

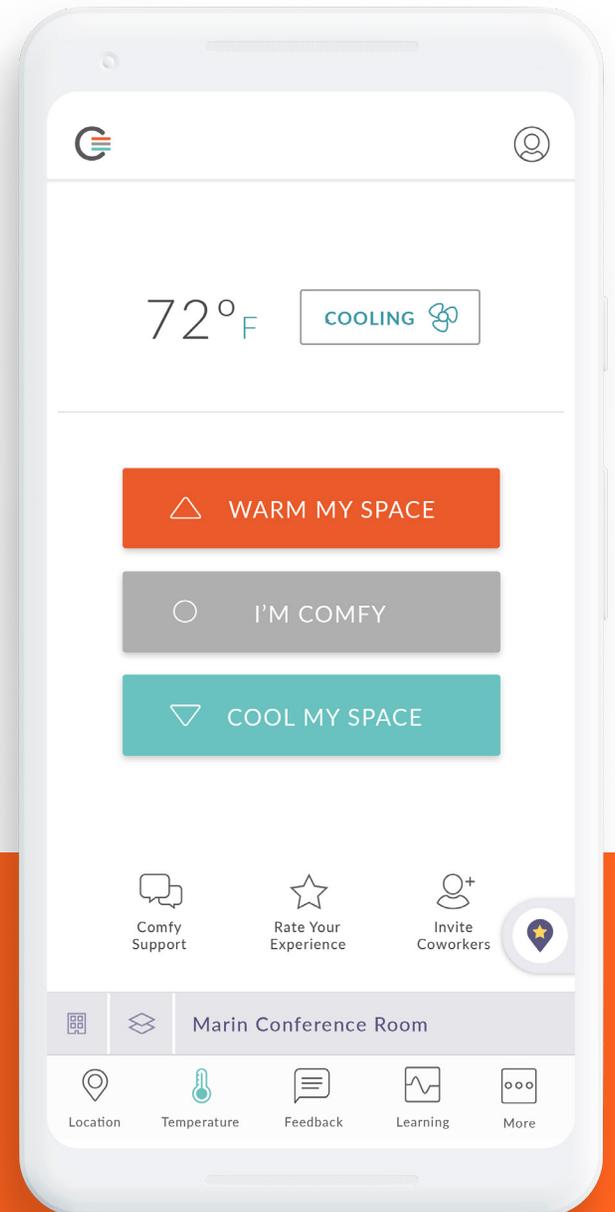
Brand Guidelines

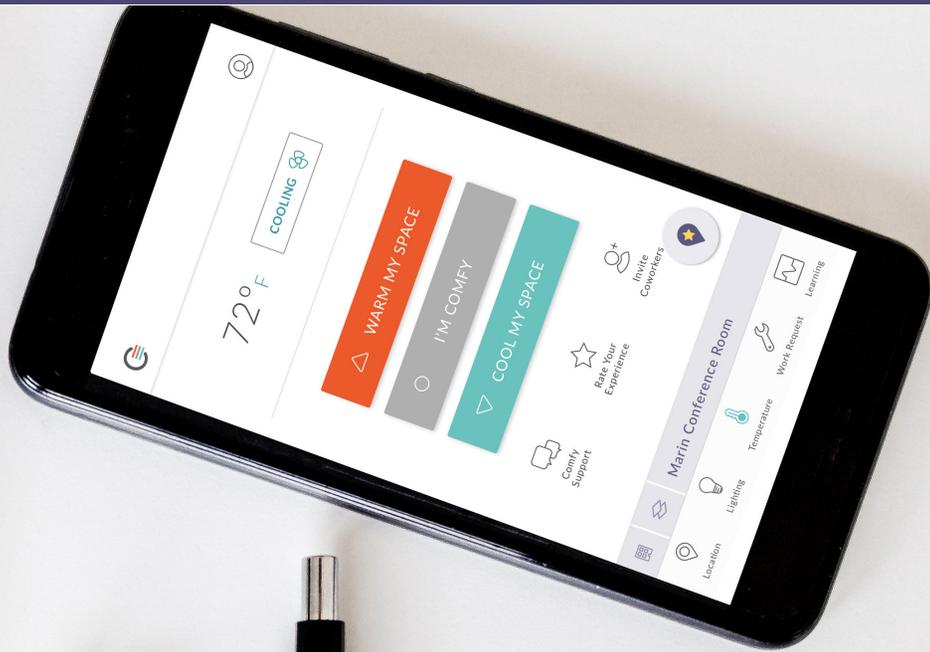
The new brandbook for Comfy



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Oakland, CA 94612

info@comfyapp.com
www.comfyapp.com





About these guidelines

Comfy is on a mission to create great relationships between people and their workplaces. We're all about empowering people to do their best work—which includes making it easy for you to share our brand identity.

This Comfy Brand Guidelines document includes information, context, and examples of our logo, fonts, colors, and visual assets that represent our brand. Please apply these guidelines when referencing or co-branding with Comfy. **If you're in doubt of a use case or need a specific file type, please email your Comfy contact for guidance.**

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About Comfy

COMPANY DESCRIPTION

Comfy is a leading workplace app provider that connects people, places, and systems to create amazing workplace experiences. Headquartered in Oakland, California, with expertise in machine learning, UX design, and enterprise service, Comfy develops software solutions for everyone— from the people who operate the building to the people who fill it.

ONLINE PRESENCE

Corporate website: comfyapp.com

Twitter: @comfyapp

LinkedIn: Comfy (by Building Robotics)



01. The logo design

The logo and usage

The Comfy logo is made up of custom letterforms and our three bars which refer to our signature temperature screen. These design elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Comfy logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness of the company.

For easy access to our logo, colors, fonts, and visual assets, visit our brand board at:
<https://www.comfyapp.com/brand-board>

Password: ComfyBrand

The general logo



DARK VERSION



Standard use when the background is light colored.

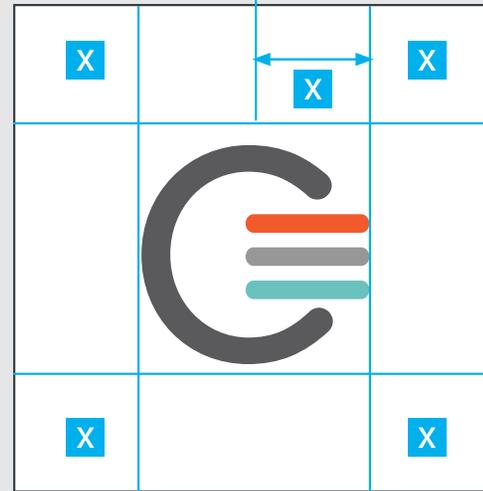
LIGHT VERSION



A variant of use when the background is dark colored.

The logo and usage

(Continued)



Comfy Favicon: The Comfy favicon is used primarily on web and mobile and should be reserved for use cases like watermarks or icons.



Examples: When using the logo on imagery, please apply logo over treated photos or in areas where it is visible.

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Password: ComfyBrand

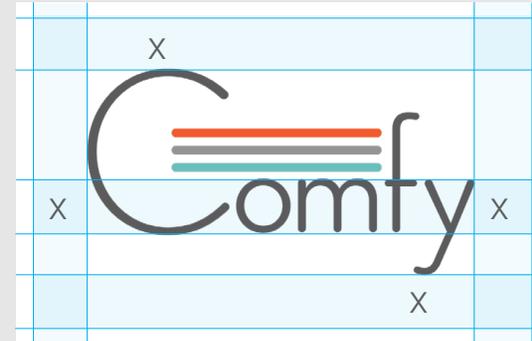
Logo construction + clearspace

The Comfy logo requires separation from the other elements around it. **The space required on all sides is roughly equivalent to the x-height of the logo type.** It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

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Password: ComfyBrand

FULL LOGO AND FAVICON



The minimum clear space is defined as the **x-height of the logo all around**, from the top of the Comfy 'C' to the bottom of 'y' ascender.



◆ Your Logo Here

When placing the Comfy logo with other logos, we suggest that **stacked logos should be double the X-height** and **side-by-side logos should be quadruple the x-height distance.**



■ Your Logo Here

Incorrect logo usage

Please note: The logo cannot be changed!

Although creativity is appreciated please do not alter the logo in any way!

For easy access to our logo, colors, fonts, and visual assets, visit our brand board at: <https://www.comfyapp.com/brand-board>

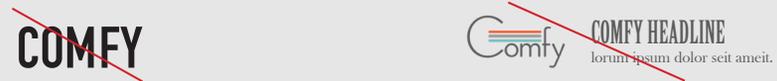
Password: ComfyBrand



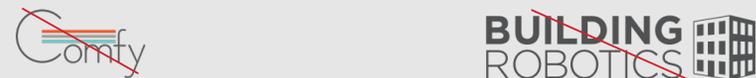
Do not modify the logo colors, shapes, or add effects drop shadows, bevels, gradients, and strokes.



Comfy logo should remain either white, or full color. It should not be filled in with any other color or pattern. When placing the logo on color blocks or photos, make sure the appropriate version is being used, and do try to place the logo on one of our brand colors. Please refer to our guide for our approved color palette.



The Comfy logo is a custom font and should not be recreated in any other font. It should always be paired with our on brand fonts **Montserrat** or **Lato**, available for free download when creating Comfy collateral. **If creating co-branded collateral, pair the Comfy logo with sans-serif fonts and respect the spacing guidelines and color palette.**



Never use a Comfy logo from another source or an outdated logo. **Do not** use a Building Robotics logo as it is no longer in circulation.



02. The typography

Primary font

For easy access to our logo, colors, fonts,
and visual assets, visit our brand board at:
<https://www.comfyapp.com/brand-board>

Password: ComfyBrand

Montserrat

REGULAR

ITALIC

MEDIUM

MEDIUM ITALIC

SEMI-BOLD

SEMI-BOLD ITALIC

Specimens

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=?;,:- _

Secondary font

This serif font is available in 18 weights. **We use 6 of them.**
The light, regular, and semi-bold versions.

For easy access to our logo, colors, fonts,
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<https://www.comfyapp.com/brand-board>

Password: ComfyBrand

Lato

LIGHT

LIGHT ITALIC

REGULAR

ITALIC

SEMI-BOLD

SEMI-BOLD ITALIC

Specimens

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"#\$%&/()=?;,:- _

Typography and hierarchy

Size is the simplest way to create contrast between different typographic elements in your design. When dealing with multiple levels of information, the font size generally starts out largest with the most important pieces of information, and decreases in size as you move down the page (least important callouts, body copy, etc).

Here is an example of cascading styles in order from most important headline to least. Use this as a guide where applicable when creating collateral and presentations.

For easy access to our logo, colors, fonts, and visual assets, visit our brand board at:
<https://www.comfyapp.com/brand-board>

Password: ComfyBrand

Main title: Montserrat display 56 pt semi-bold

Title header

Heading 1: Montserrat display 42 pt regular

Headline one

Heading 2: Lato display 30 pt semi-bold

Headline two

Heading 3: Lato 24 pt semi-bold italic

Headline three

Heading 4: Lato 14 pt semi-bold caps

HEADLINE FOUR

Body Copy: Lato 10 pt light

Sedit, consequam faccus, cus inulleni
omni apit doluptate nulparum ea plic
te vernatiur? Tem eiusae dunt viditat
estotat. Onsequas voluptur?

Body Copy: Lato 10 pt regular

Sedit, consequam faccus, cus inulleni
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03. The color system

Comfy



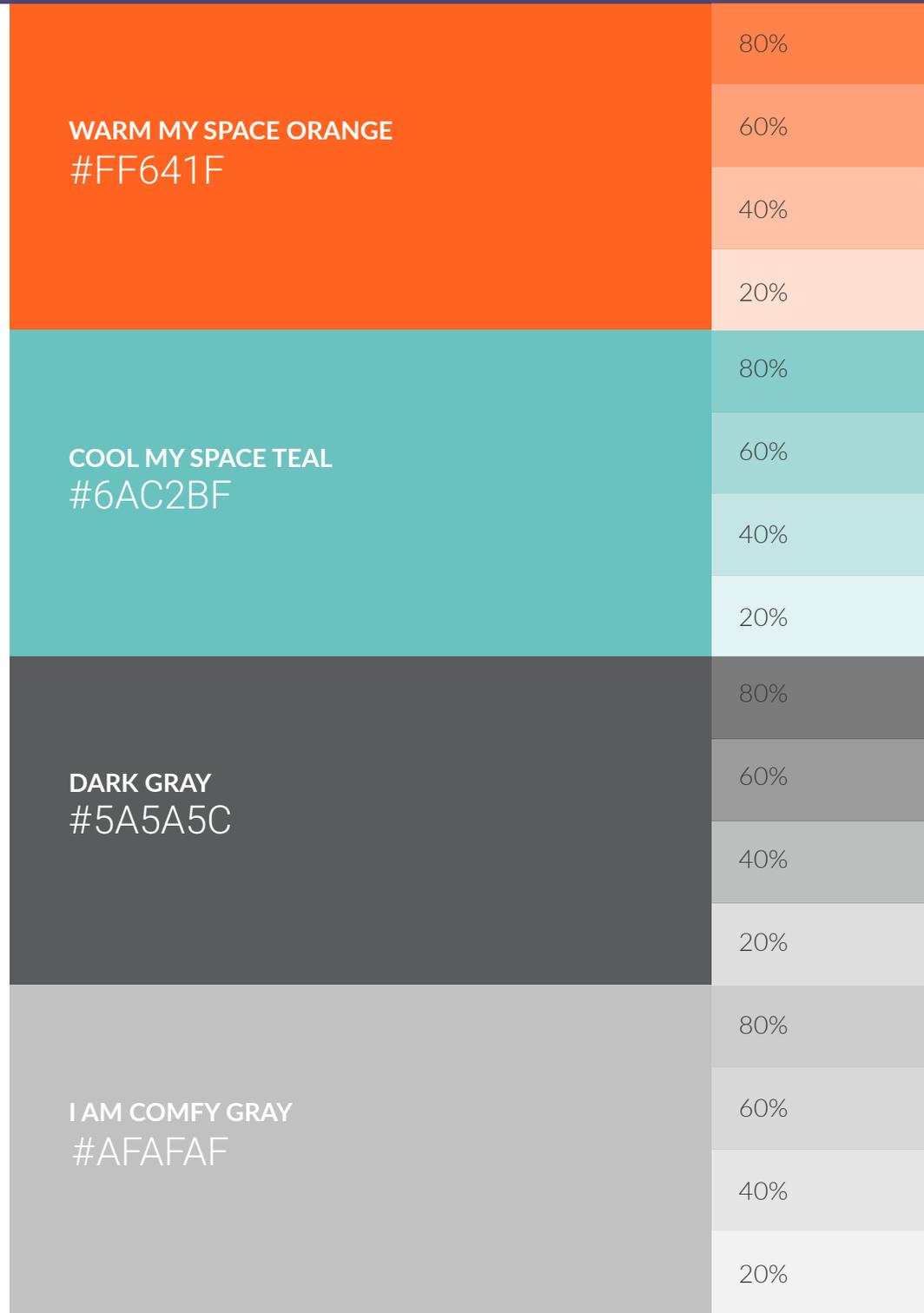
The primary color palette

This palette represents our most used colors also found in our logo. Tints of these colors may be used, but the Comfy logotype and background may only be used with a 100% tint, full color/opacity.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all our communications.

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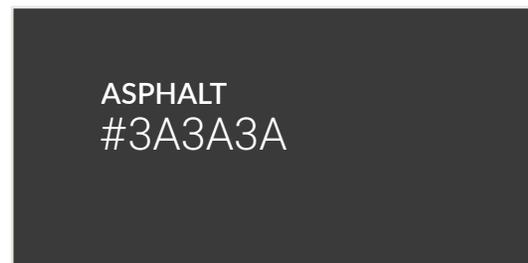
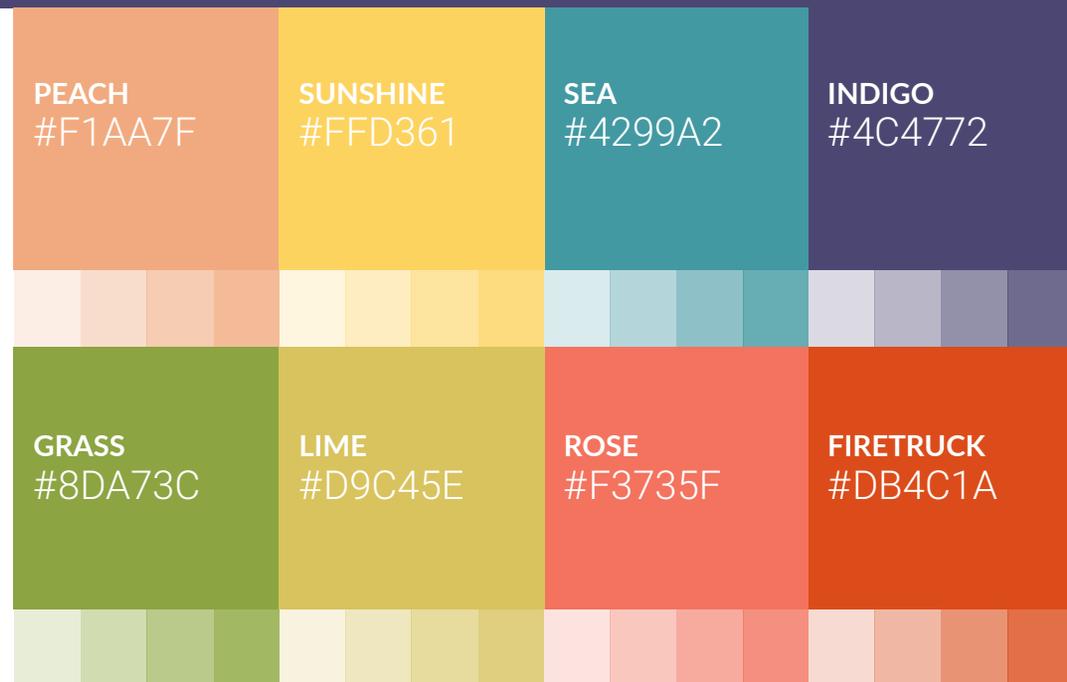
Password: ComfyBrand



Secondary color palette

The secondary palette allows the addition of extra colors to enrich the Comfy visual identity as a whole. Lighter tints of these colors are also allowed.

These colors are complementary to our official colors, and are to be used as supplementary colors in conjunction with our primary color palette. Refrain from using pairings without any teal or orange.



ASPHALT
#3A3A3A

This dark gray value is to be used in typography in place of full black text.



OFF WHITE
#FAFBFC

This value is primarily used on web. It is our lightest gray value with a touch of blue.

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Password: ComfyBrand



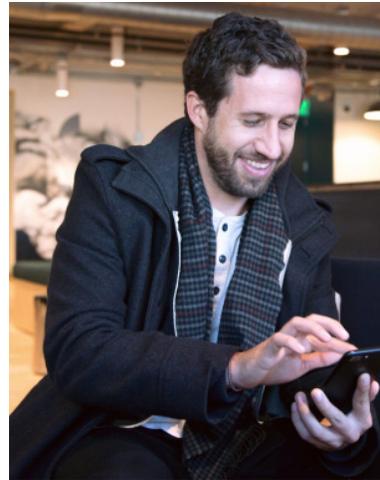
05. The imagery

Comfy lifestyle photos

We offer a pre-approved internal series of lifestyle photographs to represent a day in the life of our users. The imagery helps to reinforce our product experience, values, and creativity. This photo set aims to be relatable, real, authentic, happy, cool, productive, progressive, future minded, aspirational, humble, tech-centered, and contemporary.

Do use these photos for:

Press, social promotion/sharing, assets in articles, and presentations.



For easy access to our logo, colors, fonts, and visual assets, visit our brand board at: <https://www.comfyapp.com/brand-board>

Password: ComfyBrand

Comfy product photography

This suite of product photography offers the Comfy app in real-life context, rooting the product in the workplace, in a fresh and sleek way. Please use the appropriate Temperature, Lighting, or Room Booking photographs when referring to those respective features.

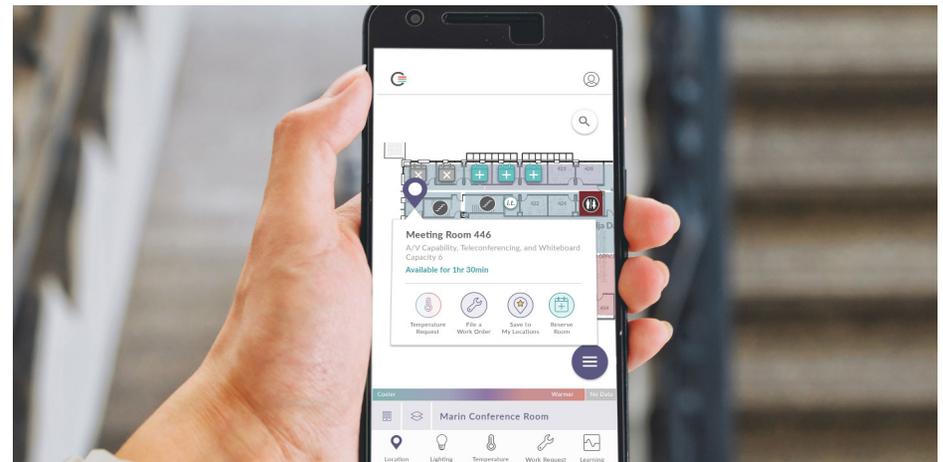
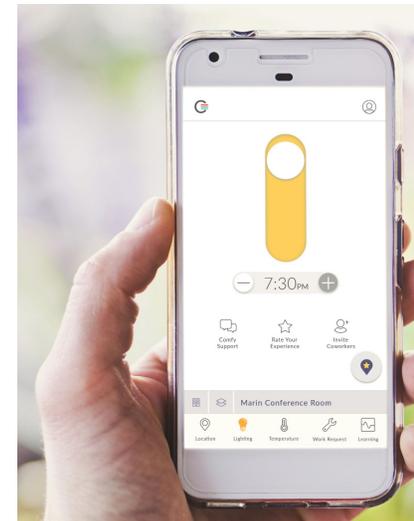
When referring to Comfy's holistic workplace experience app, use the Comfy Workplace Experience App photo. Notably, the temperature feature is our signature screen— when in doubt, we recommend using that screen.

Do use these photos for:

Press, social promotion/sharing, assets in articles, and presentations.

For easy access to our logo, colors, fonts, and visual assets, visit our brand board at: <https://www.comfyapp.com/brand-board>

Password: ComfyBrand



Comfy product renders

When representing the product and user interface—for either the Comfy app or Comfy Insights—in marketing collateral, co-branded material, presentations, or any technical material, please use the product render images, available in a variety of black devices and on a transparent background.

Do use these images for:

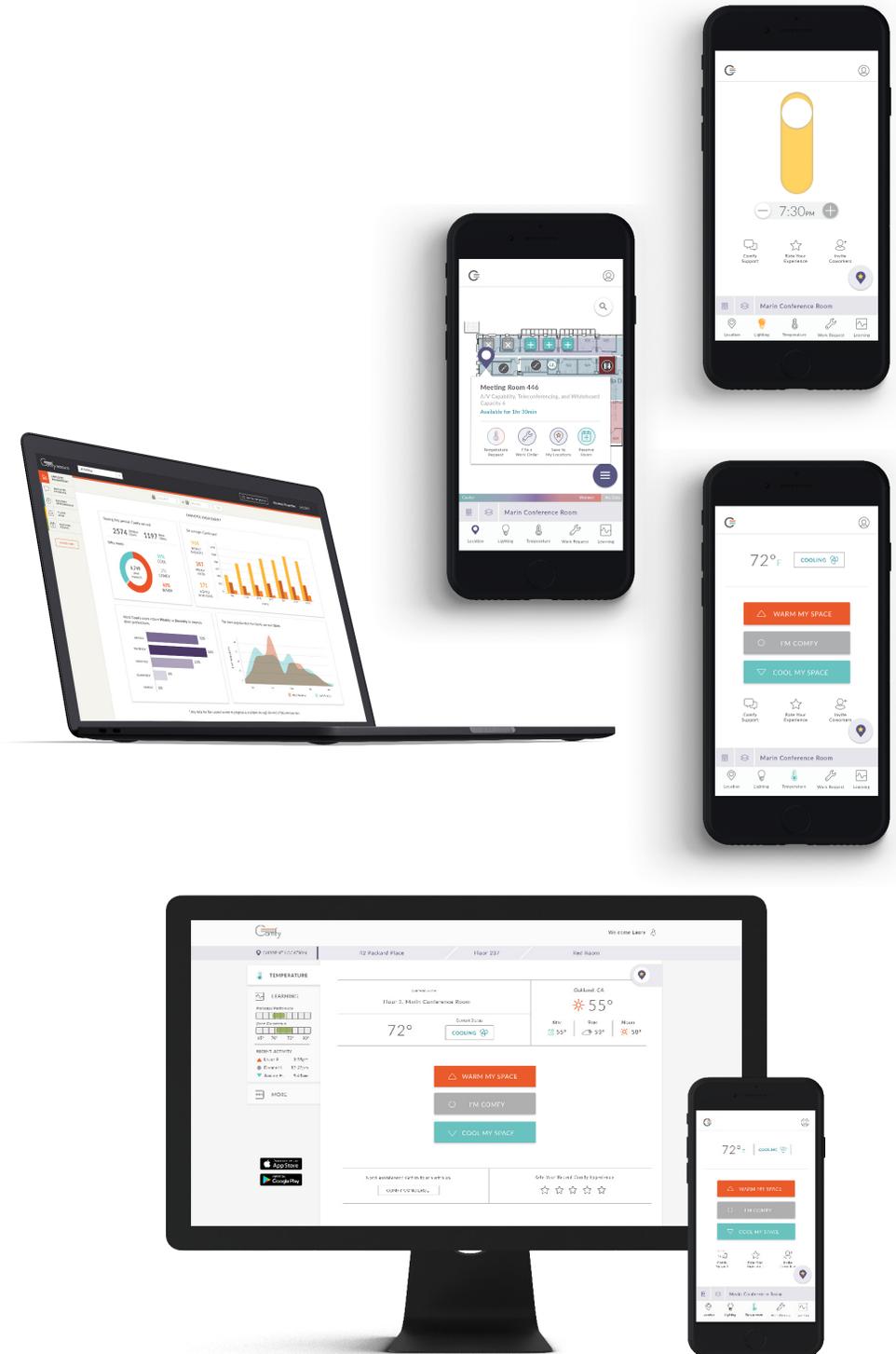
Presentations, co-branded content, marketing materials, partner content.

Do not use these images for:

Social media sharing or press articles. Instead, please use one of our lifestyle photographs (with our product in use) or a product photograph, ensuring the product is visible, in use, and rooted in the context of the workplace.

For easy access to our logo, colors, fonts, and visual assets, visit our brand board at:
<https://www.comfyapp.com/brand-board>

Password: ComfyBrand



Comfy culture photos

At Comfy, we're driven by our passion for creating amazing workplace experiences. **We're engineers, developers, marketers—but we're also musicians, chefs, artists, athletes, activists, and teachers—who bring our unique perspectives and diverse backgrounds to build products that put experience first.** When referring to Comfy culture, company, colleagues, or teams—we use culture photographs to convey our culture and people.

Do use these photos for:

Recruiting efforts, press and social media about our culture, and company presentations.

Do not use these photos for:

References to Comfy products. Instead, please use our Comfy Lifestyle Photography, Comfy Product Photography, or our Comfy Product Renders as applicable.

*Comfy culture photos available upon request.
Email us at info@comfyapp.com*





06. Co-Branding

Comfy + You

We create and provide a suite of pre-designed Comfy branded marketing collateral to help announce and promote Comfy to employees around an office. We want to ensure your team can add your company brand to endorse Comfy, while maintaining consistent representation of the Comfy brand and product. **Our standard suite includes posters, postcards, meeting room stickers and more.**

If you are interested in co-branding this collateral, please refer to this example and coordinate with your Comfy point of contact. If you have a custom design requests, please contact us or refer to these guidelines and assets for proper Comfy brand application.

All co-branded designs must be submitted to the Comfy Marketing team for approval.

**Too Hot?
Too Cold?
Get Comfy!**

Comfy delivers on-demand comfort exactly where and when you need it.

Download on the App Store | GET IT ON Google Play

For desktop access go to my.comfyapp.com

Your Logo Here
Powered by Comfy

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You + Comfy

As a customer, partner, media member, or other, you may be interested in co-branding or applying the Comfy brand or assets to a piece of content you are creating and promoting—that’s great news! **To help create Comfy brand consistency, please refer to our logo, imagery, copy and other guidelines throughout this document.** Whether you are working on a press article, co-branded case study, blog, webpage content, or social media posts, please refer to the next page and our **list of Do’s and Don’ts** for applying Comfy brand and imagery to your platform.

Please refer to these examples and this document, and coordinate with your Comfy point of contact for review and approval.

All co-branded material must be submitted to the Comfy Marketing team for approval.

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Do's and don'ts

Do

- **Do** use the imagery provided on the **Comfy Brand Board**, as prescribed in this document.
- **Do** use the **Comfy Product Renderings** and not our **Comfy Lifestyle Photography** when recreating material.

Do Not

- **Do not** use unapproved photography to represent Comfy.
- **Do not** use unapproved fonts for copy. Please defer to our brand board for access to fonts.
- **Do not** use outdated logos or Comfy imagery found on the internet.
- **Do not** use unapproved colors to represent Comfy.
- **Do not** arrange “Comfy Confetti” in overpowering ways. Please refer to the design— placement should always be sparse and relatively small.

All co-branded material must be submitted to the Comfy Marketing team for approval.



Too Hot? Too Cold? Get Comfy!



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sequiae

 Everyone's favorite
workplace app.



Need help? support@comfyapp.com

A photograph of two men sitting at a desk, looking at a laptop. The man on the left is wearing a grey sweater and is smiling broadly. The man on the right is wearing a blue and white plaid shirt and is also smiling. The laptop is a silver MacBook with the Apple logo visible. The background is a bright, modern office or home workspace with a white shelf holding a potted plant.

07. Checklist

The checklist

Thank you for taking a look at our guidelines. Before you go, make sure you have everything you need. **If we did not cover something you need, please reach out to the Comfy Marketing Team and we can assist you.**

For easy access to our logo, colors, fonts, and visual assets, visit our brand board at:
<https://www.comfyapp.com/brand-board>

Password: ComfyBrand



01 THE LOGO

Only use approved versions of the logo. Please check that you have respected the minimum size and exclusion zone requirements. The logo should not appear on color backgrounds without being reversed out.



02 COLOR

Please make sure that only our approved primary and secondary colors are used.



03 TYPOGRAPHY

Use the font Montserrat for all top headings. For body text and smaller headings use font Lato. Both fonts are also available for web.



04 IMAGERY

Use the appropriate photo set for your situation. Please read and follow the rules accordingly!

Thank you!



1504 Franklin St.
Oakland, CA 94612

info@comfyapp.com
www.comfyapp.com