

searchspring

Brand Guide

UPDATED // JAN. 22, 2020



Our Brand

When to use:

Always!

The only time when this logo will not be used is when the dimension requirements are more vertical than horizontal.

There is an alternate “stacked” version of the logo for swag and sponsorship opportunities when a vertical orientation is required.

Our Primary Mark



Primary

Full-color with gradient



2 Color - No Gradients



1 Color - Brand Color



White On Dark



Black on Light

Our Alternate Mark



Alternate- Stacked

Full-color with gradient



2 Color - No Gradients



1 Color - Brand Color

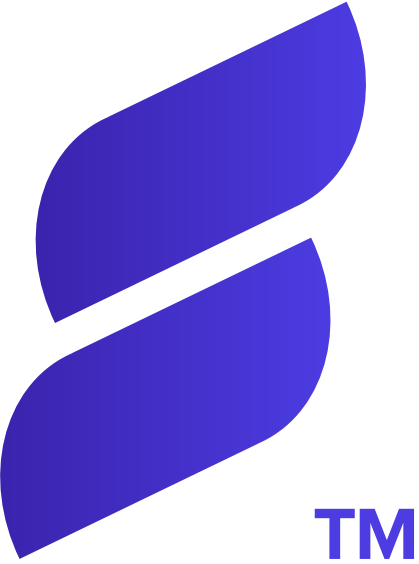


White On Dark



Black on Light

Our Icon



2 Color - No Gradients



1 Color - Brand Color

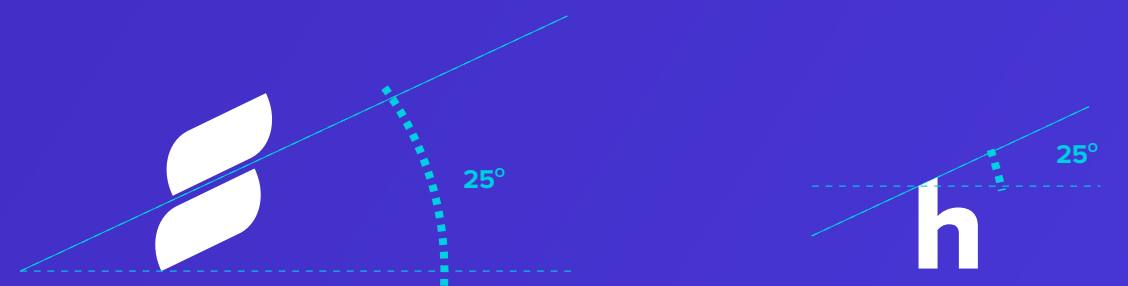


White On Dark

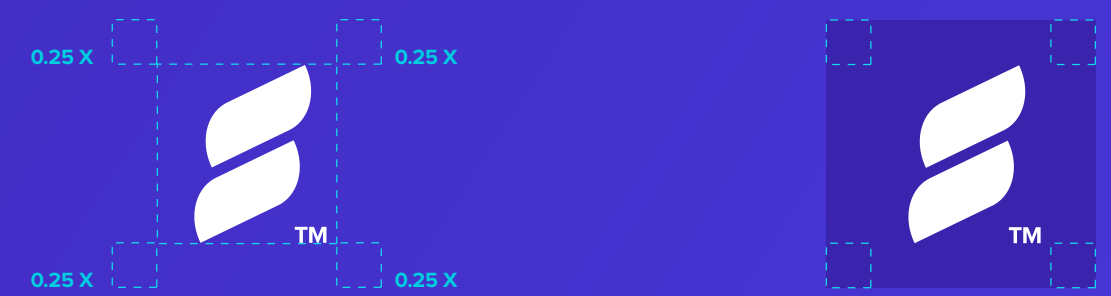



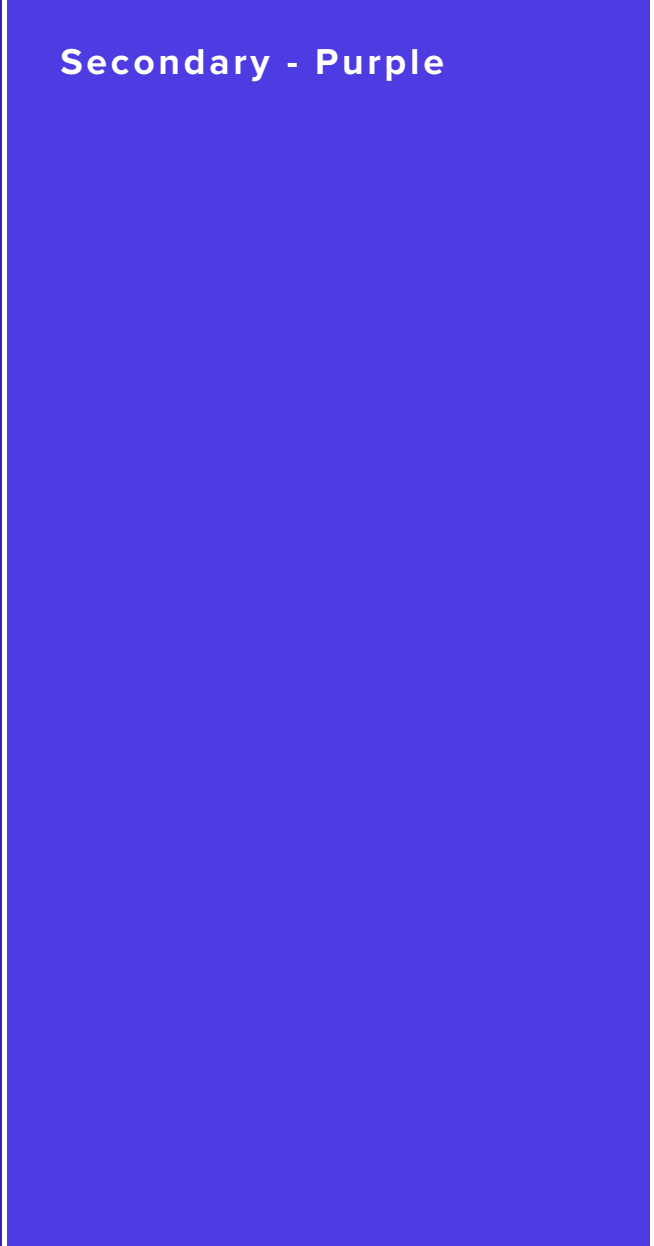
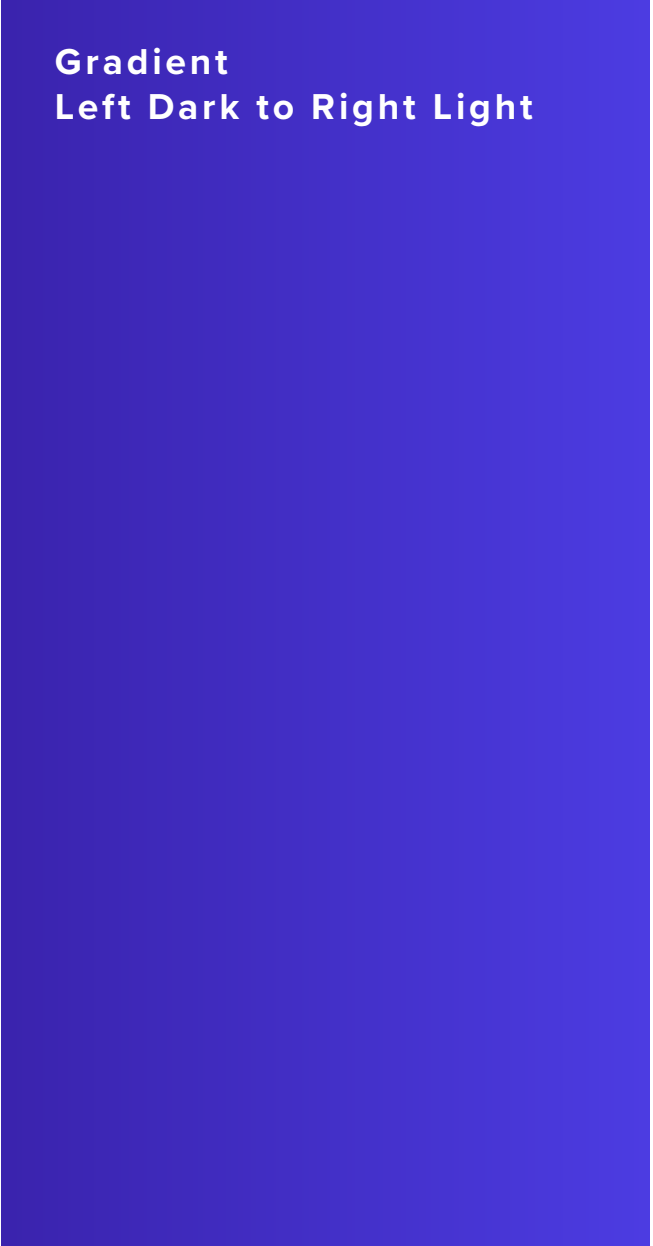
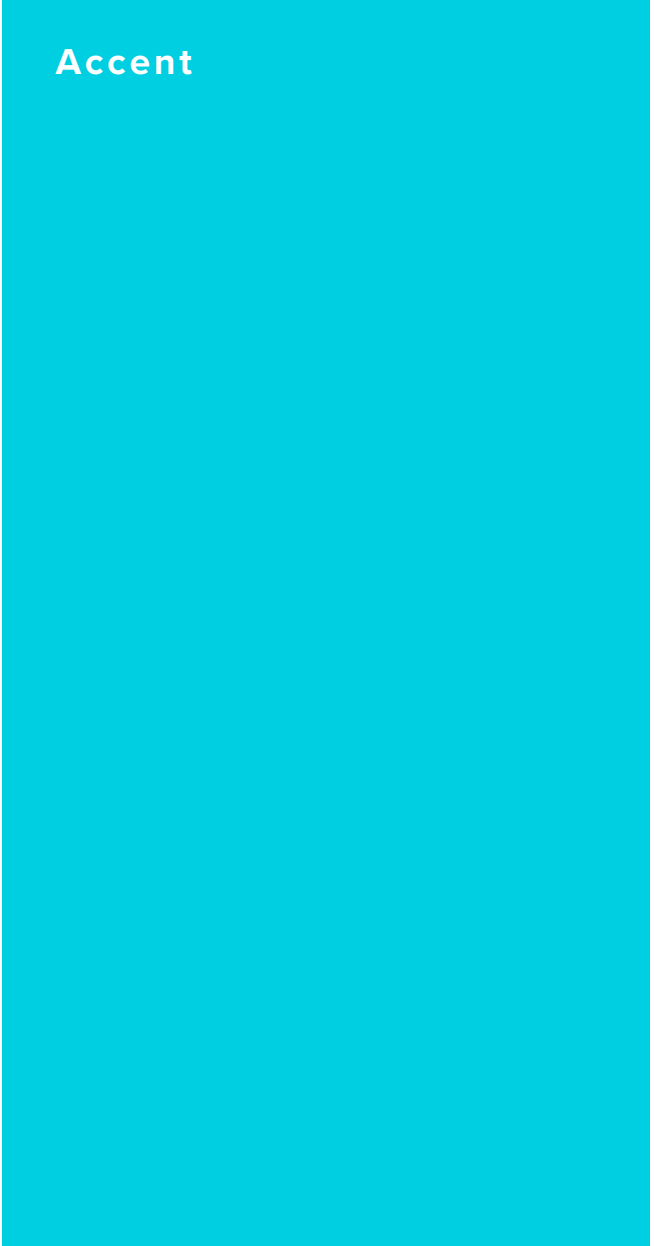

Black on Light

The Build Geometry



The Layout



Primary - Dark Purple	Secondary - Purple	Gradient Left Dark to Right Light	Accent	Gray
				
PMS 2746c	PMS 2726c	PMS 2746c to 2726c	PMS 311c	PMS Cool Grey 11c
HEX #3a23ad	HEX #4c3ce2	HEX #4c3ce2	HEX #00cee1	HEX #515151
RGB r: 58 g: 35 b: 173	RGB r: 76 g: 60 b: 226	RGB r: 76 g: 60 b: 226	RGB r: 0 g: 206 b: 225	RGB r: 81 g: 81 b: 81
CMYK c: 89% m: 92% y: 0% k: 9%	CMYK c: 79% m: 76% y: 0% k: 0%	CMYK c: 79% m: 76% y: 0% k: 0%	CMYK c: 65% m: 0% y: 15% k: 0%	CMYK c: 65% m: 57% y: 56% k: 34%

Formerly Nextopia

