



Brand Guidelines

Logo

Primary Logo (Horizontal)

■ Overview

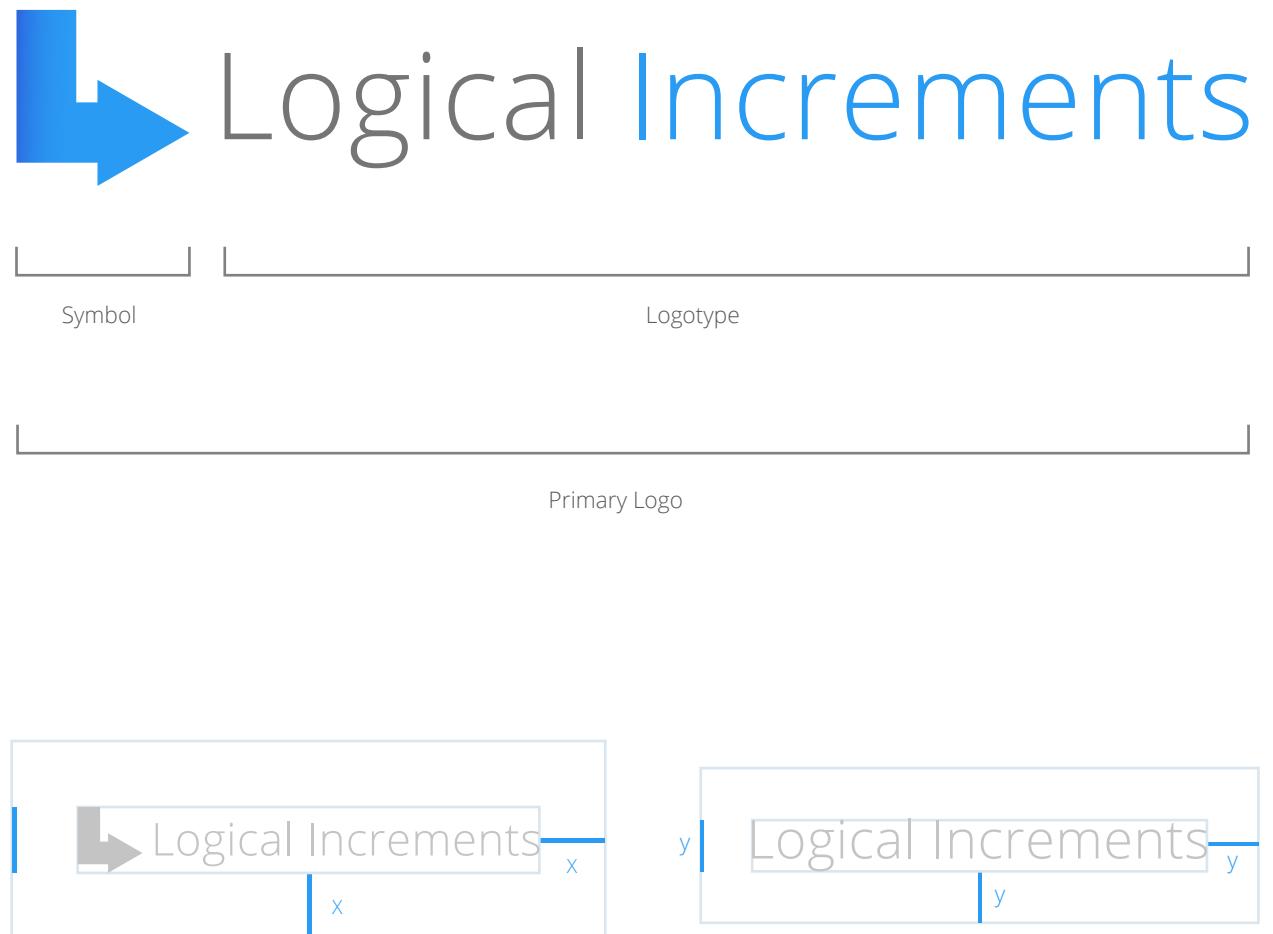
The brand logo consists of an arrow symbol and a logotype. Both can be used together or on its own, whenever suitable.

There are two versions of the logo; horizontal (Primary Logo) and the vertical (Secondary Logo). Both 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.

For logotype , 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 background as long as the legibility permits.

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



■ 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 pixel wide for the logo, 135 pixel wide for the logotype, and 35 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 on 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 a multiple product.

■ Size

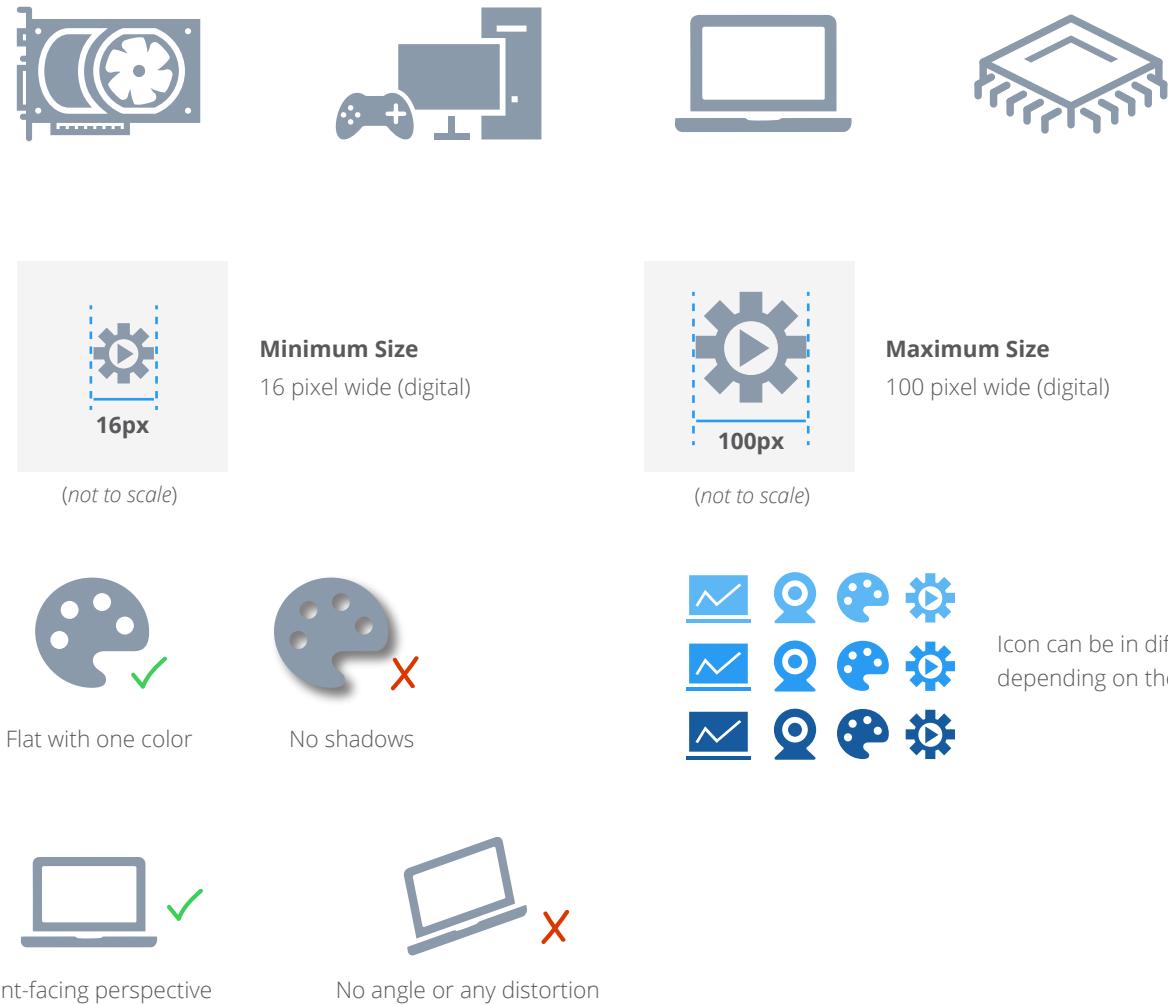
The height and width of an icon in a family should be roughly the same. Please refer to the minimum and the maximum size of an icon when designing it.

■ Colors and Shadows

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

■ Perspective and Angle

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



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

Color Palette

■ Primary brand colors

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

■ Color Tints

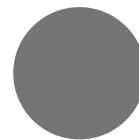
Color tints can be used together with the primary colors to give additional depth to designs, especially in UI design.

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

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

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, state the objective facts first, but feel free to add your personal opinion. Wherever possible, however, please supply an alternative perspective. For example, "If you're deciding between the GTX 970 and R9 390, the two cards are very comparable in power, and both will play any game at 1080p with maximum settings. I would get the GTX 970 because I prefer NVIDIA's driver support, but many people prefer AMD cards."

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 2: 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.