

# SIGNIFY

**Styleguide**  
July 2016

## TYPOGRAPHY

Signify Typefaces

### **GOTHAM (BOLD, ALL CAPS)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

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### Work sans (light)

AaBbCcDdEeFfGgHhIiJjKkLlMm

1234567890

## TITLE

Lorem ipsum dolor sit amet, amet ultrices nec mattis habitasse id. Interdum fusce risus. Aenean vitae aliquet consequat consectetur est, tempor adipiscing dui urna, wisi imperdiet odio erat odio pellentesque et, cras eget velit vel non molestie, integer wisi tellus dignissim.

## SUBTITLE

- Lorem ipsum dolor sit amet
- Interdum fusce risus
- Integer wisi tellus dignissim

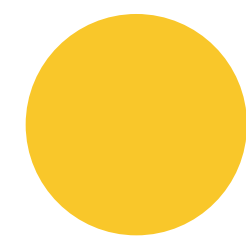
## SUBTITLE

Lorem ipsum dolor sit amet, amet ultrices nec mattis habitasse id. Interdum fusce risus. Aenean vitae aliquet consequat consectetur est, tempor adipiscing dui urna, wisi imperdiet odio erat odio pellentesque et, cras eget velit vel non molestie, integer wisi tellus dignissim.

## COLOR PALETTE

The color scheme is a mix of yellow, shades of blue, and greys, and black.

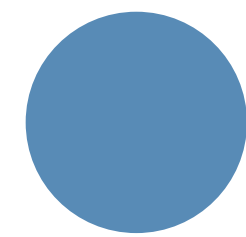
*Signify Yellow* should be used as an accent color rather than dominating large swathes of screen real estate. The yellow should not be used without a form of blue.



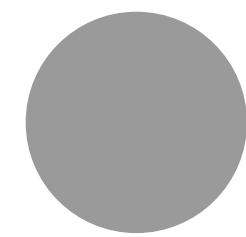
Signify Yellow  
#F9C72A



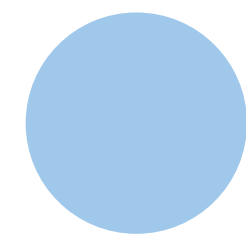
Silver  
#E6E6E6



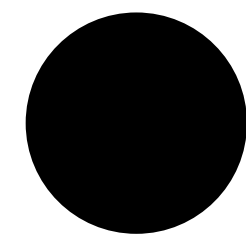
Signify Blue  
#588BB6



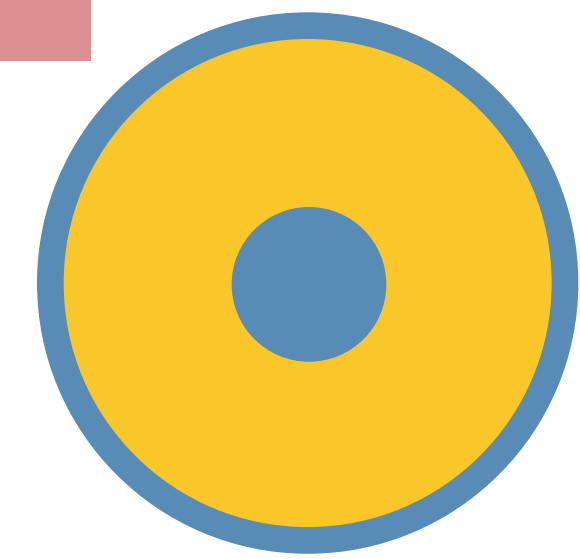
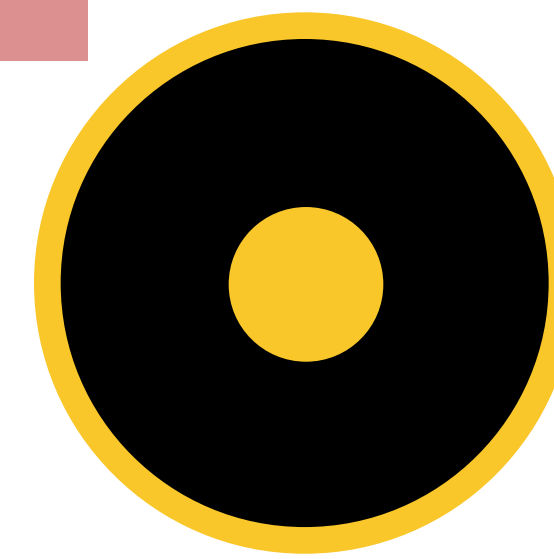
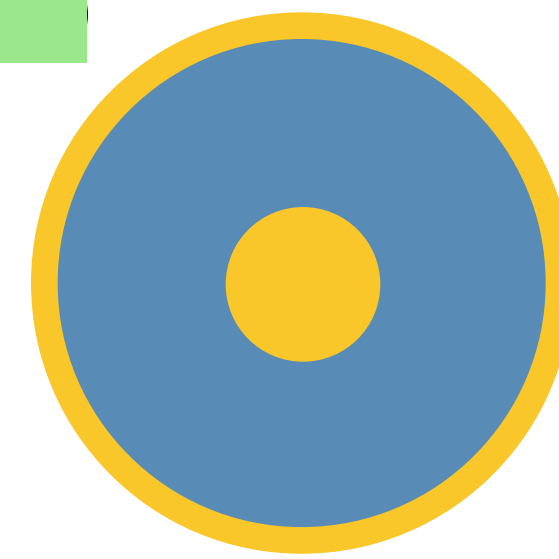
Steel  
#9A9A9A



Pale Blue  
#9FC8EB



Black  
#000000

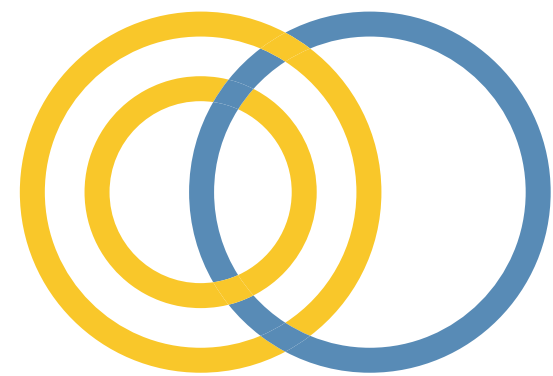


## LOGO 1/4

The brand logo comes in two forms: logotype and icon. The logotype can be arranged with the text on the right of the symbol or below it. No other forms of the logo can be used, although the logo can come in full black or full white.

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Icon



Logotype (horizontal)



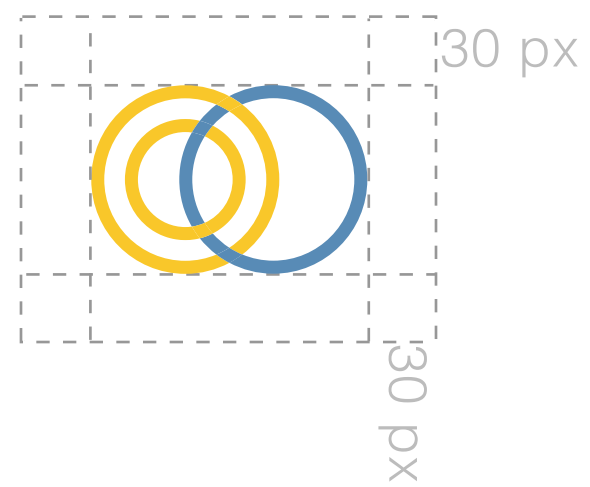
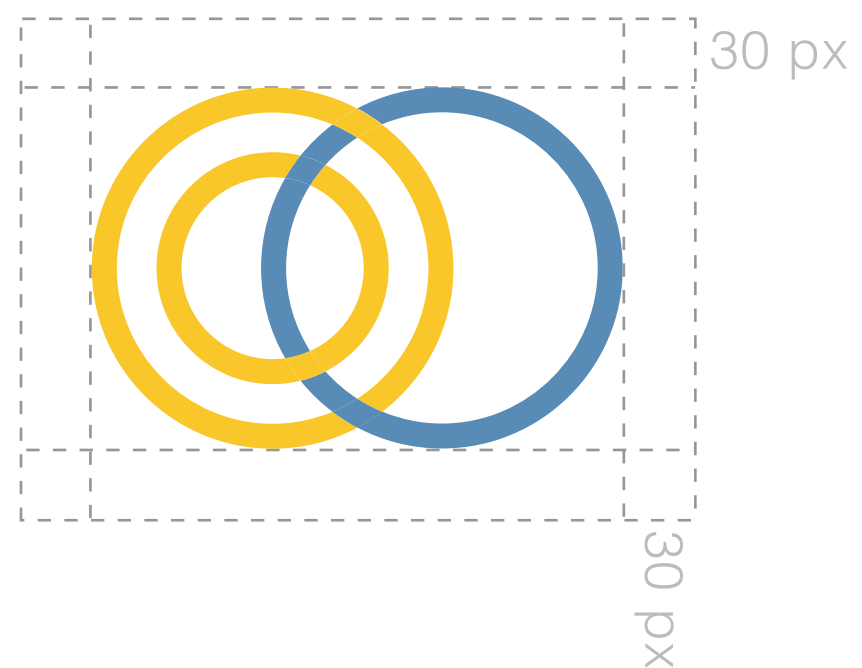
Logotype (vertical)



## LOGO 2/4

The following diagrams show the minimum padding for each of the logo formats. Essentially, if there is text, the minimum padding should be the height of the letters. If the logo consists only of the icon, then the minimum padding should be at least 30 pixels, no matter the size of the icon.

Icon



Logotype (horizontal)



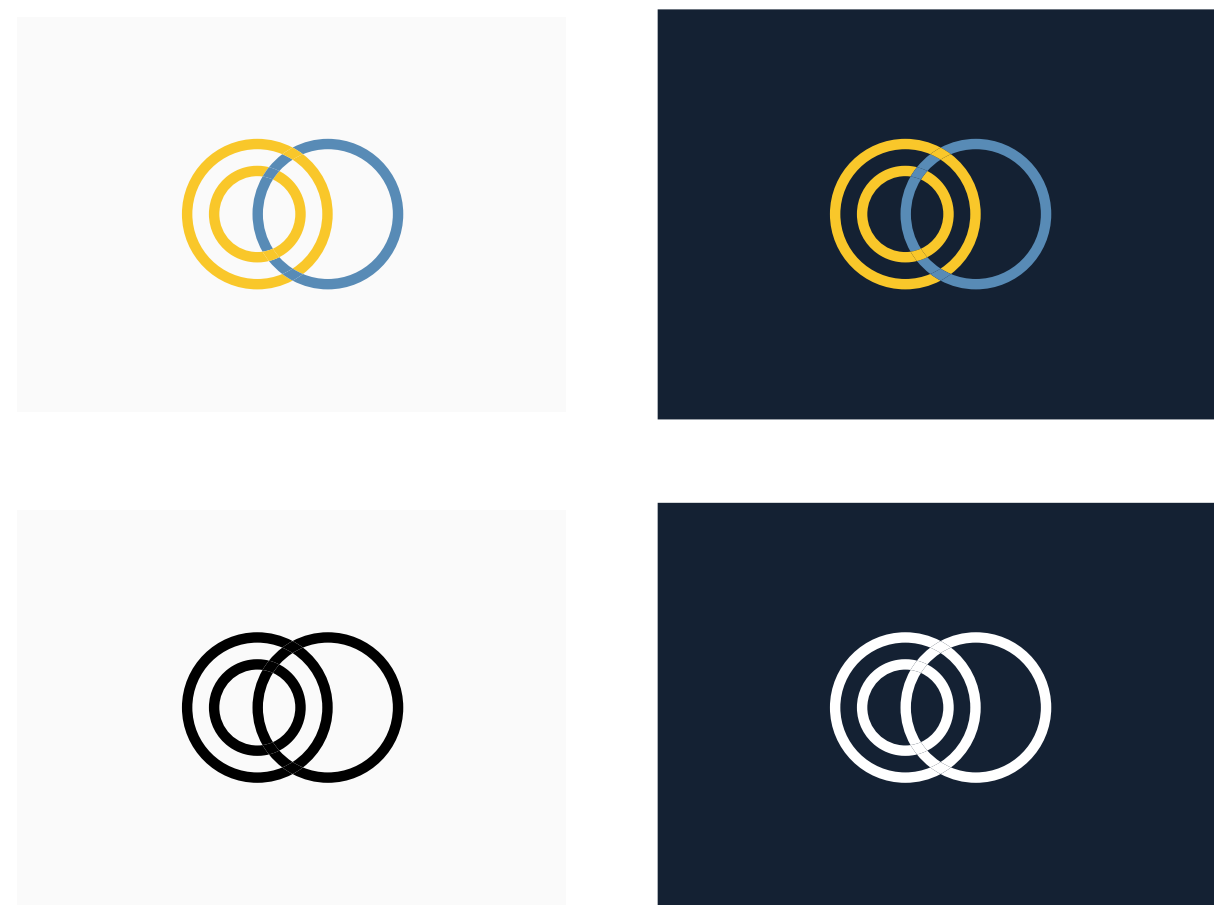
Logotype (vertical)



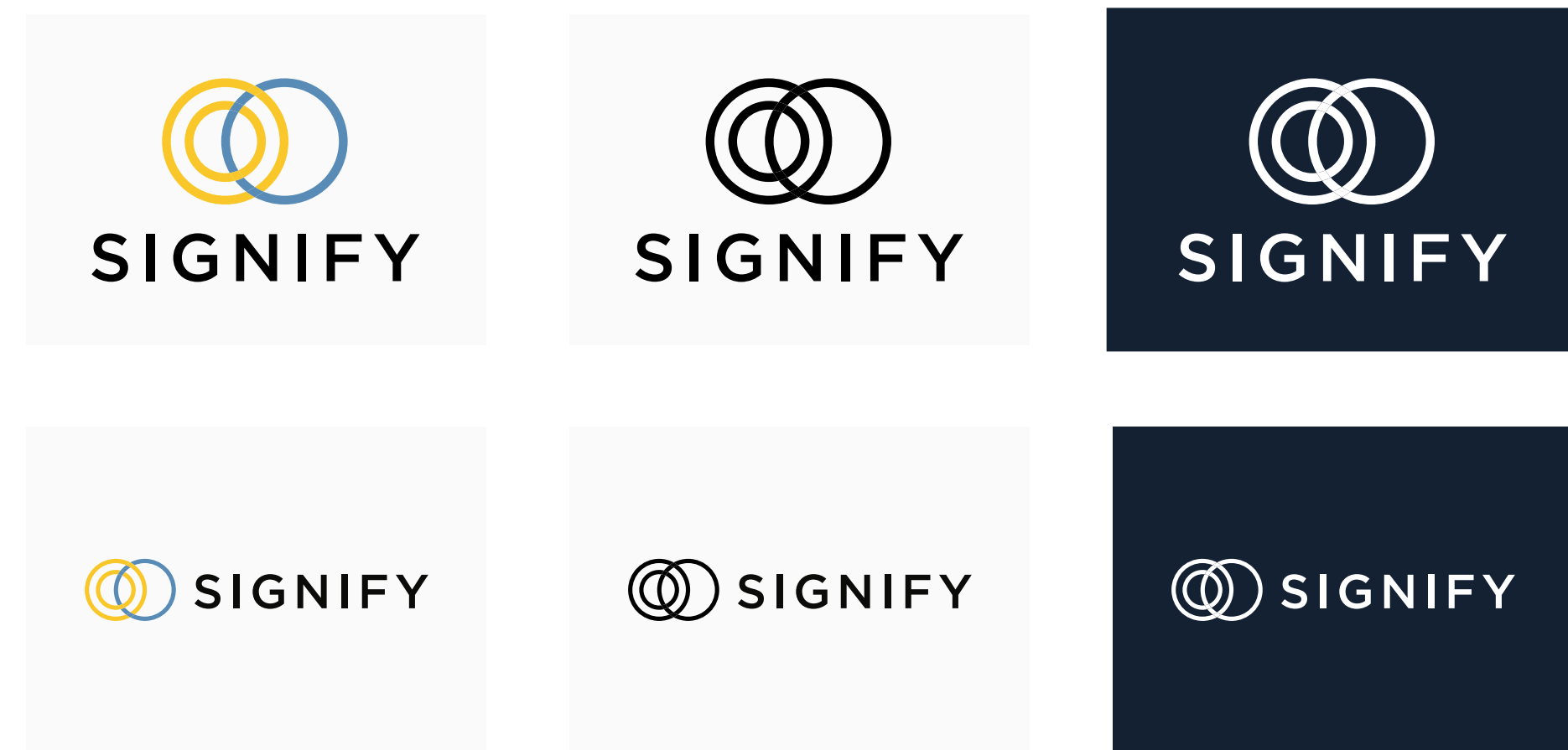
## LOGO 3/4

The following are some specifications and color formats that the logo can be used. There are no other permitted color schemes for the Signify brand logo.

Icon



Logotype



## LOGO 4/4

The logo should be kept as one of the variations listed in the previous page. Here are some more explicit examples of inappropriate logo modifications.



Text Case



Text Color



Readability



Text Weight



Icon Color