



BRAND IDENTITY

2 0 2 0

OUR MISSION

softCannery is your trusted advisor, automating processes while decreasing software delivery cost and time-to-market by leveraging proven cloud-native architectures and tooling.

OVERVIEW

This style guide for the **softCannery** brand is to ensure company-wide consistency. This document serves to govern the composition, design, and general look-and-feel of **softCannery** branding. These brand guidelines dictate the usage of content of a logo, blog, website, advertisement, and similar marketing collateral.

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LOGOS

Logo

The primary logo for **softCannery** is the two tone linear logo and should be used whenever possible.

The secondary logo is the two tone stacked logo.

The “C Mark” icon should be used sparingly and when needed as a brief brand identity asset such as an app icon.

The black/white logo version should only be used in extenuating circumstances as a substitute when the primary logo becomes illegible due to background color.



Margin

Give the logo room to breathe. The minimum clear space that must surround it is equivalent to the height of the “C Mark” icon.



TYPOGRAPHY

Fonts & Usage

For Website, App, Internal Presentations

Open Sans Regular for body copy

Saira Condensed Regular for headlines and navigation elements (ALL CAPS)

CONNECT WITH US

For Powerpoint (External Presentations)

Arial Regular For **HEADERS**: Arial expanded (1.5) all caps in Classic Blue

For body copy: Arial in gray (Black, text 1, Lighter 35%)

Glyph/Icon Usage

Font Awesome 5 Free Solid



COLOR PALETTE

The **softCannery** color palette should be used in the design of all communication materials and websites.

Examples below demonstrate correct color use for on-screen (RGB) applications as well as print.



CLASSIC BLUE
PANTONE 19-4052

C	100	R	0
M	65	G	70
Y	0	B	128
K	27	HEX	004680



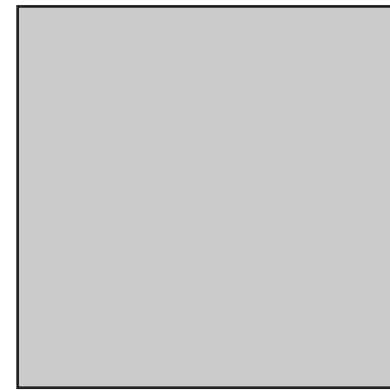
RICH BLACK

C	33	R	0
M	33	G	0
Y	33	B	0
K	100	HEX	000000



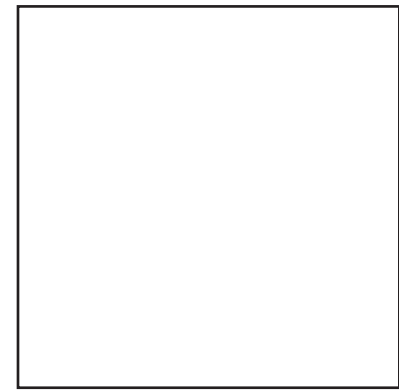
DARK GRAY

C	71	R	36
M	65	G	36
Y	64	B	36
K	71	HEX	242424



MID GRAY

C	19	R	204
M	15	G	204
Y	16	B	204
K	0	HEX	CCCCCC



WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0	HEX	ffffff

PHOTOGRAPHY



The **softCannery** portfolio of photography should reflect a feeling of futuristic, next-gen and cutting edge technology. In every possible way, our photos should focus on movement, motion and speed with arrays of lights and long exposures. The imagery should feel like speeding transportation to what is next and feature a cool temperature using classic blue, deep blacks, and subtle pops of color.

The photography lets the imagery frame the story of making complex technology tasks simple, flowing and moving rapidly.



COMPOSITIONS

Sample shown here illustrates usage of photography, color and typography with special glyphs to deliver the **softCannery** messaging.

☰ softCANNERY SEARCH 🔍

Ideas To Deployments

We make it faster, simpler, better. Never worry about pushing the button again.

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The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

QUESTIONS & REQUESTS

All questions and asset requests should be sent to:
info@softCannery.com

