Keyroom

Brand guide

Logo, colors, type and the rules for using them. Keyroom builds members' clubs on every member's phone for wineries, golf clubs, teams, brokerages, investor groups and local businesses.

Keyroom is a PureWager Group company.
November 2026

Logo







VERSIONS

- Horizontal logo is the default
- Stacked logo for square spaces
- Key mark alone for app icons, avatars and favicons
- Green on light grounds, cream on green, white or black when color is not available

SPACE AND SIZE

- Keep clear space around the logo equal to the height of the key's ring
- Horizontal logo no smaller than 1 in or 100 px wide
- Key mark no smaller than 16 px

DO NOT

- Retype "Keyroom" in another font. Use the logo files
- Stretch, rotate, outline or add shadows
- Put the logo on busy photos
- Change the key's shape or put it in a circle

Color

Keyroom Green
#1E4B3D
Primary. Backgrounds, logo, buttons

Deep Green
#163A2F
Membership card, dark panels

Cream
#F4EFE4
Light grounds, logo on green

Ink
#18201C
Body text on cream

Brass
#B8975A
Card engraving and labels. Accents only

Light Brass
#D9BE85
Accent text on green

Type

Libre Franklin

Headlines in ExtraBold 800 with tight letter spacing. Body text in Regular 400. Labels in SemiBold 600, uppercase with wide spacing.

Fraunces

Only for the membership card: club name, member name and the member number. Not for headlines or body text.

Both fonts are free under the SIL Open Font License. Web files are in the type folder. Desktop versions are on Google Fonts.

The membership card



The engraved card is the signature of every Keyroom club and the default design in every version. Each member gets a number. The club's name goes top left, the number top right, and the key bottom right in brass.

PUREWAGER GROUP

Every piece of Keyroom material says Keyroom is a PureWager Group company, using the real PureWager Group mark on its yellow field. Use the endorsement files, never a redrawn mark.

Keyroom | A PureWager Group company

Writing and rules

VOICE

- Plain and direct, like a busy owner talking to another owner
- Short sentences. No em dashes
- American English spelling
- Talk about the member's phone, the numbered card and the club's own name

ALWAYS INCLUDE

- "Keyroom is a PureWager Group company."
- On sales material: "Keyroom is a product of PureWager Group LLC, a technology company."
- Where points appear: points are never exchanged for alcohol

KEEP OFF SOCIAL POSTS

- Prices and setup fees
- Anything about raising money or securities
- Client names, unless the client has agreed
- Native apps are an add-on that needs Apple and Google approval. Do not promise them inside four weeks

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