



SignOnSite



BRAND GUIDELINES | 2022

INTRODUCTION

Brand Guidelines

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need - Logo, typefaces, colours, content and more. We invite you to include these in your tender submissions, reporting, site signage, marketing material and social media posts.



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ABOUT

SignOnSite is an in-field connected worker platform that drives outcomes in safety, efficiency and data for the construction industry.

Remove the roadblocks for the people on site. Create and stack value in safety, efficiency and data for the entire organisation.

LOGO

Master Logo



SignOnSite

LOGO

Logo Variations

Orange Background



White Background



Navy Blue Background



LOGO

Icon

Orange Icon



White Icon



Orange Icon on Navy Background



LOGO

Logo Usage

PRIMARY USE



WHITE BURN IN



AVOID STRETCHING



AVOID ROTATING



AVOID USING DROP SHADOWS



AVOID USING ON BUSY BACKGROUNDS



TYPOGRAPHY

Font

Aa

Our primary font is the "Montserrat" font.
It should be used for all titles and body text.
Alternatively please use the default system font 'Arial'.

Primary font

Montserrat Semi-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Montserrat (body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND COLOUR

Colours

NAVY BLUE

HEX: #1d284b

ORANGE

HEX: #ff650a

DARK GREY

HEX: #393e46

LIGHT GREY

HEX: #f3f6fa

BLACK

HEX: #000000

MARKETING

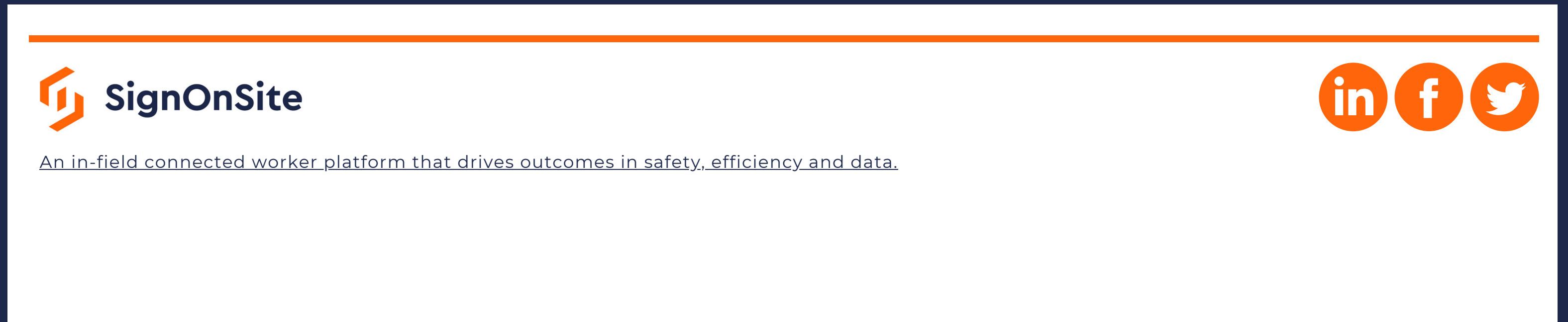
Marketing + Social Media

When you place the SignOnSite logo on digital marketing materials or your website, please include a link to signonsite.com.

We love seeing SignOnSite out in the wild! As you share your project's progress, people or anything that shows the SignOnSite logo, please include the **#signonsite** hashtag.

MARKETING

Email Footer with Links





SignOnSite

