



01 color
systems

02 logo +
marks

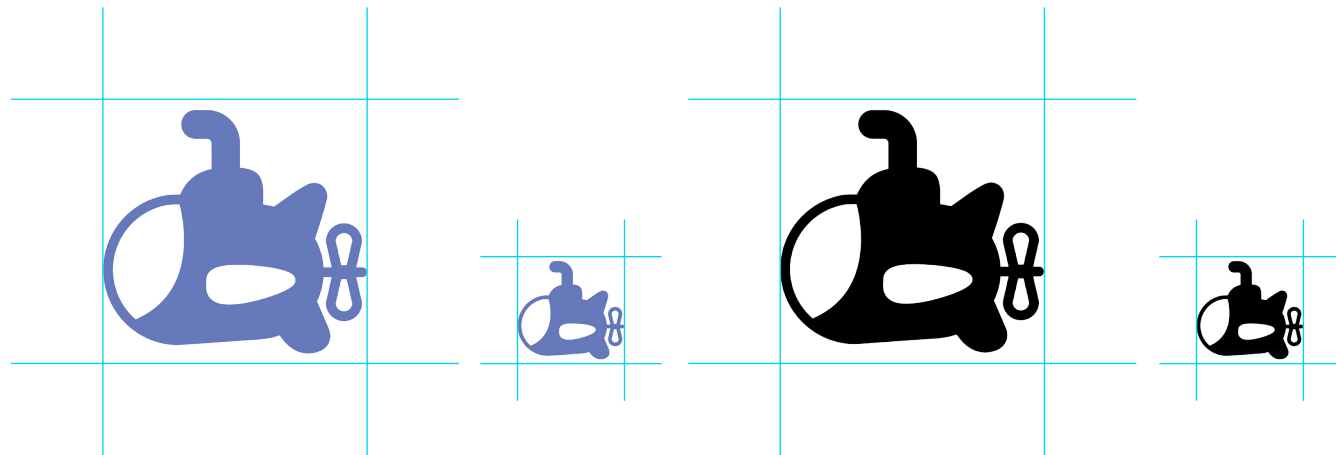
03 typography

04 iconography

05 www +
mobile

SECTION 02 LOGO AND MARKS

The Subtotal logo is representative of Subtotal, and should be used only to represent the website and its product. The logo is modeled after a submarine using the main colors, **#6678B9**. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#6678B9**, **#000000**, or **#FFFFFF**, unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS



Background: **#6678B9**
Content: Inverted



Background: **#EEEEEE**
Content: Original



Background: **#000000**
Content: Inverted

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. See **The Font** in 03 Typography for font styles.

