

Sift

Brand Book

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About Sift

Sift is a social platform for friends to share recommendations and compile products, advice, services, and more. Sift provides an easy way to organize and compile quality recommendations from across other platforms into one easy-to-use app.



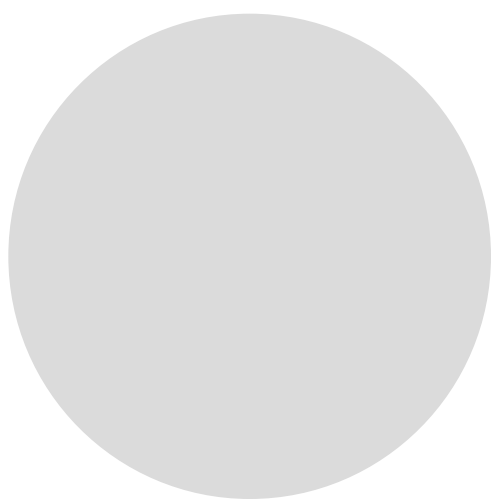
Design Strategy

Color Palette

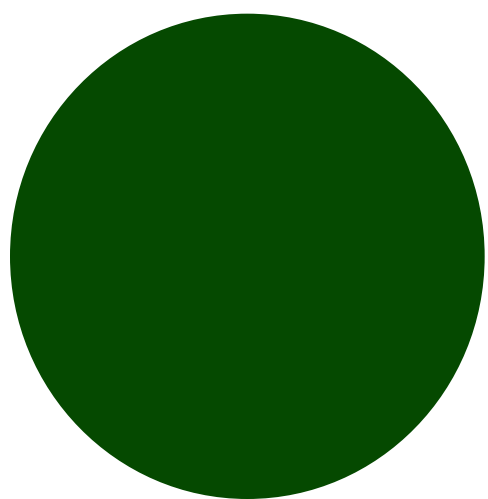
Primary



#FFFFFF

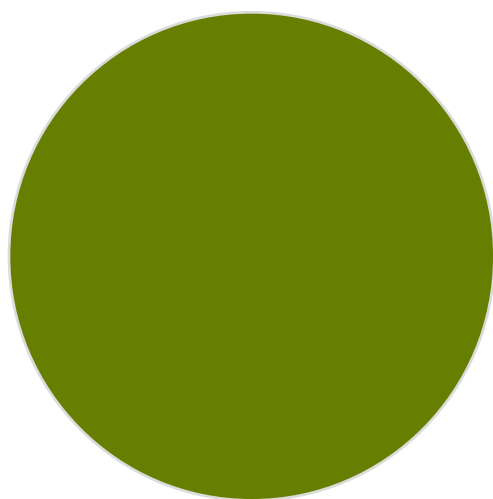


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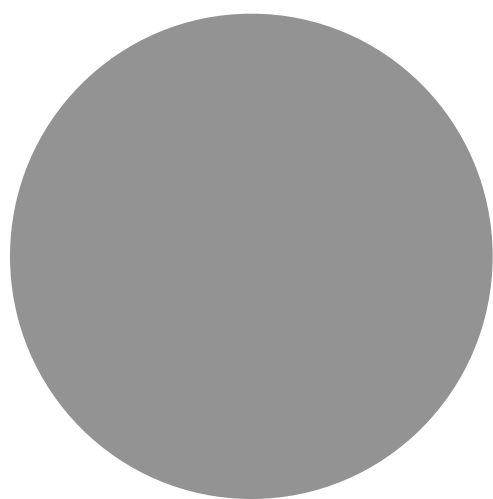


#054900

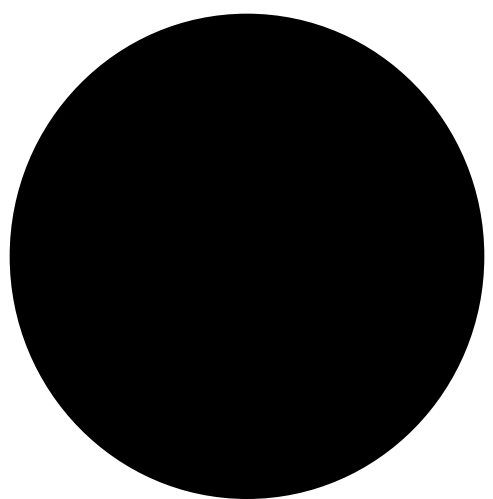
Secondary



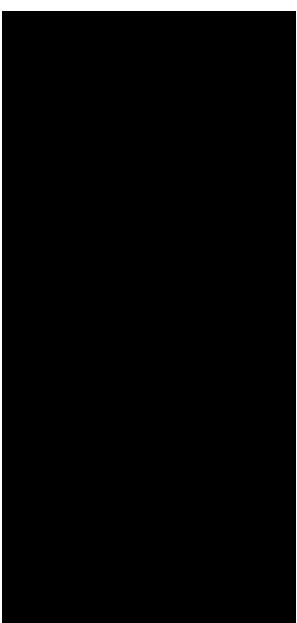
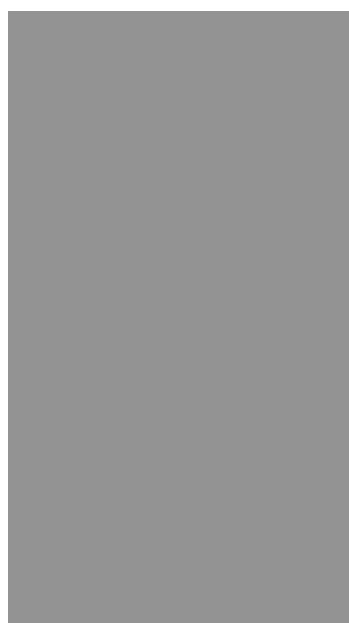
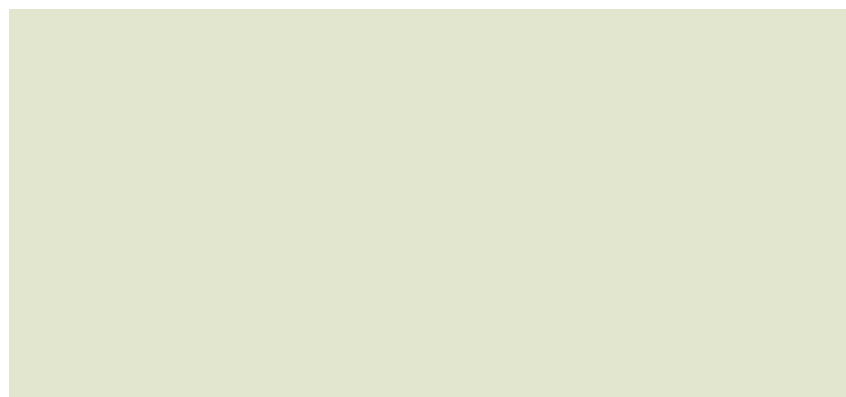
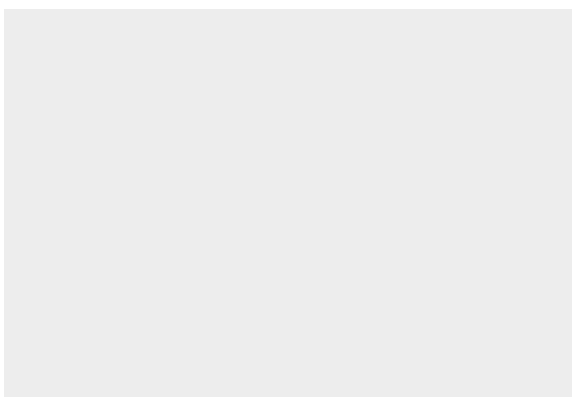
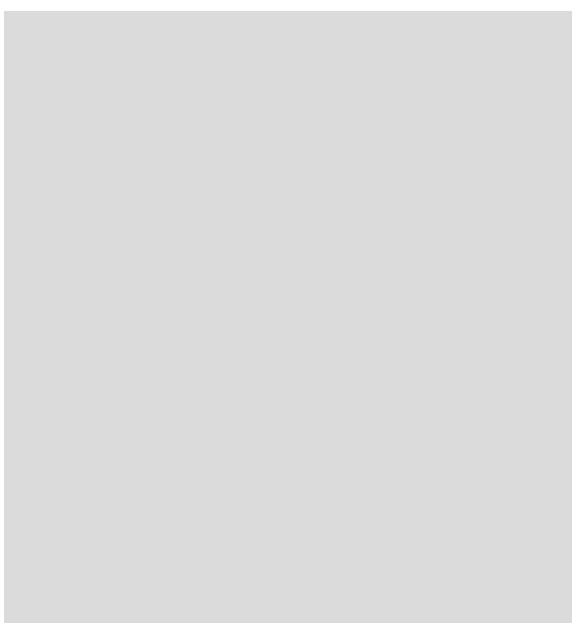
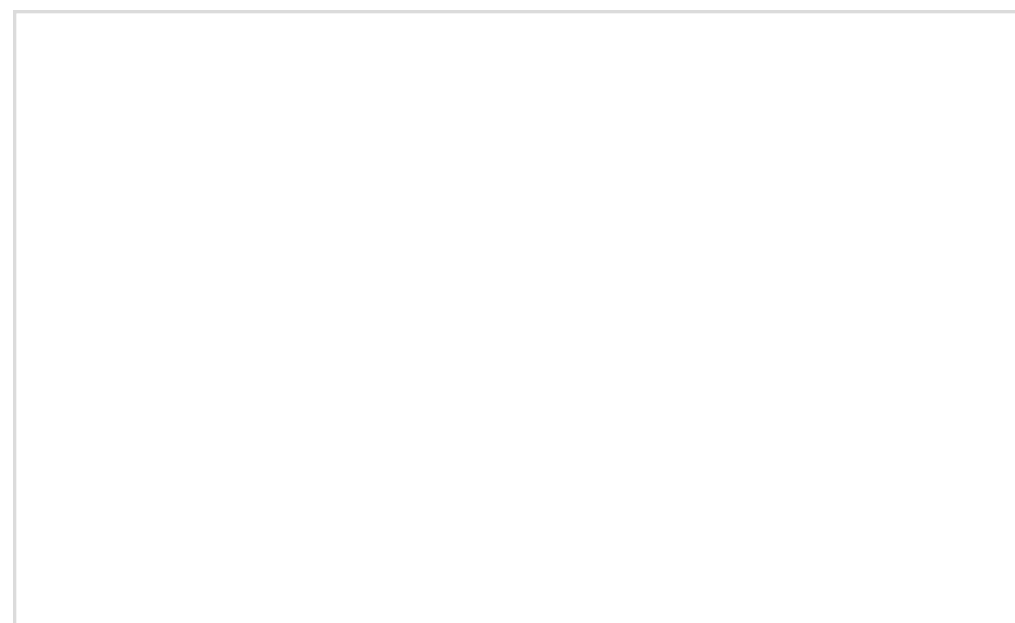
#688000



#939393



#000000



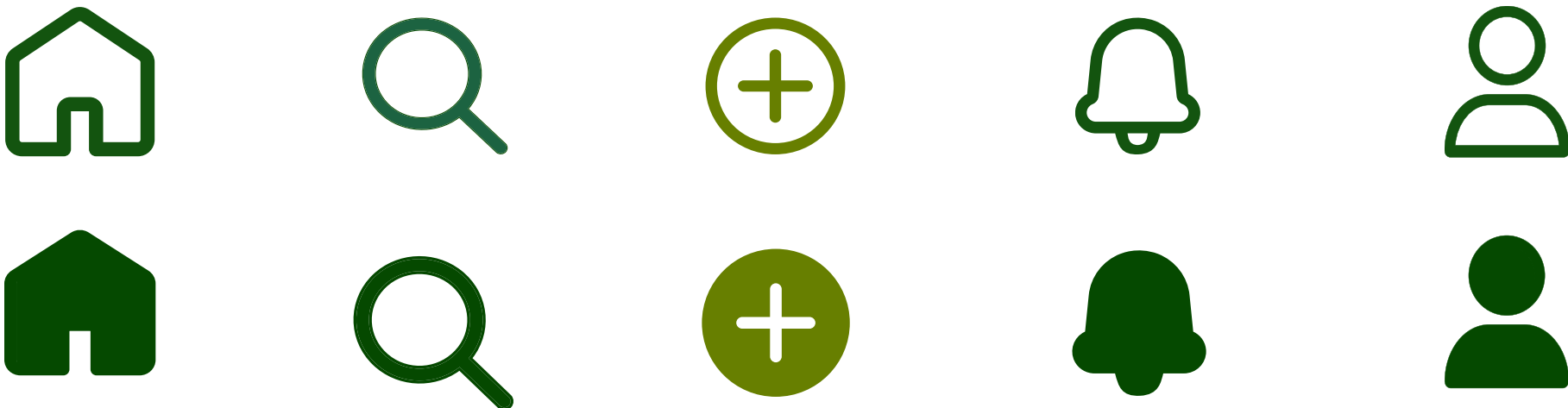
Color Applications

Forest Green (#054900)

Primary & Secondary Buttons



Navigation



Gray (#DCDCDC)

Interactive Elements (Inactive)



Grass Green (#688000)

Tertiary (Tag) Buttons



Interactive Elements (Active)



Post Identification



Typography

IBM
Plex
Sans

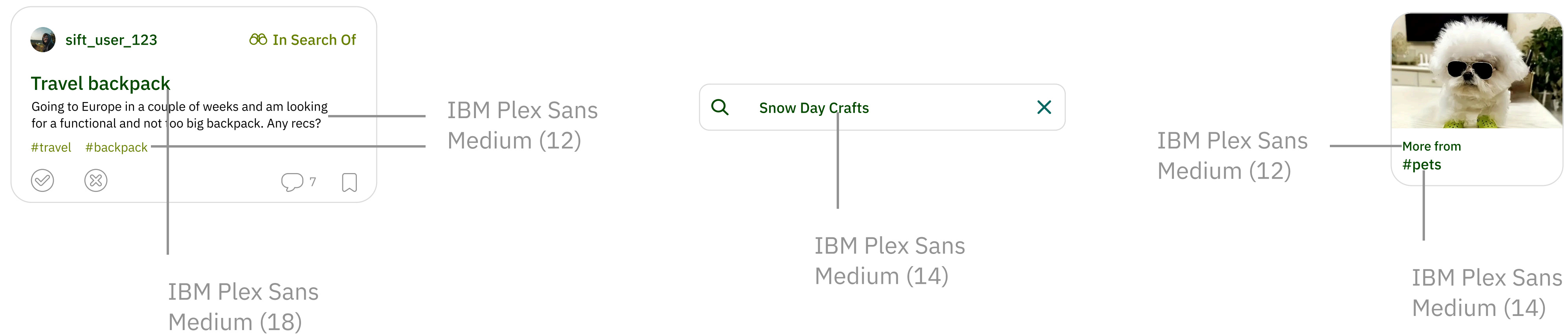
Bold

Medium

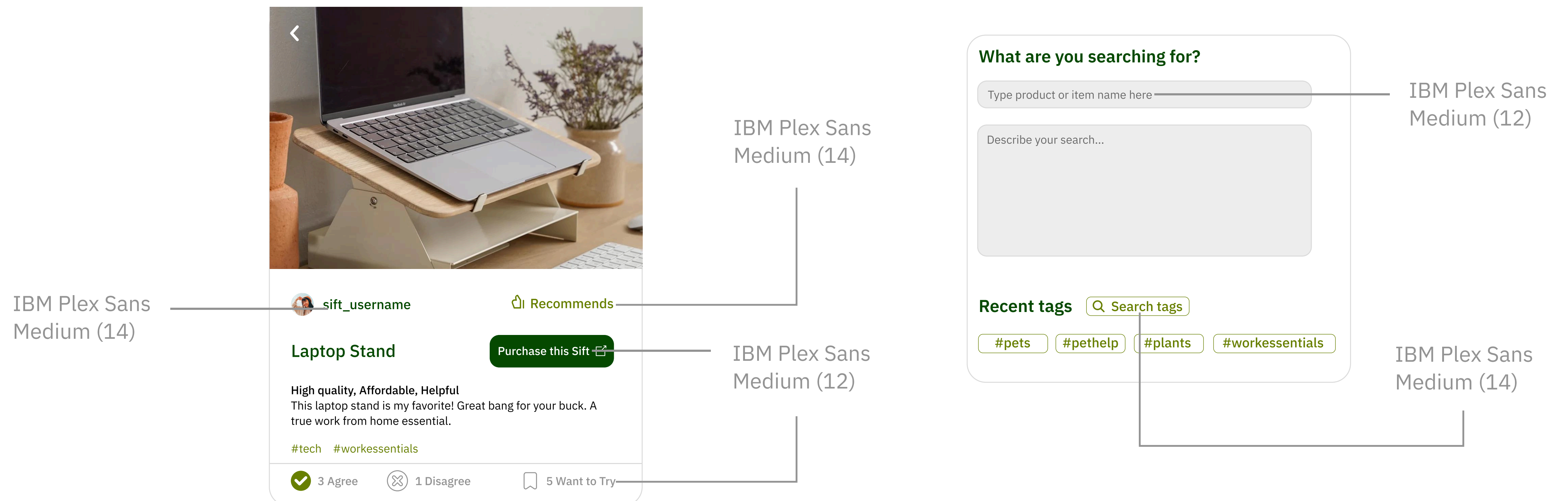
Regular

Type Applications


Cards and Search



Homepage



Logo


Sift  — #214922: Forest Green
— #688000: Grass Green


 — #214922: Forest Green
— #FFFFFF: White
— #688000: Grass Green

The letters of “Sift” are always Forest Green when on light backgrounds, and White on dark backgrounds. Prioritize using the color logo.



When using the logo, the white space on each side should be roughly equal to the height of the horizontal lines list on the end of the t.

Sift  — #000000: Black

 — #000000: Black
— #FFFFFF: White

Only use the monochrome Sift logo in specific situations (such as when laying over photo or video content).



Do not stretch or distort the logo.



Do not change the logo color.



Do not remove the list icon.



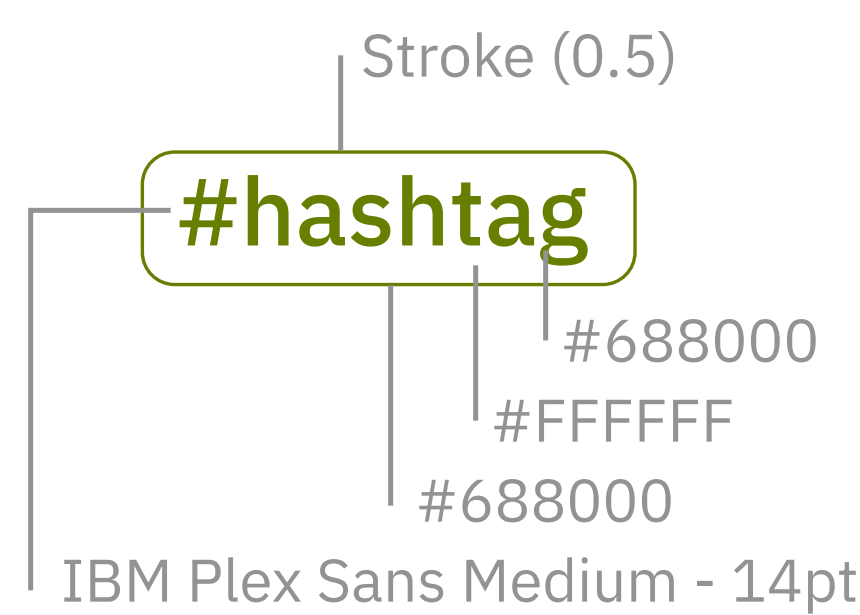
Do not rearrange the logo elements.



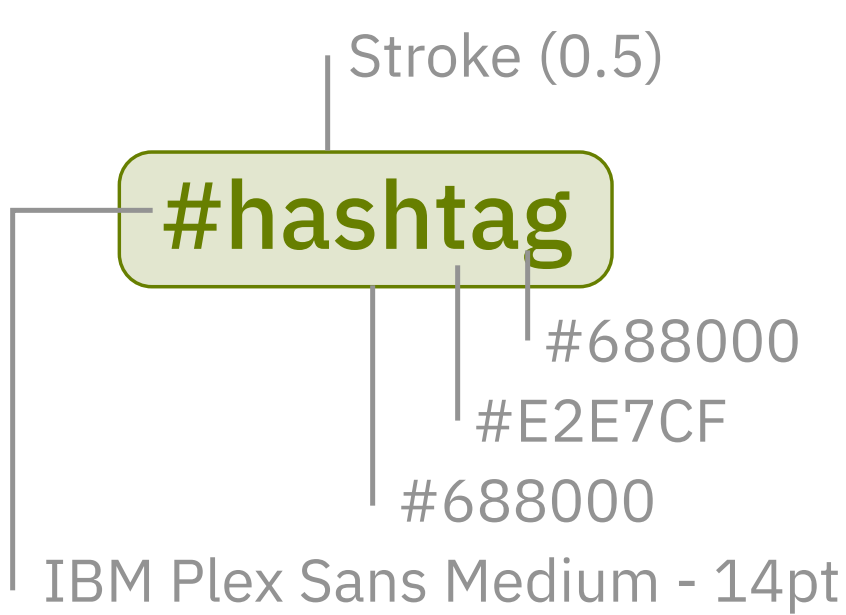
UI Elements

Tags

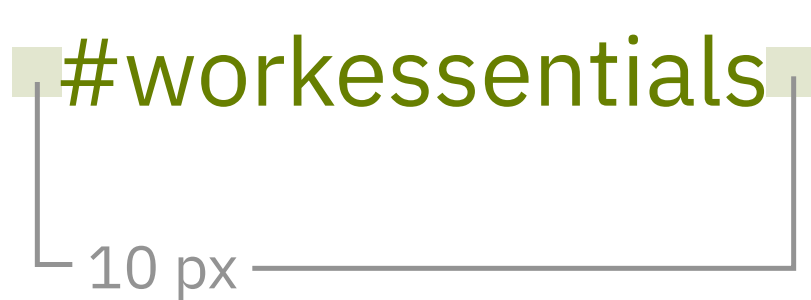
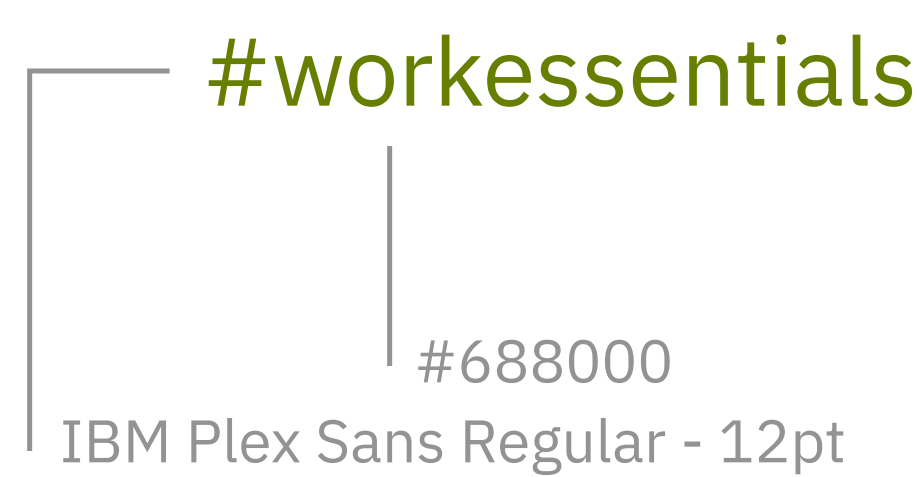
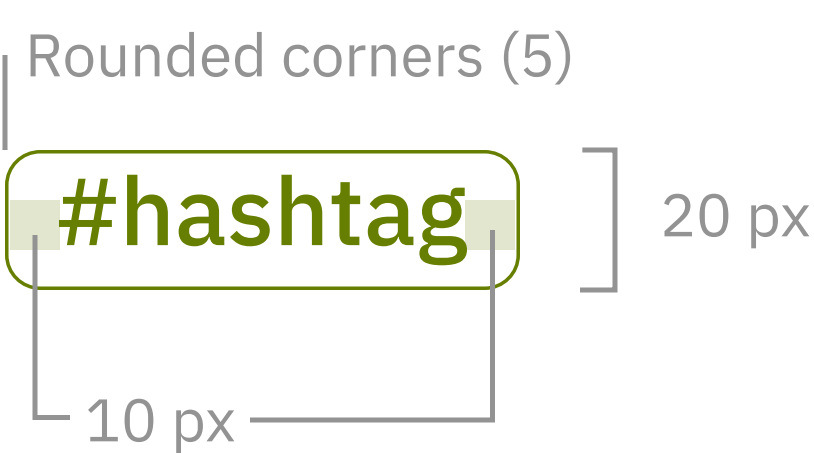
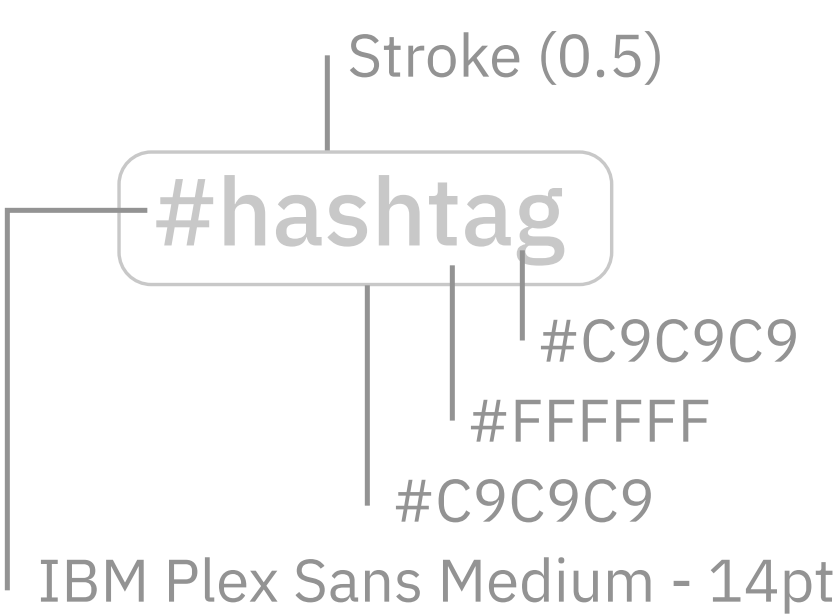
Default



Pressed



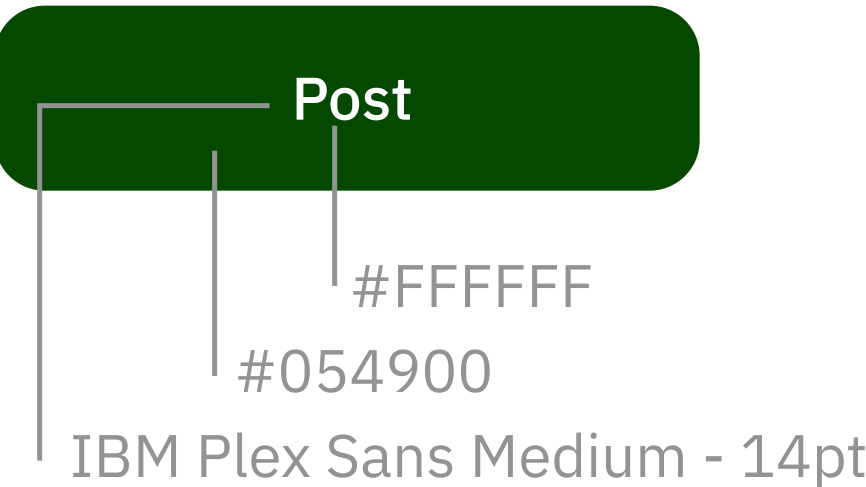
Disabled



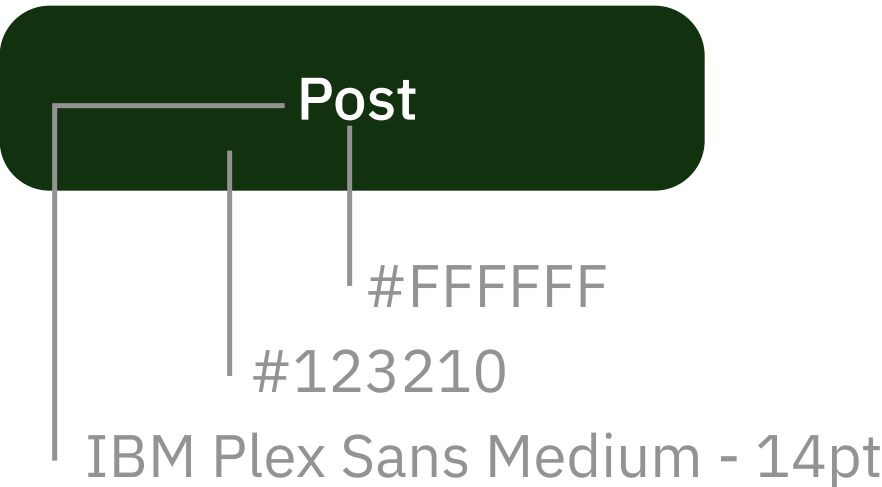
Buttons

Primary

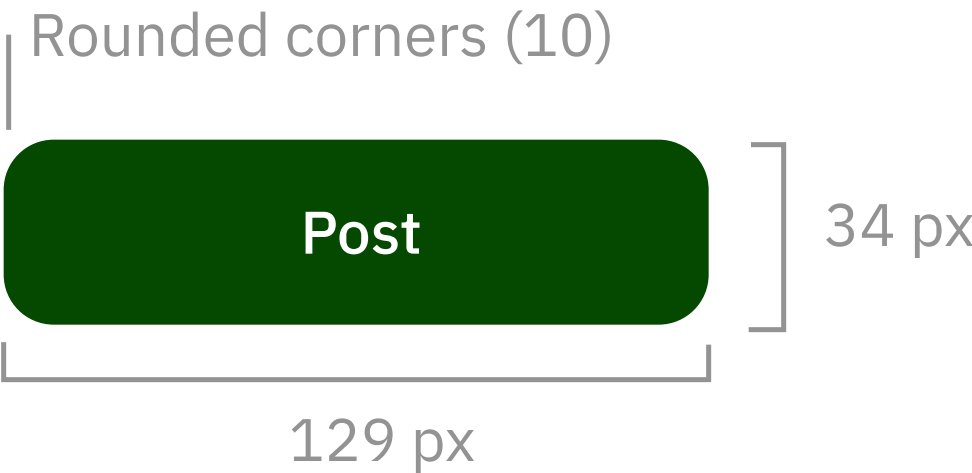
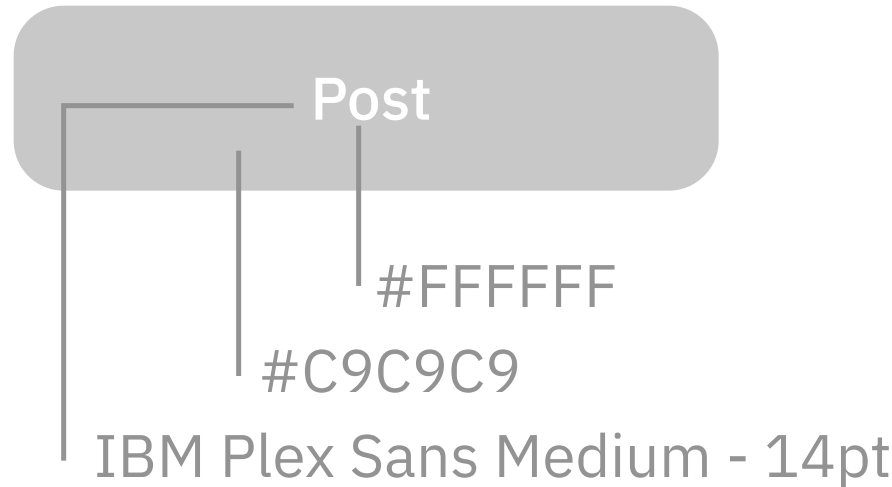
Default



Pressed

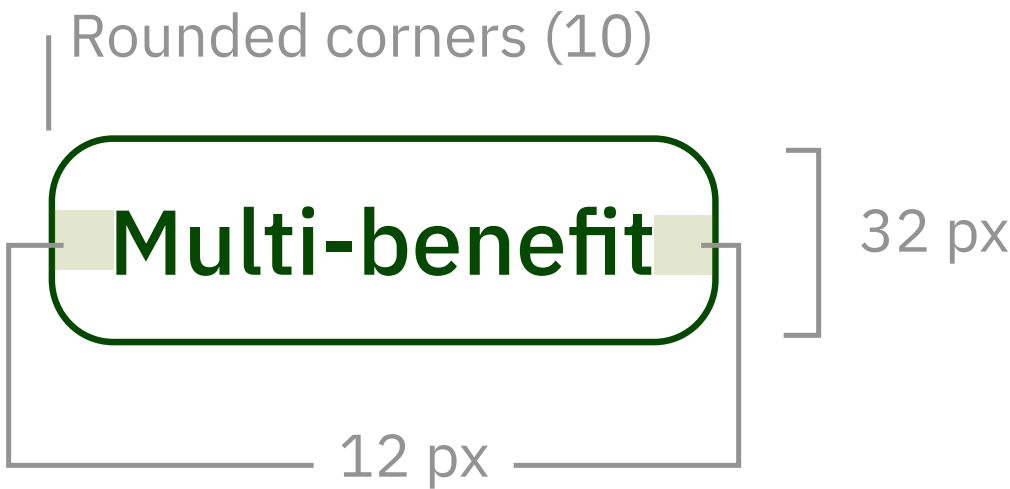
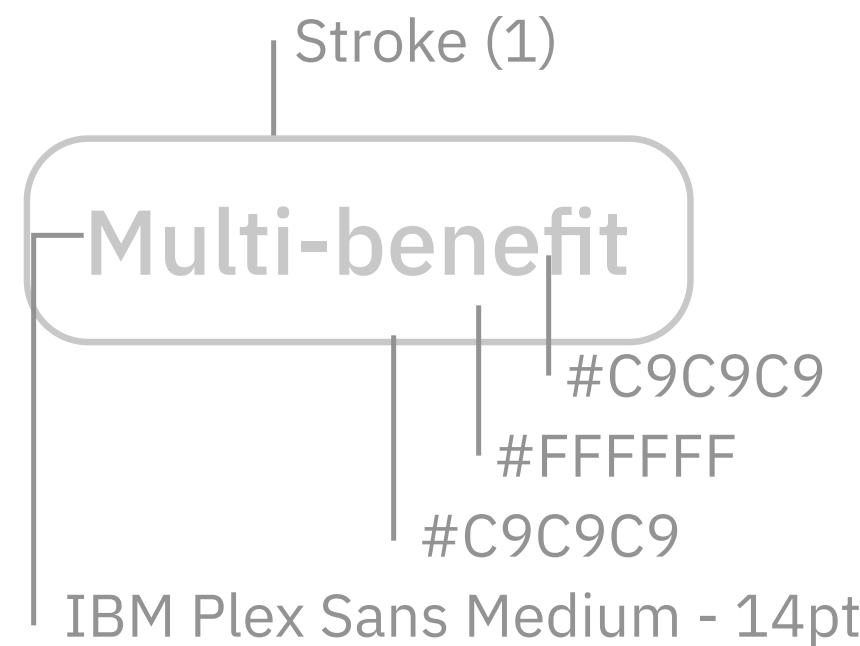
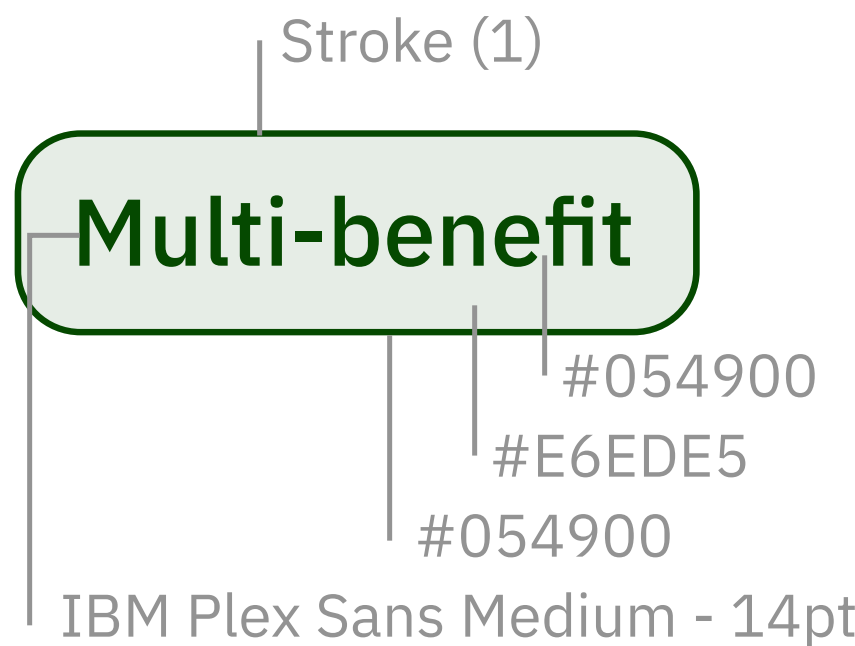
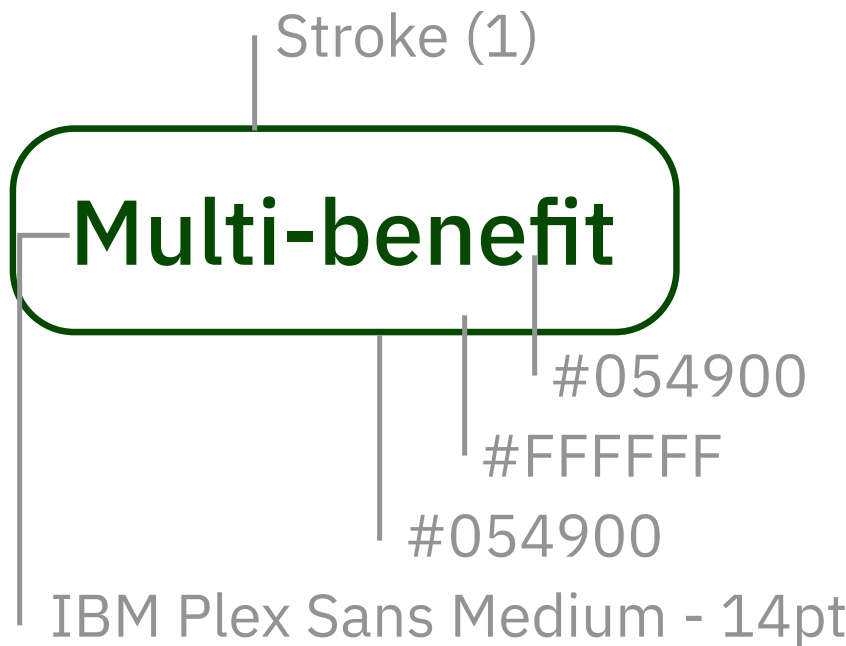


Disabled



Secondary

Default



Pop-up Cards

×

Sift your agreement

Why do you like this product?

Use this everyday

Helpful

Affordable

Sustainable

Makes me happy

Multi-benefit

Saves time

Works great

Comfortable

High quality

Tell us more (Optional)

Post

#DCDCDC
100% Stroke: 1

×

Sift your disagreement

Why do you dislike this product?

Never use this

Frustrating

Expensive

Bad for the environment

No good use

Time-consuming

Breaks easily

Uncomfortable

Poor quality

Tell us more (Optional)

Post

#DCDCDC
50%

Forest Green
#054900

×


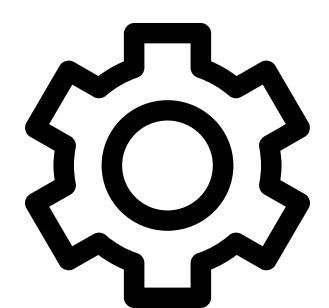

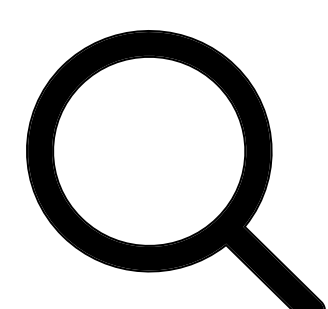
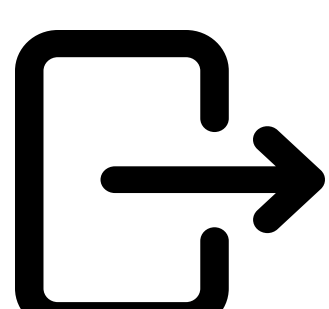
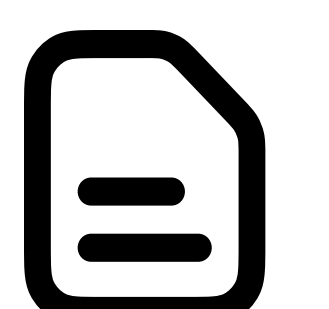
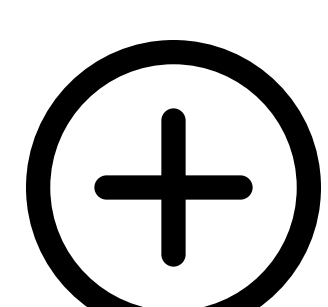
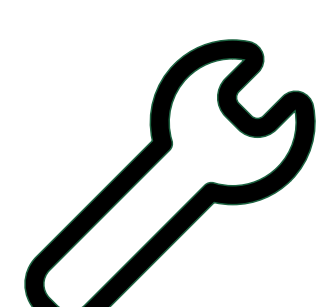
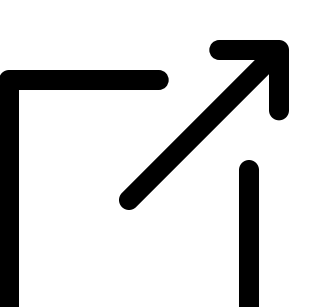
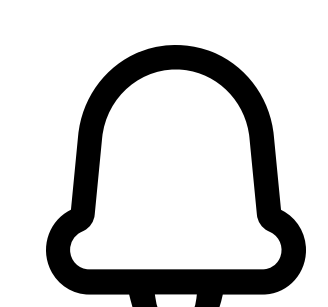
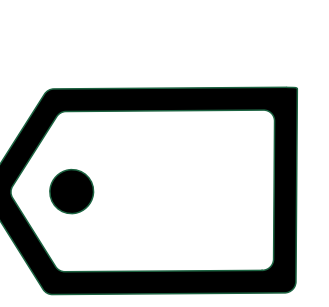

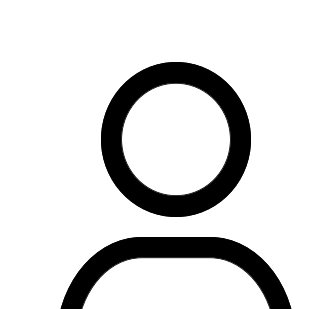
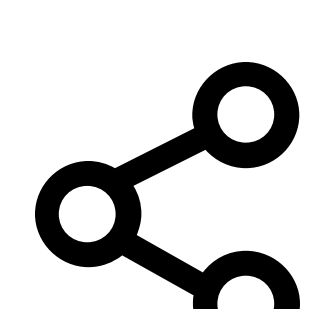
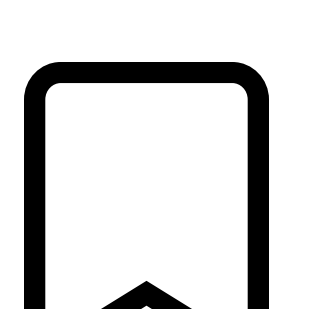
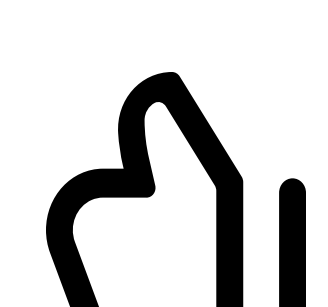


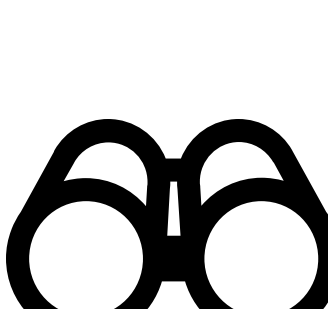

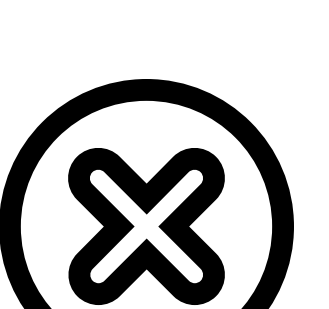
New Sift

Recommend

In Search Of

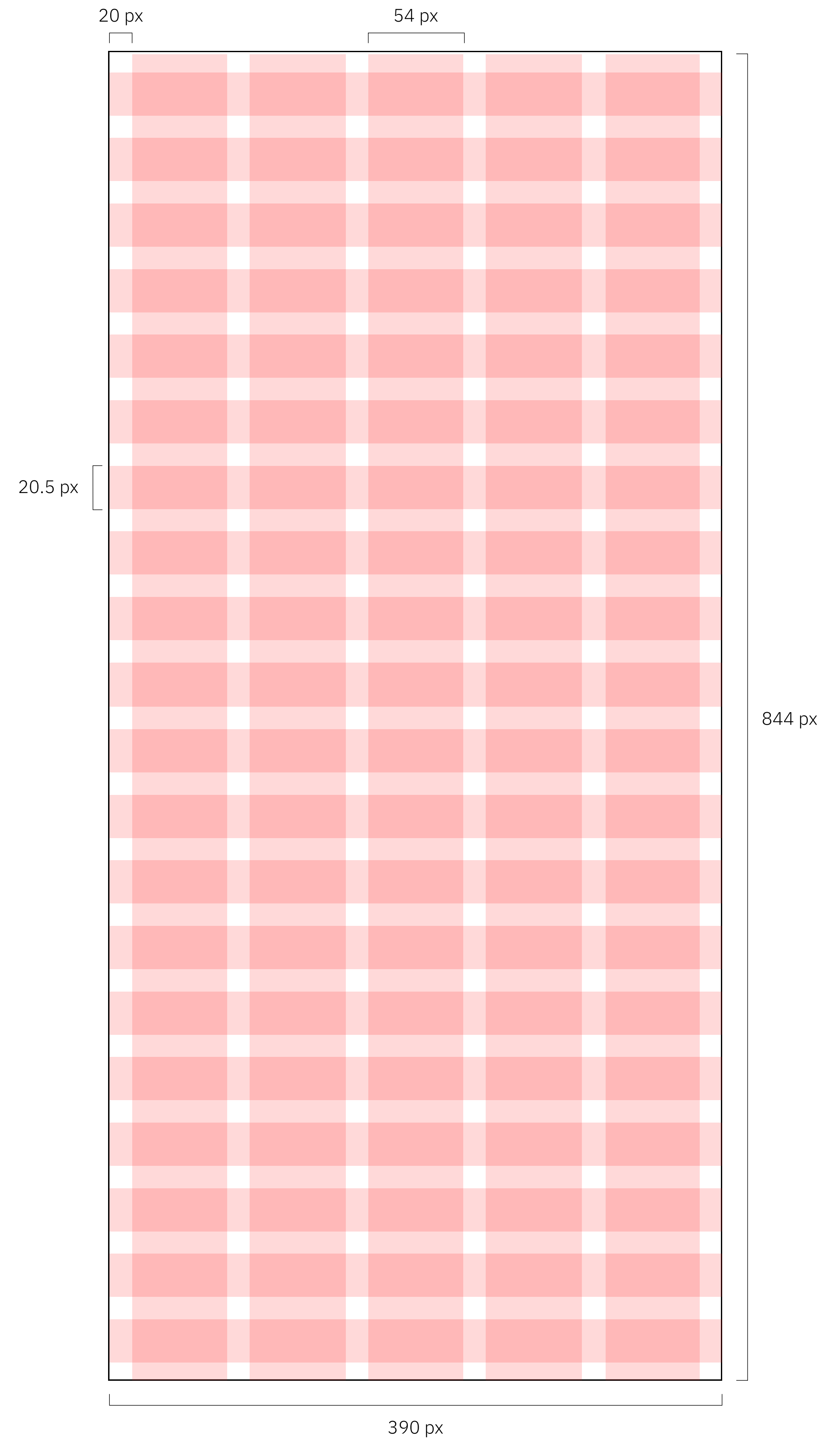
Rounded corners (20)

Icons and Symbols

	Home		Settings		Security
	Search		Log Out		Terms
	Create new post		Manage account		Links externally
	Notifications		Followed tags		Reply
	Profile		Social permissions		Want to try
	Recommends		Privacy		Agree
	In Search Of		Get help		Disagree

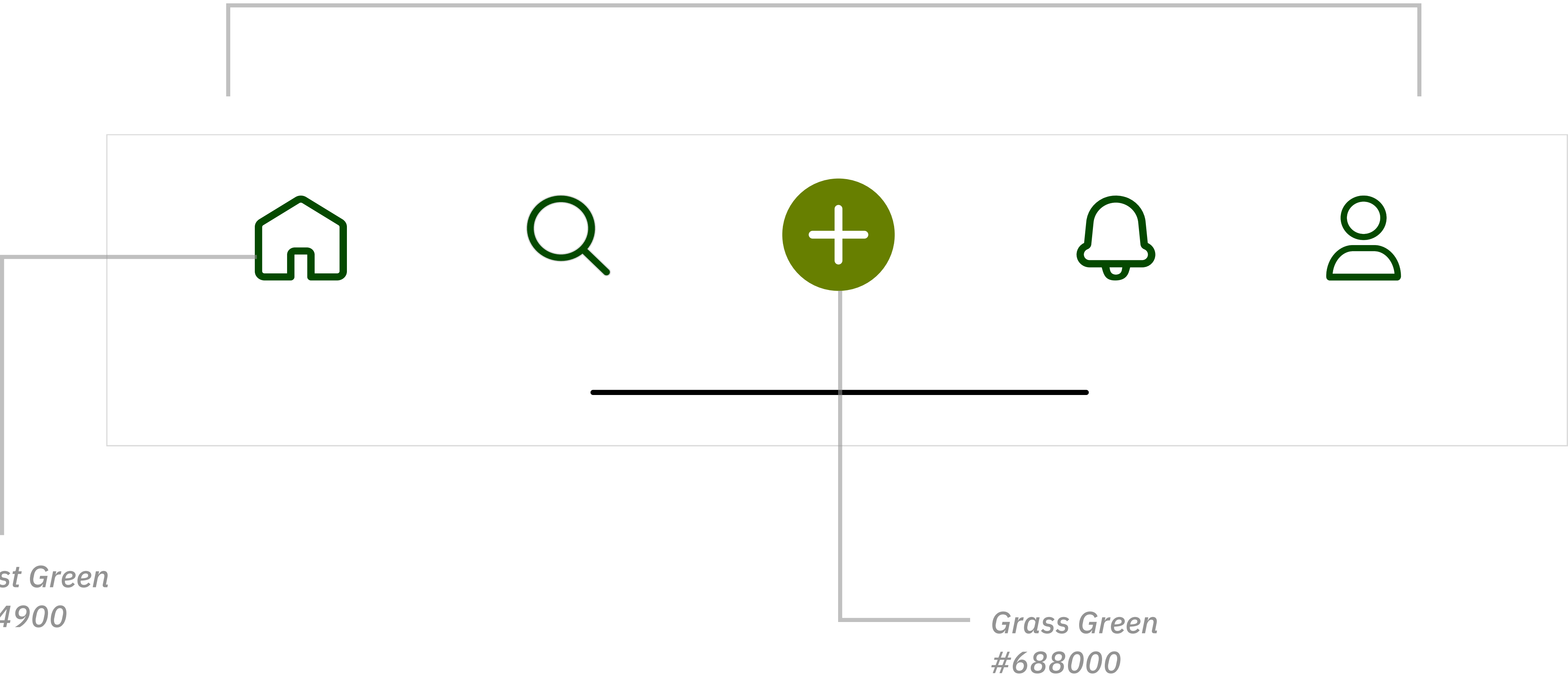
Grid System

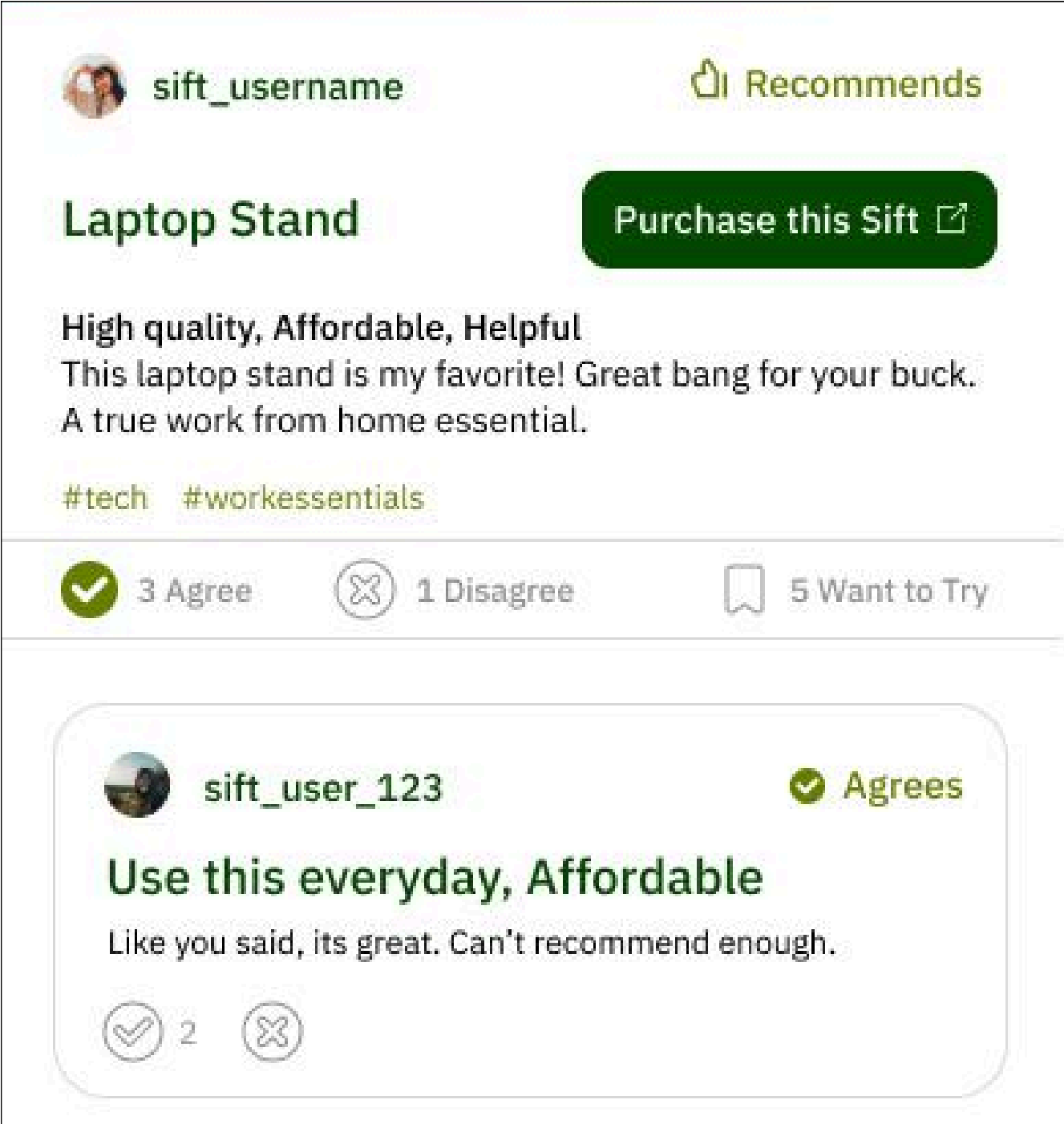
This grid system is used to organize every page on the app. All elements should line up with either the middle or edge of the red grid lines.



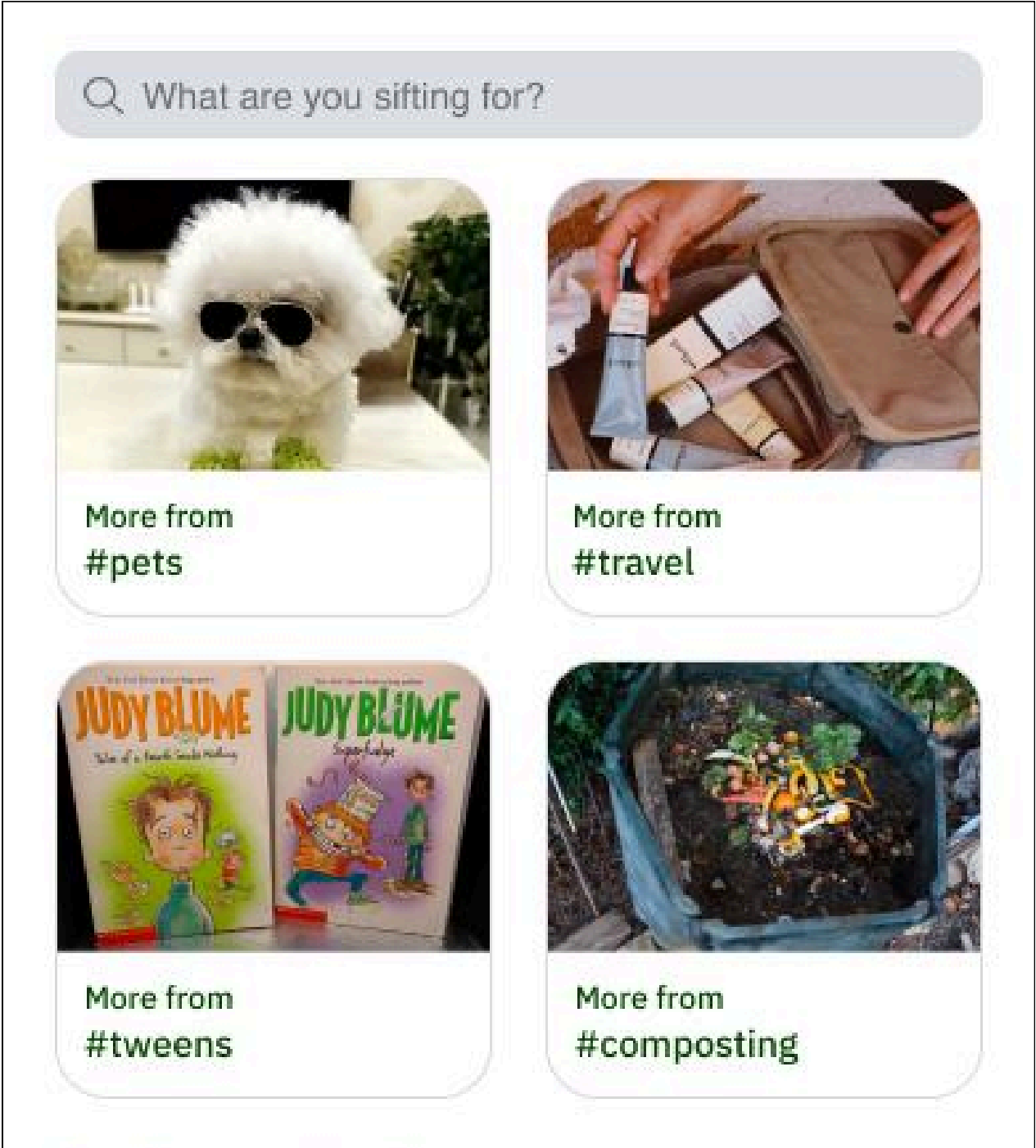
Navigation Bar

Primary Tab System

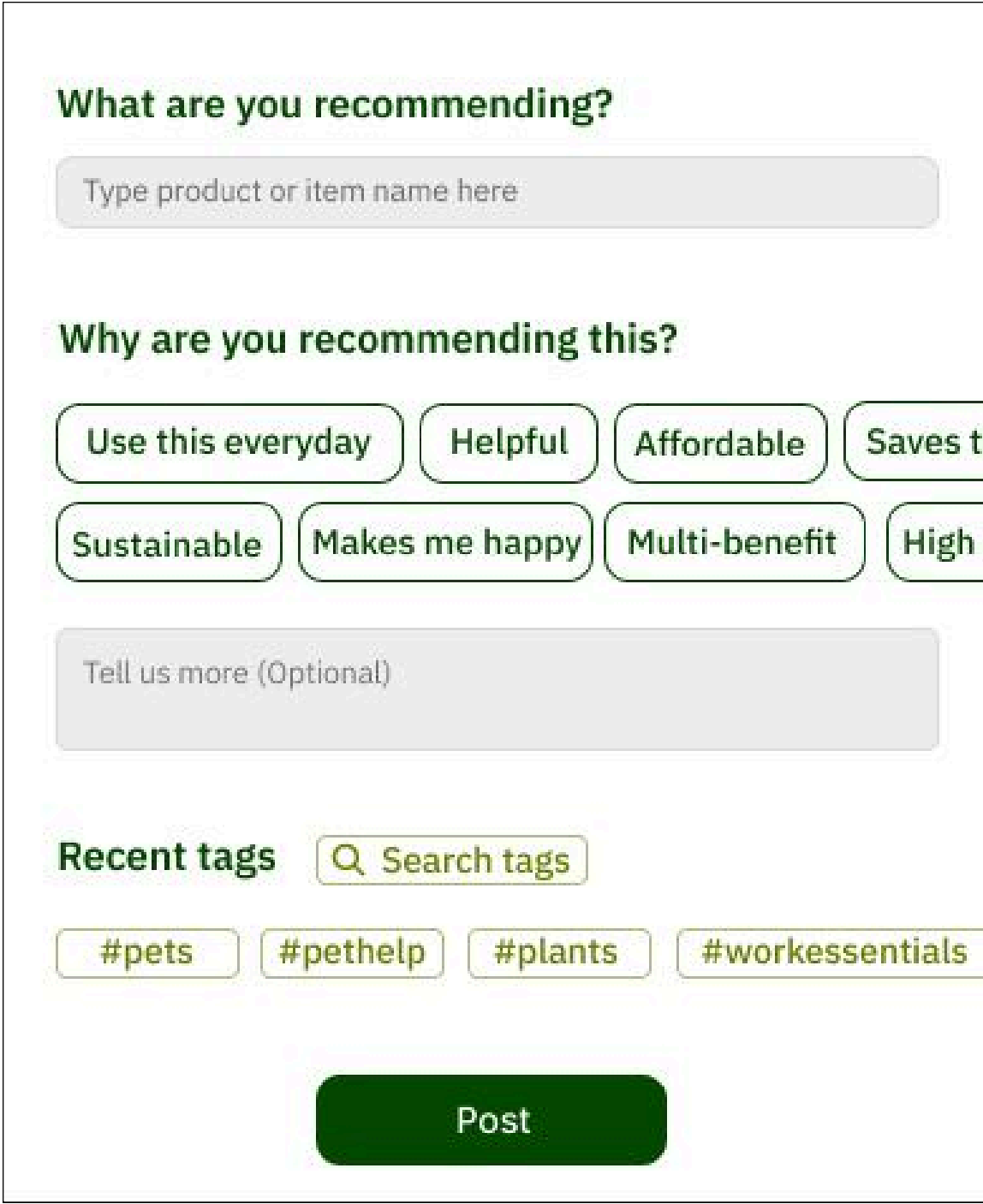




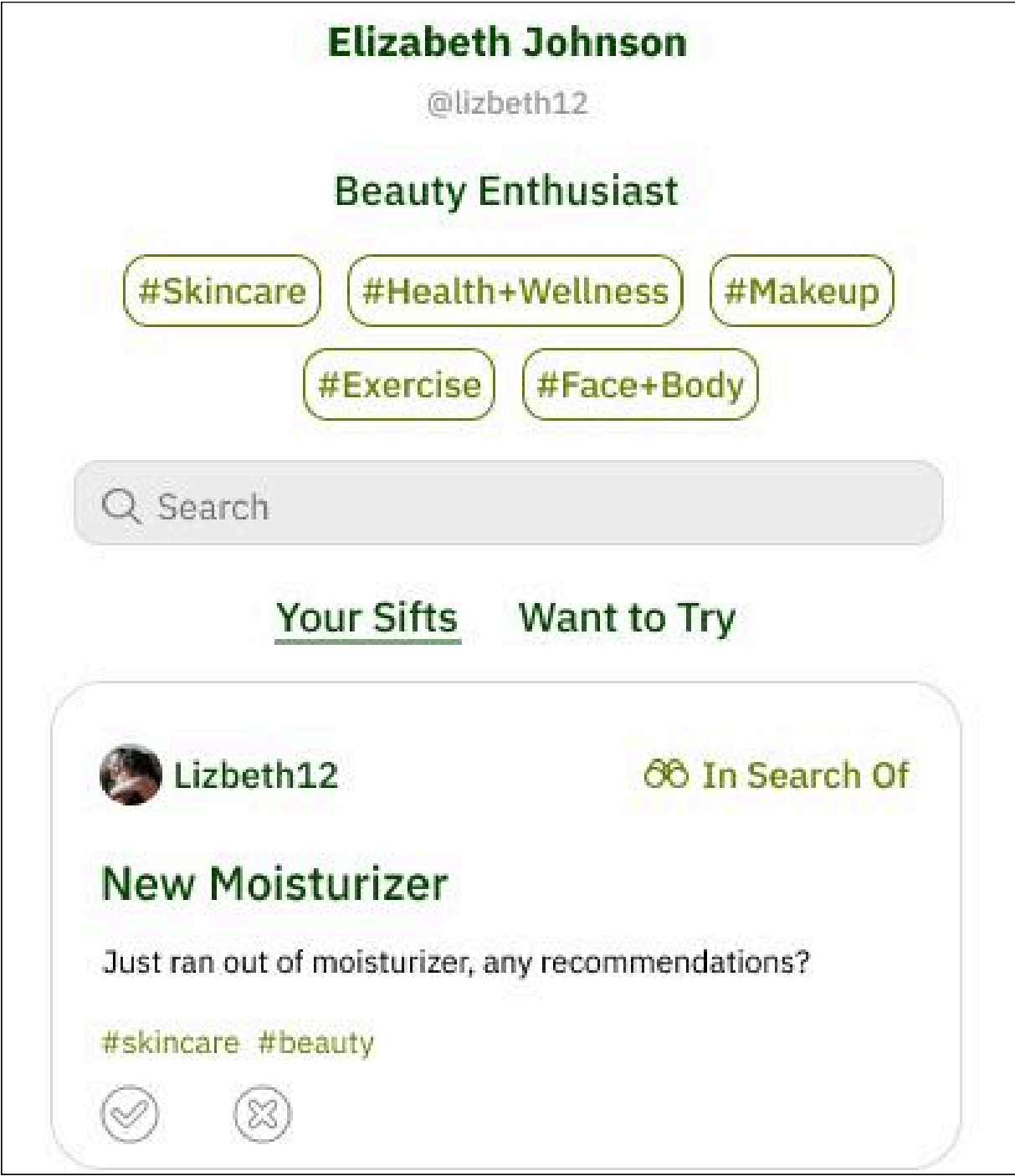
Home Page - Open Sift



Search Page



New Sift - Recommending



Profile - Your Sifts



Spring 2024
Made by Scout