

Content
Matterz

BRAND STYLE GUIDE



PEOPLE CENTRIC

DISTINCTIVE

STRATEGIC

SIMPLE

BOLD

OUR BRAND IS...

LOGO VARIATIONS

LOGO

Our logo is the face of our brand. Our primary blue always present.

The two words offset from each other.

At the end of the day placement matterz. Please do not edit, change, distort, recolor or reconfigure our logo.



Vertical/stacked white logo

Limited use shortened logo
(Social and avatars)

Vertical/stacked grey logo



Horizontal grey logo



Horizontal white logo

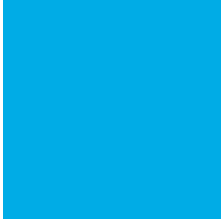
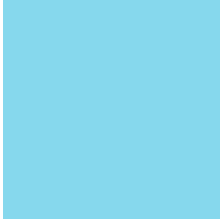




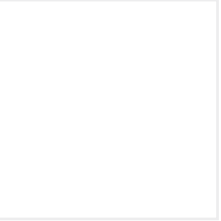
COLORS


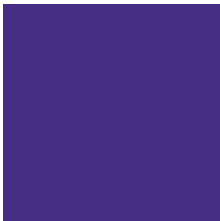
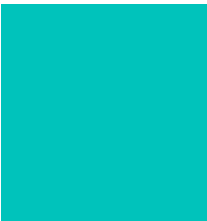
The color palette is rooted in our primary blue.

Primary: blues and cooler colors position us as trustworthy, confident and reliable. To ground and give additional contrast and variety, the colors have darker and lighter counterparts.

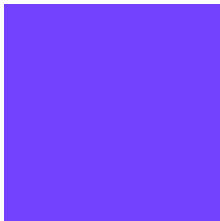
Limited use brights: high contrast colors are only for specific use cases such as CTAs and limited callouts.

PRIMARY

						
CM Blue CMYK: 83,1,0,0 RGB: 0,169,224 #00A9E0	Light Blue CMYK: 37,0,5,0 RGB: 153,214,234 #99D6EA	Dark Blue CMYK: 100,64,53,46 RGB: 5,56,69 #063744	Medium Grey CMYK: 55,46,44,10 RGB: 120,121,123 #78797B	Light Grey CMYK: 45,38,38,2 RGB: 145,144,145 #919091	Vivid Black CMYK: 79,67,65,81 RGB: 10,19,21 #000000	White CMYK: 0,0,0,0 RGB: 255,255,255 #FFFFFF

			
Medium Blurple CMYK: 100,89,16,4 RGB: 42,61,128 #2A3D80	Deep Purple CMYK: 90,100,10,2 RGB: 67,47,128 #432F80	Light Purple CMYK: 53,50,0,0 RGB: 129,128,192 #8180C0	Teal CMYK: 83,0,37,0 RGB: 0,191,186 #00BFBA

LIMITED USE BRIGHT

		
CM Bright Green CMYK: 80,0,90,0 RGB: 5,56,69 #0CEB7B	CM Bright Coral CMYK: 0,84,72,0 RGB: 255,94,77 #FF5E4D	CM Bright Purple CMYK: 71,72,0,0 RGB: 108, 68, 255 #6C44FF

PHOTOGRAPHY

Imagery is:

- Warm and engaging
- Natural, not overly staged or “stocky”
- Assured
- Optimistic
- Diverse
- Uses a light source that’s already in the room (lots of natural light, windows in a studio, lamps in an office), to create a warm but natural look



TYPOGRAPHY

Henderson Sans helps bring our words to life and brings personality to what we have to say. We leverage the basic font family in all applications.

Henderson Sans Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789(!@#\$%&*)**

Henderson Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789(!@#\$%&*)

Henderson Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789(!@#\$%&*)

Headers and Headlines

**HENDERSON
SANS (BLACK)
Henderson Sans (Bold)**

Secondary and Body Copy

Henderson Sans (Regular)
Use this and other lighter weights for
secondary and body text

“SQUIGGLES”

Our “squiggles” are built to be simple, modular and infinitely adaptable.

Partial circles create endless loops and possibilities.

Use them as a flexible design element.

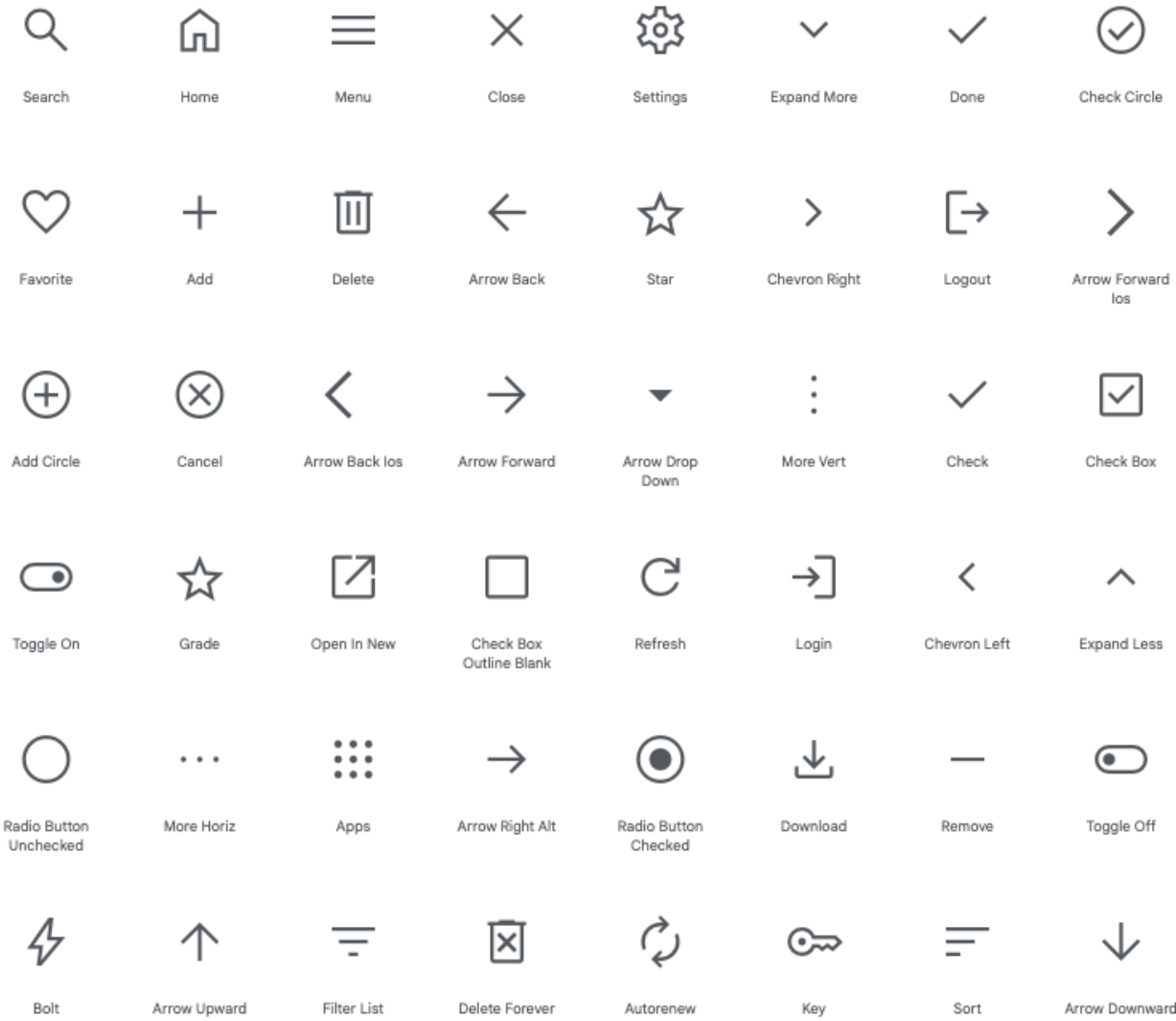
- Overlay and interact with the scene of a photograph
- Pair with a bold type
- Animate to create a new sense of depth and interest



ICONS

We leverage the Google Material Symbols, a set that includes over 2,500 “glyphs” in a single platform.

<https://fonts.google.com/icons>



Example

Customization ↻

Fill ⓘ

0 1

Weight ⓘ

100 700

Grade ⓘ

-25 (low) 200 (high emphasis)

Optical Size ⓘ

20px 48px

Fill: 0 Weight: 400 Grade: 0 Optical Size: 48

We leverage these specs for our icons. Unfilled and the highest optical size/scale.

ILLUSTRATIONS

Our approach to illustration is rooted in our brand and style. It's clear, concise, and contemporary.

- Limited facial expressions
- Uses flat color thoughtfully

Colors are primarily within the brand palette but with skin tones or accents as needed

