

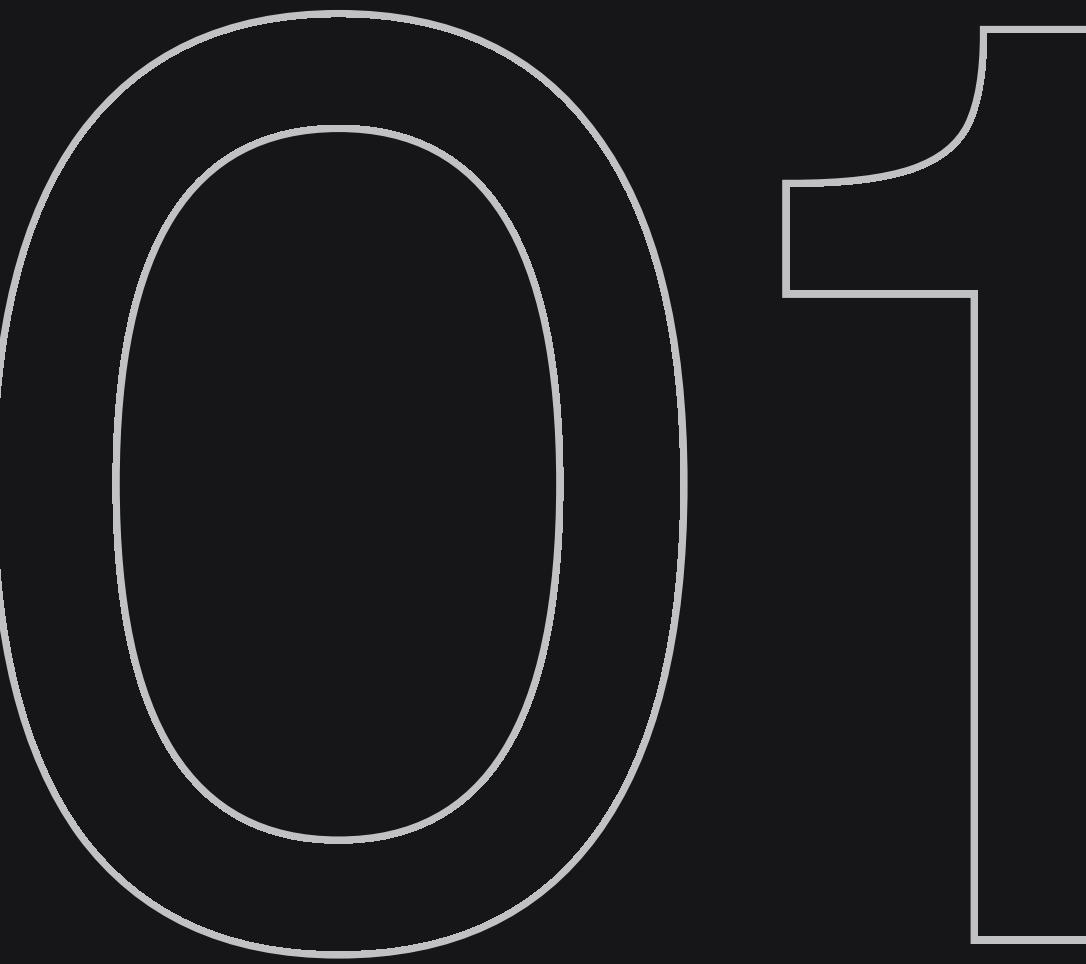


Logo manual

Version 0.2

Last update: June 27, 2025

Context



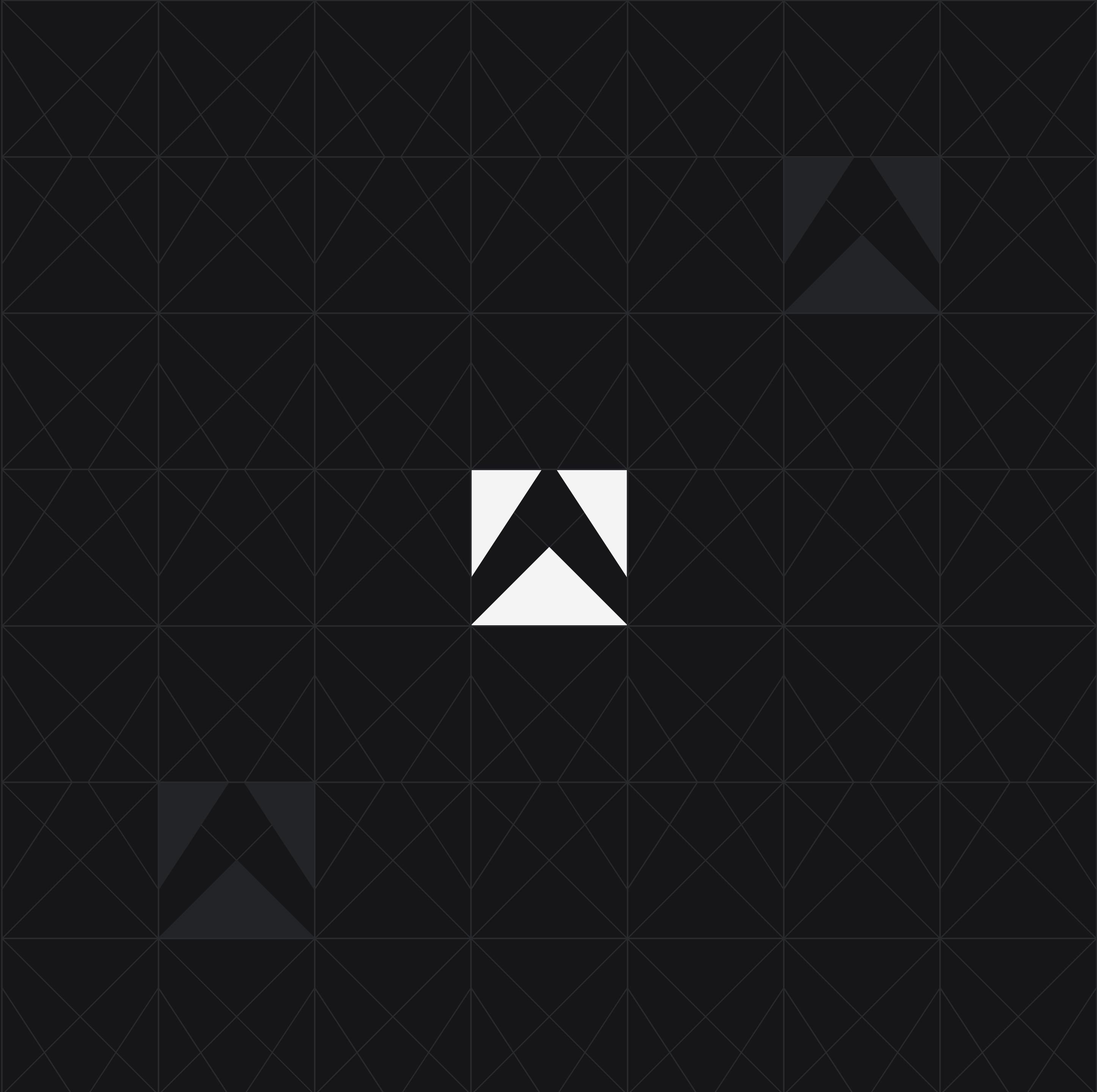
Base

Apify equips anyone with the platform to gather web data, automate tasks, and build their own solutions.

An analogy to that in design is the grid, which equips designers with a system to create visuals.

Grid

We can create the logo symbol based on the grid, but there are also many more elements that can be echoed across multiple touchpoints.





Apify is the largest ecosystem where developers build, deploy, and publish data extraction and web automation tools. We call them Actors.

Logo



The Apify logo

1



2

Symbol

3

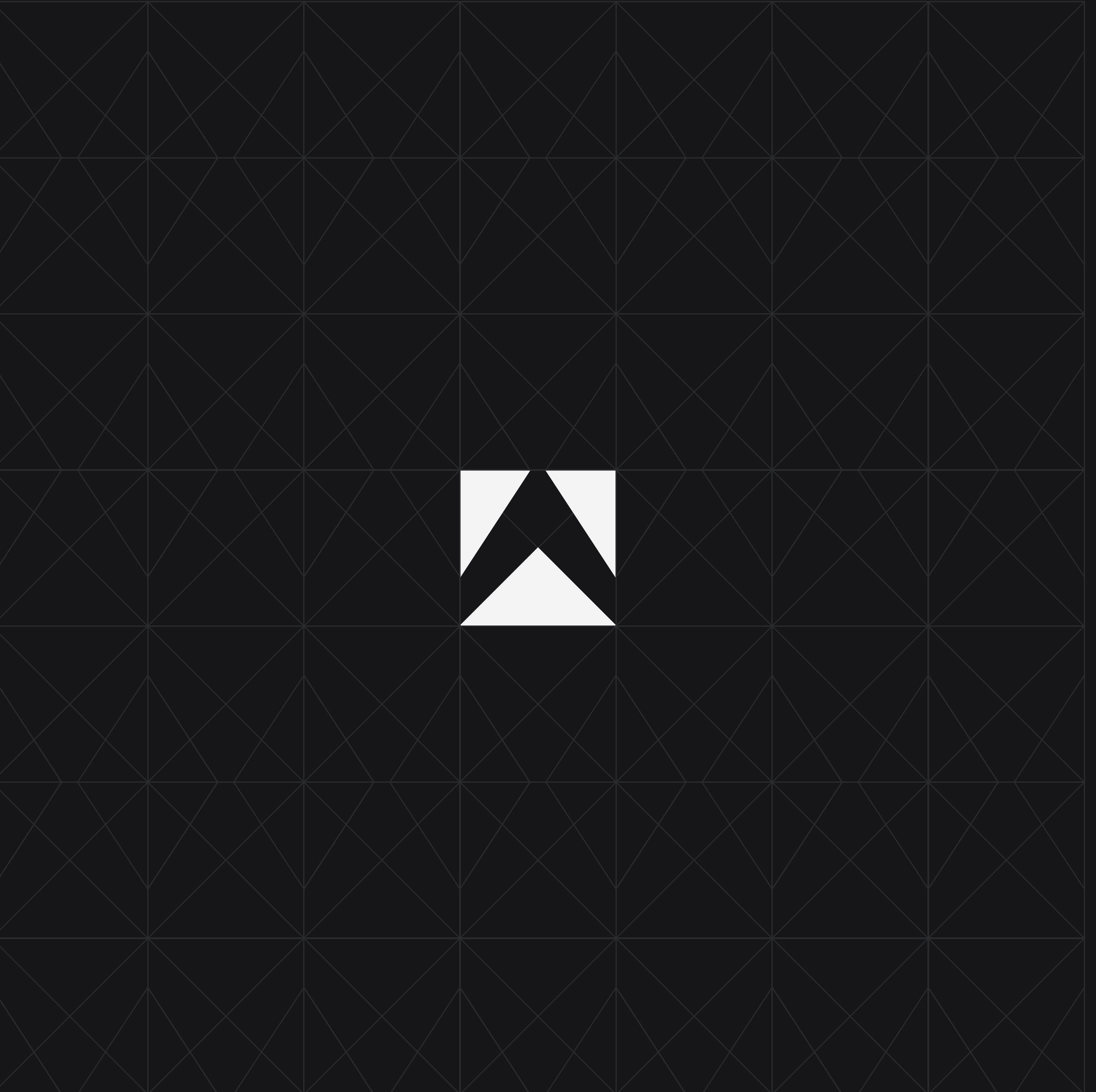
Wordmark

apify



Symbol

The current symbol is based on the grid, which provides flexibility in terms of creating various patterns that can be used as backgrounds or simple objects.



Wordmark

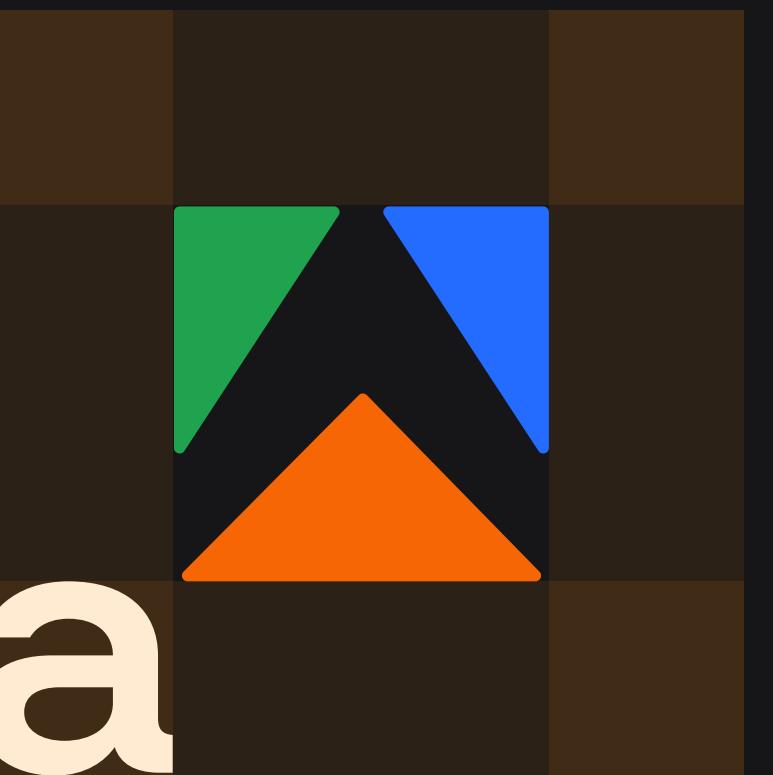
For our wordmark, we chose a contemporary sans-serif typeface called Styrene, designed by award-winning type designer Berton Hasabe. In order to improve legibility, and at the same time keep the brand open, we use our wordmark in lowercase. We don't use a capital letter "A" so as not to visually compete with the negative space of our symbol.

The Apify wordmark logo is displayed in a large, white, lowercase sans-serif font. The letters are slightly slanted to the right. The 'a' has a standard bowl shape. The 'p' is a single vertical stroke with a small horizontal serif at the top. The 'i' is a single vertical stroke with a small dot at the top. The 'f' has a long vertical stem with a horizontal serif at the top and a short diagonal stroke extending from the middle of the stem to the right.

Clear space

To establish clarity and consistency, a minimum amount of clear space is required around the logo.

The clear space around the logo is equal to the height and width of the letter “a” in the logo itself.

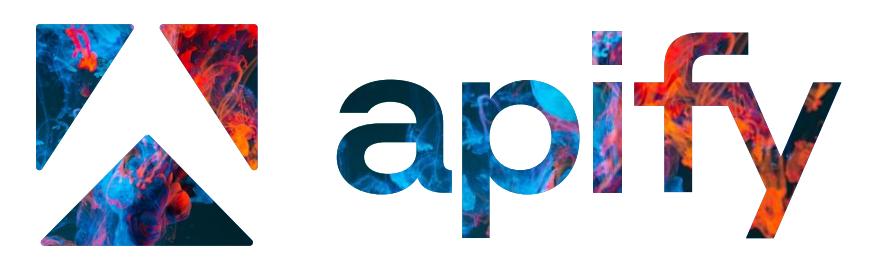


What not to do

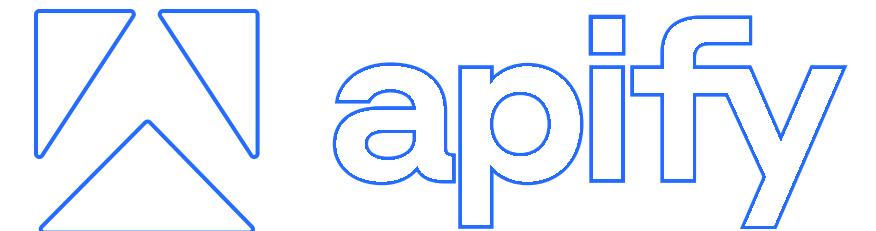
Do not use the logo with any shadows, blurs, gradients, other colors, a stroked symbol, and so on.

None of the examples on the right are allowed. The only allowed versions are on the slide - 02 Logo variants.

Avoid changes of effect



Avoid changes of color



Avoid changes of scale and positioning



Colors

03

Symbol colors

Colors of the symbol follow the historical colors with a slight update to be more bold.



Symbol color palettes

Each symbol color has a palette that can be used.

Chateau Green



Blaze Orange



Blue Ribbon



Complementary palette: Magenta

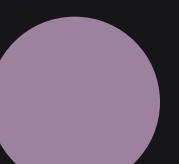
Each complementary palette
should stand alone — do not
combine colors from multiple
complementary palettes

Magenta

Base



#694D6B
c61 m73 y36 k18

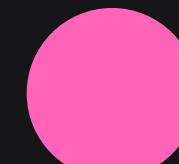


#9D829F
c41 m51 y21 k0



#FEF3FF
c0 m5 y0 k0

Accent



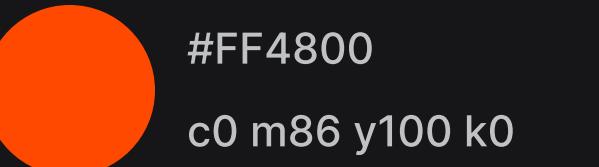
#FF64B8
c0 m74 y0 k0

Complementary palette: Mondo

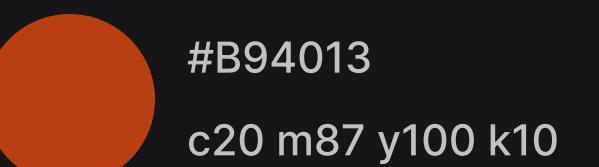
Each complementary palette
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Mondo

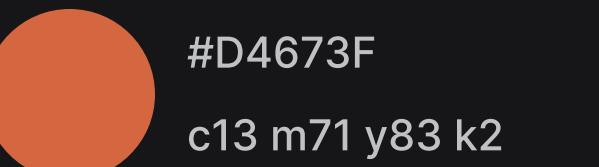
Base



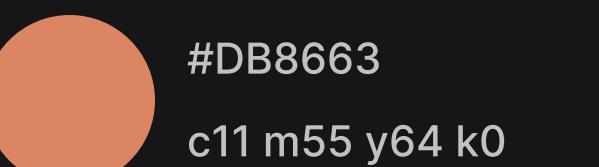
#FF4800
c0 m86 y100 k0



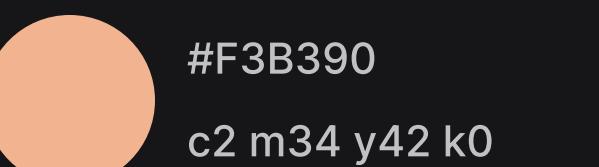
#B94013
c20 m87 y100 k10



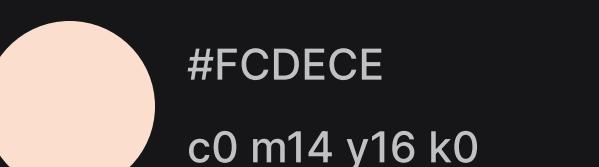
#D4673F
c13 m71 y83 k2



#DB8663
c11 m55 y64 k0

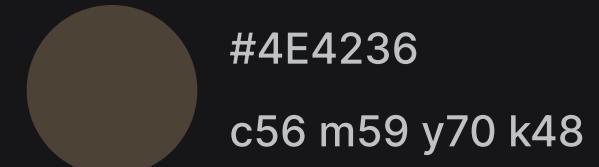


#F3B390
c2 m34 y42 k0



#FCDECE
c0 m14 y16 k0

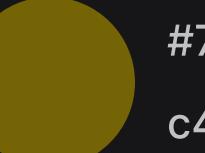
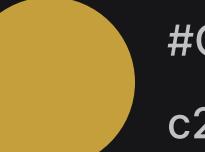
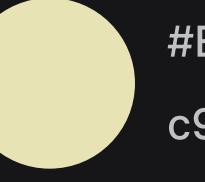
Accent



#4E4236
c56 m59 y70 k48

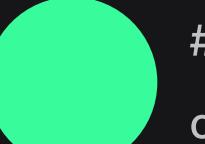
Complementary palette: Lime

Each complementary palette should stand alone — do not combine colors from multiple complementary palettes

Lime		
Base		Accent
	#756506 c48 m48 y100 k26	
	#968108 c41 m40 y100 k12	
	#C69F3D c24 m35 y91 k2	
	#E8E3B5 c9 m5 y34 k0	

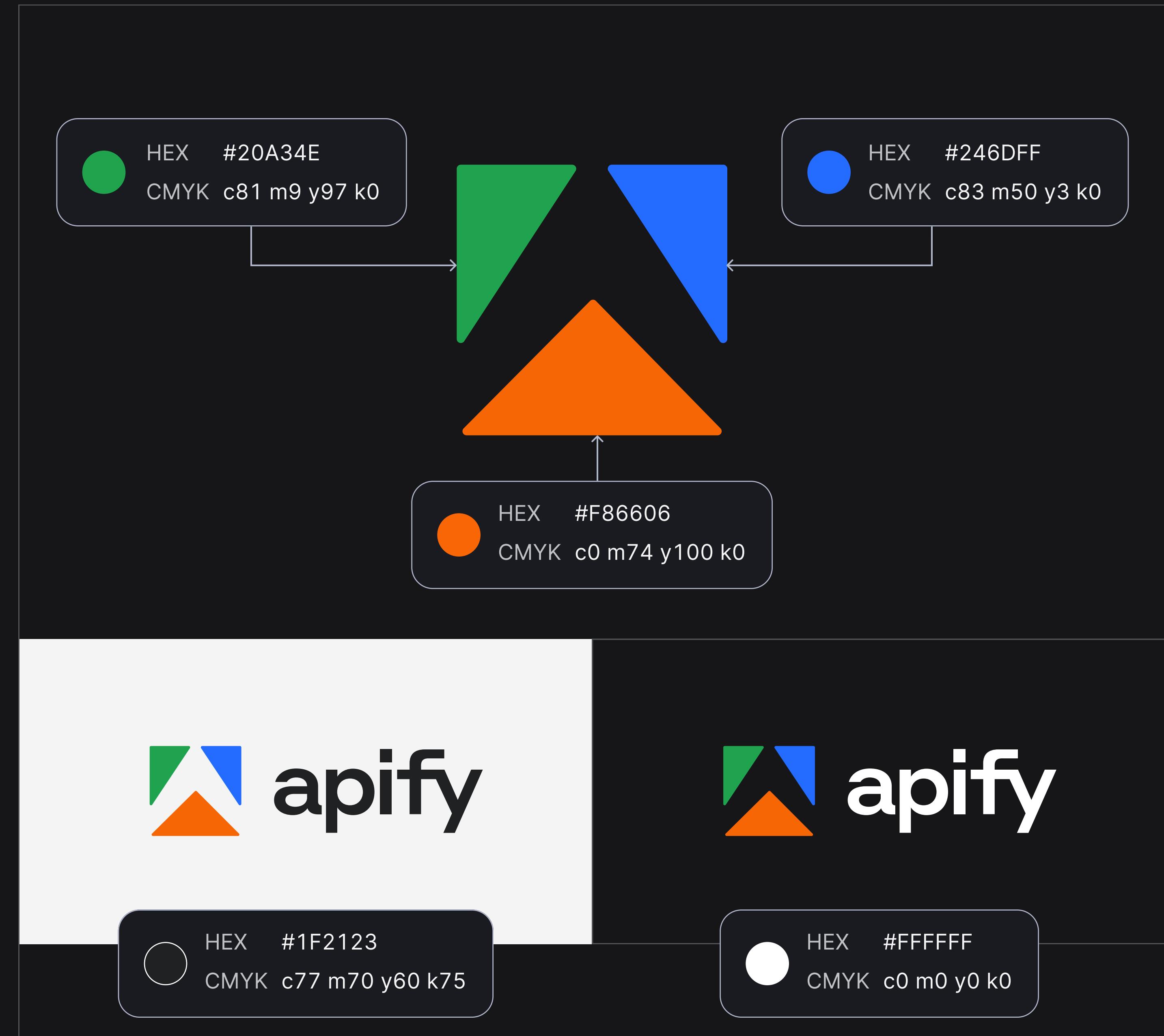
Complementary palette: Meteorite

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should stand alone — do not
combine colors from multiple
complementary palettes

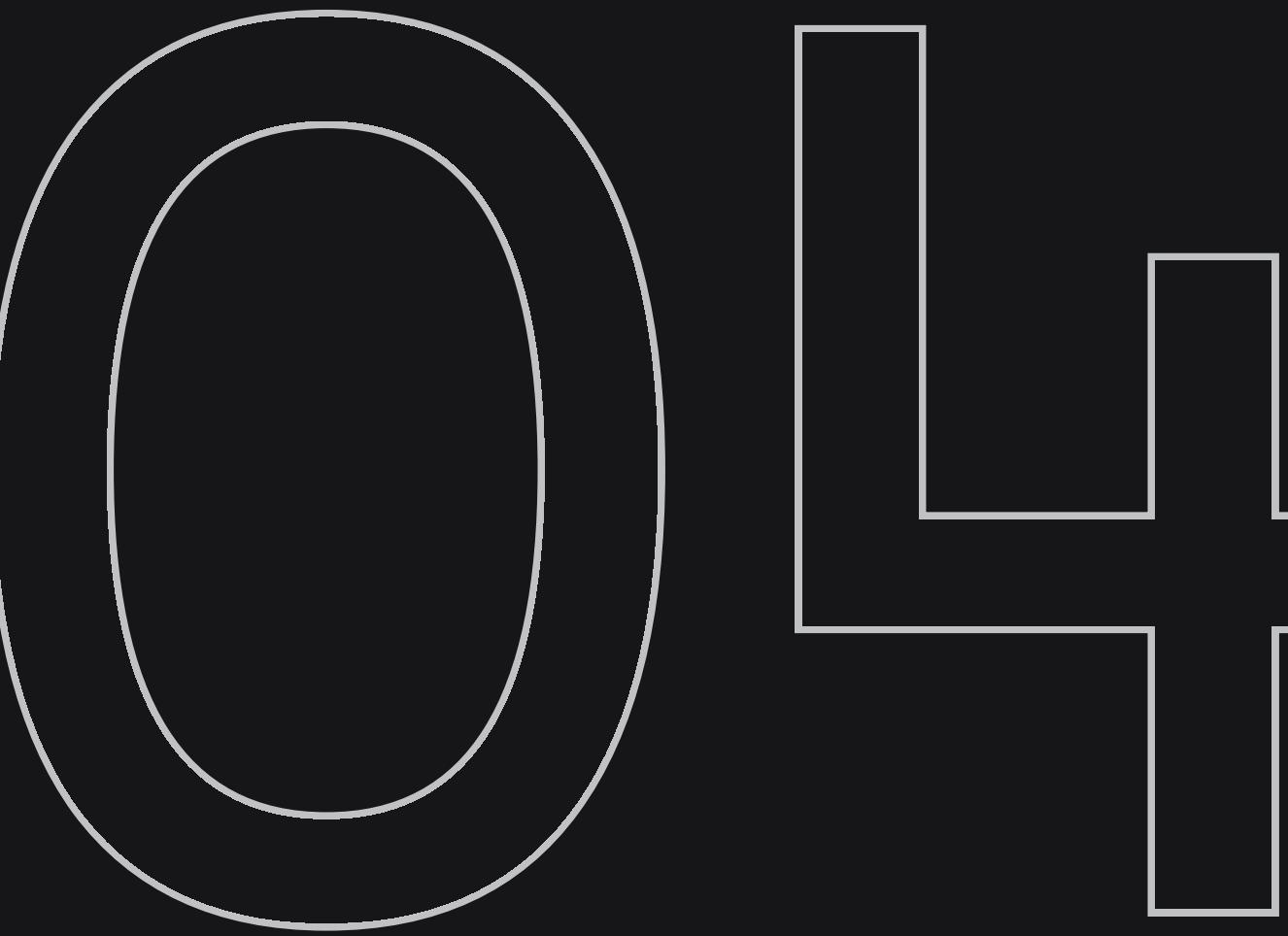
Meteorite	
Base	Accent
	
#321868 c95 m100 y25 k19	#38FB9D c55 m0 y61 k0
	
#6759E6 c70 m69 y0 k0	#A4FFD3 c31 m0 y28 k0
	
#BCB8EE c24 m25 y0 k0	#DFFFF0 c11 m0 y9 k0

Print

There is a difference between the HEX and CMYK to have the best results on both platforms (digital & print).



Typography



Typography

Our typography system creates a clear, consistent visual identity. We use two typefaces, each for specific applications.

Aa

Inter

Aa

GT Walsheim

GT Walsheim is our headline typeface.
It's for prominent display.

Application

Web: All primary headers on the Apify website.

Marketing Materials:

Headlines, titles, and calls-to-action in all marketing materials (e.g. brochures, advertisements, presentations, social media graphics).

Bold

Aa

Regular

Aa

Inter

Inter is our primary typeface. We chose it for its readability and versatility.

Application

Web: All body text on the Apify website, including paragraphs, navigation labels, button text, and form fields.

Console/Product UI:

All text within Apify Console and product interfaces.

Bold

A large, bold, black font specimen showing the letters 'A' and 'a' in a sans-serif style.

Regular

A large, regular weight, black font specimen showing the letters 'A' and 'a' in a sans-serif style.

IBM Plex Mono

IBM Plex Mono is a technical, open-source licensed font. We use it exclusively for code elements (no other font is used for this purpose) and, in some cases, for decorative purposes.

Application

Web: Used for all code snippets and code-related text.

Console/Product UI:

Used for all code snippets

Bold

Aa

Regular

Aa

Clarity

Prioritize clear communication. Inter works well for dense content; use GT Walsheim to highlight key messages.

Consistency

Follow these guidelines to maintain a unified brand appearance. Avoid other typefaces unless specifically approved.

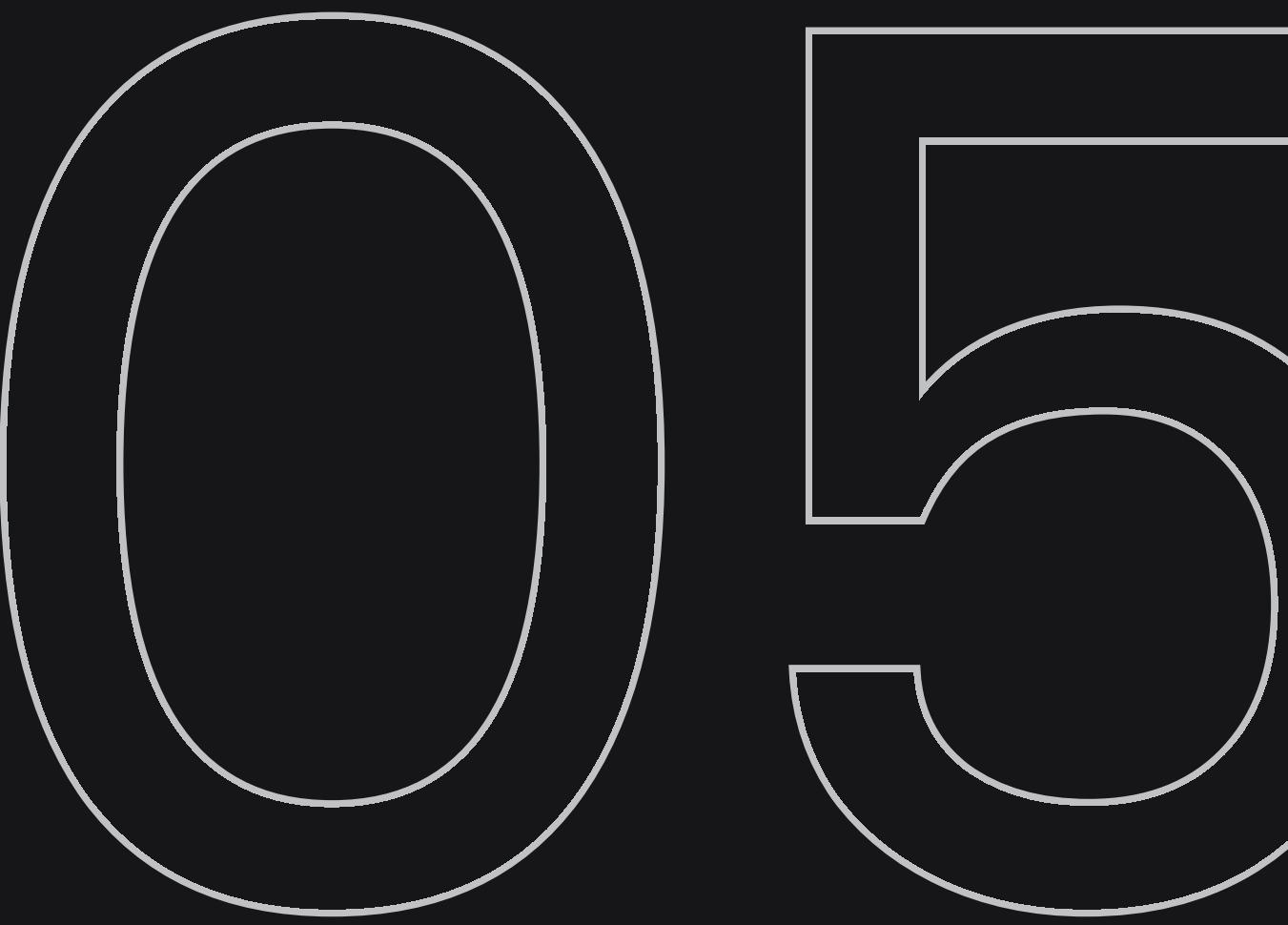
Contrast

Ensure enough contrast between text and background colors for readability.

Accessibility

Consider font sizes, line heights, and letter spacing for all users, especially in digital formats.

Imagery



Photography

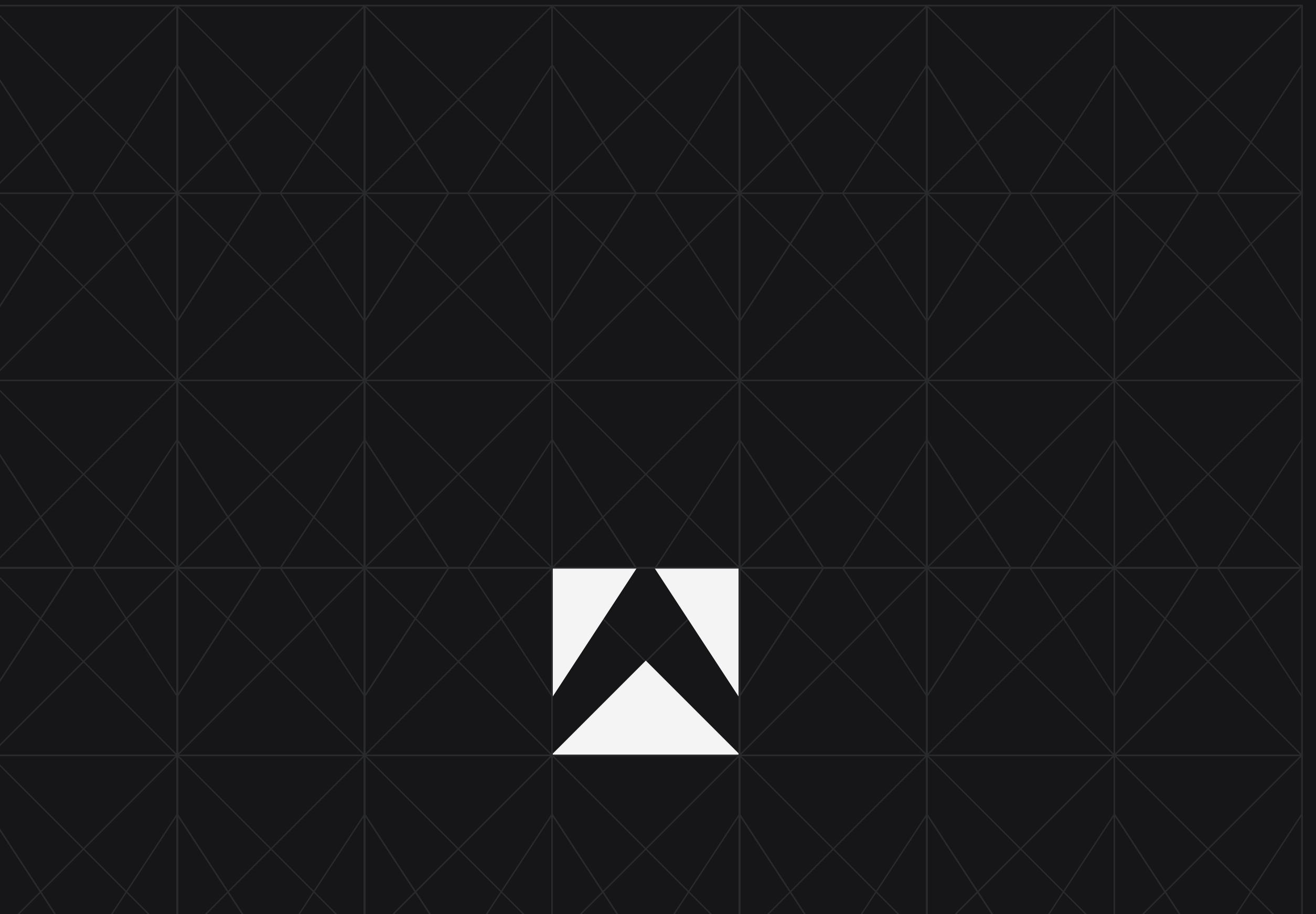
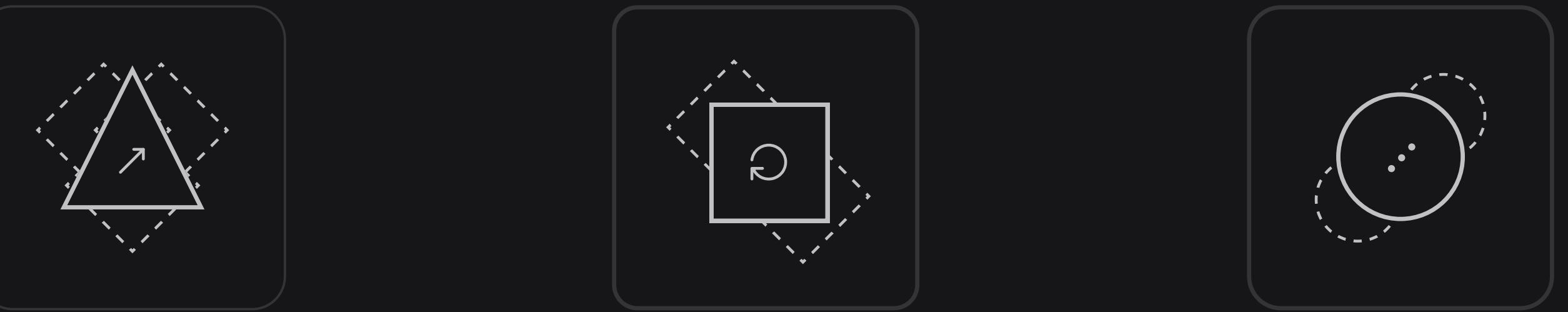
For all internal and external event promotions, we exclusively use original photography shot by our team.



Illustration

We believe in simplicity, so one way to create illustrations is to use primitives.

Another way, mainly for backgrounds, is the grid we use and which offers many possibilities.



Get in touch



Get in touch with the team

Get in touch

If you have questions regarding the Apify brand guidelines, please, reach out to the design team.

design@apify.com

