

November 2015

BRAND GUIDELINES



BACKGROUNDS

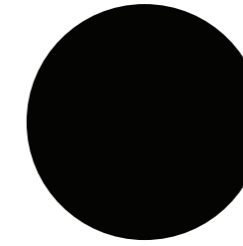
The Signstix logo can only appear on a background image if it allows the logo to be clearly visible, as shown to the right. The logo may be placed on a background colour, however it must use the correct colour according to the contrast of the background.



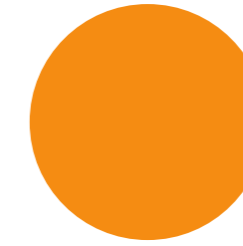
COLOURS

The primary colours are orange, black and white. We have selected a secondary colour palette that combines a number of strong colours that can be used to accompany the Signstix logo in various scenarios.

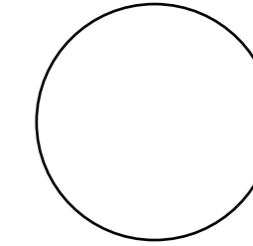
PRIMARY



C100 M100 Y100 K100
R0 G0 B0
WEB #000000

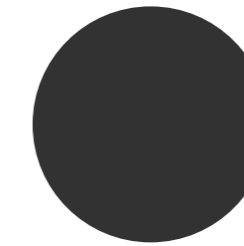


C1 M54 Y100 K0
R245 G140 B18
WEB #F58C12

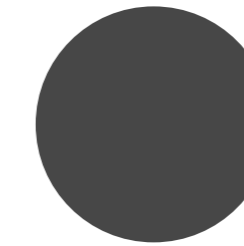


C0 M0 Y0 K0
R255 G255 B255
WEB #FFFFFF

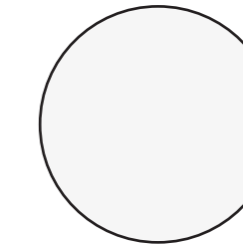
SECONDARY



C70 M63 Y62 K59
R50 G50 B50
WEB #323232



C66 M59 Y58 K41
R71 G71 B71
WEB #474747



C2 M1 Y1 K0
R246 G246 B246
WEB #F6F6F6



C22 M3 Y93 K0
R209 G215 B59
WEB #D1D73B

TYPOGRAPHY

The primary Signstix typeface is Roboto. A clean, distinctive and legible font, and to back it up Open Sans is often used as the main font for body copy. Verdana is used specifically for a Web and Microsoft fall backs.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana (Web & Microsoft Fall back)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HIERARCHY

The text will follow a distinct and strict hierarchy. These examples do not cover all scenarios – you may need more headline sizes, a pull-quote style, etc. – but they provide a foundation for determining the correct size relationships.

Headers (H1)

Roboto, Bold, Light, 50px

Sub Header (H2)

Roboto, Bold, Light, 34px

Sub Header (H3)

Open Sans, Bold, 28px

Body

Open Sans, Light, 14px

Line-height (leading) 21px

