



SIFT

BRAND GUIDELINES 2019

V1.02



CREATING VALUABLE CONNECTIONS THAT LAST

ABOUT



We take great pride in obsessing over our audiences and love exploring our vast data pools to provide knowledge and insight about what makes customers tick.

The insight we glean from user behaviour drives the content we create, the marketing solutions we build and the events we run – data and insight is our magic sauce.

Through our unrivalled access to accounting and business professionals we can deliver insight and expertise that helps you reach and build meaningful relationships with your customers of tomorrow.

Our audiences are more than just data-points. We combine our quantitative and qualitative insights to provide a comprehensive picture of our audience.



SIFT

LOGO - PRIMARY, FULL COLOUR



SIFT

LOGO - MONO AND MARK VERSIONS



H1
Proxima Nova, Bold, All Caps

LOREM IPSUM DOLOR SIT

H2
Proxima Nova, Regular, All Caps

INVERSPIS QUIST, TESTET ET ARUM ASSITIA QUID
QUAM EVELIT DIT A VOLUPTATUR MODI

H3 / Standfirst
Proxima Nova, Regular, All Caps

SUS DEBIS REM QUAM
DOLENDANDA AUT LOREM
DIPIENT LAUTATEM ET
AUDITATEM NONSED
MOLORE NEM DOLUPTA

Quote
Hepta Slab, Medium

“Sinvelestibea cus volenim olore,
eos que voluptet.”

CTA
Proxima Nova, Regular

READ MORE

Body
Proxima Nova, Regular

Nihil incid modit quaera quidi omnium faccupatur
se suntota tioria pel maio. Bus.

Tempore hendae ditatio veles eos doluptatist aut
eum et milia culparum et estorero dolo volorporum

Link
Proxima Nova, Regular,
underlined

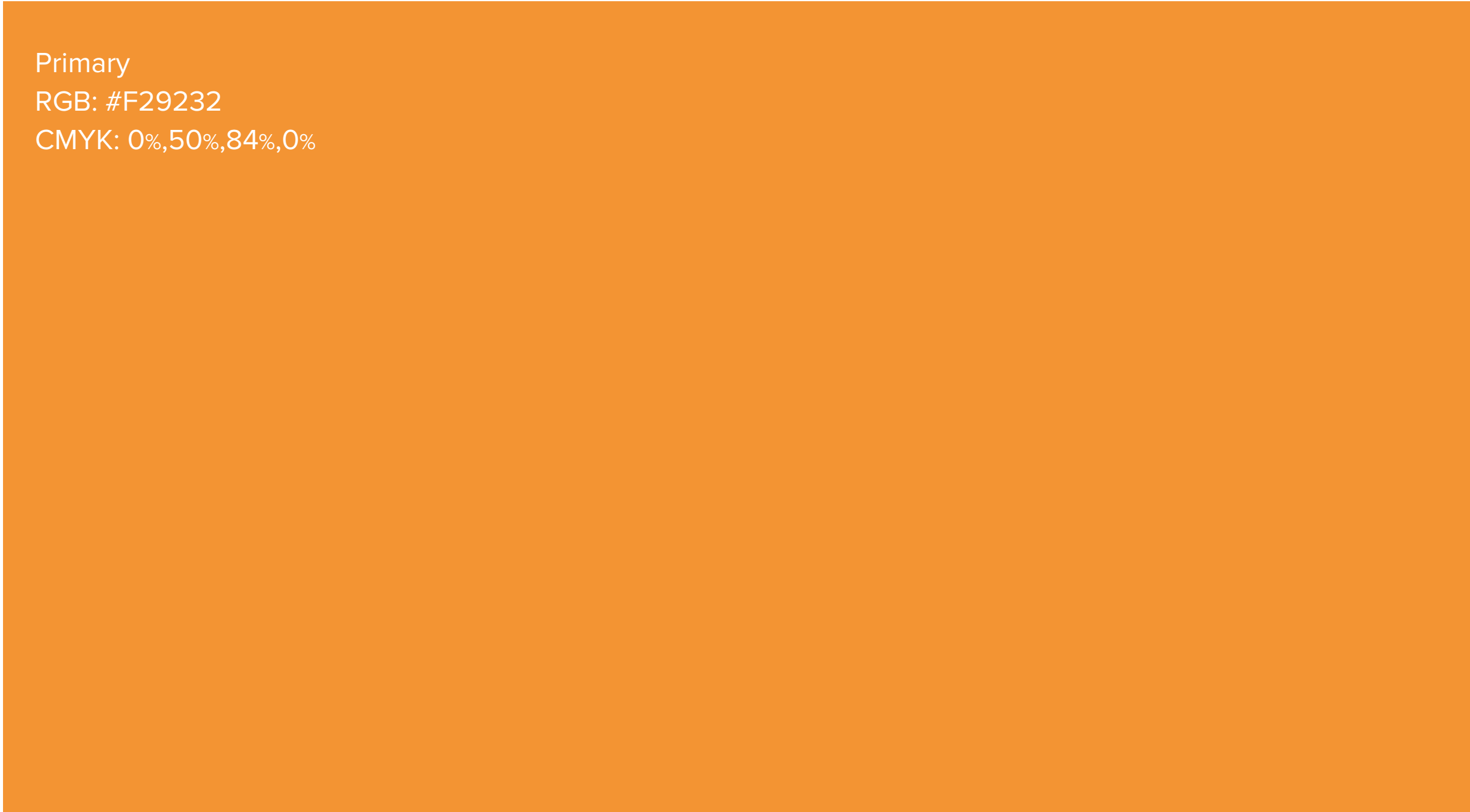
Os est quamus [pratis exeribusant](#) occum que es
volorep tatus lorem ipsum dolor sit amet.

TYPOGRAPHY

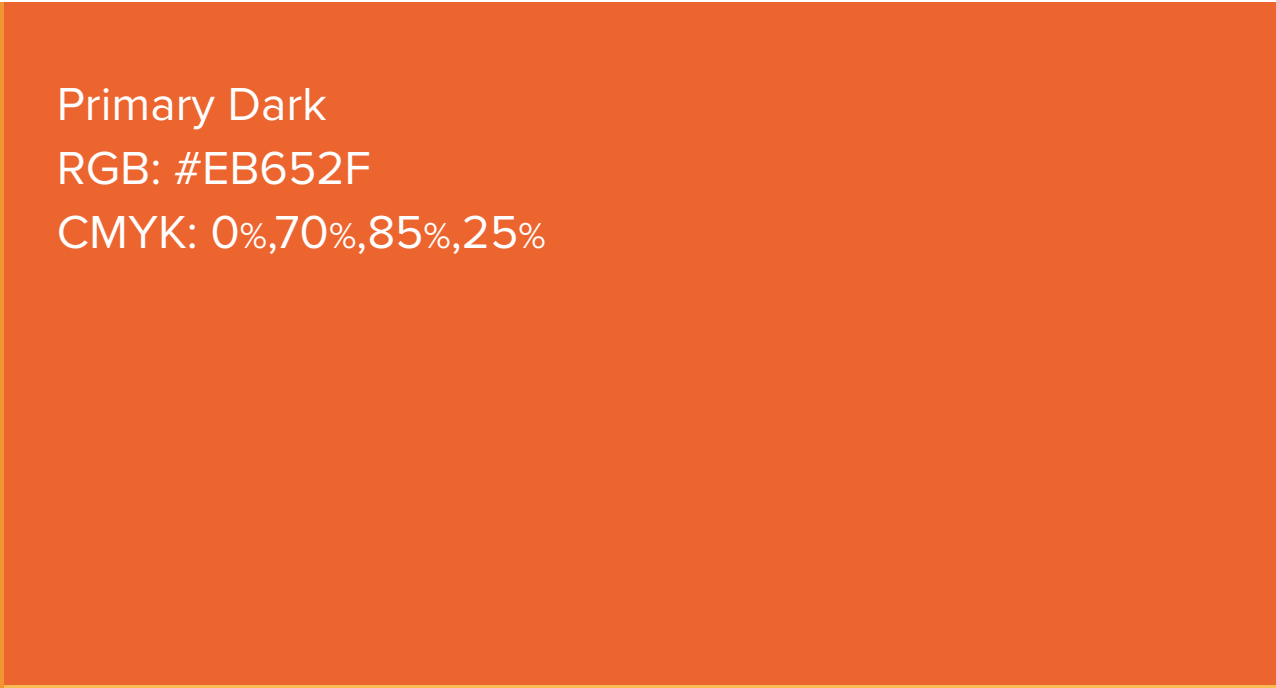
Use this as a guide for size and weight ratios only

COLOUR

These colours represent the main colour palette.



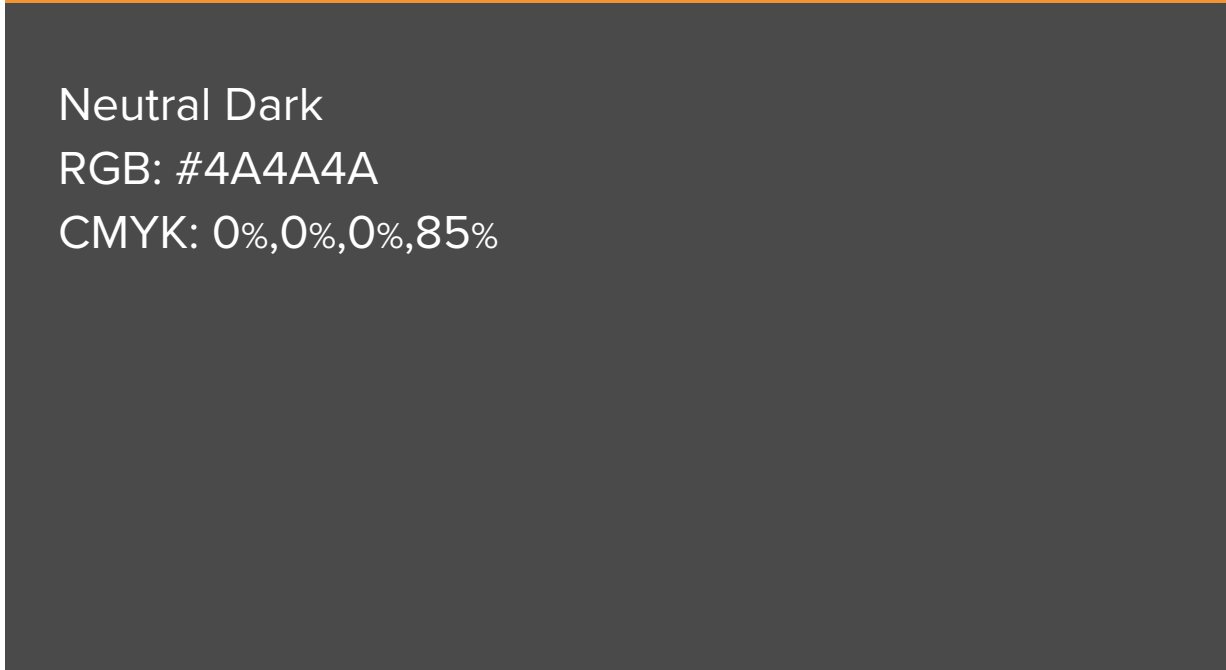
Primary
RGB: #F29232
CMYK: 0%,50%,84%,0%



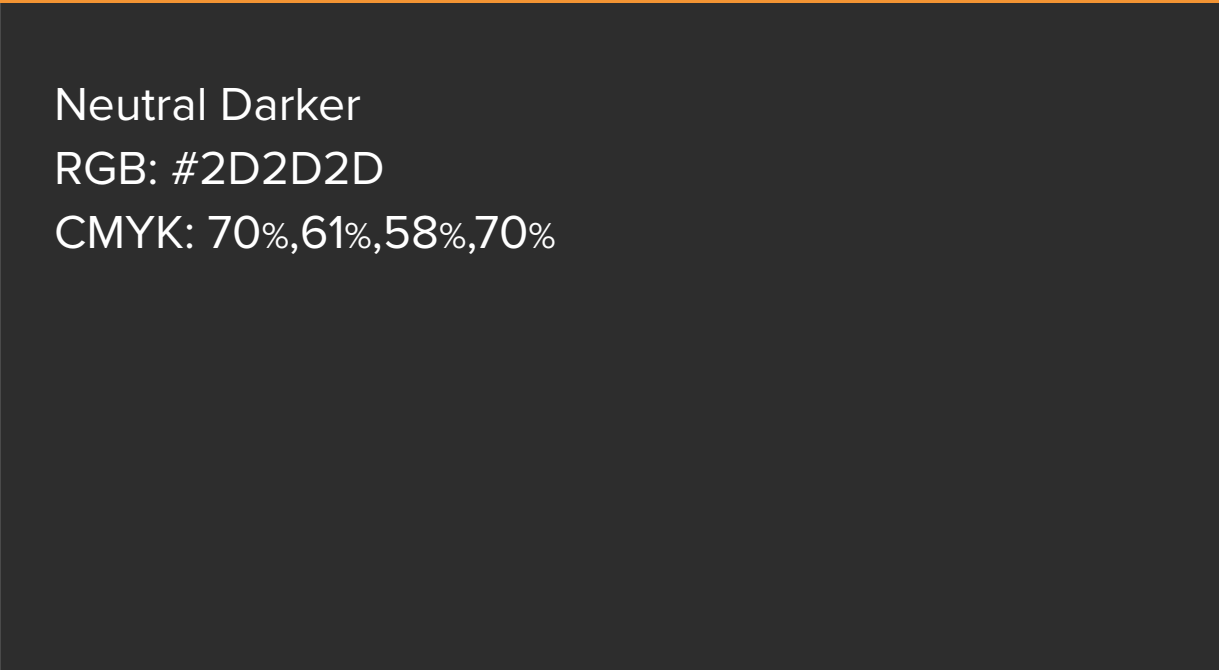
Primary Dark
RGB: #EB652F
CMYK: 0%,70%,85%,25%



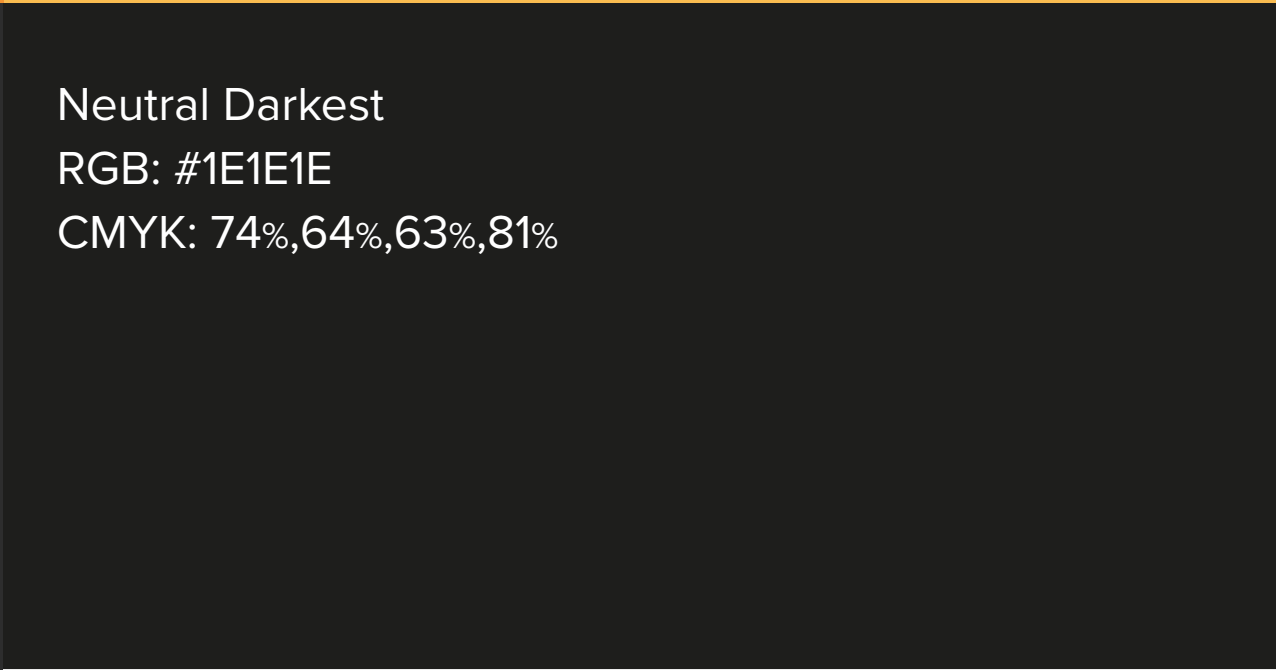
Primary Light
RGB: #F8BA4F
CMYK: 0%,30%,75%,0%



Neutral Dark
RGB: #4A4A4A
CMYK: 0%,0%,0%,85%



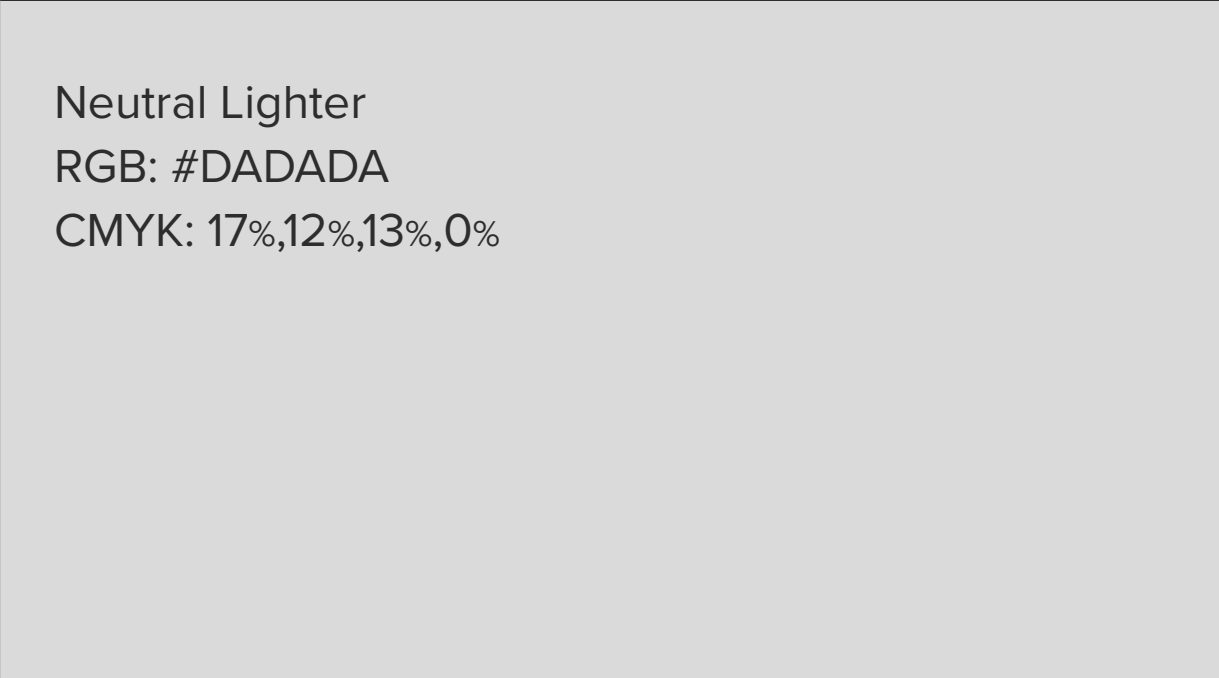
Neutral Darker
RGB: #2D2D2D
CMYK: 70%,61%,58%,70%



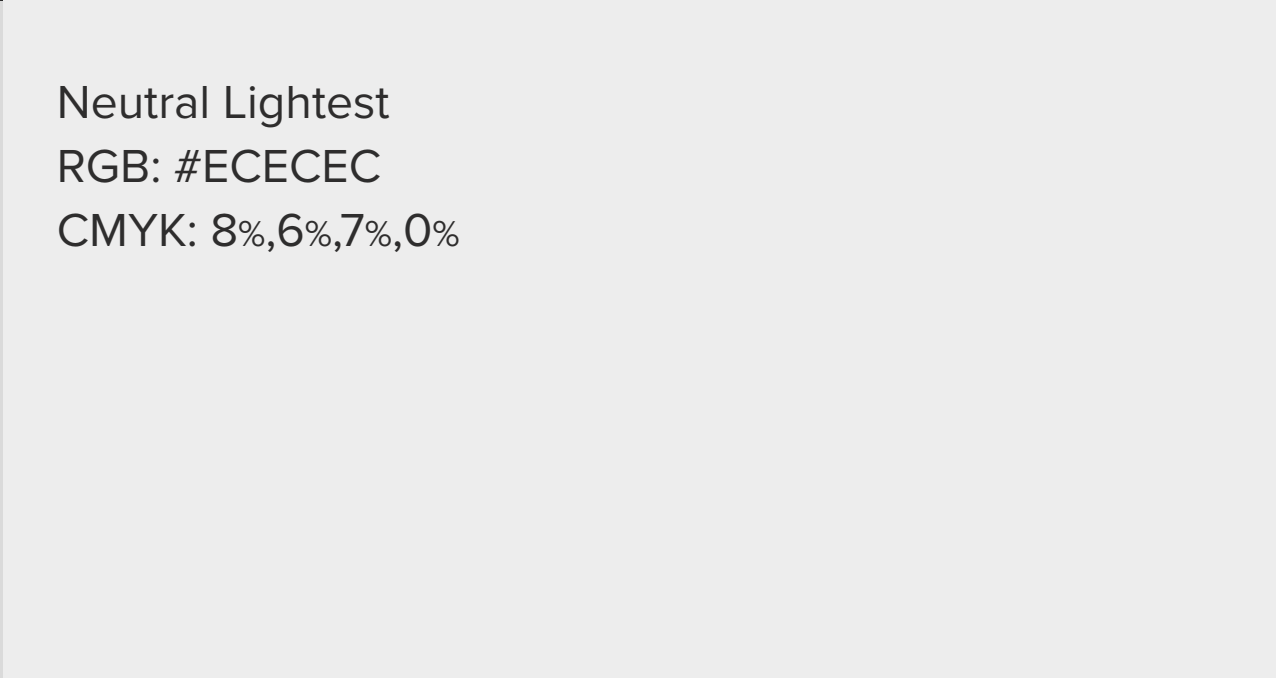
Neutral Darkest
RGB: #1E1E1E
CMYK: 74%,64%,63%,81%



Neutral Light
RGB: #C6C6C6
CMYK: 26%19%,20%,2%



Neutral Lighter
RGB: #DADADA
CMYK: 17%,12%,13%,0%

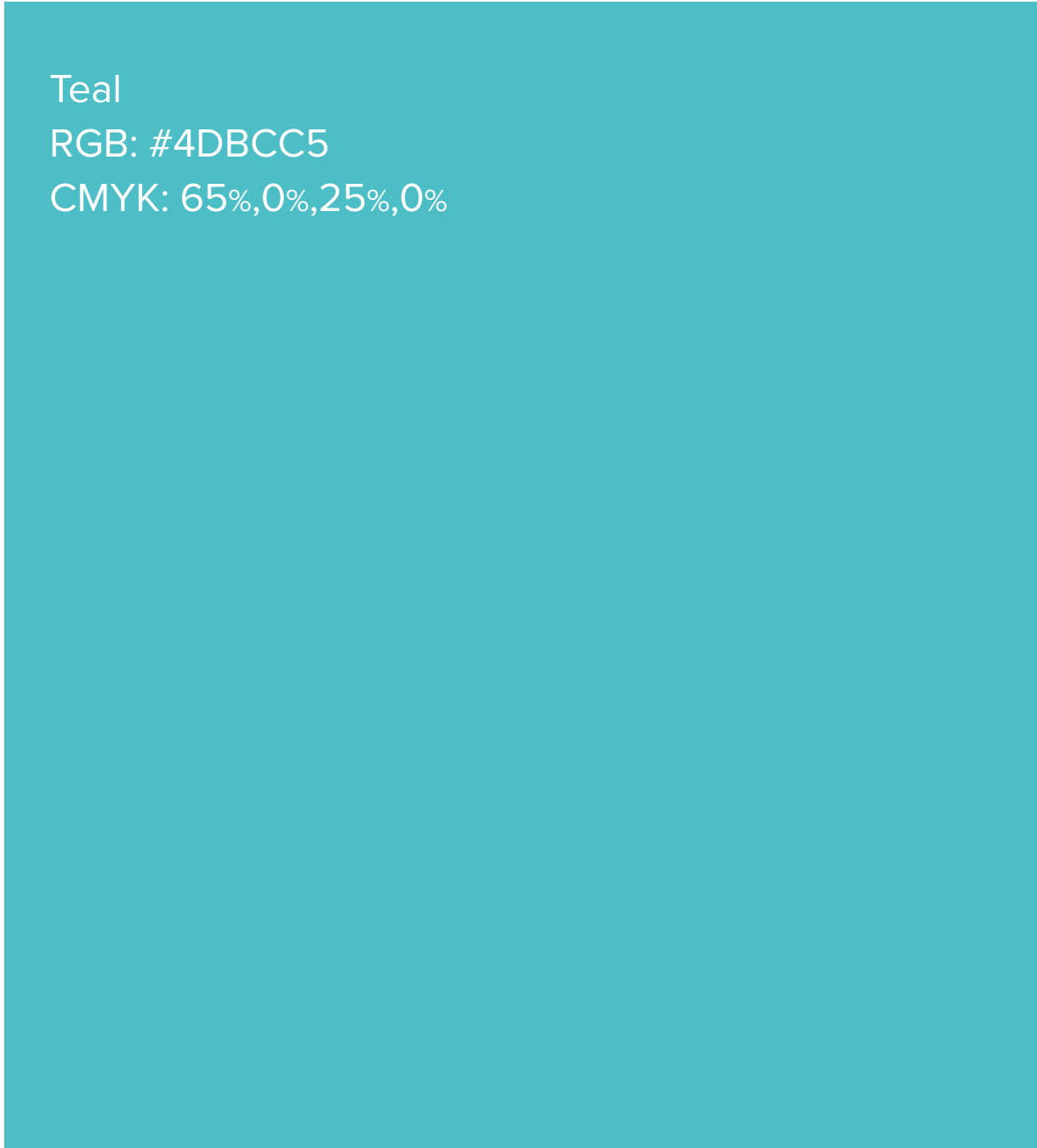


Neutral Lightest
RGB: #ECECEC
CMYK: 8%,6%,7%,0%

COLOUR

These colours represent the secondary colour palette.

Each of the secondary colours can be used in equal quantities.



Teal
RGB: #4DBCC5
CMYK: 65%,0%,25%,0%



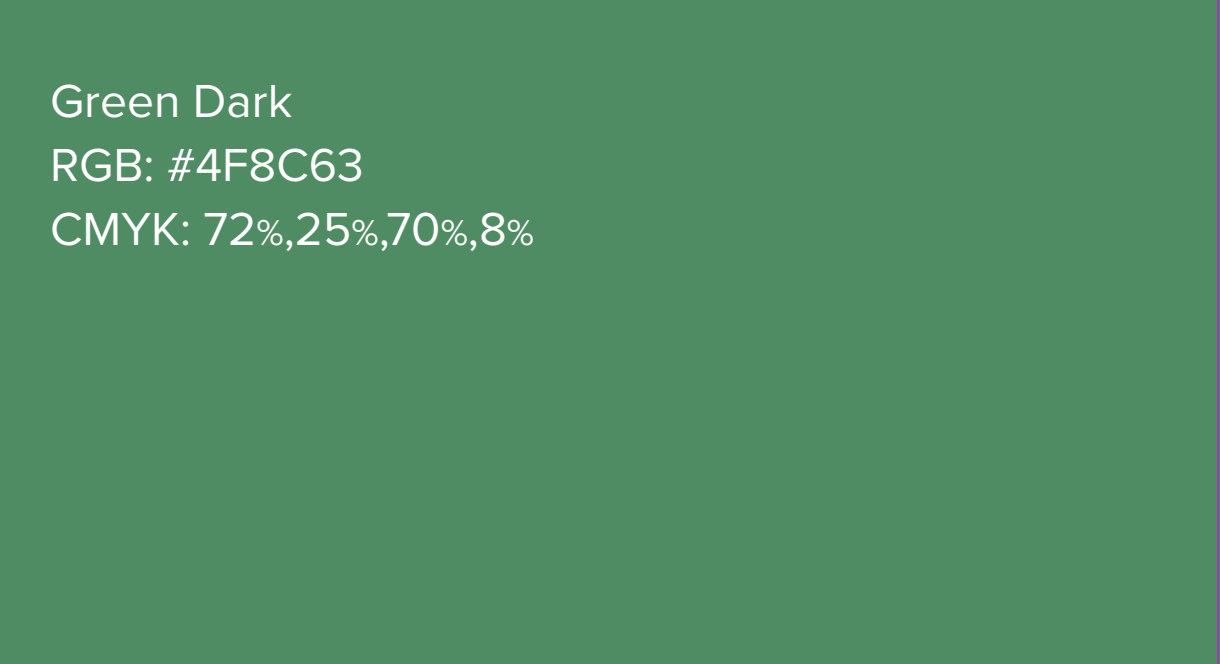
Green
RGB: #5EA87A
CMYK: 66%,11%,63%,0%



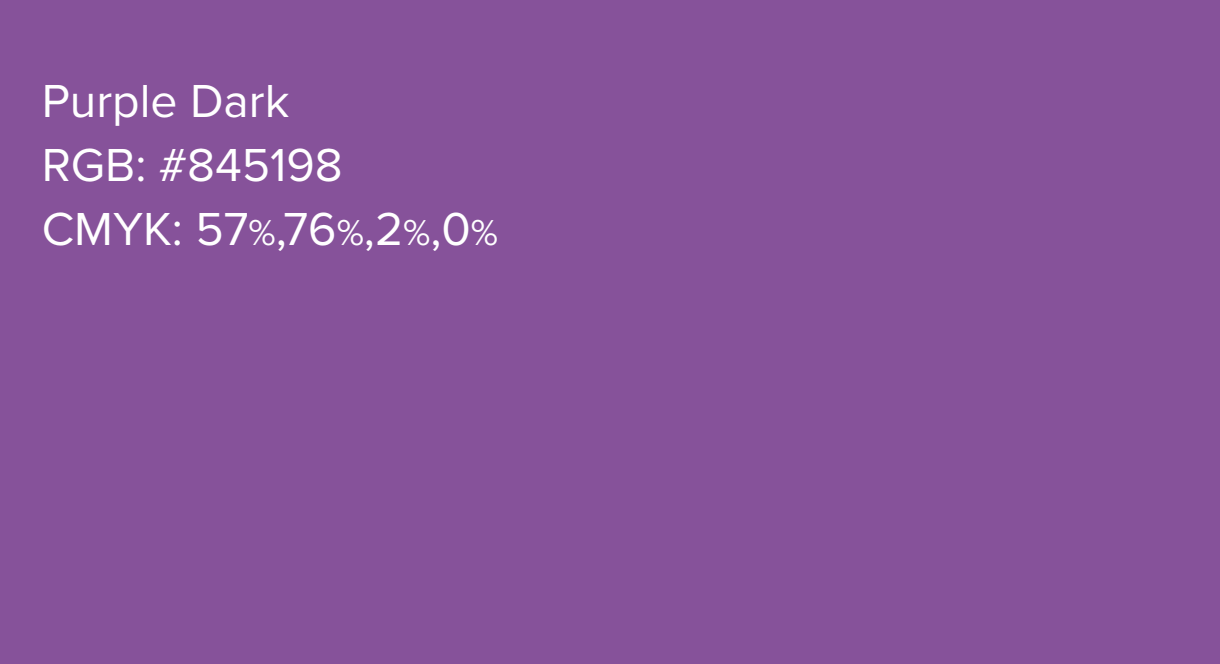
Purple
RGB: #9768A8
CMYK: 48%,66%,0%,0%



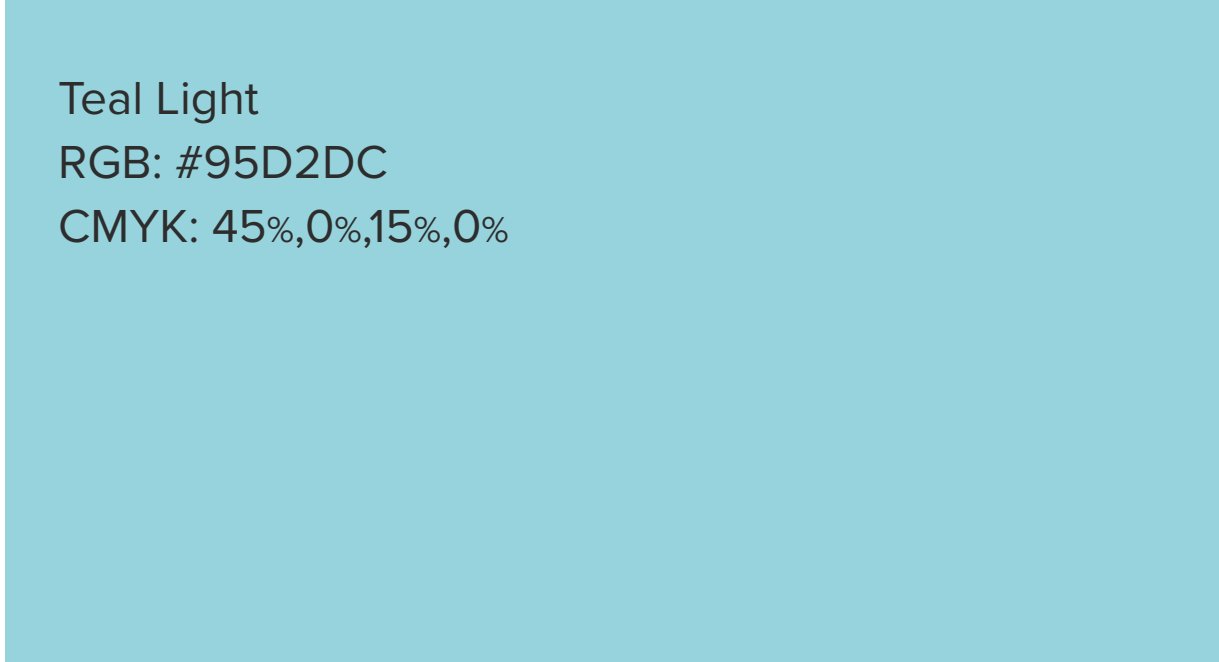
Teal Dark
RGB: #1098A7
CMYK: 78%,18%,32%,2%



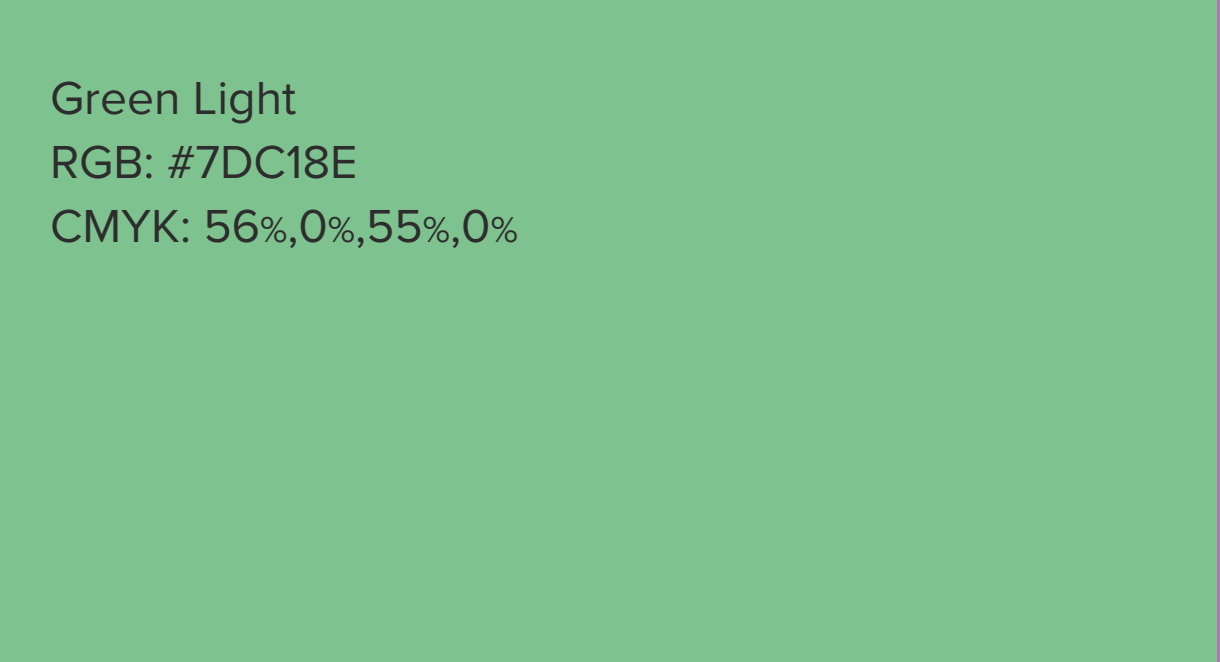
Green Dark
RGB: #4F8C63
CMYK: 72%,25%,70%,8%



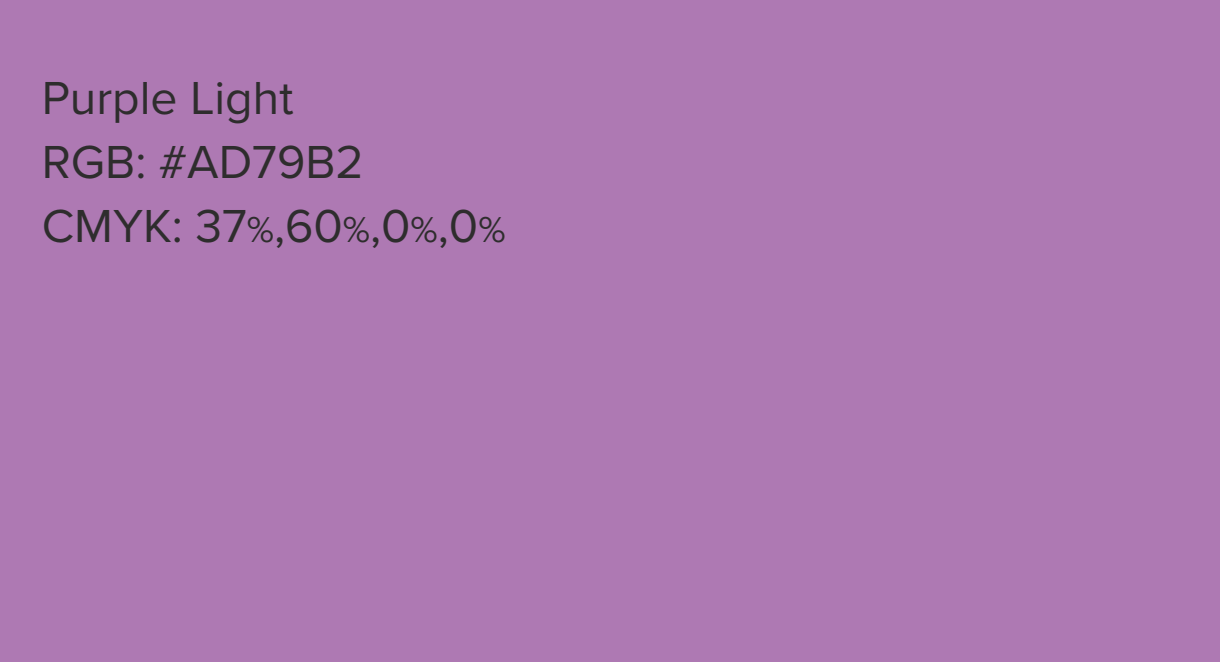
Purple Dark
RGB: #845198
CMYK: 57%,76%,2%,0%



Teal Light
RGB: #95D2DC
CMYK: 45%,0%,15%,0%



Green Light
RGB: #7DC18E
CMYK: 56%,0%,55%,0%



Purple Light
RGB: #AD79B2
CMYK: 37%,60%,0%,0%

PHOTOGRAPHY

Staff photography should be used where possible. Showing the team working together happily in the office. Where stock photography is used it should be in a similar candid style to the staff photography and show a human side to work and problem solving.



ICONOGRAPHY

Sift has a library of custom icons which should be used where appropriate to support a point, service or topic.



PATTERN

The Sift pattern can be used as a repeated background, or separate portions can be used as decorative elements.

