sortme

PARTNER BRAND GUIDE

Using the SortMe brand

Our story, our logo, our colours and type, and how to describe SortMe when you feature us alongside your own brand.

PREPARED FOR	PREPARED BY	VERSION	DATE
SortMe partners	Carl Thompson, CEO	1.0	9 November 2026

Published by SortMe Limited for media and partners. You're welcome to share this guide, and to use the SortMe name, logo and assets the way it sets out. For anything else, or to have co-branded material approved, talk to us first.

01 · OUR STORY

We started with a spreadsheet too

SortMe is a household money management app built in New Zealand for New Zealand households. It brings every account into one view and tells people what to do next, in plain language.

Where it came from

Carl Thompson co-founded TradeGecko, the inventory platform Intuit bought for $150M NZD. TradeGecko gave businesses one clear picture of everything they owned and owed. When Carl came home to Auckland, his own household finances were spread across nine spreadsheet tabs, four bank logins, two KiwiSavers and a folder of insurance PDFs.

Budgeting apps didn't help. They were built to track coffee spending, and none of them were designed for households with a mortgage, investments, a company or a trust, and kids. SortMe was built for those households.

Who it's for

Our customers are mid-to-high income New Zealand households with a lot of moving parts in their money. They earn well and still feel they don't have a clear picture. Most of them don't think of themselves as budgeters and don't want to become one.

Before SortMe, most of them used a spreadsheet, or a bank app with Bills and Savings accounts set up but no regular transfers behind them.

> **Our mission: to create opportunity through prosperity for families.**

The Money Journey

SortMe guides each household through three stages. The stage depends on what the household has in place, so a household with plenty of money and no structure still starts at Clarity.

STAGE 1

Clarity

Every account in one place, living within means, and a four-account structure for Essentials, Lifestyle, Short-term and Long-term savings.

STAGE 2

Security

An emergency fund of three months' expenses and a steady surplus each pay cycle.

STAGE 3

Growth

The surplus goes to long-term growth through KiwiSaver, shares and other investments.

17,000+
households helped

★ 4.7
rating on Trustpilot

$2,371
average savings a user finds

Read-only
bank access through Akahu

Figures as at November 2026. Check with us for current numbers before you quote them.

Describing SortMe

If you write about SortMe, use one of the descriptions below as it is. You can shorten them, but please don't add claims of your own about what the product does.

ONE LINE — FOR SOCIAL POSTS, FOOTERS AND CAPTIONS

SortMe is a New Zealand money management app that brings every account into one view and shows households what to do next.

SHORT DESCRIPTION — ABOUT 60 WORDS

SortMe connects every New Zealand bank, the mortgage, KiwiSaver and shares in one view, so households can see where they stand. It categorises spending automatically, forecasts cashflow months ahead and flags things worth acting on, like a fixed rate coming up for renewal. Bank connections run through Akahu and are read-only, so SortMe can see transactions but can never move money.

Writing the name

The name is always **SortMe**: one word, with a capital S and a capital M. Please don't write Sortme, Sort Me, SORTME or sortme in running text. The lowercase "sortme" only appears inside the logo artwork.

Our tone

We write the way a knowledgeable friend talks about money. Sentences are plain and specific, we use New Zealand English spelling, and we don't talk down to people or lecture them about their spending.

PLEASE SAY	PLEASE AVOID
Household money management	"Budgeting app" as the main description
Try SortMe for $1 for 7 days	"Free", in any form or context
Connects to your bank through Akahu, read-only	Saying SortMe moves money or sets up accounts or automatic payments
Connects you with a vetted adviser when a decision needs one	Calling anything in SortMe financial advice
Entries, reminders, or the feature's name	"Cards" for parts of the app, which readers take to mean bank cards

Regulatory note

SortMe shows people their own information and points out things worth looking at. It does not give regulated financial advice. Where your material mentions advice, make it clear that advice comes from a licensed adviser and not from the app.

03 · LOGO

Our logo

The logo is the stacked icon and the "sortme" wordmark together. Always use the supplied artwork files and never retype the wordmark in a font.



Primary, gradient. Use this version on white or very light backgrounds wherever you can.



Single colour, navy. For one-colour print, or where the gradient won't reproduce well.



Reversed, white. For the brand gradient, navy, or a dark, uncluttered photo.

Clear space

Keep a clear area around the logo equal to **x**, which is half the height of the logo. No text, other logos or image edges should sit inside it.



Minimum size

Below these widths the icon detail and the italic "me" stop reading clearly.



Print: 40 mm wide



Screen: 120 px wide

The icon on its own

The stacked icon is used alone only as the SortMe app icon and our social profile image. In partner material, always use the full logo.

03 · LOGO

Please don't change the logo

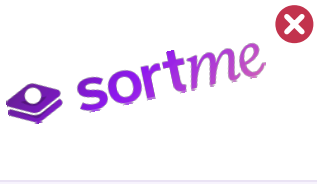
These are the changes we see most often. Each one makes SortMe harder to recognise, so please avoid all of them.



Stretching or squashing it



Recolouring it, including other gradients



Rotating or angling it



Adding shadows, outlines or glows



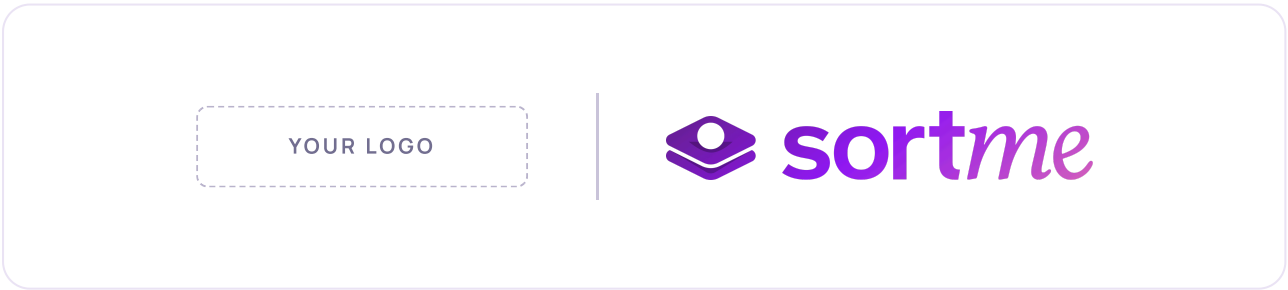
Placing it on a busy or low-contrast background

Sort Me

Retyping the name in place of the logo

Co-branding with your logo

When SortMe appears with your brand, place the two logos side by side at the same visual height, separated by a thin vertical line. Leave clear space of at least x either side of the line. Don't merge the logos into a single mark or put SortMe inside your own logo's container.



For written references, use "in partnership with SortMe" or "powered by SortMe". Please send co-branded material to us for approval before it is published (contact details are on the last page).

Colour palette

These colours are taken from sortme.com. Deep navy carries the text, the purple-to-pink gradient is for buttons and highlights, and soft lavender sets the background.

#57236D SortMe gradient · 122° #9118F4 #DF6DB4

The brand gradient runs plum to violet to pink at a 122° angle. Use it for buttons, progress bars, accent lines and the occasional feature panel. It should not fill whole pages.

PRIMARY

Navy
#1C1250 · RGB 28 18 80

Headings, body text and dark panels.

PRIMARY

Plum
#57236D · RGB 87 35 109

Gradient start, kickers and accent text.

PRIMARY

Violet
#9118F4 · RGB 145 24 244

Gradient middle, links and focus states.

PRIMARY

Pink
#DF6DB4 · RGB 223 109 180

Gradient end and small uppercase labels.

ACCENT

Amber
#E0912B · RGB 224 145 43

Small highlights such as ratings. Use sparingly.

ACCENT

Teal
#0F978E · RGB 15 151 142

Positive values and success states.

Neutrals

Slate
#413A66

Body copy

Muted
#726E90

Captions, labels

Lavender
#F7F3FD

Panel backgrounds

Mist
#F2F2F2

Page background

05 · TYPOGRAPHY

Two typefaces

Merriweather, a serif, sets every heading. Manrope, a clean sans-serif, sets everything else. Both are available from Google Fonts.

HEADINGS

Aa

Merriweather

ABCDEFGHIJKLM abcdefghijklm
0123456789 $%

Bold (700) for headings, with slightly tight letter spacing. Fallback: Georgia.

BODY AND INTERFACE

Aa

Manrope

ABCDEFGHIJKLM abcdefghijklm
0123456789 $%

Regular (400) for body, SemiBold (600) for buttons, Bold (700) for labels. Fallback: Arial.

Label · Manrope Bold 12 px, uppercase, 0.2em tracking, pink	PERSONAL FINANCE, SORTED
Headline · Merriweather Bold 48 px web / 32 pt print	**See your whole financial life**
Subheading · Merriweather SemiBold 18 px web / 13 pt print	Every account in one view
Body · Manrope Regular 16 px web / 10 pt print, slate	Connect every NZ bank, your mortgage, KiwiSaver and shares, and get a clear next step.

06 · INTERFACE STYLE

Our interface is light and rounded. Buttons are full pills, with the gradient for the main action and a white outline for the second one. Content sits in white or lavender panels with large rounded corners and a soft purple-tinted shadow, and progress is shown with gradient bars.

Try SortMe for $1

See how it works

GOAL

Family holiday

$3,700 of $5,000 saved

07 · IMAGERY

Photography and product images

DO USE

- Real New Zealand households, couples and families in natural light, looking relaxed.
- Product screenshots we supply, shown in a device frame or on a white or lavender panel.
- Cut-out people over the brand gradient, with clear space between the image and any headline.

PLEASE AVOID

- Piles of cash, coins, piggy banks or stressed people holding bills.
- Screenshots you have edited, cropped to change their meaning, or filled with invented figures.
- Stock imagery that is obviously from overseas.

08 · BEFORE YOU PUBLISH

Partner checklist

- The logo comes from our supplied files and hasn't been altered.
- It has clear space of x on every side and meets the minimum size.
- "SortMe" is written as one word with two capitals.
- Descriptions come from page 3 with no added claims.
- The word "free" doesn't appear anywhere.
- Nothing suggests SortMe gives financial advice or moves money.
- Any figures quoted match sortme.com today.
- Colours use the hex values in this guide.
- SortMe has approved the final version.

Logo files, screenshots and approvals

Ask us for the logo files (SVG and PNG in all three versions), current product screenshots and photography. Send co-branded material for approval at least five working days before it goes live.

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