branch

Visual Brand Guidelines

Logo

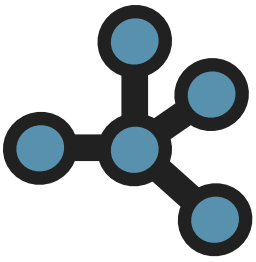
When do we keep “Metrics”?
On anything physical that we give out or show off, to be extra memorable and make it easier to find us.

We prefer to use the version without “Metrics” online, if the logo is on our site or links to it.

branch

branch
METRICS

The Icon
Our icon can accompany our logo without the detailed “h”, or stand on its own.



Logo Treatments

Margin
Aim for the width of the n (about 0.5 em) on each edge, including the stem of the h.

Skew
To convey sincerity and stability, we avoid skew.

Background
Avoid placing the logo on busy prints, photos, or colors that don't contrast.

Warp
Always maintain the original proportions of the logo.

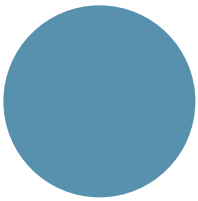
Logo Color

Either Branch blue is acceptable. For dark backgrounds, the only change should be transferring the lettering and stems to white.

Watch out for subtle miscolorings. Don't use black, lighter grays, or browns for the text. Use only Branch blues for the nodes.

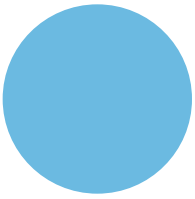
Colors

Primary Blue



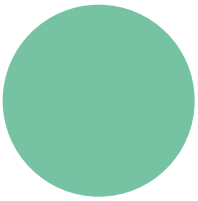
Hex: #5691AD
RBG: 86 / 145 / 173
CMYK: 68 / 32 / 22 / 0
Pantone: 7459 C

Secondary Blue

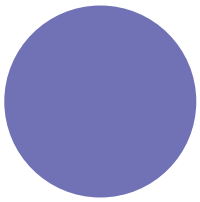


Hex: #6EBADF
RGB: 110 / 186 / 223
CMYK: 53 / 11 / 4 / 0
Pantone: 2985 C

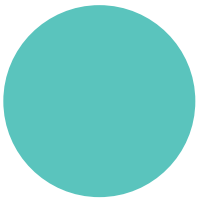
Accents
These colors can be used for backgrounds, but only when it's necessary to use colors other than the Branch blues.



Hex: #79C2A2
RGB: 121 / 194 / 162
CMYK: 53 / 3 /45 / 0
Pantone: 346 C

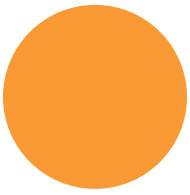


Hex: #7273B6
RGB: 114 / 115 / 182
CMYK: 61/ 57 / 0 / 0
Pantone: 272 C



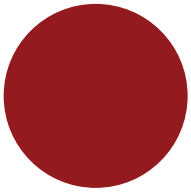
Hex: #5AC4BD
RGB: 91/ 196 / 190
CMYK: 60 / 0 / 30 / 0
Pantone: 325 C

Brights
Use sparingly to add a focal point, but avoid using for text or background.



Hex: #FC9A30
RGB: 252 / 154 / 48
CYMK: 0 / 47 / 90 / 0
Pantone: 1375 C

Hex: #F4C867
RGB: 244 / 200 / 103
CYMK: 4 / 21 / 70 / 0
Pantone: 121 C



Hex: #921A1D
RGB: 146 / 26/ 29
CMYK: 27 /100 / 100 / 27
Pantone: 7621 C

Full Palette

#0A3D49	#0091B2
#205E72	#19A5D1
#36738C	#42B1DC
#5691AD	#6EBADF
#5690AD	#83C8E4
#87B5C4	#A3DDEA
#B0CCD1	#C1E6F0

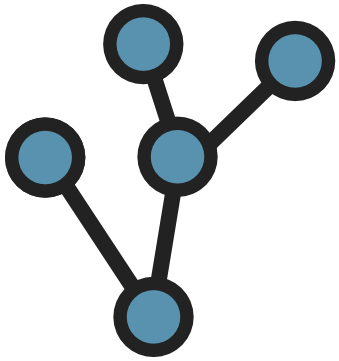
#5AA480	#555899
#79C2A2	#7273B6
#93CDB1	#888CC6
#C8E4D4	#C7C6E0

#3EA097	#F89933
#5AC4BE	#FC9A30
#83CEC8	#F9AB5D
#BFE4E1	#FCC28D

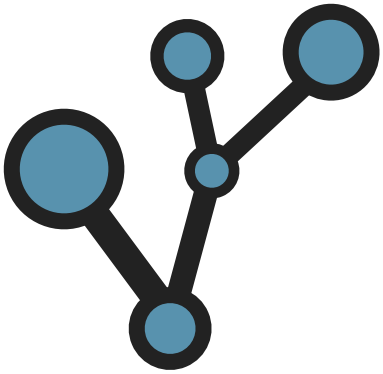
#FCAD22	#6A0E15
#F4C867	#921A1D
#F7D38B	#D3394F
#FFE5BB	#FF97B0

Imagery

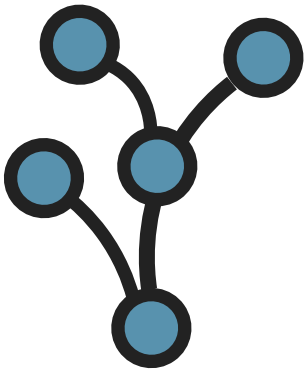
Drawing from our logo, we like to use node-based imagery.



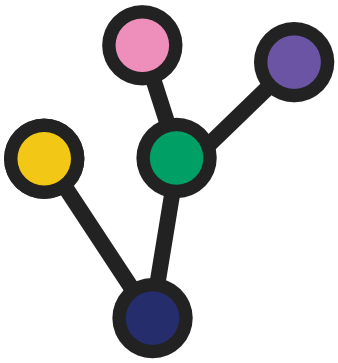
Playing with line weight and node size can add fun to an image.



Curved lines don't convey our highly technical brand.



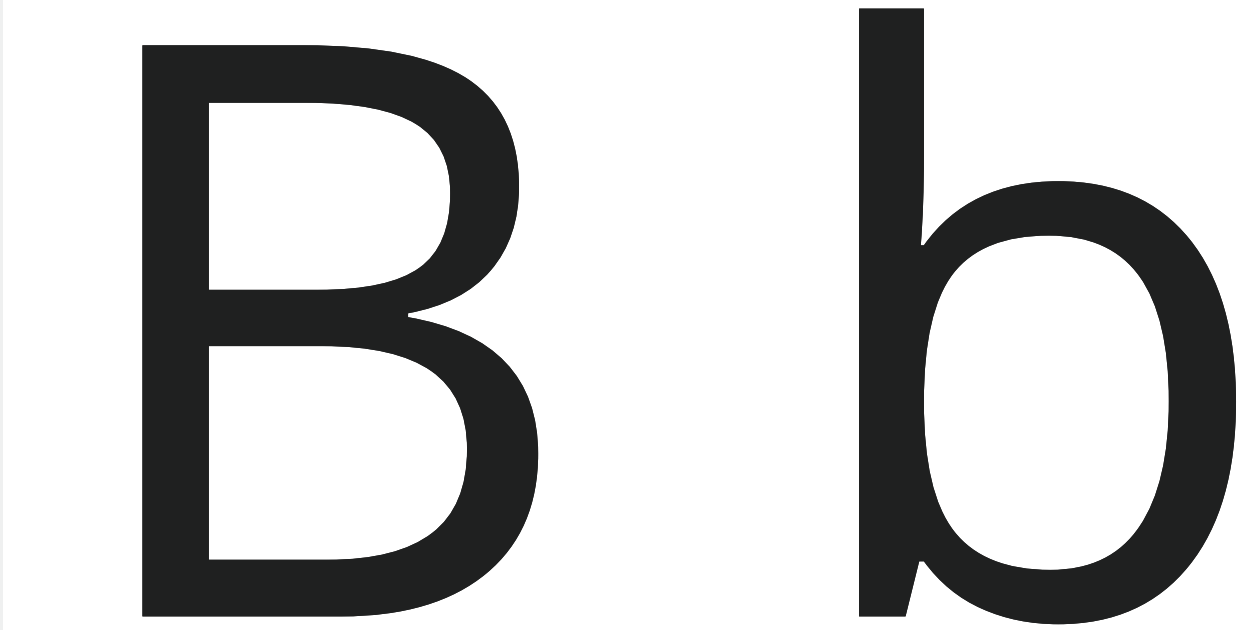
An inconsistent color scheme makes imagery less powerful.



Font

We use Open Sans, a highly legible humanist font, for our logo, copy, and display.

We use various weights, usually 100 for copy, 400 for headings, and 700 for bold.



Dashboard Design

Action Buttons

Standard

#6EBADF

Hover

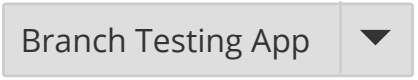
#83C8E4

Put icons left of text.
Don't add embossing or shadow.

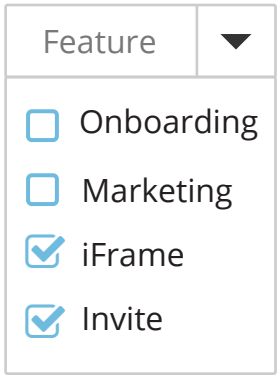
Drop Down

Standard

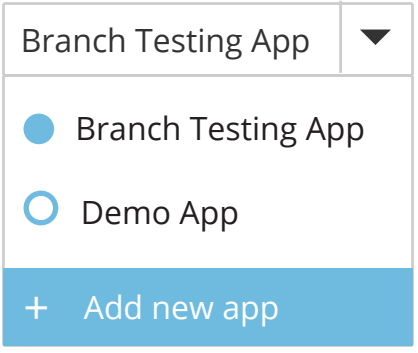
Hover



Click: Multiple options



Click: Single option



Button Arrays / Tabs

Standard Hover Current Tab

Buttons should be the same size, with text centered.
Set vertical padding and horizontal margins between buttons to be equal.

Dashboard Design

Cards

Cards like this one and the others on this page are composed of a flat pane and a bottom border suggesting a 1px depth.
This allows the eye to distiguish content and establish a hierarchy more easily.
Content on the cards, however, should be flat. These cards are based on Material Design principles.

Type

Careful not to use text that is darker or larger than the heading.

Header 1

Header 2

Content

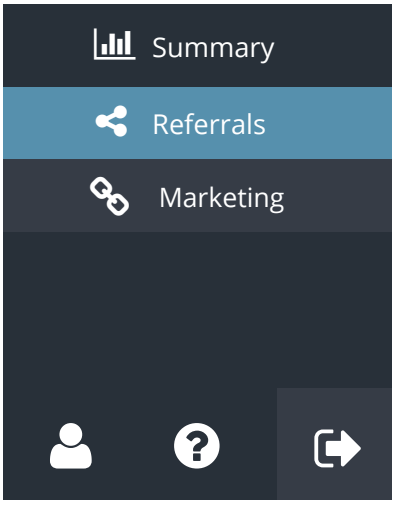
Use bold for emphasis, not a color or capitals.

28,000 clicks

Make sure letter-spacing is consistent.

Side Navigation

Items are laid out without borders or margins.



Standard

Current Page

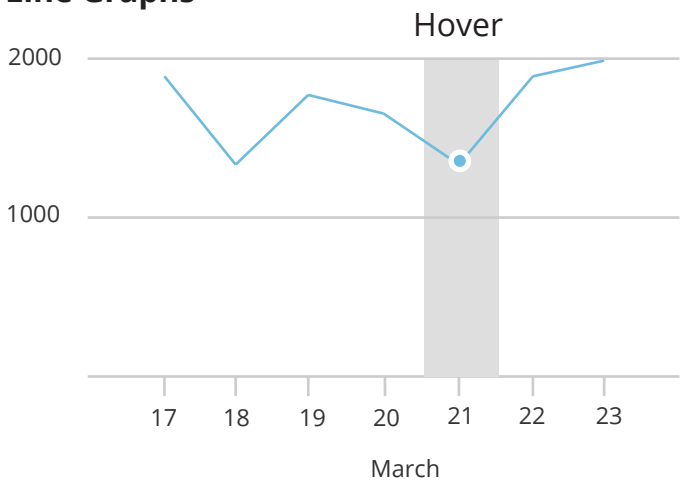
Hover

Suggestion:

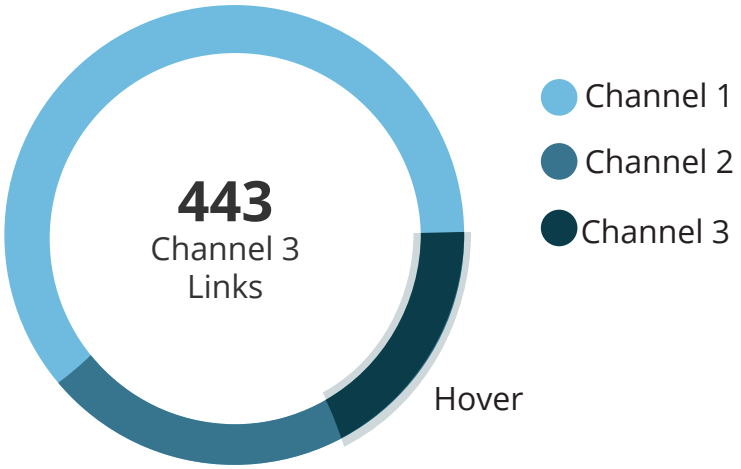
Switch the power-off icon to a more recognizable sign-out icon.

Dashboard Graphs

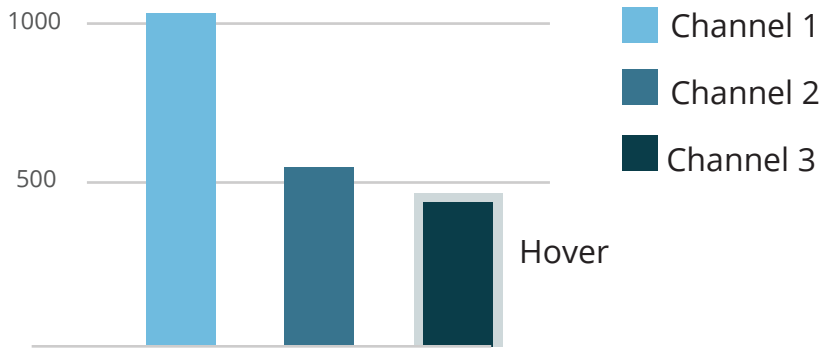
Line Graphs



Pie Charts

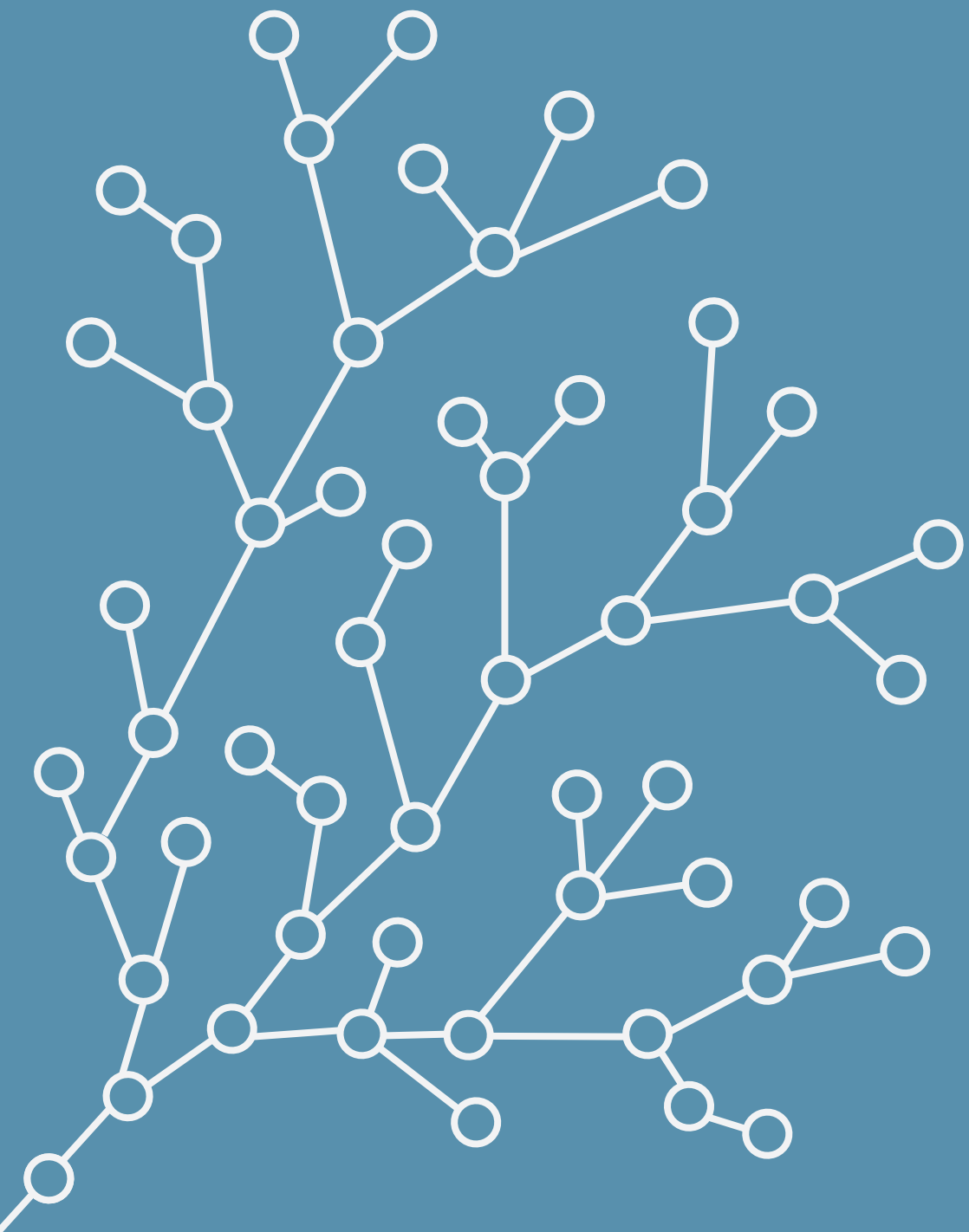


Bar Graphs



Best Practices

- Center labels on the graph.
- Leave backgrounds as ungridded as possible.
- Use shades of blue that contrast.
- Use legends that mirror the graph.

Suggestion

- Switch from pie charts to bar graphs. Pie charts are proven to be a worse visualization for comparing values, though they look good.