SYMPHONY

2018

Symphony Brand Guidelines

Identity

PRIMARY LOGO

Our logo is the most visible element of our identity—a universal signature of all Symphony communications. It's a promise of security, privacy, and collaboration.

The preferred Symphony brand signature is our primary **logotype** reversed out to white on an interconnected mesh background pattern.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.

SYMPHONY

Logotype

CLEAR SPACE / MINIMUM SIZE

To ensure that our logo is clearly visible in all applications, surround the logo with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity. To ensure the integrity and legibility of the logo, the area directly surround it should be protected.

The minimum clear space when using the logotype inside a container should be **1x** above and below the logotype, and **2x** on the left and right of the logotype, with **x** defined as the height of the logotype Symphony. There should be **1x** clear space all around the contained space.

To avoid legibility issues, do not scale the logo smaller than the minimum sizes listed here for print and for digital applications.

X X   **SYMPHONY** X X
X X

Clear Space

SYMPHONY

| PRINT | 0.375˝ |
| DIGITAL | 24 px |

SYMPHONY

| PRINT | 0.125˝ |
| DIGITAL | 8 px |

Minimum Size

Identity

SECONDARY LOGO

The secondary logo is **not** the preferred logo. It should only be used **by media** in cases where there are no other Symphony brand elements or messaging. When it is acceptable to use the secondary logo:

- **As part of our press kit, when a media outlet needs to refer to Symphony**
- **When you need to refer to Symphony amongst other logos**

The symbol can be used to identify our product (such as in an app icon) and in specific social media uses (such as in a profile image or avatar).

CLEAR SPACE / MINIMUM SIZE

To ensure that our logo is clearly visible in all applications, surround the logo with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity. To ensure the integrity and legibility of the logo, the area directly surround it should be protected.

The minimum clear space should be **1x** above and below the logotype, and **2x** on the left and right of the logo, with **x** defined as the height of the logotype Symphony.

To avoid legibility issues, do not scale the logo smaller than the minimum sizes listed here for print and for digital applications.
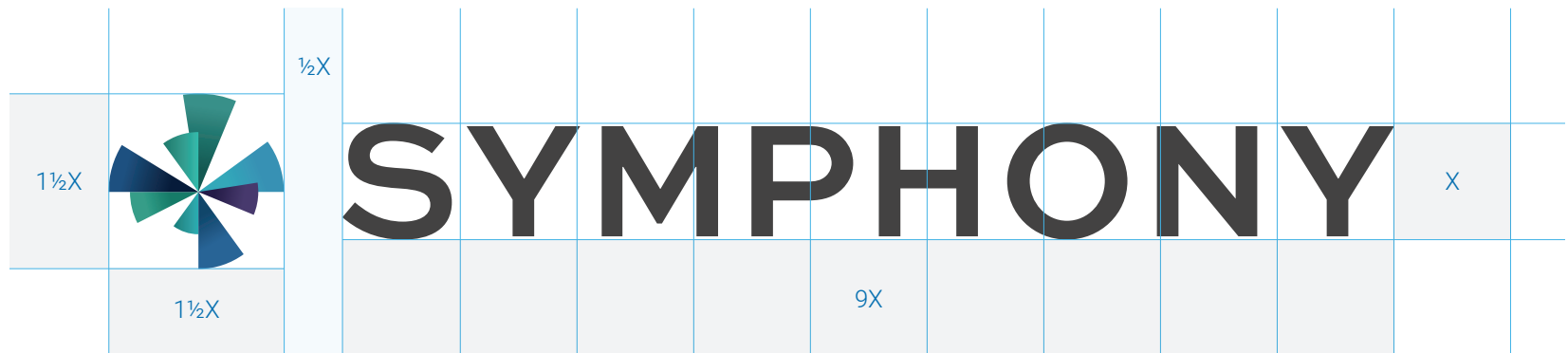

Symbol Logotype

Secondary Logo

Clear Space

PRINT   0.2˝
DIGITAL   12 px

Minimum Size

Identity

½X

1½X

1½X

X

9X

LOGO GRID AND PROPORTION

The symbol and logotype have been carefully designed and placed to form the Symphony logo. Protect the integrity of our logo by not altering the relation or position of the symbol or logotype.

With **x** defined as the height of the logotype Symphony, the logotype is **9x** in width, the symbol is **1½x** in width and height, and there is a **½x** space between the two elements.

Identity

COLOR LOGO

Use the dark blue logo on white backgrounds. Contrast is important.

SYMPHONY

C=95 M=62 Y=16 K=15
PANTONE 2935C
R=0 G=85 B=127
#00557F

WHITE LOGO

When using the logo on a color background, the logo should only appear in white.

SYMPHONY

SYMPHONY

SYMPHONY

SYMPHONY

SYMPHONY

SYMPHONY

Identity

MONOCHROME LOGO

The preferred color for our logo is in full color. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a gray version (made as a 75% tint of black) or a one-color black or white logo.

SYMPHONY

75% Black logo on
white background

SYMPHONY

White logo on
75% black background

SYMPHONY

Black logo on
white background

SYMPHONY

White logo on
black background

BACKGROUND IMAGES

Our logo may also be used on an image background with sufficient contrast. Use a colored logo for use on light colored backgrounds, and an all-white version for dark backgrounds. When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.

SYMPHONY

Light-colored,
uncluttered imagery

SYMPHONY

Dark-colored,
uncluttered imagery

Please Don't

To maintain the integrity and authenticity of the Symphony logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the logo that should be avoided.

❌ Don't use earlier versions of the logo

❌ Don't reverse the logotype to any other color besides white

❌ Don't distort the logo

❌ Don't rotate the logo

❌ Don't outline the logo

❌ Don't change the colors in the symbol

❌ Don't change the proportions between the symbol and logotype

❌ Don't use the secondary logo on color or dark backgrounds

❌ Don't apply any special effects

❌ Don't use the color logo on images

❌ Don't use the logo on busy backgrounds

Colors

PRIMARY PALETTE

Our color palette features a range of colors sampled from the
logo symbol and the mesh background.

Main Blue
C=92 M=77 Y=39 K=29
R=38 G=61 B=93
#263D5D

Dark Blue
C=95 M=62 Y=16 K=15
R=0 G=85 B=127
#00557F

Dark Indigo
C=80 M=83 Y=29 K=15
R=77 G=65 B=113
#4D4171

Dark Teal
C=100 M=18 Y=34 K=34
R=0 G=109 B=123
#006D7B

Dark Green
C=85 M=46 Y=64 K=20
R=44 G=101 B=93
#2C655D

Medium Blue
C=100 M=46 Y=0 K=10
R=0 G=108 B=175
#006CAF

Medium Indigo
C=70 M=80 Y=10 K=10
R=97 G=73 B=137
#614989

Medium Teal
C=90 M=10 Y=30 K=5
R=0 G=155 B=172
#009BAC

Medium Green
C=79 M=20 Y=61 K=5
R=44 G=147 B=122
#2C937A

Colors

ACCENT COLORS

These accent colors should only be used when absolutely necessary. Use the primary palette listed above across most communications. Accent colors should be used sparingly, in the following ways:

- To highlight specific points on a page or slide
- To create more expressive graphic communications
- To extend a specific color family (blue, indigo, teal, or green)

Never use the accents colors on their own. They should always be paired with the Main Blue. Accent colors should only be used to complement the primary color palette.

Accent Blue
C=64 M=11 Y=0 K=0
R=41 G=182 B=246
#29B6F6

Accent Indigo
C=34 M=45 Y=0 K=0
R=175 G=143 B=226
#AF8FE2

Accent Teal
C=65 M=0 Y=34 K=0
R=73 G=192 B=184
#49C0B8

Accent Green
C=35 M=0 Y=80 K=0
R=176 G=211 B=97
#B0D361

Accent Yellow
C=0 M=20 Y=100 K=0
R=255 G=203 B=5
#FFCB05

MORE INFORMATION

If you have any questions on the usage of our logo,
please contact:

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SYMPHONY