appium®

Graphic Standards

Version 1.1 – April 2018

PREPARED BY PS DESIGN®

The intent of this document is to serve as a guide on how to apply the Appium brand identity to various media, and to keep the brand cohesive. All rules are made to be broken; so if you happen to find yourself in such a circumstance use your best judgment, and do your best to keep everything nice and tidy.

03 LOGO MARK

07 BRAND COLORS

08 TYPOGRAPHY

9 ICONOGRAPHY

10 PATTERN & GRAPHICS

12 IMAGE & TYPE

13 SUB-BRANDS

17 BRAND APPLICATION

logo application

CLEAR SOME ROOM

One of the most important things to consider when applying our logo mark is to give it some space and let it breath. Try not place it in crowded areas on both print and digital applications. Let is stand tall and proud on its own without distraction.

MINIMUM SIZE

Print horizontal: 1.65in w.

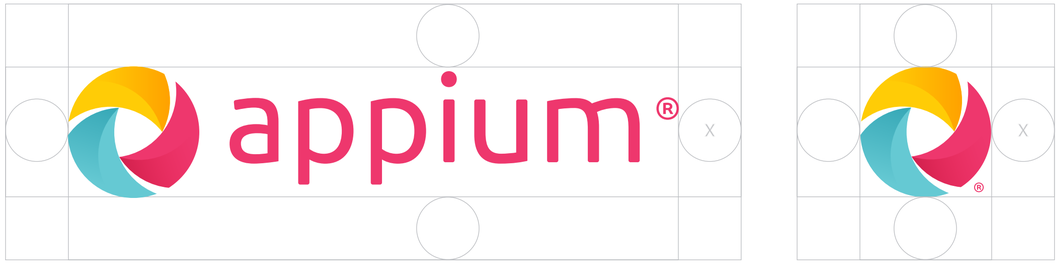
Print vertical: 1in w.

Print mark only: 0.75in w.

Web horizontal: 150px w.

Web vertical: 100px w.

Web mark only: 80px w.



Leave adequate padding all the way around the mark equal to the x-height of the logo type.

logo lockups

PREFERRED APPLICATION

Use the full color version of the logo mark at all times unless there is a specific reason to chose one of the other color treatments. Always use the mark on a clean white or light gray fill. Don't apply the mark over images or busy background graphics without an overlay to create sufficient contrast to keep things legible.

*Note that each logo lockup has a different treatment for the TM symbol.

NO-NO'S

x Do not use logo without brand mark
x Do not skew or distort logo in any way
x Do not rotate logo
x Do not add effects like drop-shadows
x Do not use unauthorized colors
x Do not place over busy backgrounds

Horizontal lockup is the primary and most preferred version.

In vertical or centered applications use the stacked lockup.

Using the standalone mark is also allowed as long as the name "Appium™" is also prominent.

When applying logo over color or a solid background use the white logo with color accents.

logo lockups

GRAY SCALE APPLICATION

When color is not an option use the approved gray logo version. Use the gray mark on light backgrounds, and the white mark on dark backgrounds.

Remember to always have sufficient contrast between the mark and background to keep things legible.

For application on light backgrounds.

For application on dark backgrounds.

logo application

PROPER USAGE OVER IMAGES

When applying the logo mark over photographs try to avoid obscuring faces and other important items in the photos. Always apply it to the least cluttered part of the photograph. If there is not enough contrast for good legibility place a black or color overlay over the photos to increase contrast.

To give the photos a more cohesive look with the brand, place a color overlay set to multiply over the photos.

When applying logo over a color fill use the white mark with color accents.

brand colors

APPLICATION

Always use brand approved colors on branded materials.

HEX/HTML EE376D
RGB 238 53 108
PMS 213 C
CMYK 0 92 18 0

30% 50% 75%

HEX/HTML 65C9D3
RGB 100 201 211
PMS 310 C
CMYK 48 0 9 0

30% 50% 75%

HEX/HTML FFCC06
RGB 255 204 6
PMS 116 C
CMYK 0 14 100 0

30% 50% 75%

HEX/HTML 8056A4
RGB 128 86 164
PMS 2587 C
CMYK 58 76 0 0

30% 50% 75%

HEX/HTML 64C092
RGB 100 192 146
PMS 346 C
CMYK 53 0 51 0

30% 50% 75%

HEX/HTML 506068
RGB 80 96 104
PMS 431 C
CMYK 45 25 16 59

30% 50% 75%

typography

BRAND FONTS

Aa*

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0
@ # $ % ^ & ! * ?

FONTS VARIANTS

BOLD	**AaBbCcDdEeFfGgHhIeJjKkLlMm**
SEMI	**AaBbCcDdEeFfGgHhIeJjKkLlMm**
MED	AaBbCcDdEeFfGgHhIeJjKkLlMm
REG	AaBbCcDdEeFfGgHhIeJjKkLlMm
LIGHT	AaBbCcDdEeFfGgHhIeJjKkLlMm

heading 1

HEADING 2

Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id velit et orci posuere porta. Ut malesuada urna quis tortor porttitor gravida. Ut in interdum quam. Nullam massa dolor, dapibus ac malesuada vitae, dignissim quis quam. Quisque rutrum, tortor quis imperdiet volutpat, tortor risus scelerisque dui, quis faucibus mi ex a enim.

Etiam sagittis laoreet accumsan. Nullam quis felis egestas, commodo turpis ac, rhoncus turpis. Maecenas ut eros et leo lobortis tempus sit amet sit amet arcu. Vestibulum nec posuere lorem. Etiam vestibulum, elit ac varius molestie, dui justo facilisis urna, eget elit.

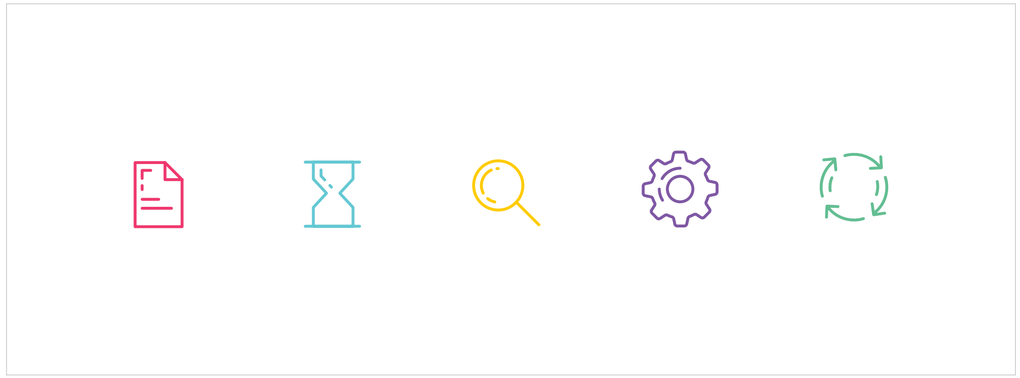
* Recommended headline size for print 16-52pt
Recommended body size for print 8-12pt

* Recommended headline size for web 16-52px
Recommended body size for web 14-18px

iconography

STYLE

The Appium iconography style is based on a simple and elegant line drawing picto-grams. Each icon should be clearly connected to the accompanying copy and further the message being communicated. If appropriate in digital applications, these icons can be animated to create a more interesting and surprising presentation.



* Keep line weight consistent on any single piece of media.

patterns

APPLICATION

When applying logo marks or text over the brand graphics make sure that there is enough contrast to assure sufficient legibility. If necessary lower the opacity of the graphics so they don't interfere with the content above them.

gradients

APPLICATION

The three color gradients are an important part of the Appium brand and create a unified look when applied to various material. You can use these gradients as overlays over imagery, background fills, or accents.

image treatments

COMING TOGETHER

When it comes to combining the various elements of the brand together always try to create a balanced but dynamic composition by cropping elements at diagonal lines and using brand patterns and colors in an interesting way. Clear communication is always the goal so most important is legibility of the copy, logo mark, and any other crucial imagery.

appium conference

LOGO APPLICATION

When using sub-brand marks for Appium conferences always use the approved color for the specific event.

MINIMUM SIZE

Print application: 1.65in w.

Digital application: 150px w.

appium® CONFERENCE

appium® CONFERENCE

appium® CONFERENCE

appium conference

IMAGE TREATMENTS

To create a cohesive and engaging look and feel when designing conference imagery, use the appropriate color gradients as overlays over photos. Use cropping as a tool to lead the reader's eye around the layout to the most important element.

appium conference

IMAGE TREATMENTS EXAMPLE

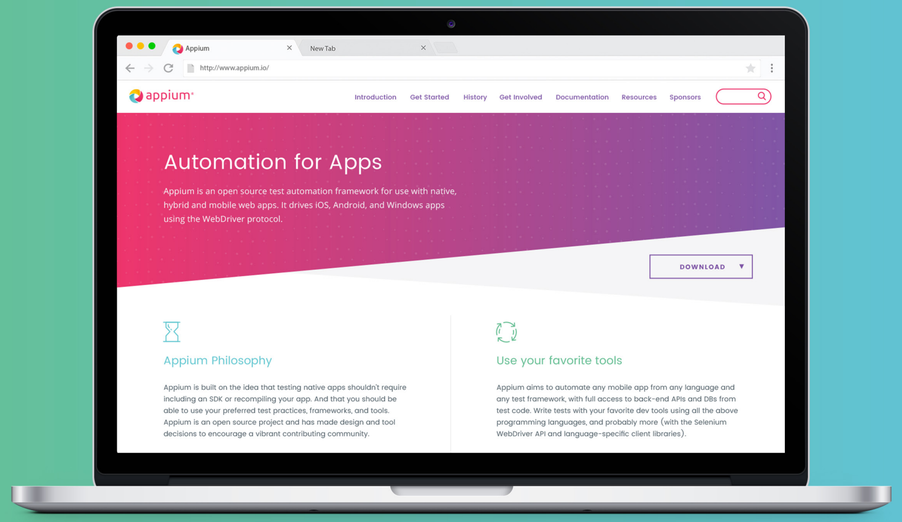
appium conference

IMAGE TREATMENTS EXAMPLE

brand application

ON THE WEB

Since most touch-points of the core Appium brand will live on the web this is a particularly important medium, so use good design practices when creating websites and other media for display applications. Clear type, lots of white space, and an orderly grid will go a long way to create an inviting and usable space for our users.



brand application

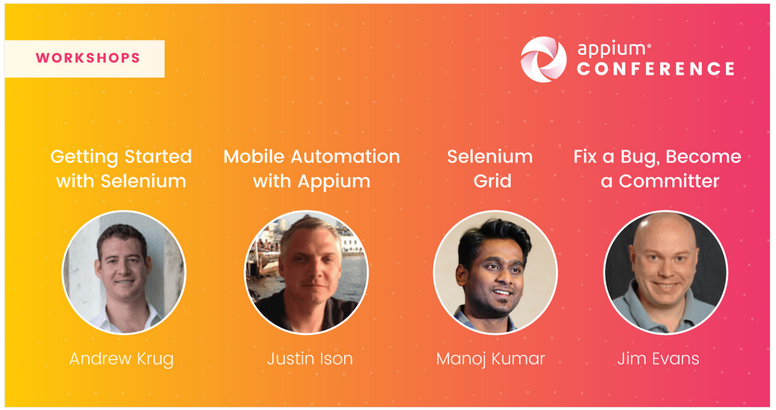
BRANDED COLLATERAL

Follow the general brand identity rules set in this document and all the pieces you create will shine.

brand application

SOCIAL MEDIA

Social media is another very important medium for Appium. Remember to layout social media posts and other assets clearly with large text and sufficient white space. The attention span of a user while viewing their social feed is short, so try and keep elements to a minimum and don't over-pack any single piece.



© ALL RIGHTS RESERVED JS FOUNDATION