



# Brand Guidelines

# Primary Scale St. Logo

The full color and white versions of the logo should be used when possible. The black logo is fine for black and white printed material.

**Scale St.**

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# Variations of Scale St. Logo

A variety of Scale St. Logos exist for any purpose. For example, do you need a profile picture for the LinkedIn account or other platforms? Use the simple blue “St.” icon. Do you need to be extra professional and use the full business name? Use the standard or stacked logo including “Solutions.” Do you need to place the logo on a blue or black background? Use the white version.



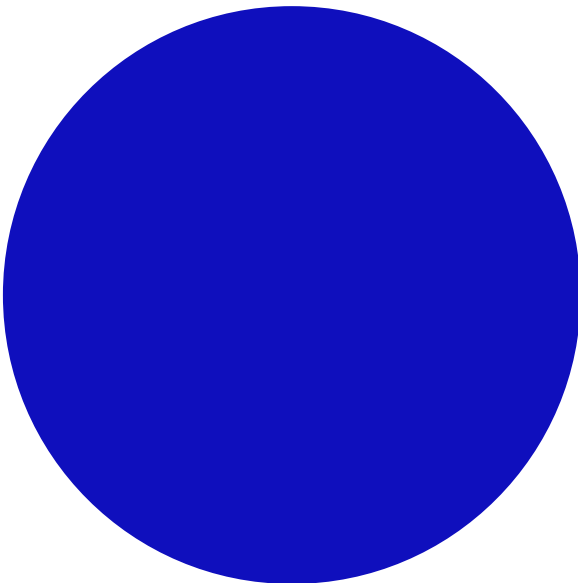
# Breathing Room

Make sure there is a buffer area of at least the width of the “a” around the logo when placed with other elements. Use this method for creating space with all variations.

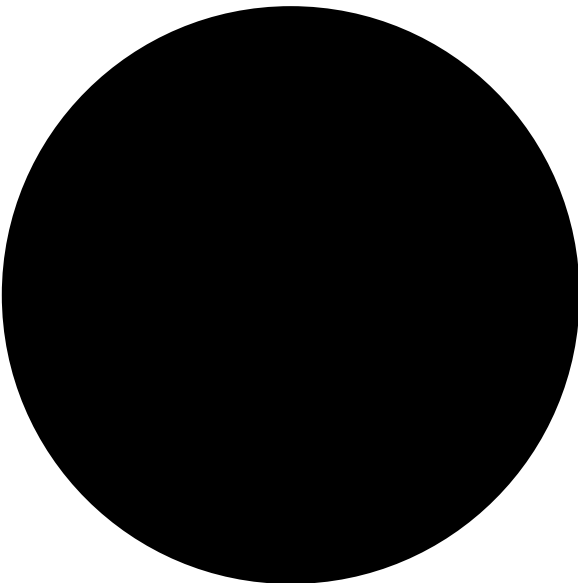


# Color

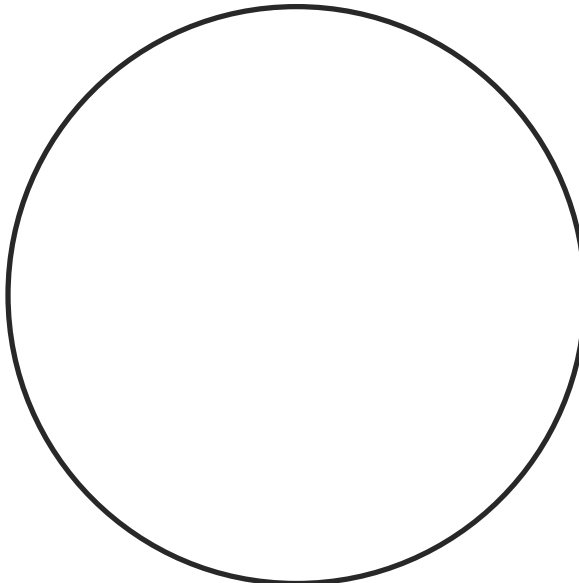
description



#0f0fbd



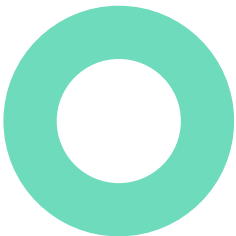
#333132



#ffffff



#4581ff



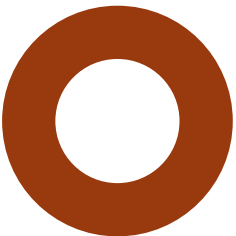
#6edbbc



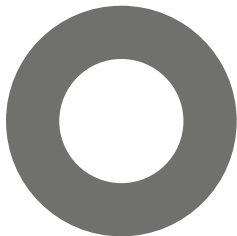
#095c44



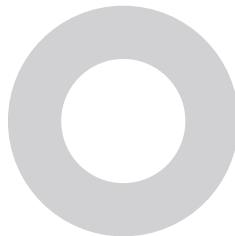
#ff9563



#993a0e



#70706e



#d1d1d4

# Typography

Source Sans Pro is a Google font freely available for use and available on most web-based platforms. Use the typeface whenever possible. Body copy should be Source Sans Pro Regular. Titles and headlines should be Source Sans Pro Black.

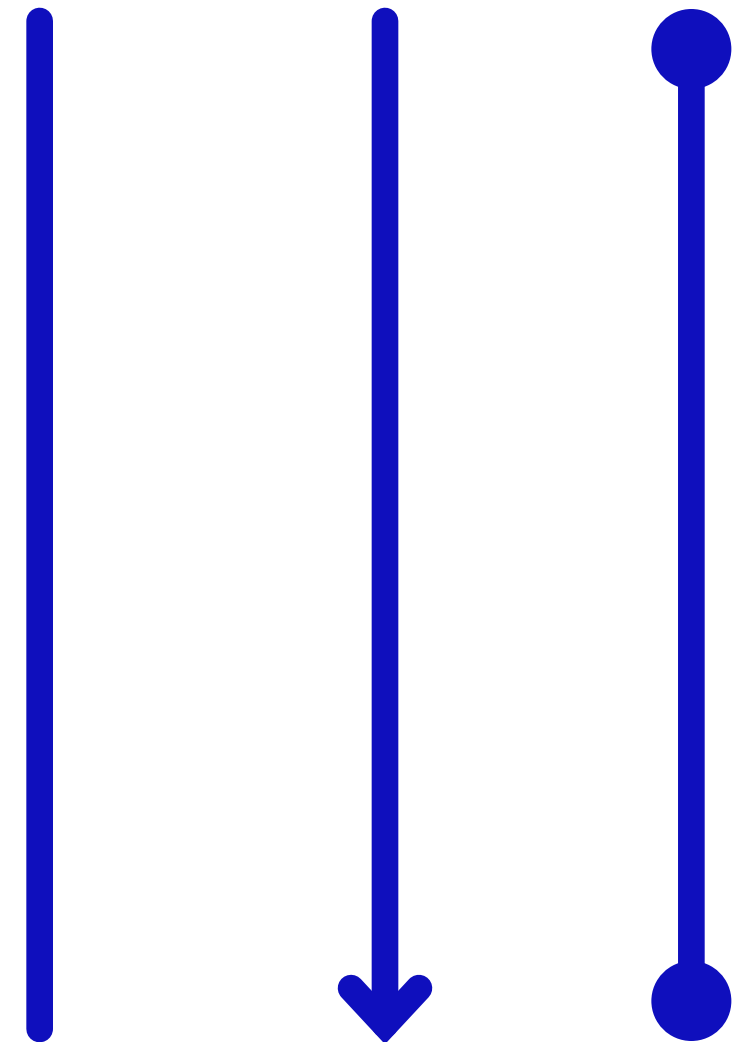
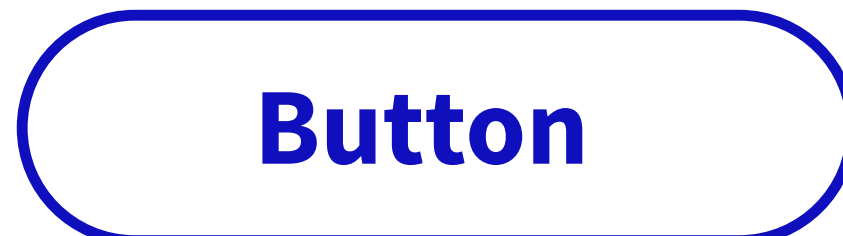
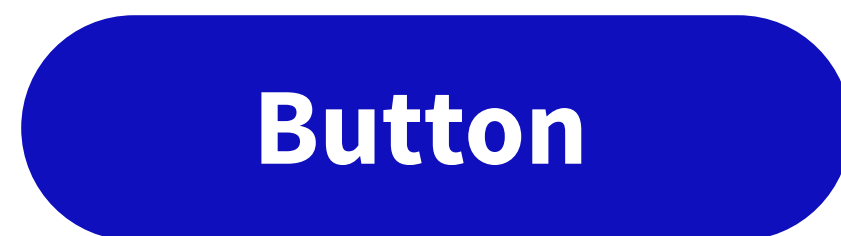
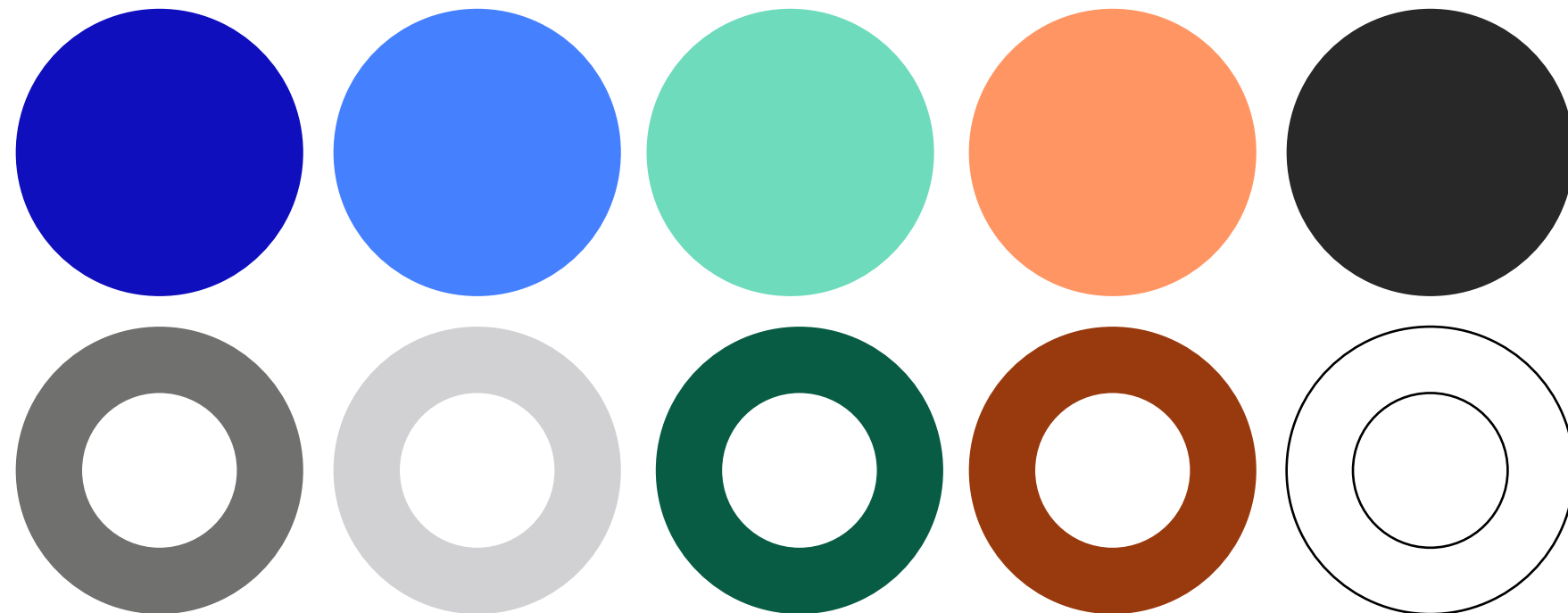
SOURCE SANS PRO

**Source Sans Pro Bold**

Source Sans Pro Regular

# Circles

We use circle, never squares or triangles. Stroke caps should be rounded and corners should be curved.



# Graphics & Icons

Icons can help text & number heavy information be more digestible. Use white icons on solid colored circles for icons the majority of the time. Solid icons free of the circle background can be used sparingly.



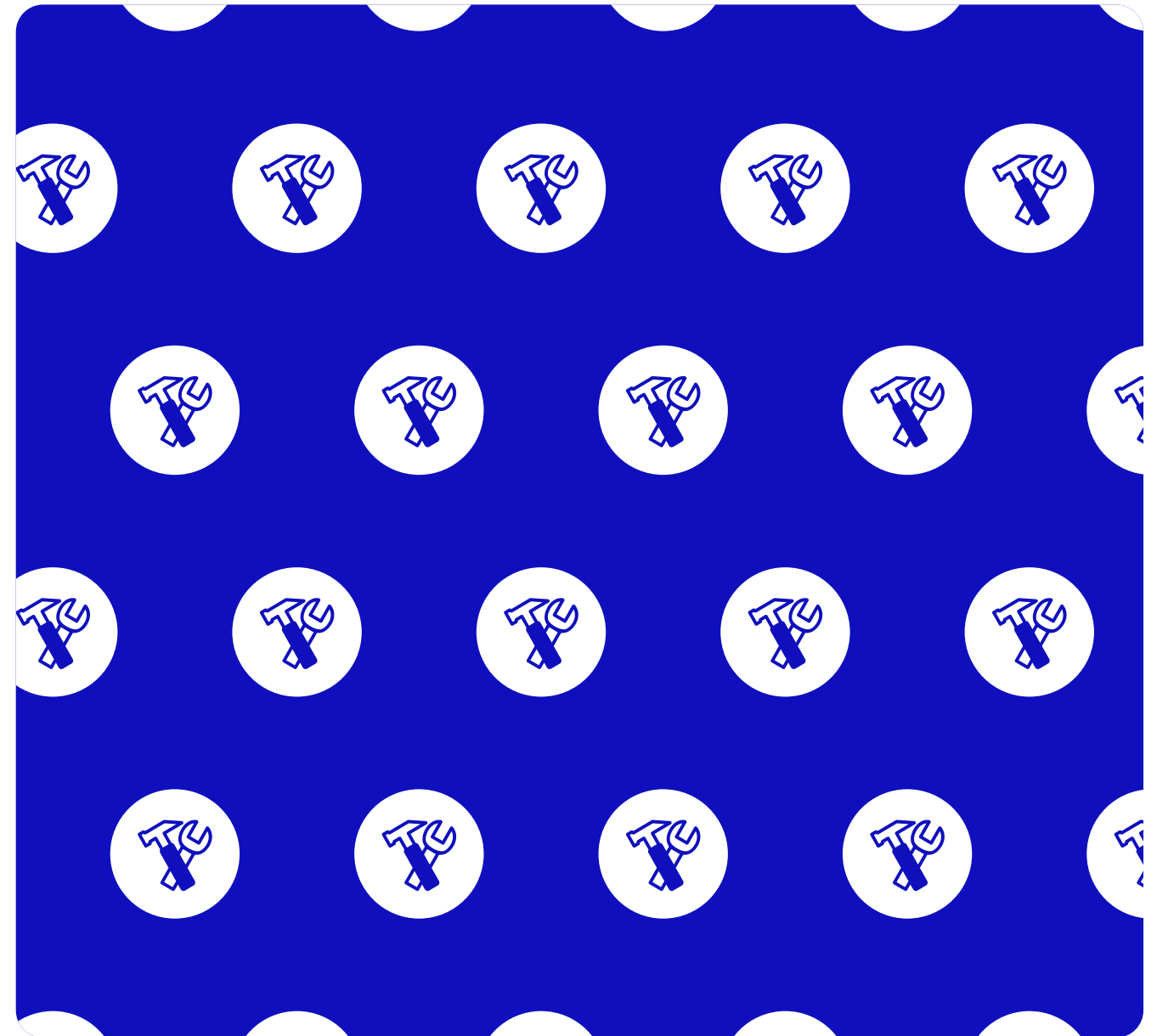
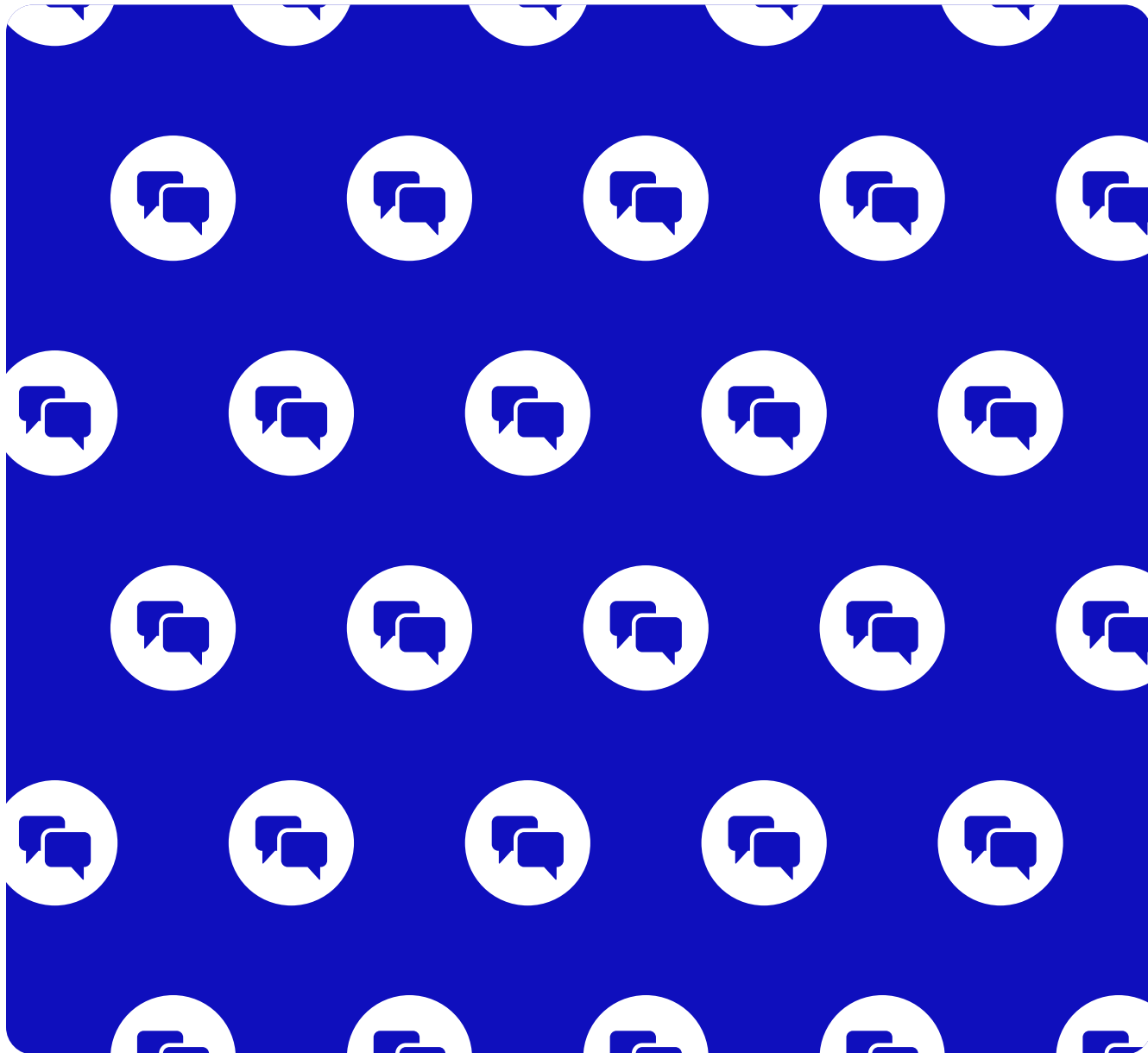
Do not use icons on square color blocks or other shapes. Do not use line based icons.





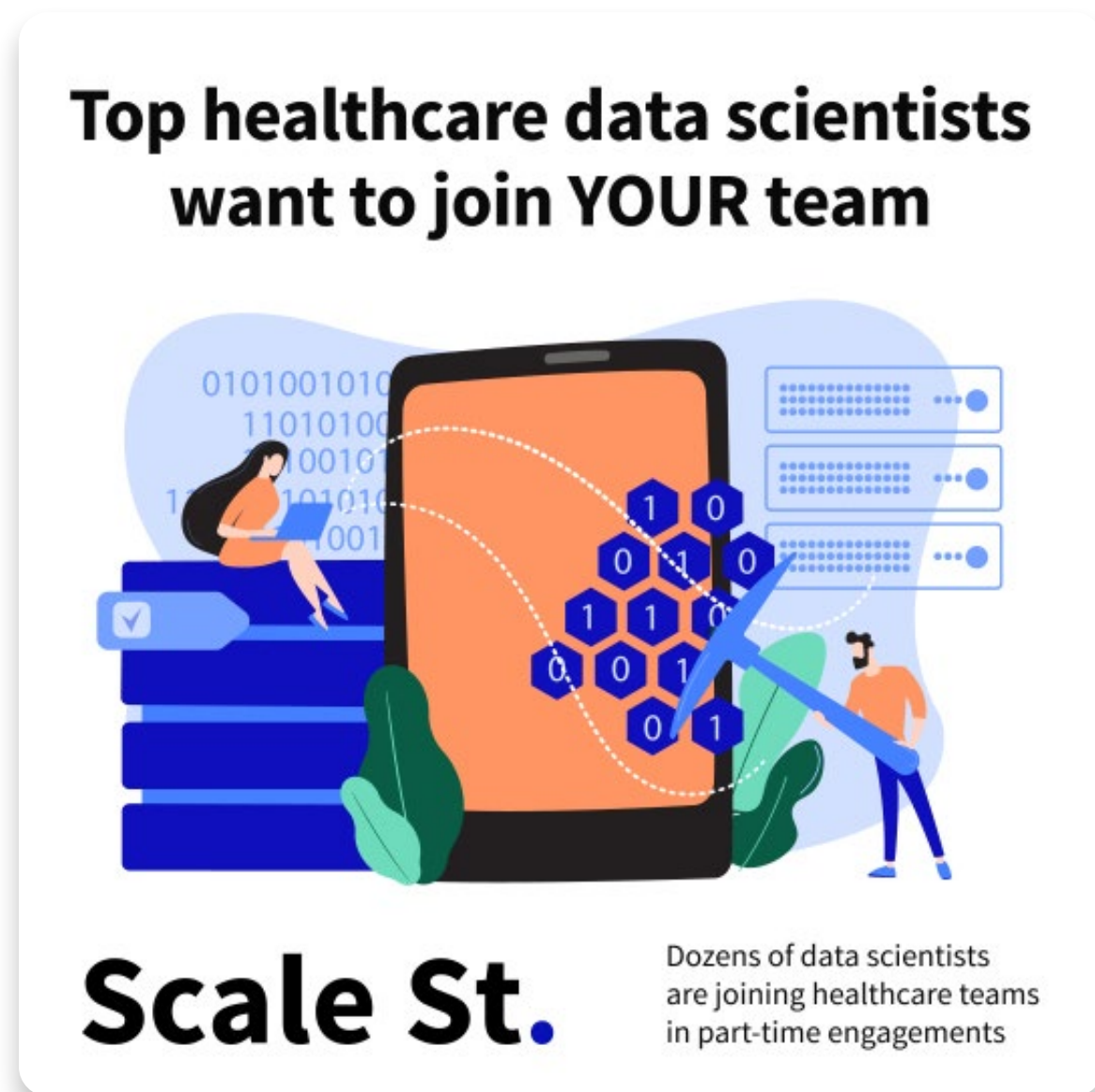
# Patterns

Use icons to create patterns for cover images or graphics.



# Illustrations

Illustrations should be vector based and use brand colors. Illustrations should display concepts relevant to the Scale Street's services and values.



# Infographics

Infographics should utilize brand colors, icons, circles, and rounded corners when possible.

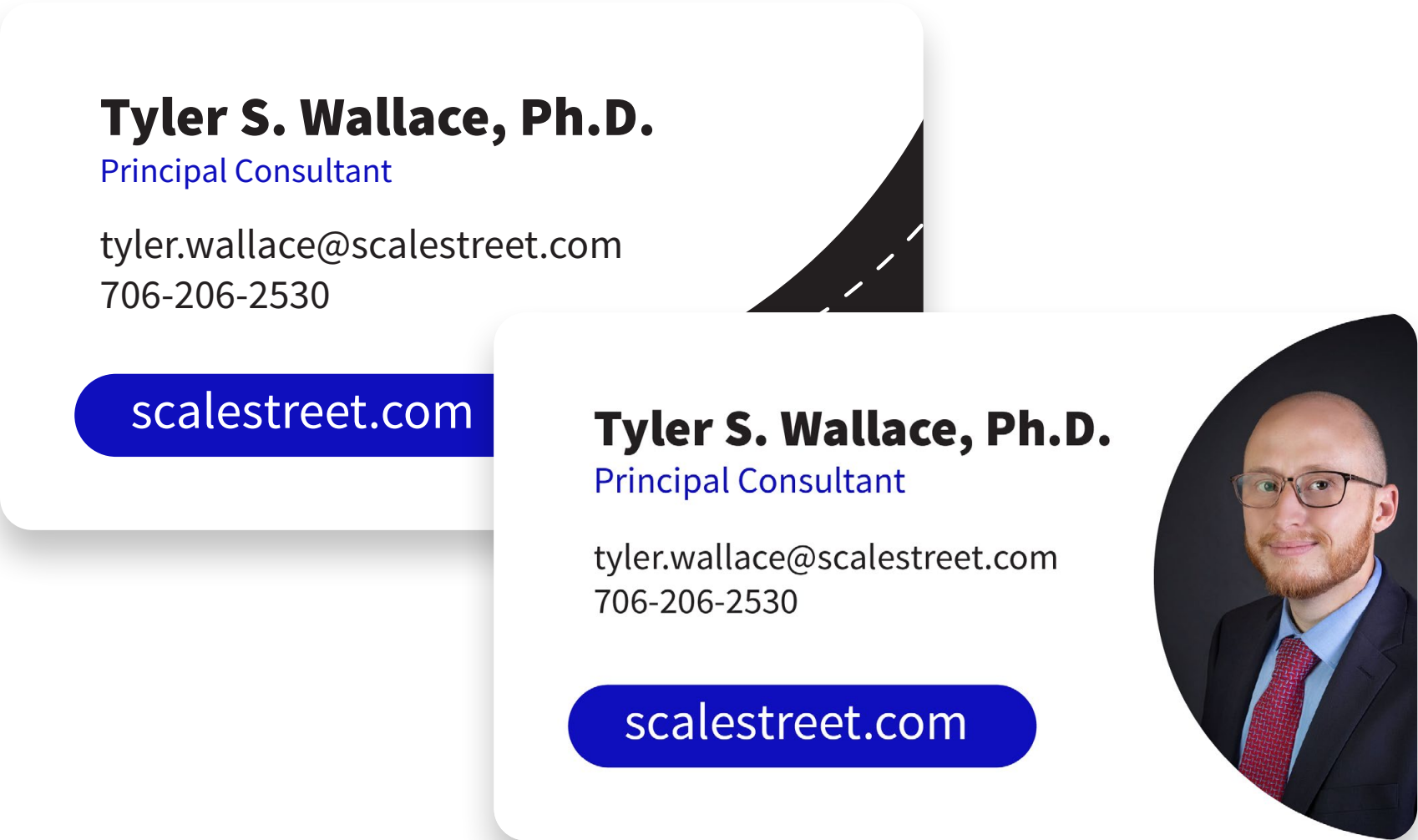




Clients may prefer to read a single page PDF over the website. That's okay! Use the Scale Street letterhead to create one-pagers full of information you'd like to share with potential or current clients.

Scale St. [hello@scalestreet.com](mailto:hello@scalestreet.com) • [scalestreet.com](https://scalestreet.com) • 12

# Business Cards



# The End.