softCANNERY

BRAND IDENTITY

2020

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.

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.
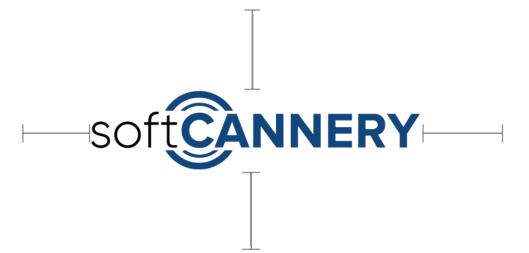
Margin

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 H E A D E R S: Arial expanded (1.5) all caps in Classic Blue

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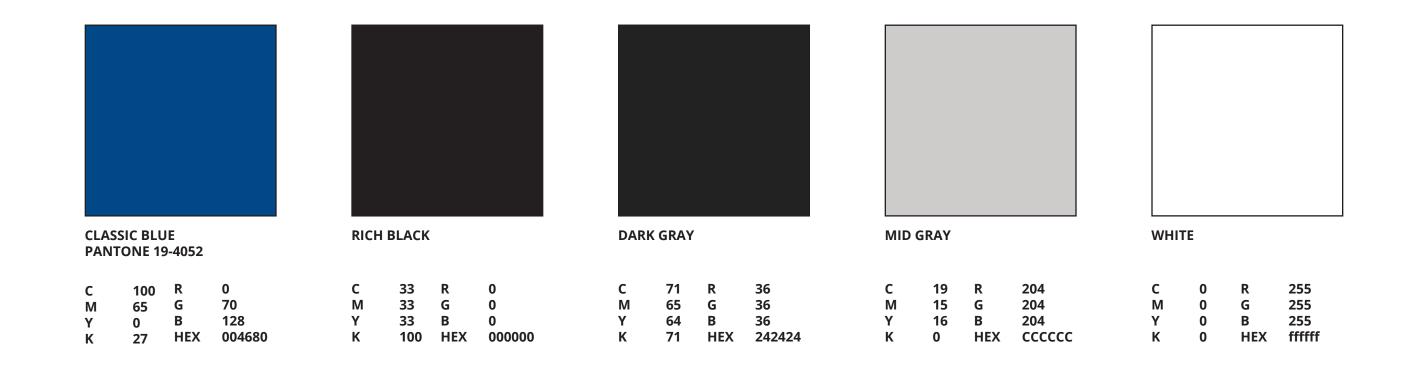
Glyph/Icon Usage

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

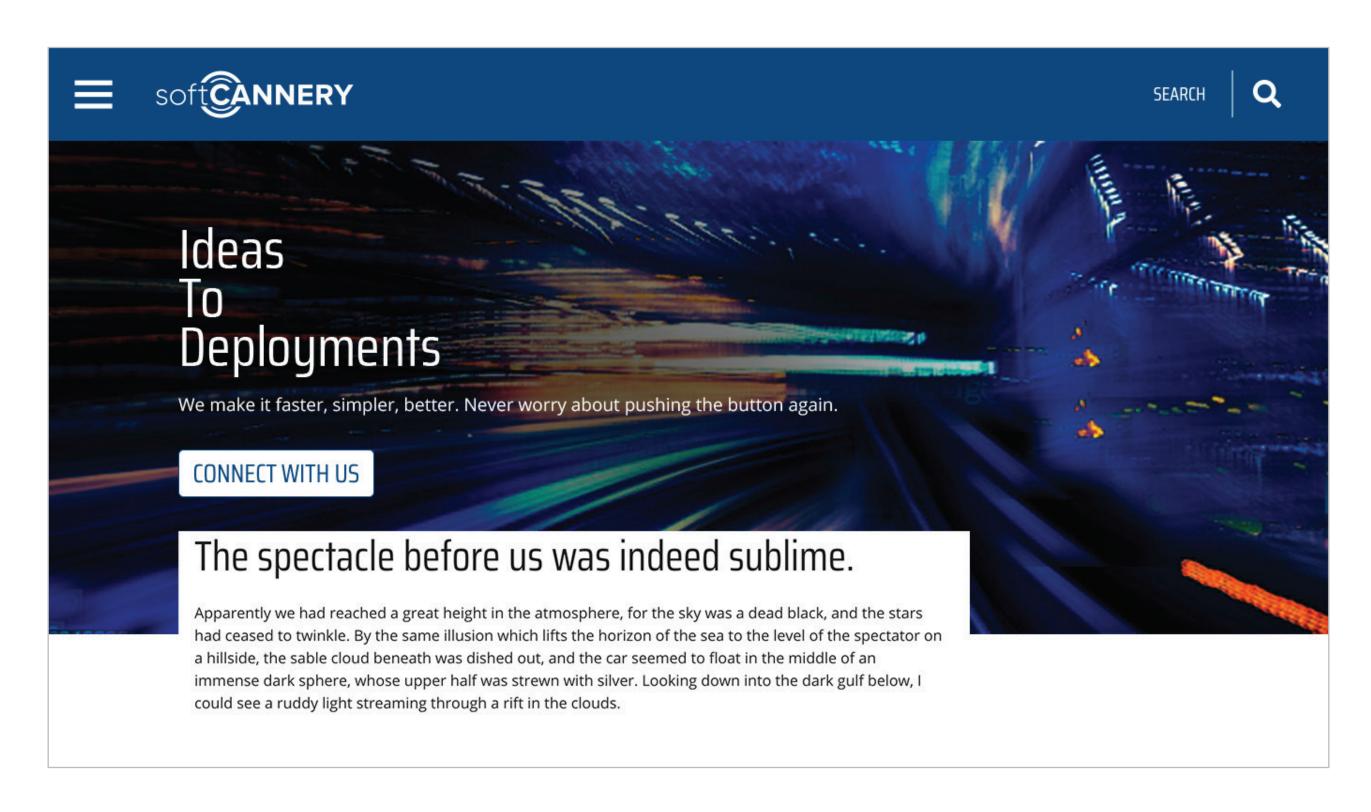|			
C	0	R	255
M	0	G	255
Y	0	B	255
K	0	HEX	ffffff

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.

QUESTIONS & REQUESTS

All questions and asset requests should be sent to:

info@softCannery.com