SourceDay

Style Guide 2024

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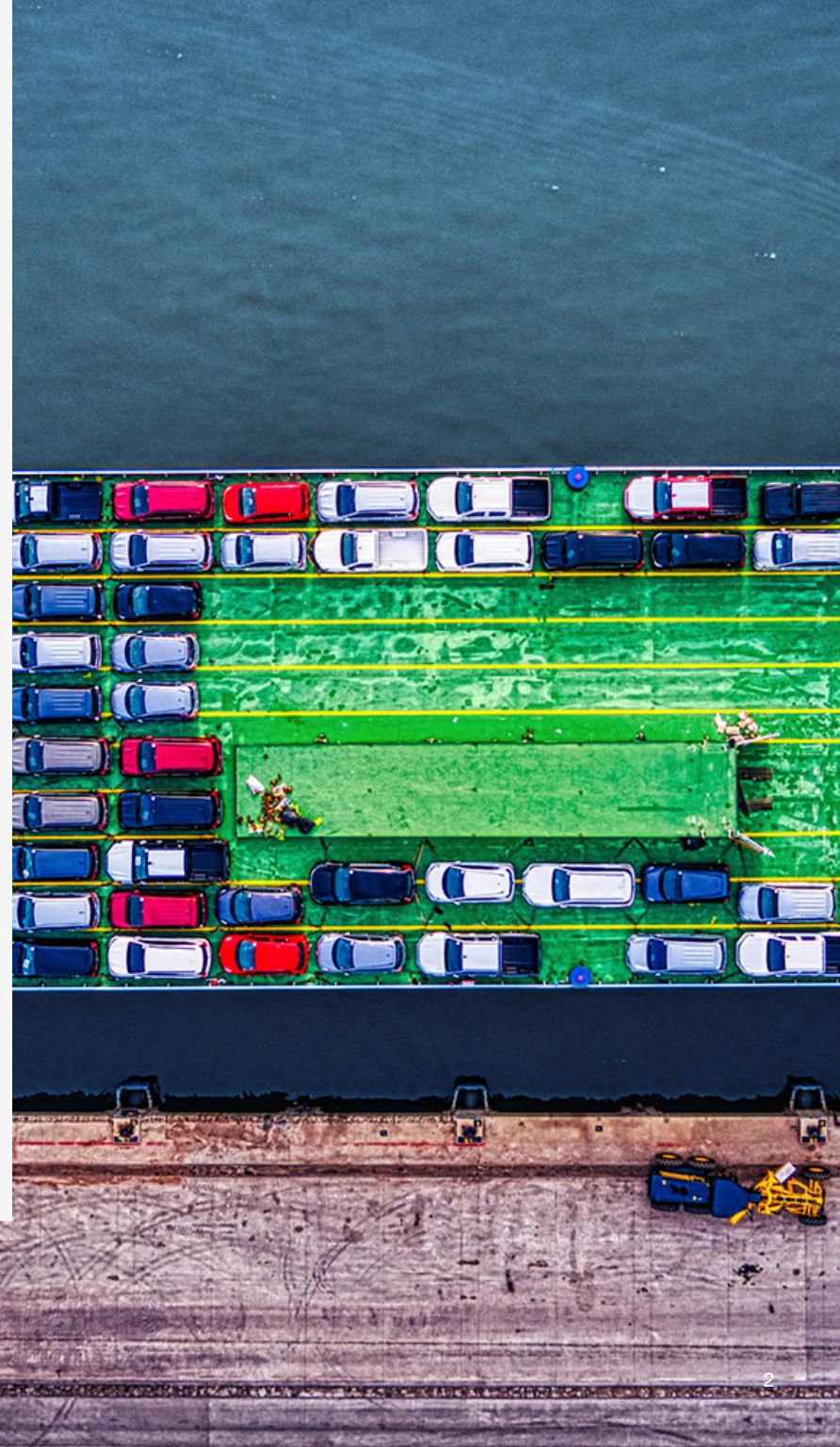
Introduction

The SourceDay brand needs to resonate with our customers. From ads to marketing content to tools, it needs to be a cohesive system so that, no matter where our brand is encountered or how people are interacting with it, it feels like one brand and it is recognizably us.

That means we have to consider every aspect of the visual brand from color and typography to iconography and illustration to the stock photography that we curate and use. And each aspect needs to work with each other aspect to create that cohesive system.

Background

In keeping with our friendly, vibrant brand, the dominant background color should be white or light gray. In cases where we want to break up content sections, we should use our brand navy color (#0F2832) as a dark background.

We should also strive to use photo backgrounds in key spots. These let us create a real world connection with our clients and their suppliers. Because of that purpose, we don't want to cover them with color or gradient overlays. Instead, the content should appear in a white or light gray box that is 'cut out' of the photo. The photo and cutout should align to the page or site's grid, reinforcing the precise and technical nature of both client and service.

Photo backgrounds are useful but should be used infrequently, otherwise they tend to dominate the composition and draw too much focus away from SourceDay's solutions. They work great as hero images where we want visual impact or in conjunction with conversion points or contact info.

Want to talk with our team?

Achieve 96% on-time in-full supplier deliveries to keep production lines going, orders flowing, and operational costs in check.
\"
                                      "

First Name *

Last Name *

Company *

Job Title *

Type of Request *

Select...
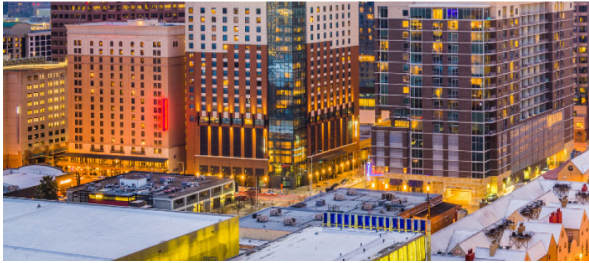
Work Email *

Work Phone *

Submit
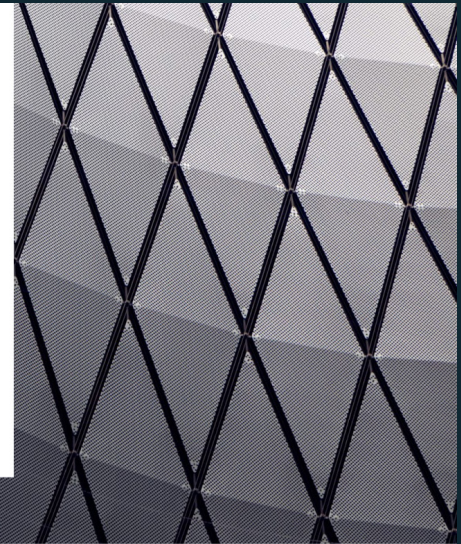
Footer cta updates

H1 / H2 treatment with large industrial imagery

Let's make the miracle of manufacturing and distribution better for everyone.

Supply chains are riddled with waste and inefficiency that erode margins and reduce on-time deliveries. We can help.

Color

Brand colors should have clear purpose and meaning, just like the logo, typeface, and other key visual elements of the brand. To that end, we want to separate out our action color, primary accent color, and secondary accent colors.

The vibrant brand green is our primary accent color. It shows up in our logo, our imagery, and our non-clickable text highlights. Our brand blue, on the other hand, is our primary action color. When people see blue on our site, they should know they can interact or click on that element.

Our other colors, including our other swatches of green, are reserved for illustrations, iconography, and other small accents like resource categories or eyebrow headings. Accent colors provide visual interest and help keep groups of items visually distinct. We never want accent colors to dominate our layout.

Action Colors

Light BG Action
#01528D

Light Hover State
#01447d

Dark BG Action
#52BCFF

Dark Hover State
#73C5FF

Primary Accent Colors

Green
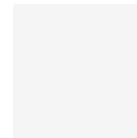#18AA05

Bright Green
#1BCF02

Emerald
#007C5E

Background Colors

Navy
#0F2832

Grey
#F6F5F5

Extended Color Palette

Yellow
#FED807

Yellow 2
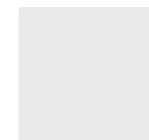#FFF3B5

Red
#E53929

Red 2
#F3B4AF

Salmon
#FF7B5B

Bright Grn 2
#C6F3C0

Grey 2
#CCCCCC

Grey 3
#E9E9E9

Iconography

Icons should use outlines with a primary light or dark color (depending on the background) and one or more accent colors (in most cases, a single accent color should suffice). Line weights should be a consistent 2px whether the icon is 32px, 48px, or 64px. That may mean converting or redrawing stock icons so they can scale up or down properly.
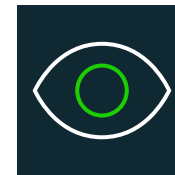
When using icons as part of a larger illustration, they should be placed in a solid color, square box and the same accent colors should be used for both the icon and the rest of the illustration.

> **Need more icons?**
> New icons can be sourced from flaticon.com

64px

48px

32px

Illustration

Illustration is where the brand can really shine. It's where many of the visual brand come together including color, typography, composition, and more. With so many aspects at play, it's important that we adhere to a simple set of rules that bring everything together while still giving us room to be creative.

Composition

Mixed images that use spot illustrations, photography, and app vignettes can create better cohesion than a page that has an app vignette in one section, a photo in another, and an illustration in a third. The latter is much harder to create a cohesive brand experience with.

Elements

The top most layer of any illustration should be the part that most directly relates to the content the illustration is paired with, i.e. the meat of the subject. These can include app or service vignettes, iconography, or more traditional illustrations. If a stock photo is used, it should be the bottommost layer so as to not dominate the composition. Blocks of color can also be used as independent elements in the background or in the middle as a separating element.

SourceDay

Illustration Style

Because the SourceDay brand utilizes a lot of screen vignettes, which are solid color with no outlines, we want to similarly use fills for illustrations.
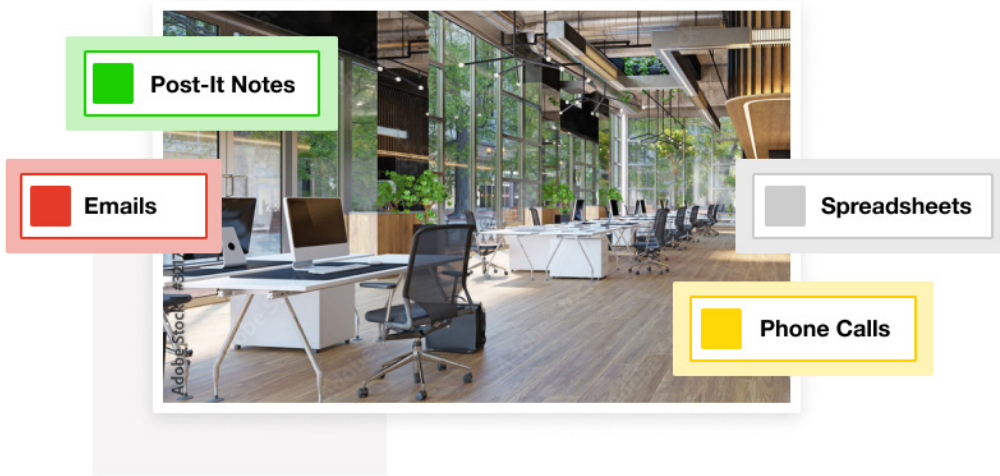
Square Corners

2px rounding

Squared Corners

Squared off corners or very little rounding fits better with a tight grid system and architectural style. Elements can stack and, in interactive spaces like the website, they can even have parallax movement. This can be pushed even further in video or animated formats.

Drop Shadows

When elements are directly on top of one another, or when a white vignette appears on a white background, a drop shadow can help create visual separation, allowing the user to more easily process the image. That said, drop shadows should be lightweight and offset from the top of image so they feel both unobtrusive and more natural. When possible, background elements should avoid drop shadows.

Color

Illustrations are the place where we get to branch out and utilize our extended palette, but we don't want to go crazy. In most cases a primary and secondary color will suffice. Different graphics within a larger composition can utilize different primary and secondary colors.

Layering

We can layer multiple elements together to tell a more complete visual story. We can also use layering to offset pieces of a larger composition (ex: a portion of an app vignette). In interactive (read: web) environments, separate images can be used to create parallax effects.

Things to avoid

Pattern Backgrounds
Rounded Corners
Off-brand Colors
Organic Shapes

Layout & Composition

Pages—print or web—and illustrations are both compositions and so page composition should largely follow the same guidelines as those provided in the illustration section, and for the same reasons.

Guidelines include

Square off corners

Layer elements

Stick to brand colors

Avoid Organic Elements

When production starts, Ops has the parts.

Achieve 96% on-time in-full supplier deliveries to keep production lines going, orders flowing, and operational costs in check.

"They don't remember how to run a PO without SourceDay."

— Mid-Sized Manufacturer

Your ERP

Suppliers

Want to talk with our team?

Achieve 96% on-time in-full supplier deliveries to keep production lines going, orders flowing, and operational costs in check.

First Name *

Last Name *

Company *
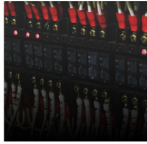
Job Title *

Type of Request *

Select...

Work Email *

Work Phone *

Submit

AUTOMATION

SourceDay automates the entire PO lifecycle, from RFQs to collaboration, making PO management and buyer-supplier communication a breeze.

Learn More

INTEGRATIONS

SourceDay cloud-based PO management software is purchased by manufacturing, wholesale distribution and retail companies who offer free access to their suppliers. Our system integrates with your customers' commonly used ERP systems to digitize the purchase order process so buyers and suppliers can see real-time information.

See all ERP Integrations

UNIFIED VIEW

Manufacturing, wholesale distribution and retail companies purchase SourceDay and give suppliers one-click access to every RFQ, every purchase order, and every buyer-supplier communication thread for unprecedented visibility into your customer's data.

Learn More

Manage all your direct material POs in a single place: SourceDay.

Industrial Machining

hover state

Additional guidelines for page compositions

Regarding color, we want to make sure we limit ourselves to our action color and primary accent color. Additional color comes in through our iconography, illustrations, and stock photography.

And our big composition rule is that we want to make interesting use of a grid system. You can do that by layering and offsetting content sections, leaving grid sections empty, or making interesting use of whitespace.

Stock Photography

Stock photography works best and most consistently for the SourceDay brand when it's limited to industrial photos used as backgrounds or framing images that are part of larger compositions. In the background, they support the overall messaging. When brought to the foreground or when featuring smiling, stock-photo people, they can break brand consistency or even negatively impact trust.

Typography

We use Gordita for headlines.

Gordita is a minimal sans serif typeface with a geometric foundation that has been built upon with modern details that result in an optically balanced, friendly typeface. Forms have been optically compensated to appear natural and purely geometric while also tapered to achieve maximum legibility.

We use a minimal number of font weights on the website so as to avoid slowing the site down and hurting performance.

H1 – SourceDay connects companies.

Gordita Regular

H2 – Trusting your ERP just got a whole lot easier.

Gordita Light

H2 (Empasis) – Trusting your ERP just got a whole lot easier.

Gordita Medium

H3 – SECURE YOUR SUPPLY CHAIN

Gordita Bold

H4 – Making connections on time, every time.

Gordita Light

H5 – © 2020 SourceDay LLC. View our Terms of Conditions and Privacy Policy

Gordita Light