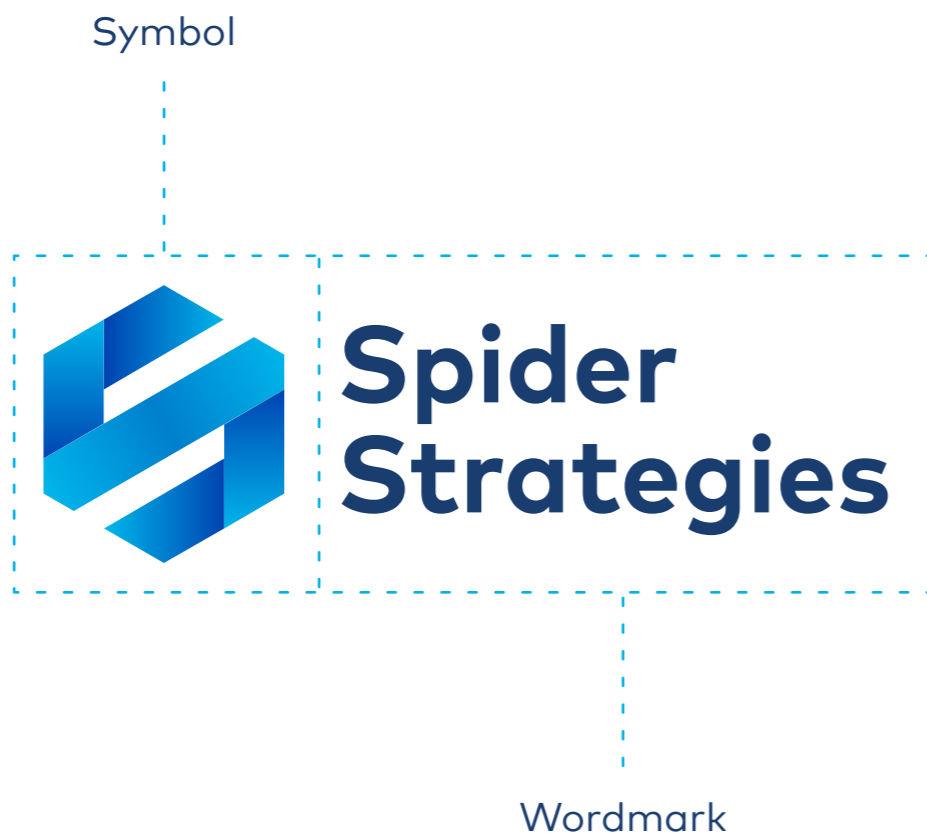




Spider Strategies

Brand Manual



THE LOGO

The Spider Strategies logo consists of two elements: the symbol, and the wordmark. The symbol can be used on its own, but the wordmark should not. Together they form the full logo.

Symbol

The 'S' symbol reflects the Spider Strategies culture and vision: strong, professional, and friendly. The blue gradient makes the mark stand out with its clean and inviting colors.

Wordmark

The wordmark is written in FF Mark, a typeface that is strong, geometric, and friendly. It looks refreshing between many of the stale fonts out there.



LOGO CONSTRUCTION

Every aspect of the logo construction is considered. The balance and simple geometry make the logo look calm and confident.

Geometry

The symbol is based on a hexagon: a strong, simple, and pleasantly looking shape. The logo is bold enough to look professional and trustworthy.

Because the width of the symbol is divided in 4 equal parts, the logo will look pixel perfect at any multiple of 4.

Balance

The mark is mirrored diagonally along the middle of the 'S' shape. Rotating the logo 180 degrees results in exactly the same logo.

The symbol and wordmark are balanced against each other. Because of the proper sizing and spacing the logo feels light from every angle. Nor does the symbol or wordmark stand out too much.

Regular



Alternative



Single-Color



LOGO VARIATIONS

The full logo is preferred, but the logo can also be used without the wordmark. The logo comes in three variations.

Regular

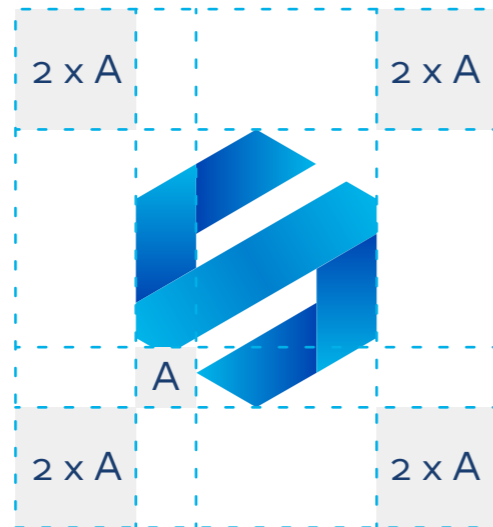
'Regular' is the default logo version. It should be used on a white or transparent background. Because of the dark wordmark, this version is not suitable for dark backgrounds.

Alternative

When the logo is placed on a dark background, this 'Alternative' version should be used.

Single Color

When the logo cannot be used with the gradient, the 'Single-color' can be used. It should be used sparingly.



LOGO SAFE AREA

Less is more. Spider Strategies is a professional company, there is no need to use a big logo or busy designs. Constraint should be used when finding the right size for the logo and mark.

The logo needs room to breathe. Not the size, but the whitespace around it is what makes the logo look stronger.

Twice the width of the shapes that form the 'S' are the base of the safe area. There should be no other element or shape in the safe area.



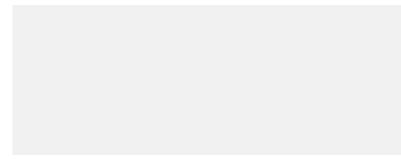
Primary Colors & Gradients



| | |
|---------|----------------------|
| NAME | Lochmara Blue |
| RGB | 4 / 129 / 201 |
| WEB | 0481C9 |
| CMYK | 67 / 12 / 0 / 0 |
| PANTONE | 2925 |



| | |
|---------|---------------------------|
| NAME | Brilliant Cerulean |
| RGB | 4 / 177 / 228 |
| WEB | 04B1E4 |
| CMYK | 53 / 2 / 1 / 0 |
| PANTONE | 298 |



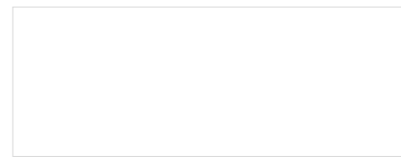
| | |
|---------|--------------------|
| NAME | Smoke White |
| RGB | 242 / 242 / 242 |
| WEB | F2F2F2 |
| CMYK | 15 / 7 / 10 / 4 |
| PANTONE | 427 |



| | |
|---------|------------------------|
| NAME | Astronaut Azure |
| RGB | 36 / 65 / 110 |
| WEB | 24416E |
| CMYK | 100 / 73 / 0 / 7 |
| PANTONE | 7687 |



| | |
|---------|---------------------|
| NAME | Space Cobalt |
| RGB | 20 / 36 / 61 |
| WEB | 14243D |
| CMYK | 94 / 76 / 12 / 35 |
| PANTONE | 2767 |



| | |
|---------|---------------------|
| NAME | White(space) |
| RGB | 255 / 255 / 255 |
| WEB | FFFFFF |
| CMYK | 0 / 0 / 0 / 0 |
| PANTONE | - |



| | |
|-------|--------------------------|
| NAME | Lochmara Gradient |
| LEFT | Lochmara Blue |
| RIGHT | Brilliant Cerulean |



| | |
|-------|----------------------|
| NAME | Navy Gradient |
| LEFT | Space Cobalt |
| RIGHT | Dazzling Navy |

BRAND COLOR INFORMATION

Colors give the brand a unique identity. The proper use of color will make Spider Strategies look professional with an eye for detail.

RGB

Colors for all the digital designs. Designs for computer, smartphone, tablet, and television should be made in the RGB color spectrum.

The type of display, screen calibration, and surrounding light, influences how these colors are perceived. Two different screens next to each other could show the same color slightly different.

Web

Short HEX color codes used for web.

CMYK

Printing colors with ink. Anything printed on paper should use these colors. Small color variations are possible, depending on the type of material printed on, and the printer calibration.

Secondary Color & Gradients



| | |
|---------|----------------------|
| NAME | Dazzling Navy |
| RGB | 4 / 129 / 201 |
| WEB | 034AAD |
| CMYK | 87 / 59 / 0 / 0 |
| PANTONE | 286 |



| | |
|--------|------------------------|
| NAME | Double Gradient |
| LEFT | Brilliant Cerulean |
| MIDDLE | Lochmara Blue |
| RIGHT | Brilliant Cerulean |



| | |
|-------|--------------------------|
| NAME | Cerulean Gradient |
| LEFT | Dazzling Navy |
| RIGHT | Brilliant Cerulean |

Cerulean Gradient



Astronaut Azure

Pantone

A standardized color reproduction system. These colors will always look the same when printed, no matter the material and finish.

Pantone is unsuitable for gradients and should not be used. It is added to this guide to find the right paint, plastic, or fabric colors..

Primary Colors

These colors can be used in all the design elements.

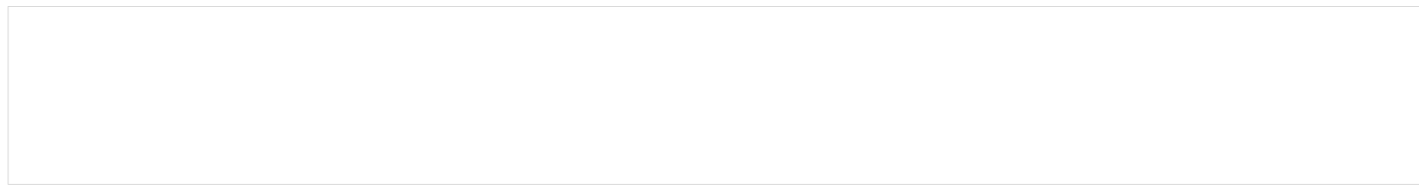
Secondary Colors

Although these colors are part of the logo, they are not to be used in any other designs.

Primary Colors



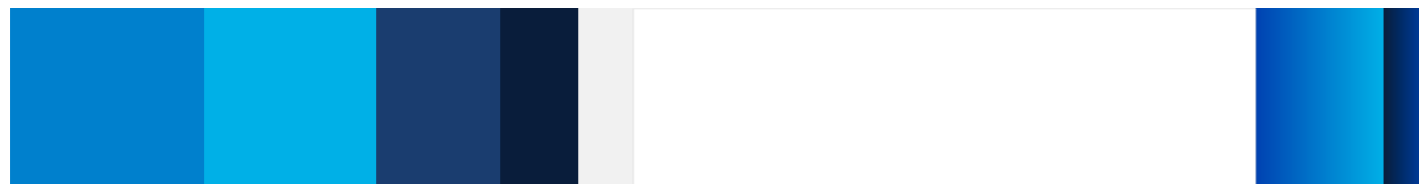
White (Space)



Primary Gradients



Overall



COLOR DISTRIBUTION

Not all the colors are equal. They are like the ingredients of a nice meal; you need a lot of some, and a little of others.

Primary Colors

The distribution gives insights and guidelines on the prominence of each colors relative to one another. Is is all about visual balance. Each color within the spectrum serves a function to maintain the visual balance. For example; Space Cobalt is not overly present within the color distribution yet it does serve it's function within the balance. Space Cobalt is primarily meant to be used for copy. Smoke white can be used for large elements without seeming too present.

White(space)

When it comes to the Single Color version of the logo, it is a real color. But most of the time it should be a concept: give all the designs enough room to breathe and stand out.

Primary Gradients

These should be used sparingly, but can add a lot of strenght to the brand.



| | |
|--------------|-----------------|
| WORDMARK | Astronaut Azure |
| BACKGROUND | White |
| LOGO VERSION | Regular |



| | |
|--------------|--------------------|
| WORDMARK | Brilliant Cerulean |
| BACKGROUND | Astronaut Azure |
| LOGO VERSION | Alternative |



| | |
|--------------|---------------|
| WORDMARK | White |
| BACKGROUND | Lochmara Blue |
| LOGO VERSION | Single Color |



| | |
|--------------|--------------------|
| WORDMARK | White |
| BACKGROUND | Brilliant Cerulean |
| LOGO VERSION | Single Color |



| | |
|--------------|-------------------|
| WORDMARK | White |
| BACKGROUND | Lachmara Gradient |
| LOGO VERSION | Single Color |



| | |
|--------------|--------------------|
| WORDMARK | Brilliant Cerulean |
| BACKGROUND | Navy Gradient |
| LOGO VERSION | Alternative |

LOGO COLOR VARIATIONS

These are some of the possible variations of the logo and background colors.

Gradient

Because of the gradient in the symbol, the logo looks best on dark or light backgrounds. The symbol partially disappears if placed on a bright blue background. In those cases the Single Color version is to be used.

Contrast

The logo needs to stand out from the background. It may look good on many shades of blue, but it needs enough contrast to look strong. Don't use the Single Color version where the regular one works too.



**Spider
Strategies**

FF Mark Bold

FF Mark Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»*

FF Mark Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»*

FF Mark Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»*

FF Mark Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»**

FF Mark Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»**

FF Mark Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?&@%\$€#{ }»**

TYPOGRAPHY

FF Mark is a modern geometric sans serif. It was worked on for two years and released in 2013.

True to geometric tradition yet contemporary for today's needs, it is designed with versatility in mind.

Webfont

FF Mark is available as a webfont .woff file and can be hosted via Typekit.

Links

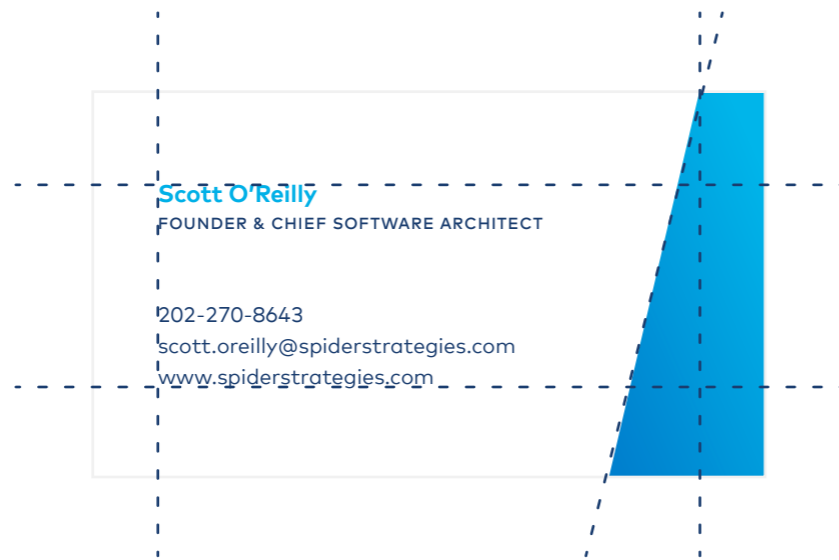
<http://www.ffmark.com/>

<https://www.fontfont.com/fonts/mark>

http://www.fontshop.com/fonts/downloads/fontfont/ff_mark_pro_collection/

<http://www.typekit.com>

Business Cards



Letterhead



OTHER ELEMENTS

Consistency in all the visuals and brand materials is required to be perceived as professional and trustworthy.

Gradient

Whitespace and the sparing use of large blocks of colors make the designs look professional and crisp. To add something unique and recognizable, a diagonal block with the Lochmara Gradient can be added. The consistent use of this can make it something that is instantly recognized.

Grid

The proper use of grids makes the materials look clean and professional. Organizing information in a structured manner will help the important data to stand out.

Small Cards

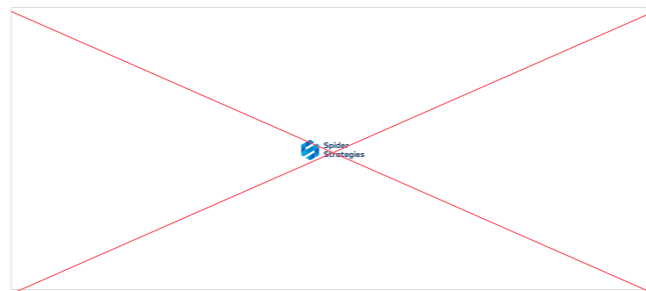


Variations

Many variations of color and logo versions are possible. Sticking to the guidelines explained in this Brand Book ensures both order and creative freedom.

T-shirts





DONT'S

There are countless examples of how the logo should not be used. Here are only a few.

In most situations adhering to the Brand Book will have the best outcome. Always work with able designers for all the elements that need to be designed.

