



conda-store

# Brand Guidelines

Introduction

Logo

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Color

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Illustrations & Icons

Stationery

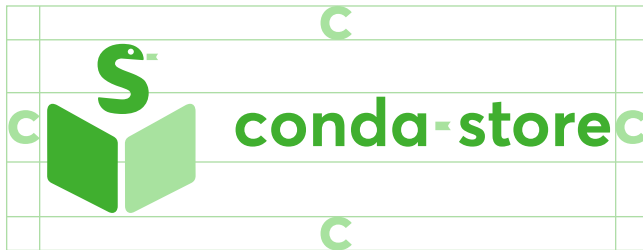
Contact

This document describes the essential elements of the conda-store brand identity system including logo, color palette and typography, as well as its graphic language. Correct usage of these elements and adherence to these guidelines will ensure a strong, recognizable brand identity wherever the conda-store brand appears.

# The Logo

# The Lockup

Including enough clear space around the lockup protects its integrity and clarity. Use the width of the "c" in conda-store to keep intruding elements at bay.



SPACE WHITE VERSION



BLACK VERSION

# Lockup Versions

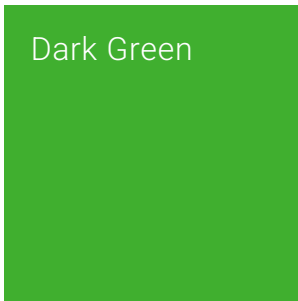
The primary lockup should be used in all applications where space allows its proper display considering clearspace and minimum size restrictions.



The vertical lockup for the masthead of the website.



# Additional Details



Dark Green

HEX: #40AF2F  
RGB: 51,168,82  
CMYK: 75,3,100,0  
PMS: 361 C



MINIMUM SIZE  
100PX



MINIMUM SIZE  
100PX

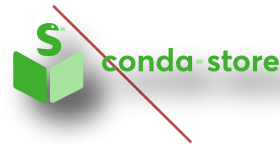
To maintain each lockup's integrity and legibility,  
always respect the minimum size guidelines.

# The Lockup – Design Dont's

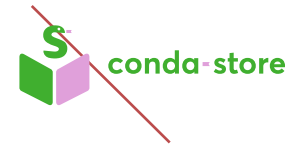
The lockup was created with specific intent. Please keep the integrity intact.



DON'T DISTORT IT.



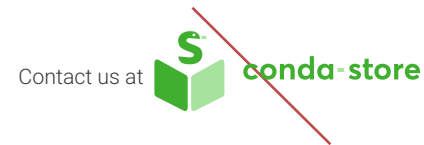
DON'T ADD SPECIAL EFFECTS.



DON'T ALTER COLORS OF THE LOCKUP.



DON'T ALTER OR ADD ELEMENTS.



NEVER SET THE LOCKUP IN TEXT AND  
ALWAYS KEEP CLEARSPACE RULES.



# Lockup Versions

Primary usage:

Colors on White.



Secondary usage:

White on Dark Green



Black on Light Green



White on Black



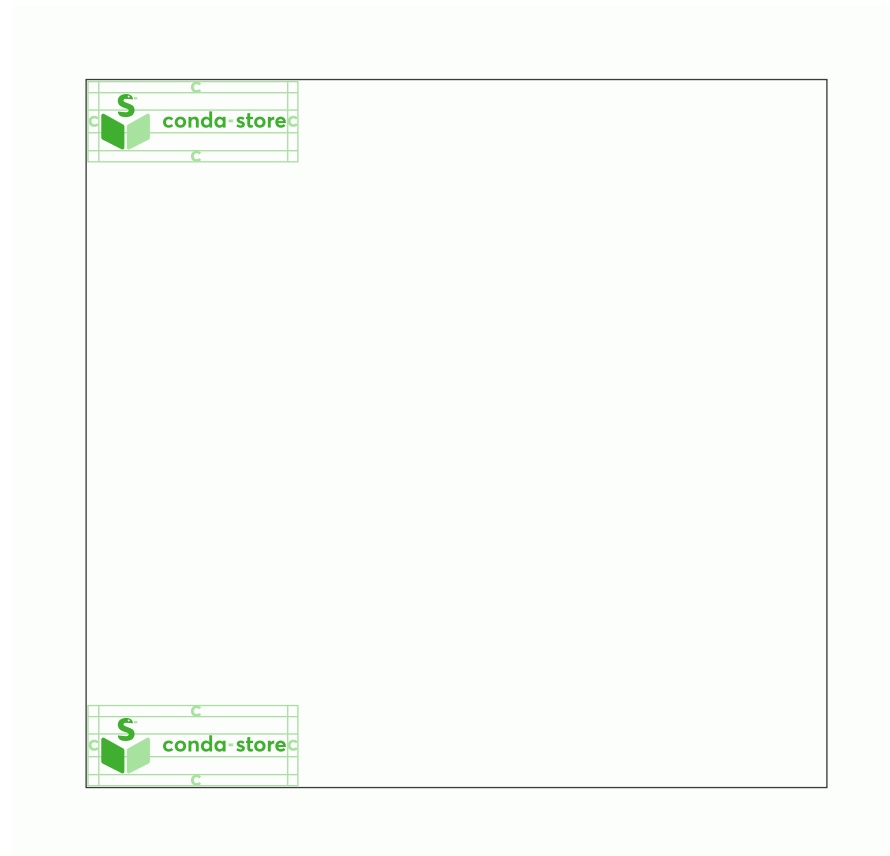
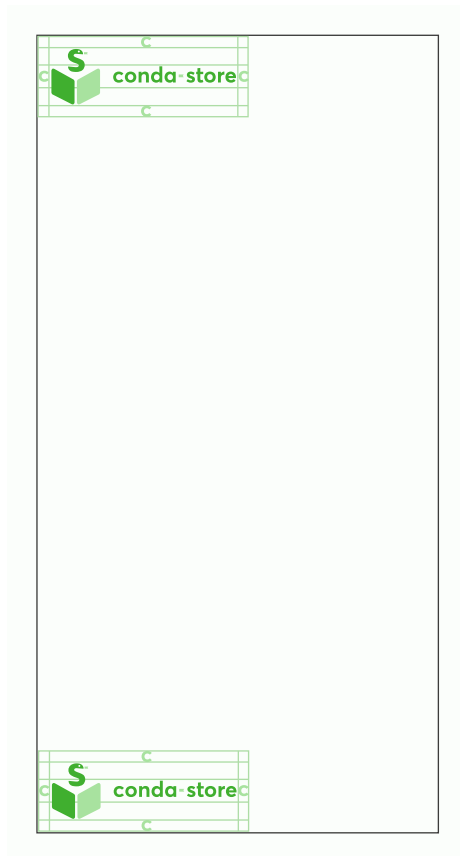
DO NOT



# Logo placement

## Placement

It's important that our logo is clearly visible on all communications. Always strive to place the logo in the upper or lower corners. It should be aligned left or centered. Never aligned right.



# Favicon



128



64



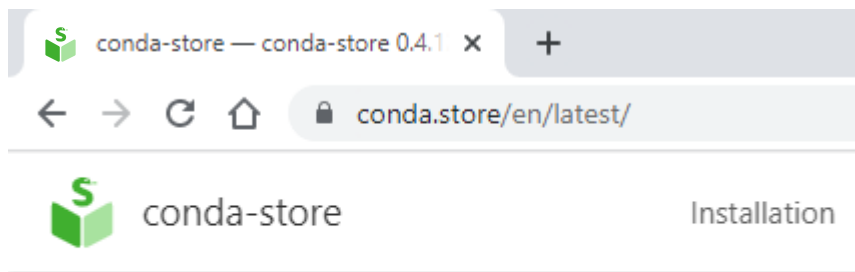
42



38



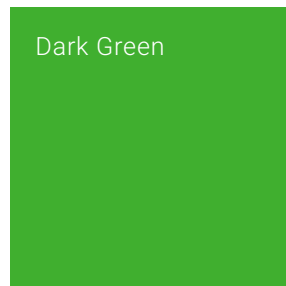
16



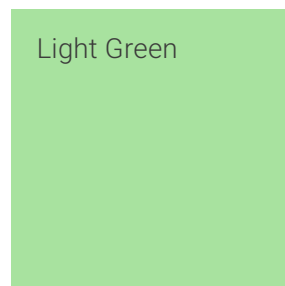
# The Color

# Color Palette

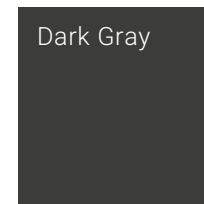
## Main colors



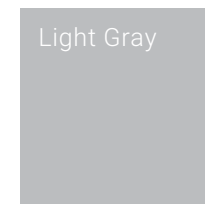
Dark Green  
HEX: #40AF2F  
RGB: 51,168,82  
CMYK: 75,3,100,0  
PMS:361 C



Light Green  
HEX: #A8E29F  
RGB: 168,226,159  
CMYK: 26,0,30,11  
PMS: 344 C



Dark Gray  
HEX: #3C3C3B  
RGB: 60,60,59  
CMYK: 0,0,0,79  
PMS:447 C

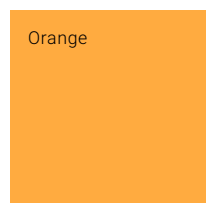


Light Gray  
HEX: #999FA5  
RGB: 153,159,165  
CMYK: 7,4,0,35  
PMS:422 C

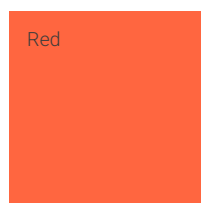


White  
HEX: #FFFFFF  
RGB:255,255,255  
CMYK: 0,0,0,0  
PMS:WHITE

## Accent colors



Orange  
HEX: #FFAB40  
RGB: 255,171,100  
CMYK: 00,33,75,0  
PMS:804 C



Red  
HEX: #FF6640  
RGB: 0,60,75,100  
CMYK: 26,0,30,11  
PMS: 171 C

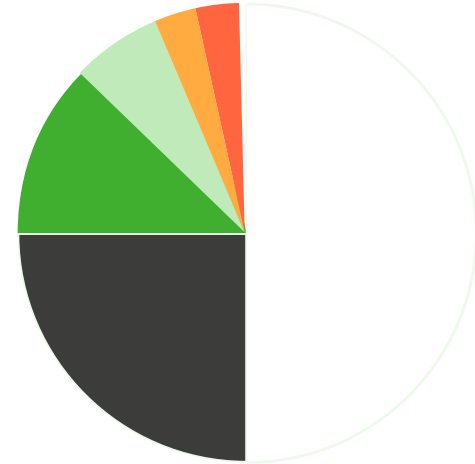
Tech gray for UX,  
product and web  
design



# Color Scale



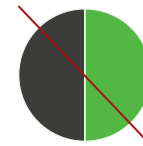
← Branding and Advertising → Product and Web



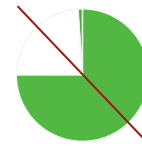
To connect with everyday clients on an emotional level, use up to 75% color in your communications with an emphasis on Dark Green

Rely heavily on Space White in digital with your remaining colors reserved for accents and illustrations.

It's important to consider the use of color across your communications. The colors within conda-store's palette can be used in varying degrees.



Don't limit the palette to two colors.



Don't overuse one color at the expense of the others.

# Typography

Headlines Typeface

Heebo Bold

conda-store headlines are set in Heebo Bold.

USE FOR:

HEADLINES

BOLD STATEMENTS

LARGE CALLOUTS

Font color should be Dark Grey, not pure black.

Dark Gray

HEX: #3C3C3B  
RGB: 60,60,59  
CMYK: 0,0,0,79  
PMS:447 C

**Heebo Bold**

**AaBbCcDdEeFfGgHhIi**

**JjKkLlMmNnOoPpQq**

**RrSsTtUuVvWwXxYyZz**

**1234567890**

**@«™©!“#,:;/%&\$)(\*\_+**



Body Typeface

Heebo Regular

conda-store body text is set in Heebo Light.

USE FOR:

BODY COPY

CAPTIONS

Font color should be Dark Grey, not pure black.

Dark Gray

HEX: #3C3C3B  
RGB: 60,60,59  
CMYK: 0,0,0,79  
PMS:447 C

Heebo Bold and Heebo Regular make up our brand font set. Each exhibits a distinct personality. Combined, the two fonts make an unstoppable team.

Heebo Regular

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

@«™©!“#,:;/%&\$)(\* \_ +

Heebo Bold  
Headline

# Data Science Environment Management for Teams

Heebo Light  
Subheads

Ante Id ante amet ornare fermentum netus mauris sed  
ridiculus convallis. Molestie arcu magnis elit. Vulputate  
non vitae semper porta dui. Sodales ipsum etiam metus  
ipsum pede rhoncus at purus suscipit pharetr.

Heebo Light  
Body

Heebo Light  
Body

Mus mauris diam odio odio vehicula condimentum  
parturient. Ligula iaculis Ipsum dictum interdum  
blandit molestie consequat ultricies.

Heebo Bold  
CTA

Action to take

Green

# Photography

## Photography

Our product photography is clean and modern, encouraging a minimalist aesthetic. Backgrounds are simple and unobtrusive. When choosing background colors, select from the conda-store color palette.



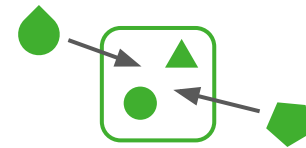
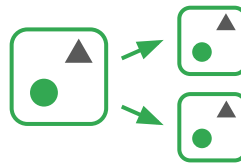


# Icons

## Icons

Icons are the visual description of an idea, concept or process.  
They can tell a story in a way that photography cannot.

Icons should complement and enhance the message they're paired.  
Overloading a layout with too many visuals can make the layout less readable.



## Icons

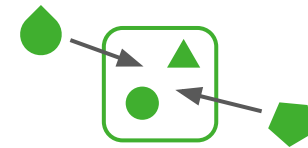
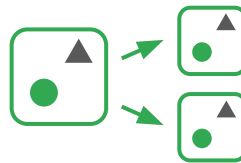
Simple geometric shapes are used



Use different colors, up to 3-5 colors



Use with or without fill





# Stationery



8656 W. Hwy 71, Bldg F200  
Austin, Texas  
512-354-2975  
connect@conda-store.com  
www.conda-store.com

November 17, 2020

Mr. John Smith  
Sales Associate  
127th Street  
Orlando, FL 32806

Dear John,

Sed nibh amet magnis lobortis curabitur pede dignissim facilisis platea a nibh sit lacinia magna at mi consectetur eu Sodales primis diam viverra mattis platea scelerisque placerat eleifend. Turpis augue. Quam. Ultricies at amet platea hendrerit ante. Blandit placerat varius vestibulum Ante cursus. Porttitor taciti Tempus praesent pede tellus erat fames dignissim platea inceptos quisque massa eu, consequat erat porttitor lorem massa laoreet, suscipit.

Semper morbi nam nostra. Arcu ultrices commodo varius cursus interdum. Tristique montes scelerisque blandit urna erat morbi, turpis. Sollicitudin pulvinar Nostra nascetur semper adipiscing ipsum velit Litora Aliquam diam sem fusce ligula ullamcorper duis egestas tortor molestie lectus. Luctus risus

Sincerely

Jane Smith  
Marketing Specialist



Dharhas Pothina  
Co-Founder & CEO  
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Building & Connecting Companies and Communities



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