Certified Crossplane Brand Guidelines

Last updated May 2021

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Certified Crossplane Mark

For Providers

For Distributions

Certified Crossplane Mark - White

White Certified Crossplane marks can be used in combination with a solid colour block background, photo background with a dark overlay, and/or blending in printing. Please use when there are not enough colors to properly reproduce the primary marks in print, or when the surrounding colors or backgrounds clash with the primary palette.

Clear Space & Minimum Size

Clear Space

Clear space = X. A minimum clear space requirement has been established to ensure the prominence and clarity of the logo. It is essential that this space remains free of all graphics and typography.

This space also defines the minimum distance from the mark to the edge of a border, page or screen.

To work out the clearspace of the horizontal logo, measure the distance between the inside border and the popsicle.

To work out the clearspace of the vertical logo, measure the distance between the outside border and the “C” in Crossplane.

Minimum Size

To ensure legibility, the horizontal logo should be reproduced at a height of no smaller than 48px. The vertical logo should be reproduced at a height of no smaller than 84px.

48px

84px

Usage Cases

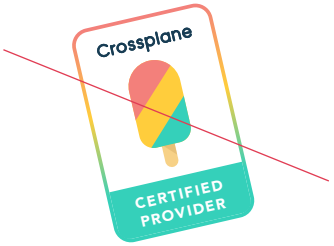
The integrity of the Certified Crossplane badge must be respected at all times. Do not alter, recreate or distort the mark in anyway.

Please use the designated horizontal, vertical & white versions of the badge available to meet a variety of possible scenarios & layouts.

SCALE

Do not play with the scale & perspective or alter the proportions of the mark.

ORIENTATION



Do not change the orientation of the mark by rotating it in any way.

PROPORTIONS

Do not change the proportions of the logotype and mark.

COLOR

Do not reverse, change, or add colors to the mark

EFFECTS

Do not add any effects such as a drop shadow, outline, etc. to the mark

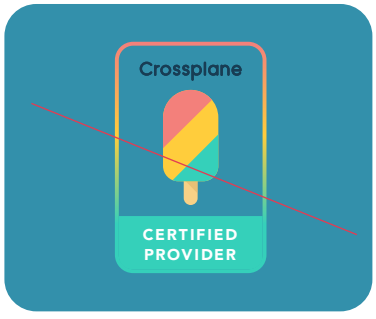
LAYOUT

Do not change the layout or move elements of the logo

CONTRAST

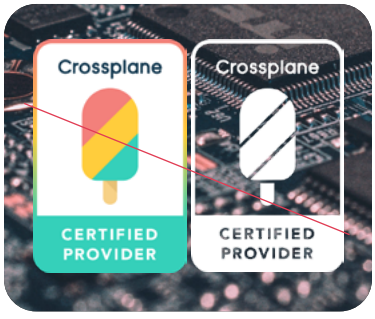
Do not use backgrounds that have the same color as the mark. Use the white version instead.

COLOR



Do not adjust the transparency of the color logo

CONTRAST



Do not use background images that are too complex or compromise the visibility of the logo.

Color Palette

Crossplane's primary palette is meant to evoke a sense of ease and joy. The selected palette provides a foundation for color consistency across diverse types of layouts. The colors Coral, Mint and Dandelion can be used as accent colors while Spruce should be used as a background element & typography.

Coral	Dandelion	Mint	Spruce
HEX: #F3807B	**HEX:** #FFCD3C	**HEX:** #35D0BA	**HEX:** #183D54
RGB: 243, 128, 123	**RGB:** 255, 205, 60	**RGB:** 53, 208, 186	**RGB:** 24, 61, 84
CMYK: 0, 62, 43, 0	**CMYK:** 0, 19, 87, 0	**CMYK:** 63, 0, 37, 0	**CMYK:** 94, 71, 45, 36

Thank You

For questions pertaining to usage,
please email info@crossplane.io