Brand Guidelines
The Shadow-Soft Logo can be placed against white or black backgrounds. Here are some basic rules.

• Don’t change logo color.

• Don’t transform rotate or skew the logo.

• Don’t change the opacity.

• Always give the logo breathing room from other brands. (see spacing guidelines)

• Don’t decorate the logo with other objects.
Logo space

Make sure log has enough clear space surrounding it.

A good rule is to imagine a padded box surrounding it.

Generally about 150% of the original object size should be clear.

Minimum size 39 px
Logo color variation

Logo shouldn’t be changed from its original state, but there are situations where some color variation is allowed.

In black and white print, the logo may be presented as gray-scale.

Where the logo is used against a color or continuous toned image such as a photo, the logo may be presented as an all white version.

The Shadow-Soft logo should not be in all black unless specific permission has been granted or this suits a particular printing need.
Shadow-Soft Brand Colors

- **Primary brand color**
  - Color code: #f5822b
  - CMYK: C60 M60 Y95 K0
  - RGB: 235 130 43

- **Accent**
  - Color code: #b1d34d
  - CMYK: C35 Y89 M0 K0
  - RGB: 177 211 77

- **Accent**
  - Color code: #56c5f1
  - CMYK: C57 M02 Y89 K0
  - RGB: 86 197 241

- **Copy color**
  - Color code: #595a5a
  - CMYK: C63 M55 Y53 K28
  - RGB: 89 90 90

- **Accent**
  - Color code: #777777
  - CMYK: C52 M43 Y43 K0
  - RGB: 127 127 127
TYPOGRAPHY

Font face

The most common face will be Raleway regular. Additionally, you’ll also see Raleway variations in the same family.

For most documents, a 10 pt size will be paired with a 17 pt leading.

Font choices should be clean sanserif font emphasizing a modern and technological feel.

Raleway Regular 72 pt

Raleway BOLD 72 pt

Raleway BOLD 72 pt