

Logo guidelines

August 18, 2014

There are a few approved variations of the Simpleweed logo. These variations best meet the distinct needs of a given application. Signage, digital and print materials have unique characteristics which, on occasion, dictate the need for secondary logo artwork. Whenever possible, it is best to use the appropriate version of the preferred logo.

Preferred logo - Horizontal treatment

The preferred treatment of the logo is the horizontal format in Simpleweed greens. Use this treatment whenever possible.

Secondary logo - Vertical treatment

A stacked version of the logo may be used if, and only if, the spatial constraints of an application require a vertical format.

Preferred logo — Horizontal treatment



Secondary logo — Vertical treatment



Our logo is one of our most precious assets. Always position it for maximum impact and give it plenty of room to “breathe” to ensure its presence and legibility.

Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials.

A minimum amount of clear space must surround the logo at all times. For the preferred logo, this space equals the cap height of “s” in the Simpleweed logotype. For the secondary logo, this space equals two times the cap height of “s” in the Simpleweed logotype.

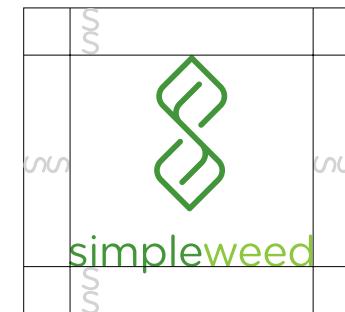
Minimum size

When reproducing our logo, always consider its size with regard to visibility and legibility. A logo that is too small ceases to be effective. The minimum size specifies the smallest approved representation of the logo.

Minimum clear space — Preferred logo



Minimum clear space — Secondary logo



Minimum size — Preferred logo



Minimum size — Secondary logo



Whenever possible, use the full-color version of our logo on a white or light-colored background.

Simpleweed greens

Simpleweed medium green and Simpleweed light green has been specially selected as the defining color for our identity. To ensure proper reproduction of our logo, refer to the color specifications below.

| Simpleweed medium green | Simpleweed light green |
|--|--|
| Pantone 363 c68 m0 y100 k24 r67 g149 b57 hex 429538 | Pantone 376 c50 m0 y100 k0 r141 g198 b63 hex 8CC63E |

Our logo may be placed over graphics or imagery; however, always maintain sufficient background contrast in order to preserve legibility.

One color

When color reproduction is unavailable, a black or white version of our logo may be used. Always maintain sufficient contrast in order to preserve the legibility of the logo.

Reversed

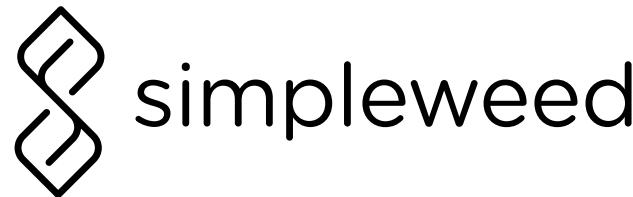
When production or application needs require the logo to appear on a dark or color background, a reversed version of our logo may be used. The preferred treatment is a white logo on a dark background.

Note: Color variation applies to the preferred and secondary versions of our logo.

Full color — Simpleweed greens



One color — Black



Reversed — White

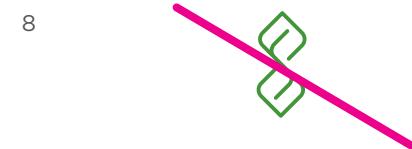


Our logo – **Do not** examples

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Respect the integrity of the logo at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

1. **Do not** stretch or distort the logo.
2. **Do not** create new or unapproved logo lockups.
3. **Do not** alter the proportions of the symbol and wordmark or adjust the positioning of the logo elements.
4. **Do not** use the Simpleweed wordmark alone
5. **Do not** add a drop shadow or other special effects.
6. **Do not** recreate the logo in unapproved colors.
7. **Do not** add a gradient to the logo.
8. **Do not** use the leaf symbol without the wordmark.
9. **Do not** outline the logo.
10. **Do not** place the logo over a complex background.



Color is a powerfully symbolic and emotive brand statement. Like the colors of a favorite sports team, our customers see our brand colors as a strong and identifiable part of our brand.

Core brand colors serve as our foundational palette, and support colors add vibrancy and flexibility that work across print and digital channels.

Primary colors

Our three primary colors are the most prominent across our communication materials. Simpleweed medium green, Simpleweed light green and white, the color that best represents our brand, signals our professionalism, authority and trust. It is also the color of our logo.

Secondary colors

Our support palette adds dimension and depth to our primary Simpleweed greens. It may be used to highlight key pieces of information or add interest and excitement to the materials. Use these colors sparingly, as overuse will diminish their effect and disrupt the visual hierarchy of our communications.

Note: Every application will not necessarily use the entire color palette.

Primary palette



Simpleweed medium green
Pantone 363
c68 m0 y100 k24
r67 g149 b57
hex 429538



Simpleweed light green
Pantone 376
c50 m0 y100 k0
r141 g198 b63
hex 8CC63E



White
c0 m0 y0 k0
r255 g255 b255
hex FFFFFF

Secondary palette



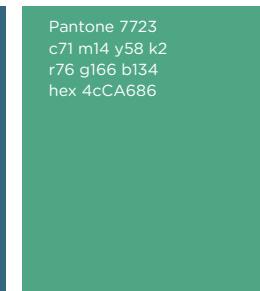
Pantone cool gray 11
c65 m57 y52 k30
r85 g88 b91
hex 55585B



Pantone 610
c17 m11 y82 k0
r218 g207 b83
hex DACF53



Pantone 7699
c84 m54 y35 k12
r51 g100 b127
hex 33647F



Pantone 7723
c71 m14 y58 k2
r76 g166 b134
hex 4cCA686

When used correctly, typography has the ability to convey personality and emotion, as well as imagery or graphics. Our primary typeface, Gotham Rounded, is a versatile font with diverse weights and cuts to meet the needs of any application or message.

Whenever possible, use Gotham Rounded to set all text and use sentence case to maintain an approachable look and feel. Varying weight and size can be used when appropriate emphasis is needed. If varying weight and size does not produce the impact desired, all caps is allowed but is reserved only when varying weight and size is first explored. Body copy should always use sentence case.

For web and desktop applications

For all dynamic text on simpleweed.org, use Helvetica Neue. For all general office desktop applications including Microsoft Word® and PowerPoint®, use Arial. Use Times New Roman for letter correspondence.

Note: Do not substitute any other typeface for the approved Simpleweed font.

Simpleweed primary font

Gotham Rounded Light
Gotham Rounded Book
Gotham Rounded Medium
Gotham Rounded Bold

Alternative font - Dynamic text

Helvetica Neue

Identifier

The identifier distinguishes our logo artwork from other files.

Orientation

There are two different orientations of the Simpleweed logo artwork:

h = Horizontal
v = Vertical

Color

There are five color variations of the logo artwork:

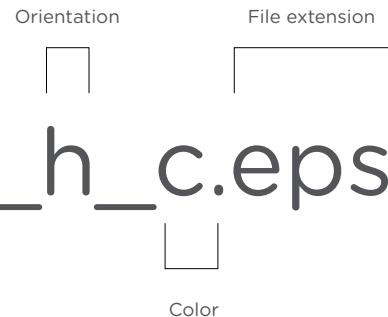
4c = CMYK color (4 color process)
c = Full color (spot color or PMS code)
rgb = RGB for raster artwork)
k = Black
w = Reversed (white)

File extension

We have provided logo artwork in two formats:

eps = Vector file for use in print applications.
png = Raster RGB file, for use on-screen and in office applications such as Microsoft Word® or PowerPoint®.

File name components



Contact

If you have questions regarding any part of the guidelines or need access to the logo art, contact the Simpleweed brand group.

For brand reviews and approvals, please submit all requests to dchon@simpleweed.org