

01/15

Brand Style Guidelines



Contact

Address

Websitebutler GmbH
Klosterstraße 62
10179 Berlin

Phone & Web

Tel.: +49 (0) 30 - 120 74 580
Fax: +49 (0) 30 - 120 74 580 9
E-Mail: info@websitebutler.de
Web: www.websitebutler.de

All Rights Reserved
Copyright © 2017

02/15

Index

Introduction	01/15
Index	02/15
Corporate Logo	03/15
Logo Clearspace	05/15
Application on a Background	06/15
Minimum Logo Sizes	07/15
Incorrect Logo Applications	08/15
Corporate Typography	09/15
Primary Colors	13/15
Secondary Colors	14/15

03/15

Corporate Logo



04/15

Corporate Logo

1) The W Logo Icon

Consists of a bow icon on top of a W set in Consolas Italic Font.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style. The font that is used here is Corbel Bold Italic.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of an inofficial logo is not permitted. This undermines the logo system and brand consistency.



05/15

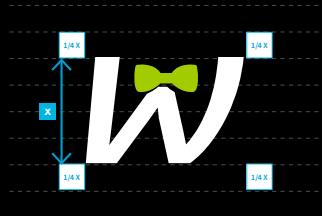
Logo Clearspace

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



06/15

Application on a Background



Websitebutler



Websitebutler

07/15

Minimum Logo Sizes

Full Logo

Minimum Logo Size:

30mm x 5 mm

The full logo features a stylized white 'W' with a green bowtie shape integrated into its top curve, followed by the word 'Websitebutler' in a white, lowercase, sans-serif font.

65 mm

The minimum size logo is a smaller version of the full logo, maintaining the same 'W' with a green bowtie and the 'Websitebutler' text.

30 mm

08/15

Incorrect Logo Applications

1) Do not change the structure or weight of the logo object



The correct logo application shows the word "Websitebutler" in a white, sans-serif font. The letter "W" is significantly larger than the other letters. A small, lime-green bowtie icon is positioned above the top bar of the "W". The word "butler" is in a smaller, lowercase, sans-serif font.



The logo is shown in a lighter weight than the correct version, making it appear less bold and less distinct.

2) Do not change the letter spacing of the logo type

1

2

3) Do not change the color of the logo symbol



The correct logo application shows the word "Websitebutler" in a white, sans-serif font. The letter "W" is significantly larger than the other letters. A small, lime-green bowtie icon is positioned above the top bar of the "W". The word "butler" is in a smaller, lowercase, sans-serif font.



The bowtie icon is colored a different shade of green, which is not the brand's specified color.

4) Do not alter the logo type style

3

4

5) Do not change the size relationship between the logo symbol and logo type.



The correct logo application shows the word "Websitebutler" in a white, sans-serif font. The letter "W" is significantly larger than the other letters. A small, lime-green bowtie icon is positioned above the top bar of the "W". The word "butler" is in a smaller, lowercase, sans-serif font.



The bowtie icon is disproportionately large compared to the "W" it is supposed to be a part of.

6) Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

5

6

09/15

Corporate Typography

Aa

10/15

Corporate Typography

Headline Source Sans Pro Light

The Most Powerful
Software. Say hello to
Flux OS.

Subhead Source Sans Pro Regular

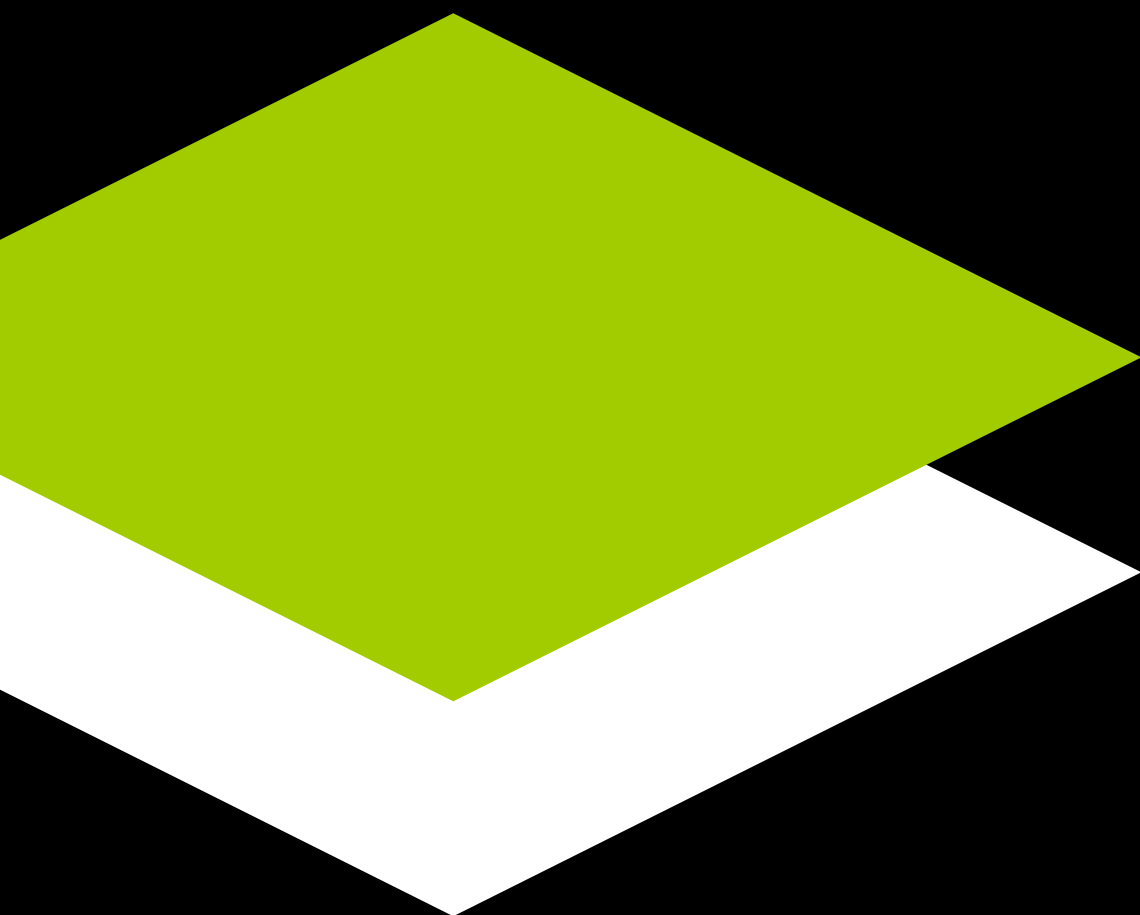
Innovation in your wrist

Copy Text Source Sans Pro Light

Sed non mauris vitae erat consequat auctor eu in elit.
Class aptent tacit sociosqu ad litora torquent per inpen-
dit mauris in erat justo. Nullam ac urna eu felis. Cras eleifend
aliquam turpis, vitae aliquam eros blandit vel. Praesent
id dolor id est eod maximus id vitae eros. Nullam vehicula
mattis sapien.

11/15

Corporate Color System



Colors are one of the most important things to transfer a brand to the customers.

13/15

Corporate Color System

Info:

Check with your designer or printer when using the corporate colors that they will be always be consistent.



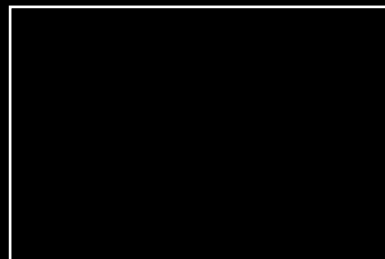
Primary Color Green

-

CMYK : C045 M000 Y099 K000
Pantone : 376C
RGB : R163 G204 B0
Web : #a3cc00



100 % 80 % 60 % 40 % 20 %



Primary Color Solid Black

-

CMYK : C000 M000 Y000 K100
Pantone : Black 6
RGB : R000 G000 B000
Web : #000000



100 % 80 % 60 % 40 % 20 %

Color Tones



Primary Color White

-

CMYK : C000 M000 Y000 K000
Pantone : -
RGB : R255 G255 B255
Web : #ffffff



100 % 80 % 60 % 40 % 20 %

Color Tones

14/15

Secondary Colors

Info:

Secondary colors are complementary to the primary colors, but are not recognizable identifiers for the brand. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

<p>Teal 1</p> <p>Pantone 566</p> <p>CMYK: C017 M000 Y012 K000</p> <p>RGB: R221 G239 B232</p> <p>Web: #ddefe8</p>	<p>Teal 2</p> <p>Pantone 564</p> <p>CMYK: C043 M000 Y023 K000</p> <p>RGB: R157 G212 B207</p> <p>Web: #9ddacf</p>	<p>Teal 3</p> <p>Pantone 7465</p> <p>CMYK: C058 M000 Y036 K000</p> <p>RGB: R111 G194 B180</p> <p>Web: #6fc2b4</p>	<p>Teal 4</p> <p>Pantone 326</p> <p>CMYK: C081 M000 Y039 K000</p> <p>RGB: R000 G171 B171</p> <p>Web: #00abab</p>
<p>Teal 5</p> <p>Pantone 7711</p> <p>CMYK: C098 M000 Y028 K004</p> <p>RGB: R000 G151 B169</p> <p>Web: #0097a9</p>	<p>Teal 6</p> <p>Pantone 7714</p> <p>CMYK: C096 M000 Y030 K045</p> <p>RGB: R000 G118 B128</p> <p>Web: #007680</p>	<p>Teal 7</p> <p>Pantone 3165</p> <p>CMYK: C100 M016 Y033 K066</p> <p>RGB: R000 G079 B089</p> <p>Web: #004f59</p>	<p>Blue 1</p> <p>Pantone 291</p> <p>CMYK: C038 M004 Y000 K000</p> <p>RGB: R160 G220 B255</p> <p>Web: #a0dcff</p>
<p>Blue 2</p> <p>Pantone 2915</p> <p>CMYK: C060 M009 Y000 K000</p> <p>RGB: R098 G181 B229</p> <p>Web: #62b5e5</p>	<p>Blue 3</p> <p>Pantone 299</p> <p>CMYK: C086 M008 Y000 K000</p> <p>RGB: R000 G163 B224</p> <p>Web: #00a3e0</p>	<p>Blue 4</p> <p>Pantone 7690</p> <p>CMYK: C095 M041 Y010 K000</p> <p>RGB: R000 G118 B168</p> <p>Web: #0076a8</p>	<p>Blue 5</p> <p>Pantone 7692</p> <p>CMYK: C100 M045 Y000 K047</p> <p>RGB: R000 G085 B135</p> <p>Web: #005587</p>
<p>Blue 6</p> <p>Pantone 2955</p> <p>CMYK: C099 M069 Y034 K022</p> <p>RGB: R004 G068 B106</p> <p>Web: #04446a</p>	<p>Blue 7</p> <p>Pantone 282</p> <p>CMYK: C100 M090 Y013 K068</p> <p>RGB: R004 G030 B066</p> <p>Web: #041e42</p>	<p>Cool Gray 2</p> <p>CMYK: C005 M003 Y005 K011</p> <p>RGB: R208 G208 B206</p> <p>Web: #d0d0ce</p>	<p>Cool Gray 4</p> <p>CMYK: C012 M008 Y009 K023</p> <p>RGB: R187 G188 B188</p> <p>Web: #bbbcbc</p>
<p>Cool Gray 6</p> <p>CMYK: C016 M011 Y011 K027</p> <p>RGB: R167 G168 B170</p> <p>Web: #a7a8aa</p>	<p>Cool Gray 7</p> <p>CMYK: C020 M014 Y012 K040</p> <p>RGB: R151 G153 B155</p> <p>Web: #97999b</p>	<p>Cool Gray 9</p> <p>CMYK: C030 M022 Y017 K057</p> <p>RGB: R117 G120 B123</p> <p>Web: #75787b</p>	<p>Cool Gray 10</p> <p>CMYK: C040 M030 Y020 K066</p> <p>RGB: R099 G102 B106</p> <p>Web: #63666a</p>
<p>Cool Gray 11</p> <p>CMYK: C044 M034 Y022 K077</p> <p>RGB: R083 G086 B090</p> <p>Web: #53565a</p>	<p>Bright Blue</p> <p>Pantone 311</p> <p>CMYK: C066 M000 Y008 K000</p> <p>RGB: R035 G205 B238</p> <p>Web: #46bfe1</p>		

15/15

Secondary Colors

Info:

Where necessary, e.g. in heart charts, red, orange and yellow can be used.

Usage:

These must have a functional association and cannot be used otherwise.

<p>Red</p> <p>CMYK: C000 M100 Y100 K000</p> <p>RGB: R218 G041 B028</p> <p>Web: #da291c</p>	<p>Bright Red</p> <p>Pantone 1785</p> <p>CMYK: C000 M088 Y062 K000</p> <p>RGB: R243 G054 B076</p> <p>Web: #f3364c</p>	<p>Orange</p> <p>CMYK: C000 M050 Y100 K000</p> <p>RGB: R237 G139 B000</p> <p>Web: #ed8b00</p>	<p>Yellow</p> <p>CMYK: C000 M015 Y100 K000</p> <p>RGB: R255 G205 B000</p> <p>Web: #ffc200</p>
---	--	--	--



Contact

Address

Websitebutler GmbH
Klosterstraße 62
10179 Berlin

Phone & Web

Tel.: +49 (0) 30 - 120 74 580
Fax: +49 (0) 30 - 120 74 580 9
E-Mail: info@websitebutler.de
Web: www.websitebutler.de

All Rights Reserved
Copyright © 2017
