FIVESTARS

Brand Guidelines

The Fivestars brand is not just logos, colors, and fonts. It is a visual and written depiction of our character. It is the manifestation of who we are. The brand is how we tell the world our story.

Logo

Horizontal Lockup

In most cases use purple horizontal logo.

Filename: FS_logo_horizontal

Vertical Lockup

When horizontal logo does not work, use stacked logo.

Filename: FS_logo_stack

Logo Mark

When either don't work, please consult Design team. Mark should be reserved for specific instances (app icon, swag, stickers).
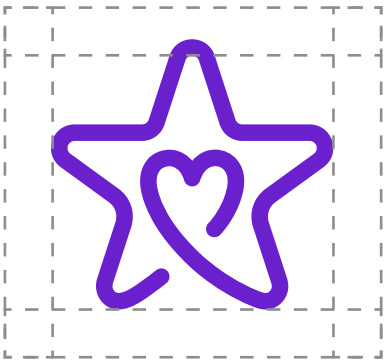
Filename: FS_icon

FIVESTARS

FIVESTARS

Logo

Because of the unique visual weight of a star, spacing is very important in keeping the mark balanced and centered.

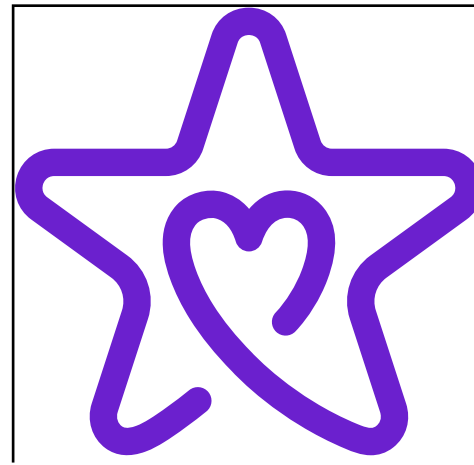Vertical spacing should be aligned to the bottom stroke of the mark.
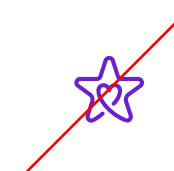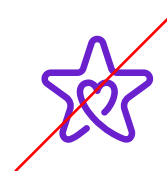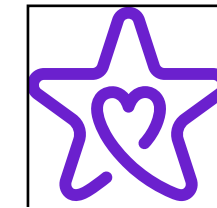
Scaling

Any use of the mark below 1 inch or 75px should use our thin stroke mark to retain clarity of our logo.

Consult design team when using below scale (favicon, watermark, etc.).

2.5 in or 175px

1 in or 75px

Logo Color

Purple on white
In most cases, use purple logo on white background.

White on Purple
Reserve this instance for landing pages, titles, loading screens, etc.

Desaturated Purple
Use on merchant facing products where logo should not be highlighted (i.e. merchant dashboard with graphs).

Logo Usage
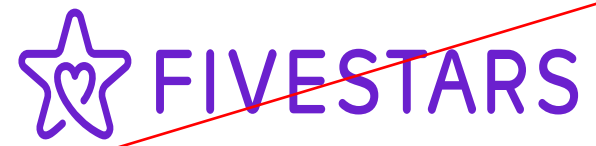
Do not distort by stretching or skewing.

Do not use the work mark by itself.

Do not use the logo on top off a light gradient.

Do not use the logo on top of off brand colors.

Do not use gradients on the logo.

Do not use the logo on top of non contrasting colors.

Fivestars is bright,
helpful, and fun.

Colors

Brand colors

Use brand colors minimally. Do not overwhelm the page with color. Use mostly white and neutrals.

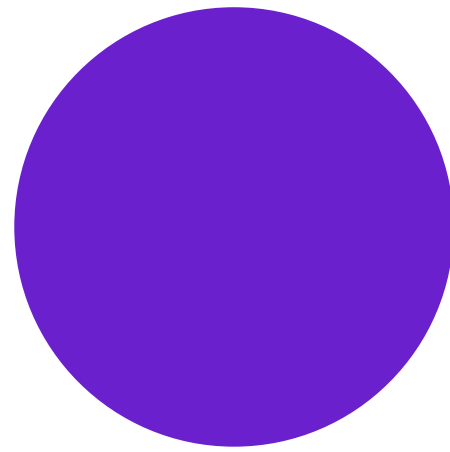See logo colors for use of desaturated purple.

Grape Sanchez
Hex #6B20CE
CMYK 769000
Pantone 266C

Purple Heart
Hex #5a557d

Primary colors

Reserve primary colors for action items and illustrations.

See UI Style-guide for more detail.

Grape Sanchez
Hex #6B20CE
CMYK 769000
Pantone 266C
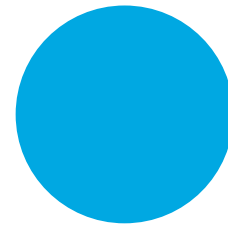
Oceans 11
Hex #00a8e2
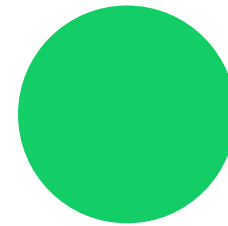
Big Green
Hex #13ce66

Yellow Submarine
Hex #ffc800

Jaws
Hex #f8323f
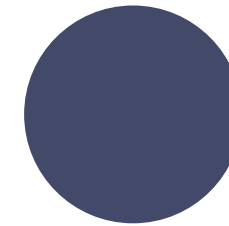
Purple Rain
Hex #424969

Eva
Hex #c5d0de
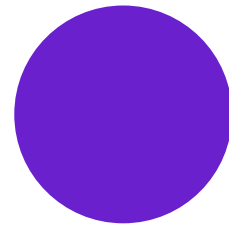
Secondary colors

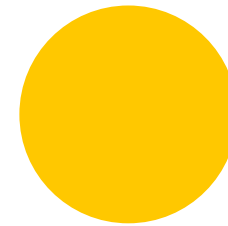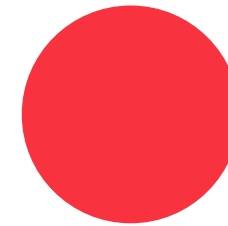Use secondary colors for most backgrounds, headers, and color blocks.

White
Hex #ffffff
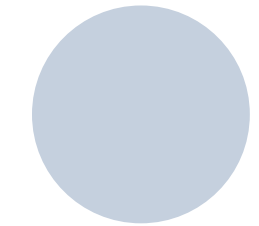
Vanilla Sky
Hex #f8f8f8
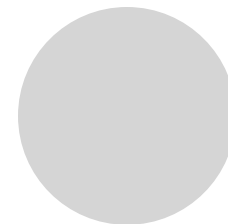
Fifty Shades of Grey
Hex #d5d5d5
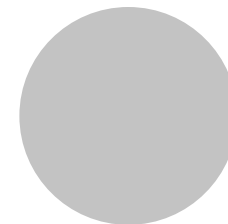
Charlie St. Cloud
Hex #c3c3c3
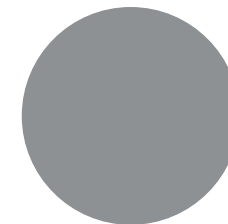
Donnie Darko
Hex #8e9194
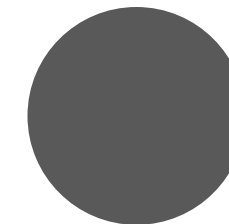
Steel Magnolias
Hex #595959
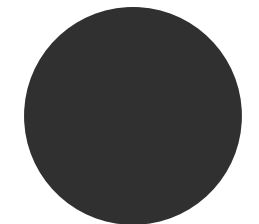
Black Mass
Hex #303030

Fonts

Primary Font
Use Proxima soft for all headers, design elements, and most marketing material.
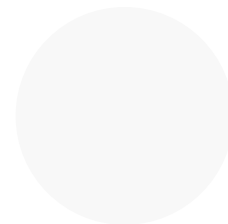
Seconday Font
Use Proxima Nova for most body copy and when Proxima Soft is not available.

Fun Font
Use Super Clarendon very sparingly. Only use numbers for highlighting specific instances (i.e. 30 million).

Proxima Soft

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Super Clarendon
0123456789

Typography

Header (h1)
Proxima Soft Semibold
64pt (85Px)

Subheader (h2)
Proxima Soft Medium
32pt (42px)

Title (h3)
Proxima Soft Semibold
20pt (26px)

Body
Proxima Nova Light
18pt (24px)

Number callout
Super Clarendon Bold
47pt (62px)

How it works

One Powerful Marketing Program

A rewards program as unique as your business

Victor and Matt began as top consultants at McKinsey, where they witnessed the power of customer loyalty programs and immediately understood why large companies pay millions of dollars to create them. They had a vision: make the power of a Fortune 500 customer loyalty program accessible to local businesses. In six years, FiveStars has gone from two guys in a garage to serving thousands of businesses across the country.

125 Million
Checkins

Blog/Internal Typography

Header
Proxima Soft Medium
32pt (42px)

Body
Proxima Nova Light
18pt (24px)

Marketing tactics every business can use

1. Set up a loyalty program
One of the best ways to market your business is to show customers what sets your business apart. Having a great loyalty program can differentiate your business from the crowd. Plus, consumers are 80 percent more likely to shop at a store that has a loyalty program, according to research from Technology Advice. Structure your loyalty program so customers get a gift fairly early in the process, and give them a chance to earn bigger products as they collect more points. The redemption process should be simple too, without any customer hassle.

Pro Tip: Look for a loyalty program that lets you schedule and segment promotions. The ability to schedule a promotion and send it at a later date is a great time saver, and segmenting your list allows you to send tailored promotions to special groups like new customers or VIPs.

Photography

Use pattern on top of photo sparingly. Only use provided .ai file. Always blend pattern with color below. Keep scale close to what is shown.

Photo Style

Use natural light whenever possible. Shoot in a local location whenever possible (i.e. coffee shop, farmers market, Main st.). Feature a diverse selection of individuals (race, age, gender). Include local items as well (totes, coffee cups, bags).

Brand Pattern

Pattern should be used sparingly within designs. Use only with full opacity and at 100% scale.

Do not use as a background.

Do not place type on top of pattern.
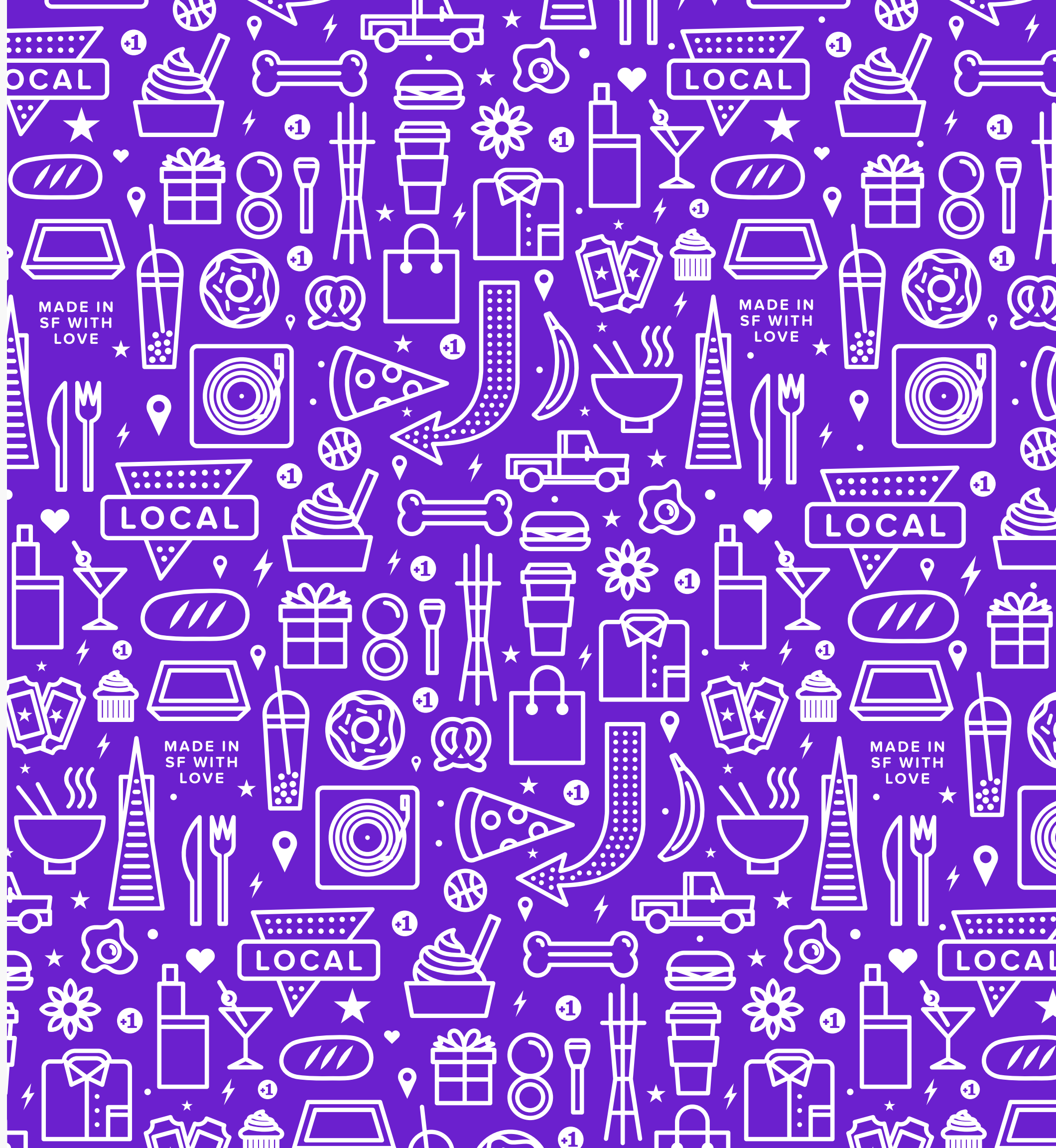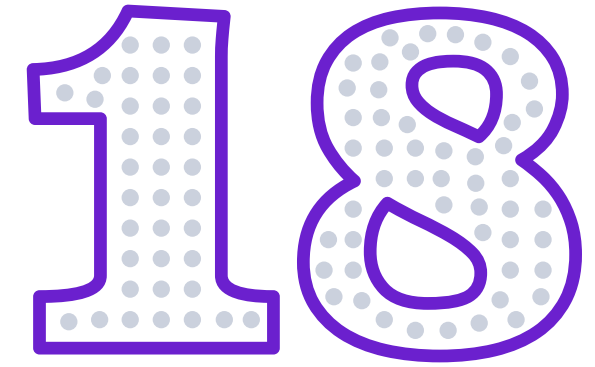
Do not change color of pattern.

Illustration Style

Illustrations should be bright, helpful, and fun. They are not limited to linework but should fit in with the style already in place. If using a stroke, use 2-3px weight. Use people as much as possible in the work.