



# Brand Guidelines

# Logo

## Primary Logo (Horizontal)

### ■ Overview

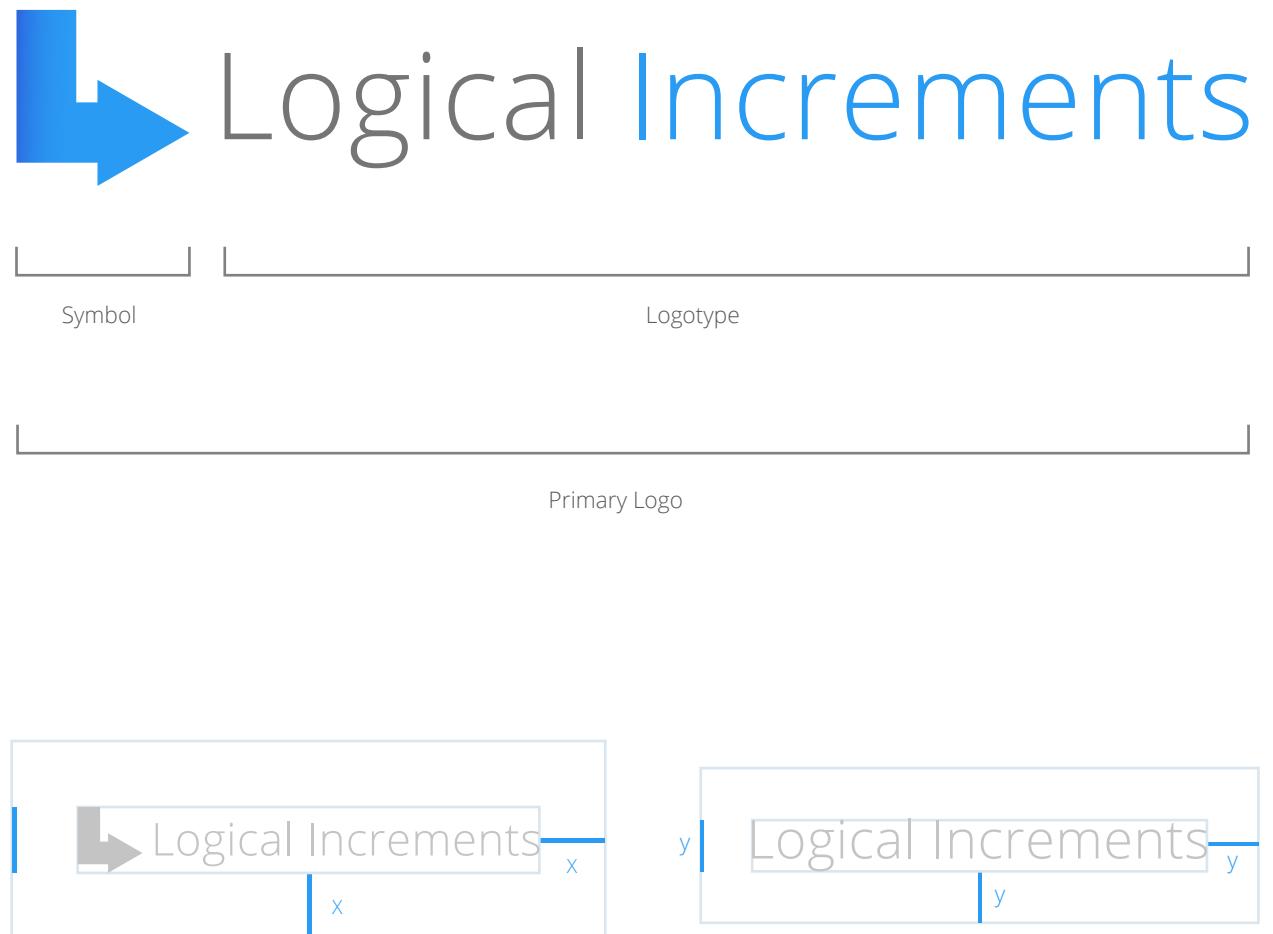
The brand logo consists of an arrow symbol and a logotype. They can be used together or on their own.

There are two versions of the logo: Horizontal (Primary Logo) and Vertical (Secondary Logo). Either versions can be used, as long as the optimum legibility is ensured.

### ■ Clear Space

The clear space around the logo on all sides should be equal to the height of the arrow symbol (x) for best legibility and impact.

When using logotype on its own, the clear space on all sides should be equal to the height of the logotype (y).



# Logo

## Primary Logo (Horizontal)

### ■ Full Color Logo

You can use the full color logo on white or dark backgrounds, as long as the legibility permits.

On a dark/black background, the word 'Logical' must be changed to white.



### ■ Monochrome Logo

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logo.



### ■ Minimum Size

The minimum size for digital applications is 160 pixels wide for the logo, 135 pixel wide for the logotype, and 23 pixel wide for the symbol.



#### Minimum size:

160 pixel wide (digital)  
56 mm wide (print)



#### Minimum size:

135 pixel wide (digital)  
48 mm wide (print)



#### Minimum size:

23 pixel wide (digital)  
8 mm wide (print)

# Logo

## Secondary Logo (Vertical)

### ■ Overview

The Secondary Logo is the vertical version of the logo, where the position of the symbol is on top of the logotype.

The Secondary Logo can be used whenever suitable to the design.

### ■ Clear Space

The clear space around the secondary logo on all sides should be equal to the height of the arrow symbol (z) for best legibility and impact.



# Iconography

## ■ Overview

Icons can be used as a visual representation of a product or topic. They are usually used in small sizes. The iconography style should be simple, minimal, flat, and easy to recognize. An icon can also consist of a few smaller icons to represent multiple products.

## ■ Size

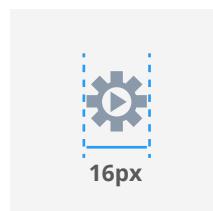
The height and width of an icon in a family should be roughly the same. Please refer to the minimum and the maximum size of an icon when designing it.

## ■ Colors and Shadows

Icons should be in one color and flat, with no shadows. You can use the color from "Color Tints" (see Color Palette on next page) for the icon's color. When creating a new icon, please keep these styles in mind for consistency.

## ■ Perspective and Angle

All icons should have a front-facing perspective, with no angles. Icons should not be distorted.



(not to scale)

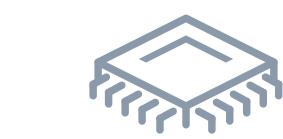


### Minimum Size

16 pixel wide (digital)

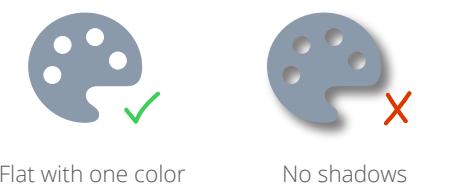


(not to scale)



### Maximum Size

100 pixel wide (digital)



Flat with one color



No shadows



Icon can be in different color tints depending on the designs.



Front-facing perspective



No angle or any distortion

# Color Palette

## ■ Primary brand colors

These three primary colors should be the foundation of Logical Increments branded design.

## ■ Color Tints

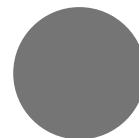
Color tints can be used together with the primary colors to give additional depth to designs, especially in UI design.

### Blue



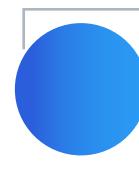
#2A9BF3  
R42 G155 B243  
C70 M30 Y0 K0

### Grey



#757575  
R117 G117 B117  
C55 M47 Y47 K12

### Blue Gradient (Arrow Symbol)



#### LEFT

#2B5DDB  
R43 G93 B219  
C82 M67 Y0 K0

#### RIGHT

#2A9BF3  
R42 G155 B243  
C68 M30 Y0 K0

### Blue Tints

#2A9BF3 R42 G155 B243
#2A9BF3 R42 G155 B243
#175B9E R23 G91 B158
#2C3E51 R44 G62 B81
#1D2330 R29 G35 B48
#161A25 R22 G26 B37

### Grey Tints

#E6E9EC R230 G233 B136
#ACB7C3 R172 G183 B195
#8B9AAB R139 G154 B171
#6F7F88 R111 G127 B136

# Typography

## ■ Primary typeface

The Logical Increments primary typeface is Open Sans.

### Open Sans Light

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  
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  
1 2 3 4 5 6 7 8 9 0 @ ! \* % \$ : ) ? "

### Open Sans Semibold

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  
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  
1 2 3 4 5 6 7 8 9 0 @ ! \* % \$ : ) ? "

## ■ Secondary typography

The Logical Increments secondary typeface is Proxima Nova. It is used in the website.

### Proxima Nova Light

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  
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  
1 2 3 4 5 6 7 8 9 0 @ ! \* % \$ : ) ? "

### Proxima Nova Semibold

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  
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  
1 2 3 4 5 6 7 8 9 0 @ ! \* % \$ : ) ? "

# Style Guide

## Section 1: Tone and Voice

The overall tone of Logical Increments is authoritative, helpful, and friendly. Our primary job is to be as knowledgeable and helpful as possible, without alienating any visitors. We are just as welcoming to someone with zero PC hardware knowledge as we are someone with a Ph.D. in engineering. Every question deserves an appropriate level of attention and respect.

We also have a friendly, tongue-in-cheek sense of humor. When you're communicating as a Logical Increments representative, you should feel free to have fun and express yourself.

When communicating with visitors and asked for an opinion on hardware, try to give a clear, easy answer whenever possible. Having an alternative or two is good, as long as it is clearly an alternative.

For example, if someone asks, "What should I do for a Wi-Fi solution?" a good answer would be, "I recommend Wi-Fi card A. It's the fastest. If you want to save some money, USB Wi-Fi dongle B is still good, but it doesn't support the latest 802.11AC Wi-Fi standards for the highest speeds."

**The following are some general thoughts on how to communicate on our various channels, organized alphabetically by channel:**

- **Blog** — Authoritative, but somewhat informal. The author should feel free to use their personal voice freely.  
More formal than comments, but less formal than guides. The author should keep in mind the general guidelines from sections 1 and 2 of this style guide.
- **Comments** — Very informal. Feel free to pretty much say whatever you want, as long as you feel like you're staying true to the Logical Increments principles (friendly, helpful, authoritative). As much as you can, try to be aware of guidelines in this guide, but these are internet comments. They're not going to be perfect. (This covers comments on all social media channels, as well.)
- **Email newsletter** — Very similar to blog posts, but don't waste people's time. Emails need to catch attention as quickly as possible, so get to the point.
- **Guides** — Authoritative and generally formal. Guides are meant to be fact-oriented and heavy on substance. Light amounts of humor are welcome if done well, but the primary purpose of a guide is not to be entertaining. Delivering accurate and helpful information comes first.
- **Homepage** — Similar to guides. Providing helpful information in a quick, easy-to-understand manner takes priority over being entertaining or humorous.
- **Social media (Facebook/Twitter/Google+/YouTube)** — Similar to blog posts. Give useful information, but feel free to be friendly and more informal if you like.
- **YouTube scripts** — Somewhere between blog posts and guides. Providing useful information is the primary purpose, but being tastefully entertaining is good.

# Style Guide

## Section 2: Punctuation

This section covers how to use various forms of punctuation.

- **Commas** — Used in a number of instances. We trust you to use commas how you see fit. However, do not commit a comma splice (joining two sentences together with a comma). Do use the Oxford comma (providing a comma before the final subject in a list), unless it feels wrong.
- **Dashes** — Used to add essential remarks to a sentence. For example, "You asked if you can play that game with a GTX 950. No, you need at least a GTX 960 — not a 950 — in order to play that game." Compare to parentheses, which are used for non-essential commentary. Don't worry too much about the essential/non-essential rule. Use what feels right.
- **Ellipses (...)** — Feel free to use in comments and use sparingly on the blog or social media. Try not to use in more official writing, such as guides.
- **Exclamation Marks** — These are OK, especially when answering questions in the comments, as they seem friendly. However, try to use them sparingly in more official channels, such as guides.
- **Parentheses** — Usually used to add non-essential commentary. For example, "You need at least a GTX 960 to play that game. (If you're looking for a brand, I personally like the red color of MSI's 960.)" Compare to dashes, which are used for essential commentary. Don't worry too much about the essential/non-essential rule. Use what feels right.
- **Periods** — Most sentences should end in periods. Exclamation marks are OK, but try to use them sparingly.
- **Quotation Marks** — Use when quoting someone. Also use when referring to a concept or subject that might be unfamiliar to the reader. Punctuation ends inside the end-quote. For example, "I love building computers."

# Style Guide

## Section 3: Spelling and Capitalization

This section covers spelling and capitalization for words, phrases, and abbreviations specific to our areas of interest. Lowercased topics should be capitalized at the beginning of sentences unless otherwise noted.

- **6600K/6700K** — The "K" refers to Intel CPUs that can be overclocked. Capitalize the "K."
- **AMD** — All capital letters.
- **Core i3/i5/i7** — "Core" is capitalized. The "i" is lowercase.
- **CPU** — All capital letters. "Processor" is OK.
- **CrossFire** — The technology used to connect multiple AMD graphics cards. Spelled with capital "C" and capital "F." Not "Crossfire." Abbreviating as "CF" is OK after first reference.
- **GB** — Abbreviation of gigabyte. Don't add an "s." For example, "I put all of my pictures of Falcon on my 512 GB SSD."
- **GHz** — Abbreviation of gigahertz. Capital "G" and "H." Lowercase "z." Put a space between numbers. For example, "4.7 GHz."
- **graphics card** — Usually say "graphics card" or "GPU." "Video card" is OK.
- **hard drive (HDD)** — Usually say "hard drive." "HDD" is OK.
- **NVIDIA** — All capital letters. Not "Nvidia" or "nVidia."
- **operating system (OS)** — Try to say "operating system" on first mention unless "OS" is obvious in context.
- **power supply (PSU)** — Usually say "power supply" on first mention. "PSU" is OK.
- **RAM** — All capital letters. Usually say "RAM" instead of "memory."
- **SLI** — The technology used to connect multiple NVIDIA graphics cards. All capital letters.
- **solid state drive (SSD)** — OK to abbreviate "SSD" on first mention.
- **TB** — Abbreviation of terabyte.
- **video card** — OK, but usually say "graphics card" instead.