

Brand Identity Guidelines

Official Version 1 — April 11, 2024
Public Use



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1 Introduction

Overview

We're excited to share our updated brand identity that ushers us into DocuSign's next chapter.

With our rich history of innovation, we are moving into our next category: Intelligent Agreement Management (IAM). In true DocuSign fashion, we are once again the pioneers.

This is not easy work. DocuSign is on a journey to evolve our brand, our company, our industry, and how the world manages their agreements. This document is a culmination of tireless work and effort; but also a spirit of frontierism, adventure and, moving fearlessly into the next chapter of the unknown. We believe in creating our destiny—and we find this same spirit in those we seek to serve. The big businesses with detail problems, the small business with big dreams—we share that same DNA with them.

Let's dive in.

Overview

Our vision for this rebrand is to take us beyond where we've been. This is not a brand refresh, but a purposeful reinvention starting with our brand foundations. An audacious undertaking for sure.

Our brand and category are virtuous counterparts. Our brand and legacy inform our new category creation and vice versa. The choices we make are intentional to fulfill the promise of both our brand and this new category.

We are defining the next big leap, Intelligent Agreement Management. A category bigger than DocuSign alone. And we will be #1 in this category, just as we are in eSignature.

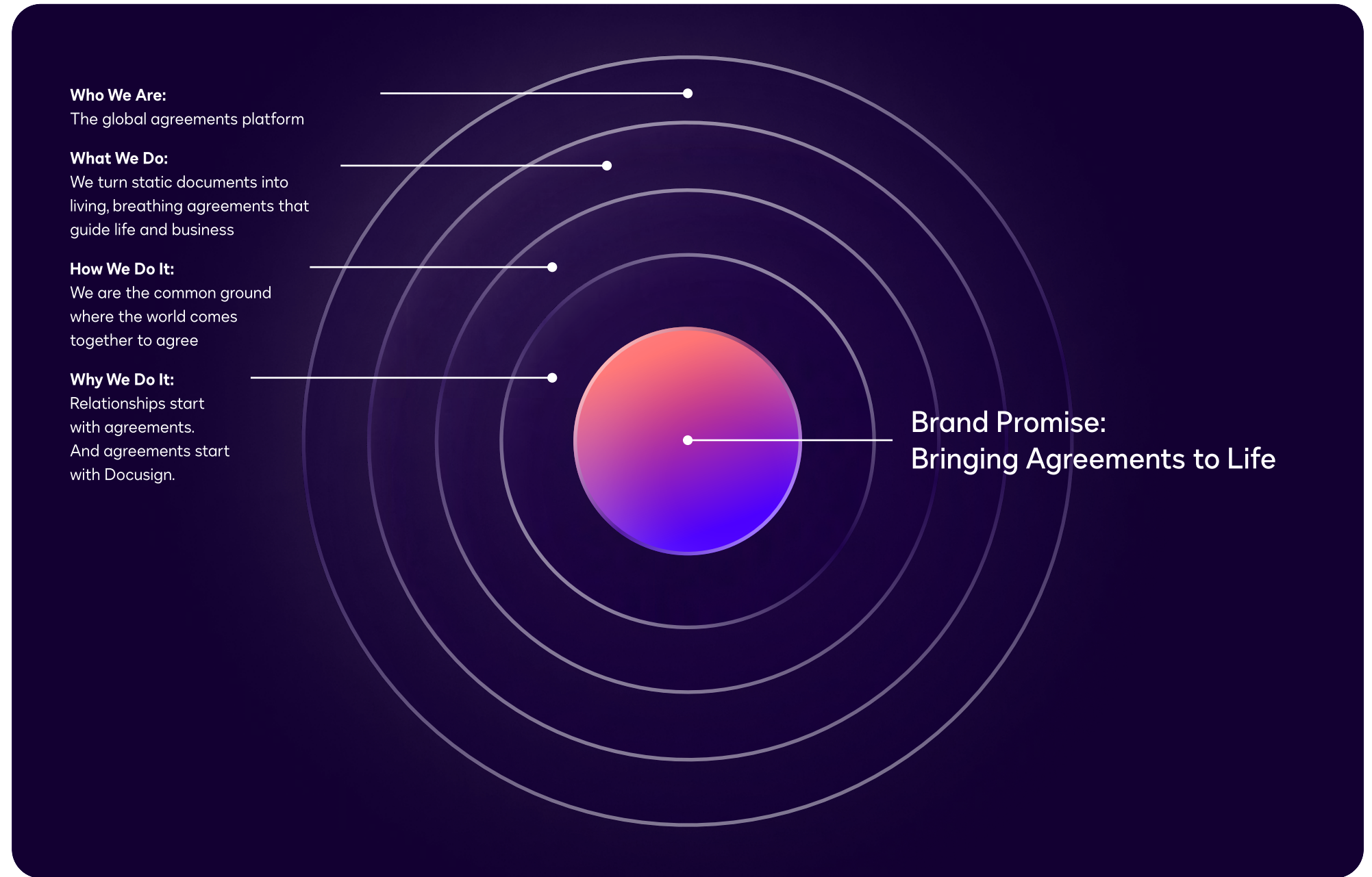
Our vision is to create a brand that evokes the emotional and functional benefit of this new category. Read further to learn about every new choice and element in this brand.

2 Brand Strategy

Brand Strategy

This diagram breaks down the definition of our brand: Who Docusign is, what we do, how we do it, and ultimately why we do it.

The answer to these four questions is our brand promise. This is the big idea that serves as our internal mantra and rallying message. This short phrase captures the essence of our brand and provides inspiration for all we do.



Brand Promise

Our Brand Promise is a declaration of what DocuSign stands for and what we guarantee to deliver to our customers and users. It's a delicate dance between aspiration and authenticity, guiding us to where DocuSign is moving in this new category. This is the vow and commitment we are making to the world.

This is not a static proclamation, and must be upheld at every touchpoint: a marketing campaign, a contract renewal, a sales consultation, or an in-product experience.

In essence, our brand promise is our North Star—a beacon of trust, a catalyst for loyalty, and a testament to the enduring power of meaningful connections in our ever-evolving marketplace.

When faced with a fork in the road, ask yourself “Is this bringing agreements to life?”

The wording of the brand promise is precise and exact as shown, and may not be modified in any way.

Note:

The Brand Promise may be used as a tagline, but should be used sparingly so as not to dilute its weight. Consult with the brand team before use.

Bringing Agreements to Life.

Creative Platform

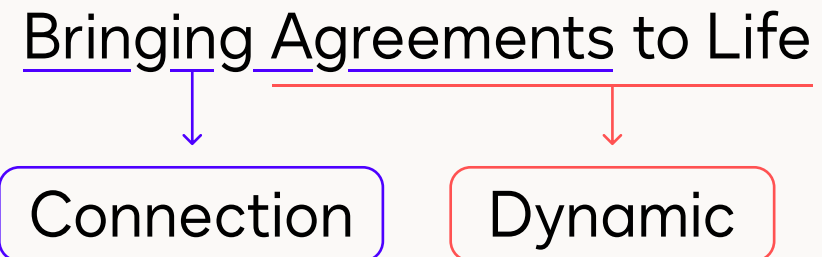
Our platform is the basis for how we activate the brand promise to inform our visuals.

We can break down our promise into visually evocative words, “Dynamic Connection.”

Dynamism is how we show agreements coming to life—what it means to take a static, inert document and help transform it into a living, breathing agreement.

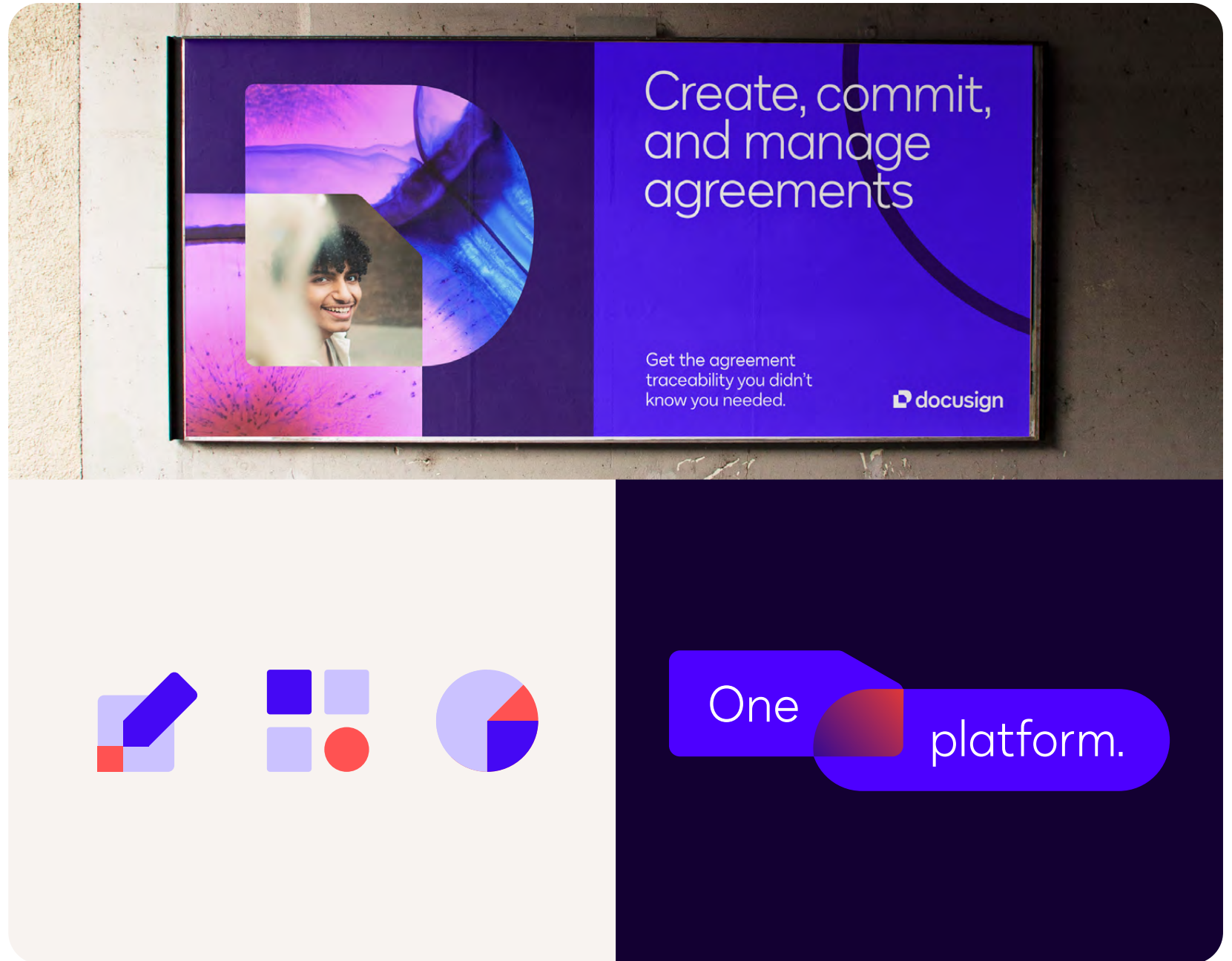
Connection is how we show DocuSign bringing parties together but also bringing agreements into one, easily accessible hub, connected to the rest of your business systems.

Dynamic Connection



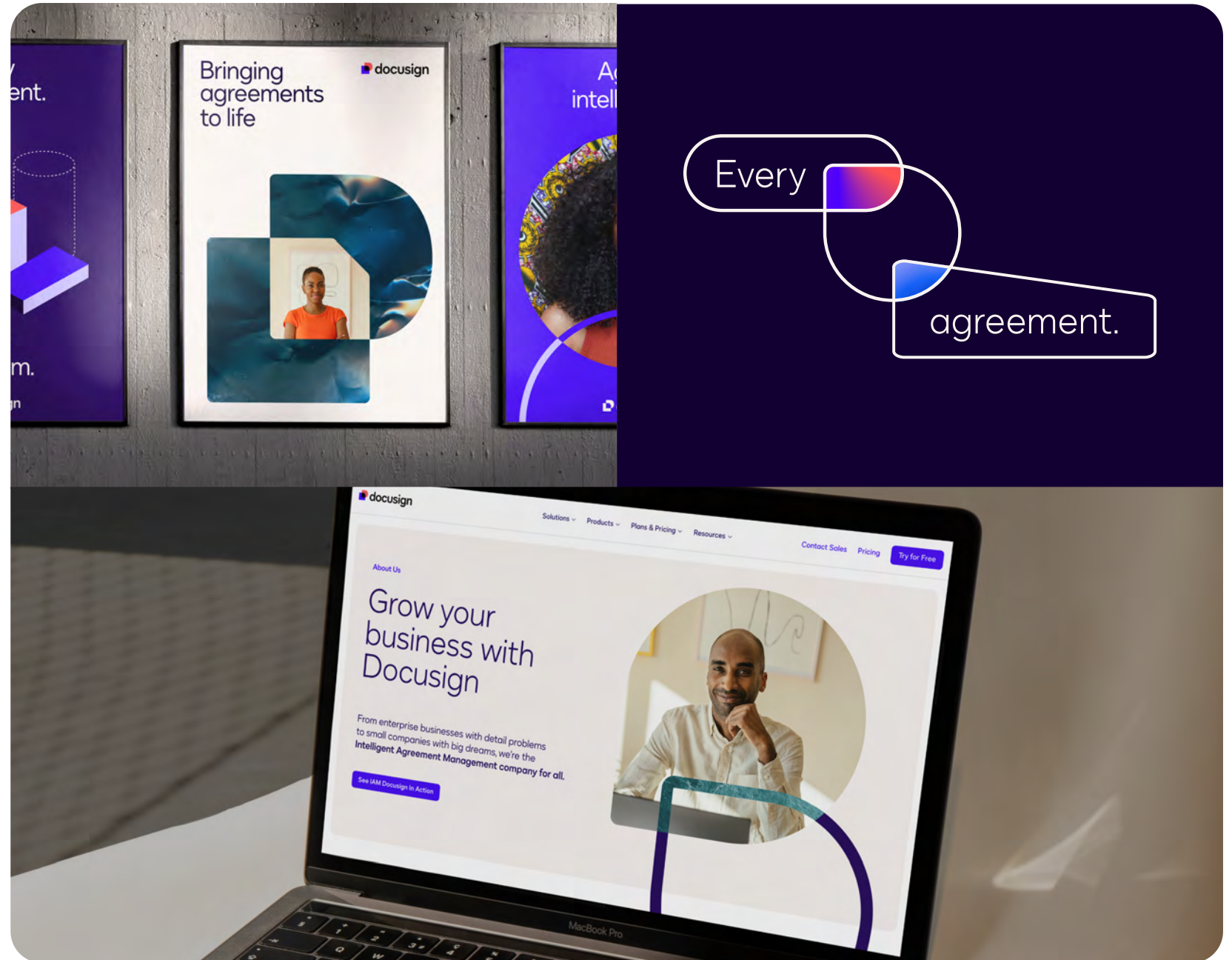
Visual Principle 1: **Connection**

Modern agreements come in many fluid shapes and sizes and serve as endlessly connecting and intersecting visual devices. When unified in design, they can contain patterns, photography, colors, and copy to represent how something new can be forged through the combination of elements coming together.



Visual Principle 2: **Dynamism**

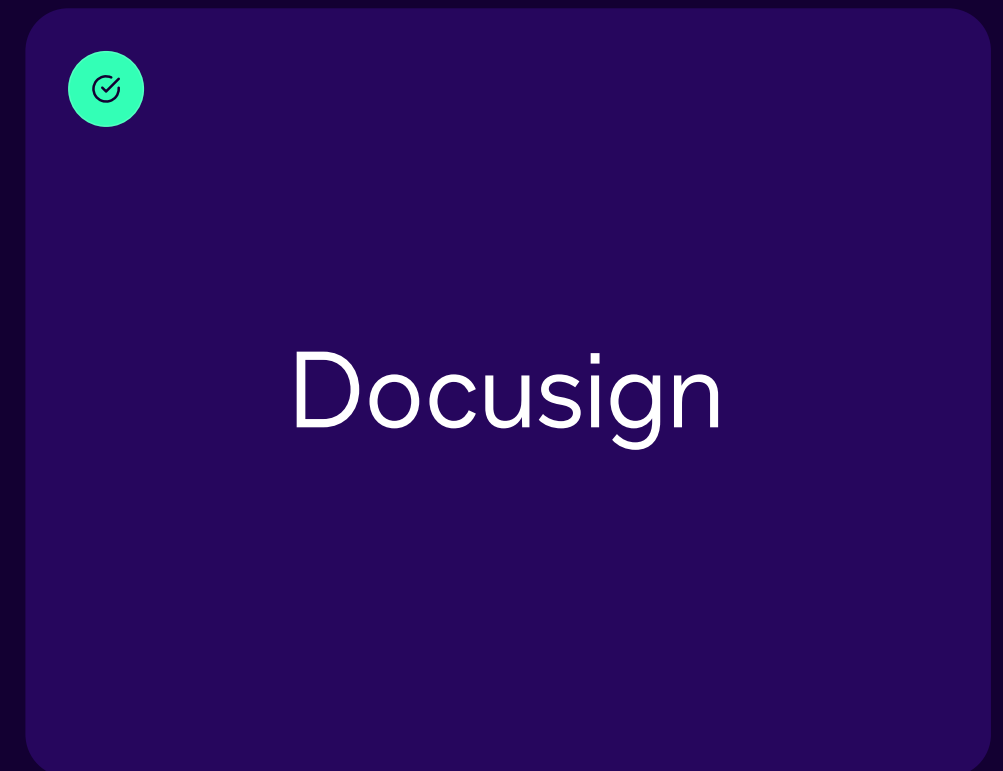
Bringing agreements to life means creating something dynamic and human. We express living agreements through visuals that depict dimensionality and scale, growth and transformation, and the spirit of collaboration.



DocuSign Name: Capitalization Change

As of April 11, 2024, DocuSign's corporate name will now be spelled without the camel-case capital 'S'. The name is now spelled DocuSign.

All other company and corporate verbal identity guidelines hold true until future notice.





Russell Shaw

Jess Novo

Jeremy Loyd

3 Logo

Icon and Wordmark

Our logo is made up of two parts—the Nexus icon and the Wordmark. The icon and wordmark must always be used together as shown.

Our logo conveys trust, confidence and connection. Use the wordmark wisely. That means wherever you place it, make sure the materials are current and best reflect DocuSign as it is today. All countries and languages must use the logo in this exact format.

Minimum Sizing:

The logo should not be used under .75" or 52 px wide.



The icon and wordmark must always be used together as shown.



Smallest usage size: 52px/.75" wide

The Nexus Icon

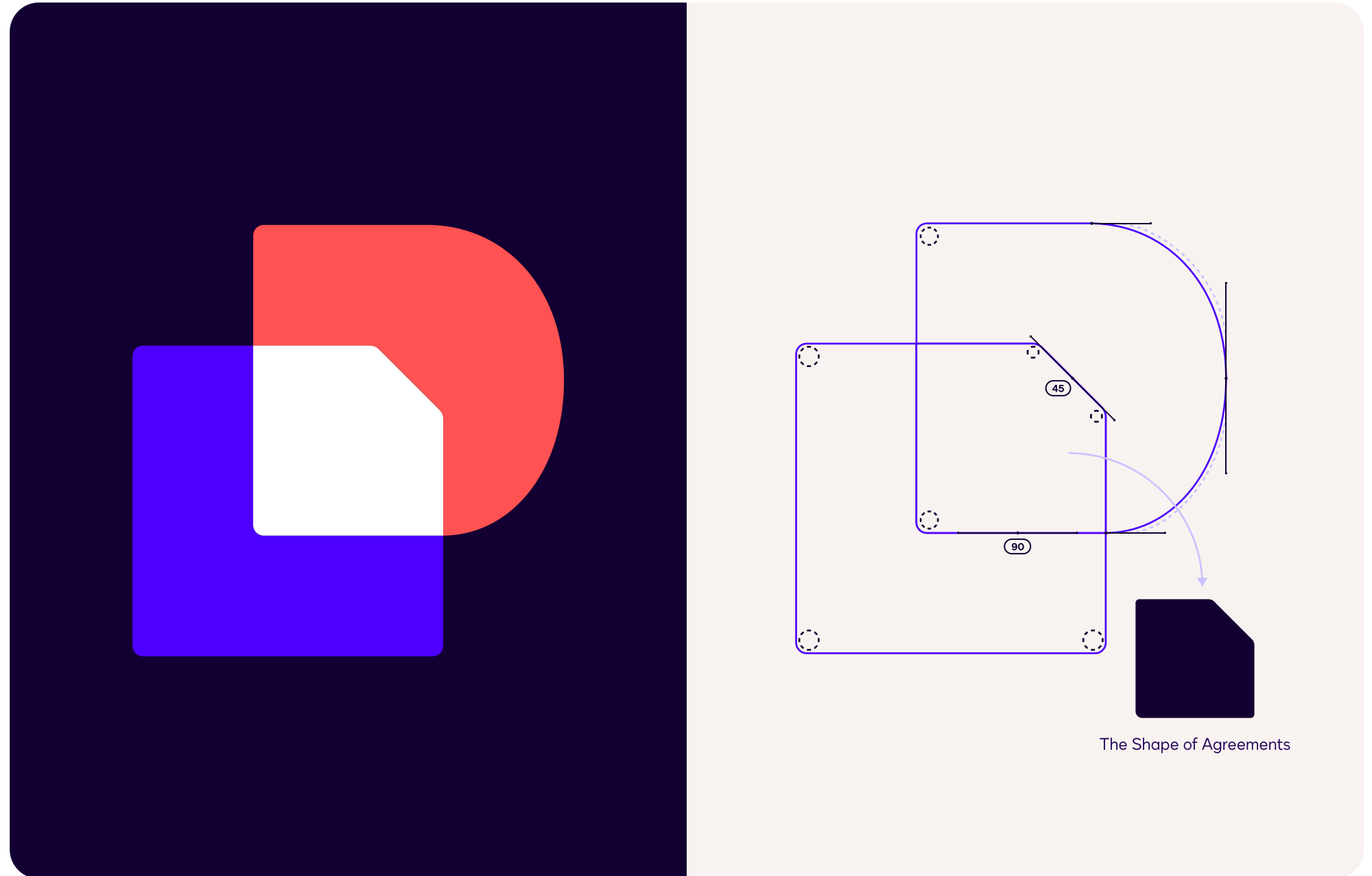
The heart of our logo is the Nexus icon. It represents a convergence—an agreement, if you will—showing two shapes coming together. They form the shape of an agreement in the center.

It stands as a simple and subtle manifestation of our overall brand promise: bringing agreements to life.

Considerations:

The corners of the two shapes—a block and a DocuSign “D” monogram—that form the overall Nexus icon have slightly rounded edges which should always be scaled proportionally.

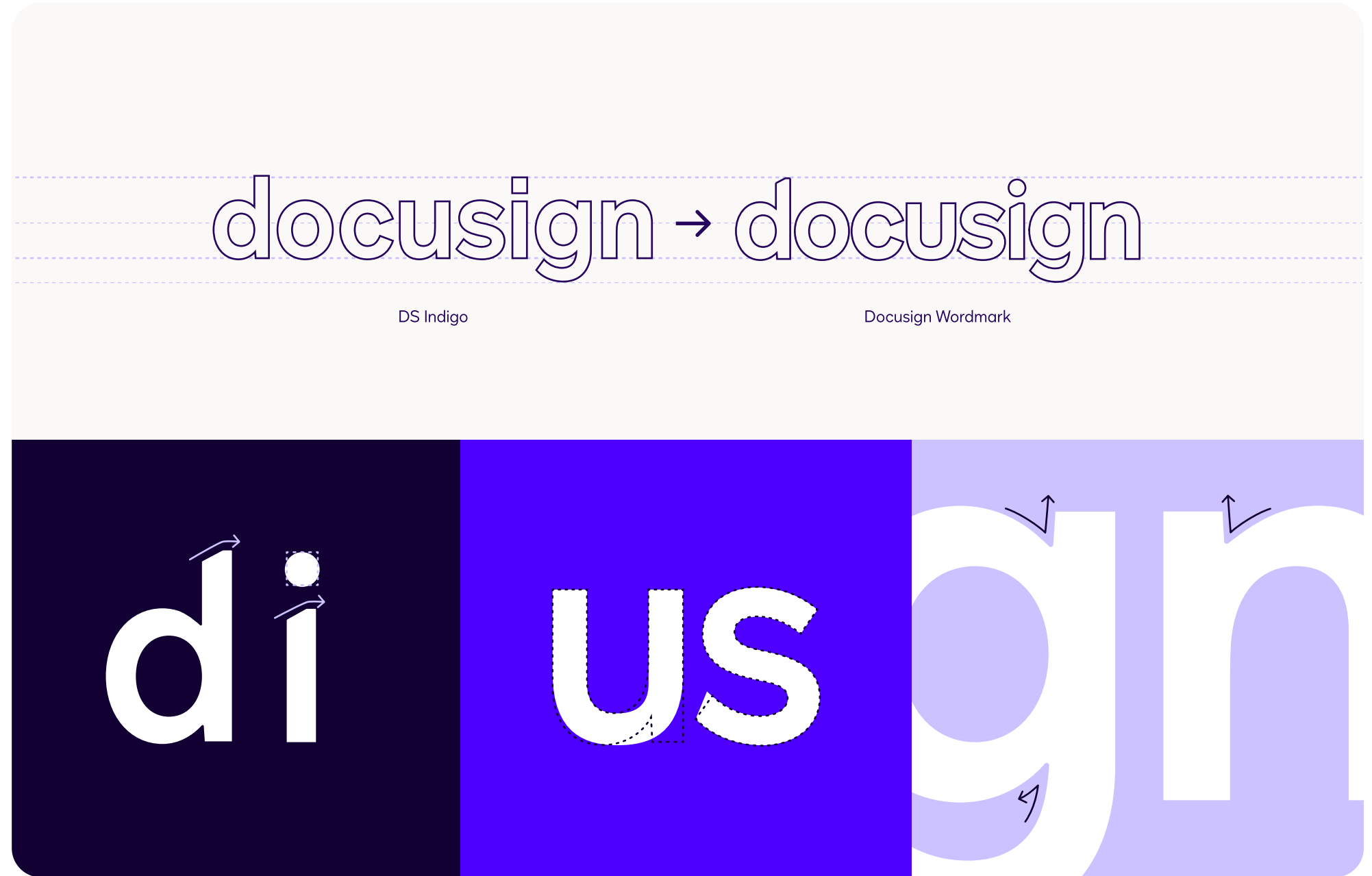
The shape of agreement is a dog-eared document with a 45° angle fold on the top right corner. As a core identifiable asset for our brand, the angle of the shape should consistently stay at a 45° angle. For more information on using this as a standalone geometric shape, see *Visual Elements: The Shape of Agreements*.



The Wordmark

Our wordmark is based on our proprietary typeface, DS Indigo, but with specific customization made to the letterforms.

- The “d” and the “i” both have angular stems, similar to the agreement shape in the center of the Nexus icon.
- The “u” and the “s” are customized to sit side-by-side nicely and serve as a balanced anchor for the center of the wordmark.
- All letterforms have slightly rounded inktraps at their joint.



Horizontal & Vertical Lockups

The logo may be used in two different configurations, with the icon and wordmark arranged horizontally and vertically. When possible, use the horizontal configuration. Use the vertical configuration sparingly, when the layout lends itself to a centered orientation or horizontal space is limited.

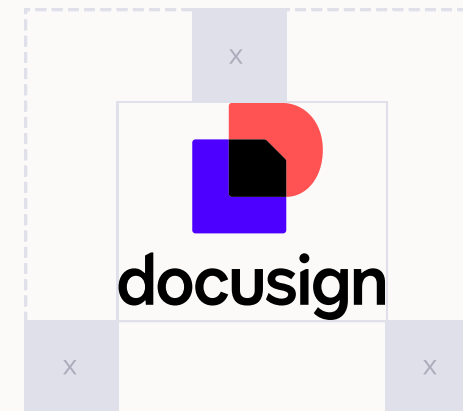
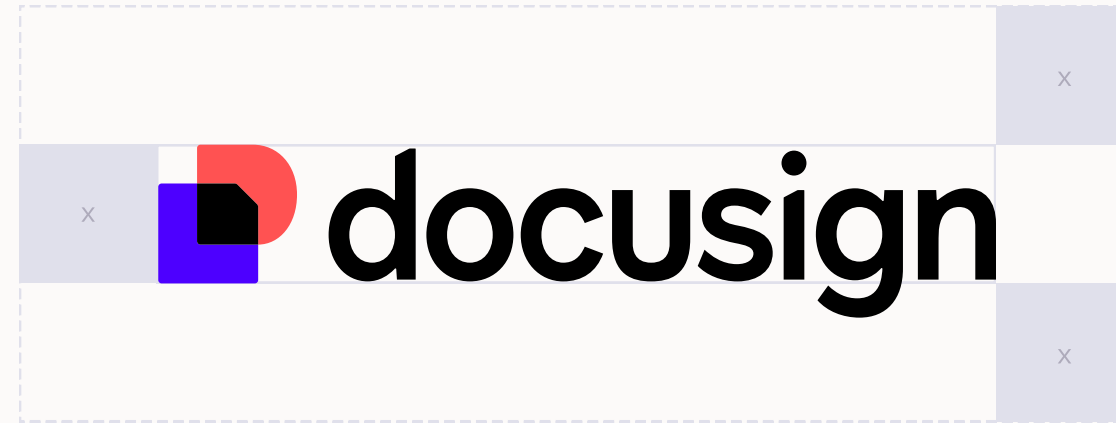


Logo Clear Space

Clear space is the area surrounding the wordmark and the Nexus icon that must be kept free of other graphic elements.

For the horizontal logo orientation, maintain a clear space that is equal to the width of the Nexus.

For the vertical orientation, maintain a clear space that is equal to the width of one of the shapes in the Nexus.



Trademark

When a trademark symbol is needed with the logo, use the arrangement as shown.



DocuSign IAM Lockup

In specific situations where DocuSign's IAM capabilities should be highlighted, use the lockup as shown.

Considerations:

Striking the right balance between differentiation and association is paramount. The objective is to ensure that DocuSign IAM captures attention and resonates with its intended audience, while simultaneously capitalizing on the established reputation and recognition of the DocuSign brand.

The primary relationship between a customer or user is first and foremost with the DocuSign brand. However, the IAM logotype may be used in specific platform story moments and where we want to highlight our different platform services. Examples include sales pitch decks and our architecture diagram. It should not be used where brand logo placement is sufficient, such as the corporate website.



Tagline Lockup

The horizontal version of the logo may be locked up with our tagline, “Bringing Agreements to Life” as shown. Use the provided file in the logo kit.

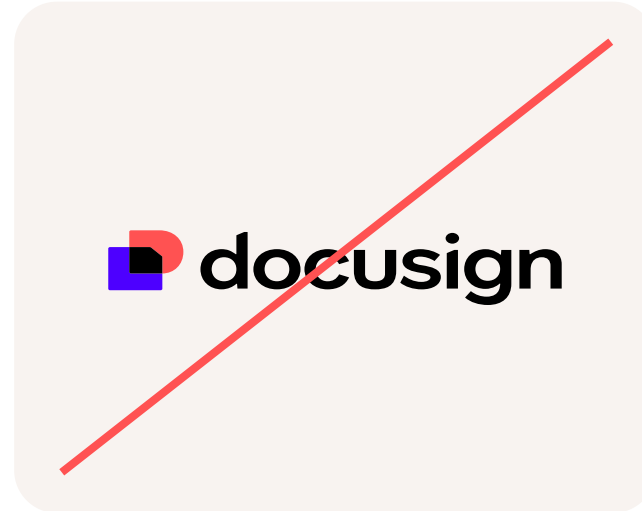
When using the tagline lockup, do not use the logo smaller than 180px or 2.5” wide.



Smallest usage size: 180px/2.5” wide

Logo Misuse

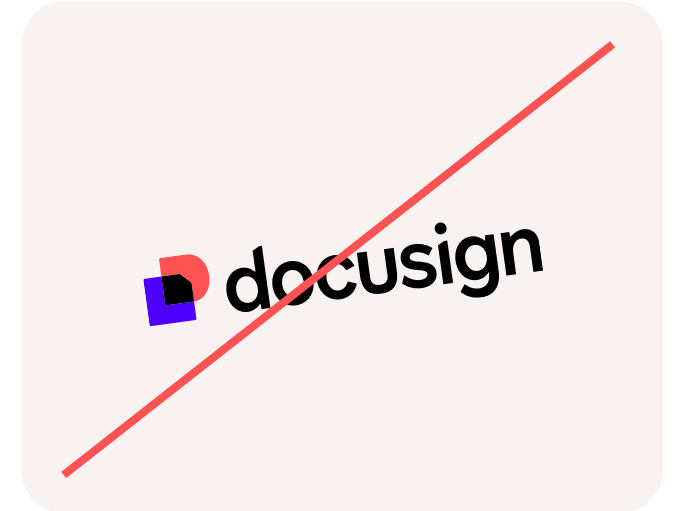
This is a quick guide of common mistakes to avoid when using the logo. Avoiding these misuses helps to ensure consistent use of the logo and keeps the integrity of the logo intact.



Do not stretch the logo horizontally or vertically.



Do not use the wordmark or icon by itself.



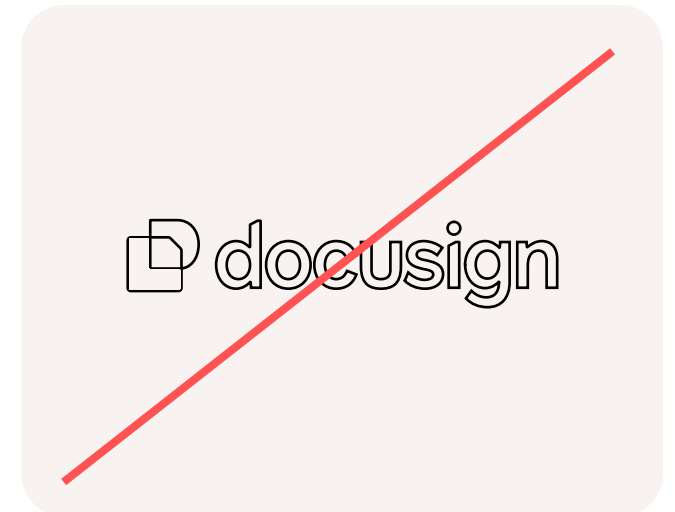
Do not rotate the wordmark or icon.



Do not change the placement or relationship of the icon and wordmark.



Do not put a drop shadow on the logo.



Do not put a stroke on the logo.

Light and Dark Versions

Our logo's preferred color usage shows the Nexus icon in our brand Cobalt and Poppy.

On light-themed (White or Ecreu) background fills, the center of the Nexus icon and the wordmark itself should always be rendered in black.

On dark-themed (Inkwell) background fills, the center of the Nexus icon and the wordmark itself should always be rendered in white. These are our primary color combinations for all brand mark placement.



One-Color Version

In situations when a background would not allow the full-color mark to have adequate contrast—such as placed over a flood of our brand Cobalt, a gradient, a photograph or texture, or in special circumstances such as limited-color printing, embroidery or manufacturing—the one-color version of the logo can be used, wherein the center of the Nexus is knocked out and the entire icon and wordmark lockup are set in either white or black.

Always choose a color that makes the wordmark have adequate contrast and legibility from the background.

If the logo is placed on a photo, make sure that it is an uncluttered image so that the mark is legible. Always place the logo in white or black, whichever has the most contrast from the photo. Place the logo in a space of the photo that won't be in competition with the content, color, or composition of the image.



 docusign

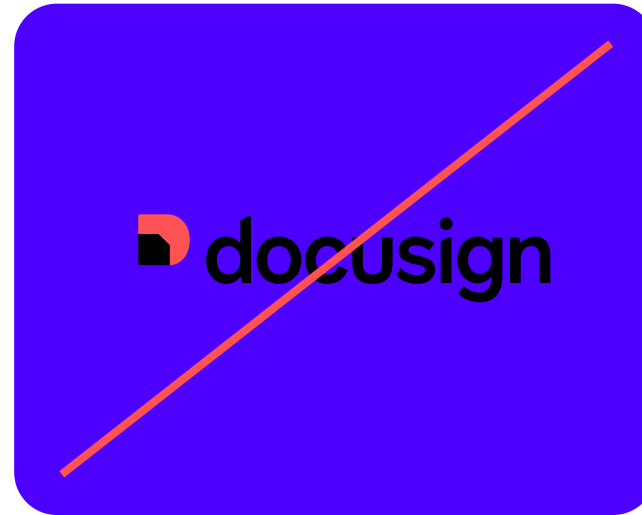


 docusign

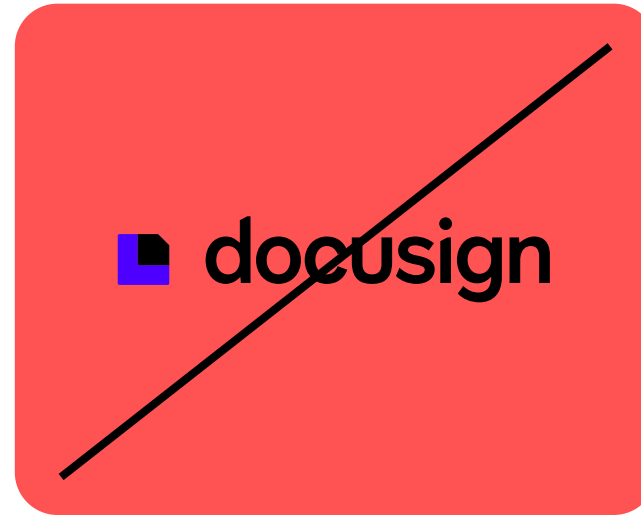
Logo Color Misuse

This is a quick guide of common mistakes to avoid when using the full color logo on background fills, or the one-color version of the logo.

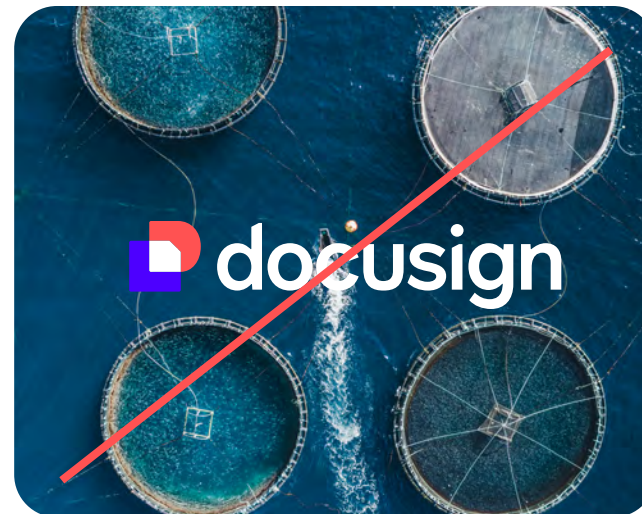
Always choose the version of the logo and its color combination that enables the mark to have contrast and legibility from the background it is placed on.



Do not place the full color logo on color fills where it would lose contrast.



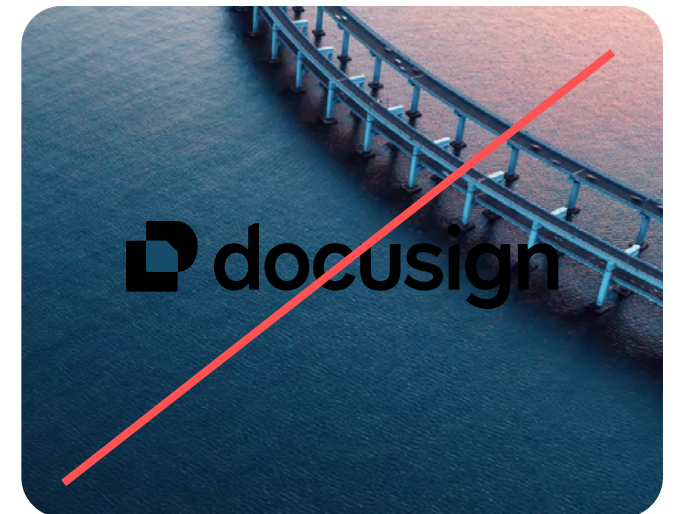
Do not place the one-color logo when the full color version is possible.



Do not place the full color logo over a clashing photo or texture.



Do not place the one-color logo in white over a light photo or texture.



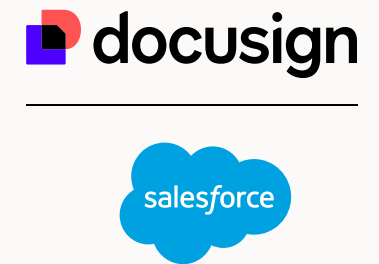
Do not place the one-color logo in black over a dark photo or texture.

Co-Branding Lockups

Set co-branded logos next to or under the DocuSign logo with a simple rule divider. The lockups you create depend on the shape of the partner logo and its brand standards.

Many logos contain a word mark. In these cases, use the wordmark and align it to the baseline of the DocuSign logo. For logos with other artwork, try to achieve the same visual “weight” as the DocuSign logo.

For vertical lockups, stack the logos with a rule divider. Center align the partner logo to the width of the DocuSign logo.



Usage Guidelines

DocuSign, Inc. and its affiliates own trademarks, logos, slogans, taglines, designs, and other source identifiers (“Brand Assets”) that are vital to the success of our business. These guidelines provide tips for the correct use of certain Brand Assets – DocuSign’s word marks (“Word Marks”) – solely to identify DocuSign’s products and services.

Do

- Use DocuSign’s Word Marks to refer to (e.g. identify) an associated DocuSign product or service.
- Use an appropriate generic term after DocuSign’s Word Marks the first time the word mark appears in text, and as often as possible after that.
- Use the appropriate trademark symbol (™ or ™ or ®) the first time DocuSign’s Word Marks appear in text, and as often as possible after that.
- Use DocuSign’s Word Marks with the correct spelling and capitalization.

Don’t

- Use any of DocuSign’s Word Marks in a way that suggests or implies partnership, sponsorship or endorsement by DocuSign.
- Use any of DocuSign’s Brand Assets, except the Word Marks as provided in these Guidelines, unless under a separate license from DocuSign.
- Incorporate any of DocuSign’s Word Marks or other Brand Assets, or anything confusingly similar, into any other trademark, logo, company name, product name, publication name, conference title, domain name, username, social media account name, or any other source identifier.
- Modify or alter any of DocuSign’s Word Marks in any way.
- Use any of DocuSign’s Word Marks as a noun, as a verb or in the possessive.
- Use any of DocuSign’s Word Marks in any way that is disparaging, defamatory, libelous, or otherwise unlawful.
- Imitate the look and feel of DocuSign, including DocuSign’s trade dress, type style, or other designs.

Other Uses

- If you would like to use any of our other Brand Assets, including a logo, please submit a [Brand Asset License Request](#).
- If you participate in a DocuSign Partnership Program or develop/support an integration with DocuSign services subject to the [Developer Terms & Conditions](#), please review (i) your agreement with DocuSign and (ii) the [Brand Asset License](#). You may already have a right to use certain Brand Assets.



4 Color

Brand Palette

Docusign Cobalt is iconic. It is the primary color of our brand and reflects our brand archetype and ethos. Inkwell, Deep Violet, White and Mist are our secondary colors and their use is heavily paired with Cobalt. Our brand red—Poppy—is used sparingly as an accent color to bring energy and attention to elements on a layout. Our brand also has a tertiary color palette of warm neutrals that work well with Cobalt.





Brights and Darks

<h2>Cobalt</h2> <p>HEX #4C00FF RGB 76, 0, 255 CMYK 88, 79, 0, 0 Pantone 2368</p>	<h2>Inkwell</h2> <p>HEX #130032 RGB 19, 0, 50 CMYK 94, 93, 0, 79 Pantone 276</p>	<h2>Mist</h2> <p>HEX #CBC2FF RGB 203, 194, 255 CMYK 36, 32, 0, 0 Pantone 2705</p>
		<h2>Poppy</h2> <p>HEX #FF5252 RGB 255, 82, 82 CMYK 0, 93, 82, 0 Pantone 1788</p>
<h2>Deep Violet</h2> <p>HEX #26065D RGB 38, 6, 93 CMYK 99, 98, 0, 35 Pantone 2755</p>		

Neutrals

<h2>White</h2> <p>HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0 Pantone n/a</p>	<h2>Ecru</h2> <p>HEX #F8F3F0 RGB 248, 243, 240 CMYK 12, 10, 14, 0 Pantone 7527</p>
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Text

 <p>Text primary (dark) #130032</p>	 <p>Text secondary (dark) #130032 at 75%</p>	 <p>Text primary (light) #FFFFFF</p>	 <p>Text secondary (light) #FFFFFF at 80%</p>
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Usage and Ratios

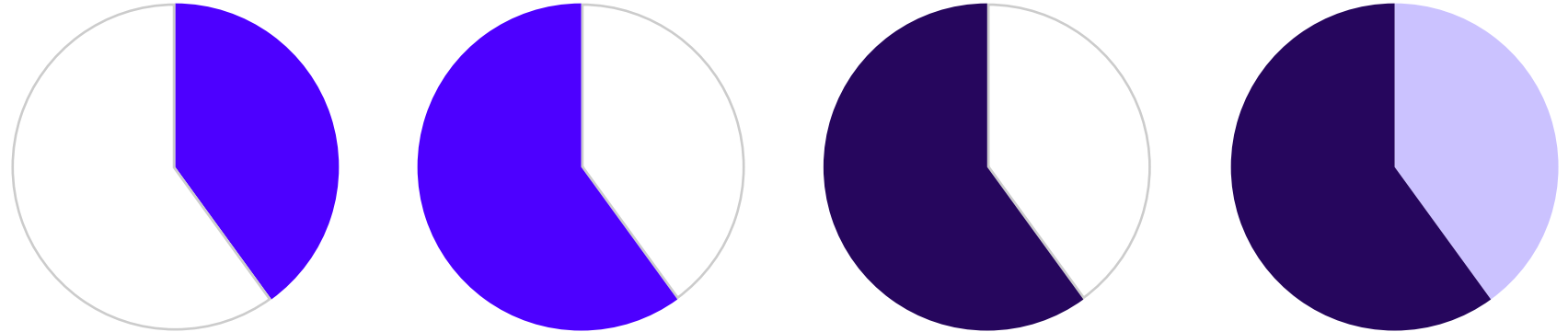
In order to achieve a consistent look in DocuSign branded materials, our color palette should be weighted with appropriate ratios.

On a light-theme design, the majority of the surface should use White or Ecu as the background. Headline text should be set in Inkwell, and Cobalt should be used as a bold accent where appropriate. On a dark-theme design, the majority of the surface should use Inkwell or Deep Violet as the background color. Headline text should be set in White, Ecu, or Mist, and Cobalt should be used as a bold accent where appropriate.

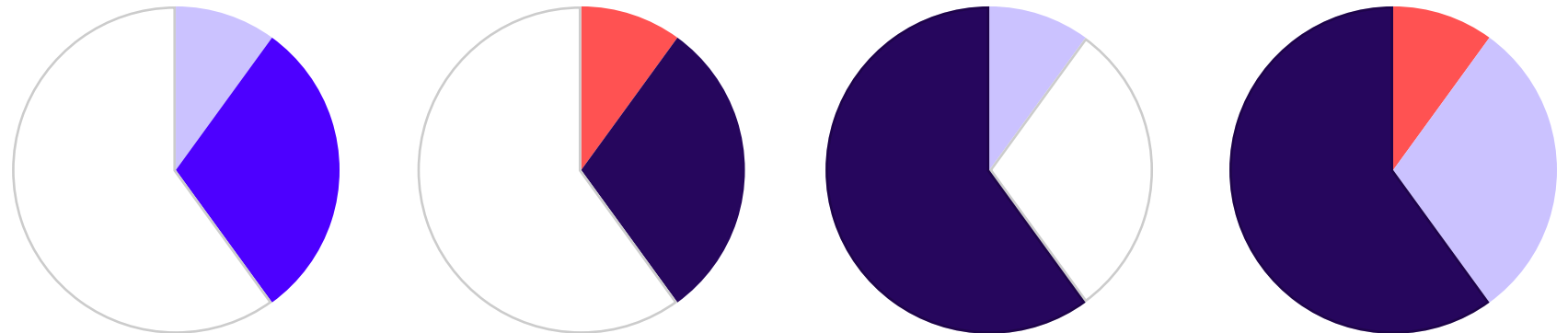
Note:

DocuSign uses its brand red color, Poppy, as a stroke or outline around an object rather than a solid fill. We like to think of it as the exclamation mark on a page—bringing attention to something, without overusing it.

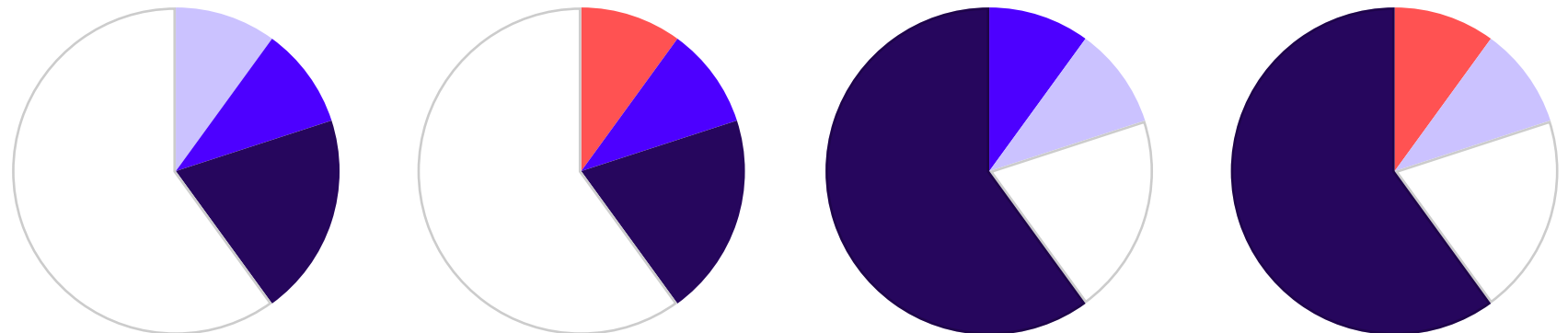
2-color balance



3-color balance



4-color balance



Color Combinations

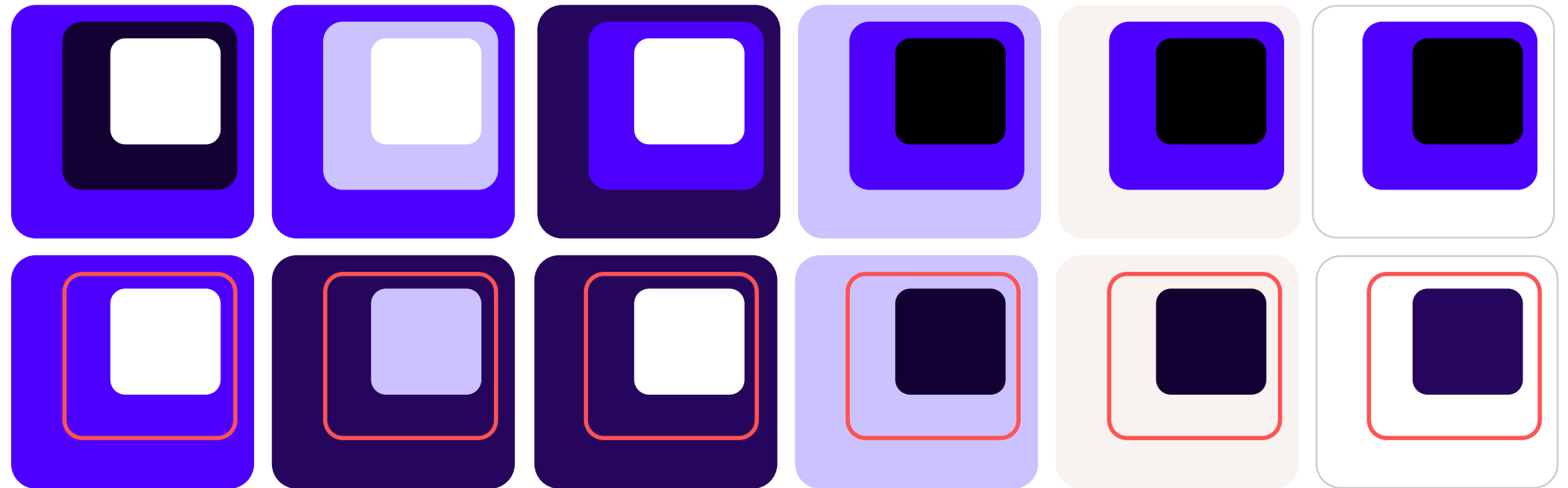
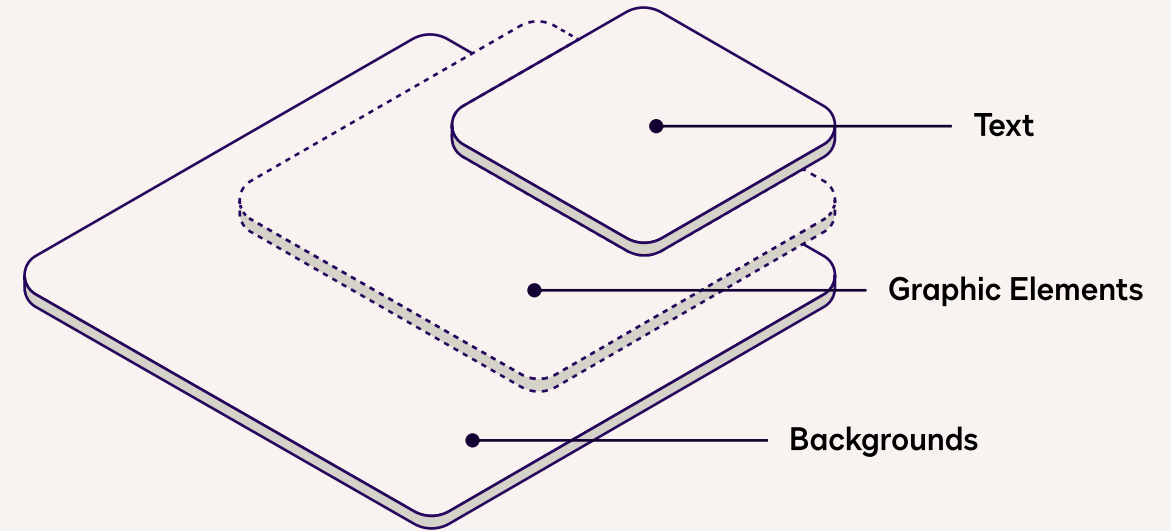
The DocuSign palette comes to life when colors that both contrast and harmonize are paired together.

Note: DocuSign uses its brand red color, Poppy, as a stroke or outline around an object rather than a solid fill. We like to think of it as the exclamation mark on a page—bringing attention to something, without overusing it.

Read more about using Poppy as frames and outlines on Device Frames and Overlays: Simple Strokes.

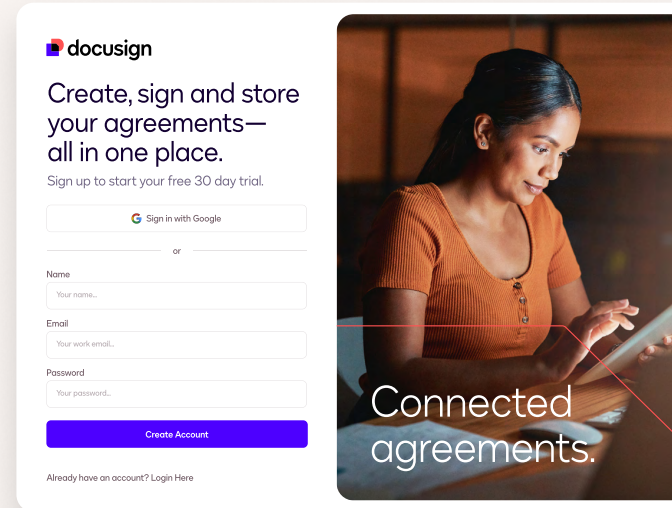
Suggested Color Pairings

In order to achieve consistency across a wide variety of brand applications, here are suggested color pairing options for background colors, graphic elements, and text. This is not an exhaustive list but does showcase our recommended pairings.



Color Combinations

These are examples of how our color palette would be best applied to maintain consistency of DocuSign's look-and-feel on designed communications from web or social applications to larger brand initiatives.



BH Blake Hayes
How are these revisions?

OL Olivia Lee
This looks great, approved!

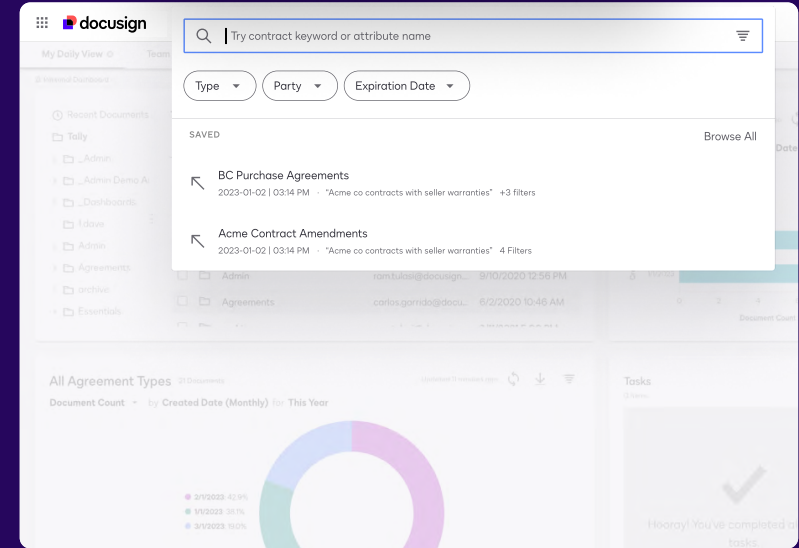
Okay, great work team. Let's send it.

B I U T | ≡ ◻ ↻

Post

Every agreement.
One platform.

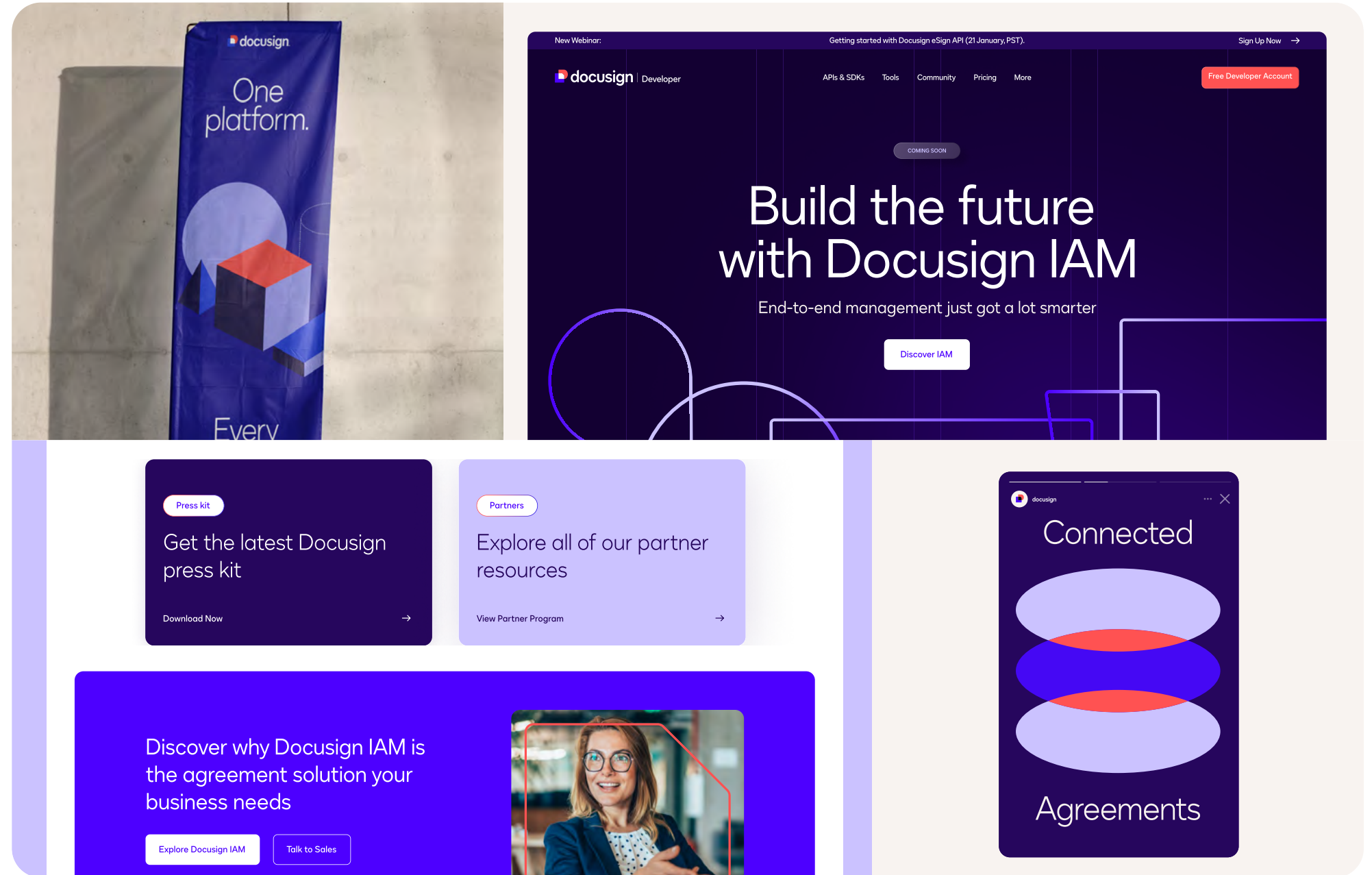
Find an agreement



docusign

Color Combinations

These are examples of how our color palette would be best applied to maintain consistency of DocuSign's look-and-feel on designed communications from web or social applications to larger brand initiatives.



Accessibility

We adhere to the Web Content Accessibility Guidelines (WCAG) to ensure that everyone will be able to use DocuSign's web properties effectively. We have developed a palette that both meets national WCAG standards and maintains consistency with the DocuSign brand. Please comply with the following recommended text and background color combination examples.

Recommended Usage: Primary Page Elements

Secondary Page Elements

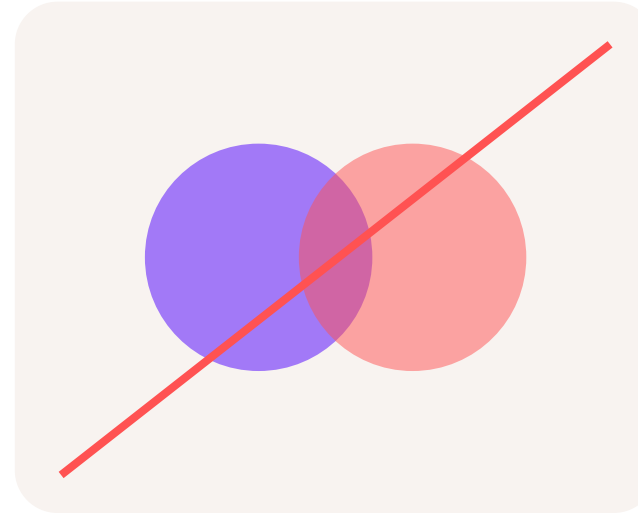
Buttons and Links

Color Misuse

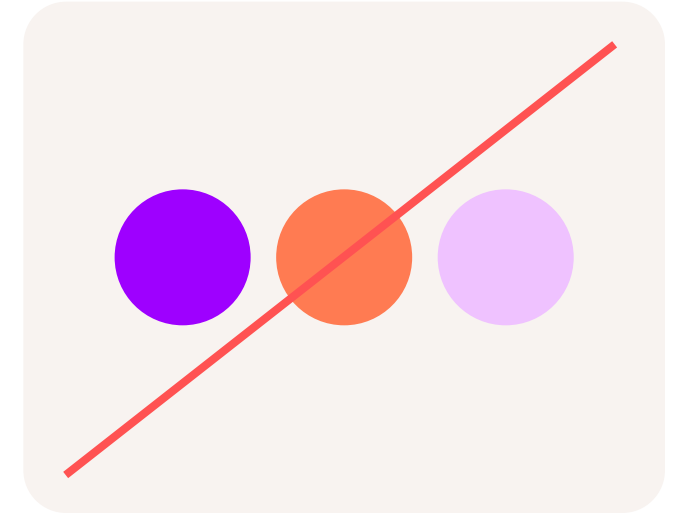
This is a quick guide of common mistakes to avoid when choosing colors to create DocuSign branded communications and materials. Avoiding these color misuses helps ensure legibility and maintain brand consistency.



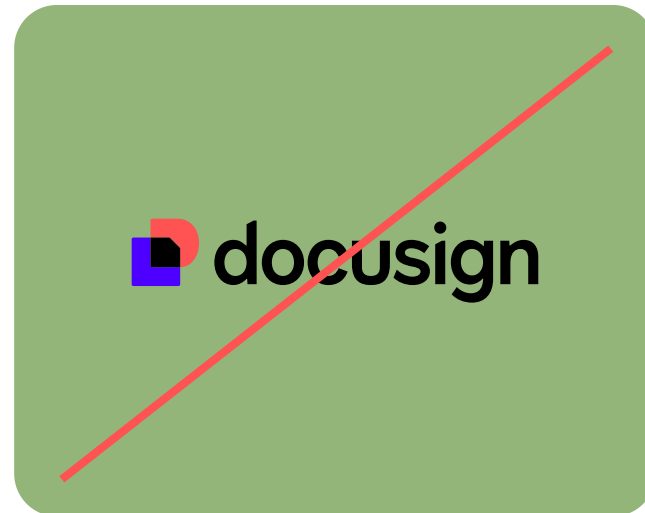
Do not use illegible color combinations.



Do not adjust color transparency.



Do not modify brand colors in tint or hue.



Do not use the logo on colors outside of our brand palette.



Do not use illegible color combinations over photography.



Do not modify logo colors.

Gradients

Our branded gradients are a subtle, beautiful tool for visualizing the visual principles of the identity system: Connection and Dynamism. They can be used in communication design to add depth, layering, emotion, and transition.

The gradients palette consists of an approved set of four swatches: Pearl, Atmosphere, Haze, and Glow. These have been designed to most effectively combine the colors of the Docusign palette while still creating options for possible expressions ranging from light- to dark-themed designs, as well as more vibrant and energetic design.

Considerations:

Backgrounds or strokes: The gradients can be used for backgrounds or outlines for pill text, buttons, or device frames (see more examples on Device Frames).

Choosing subtle gradients goes a long way: We recommend using Pearl or Haze for the majority of all background fills. Atmosphere or Glow should be reserved for campaigns that require higher energy and contrast.

Linear or radial: The transition can follow a linear path or a radial path to suggest more of a color burn that adds depth and dimension. When applying gradients, consider the direction of the color fading in your composition. Logos, text, or other graphic elements should appropriately contrast their gradient background.

Pearl

Ecru to White

#F8F3F0 to #FFFFFF

Atmosphere

Mist to Cobalt

#CBC2FF to #4C00FF

Haze

Cobalt to Deep Violet

#4C00FF to #26065D

Glow

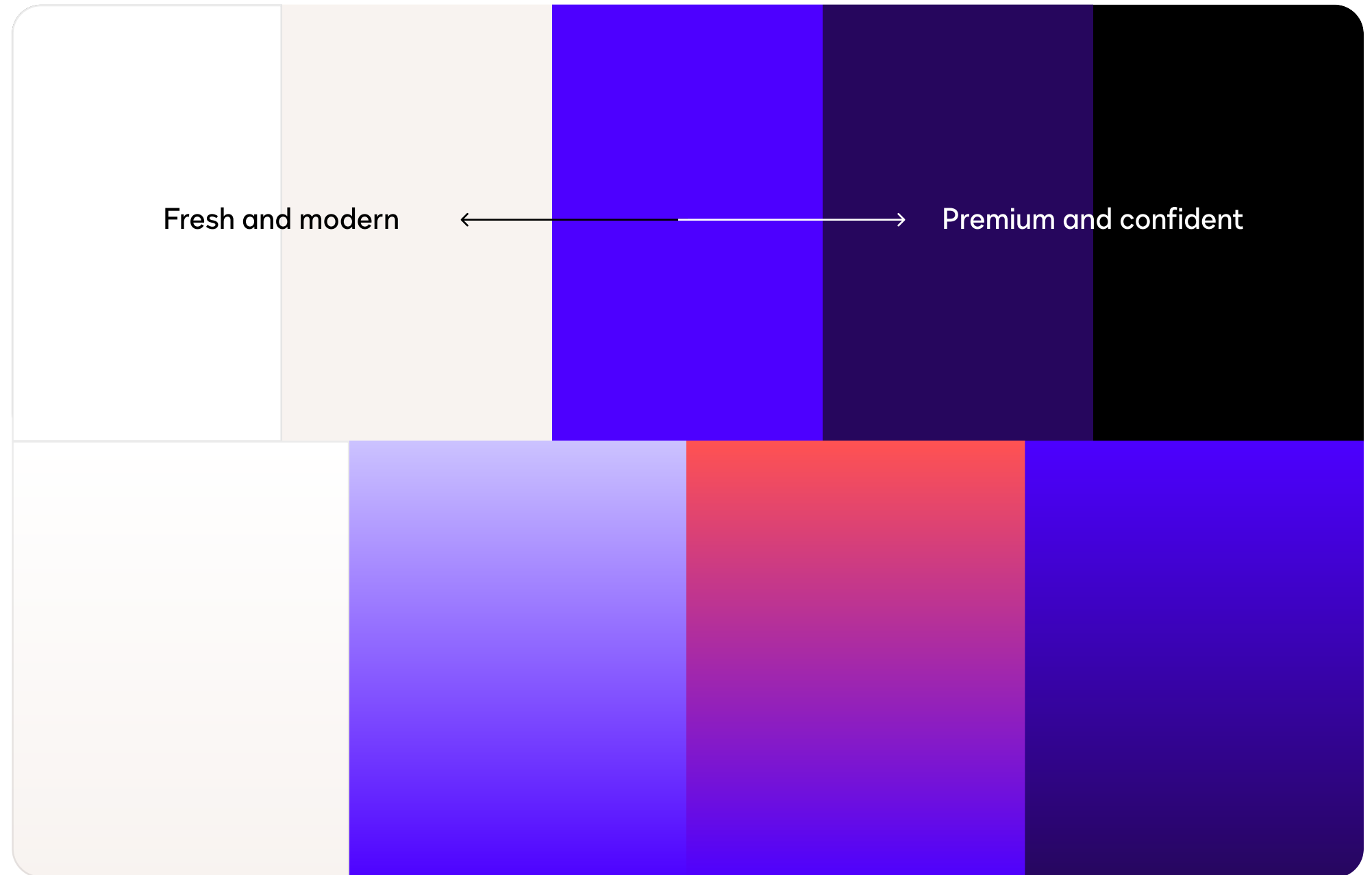
Poppy to Cobalt

#FF5252 to #4C00FF

Light and Dark Themes

Which color background should I use?

Light backgrounds, using White or Ecu, tend to feel fresh and modern. Inkwell backgrounds give a more premium sense of sophistication and confidence.





5 Typography

DS Indigo

The typeface at the heart of the DocuSign brand is DS Indigo.

We use DS Indigo for every brand touchpoint: a custom typeface created just for DocuSign. A happy medium between classic grotesque and geometric sans, DS Indigo feels modern and digital—but not stuffy. We designed the typeface to feel at home in both our marketing and product experiences.

DS Indigo
DS Indigo
DS Indigo
DS Indigo
DS Indigo

AaBbC

Create
Commit
Manage

IAM

Weights

DS Indigo is available in six weights—from Light to Bold.

This allows us to uniformly set all text in DS Indigo while still enabling type hierarchy through weight distribution.

DS Indigo Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DS Indigo Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DS Indigo Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DS Indigo Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DS Indigo Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Hierarchy

When creating layouts using DS Indigo, clear hierarchy can be established by varying the weights and scale appropriately.

Weights:

- Indigo Light is used for display headlines and titles.
- Indigo Regular or Semibold can be used for subheadlines.

Scale:

Hierarchy of scale can be achieved by ensuring that subheadlines are set no larger than the x-height of the headline above it, and that body copy is set to roughly 50% of the cap height of the subheadline above it.

Headlines and Titles:
DS Indigo Light

Subheadlines:
DS Indigo Regular

Body Text:
DS Indigo Medium or Regular

Grow your business with DocuSign

Move with Agility

Keep business moving. Simplify and accelerate your process with resilient, flexible workflows for all of your agreements.

x-height: Based upon the height of the lowercase “x” glyph in a typeface, x-height is the height of the lowercase characters, not including ascenders nor descenders.

cap height: Cap height is the height of DS Indigo's uppercase letters, measured from the baseline to the top of flat-top letters.

Styling

Alignment:

For most occasions, we advise aligning text to the left edge. Center alignment should be used sparingly and reserved for display headlines and advertisements.

Tracking/Letterspacing:

This refers to the horizontal spacing between a range of characters that affects overall density of a word or block of text.

As a general of thumb, tracking should increase as type scales down in hierarchy.

- Display headlines are set to -2%.
- Subheadlines are set to -1%.
- Body text is set to 0% (or auto).

Leading/Line-height:

Leading, or line-height, is the space between lines of text.

As a general rule of thumb, leading should increase as types scales down in hierarchy.

- Display headlines are set to 90-105%.
- Subheadlines are set to 120%.
- Body text is set to 150% for short-form copy, and 175% for long-form copy.

Left Align Text

A better way
to manage
your contracts

Contracting processes can
be complex, inefficient and
costly. Whether you're
closing the next big deal
with a customer or
purchasing something your
business needs, Docusign
makes the process easier,
faster and less risky.

Tracking/Letterspacing

A d

Headlines

-2%

A d

Subheadlines

-1%

A d

Body Text

Auto

Leading/Line-height

A better way
to manage
your contracts

Headings: 90-105%

Move
with Agility

Subheadlines: 120%

Simplify and accelerate
your process with
resilient, flexible
workflows.

Body Text: 150-175%

Line Length

Line length describes the width of the content. The recommended line length is between 50 to 75 characters (per line) for longer body text. This allows for optimal readability.

The diagram shows a large light gray rounded rectangle representing a text block. Vertical dotted lines are placed at 0, 35, 50, 75, and 90 characters from the left. The area between the 50 and 75 character marks is highlighted in a light purple color. Two paragraphs of text are centered within the rectangle, demonstrating how they fit within the recommended line length range.

0 35 50 75 90

We're excited to announce that DocuSign has signed onto the Science Based Targets initiative's (SBTi) Business Ambition for 1.5°C campaign. As part of the pledge, DocuSign commits to halve its emissions by 2030 and reach a science-based net zero no later than 2050.

The SBTi goals represent the highest level of ambition for emissions reduction in both the near and long term. We'll be submitting our plan to SBTi this year for official validation.

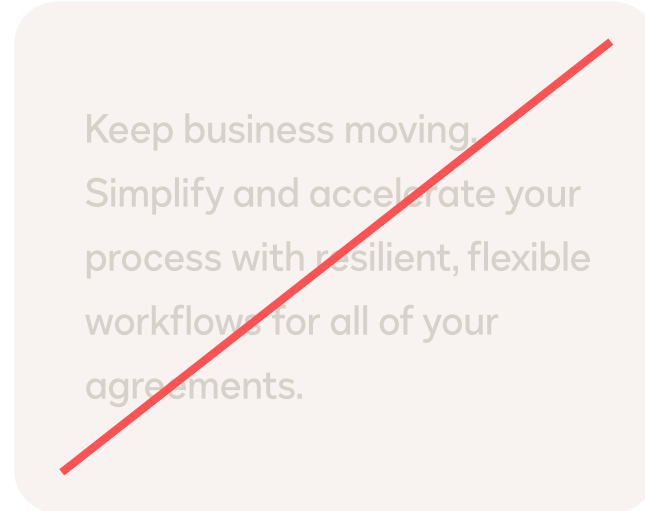
Color in Typography

This is a quick guide to ensure legibility when writing messaging on a range of background fill colors. All text colors shown here pass accessibility for large text on the corresponding background color.

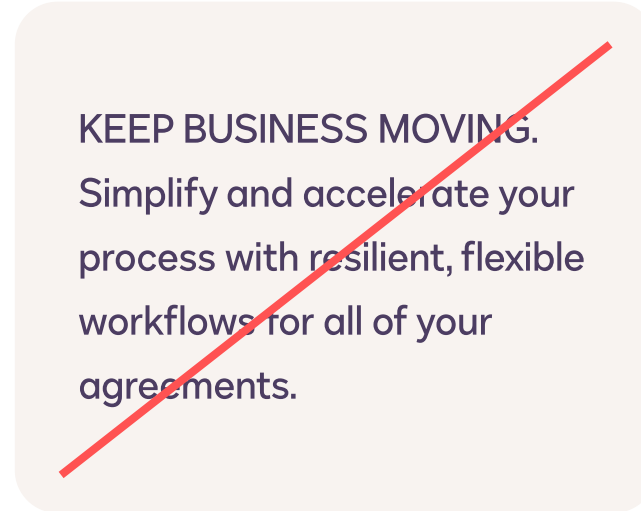
<p>White on Cobalt</p> <p>AaBbCc</p>	<p>Mist on Cobalt</p> <p>AaBbCc</p>	<p>Ecrú on Cobalt</p> <p>AaBbCc</p>
<p>White on Deep Violet</p> <p>AaBbCc</p>	<p>Mist on Deep Violet</p> <p>AaBbCc</p>	<p>Ecrú on Deep Violet</p> <p>AaBbCc</p>
<p>White on Inkwel</p> <p>AaBbCc</p>	<p>Mist on Inkwel</p> <p>AaBbCc</p>	<p>Ecrú on Inkwel</p> <p>AaBbCc</p>
<p>Inkwel on White</p> <p>AaBbCc</p>	<p>Deep Violet on White</p> <p>AaBbCc</p>	<p>Cobalt on White</p> <p>AaBbCc</p>
<p>Inkwel on Ecrú</p> <p>AaBbCc</p>	<p>Deep Violet on Ecrú</p> <p>AaBbCc</p>	<p>Cobalt on Ecrú</p> <p>AaBbCc</p>
<p>Inkwel on Mist</p> <p>AaBbCc</p>	<p>Deep Violet on Mist</p> <p>AaBbCc</p>	

Type Misuse

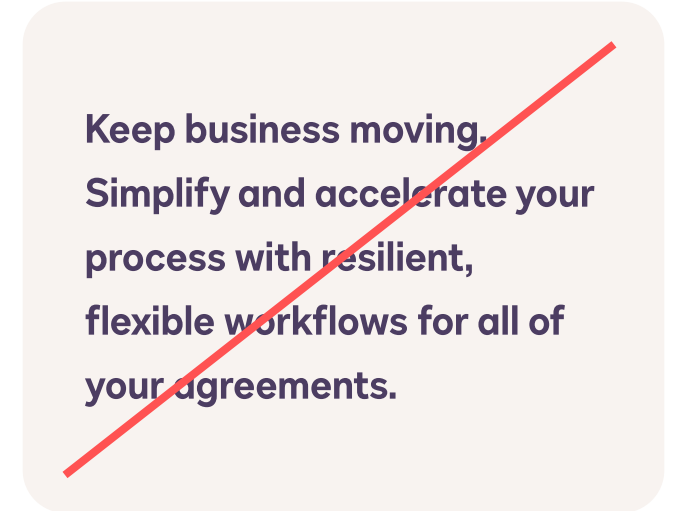
Following good typographic rules is extremely important in all of our communications. It adds clarity to messaging and maintains our look-and-feel. Here are some common mistakes that weaken legibility and should be avoided.



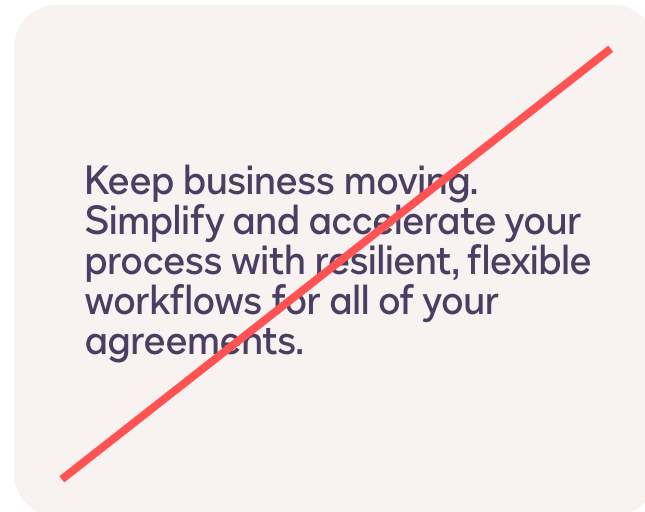
Do not use colors that are not accessible. Ensure contrast.



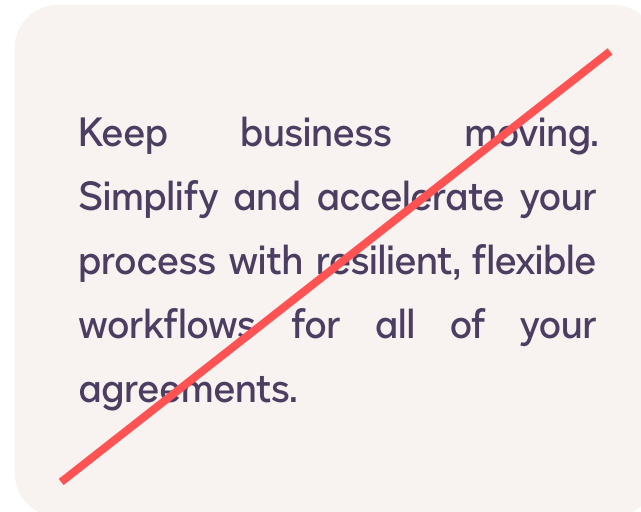
Avoid uppercase text.



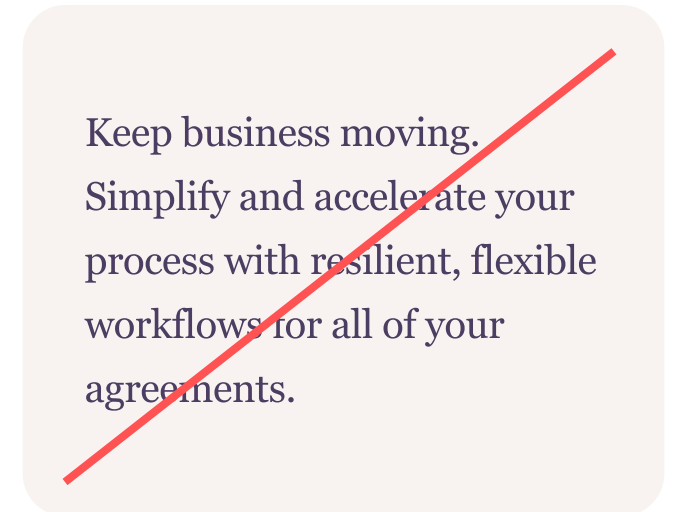
Do not set paragraph text in bold.



Do not set body leading too tightly.



Do not justify-align paragraphs.



Do not use unapproved typefaces.

System Fallbacks

In emails and other technical circumstances where it is not possible to use DS Indigo, we have simple sans-serif fallbacks to lean on. Use one of these two fallback typefaces. Do not use Helvetica or Arial on professionally designed materials such as the website, documents or presentations, brand campaign advertisements, social media, or any other external-facing communications.

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**



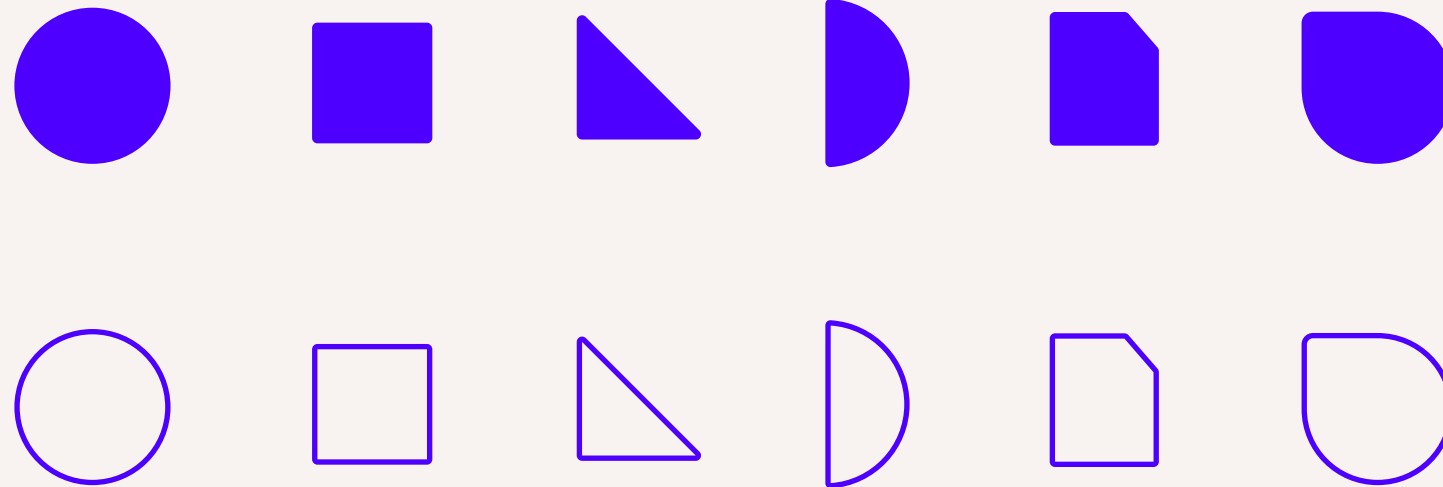
6 Visual Elements

Geometry

Our pictograms, illustrations, and other visual elements are inspired from a basic set of geometric shapes. While variations are sometimes needed to tell a specific story, these basic shapes should be used as a starting point.

Considerations:

The corners or all of our shapes use slightly rounded edges—similar to our Nexus icon. While the Nexus should always be scaled proportionally to ensure consistency, the rounding of the geometric shapes does not have to scale proportionally and can instead use corner radii consistent with other elements in a given layout.



The Shape of Agreements

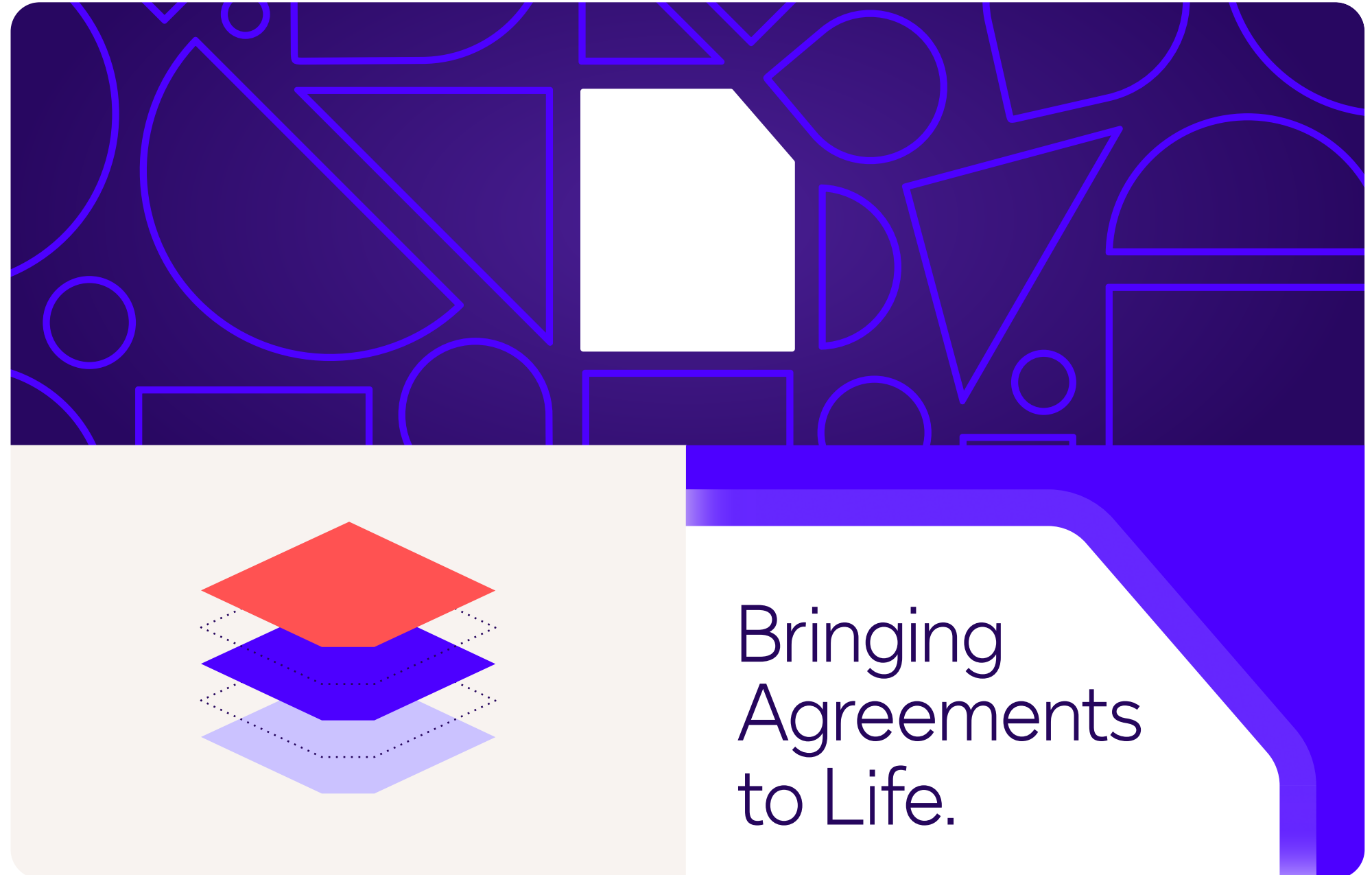
In our Nexus icon, the shape of an agreement is formed where the two shapes overlap and intersect in the center.

This 45° angle, dog-eared document icon can be extracted from the logo and used as a geometric shape—a core identifiable asset for our brand.

This can be used in patterns and textures as outlined or solid fill objects, in isometric illustrations to give dimension and scale to the agreement, or as a container that can cleanly hold text or photography.

Considerations:

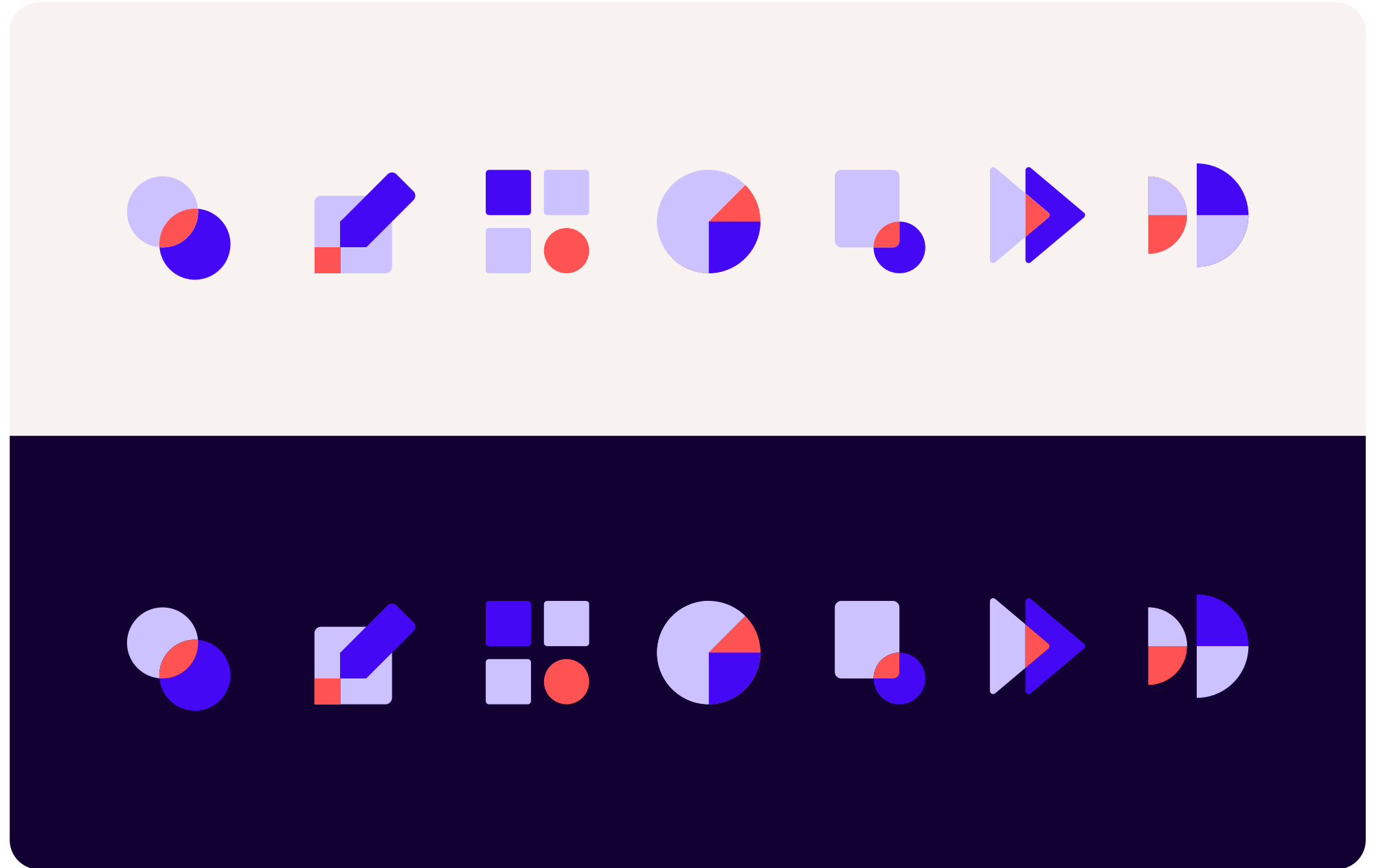
- The dog-eared angle on the document shape, derived from the center of our Nexus, is always 45°.
- When scaling this shape or using the document-shape as a container, overlay stroke, or other graphic element, always keep the angle at 45°.



Pictograms

Pictograms serve as spot illustrations and act as a visual expression of our products, services, verticals, and capabilities. Our pictograms are not intended to be used in functional interfaces. They are simple, colorful, bold, and serve as abstract representations of broader DocuSign concepts.

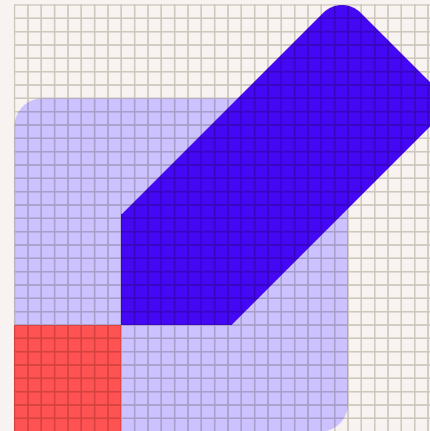
While each is visually distinct, all pictograms for DocuSign should be unified through stylistic execution.



Pictogram Construction

To construct pictograms in our system, follow these guidelines:

- Construct the pictograms on a 32px grid, in a 1:1 ratio. Using inspiration from the Nexus icon, shape corners may be rounded (3px) or 90°.
- Always use our brand colors Cobalt, Mist, and Poppy, where Mist leads in the percentage of filled areas.
- Basic geometry should be used to create abstract representations of each idea—using shapes derived from our Nexus icon. Occasionally, shapes can be combined or slightly modified (as seen in the pencil shape pictured to the right) to communicate a specific idea.
- Overlap shapes to create a new color where they intersect—but don't force it. Simpler is usually better.
- Any angles should run along a 45° diagonal in order to reflect the document icon in the Nexus.



32px Grid



Color palette



Basic geometry



Overlap shapes



Rounded corners



45° angles

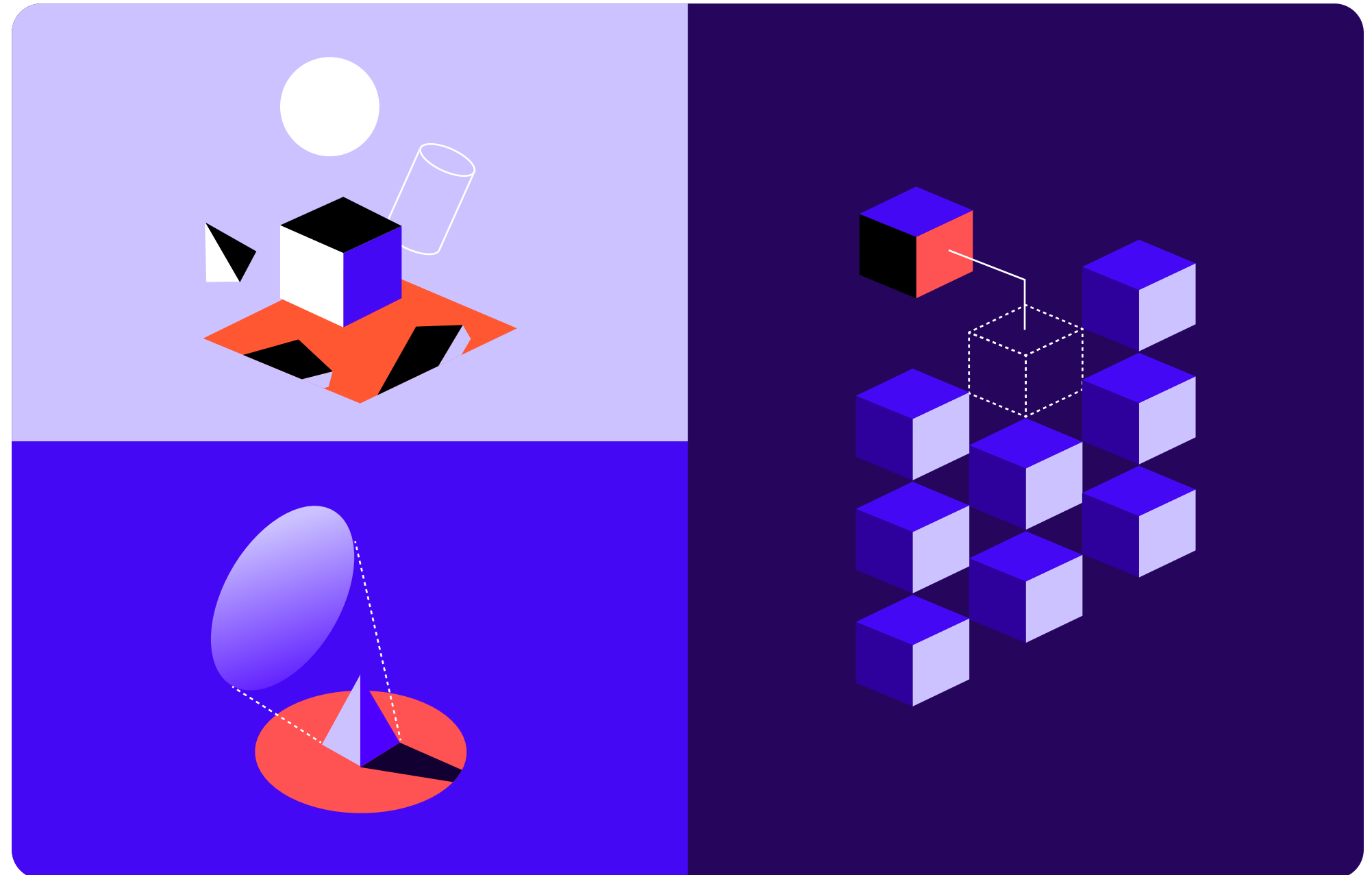
Illustrations

Our illustration family serves as a larger-scale representation of our pictograms and observe many of the same basic ideas.

To infuse more depth and dimensionality, illustrations are created on an isometric grid taking the spirit of the pictograms and adding scale—bringing them to life.

Considerations:

- Always build illustrations on an isometric grid.
- All static objects in an illustration should use solid fills without strokes.
- Strokes should be used sparingly to suggest motion (one object moving into another position) or to suggest a foreground/background relationship with surrounding objects.
- Compose objects with solid fills and use color to suggest dimension and shading. Use strokes sparingly:
 - Dashed line strokes suggest background relationship or motion.
 - Stroke widths should be kept thin and smart: approximately 1pt stroke widths in most digital spot illustration applications.



Intersections

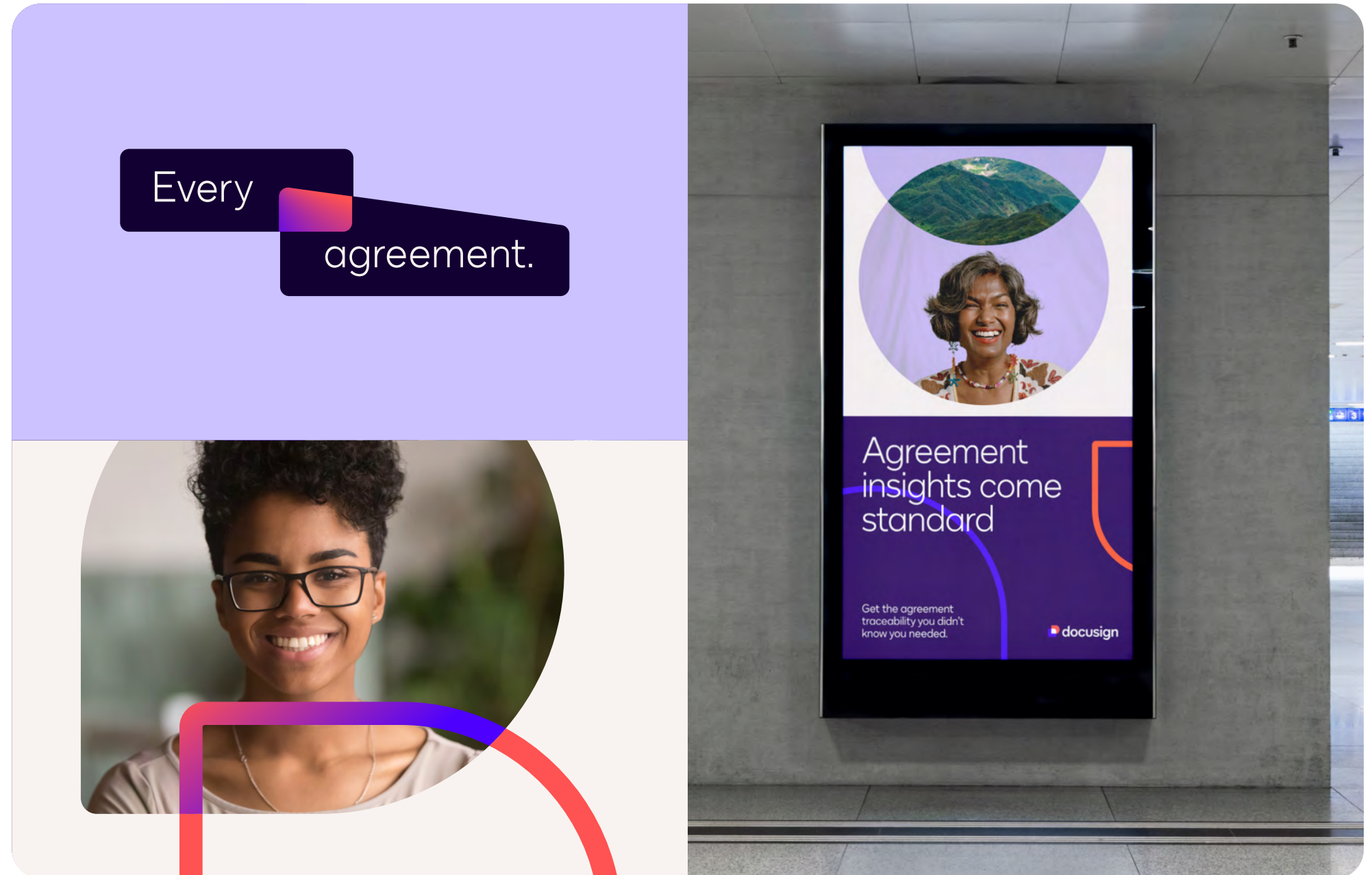
Intersections are one of the best representations of the visual principles of Connection and Dynamism.

These graphics demonstrate where the brand system's geometry becomes more animated and alive when two or more objects intersect: shapes can contain photography or typography and generate a new pattern, texture, or gradient where they overlap.

Outlined geometry can also be used in the background to create textural patterns.

Considerations:

- Use restraint when overlapping objects: we recommend no more than two overlaps in a given design (with the exception of background patterns).
- In the overlap area, use gradients or textural landscape imagery rather than portrait photography. This avoids placing a portrait in an area that would create unfocused image crops.

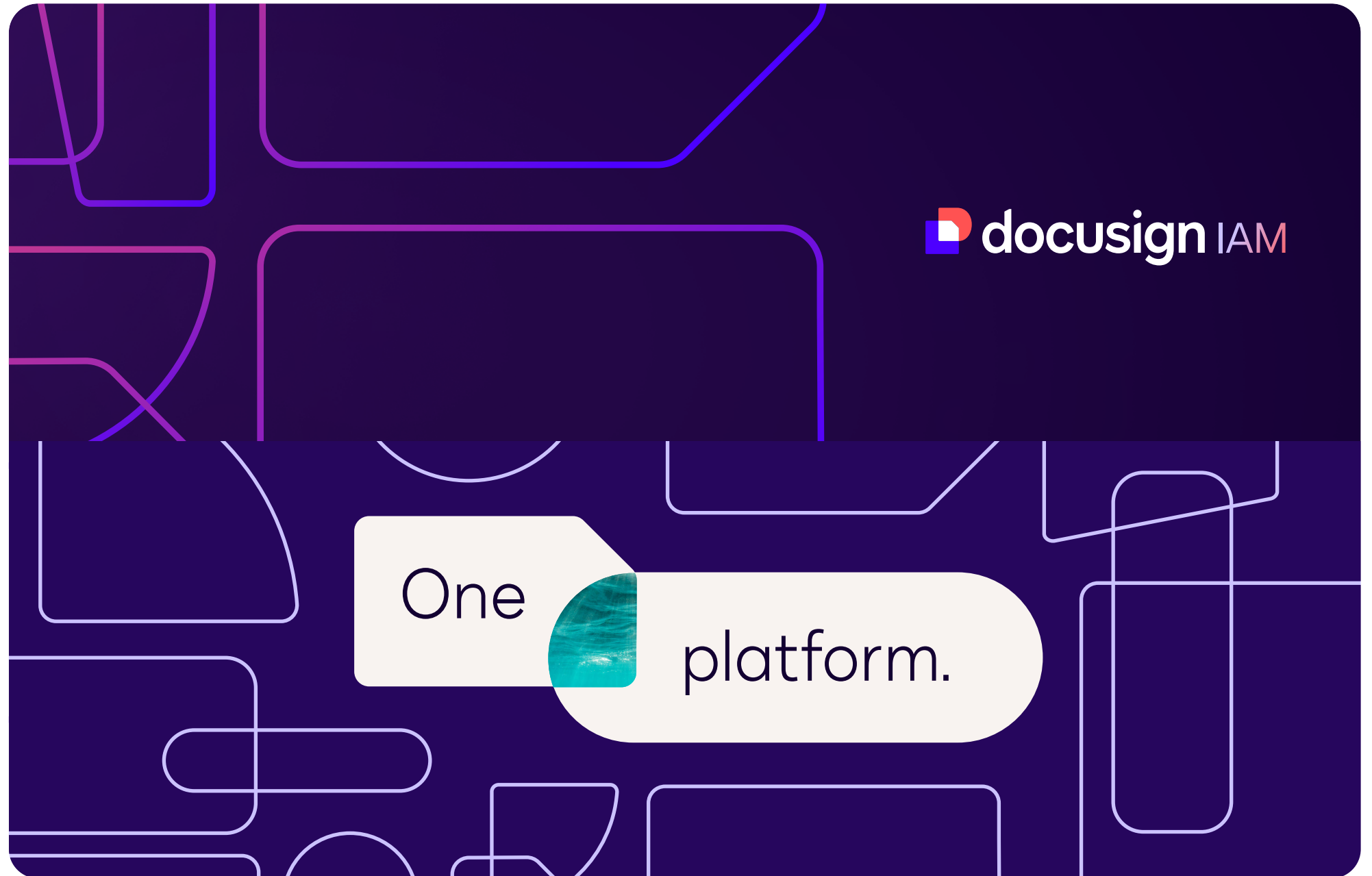


Intersections as Patterns

The set of geometric shapes are intended to be thought of as fluid rather than rigid: they overlap and rotate around one another to form intricate background patterns that can also serve as a textural element.

Considerations:

- The overlapping patterns work best with outlined shapes rather than filled solids.
- Keep the overlaps simple: not every shape has to overlap, and for the few that do, one to two overlaps is plenty.
- Be mindful to never place the logo over a portion of a pattern that would make it compete for clarity, or key text over a pattern that would make it illegible.



Glassmorphism

We can further show the dimensionality of our Animating Agreements visual principle by utilizing geometry that has a subtle glass-like effect to it—where it overlaps with and intersects other graphics or photography to show that there is a opaque, layered relationship between the two objects. This echoes the overlapping shapes of our Nexus icon to bring the concept to life.

Considerations:

- Apply a Background Blur with an approximate value of 30px to the object. Then, set the object's background color to 8% opacity, which will allow for the blurring effect to really show through.
- A light, semi-transparent (approximately 15%) white stroke can be applied to the top and left edge of the object to create a bevel-effect.
- Subtle drop shadows can be applied to add dimension.
- Objects should always be based in our brand geometry and employ DocuSign's slightly rounded corner radius.

Bringing Agreements to Life

Easily create, send, sign and manage every agreement—all in one place.



Glassmorphic Illustrations

For larger-scale illustrative moments or key art for campaigns, we can apply the glassmorphic style to an isometric illustration to create imagery that carries rich depth and dimensionality.

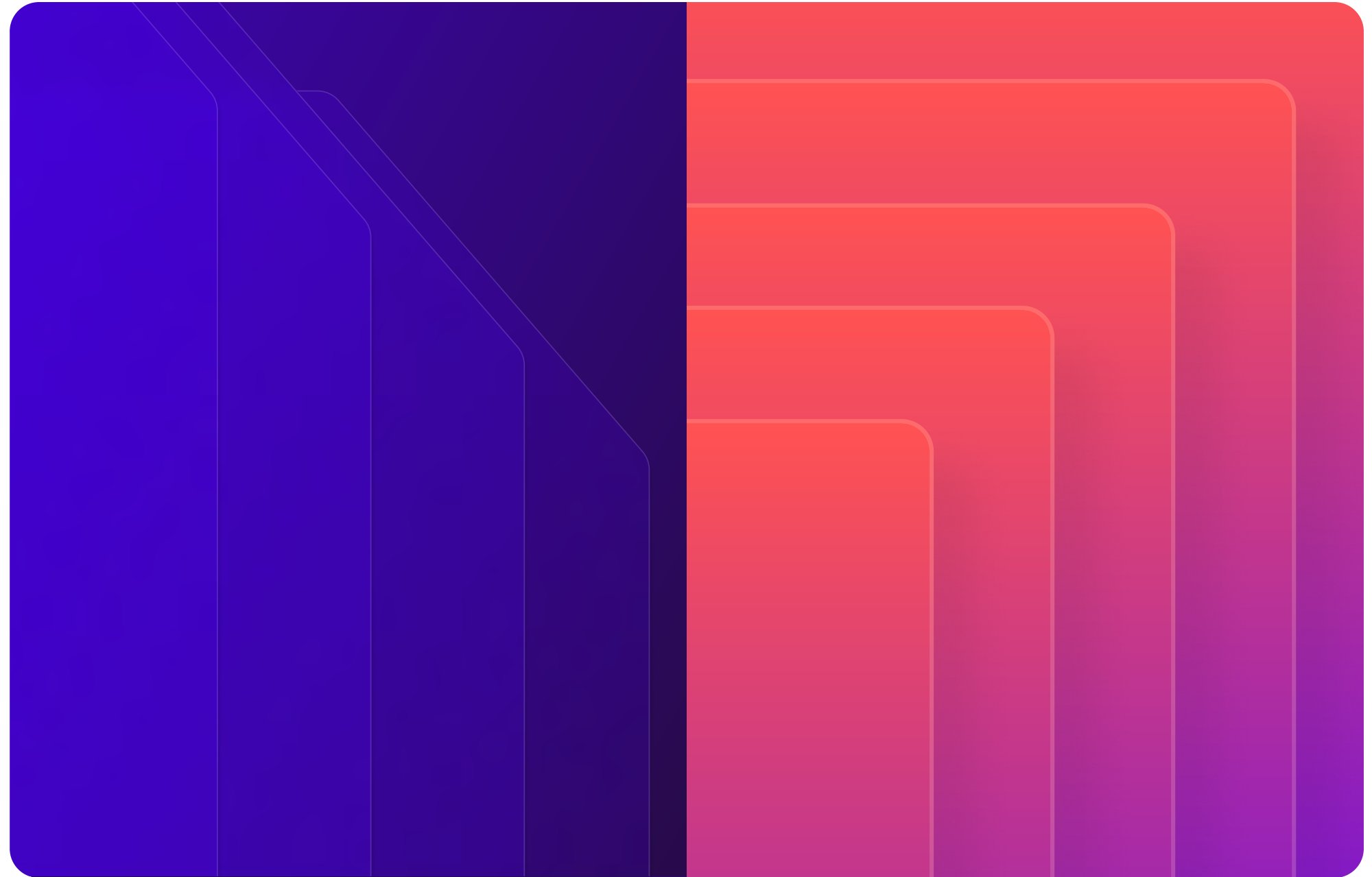
Considerations:

- Build the imagery along an isometric grid, and use simple, geometric shapes to represent abstract concepts rather than literal or organic forms.
- The glass effect works best with subtlety and restraint. In the example shown to the right, the fill opacity on the box walls in front are set to 24%, with a 12% background blur applied. This allows for a good amount of Pass Through blending, while still retaining a clear foreground shape.



Glassmorphic Textures

The same glassmorphic rules can be used to create transparent, overlapping background textures with depth and dimension. These subtle glass-like geometric shapes can stack on top of one another, mimicking the concept of the Nexus icon, to provide rich backgrounds textures.



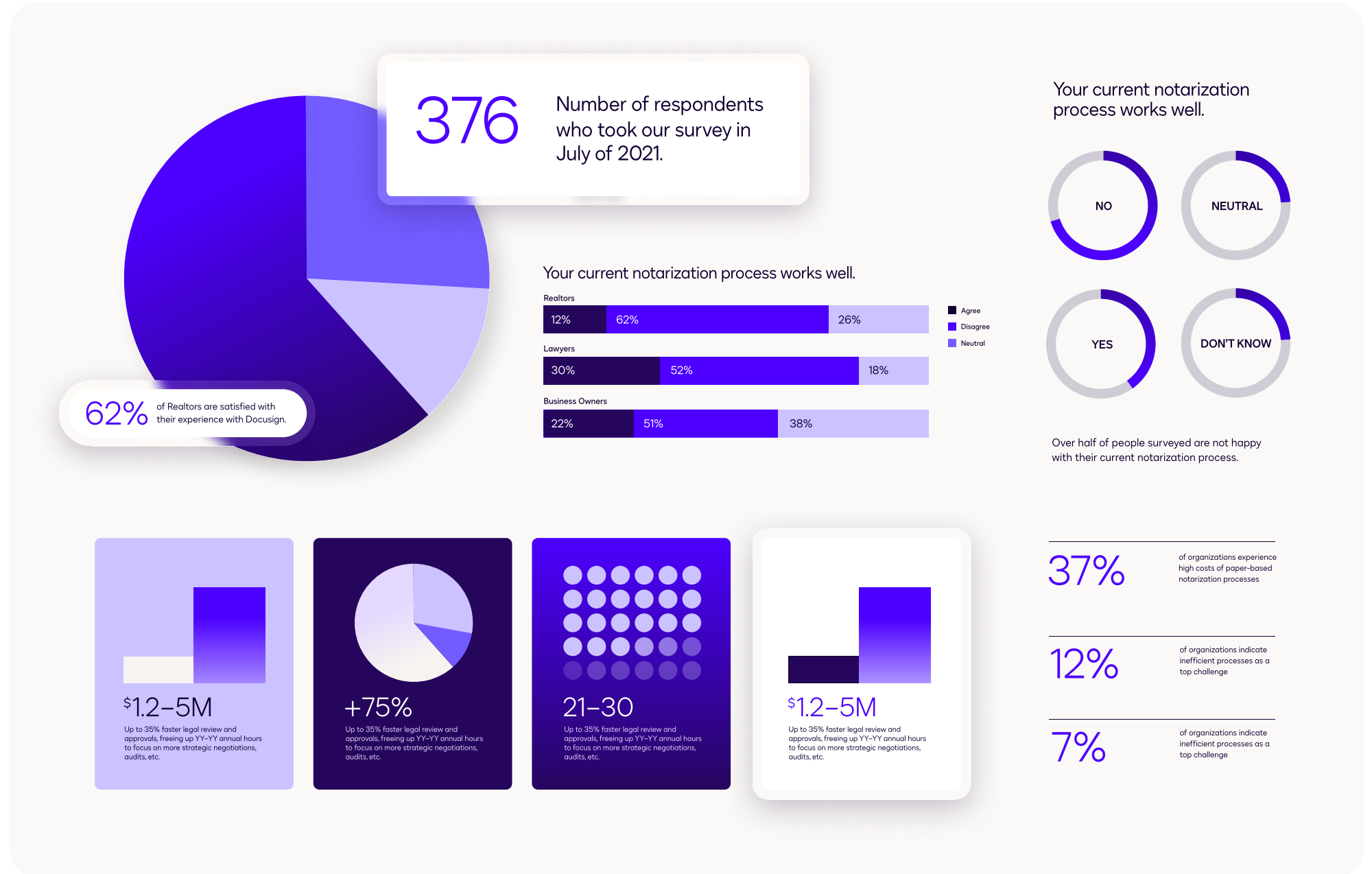
Data Visualization

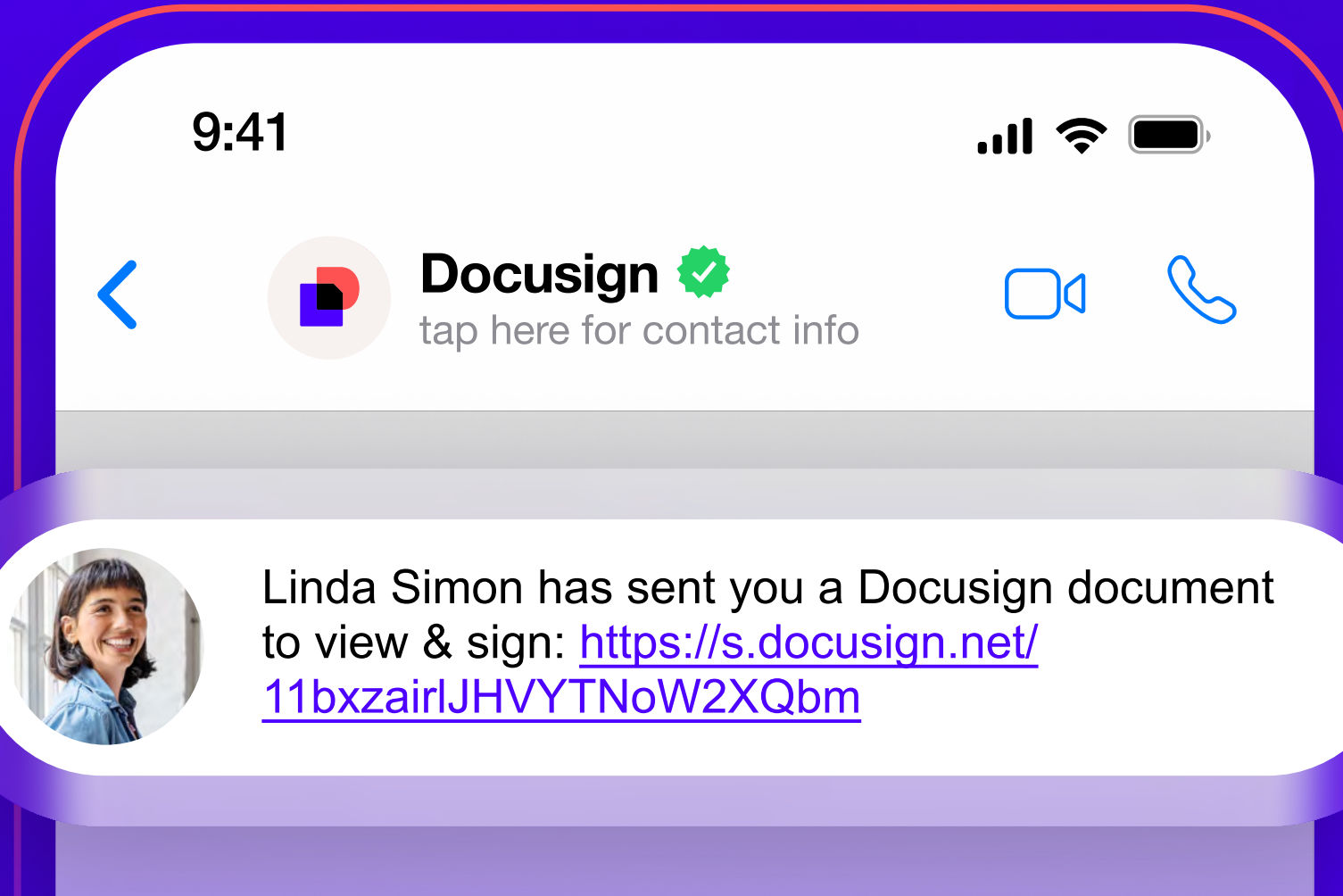
Data communicates complex concepts, trends and patterns in an impactful way. Data visualization allows us to make dense information clear, accessible, and easy to understand.

We use data visualization across a wide range of media, including eBooks, online, social media, and presentations.

Considerations:

- Cobalt, Inkwell, Mist, and White are the primary colors for use in data visualization.
 - Complementary colors may be used in graphs that require more subgroups for differentiation, but alternate colors may never be incorporated into other branded elements.
- Large-scale call-out numbers should be set in DS Indigo Light in Cobalt.
- Subtle gradients and drop shadows can be used to add depth, but should not distract from the content of the visualization. Clarity and legibility should be prioritized.
 - Call-out statistics or UI card elements can have a subtle glassmorphic stroke while not obscuring or distracting from the clarity of the data.





7 Product Imagery

Representing Product Imagery

DocuSign’s interface may be represented in three distinct ways: high-fidelity interfaces, simplified interfaces, and interfaces in device photography.

When choosing between these representations, we recommend asking: what will help bring more **clarity** in order to get the message across?

- High-fidelity interfaces work best for educational demonstrations.
- Simplified interfaces work best for focusing in on a specific feature or benefit.
- Interfaces in photography connect on a more emotional level where the message is enhanced by showing a real-world context focused on a person benefiting from using DocuSign.

The offer looks great!

Acme Corp
Acme Corp
5022 Gate Parkway
Seattle, WA 98122

michael.berger@mail.com
9 Appold Street
London, EC2A 2AP

23

Client Services Agreement

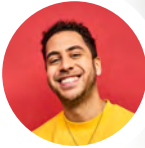
This Sales Agreement is for the purchase of engineering consulting services, made effective as of [Close Date]. (“Effective Date”), between (“Fresh Software”), a Delaware corporation with offices at 350 North Orleans, Suite 900, Chicago, Illinois 60654, and [Company] (“Client”) located at [Address]. Fresh Software and Client may be referred to herein individually as a “Party” and collectively as the “Parties.”

Herein, You have agreed to purchase the following consulting services at the rate specified below. Hours have been given based on the Scoping Analysis. The purchase of these consulting services are governed by the below stipulations.

You will pay all fees specified in Order Forms. Except as otherwise specified herein or in an Order Form,(i) fees are based on Services and Content subscriptions purchased and not actual usage, (ii) payment obligations are noncancelable and fees paid are non-refundable, and (iii) quantities purchased cannot be decreased during the relevant subscription term.



Awesome, I’m sending you the contract to sign ✨



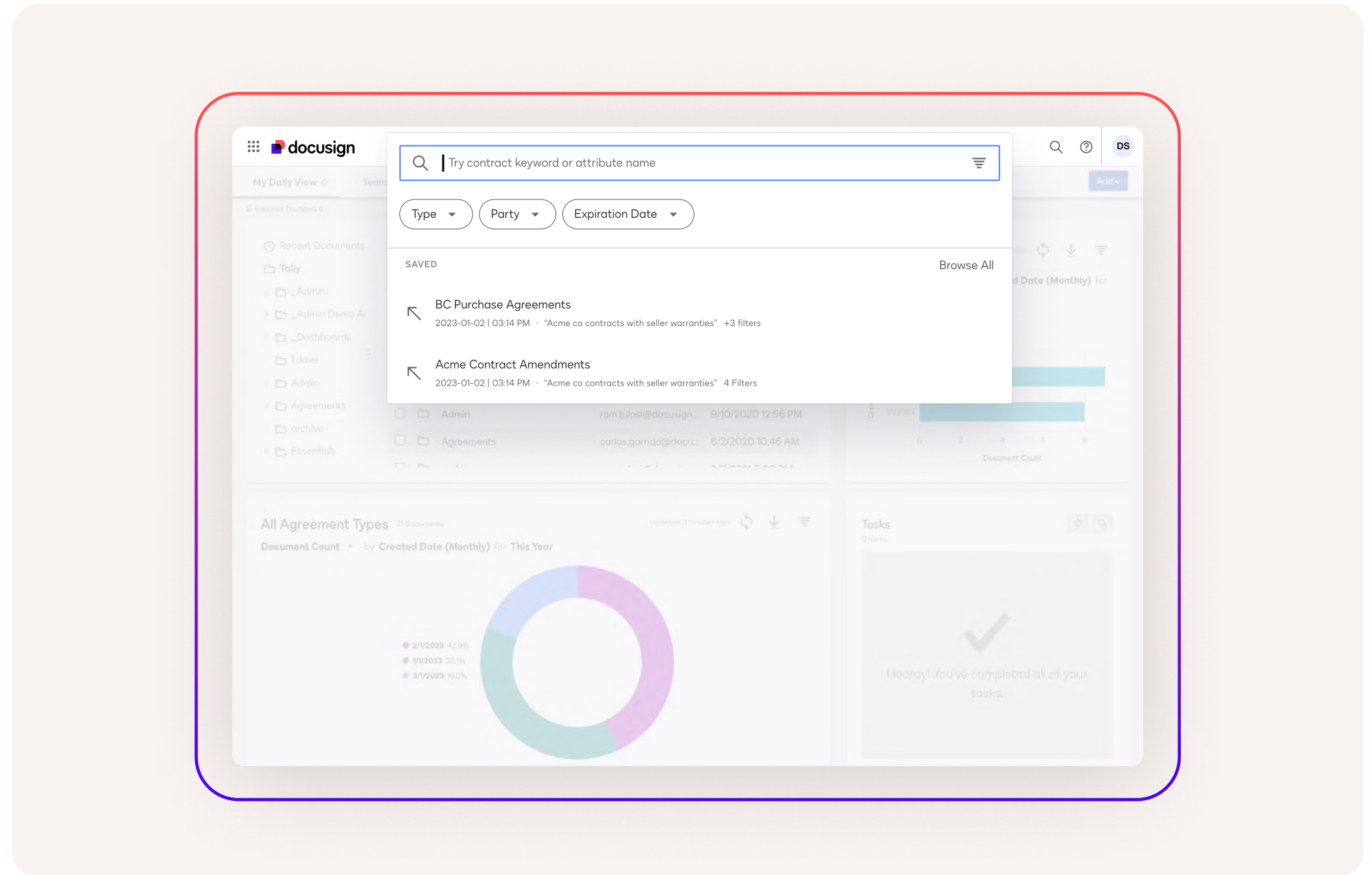
Easy. Done! ✓

High-fidelity Interfaces

High-fidelity interface representations literally mirror what a customer sees in the deployed product. These work best when demonstrating in-depth product functionality like new feature demos used on the marketing site or educational demos used in DocuSign Support articles.

Guidelines:

- Always stay true to what the user will see. Menu bars and navigational elements should be present. The signing experience should be truly represented.
- Avoid abstracting a partnership or integration. When demonstrating how DocuSign integrates with a third-party product, we should show literal, detailed interfaces across the workflow.
- If you need to focus on a specific area of the screen, crop in closer instead of abstracting it.

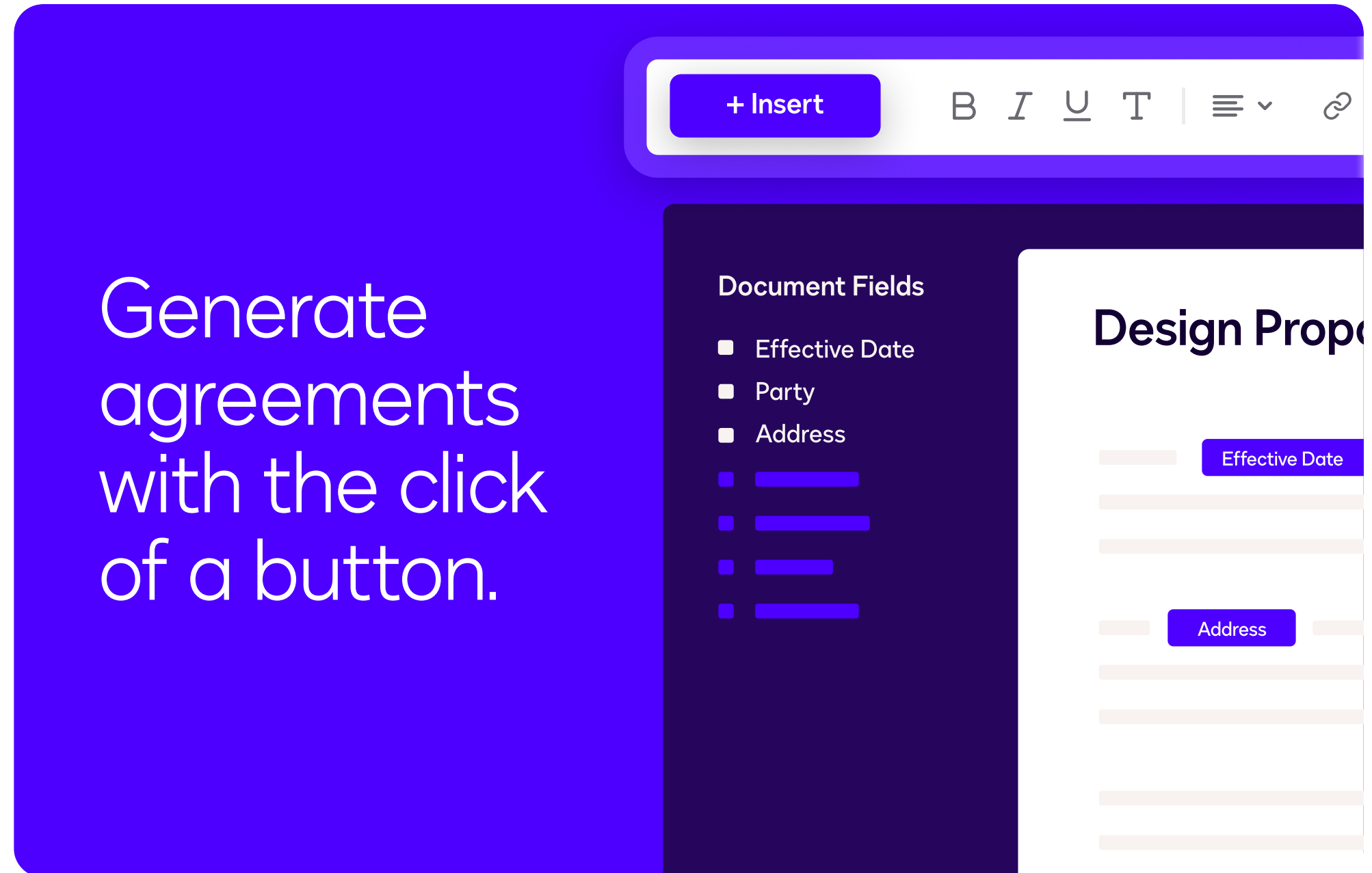


Simplified Interfaces

These user interfaces abstract parts of our products by simplifying complex screens with many lines of text in order to focus on a specific feature. An interface element can be enlarged or pulled out of the device frame to clarify the feature when the full view would complicate the message that the visual is attempting to get across.

Considerations:

- An element that is enlarged and pulled away from the device frame should have dimensionality to call attention to itself and make it clear that it is abstracted and not a realistic representation. This can be achieved by applying a subtle drop shadow and glassmorphic effect (see Visual Elements: Glassmorphism on page 67).
- Lines of text can be abstracted with rectangles whose corner radiuses are rounded off to 2px.
- If abstracting the colors of the product in the simplified UI, do not deviate from the brand color palette. Non-brand colors can be used to represent a fictional company in the mockup.



Interfaces in Photography

Contextual images show real people on real devices using our real product—and as such, any on-screen graphics should be replaced with true, high-fidelity interfaces.

All other rules for the imagery itself should follow the guidelines for Portrait Photography found on page 46.



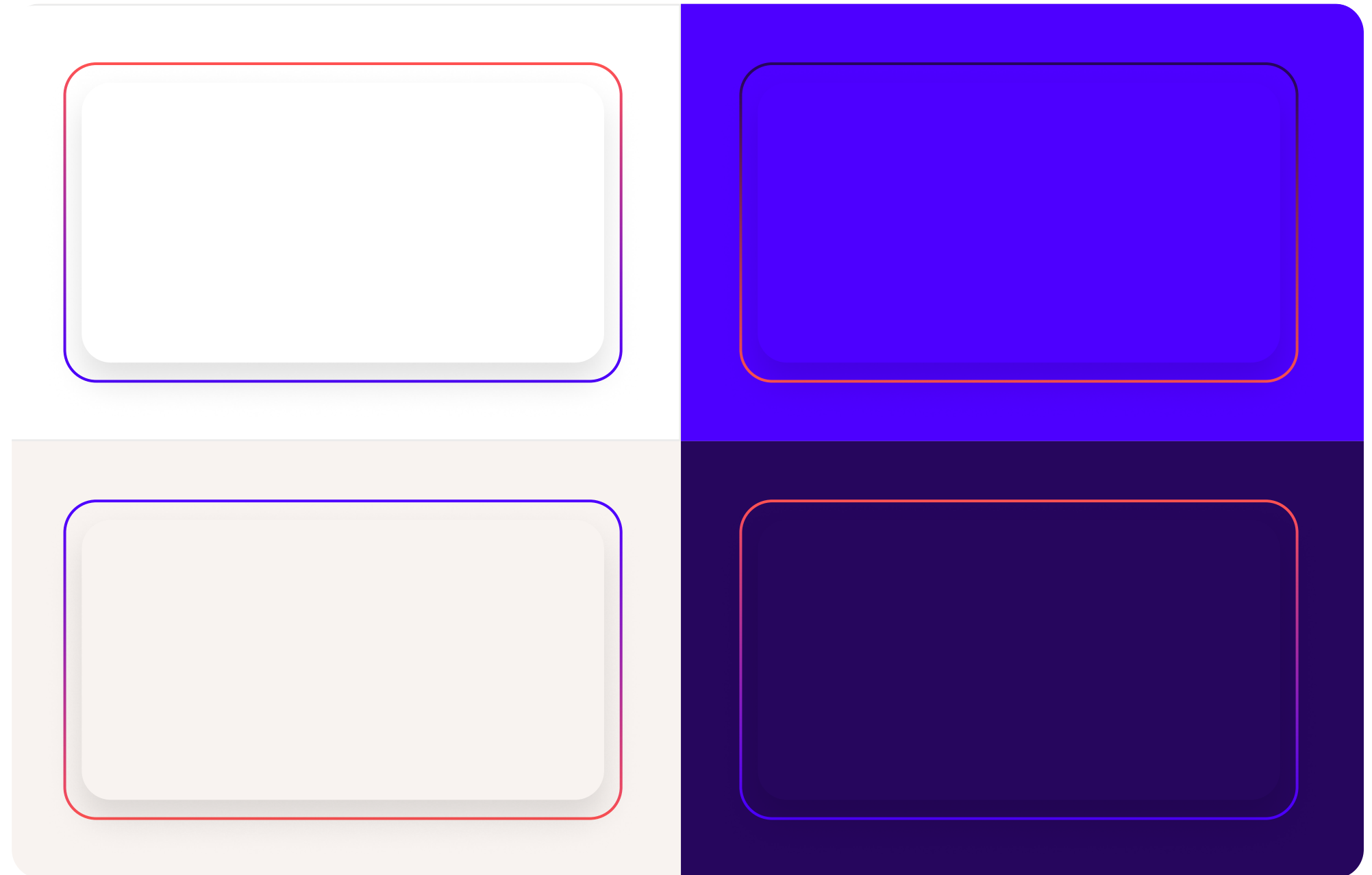
Device Frames

In place of realistic-looking device frames, a stylized device frame may be used for either high-fidelity or stylized interfaces.

This thin line has a gradient stroke and rounded corners whose radius should complement the radius on the device screen inside of it.

Considerations:

- Never use realistic device frames to show product UI other than in a photograph (see previous page).
- While use is preferred, if the stylized device frame distracts from the design it may be omitted.
- The device screen itself can have a subtle drop shadow to give dimension.
- A Poppy-to-Cobalt gradient is preferred, but if it distracts in the design, the gradient can fade to the background color.
 - Examples: If the gradient line is on a Cobalt background, it can either fade to Cobalt or it can fade to Deep Violet for more contrast.





8 Photography

Principles

Good photography is important in all of our branded communications. Our photographic outlook should capture real moments of dynamic connection—people coming together, physically and digitally, to come to agreements that shape their businesses and lives for the better. This outlook should stylistically echo the rest of our brand design system: bold, clean, and optimistic; animated, dynamic, and full of life and energy.

These are expressed through three guiding principles: Connected, Natural, and Inspired.



Connected

We strive to show collaboration and connection. DocuSign brings people together in agreement. This can be indicated in real-life, in-person situations with multiple parties or in digital applications where we only see one person, but it is understood that they are not siloed or alone. Portraits that do showcase solo individuals can connect them to their work or life by being paired with contextual landscapes or textural imagery.

Natural

Use imagery with story and soul—real people in real environments. Editorial-style imagery that feels fresh and bright. It is authentic and captures candid moments. The people and places shown never feel too far out of reach. While people and environments are natural, they are also always confident.

Inspired

Our imagery should reinforce an optimistic point of view. It should never be dark or overly serious in tone. It showcases a sense of simplicity and calm, with uncluttered backgrounds and environments, providing ample focus on the main subject matter. It shows people in an expressive and positive light, treating DocuSign customers as the heroes—empowered to move forward in business and life. We show the world as we want to see it.

Portraits

Relatable, human, warm.

Our portrait photography should be bright and vibrant, focused on the persons with uncluttered backgrounds and shallow depth of field to ensure that they are brought to the forefront and stand out clearly.

We follow an editorial-style lifestyle photography approach. Minimal styling should be employed in an effort to showcase real people in real contexts that feel candid, unstaged, and authentic.

Bright, natural light is always preferred for our photography, capturing a lifestyle-look for all campaign imagery rather than one that feels studio-lit or staged.

Space for headlines and/or graphic overlays should be considered when choosing an image.

Approved photos are located on the **Docusign Digital Asset Manager**.

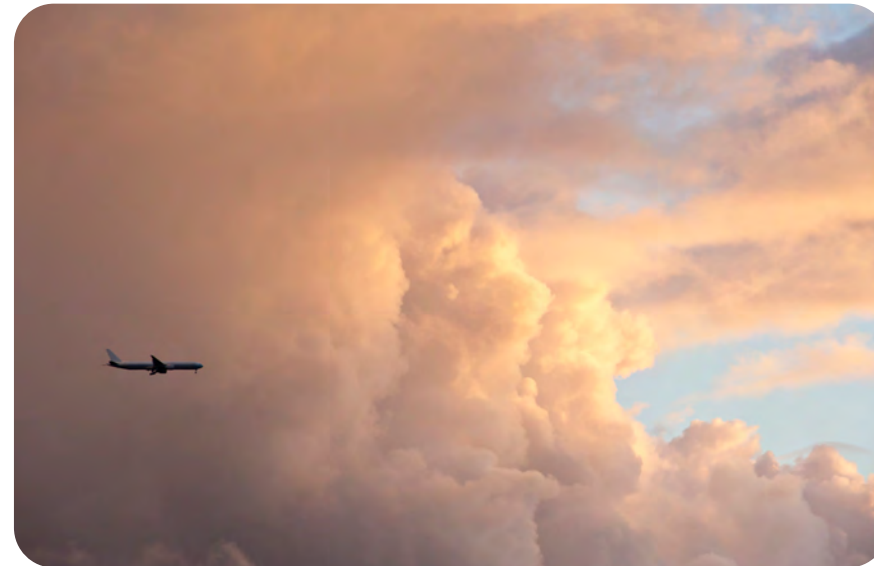
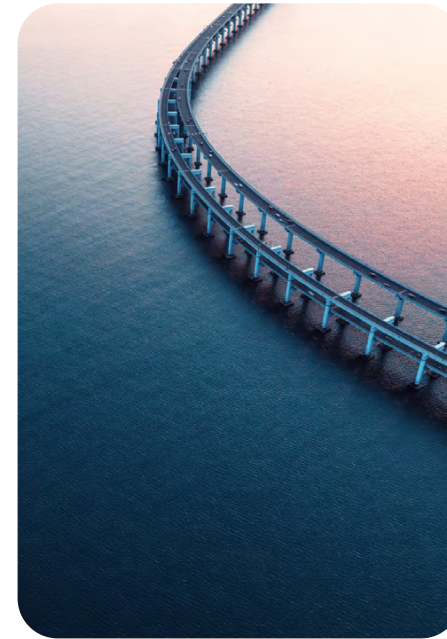


Context, Industry, and Landscape

Industry specific imagery provides context and a landscape for brand storytelling. Its composition should be engaging and authentic while leaning on abstract ways to showcase enterprise and small business visuals or close crops to create rich textural backdrops. Choose narratives, environments and textures that tell a story without words.

In most scenarios, landscape and context setting photos will be combined with strong portrait and customer images to tell a larger narrative.

Approved photos are located on the [**DocuSign Digital Asset Manager**](#).



Photography Checklist

- ☑ Capture moments of fluid movement with natural posing.
- ☑ Represent our wide, diverse community showing our global reach. Feature people across a range of ages, abilities, body types, genders, races, ethnicities, industries, and nationalities.
- ☑ Use environments that are simple and not overly cluttered.
- ☑ Use natural or natural-appearing light with soft shadows and balanced, warm color.
- ☑ Avoid showing other brand logos unless approved or relevant for the image, such as for a partnership or integration.
- ☑ Keep it simple: Do not use photos with multiple focal points that make it difficult to crop or allow for type or graphic overlays.
- ☑ Keep it authentic: Avoid the use of lens flares, flashes, harsh studio lights that create dark shadows, or other special lighting effects.

Best Practice Examples

This is a quick guide of common mistakes to avoid when sourcing photography. Avoiding these misuses helps to ensure consistent use of brand imagery.

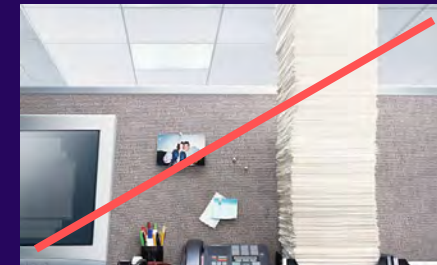
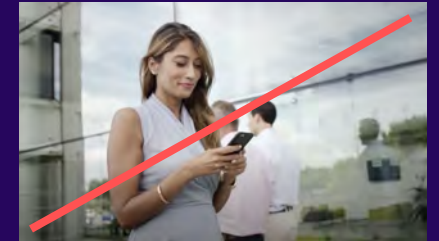
Approved Usage: Photography



Do

- Use high saturation and warm, rich grading
- Choose natural, candid selects
- Ensure modern-day attire and working environments
- Be inclusive of professionals ranging from young to older, individual smaller businesses to larger teams

Misuse of Photography



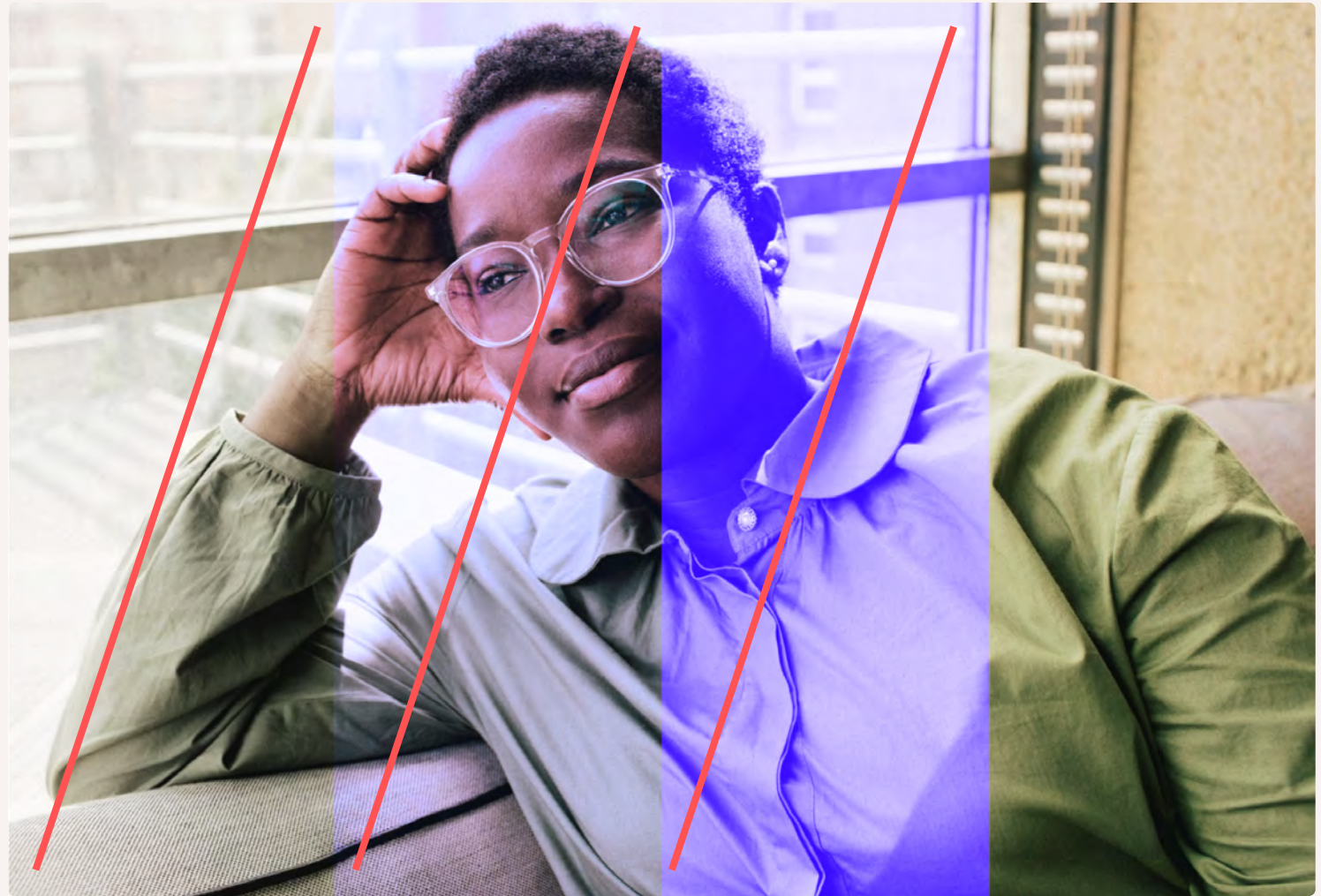
Don't

- Avoid low saturation and cold, washed grading
- Avoid cliché images with overly-staged or unnaturally-posed people or scenarios
- Avoid flash photography or harshly lit photos.
- Avoid outdated work fashion, environments and circumstances

Post-Production

Our photo content should look consistent across our deliverables and touch points. Color correct only if it's needed to keep the image within the DocuSign aesthetic. Style them with grading and color correction to ensure they all belong to the DocuSign family.

Final photos should have medium-to-high saturation while providing warmth and contrast. They should never be cold or gray, and they should never have washed grading effects placed on top of them as filters.



Do not use low saturation, cold, or washed grading.

Containers

Our visual identity system uses graphic devices and behaviors derived from the DocuSign Nexus icon itself.

The Nexus can act as a dynamic container for masking photography. This creates very expressive applications, so it is best reserved for impactful communications like advertisements, video and motion graphics, website heroes, or social media.

Photo masking guidance:

- Think of the Nexus icon in two separate mask shapes along a diagonal line: lower left and upper right brackets; and the document shape in the center.
- Applications work best when the lower left and upper right masks utilize a contextual image (see Context, Industry, and Landscape). The center mask has less cutaway angles and can more easily showcase specific subjects in clearer focus.
- In some instances, photos can be masked into the bottom left or upper right shapes, while the center is left as a solid fill or knockout with the background.



Containers

The center of the Nexus, the document icon, can also be extrapolated as a mask shape by itself, in addition to the other shapes in our geometry palette (see Geometry). This allows for an image to be placed into the container, and then either an edge-to-edge photo or color can fill the background behind it.

If placing a photo container on a solid color background, refer to the Color Ratio System and Usage Examples.

Photo masking guidance:

- **Mind the focal point:** Never crop a person or subject inside of the shape container where the focus of the image is being cut off or obscured by the shape's top right angle.
- **A little goes a long way:** Not every photo in a design should sit inside of the document mask shape — reserve it for moments of special interest or calls-to-action.

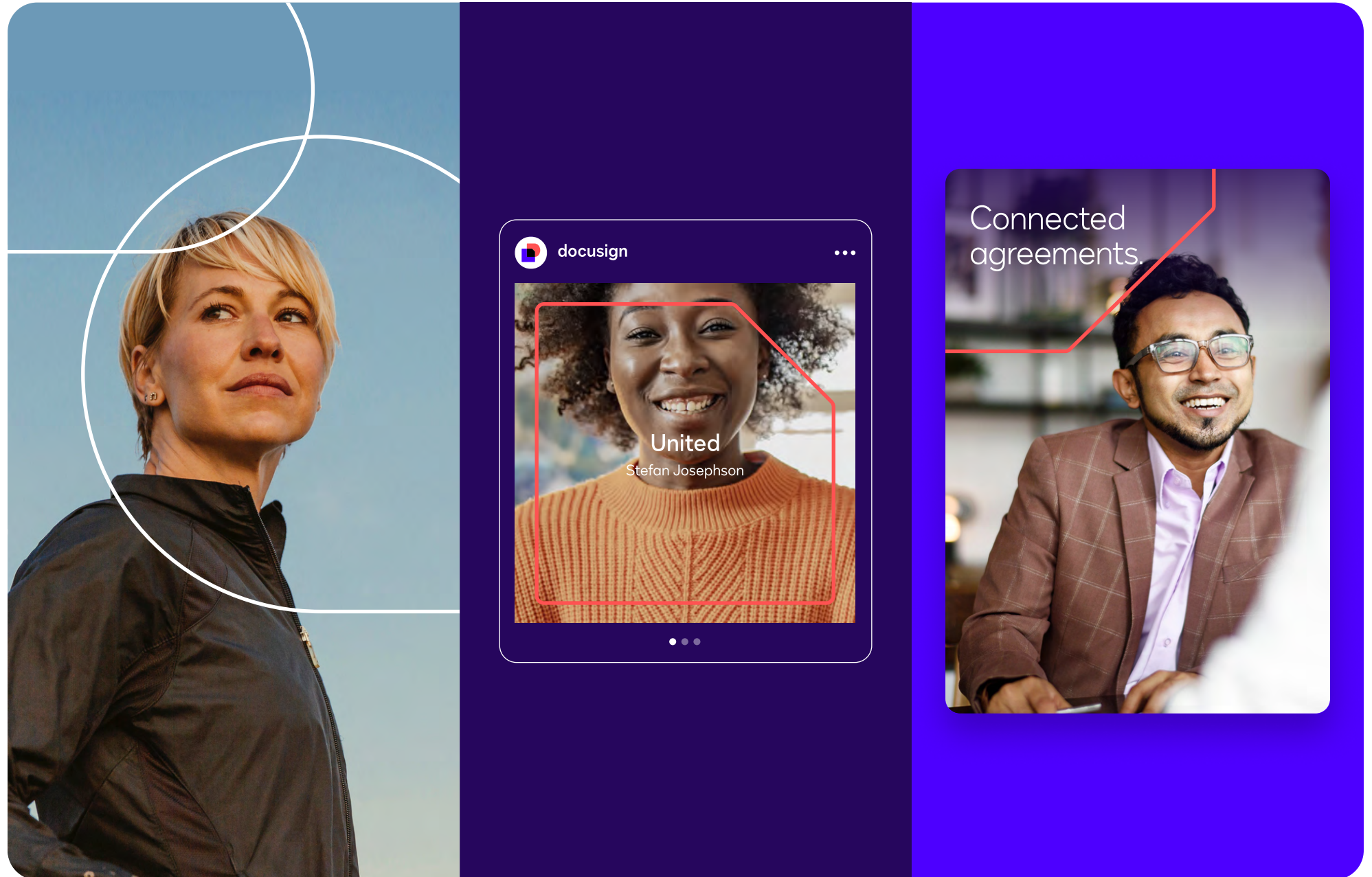


Overlays: Simple Strokes

Overlay strokes are a great option for bringing in a small accent of our brand Poppy color. Strokes can also use Poppy-to-Cobalt gradients, White or Ecrú outlines, or Mist or Cobalt outlines—whichever complements the photo or background color best.

Considerations:

- In most digital applications, a 2pt stroke creates an appropriately balanced thin-and-smart feel.
- Avoid running a stroke over the top of a key focal point in an image such as a person's eyes, nose, or mouth. Always be aware of what the stroke is highlighting or fixating upon in the image.



Overlays: Textured Strokes

When our stroke outline overlays are activated through color and texture at the intersection with another object, it is one of the best representation of the visual principles of Connection and Dynamism.

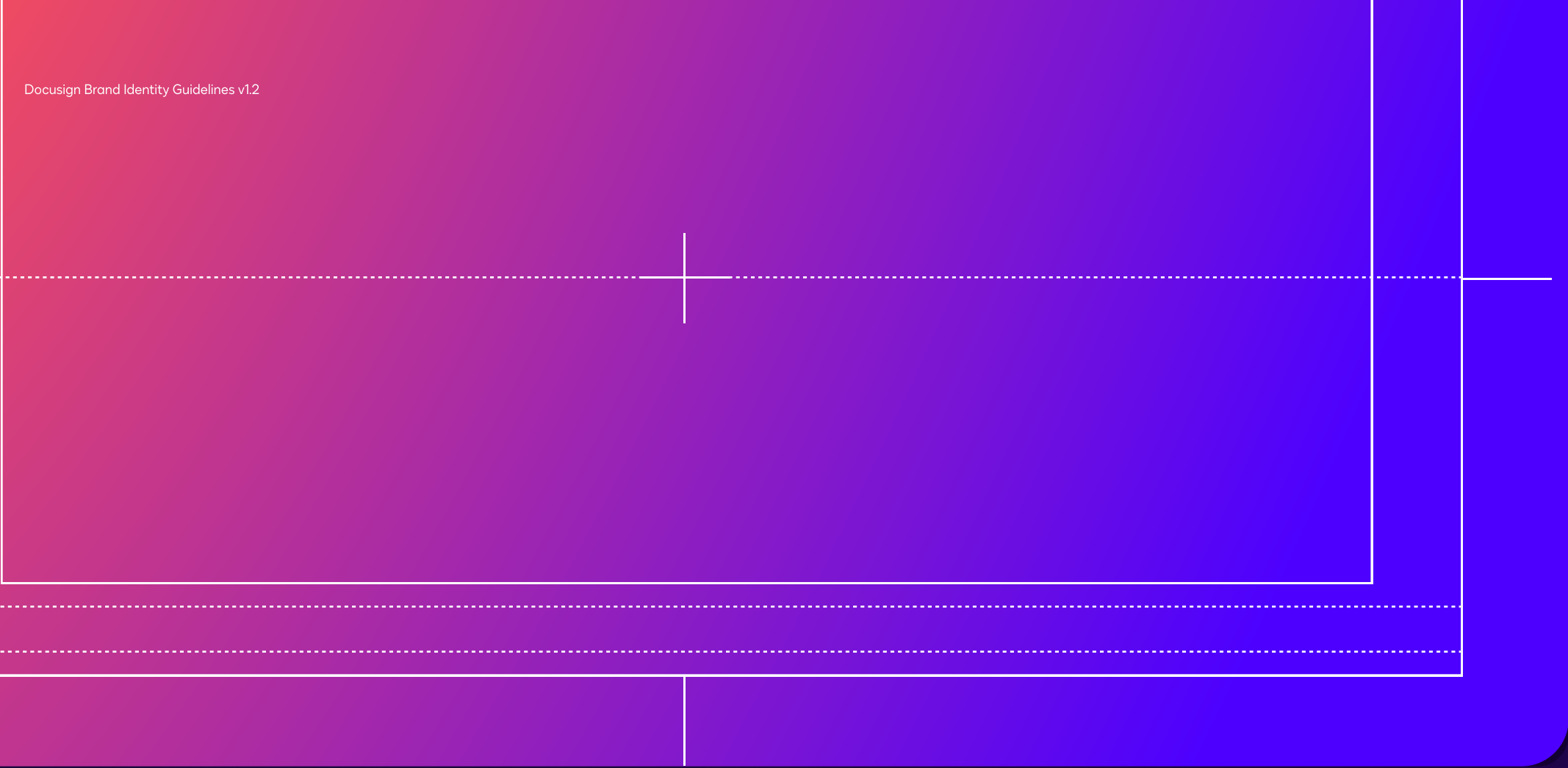
For more information and guidance, see Intersections.

All in for docuSign.org

We're dedicated to corporate responsibility
and putting our character into action.

Work With Us



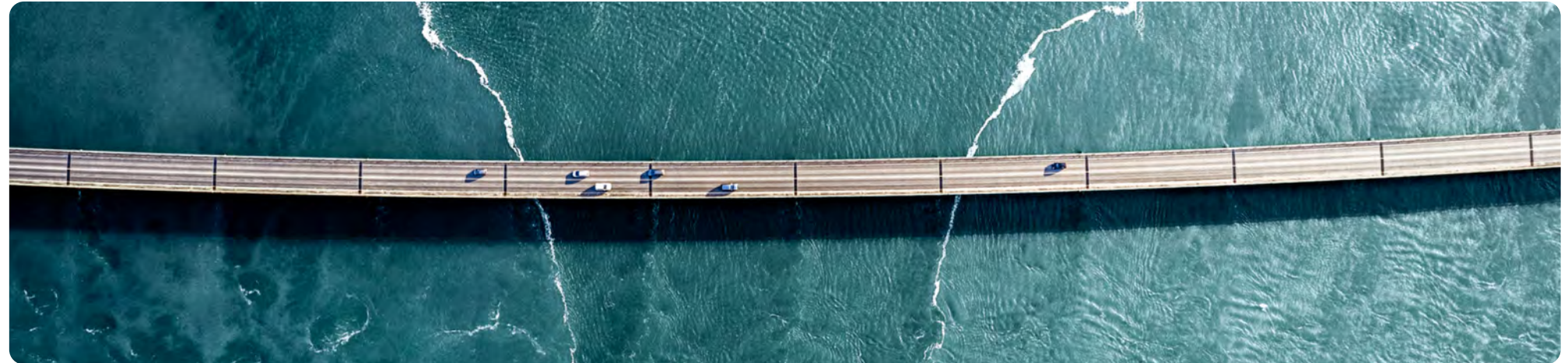


9 Video/Motion

Video Foundations and Content

Before creating your video, it's important to identify its purpose and audience. By grounding your video in the content principles and strategic considerations on the next few pages, you're better setting yourself up for creating content that truly connects with the viewers.

Identifying the range of audiences that will be exposed to our content allows us to strategize the right message against their likely behavior. This ensures we meet the commercial goals and objectives of DocuSign.



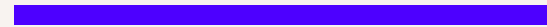
Funnel Level	Customer Behavior	Business Opportunities and Aims	Content Purpose
01 Top of Funnel	→ Exploring Potential customers who haven't heard of DocuSign or have only used its potential as a signer. They're exploring the possibilities to improve workspace document efficiencies with digital software providers.	→ Develop Brand Equity Attract engagement between new customers and the brand ecosystem and stimulate consideration of DocuSign as a valuable potential partner.	→ Inspire Captivate these potential audiences with our brand values via rich storytelling focused on the emotional impact and authentic narrative of why—not how—we do what we do and our wider place in society and culture.
02 Mid-Funnel	→ Considering and Learning Customers with a mature understanding of what purpose DocuSign serves at the brand level, yet don't fully understand the true potential that the DocuSign ecosystem can provide across sectors, circumstances, and complex scenarios.	→ Drive Conversion Encourage customers who are at the consideration phase to sign up for demos, subscribe to products, or speak to our consultants.	→ Engage Elevate people's understanding of DocuSign offerings beyond eSignature. Bring awareness to the various customers, businesses, and circumstances that DocuSign serves.
03 Lower-Funnel	→ Seeking Value Customers that are already using DocuSign products, but potentially not utilizing the full extent of the ecosystem and its features.	→ Harness Adopters and Evangelists Spur existing customers to pursue wider products and licenses while maintaining value and appreciation for their existing investment.	→ Inform Keep DocuSign at the forefront of customers' minds. Provide moments of true product excellence that solidify customer trust. Promote ongoing releases and authenticate the brand's commitment to solving problems through pioneering software solutions.

Crafting our content around our intent

Once you have defined where the audience you are looking to target resides in the funnel, you can define the content delivery that is best suited to the requirements.

Inspire

Content Types: Ads and campaigns
Content Theme: Human, emotive and accessible



Branded Content

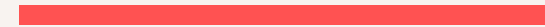
Video content that provokes empowerment through the bigger picture moments that Docusign emotionally unravels. Our impact on culture and society.

Product Featurettes

A hybrid piece of content designed to inspire and inform. Branded lifestyle content and human moments showcase the micro-details of how our features operate while remaining highly inspiring.

Engage

Content Types: Stories
Content Theme: Provocative, inspiring and relatable



Relatable Obstacles

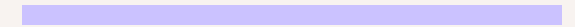
Challenges that relate to all of our audience segments and how Docusign solves them. Prioritize customer interests, leading to higher and wider engagement through content that resonates on a human level. Products bring customers into our story.

Talking Heads and Dynamic Customer Stories

Deep dives into how our customers put our products to the test. Interesting and compelling stories highlight how specific customers and sectors adopt Docusign, outlining the challenges they once had, and the benefits Docusign brings.

Inform

Content Types: Platform and capability stories
Content Theme: Precise, shareable and understandable



Product Feature Moments

Showcases the micro-details of how our features operate with acute moments that are crafted to bring detailed but interesting moments of education around a specific feature or combined workflow of features.

Informing our decisions by the platforms our content will be seen

It's important that you apply the right strategic approach against the channels your content will be seen. This should inform the visual style of your content and the level of fidelity required.



Art Direction

Our videos strive to uncomplicate the complicated. They are streamlined in design, utilizing the iconic elements of our brand to create a cohesive family of video content across our different video types and audiences.

Relatable, human, warm.

DocuSign videos should be bright and vibrant, focused on the persons with uncluttered backgrounds and shallow depth of field to ensure that they are brought to the forefront and stand out clearly.

Bright, natural light is always preferred for our videography, capturing a lifestyle-look for all campaign visuals rather than one that feels studio-lit or staged.

Approved video clips and footage are located on the DocuSign Digital Asset Manager.



B-roll and Licenses

B-roll is a great solution when budgets and/or timelines do not support organic video production.

When creating storyboards or visual directions, use screenshots of the footage you would like to use with links to the footage for easy locating later.

Once approved, gain all of the correct licensing when purchasing your asset in line with where the content will be used.

Sources for B-roll:

Getty Images
Film Supply

Getty Image License Guidance

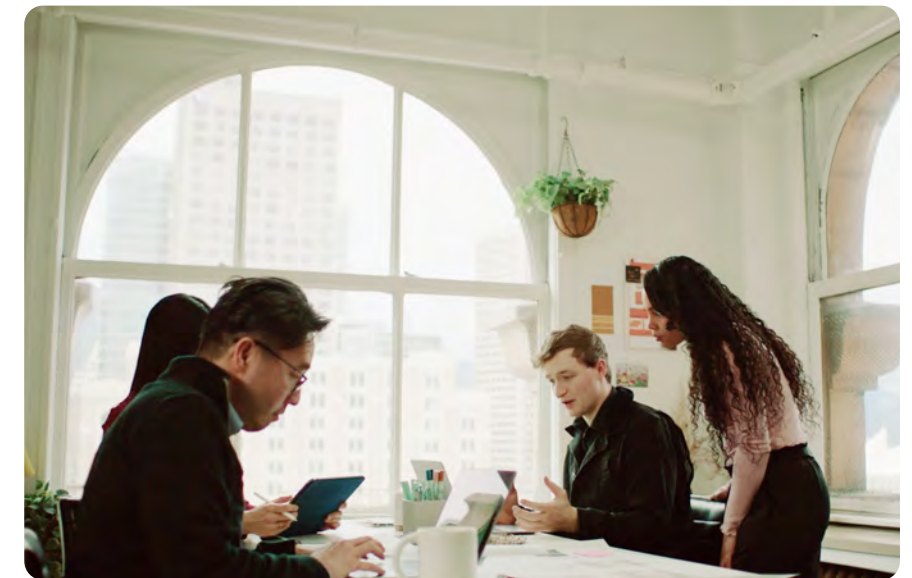
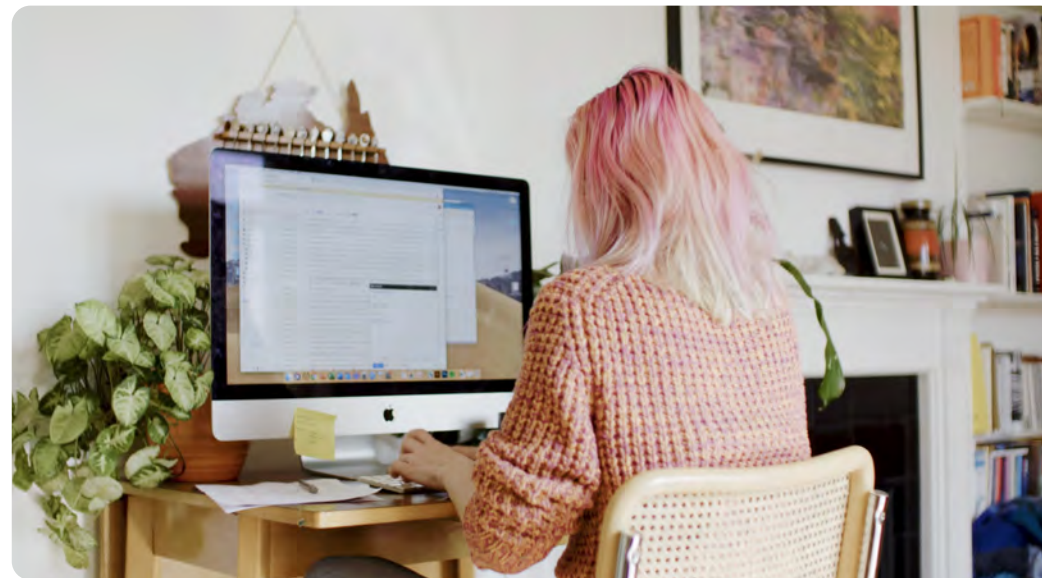
Perpetual: There is no expiry or end date on your rights to use the content.

Worldwide: Content can be used in any geographic territory.

Unlimited: Content can be used an unlimited number of times.

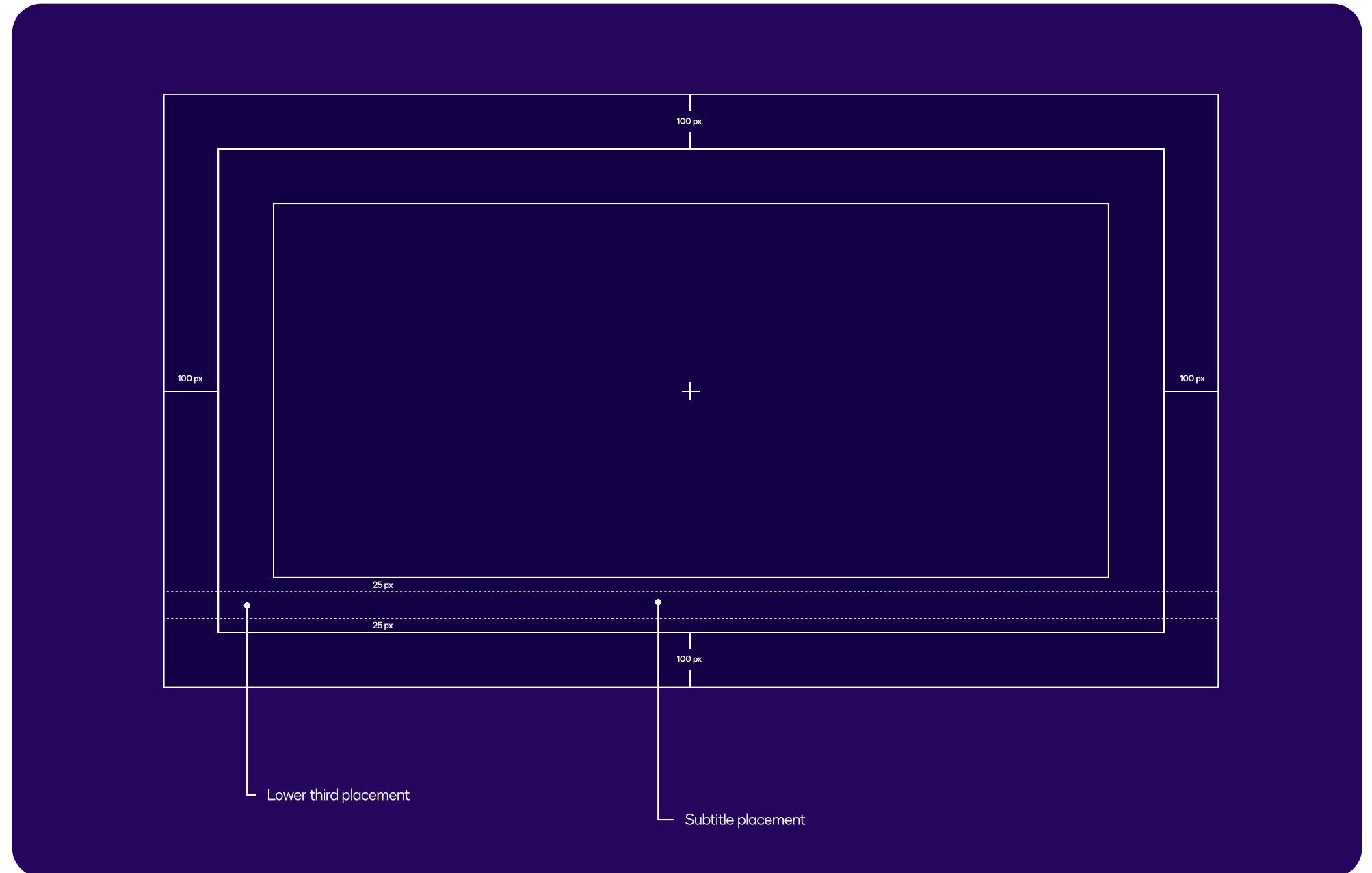
Any and all media: Content can be used in print, in digital or in any other medium or format.

Non-Exclusive: You do not have exclusive rights to use the content.



Grid and Composition

To maintain alignment and consistency, elements should be placed within the designated Docusign grid and should not deviate from the prescribed content-safe areas.



Lower Thirds

Lower thirds should be used when introducing a person within the video. The lower third lockup makes use of the signature mark alongside the brand mark. Make sure to incorporate these identifying details of the person attributed to the lower third:

- Name
- Preferred pronouns (for internal company videos)
- Role
- Business or company name (optional)

Name and Pronouns

Font: DS Indigo
Weight: Regular
Size: 100px
Letter Spacing: -2%

Title and Company:

Font: DS Indigo
Weight: Medium
Size: 36px
Letter Spacing: -2%



Example - Name, Title and Company

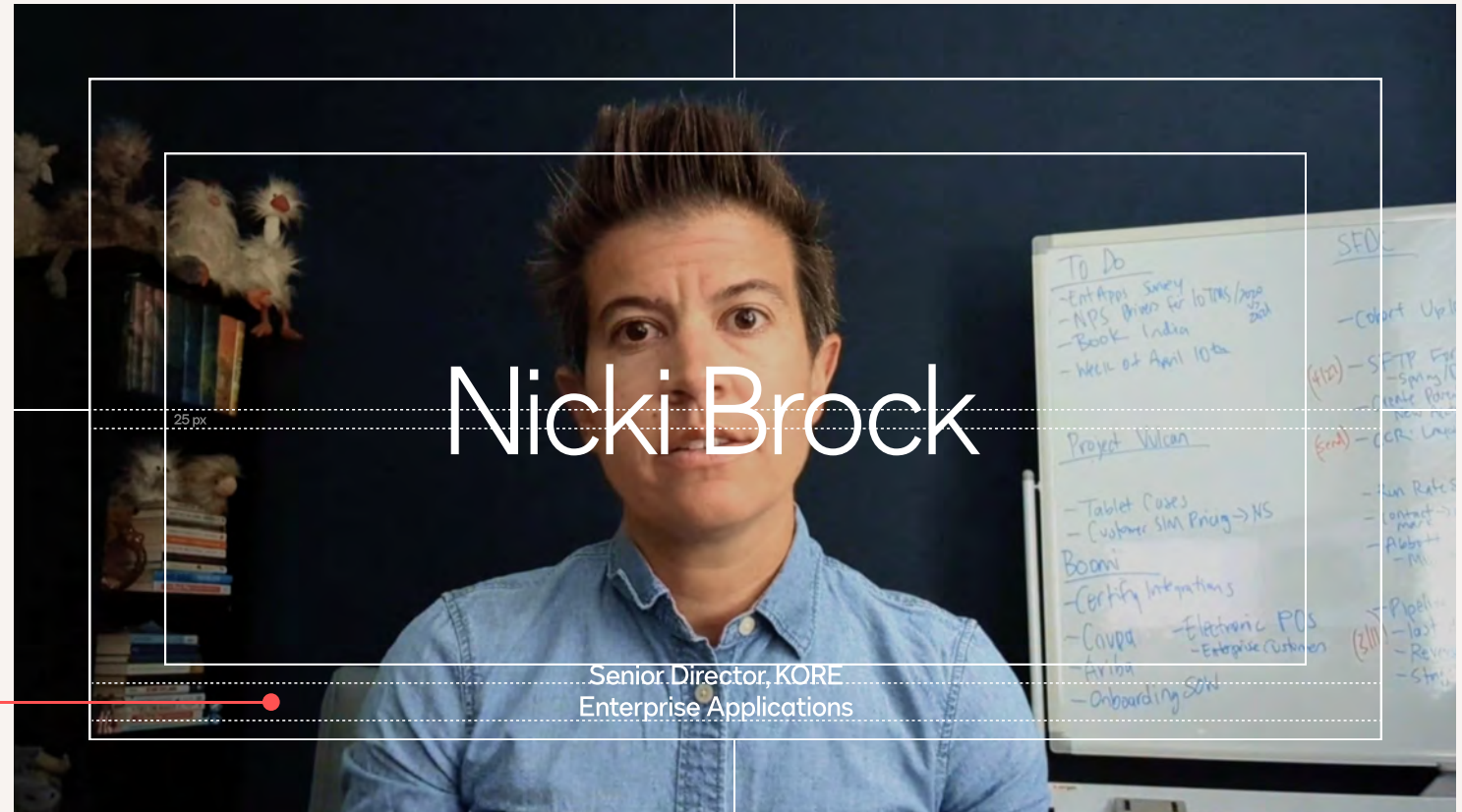
XL Lower Third

Lower Thirds should be used when introducing a person within the video. The XL Lower Third option should be used when emphasizing the customer's name in a more impactful way. Make sure to incorporate these identifying details of the person attributed to the Lower Third:

- Name
- Preferred pronouns (for internal company videos)
- Role
- Business or company name (optional)

Name
 Font: DS Indigo
 Weight: Light
 Size: 180px
 Letter Spacing: -4%

Title and Company:
 Font: DS Indigo
 Weight: Medium
 Size: 36px
 Letter Spacing: -2%



Subtitle Guidelines

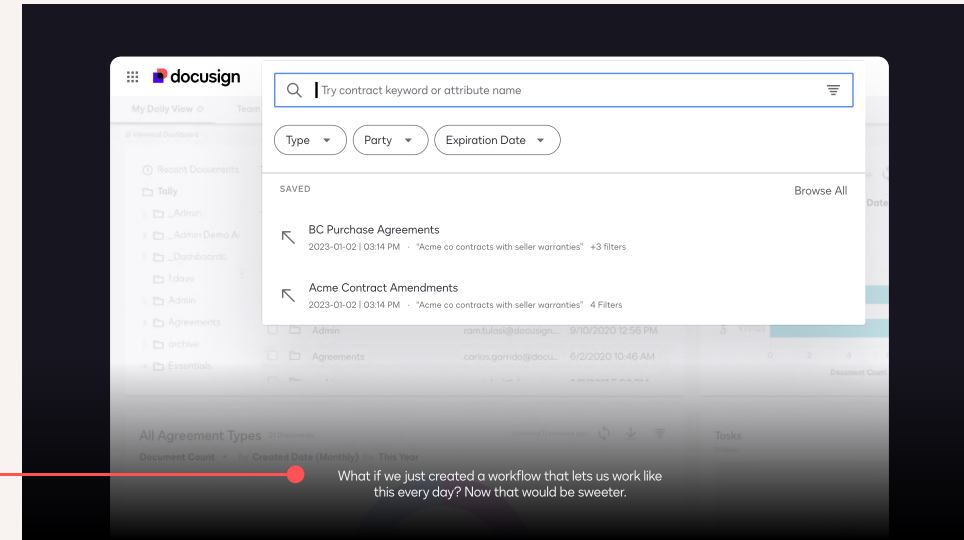
Use subtitles across all of our digital video content. Subtitles make our videos accessible to those with hearing disabilities, and those who prefer watching videos without sound. Please adhere to the guidelines to ensure consistency across all content.

Approved Usage: Subtitles

Use subtitles to present content for any spoken words, sounds, or music.

Subtitles
Font: DS Indigo
Weight: Regular
Size: 32px
Line Height: 110%
Letter Spacing: -2%
Alignment: Center

Background Gradient
25% #000000



Misuse of Subtitles

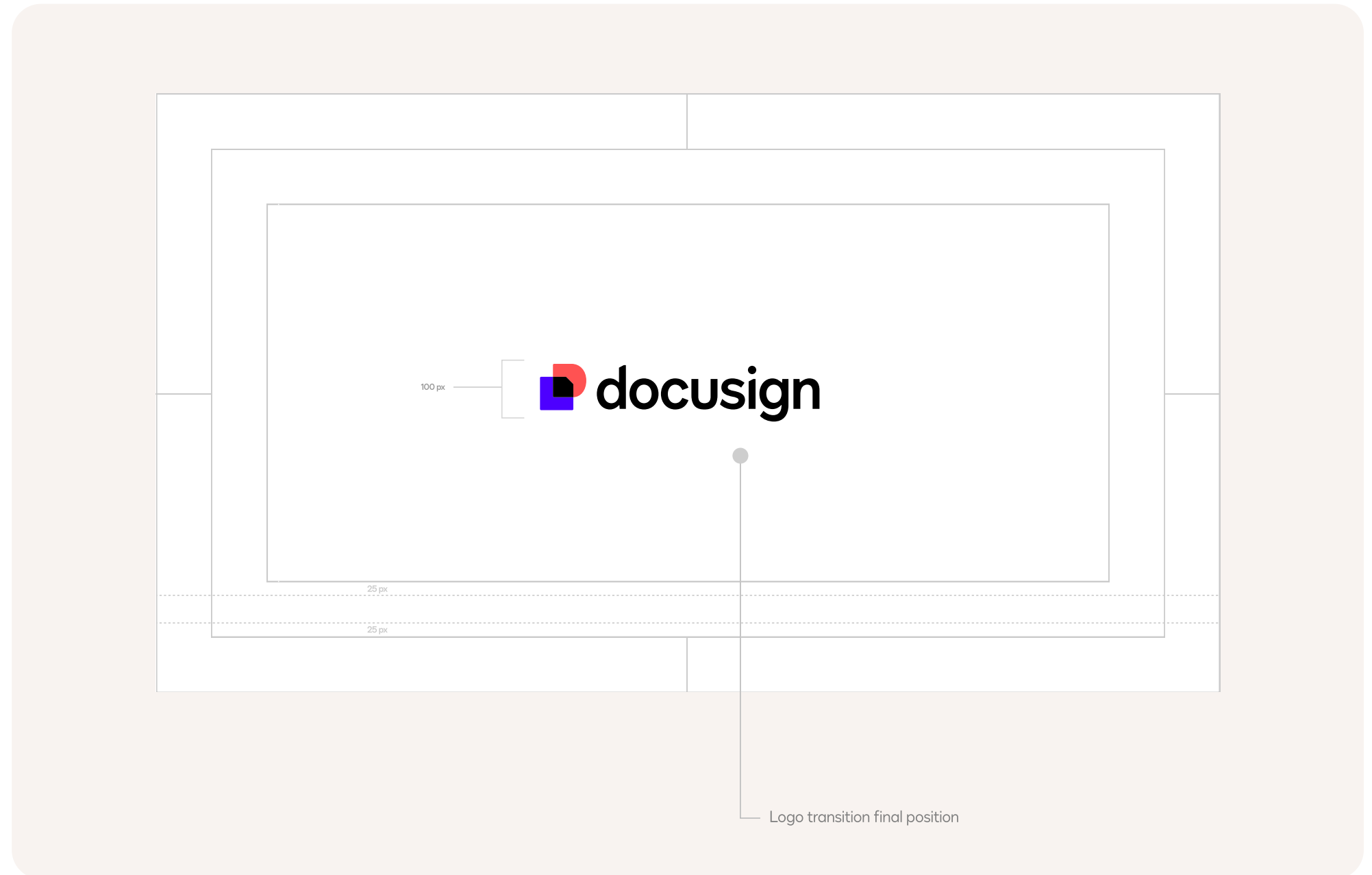
Use subtitles in combination with typographical screen elements.



Logo Placements

The logo should be set at 100px height in exact-center on the screen.

Example shown on light background.



Casting

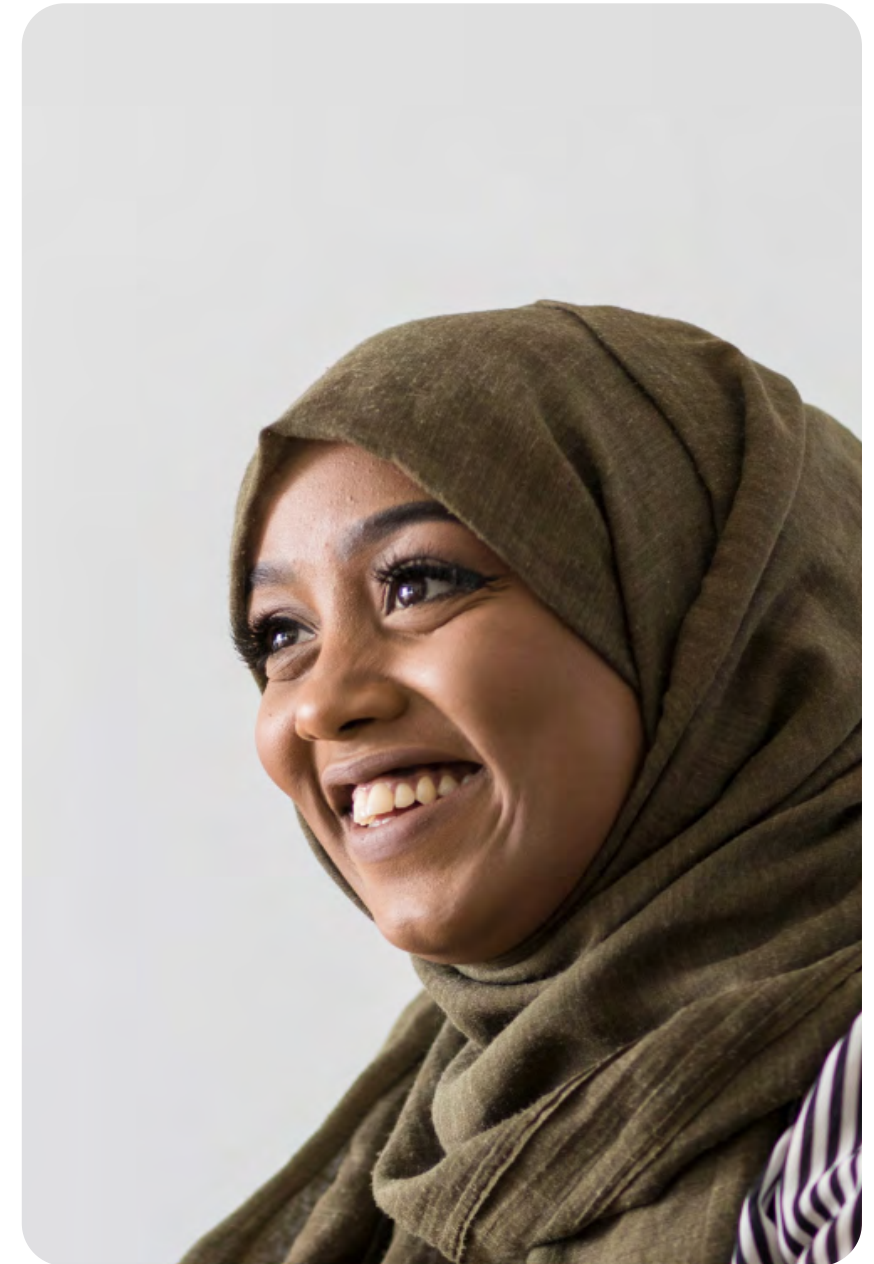
When casting for video content, it's imperative to showcase a true representation of the diverse world of DocuSign customers and users.

Everyone should be able to see themselves in the stories we tell. The list below is not indicative of the myriad of ways that make us all unique, but it's a good start to building an inclusive cast for the world of DocuSign.

Casting Considerations

Balanced diverse casting within (but not limited to):

- Age
- Race and ethnicity
- Gender and identity
- Abilities



Wardrobe and Accessories

Feeling comfortable and authentic to your individuality is essential within DocuSign; we never want to dull the shine of our customers and colleagues' personalities.

However, we have to be mindful of the color palette and styling that comes across best on video—we only get one opportunity, and we want everyone to feel their best and be proud of their work within video content.

Comfortable and Personal

Whether filming an internal or external piece of content, our wardrobe should portray a highly relatable representation of modern-day working attire.

Misuse of Wardrobe



Don't

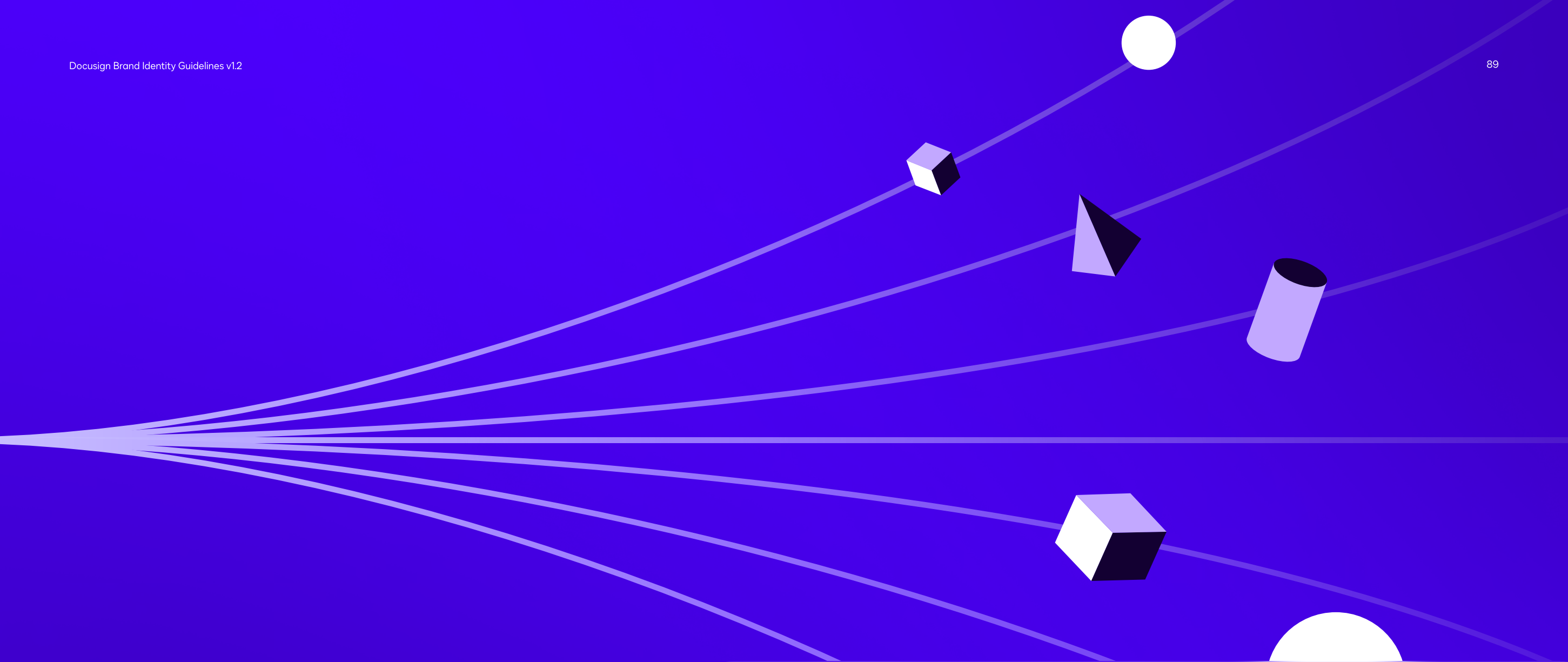
- Avoid colors that are going to be overwhelming in front of the camera.
- Avoid bright and complex patterns, bright or vivid colors, and stripes.
- Avoid corporate attire. No ties, suits, and corporate grey tones.
- Don't wear too many accessories.

Approved Usage: Wardrobe



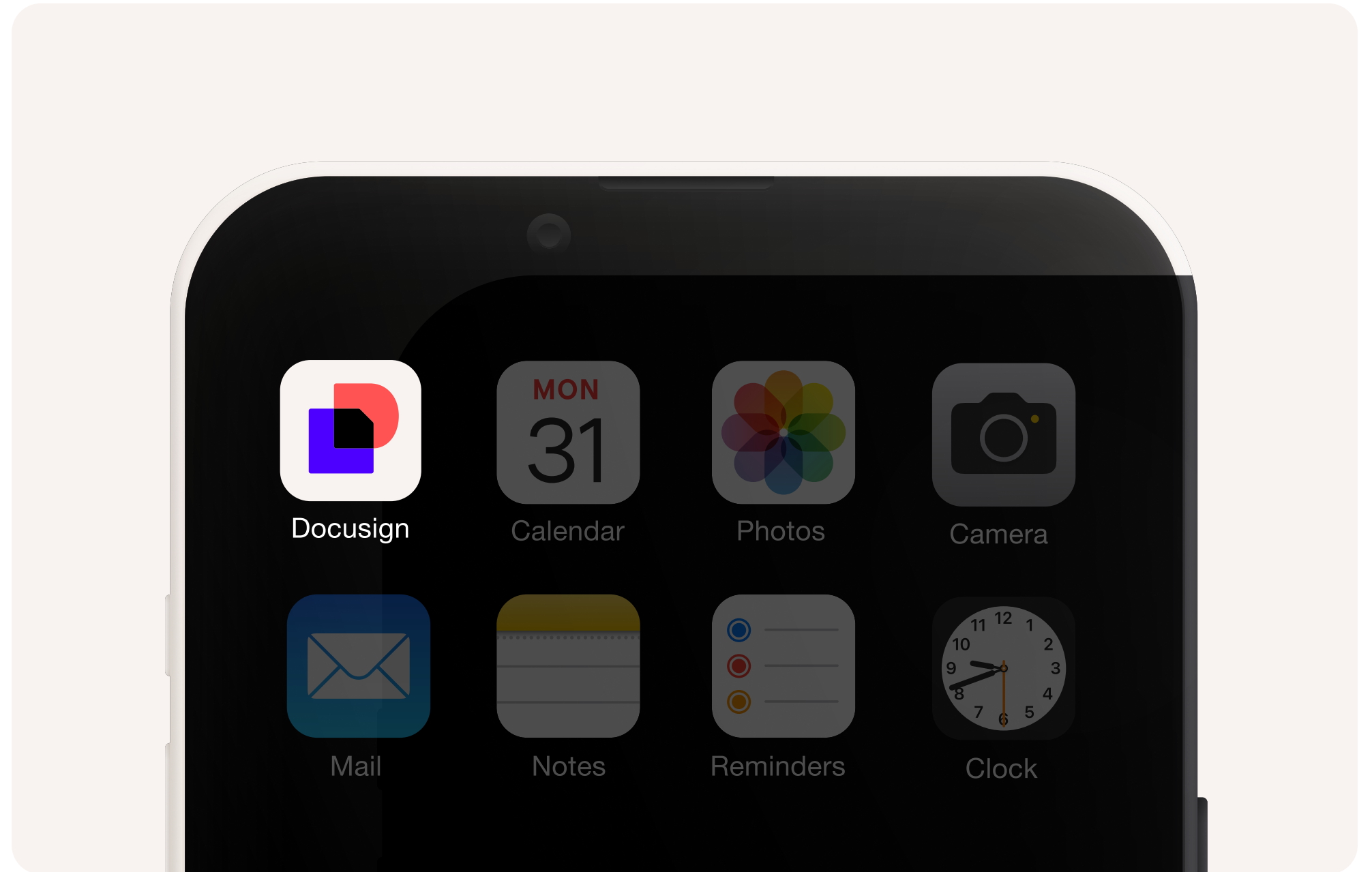
Do

- Wear simple neutral colors that add personality without distraction. Examples include earthy and natural tones such as beige, brown, navy blue, olive green, and charcoal.
- Wear something that feels comfortable and representative of modern working environments. Pair jackets with a round or v-neck top or blouse.
- Accessorize with watches, necklaces, neckties, scarves, earrings, and jackets minimally. Tattoos can be shown off, too.
- If an individual works within a specific business sector that allows for interesting accessories or props, explore these. Or, if at home and the rowdy pup makes a b-line for the interviewee—let it happen.
- Makeup can be applied in the form of basic and corrective on the day if required or requested.

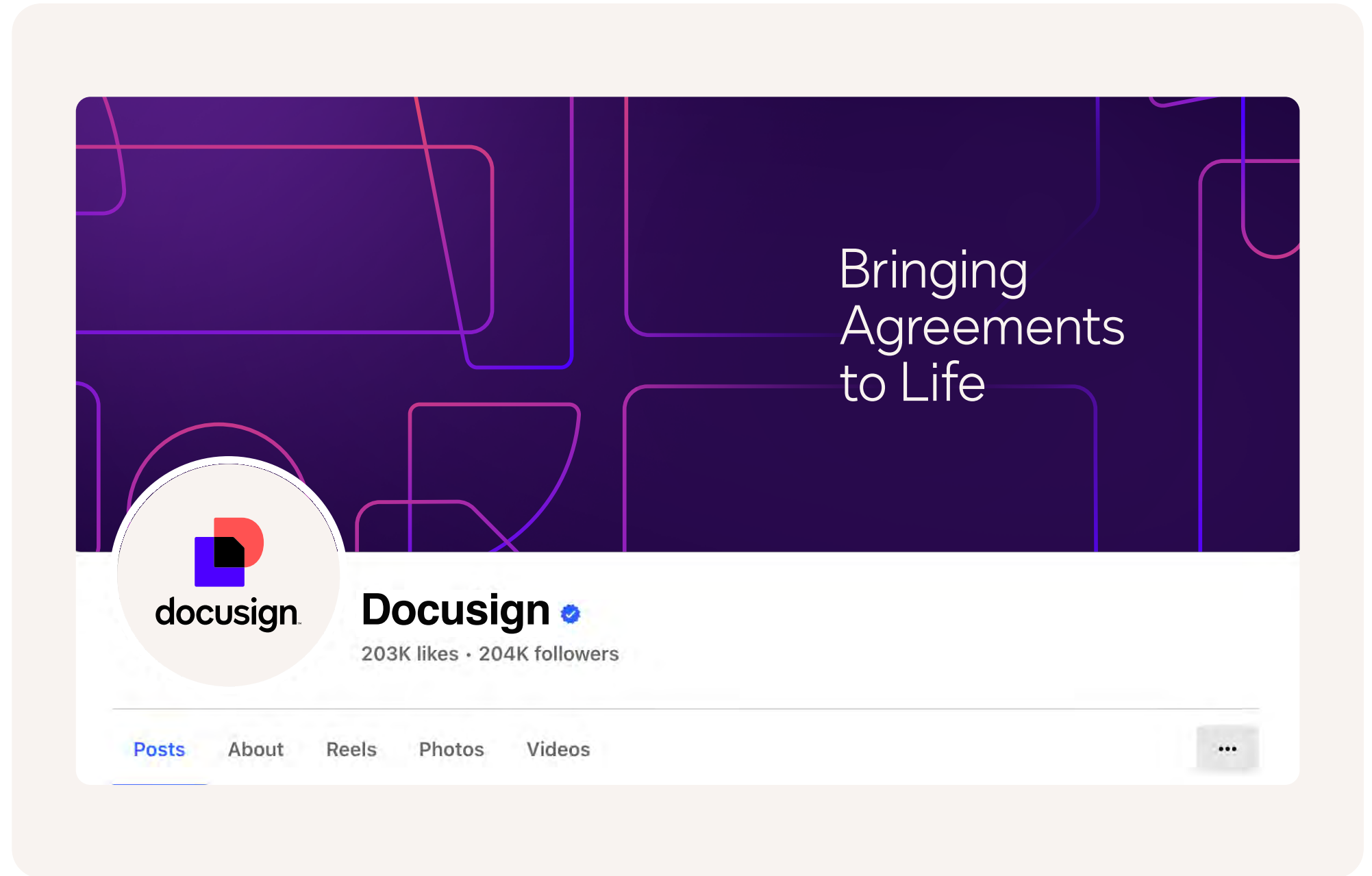


Appendix Brand in Use

Digital: App Icon



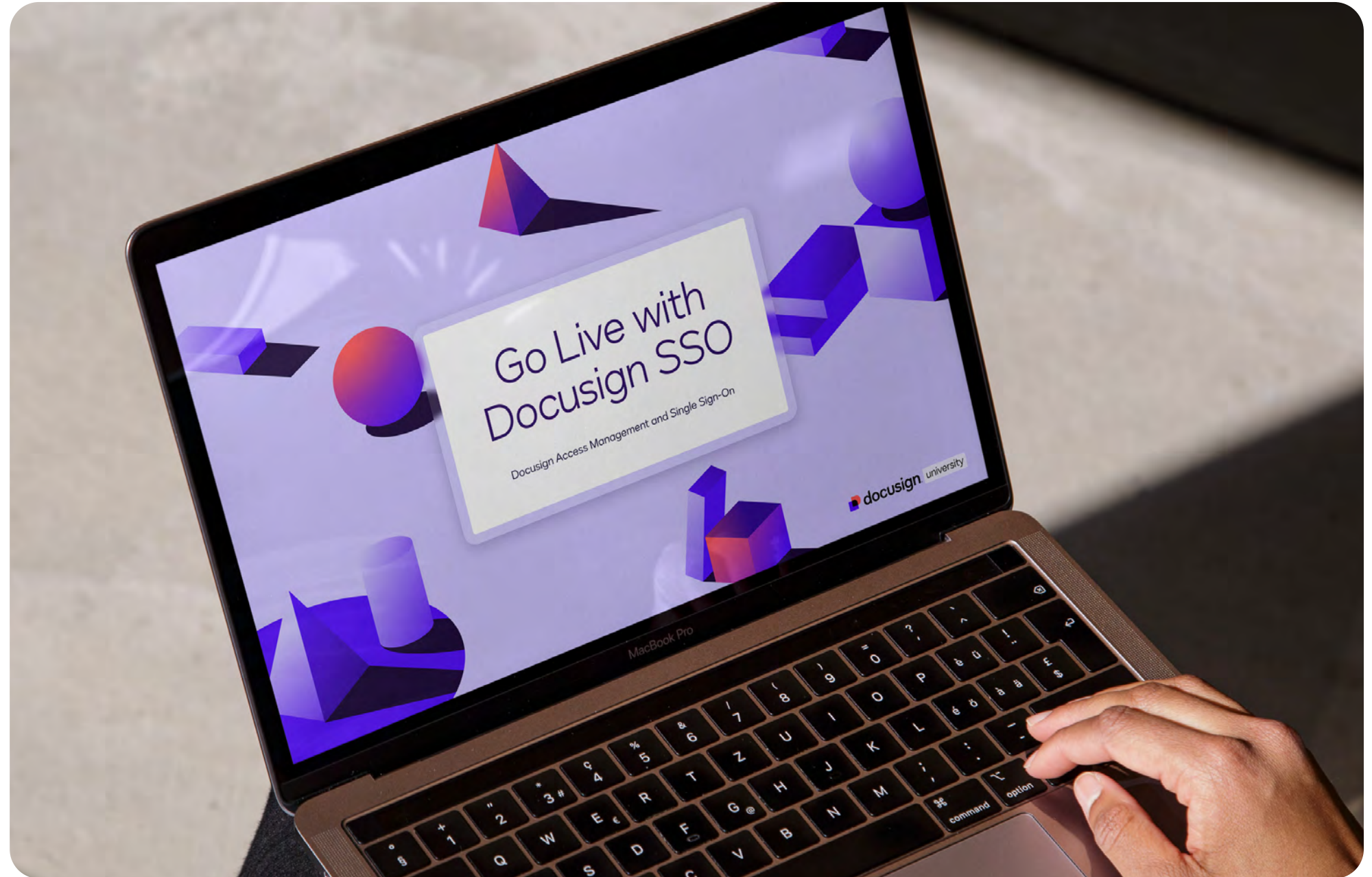
Digital: Social Media Profile Icon and Banner Image



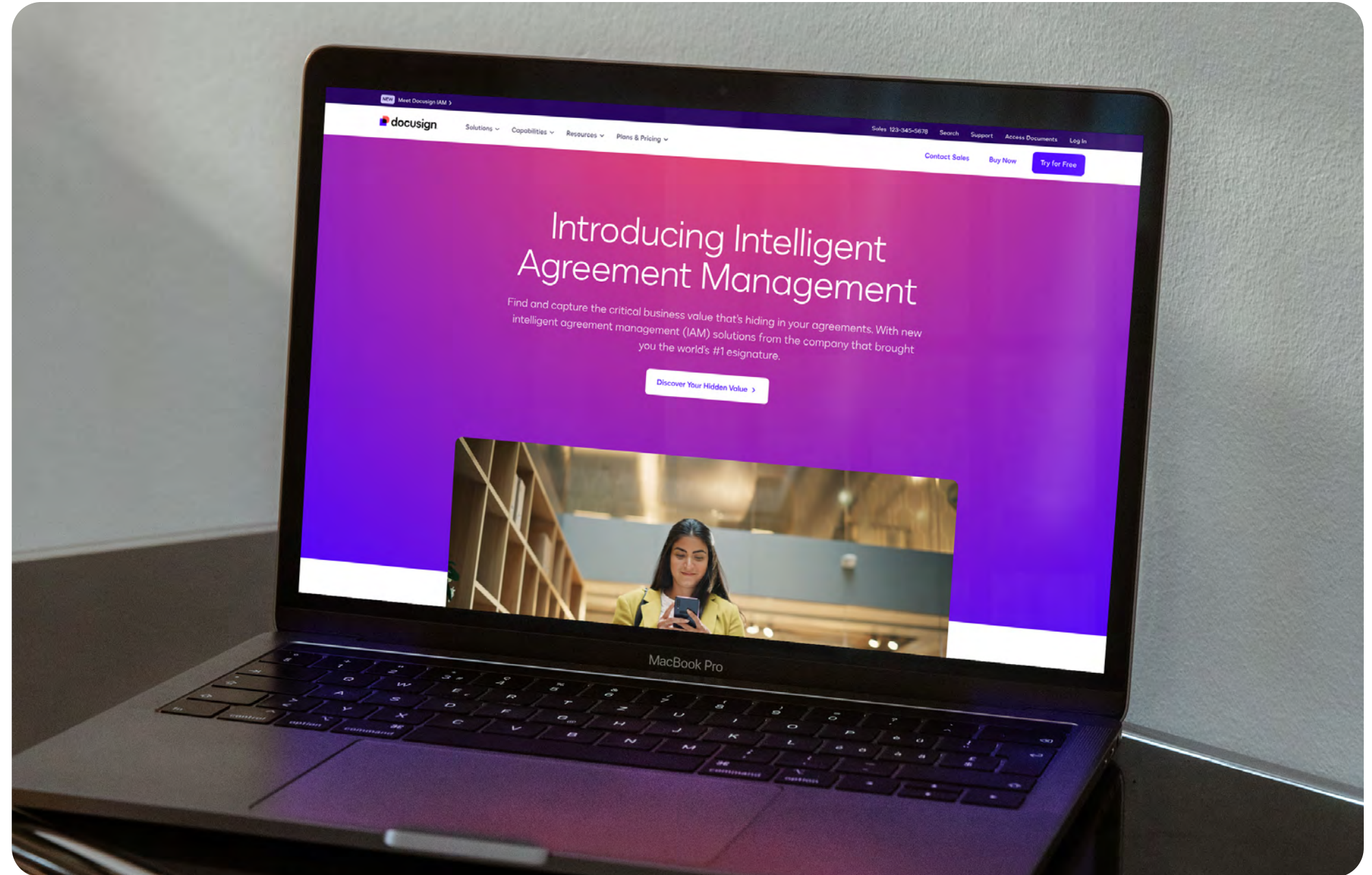
Digital: Brand Microsite on Mobile



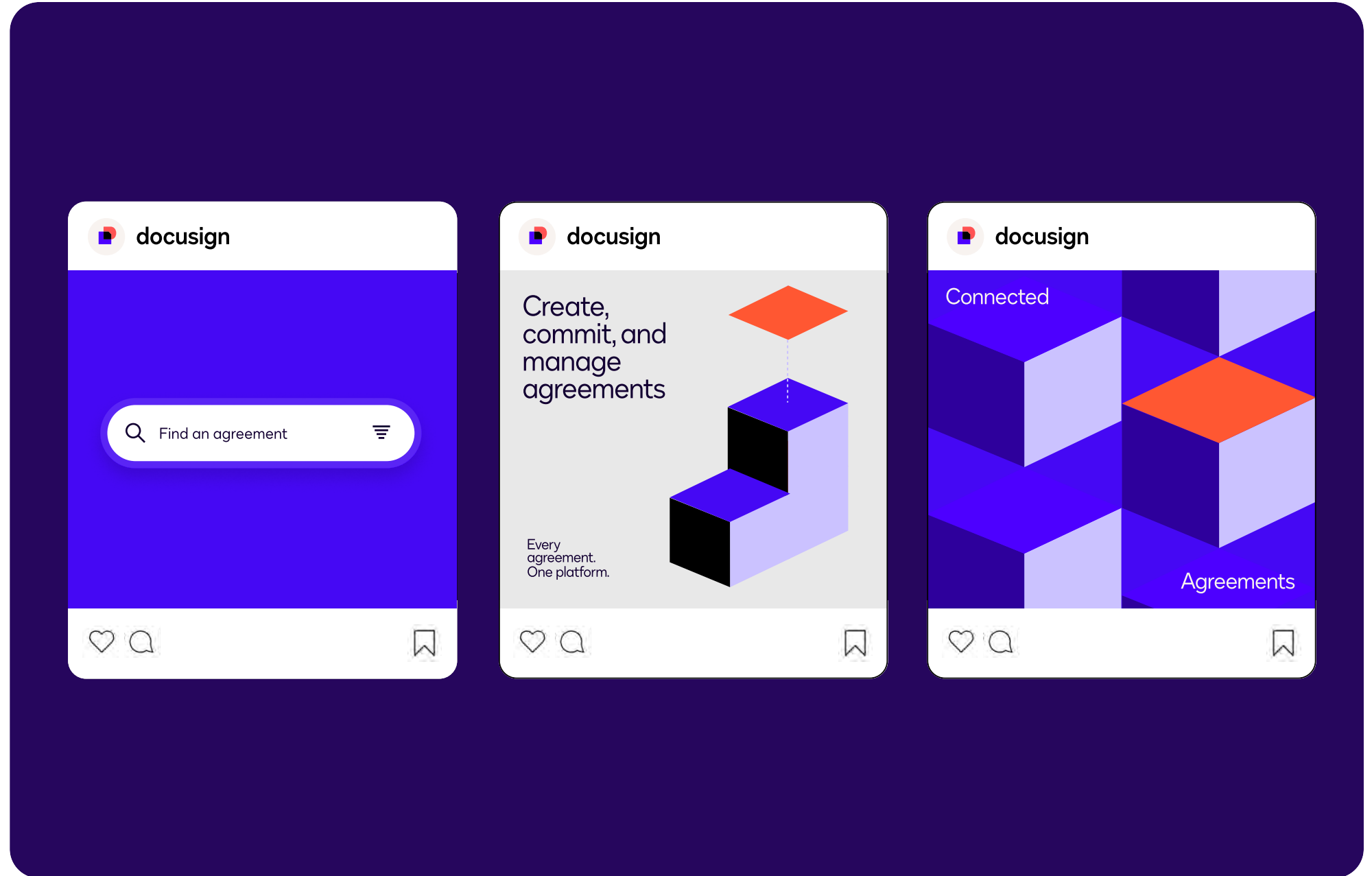
Digital:
DocuSign University
Splash Page



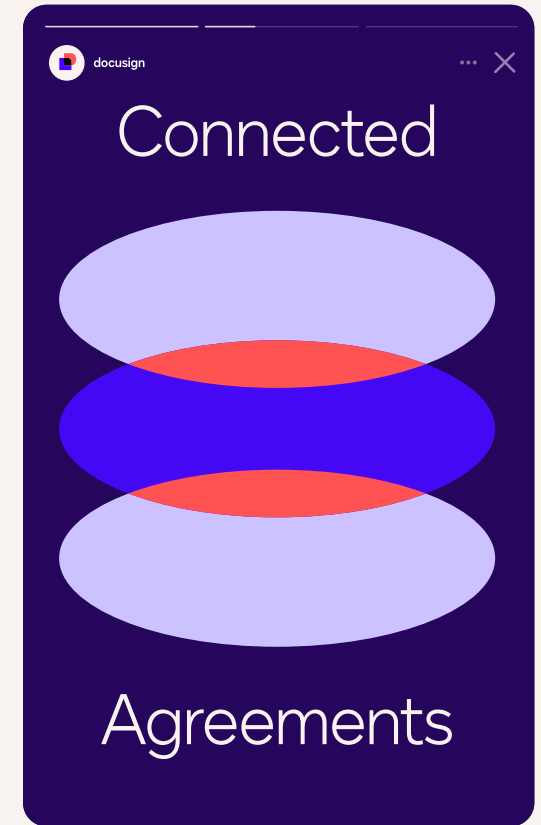
Digital: Intelligent Agreement Management Landing Page



Digital: In-Feed Social Media Posts



Digital: Social Media Stories



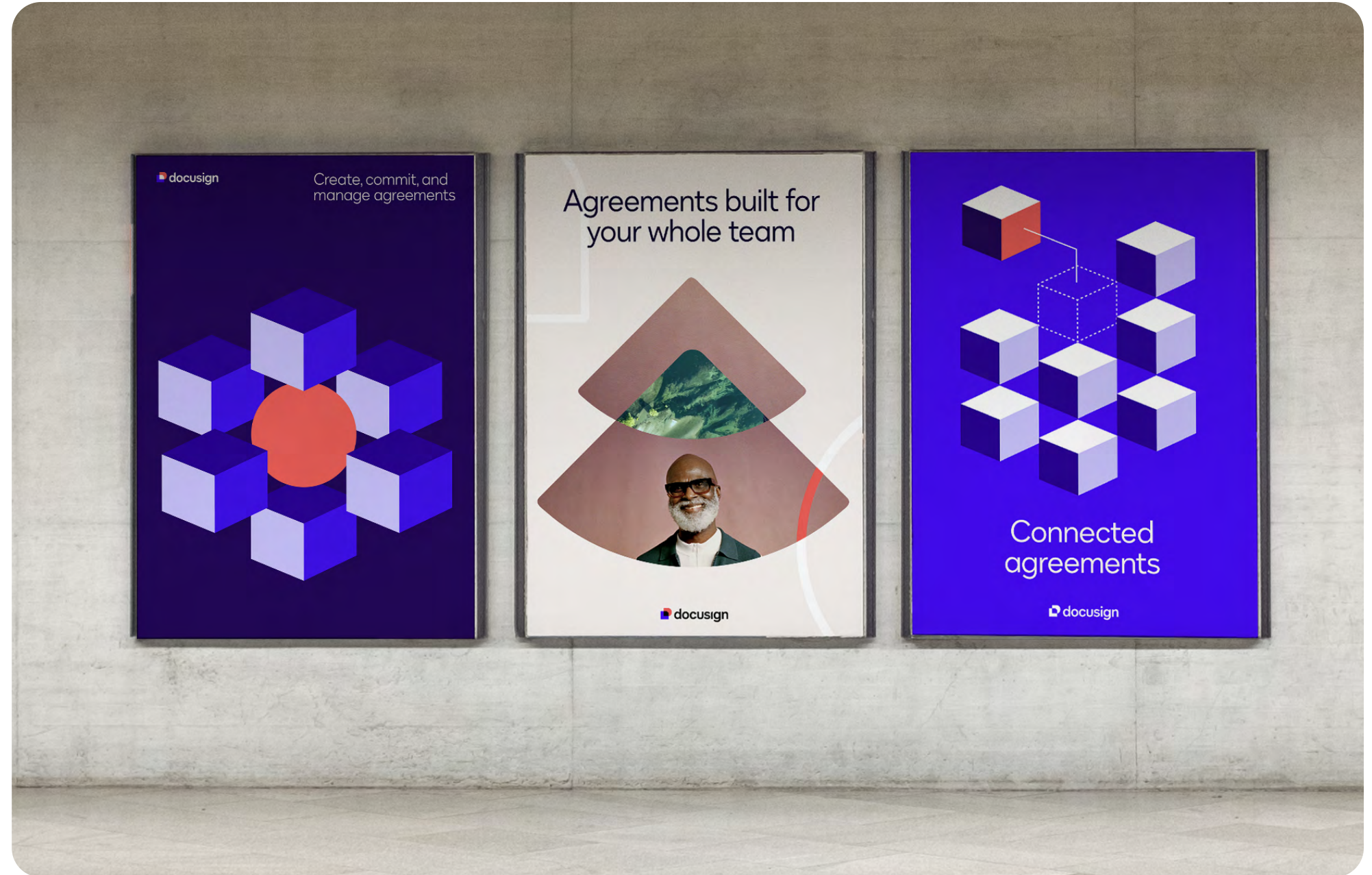
Digital: Rotating Text Headlines



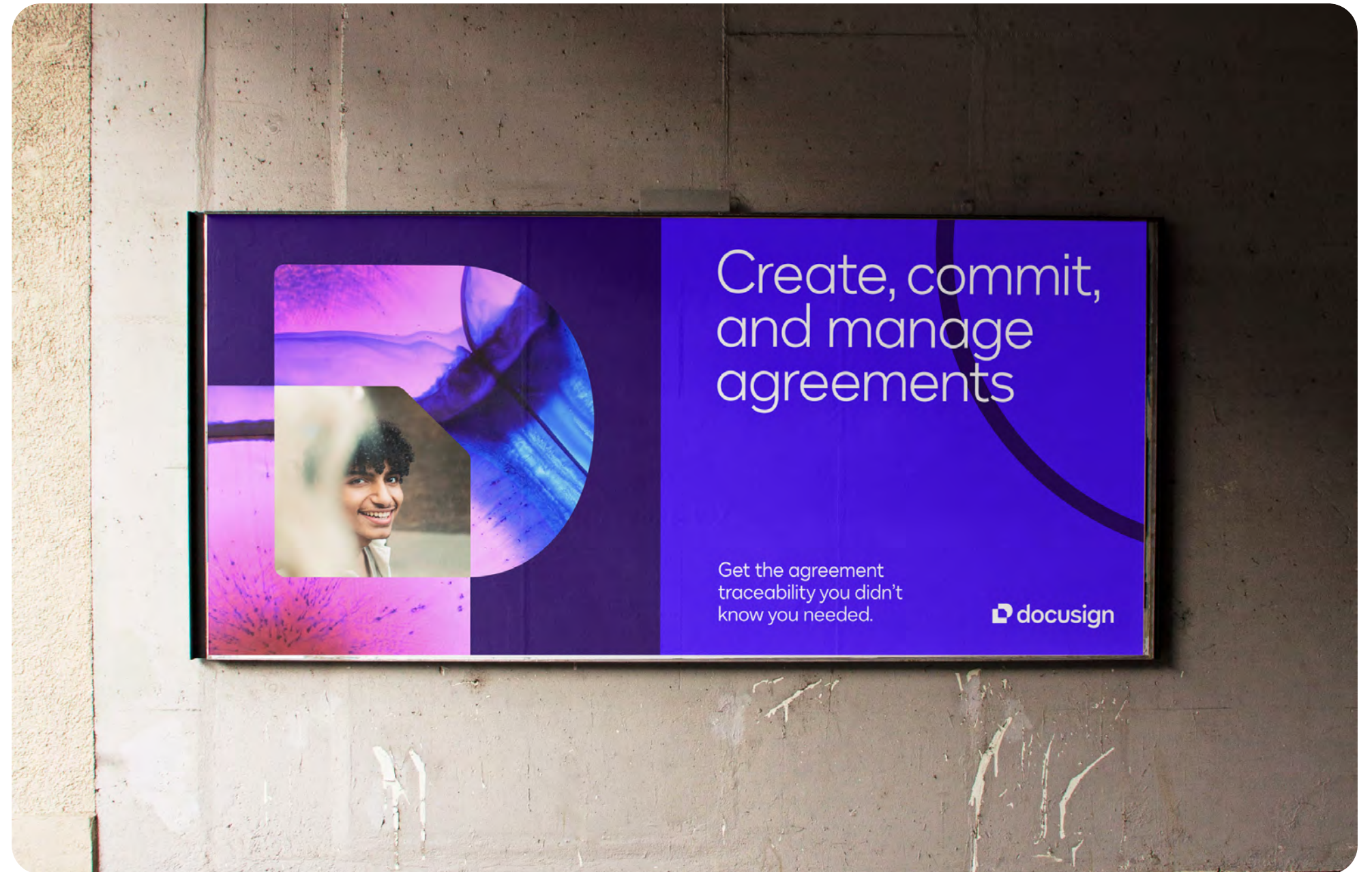
Out Of Home: Vertical Billboard



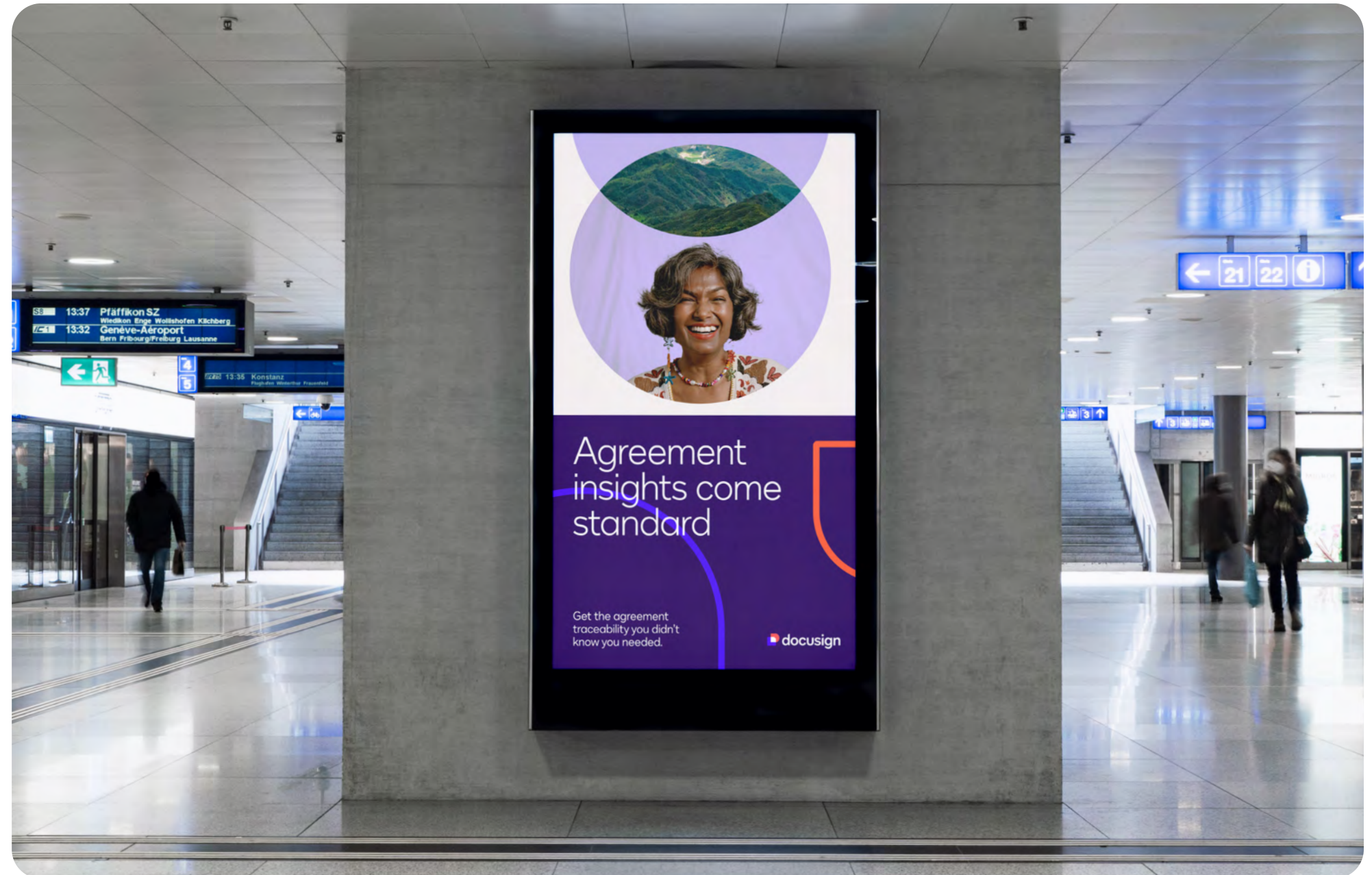
Out Of Home: Transit Triptych



Out Of Home: Transit Poster



Out Of Home: Vertical Banner



Out Of Home: Wide Format

