

# Branding Style Guide

## About Us

Gusto is fundamentally changing how the world works by empowering everyone to put people first. Gusto reimagines payroll, benefits, HR, and personal finance by automating the most complicated, impersonal business tasks and making them simple and delightful. Gusto has offices in San Francisco and Denver and its investors include Google Capital, General Catalyst, Kleiner Perkins Caufield & Byers, and the founders of Instagram, Stripe, Nest, PayPal, Yelp, Dropbox, and Eventbrite, among others.

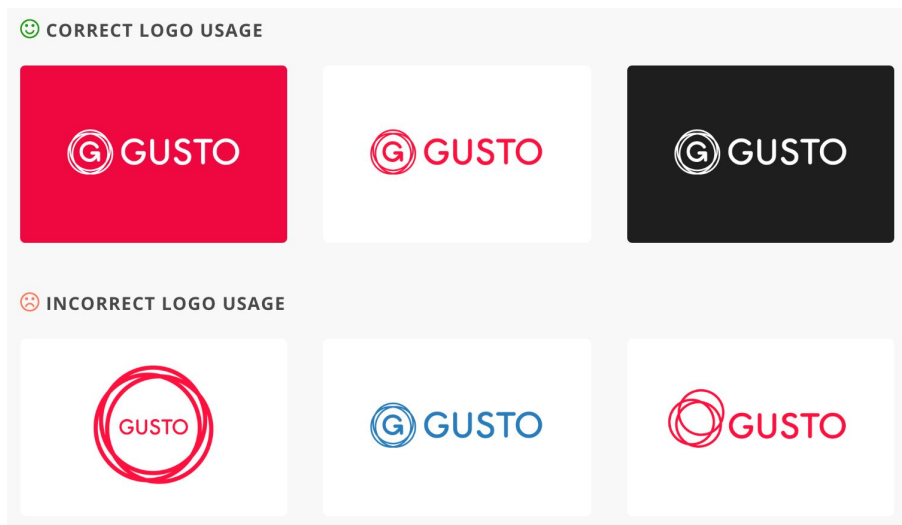
## Voice

Our name Gusto was inspired by our customers and their teams who show courage and passion in the work they do every day. When you work on something you care about, with people you enjoy spending time with, it's an amazing feeling. That energy. That oomph. That's Gusto. We believe everyone has the potential to feel this way at work.

## How to pronounce Gusto (gust•oh)

*A gust of wind, then oh.*

## Logo

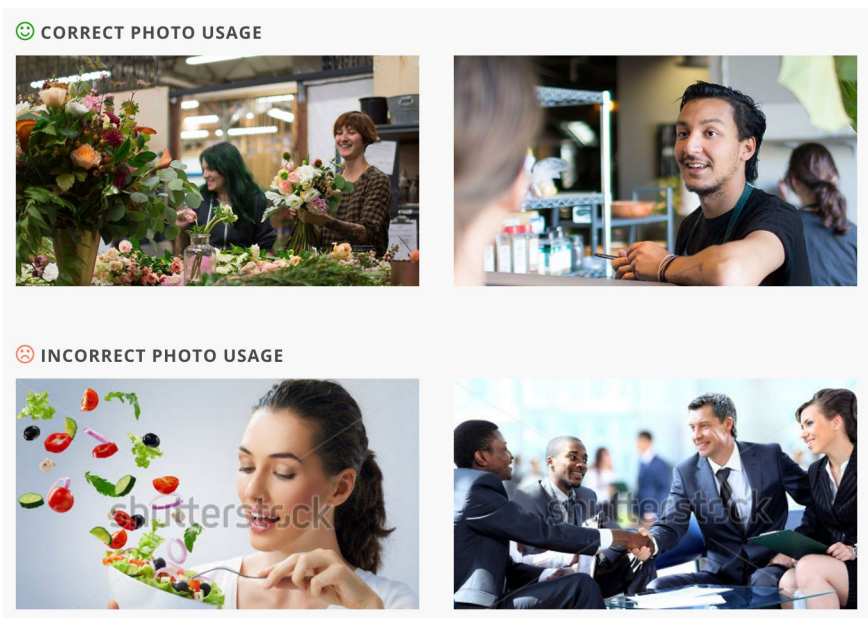


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## Photography

Gusto photography is friendly and approachable. We love to use photos of our customers running their businesses. Subjects are never standing and staring directly at the camera ("mug shots") or being passive, they are actively engaged in doing what they love.

Photos should never feel generic or look like stock.



## Colors

