Our Mission

At Checkout 51 our mission is to help millions of families save money, and use their purchase data to revolutionize marketing.

We partner with the world’s leading brands to provide our members the right offers at the right time, all while gathering real-time data to help brands better serve their customers.
Our Values

Checkout 51’s brand values serve as the core influence of everything we do from internal activities to external offers and advertisements.

Through the use of our brand values, as the pillars on which our communications are built, we ensure that everything we create has a clear and consistent message.

User First
We build experiences and products around the users’ needs.

Inspiring
We inspire extraordinary actions from our users, brands and team members.

Fun
We aim to make saving money fun, and shed the stigma of regular couponing.

Valuable
We create content that generates value to users, brands and team members.

Simple
We make our communications and technology understandable to all users.

Contemporary
We keep current in the ways we communicate and the technology we create.
Voice & Tone

The Checkout 51 voice is informal, approachable, relevant and, at times, a little cheeky. Copy should read as if a real person is saying it. Avoid technical jargon.

Ad copy should be emotionally relatable and should not come across as overly “sales-y” as people have become more ad conscious and this type of communication can be received as disingenuous.

We often aim for funny, witty or edgy (without being vulgar) headlines, as they grab people’s attention and help break the ice when introducing someone to a new technology.

All CTA’s should begin with an action word.

Keep your receipt, it owes you money.

Bring home the bacon, along with your bacon.
Buy groceries.
Earn cash back.
Photography

In all Checkout 51 communications we use clean, bright photography that evokes an inviting feeling and the sense that we are genuine.

• Photos should depict realistic scenes that will help customers relate Checkout 51 to aspects of their particular life and reinforce ways that make these aspects more enjoyable for them.

• Avoid photos that are overly produced and, if there are people in the photo, they should not seem posed or be looking directly into the camera.

• When people appear in photos, relatable usually means favoring families but this does not mean featuring others is off limits.

• Food photography should feature products that are appetizing and presented in a natural way that highlights the aesthetic qualities of the particular item.

If at all possible aim to use photos that feature a splash of Checkout 51 brand colors.
Illustrations

In some specific cases, illustrations work better than photography to add a more whimsical feel to a piece of creative. In order to achieve this feel, we employ a simple, semi-flat style (free of gradients and feathering) that has subtle shadowing.

- Shadows should be made by using black set to 10% opacity on a given side of an object. You can decide which side, but ensure shadows are consistent across objects in a given illustration.

Where possible, model product illustrations after brands we offer or have offered.
Our Logo

The primary logo is used whenever possible. In rare cases where spacing does not allow for proper application of the logo we can use the stripped down secondary icon.

- The clear space on all sides of the logo and icon should be equal to the height of the “k” for maximum legibility and impact.

- Use the minimum sizing guidelines for both print and digital formats to ensure that the logo or icon is always legible.
Logo Usage

Depending on the experience in which the logo appears, there are a variety of treatments that should be applied to ensure the logo is legible and stands out.

- On white or light colored backgrounds we use the standard green logo. This is the ideal experience for our brand.

- On colored/dark backgrounds, where there is enough contrast, we use the full white logo.

- The white logo can also be overlayed on an image as long as there is enough contrast and legibility is not compromised.

- When there is no other option the Checkout 51 logo can appear in black.

Do not alter the logo in any way including adding effects, changing colors or re-arranging its elements.
Lockups

The Checkout 51 logo and store badge lockups serve as the main call to action on pieces of communication that don’t have click through capabilities (generally print—but some digital assets apply). There are 2 main types of lockups, with and without a URL, which can be used at your discretion.

- Provided there is sufficient space, use “Get the app” as a CTA.
- Use the lockup orientation that best suits the space in your particular layout.
- Ensure that the App Store and Google Play badges remain legible as they are the only “next step” information a user has on these types of communication.

Swap in appropriate app store badges when creating lockups in other languages.
Partnerships

When the Checkout 51 logo is paired with a partner logo, its placement changes based on the type of partnership.

• In partnership situations, the logos should maintain the same visual weight.

• Use the logo stacking orientation that best suits your layout.

Separate the logos by a vertical bar (0.5pt stroke, the height of the circle), and maintain the minimum “k” clear space around both logos.
Our Typeface

Our brand typeface is Avenir LT Pro and should be used for copy whenever possible.

- Avenir Light is used for headlines.
- Avenir Heavy is used for subheaders or, in some instances, can appear as the main headline with Avenir Roman body copy.
- Avenir Roman is used for any supporting text and body copy.

Any type that appears in 16pt or larger should be set to -25 tracking.

Avenir Light with Black subheader

**Avenir Heavy subheader is here**

Avenir Roman is the body copy here it could take up only 1 line but this time it’s going to take 2—whatever the content calls for.

Avenir Light with no Subheader

The rest of the copy is set in Avenir Roman and if there is enough of it, sometimes, it will occupy 2 lines like it does here.

Avenir Heavy as Header

This is the body copy, once again, set in Avenir Roman and it happens to be taking up a couple lines again.
Our Colors

Our colors are light, energizing and expressive; bringing a strong sense of freedom and positivity when using our products.

- All 3 colors in the secondary color palette serve as a means to highlight and draw attention to important information by contrasting with the primary color palette.

None of our colors should vary but can be used tonally, by adding white or black, to compliment a design.
Animation

Animations should feel bouncy, playful and informal; think of the way a firm water balloon moves in real life. To achieve this feel employ a technique called “overshoot” where an object slightly overshoots its final size or position before coming back to its final value.

Additionally, you should never feel like you are waiting for an animation to complete.

-Animations should feel fluid and natural; work at 30 FPS and ease-in/ease-out of all animations. Movement appears more natural when acceleration and deceleration are asymmetrical, to capture this, create speed arcs that execute slightly quicker on the front half and are a little bit slower on the end half.

- Avoid animating opacity. To introduce new objects to the screen, have them animate in from outside of the frame or have them scale up from 0%, ensuring that the anchor point is centered within the given object. The same techniques should be applied for objects leaving the frame.
The Appscreens

Appscreens are great assets to use when you want to give context to a piece of communication without needing to explicitly state something. They quickly convey what Checkout 51 is and the world in which it lives.

- Appscreens should always be up to date with current app designs. They serve as a seamless visual point of reference for users coming from a piece of advertising or communication to opening the app on their phone.

- Offers that appear on the offer list screen should reflect the environment in the ad as closely as possible in order to make the piece feel cohesive as a whole.

When a phone is present in any piece of communication we use a white phone as it is most in line with our bright and clean imagery.
Thanks

That’s it! If you’re ever in doubt just refer back to this document or, for more in depth clarification, contact us (design@checkout51.com) with any questions you might have.

To the right is a quick checklist you can use to check against your asset. This checklist is by no means exhaustive, but serves to cover the most common elements that you might be dealing with.

Logo
☐ You are using the correct logo
☐ You are following clear-space rules
☐ The logo legible in size and color

Color
☐ Checkout Green is the hero color of the asset
☐ You are using Checkout Grey instead of black
☐ The secondary color palette (if used) has been applied appropriately

App Store Badges
☐ You are using most current badges
☐ The badges are in the correct language

Typography
☐ You are using Avenir Regular, Light or Black
☐ Type larger than 16pts set to -25 tracking
☐ Avenir Roman is used only as body copy

Photography
☐ Photos seem real/unposed
☐ The depicted scenes seem relatable
☐ Food photography appears well-lit and seem appetizing

Copy Basics
☐ The copy is free of technical jargon
☐ Copy reads like a real person is saying it
☐ There is a clear CTA that begins with an action word

Phones and Appscreens
☐ Appscreens are up-to-date
☐ White phone mockups are being used
☐ The content on the phone screen relates to the imagery/copy in the asset