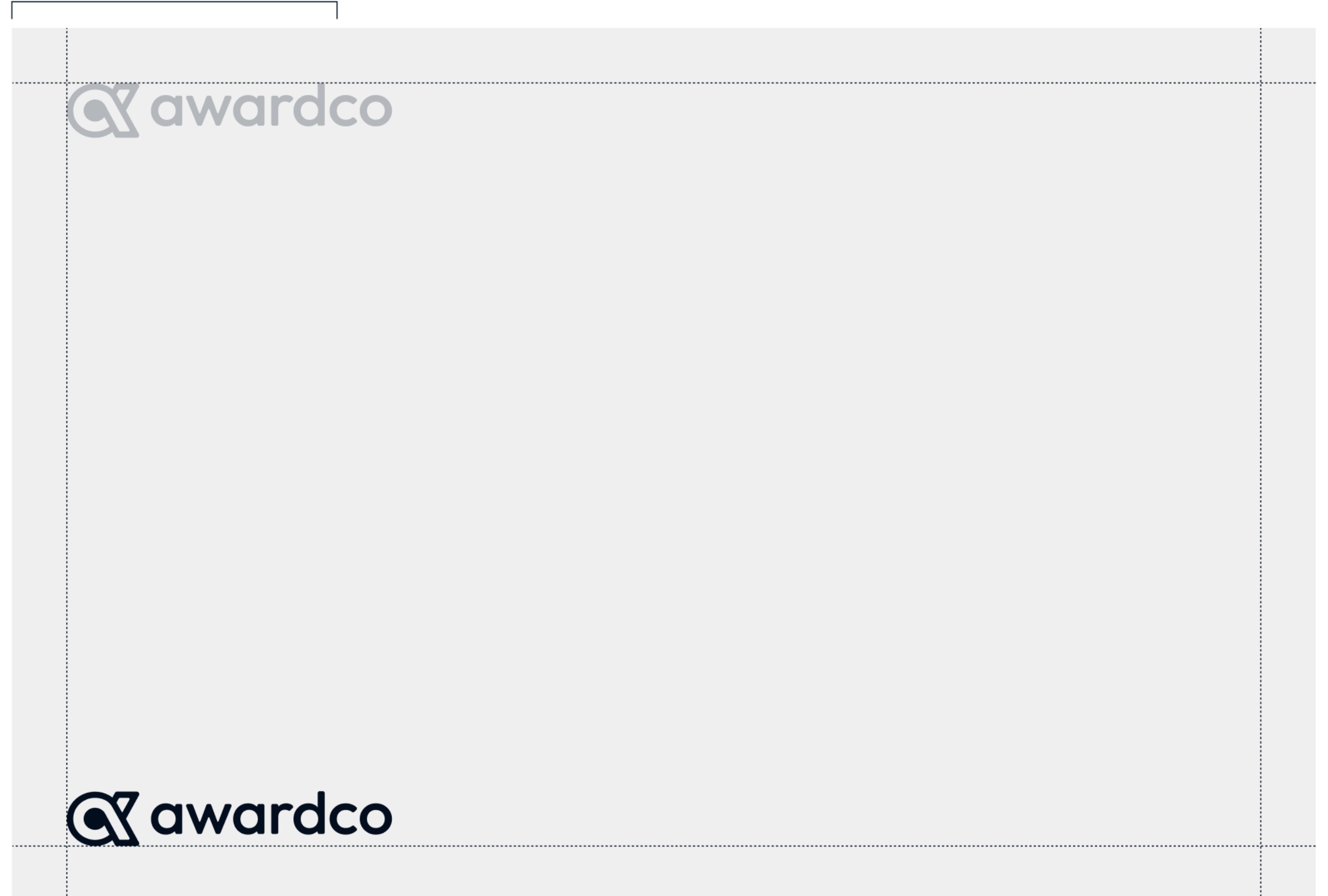
Placement horizontal

The full logo should always be a fourth of the canvas' size measured horizontally.

The margin is measured using the badge's circular X height after sizing logo.

It may be placed on the top left corner and/or bottom left corner only, the badge must always align to margins for consistency.

1/4 Canvas = Logo width



Misuse

Awardco's logo has been thoughtfully crafted to represent the brand. It's essential to maintain the logo's integrity at all times.

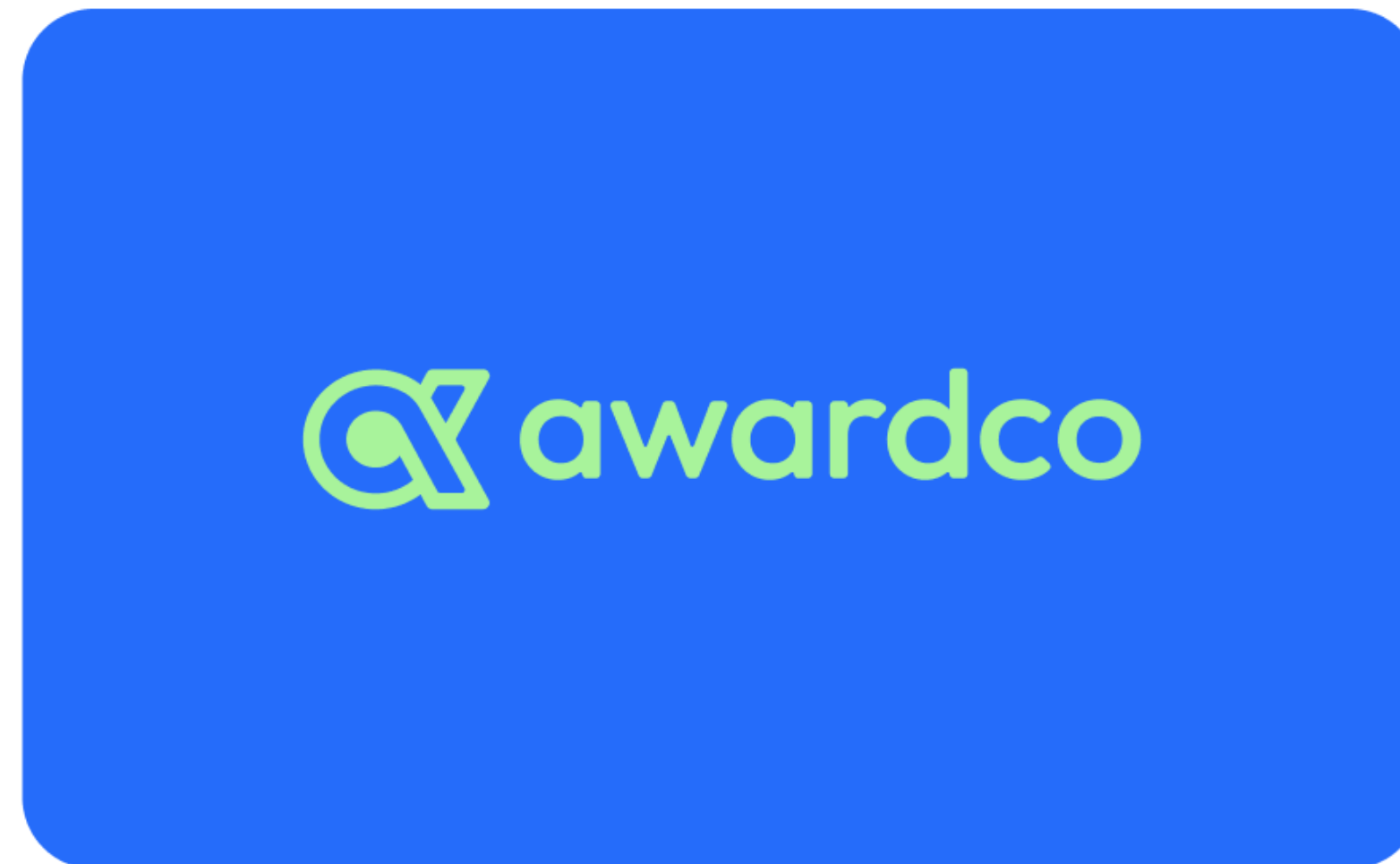
Modifying the Awardco logo or any of its elements is strictly prohibited. To the right are examples of improper use to guide you on actions to avoid and ensure the logo remains consistent and effective.



✗ Do not shape, resize or deform the logo in any way.



✗ Do not use wordmark on its own.



✗ Use only approved color combinations.



✗ Do not modify space between badge and wordmark.

Minimum sizing (print only)

To ensure the logo remains **readable and legible** in all print applications, it must not be used below the recommended minimum sizes. Using the logo too small can compromise its clarity and overall impact.

We provide minimum size specifications for the primary logo, the wordmark, and the medal. Always measure from the full width of each element. Following these guidelines helps maintain consistency and preserves the strength of the brand across all printed formats.



Min. size: 2.5 cm

The Awardco wordmark, consisting of the word 'awardco' in a lowercase, sans-serif font.

awardco

Min. size: 1.8 cm



Min. size: 0.5 cm

Color

03

Primary colors

Purpose-built to be bold, modern, and versatile, the colors are guided by a clear hierarchy that ensures consistency across all applications.

Black
RGB: 2,14,30
HEX: #020E1E

ACO Blue
RGB: 37,108,250
HEX: #256CFA
Pantone: 285 C

Off-White
RGB: 251,251,251
HEX: #FBFBFB

Lime Green
RGB: 168,243,155
HEX: #A8F39B
Pantone: 2267 C

Grapefruit
RGB: 252,131,93
HEX: #FC835E
Pantone: 1635 C

Shades and tints

Black
RGB: 2,14,30
HEX: #020E1E

ACO Blue
RGB: 37,108,250
HEX: #256CFA
Pantone: 285 C

Navy Blue
RGB: 17,39,76
HEX: #11274C
Pantone: 285 C

Light Blue
RGB: 186,219,255
HEX: #BADBFF

Off-White
RGB: 251,251,251
HEX: #FBFBFB

Light Gray
RGB: 235,242,250
HEX: #EBF2FA

Lime Green
RGB: 168,243,155
HEX: #A8F39B
Pantone: 2267 C

Light Green
RGB: 168,243,155
HEX: #CFF6C0

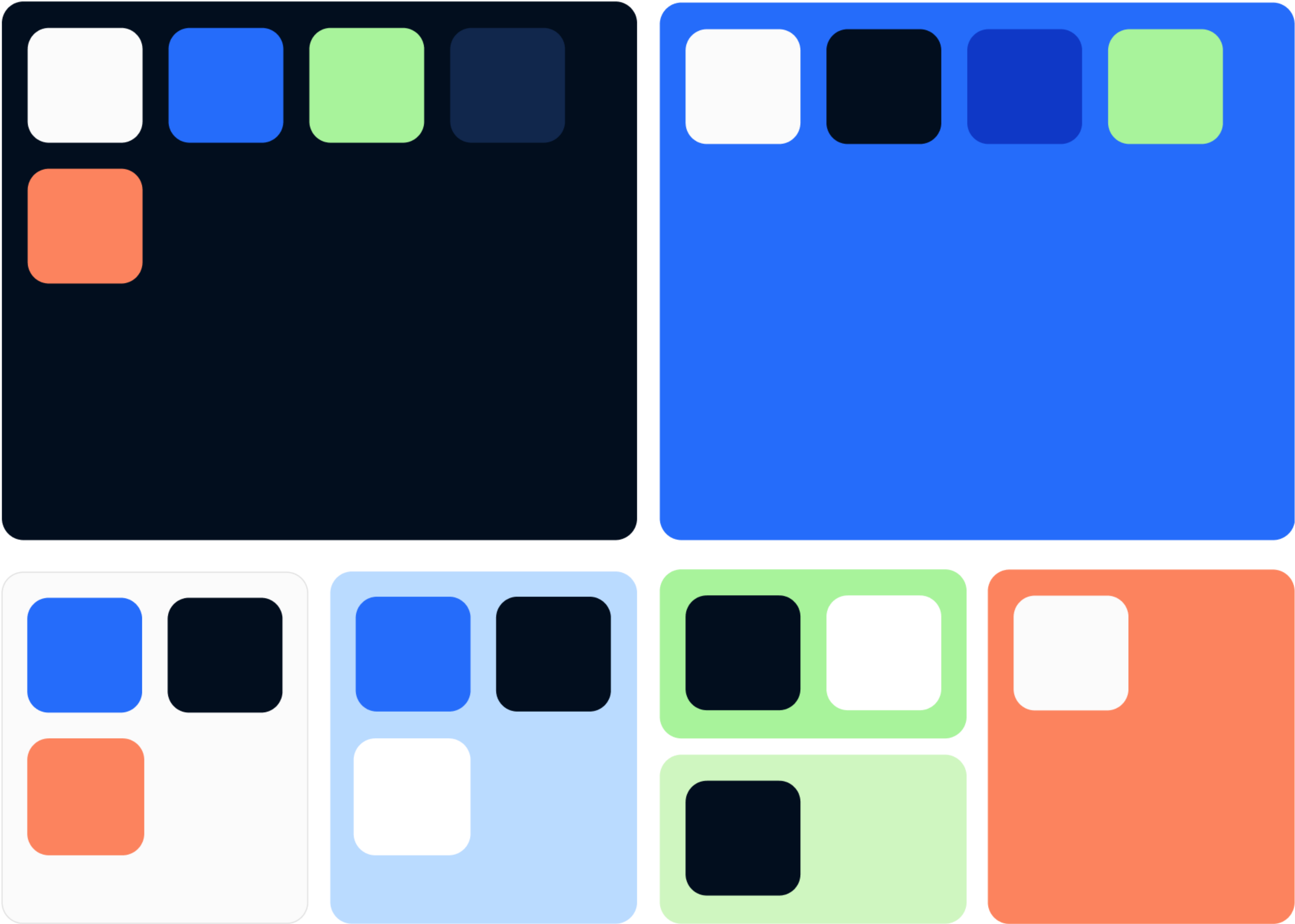
Grapefruit
RGB: 252,131,93
HEX: #FC835E
Pantone: 1635 C

Light Grapefruit
RGB: 255,176,151
HEX: #FFB097

Approved pairings

On the right, we showcase approved color combinations, illustrating which colors can be used over specific backgrounds.

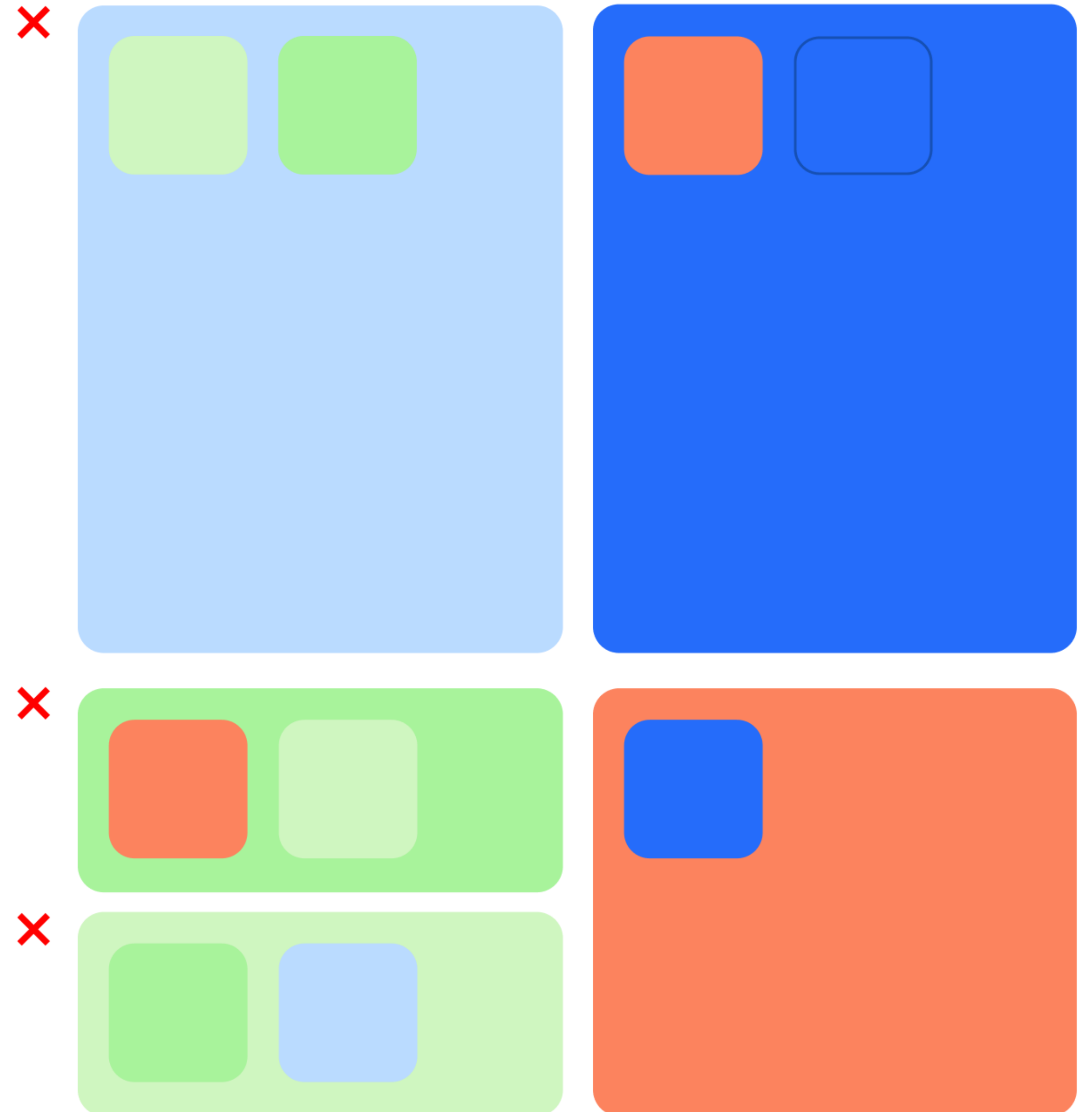
Adhering to these combinations ensures optimal contrast and maintains brand consistency.



Color misuse

Avoid using color combinations that reduce contrast or compromise legibility. Poor pairings can create confusion, diminish brand impact, and disrupt the visual consistency we aim to maintain across all touchpoints.

Always prioritize clarity by sticking to the approved combinations. Consistent use of high-contrast pairings reinforces our identity and ensures a clear, accessible experience in every application.

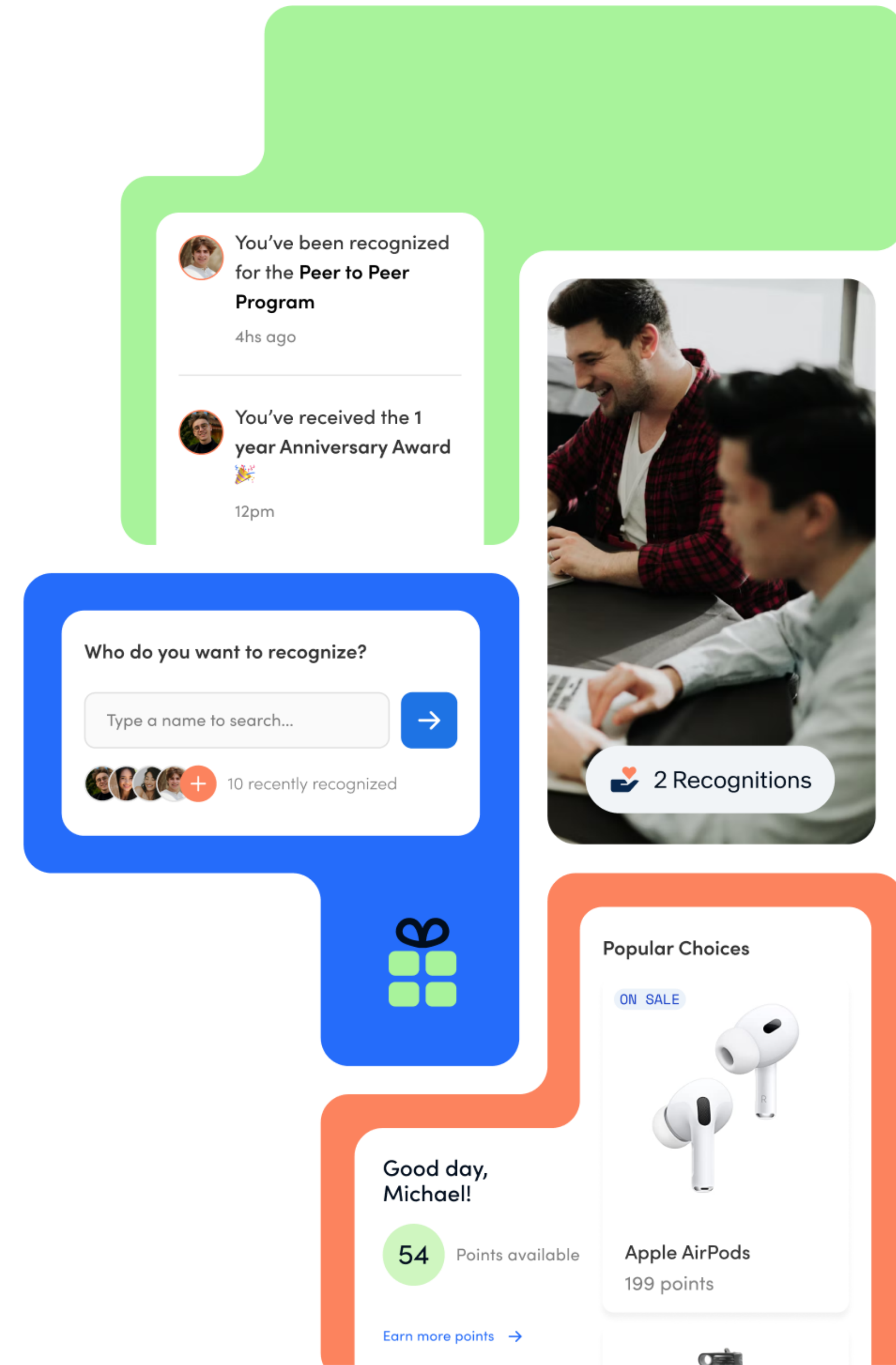


Color usage on modules

When applying color within modular compositions, it's important to strike a balance between vibrancy, clarity, and brand consistency. Below are recommended color pairings that work well across product-focused layouts:

- Light Green + ACO Blue + Lime Green on white or dark backgrounds
- Light Blue + Green + ACO Blue over a white background maintains a clean and professional tone while adding subtle variation.
- White modules over a ACO Blue background offer strong contrast and are effective for more minimal, focused compositions.

Always ensure that the colors used within a module complement one another and provide enough contrast with the background.



Color usage on modules

Where are you working today?


Home

Office

Hybrid

Additional Features

Team Check-in 12




Joined Jan 2024


Completed Onboarding Feb 2024

First Major Project Apr 2024

Leadership Training May 2024

Last synced 2 hrs ago






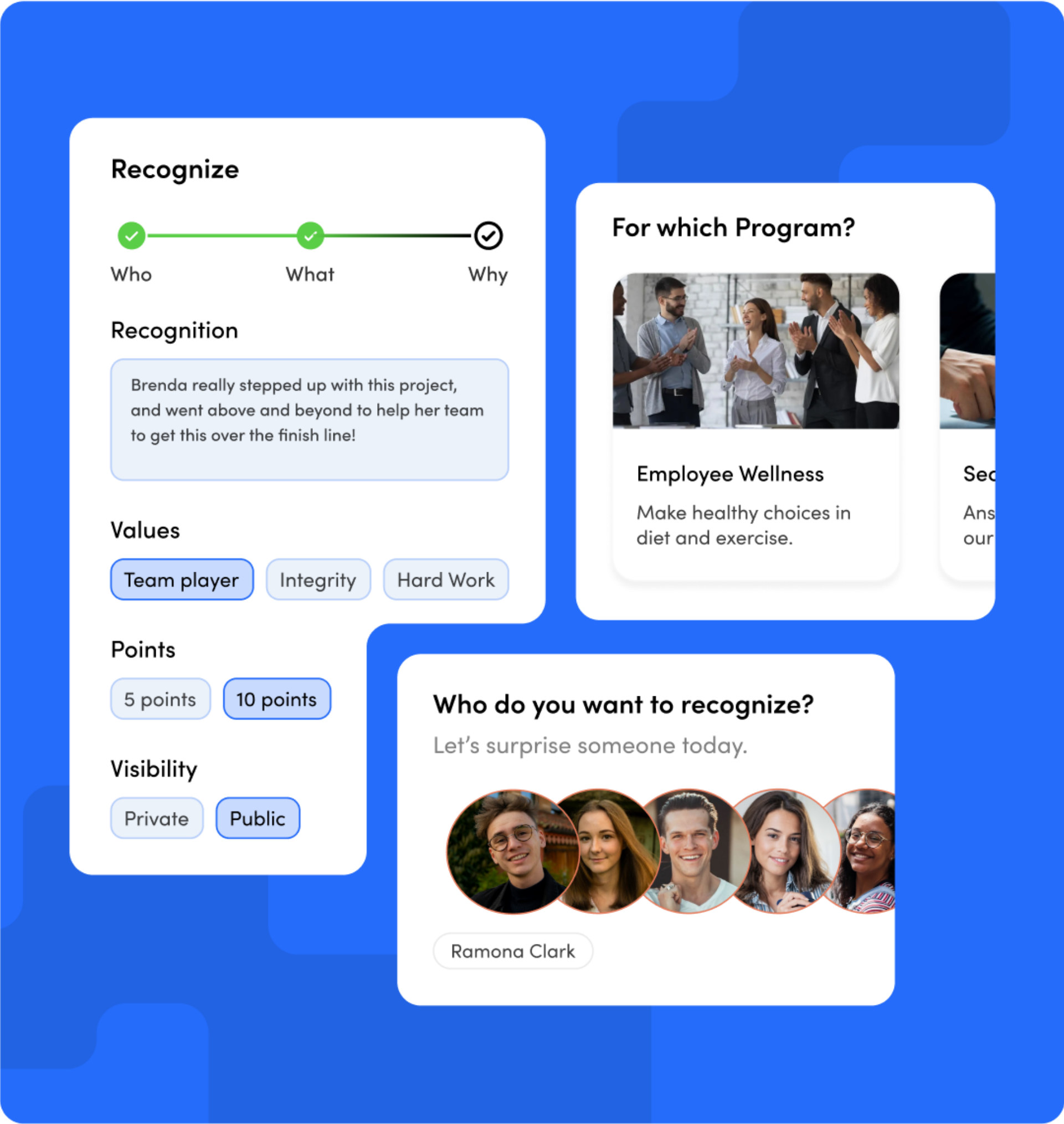
You're in Offline Mode

We'll sync once you're back online.

Manual Sync



Color usage on modules



Discouraged color pairings in modules

Avoid using black backgrounds across all modules. Instead, combine different brand colors to create visual variety.

The only exception is when using an ACO blue background, where all-white modules are acceptable.

Always maintain strong contrast and visual consistency with the overall system.

Make sure the color choices support content clarity and legibility, keeping the focus on the information within the modules, not just the design.



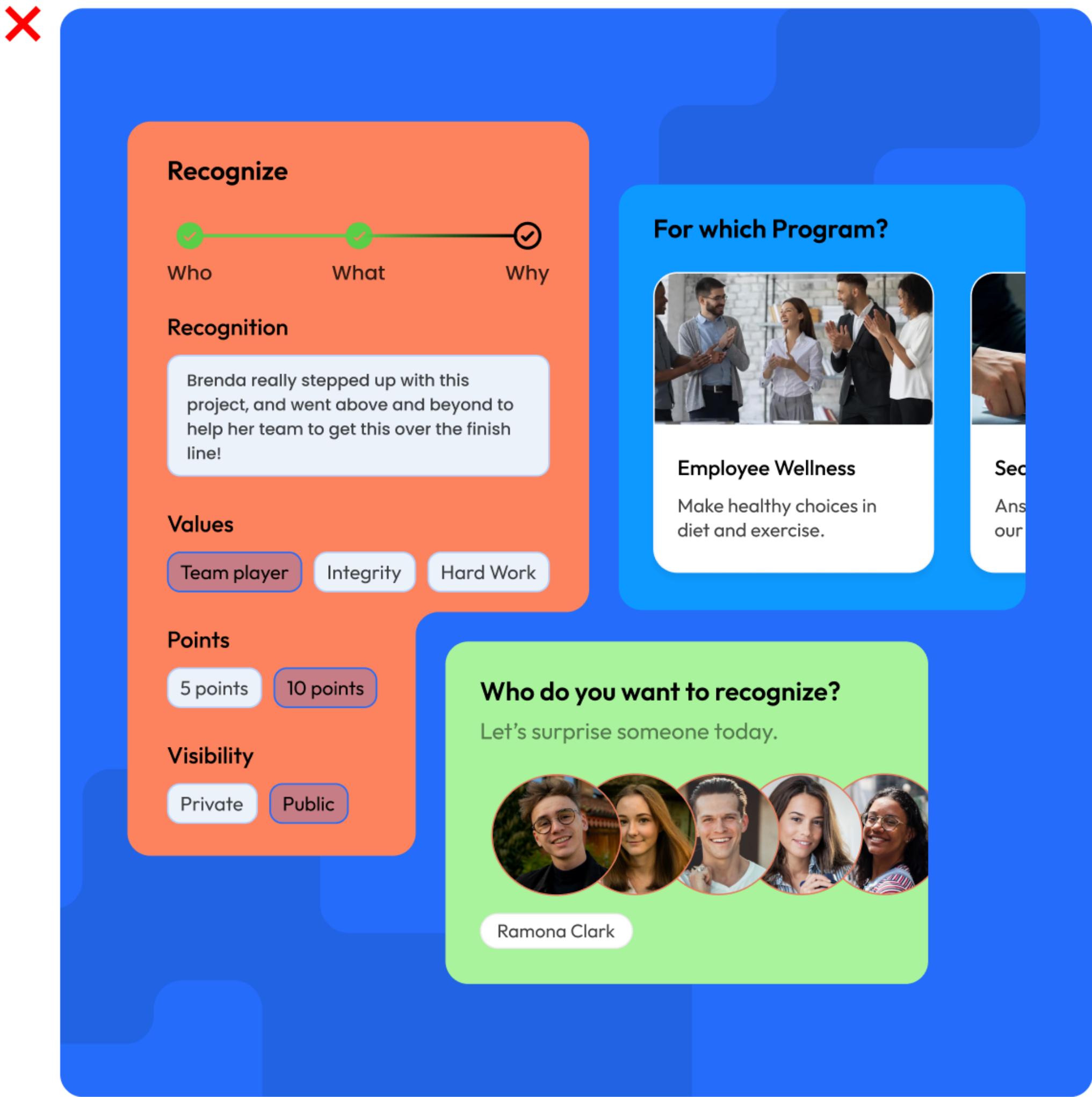
Discouraged color pairings in modules

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Always maintain strong contrast and visual consistency with the overall system.

Make sure the color choices support content clarity and legibility, keeping the focus on the information within the modules, not just the design.



Typography

05

Brand typeface

A strong typographic structure guides every headline, highlight, and callout to ensure readability, understanding, and clarity. Our primary typeface, **Crystal**, should be used across all brand communications-both digital and print-to reinforce our visual identity and bring clarity and personality to our voice

Primary Font: **Crystal**



0123456789
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZ !@#\$%^&*()-?*

Headlines

H1
CRYSTAL
500 - MEDIUM
3.8REM
LINE HEIGHT: 110%

Primary headline

H2
CRYSTAL
400 - NORMAL
3REM
LINE HEIGHT: 120%

Secondary headline

H3
CRYSTAL
500 - MEDIUM
2.45REM
LINE HEIGHT: 120%

Tertiary headline

H4
CRYSTAL
500 - MEDIUM
1.95REM
LINE HEIGHT: 120%

Headline #4

H5
CRYSTAL
500 - MEDIUM
1.56REM
LINE HEIGHT: 120%

Headline #5

H6
CRYSTAL
400 - NORMAL
1.25REM
LINE HEIGHT: 120%

Headline #6

Highlights

On primary headlines, modular blocks of color may be used to highlight or emphasize text.

Padding will always **25% of x** height, this is to ensure the highlight doesn't clash with top and bottom lines on a longer text.

Rounded corners can be guided by **1/6** headline size, for example in a 96pt headline, we use a 16pt rounded corner.

Color combinations will always be white over ACO Blue, and Near Black over lime green.



Primary headline

Primary headline

Primary headline

Supporting text

Crystal is supported by the typeface Space Mono, which can be applied to both eyebrow text and quotes.

- For eyebrows, text should be displayed in all text.
- For quotes, text should be displayed in sentence case.

QUOTE
SPACE MONO
400 - NORMAL
0.875REM
LINE HEIGHT: 140%
LETTER SPACING: 0%

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

EYEBROW
SPACE MONO
400 - NORMAL
1REM
LINE HEIGHT: 105%
LETTER SPACING: 0.05EM

THIS IS AN EYEBROW

TEXT+N
CRYSTAL
400 - NORMAL
2.1875REM
LINE HEIGHT: 100%
LETTER SPACING: -1%

Lorem ipsum dolor sit amet.

N1
CRYSTAL
400 - NORMAL
3.8REM
LINE HEIGHT: 100%
LETTER SPACING: -1%

Lorem ipsum dolor sit amet.

N2
CRYSTAL
200 - BOOK (EXTRA LIGHT)
3REM
LINE HEIGHT: 150%
LETTER SPACING: 0%

Lorem ipsum dolor sit amet.

Typography in use

THIS IS AN EYEBROW

Primary Headline

Here we can use Body Book (P3) for paragraphs

Body medium (P3)


→

Heading 5

Body Book (P3)
This is a brief description, this is a brief description, this is a brief description.

Quote

“Implementation was super simple, and the Awardco team was prompt with help and provided plenty of training.

 FeatherDev

Body Small (P5) ‘Person’s name’,

→

Body medium (P3)

Heading 5

Heading 5

Heading 5

Fallback font

Crystal is our primary typeface and should be used whenever possible to preserve the brand’s visual identity.

When Crystal is not available due to technical limitations or platform constraints, such as in Canva, use **Inter**. As a Google Safe Font, Inter is widely supported and was chosen for its clarity and versatility.

Use Inter Regular, Medium, and Bold to match the brand's typographic hierarchy. It can be applied to headings, body text, and other written elements where Crystal cannot be used. This ensures consistency and legibility across all formats.

Font: **Inter**



0123456789
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZ !@#\$%^&*()-?*

Brand imagery

06

Overview

Our imagery reflects the heart of our brand: human connection, collaboration, and professionalism.

By focusing on authentic interactions, modern office environments, and a cohesive color palette, we create visuals that are relatable, aspirational, and distinctly aligned with our identity.

This section outlines the guidelines to ensure consistency and impact across all visual communications.

Examples

Human-focused

Showcase genuine interactions that emphasize collaboration and connection.

Coworker interaction

Highlight teamwork and shared professional moments.

Office settings

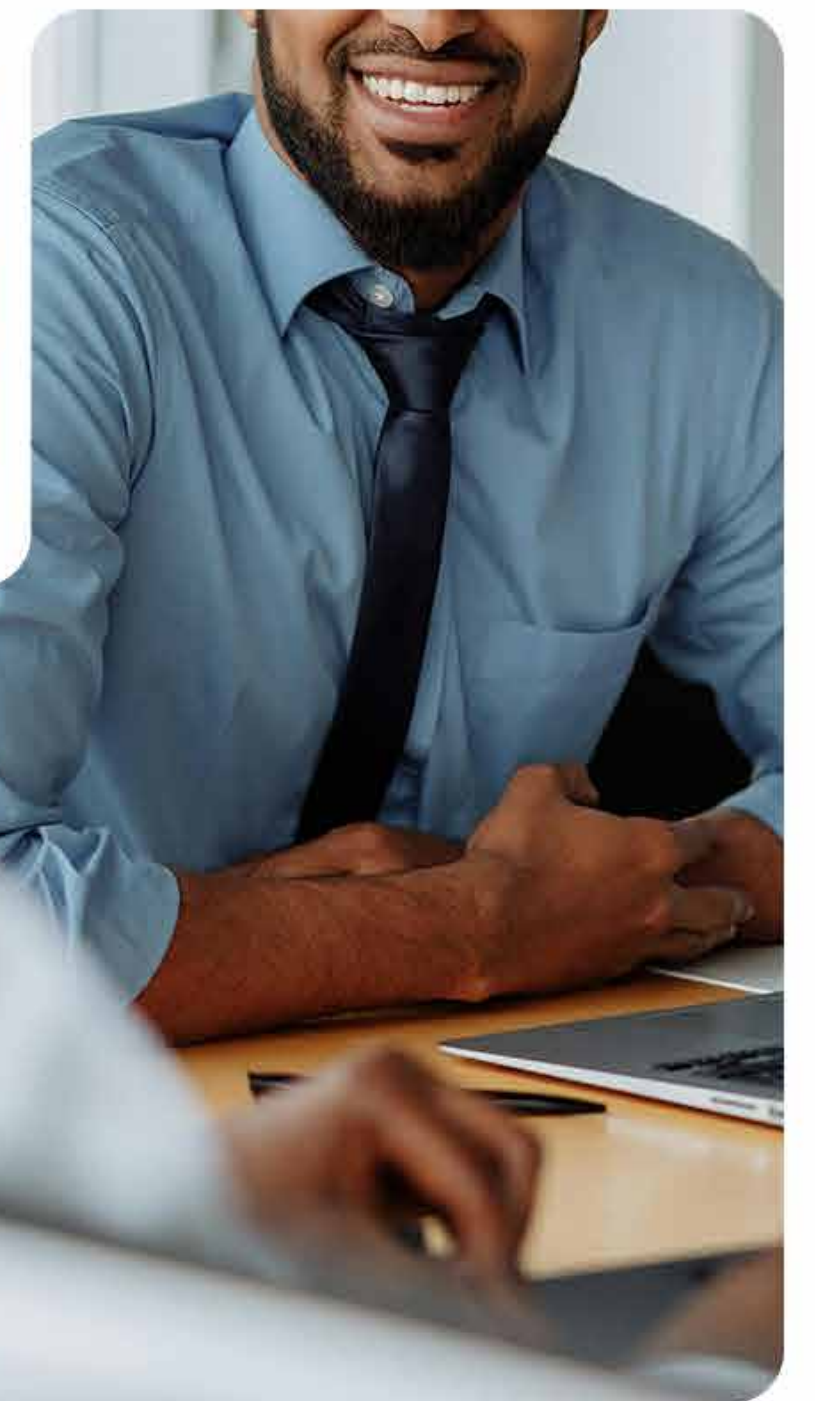
Use modern, clean spaces that reflect an aspirational yet relatable work environment.

Neutral and blue tones

Stick to a palette of soft neutrals and brand blues for consistency.

Detail shots

Include close-ups of hands, objects, or moments to add depth and personality.



Masking

Imagery can be masked inside our brand's modular shapes.

The images within the masks should emphasize a clear subject, avoiding overly complex details that might compete with the shape.

Select images with a cohesive color palette that complements the brand, ensuring the mask and its contents work harmoniously.

Select a background color that provides sufficient contrast for the image and modular shape to clearly stand out.



Masking over color

Objects and people can be cropped from the foreground and overlaid within a solid color inside the modular shape.

This approach adds vibrant pops of color and enhances the visual impact of the composition.

Select colors that provide strong contrast with the background image to ensure clarity and cohesion.



Don't do this

Imagery, product examples and color can be masked within our brand's modular shapes, but **text should never be masked**.

✗

Empower your
teams with
recognition
that matters

✗

Service Awards

Lorem ipsum 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 consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem

Modules

07

Overview

The modules are a core component of Awardco's brand design, serving multiple purposes: creating layouts, dividing information, masking imagery, and adding visual interest.

As the foundation of the brand's visual language, modules embody flexibility, modularity, and fluidity. They can be arranged in structured, grid-like "bento box" layouts or adapted into more fluid, dynamic shapes to meet various design needs.

Grid principles

For simpler and more straightforward modular compositions, the larger **five-column** grid serves as our starting point.

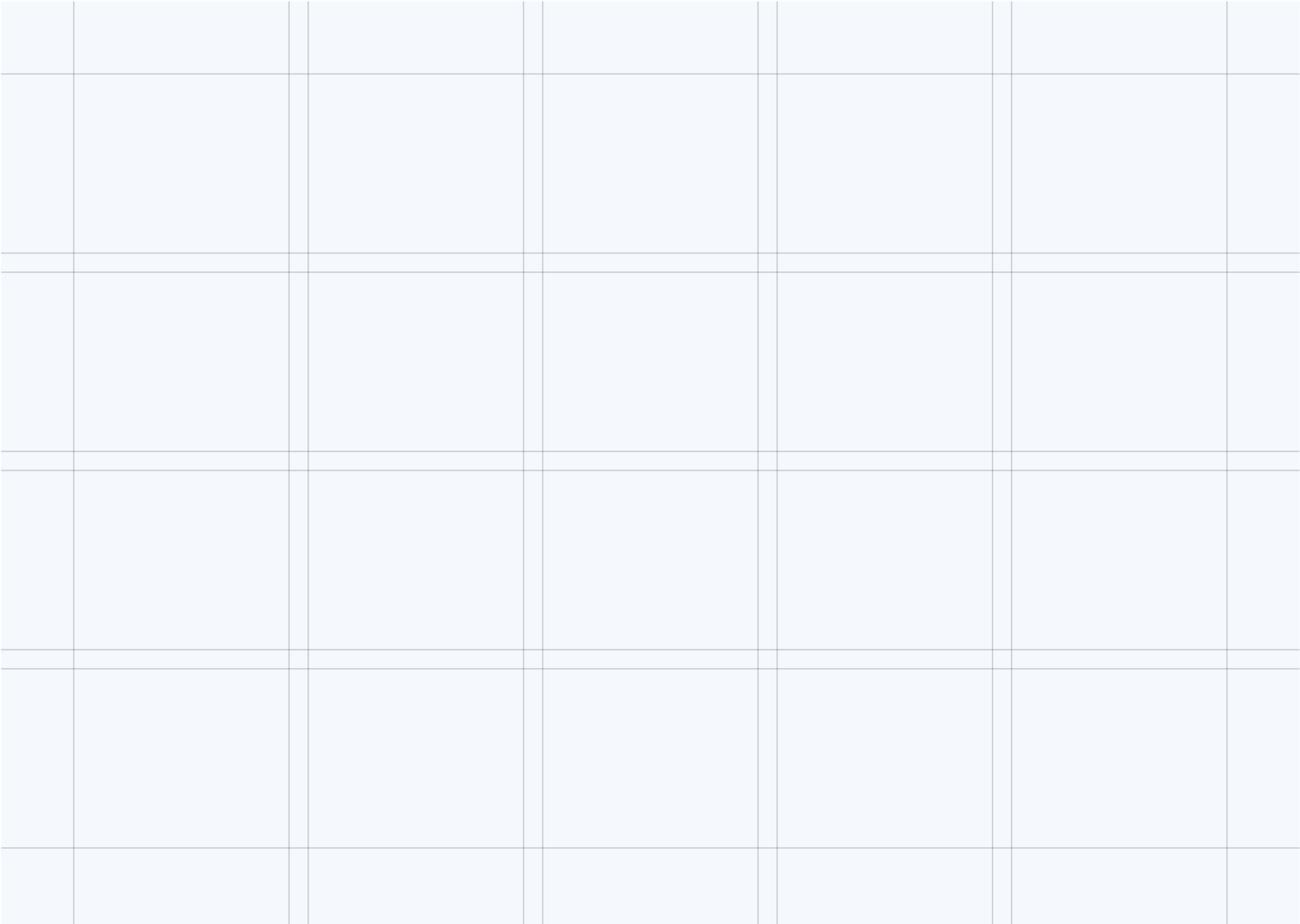
Canvas dimensions
1440x1024px

Margins
80px

Gutter width
20px

Columns
5

Rows
4

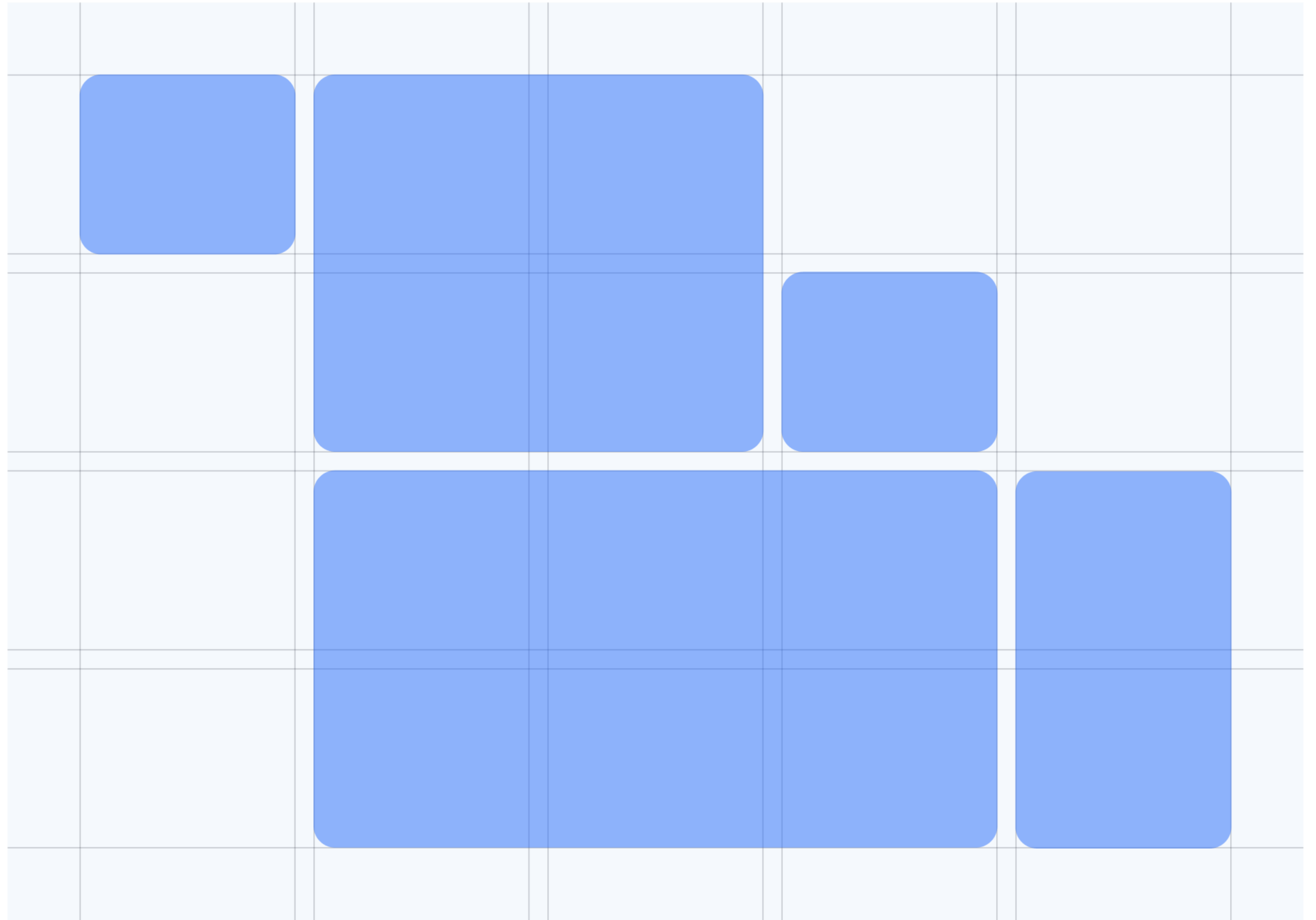


Scale

Each module is built to align with one or more of the five columns.

Modules can span one column for narrow content or combine columns (e.g., two, three, or all five) for broader content.

Heights are flexible but should be designed in the row's height increments to align visually with the grid.

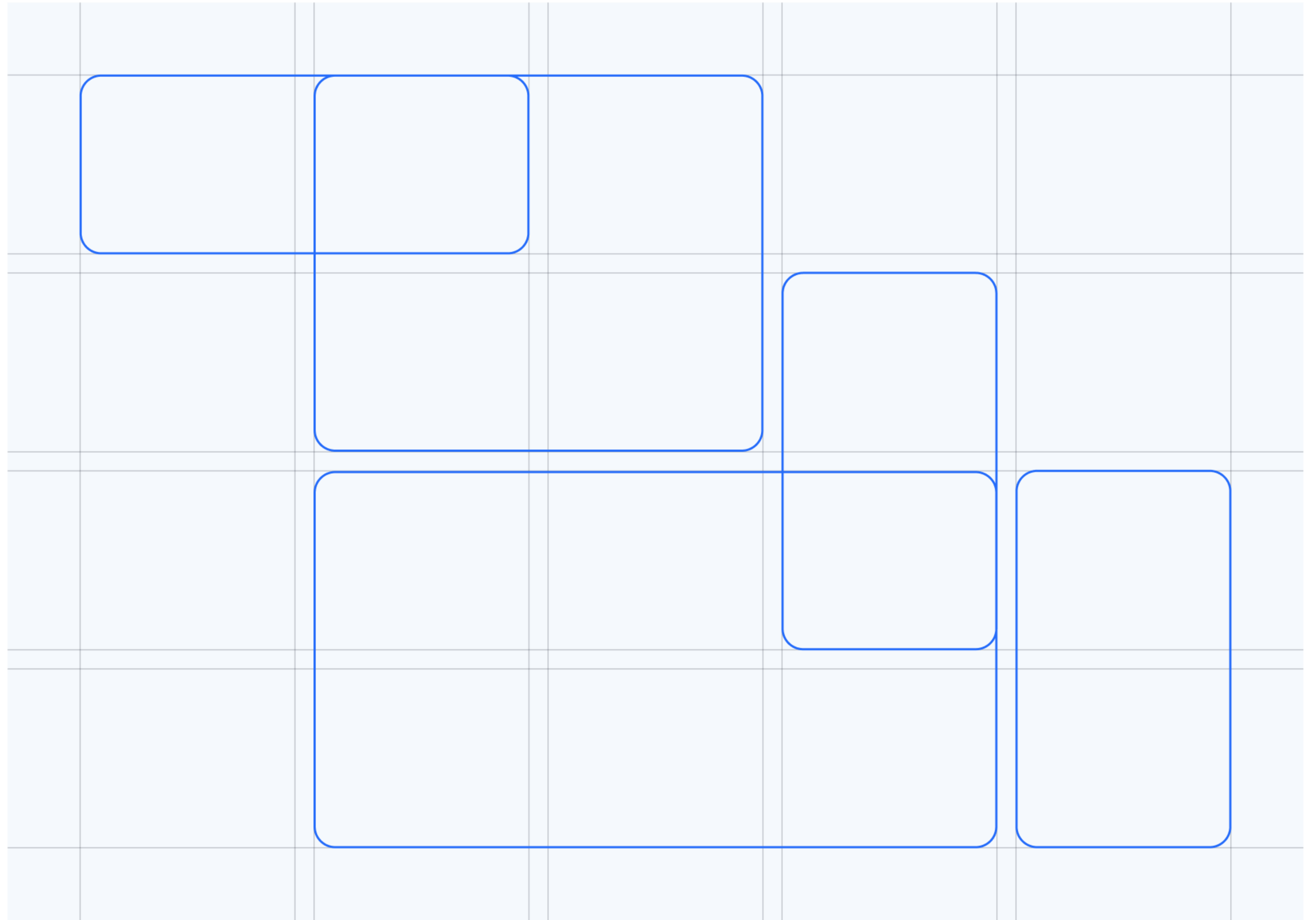


Joining modules

Once the modules are laid out on the grid, they can be joined to form larger, more flexible shapes as needed, often through the overlapping of shapes.

Overlaps should always align with the base grid and be at least the size of one module.

Ensure all joints maintain consistent **20px** rounded corners and that the gutters are even throughout the modular layout.



Spacing

Gutters

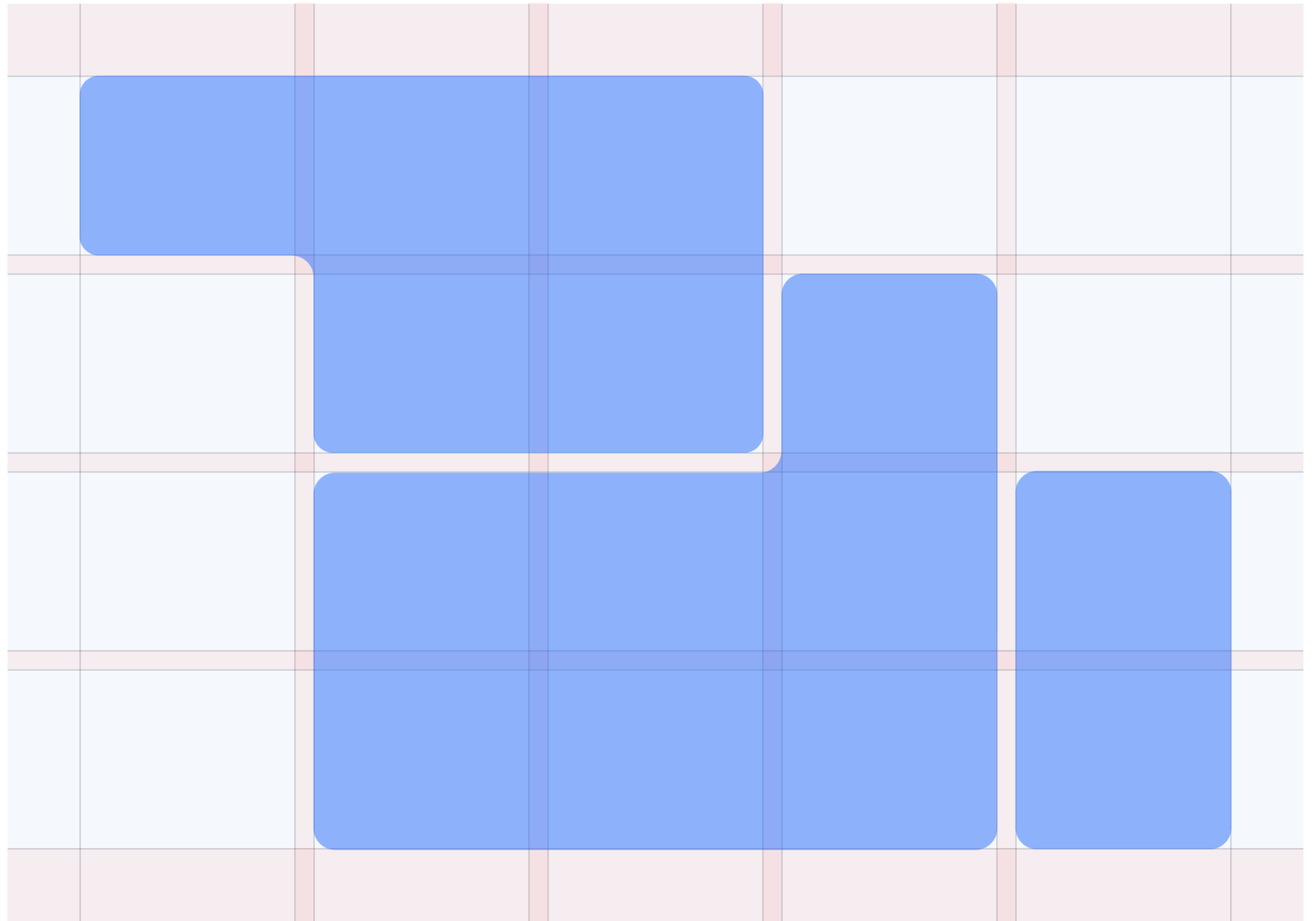
Maintain consistent spacing between columns (20px). Modules that span multiple columns must account for these gutters. For example, a module spanning two columns would have a total width of (column width * 2) + 20px.

Outer margins

Ensure no content within a module extends beyond the 80px top and bottom margins.

Rounded corners

Set to 20px and scale accordingly for different formats.



Flexibility

To create more fluid and flexible shapes and modules, the finer **10-column** grid can be utilized.

Canvas dimensions

1440x1024px

Margins

80px

Gutter width

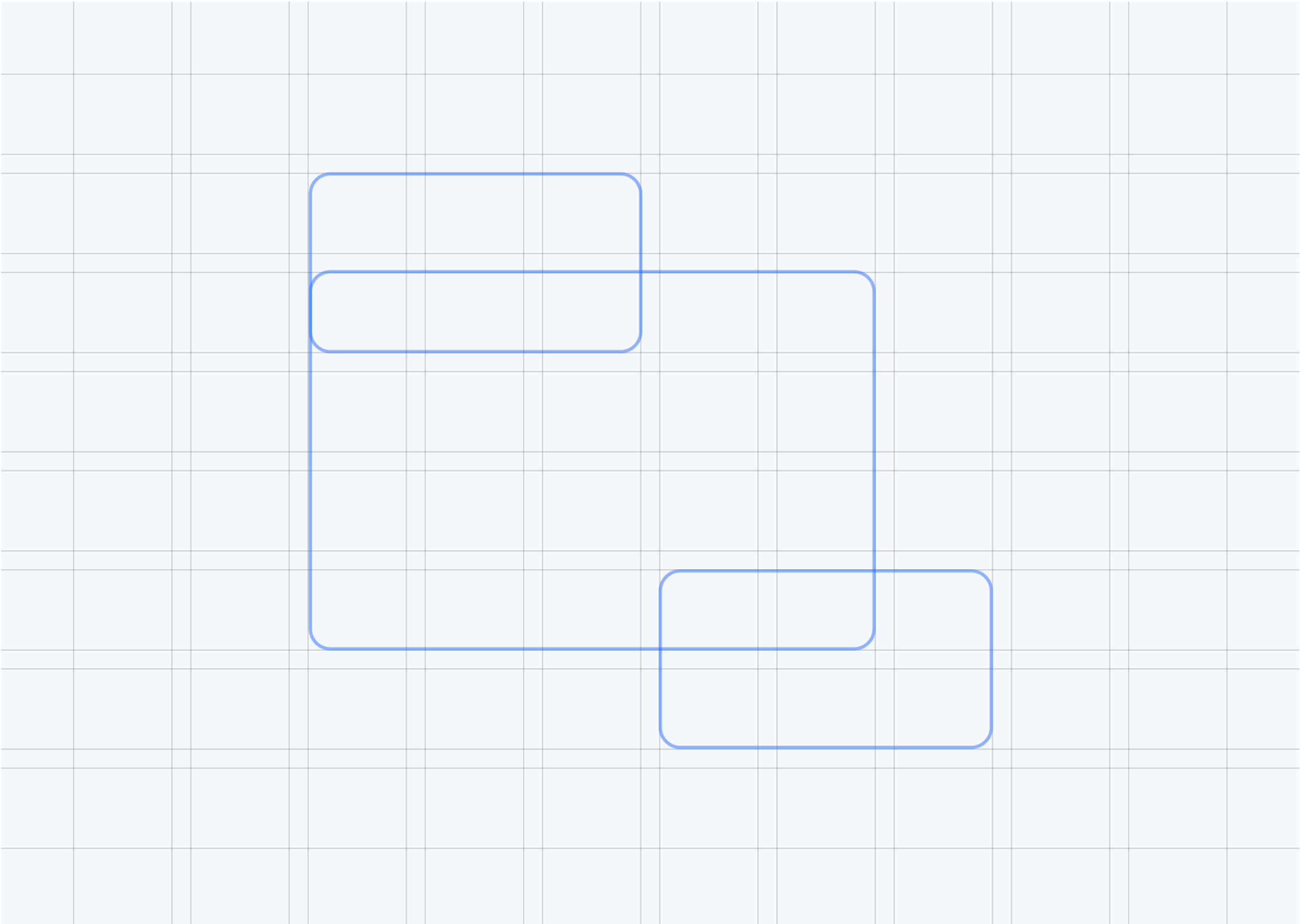
20px

Columns

10

Rows

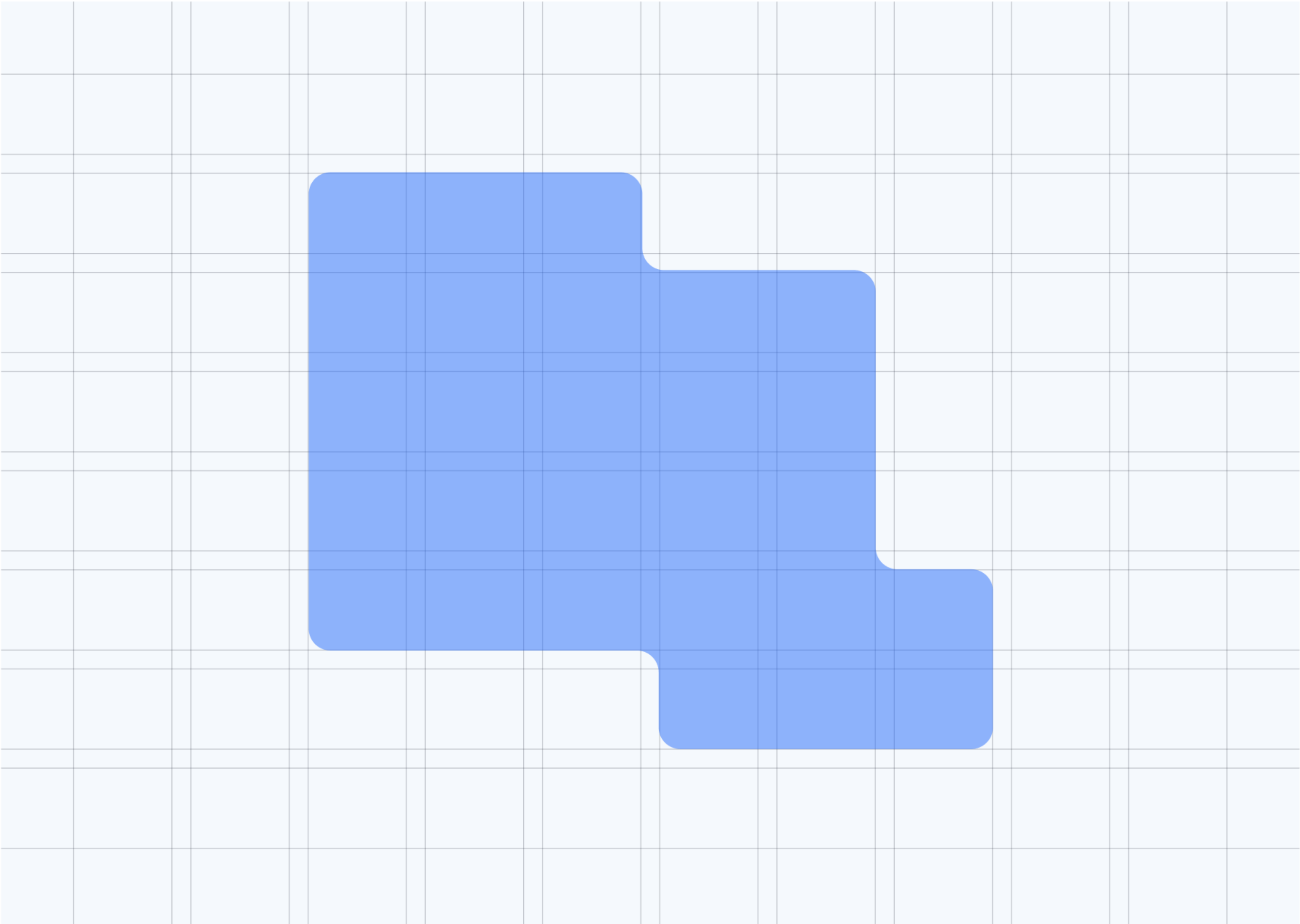
8



Flexibility

Using this small grid allows for greater detail and dynamic movement to be incorporated into the modular shapes.

This is essential for achieving the fluidity and flexibility that define our brand.



Rounded corners

Base radius:

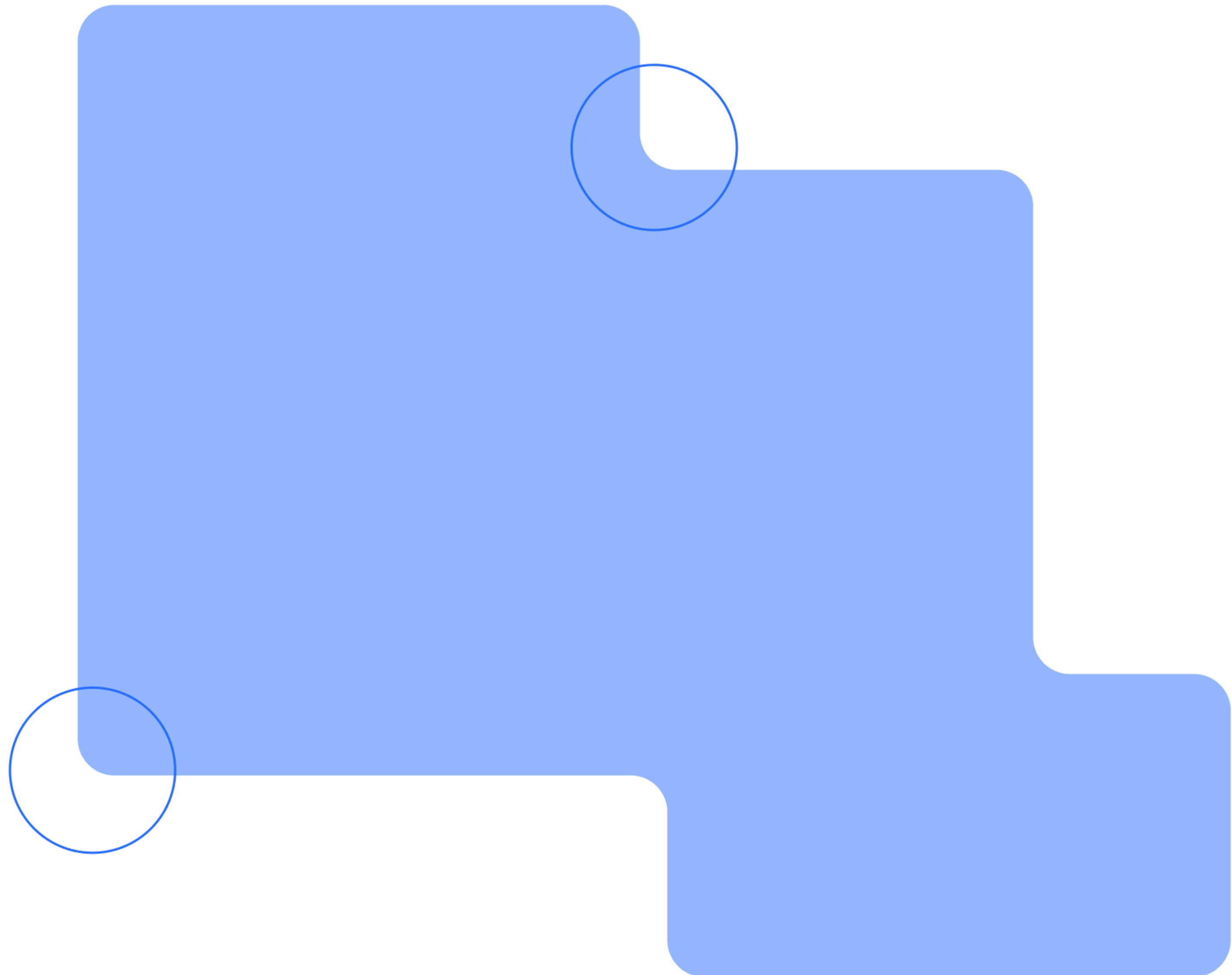
The standard corner radius for all shapes is **20px**, ensuring a cohesive and recognizable visual language.

Scaling:

- For smaller modules (<100px), use a radius of 10px.
- For larger modules (>500px), scale proportionally but keep the radius between 20px–40px.

Consistency in patterns:

When combining shapes into patterns, ensure all corners match to maintain visual harmony.



Patterns

08

Overview

Using grid-aligned modules as foundational elements, patterns and more loose shapes can be crafted to add texture and visual interest to layouts while ensuring brand consistency.

The creation of patterns allows for greater flexibility and fluidity, utilizing a finer grid to enable the design of more intricate and detailed shapes while still aligning with the overarching grid system.

Base grid

Patterns are crafted using the finer grid, offering greater flexibility and fluidity in the shapes.

To maintain visual harmony, ensure a balanced design by allowing adequate space between shapes while incorporating symmetry and repetition.

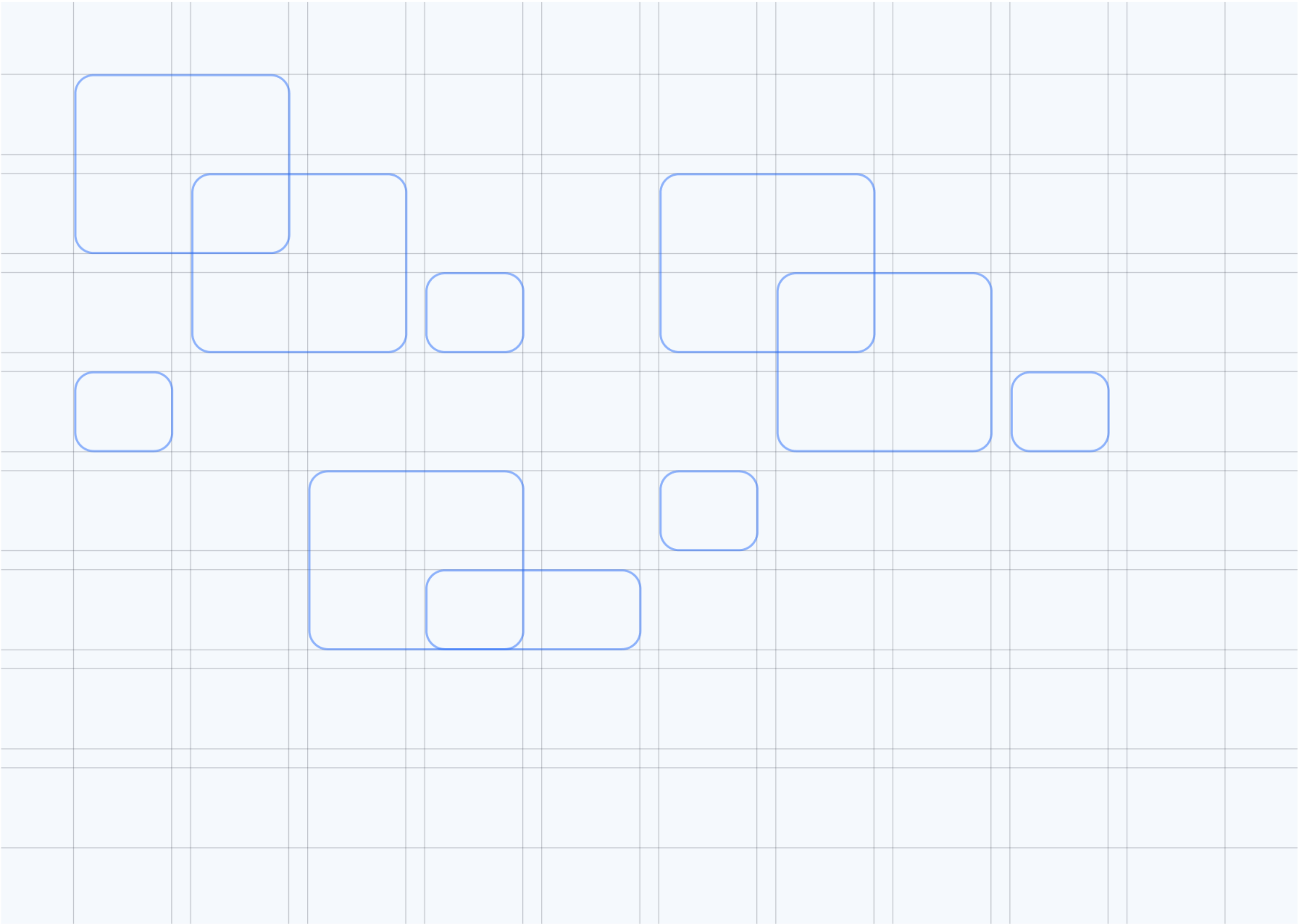
Canvas dimensions
1440x1024px

Margins
80px

Gutter width
20px

Columns
10

Rows
8

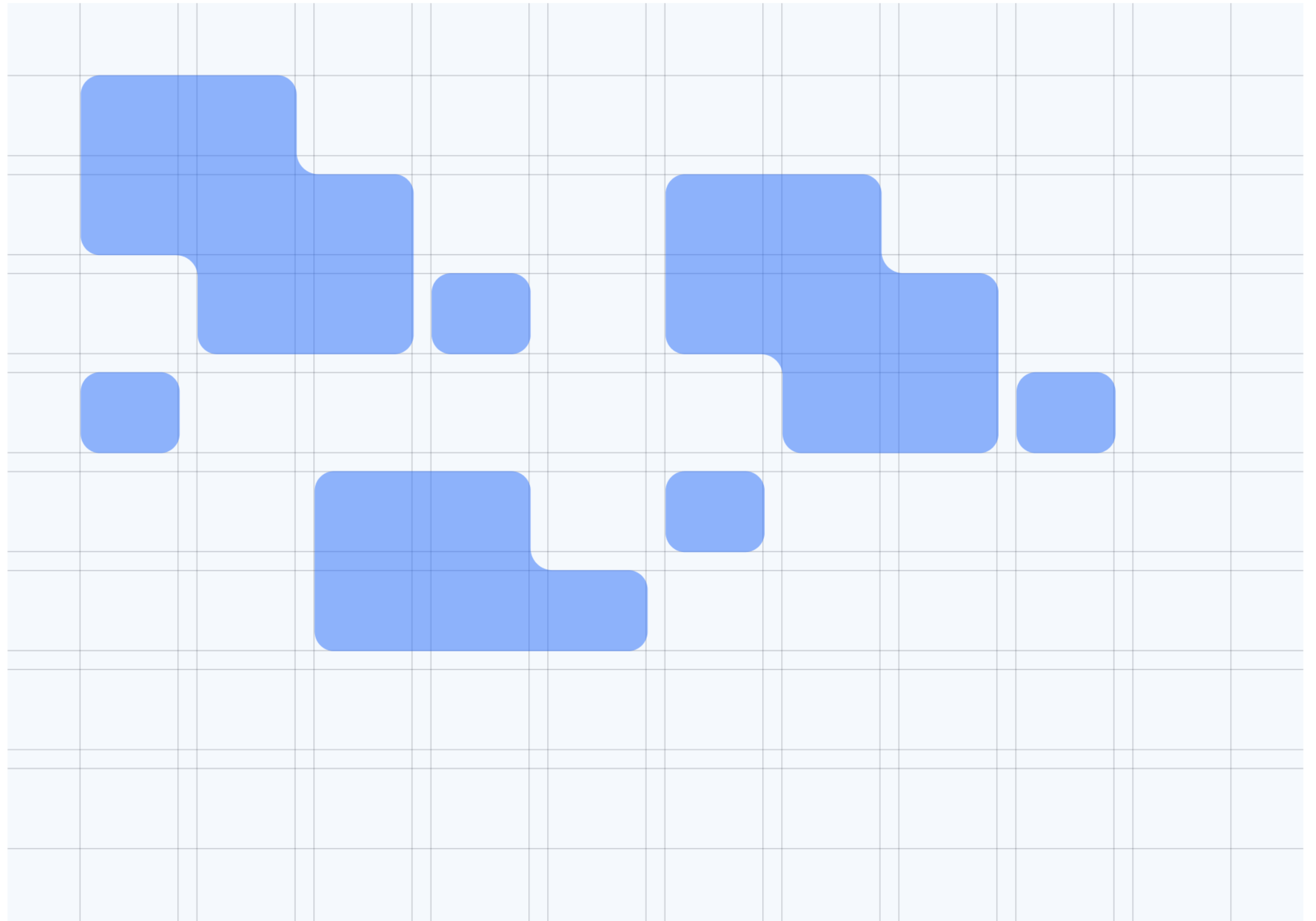


Composition

Create patterns by grouping 3 to 6 modular shapes using the finer grid. You can combine masked images, solid colors, and product examples within each group.

Keep compositions asymmetrical and avoid visual clutter by leaving enough space between elements.

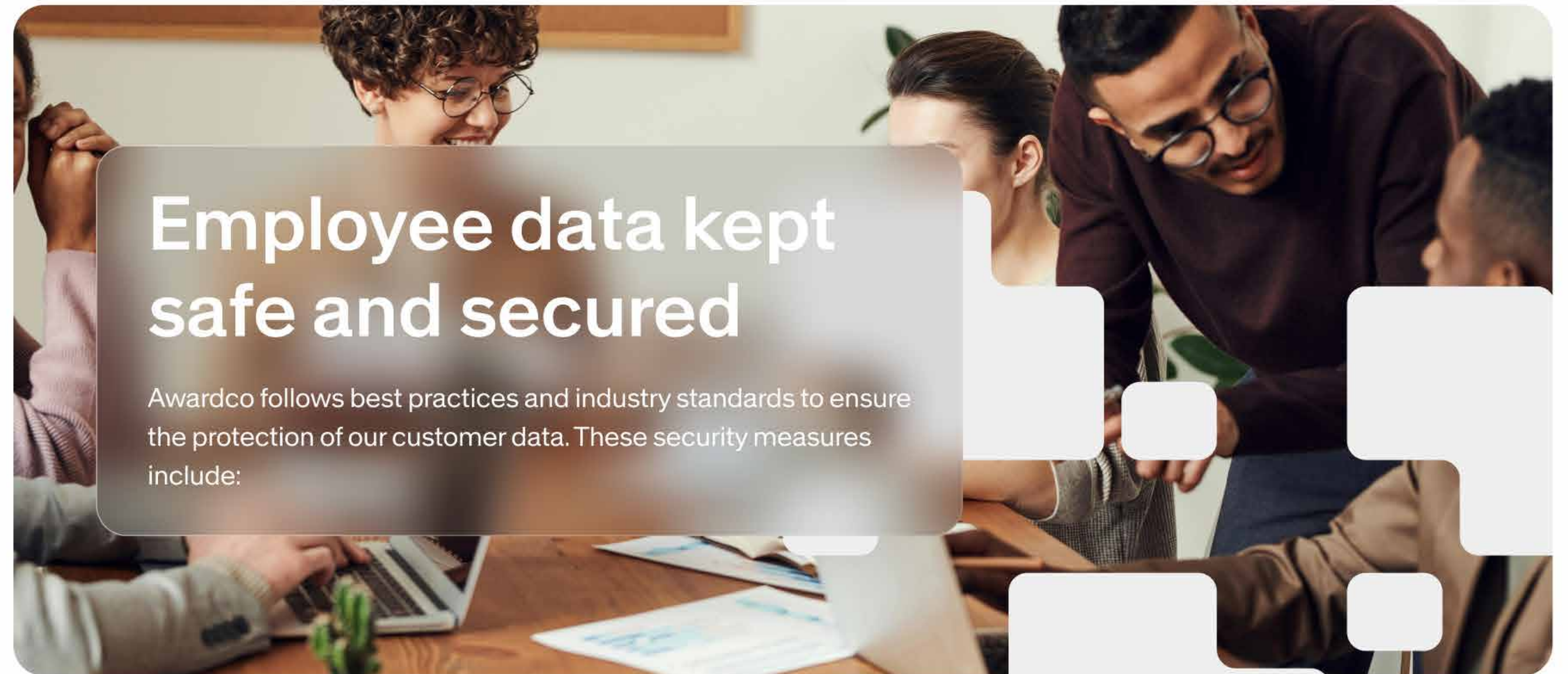
Shapes are then blended seamlessly, with consistent rounded corners added to preserve the brand's cohesive, rounded aesthetic.



Example

Once the desired pattern is created, this flexible arrangement of modules can serve as a subtle background detail in layouts.

Always ensure the pattern complements the design without interfering with the readability of information or overshadowing key elements in the imagery.

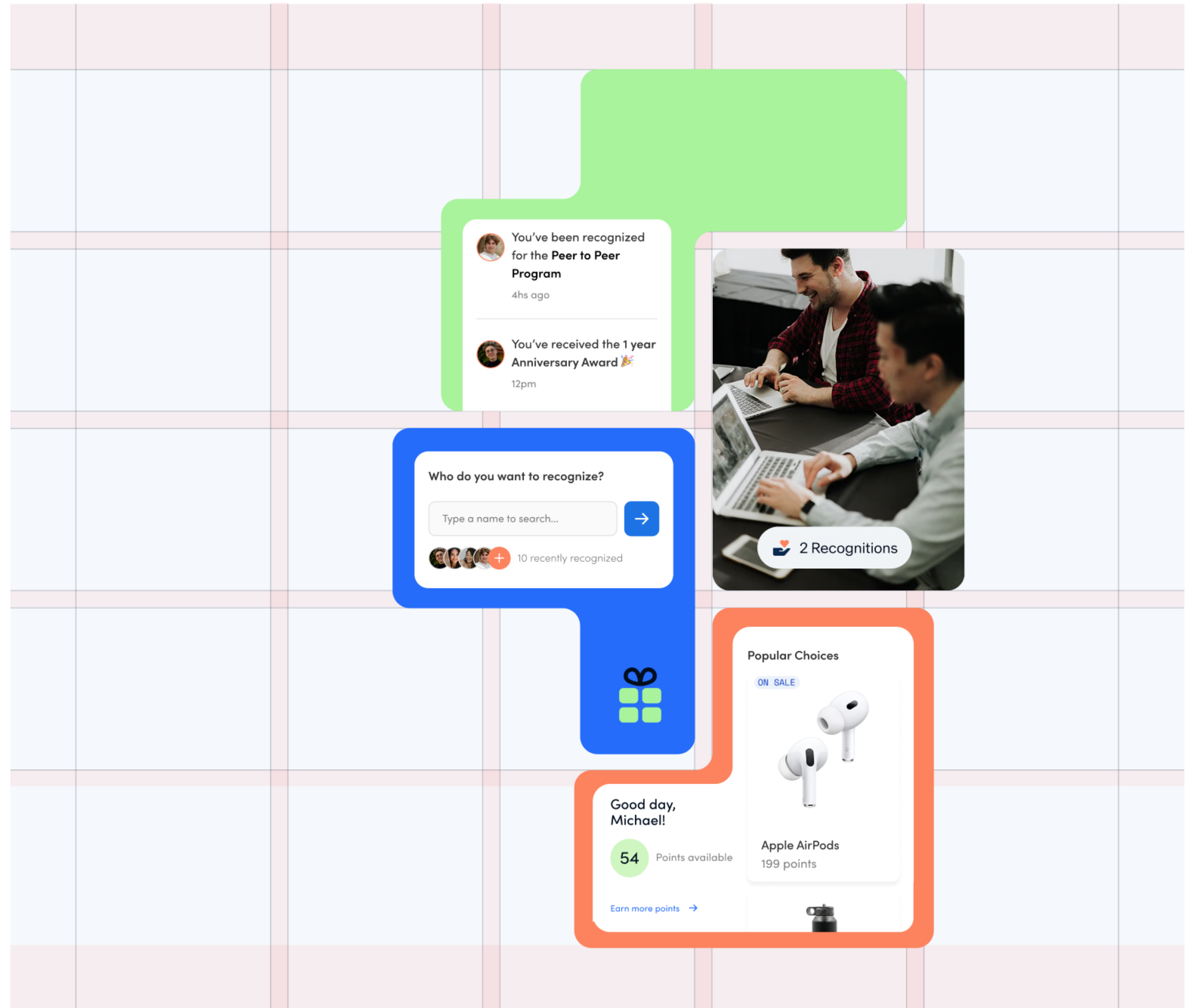


Example

Create patterns by grouping 3 to 6 modular shapes using the finer grid. You can combine masked images, solid colors, and product examples within each group.

Keep compositions asymmetrical and avoid visual clutter by leaving enough space between elements.

Shapes are then blended seamlessly, with consistent rounded corners added to preserve the brand's cohesive, rounded aesthetic.



Design elements

Overview

The modules are a core component of Awardco's brand design, serving multiple purposes: creating layouts, dividing information, masking imagery, and adding visual interest.

As the foundation of the brand's visual language, modules embody flexibility, modularity, and fluidity. They can be arranged in structured, grid-like "pento box" layouts or adapted into more fluid, dynamic shapes to meet various design needs.

Pixelar grid

Illustrations are created using a pixel grid composed of 15x15px squares with 10px gutters. This grid functions similarly to a bitmap, providing a structured foundation for designing pixelated or modular visuals.

Canvas dimensions

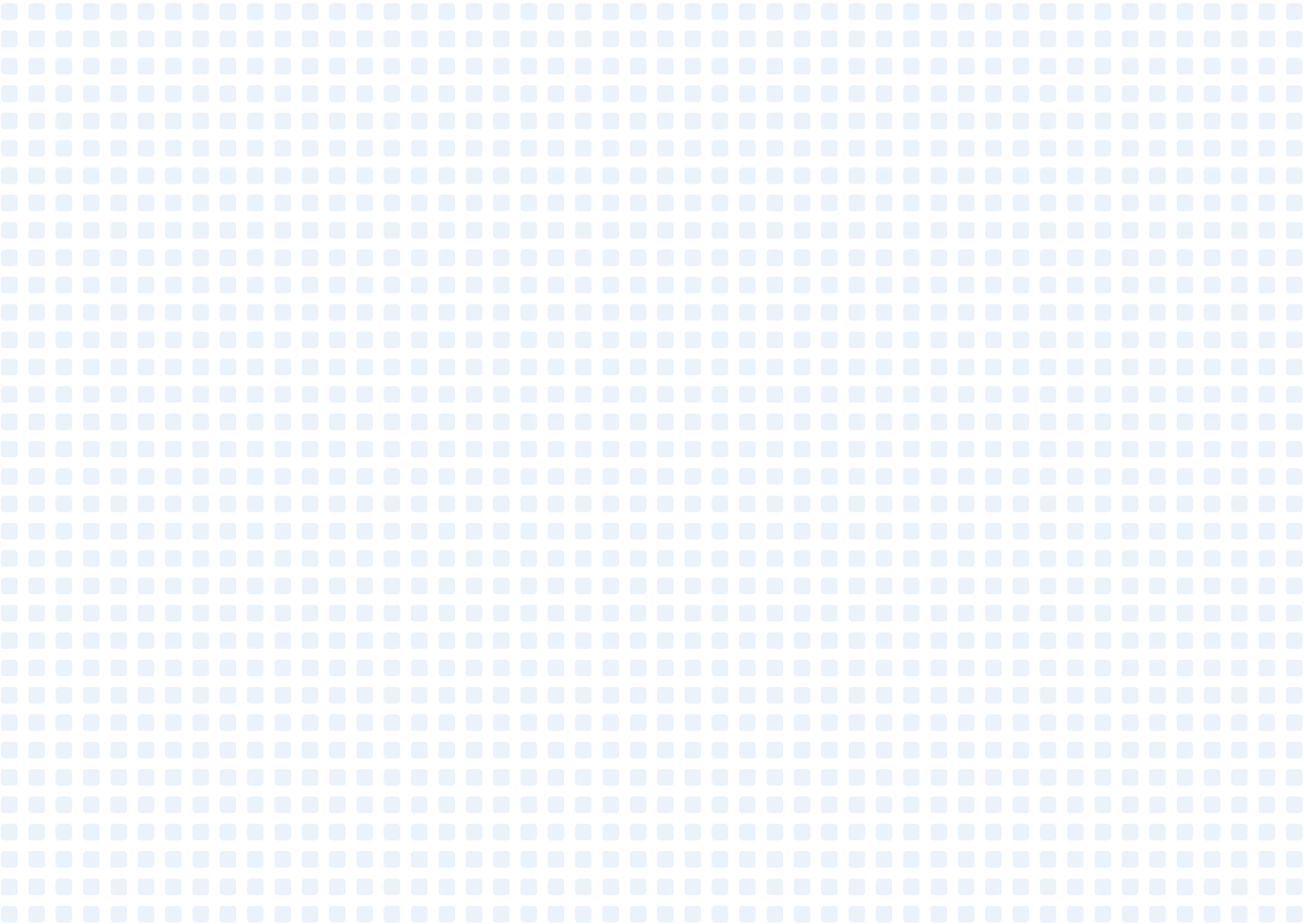
1440x1024px

Pixel

15px x 15px

Gutter width

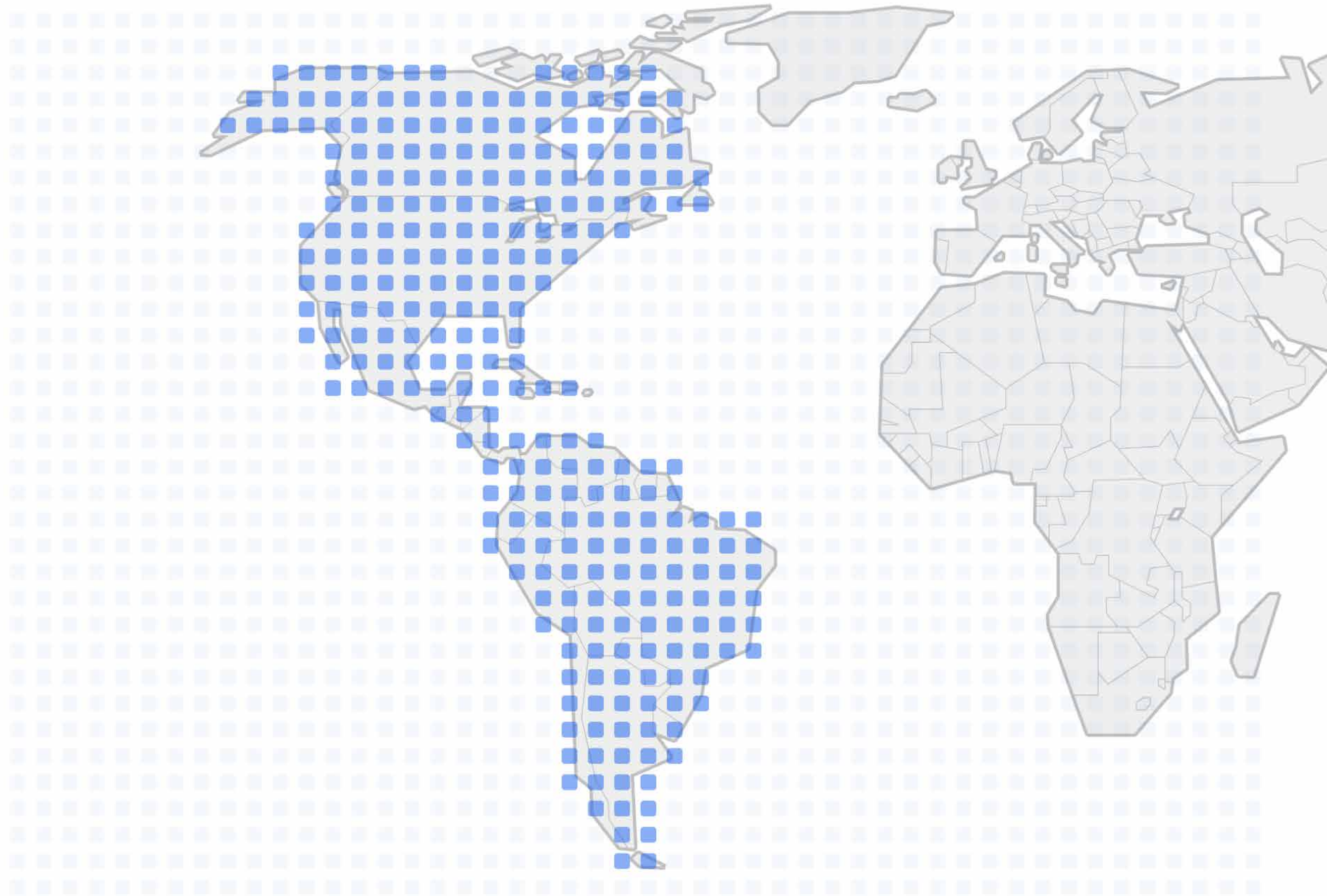
10px



Creation

Each square serves as a building block, enabling precise alignment and the addition of intricate details to illustrate various objects, all while ensuring consistency in style.

This method reinforces the brand's modular aesthetic, creating visuals that are cohesive and perfectly aligned with the overall design language.



Color application

When applying color to the final illustration, please refer to the brand's approved color combinations.

For the base of the illustration, background, and main object, a low-contrast combination is recommended.

Pops of more vibrant color may be used to enhance important details or add visual interest.



