Simply Secure

Style guide

November 2015
v1.0; CC BY 4.0

Introduction

Our visual identity is a core part of our user experience, so it's important to us that it be used correctly.

This style guide has been put together to give you all you need to start crafting designs that properly reflect our work and values.

It is a **guide**, and there will be situations we can't anticipate where you might need to bend the rules. That's okay, just drop us a line.

Contacts

If you have any questions, or need clarification drop us a line

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Logo

LOGOTYPE

Our logo can be used in any of our primary colors, although green is the preferred colorway

Simply Secure

Simply Secure **Simply Secure**

HORIZONTAL LAYOUT

The horizontal logo is our preferred one, use this unless horizontal space is restricted

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VERTICAL LAYOUT

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Standard

Simply Secure

Reversed

MINIMUM SPACING

As a minimum the logo should have surrounding space about the width of the 'e' character in the logo. Vertically this is measured from the x-height of the type (the letter 'm')

Simply Secure

Logo placement

IN PRINT

Top-left, centre-top or bottom-right are the preferred locations for our logo. Use whichever placement makes sense in the context of the design
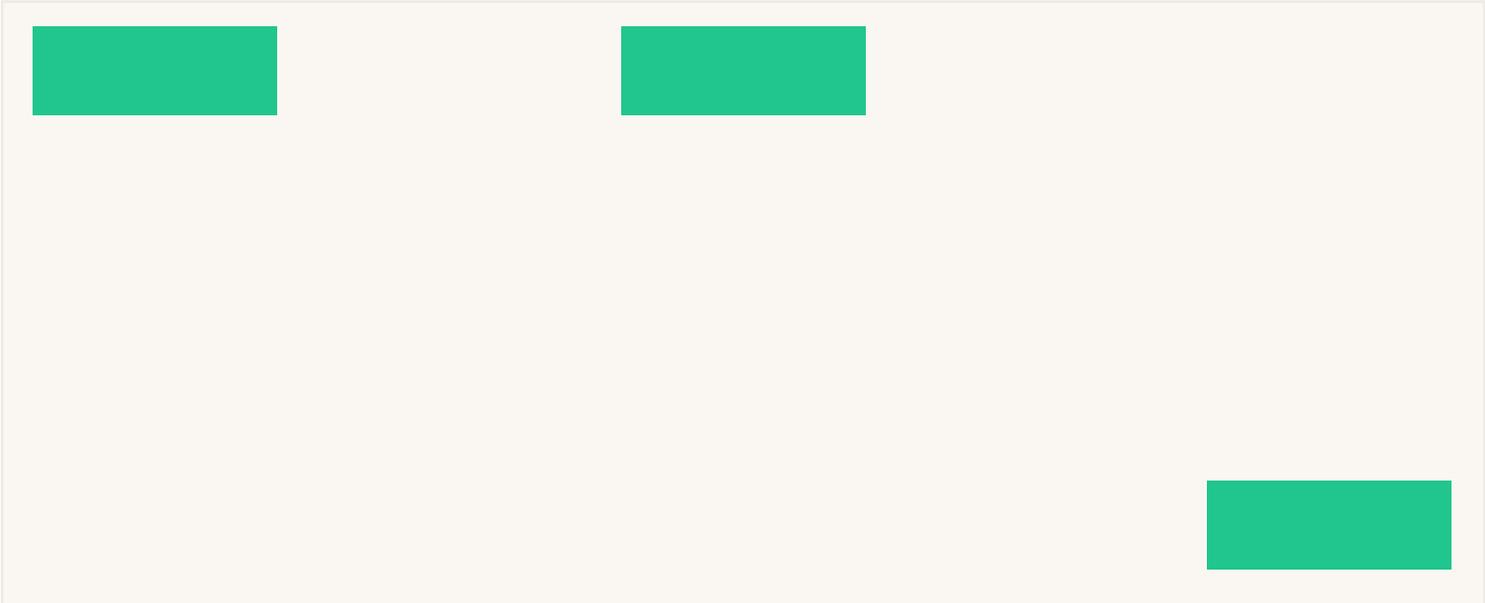
OVER PHOTOGRAPHY

Use a white or black transparent logo if it can be placed in a preffered location and remain legible


If the logo can't be placed on the photo in a legible way, use a primary color background strip with a white logo

Fibonacci pattern

Our pattern is derived from the Fibonnaci sequence, a homage to a fundamental part of crytographic science

It shows that information security is the foundation of everything we do with the pattern peaking from beneath designs and spilling over borders

Examples of the Fibonacci pattern in use on our website and business cards

Newsletter
Enter your email address to subscribe to our newsletter and keep up with the project.

Subscribe

Simply Secure

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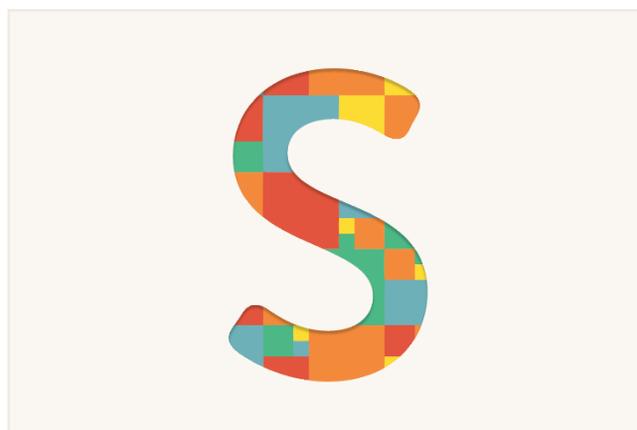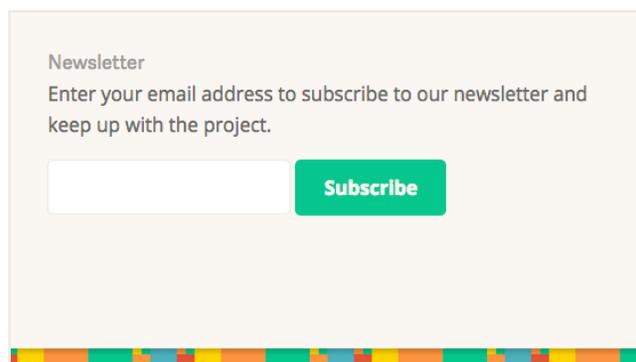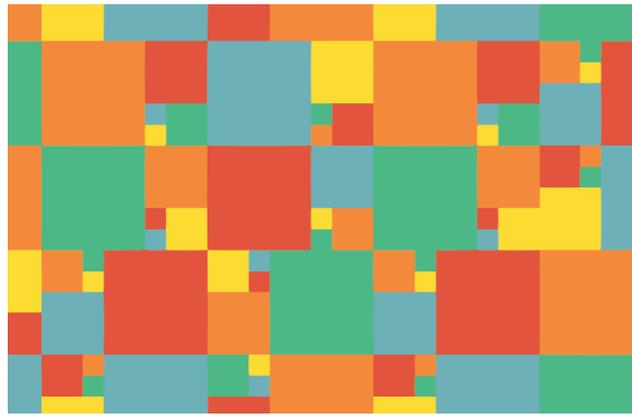
Logo tab

The tab isn't a replacement for our logo, but can be used in promotional materials and signage to add some "brand color"

We've used it in the past for social media avatars and sticker designs

TWEETS FOLLOWING FOLLOWERS FAVORITES
30   16   2,161   11

Tweets   Tweets & replies   Photos & videos

Simply Secure
@simplysecureorg

Improving the usability of open-source secure-communication tools – one partnership at a time. Retweet ≠ endorsement.

Simply Secure @simplysecureorg · Jun 22
Psst, want to hear more about what we're up to? Now great time to subscribe to our newsletter! simplysecure

1

Typography

Security's got to be easy and intuitive

Security's got to be easy and intuitive

Security's got to be easy and intuitive

Security's got to be easy and intuitive

We are a service organization that works with users, software developers, user-experience experts, designers, and the community of people striving to make ubiquitous privacy and security a reality. We seek to understand existing challenges – while collaboratively developing resources and ideas that move us all toward our goal – and we're hitting the ground running.

Quotes

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Colors

Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color pallete
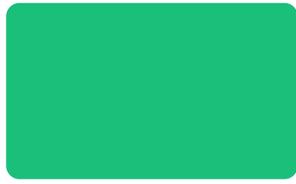
Primary colors

Green

RGB: 26, 191, 122

HEX: #1ABF7A

CMYK: 86, 0, 36, 25

Pantone Solid
Coated 7479 C

Red

RGB: 232, 86, 64

HEX: #E85640

CMYK: 0, 63, 72, 9

Pantone Solid
Coated 7625 C

Blue

RGB: 63, 164, 174

HEX: #50B2BB

CMYK: 64, 6, 0, 32

Pantone Solid
Coated 7709 C

Secondary colors

Don't use the secondary colors by themselves, always try to pair them with a primary color

Orange

RGB: 250, 148, 73

HEX: #FA9449

CMYK: 0, 41, 71, 2

Pantone Solid
Coated 715 C

Yellow

RGB: 253, 205, 0

HEX: #FDCD00

CMYK: 0, 19, 100, 1

Pantone Solid
Coated 7405 C

Neutrals

Use warm, neutral shades instead of cold grays. Use pure white to draw the eye (but sparingly!)

White

RGB: 255, 255, 255

HEX: #FFFFFF

CMYK: 0, 0, 0, 0

Off-white

RGB: 250, 247, 242

HEX: #FAF7F2

CMYK: 0, 1, 3, 2

Pantone Coated
Warm Gray 1 C
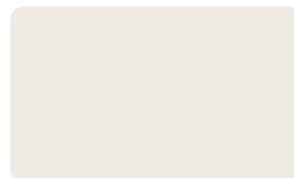
Light gray

RGB: 239, 234, 227

HEX: #EFEAE3

CMYK: 0, 2, 5, 6

Pantone Uncoated
7527 U

Mid gray

RGB: 157, 155, 152

HEX: #9D9B98

CMYK: 0, 1, 3, 38

Pantone Solid
Uncoated Black
0961 U

Dark gray

RGB: 108, 107, 104

HEX: #6C6B68

CMYK: 0, 1, 4, 58

Pantone Solid
Uncoated Black 7 U
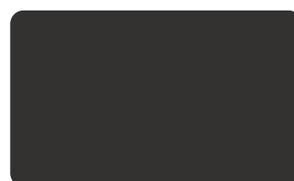
Black

RGB: 51, 50, 48

HEX: #333230

CMYK: 0, 2, 6, 80

Pantone Solid
Uncoated Neutral
Black U

Illustrations

Illustrations are a key part of our brand, we use them to add visual interest to our content.

CHARACTERISTICS

Flat colors

Simple geometric shapes

Simple shadowing

Playful elements