



The background image shows a sailboat's deck and rigging on a choppy sea under a cloudy sky. A white rectangular overlay contains the Softarex logo and the text "Softarex Brand Guidelines".

Softarex Brand Guidelines



Table of content

Clear space & size.....	3
Logo usage	4
Color	6
Typography	7
Personal business cards	10
Corporate identity	11

Clear space & size

Clear space

The minimum clear space that must surround the logo is equivalent to the height of "Gear".

Slogan

With the logo only the slogan "Coding your success" is used.

Size

In print, the logo should never appear smaller than 20 mm. In digital, it must appear at least 50 px wide.



Digital: 50 px
Print: 20 mm



Logo usage

Color variations

Use the full-color logo.

The white logo is ideal for use over images and colored backgrounds.

When placing over photography, ensure contrast by placing over dark area, and negative space.

Grayscale can be used in print.

Black, can be used in rare situations but should be generally avoided.



Full-color logo



White color logo on color photo



Grayscale logo



White color logo on black & white photo



Black color logo on white background



White color logo on black background



Monochrome color logo on white background



Monochrome color logo on dark background

Logo usage

Incorrect logo usage

When using the Softarex logo the following rules should be adhered to at all times.



Don't alter the color specifications within the logo



Don't place the logo over colors other than specified



Dont distort, stretch, or alter the logo in any way



Don't apply transparency effects to the logo



Don't add drop shadows, bevels or other effects to the logo



Don't stroke the logo

Color

Clear space

Use RGB and HEX formulas for digital.
CMYK colors are for print use.

Primery colors



C81 M71 Y42 K30
R58 G67 B92
HEX #3a435c



C17 M99 Y100 K7
R192 G35 B38
HEX #C02326

Secondary color



C80 M72 Y55 K64
R32 G36 B47
HEX #20242f



C82 M70 Y42 K30
R57 G68 B92
HEX #39445c



C81 M73 Y53 K59
R36 G40 B54
HEX #242936



C19 M15 Y16 K90
R204 G204 B204
HEX #cccccc



C81 M72 Y51 K52
R42 G47 B62
HEX #2a2f3e



C3 M2 Y2 K0
R245 G245 B245
HEX #f5f5f5

Typography

Montserrat font for web and print use



Use Montserrat font for head in print and web applications in English language.

Regular:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ‘ “ (!?) +-*/=

Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:; ‘ “ (!?) +-*/=

Typography

Noto Sans for web and print use

Use Noto Sans font for head in print and web applications in Russian language.



Regular:

абвгдежзийклмнопрстуфхцчшъыъэюя abcdefghijklmнопqrstuvwxyz
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЪЫЪЭЮЯ
ABCDEFГHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Italic:

абвгдежзийклмнопрстуфхцчшъыъэюя abcdefghijklmнопqrstuvwxyz
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЪЫЪЭЮЯ
ABCDEFГHIJKLMNOPQRSTUVWXYZ
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Bold Italic:

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ABCDEFГHIJKLMNOPQRSTUVWXYZ
1234567890.:; ' " (!?) +-*/=

Typography

Helvetica Neue font for web and print use



Use Helvetica Neue font for text in web applications on Mac OS.

Regular:

абвгдежзийклмнопрстуфхцчшщъыъэюя abcdefghijklmнопqrstuvwxyz
 АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЪЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Italic:

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Medium:

абвгдежзийклмнопрстуфхцчшщъыъэюя abcdefghijklmнопqrstuvwxyz
 АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЪЭЮЯ BCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.:; ‘ “ (!?) +-*/=

Medium Italic:

абвгдежзийклмнопрстуфхцчшщъыъэюя abcdefghijklmнопqrstuvwxyz
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Typography

Helvetica Neue font for web and print use



Use Helvetica Neue font for text in web applications on Mac OS.

Bold Italic:

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АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЪЭЮЯ
ABCDEFGHIJKLM NOPQRSTUVWXYZ
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Light:

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Light Italic:

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Thin:

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Thin Italic:

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Typography

Helvetica Neue font for web and print use



Use Helvetica Neue font for text in web applications on Mac OS.

UltraLight:

абвгдежзийклмнопрстуфхцышъыэюя abcdefghijklmнопqrstuwwwxyz
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦышъыэюя ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:;`"(!?) +-*=/

UltraLight Italic:

абвгдежзийклмнопрстуфхцшцъыъэюя abcdefghijklmнопрстуиүхүз
АБВГДЕЖЗИЙКЛМНОПРСТУФХЦШЦЪЫЪЭЮЯ ABCDEFGHIJKLMNOPQRSTUWХҮЗ
1234567890.:; ' " (!?) +-*=/

Typography

Roboto font for web and print use



Use Roboto font for text in print and web applications (Windows).

Regular:

абвгдежзийклмнопрстуфхцчшъыъэюя abcdefghijklmнопqrstuvwxyz
 АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЪЫЪЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.:; ' " (!?) +-*/=

Italic:

абвгдежзийклмнопрстуфхцчшъыъэюя abcdefghijklmнопqrstuvwxyz
 АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЪЫЪЭЮЯ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.:; ' " (!?) +-*/=

Medium:

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 АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЪЫЪЭЮЯ BCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890.:; ' " (!?) +-*/=

Medium Italic:

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Bold:

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Typography

Roboto font for web and print use



Use Roboto font for text in print and web applications (Windows).

Bold Italic:

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АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЪЭЮЯ АBCDEFGHIJKLMNOPQRSTUVWXYZ
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Black:

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Black Italic:

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Light:

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Light Italic:

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Typography

Roboto font for web and print use



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Thin:

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Personal business cards

Name

Font: Montserrat Bold
Size: 10 pt

Job title:

Font: Roboto Regular
Size: 7 pt

Contact information:

Font: Roboto Regular
Size: 7 pt

Business card size:

90 x 50 MM



Corporate identity

Contact information:

Font: Roboto Regular

Size: 10 pt

Leading: 14 pt

Text:

Font: Roboto Regular

Size: 12 pt

Leading: 16 pt

Size:

210 x 297 mm (A4 size paper)



Contact: John Doe,
Head of Marketing Department,
Softarex Technologies Inc.
Address: 901 N. Pitt Street, Suite 325 Alexandria, VA 22314, USA
Tel: +1 (703) 836 18 60
Email: marketing@softarex.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Etiam semper, magna a ornare imperdiet, enim turpis eleifend elit, nec consectetur ante elit at orci. Aenean nec tellus metus. Donec est metus, viverra eget laoreet ut, maximus at nulla. Nullam non augue nec metus ultrices ultrices. Sed eget libero viverra, varius velit a, elementum ligula. Vivamus id erat imperdiet, auctor risus vel, euismod urna. Aenean in fringilla arcu.

In bibendum id nunc eget ornare. Donec aliquam convallis enim, vel cursus sapien consequat non. Etiam sit amet odio convallis, egestas ante eu, consequat tortor. Maecenas tortor dui, tincidunt eu egestas ac, malesuada in sem. Nam erat sem, auctor ac iaculis eget, convallis ac justo. Mauris magna purus, auctor vel elit in, interdum tincidunt quam. Aliquam nec quam rhoncus, lacinia tortor nec, pellentesque justo. Curabitur sit amet nisi finibus mauris venenatis pulvinar in vitae massa.