

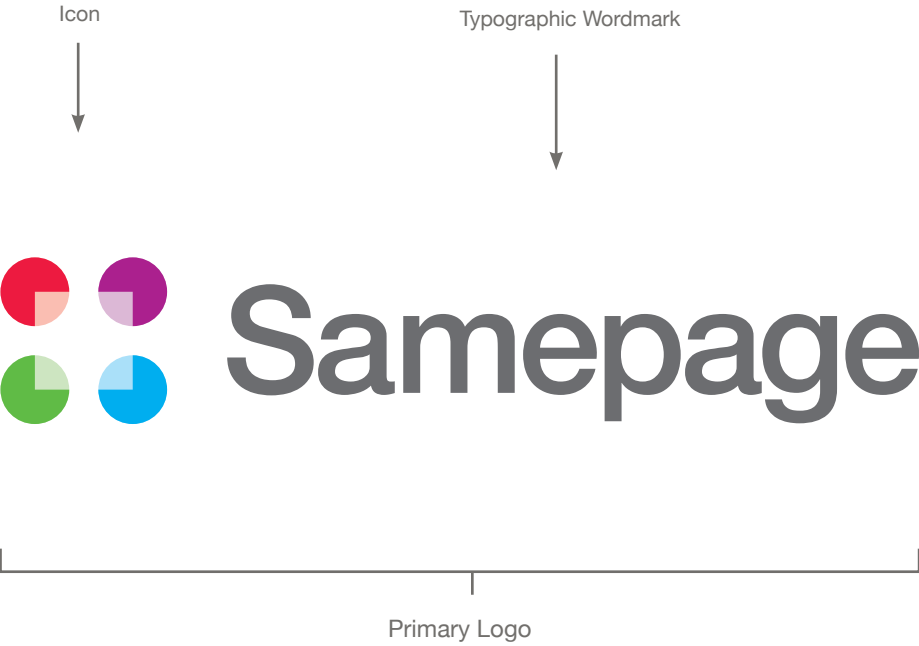


Identity Standards
Version 1.0 Winter 2015

Construction

The Samepage logo is made up of two components: the Icon and the Typographic Wordmark. These two components are always placed in fixed relationships and should never be altered or modified in any way.

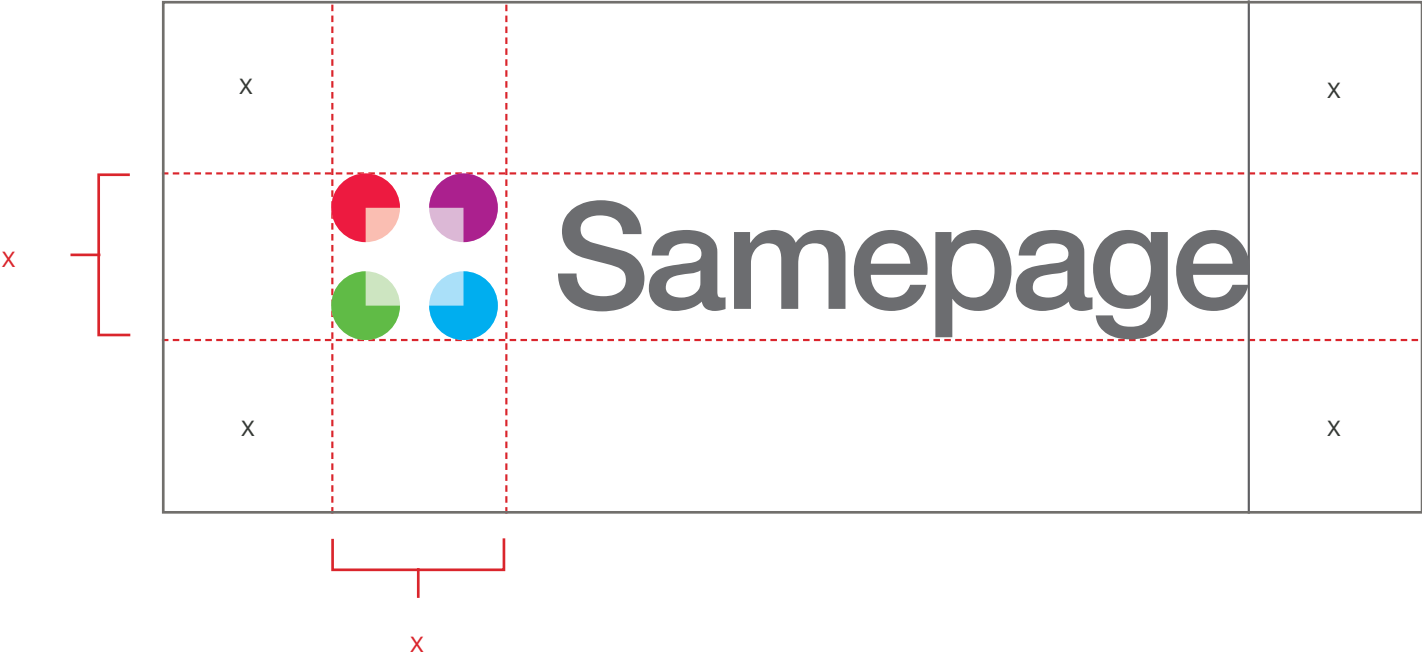
Approved usage of these two elements are contained on the following pages.



Clearspace

To ensure our logo is the most clearly visible whenever used, its important to have plenty of clearspace surrounding the mark. This specifically refers to graphics, type and other elements that could clutter and distract from the identity.

It must be surrounded on all sides by an adequate clearspace—a space equal in size to the height of the icon, as shown at right denoted by the X. This proportion scales according to the logo size itself, allowing for proper clearspace at any size.



Icon

The Icon is the single most important brand mark within the system. It can be used independently of the typography as long as it is contained within the approved circle shape.

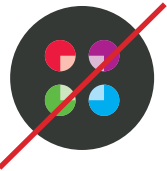
The Icon is designed to reduce to extremely small sizes and still be legible.



Improper Usage



Do not rotate, flip or re-orient the icon.



Do not use the icon within a non approved bounding container.

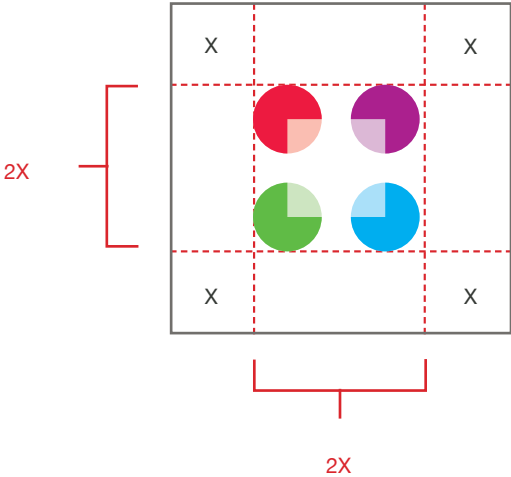


Do not distort, or rescale the proportions of the icon

Icon Clearspace

To ensure our icon is the most clearly visible whenever used, its important to have plenty of clearspace surrounding the icon. This specifically refers to graphics, type and other elements that could clutter and distract from the identity.

It must be surrounded on all sides by an adequate clearspace—a space equal in size to half the height of the icon, as shown at right denoted by the X. This proportion scales according to the logo size itself, allowing for proper clearspace at any size.



Minimum Size

Care must be taken in reproduction of the Samepage logo. At small sizes the artwork loses integrity, therefore reflecting badly on the brand.

In regards to the primary logo, the minimum length should be no less than 0.75 inches. In applications needing branding below that size, the icon without any typography should be used.

Despite being able to reduce to a smaller overall diameter than the primary logo, the icon has a minimum size of 0.125 inches. At sizes less than that, neither of the approved branding can be used.

For digital applications there is a minimum of 150px in length for the full logotype. Below this size the icon must be used instead. At this size or smaller, opting for the simpler favicon version of the icon may lead to better readability.

Measurement Area



Acceptable Sizes Print



1.0 inch length



0.25 inch diameter

Minimum Approved Sizes Print



0.75 inch length



0.125 inch diameter

Too Small for Print Reproduction



0.5 inch length



Below 0.125 inch diameter

Approved Digital Sizes



150px length



16px diameter favicon version

Improper Usage

The logo is the single most important brand mark within the system. It can be used independently of the typography as long as it is contained within the approved circle shape.

These are a few, but certainly not all, of the ways our logo should not be used.

FIG A. Do not reposition the relationship of the Icon and Typographic wordmark or change the scale relationship.

FIG B. Do not compress the logo to fit a tight space. Always scale proportionally.

FIG C. Never skew, slant or otherwise distort the logo.

FIG D. Do not flip the logo upside down, or reverse it.

FIG E. The logo is a custom type style and should never be replace with another typeface,

FIG F. Never respace or adjust the placement of the individual letterforms.

FIG G. Never outline the logo.

FIG H. Do not embellish the logo with drop shadows, gradients, glows or other effects.

FIG I. NEVER lock up any type or sub-line with the logo.

FIG J. Do not integrate the logo into any typographic lockups.

FIG K. Never lock the logo up with any other symbols or artwork, even if they are Kerio sub-brands.

FIG L. Never stack the letterforms vertically.

A.



B.



C.



D.



E.



F.



G.



H.



I.



J.



K.



L.



Color

The coloration of the Samepage logo is an essential element in setting a recognizable tone and look for the identity. Consistent use of color enhances the strength of the identity.

The primary color for the logo is a medium gray and is accompanied by a palette of four bright hues for the icon. The balance of these colors with the addition of white are both important to complete the palette.

A secondary palette helps to add greater depth to color applications. This is accomplished by using a set of cool grays as well as shades for each of the bright hues. These colors help to provide contrast and depth and are useful in applications.

For general everyday usage in printed applications use the CMYK breakdown values for the best results. For onscreen uses (presentations, email and other digital applications) the RGB values should be used.

COLORS VARY BETWEEN PLATFORMS AND MATCHING SYSTEMS. AS A RULE, THE PANTONE COATED CHIP SHOULD BE USED AS A MASTER.

Primary Palette



Pantone® 425C Pantone® 419U CMYK 0/0/0/70 RGB 109/110/113 Web #6d6d70	Pantone® 192C Pantone® 192U CMYK 0/100/75/0 RGB 237/25/65 Web #ed193f	Pantone® 247C Pantone® 246U CMYK 35/100/0/0 RGB 171/32/142 Web #aa218e	Pantone® 2202C Pantone® 2202U CMYK 100/0/0/0 RGB 0/173/239 Web #00adef	Pantone® 361C Pantone® 368U CMYK 65/0/100/0 RGB 98/188/70 Web #60bc44
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Secondary Palette



Pantone® Cool Gray 1C Pantone® Cool Gray 1U CMYK 8/6/70 RGB 230/230/230 Web #e2e1dd	Pantone® 423C Pantone® 423U CMYK 45/36/35/0 RGB 146/148/151 Web #7C2529	Pantone® 30% 192C Pantone® 30% 192U CMYK 0/33/9/0 RGB 250/186/198 Web #f9bac6	Pantone® 30% 247C Pantone® 30% 246U CMYK 8/30/0/0 RGB 230/188/221 Web #e5bcd8	Pantone® 2202C Pantone® 2202U CMYK 27/0/1/0 RGB 178/230/250 Web #b2e5f9	Pantone® 361C Pantone® 368U CMYK 18/27/0 RGB 208/235/199 Web #d1eac6
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Single Color Usage

While used primarily as a digital brand, there are some applications where the logo will need to be adapted to best suit its environment. In these instances a single color version of the logo is necessary.

In the positive, on a white field, the logo can be in either all Gray or Black. The interior shading of the shapes are removed to maintain a single flat color. In the negative, on a colored field, the logo must be in white only. Only Gray or Black can be used for the background hue. In all instances Samepage approved Gray is preferred, but a 50% percentage of black is acceptable.

In some instances, such as reproduction in a newspaper or other single color reproduction methods that allow use of a dot or line screen, a grayscale version of the logo exists.

In all cases please refer to the approved final digital artwork from these files rather than creating them.



Preferred Single Color usage: Samepage Gray or Black

Preferred Grayscale usage



When used on a colored field, only Gray or Black are approved, and the logo must be in only white. Samepage Gray is preferred, but when unavailable a minimum a 50% black contrast should be used.

Full Color Usage

Use of the colors must be carefully considered, as the brand colors are intense in saturation and hue.

In the positive, on a white field, the logo has a single coloration. The approved coloration uses all four primary colors, alongside the secondary shades for the Icon, and the primary gray for the wordmark. No other versions of the mark is approved.

In the rare instance, although not preferred, that the mark needs to exist on a background there is a single approved version. In these cases the wordmark retains white coloration, and the icon does not change. The only background color approved in this instance is Samepage grey, as other hues clash and degrade the clarity of the colors used within the icon itself.



Preferred Full Color usage



When used on a field, the background can only be the approved Samepage Gray.

Improper Color Usage

The Samepage logo should always be seen clearly and consistently. When using the logo in color, avoid the following mistakes.



Use only the approved colorations on positive ground applications.

Never fill with a gradient or another solid color other than those approved within these guidelines.



Do not place the logo on a non-approved background color

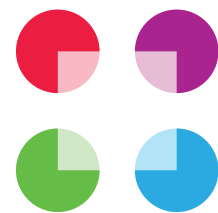


Do not place the logo on a gradient background.

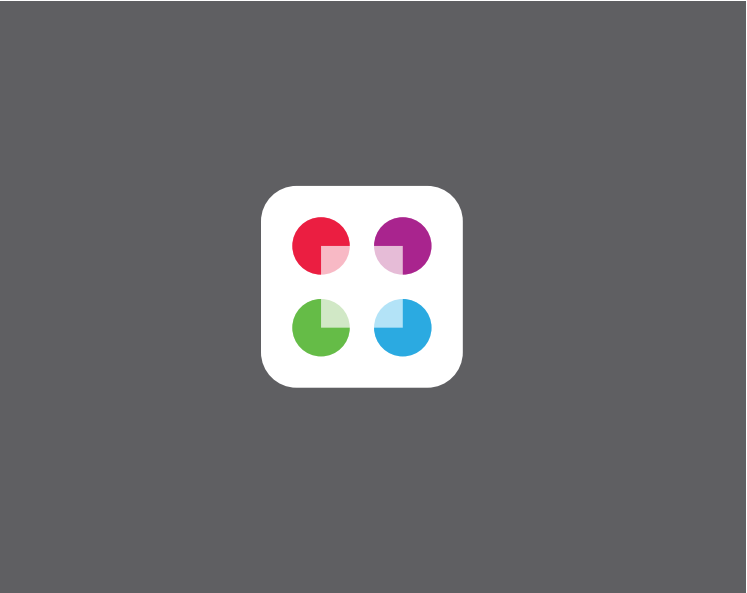
Icon Color Usage

The coloration of the Samepage Icon is an essential element in setting a recognizable tone and look for the identity. Consistent use of color enhances the strength of the identity.

When the icon is used on its own on a positive field the coloration is exactly as in the master logo. For use on a variety of colored fields the Icon must be placed within its approved bounding container.



On a positive ground, only the master version of the Icon is approved.



The Icon within the approved bounding container can be used on a variety of backgrounds and colored fields if necessary.

Typography

The Samepage identity is comprised of custom adjusted typography, however a set of secondary typefaces is used on accompanying brand materials. Commitment to these typefaces will create a consistent and strong identity.

Helvetica Neue is a versatile font family with several weights, including italic. Primary uses for this typography will be for body copy and general applications.

Helvetica Neue Light & Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

Helvetica Neue Regular & Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

Helvetica Neue Medium & Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

Helvetica Neue Bold & Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 1234567890

Typography Use

The balance and scale of typography helps to reinforce the brand mood of Samepage, as well as maintaining adequate legibility across all applications.

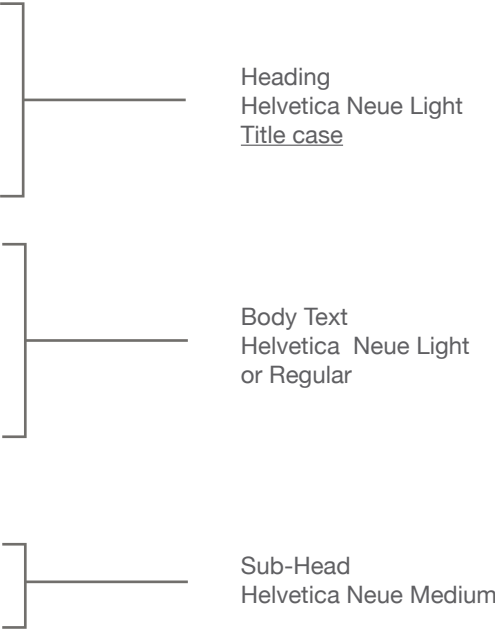
Shown to the left are the approved uses for the typographic system. Special care and consideration should be taken in implementing these rules.

Manage the unmanageable.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo nulla pariatur?

What will you organize with Samepage?



Typographic Best Practices

The balance and scale of typography helps to reinforce the brand mood of Samepage, as well as maintaining adequate legibility across all applications. Here are a few examples in context.

FIG A. Headline typography depends on use of Helvetica Light at a large size. This balance of lightweight typography at a large scale maintains high legibility, without overwhelming the imagery. Over imagery, the typographic style is centered allowing focus on the messaging itself

FIG B. Sub-Heads of body copy are adjusted in weight to create an even optical weight. The smaller the accompanying typography is in comparison, the heavier the weight will be.

FIG C. Justification and alignment of typography are dependent on the situation, and follow principles that ensure best readability. Here, the copy is set in two columns, therefore right alignment is used.

A.

Samepage.
Get more done.

More sharing, updating, organizing, planning
and collaborating on one easy-to-use page.

C.

Manage the unmanageable.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo nulla pariatur?

Learn more

Keep the workflow flowing.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo nulla pariatur?

Learn more

Typographic Logo Alternate

Sometimes the addition of the Samepage tagline is important for applications. In these instances a specific lockup of the approved typography and the logo has been created.

This logo should be considered distinct digital artwork and should not be recreated independently. Use the provided artwork file and never recreate the logo with tagline, as scale and proportion has been carefully considered.



Stacked Logo Alternate

In rare instances horizontal space is limited for logo placement, such as on mobile devices. In these instances a specific lockup of the approved typography and the logo has been created.

This logo should be considered distinct digital artwork and should not be recreated independently. Use the provided artwork file and never recreate the stacked logo, as scale and proportion has been carefully considered.



Samepage