LOGO & BRAND IDENTITY GUIDELINES

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CLARITY FROM CHAOS

Signature Strategy is a systems integrator that helps organizations achieve clarity from the chaos imposed by massive volumes of complex data. As a trusted partner, Signature Strategy can help you gain critical insights and operational control of your data by designing and implementing data processing solutions specifically for your needs. Our team has a long track record of helping team leverage best-of-breed commercial and open source data processing, enrichment, classification BI and other tools to achieve outstanding results in Legal, Forensic, Regulatory, Financial, Life Science and Corporate use cases.

LOGO

POSITIONING

Grey stripped area indicates Safe Zone.

Other graphical and visual elements can be safely positioned up outside this space

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

LOGO TAGLINE

Below is shown with optional tagline spacing.

LOGO OPTIONS

The left aligned, horizontal logo on white or reversed out is to be used wherever possible.

These can be used in headers or footers in documents or on websites, or designs that work with this logo lockup.

LIGHT GRAY TEXT ON WHITE

LIGHT GRAY TEXT ON BLACK

LIGHT GRAY TEXT ON DARK GRAY

DARK GRAY TEXT ON WHITE

DARK GRAY TEXT ON BLACK

DARK GRAY TEXT ON LIGHT GRAY

BLACK TEXT ON WHITE

REVERSED TEXT ON BLACK

WHITE TEXT ON BLUE

LOGO BEST PRACTICES

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown here. Positioning. DO NOT resize or change the position of the logo mark. Only use logos specified in these guidelines.

Colors. DO NOT change the colors even if they look similar. Use the official color specifications detailed in these guidelines.

Fonts. DO NOT use any other font for the main logo, no matter how close it might look.

Sizing. DO NOT stretch or squash the logo. Any resizing must be in proportion.

POSITIONING

DO NOT resize or change the position of the logo mark.

Only use logos specified in these guidelines.

COLORS

DO NOT change the colors even if they look similar.

Use the official color specifications detailed in these guidelines.

FONTS

DO NOT use any other font for the main logo, no matter how close it might look to Charter.

SIZING

DO NOT stretch or squash the logo. Any resizing must be in proportion.

COBRANDING

Innovation happens when collaborators come together for a common purpose.
When we show up with our partners, our goal is to show two brands in an equal partnership
that acknowledges the value both bring to the table. We do that through co-branding.

Which logo comes first in the co-brand depends on who is leading the marketing effort.

POSITIONING
DO NOT resize or change the position of the logo.
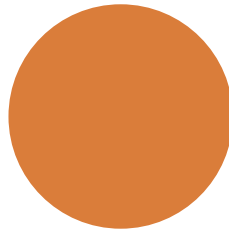Only use logos specified in these guidelines.

COLOR PALETTE

COLOR USAGE

The Signature Strategy color palette is anchored by vibrant set of oranges. Our brand colors invoke a sleek modern aesthetic.

These colors should be used to keep consistency for the future growth of the Signature identity.
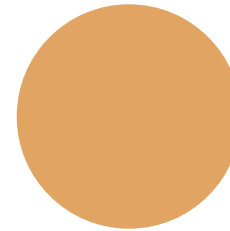
DARK ORANGE

PANTONE 158 C

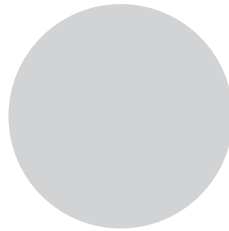RGB 218 125 58

CMYK 12 60 89 1

HEX #DA7D3A

LIGHT ORANGE

PANTONE 157 C

RGB 225 164 98
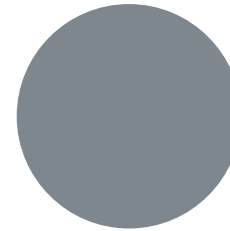
CMYK 11 38 70 0

HEX #E1A462

LIGHT GRAY

PANTONE 427 C
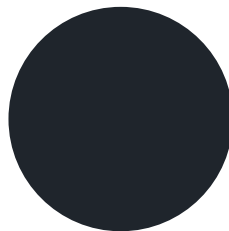
RGB 209 211 212

CMYK 17 12 12 0

HEX #D1D3D4

MEDIUM GRAY

PANTONE 430 C

RGB 126 135 141

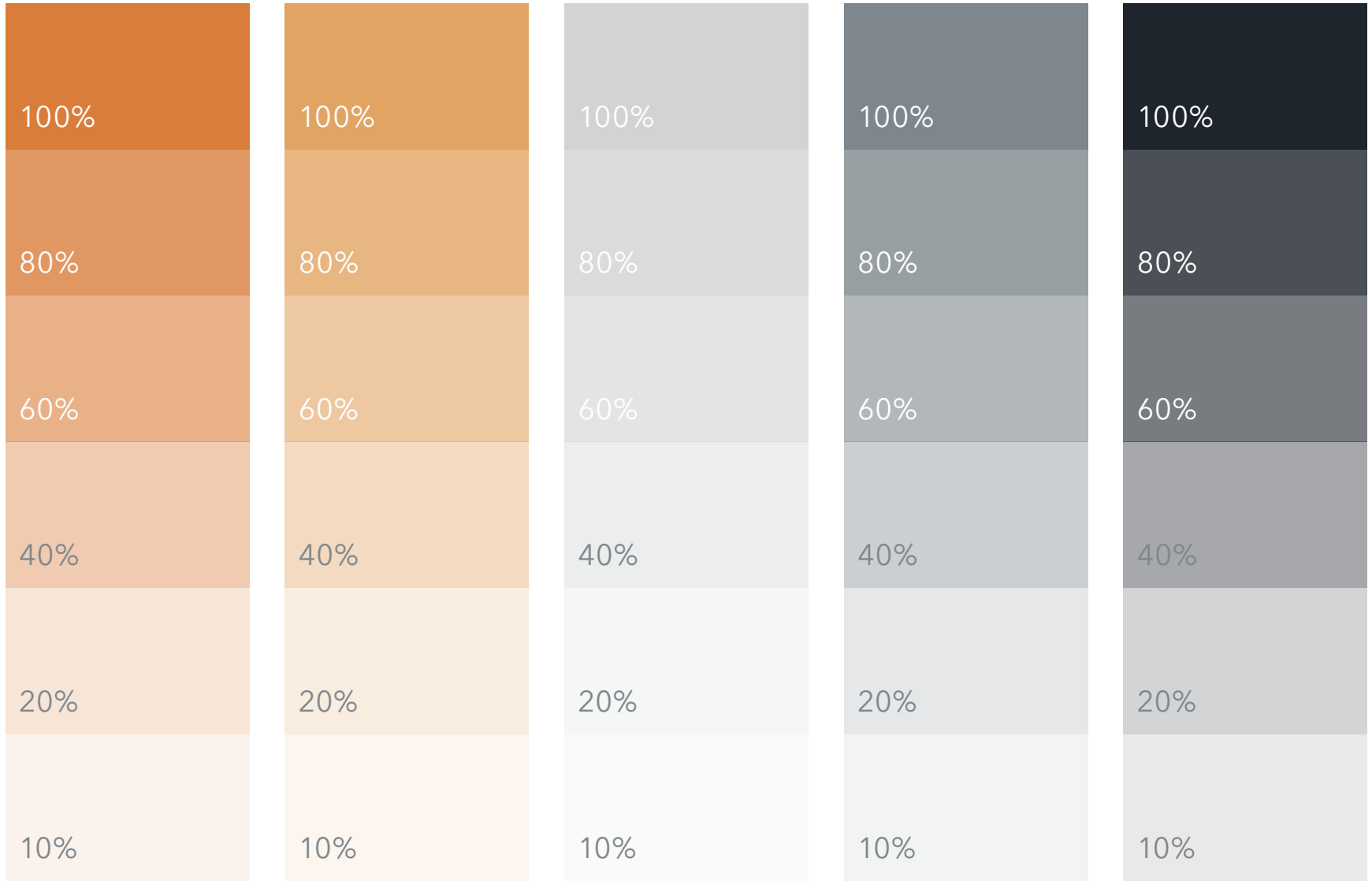CMYK 54 40 38 4

HEX #7E878D

DARK GRAY

PANTONE 433 C

RGB 31 37 44

CMYK 79 69 58 66

HEX #1F252C

COLOR SHADES

100%	100%	100%	100%	100%
80%	80%	80%	80%	80%
60%	60%	60%	60%	60%
40%	40%	40%	40%	40%
20%	20%	20%	20%	20%
10%	10%	10%	10%	10%

ICONS

LAPTOP ICON

The Signature Strategy Laptop Icon is the staple of the company. Its the perfect partnership between custom creations and technology.

The laptop can be used almost anywhere To keep consistency for the future growth of the Signature identity.

SOCIAL MEDIA ICONS

There 3 versions of the Social Media profile image.

Each are saved with Transparent backgrounds.

This can be used for all round & square cornered profile destinations, such as: LinkedIn, Facebook etc, and is placed within a container (shown as blue keylines).

HONEYCOMB PATTERN

Signature Strategy Honeycomb pattern adds a special touch that can be used almost anywhere to keep consistency for the future growth of the Signature identity.
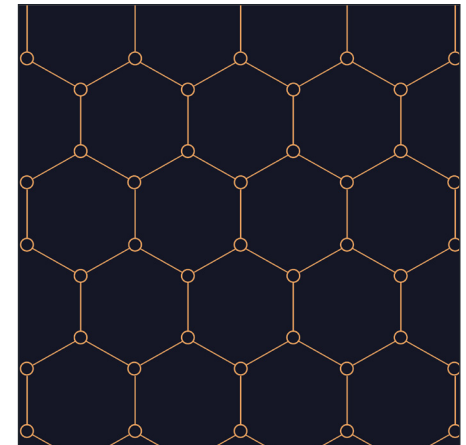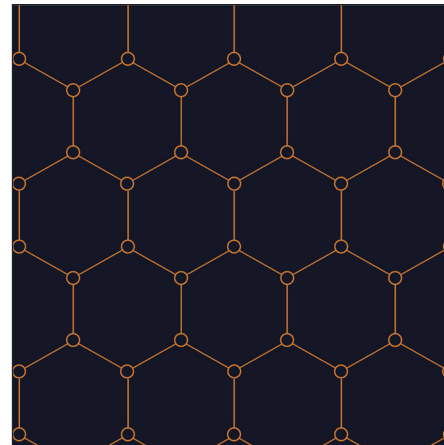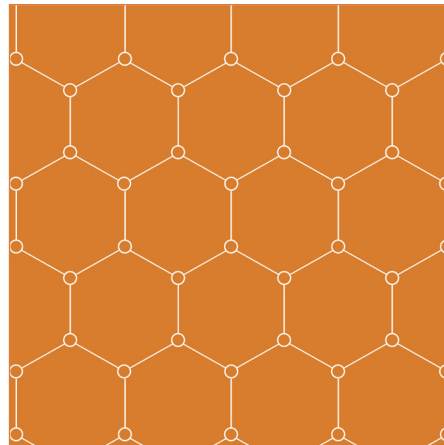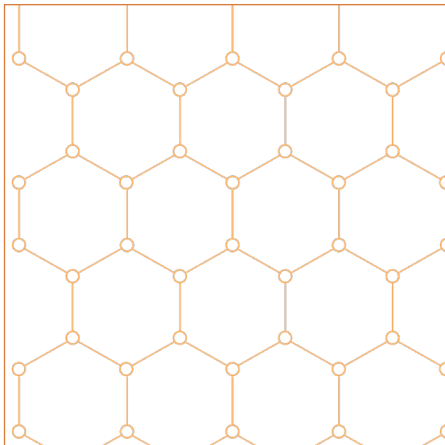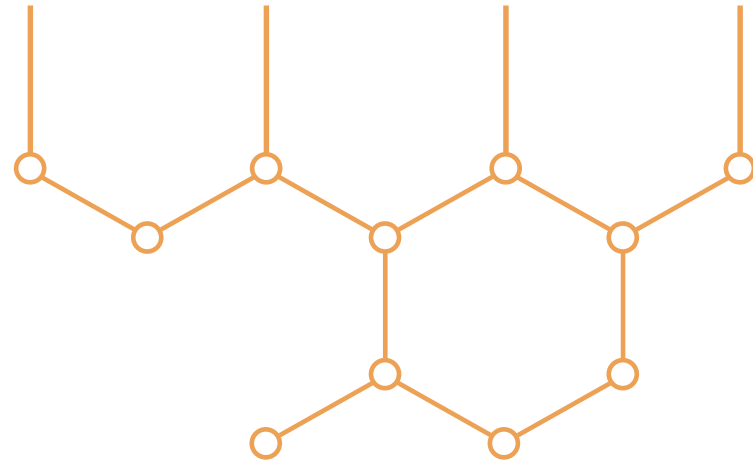
MAP GRAPHIC

The Signature Strategy map graphic showcases our global reach that can be used almost anywhere to keep consistency for the future growth of the Signature identity.

PHOTOGRAPHY

Our photography is set to duo tone using our a combination of solid black and a medium blue.

Medium Blue: #8b8da7
CMYK: 49 42 21 1 RGB: 139 141 167

By creating this duo tone it mimics the grays from our color palette to keep consistency for the future growth of the Signature identity.

BRAND TYPEFACE

TYPEFACE FAMILY

Only THREE font styles are to be used for the Signature identity design, and they are: Charter, Rosario and Avenir Next.

Signature Strategy Logo Type Text consists of 2 fonts: Charter & Rosario.

Charter Bold: 25 point kerning, All caps.

Charter Bold is the Signature logo type and can be used on headings when stronger emphasis is needed.

Rosario Regular: 25 point kerning, All caps.

Rosario Regular is the second Signature logo type and can be used for subheads when stronger emphasis is needed.

Avenir Next LT Pro Regular & Demi are used for standard body text to keep consistency for the future growth of the Signature identity.

Charter

HEADLINES

ABCDEFGHIJKL NOPQRSTUVWXYZ

Rosario

SUBHEADS

ABCDEFGHIJKL NOPQRSTUVWXYZ

Aveneir Next LT Pro Regular

Body Text

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aveneir Next LT Pro Demi

Body Text

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BUSINESS CARD

LAYOUT SPECIFICATIONS

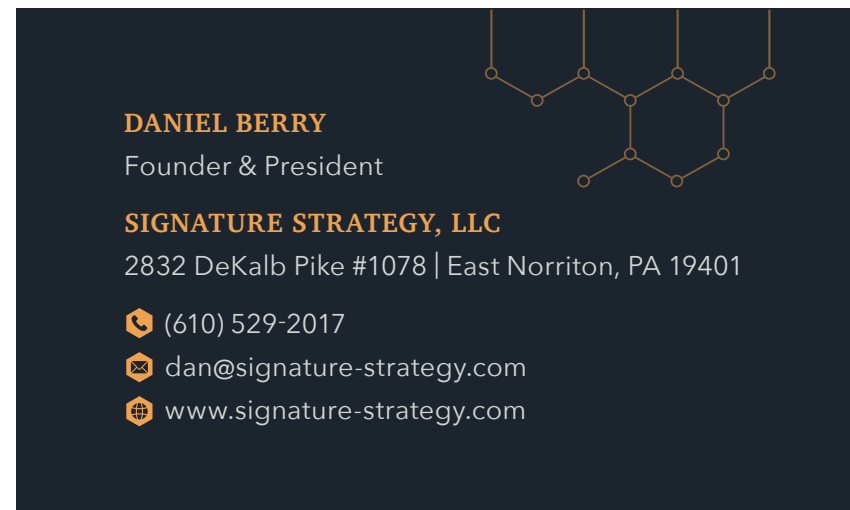Our business cards guides ensure consistency and recognition.

Signature Strategy Text consists of 2 fonts: Charter and Aveneir Next Regular.

Charter Bold: 25 point kerning, All caps.

Aveneir Next LT Pro Regular is used for standard body text to keep consistency for the future growth of the Signature identity.

Front of card uses the full color Signature Strategy logo on a solid background of the dark gray from the color palette.

Back of card uses our signature honeycomb pattern on a solid dark gray background.

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GET IN TOUCH

HAVE A QUESTION OR A BUSINESS OPPORTUNITY?

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LOGO: Download logo files Here.