

Brand Guidelines



Making the complex simple

Silverstripe is a full-service design and technology company, focused on creative strategy and digital problem solving.

We are committed to creating compelling, human-centric experiences that will make your complex problems simple.

Our logo

Our logo is an established device. It represents who we are, and we want people to be able to recognise us as soon as they see it.

The Silverstripe logo is composed of a simple, elegant icon, and a clear, bold wordmark.

The horizontal logo is the primary logo and should be used in most instances. Always use the logo files provided in the logo pack, or by our team at Silverstripe.

We are very proud of our logo, and would appreciate it if you could follow these guides to ensure it always looks its best.



Our logo

Full colour logo formats are preferred. Single colour variations should only be used when colour is unavailable or not appropriate.

The minimum clear space allowance can be ascertained by half the width of our icon (as pictured). Do not place any graphics, illustrative elements or type, closer to the logo than indicated here.

Do not reproduce the horizontal logo any smaller than the width sizes indicated here:

- 30mm on all printed material
- 120 pixels on all online material.

Our reverse logo format has been shown here on our bright blue background, representing minimum clear space only. This should not be seen as a holding device.

Horizontal format



30mm / 120px min.



Our logo

Full colour logo formats are preferred. Single colour variations should only be used when colour is unavailable or not appropriate.

The minimum clear space allowance can be ascertained by half the width of our icon (as pictured). Do not place any graphics, illustrative elements or type, closer to the logo than indicated here.

Do not reproduce the stacked logo any smaller than the width sizes indicated here:

- 20mm on all printed material
- 80 pixels on all online material.

Our reverse logo format has been shown here on our bright blue background, representing minimum clear space only. This should not be seen as a holding device.

Stacked format



20mm / 80px min.



Logo application

To maintain the consistency of the Silverstripe brand, it is important to not recreate or reinterpret the logo. Ensure that clear space rules are kept, and that there is a sufficient contrast between logo colour and background.

The logo should always be used in a consistent and measured manner, to protect the investment in the brand and the professional services Silverstripe provides.

If a logo is required for external use, consult with the Marketing team to ensure the best logo format is used. SVG or PNG are best for screen use, PDF or EPS are best for print.

Correct use



Full colour format on white or light grey colour background

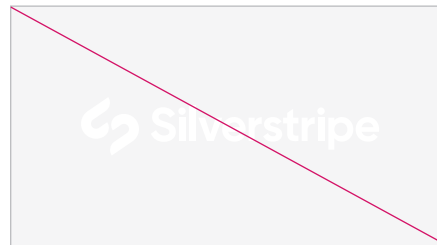


Single colour (reverse) format on dark imagery with sufficient contrast



Single colour (reverse) format on brand colour with sufficient contrast

Incorrect use



Do not use reverse formats on white or light grey colour background



Do not use full colour formats on dark imagery



Do not use full colour formats on brand colours



Do not recolour



Do not stretch or distort

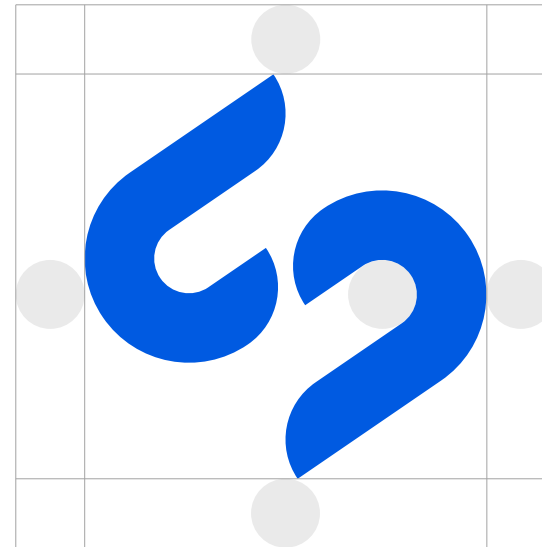


Do not add effects

Our icon

The Silverstripe icon, in its current form, first appeared in 2011 and has become synonymous with the Silverstripe brand.

Our icon forms part of the Silverstripe logo but can also be used in isolation to represent the brand. The icon can be presented in Bright Blue on white or in white on Bright Blue, or on a secondary colour with sufficient contrast.



10mm / 16px min.



Our products

Products are the only sub-brand logos within our organisation. Programs and initiatives do not have custom logos.

For our sub-brand logos, the Silverstripe wordmark remains and is followed by the product name. If a different icon is used, it is formed from the same shapes as the main Silverstripe icon.

Our product sub-brands are for:

- **Silverstripe CMS** (our open source content management system)
- **Silverstripe Cloud** (our fully managed Platform-as-a-Service)



Silverstripe CMS



Silverstripe Cloud

Colours

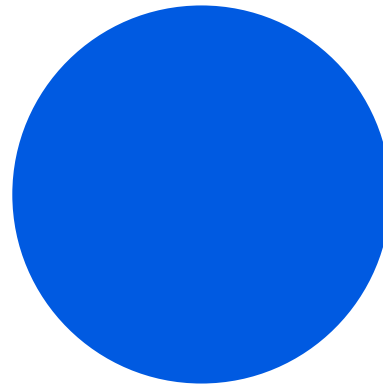
The bright and bold colour palette is an integral part of the Silverstripe brand personality.

White should be used liberally to keep the overall tone light, with more vibrant colours used to support this. Combine these colours when appropriate with imagery to create a look and feel that links all Silverstripe communications together.

Applying the primary and supporting brand colours consistently will strengthen the awareness of our brand. Following these colour definitions will ensure there is consistency across all forms of media.

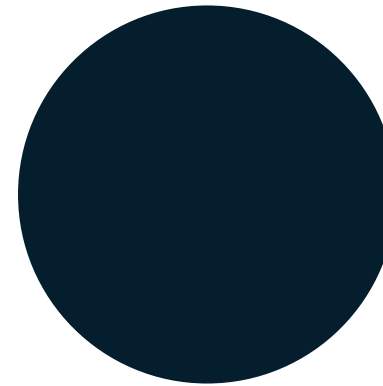
RGB and Hex/HTML are used for online collateral which will appear on screen/digital devices. Pantone and CMYK are used for printed collateral.

Primary



Bright Blue

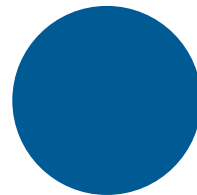
#005AE1
R0 G90 B225
C100 M50 Y0 K0
PMS 285 C



Blue Black

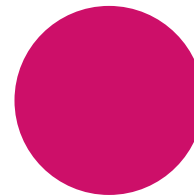
#051E2D
R5 G30 B45
C100 M70 Y30 K85
PMS 296 C

Secondary



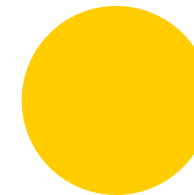
Blue

#005A94
R0 G91 B148
C100 M70 Y20 K0
PMS 7691 C



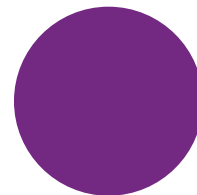
Pink

#CD0F69
R205 G15 B105
C0 M100 Y20 K0
PMS 214 C



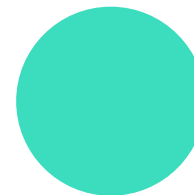
Yellow

#FFCD00
R255 G205 B0
C0 M5 Y100 K0
PMS 108 C



Purple

#732882
R115 G30 B140
C65 M100 Y0 K5
PMS 2603 C



Aqua

#3CDCBE
R60 G220 B190
C60 M0 Y25 K0
PMS 333 C

Typography

The identity of Silverstripe is reinforced through clear and consistent use of our primary typeface for external communications, Averta.

Averta is a geometric sans serif family made by the award-winning designer Kostas Bartsokas. The typeface has a simple and appealing personality.

Use Averta boldly and confidently as a way to create strong communications. Highlight key words or phrases to help the reader quickly understand what we are saying.

Proxima Nova is our fallback font and should be used in situations where Averta isn't available.

Averta

A a A a

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789**

Light

Light Italic

Regular

Regular Italic

Semibold

Semibold Italic

Bold

Bold Italic

Two driven jocks help fax my big quiz

Pack my box with five dozen liquor jugs

The five boxing wizards jump quickly

Bright vixens jump; dozy fowl quack

Jackdaws love my big sphinx of quartz

John quickly extemporized five tow bags

Waltz, nymph, for quick jigs vex Bud

Quick wafting zephyrs vex bold Jim

Typography

Our primary typeface for external editorial content is Tiempos Text.

Tiempos Text is a serif typeface designed by New Zealand-based designer Kris Sowersby. We use Tiempos Text in two weights—regular and semibold—each with matching italics.

Merriweather is our fallback editorial font and should be used in situations where Tiempos Text isn't available.

Tiempos Text

Aa Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789**

Regular

Regular Italic

Semibold

Semibold Italic

New job: fix Mr Gluck's hazy TV, PD

Bright vixens jump; dozy fowl quack

Brick quiz whangs jumpy veldt fox

DJs flock by when MTV ax quiz prog



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For further information, please contact the
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