

Brand Guidelines

keenstack 

1.0

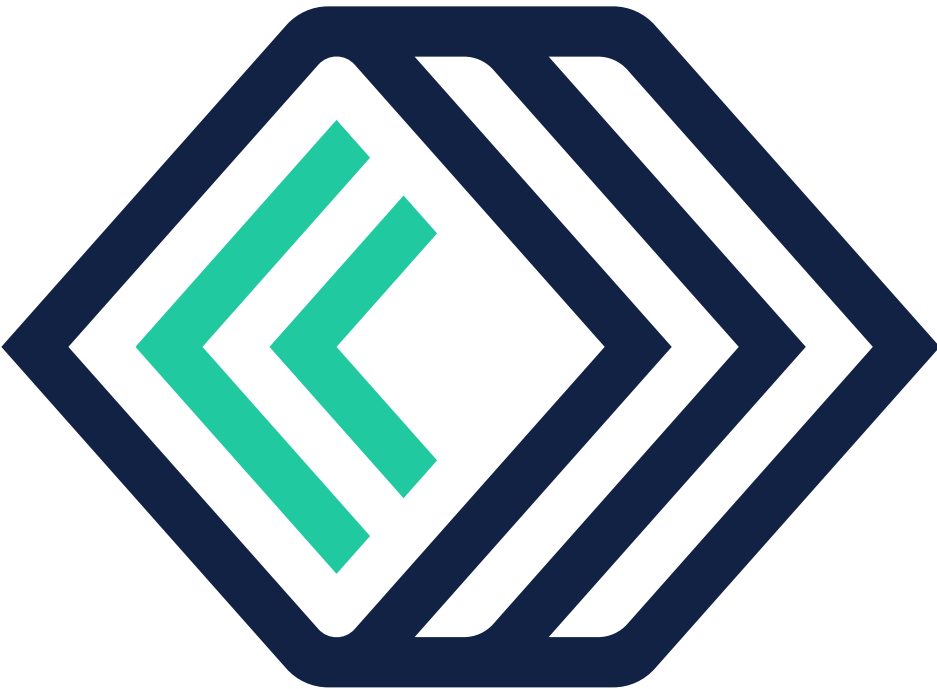
Logos

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

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.

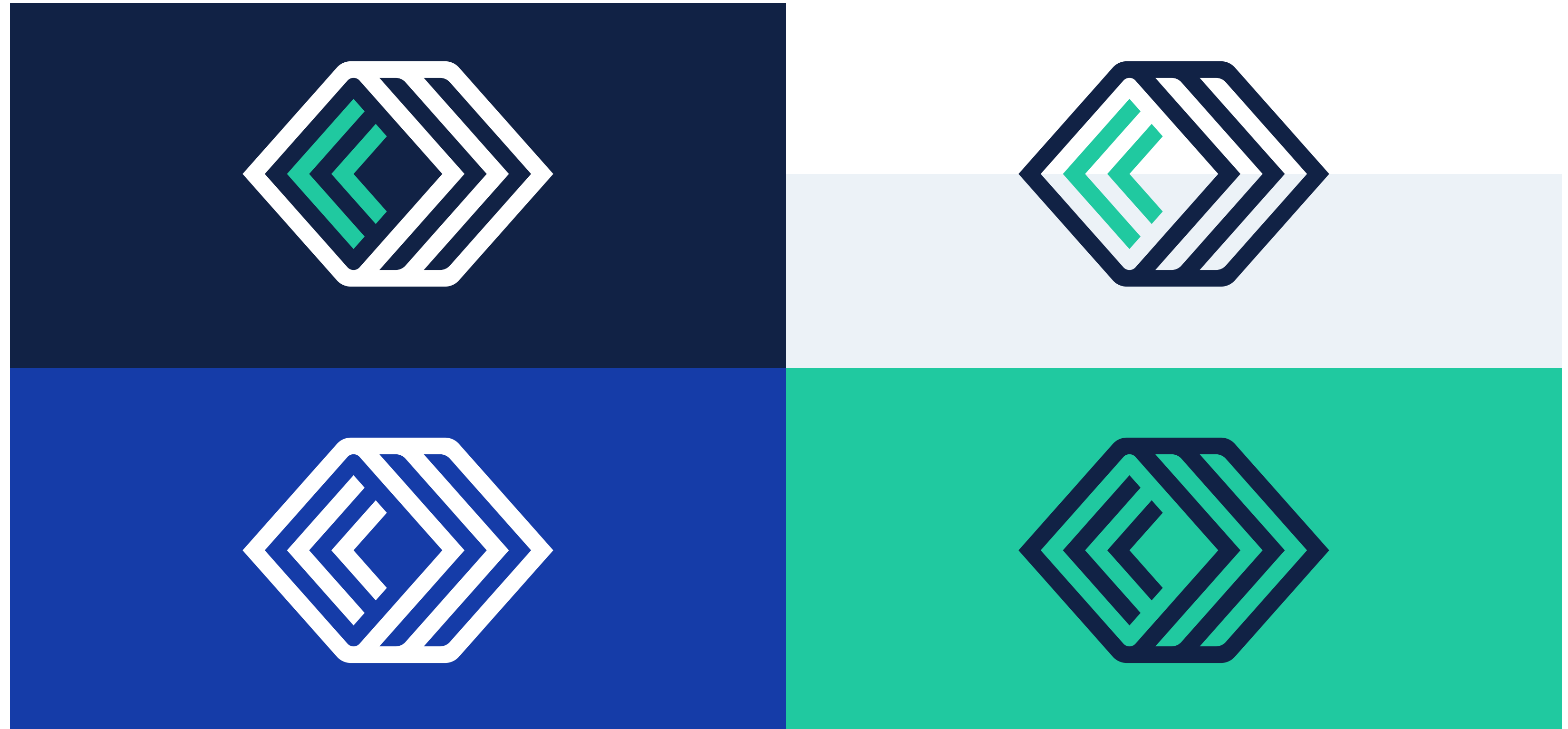


1.2 Brandmark

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.



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.

PHANTOM

HEX: 112245

RGB: 17 34 69

CMYK: 100 69 8 54

PMS: 295 C

CMYK Preview*

POLAR

HEX: ECF2F7

RGB: 236 242 247

CMYK: 8 3 1 0

PMS: 649 C

CMYK Preview*

KEEN GREEN

HEX: 20C9A0

RGB: 32 201 160

CMYK: 66 0 48 0

PMS: 3385 C

CMYK Preview*

Seconday Palettte

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

CODE BLUE

HEX: 153CA8

RGB: 21 60 168

CMYK: 100 80 0 0

PMS: BLUE 072 C

CMYK Preview*

SLATE

HEX: D9DEE2

RGB: 217 222 226

CMYK: 3 0 0 13

PMS: 420 C

CMYK Preview*

WHITE

HEX: FFFFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

BLACK

HEX: 000000

RGB: 0 0 0

CMYK: 60 40 0 100

PMS: Black C

*Bright colors will appear more dull when printed.

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

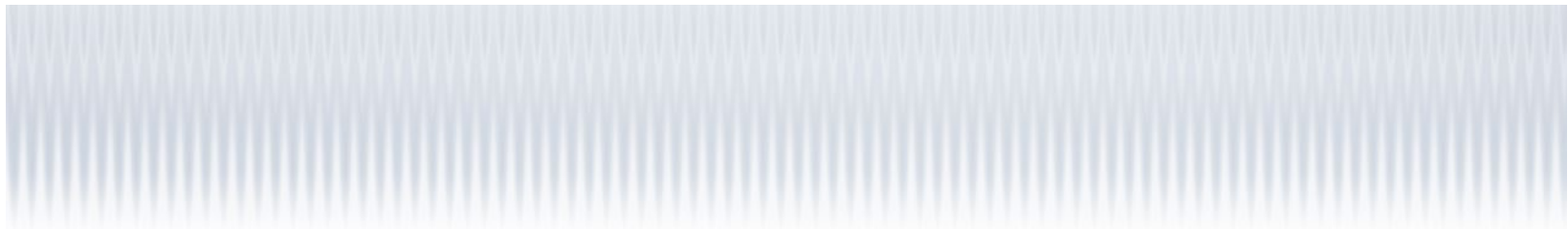
AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890!@#\$%&

4.0

Elements

4.0 Ripple Pattern

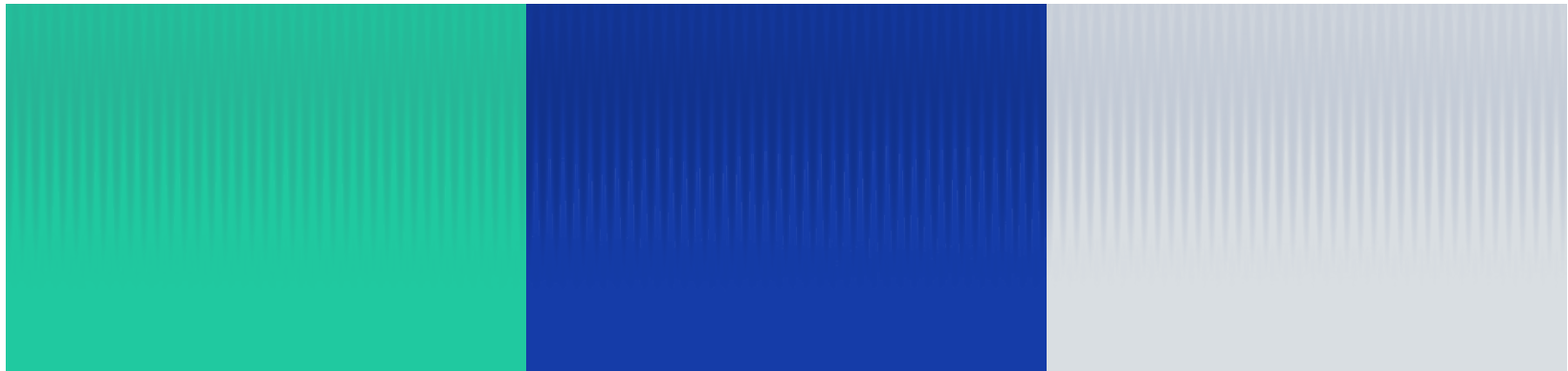
The Ripple Pattern is an integral part of the KeenStack visual identity, drawing inspiration from the repetitious sequence of the brandmark. Designed as a supporting element, the pattern's purpose is to complement and enhance other brand assets. Its low contrast nature ensures a subtle and sophisticated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



BORDER / PAGE BACKGROUND



SECTION DIVIDER



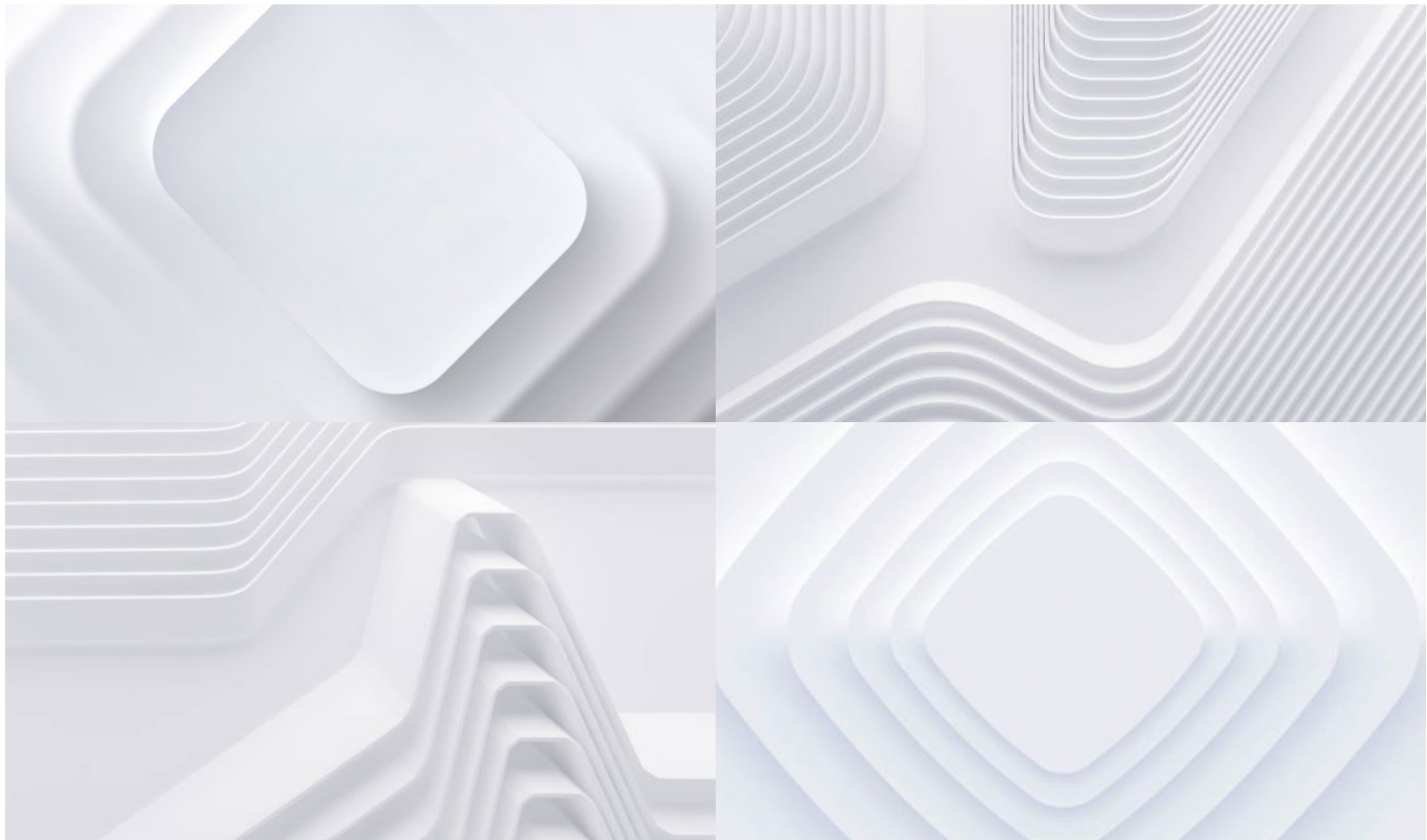
BACKGROUND TEXTURE OVERLAY



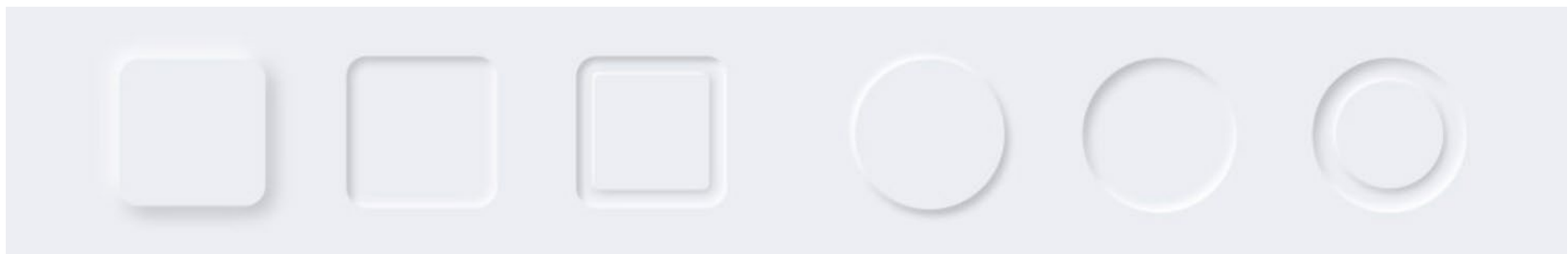
IMAGE COMPOSITION ELEMENT

4.1 Neumorphic Shapes

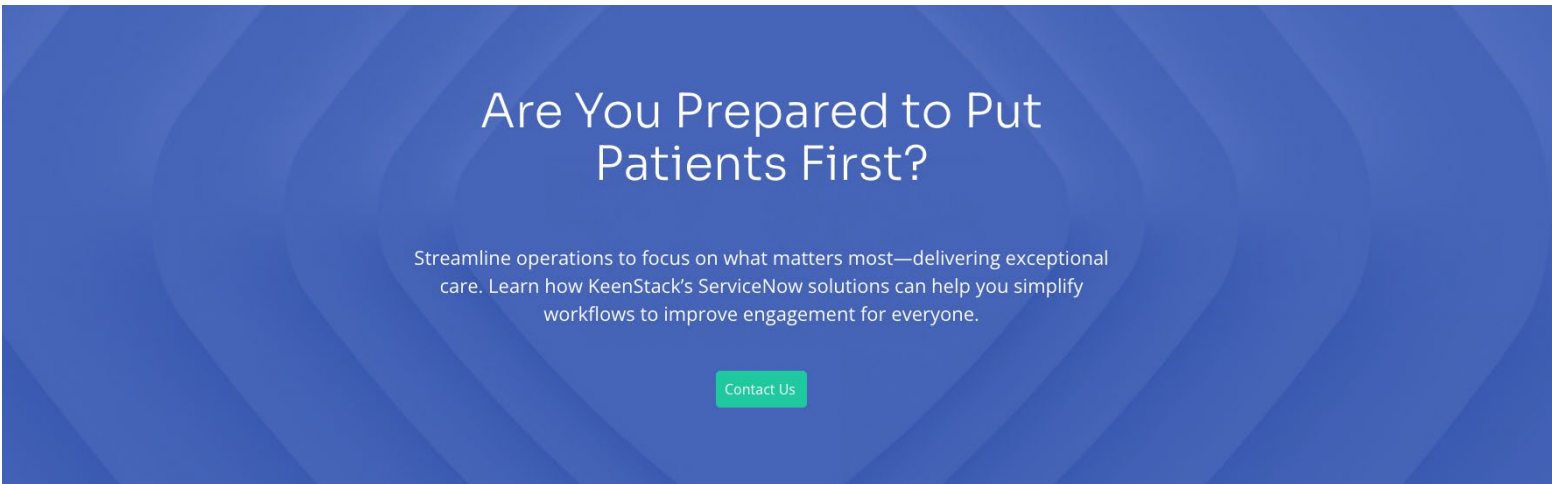
The neumorphic shapes create soft and subtle patterns that emulate the geometry of the logo and brandmark. These low contrast executions provide Intriguing backdrops for brand content and messages. They offer a hint of futuristic and innovative ambience. They are also usually infused with imagery to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



BACKGROUNDS



BASIC GEOMETRIC SHAPES



BACKGROUND WITH COLOR OVERLAY

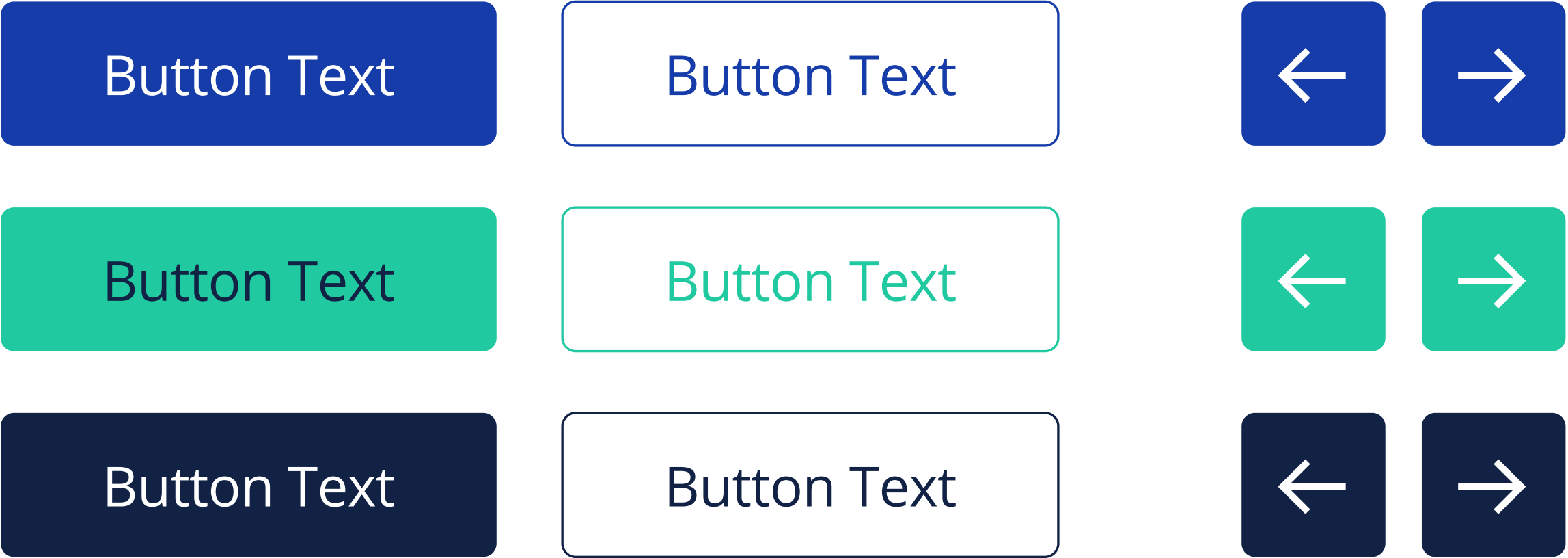


IMAGE FRAMES

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

5.0

Imagery

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.



