



Logo

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

Main Logo

Our main logotype consists of a wordmark and is a highly distinct symbol of our brand. It's important to use the logotype exactly as specified in these guidelines.

serch.

Brand Guidelines

Usage Guidelines

01

Logo Usage

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

02

Brand Assets

Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

03

Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

Main logotype colors

Our logo colors consists of two colors: Serch Black & Serch White

serch.

HEX #030001



HEX #FFFFFF

Logo Dos and Donts



DO

Serch White should be used on Black background



DO

Serch Black should be used on White background



DON'T

Serch White should not be used on clear background



DON'T

Serch Black should not be used on dark background

Logo Dos and Donts



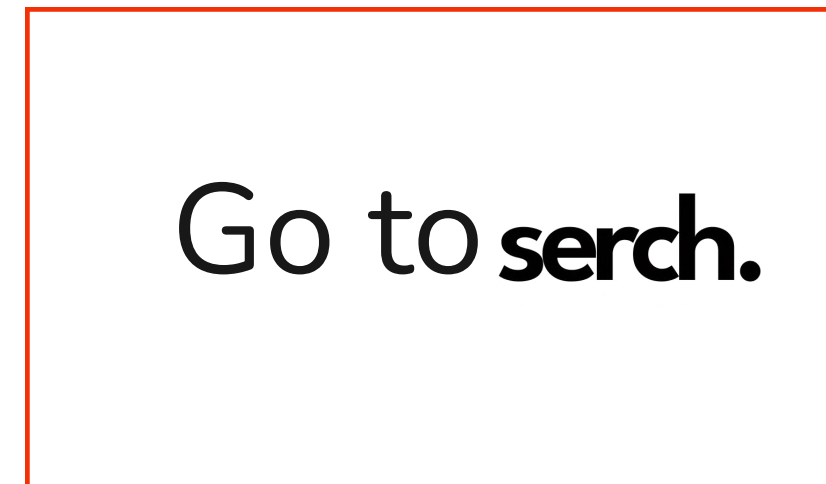
DON'T
Serch Logo should not be stretched or cut in anyway while used in a design



DON'T
Do not modify or misplace Serch Logo pin



DON'T
Do not recolor Serch Logo



DON'T
Do not use logo in a sentence

Partnership Lockup Dos & Don'ts

To ensure continuity and brand recognition across all platforms, the correct version of the partnership lockup should always be used. Do not try to create your own version of the partnership lockup by altering, recolouring or distorting it in any way.



DO

This is the correct version and placement of the partnership lockup



DON'T

Do not Use words instead of the dividing line



DON'

Do not modify separator line

Logo Dos and Donts

The word "serch." in a bold, lowercase, sans-serif font, rotated 45 degrees clockwise.

DON'T

Do not rotate logo

The word "serch." in a bold, lowercase, sans-serif font, with a grey drop shadow offset to the bottom right.

DON'T

Do not add shadow to logo

The word "serch." in a bold, lowercase, sans-serif font, with a thin black outline around each letter.

DON'T

Do not Outline Serch Logo

The word "serch." in a bold, lowercase, sans-serif font, with a solid grey rectangular box overlaid on the letters.

DON'T

Do not add overlay or add stroke to logo

Logo in pictures



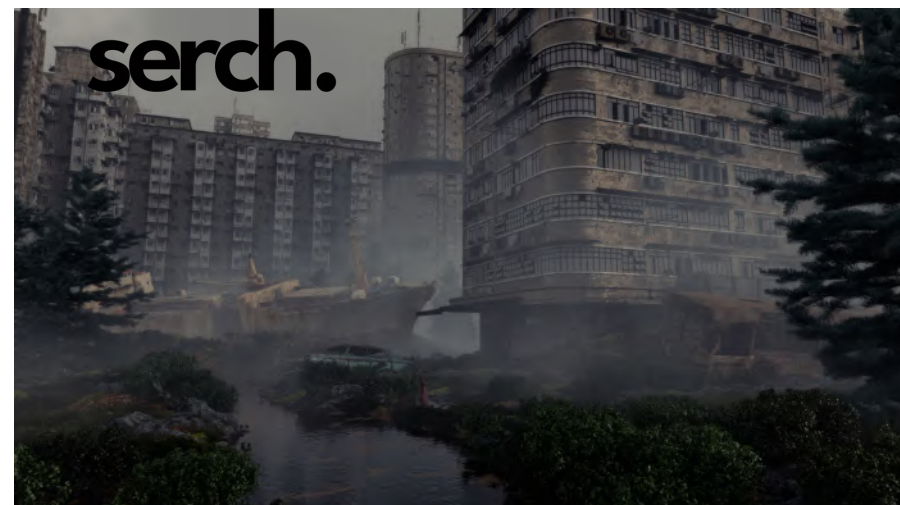
DO

Please use the white logo on a low contrast picture



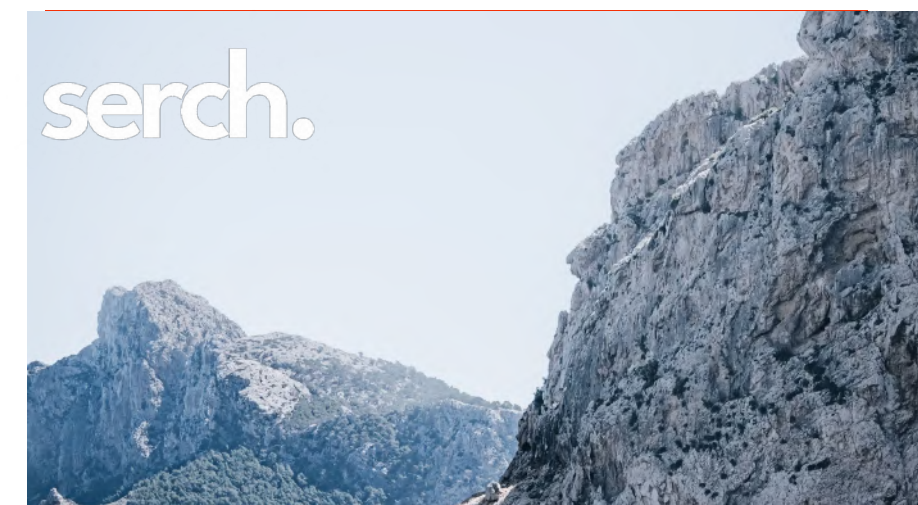
DO

Use Black logo on a white or clear background



DON'T

Do not use black logo on a dark background



DON'T

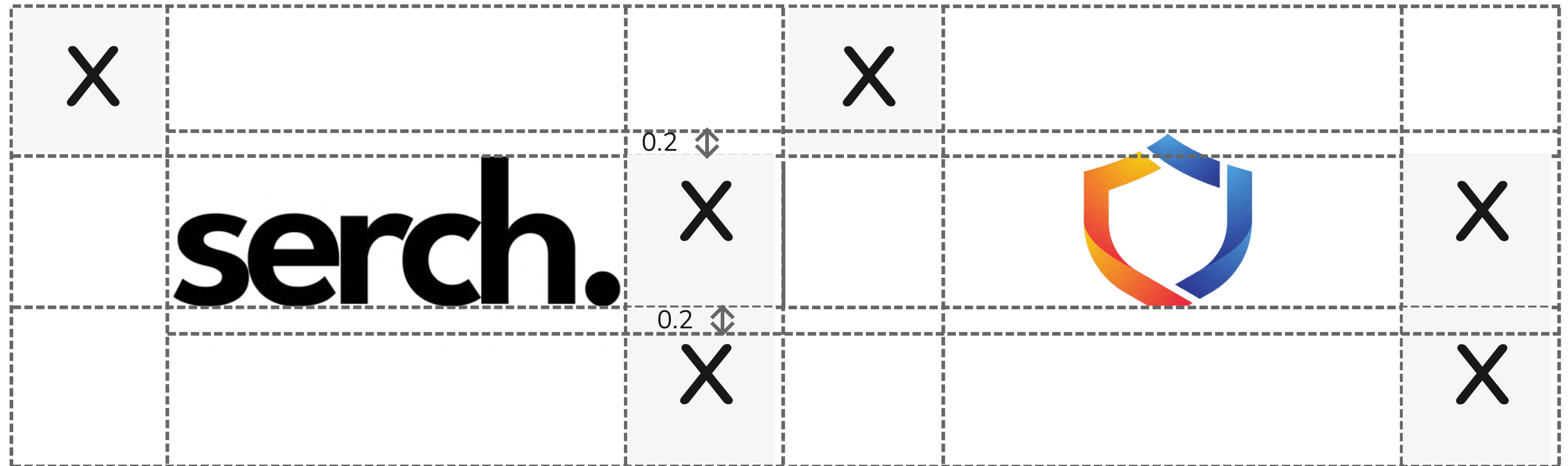
Do not use white logo on a clear background

Logo Safespace



The logo safespace should be maintained to give the logo some visibility and space. The safespace should be from 1x the height of the H in the logo and the width should be 1x of the H and dot. As spotted with the spaces marked X .

Logo Partnership Lockup



There should be 1x distance between the Bolt logo and the separator and another 1x distance between the separator and partner's logo. Partner's logo should be 1.5x of the height of the H (cap-height, as shown on the below example).

Partnership Lockup Colours

When we can, Serch logo on partnership lockups should be Serch Black and the partner's logo in their colours. If it doesn't work with Serch Black logotype, for example on imagery or darker or lighter background colours, use White.

Partnership Lockup Safespace

The safe space of a logo should be considered as the absolute minimum safe distance. The exclusion zone is equal to 1x of the height of the H (cap-height) and is marked as X on the below example.

A large, white, sans-serif 'Aa' is centered on a dark background. The letters are thick and have rounded terminals, characteristic of the Nunito font family. The 'A' is uppercase and the 'a' is lowercase.

Typography

The Nunito is our company font. We always use it. We use Regular, SemiBold, and Bold font-weights. When you're writing, use it. When you're making a presentation, use it. But if necessary it's allowed to use other font-weights from the same font family.

Serch uses League Spartan for their designs too as the logo was designed using League Spartan.

Nunito

Aa

Bold

ABCDEFGHIJ
01234567890

Regular

ABCDEFGHIJ
01234567890

Light

ABCDEFGHIJ
01234567890

Typography

Headline

Font: Nunito

Font weight: Bold

Font size: 4x body text

1.2 line height

0 letter spacing

Sub Headline

Font: Nunito

Font weight: Semi - Bold

Font size: 2x body text

1.2 line height

0 letter spacing

Paragraph

Font: Nunito

Font weight: Regular

1.45 line height

0 letter spacing

About Nunito

About Nunito

A little bit of history about this amazing font. According to the Google font website, it was designed to illustrate the unique relationship between mankind and machine. Are you feeling that when you look at this font? Because we are.

Alignment

We use left alignment in our texts because its easier to read

Color Palette

Color is another recognisable aspect of brand identity. We make sure our colors pass the message as our brand voice which is comfort, relaxation, safety, trust and professionalism.

In order to avoid using many colors we use white background with a complementing negative color like black, neutral and purple where we need to make designs more colorful.

Color Ratio

To maintain balance between colors please use the color ratio provided.

50% white, 40% black, 10% neutral



Secondary Color Ratio

To maintain balance between colors please use the color ratio provided.

50% black, 40% white, 10% neutral



Purple



Color Palette

For designs and prints you can use purple to add more color. Use the provided color palette for our purple and neutral colors.

Neutral

#2F313F	#585A68	#D3D4DC
	#818391	#E9EAEE
	#A9ABB9	#F4F4F6
	#BFC0CB	#F9FAFB

Color Palette

For designs and prints you can use purple to add more color. Use the provided color palette for our purple and neutral colors.