

Logo Styling

Overview

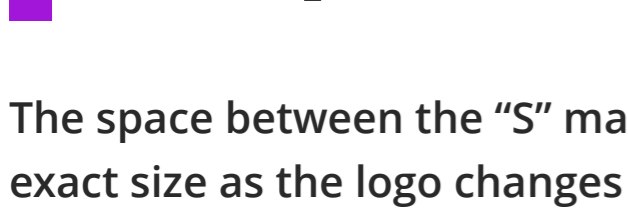


The Script Slate logo consists of two main parts: our “S” mark, and our wordmark to the right of it.

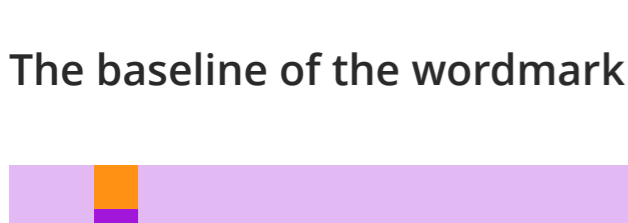
The “S” mark is a solid, rich purple to convey creative and kinetic energy. It’s made from four equally sized squares that touch at their vertices to form the shape of the “S”.

The font size of the wordmark is always twice the size of a single square. It is always Poppins Extra Bold. Above, the squares are 16px by 16px, so the wordmark is 32pt. This ratio keeps the “S” mark bigger and gives it more contrast with the heavy weight and block-like glyphs of the typeface.

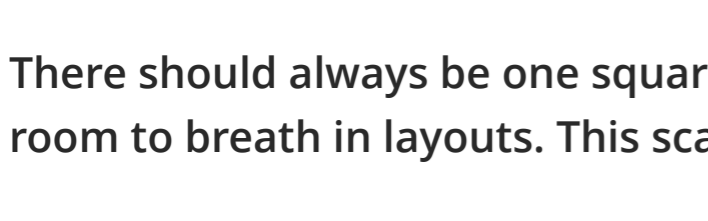
Spacing & Alignment



The space between the “S” mark and the wordmark is the size of one of the squares in the “S”. So, it will change in exact size as the logo changes sizes.



The baseline of the wordmark aligns with the base of the square one up from the bottom



There should always be one square of space around the logo from the points above. This allows the logo sufficient room to breath in layouts. This scalable system gives bigger logos the bigger space they need.

Sizing



The size of the logo is based on the size of the squares in the “S” mark since that will also determine the size of the word mark. The measurement of a size of one of the squares should always be a multiple of 4. If showing multiple logos on one page, ensure there is a difference of at least 8 between the sides for sufficient contrast.



8px by 8px squares
(118px x 32px)

The smallest size the logo should ever be is with 8px by 8px squares. Any smaller and the weight of the typeface makes the logo difficult to read.

Color

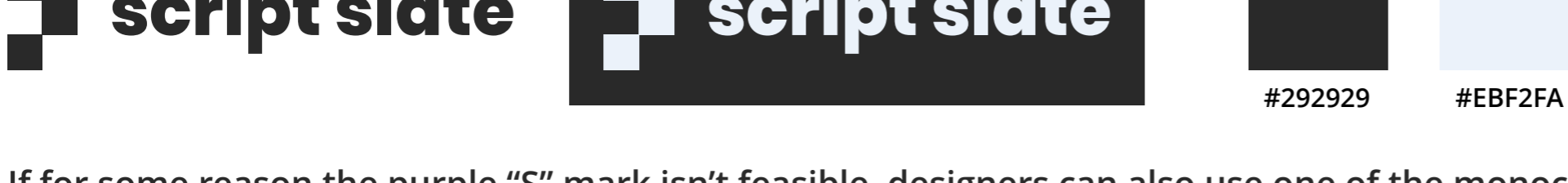
Logo Colors



Here are the exact colors of the logo. Purple is the primary color of Script Slate because it combines the professionalism of blue with the energy of red. Combine those with the creative psychology of purple, and it's the perfect choice for our logo. It also Note the unique black hue's hex. This gives us a softer, almost less opaque black that creates harmony with the purple.

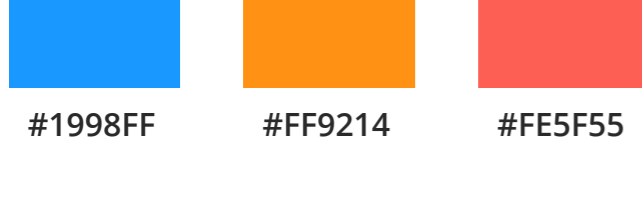


On a dark background, the only thing that changes is the color of the wordmark. Purple remains constant as it provides good contrast on both light and dark backdrops. The chosen light color for the wordmark is a slightly grayish white with a hint of blue that helps tie it together with the purple. The slight gray also ties into the “slate” of Script Slate.



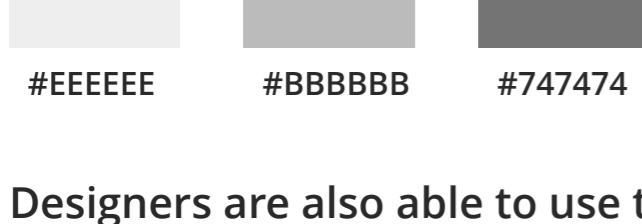
If for some reason the purple “S” mark isn’t feasible, designers can also use one of the monochrome options above.

Accents



To add more color to a component, use one of the above accent colors. The blue and orange also give good contrast and energy that communicates creativity as well as professionalism. The muted red orange ties together the purple from the logo and the other accents.

Grays



Designers are also able to use these shades of gray in order to give their designs more depth.

Typography

Typeface families

Poppins Open Sans



The combination of these two sans serif fonts gives a professional, future-forward look to Script Slate. Open Sans as the body typeface gives a lot of readability as well.

Body Typeface Sizes

Heading 1 - 48/72

Heading 2 - 34/51

Heading 3 - 26/39

Large - 22/33

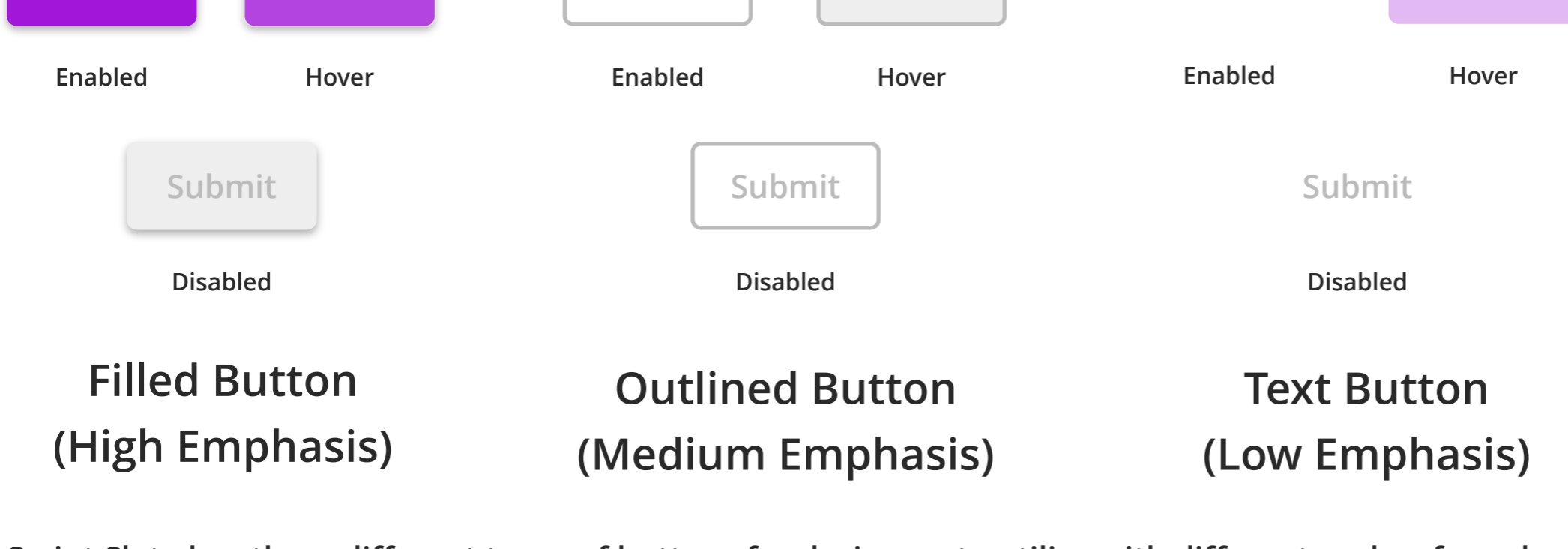
Regular - 16/24

Small - 12/18

While all the body type uses the Open Sans family, the headings use the light weight to provide contrast and give a clean, modern look. The others use semibold to give better readability without being so thick that they detract from the headings. All of the type is the same soft black from the logo to give the brand uniformity.

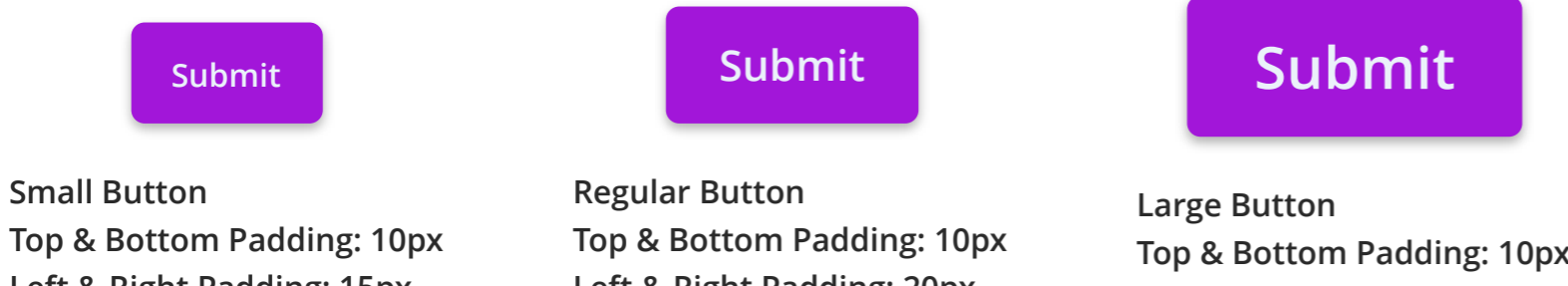
Buttons

Emphasis / States



Script Slate has three different types of buttons for designers to utilize with different ranks of emphasis. This will allow for more control over hierarchy and contrast within designs.

Padding / Sizing



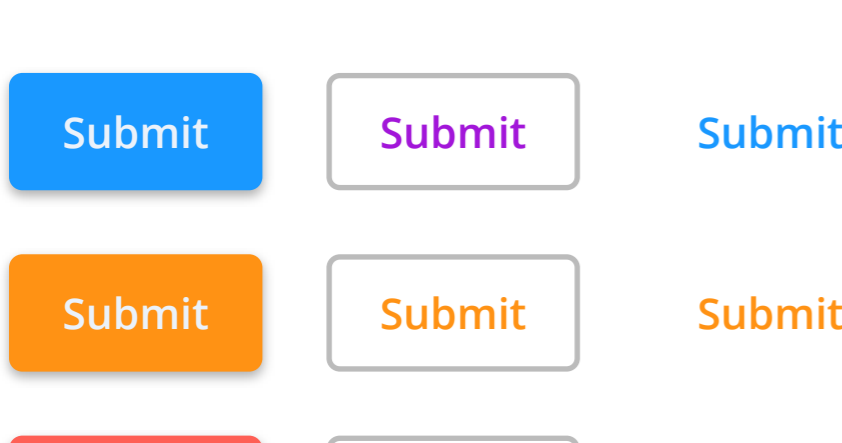
We have three different size buttons to use in different situations. Each button size uses the corresponding type size, and then applies the above padding specifications. Corners are rounded with a radius of 5.

Fields with Buttons



Fields should be the same height as the buttons with them. They should primarily be used with filled buttons for contrast that favors the button. The outline of the fields should always be the medium gray, not the brand or accent colors.

Button Colors



The accent colors can be used in any type of button in order to give more contrast to a design. However, the red accent buttons should be used more for actions with negative connotations such as cancelling or deleting items.

Icon Set



The icons are defaulted to the soft black from our color palette. However, they can be put in the Script Slate purple or any of the accent colors if necessary for a design. Although, that should be a rare occurrence.