Shapiro

BRAND GUIDELINES

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01 LOGO

Logo

PRIMARY VARIATIONS

The primary logo is the main visual representation of the brand. This ensures that the brand is immediately identifiable and maintains consistency across all platforms.

It typically combines a symbol (icon) and wordmark (text), but it may exist in various forms depending on your brand's needs.

The primary logo should be used in its entirety, without alteration, unless specified exceptions exist.

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CLEAR SPACE

To ensure the logo remains legible and visually impactful, it is important to maintain adequate clear space around the logo. This prevents the logo from being crowded by other design elements, text, or imagery.

X = height of icon in logo

Logo

MINIMUM SIZE

To ensure that your logo remains effective across all mediums, minimum size guidelines must be specified. Logos that are scaled too small may become illegible or lose their impact.

Pixel Size
For digital usage, the logo should be a minimum 112px wide.
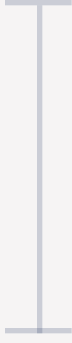
Print Size
For print materials, the minimum physical size should never appear smaller than 1 inch wide.
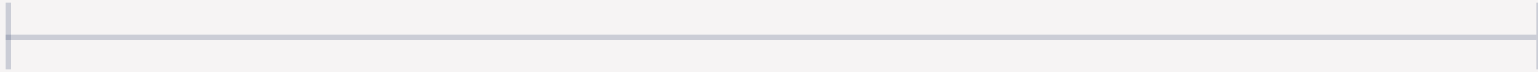
Print: 1"   Digital: 112px

Favicon:

16x16 px

Full Logo

Wordmark only

Icon Only

LOGO PALETTE

If the logo is placed on a background that is dark or colored, the logo may need to be inverted (white logo on dark background) to ensure it stands out and remains legible.
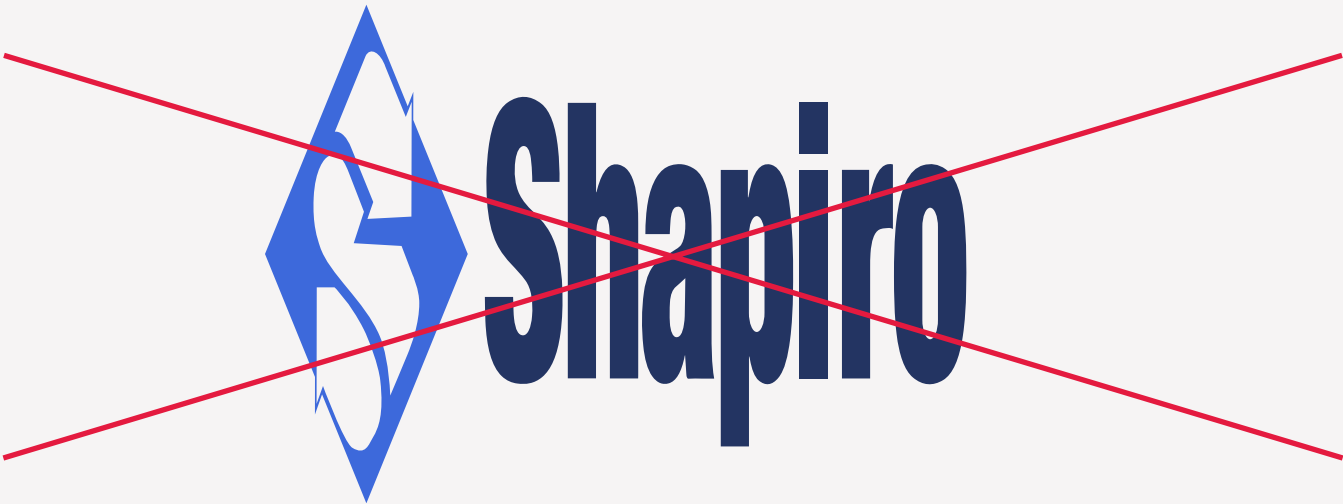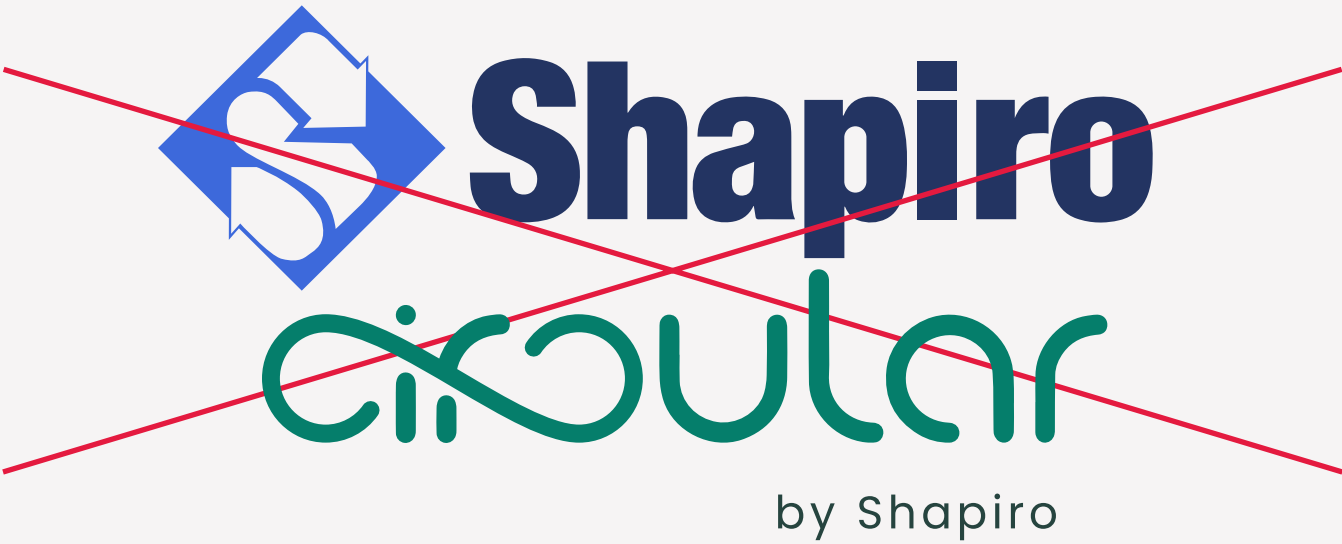
Logo

LOGO DON'TS

To maintain consistency and the visual integrity of the brand, there are certain logo usages that should always be avoided. These "don'ts" help safeguard the logo's effectiveness and prevent misrepresentation.

01   DISTORTION AND SCALING

02   NO CLEAR SPACE

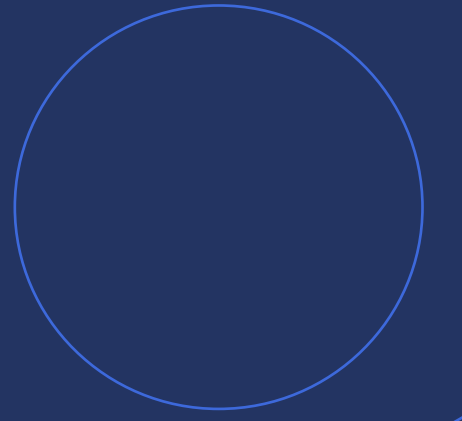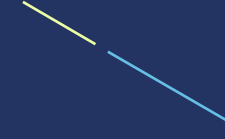03   UNAPPROVED COLORS

04   ADDING EFFECTS

05   TEXT TREATMENT

06   ILLEGIBLE

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02 COLOR

Color

PRIMARY PALETTE

The primary color palette defines the foundation of the brand's visual identity. These core colors should be used most prominently across brand assets to create consistency and immediate recognition. They serve as the anchor for logos, backgrounds, and key communications.
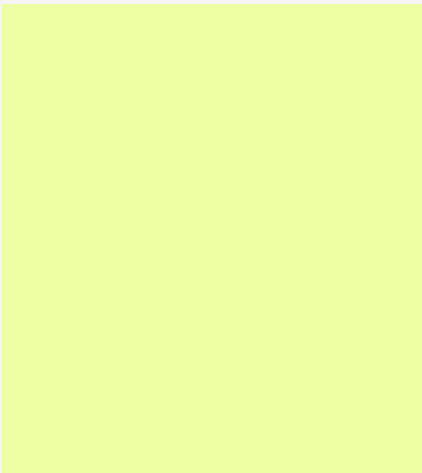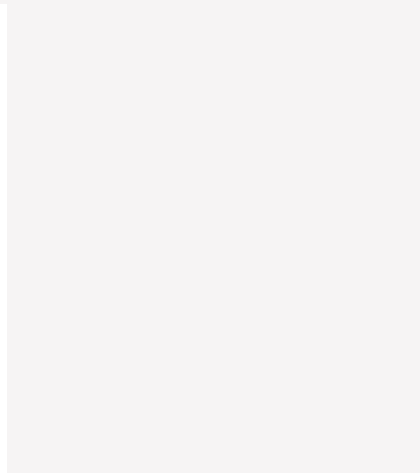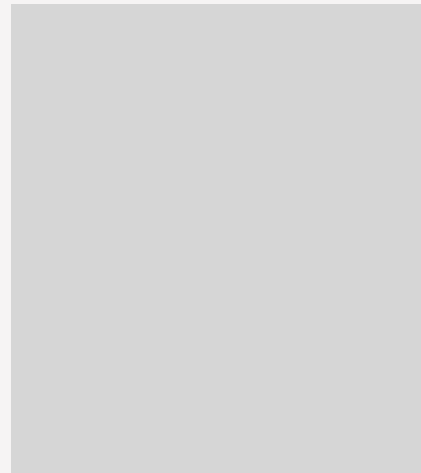
NEUTRAL 100
#F6F5F4

WHITE
#FFFFFF

BLUE 400
#233562

ACCENT
#EDFFA5

*TO BE USED FOR TEXT OR GRAPHICS ON BLUE 400 BACKGROUNDS
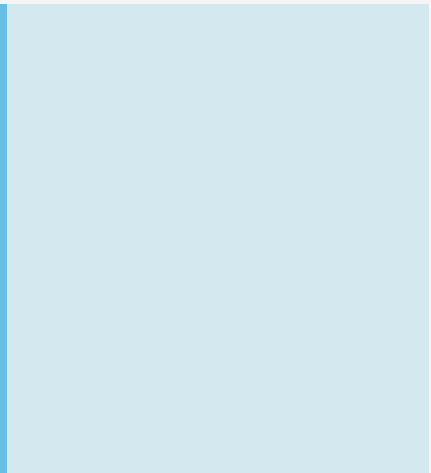
BLUE 300
#3D6ADB

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Color

FULL
COLOR
LIBRARY

The full color library expands upon the primary palette, offering a wider range of tones for flexibility and creative expression. These secondary and accent shades are designed to complement the primary colors while allowing variety and nuance in layouts, illustrations, and digital interfaces.

While many of these colors are used across brands, colors are grouped by the most typical use case.
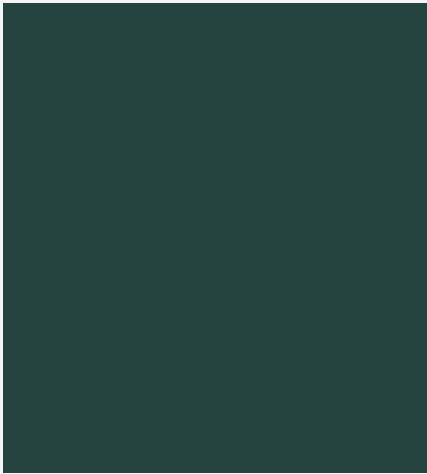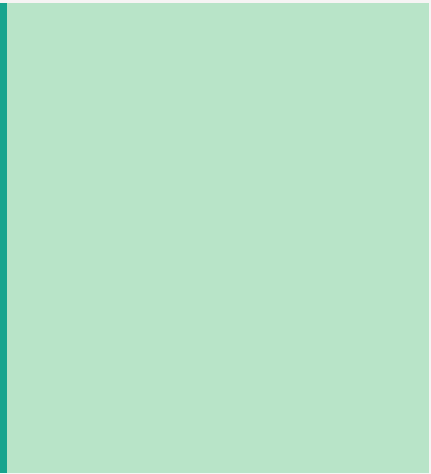
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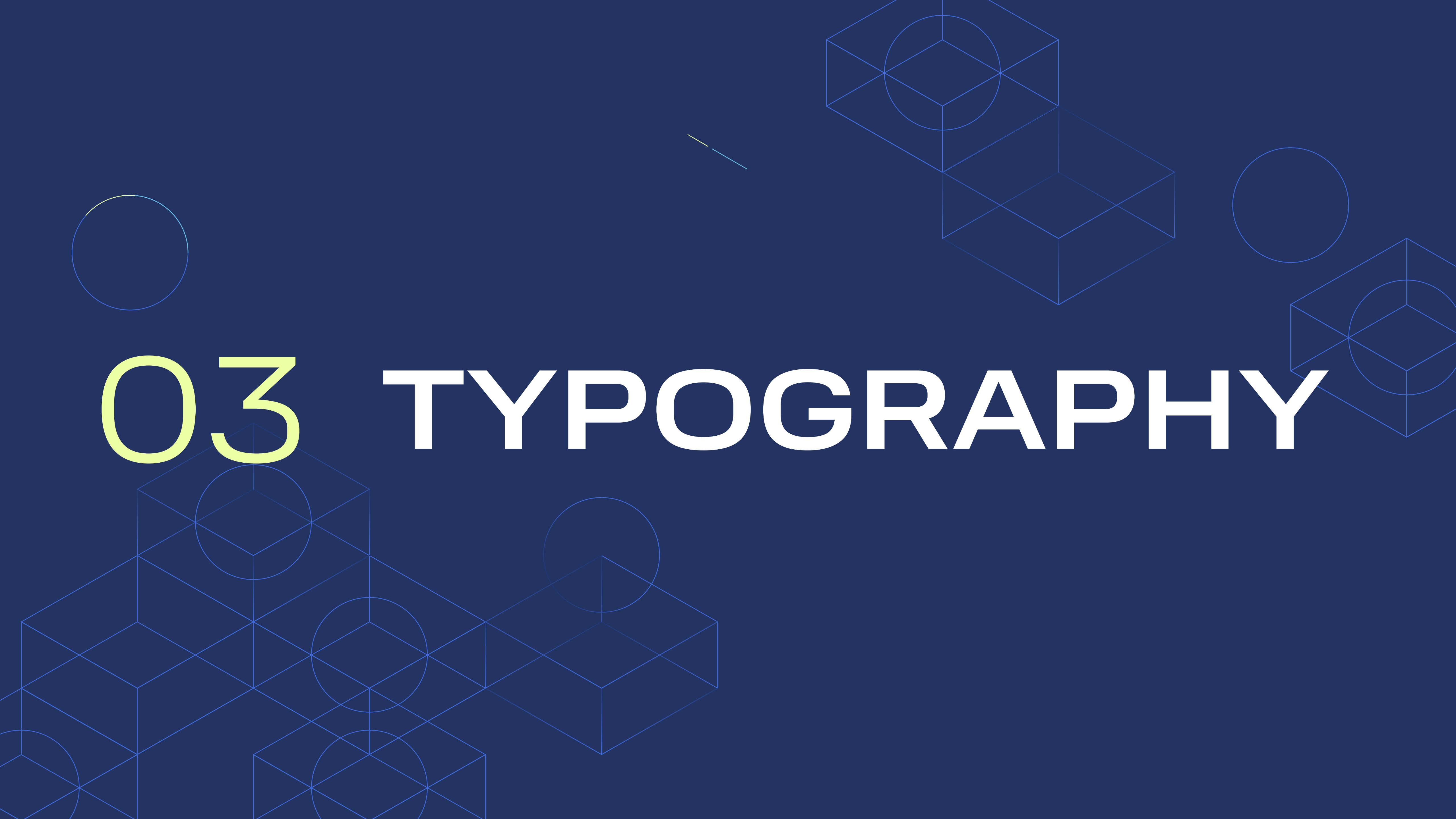| ACCENT #EDFFA5	WHITE #FFFFFF	NEUTRAL 100 #F6F5F4	NEUTRAL 200 #D7D7D7	BLUE 400 #233562	BLUE 300 #3D6ADB	BLUE 200 #67C0E5	BLUE 100 #D5EAF0

MASTER ALLOYS

NEUTRAL 300 #E0CFBF	NEUTRAL 400 #836F69	NEUTRAL 500 #496360	BROWN 400 #4B2D1B	BROWN 300 #7B3D19	BROWN 200 #A85E15	BROWN 100 #E19F5C

CIRCULAR

GREEN 400 #26443F	GREEN 300 #067F6B	GREEN 200 #16A68E	GREEN 100 #B8E4CB

03 TYPOGRAPHY

Typography

PRIMARY FONT

To compliment the logomark's bold font styling, a clean, expressive, and approachable sans serif font adds freshness and visual balance.

ARTICULAT CF

Medium or Bold

Licensing

The Articulat CF font family can be downloaded with an Adobe Creative Cloud subscription at https://fonts.adobe.com/fonts/articulat-cf

Aa

Shapiro

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
0123456789.(?&$)!

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SUPPORTING FONT

To complement the expressive primary font, Normalidad is a mechanically precise sans serif that provides structure and balance, adding a sense of order and technical refinement across digital and print applications.

NORMALIDAD

Wide Medium

Licensing

The Normalidad font family can be downloaded with an Adobe Creative Cloud subscription at https://fonts.adobe.com/fonts/normalidad

Aa

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ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
0123456789.(?&$)!

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04 APPLICATION

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THANK YOU