

Brand Guidelines

Logo basics

The Shadow-Soft Logo can be placed against white or black backgrounds. Here are some basic rules.

- Don't change logo color.
- Don't transform rotate or skew the logo.
- Don't change the opacity.
- Always give the logo breathing room from other brands. (see spacing guidelines)
- Don't decorate the logo with other objects.

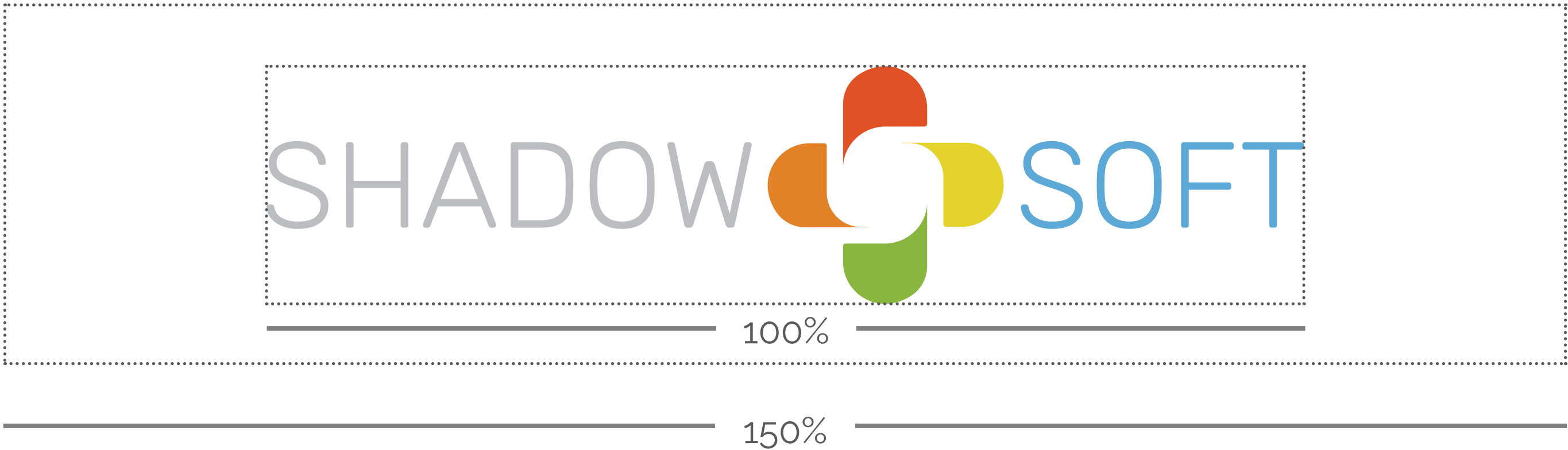


Logo space

Make sure log has enough clear space surrounding it.

A good rule is to imagine a padded box surrounding it.

Generally about 150% of the original object size should be clear



Logo color variation

Logo shouldn't be changed from it's original state, but there are situations where some color variation is allowed.

In black and white print, the logo may be presented as gray-scale.

Where the logo is used against a color or continuous toned image such as a photo, the logo may be presented as an all white version.

The Shadow-Soft logo should not be in all black unless specific permission has been granted or this suits a particular printing need.

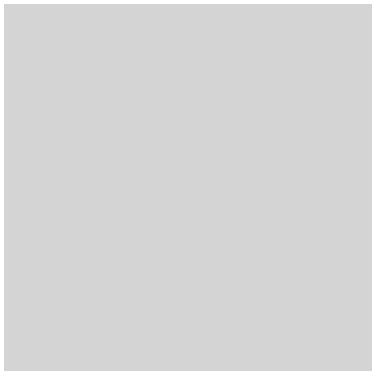
White logo on image background



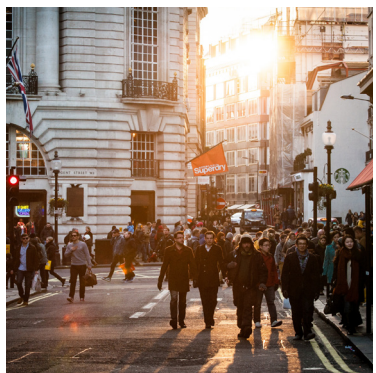
White logo on black background



Gray logo on white background



Layer 2 20% black tint



Layer 1 original image

Shadow-Soft Brand Colors

Primary brand color



#f5822b

M60 Y95

RGB 235 130 43

Accent



#b1d34d

C35 Y89

RGB 177 211 77

Accent



#56c5f1

C57 M02

RGB 86 197 241

Copy color



#595a5a

C63 M55 Y53 K28

RGB 89 90 90

Accent



#7f7f7f

C52 M43 Y43 K08

RGB 127 127 127

TYPOGRAPHY

Font face

The most common face will be Raleway regular. Additionally, you'll also see Raleway variations in the same family.

For most documents, a 10 pt size will be paired with a 17 pt leading.

Font choices should be clean sanserif font emphasizing a modern and technological feel.

Raleway Regular 72 pt

Raleway Regular 72 pt

Raleway BOLD 72 pt

Raleway BOLD 72 pt