Brand Guidelines

Updated February 2026



What is Nift?

Nift introduces new products and services — from music, jewelry, and wine delivery, to restaurants and bars — to prospective customers as a thoughtful “thank-you” gift.

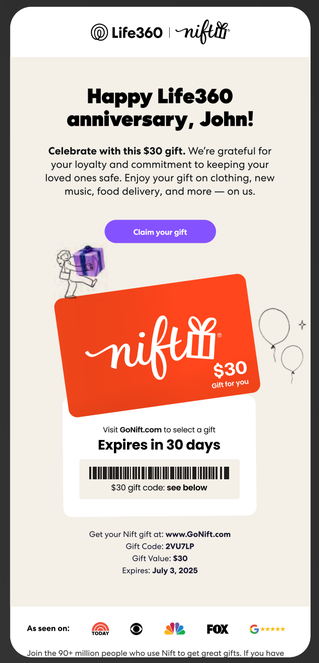


Over 100M people use Nift to discover and try something new

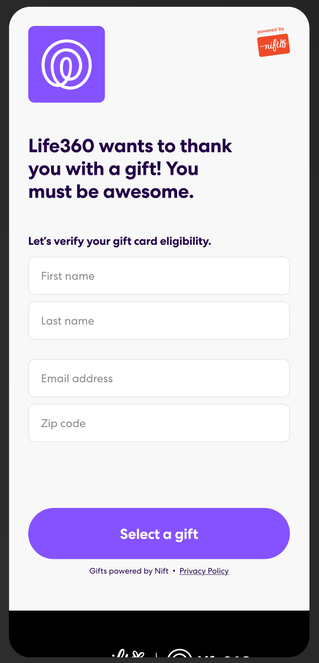
As an alternative to annoying ads, businesses give Nift gifts to create moments of joy and drive meaningful revenue, while introducing new products and services to their best customers.

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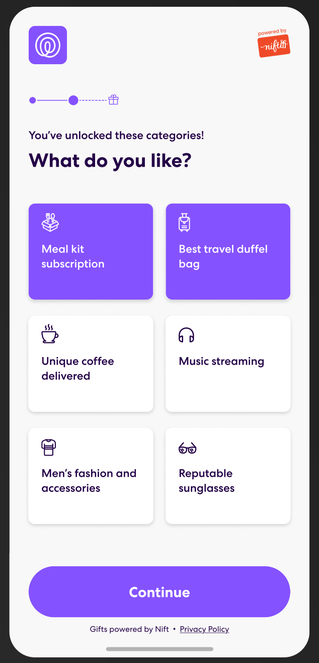
Consumer experience



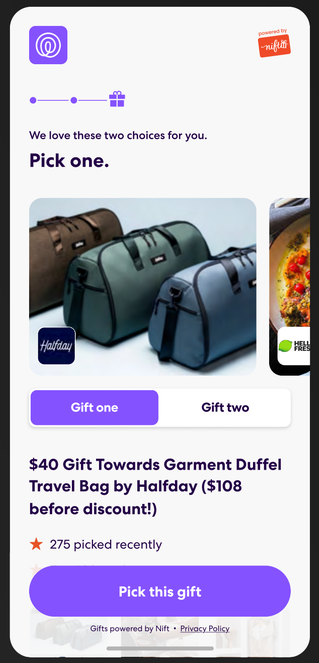
Anniversary email sent by Nift Partner



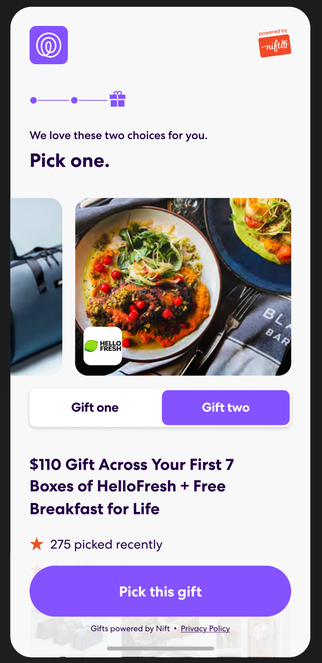
Co-branded welcome screen on GoNift.com



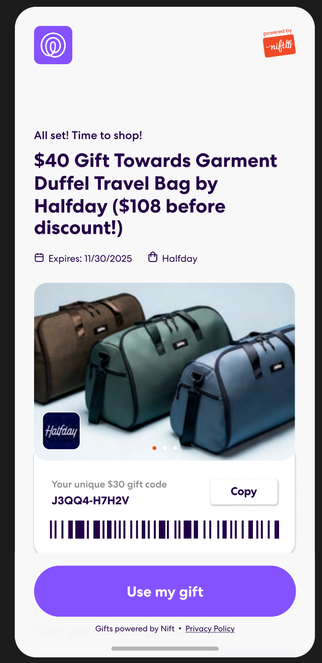
Gift Categories (select at least two)



Gift option one of two



Gift option two of two



Selected gift usage instructions

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Voice

Sincere

We strive to come across as credible and believable. It’s about building trust.

We believe in authentic experiences. Don’t be fake or promotional. Avoid false enthusiasm and superlatives. Be honest and down-to-earth. Let the math and the stats do the talking.

Optimistic

Nift believes in what’s good about the world. Spread positivity. Don’t be derogatory or sarcastic. Say thank you. Be grateful. Highlight hopeful outcomes.

Joyfully human

We are real people—positive and fun. We keep content conversational, but we never let our personality overwhelm. We write with a smile and add surprise and delight when the moment is right, without being overtly cheeky.

Respectful

Clear, simple. Low jargon. Direct. Accessible. Concise.

We respect our readers, their time and their intelligence. We answer questions before they’re asked, and don’t get in the way of their actions. We are intentional and thoughtful with every word.

Collaborative

We like partnership and teamwork. We use inclusive language, seek input and feedback, and celebrate collective efforts.

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Logo Guidelines

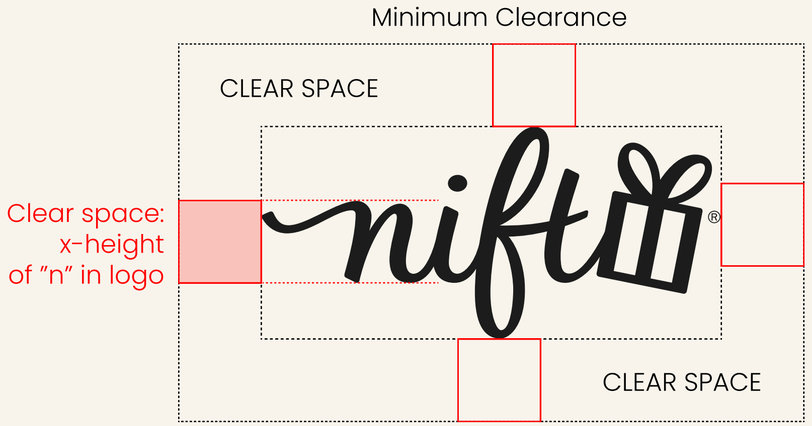
Our primary logo is the script Nift word-mark with gift script, set in Nift Black (hex#: 1D1D1D) .



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Primary logo

Nift is a registered trademark. Use of the word Nift should include an ® on first mention, either in copy or as part of a Nift logo appearing on the page.

When used in text, Nift should always be capitalized. It serves as both the name of the company and our product (i.e. Nift Networks, Nift gift or Nift gift card).

Minimum size

Minimum size is 150 pixels wide in JPG or PNG pixel formats. Smaller sizes affect readability due to pixelation.

Minimum size can be smaller in SVG or EPS vector formats, but must not be smaller than 75 pixels wide.

Clear space

The minimum clearance around the Nift logo equals the height of the "n" in the Nift logo.

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Nift logo

We use our distinctive wordmark logo in a consistent way across our channels.



Black logo on
light backgrounds



White logo on
orange background



White logo on
dark backgrounds

Nift logo misuse

For consistency and credibility, Nift logo shouldn’t be altered in any way.



Don’t alter logo color



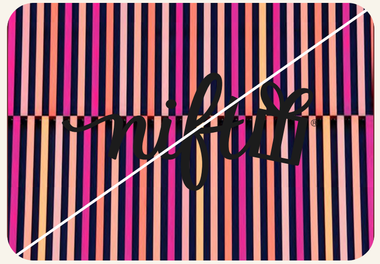
Don’t rotate logo



Don’t alter logo



Ensure logo meets ADA
contrast requirements

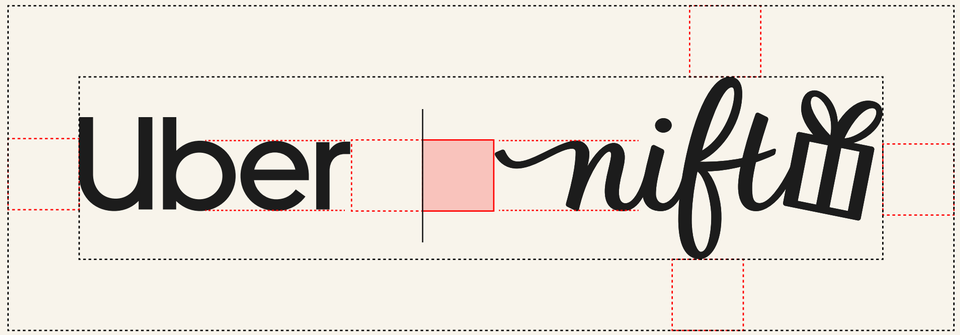


Don’t use logo over complex
imagery/backgrounds

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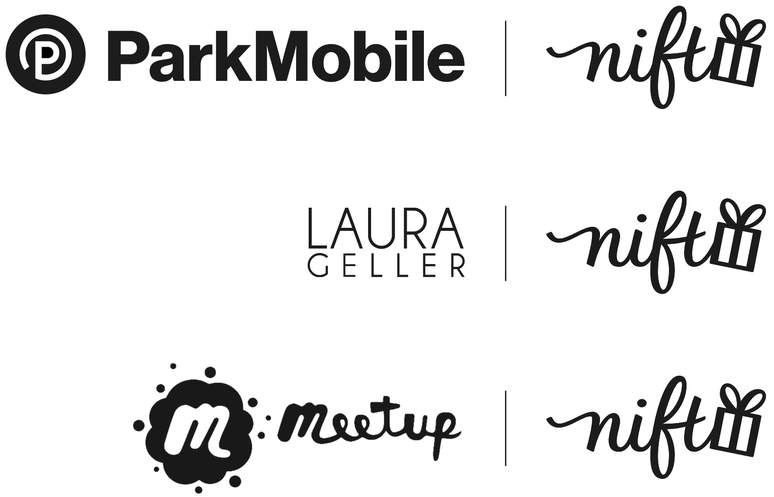
Partnerships

Nift works with many brilliant brands. Our logo can be used to help showcase these partnerships.



Clear space: x-height of ”n” in Nift logo
Partner logo size: x-height alignment with Nift

Examples



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Gift Card

Complete Nift gift cards, inclusive of a card back with barcode, gift code, and expiration date, are used in all partner communications.

Please Note: The $30 Nift Gift card is not the Nift logo and should not be used as such.



Gift card front



Gift card front and back
used in emails only

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Gift Card misuse

For consistency and credibility, Nift gift cards shouldn’t be altered in any way.



Don’t alter colors



Don’t alter fonts



Don’t stretch, squeeze or rotate card





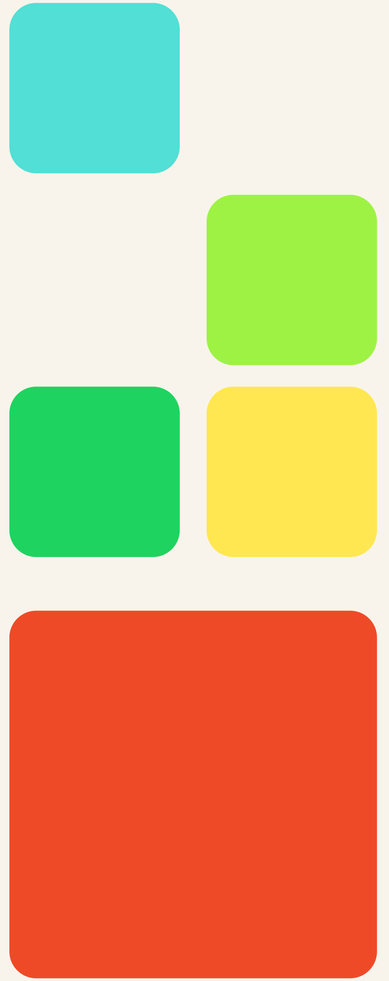


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Color

Our product experience is designed on a white background. Our marketing and sales materials often sit on beige backgrounds for a warm and approachable feel.





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Primary Color



Orange
Hex #F04B28
Pantone 166C
RGB: 240, 75, 40

Secondary Colors



Green
Hex #1FD461
Pantone 7479C
RGB: 31, 212, 97



Lime Green
Hex #9EF344
Pantone 367C
RGB: 158, 243, 68

Yellow
Hex #FFE753
Pantone 113C
RGB: 255, 231, 83



Aqua
Hex #53DFD6
Pantone 3242C
RGB: 83, 223, 214



Blue
Hex #017EFC
Pantone 2727C
RGB: 126, 252, 100



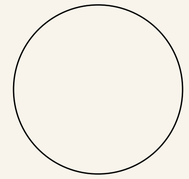
Purple
Hex #7D5DE4
Pantone 2665C
RGB: 125, 93, 228



Red
Hex #C70002
Pantone 186C
RGB: 199, 0, 2



Pink
Hex #FE6480
Pantone 177C
RGB: 254, 100, 128



Beige
Hex #F8F4EC
Pantone 9161C
RGB: 248, 244, 236



Gray
Hex #6E6E6E
Pantone 424C
RGB: 110, 110, 110



Black
Hex #1D1D1D
Pantone 419C
RGB: 29, 29, 29

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Typography

Our primary font is Poppins. We use it in the following weights with Hex #1D1D1D. We use sentence case to be inviting, friendly and accessible.

Our body copy shouldn’t be smaller than 16px (digital) / 9pt (print).

Poppins Regular
ABCabc123

Poppins Medium
ABCabc123

Poppins SemiBold
ABCabc123

Poppins Bold
ABCabc123

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Headlines

Our headlines are big and bold

Typeface: Poppins Bold, in sentence case.
Leading: 110-120%
Tracking: 0%

Supporting and body copy

We use this weight to support (regular)

We use this weight to support (medium)

We use this weight to support (semibold)

Typeface: Poppins Regular, Medium or Semibold in sentence case.
Leading: 140-150%
Tracking: 0%

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Global Buttons

Button shape and size specs

Button Type size: 27% of button height - vertically centered
Button Width: Type point size X2 from edge of type to edge of button
Corner radius: 13% of the pixel height of the button

Standard web button size:

Choose your gift

Button height: 60px
Button Type size: 16pt (height X 0.27)
Button Width: 32pt from edge of button type (type size X 2)
Corner radius: 8px (height X 0.13)

Button color & type specs

Primary Button colors:
Button color: Nift Orange (Hex#F04B28)
Button text color: White (Hex#FFFFFF)
Button type: Poppins Bold
Button Type case: Sentence case

Hover color: Hex##D14021
Hover text color: White (Hex#FFFFFF)

Choose your gift

Choose your gift

Secondary Button colors:
Button color: White (Hex#FFFFFF)
Button text color: Nift Black (Hex#1D1D1D)
Button type: Poppins Bold
Button Type case: Sentence case

Hover color: Nift Black (Hex#1D1D1D)
Hover text color: White (Hex#FFFFFF)

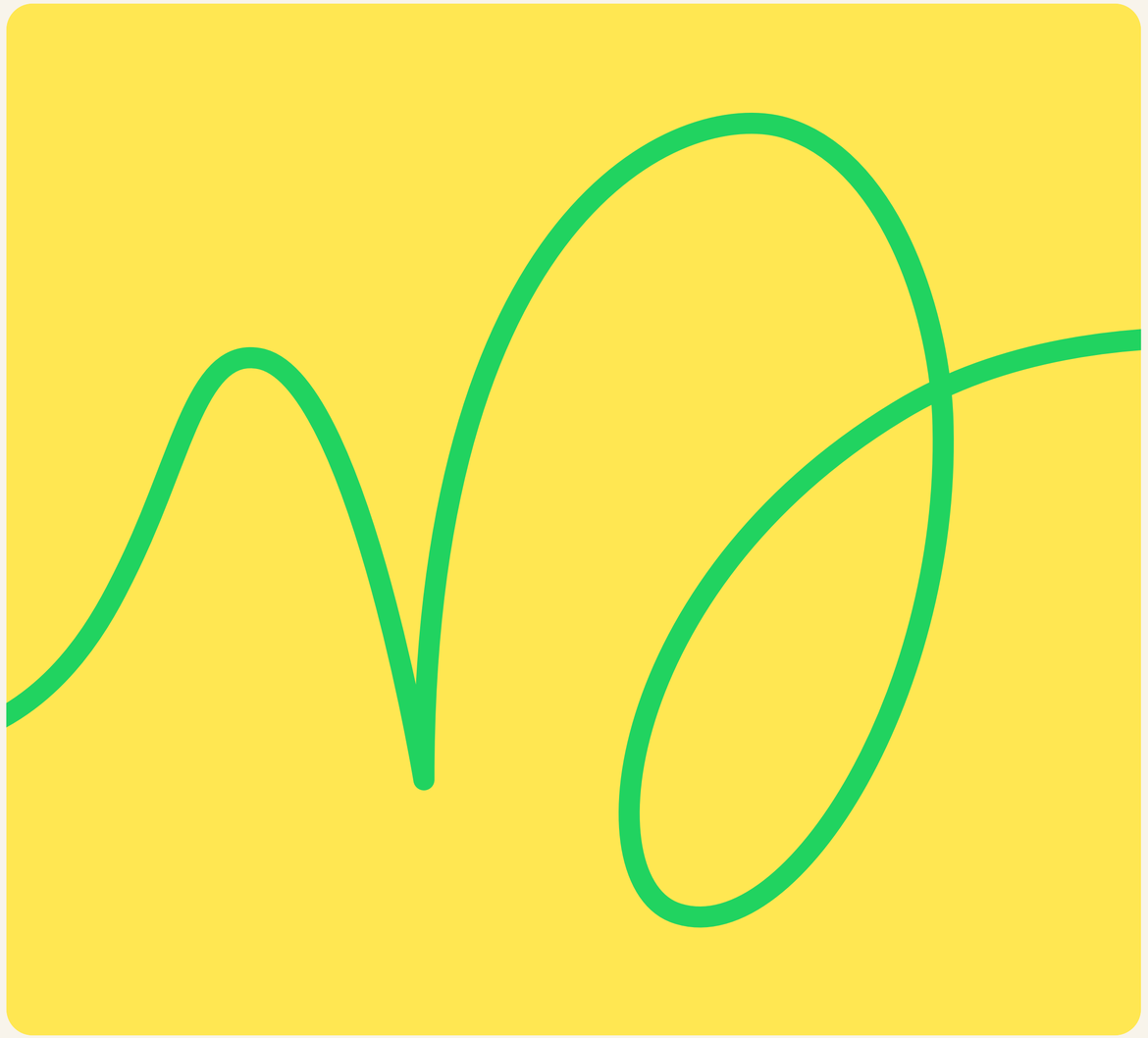
Choose your gift

Choose your gift

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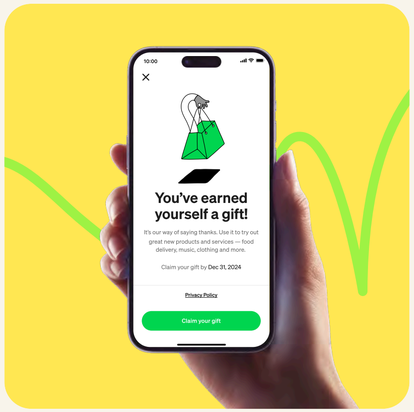
Secondary Elements

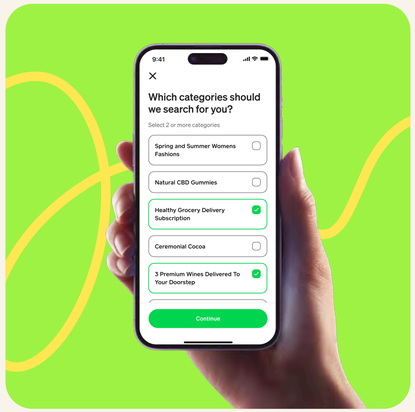
The ribbon graphic is a secondary element used to represent connection and joy.



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Ribbon graphic examples







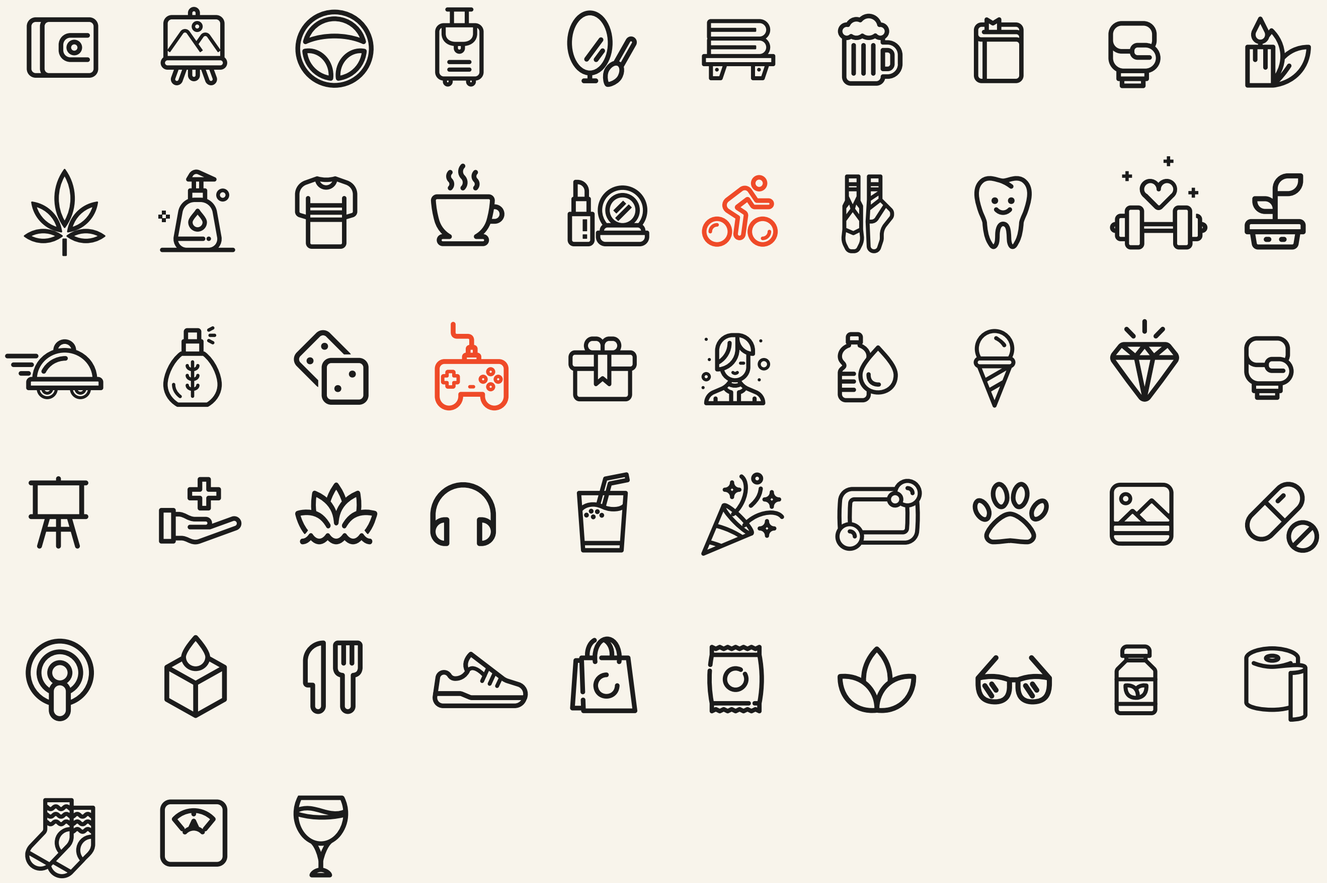




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Icono-graphy

Clean
Modern
Focused
Delightful
Comprehensive



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Photo-graphy

Authentic
Life-inspired
Subject-focused
Subtly colorful
Not staged, but not amateur either









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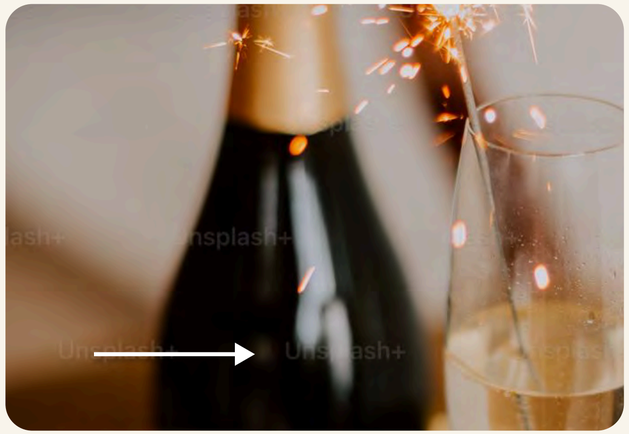
Avoid

Unnatural poses
Overly staged stock photography
AI-generated image errors
Stretched or squished shots
Visibly manipulated images
Muted or low opacity imagery
Outdated fashion
Headless bodies
Concept images
Watermarks
Trademarked logos

Please Note: Avoid depictions of alcohol in all advertising and marketing materials.



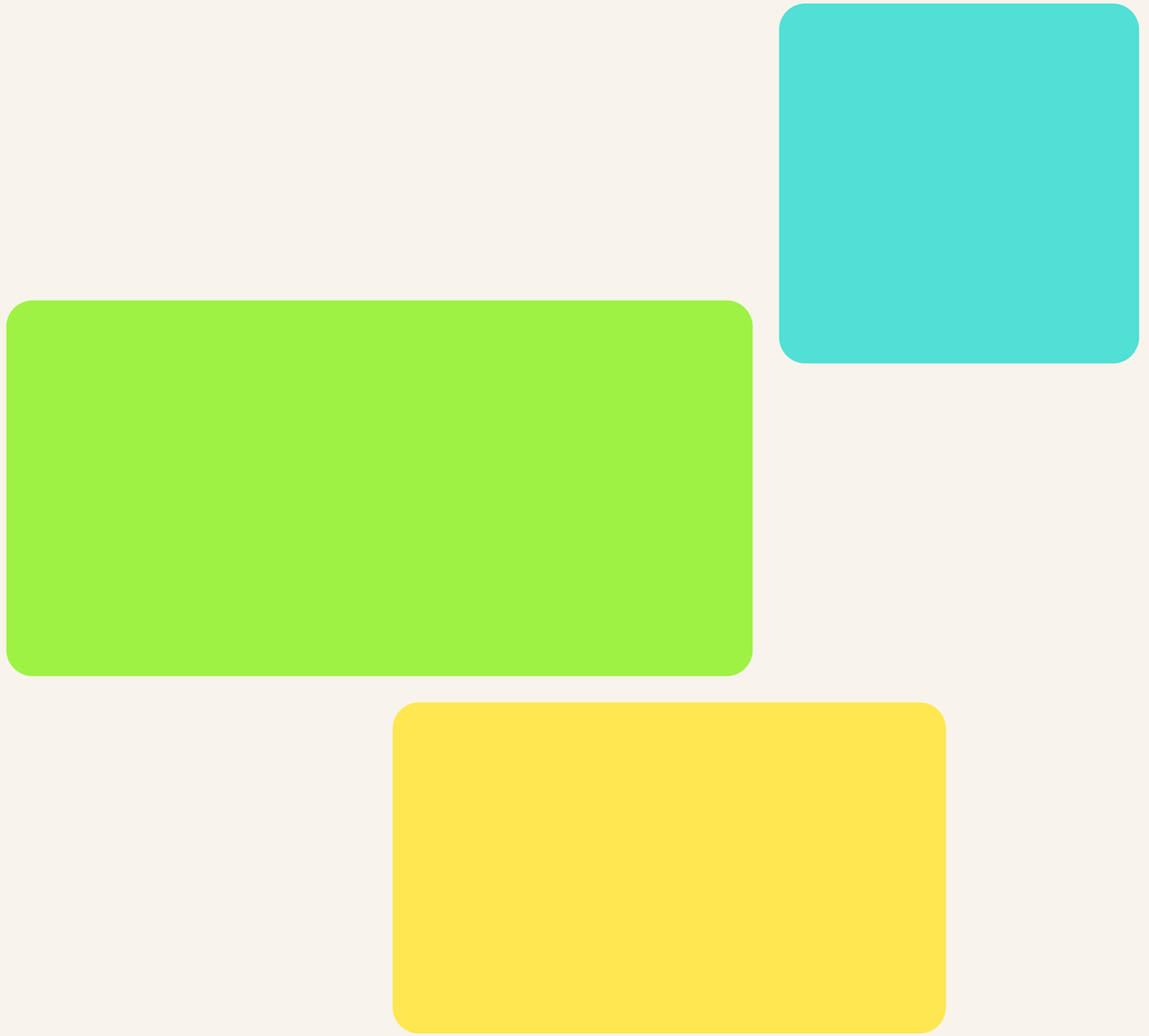


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Containers

Images may be presented in squares or rectangles with rounded corners.



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Thank you | nifti