



# Brand Guidelines

JANUARY 2019

# SilverStripe creates outstanding digital experiences for its users.

As the core of who we are, we create the web. This applies to all aspects of SilverStripe—the company, the community, and the products. It encompasses the values of our open source developer community, including the content authors and editors who use SilverStripe solutions everyday.

This guide will answer any questions you might have about how to use the SilverStripe brand when you are communicating about SilverStripe.

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# Our brand

SilverStripers are passionate about the limitless possibilities of the web.

We share a vision: to help everyone's lives get better as technology advances. How we express ourselves is more than our name and our logo. It's about how people in the community experience and create relationships with us.

To bring the SilverStripe brand to life, we've made sure our visual identity remains consistent across all that we do. We strive to ensure all aspects of our brand are informed by our core values, to create a sense of cohesion for our community.

# Our core values

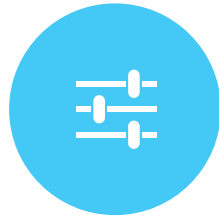


## **Honesty**

over  
comfort

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We believe open communication creates better results.



## **Adaptability**

over  
guarantees

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We need to be open to change if new information reveals better solutions.

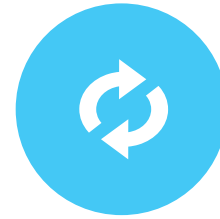


## **Collaboration**

over  
control

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We prefer working in teams and inviting feedback, even if this means we have less control.

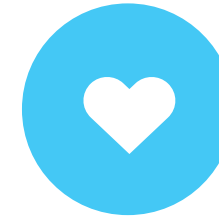


## **Continuous improvement**

over perfection

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We don't expect to be perfect. We release early, often and learn from mistakes quickly.



## **Camaraderie**

over corporate  
culture

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We want to know each other as real people not "colleagues."

## SilverStripe 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.

There should be sufficient, clear space around

the logo. The logo should not be redrawn, and it should be artwork provided by our team at SilverStripe. For monocolour material, 100% strength of the colour is used e.g. if the production is black then 100% black.



## Logo spacing & size

The suggested minimum white space surrounding SilverStripe's logo is the height of the letter "i" within the logo.

The white space should double at least if the logo is to appear near other text elements.



Print 20mm  
Web 70px



Print 30mm  
Web 100px

## How to use the logo



Correct logo, light background



Incorrect colours



Incorrect layout



Drop shadow or other effects



Correct logo, light background



Poor resolution



No contrast



Lack of space around the logo



Inverted logo, dark background



Inverted logo, dark background



Inverted logo, no contrast



Complex background



# Who can use the SilverStripe name and logo?

Before you begin to use our name and logo, it's important to know what we recommend around who can use them.

Are you a:

## **SilverStripe Partner?**

You are a SilverStripe Partner if you have entered into a SilverStripe Partner Agreement with SilverStripe, or any other party that is authorised by us to use the name and logo in accordance with the agreement.

## **Another business?**

You are not a partner, but you use our software. You are able to use the name and logo in relation to our services and/or products according to our guidelines. You may not use the name and logo in your business' name, brand, service, or product that uses the software. You must use it directly in relation to our brand, products, and services at SilverStripe.

For example, if you have created a module that integrates with SilverStripe, you could say:

*“Our module lets you integrate your marketing automation software seamlessly with SilverStripe CMS.”*

You may not say:

*“Our SilverStripe module lets you integrate marketing automation software into your site.”*

## **A non-profit community project?**

Your project is non-profit by nature. You operate to cover your costs, or you contribute to non-profit entities. You are promoting the improvement of the SilverStripe products and services, and spreading the awareness of SilverStripe the brand.

You may be running a community developer meetup, such as SilverStripe Christchurch Meetup, which uses the SilverStripe name in their branding.

## **Part of our open source developer community?**

You are a developer of SilverStripe CMS but do not work directly for SilverStripe. You work to improve the SilverStripe product and learn alongside our teams. You may use “silverstripe-” as a prefix to a github repository name or composer package name to indicate that it is a SilverStripe module. You may not include “silverstripe” in your github organisation, github username, or composer vendor prefix.

For example, you may have created a module for SilverStripe. You can name your module:

`/silverstripe-kickassets`

But not

`silverstripe/kickassets`

Unsure if you can use the SilverStripe name and logo? Please get in touch and we'll help you find out!

## How can I use the SilverStripe name and logo?

Now that you can use the name and logo, let's explore a couple of the silver rules that apply when you're using SilverStripe branding.

### **Name:**

You may not use, register, or apply to register the word 'SilverStripe' in your business, event, product, service, domain name, trademark, or brand. You may also not suggest an affiliation with or an endorsement by the SilverStripe open source project without confirmation from our teams first. You may use it to refer to the SilverStripe brand, products, or services.

### **Logo:**

You may not use the exact, or similar, look and feel of our SilverStripe logo or branding for your business, product, service, or branding. You may also not suggest an affiliation with or an endorsement by the SilverStripe open source project without confirmation from our teams first. You may use it to refer to the SilverStripe brand, products, or services.

If you happen to be using either the SilverStripe name or logo without a licence, get in touch with our team and we can help sort one out for you!

# Colour palette

Our primary colour palette is used across all brand communications. When additional tonal variation is required, tints of our core palette may be used,

but in combination with the full strength values. Our secondary colour palette is used to create accents and visual contrast.

## PRIMARY



Dark blue

#142237

RGB 20, 34, 55  
CMYK 70, 50, 20, 80  
Pantone 539C



Blue

#005B94

RGB 0, 91, 148  
CMYK 100, 70, 20, 0  
Pantone 7691C

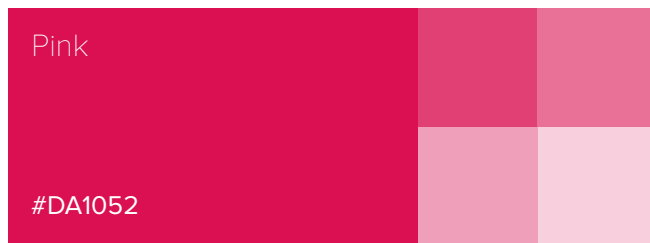


Cyan

#44C8F5

RGB 68, 200, 245,  
CMYK 60, 0, 0, 0  
Pantone 2985C

## SECONDARY



Pink

#DA1052

RGB 218, 16, 82  
CMYK 0, 100, 50, 0  
Pantone 1925C



Grey

#727779

RGB 117, 120, 123  
CMYK 5, 2, 0, 52  
Pantone Cool grey 9



Yellow

#F6C445

RGB 246, 196, 69  
CMYK 3, 23, 85, 0  
Pantone 129C

# Typography

The identity of SilverStripe is reinforced by its clear and consistent use of its choice of typeface, Proxima Nova and Zilla Slab as an alternative font. These are open source fonts and therefore are available to use freely on the web with no charge or limitation.

Wide letter spacing should be used sparingly. A headline, for example, should not be kerned to fill out a space. When contrast is required Zilla Slab will provide a good contrast to Proxima Nova without clashing.

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**Aa**

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Proxima Nova / Bold / 700

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Proxima Nova / Regular / 400

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Proxima Nova / Light / 300

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Zilla Slab / Regular / 300

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

Zilla Slab / Light / 300

## Graphical devices

Our branding incorporates graphics and motifs that capture the essence of SilverStripe. Origami and building blocks represent creativity and play. Rocket ships and astronauts capture exploration, innovation, and how we provide the tools to launch complex projects.

These are only a small number of examples of how our brand values can be illustrated. By using vector graphics to build visual identity, the possibilities are endless.



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**SilverStripe**