spot

Spot Brand Guideline

talktospot.com/

Version 1.0 - April 2019

Primary - dark

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Primary - light

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Secondary - denim

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Secondary - white

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Balloon - dark

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Balloon - light

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Logo - Suite

The 4 version of the Spot Logo are provided in a suite of color spaces and file formats for specific use cases. Please refer to following chart for selection guidance on right color version for your needs.

Color spaces:
RGB, CMYK, and Pantone (PMS)

File formats*:
.ai, .eps, .pdf, .svg, .tiff, .png, .jpg

(*note: Some color spaces do not accommodate every file type above - formats provided where applicable.)

Primary

Dark - over light background

Light - over dark background

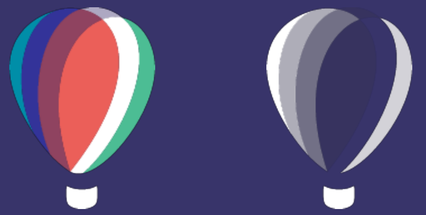
Secondary

Denim - over light background

White - over dark background

Balloon

Dark + Denim - over light background



Light + White - over dark background

Logo - usage

Use the following chart to select the right logo for your needs.

RGB
“Red, Green, Blue” is the colorspace used for screen placements. E.g. website, product, dashboard email signatures, social media.. anything on a screen or device.

CMYK
“Cyan, Magenta, Yellow and Black” is the colorspace used for print. E.g. anything printed on paper.

PMS
Pantone color swatches. Used for color matching in print. E.g. conference booths, embroidery.

	Screen	Print	Special
RGB	✓ Download	✗	✗
CMYK	✗	✓ Download	✓ Download
PMS	✗	✓ Download	✓ Download

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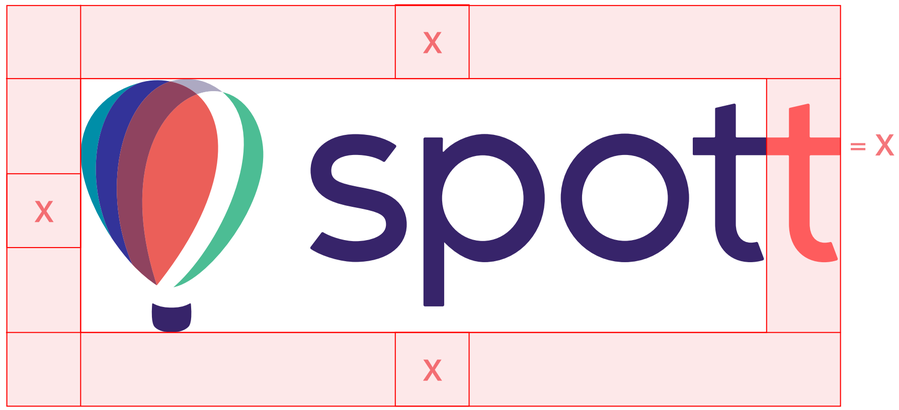
Logo - Minimum sizing

To be seen, the logo should be given its proper space in relationship to elements in a composition.

To allow for essential clear space, use the width of the “s” in the Spot word mark to define the space around the bounding box of the logo.



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Logo - Clear space

Each format of the logo is available in same size. Use the guidelines to help ensure legibility across printed, screen-printed, embroidered and digital applications

Print minimum

0.50” / 1.27 cm

Screenprint minimum

1.125” / 2.8cm

Screen minimum

90px

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Color palette

The Spot color palette is provided in two color spaces for specific uses, e.g. RGB for screen/digital placement, and CMYK for printed collateral.

Color spaces:
RGB, CMYK, and Pantone (PMS)

File format: .ai

Primary

#38346A
93/100/18/21

#008EA8
100/23/30/1

Secondary - accents

#E85F59
0/79/56/0

#FF9900
0/52/92/0

#33CC99
66/0/55/0

#3B6BB4
86/60/0/0

#333399
95/95/0/0

#98CAEA
38/8/1/0

Tertiary - shades

#FBF9F6
2/2/3/0

#F9F0EA
1/4/6/0

#E8F3F4
8/0/3/0

#E1ECF4
10/3/2/0

#313258
89/85/38/31

#E6E8EB
8/5/4/0

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