Grovehub

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Brand Promise:
Help Spread Knowledge.

Typography

Type gives voice of the brand personality.
It is the appearance of the majority of the brand's communications.
Please do not stray from the brand font.

Sofia Pro is the brand font. Its neutral form prevents it from being overpowering. While its subtle irregularities prevent it from feeling cold and impersonal.

Sofia Pro

Semi Bold

Regular

Extra Light

Semi Bold Italic

Regular Italic

Extra Light Italic

Aa

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

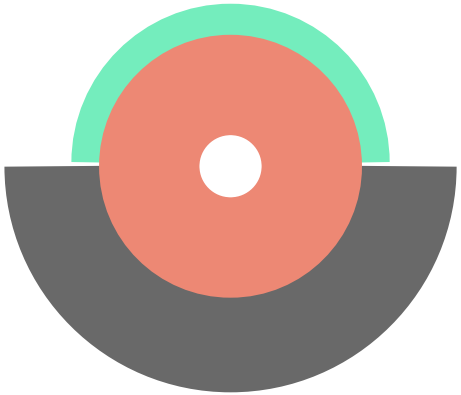
AaBbCcDdEeFfGgHhIiJjKk

Colors

Color sets the mood for the experience.
The experience of Grovehub is simple and clean.
The primary pallet reflects this through a small collection of simple pastels and grays.

Rose Orange is the primary color, and should be used for the majority of the brand's communications.
Mint is the secondary color, and should be use for reinforcement of the primary message. Empty state iconography, help blocks, and other secondary items.
Light Slate is the brand gray and should be used as a compliment for Rose Orange and Mint.

Never pair black with any of these brand colors. The darkest color should be Dark Slate from the extended pallet.



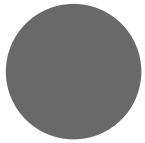
Colors

Primary and Extended Pallets

Primary

Rose Orange
HEX: #ED8874
RGB: 237.136.116

Mint
HEX: #74EDBD
RGB: 116.237.189



Light Slate
HEX: #747474
RGB: 116.116.116

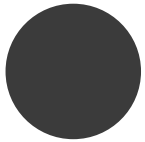
Extended

Burnt Orange
HEX: #A0412E
RGB: 160.65.46

Marsh
HEX: #3FA07A
RGB: 63.160.122

Cerulean
HEX: #48A8BA
RGB: 72.168.186

Caribbean
HEX: #74E5ED
RGB: 116.229.237



Dark Slate
HEX: #3b3b3b
RGB: 59.59.59

The Mark

The mark is the face of the brand.

Derived from the idea that knowledge flows from a source and ripples through the world. Mixed with the look of a trees rings, it is simple to draw and easily identified. It's wavering shape pairs with the rest of the brands imperfect aesthetic to create a cohesive whole.

The Mark

Variations

Horizontal Lockup

The primary logo. Should be used whenever possible.

Vertical Lockup

Should only be used when space limits prevent the horizontal lockup

Logo Alone

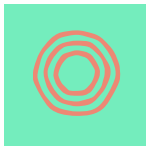
Should only be used when the Grovehub name is featured elsewhere in the document.

The Mark

Logo and Lockup Usage

Good Usage

Poor Usage



Color Logo on Color

Color Lockup on Color

Changing Logo Color

Mixing KO and Color

The Mark

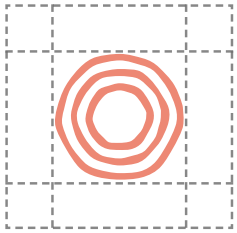
Spacing

Reserve space around the logo. This clear space prevents other graphical elements from competing with the brand logo and distracting users.

The spacing for the logo is equal to the inside diameter of the inner circle.
In other words, there should be a margin surrounding the logo about 40% its width.

This is how the spacing between the logo and the type is calculated. The spacing between the logo and type is half this spacing, and the lowercase height of the font is the same size as the spacing. Please respect this and don't alter the spacing or font size of the lockup.

When using the complete lockup, the same spacing should be observed.



Voice

The voice of the brand is as important as the visuals. It is essential to stay true to the brand promise within the copy to reinforce the helpful and lighthearted nature of the brand.

Explain things in simple terms, and avoid jargon. Avoid overly negative statements. Try to frame things in a positive whenever possible. No one likes to be yelled at.

When there's an issue or empty state, reassure the user that the issue is a simple fix and provide next steps.

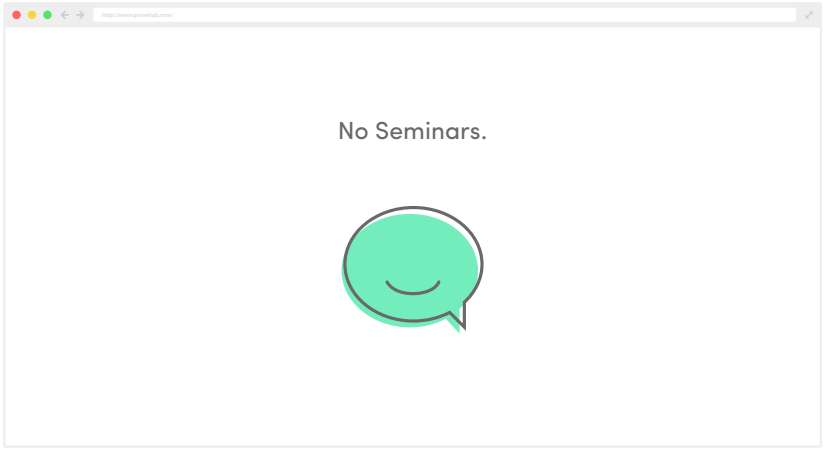
Remove as many unessential words as possible.

Above all else, speak like a person.

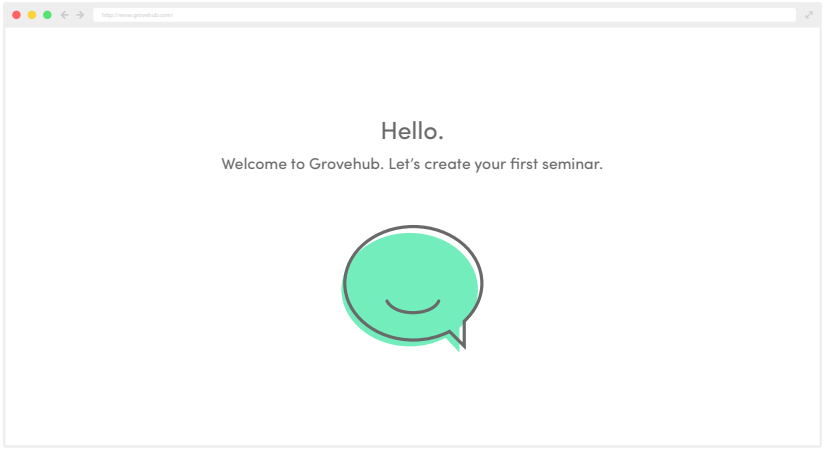
Voice

Welcome Message

Poor Copy
Copy is terse and cold.



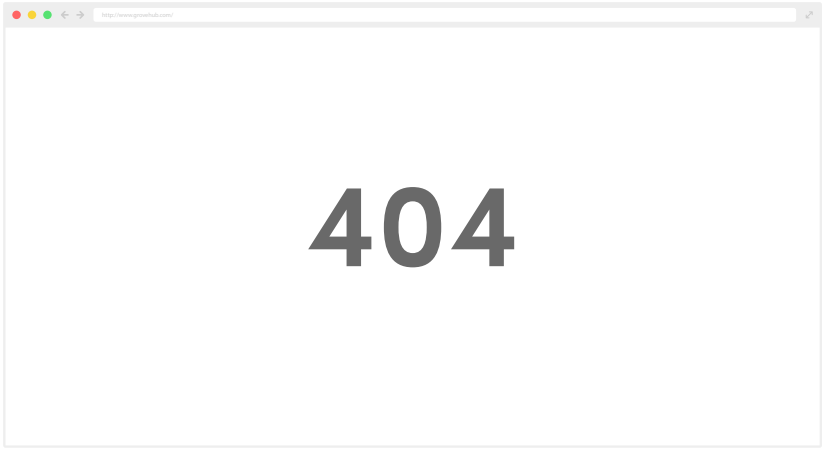
Good Copy
Copy is human and recommends next steps.



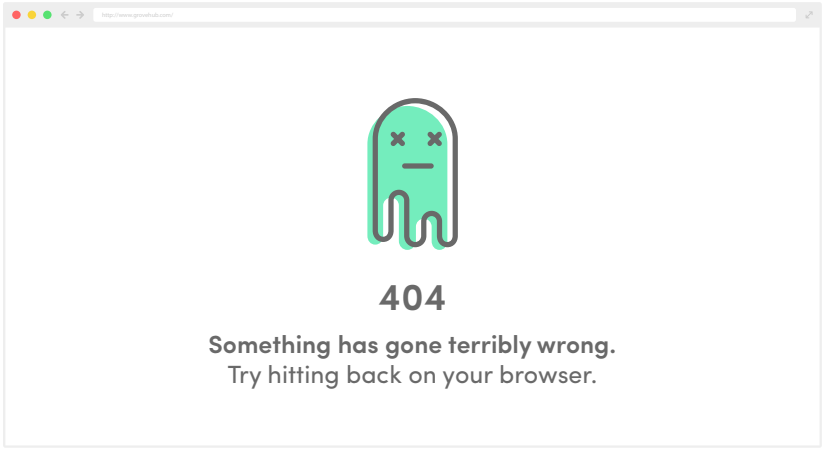
Voice

Error Message

Poor Copy
Copy is meaningless and unhelpful.



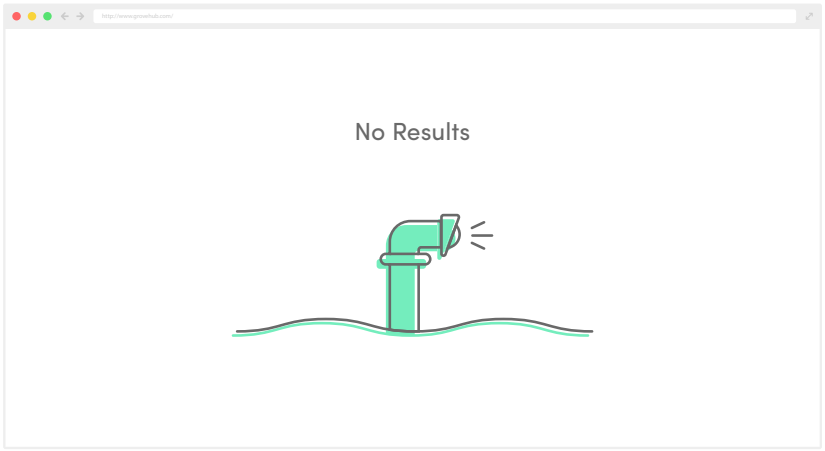
Good Copy
Copy is human and recommends next steps.



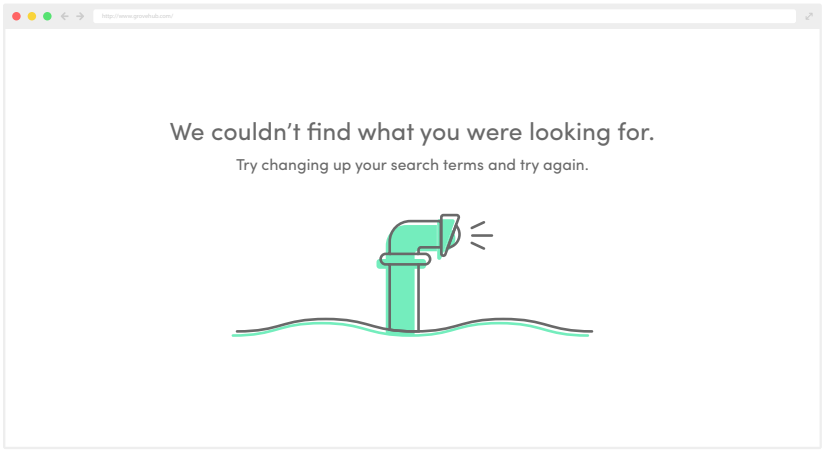
Voice

Empty State

Poor Copy
Copy is terse and cold.



Good Copy
Copy is human and recommends next steps.



Iconography & Illustration

Icons are essential to guiding the user through the interface. Illustration gives the interface a human touch. It moves the message from “You’re on your own.” to “We’ve got your back.” It’s a chance to talk to the user.

Grovehub has a specific style to be used for both its icons and its illustrations. Icons should be simple and easily identified. Icons are set in Light Slate, or white, and should not be combined with any other colors.

Illustrations can be a mix of the primary brand color pallet and the extended color pallet. Generally speaking there should be at most three colors per illustration, ideally two. The illustration style for Grovehub is a flat, out-of-alignment style. Try to keep all illustrations cohesive.

Remember that Grovehub is not supposed to look perfect. Keep things loose and approachable.

Iconography & Illustration

Iconography Examples

Iconography & Illustration

Illustration Examples

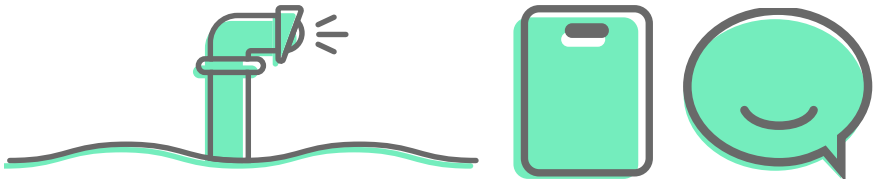


Illustration has a voice, and like any voice, it can change in tone and volume to reflect the nuances of a given situation. When you anticipate emotions, and adapt accordingly, people are more receptive to the information you're trying to give them.

-Meg Robichaud

Photography

Usage of photography in Grovehub is limited. It should only be used in promotional materials, and not in the interface of the core application.

Text should never be placed in reverse over an image. When text is to be used over an image, it should be surrounded by a wavy edged shape in Orange Rose.

Be careful when placing the grovehub logo over an image. It should be surrounded by either a white or a brand colored background.

Grovehub
Look at this dog.
He fears reverse text. Help him by using a background under your text.