

**Brand Guide**

# Design parameters

## Logo Use

The Strike Graph logo is made up of two components: an icon and wordmark. They should generally be used together until our brand recognition is large enough to facilitate the icon being used on its own. That said, there are many circumstances where the icon by itself may be adequate, like as an avatar for a social profile, or a watermark on corporate documents. [**Download logos here**](https://drive.google.com/drive/folders/1c9otG72bt9WexXCJOUDjmSpoCADUGGyS?usp=sharing).

Our logo is our signature; the visual that represents who we are. It's important that any external materials on behalf of Strike Graph are high quality and remain cohesive and consistent with our brand look and feel. Our logo should never appear pixelated or at a low quality. If you’re unsure about the resolution or need any help, please contact [Katie Burgess](mailto:katie.burgess@strikegraph.com).

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| --- | --- | --- |
| Full Lockup | Icon only | Wordmark only |

### Safe space

Always ensure that you leave a minimum space (indicated by x, the height of the small g in Sg, in the diagram below) on all sides of the Strike Graph logo.



Logo usage tips

* The primary logo usage should be full lockup in color on a white (or very light colored) background.
* On blue or darker backgrounds, use the white logo (see below).
* Avoid using the logo on green backgrounds because it is not color-contrast accessible.
* Use the logo icon and wordmark together unless “Strike Graph” appears prominently somewhere else   
  on the screen or there isn’t enough space for both.

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### Unacceptable logo use

The logo is NOT to be edited by individual users. The logo cannot be squished, altered, or used on inappropriate backgrounds.

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| Do not use the color logo on a dark background or change the color of any  logo elements | Do not use a low quality version of the logo or stretch or squish the logo. | Do not rearrange any elements of the logo or create  any lockups that violate the safe space requirements. |

## Colors

| **Primary colors** Our primary colors should be the most prominent colors used in public-facing applications. Our brand utilizes a lot of whitespace, so when possible, keep backgrounds clear of additional colors or clutter. | | | | **Accent colors** Sometimes, you need a color to differentiate or to add more texture to a branded item. Use these options to stay on brand, but use them sparingly. We want the primary colors to be the dominant elements in any branded items. | | | |
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|  | | | |  | | | |
| **Brand Blue**  #0E527D  RGB (14, 82, 125)  PMS 2161 | **Lighter Blue**  #E7EEF2  RGB ( ) | **Kinda Black**  #222222  RGB (34, 34, 34) | **White**  #FFFFFF  RGB (255, 255, 255) | **Brand Green**  #5D9C43  RGB (93, 156, 67) PMS 7490 | **Dark Blue**  #00253B RGB (0, 37, 59) | **Light Blue**  #81B9DC  RGB (129, 185, 220) | **Gray 2**  #5A5A5A  RGB (90, 90, 90) |
| **Usage**: Headlines; background or shape fills; icon treatments | **Usage**: Background or shape fills | **Usage**: Headlines; paragraph text | **Useage**: Backgrounds; text on dark-colored backgrounds | **Usage**: Headlines; icon treatments; background or shape fills | **Usage**: background or shape fills | **Usage**: Secondary color, used sparingly, often replaced with transparent blue (lighter blue: #E7EEF2) | **Usage**: Secondary paragraph text |

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## Fonts

Our brand uses two primary fonts, [Rubik](https://fonts.google.com/specimen/Rubik) and [Roboto](https://fonts.google.com/specimen/Roboto). Both are available on fonts.google.com and in many of the Google Docs suite of tools. As much as possible, limit the use of other fonts to represent our branded material unless our brand fonts are not available. In this case, utilize the closest looking font available.

| **Rubik Bold — (H1-H6)** Roboto 14pt — Body and paragraph text Roboto Normal 11pt — Body and paragraph text |
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