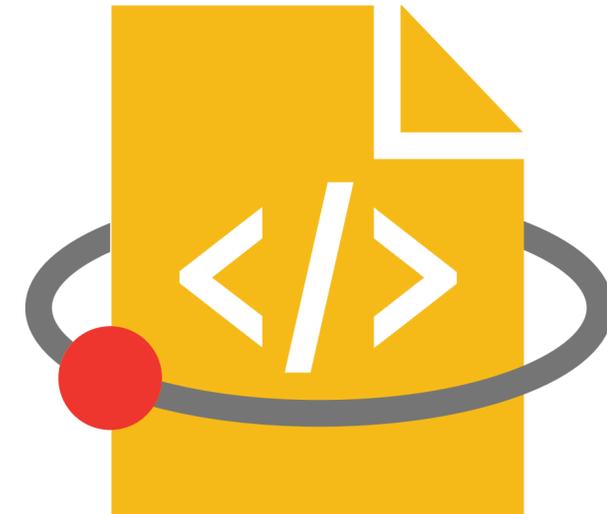


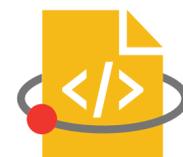
Season of Docs



# Season of Docs

## PRIMARY LOGO

Use this logo as often as possible.



Season of Docs

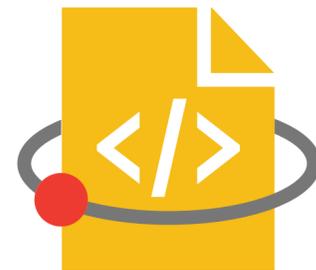
## MINIMUM SIZE

The smallest this logo should be represented is 130px high.

As a general rule, when details get difficultly to see, use a different logo layout.

## SECONDARY LOGO

When the main logo just doesn't work or you needed something extra.



# Season of Docs



## Season of Docs

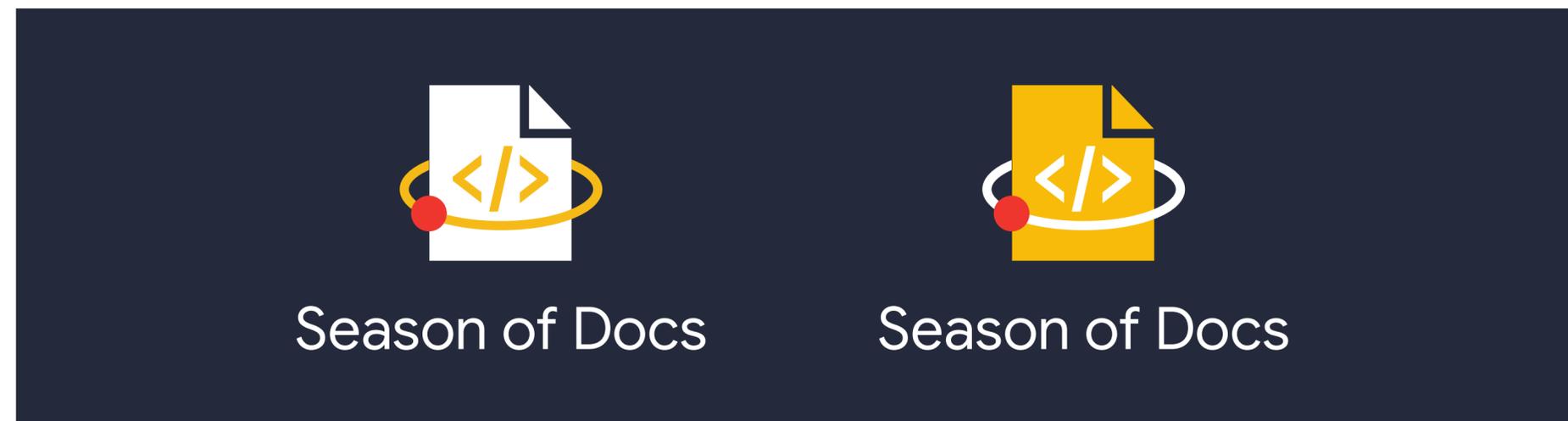
### MINIMUM SIZE

The smallest this logo should be represented is 80px high.

As a general rule, when details get difficultly to see, use a different logo layout.

## SECONDARY LOGO

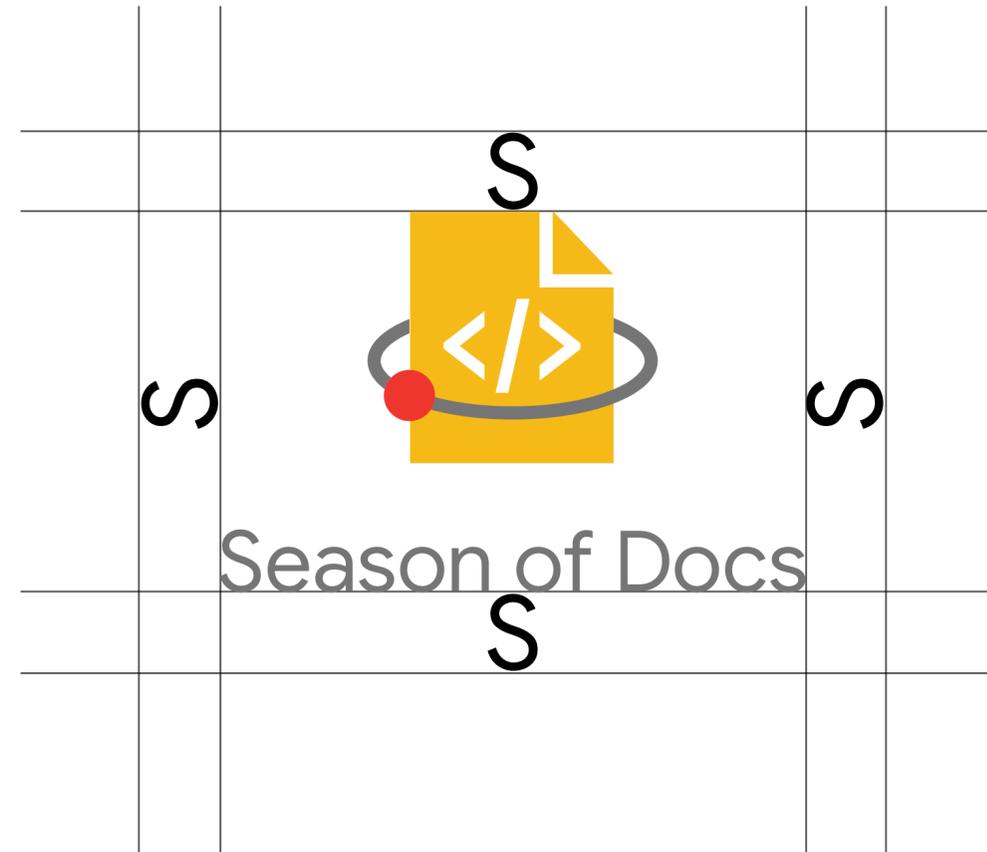
Use the grey type logo on white and light backgrounds and white type logos on dark backgrounds.



# SPACING

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

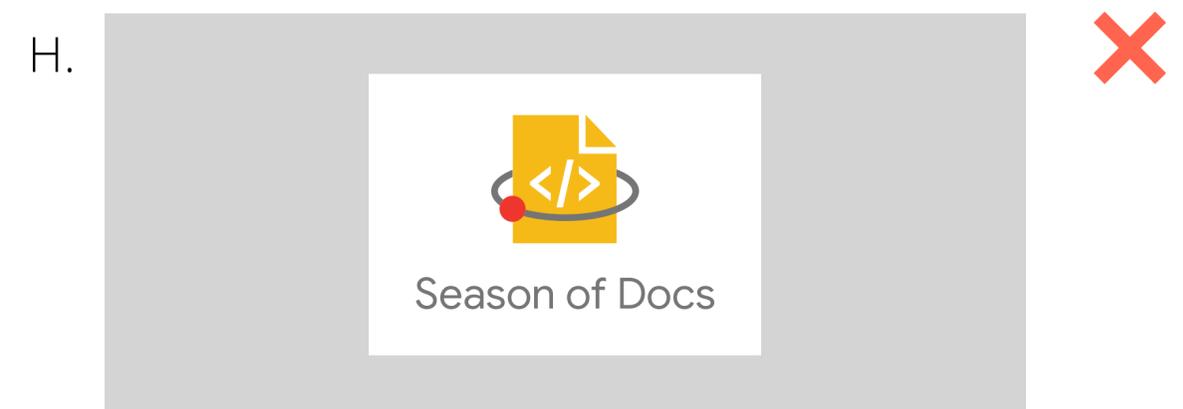
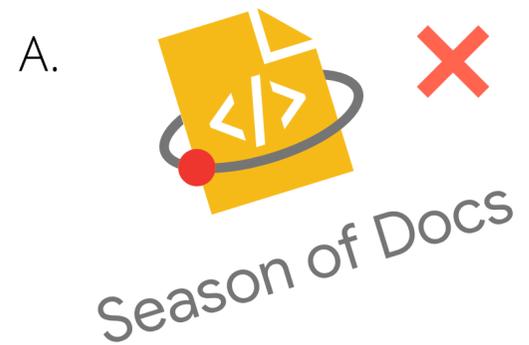
The minimum clear space is defined as the height of one "S". This minimum space should be maintained as the logo is proportionally resized.



# UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way—that includes adding unnecessary text decorations like drop shadows and outlines. Here are a few examples of some ways you should never consider using the logo.

- A. Don't rotate the logo.
- B. Don't stretch.
- C. Don't place elements in the logo's clear space.
- D. Don't resize any part.
- E. Don't rearrange parts or create compositions that are not already provided.
- F. Don't use off-brand colors. Reference the Color Usage section.
- G. Don't add drop shadows or other text styles.
- H. Don't contain the logo in a box when used on a background.



# TYPOGRAPHY

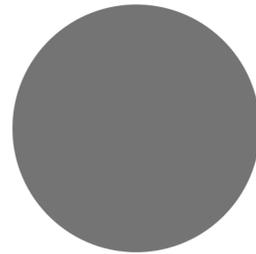
Google Sans  
Regular

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

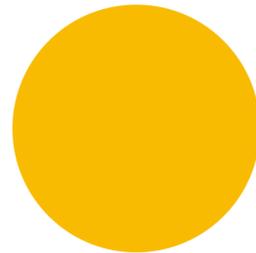
# COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

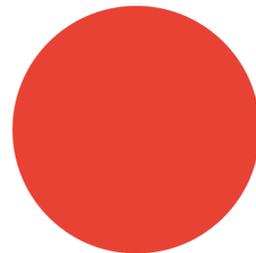
## PRIMARY COLORS



GREY  
CMYK: 55, 47, 46, 12  
RGB: 17, 17, 17  
Hex: #757575

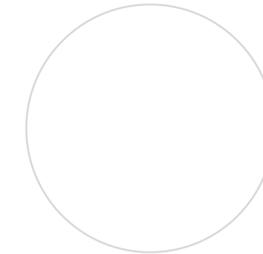


YELLOW  
CMYK: 2, 28, 100, 0  
RGB: 242, 189, 66  
Hex: #F2BD42



RED  
CMYK: 2, 89, 86, 0  
RGB: 217, 80, 64  
Hex: #D95040

## ACCENT COLORS



WHITE  
CMYK: 0, 0, 0, 0,  
RGB: 255, 255, 255  
Hex: #FFFFFF

## FINAL COMMENTS

If ever in doubt, refer back to this guide. These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications.