

Brand Identity **Guide**

Our brand voice is a purposeful, consistent expression of our brand through words and language that engage and motivate. It's not what we say but how we say it that defines our personality and brand voice. Our brand voice really is an expression of the people at our company.

BRAND VALUES

SMART

- We solve complex problems through hard work and ingenuity.
- We distill complicated issues into insightful conclusions.
- We value learning and quickness.

FLAIR

- We think and execute differently.
- We have a strong sense of style and passion for creativity.
- We are loud in our positioning and messaging. Our personality pervades everything we do.
- We do a few things better than anyone else rather than doing everything like everyone else.

REAL

- We are approachable and fun.
- We are confident but unpretentious.
- We are direct and clear.

tone guidelines

- We are direct and clear but infuse personality and flair into otherwise boring technical discussions.
- We use clear, naturalistic language but do not patronize or oversimplify.
- We avoid overused business cliches or technical jargon. We do use widely understood technical terms as appropriate.
- We use as few words as possible to convey the idea or point.
- We recommend using subtle humor and wit as appropriate. We avoid cheesy, contrived humor.
- We accept some provocative but not offensive language.





The minimum size of the color logo mark should not be smaller than 3/4" in height from top to bottom.



Corporate CMYK Logo Colors
Primary Blue: **(81, 63, 51, 40)**
Primary Orange: **(2, 51, 91, 0)**

Corporate RGB Logo Colors
Primary Blue: **(49, 66, 77)**
Primary Orange: **(241, 145, 52)**

Corporate Pantone Logo Colors
Primary Blue: **Pantone 7546C**
Primary Orange: **Pantone 144C**



One Color Alternatives (if print colors are limited)
True Black (CMYK): **(50, 50, 50, 100)**





The minimum size of the color logo mark should not be smaller than 4/5" in height from top to bottom.



Corporate CMYK Logo Colors
Primary Blue: **(81, 63, 51, 40)**
Primary Orange: **(2, 51, 91, 0)**

Corporate RGB Logo Colors
Primary Blue: **(49, 66, 77)**
Primary Orange: **(241, 145, 52)**

Corporate Pantone Logo Colors
Primary Blue: **Pantone 7546C**
Primary Orange: **Pantone 144C**



One Color Alternatives
(if print colors are limited)
True Black (CMYK): **(50, 50, 50, 100)**



50% Clear Space



To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space.

To ensure the integrity and legibility of the logotype or full name, a clear space of 50% the symbol's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.

50% Clear Space





BLUE BACKGROUND

Inverse text to white, keep the node orange.

ORANGE BACKGROUND

Inverse logo mark to white, keep text blue.

BLACK OR OTHER DARK COLOR BACKGROUNDS

Use an all white logo when on a black background.





If only a limited color production is possible using one color (black) logo. For any grayscale and/or black and white usage.



If only a limited color production is possible using one color (white) logo. For any grayscale and/or black and white usage.





DO NOT place light colored logo onto a light colored background.



DO NOT rearrange the elements of the logo.



DO NOT change the typography of the logo.



DO NOT place the logo on a complex or busy photo. Use a color overlay on the photo instead.



DO NOT place dark colored logo onto a dark background.



DO NOT make the logo smaller than 3/4".



DO NOT distort or alter the logo.



DO NOT alter the colors unless indicated.



DO NOT tilt, rotate, or angle the logo.



DO NOT change the size relationship



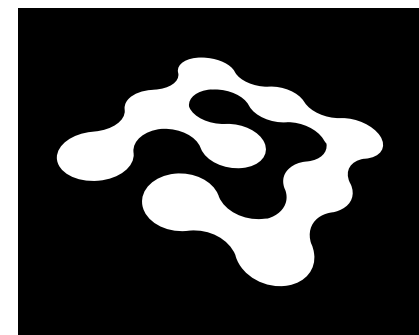
DO NOT use an outdated version of the logo





The minimum size of the node should not be smaller than 3/8" in height from top to bottom as shown here.

Alternate usage of the node on dark backgrounds.





Use the internal communications version of the logo for company communications (e.g., internal emails, letterheads, etc.).



RGB: 49, 66, 77 CMYK: 81, 63, 51, 40 HEX: #31424D	RGB: 241, 145, 52 CMYK: 2, 51, 90, 0 HEX: #F19134			RGB: 194, 217, 195 CMYK: 24, 4, 26, 0 HEX: #C2D9C3
	RGB: 158, 182, 158 CMYK: 40, 17, 41, 0 HEX: #9EB69E			
RGB: 149, 174, 185 CMYK: 43, 23, 21, 0 HEX: #95AEB9	RGB: 67, 90, 104 CMYK: 77, 56, 45, 23 HEX: #435A68	RGB: 92, 97, 99 CMYK: 64, 52, 51, 23 HEX: #5C6163	RGB: 187, 191, 191 CMYK: 27, 19, 21, 0 HEX: #BBBFBF	
	RGB: 41, 58, 63 CMYK: 80, 62, 57, 50 HEX: #293A3F	RGB: 214, 229, 233 CMYK: 15, 4, 6, 0 HEX: #D6E5E9	RGB: 121, 124, 124 CMYK: 54, 44, 45, 9 HEX: #797C7C	RGB: 152, 153, 153 CMYK: 43, 35, 35, 1 HEX: #989999



General Use

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$@*(#?!/)

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$@*(#?!/)

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%\$@*(#?!/)

Headers / Callouts Only

Roboto Bold - ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%\$@*(#?!/)

Same Width

**STACKING
OPTION
LOOKS LIKE
THIS!**

Varying height
based on content

Headers / Callouts Only

Fjalla One - ALL CAPS

ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890%\$@*(#?!/)

Same Width

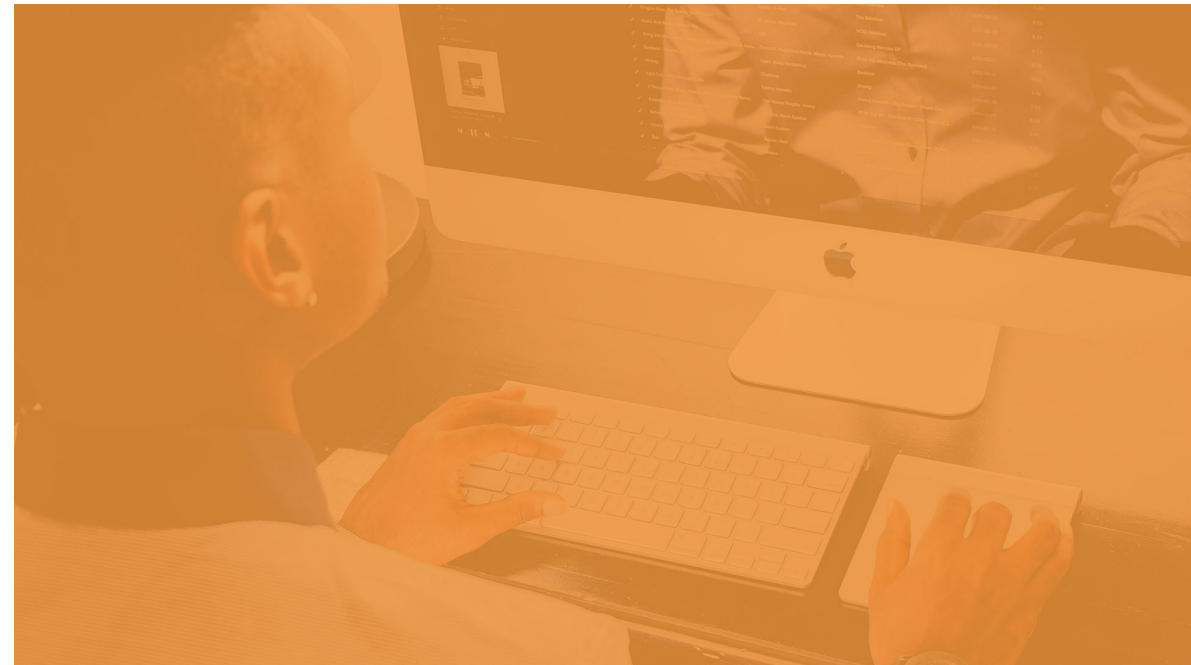
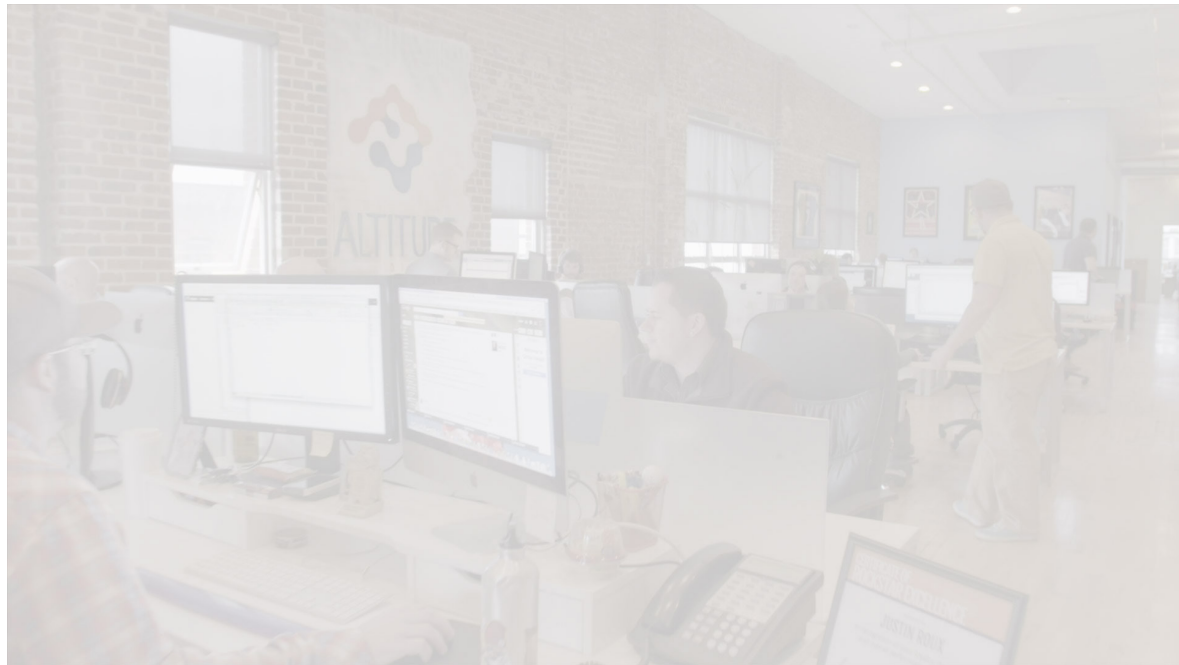
**STACKING
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Varying height
based on content



IMAGE OVERLAYS

For image overlays, use one of the primary colors from the company palette at 70-90% opacity over the image, depending on the image. Refrain from using common, “corny” stock photos. Instead, use original photography or unique stock photography whenever possible.



For descriptive illustrations, use only colors from the company palette with thin line graphics and the Roboto font family.

