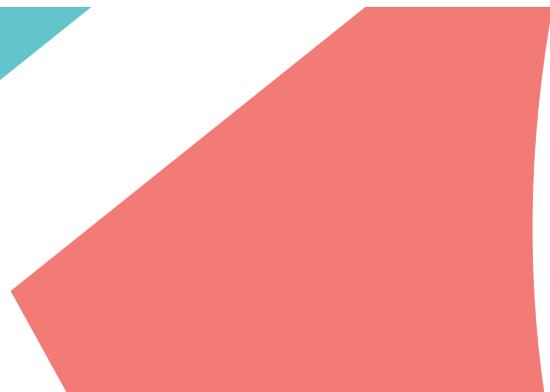




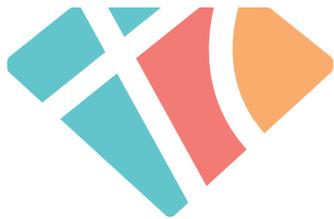
| 2019 Brand Guidelines



Logo Usage

The logo is an integral part of the Sloos brand and should be used consistently and thoughtfully. In certain cases, example, on the App store, we simply use the icon on its own.

Otherwise, we use the full logo consisting of the icon plus wordmark. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



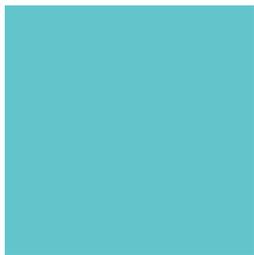
sloos icon



sloos icon and wordmark

Primary Colors

These are the primary colors used to represent the sloos brand. Teal is the preferred choice for design elements or backgrounds.



Teal

Hexcode: #62C5CC

Pantone: 325C

99 C: 57%
R: 197 M: 1%
G: 204 Y: 21%
B: K: 0%



Salmon

Hexcode: #F37B75

Pantone: 1787 CP

R: 243 C: 0%
G: 123 M: 82%
B: 117 Y: 53%
K: 0%



Orange

Hexcode: #FAAC6C

Pantone: 714C

R: 250 C: 0%
G: 172 M: 38%
B: 108 Y: 63%
K: 0%



Grey

Hexcode: #4A4F53

Pantone: 7540 C

R: 74 C: 69%
G: 79 M: 58%
B: 83 Y: 53%
K: 34%

Logo Variations

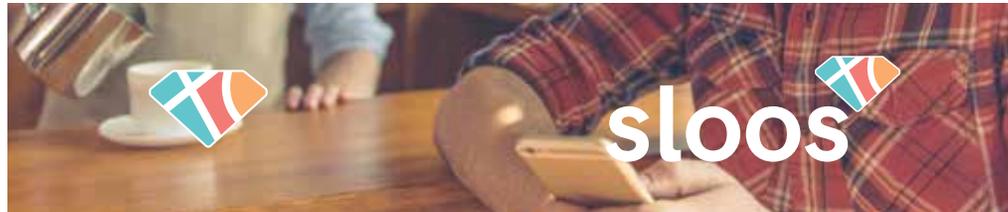
As much as possible, present the logo in full color against a white background, but it can also be displayed in full color against midtones, photos and dark backgrounds unchanged.

Preferred usage



sloos 

Usage against midtones and photographs



Usage against dark backgrounds



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Usage in monochromatic cases



sloos 

Typography

We use HK Grotesk to present our brand. It is modern, playful and easy to read. We use it wherever possible. On the web and online, we use Source Sans. It is widely available on the Google fonts API and is very similar in appearance to HK Grotesk.

Headings

HK Grotesk - Bold

S ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Sub-Headings

HK Grotesk - SemiBold

L ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Paragraphs

HK Grotesk - Regular

O ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

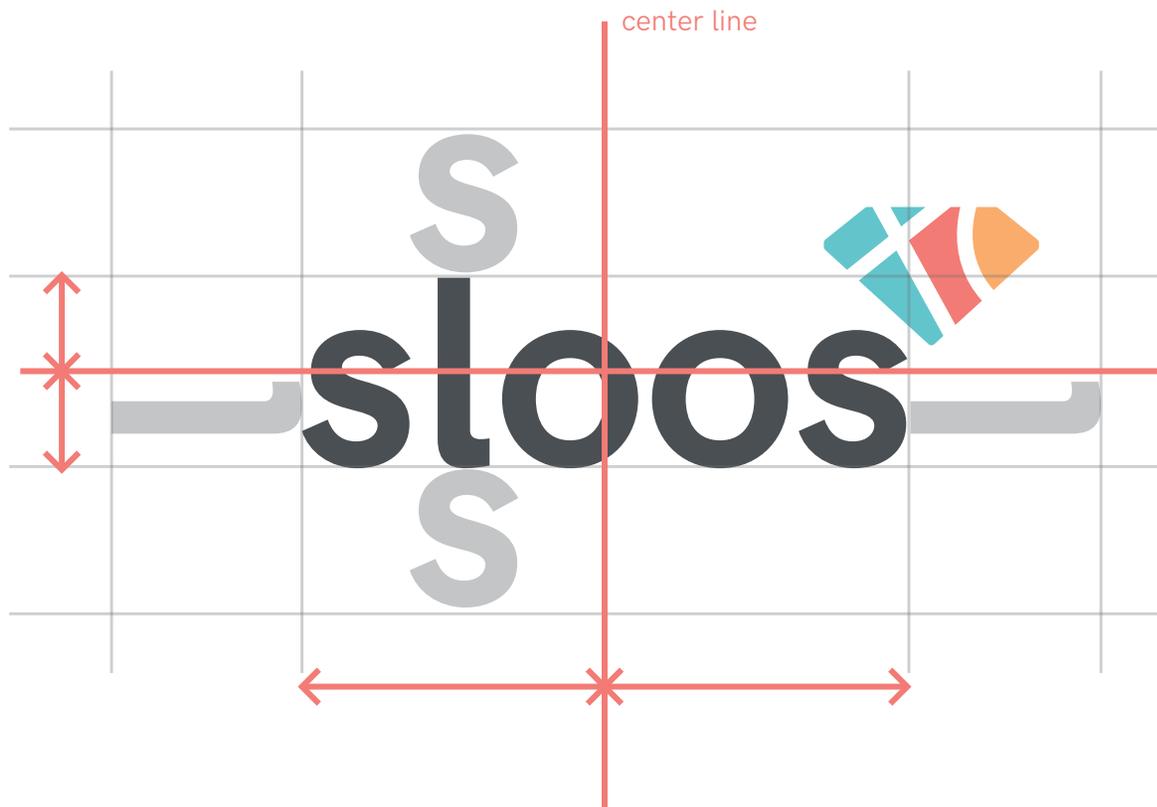
Web

Source Sans Pro

S ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo Position

To preserve the integrity of the logo, always maintain a minimum clear space away from graphic elements like copy and other logos. Center the logo by the logotype only.



Center the logo using the logotype only. Ignore the gem logomark when centering.

Approximate the minimum clear space around the logo horizontally using the 'l' and vertically using the 's' as shown.

Logo & Slogan

Our taglines are expressions of our brand— short, memorable phrases that are the essence of what we represent.



This is our main tagline and should be used as the default version.



Use this tagline on collateral used to address business owners and other commercial audiences.

Deals for the moment. Customers for life.

Logo Misuse

The sloos logo has been carefully designed and should never be altered in any way. These examples illustrate how NOT to use the logo, but do not include all instances of misuse.



Do not:

1. alter the marks in any way.
2. redesign, redraw, animate, modify, distort, or alter the proportions of the marks.
3. rotate or render the marks
4. add words, images, or any other new elements to the marks.
5. replace the approved typeface with any other typeface.
6. modify the size or position relationship of any element within the marks.
7. add additional copy to the marks.



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