



BRAND GUIDELINES V1.0

CONTENT

01 LOGO & WORDMARK

02 COLOR PALETTE

03 TYPOGRAPHY

04 GRAPHICS & TEXTURE

These guidelines have been set for those who are authorized to work with the Second Pair of Eyes brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

The focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Second Pair of eyes brand, every time. Please, refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.



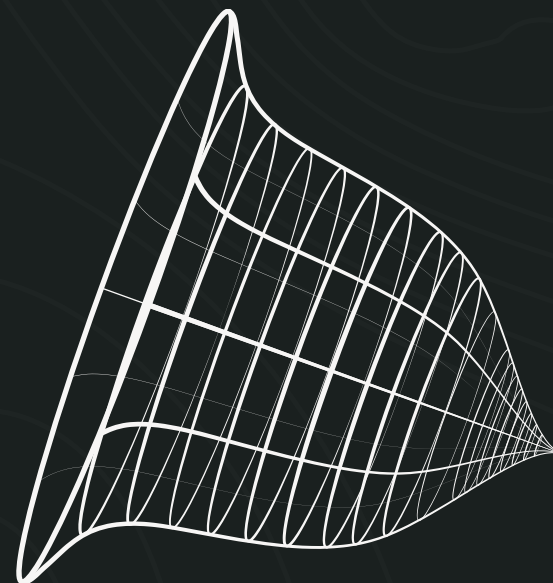
LOGO & WORDMARK

LOGO MEANING



VISION AND PRESENCE

The eye represent the presence of Second pair of eyes. It represents the control and the continual supervision of the Marketing team.



PERSPECTIVE

Trying to make things different, this represents all the different perspectives Second Pair of eyes takes in consideration when looking for solutions.

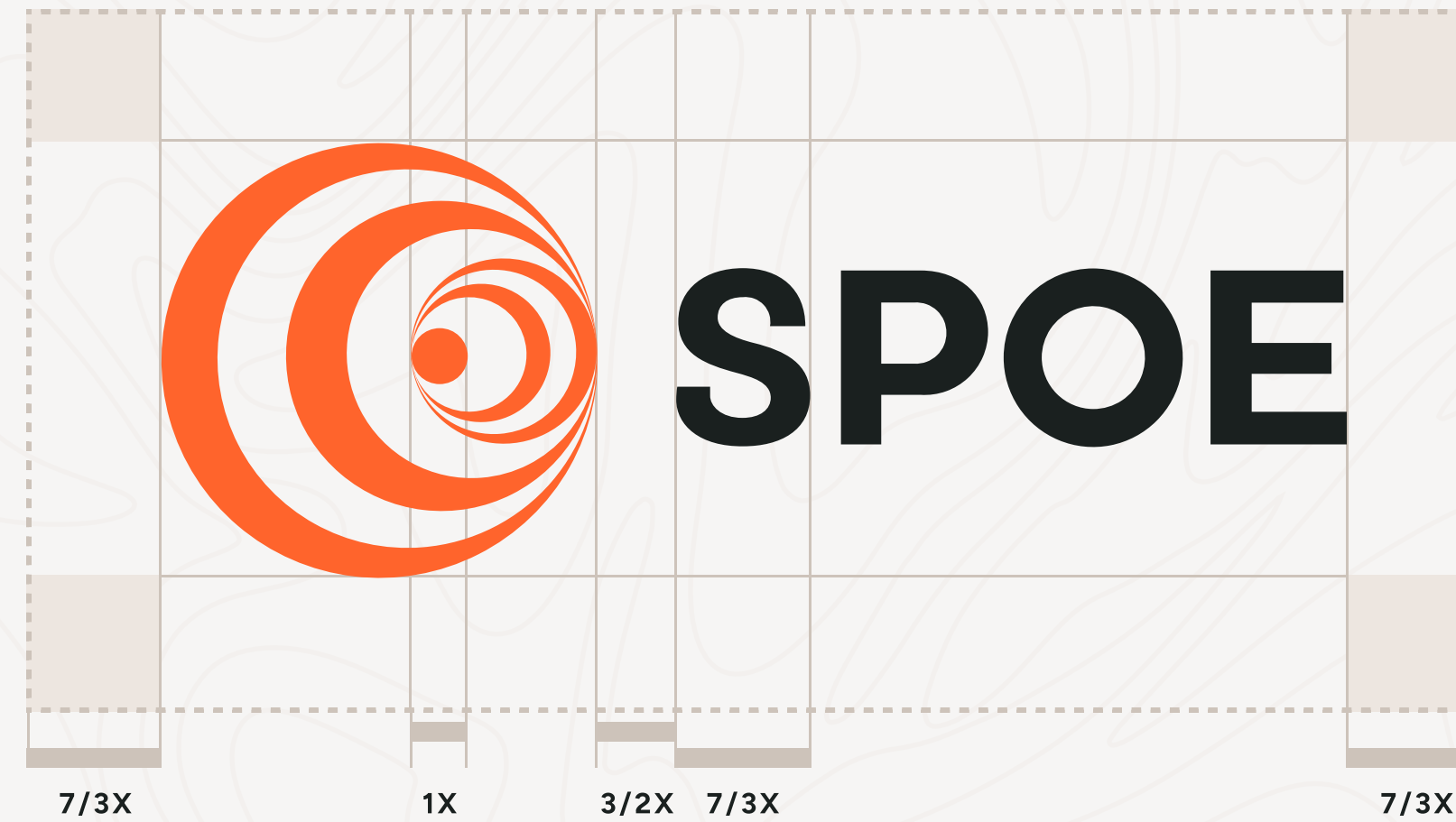
LOGO CLEARSPACE & MINIMUM SIZE

Clear space, or negative space is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

At a minimum, there should be clear space equal to the width of the S on all four sides of the logo. But in general, the more clear or negative space around the logo, the better.

Using an element from the logo as a unit of measurement ensures enough clear space as the logo changes in size.

To ensure legibility across print and digital applications the logo should never be smaller than 32 pixels tall.



SYMBOL CLEARSPACE & MINIMUM SIZE

At a minimum, there should be clear space equal to the width of the smallest circle of the logo on all four sides of the logo. But in general, the more clear or negative space around the logo, the better.

Using an element from the logo as an unit of measurement ensures enough clear space as the logo changes in size.

To ensure legibility across print and digital applications the logo should never be smaller than 32 pixels tall.



LOGO COLORS

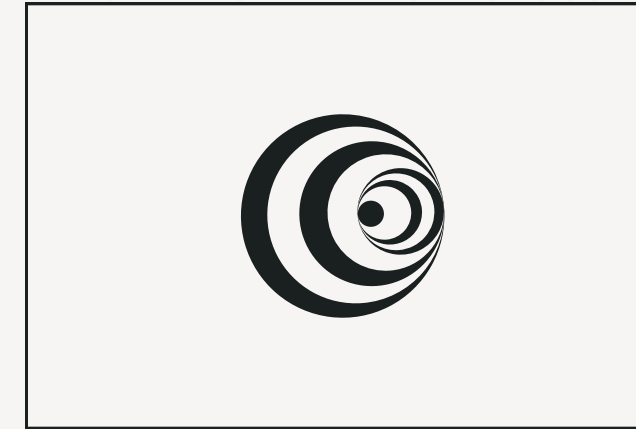
Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

01

SPOE white and black logo on neutrals.



02

SPOE white logo on primary and secondary colors.



03

SPOE primary and secondary colors on their respective tertiary colors.





COLOR PALETTE

PRIMARY COLORS

The proper use of color is essential to effective brand recognition. Our brand primary color should always be accurately represented.

We like our brand colors used without modification, but some situations require the use of color shades, especially on the web. For example, when a user moves hover a button on our web site, using a shade change can help confirm their action.

Orange

HEX: FF642C

RGB: 255, 100, 44

HSB: 16, 83, 100

Coral

HEX: FA7C4E

RGB: 250, 124, 78

HSB: 16, 69, 98

Dark Salmon

HEX: F29D7E

RGB: 242, 157, 126

HSB: 16, 48, 95

Deep Peach

HEX: F8B69E

RGB: 248, 182, 158

HSB: 16, 36, 97

Orange - Pink

HEX: F5D0C2

RGB: 245, 208, 194

HSB: 16, 21, 96

SECONDARY COLORS

While the brand should most frequently use the primary blue color, these additional secondary colors can be used for other executions that require a different emotional approach.

Maximum Blue Green

HEX: 25DBB7

RGB: 37, 219, 183

HSB: 168, 83, 86

Cyan Cornflower Blue

HEX: 2C92C6

RGB: 44, 146, 198

HSB: 200, 78, 78

TERTIARY COLORS

The brand can use these tertiary colors in certain combinations with the related primary and secondary colors to achieve a playful look when needed.

Refer to the “Logo colors” page for detailed instructions on the specific matches.

Coldmetal

HEX: 293338

RGB: 41, 51, 56

HSB: 27, 9, 0, 78

Outer Space

HEX: 293C38

RGB: 41, 60, 56

HSB: 167, 32, 24

Jacko Bean

HEX: 3D352D

RGB: 61, 53, 45

HSB: 30, 26, 24

NEUTRALS

And for the neutral colors, I let you find how to use them

Cultured

HEX: F6F5F4

RGB: 246, 245, 244

HSB: 30, 1, 96

Dark Jungle Green

HEX: 1A201F

RGB: 26, 32, 31

HSB: 170, 19, 13

Davy's Grey

HEX: 555B5A

RGB: 85, 91, 90

HSB: 170, 7, 36

Spanish Gray

HEX: 969999

RGB: 150, 153, 153

HSB: 180, 2, 60

Pale Silver

HEX: CDC3BA

RGB: 205, 195, 186

HSB: 28, 9, 80

Platinum

HEX: EDE6E0

RGB: 237, 230, 224

HSB: 28, 5, 93



TYPOGRAPHY SYSTEM

**SYMPATHIZING
WOULD FIX QUAKER
OBJECTIVES SO THE
FIVE BOXING
WIZARDS JUMP
QUICKLY**

MAIN TYPEFACE

Human Sans is a humanist sans serif font created as an experiment to show how much a simple substitution of a small set of characters could change a font's nature. This typeface perfectly represents the core of Second Pair of Eyes, it shows how a small change can create a big impact.

Heading

Weight	Black
Font size	48 px, 32 px
Line Height	1.2 of size
Color	#1A201F
Letter spacing	0 px

Body

Weight	Medium
Font size	18 px, 16 px
Line Height	1.5 of size
Color	#555B5A
Letter spacing	0 px

HUMAN SANS

Black

ABCabc

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabc**defghi**
jklmnopqrstuvwxyz012356789

Bold

ABCabc

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabc**defghij**
klmnopqrstuvwxyz012356789

Medium

ABCabc

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabc**defghijkl**
mnopqrstuvwxyz012356789

Italic

ABCabc

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZabc**defghijkl***
mnopqrstuvwxyz012356789

ALTERNATIVE

Figtree is free and open source: As such, neither paid licenses nor accreditation are required for use. Download it free from Google Fonts.

FIGTREE

Black

ABCabc

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz012356789**

Bold

ABCabc

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
lmnopqrstuvwxyz012356789**

Medium

ABCabc

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
mnopqrstuvwxyz012356789**

Italic

ABCabc

*ABCDEFGHIJKLMN OPQRSTUVWXYZ
mnopqrstuvwxyz012356789*



GRAPHICS & TEXTURE

DISTORTION

This represent a sort of distortion visible by the eyes. We use a light versions on backgrounds.



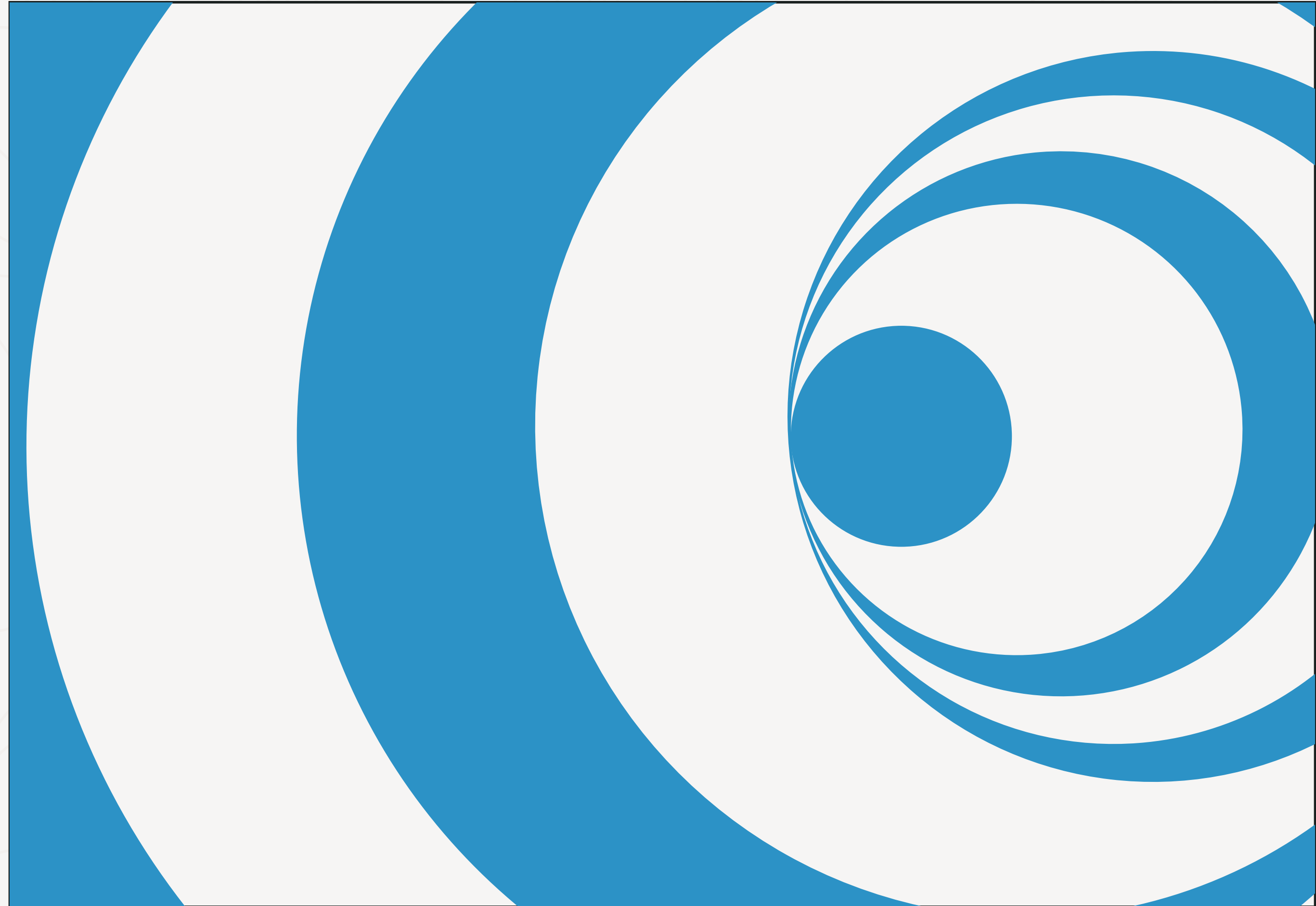
HILLSIDE

This hill represent an evolution and can be used for transitions between different colors or as a line.



NEW PERCEPTION

This is an upscale version of the logo. It can be used at different scales depending on the goal, but it fits best on marketing elements like posters, banners and posts.



CONTACT US

Meet Daniel, the visionary marketing strategist and educator behind Second Pair of Eyes. With a wealth of hands-on experience and a talent for driving impressive results.