

# Brand Guidelines

**keenstack** The logo icon is a dark blue diamond shape containing three green chevron-like arrows pointing upwards and to the right.

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# 1.0

## Logos

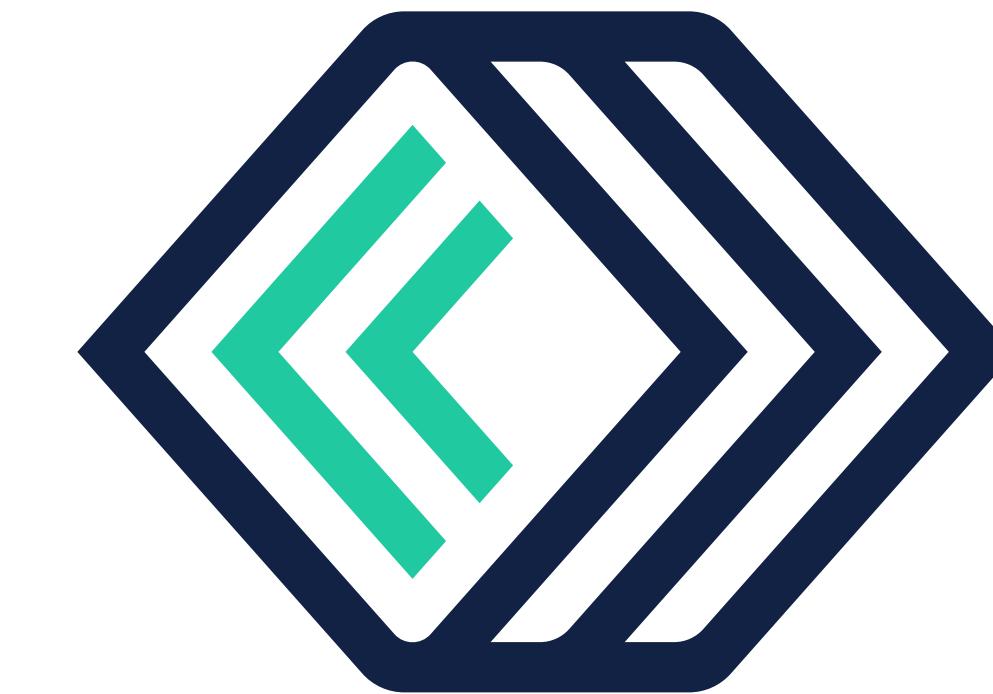
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## 1.0 Logo Forms

The primary logo serves as the foundation of a brand's visual identity, embodying its values and aspirations. It is used consistently across all materials to reinforce recognition. The brandmark represents the essential visual identifier, offering versatility and impact in minimalistic settings.



PRIMARY LOGO



BRANDMARK

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## 1.1 Primary Logo

The primary logo encapsulates the brand's core values, personality, and aspirations in a single, iconic mark. The purpose of the primary logo is to create a strong and consistent brand presence across all communication channels, reinforcing brand recognition and establishing a memorable visual connection with the audience.

**It is most appropriate to use the two-color version of the Primary Logo on a background of Phantom, Polar or White.**

**The one-color version of the Primary Logo (Phantom, White or Black) should be used on backgrounds other than Phantom, Polar or White.**



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## 1.2 Brandmark

The brandmark, representing the simplest and most essential form of the logo, is a remarkably versatile and instantly recognizable element ideally suited for situations that prioritize simplicity and clarity. This simplified version captures the core essence of the brand in a single, iconic symbol, without the inclusion of any text or additional elements.

**It is most appropriate to use the two-color version of the brandmark on a background of Phantom, Polar or White.**

**The one-color version of the brandmark (Phantom, White or Black) should be used on backgrounds other than Phantom, Polar or White.**



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# 2.0

## Colors

## 2.0 Brand Colors

The brand colors play a pivotal role in shaping a brand's identity and perception. Phantom and Keen Green form the foundation of the visual language, embodying its core personality and values. These colors should be prominently featured across all brand materials and communication channels, creating a strong and recognizable brand presence.

### Primary Palette

The primary palette consists of the two most commonly used base colors (Phantom and Polar) and Keen Green. These are the colors that should be most associated with the brand.

<b>PHANTOM</b> HEX: 112245 RGB: 17 34 69 CMYK: 100 69 8 54 PMS: 295 C	<b>POLAR</b> HEX: ECF2F7 RGB: 236 242 247 CMYK: 8 3 1 0 PMS: 649 C	<b>KEEN GREEN</b> HEX: 20C9A0 RGB: 32 201 160 CMYK: 66 0 48 0 PMS: 3385 C
CMYK Preview*	CMYK Preview*	CMYK Preview*

### Secondary Palettte

The secondary palette includes an additional vibrant color in Code Blue – as well as assorted neutral colors to support the primary palette.

<b>CODE BLUE</b> HEX: 153CA8 RGB: 21 60 168 CMYK: 100 80 0 0 PMS: BLUE 072 C	<b>SLATE</b> HEX: D9DEE2 RGB: 217 222 226 CMYK: 3 0 0 13 PMS: 420 C	<b>WHITE</b> HEX: FFFFFF RGB: 255 255 255 CMYK: 0 0 0 0	<b>BLACK</b> HEX: 000000 RGB: 0 0 0 CMYK: 60 40 0 100 PMS: Black C
CMYK Preview*	CMYK Preview*		

\*Bright colors will appear more dull when printed.

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# 3.0

## Fonts

## 3.0 Fonts

### Sora

HEADLINE FONT

DOWNLOAD FONT:

<https://fonts.google.com/specimen/Sora>

TYPE SPECIMEN (SORA LIGHT)

Driving Innovation  
with AI-Powered  
ServiceNow

WEIGHTS

ServiceNow Solutions for Every Industry

SORA LIGHT

ServiceNow Solutions for Every Industry

SORA REGULAR

**ServiceNow Solutions for Every Industry**

SORA SEMI-BOLD

**ServiceNow Solutions for Every Industry**

SORA BOLD

LETTERFORMS

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

1234567890!@#\$%&

### Open Sans

BODY FONT

DOWNLOAD FONT:

<https://fonts.google.com/specimen/Open+Sans>

TYPE SPECIMEN (OPEN SANS REGULAR)

KeenStack solutions go beyond standard implementations, enabling businesses to optimize AI within ServiceNow to streamline processes, make data-driven decisions in real time, and achieve unprecedented operational agility

WEIGHTS

We empower organizations to seamlessly integrate ...

OPEN SANS REGULAR

*We empower organizations to seamlessly integrate ...*

OPEN SANS ITALIC

**We empower organizations to seamlessly integrate ...**

OPEN SANS BOLD

***We empower organizations to seamlessly integrate ...***

OPEN SANS BOLD ITALIC

LETTERFORMS

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

1234567890!@#\$%&

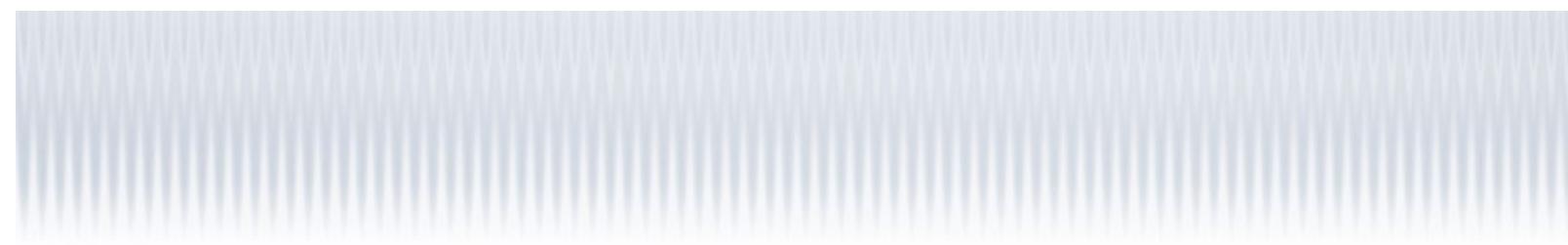
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# 4.0

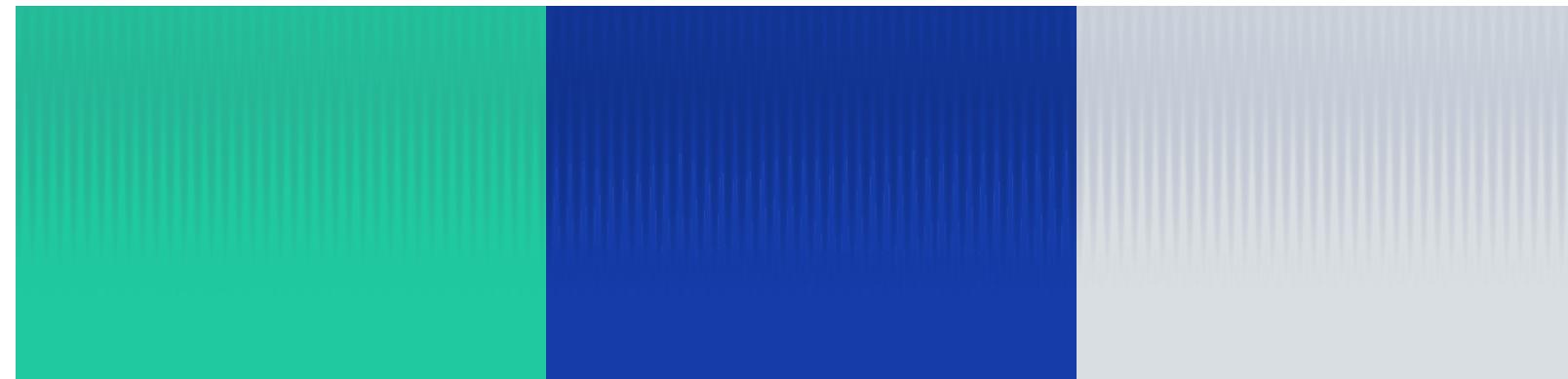
## Elements

## 4.0 Ripple Pattern

The Ripple Pattern is an integral part of the KeenStack visual identity, drawing inspiration from the repetitious sequence of the brandmark. Designed as a supporting element, the pattern's purpose is to complement and enhance other brand assets. Its low contrast nature ensures a subtle and sophisticated appearance, allowing it to seamlessly blend into various design contexts.



BORDER / PAGE BACKGROUND



SECTION DIVIDER



BACKGROUND TEXTURE OVERLAY

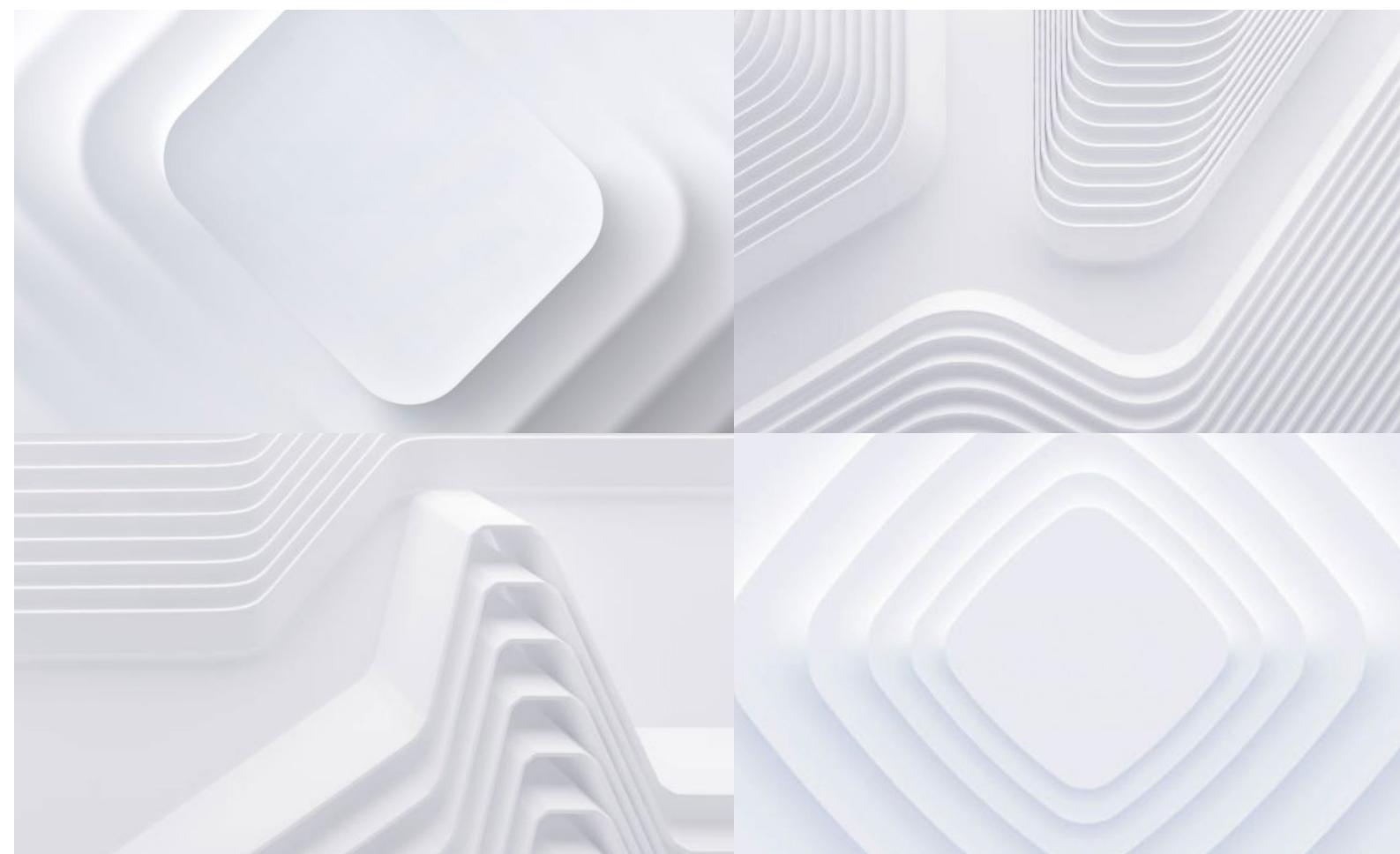


IMAGE COMPOSITION ELEMENT

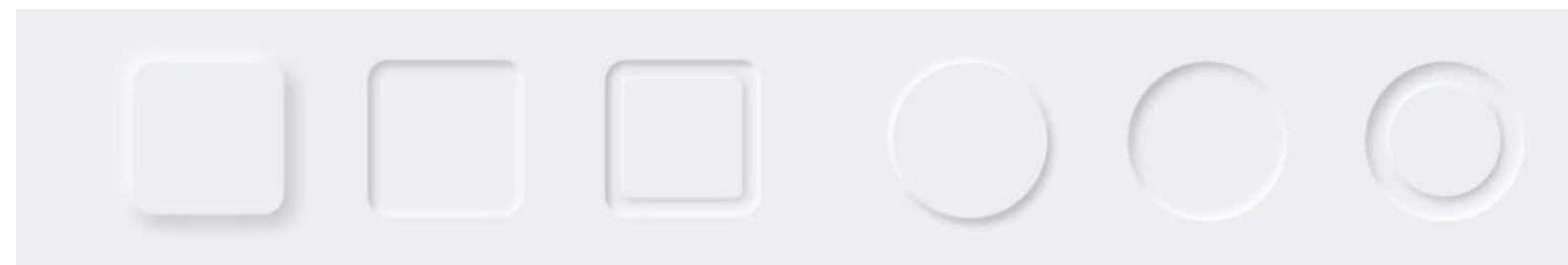
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## 4.1 Neumorphic Shapes

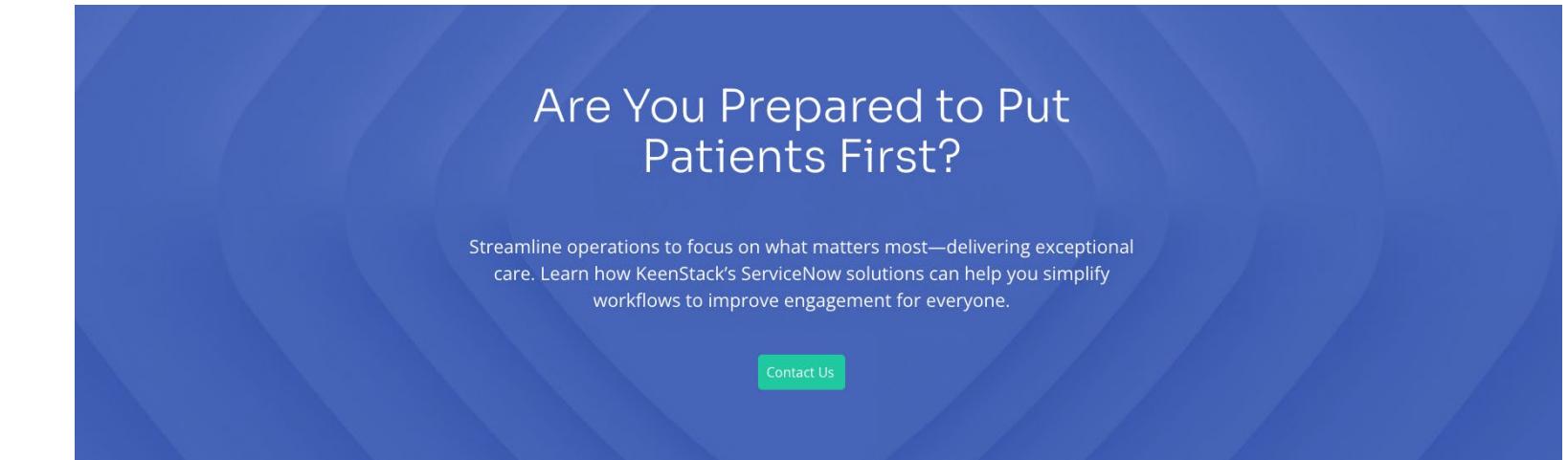
The neumorphic shapes create soft and subtle patterns that emulate the geometry of the logo and brandmark. These low contrast executions provide intriguing backdrops for brand content and messages. They offer a hint of futuristic and innovative ambience. They are also usually infused with imagery to create memorable visual compositions.



BACKGROUNDS



BASIC GEOMETRIC SHAPES



BACKGROUND WITH COLOR OVERLAY

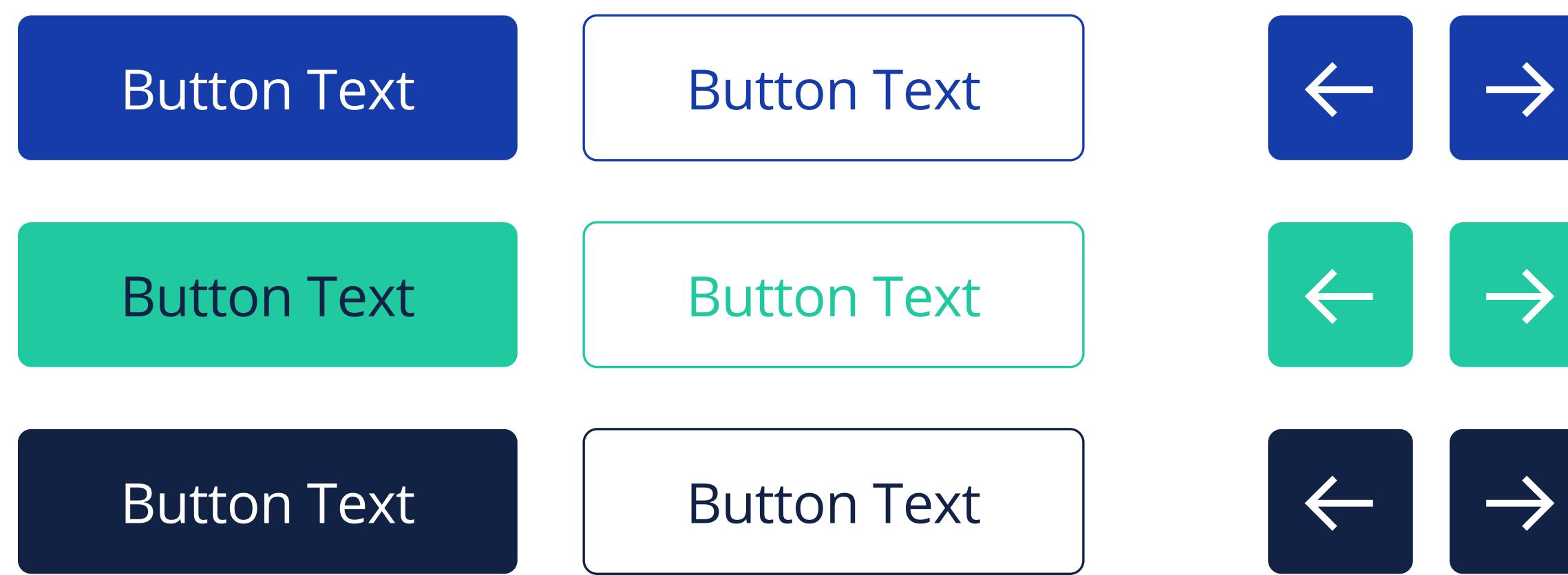


IMAGE FRAMES

## 4.2 UI Elements

### Buttons

Buttons play a crucial role in guiding user interactions. To maintain consistency, buttons should be presented in title case, using Open Sans Regular. The buttons feature slightly rounded corners, echoing the smooth curves of the KeenStack brandmark.

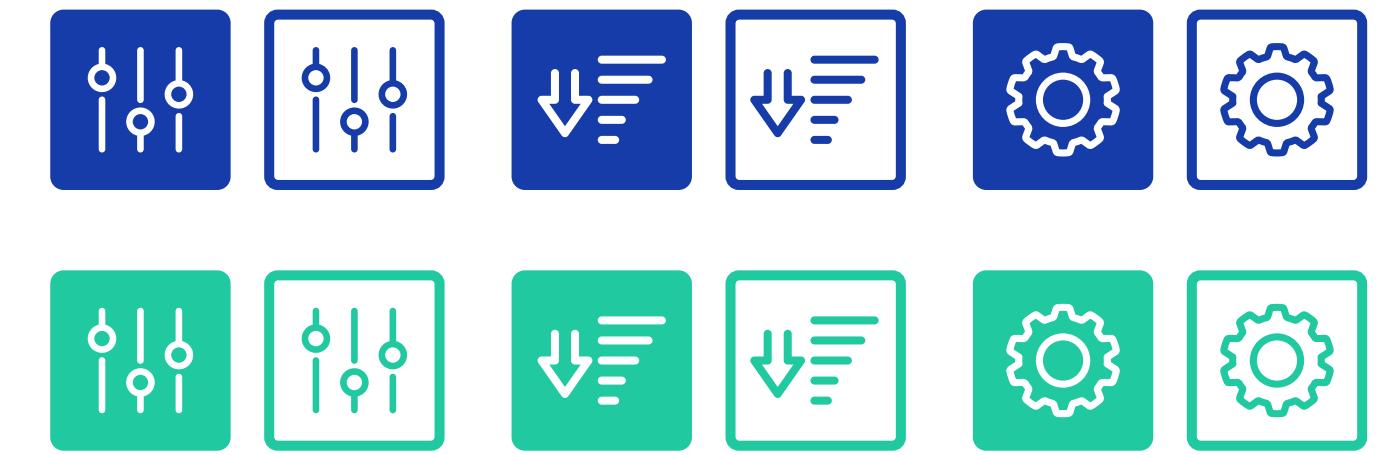


### Iconography

The KeenStack brand utilizes, both Conceptual and General icons. Conceptual Icons are for visualizing specific product and service-related ideas. They feature a two-color design as well as a top and bottom bracket that mimics the geometry of the brandmark. The General Icon have a one-color design and are used to convey more simplified concepts.



CONCEPTUAL ICONS



GENERAL ICONS

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# 5.0

## Imagery

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## 5.0 Image Styling

The image styling for KeenStack should exhibit cooler temperature tones such as blues and greens. Skin tones will still be warm, but the environment should appear to have cooler/softer light. Abstract, technology backgrounds, should also try to embrace the primary brand colors. Human subjects within the photos should appear to be authentically candid in their environment.



