

Brand Style Guide



Craigslit

Community building at all levels

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Introduction

Craigslit, a platform that offers communities around the world access to make announcements of what they have to list to their community in many categories, such as; jobs, housing, personals, for sale, items wanted, services, community, gigs, résumés, and discussion forums.

We have created this style guide to help you with understanding the brand and using the brand assets proficiently. It includes the Craigslit logo, colors, types, and icons.

1.0

About



About

The logo is an integration of the letter “C” and “L”, which represents the brand name “Craigs” and “list” respectively. The two letters are plugged into each other closely to create a whole new Craigslis logo.

The “C” in that shape can also represent the world because people around the world are using Craigslis. The “L” shape can also represent waterfowls flock together squawking out loud, which is what people do on Craigslis to make announcements of what they have to list to their community.

The composition of logo together with its clean look, convey the meanings of simplicity, union, and bonding of the communities around the world.

The strategy of growth should be always move forward and up together.

The Yaldevi Colombo regular font was chosen because of its openness, friendliness, and modernness. It is a classic font for the long term as well.

The color Purple stays the same as the old Craigslis logo as the users recognized this color for Craigslis.

2.0 Logo Usage

Logo Usage

The symbol can be used either on its own, or together with the wordmark which is based on the **Yaldevi Colombo typeface**.

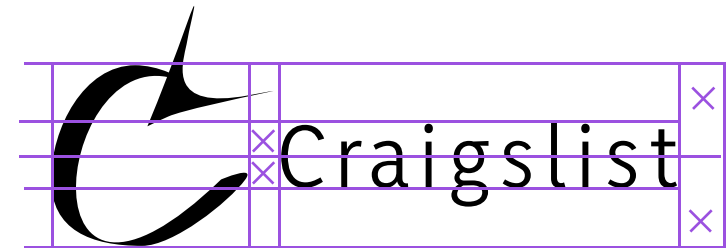
The symbol and wordmark can be aligned either **horizontally** or **vertically**.

When used vertically, the symbol should always be placed on top of the wordmark, with a spacing equal to the length of the connecting stroke of the “H” sign.

When used horizontally, wordmark should be placed vertically center to the symbol, while the spacing between the symbol and the wordmark should be kept as the same as the kerning of the wordmark.



Vertical Craigslis logo



Horizontal Craigslis logo

3.0 Logo Colors

Logo Color

The Craigslist logo has two color variations: **Purple** and **White Smoke**.

The logo can be widely used on backgrounds of different colors or images. However, the Purple logo should only be used on white background. When contrast is limited, the logo should be reversed to white.



Purple on white



White Smoke on Purple



Purple on a light image



White Smoke on a dark image

✗ Incorrect usage of logo



Oxford blue on white

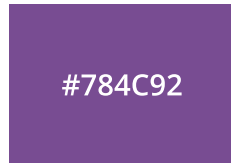


Oxford blue on white

3.1 Colors

Brand Color Palette

These represent the primary colors of Craigslist and are used as the color of the brand logo.



Purple



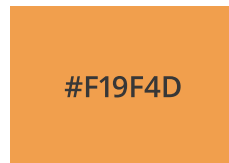
White Smoke

Accent Color Palette

Craigslist's accent color palette consists of four bright colors which offer high visibility. These colors are used sparingly for highlighted elements.



Accent Dusty
Purple



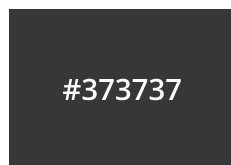
Accent Orange



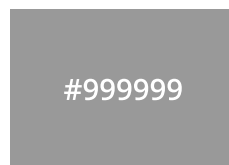
Accent Yellow

Grey Color Palette

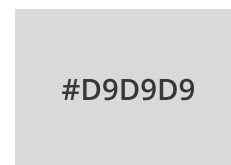
The grey color palette is mainly created for headings, texts and background. Different shades of grey can be used to distinguish hierarchy.



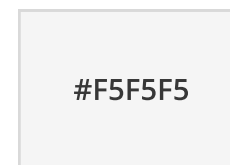
Dark Grey



Medium Grey



Light Grey



White Smoke

3.0 Typography

Brand typeface

Yaldevi Colombo is the brand typeface of Craigslist and it is primarily used for headlines and displays copy. It is available in multiple weights and size.

Yaldevi Colombo

Aa

Bold

Yaldevi Colombo

Aa

SemiBold

Yaldevi Colombo

Aa

Medium

Yaldevi Colombo

Aa

Regular

Heading 1

Font size: 48px

Heading 1

Heading 2

Font size: 36px

Heading 2

Heading 3

Font size: 24px

Heading 3

Heading 4

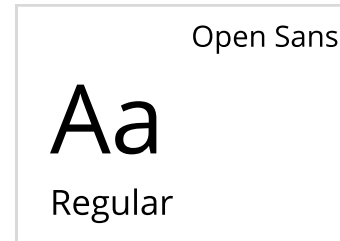
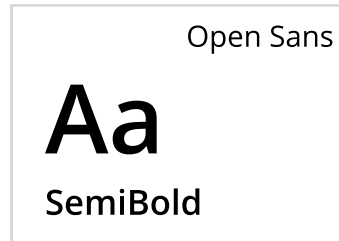
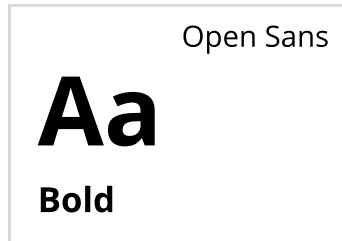
Font size: 20px

Heading 4

4.0 Typography

Complementary typeface

Open Sans acts as the secondary typeface of Craigslist, and it is mainly used for subtitle and body text.



Subtitle

Font size: 18px

Lorem ipsum dolor sit amet.

Body text

Font size: 14-16px

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Pellentesque in urna urna. Phasellus pellentesque augue a nulla
imperdiet, sit amet viverra risus fermentum. Quisque tortor urna,
tincidunt ac accumsan id, porttitor sed nibh.

Type Pairing

Type (Heading):

Yaldevi Colombo

Bold

Heading

Type (Body text):

Open Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Pellentesque in urna urna. Phasellus pellentesque augue a nulla
imperdiet, sit amet viverra risus fermentum. Quisque tortor urna,
tincidunt ac accumsan id, porttitor sed nibh.

5.0

Tone of Voice

