# Brand Guidelines

**LAST UPDATE: JULY 2024**

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# What is Nift?

Nift introduces new products and services — from music, jewelry, and wine delivery, to neighborhood restaurants and bars — to prospective customers as a thoughtful “thank-you” gift.

**OVER 50M PEOPLE USE NIFT TO DISCOVER & TRY SOMETHING NEW**

As an alternative to annoying ads, Nift gifts drive efficient net new customer acquisition for direct to consumer brands and traffic for restaurants, while creating positive revenue-generating customer experiences for partner businesses that use Nift gifts to thank thier users.

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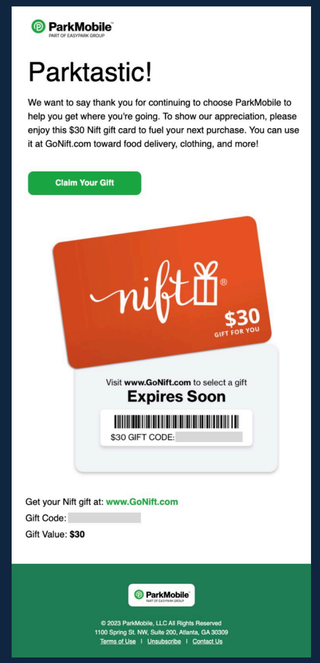
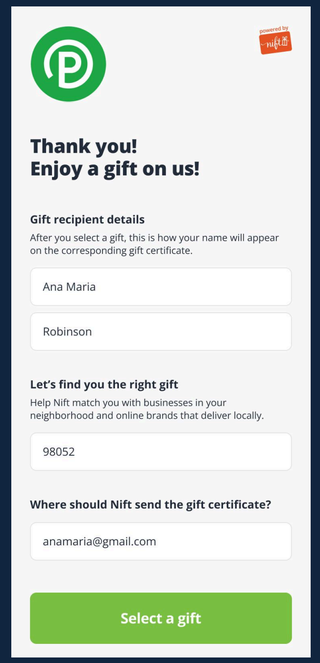
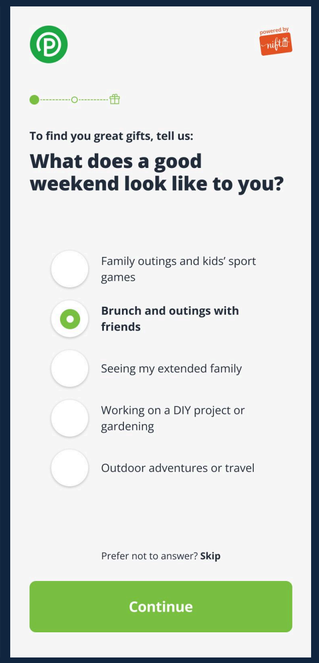
# Consumer Experience



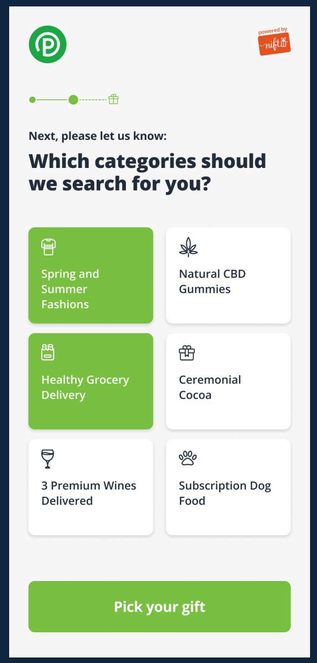

Thank-you email sent by Nift Partner



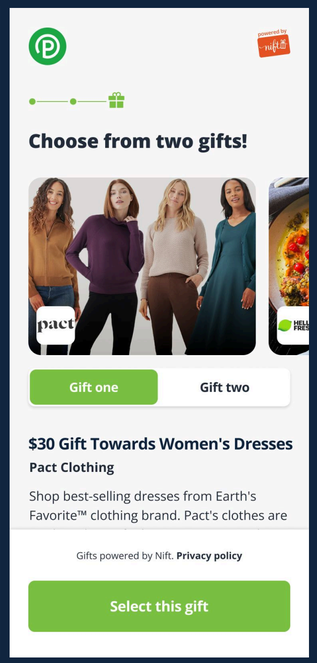

Co-branded welcome screen on GoNift.com



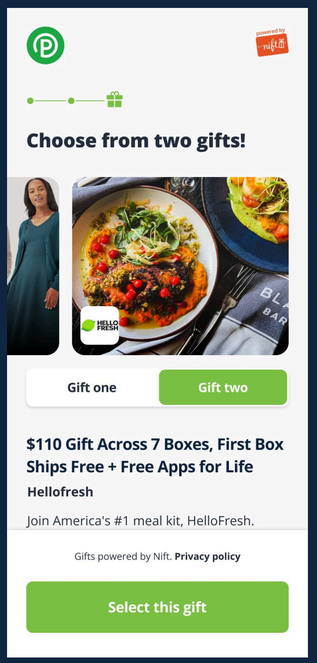

Lifestyle Question (variable content)



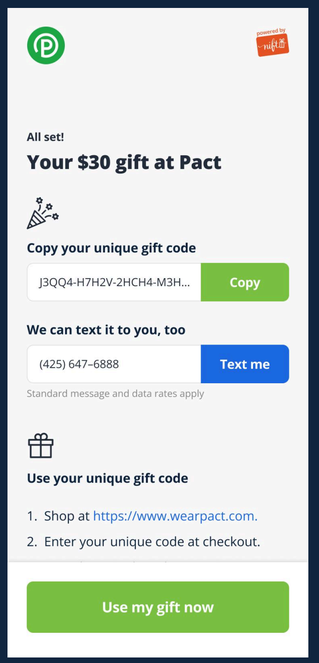

Gift Categories (select at least two)




Gift option one of two




Gift option two of two




Selected gift usage instructions

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# Voice

## SINCERE

We strive to come across as credible and believable. It’s about building trust.

We believe in authentic experiences. Don’t be fake or promotional. Avoid false enthusiasm and superlatives. Be honest and down-to-earth. Let the math and the stats do the talking.

## OPTIMISTIC

Nift believes in what’s good about the world. Spread positivity. Don’t be derogatory or sarcastic. Say thank you. Be grateful. Highlight hopeful outcomes.

## COLLABORATIVE

We like partnership and teamwork. We use inclusive language, seek input and feedback, and celebrate collective efforts.

## RESPECTFUL

Clear, simple. Low jargon. Direct. Accessible. Concise.
We respect our readers, their time and their intelligence. We answer questions before they’re asked, and don’t get in the way of their actions. We are intentional and thoughtful with every word.

## JOYFULLY HUMAN

We are real people—positive and fun. We keep content conversational, but we never let our personality overwhelm. We write with a smile and add surprise and delight when the moment is right, without being overtly cheeky.

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# Logo Guidelines

Our primary logo is a simplified Nift gift card. The phrase “neighborhood gift” has been dropped as our offering has evolved and Nift continues to grow.

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JPG Logo

SVG Logo

## Primary Logo

Nift is a registered trademark. Use of the word Nift should include an ® on first mention, either in copy or as part of a Nift logo appearing on the page.

When used in text, Nift should always be capitalized. It serves as both the name of the company and our product (i.e. Nift Networks, Nift gift or Nift gift card).

## Small Sizes

Minimum size is 100 pixels wide in JPG or PNG pixel formats. Smaller sizes affect readability due to pixelation.

Minimum size can be smaller in SVG or EPS vector formats, but must not be smaller than 75 pixels wide.

Minimum Clearance

The Nift logo and Nift gift cards always sits at a **7.5°** angle.

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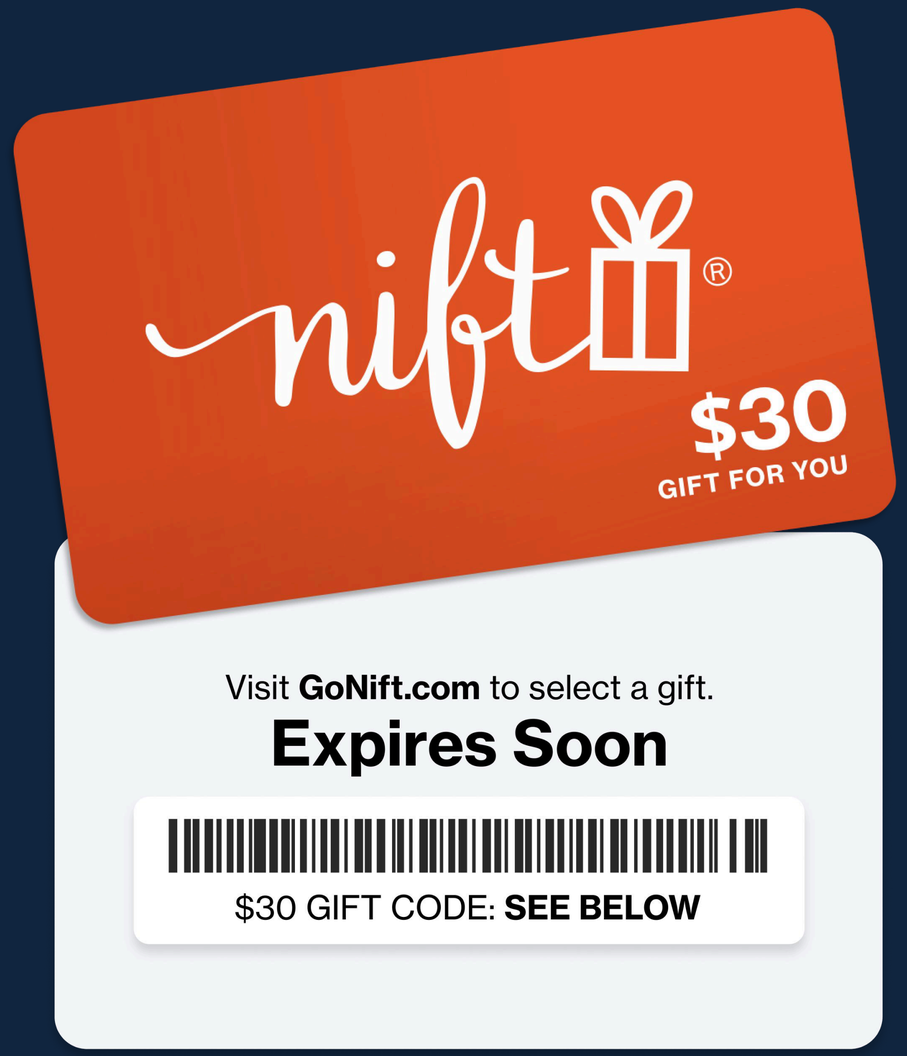
# Gift Card

**Partner Communications**

Like the Nift logo, Nift gift cards always sit at a 7.5° angle.  Complete Nift gift cards, inclusive of a card back with barcode, gift code and expiration date are used in all partner communications.

***Please Note**: The $30 Nift Gift card is not the Nift logo and should not be used as such.*

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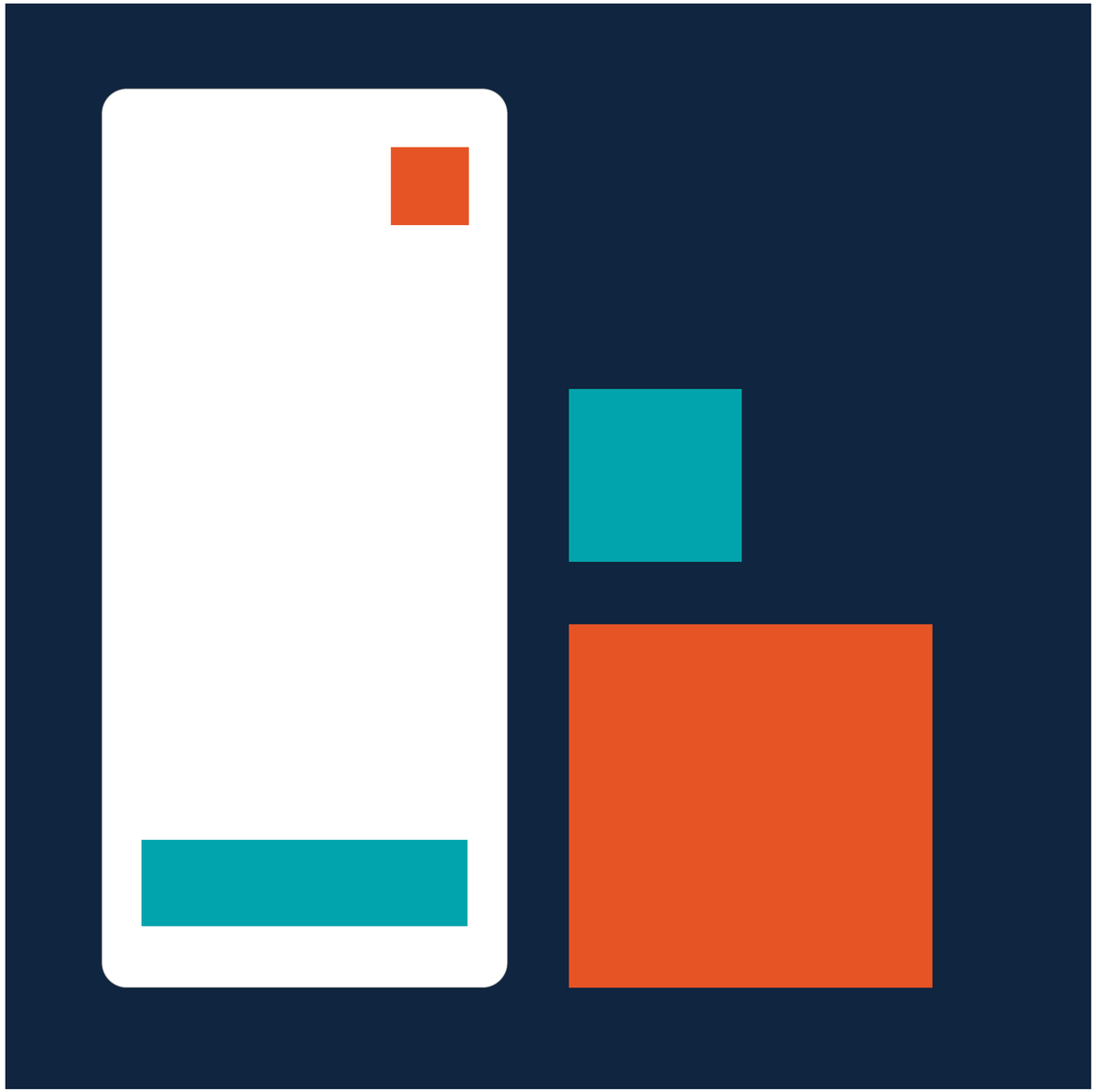
# Color Palette

Our product experience is designed on a white background. Our marketing and sales materials often sit on blue backgrounds to allow the product to pop.



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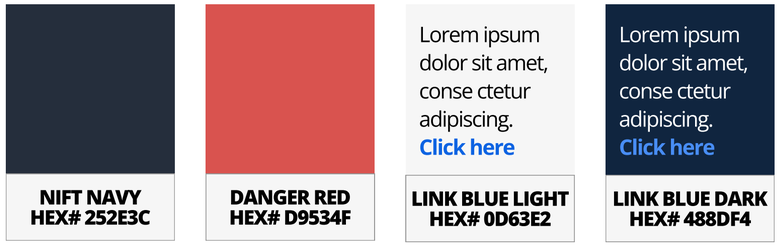
## Primary Colors

## Text Colors




## Secondary Colors

## Element Color Specs

**Headlines:** White, Vibrant Blue
**Subheads:** White, Teal, Vibrant Blue
**Body copy:** White, Vibrant Blue
**Text links:** (on White or Gray background): Link Blue Light
**Text links:** (on Vibrant Blue): Link Blue Dark
**Backgrounds:** Vibrant Blue, White, Gray
**Icons:** Teal, White
**Buttons:** Orange with White type

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# Typeface Guidelines

Our primary font is Open Sans. We use it in all weights. Our typography is meant to be inviting, friendly and accessible.

## Select light or dark mode.

**KEEP ALL-CAPS CONCISE**

We use all caps when we want to call attention to short headlines or stats. Our body copy is Open Sans regular, and no smaller than 16pts.

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# This isn’t black :)
# It’s #10253f

In legacy body copy, or
text that is quite small, you
may find it is #252e3c.

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For extra visibility, and when blessed with shorter copy, we use an All Caps style for our headlines and subheads.

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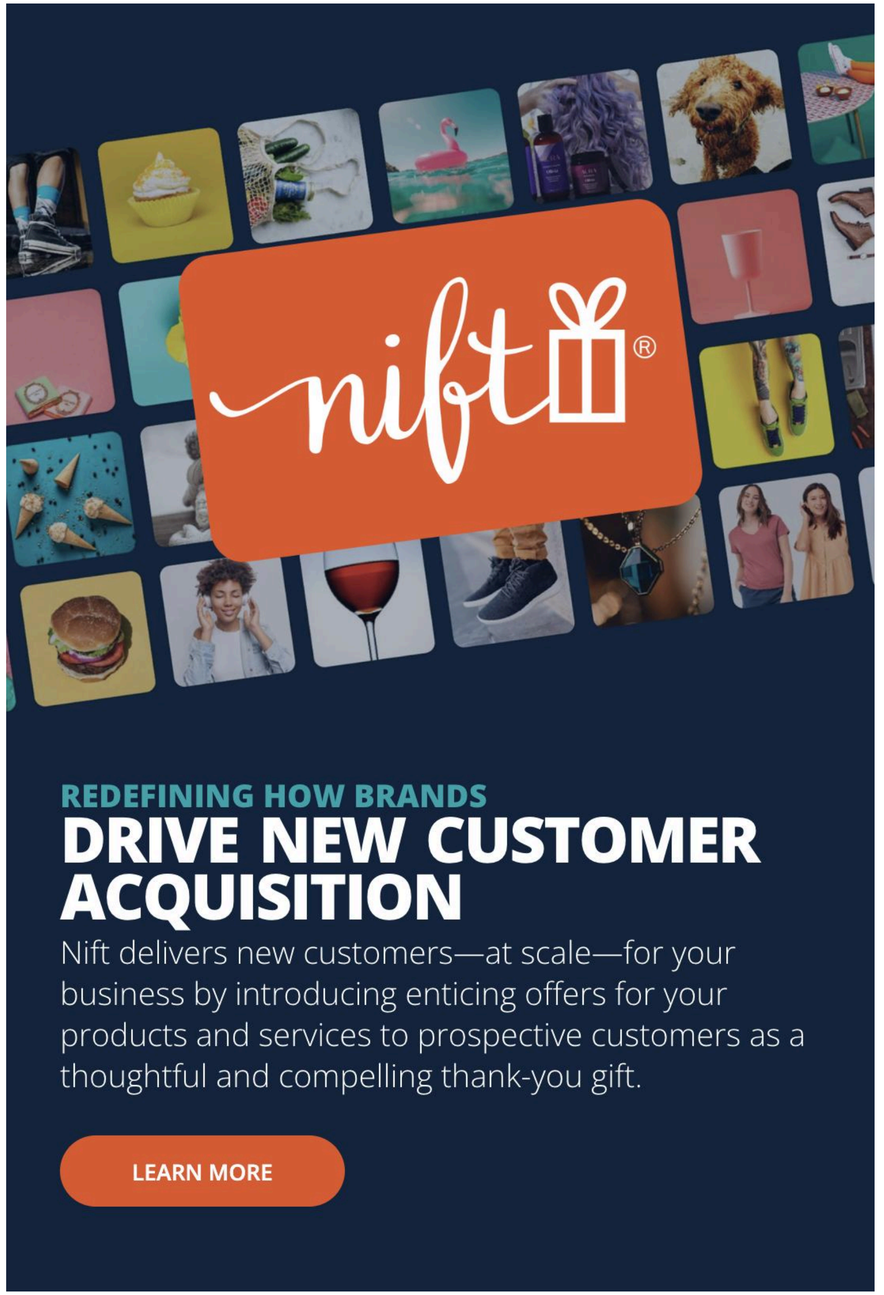
# SHORT HEADLINES CAN BE STACKED

Open Sans Extra Bold
ALL CAPS
Tracking: -10pt or 5%
Leading: 80% of Point size
No punctuation (except “,” or “?”)

## AND PAIRED WITH SUBHEADS

Open Sans Bold
ALL CAPS
Tracking: -15pt or 7%
Leading: 100% of Point size

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For extra elegance, and when copy is longer we use a more restrained light typeface weight for our headlines, and regular for subheads.

Our global body copy style works with both styles of headline and subhead. It is always inviting, accessible and easy to read.

# Conversational headlines and **long copy** are sentence case.

Open Sans Light | Bold for copy call outs
Sentence case
Tracking: -30pt or 15%
Leading: 90% of Point size
Be mindful of crashing ascenders and descenders.
Punctuation may be omitted with the exception of “,” or “?”

## Headlines may be paired with **subheads,** too.

Open Sans Regular | Bold for copy call outs
Sentence case
Tracking: 0pt or 0%
Leading: 100% of Point size

**Body example copy goes here.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus.

Open Sans Regular | Bold for copy call outs
Sentence case
Tracking: 0pt or 0%
Leading: 130% of Point size
Minimum point size: 16pt

*** Legal example copy goes here.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus.

Open Sans Regular | Bold for copy call outs
Sentence case
Tracking: 0pt or 0%
Leading: 130% of Point size
Minimum point size: 14pt

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# Global Buttons

**Open Sans Bold**
ALL CAPS
Tracking: -15
Button Color: Hex#: E65425
Button Shape: Pill

Type Vertical Padding: Leave space above and below equal to 150% height of type

Type Horizontal Padding: Leave space left and right equal to 4 characters width of type.

Limit button copy to a single line of text.

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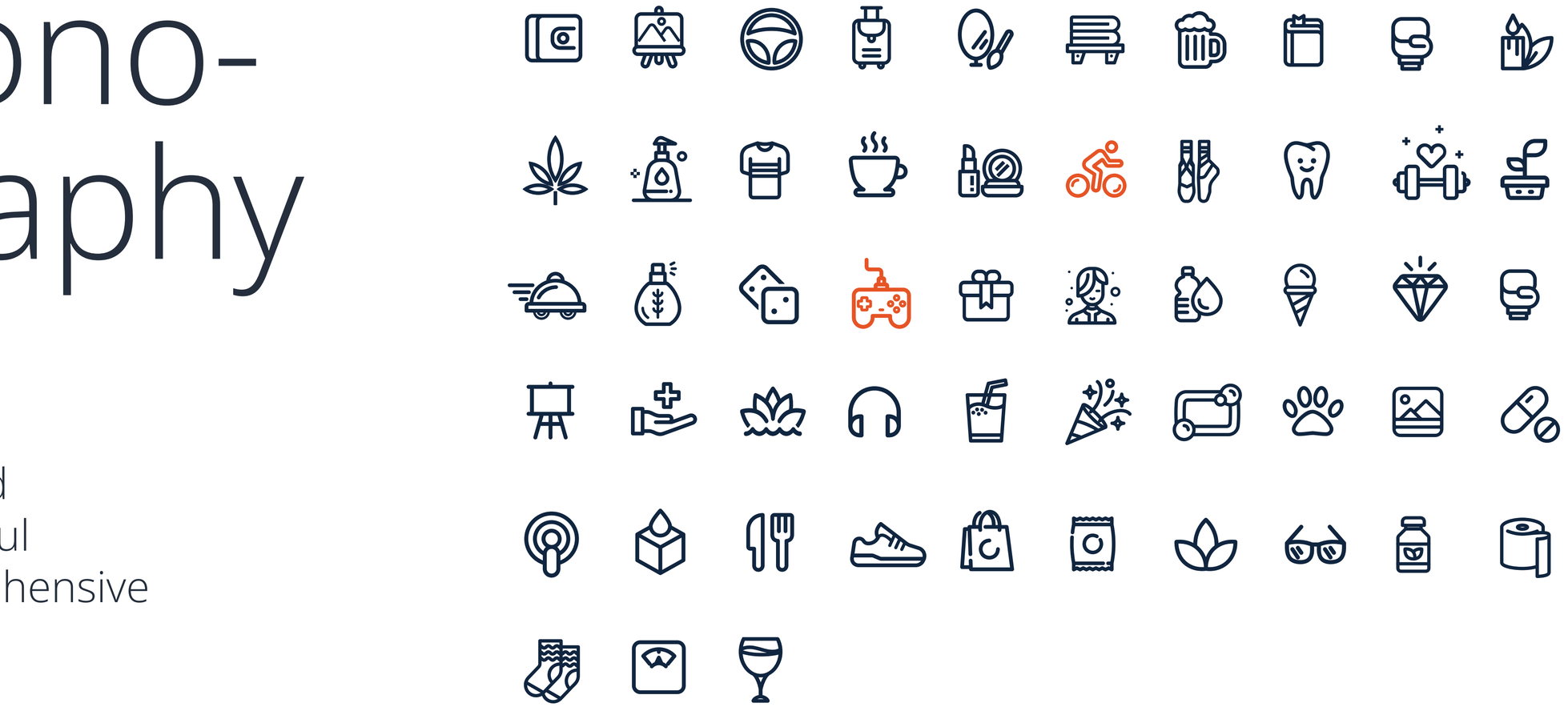
# Icono-graphy

Clean
Modern
Focused
Delightful
Comprehensive



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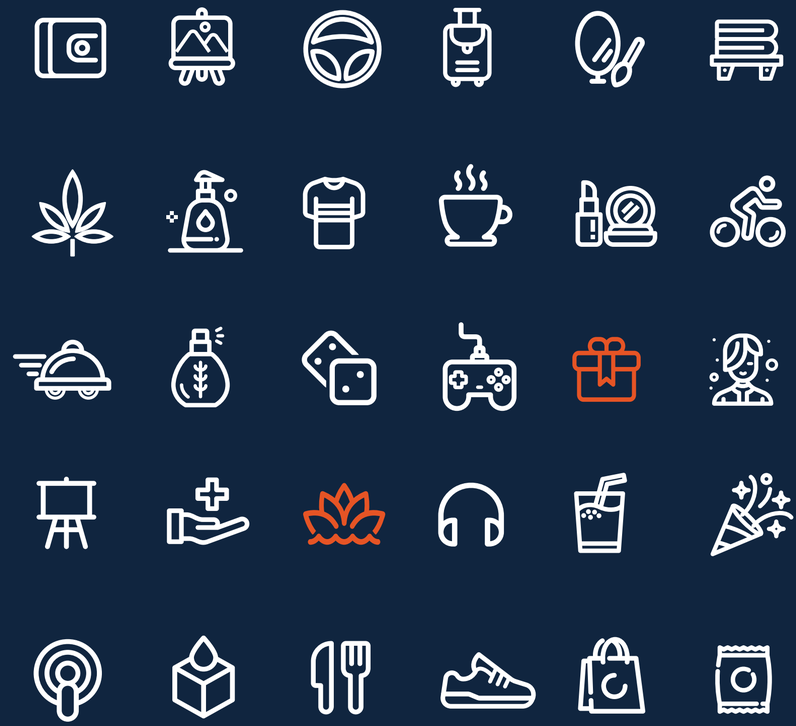

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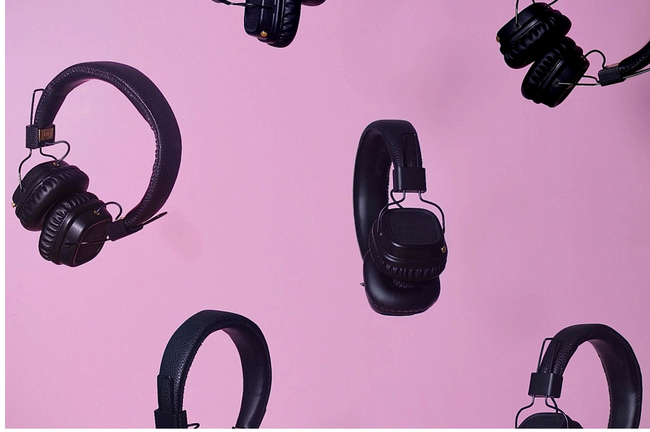
# Photo-graphy

Authentic
Life-inspired
Subject-focused
Subtly colorful
Not staged, but not amateur either



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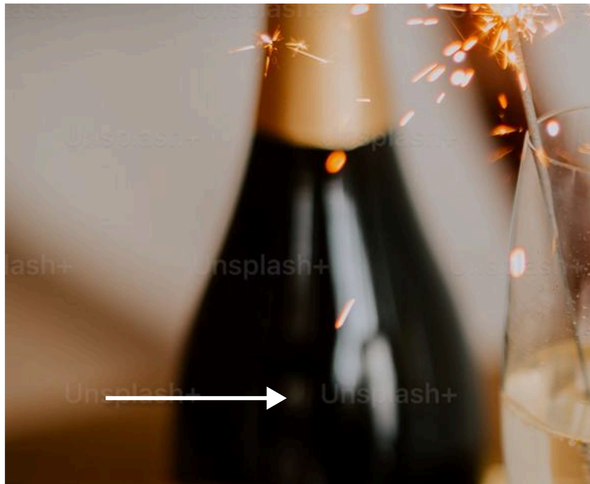
# Avoid

Unnatural poses
Overly staged stock photography
AI-generated image errors
Stretched or squished shots
Visibly manipulated images
Muted or low opacity imagery
Outdated fashion
Headless bodies
Concept images
Watermarks
Trademarked logos

***Please Note**: Avoid depictions of alcohol in all advertising and marketing materials.*



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# Cropping

Images may be presented in circles and in squares or rectangles with or without rounded corners.

Keep angled images, angled color bars and angled crops parallel to the Nift logo.

7.5°

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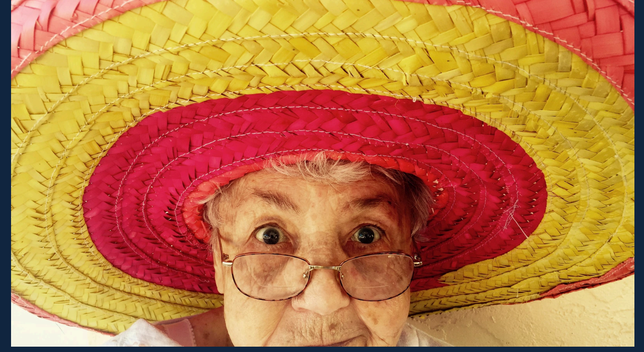

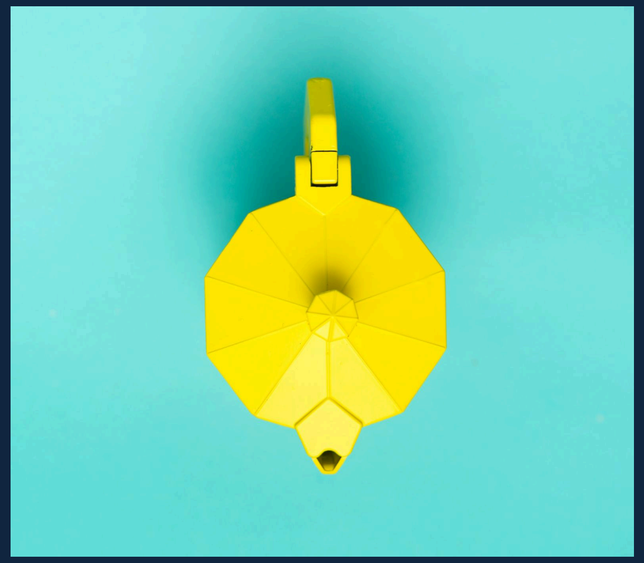

LADURÉE
Paris
LADURÉE
Paris

BLEU
DE
CHANEL
EAU DE PARFUM
BARBER
BARBER