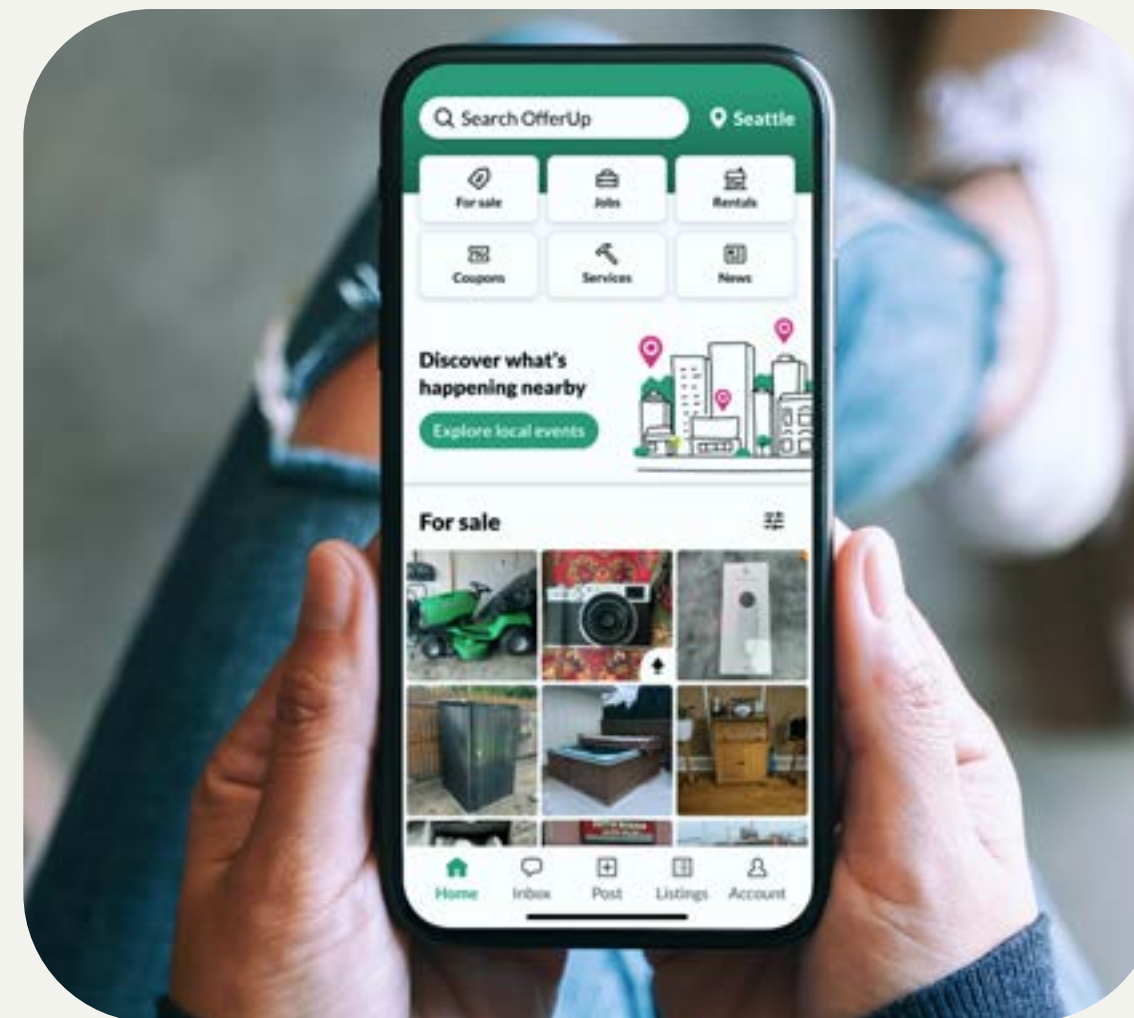


# OfferUp

## BRAND GUIDELINES



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# Brand Overview

Who we are

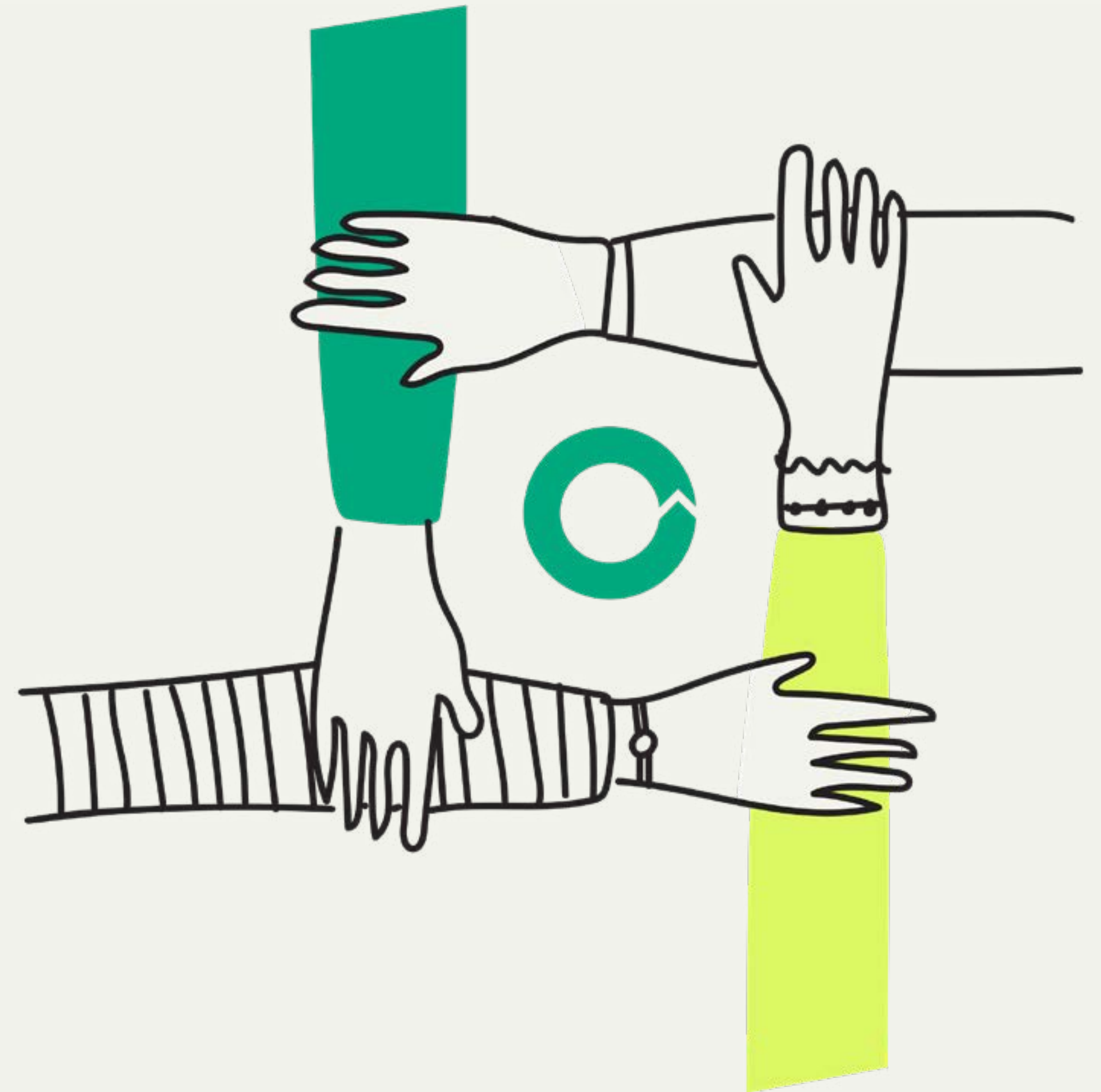
## BRAND OVERVIEW

# Meet OfferUp

While first and foremost a mobile app, OfferUp is so much more than that: we're the home of local commerce and connection. We connect more than 150 million local buyers, sellers, businesses, and job-seekers in communities across the U.S.

We're here for the amazing deals, the unexpected finds, the new connections, and all the wins that move life forward. We're here to help people get more from wherever they are. We stay focused on locality at OfferUp: a place where people come together to enjoy a sense of local belonging and community. There are wondrous things to buy or sell, people who can help with projects, great conversations, cool events, and important bits of local news, all in one place.

OfferUp tips the scales back towards local and gives people the power to tap into more of the value that's closer to home. How we do it? By making it easy for people to come together to get more of what they need, *right where they are*.





## BRAND OVERVIEW

# Core values

### Our mission

Our mission at OfferUp is to build the largest, simplest, most trustworthy local marketplace.

### Our vision

Our vision is to positively impact lives, local communities, and the Earth, one connection at a time.

### Our DNA

Driven, Neighborly, and Adaptable reflect the essence of who we are – we use them, talk about them, and aspire to be good at them. They guide how we build our products, how we relate to each other in meetings, and how we do our work. If there is ever a question about how we do things at OfferUp, these values are the answer.

## BRAND OVERVIEW

# Our audience is everyone

At OfferUp, our audience is the parents and caregivers looking for easy upcycling. The bargain shoppers who pursue good quality at great prices. The upgraders and optimizers on the hunt for the next thing. The deal hunters who know value when they see it. The trendsetters seeking out great decor, fashion, deals and gigs that leave a mark. They are the downsizers and simplifiers who want quality things to live on. The side giggers, flippers, and pro sellers who build livelihoods with the help of the items they sell. The entrepreneurs and business owners searching for new a competitive edge.

They are united by an intention—to find the resources they need to move their lives forward.

With resilience and resourcefulness, they share a hopeful quest for new ways to thrive in a world that demands more from them.



# Voice & Tone

What we say, and how we say it

# Foundations

Since our broadest audience is everyone, we take care to speak clearly and respectfully: we use words and concepts that are easy for anyone to understand. To us, every word matters. Consequently, we focus on three little rules of engagement that can have a big influence on outcomes:



## 1 We focus on solutions, not problems.

People expect a great experience on OfferUp, or they wouldn't be here. When we see those great experiences happen, we celebrate them. When something doesn't go as planned, we jump into action to get things back on track.

## 2 We believe people are essentially good.

We act on the belief that when people are given the right tools, examples, and education, they will strive to do the right thing. That's why at every opportunity, we support good intentions, reward good actions, and celebrate great outcomes.

## 3 We love meeting people where they live.

When we communicate with people, we do our best to speak in a way that feels relevant, relatable, and personal. Without compromising who we are, we make sure our language fits the situation.

## VOICE & TONE GUIDELINES

# Variations

A consistent brand voice builds trust in OfferUp and is thus an essential part of our brand guidelines. The OfferUp brand voice is the sum of every piece of copy users see: over time and across different kinds of interactions. While our voice will remain relatively static, the tone can vary from practical to expressive depending on the content's intended audience.

For example, in a spring cleaning services email, we might say something fun in the headline, like: *"Spring into a cleaner home & yard"*

However, in a piece of content explaining how the marketplace works, a more practical tone of voice would be more appropriate.

Practical

Expressive

**Practical**

- *"Click here to download the app"*
- *"Use the in-app messenger to safely chat and arrange meetups"*

**Balanced**

- *"The simplest, most trusted way to buy and sell locally"*
- *"A better world begins with a better place to buy"*

**Expressive**

- *"Boxes can't invite you to a mom group, but Cassidy who sold you a stroller on OfferUp can"*
- *"Buckle up for a faster posting experience"*

# Personality traits

## Empowering

✔ OfferUp is...  
confident, decisive, reliable

✘ OfferUp is not...  
coddling, simplistic,  
condescending

## Vibrant

✔ OfferUp is...  
fun, light-hearted, witty

✘ OfferUp is not...  
manic, eccentric, abstract

## Approachable

✔ OfferUp is...  
welcoming, friendly, kind

✘ OfferUp is not...  
mushy, sarcastic, negative

## Grounded

✔ OfferUp is...  
authentic, helpful,  
conversational

✘ OfferUp is not...  
extra, random, whimsical

## VOICE & TONE GUIDELINES

# Style & grammar

Avoid ending headlines with a period



DO

Celebrate Earth Day  
with OfferUp



DON'T

Celebrate Earth Day  
with OfferUp.

Always use sentence case: never title case



DO

Spring into a cleaner home



DON'T

Spring Into A Cleaner Home

## VOICE & TONE GUIDELINES

# Style & grammar

Use punctuation and emojis only when they add meaningful emphasis



DO

Welcome to OfferUp!



DON'T

Welcome to OfferUp!!!! :)

Use contractions when appropriate, but avoid awkward or clumsy ones



DO

We wouldn't do that



DON'T

We **wouldn't've** done that

## VOICE & TONE GUIDELINES

# Style & grammar

### Utilize the oxford comma

✔ DO

You, your friends, and family

✘ DON'T

You, your friends and family

### Profanity is a no-go

✔ DO

It's about to get real

✘ DON'T

Sh\*t's about to get real

## VOICE & TONE GUIDELINES

# Style & grammar

Avoid slang, jargon, or acronyms that not everyone would know

✔ DO

Hello, OfferUp community

✘ DON'T

What's up, **Fam**?

Avoid telling someone they can't do something

✔ DO

We ask that all community members speak respectfully

✘ DON'T

**Please don't talk like that on our platform**

## VOICE & TONE GUIDELINES

# Style & grammar

Avoid language that assumes malice or ill intent, like “deceptive” or “untrustworthy”



DO

Research items before buying



DON'T

Sellers may be **dishonest** in their listings

Steer clear of absolutes, like “always” and “never,” which can feel judge-y



DO

Communicate exclusively within the OfferUp app



DON'T

**Never** give out your personal phone number

# Design

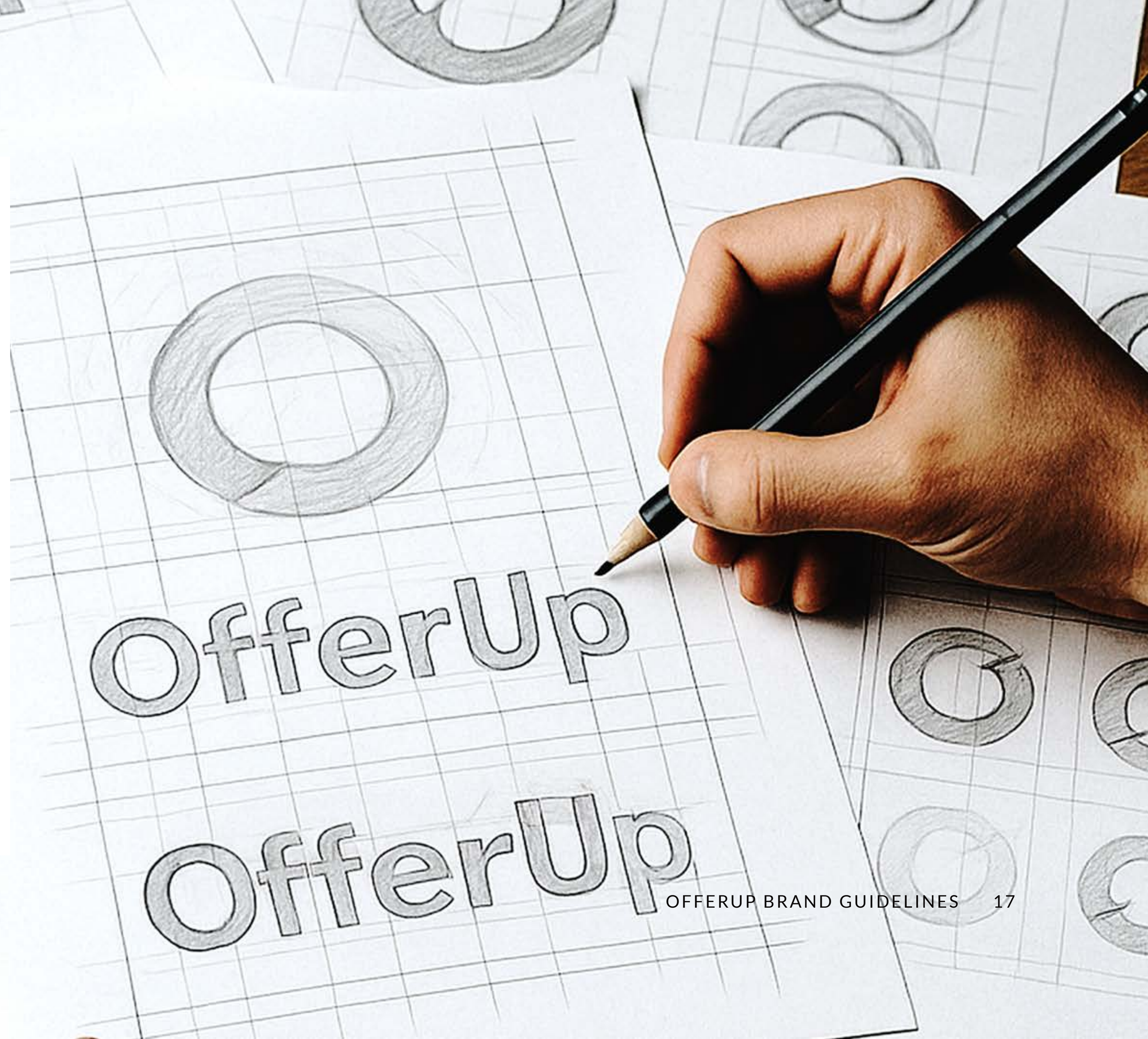
What we look like

## DESIGN GUIDELINES

# Brand marks

For more than a decade, OfferUp has championed the discovery of more good things closer to home. As we expand what we offer to our community of users, we stay rooted to the same enduring commitment: to celebrate the power of local and bring people together to find more of what they need, right where they are.

The OfferUp wordmark and flywheel icon are the cornerstones of our brand identity, embodying the neighborly ethos and conscientious connectedness that define our community. Together, these elements represent the enduring spirit of OfferUp—a place where everything good begins right where you are and resounds continuously to the benefit of all.



## DESIGN GUIDELINES

# Logo

The custom type of our wordmark radiates warmth and approachability, with its friendly, rounded letterforms echoing the contours of our flywheel icon. Designed to be simple, modern, and memorable, the uppercase “U” carries deliberate significance: it highlights “Up,” the action we champion as we help people and communities rise, thrive, and connect.

The image shows the wordmark "OfferUp" in a bold, rounded, green sans-serif typeface. The letters are thick and have a friendly, approachable feel. The "U" is notably tall and rounded, emphasizing the "Up" part of the brand name.

## DESIGN GUIDELINES

# Colorways

The logotype can be used in one of three colorways: Brand Primary, white, or black. Ensure accessibility of the logo meets WCAG AAA standards.

The word "OfferUp" is displayed in a bold, rounded sans-serif font. The letters are a vibrant teal color, which is the brand's primary color. The "O" is significantly larger than the other letters, and the "Up" is slightly smaller than "Offer".The word "OfferUp" is displayed in a bold, rounded sans-serif font. The letters are white, set against a solid black rectangular background. The "O" is significantly larger than the other letters, and the "Up" is slightly smaller than "Offer".The word "OfferUp" is displayed in a bold, rounded sans-serif font. The letters are black, set against a plain white background. The "O" is significantly larger than the other letters, and the "Up" is slightly smaller than "Offer".

## DESIGN GUIDELINES

# Trademarks

The “R Ball” should be used when the OfferUp logo is used on partner sites or for PR purposes. If you are unclear if the “R Ball” needs to be used, please reach out to legal.

The same three colorways should be used: Brand Primary, white, or black. Ensure accessibility of the logo meets WCAG AAA standards.



OfferUp®



OfferUp®



OfferUp®

## DESIGN GUIDELINES

# Usage

### Spacing

Whether you are using the “R Ball” or not, there must always be clear space around the logo. As a general rule, the space on the inside of the “O” should be the minimum space around the logo on all sides.

### Scale

In order to insure legibility, there is a minimum allowed size for our logo. For screens (web, app, etc), the logo should be no smaller than 100 px. For print (merch, flyers, etc), the logo should be no smaller than 96 px / 1 inch.

### Angles

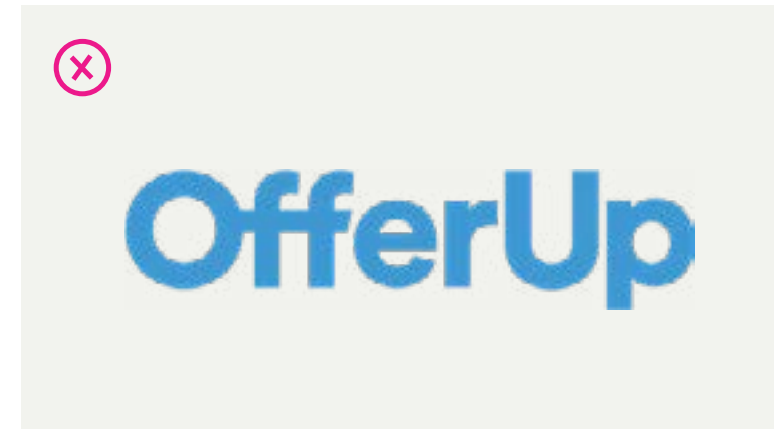
Typically, we place our logotype flat on a 0° angle. Occasionally, we rotate our logotype 90° to make the best use of space with unusual formats.



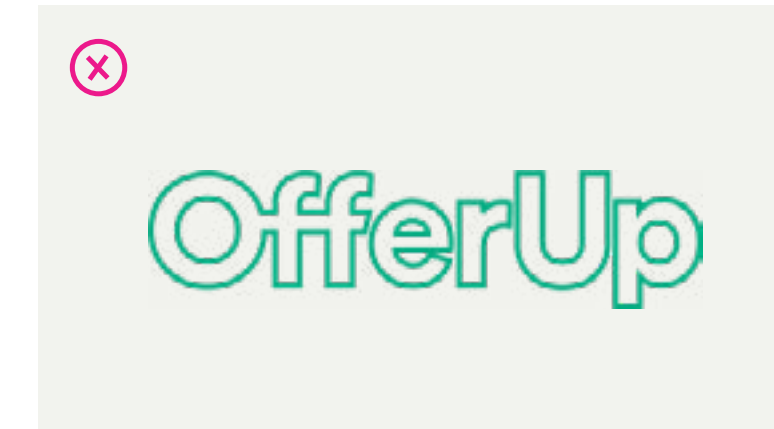
## DESIGN GUIDELINES

# Misuse

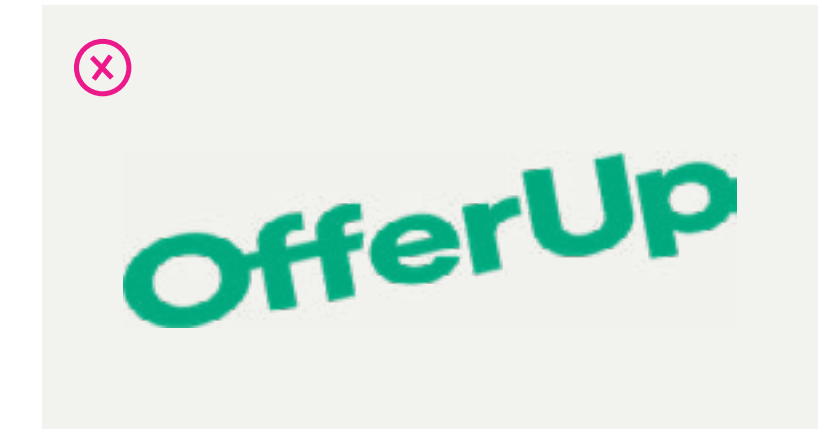
To maintain brand integrity, do not alter the logo artwork, proportion, or color. Here are some examples of incorrect usage.



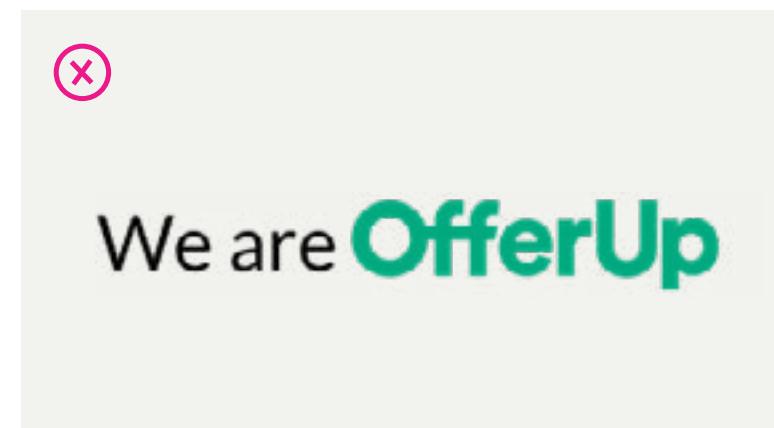
Do not recolor the logo



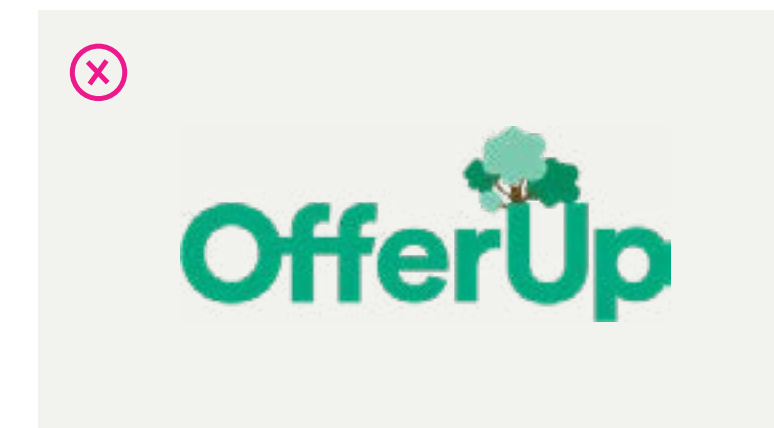
Do not outline the logo



Do not distort the logo, or rotate to any angle other than 0° or 90°



Do not use the logo in a sentence



Do not add elements to the logo



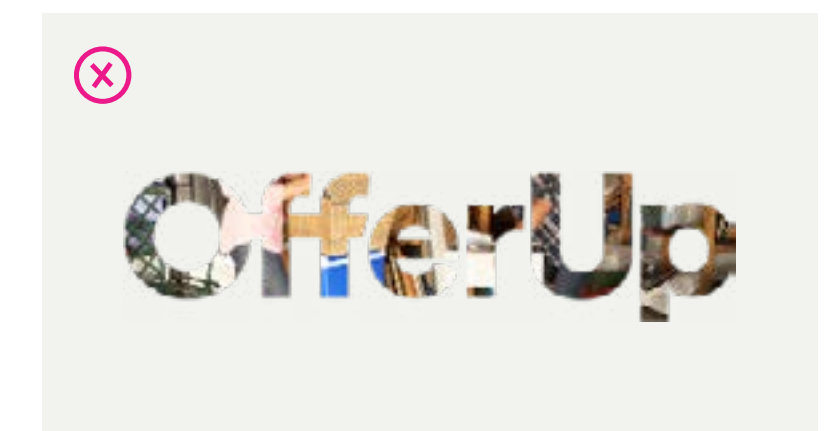
Do not place the logo over a busy background



Do not crop the logo



Do not place the logo over a background without enough contrast



Do not fill the logo with imagery

## DESIGN GUIDELINES

# Flywheel

The flywheel icon tells a deeper story—it's our philosophy distilled into a single shape. The circle's continuity is punctuated by an arrow pointed up to signify the perpetual motion of goods, ideas, and experiences that flow through our communities and the virtuous cycle of generosity, resourcefulness, and renewal they inspire.

The flywheel is not to be used as a replacement for our logo. Instead, it should be used in addition to our logo, or as a decorative element.

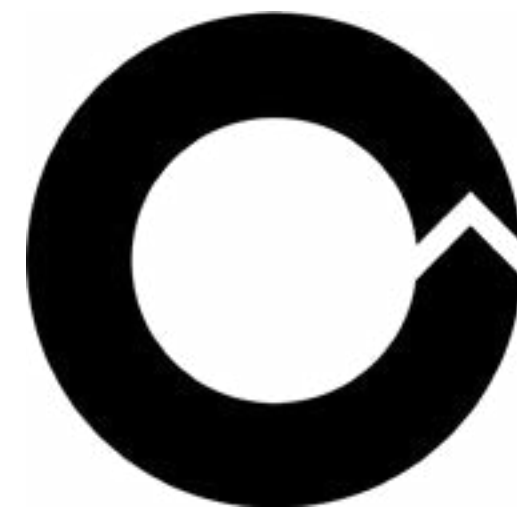
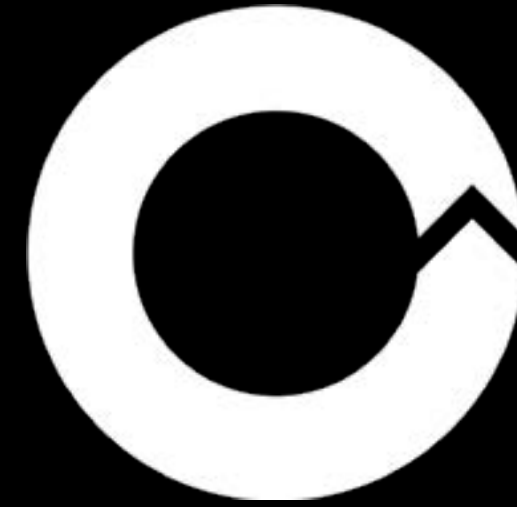


## DESIGN GUIDELINES

# Colorways

Like our OfferUp logo, the flywheel should only be shown in Brand Primary, white, or black. If the flywheel is being used as a decorative element, it does not need to be accessible.

If the flywheel and the OfferUp logo appear together, they always need to be the same color (example: both in the black colorway) and meet accessibility to WCAG AAA standards.



## DESIGN GUIDELINES

# Usage

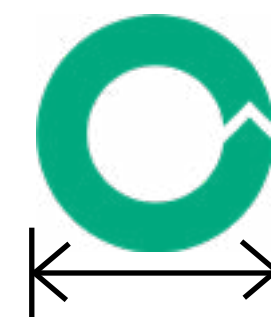
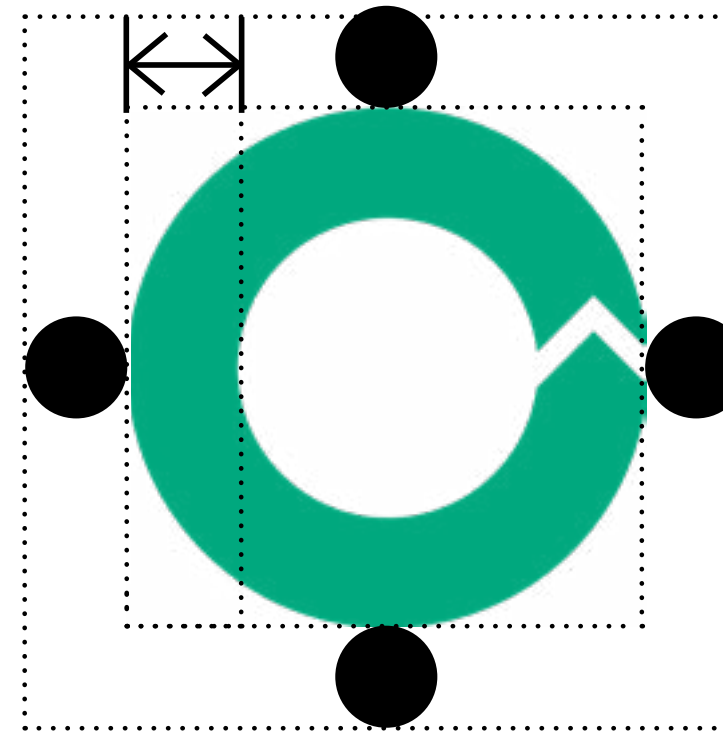
### Spacing

Just like the logo, there must always be clear space around the flywheel. As a general rule, the width of the flywheel should be the minimum space around on all sides. This also holds true if the logo and flywheel are appearing together.

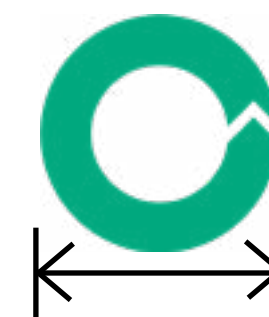
### Scale

In order to insure legibility, there is a minimum allowed size for the flywheel when used as a decorative element. For screens (web, app, etc), the logo should be no smaller than 50 px. For print (merch, flyers, etc), the flywheel should be no smaller than 48 px / .5 inch.

When using the flywheel and logo together, follow the guidance for the OfferUp logo (for screens, the logo should be no smaller than 100 px, and for print the logo should be no smaller than 96 px / 1 inch).



Screens  
50 px min



Print  
48 px / .5 in min



Screens  
100 px min



Print  
96 px / 1 in min

**DESIGN GUIDELINES**

# Usage

## Angles

We do not rotate the flywheel, ever. It must always be shown at 0°. If you are showing the OfferUp logo in conjunction with the flywheel and need to rotate the logo 90°, remove the flywheel.

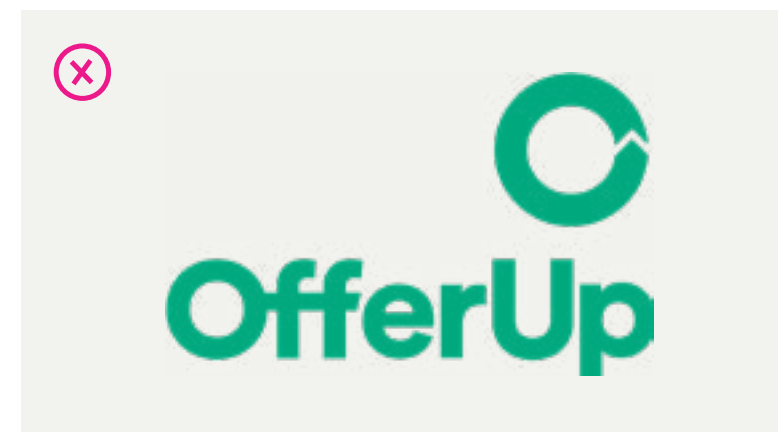


## DESIGN GUIDELINES

# Misuse

Unlike the OfferUp logo, the flywheel can be used as a decorative element in designs. Because of this, there is more creative freedom allowed. As long as the rules above are followed and the flywheel is not distorted, most use cases are permissible. If you are unsure if a use case is allowed, reach out to the Marketing Design team for confirmation.

When the flywheel is used with the OfferUp logo, the same rules applied to the logo are applicable. However, there are a few additional guidelines.



Do not use any alignment other than centered



Do not rotate the flywheel and OfferUp logo



Do not mix and match colorways

## DESIGN GUIDELINES

# Color

Color is another fundamental tool of brand expression. Consistent use of our palette will help us build an identity that is easily recognizable.

## DESIGN GUIDELINES

# Palette

### Brand Primary

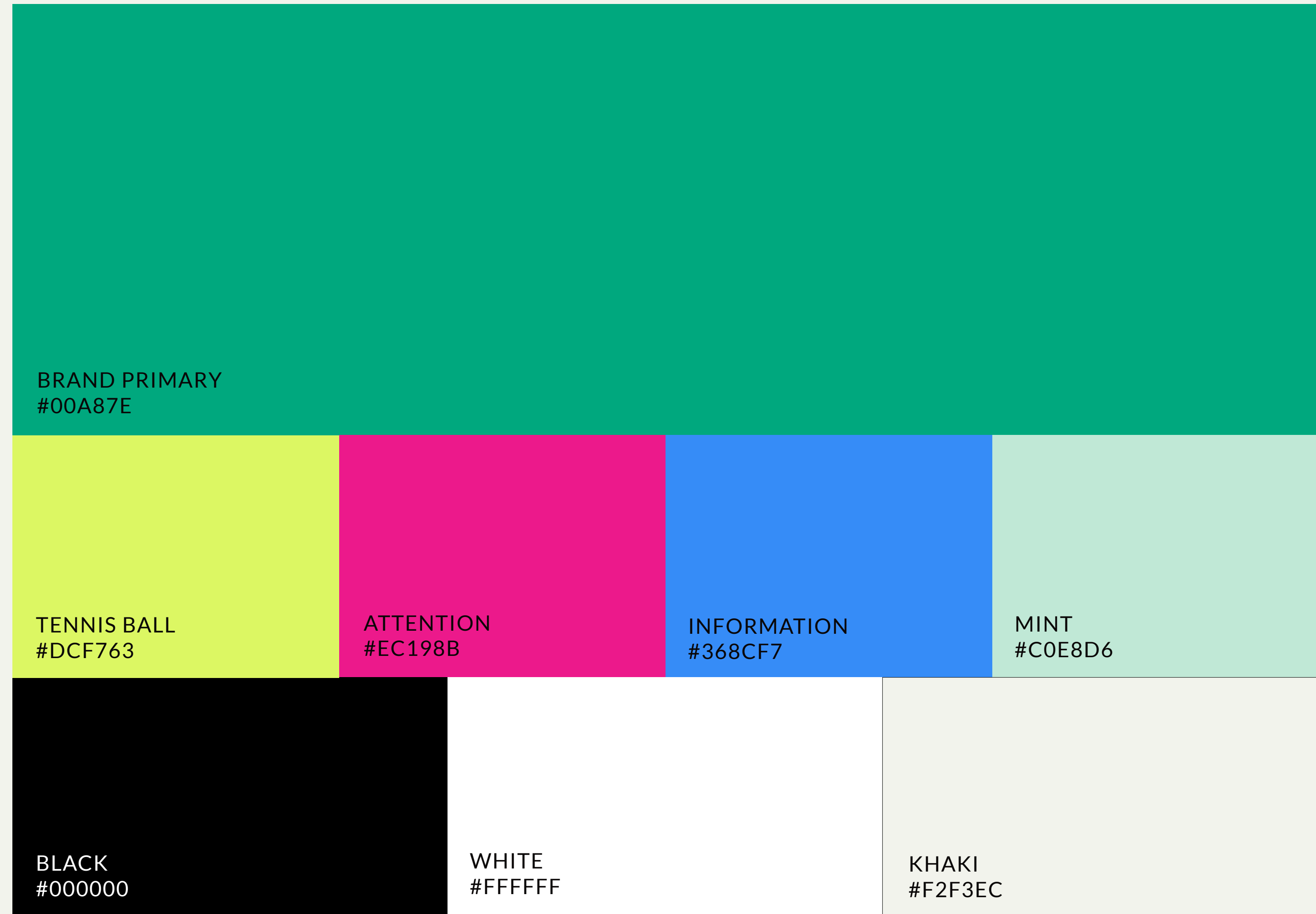
Brand Primary is our main color, and is used across all interactive elements such as buttons, links, inputs, etc.

### Secondary

Tennis Ball is our main secondary color, and is used in support of our Brand Primary. Attention, Information, and Mint are accent colors that should be used sparingly.

### Neutrals

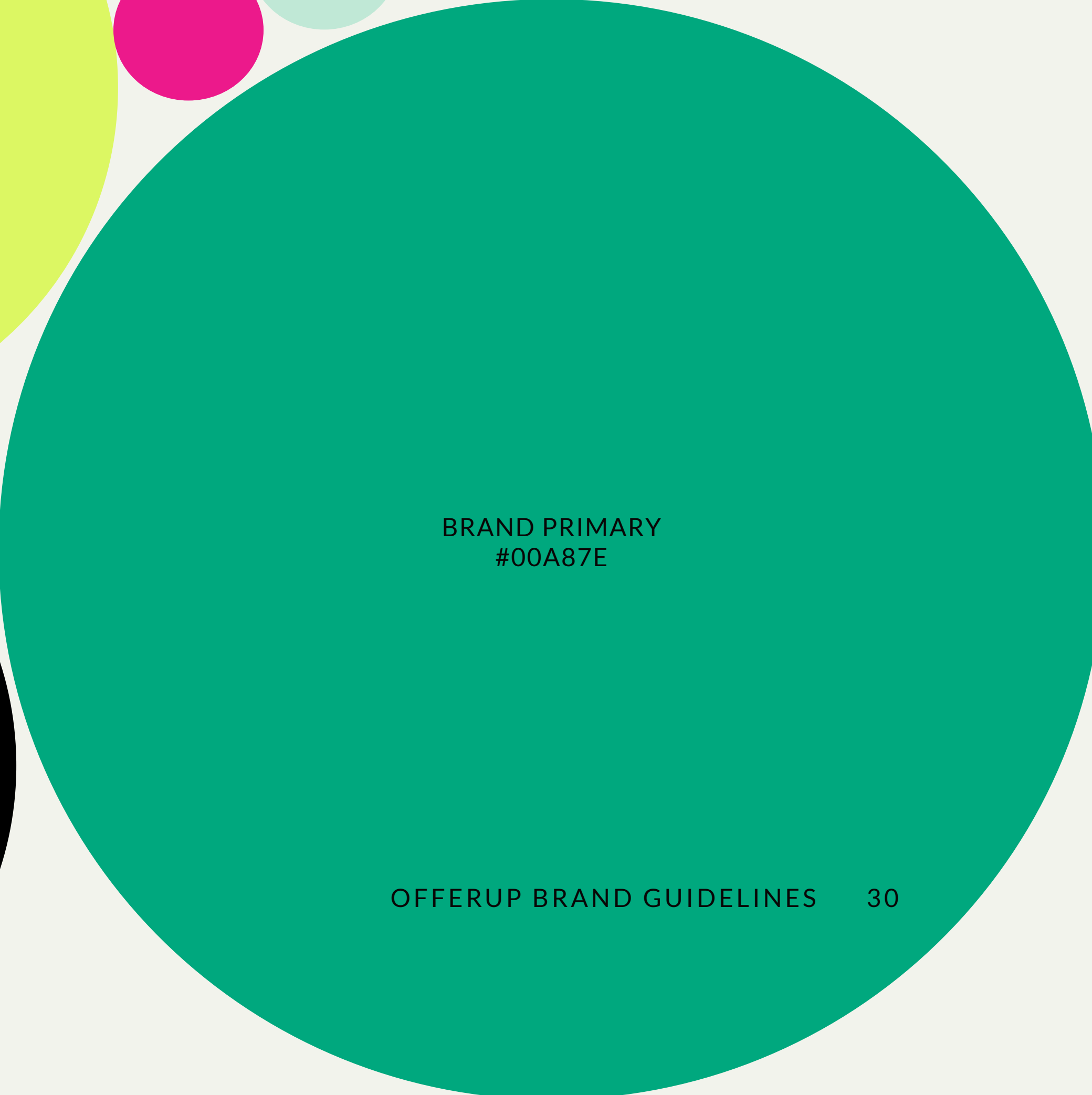
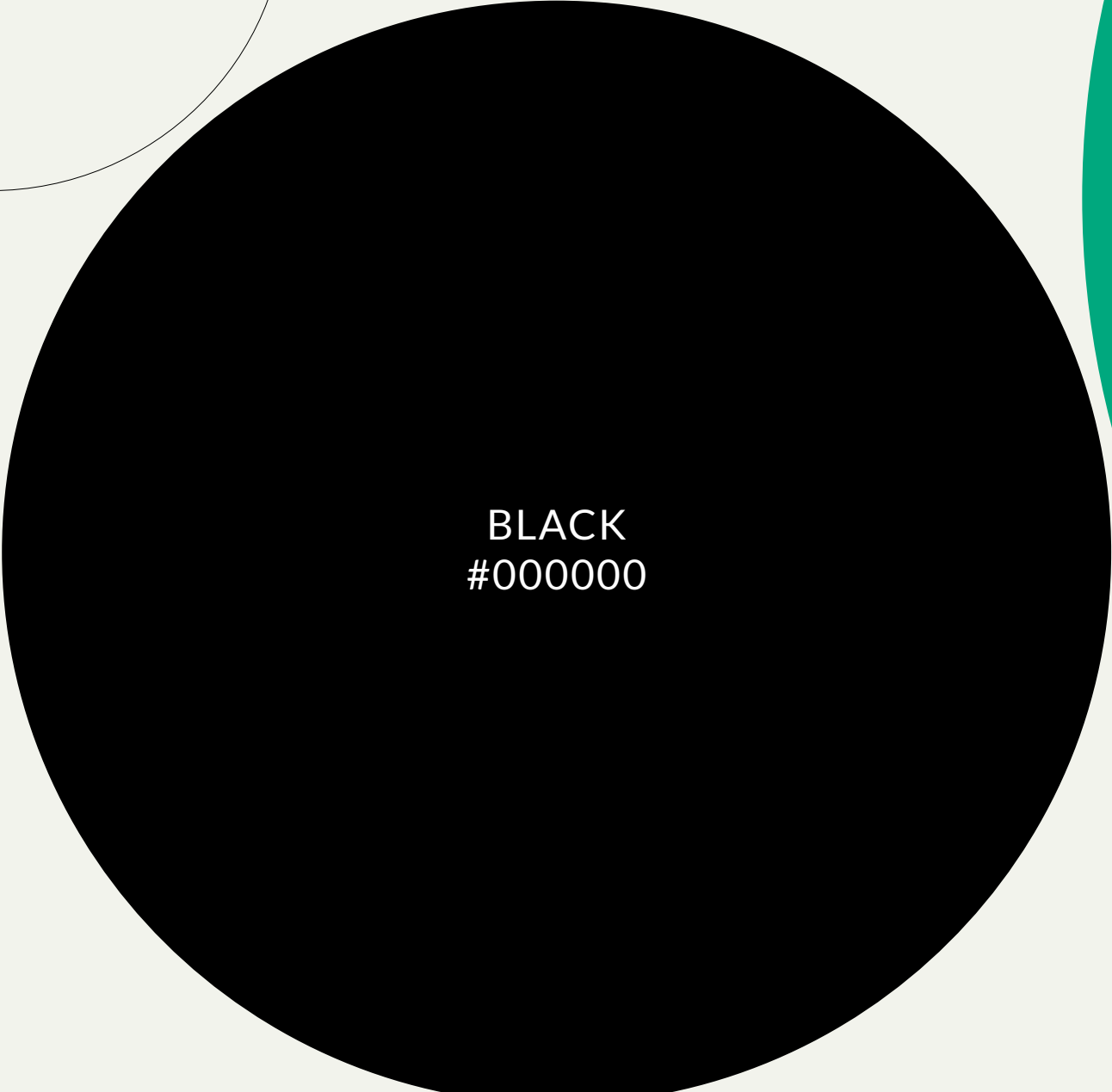
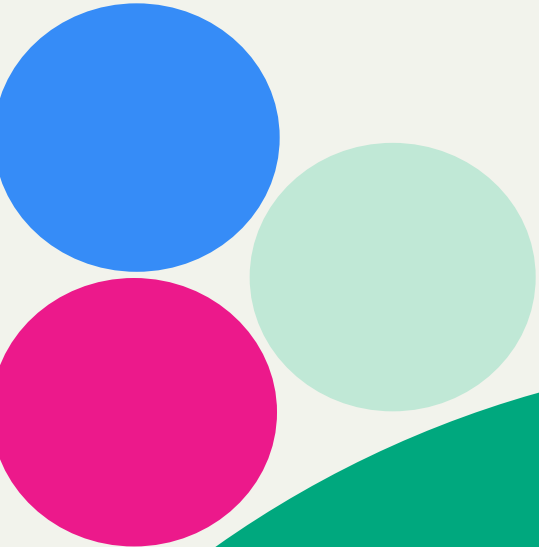
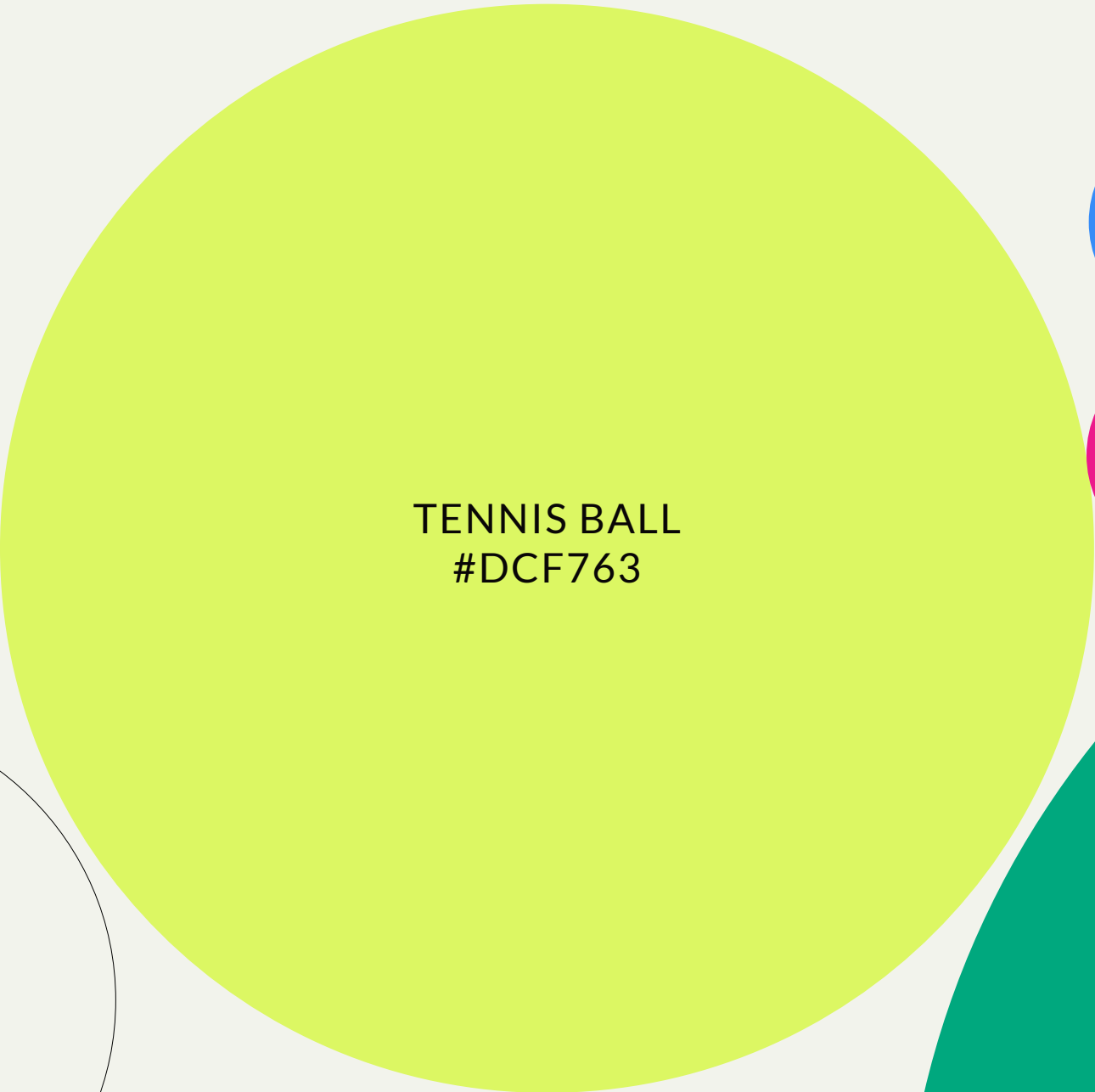
Black, White, and Khaki are our neutrals that can be used alongside all our brand colors.



DESIGN GUIDELINES

# Application

These bubbles should give you an idea what color ratios should look like in any given layout.



## DESIGN GUIDELINES

# Typography

Our main typeface, Lato, is clean and easily accessible font. A humanist sans-serif with semi-round details, Lato is approachable and fun. It is the foundation for expressing our brand, and appears everywhere that you see OfferUp.

It is designed by Łukasz Dziedzic.

Our secondary font, Just Me Again Down Here (AKA, Just Me), is a sans-serif handwritten font. While Lato delivers the main message, Just Me steps in to decorate, amuse, and humanize the stories we tell. Just Me should never be used on its own, and should be thoughtfully paired with Lato.

It is designed by Kimberly Geswein.

Both Lato and Just Me are Google fonts, and thus are free, easily downloadable, and widely accessible.

Just our type....

Just our type....

## DESIGN GUIDELINES

# Lato

For Lato, we utilize type weights Regular, Italic, Medium, Bold, Heavy, and Black.

Primarily, we use Regular, Bold, and Black in combination to create visual hierarchy. On occasion, we use Italic to emphasize a point of view.

Do not adjust the kerning on this font.

In most cases, text should be left-aligned when the copy is lengthy, as it is easier to read than centered text. You can use centered text for short headlines and minimal body copy. When text gets longer than a paragraph or two, revert to left-aligned. Never justify the text.

---

Regular

*Italic*

Medium

Bold

Heavy

Black

Aa

*Bb*

Cc

Dd

Ee

Ff

---

**This is a Black weight headline**

**This is a Bold weight header**

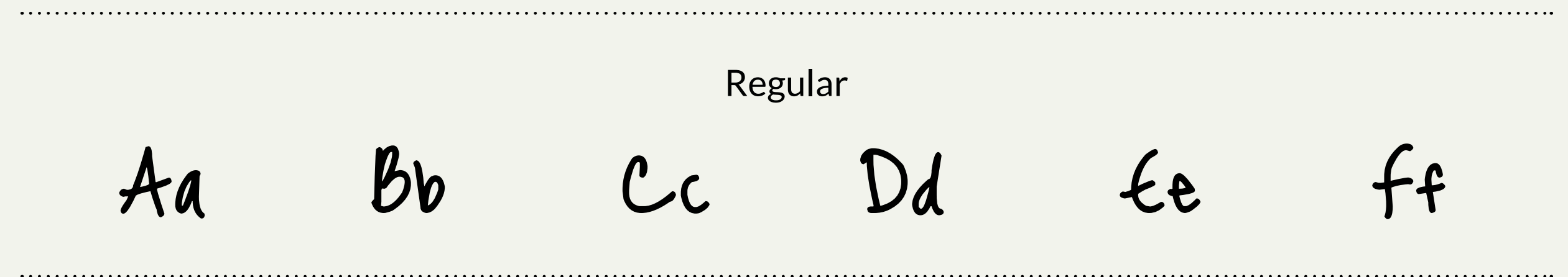
This is a Regular weight for body copy, with the *occasional italic* for emphasis: but only on the important bits.

## DESIGN GUIDELINES

# Just Me Again Down here

For Just Me, there is only one weight: Regular. Don't add a stroke to Just Me to make it look thicker. You may have to adjust kerning manually between some letters.

In most cases, text should be left-aligned when the copy is lengthy, as it is easier to read than centered text. In the case of Just Me, since it's always used in small instances, it's okay to center align this font. Never justify the text.



This is a Just Me Again Down  
Here in the Regular weight

## DESIGN GUIDELINES

# A perfect pair

Just Me's playful nature makes it a perfect typeface to pair with our warm yet serious Lato. Remember, Just Me should rarely appear on its own: it should be shown in conjunction with Lato, like the example to the right.

Right where

you are

## DESIGN GUIDELINES

# Misuse

To maintain brand integrity, here are some examples of incorrect usage.

⊗ Duis aute irure dolor  
in reprehenderit in  
voluptate velit esse  
cillum dolore

Don't set type in fonts other  
Lato or Just Me

⊗ Duis aute irure

Don't outline or add stroke  
to text

⊗ DUIS AUTE IRURE  
DOLOR IN REP-  
REHENDERIT IN  
OLUPTATE VELIT  
ESSE CILLIUM

Don't use all caps as headlines  
or body copy

⊗ DUIS AUTE IRURE DOLOR  
IN REPREHENDERIT IN  
OLUPTATE VELIT ESSE  
CILLIUM DOLORE

Never use Just Me for a head-  
line, on its own, or in all caps

⊗ Duis aute irur e

Don't artificially expand or  
condense type

⊗ Duis aute irure do-  
lor in reprehender-  
it in voluptate velit  
esse cillum dolore

Don't set type as justified

## DESIGN GUIDELINES

# Imagery types

Not sure which to use? This guide will help you understand when to use the right kind of visual.



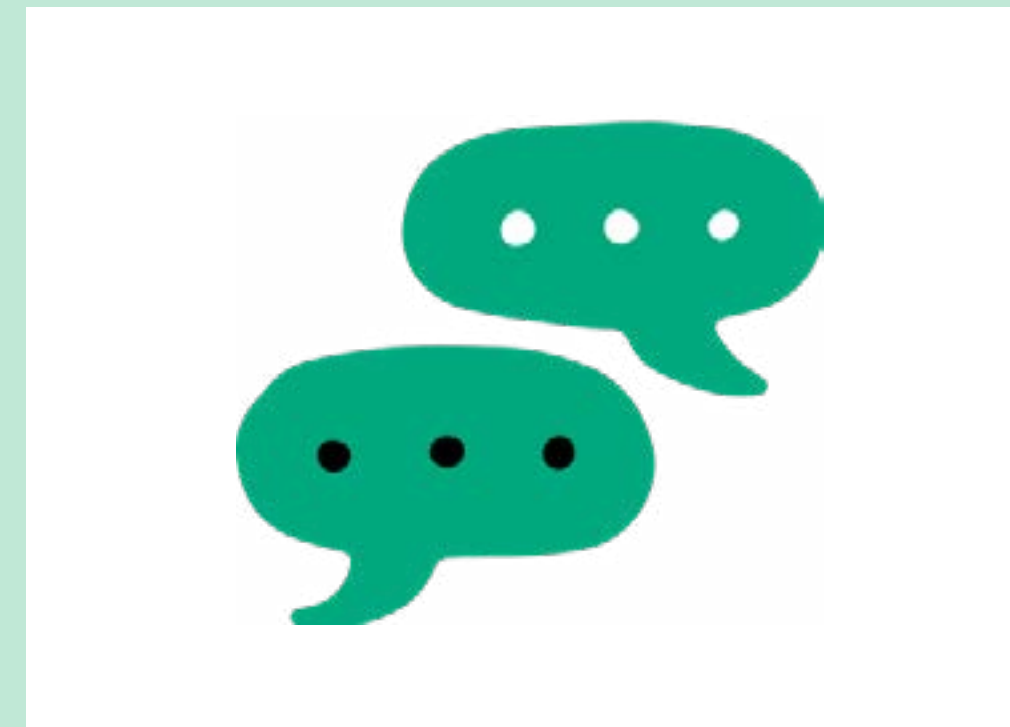
### Illustration

Used to create scenes and express more human moments



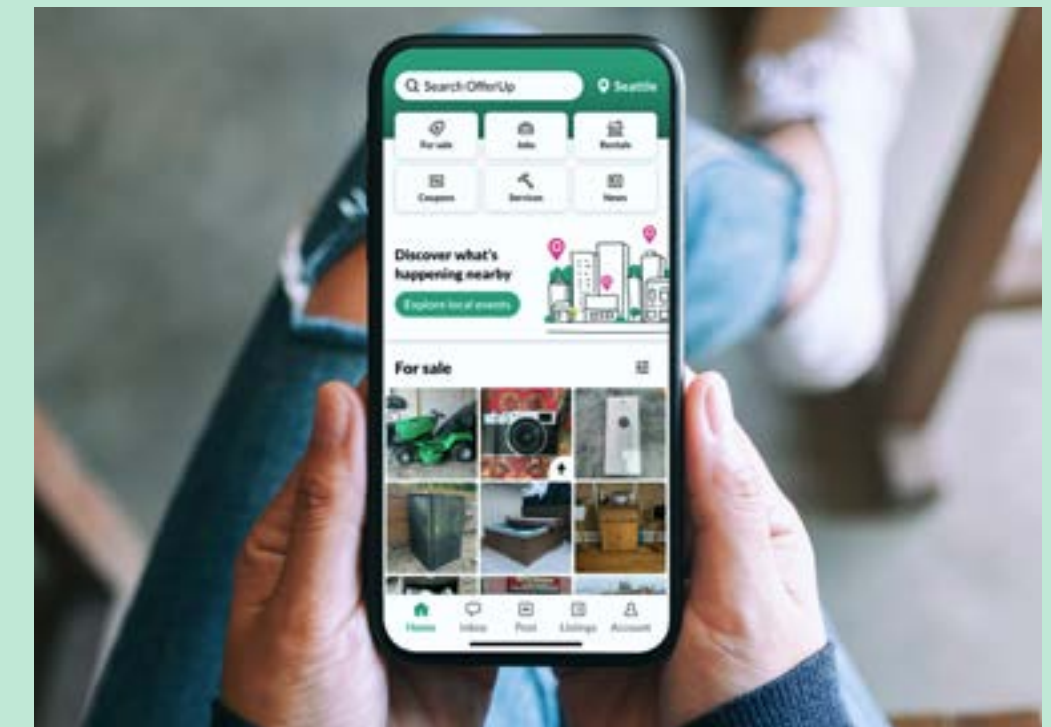
### Functional icon

Used navigationally, to direct traffic, or to convey a function



### Creative icon

Used to creatively express big concepts in an easily digestible way



### Photo

Used to depict products, benefits, and customer experiences

## DESIGN GUIDELINES

# Illustration

Our illustrations express the voice and heart of OfferUp and are an essential part of distinguishing us as a friendly participant in the community you care about. Rooted in warmth, trust, and human connection, every illustration is intentionally minimal. They are created by hand to be expressive and honest, and decidedly not corporate. At OfferUp, our illustrations represent us: warmth over precision. Humanity over perfection. But above all, genuine connection.

You'll find our illustrations thoughtfully applied across our product and brand ecosystem: onboarding screens, landing pages, social posts, blog articles, and marketing campaigns. They help guide, educate, and comfort. Sometimes, they even surprise and delight.



## DESIGN GUIDELINES

# Technique

Our hand-drawn, authentic style offers a true, human-like personality with vulnerability and honesty—everything one would want in their own interpersonal relationships. We are careful not to get too messy, which toes the line of untrustworthy; while also staying away from perfect lines and hard edges, which can feel unrelatable or inauthentic.

Where there is color, the stroke goes away. This keeps the illustrations from feeling too complex. The image should feel light and airy, never heavy or dense, but just right.



Too messy



Too clean



Just right

## DESIGN GUIDELINES

# Color

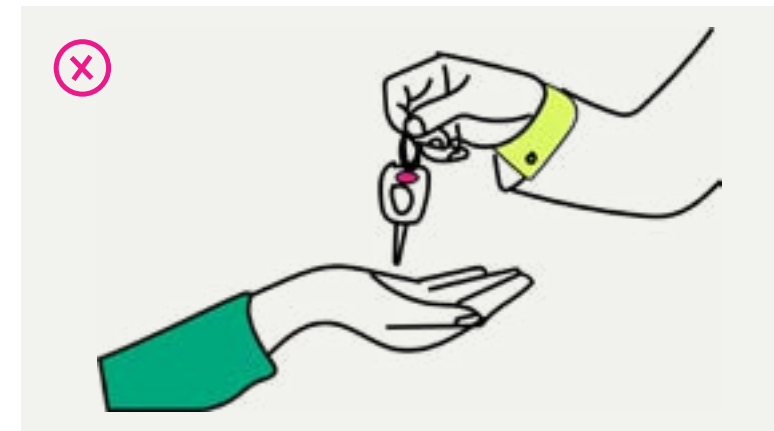
For our illustrations, we utilize a reduced color palette of Brand Primary, Tennis Ball, Black, and Attention to keep things simple. Illustrations should be placed on a background of Khaki or White.



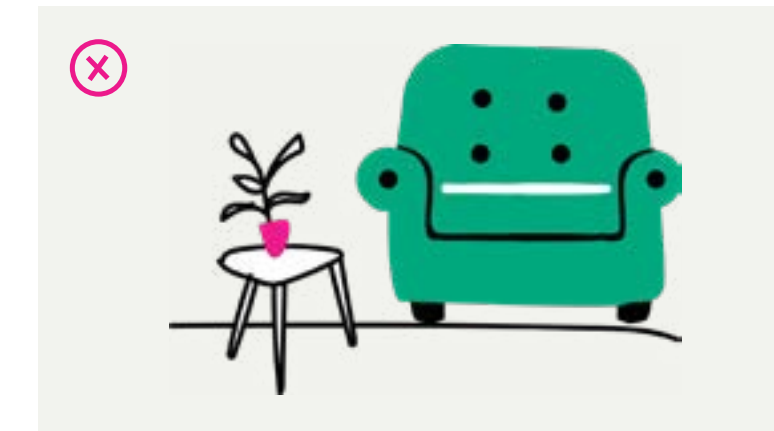
## DESIGN GUIDELINES

# Misuse

To maintain brand integrity, here are some examples of incorrect usage.



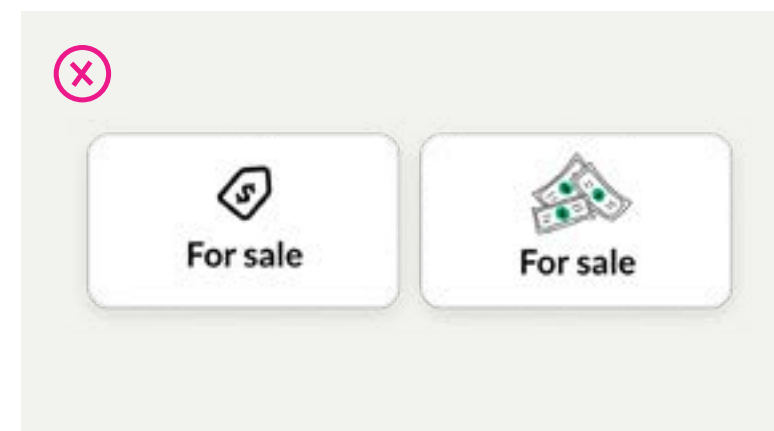
Do not outline instances where color is used



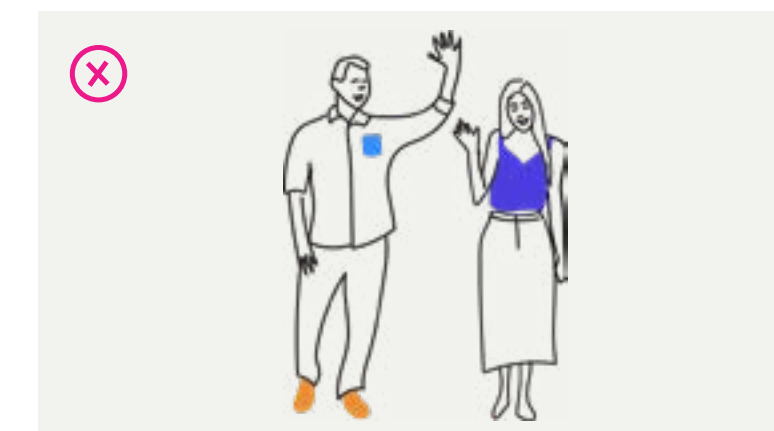
Do not mix illustrations with icons



Do not overlay illustrations on background colors other than white or khaki



Do not use illustrations in place of icons



Do not include colors other than Brand Primary, Attention and Tennis Ball



Do not incorporate fonts other than Just Me within an illustration



## DESIGN GUIDELINES

# Functional icons

Functional icons are simple, clear, and easily digestible. Appearing throughout the app and website, they are used navigationally, to direct traffic, or to convey a function.

Functional icons are primarily made by the UX team, though occasionally the Marketing Design team will assist in brainstorming or creation. If you need a new icon made, do not attempt to create your own: reach out to the UX team or the Marketing Design team.

## DESIGN GUIDELINES

# Technique

These icons utilize a simple, single and consistent line weight. They feature rounded corners rather than points, are unfilled, and are one color.



Too perfect, sharp, mixed line weights, and complex



Too messy, filled, and indefinable



Just right

## DESIGN GUIDELINES

# Colorways

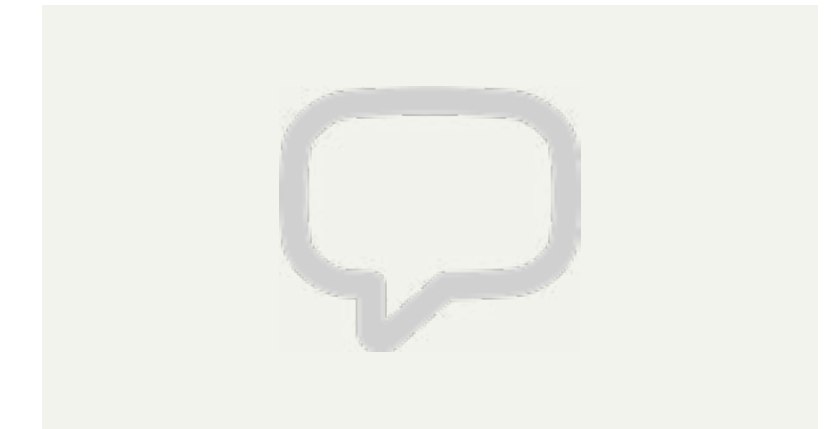
These icons can be used in one of five colorways: Black, Grey “secondary”, Light grey “inactive”, White, or Brand Primary. Ensure the icon meets WCAG AAA accessibility standards.



Black is the main icon color. It is used either for all icons or in button groups to signify what is active and what isn't (black=active).



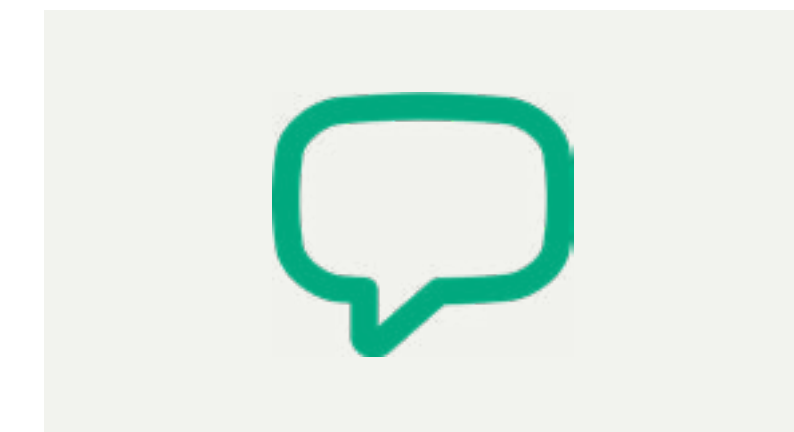
Grey (secondary) is used when there are multiple icons in a button group. It is a signifier of what is active and what isn't (grey = not active).



Light grey (inactive) is used to signify that an icon is not selectable. Unlike secondary, it is not an option.

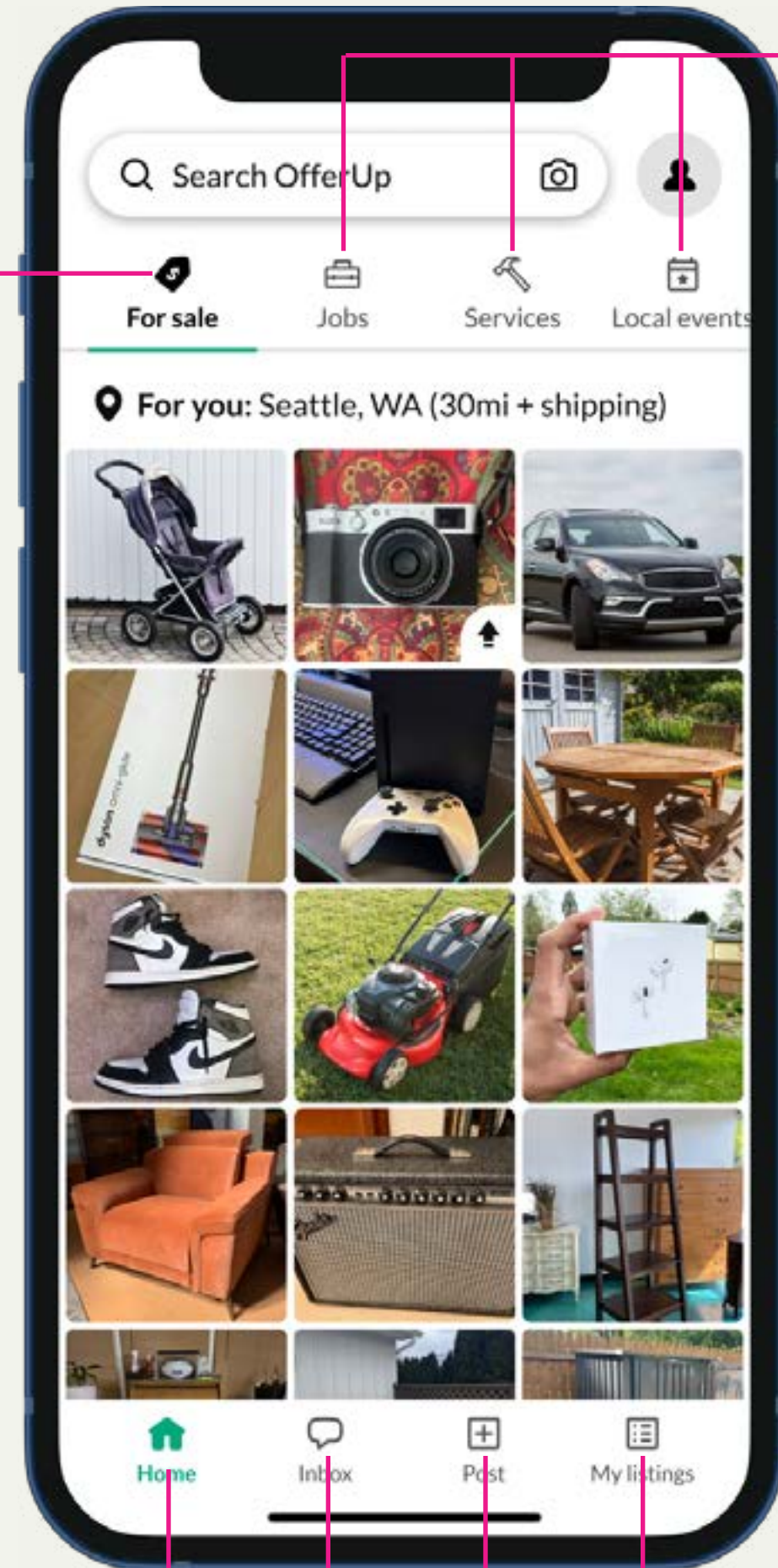


White is used for icons when accessibility requires or when the user has dark mode enabled.



Brand Primary is used sparingly for aesthetic purposes or to indicate an active area.

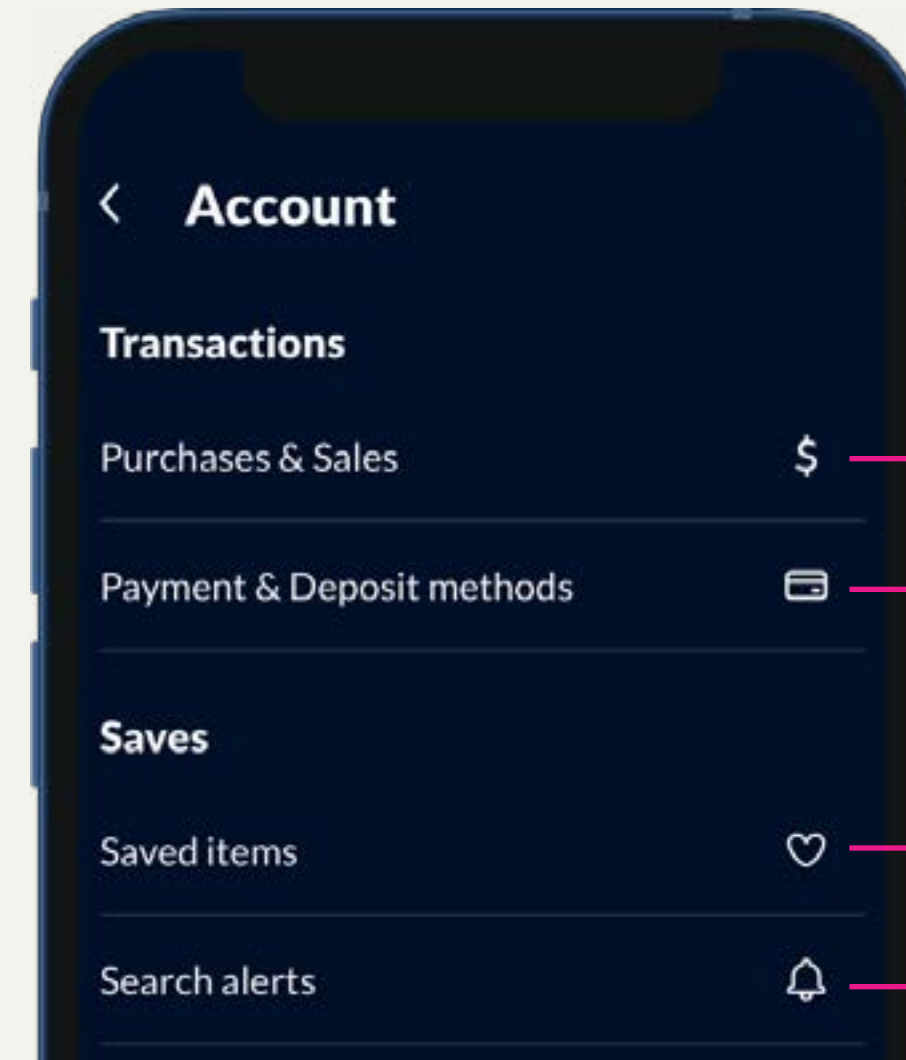
Black indicating an active / selected button



Grey "secondary" on an unselected / inactive button

Brand Primary indicating an active / selected button

Grey "secondary" on an unselected / inactive button



White when the user has dark mode enabled

## DESIGN GUIDELINES

# Usage

### Spacing

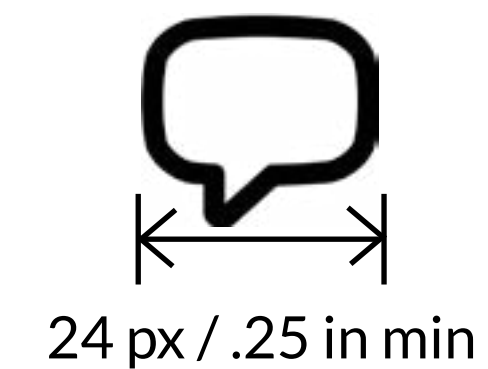
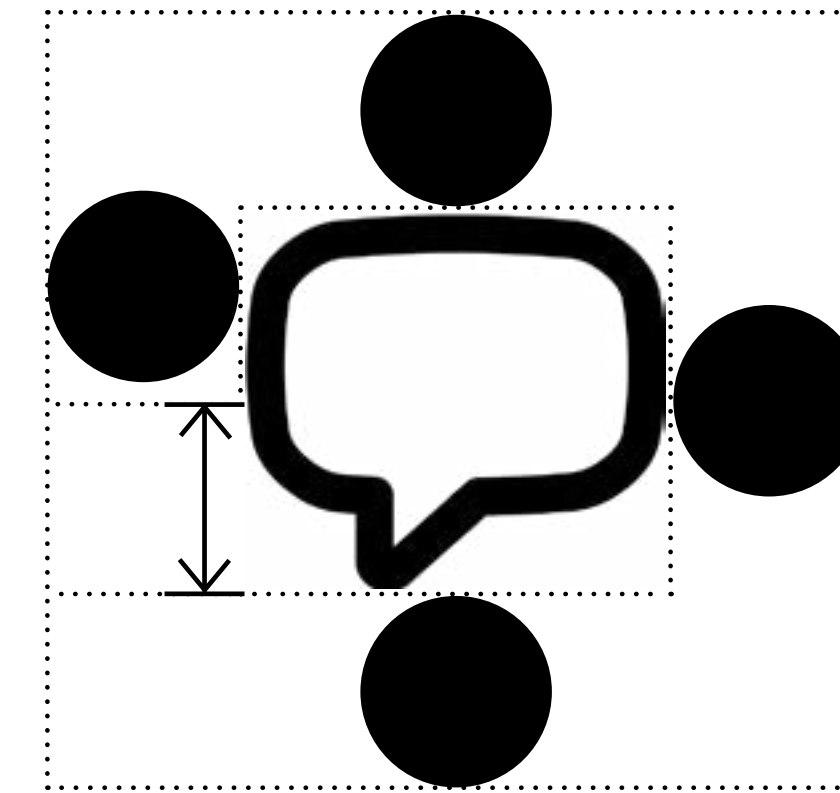
There must always be clear space around the icons. As a general rule, the space around the icon should be approximately half the icon's height.

### Scale

In order to insure legibility, there is a minimum allowed size for functional icons. They should be no smaller than 24 px/ 0.25 in.

### Angles

We do not rotate functional icons, ever. They must always be shown at 0°



## DESIGN GUIDELINES

# Misuse

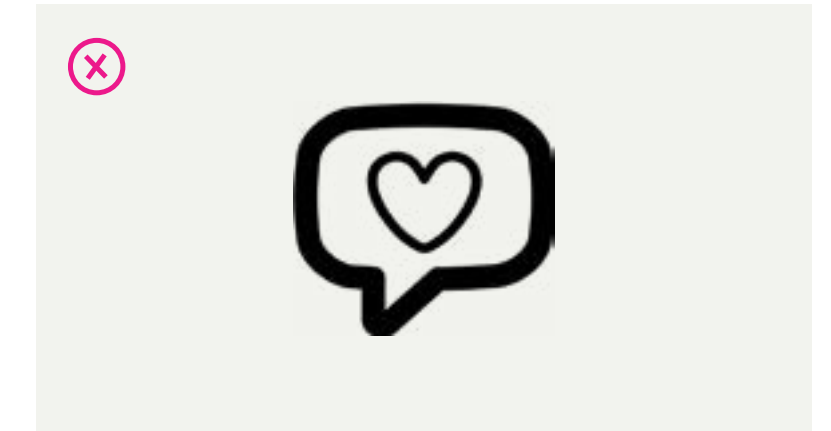
To maintain brand integrity, here are some examples of incorrect usage.



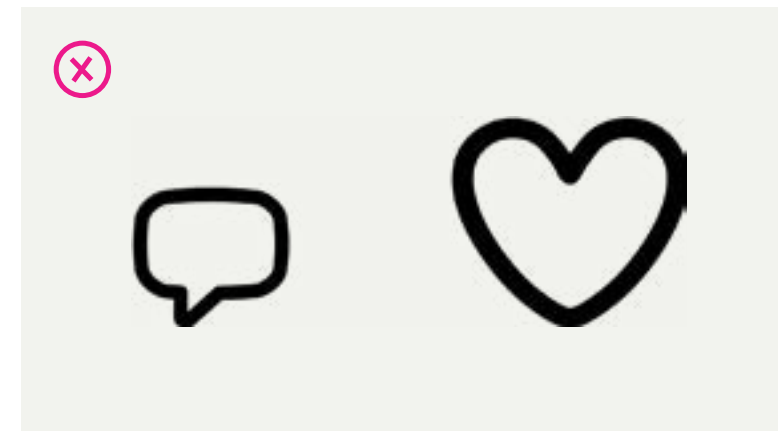
Do not recolor icons



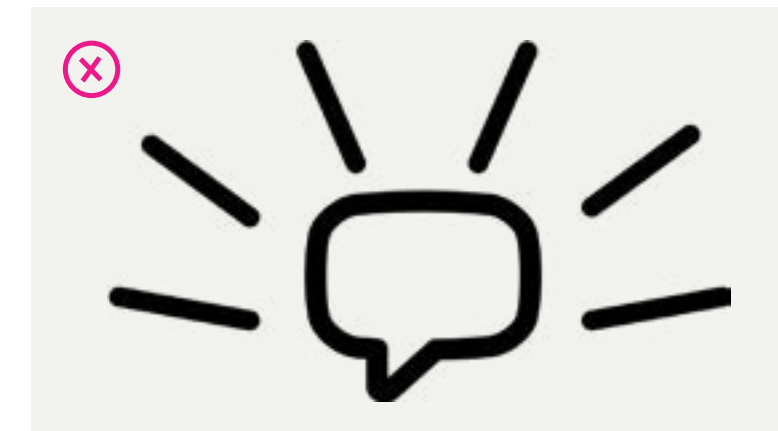
Do not fill icons



Do not combine icons to make a scene



Do not use icons of various scale together



Do not add elements to icons



Do not place icons over a busy background



Do not crop the icons



Do not place the icons over a background without enough contrast



Do not skew or rotate the icons

## DESIGN GUIDELINES

# Creative icons

Creative icons are fun, quirky, and imaginative. Appearing throughout marketing materials and the website, they are used to creatively express concepts.

Creative icons are made by the Marketing Design team. If you need a new icon, do not attempt to create your own: reach out to the Marketing Design team for assistance.

## DESIGN GUIDELINES

# Technique

These icons are created using imperfect rounded shapes and use both fills and cut outs. They can be shown in a combination of brand colors and black and white.



Unfilled, no cut outs or fills, no complexity, too perfect, and sharp



Too messy, too complex, and outlined

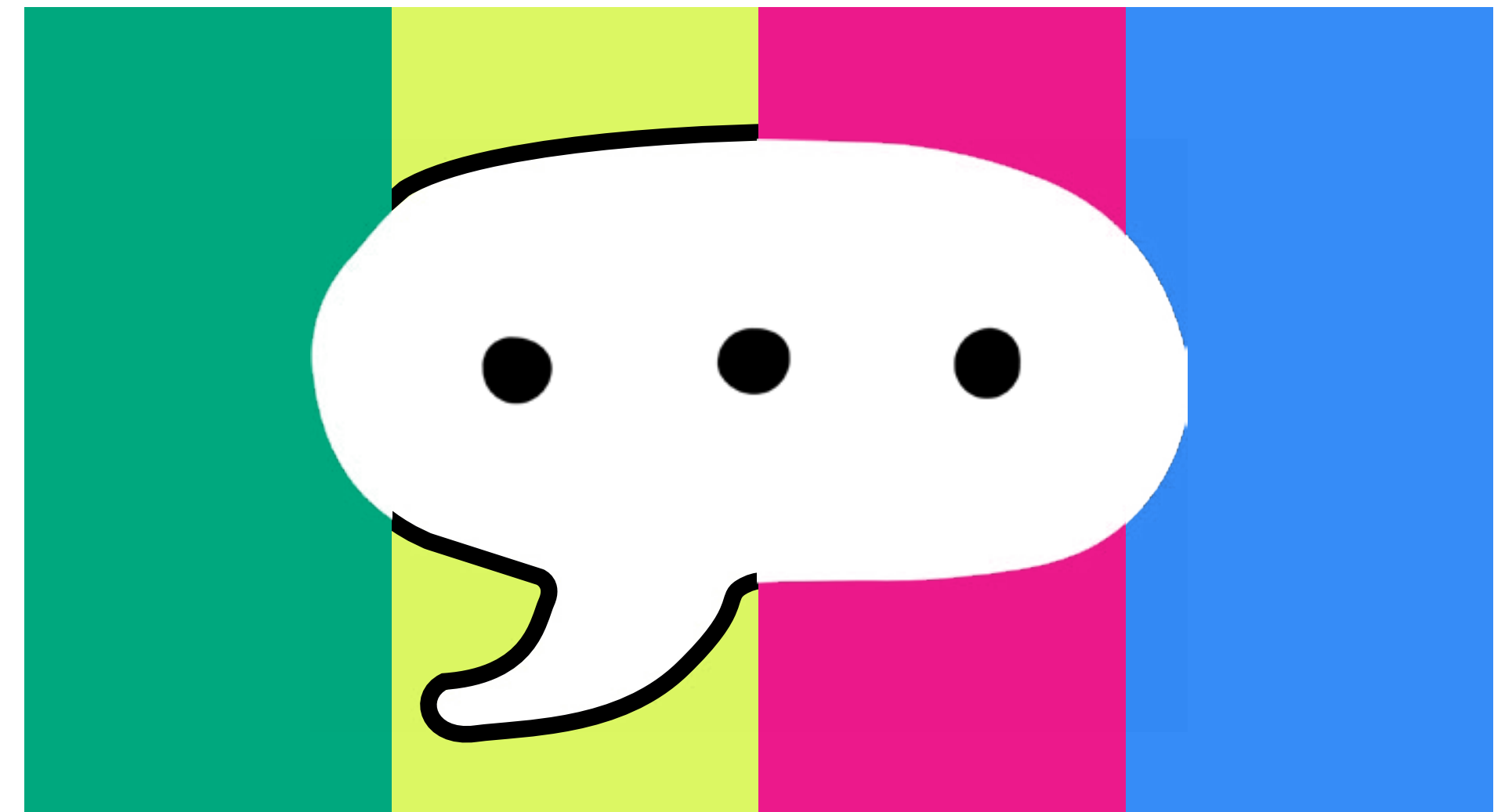


Just right

## DESIGN GUIDELINES

# Colorways

For the creative icons, there are several colorways that can be used. Ensure the icon meets WCAG AAA accessibility standards.



The black and white colorway is used when the creative icons are placed over a colored background. They may be placed over Brand Primary, Tennis Ball, Attention, or Information, as long as the icons are accessible. Note that for Tennis Ball additional strokes or elements may need to be added to ensure legibility.

## DESIGN GUIDELINES

# Colorways

For the creative icons, there are several colorways that can be used. Ensure the icon meets WCAG AAA accessibility standards.



Brand Primary is the most common colorway. It is used universally throughout OfferUp marketing materials and the website.



The Tennis Ball colorway is used primarily as an accent. Note that there may be some differences in this colorway to ensure legibility (for instance, in this icon a stroke has been added).



The Attention colorway is used primarily as an accent.



The Information colorway is used primarily as an accent.

## DESIGN GUIDELINES

# Usage

### Spacing

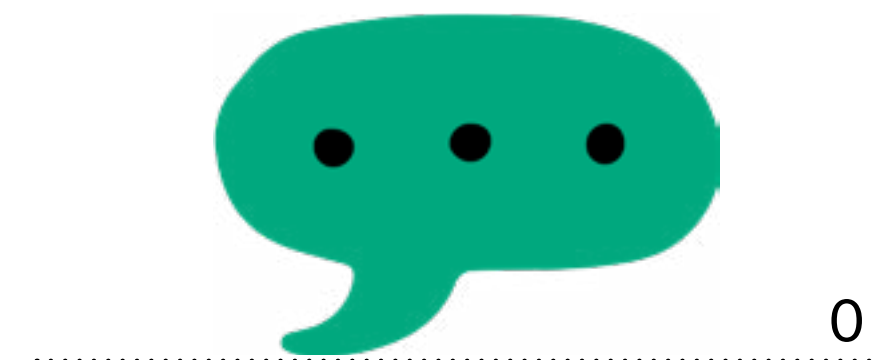
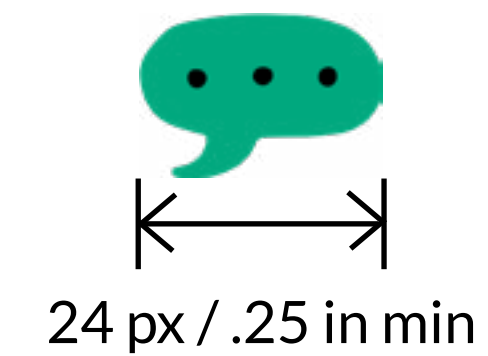
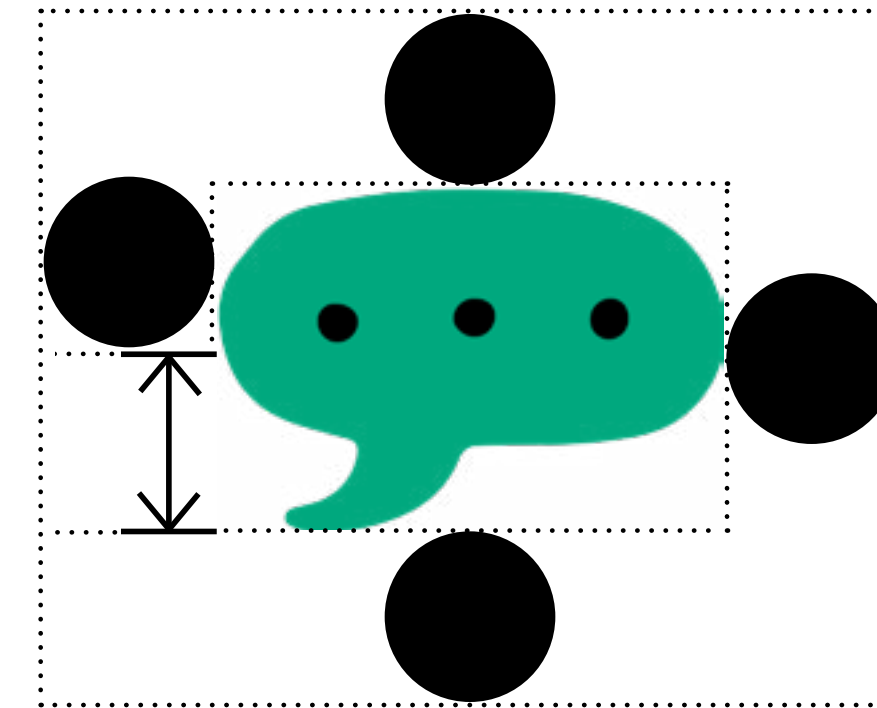
There must always be clear space around the icons. As a general rule, the space around the icon should be approximately half the icon's height.

### Scale

In order to insure legibility, there is a minimum allowed size for creative icons. They should be no smaller than 24 px/ 0.25 in for screens and print.

### Angles

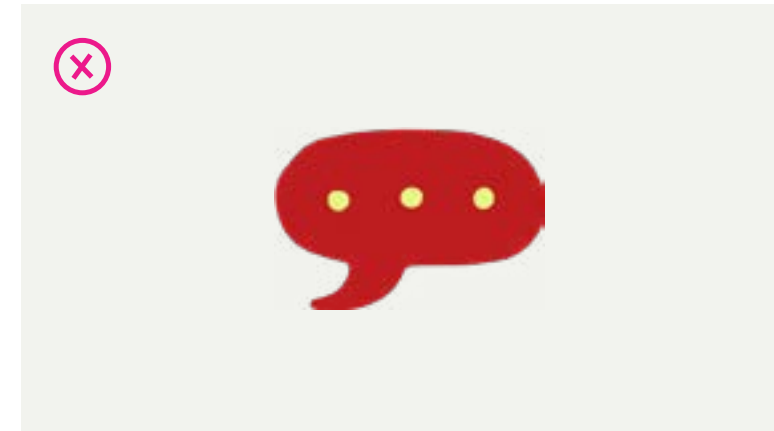
We do not rotate creative icons, ever. They must always be shown at 0°



## DESIGN GUIDELINES

# Misuse

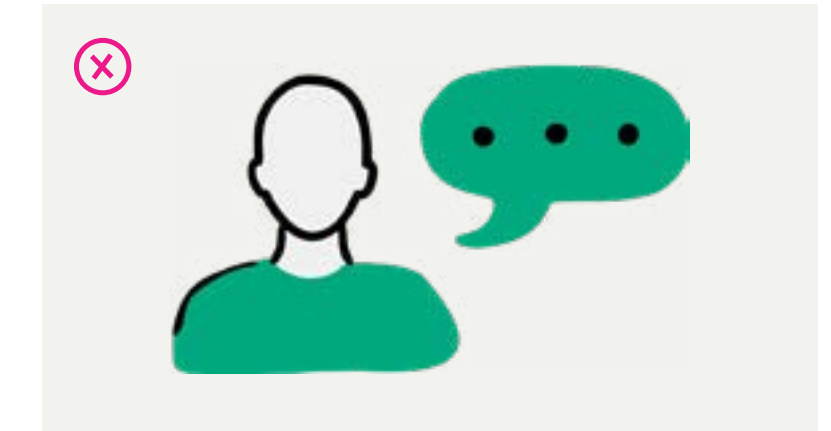
To maintain brand integrity, here are some examples of incorrect usage.



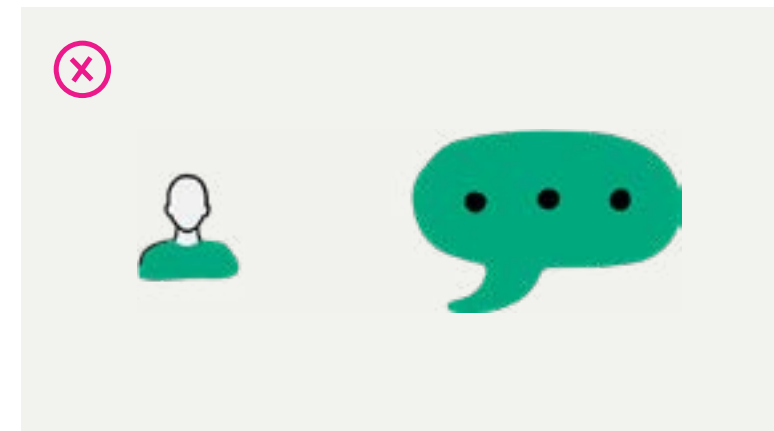
Do not recolor icons



Do not add stroke to icons



Do not combine icons to make a scene



Do not use icons of various scale together



Do not add elements to icons



Do not place icons over a busy background



Do not crop the icons



Do not place the icons over a background without enough contrast

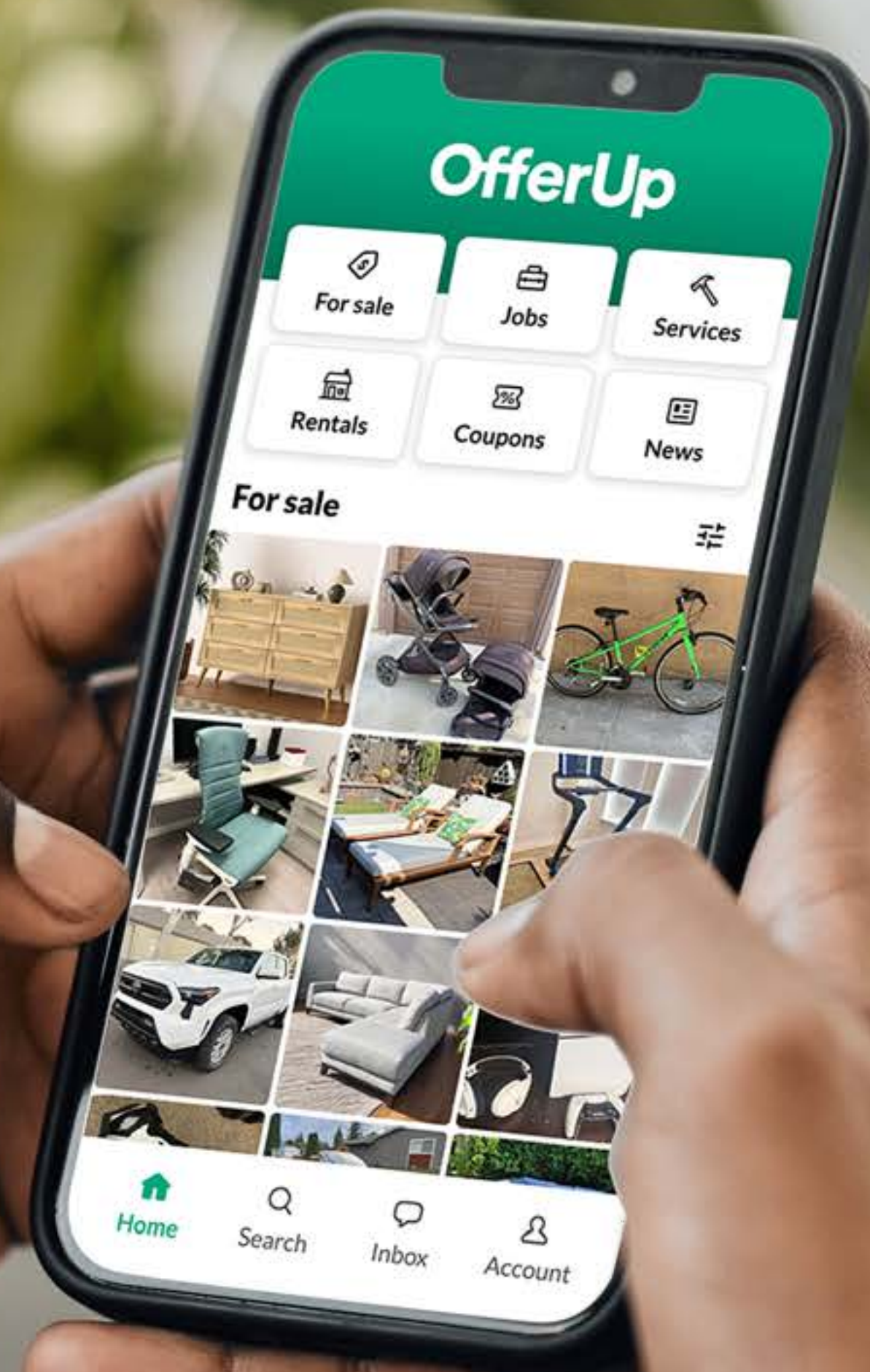


Do not skew or rotate icons

## DESIGN GUIDELINES

# Photography

Photography is one of our tools for visual storytelling at OfferUp. We lean on it to depict products, benefits, and user experiences in simple and authentic ways. We strive to capture moments that are real, deeply personal, and universally shared.



# DESIGN GUIDELINES

# Types

At OfferUp, we utilize three kinds of photography:

## Lifestyle

High-quality photography that depicts real, human moments for our users



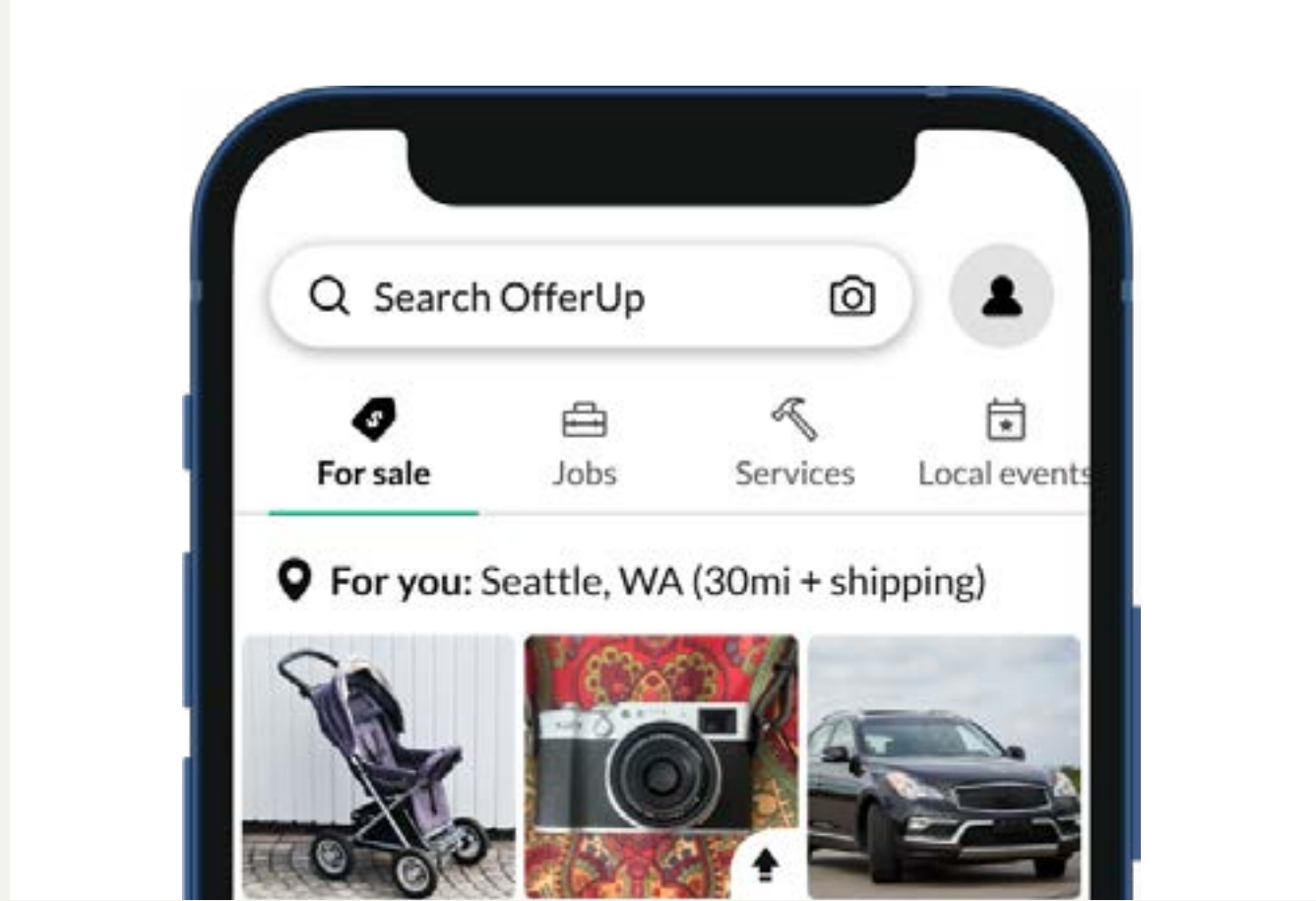
## User Generated Content (UGC)

Images customers have created on their own and have given OfferUp permission to use



## Product

Realistic (though sometimes simplified or stylized) depictions of our app or website in a mockup



## DESIGN GUIDELINES

# Lifestyle

When sourcing lifestyle photography, we look for images that are candid, authentic, lived-in, and natural, with a hint of character.

When people are involved, we look for unique features and ensure diversity. We avoid pose-y photography, so imagery showing people looking into the camera is a no-go.

The tone should be cool and high contrast with natural feeling light. Avoid using lens flares, harsh or flat lighting, hard shadows, and photos at night (unless relevant to the product).



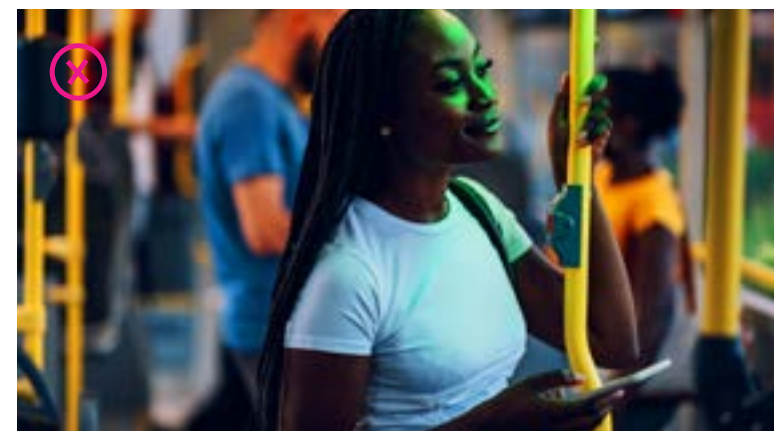
While this features diversity and feels natural, it's too warm in tone and lacks character



While this features diversity and a cooler tone, it feels low contrast, posed, and sterile



Just right



The lighting here is too dramatic and the contrast is too high



The tone, lighting, and contrast are right, but the model is looking at the camera



Just right



This lacks diversity, features harsh, flat lighting, and feels unnatural



This also feels unnatural, and while it has dynamic lighting it has an artificial flare



Just right

## DESIGN GUIDELINES

# Retouching

Because we need to utilize stock photography, finding the perfect image can be a struggle. However, with some light retouching, we can make almost-there images hit bullseye.

Sometimes it's a simple lighting and tone adjustment: sometimes, it's recoloring part of the image to add a brand color.



This doesn't have quite enough contrast, and is quite warm



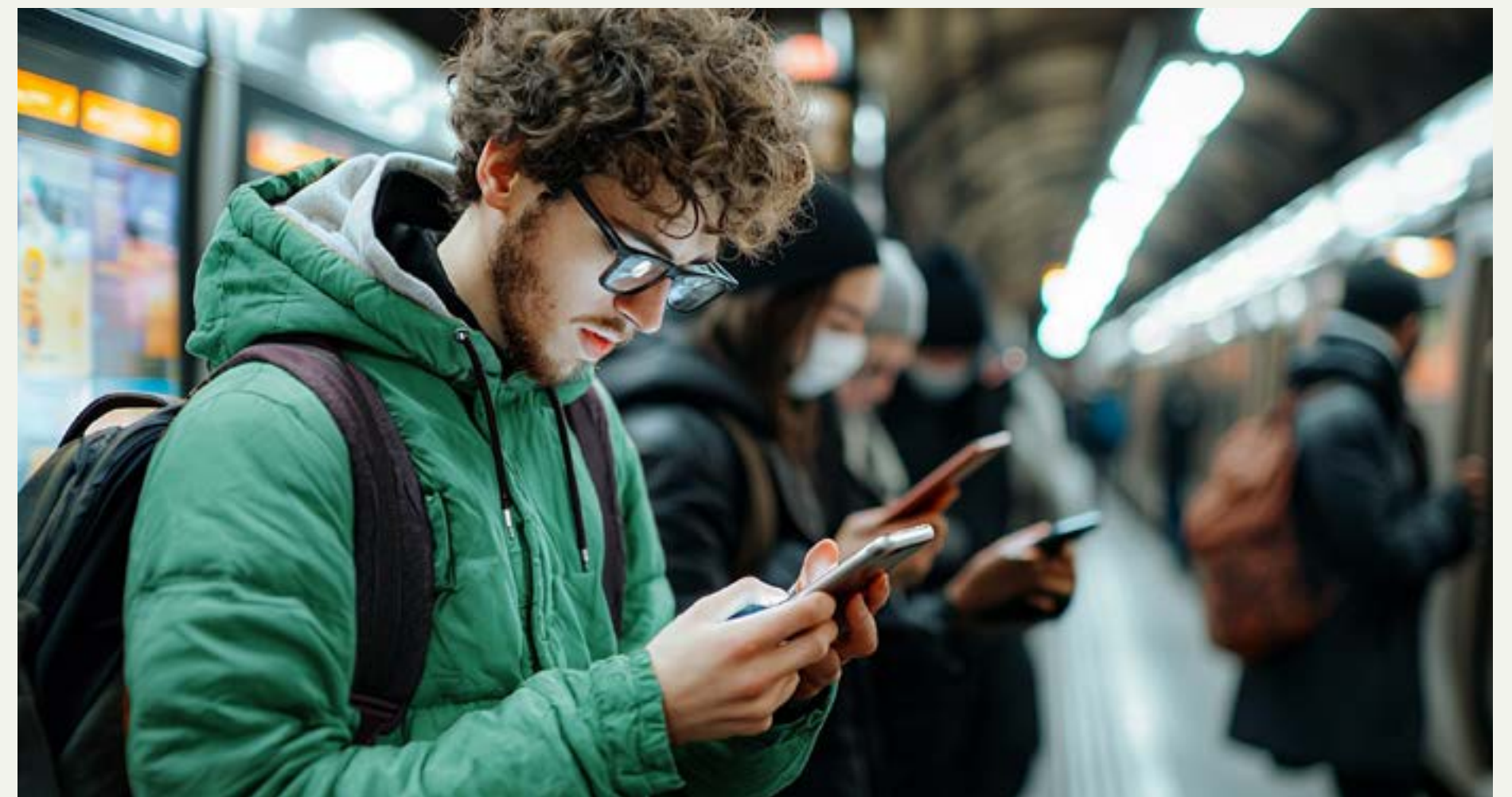
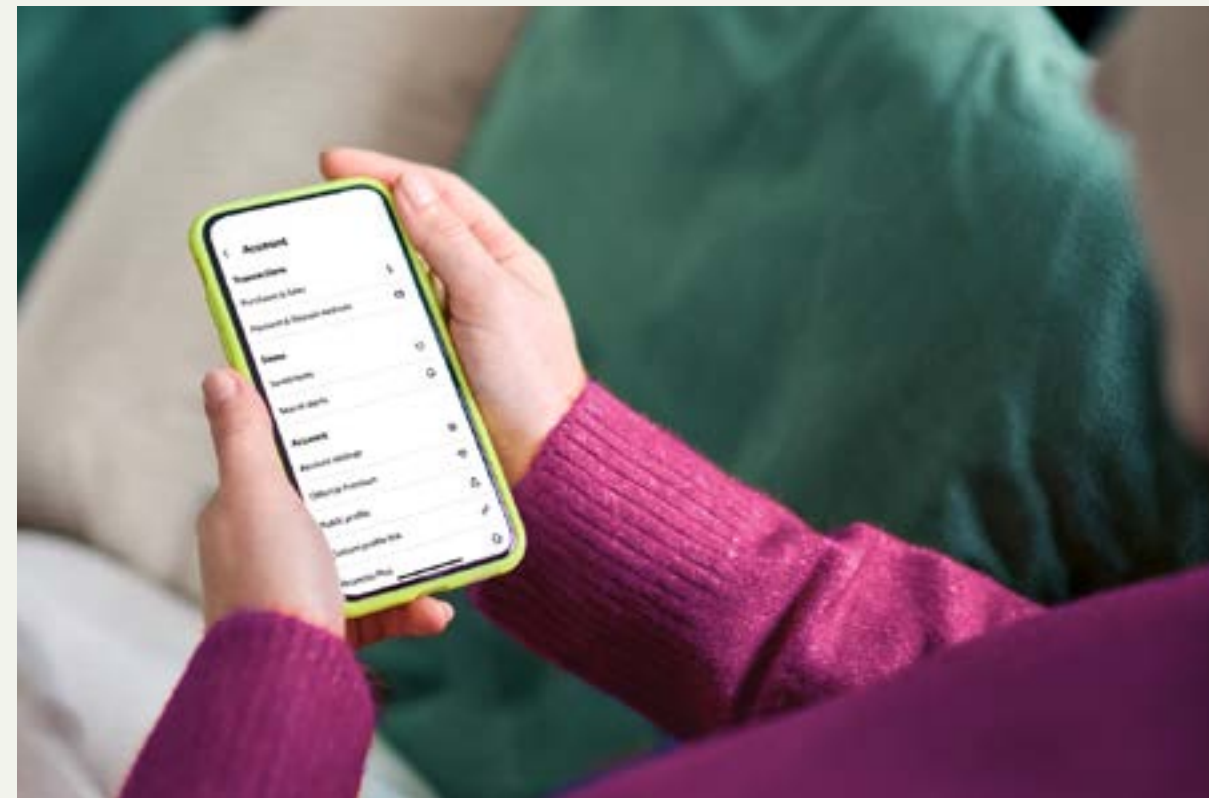
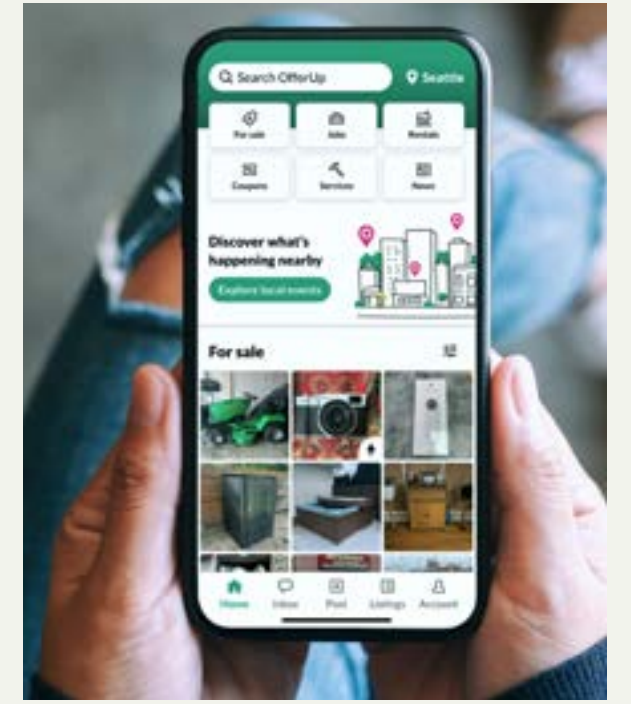
The contrast has been bumped up, the levels adjusted, the tone cooled, and the women's t-shirt recolored to be Attention



This image is pretty good: it's just missing that special "OfferUp touch"



The levels have been bumped slightly, and the man's jacket has been recolored to Brand Primary



## DESIGN GUIDELINES

# UGC

UGC photos are images our customers uploaded to the OfferUp website, app, or socials, and have given us permission to use. When using UGC, we look for images that are well-lit, high quality, perfectly framed, and feature attractive items.

Finding the perfect image can sometimes feel like finding a unicorn: but if you keep those simple guidelines in mind, you're sure to find great photos.

If necessary, slight adjustments can be made to exposure and lighting to better show off the item.



In this image, the product is poorly displayed and is out of focus



This image showcases a product that isn't new or like new, and is a weird crop



Just right



This image showcases the product poorly, is weirdly lit, and has a strange background



This features multiple items and contains advertising



Just right



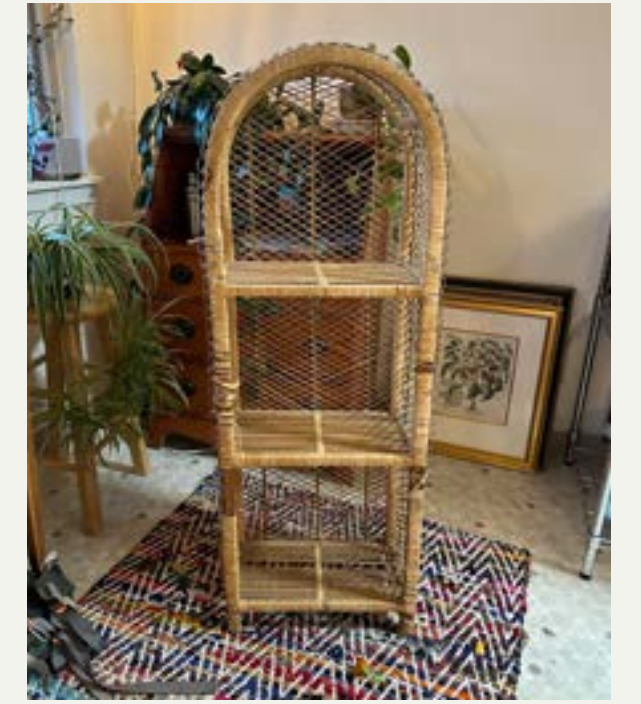
This image is poorly lit, and features an uninteresting product



This image is cluttered, doesn't capture the whole item, and features distracting people



Just right

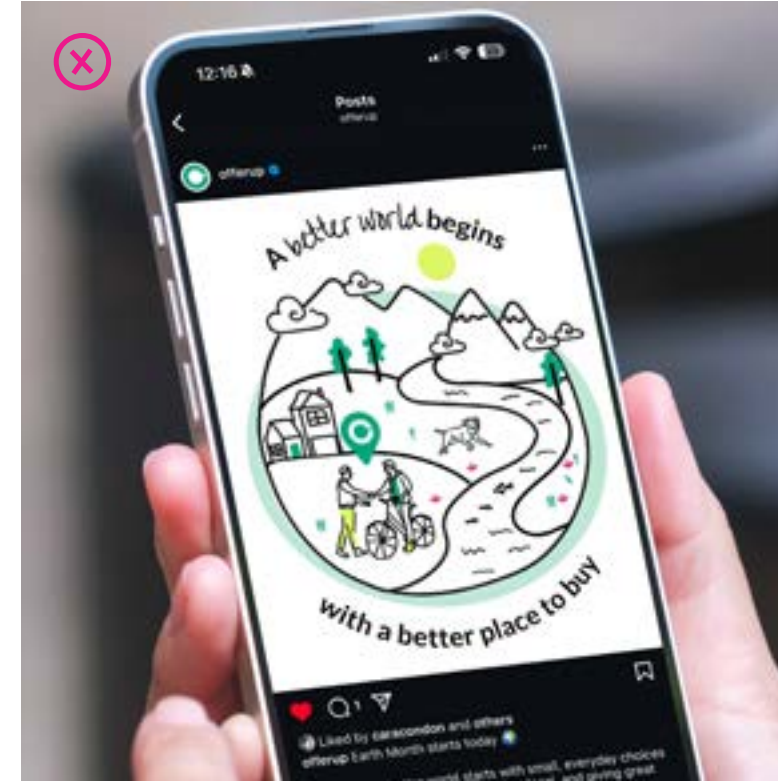


## DESIGN GUIDELINES

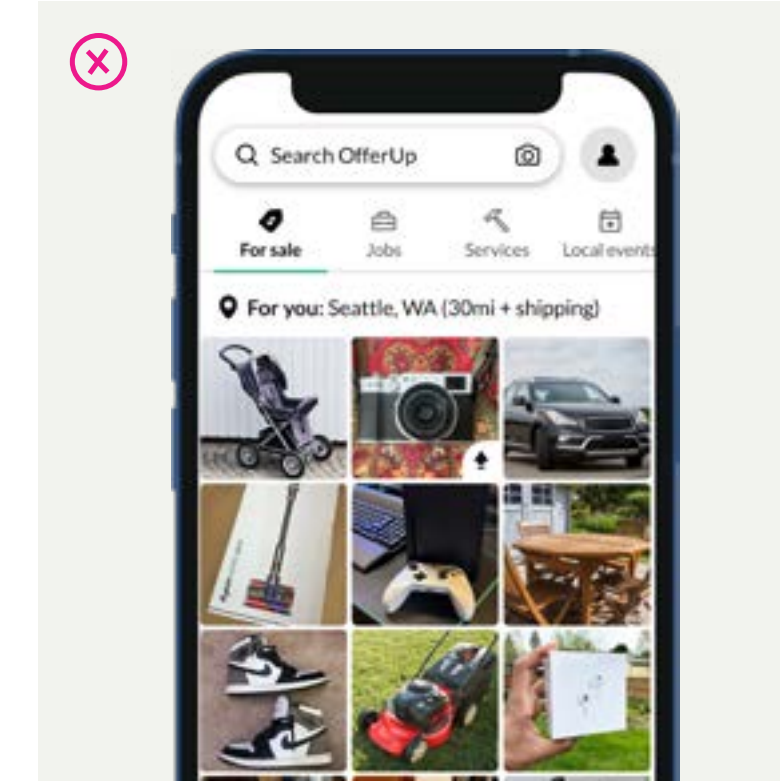
# Product

Our product photography contains realistic depictions of our app or website showcased in mockup. When necessary, the UI is simplified or stylized to make it easier for our audience to digest.

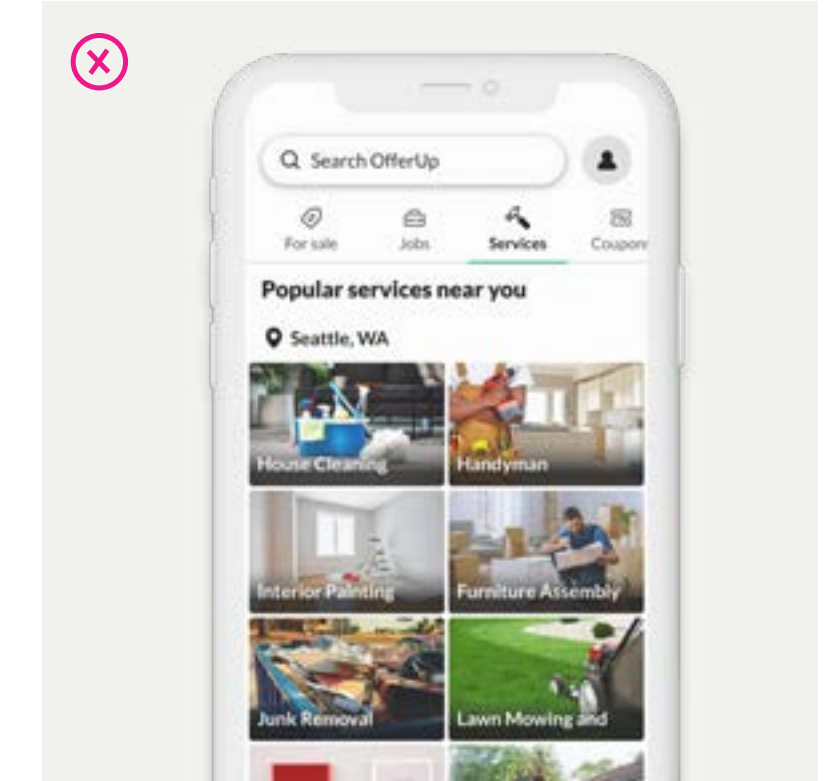
When using product imagery, make sure that you are using the most up to date version of the app, the mockup looks lifelike, you remove all ads, and that you don't stylize too much.



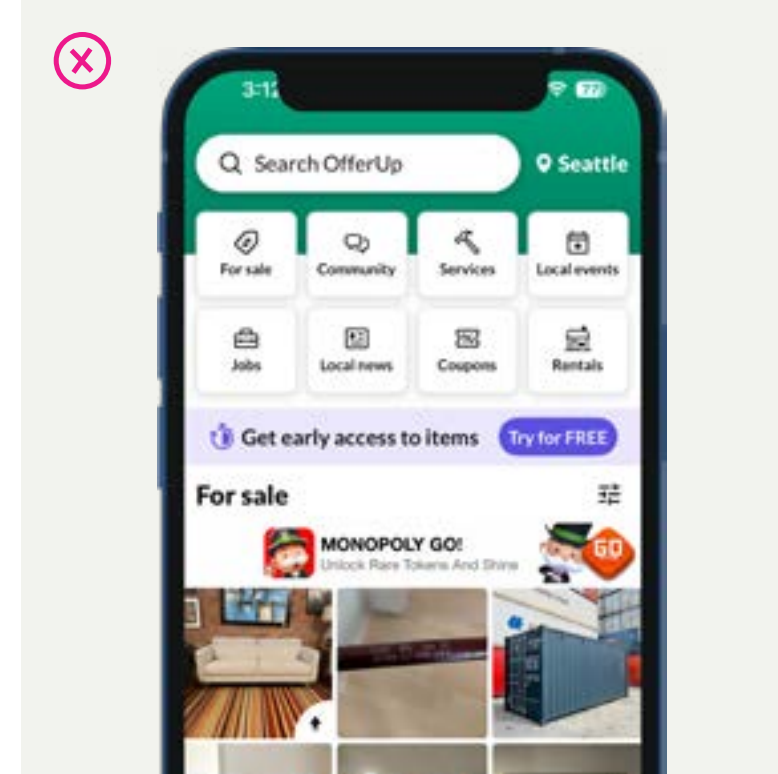
While this features a social post of ours, it shows our Instagram, not our product, and is a lifestyle photograph



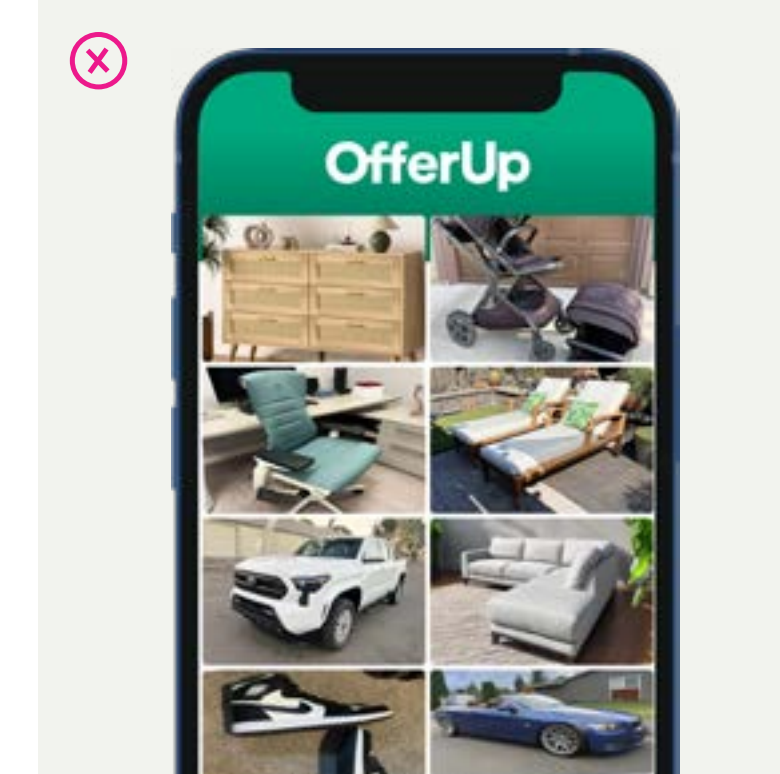
This is an outdated version of our app



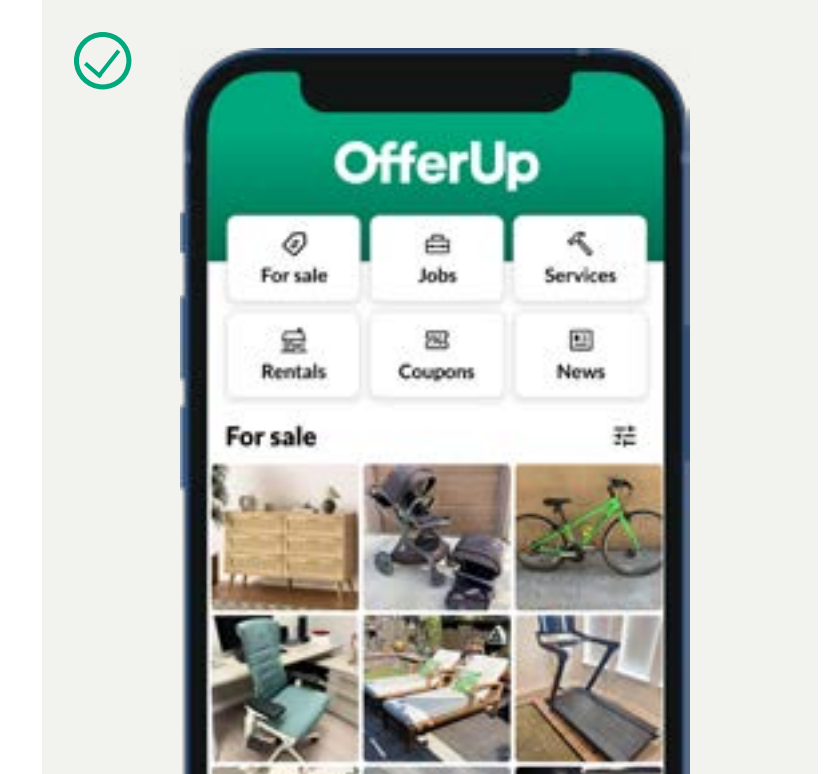
This is mockup doesn't look lifelike



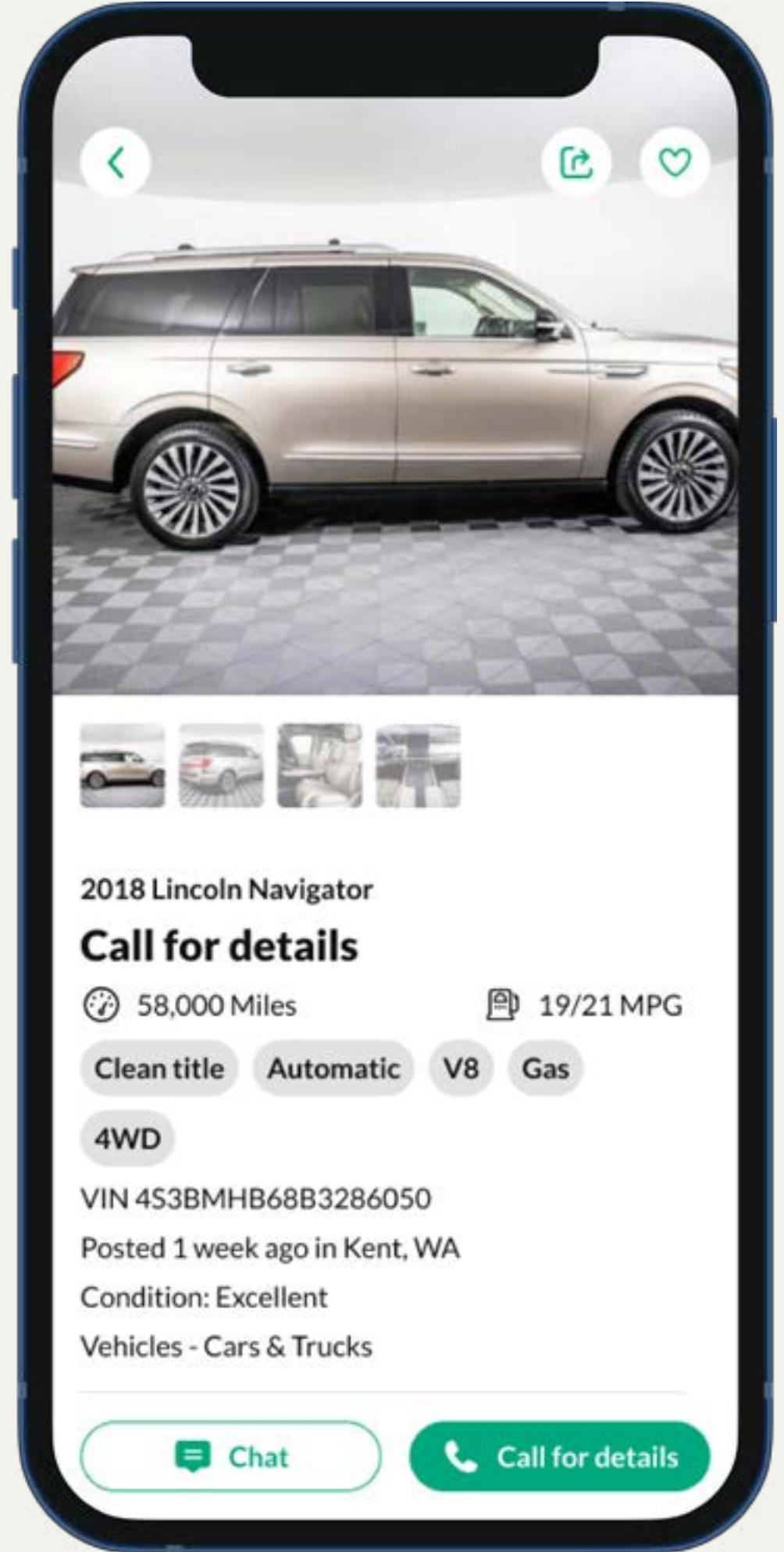
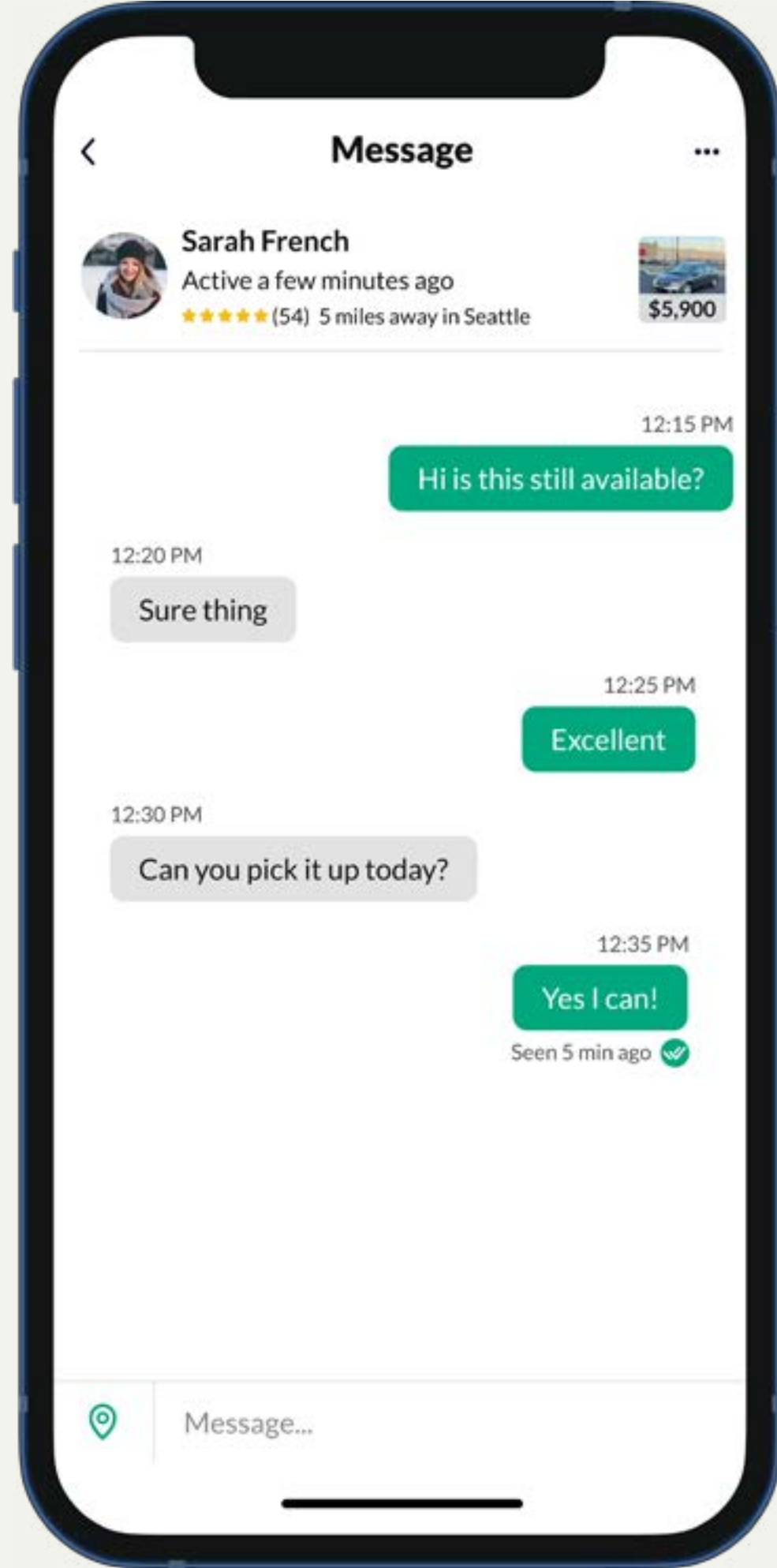
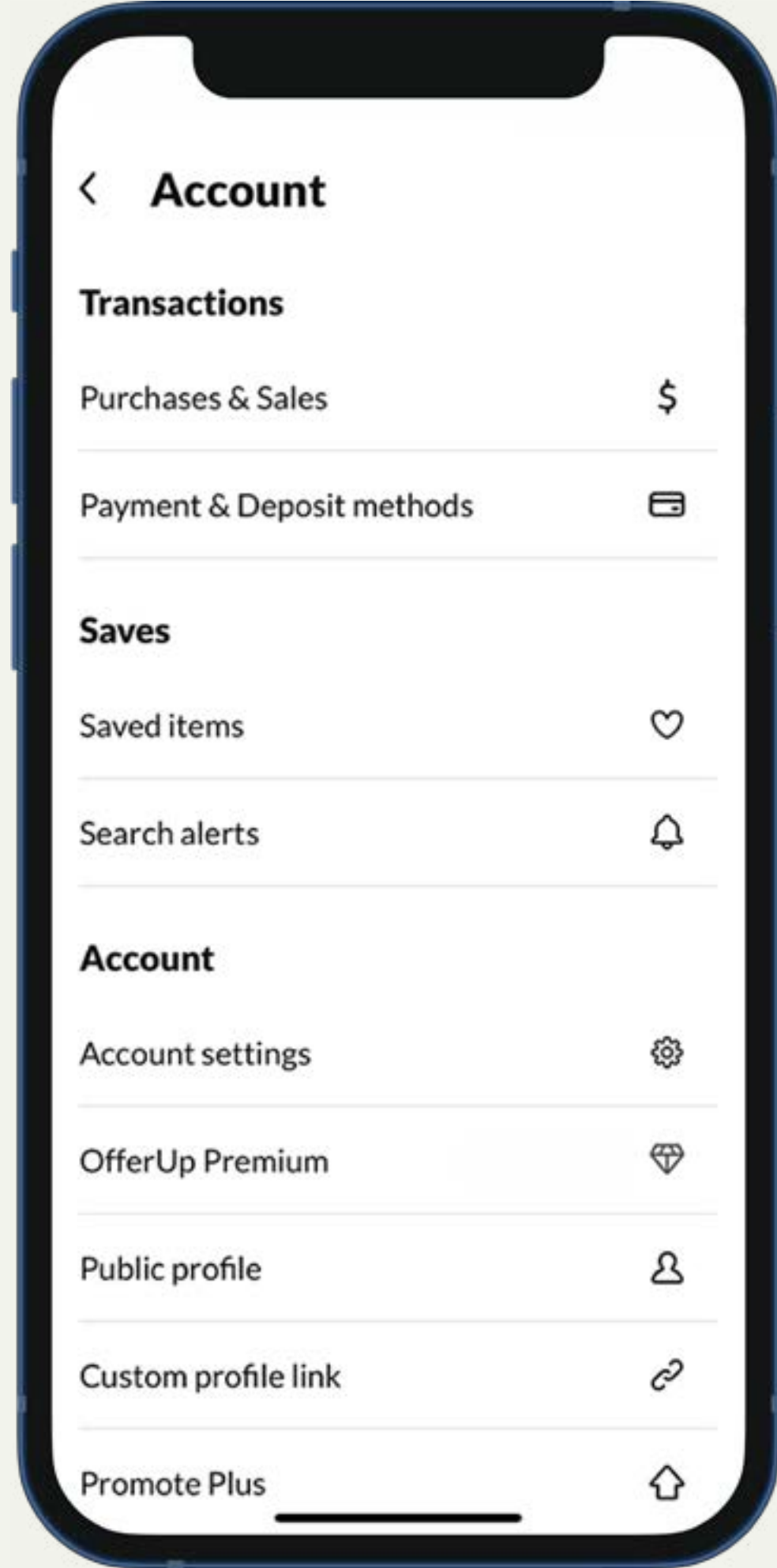
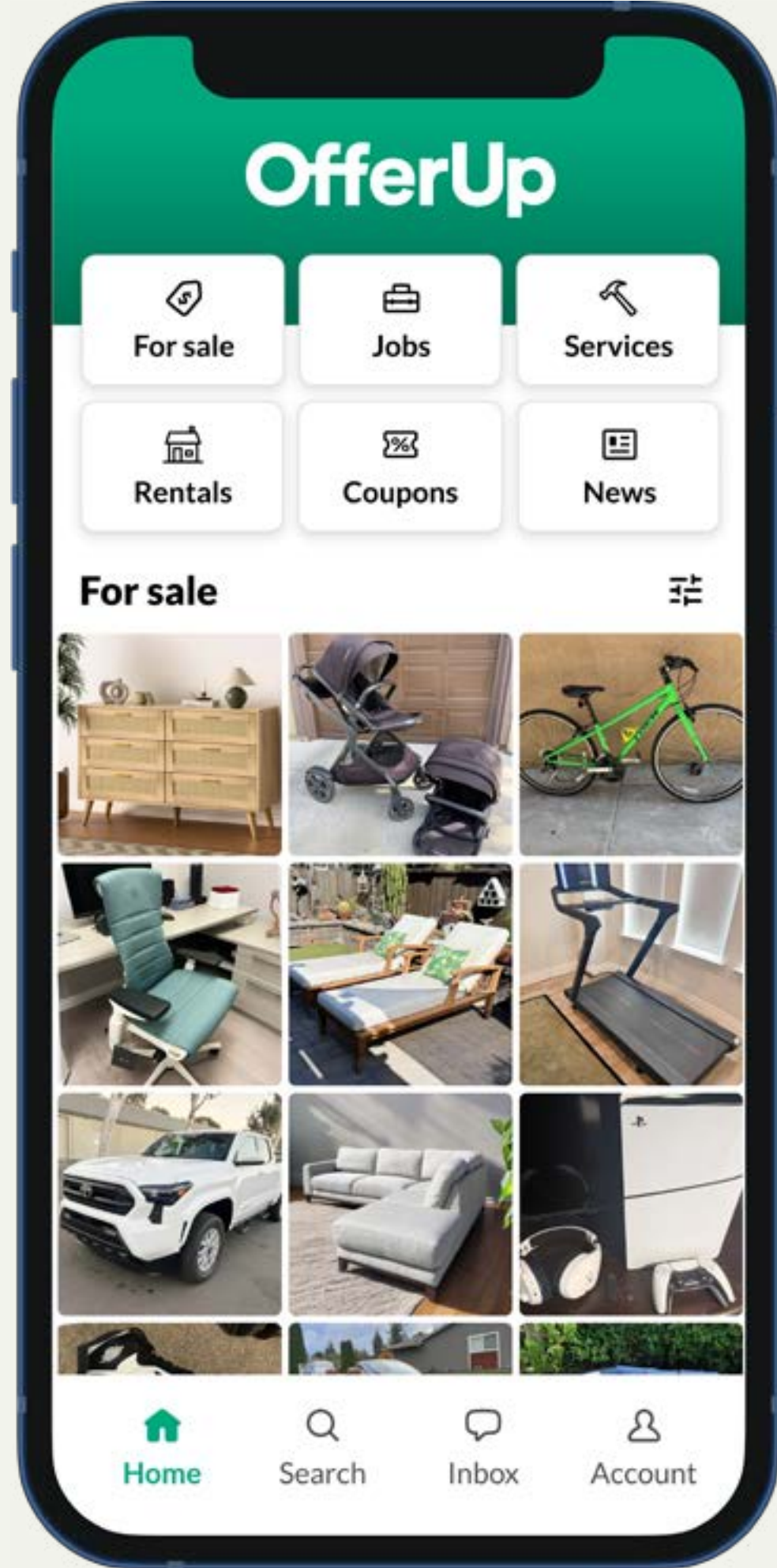
This is an accurate portrayal of our app: however, it has ads and banners that distract from the functionality

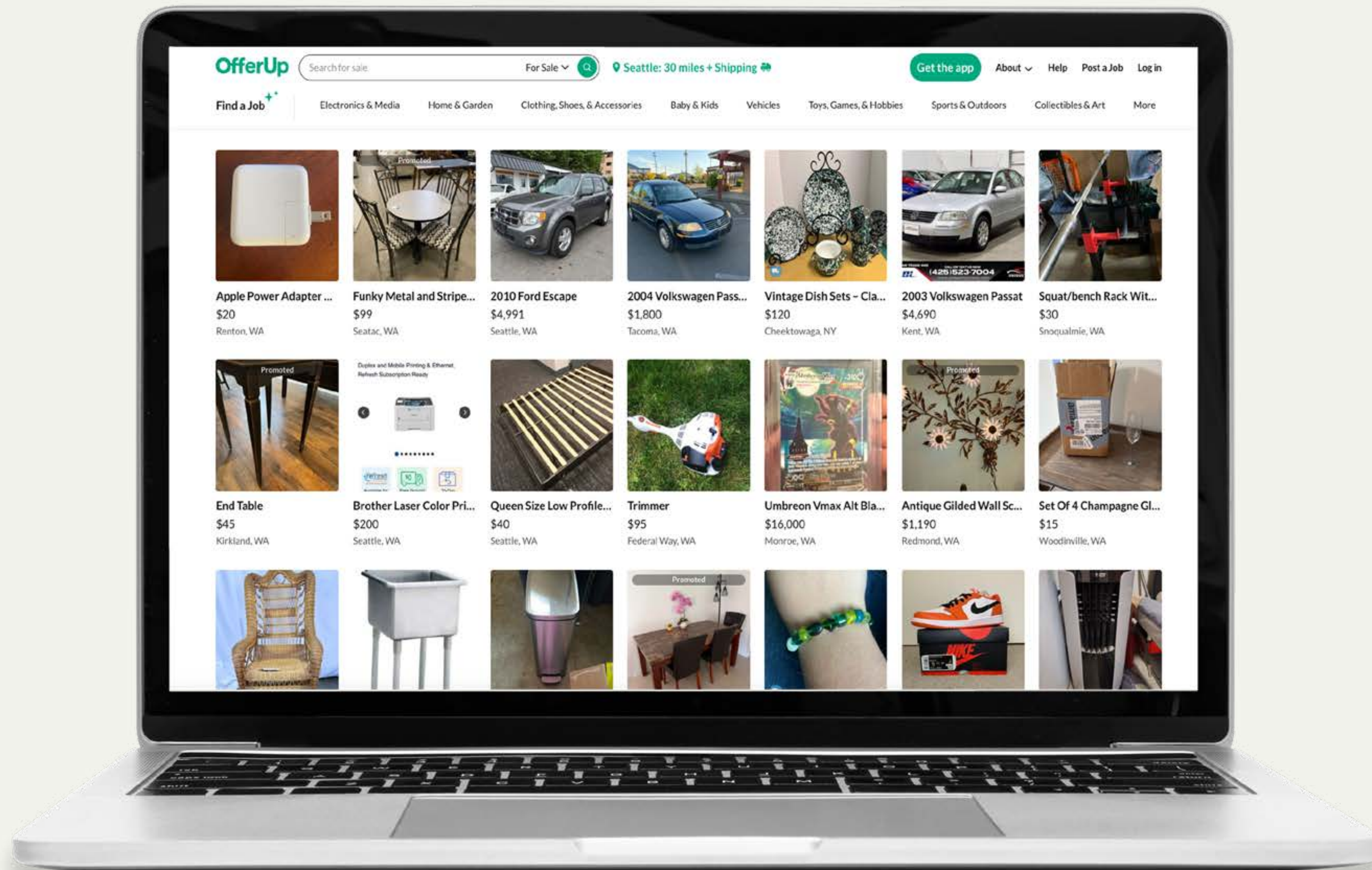


This is simplified and stylized too much: it no longer looks like the app users know



Just right





OfferUp

Search for sale

For Sale

Seattle: 30 miles + Shipping

Get the app

About

Help

Post a Job

Log in

Find a Job

Electronics & Media

Home & Garden

Clothing, Shoes, & Accessories

Baby & Kids

Vehicles

Toys, Games, & Hobbies

Sports & Outdoors

Collectibles & Art

More



Apple Power Adapter ...  
\$20  
Renton, WA



Funky Metal and Stripe...  
\$99  
Seatac, WA



2010 Ford Escape  
\$4,991  
Seattle, WA



2004 Volkswagen Pass...  
\$1,800  
Tacoma, WA



Vintage Dish Sets - Cla...  
\$120  
Cheektowaga, NY



2003 Volkswagen Passat  
\$4,690  
Kent, WA



Squat/bench Rack Wit...  
\$30  
Snoqualmie, WA



End Table  
\$45  
Kirkland, WA



Brother Laser Color Pri...  
\$200  
Seattle, WA



Queen Size Low Profile...  
\$40  
Seattle, WA



Trimmer  
\$95  
Federal Way, WA



Umbreon Vmax Alt Bla...  
\$16,000  
Monroe, WA



Antique Gilded Wall Sc...  
\$1,190  
Redmond, WA



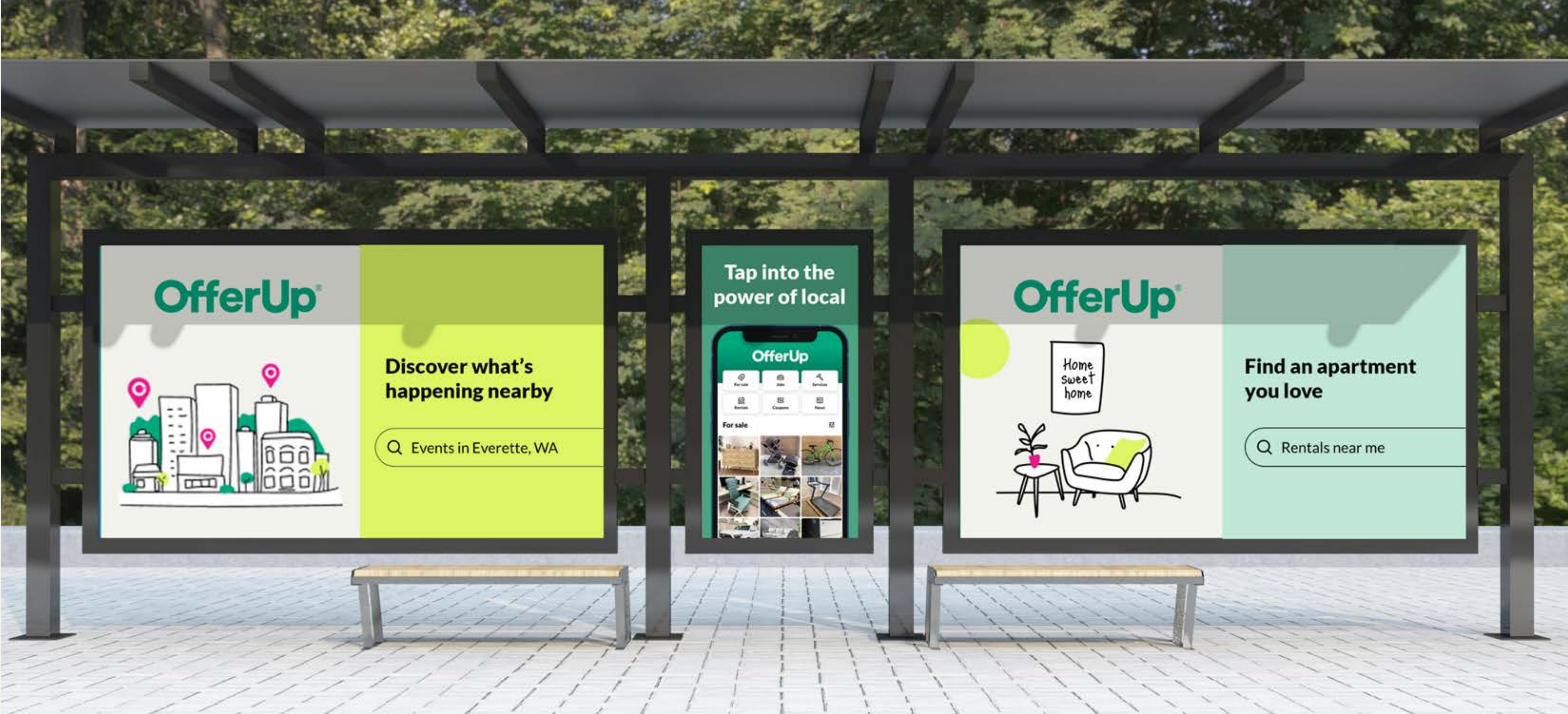
Set Of 4 Champagne Gl...  
\$15  
Woodinville, WA



# Showcase


How it all comes together

# SHOWCASE



# SHOWCASE

**OfferUp** [Shop](#) [Post](#)




### Long time, no see

Has stuff been piling up since we last saw you?  
Turn that extra stuff into cash!


[Post now](#)

---


 **Hanna from San Diego, CA made \$3,500 selling on OfferUp**

"I wouldn't be where I am now without OfferUp. I recommend OfferUp for anyone with a busy schedule or looking to make a quick buck."

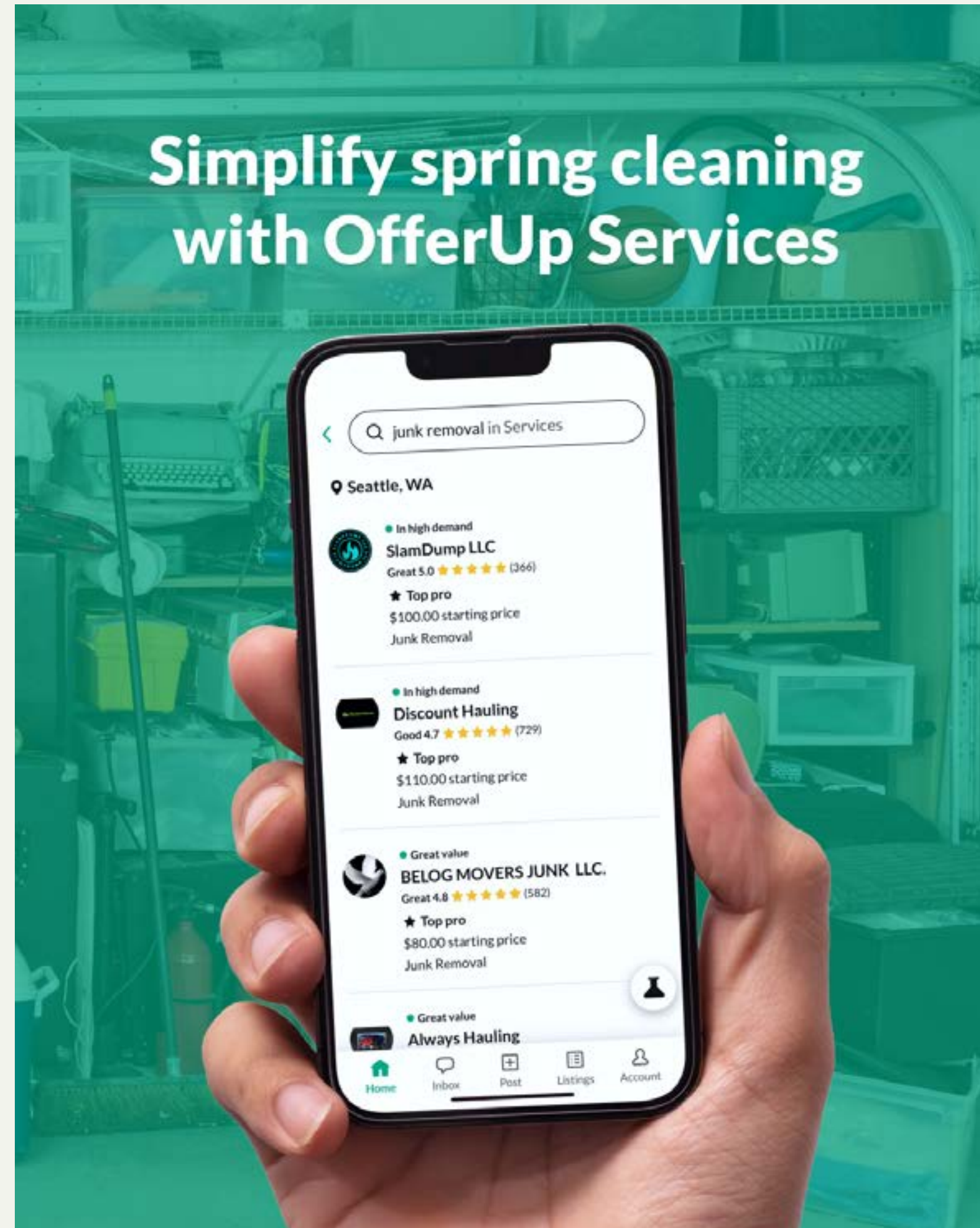
---

 **Rob from Lexington, KY made \$700 selling on OfferUp**

"I have been planning for a year to relocate. In less than a week I cleared out my apartment and made nearly \$700."



## Simplify spring cleaning with OfferUp Services



Search: junk removal in Services

Seattle, WA

- In high demand**  
**SlamDump LLC**  
Great 5.0 (366)  
★ Top pro  
\$100.00 starting price  
Junk Removal
- In high demand**  
**Discount Hauling**  
Good 4.7 (729)  
★ Top pro  
\$110.00 starting price  
Junk Removal
- Great value**  
**BELOG MOVERS JUNK LLC.**  
Great 4.8 (582)  
★ Top pro  
\$80.00 starting price  
Junk Removal
- Great value**  
**Always Hauling**

## Earth Day tips

Simple ways to help you live more sustainably



- Buy LED or energy efficient lightbulbs**
- Ride your bike or use public transport**
- Recycle and compost whenever possible**
- Support reforestation by planting trees**
- Use reusable items such as mugs and water bottles**
- Shop secondhand from places like OfferUp**

# SHOWCASE



**OfferUp**  
for Business

1/2 complete

### Start your 14 day free trial of OfferUp Business

If you already have an OfferUp account, sign in below. Otherwise create a new account.

Continue with Facebook

Continue with Google

Continue with email

By tapping Continue with Facebook, Google, or Apple you agree to OfferUp's [Terms of Service](#) and acknowledge the [Privacy Policy](#).

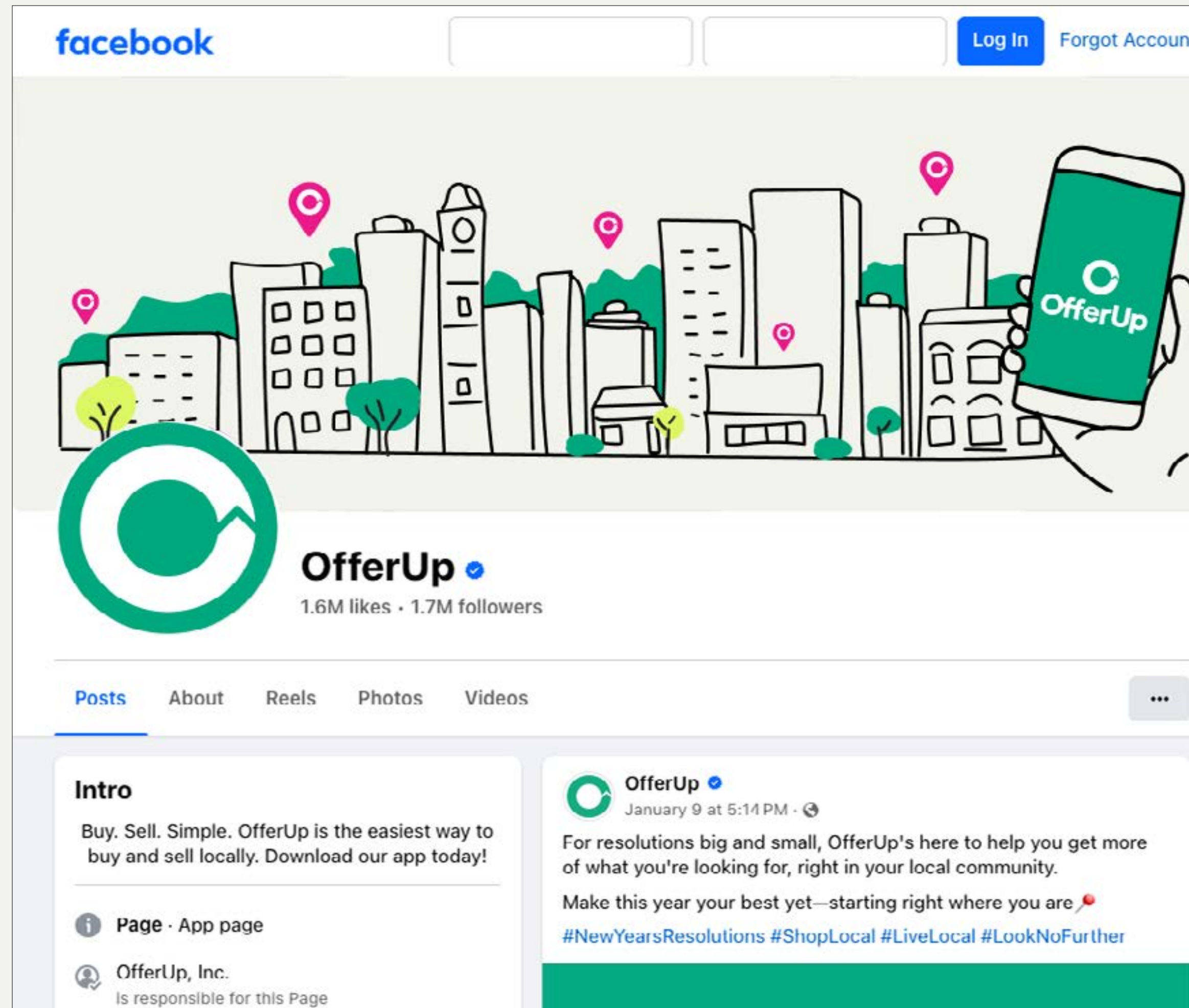
This site is protected by reCAPTCHA and the [Google Privacy Policy](#) and the [Google Terms of Service](#) apply.

## Reach more customers on OfferUp

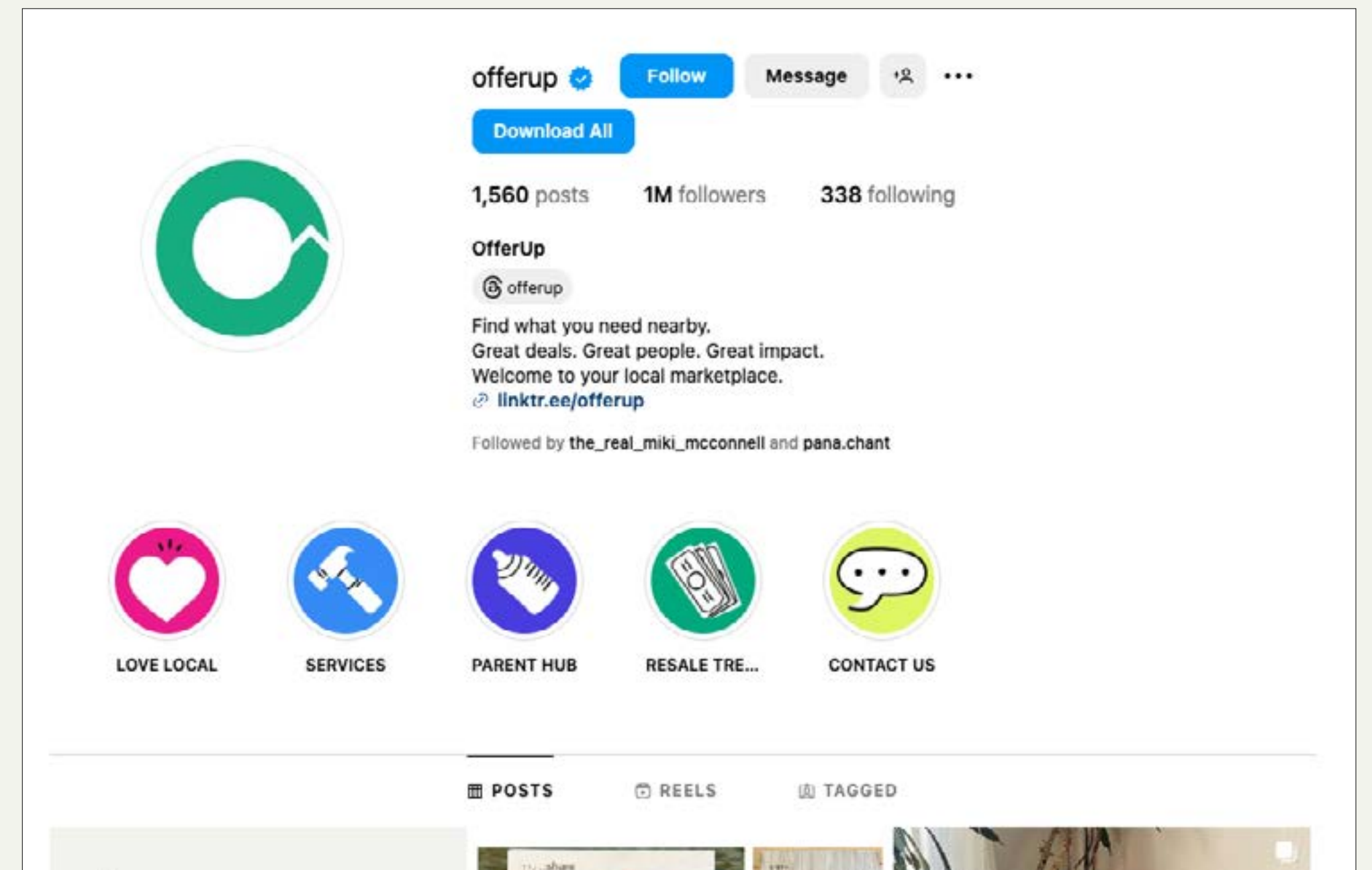
The local marketplace trusted by millions

- 1 in 6 adults use OfferUp each year
- Engage high-intent shoppers in your category
- Promote & sell inventory with easy tools

# SHOWCASE

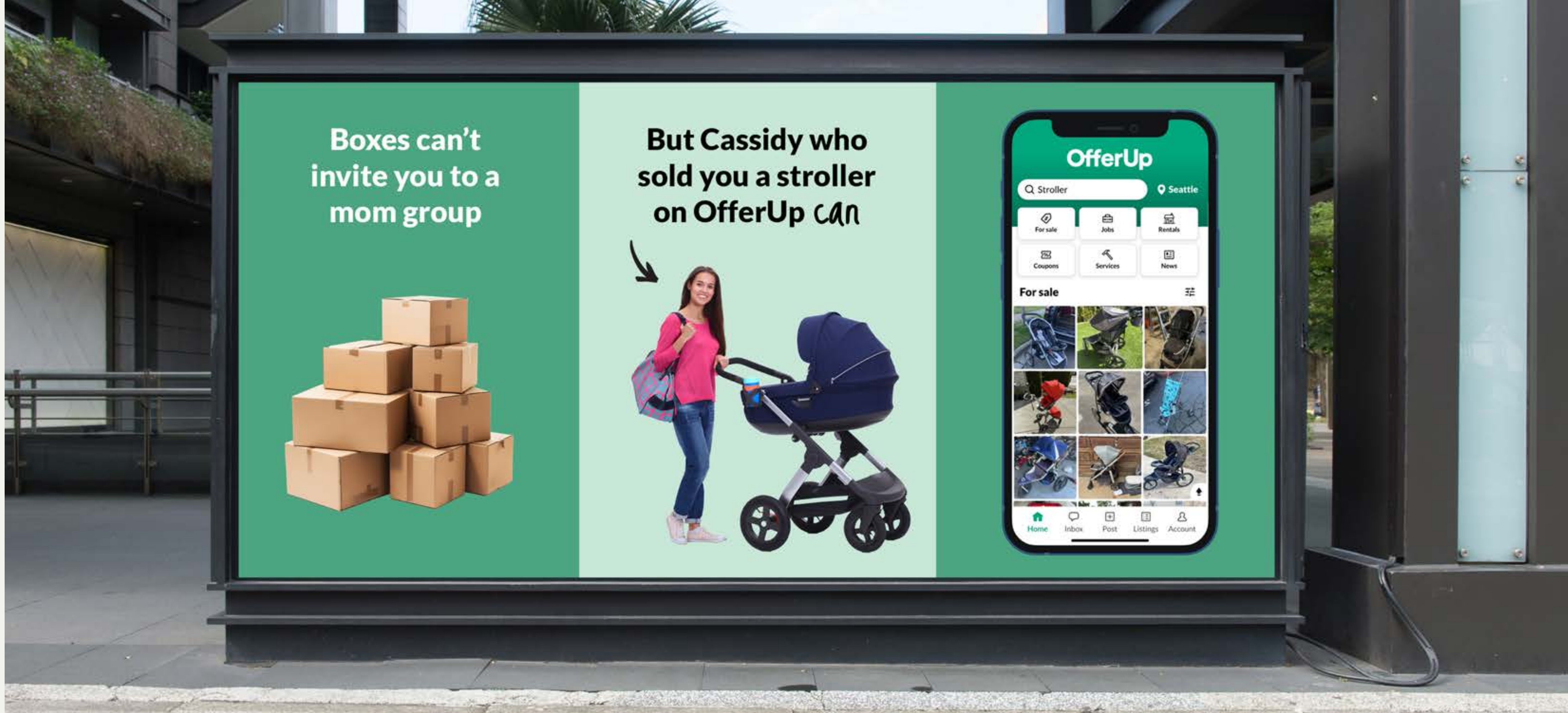


The image shows a screenshot of the OfferUp Facebook profile page. At the top, the Facebook logo is visible on the left, and search and login fields are on the right. The main header features a stylized illustration of a city skyline with buildings and trees, overlaid with a hand holding a smartphone displaying the OfferUp app interface. Below this is the OfferUp profile picture, a circular logo with a green arrow, and the text "OfferUp" with a verified badge and "1.6M likes · 1.7M followers". Navigation tabs for "Posts", "About", "Reels", "Photos", and "Videos" are present. The "Intro" section contains the text: "Buy. Sell. Simple. OfferUp is the easiest way to buy and sell locally. Download our app today!". A recent post from OfferUp, dated January 9 at 5:14 PM, reads: "For resolutions big and small, OfferUp's here to help you get more of what you're looking for, right in your local community. Make this year your best yet—starting right where you are 📍 #NewYearsResolutions #ShopLocal #LiveLocal #LookNoFurther".



The image shows a screenshot of the OfferUp Instagram profile page. At the top, the OfferUp profile picture is on the left, and the name "offerup" with a verified badge, "Follow" button, and "Message" button are on the right. Below this, it shows "1,560 posts", "1M followers", and "338 following". The bio reads: "Find what you need nearby. Great deals. Great people. Great impact. Welcome to your local marketplace. linktr.ee/offerup". It also lists "Followed by the\_real\_miki\_mcconnell and pana.chant". At the bottom, there are five category icons: "LOVE LOCAL" (heart), "SERVICES" (wrench), "PARENT HUB" (hand holding a child), "RESALE TRE..." (money), and "CONTACT US" (speech bubble). Navigation tabs for "POSTS", "REELS", and "TAGGED" are visible at the very bottom.

SHOWCASE



# SHOWCASE

**OfferUp**

## Build a great post

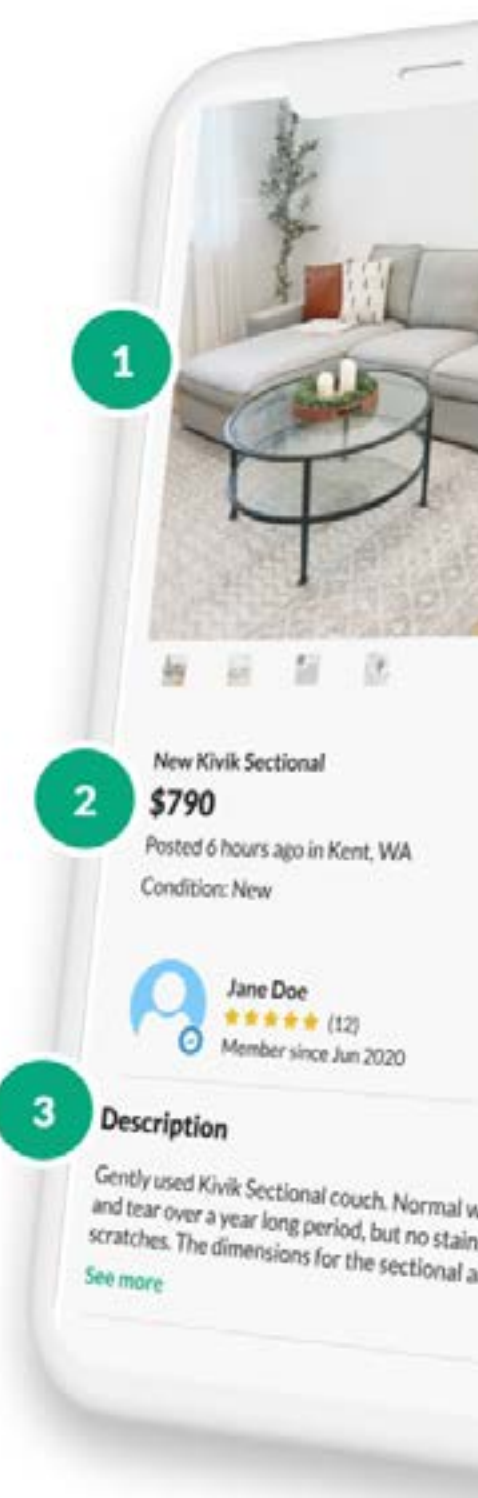
Want to sell faster? Making the perfect post is as easy as one, two, three!

**Choose multiple quality photos**  
Make sure your photos are bright, clear, and in-focus.

**Set a fair price**  
Consider the item's condition and original purchase price.

**Write a detailed item description**  
Tell buyers what they need to know. Include as much detail as possible.

[View my listings](#)



- 1
- 2
- 3

**OfferUp** [Shop](#) [Post](#)

## Small business. Big impacts.

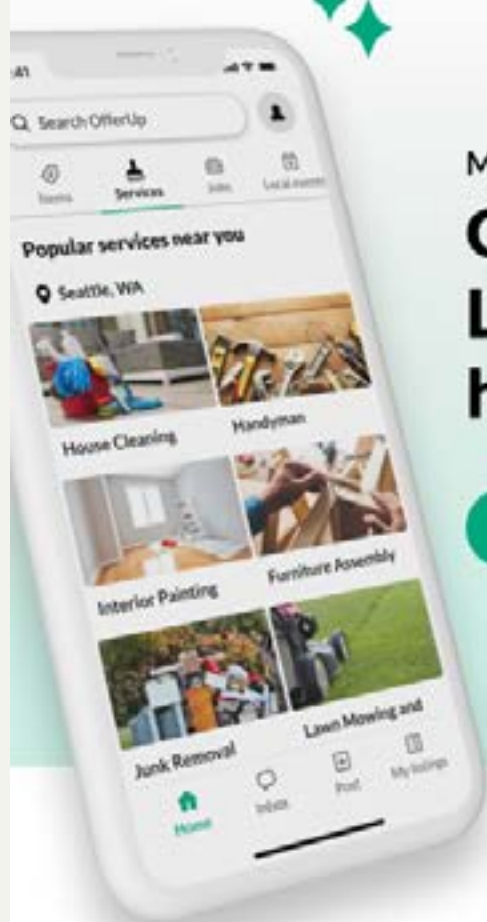


This Small Business Saturday, find gifts, things you need, or something fun for your family from a seller near you. When we shop local, we all win.

[Shop local](#)

 Team OfferUp

**OfferUp Services**



MEET OUR NEWEST OFFERING

## Got a project? Local pros are here to help.

[Explore Services](#)

Now you can easily hire skilled professionals for tasks like home repairs, cleaning, moving, and more, all within the OfferUp app.


Get quotes, read reviews, and hire with confidence. Open the OfferUp app to explore this new feature, and start checking projects off your list with verified and trusted professionals from Thumbtack.

Looking to list your service? We're putting the finishing touches on this feature. Sign up to be the first to know when it launches! [Learn more here.](#)

[Get started](#)

**OfferUp Services** [Shop](#) [Post](#)



## Spring into a cleaner home & yard



Whether you need a deep house cleaning, sparkling windows, a fresh lawn, or organized spaces, we've got you covered.

[Browse services](#)

### Book services like:



[Home cleaning](#) [Gutter maintenance](#)

**Thank you**