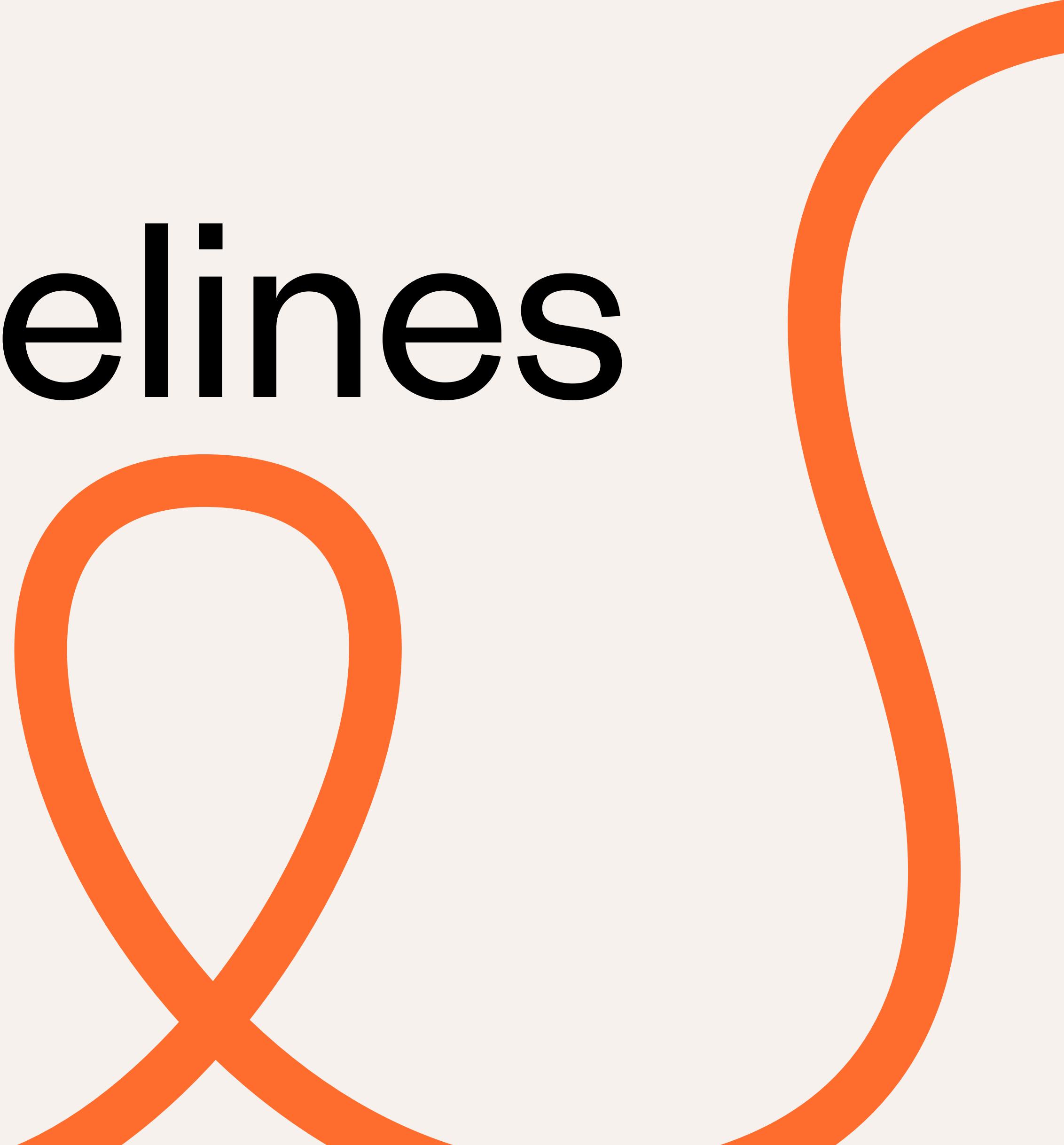


Softwired Brand Guidelines

v1.0 [External]
Last Update 6/04/24

Softwired.



Brand On A Page

Softwired.



Softwired.
Change
Management
Playbook

Softwired.
Agile Team
Playbook

Softwired
Digital Project
& Product
Management
Playbook

Softwired.

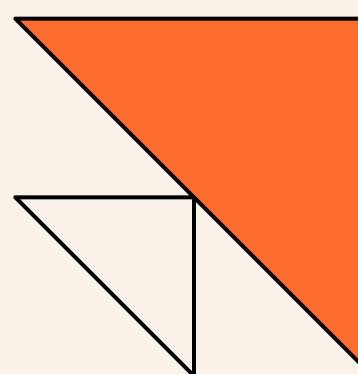
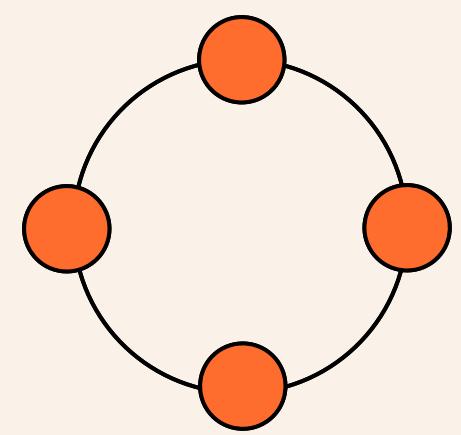
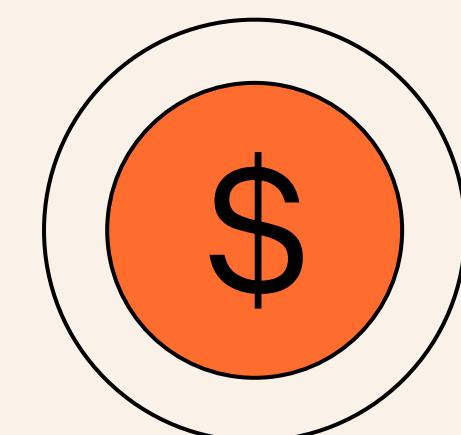
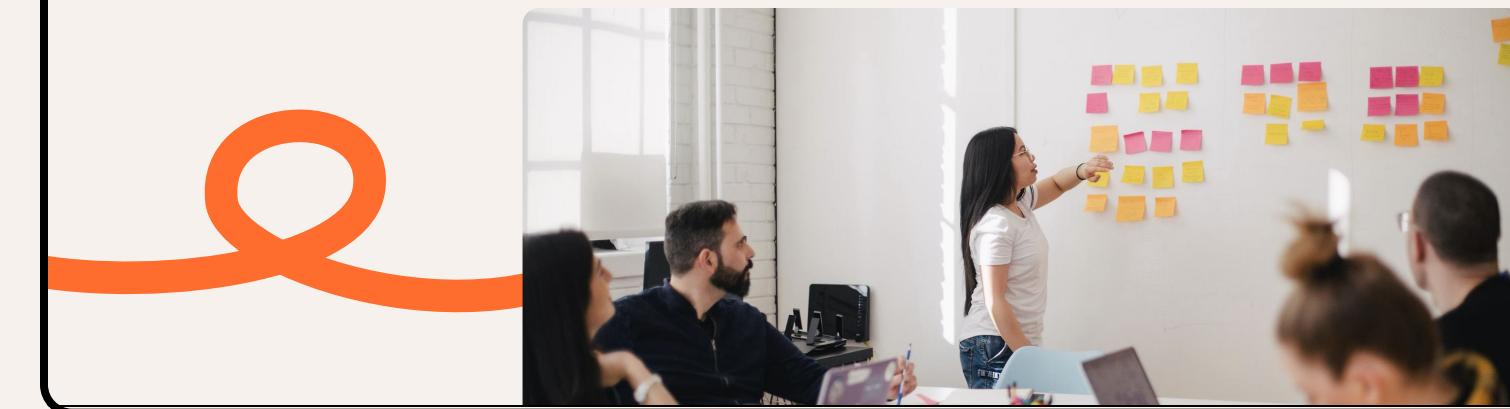
About Us Services & Products Approach

Contact Us

Bring your digital projects to life.

From day one, we focus on getting your features live, working with your business and technical teams to ensure your investment starts paying off ASAP.

Contact Us



Brand Values

Brand Values

Your brand is a representation of who you are and where you stand in the market. These brand values are the principles and beliefs that guide how you present Softwired to the public. They are emotion-based as it gives your audience clues on how they should feel when they interact with your brand.

Demonstrated through the designs, marketing materials, product offerings, and brand initiatives.

Trustworthy

Approachable

Purposeful

Honest

Simple

We show that we are reliable and accountable in everything that we do.

We always speak the language of our clients and don't take ourselves too seriously.

We are intentional with our decisions and always ensure that they have meaning.

We cut through the fluff and make things work.

We are always easy to understand.

Reliable

Personable

Adaptable

No-nonsense

Easy-to-use

Accountable

Playful

Practical

Sharp

Logo

Logomark

Softwired is a trustworthy partner that you can rely on to deliver results. You are intentional with the decisions you make, taking a no-nonsense approach whilst still being adaptable and approachable.

The logo communicates these characteristics through the clean, simple geometric forms in the wordmark and the playful curves in the 'w'.

A bold and geometric sans-serif font, Open Sauce One, is used to match the shape and weight of the 'w' icon and provide a visual balance in the wordmark.

Softwired.

The 'w' communicates the adaptable nature of Softwired. It also serves an abstract way of showing human touch as it represents a person celebrating wins with their hands in the air.

The dot from the letter 'i' is placed at the end to symbolise a sense of honesty and simplicity. It can be animated to different shapes to represent different ideas and meaning.

Logo Variations

The primary logo has a horizontal orientation and should be used in most instances when the scale allows for both the icon and wordmark to be legible.

The secondary logo is the icon with the ‘w’. It is the simplest form of the logo and should be used for small scale applications such as social media profile pictures and favicons.

Use the version of the icon with the orange background in most applications where it stands alone (e.g. a sticker, a sign, profile picture etc).

PRIMARY LOGO

Soft**w**ired.

SECONDARY LOGO



Fill Background



No Background

Clear Space

Make sure to leave enough clear space around the logo when it's placed near the edge of a printed or digital document. This helps to create visual consistency and clarity.

As a guide, the clear space around the logo should be equal to the height and width of the letter "S" from the wordmark.



Logo Background Colours

The full colour logo should sit on lighter coloured backgrounds, prioritising the cream and the white.

The inverse logo should be used on the dark background. If another colour is needed, the white logo should be used.

Logo

Softwired.

Background: Cream #F6F1ED
Logo Type: Full Colour

Softwired.

Background: White #FFFFFF
Logo Type: Full Colour

Softwired.

Background: Pastel Green #DCEBEB
Logo Type: Black

Softwired.

Background: Lilac #E7DBE8
Logo Type: Black

Softwired.

Background: Black #101010
Logo Type: Inverse

Softwired.

Background: Softwired Spark #FF6D2E
Logo Type: Black

Softwired.

Background: Dark Green #03261C
Logo Type: Inverse

Softwired.

Background: Burgundy #371722
Logo Type: Inverse

Things to avoid

To maintain consistency and integrity, we want to avoid certain graphic treatments to the Softwired logo. Avoid the logo applications on the right, and follow the guidelines on clear space and background colour pairings.



- ✖ Do not put the white logo on an orange background.



- ✖ Do not rotate or shift the logo.



- ✖ Do not stretch or alter the logo.



- ✖ Do not place the logo too close to the edge.



- ✖ Do not crowd it with decorative elements.

File Types

When it comes to logo files, there are certain file types that work best for different types of applications – either digital or print.

Here's a little more info on the types of files that will be in each.

01 / PNGs

PNGs have a transparent background and load quickly, which makes them great to use on your website or social media.

02 / JPGs

JPGs typically have a white background colour and contain less data than PNGs. They might be required for some platforms, but typically PNGs are better quality.

03 / EPS

EPS files are high-quality vector files with transparent backgrounds. If you need to edit the colours, or scale the size of a logo or illustration, use this or an AI file.

04 / AI

AI files are smaller, yet more detailed, than EPS files. If you want to manage your file sizes, AI may be your go-to file format.

05 / SVGs

SVGs are useful for displaying graphics on the web because they use the text-based XML programming language. Search engines can read XML in the SVG files, which can help with SEO. For Figma, this is the file format that you need to do basic vector editing.

Typography

Headings

Founders Grotesk is used for the headings as it's a contemporary and clean font that communicates a balance of professionalism and approachability with its clean lines and slightly quirky letters. The style of the ascenders and descenders on the lowercase letters like the 'f' and the 'g' compliment the curves in the letter 'w' in the Softwired logo.

Download Founders Grotesk [here](#).

Fallback Fonts:

A Google font alternative is Work Sans.

Note: This would need the letter spacing to be reduced to about -3% to have the same look and feel as Founders Grotesk.

For default system fonts, use Verdana.

Founders Grotesk
AaBbCcQRSTUV
1986®?!

Body

Open Sauce One is used because of it's cleanliness and geometric/rounded forms which communicates a sense of simplicity and accessibility. Using the Regular weight in the body copy creates a necessary contrast between the content and allows the Founder Grotesk font in the headings and the bolder weight in the logo to stand out.

Body Text - Open Sauce One, Regular

Button Text - Open Sauce One, Bold

Logo Wordmark - Open Sauce One, Semi Bold

[Download Open Sauce here.](#)

Fallback Fonts:

For default system fonts, use Verdana.

Open Sauce Regular
AaBbCcQRSTUV
1986?!

Open Sauce SemiBold
AaBbCcQRSTUV
1986?!

Open Sauce Bold
AaBbCcQRSTUV
1986?!

Font Pairings.

This is an example of how the fonts look together for a header section on the website. They establish a clear hierarchy with the font sizes and styles.

The top section shows the default branded fonts you should use when you can have a custom fonts.

The bottom sections shows the fallback alternative for when you need to use default, free fonts. This would be used for email templates or documents where there's no ability to use custom fonts.

Default branded fonts

Fallback fonts

WHY SOFTWIRED

Softwired builds your ability to transform.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat.

GET IN TOUCH

GET DEMO

WHY SOFTWIRED

Softwired builds your ability to transform.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut commodo diam libero vitae erat.

GET IN TOUCH

GET DEMO

Colours

Brand Colours

Primary Colour

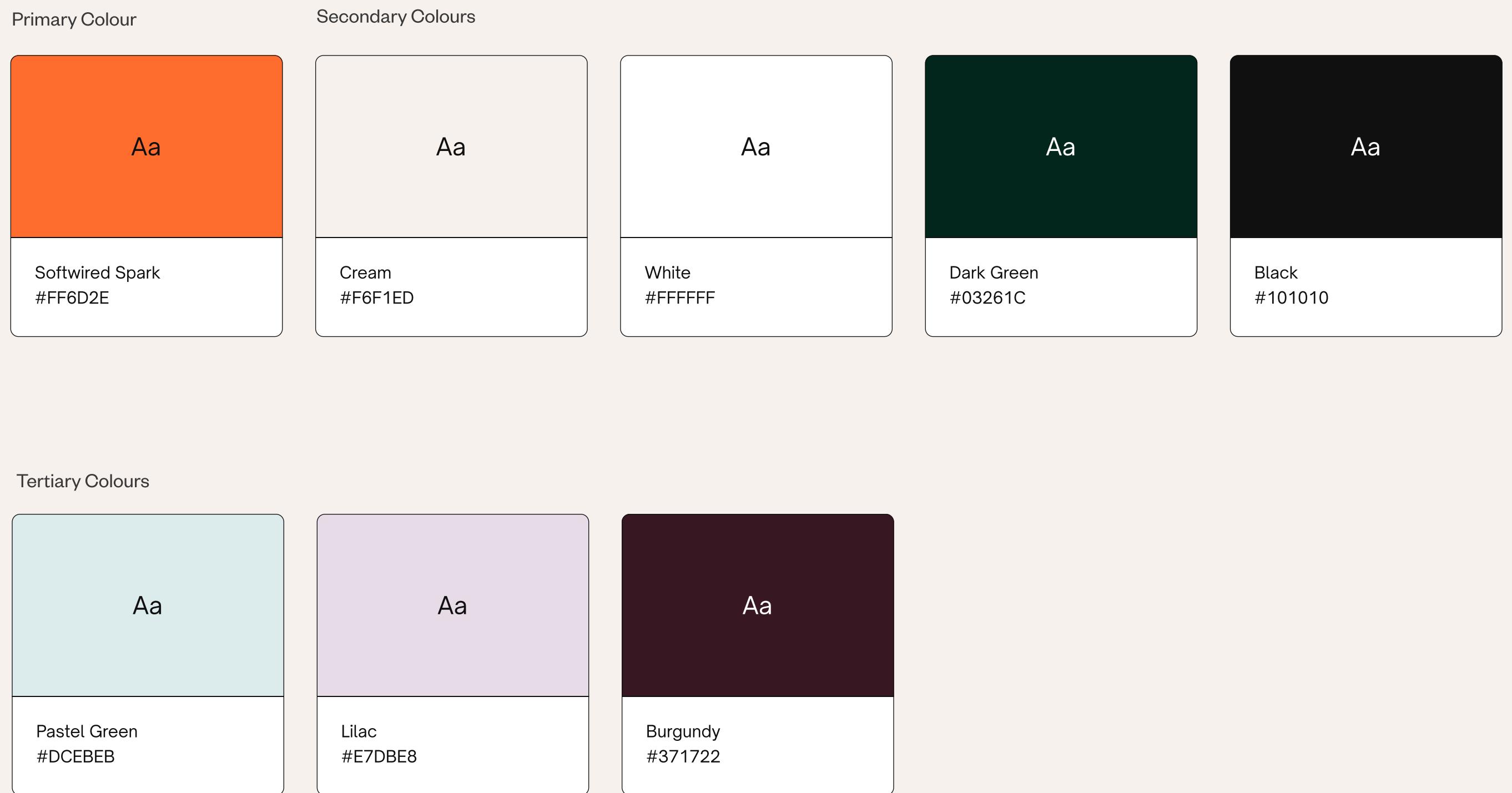
Softwired Spark is a bright, optimistic orange which communicates Softwired's playfulness and confidence.

Secondary Colours

This neutral palette allows the Softwired Spark shade to pop. When the Cream and the White are used as a background colour, it creates a friendly, warm and approachable look. The Dark Green creates a grounding and trustworthy appearance when used as a background colour. Black is used to create a clean, simple contrast between sections.

Tertiary Colours

These colours allow for flexibility in providing a variety of colour combinations as the product offerings expand. The Pastel Green and Lilac communicates a subtle playfulness whilst Burgundy communicates a sense of maturity and trustworthiness.



Colour Hierarchy

Primary Colour

The Softwired Spark shade should be used for primary buttons, CTA blocks, and for illustrative lines. It should

Secondary Colours

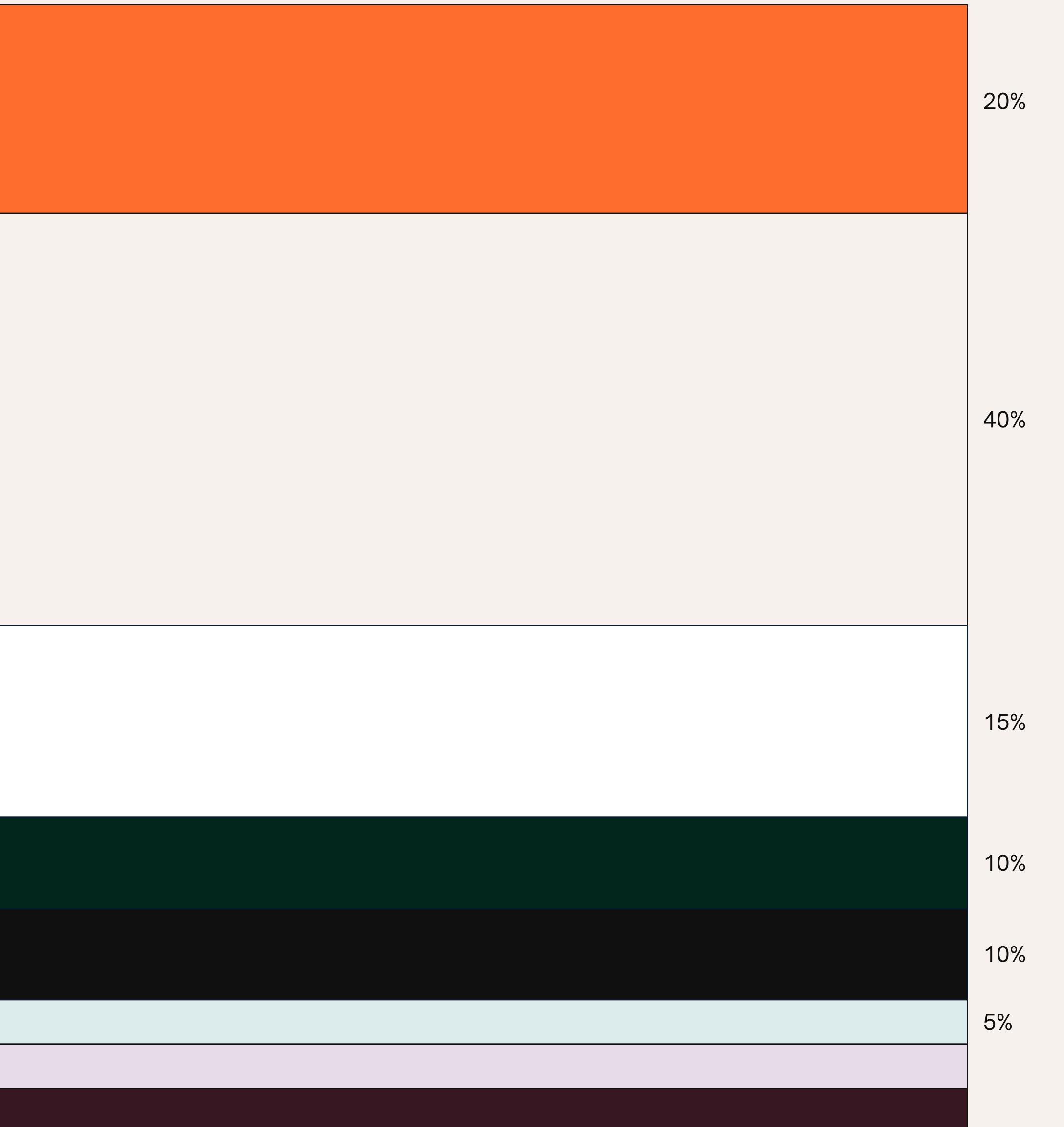
Cream is used as the dominant background colour and White is used when contrast is needed.

Dark Green is used as a secondary background colour for footers or as a final slide or CTA block on a page.

Black is used for divider lines, outlines for icons, and text colours.

Tertiary Colours

These should be used sparingly and only once the primary and secondary colours have been established in a composition. They can be used to create additional contrast between sections, text boxes or graphics e.g. process maps.



Accessibility

Contrast and legibility are measured with contrast ratios. Web content accessibility guidelines (WCAG 2.1) require a contrast ratio minimum AA.

For AA the required contrast for text is 4.5. Headlines and large text needs to be at least 3.

WebAIM is great online tool to test your colour-pairing accessibility quickly.

Use the colour combinations on the right to ensure the right contrast is used for the text.

AaBbCcQRSTUV

AaBbCcQRSTUV

✓ AA

✓ AAA

What to Avoid

The colour combinations on the right should be avoided as they don't have enough contrast.

Whilst the top row with the orange text on the darker backgrounds pass the required contrast for AA, it's better to use white text on these colours to ensure legibility.

AaBbCcQRSTU
AaBbCcQRSTU

AaBbCcQRSTU
AaBbCcQRSTU

✓ AA

✗ AAA

AaBbCcQRSTU
AaBbCcQRSTU

AaBbCcQRSTU
AaBbCcQRSTU

✓ AA

✗ AAA

AaBbCcQRSTU
AaBbCcQRSTU

AaBbCcQRSTU
AaBbCcQRSTU

✓ AA

✗ AAA

AaBbCcQRSTU
AaBbCcQRSTU

AaBbCcQRSTU
AaBbCcQRSTU

✗ AA

✗ AAA

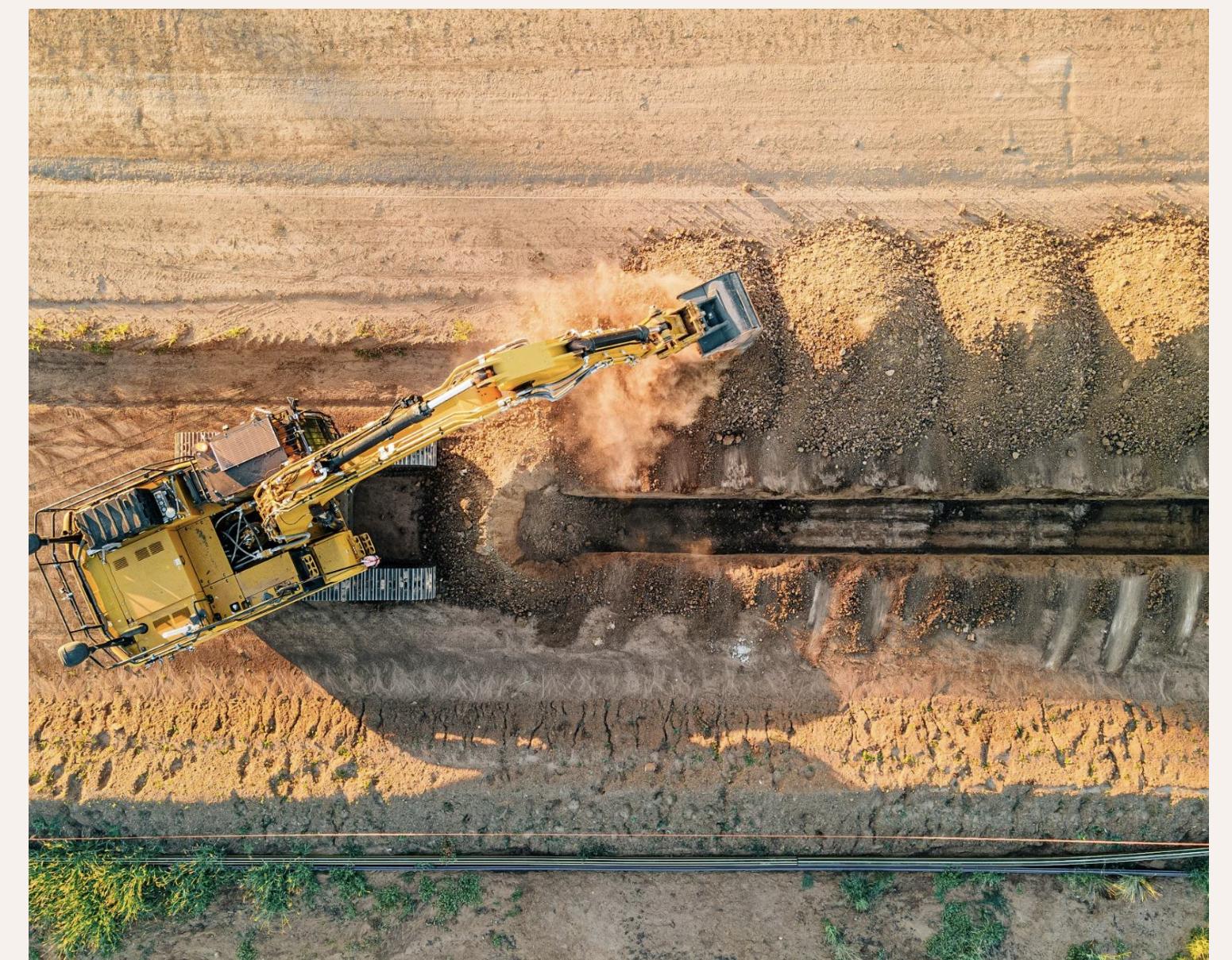
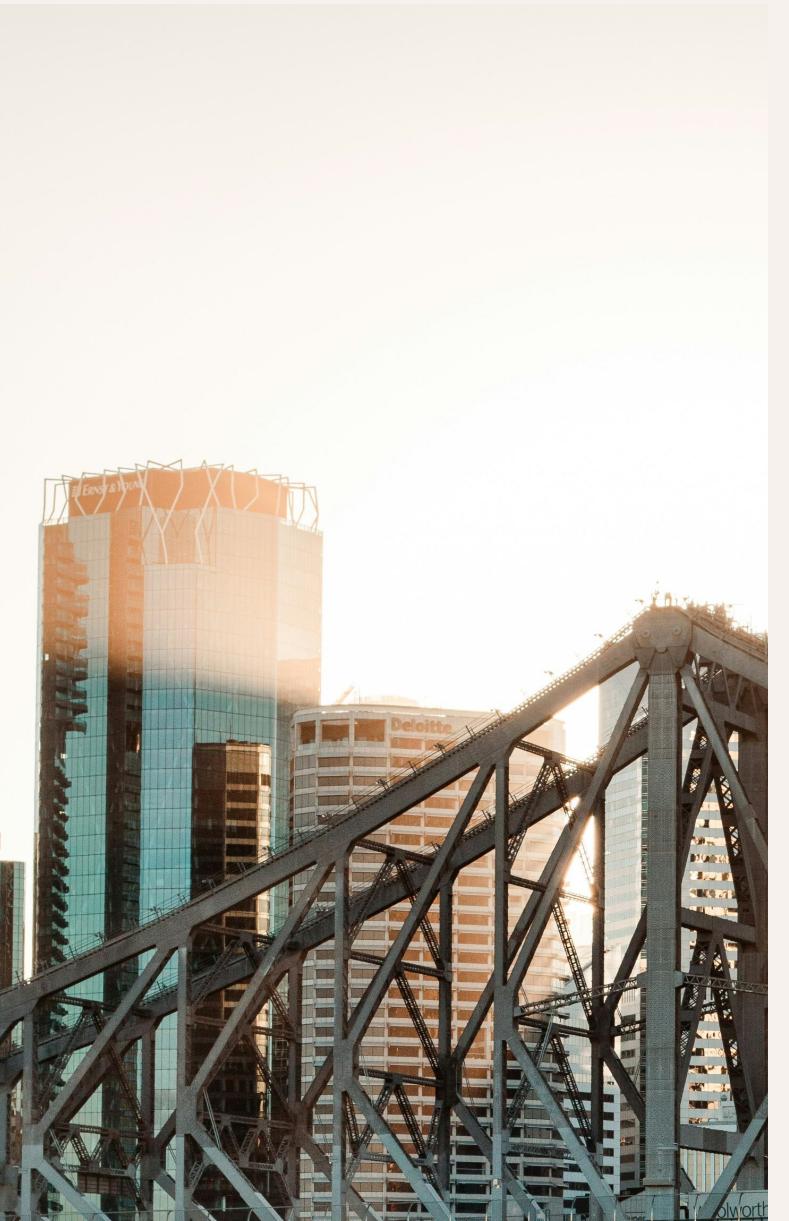
Photography

Sense of Place

We use location-based photos to give a sense of place to a page. They should be used as a secondary/supporting image at a smaller scale within a page that already has photos of people showing the type of work that Softwired does.

Look for:

- Warm-toned photos taken in the daylight.
- Aerial shots that show lines and movement.
- Clean backgrounds (e.g. clear sky)



Human-first photography

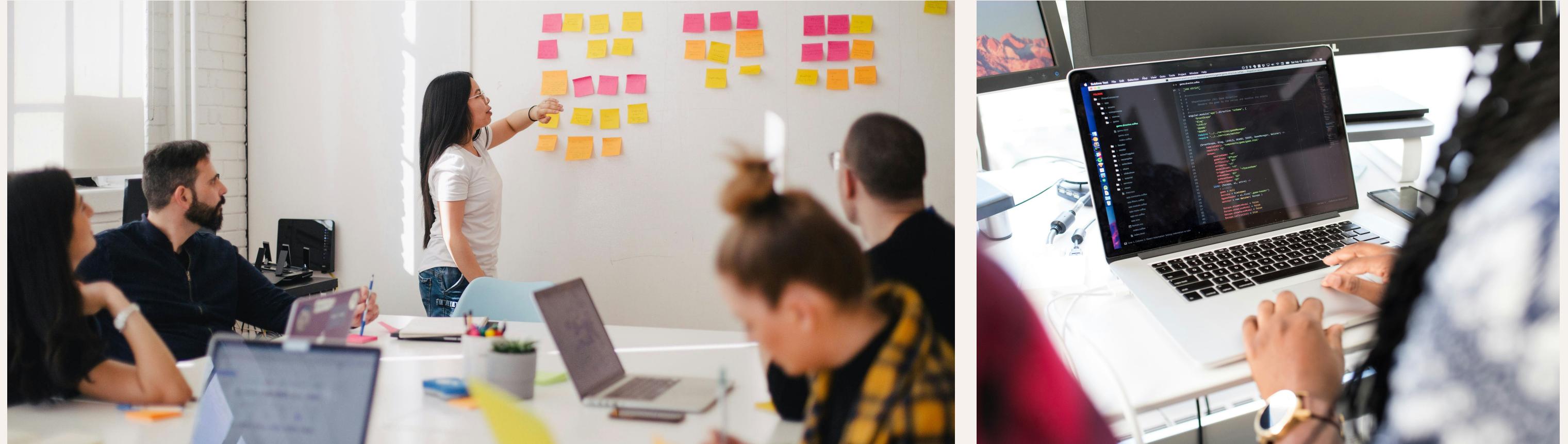
We take a human-first approach to photography, choosing friendly images that showcases the people and teams that Softwired works with.

The photos make use natural light to communicate an approachable and genuine look and feel. They are candid photos and are not overly edited or overly posed.

Capturing movement in the photos helps to communicate the adaptable and personal feel to Softwired's brand.

Make sure to include a variety of age, gender and diversity in the photography.

Photography

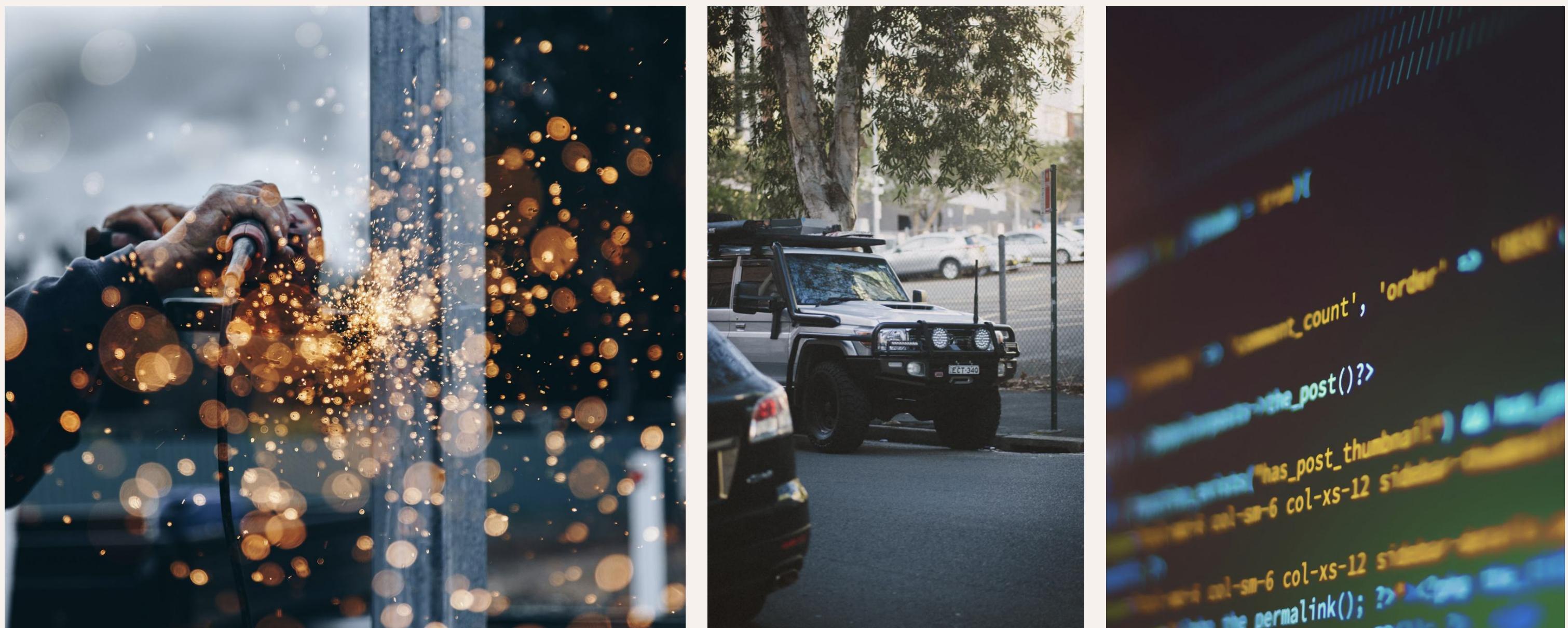


What to Avoid

Avoid using images that are overly edited with dark shadows, cool-toned colour grading and/or have hyper-stylised elements.

The subject of the photo should give more context to the type of work that Softwired does, showcasing how you work with people and the processes you use.

Avoid images that are vague or obscure.



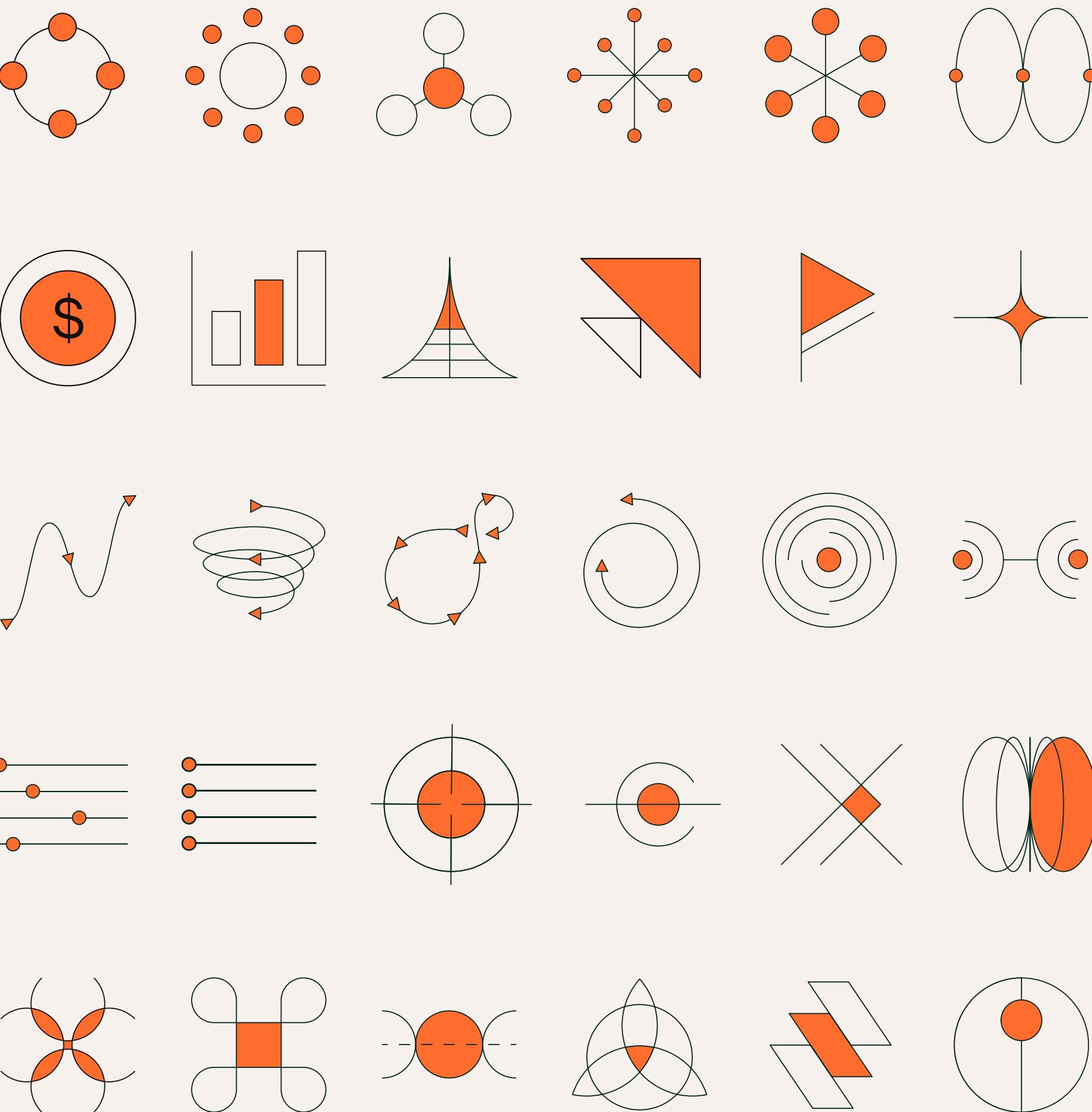
Icons & Illustrations

Illustrative Icon

The icons are used to provide additional context and visual interest to Softwired's written content. They are made up of abstract and simple shapes which communicate themes of teamwork, transformation, adaptability, and commerciality.

The icons have a balance of thin lines and solid fill colour which communicate a simplicity and boldness. The contrasting elements compliment the logo and the illustrative lines.

Use a 2px Dark Green stroke for icons.



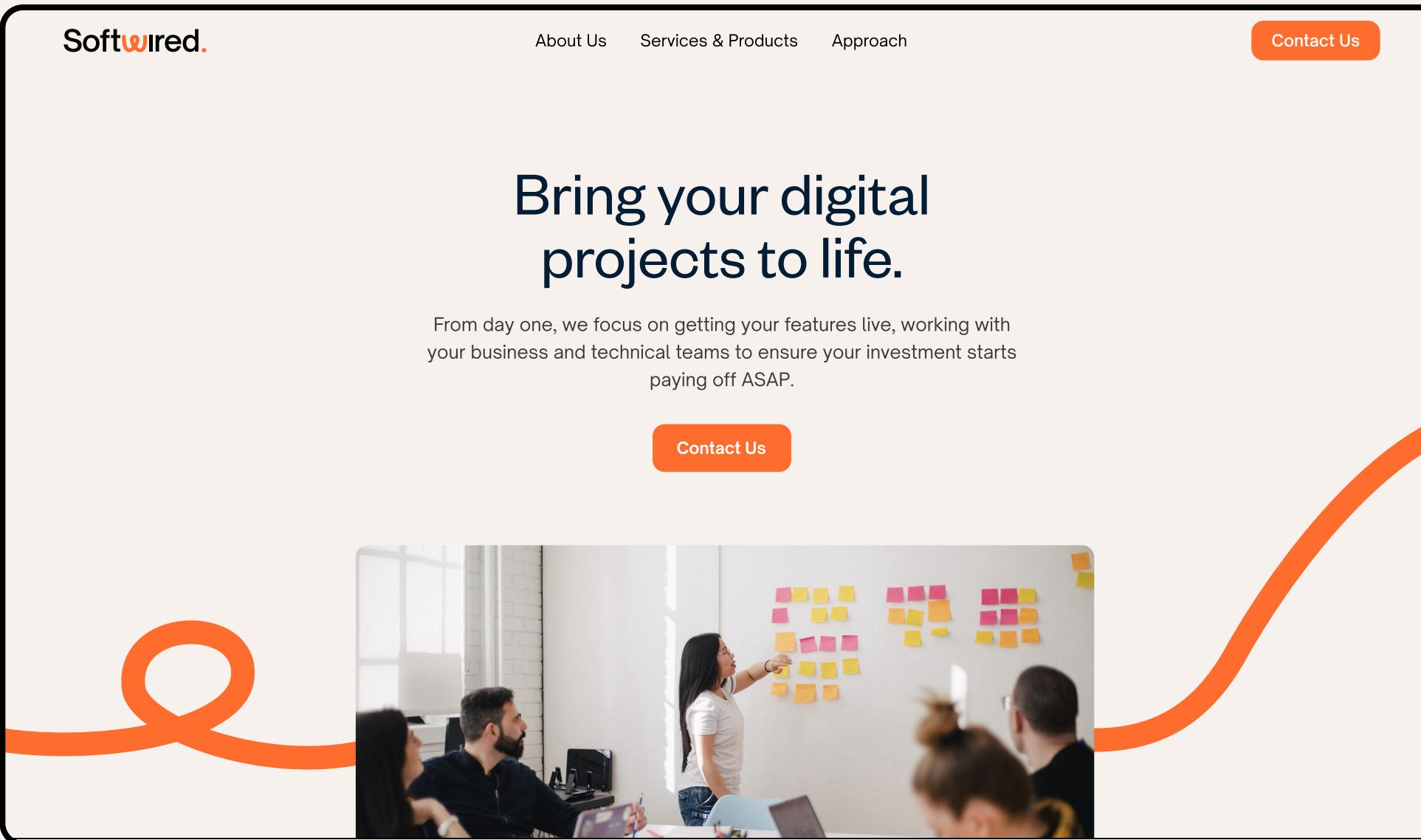
Illustrative Lines

These lines serve as an extension to the secondary logo/icon and communicate a sense of adaptability, playfulness and transformation.

It's flexible nature means an infinite number of loops and lines can be created to add visual interest to a page.

Rules

- Ensure the lines don't cover key elements of a sentence or photograph
- Aim to match the thickness of the lines in the graphics to the right



Tone of Voice

Approachable Authority.

The copy leads from a place of approachable authority - communicating a sense of trustworthiness, confidence and relatability by speaking in a succinct and friendly manner.

Be concise.

Speak from an active voice.

Be direct and create a hook to encourage the audience to click on a CTA.

Avoid using exclamation points.



We're serious about getting results, but we don't take ourselves too seriously.

Softwired.