HEROKU BRAND GUIDELINES

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Introduction

Heroku provides services and tools to build, run and scale web applications. We enable flow—for developers and teams to focus on the design and craft of apps.

Brand is essential to the Heroku experience. The focus of our identity is clarity, balance, and craft. We created this document to ensure that our brand maintains a consistent look and feel no matter where it's experienced.

⬇ DOWNLOAD

http://heroku.com/brand

Usage

In general, please don't use the Heroku name, logos, or graphics ("brand materials") in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or affiliation.

LATEST GUIDELINES

Please refer to the latest version of this guide, which you can download at: **http://heroku.com/brand**

PROMOTIONAL MATERIALS

Please contact **brand@heroku.com** before using the Heroku logo on websites, products, packaging, manuals, or for other commercial or product use.

NAMES AND LOGOS

Please don't use "Heroku" as a part of your name. Don't incorporate the Heroku logo into yours. Don't use a domain name containing "heroku" or any confusingly similar words.

LINKING TO HEROKU

You may use the Heroku logo or name to link to our site, as long as your usage meets the guidelines within this document. For text links, please capitalize "Heroku", and when referring to our URL, use "heroku.com".

EDUCATION AND INSTRUCTIONAL

You can use Heroku brand materials for educational and instructional purposes, but please remember that they shouldn't be confusing, misleading, or suggest our sponsorship.

Also, please include this statement (or something similar) in your printed materials: "(Title) is not affiliated with or otherwise sponsored by Heroku or Salesforce."

MERCHANDISE AND SWAG

While we do produce t-shirts and other items with the Heroku logo and artwork, we don't generally allow third parties to make, sell, or give away anything with our name or logo on it.

QUESTIONS?

Email **brand@heroku.com** and we'll do our best to reply soon. It helps if you send a mockup of your intended use so we can be specific in our response.

Logo

⬇ DOWNLOAD

http://j.mp/heroku-logo

Style Options

The Heroku logo is often the first visual experience with the Heroku brand. These options are designed to feel cohesive; yet distinctive within any placement.

LOGO

Use our logo when the context of Heroku is clear and established. Works well in any layout.

Our **Stroke Logo** is our main logo, used often, and on simple backgrounds

Our **Solid Logo** is used occasionally for prominence, and on busy backgrounds

LOGOTYPE

Use a logotype to establish the context of Heroku, or to represent Heroku alongside third-party logos.
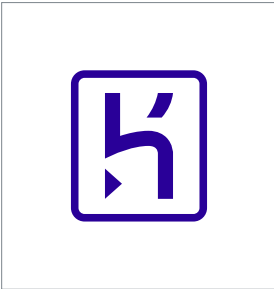

Use our **Vertical Logotype** in our preferred centered layouts, and when width is limited.

Use our **Horizontal Logotype** sparingly, in left aligned layouts, or when height is limited.

Color Options

The Heroku logo and logotype are provided in a few colors so that placement feels integrated and cohesive.

PURPLE

Purple is our main color. Please use where possible. Works best on white or light backgrounds.

WHITE

Use White for dark backgrounds. In general, we do not use white as a translucent overlay.

GRADIENT

Use on dark backgrounds to reinforce brand and depth. Seen in presentations and event signage.

BLACK

Use as a translucent overlay for light; solid backgrounds. Best when other logos have similar treatment.

The triangular shape within our logo symbolizes the straightforward and clear experience of the familiar play button. As a company, we continue to question how we can transform process into an enjoyable experience.

Spacing

Leave 50% of the width of the Heroku logo at each side. No additional text, unicorns, or other elements may appear within this space.
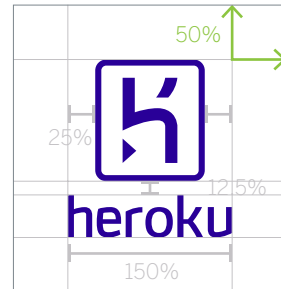
50%

25%
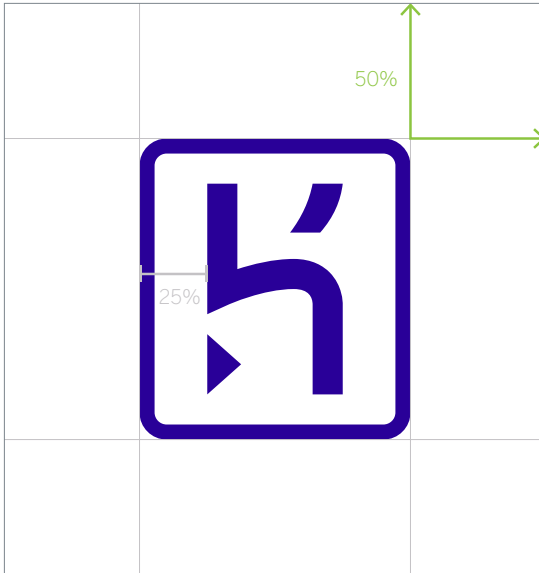
LOGO

The stroke surrounding our logo is 50% of the weight of the logo. This makes scaling our logo reliable and crisp at many sizes - simply scale in multiples of 2.

50%

25%

300%

Logotype Horizontal

50%

25%

12.5%

150%

Logotype Vertical

Built on Heroku

So, you just shipped a rad app on your favorite platform, and want to show some love? Great! These simple and unobtrusive badges let the world know that your app is Built on Heroku.
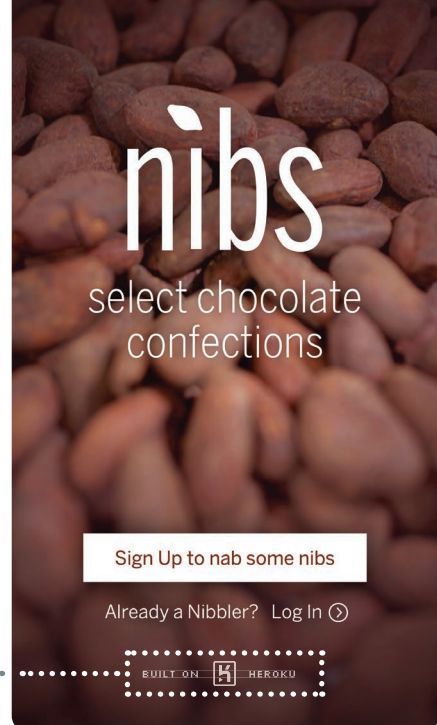
DARK ON LIGHT OR LIGHT ON DARK

Go ahead and adjust the opacity within legible limits, resize no smaller than our pixel version, and maintain a style that supports your brand and ours.

BUILT ON **K** HEROKU

BUILT ON **K** HEROKU

BUILT ON

HEROKU

Pixel based PNG graphics look great in compact placements and at their original, unscaled size.

Vector SVG graphics are best for larger placements. In your app, or in print, feel free to resize.

nibs

select chocolate confections

Sign Up to nab some nibs

Already a Nibbler? Log In ⊙

BUILT ON **K** HEROKU

USAGE

Please download, adjust, and link to:
http://heroku.com

⬇ DOWNLOAD

http://j.mp/builtonheroku

Misuse

Please use the logos as provided.
Heroku encourages creative application
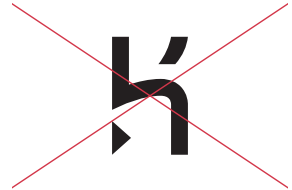development; not creative use of lens flare.

Do not distort.

Do not add text.

Do not outline.

Do not omit bounds.

Do not rotate.

Do not colorize.

Do not do all the things.

Do not always use purple.

These examples represent just a few ways that
modification to our logo might misrepresent Heroku.
Placing any graphic or logo can prove challenging in
some layouts or designs. If you encounter such an
instance, please contact **brand@heroku.com**.

Color

"Color! What a profound and mysterious language, the language of dreams."

— Paul Gaugin

⬇ **DOWNLOAD**

http://j.mp/heroku-color

Purple

Purple is the main color of the Heroku brand.
In its many shades and hues, we appreciate
Purple's depth, distinction and balance
of warm and cool.

PANTONE ™
275 C

PANTONE ™
Violet C

PANTONE ™
272 C

INDIGO

#211746

Backgrounds
Illustrations
Gradients

VIOLET

#430098

Headings
Staff T-shirt
Illustration

LAVENDER

#7673C0

Highlights
Logo on Dark
Illustration

THE COLOR OF HEROKAI

Herokai, the Heroku staff, are easily recognized at
events in our exclusive purple staff shirts.

Varying shades and hues brings harmony to a design,
helping it feel natural, organic, and human rather
than calculated and mechanical.

deep dark indigo
radiant violet glow
lavender whisper

Gray

Gray offsets our distinctive purple with an understated calm. In text, on screen, in graphics, and beyond, gray is easy going and adaptable.

ASPHALT

#333D47

Body Text
Swag T-shirt

MINERAL

#7C858C

Subheader
Illustration

Salesforce Gray

STORM

#C3C5C8

Backgrounds
Illustrations

When using the Heroku color palette in your designs, it's okay to adjust the shade or brightness of a color so that it is cohesive with your work. Better a design be cohesive than correct and out of place.

DISTINCTIVE AND VERSATILE

An objective of Heroku is to craft a service that developers and teams want to use, feel good using, and look good using. As a color, Gray supports this objective, looks good nearly everywhere, on most everyone, and remains distinctive amongst a crowd of black and multicolor shirts.

asphalt wet with rain
mineral shimmers and shines
storm clouds overhead

Accent

Beyond our shades of purple and gray, we use color sparingly to highlight calls to action, notify of success or warn of error.

PANTONE™
Purple C

PANTONE™
368 C

PANTONE™
299 C

PANTONE™
Rubine Red C
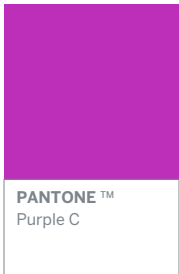
LOTUS

#C227B9

Highlights
Warnings

LEAFY

#77BC1F

Success
Payments

SKY

#00A1DF

Active state
Call to action

Salesforce Blue

RUBY

#D60057

Errors
Also, a language

bright lotus blossoms
leafy pads like stepping stones
vivid sky above

glimmering ruby
faceted and dynamic
joyful like the sun

Type

"Legibility and beauty stand close together and type design, in its restraint, should be only felt but not perceived by the reader."

— Adrian Frutiger

⬇ RESTRICTED DOWNLOAD

email brand@heroku.com for access

Benton Sans

Benton Sans is the main font of Heroku. We appreciate it's elegance, flexibility, and legibility. It is available in many weights, making it versatile for both print and screen.

A B C D E F G H I J K L M
a b c d e f g h i j k l m
N O P Q R S T U V W X Y Z
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . / #

Designed by Morris Fuller Benton in 1908, News Gothic became a 20th century standard. In 1995, Tobias Frere-Jones began a redesign that was expanded into Benton Sans by Cyrus Highsmith and the Font Bureau studio.

Large & Thin
Body & Light
Small & Book

WEIGHT

Use varying font weights to maintain a similar overall visual weight. This helps a design with typography feel light, clear, consistent, and as though it were engraved into a surface.

Heading
Byline

Body
SUBHEAD

HIERARCHY

Use color, tone and size to establish and reinforce hierarchy. Use weight sparingly, as in our subheader style.

Inconsolata

Inconsolata is fixed-width for display of code. With a similar two-storey "a" and "g", it pairs well with Benton Sans, looks sharp in small sizes, and is easy to read at the command-line.

A B C D E F G H I J K L M
a b c d e f g h i j k l m
N O P Q R S T U V W X Y Z
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 . @ #

Designed by Raph Levien, Inconsolata is a humanist sans inspired in part by Adrian Frutiger's Avenir, and Morris Fuller Benton's Franklin Gothic. Inconsolata is available freely with an Open Font License.

```
$ heroku create sushi

Creating sushi... done

http://sushi.herokuapp.o
```
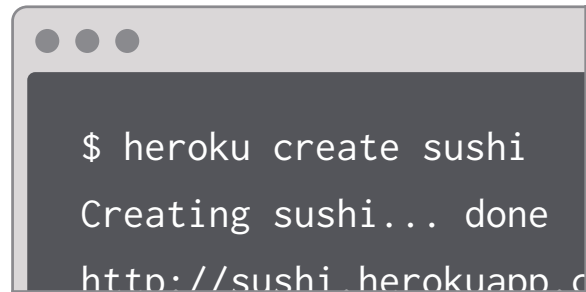
LIGHT ON DARK

Represents the typical and default developer environment, appropriate for screen, including presentations.

```
$ git push heroku master

----> Heroku receiving p

----> Rails app detected
```
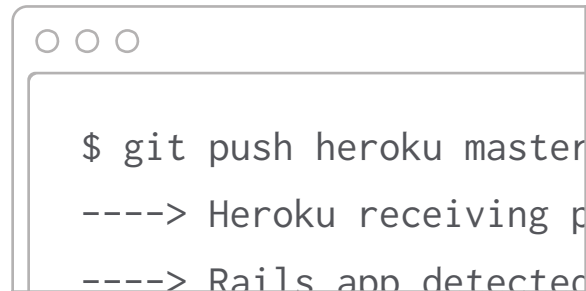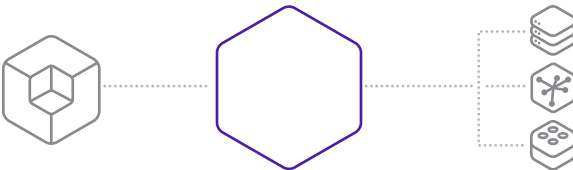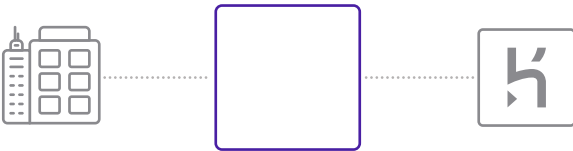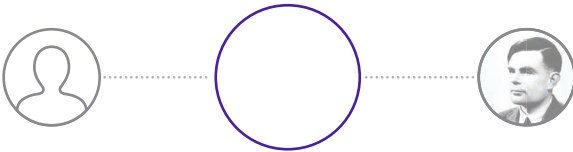
DARK ON LIGHT

Represents a brighter and lighter style, appropriate for screen and print.

Graphics

Shape

Recognizable forms and established patterns
are the beginnings of basic visual language.

CIRCLE

Use a circle when representing humans. With user avatars
being a mix of selfies, kittens and more, a circle remains
an established pattern across apps and services making it
easy to spot the human element within an interface.

SQUARE

Use a square to represent organizations and companies.
As companies are often recognized by their logo, a square
affords the flexibility necessary to showcase a brand
without necessitating a crop that may obfuscate it.

HEXAGON

Use a hexagon to represent an application, and as a
foundation for more detailed, isometric representations of
our platform iconography.

Glyphs

Simple iconography can support a message, phrase or action. When inline, line-above, or in varying weights, our glyphs are designed to complement our main typeface, BentonSans.