



SimplyMustard

Brand Guidelines



Introduction

Welcome to the SimplyMustard Guidelines. This brand book sets out our core guidelines in terms of our messaging, tone of voice and our brand personality, always keeping our key audience in mind. **To cut the mustard** is “to reach or surpass the desired standard or performance” or more generally “to succeed, to have the ability to do something.”

We will be evolving and updating this guide as we test, learn and implement.

01

Logo

The SimplyMustard logo symbolizes the smallest mustard seed growing into the biggest tree. Our logo is playful yet professional, it's that perfect mustard sauce blend that every company needs.

Space, size and positioning

Allow enough clear space so it's not crowded by other elements and has room to stand out on the page. We use the SimplyMustard Logo Icon to define the minimum clear space.

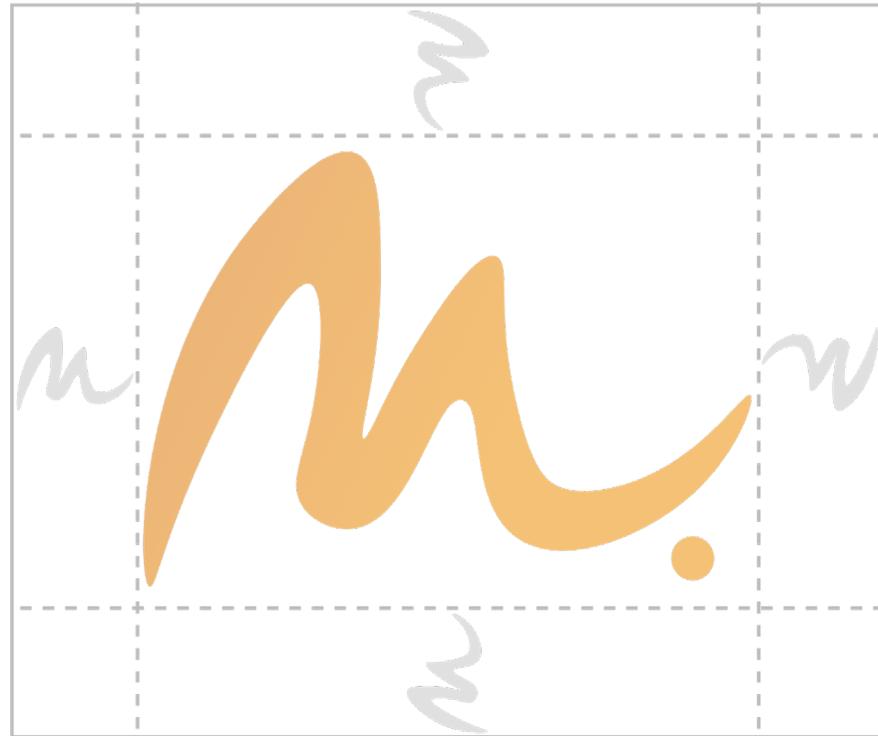
Logo sizing and legibility

Make sure the logo is always fully legible and observe the recommended minimum size guidance. When positioning the logo, exceptions for clear space are allowed where space is limited, particularly within digital environments.

Importance of logo positioning

Our logo should be positioned top center or top left of an application. In digital applications, it must be seen on first scroll or above the fold to remind the audience that they are in a SimplyMustard environment. The positioning of the logo should always remain consistent within an application.

Minimum clear space around logo



Position the logo - top left or top center



Minimum size - 12mm/80 pixels

Logo Variations

When using logo options other than the alone standing Logo Icon, SimplyMustard has two other logo variations to choose from. These logo options are made up of the Logo Icon combined with the brand typography, either next to or on top of. These logos can be used on any other marketing collateral such as banners, ads or documents.



Acceptable Background

The Gradient SimplyMustard Logo Icon is our preferred use. Use our Gradient Logo Icon version wherever possible. White on dark photographic backgrounds provide the best impact in digital environments.



M. SimplyMustard



M. SimplyMustard



M. SimplyMustard



White logo on SM Blue Background



Gradient logo on White Background



White logo on Gradient Background

The image features the numbers '02' in a large, bold, orange font. The '0' is a simple, rounded shape, and the '2' has a curved top and a thick, horizontal base. The numbers are positioned on the left side of the page.

Colour Palette

The SimplyMustard colour palette is colourful and bold with a mustard yellow and complimentary tones to represent a vibrant and playful brand with a stable and trustworthy foundation.

Main Colour Palette

SM Yellow serves as the primary colour for the SimplyMustard brand. It should be used as the main accent colour in design work and the logo should be used in this colour whenever possible.



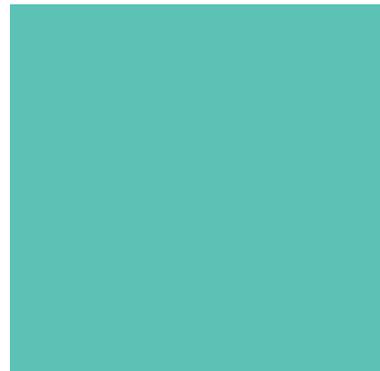
Pantone 149 C

SM Yellow
#F6C277



Pantone 7514 C

SM Orange
#D89A7A



Pantone 7472 C

SM Green
#61C1B6



Pantone 7699 C

SM Blue
#3E6171



SM Gradient

#D89A7A to #F6C277

Main Gradient

SM Yellow and SM Orange combined form the Main Gradient for the SimplyMustard brand. This gradient is used in the SimplyMustard logo or as a background.

03

Fonts

SimplyMustard makes use of a combination of sans serif and display fonts to convey a vibrant and bold brand identity.

Aa

Mitr

Mitr is the SimplyMustard logo font. This font is mainly reserved for the logo, but can be used as Heading 1 for any Marketing Collateral such as Social Media posts and Print Ads.

Light

Regular

Medium

SemiBold

Bold

Aa

Montserrat

Montserrat is the main font used in the SimplyMustard brand guidelines for headings and body text. All documents and marketing collateral such as Social Media posts has to use the Montserrat font.

Light

Regular

Medium

SemiBold

Bold

Black



Illustrations

SimplyMustard makes use of a collection of vibrant illustrations to add a visual component to the brand.



Visualizing **SimplyMustard**

The SimplyMustard brand assets includes a collection of custom illustrations created specifically for the brand. This allows the brand to convey an impactful message through visuals. These assets can be used anywhere, from social media to formal documents.

The image features the numbers '06' in a large, bold, white sans-serif font. The '0' is a simple circle, and the '6' has a rounded top and a circular bottom. They are set against a solid, vibrant orange background.

Pattern

SimplyMustard makes use of a fun confetti pattern to bring a playful element to the brand identity.

Colourful Pattern

The SimplyMustard pattern can be used on all marketing collateral such as Social Media, Print Ads or Documents. The 'm' can also be used on it's own as confetti if the entire pattern can not be used.





Tone of Voice

Our tone of voice is how we say what we say and a reflection of our personality. While tone can be adjusted to fit the circumstances or medium, customers should hear a consistent voice across product lines and border lines, whether in posts, emails, or website landing pages.

Principles

To write in the SimplyMustard tone of voice, apply the three simple principles shown here to all of our applications.

Social media

Posts must be short and specific. But that doesn't mean your humanity can't shine through!

Talking to our Audience

Our audience is primarily HR companies and professionals. Their main aim is to match candidates with the correct job position, this helps the individual and the company form an effortless hiring experience. We understand these needs, and as their technology expert, we want to help them achieve their goals.

In Summary

Our tone of voice isn't limited to the written word, whether we're presenting, interviewing a potential new colleague, or helping a restaurant with the platform, our language should always be:

Bold
Supportive
Colourful
Digital
Confident
Helpful
Honest
Simple
Engaging

