Strayker Software

Branding Guidelines

Branding Guidelines - TOC

Table of content

Brand name & slogan

Name

Brand's full name is "Strayker Software" – this form should be used in all forms of official communication and in case of the first appearance of the name in text.

If the brand/company is mentioned several times in a non-official writing (i.e. marketing communication, inside communication etc.), the short form "Strayker Soft" can be used.

A short form "Strayker" is allowed but not advised as it does not clearly refer to the brand.
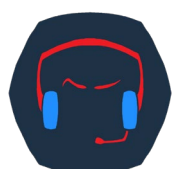
Slogan

Brand's slogan is "Today's idea, tomorrow's innovation". It can be used with logo (see Tagline) or as standalone sentence in marketing communication.

In case of standalone use:

1. If it's a part of a regular paragraph text it should be written either in the same font as the rest of the text, in italics: *Today's idea, tomorrow's innovation*.
2. *If the paragraph itself is in italics, then the slogan should be in regular form:* Today's idea, tomorrow's innovation.
3. If it's used as a part of visual identity (marketing communication), it should be written in any of header fonts (see Headers) using any of the allowed brand colours for text (see Brand colours) or white. Colour and formatting should be adjusted to ensure clear visibility of the slogan.

   If none of the allowed colours ensures good visibility, a piece of clear background should be added under the slogan. Additional background for the alternative colour versions of the slogan are:

   - White – for the Navy blue
   - Navy blue or black – for Red and white

   The background should create a safe space around the slogan that extends at least one uppercase letter height around the text. Example:
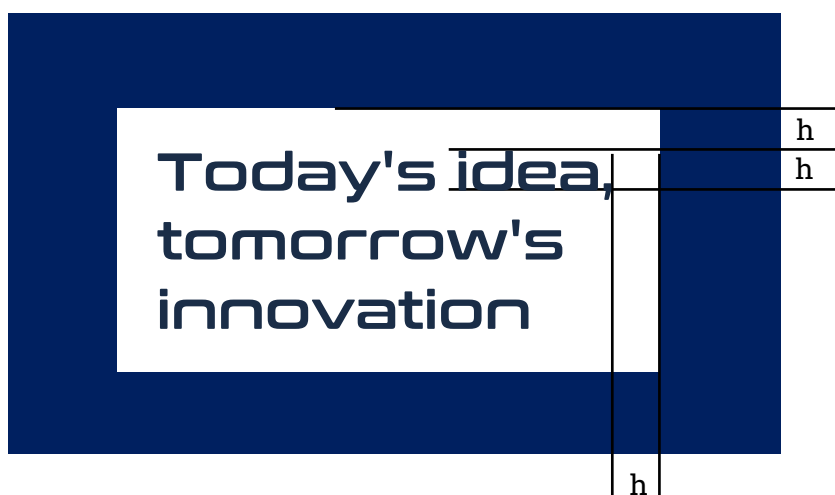
The slogan can be translated, but if the market doesn't require it, the original form is preferred.
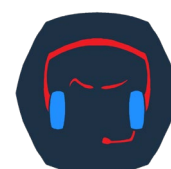
Branding Guidelines - Logo

Logo

Strayker Software logo includes a signet and a logotype on a hexagon-shaped background.

The signet consists of a stylized shape of a headset with microphone with a suggestion of a person wearing it – only eyebrows are depicted, left eyebrow (from viewer's perspective) is risen, giving the imagined headset wearer sly look.

The words in logotype are full company name ("Strayker Software") or short version ("Strayker") in compact version of the logo.

The basic shape for the background is a hexagon, that gets distorted depending on the logo form to accommodate all the pieces and serves as safe space between signet and logotype and the surrounding colour(s).

Basic principle of logo design in use of curved lines connected with angles – there's no straight lines nor soft corners. The exception to this rule are endings of the letters in logotype, which are short, straight lines.
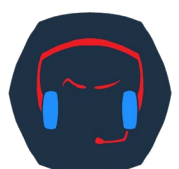
Logo colours and typography

1 Basic colours

Strayker Software logo has three basic colours:

- Red: #FF3333
- Light blue: #0099FF
- Navy blue: #1A2D47

Logo in its basic form contains all three colours:

- Red – signet (but for headset ear covers) and logotype
- Light blue – headset ear covers in signet
- Navy blue – background

2 Alternative colouring

It's allowed to use the logo in a monochrome version in Red, Navy blue or white. In such cases the background is kept in chosen colour and the signet and logotype are made transparent.

Example – "work in progress" icon using monochrome version of the signet:

3 Typography

Logotype in Strayker Software logo is made with custom-made glyphs.
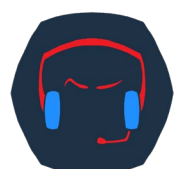
Tagline

Each of the logo forms that contains the logotype can be presented with or without tag (slogan) line. When the tagline is present, it should be written in any of header fonts (see Headers) using any of the allowed brand colours for text (see Brand colours) or white, depending on the form of the logo it accompanies:

- Navy blue or Red – for the basic version of the logo
- Navy blue, Red or white – for the alternative colouring of the logo (matching the logo colouring)

The tagline should be placed under the logo, aligned to the center and keep a safe distance from the logo of one uppercase letter height. The tagline should not extend the width of the logo. Example:

In case of the compact form of the logo, the tagline can be put in two lines.

It is not allowed to use additional background for the tagline only – if such one is required, it must be placed under the whole logo (see Visibility).

It is not allowed to add tag line to logo when the size would cause the tagline not to be clearly legible.
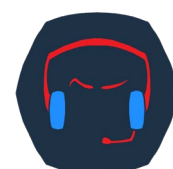
Different forms of logo

The logo has four different forms: compact, 1-line, 2-lines and signet-only. In every case background is formatted to accommodate the signet and the logotype and create a safe space around them.

1 Compact

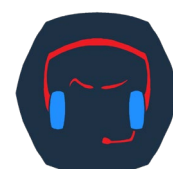In this form logo contains the signet over short form of brand name: "Strayker".

2 1-line

In this form logo contains the signet on the left side of full brand name: "Strayker Software", written in one line.
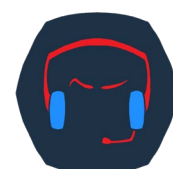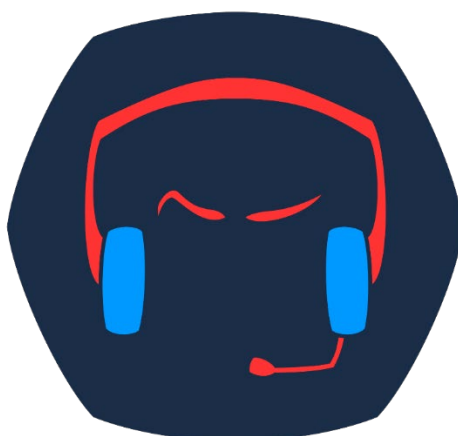
3 2-lines

In this form logo contains the signet on the left side of full brand name: "Strayker Software", written in two lines.

Today's idea, tomorrow's innovation

4 Signet-only

This form of logo contains only the signet, without the logotype.

Logo use restrictions

1 Visibility

The basic form of logo should be used whenever it is clearly visible. When this requirement is not met, a use of alternative colour version should be considered. Exception to this rule is placing the logo on the background of the Navy blue colour when logo background melts into the surrounding space (see Navy blue).

If it's not possible to get a clear visibility of the logo on the given background (for example: it's too messy), an additional piece of uniform background should be added that will allow to see the logo clearly. Preferred colour for the additional background for the basic logo is white and it should create at least ¼ of the logo height of the free space around the logo.
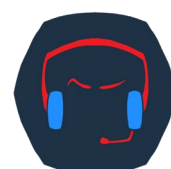
Example:

Additional background for the alternative colour versions of the logo are:

- White – for the Navy blue
- Navy blue or black – for Red and white

In case text is placed next to the logo, a clear space of at least ¼ logo height must be retained (the same size as on the troublesome background).

2 Cropping

The logo can be used in cropped version under a few restrictions:

4. If the logo contains the logotype, it must remain legible and the letters can't be cropped. In such case, the signet part can't be cropped.
5. The signet-only version can be cropped as long as at least half of it remains visible and the visible part contains at least one of the ear covers and one eyebrow (i.e. it can't be cropped so that only the ear covers and the microphone or only eyebrows and headband are visible).

3 Use as background

The compact or signet-only versions of the logo can be used as a part of the background under a few restrictions:

1. The opacity of the logo is set to 50% or less.
2. The opacity must be adjusted to ensure visibility of the items and text that would go over the logo.
3. The cropping rules apply.
4. The items or text cannot go over the logotype in the compact version of the logo. If the items or text would cover the logotype, the logo should be changed to signet-only version.
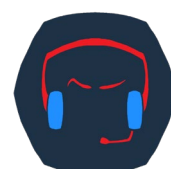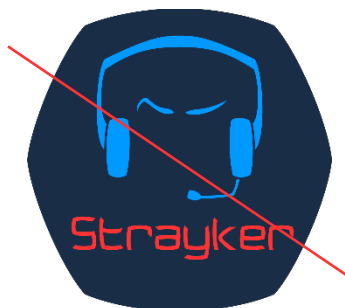
4 Forbidden use and modifications

The logo can't:

- Be distorted or resized without keeping proportions of elements:

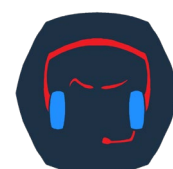- Have colours changed in the basic logo version:

- Be used in other alternative colours than mentioned in this document:

- Be placed on a background that doesn't allow a clear visibility:

Exception to this rule is placing the logo on the background of the Navy blue colour when logo background melts into the surrounding space (see Navy blue).

● Be surrounded with objects that limit the visibility or partially cover the logo:
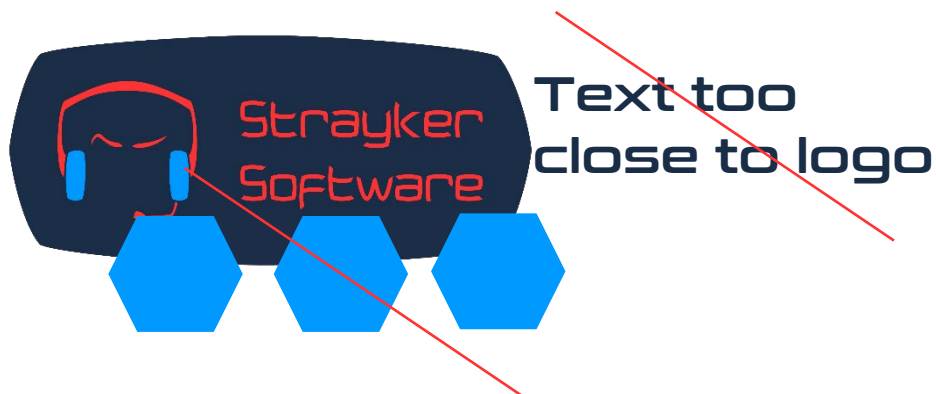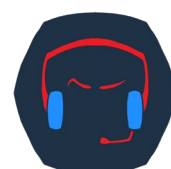

Exception to this rule is using the logo as a part of the background – in this case objects or text can partially cover the logo (see Use as background).

● Have tagline placed too close:

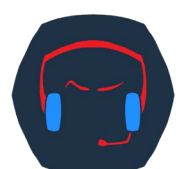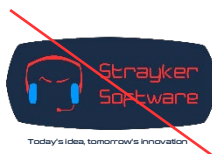● Have tagline extending the width of the logo:

● Have tagline added to the signet-only version of the logo:

● Have background added only to tagline:

● Have tagline added when size causes the tagline not to be clearly legible:

Branding Guidelines - Colours

Brand colours

Brand colours are the same as the basic logo colours:

- Red: #FF3333
- Light blue: #0099FF
- Navy blue: #1A2D47

Red

Red is one of the main colours for the brand that can be used on any background as long as it's clearly visible and does not require use of any other colour to create safe space.

It can be used for any branding elements from small to medium-large, including text, but still it is advised to use it as accent colour, not the main one.

Light blue

Light blue is an accent colour for the brand that has limited use.

It can be used as small-to-medium accents and requires the Navy blue to create safe space around it. It is forbidden to use it for text.

Navy blue

Navy blue is one of the main colours for the brand that can used on any background as long as it's clearly visible. Exception to this rule is placing the logo on the background of this colour when logo background melts into the surrounding space.

It does not require use of any other colour to create safe space.

It can be used for any branding elements from small to large, including text and backgrounds.
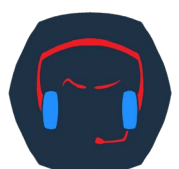
Branding Guidelines - Typography

Brand typography

Strayker Software uses one display font and two basic fonts intended for use in short or long publications.

Headers

Font for headers and other display text is Conthrax Sb (semi-bold):

aąbcćdeęfghijklłmnoóprsśtuvwxyzżź
AĄBCĆDEĘFGHIJKLŁMNOÓPRSŚTUVWXYZŻŹ
1234567890@#$%^&+-*=_!?.,[]()/\<>:;

Currently the font is used on a free license allowing for it's desktop use only. More info: https://typodermicfonts.com/conthrax

In case of necessity of use that the abovementioned license does not permit, it's allowed to use other similar-looking font, for example:
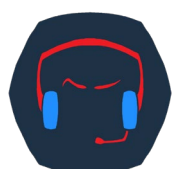
Audiowide:

aąbcćdeęfghijklłmnoóprsśtuvwxyzżź
AĄBCĆDEĘFGHIJKLŁMNOÓPRSŚTUVWXYZŻŹ
1234567890@#$%^&+-*=_!?.,[]()/\<>:;

Orbitron*:

abcdefghijklmnoóprstuvwxyz
ABCDEFGHIJKLMNOÓPRSTUVWXYZ
1234567890@#$%^&+-*=_!?.,[]()/\<>:;

*Orbitron does not include glyphs of Polish letters.

Basic text – short publications

Basic font for short publications (i.e. leaflets, notes and other one-pagers) is Roboto:

aąbcćdeęfghijklłmnoóprsśtuvwxyzżź
AĄBCĆDEĘFGHIJKLŁMNOÓPRSŚTUVWXYZŻŹ
1234567890@#$%^&+-*=_!?.,[]()/\<>:;

Basic text – long publications

Basic font for long publications (i.e. IFUs, project briefs and other multi-pagers) is Roboto Slab:

aąbcćdeęfghijklłmnoóprsśtuvwxyzżź
AĄBCĆDEĘFGHIJKLŁMNOÓPRSŚTUVWXYZŻŹ
1234567890@#$%^&+-*=_!?.,[]()/\<>:;
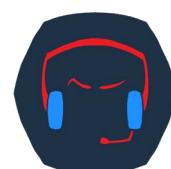
Brand visual identification elements

Basic idea for the brand identity is to cerate clean and slightly futuristic look. It's build on strong, contrasting colours and use of mix of curves and angles in different elements of the visual identity.

The "hexagon"

The dominating motif amongst the graphic elements is hexagon with rounded sides that is distorted depending on the needs.

It is present, for example, in the logo background, but can be used as a standalone graphic element, like it is in the "work in progress" icon:
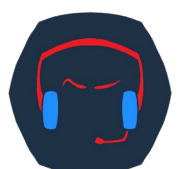
In header/footer of a (template of a) short company document there is a fragment of such shape used :
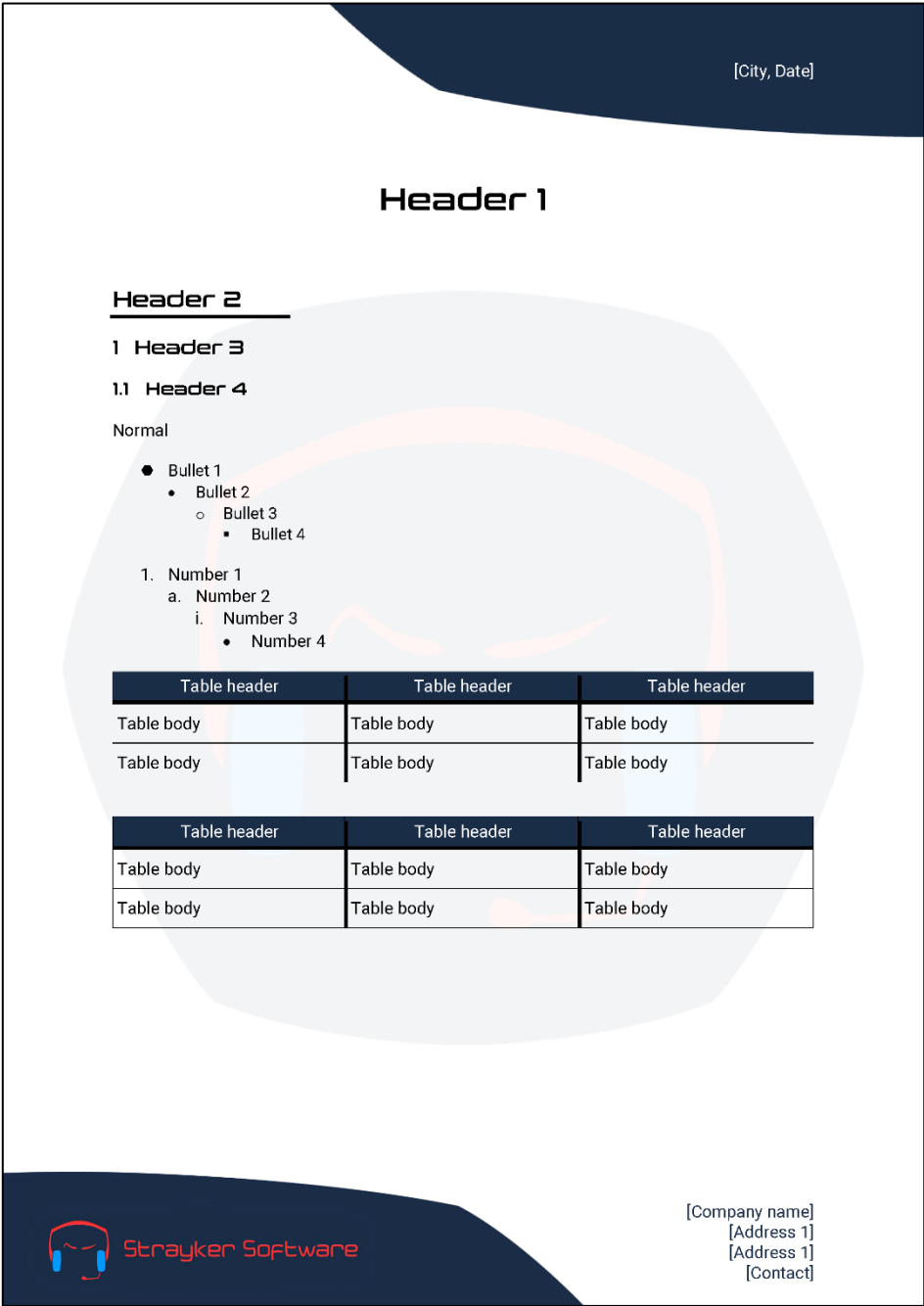
In footer it serves as background for the logo that "melts" with the logo's own background.

It can be used in any of the brand colours or white – brand colours' rules apply (see Brand colours).

It can be used in full or partial opacity, depending on the need. Colour and opacity must be adjusted to ensure good visibility of other layout element and clear legibility of the text.
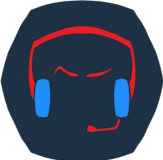
Typography issues and formatting

1 Text overflow in the page header

With the wide font chosen for headers it happens sometimes that the text overflows the space that was meant for it. This mostly occurs in the page headers. If such issue arises, it is allowed to reduce size of the font in the header or – if reducing the font size is not enough – format the header in two lines.

Please make sure that the page number remains in constant size and position across all pages. This is easiest to achieve by reducing the size of all the headers/formatting all headers as two-line text, not only the one that overflows. For the headers that have text only for one line it can be done as "fake two lines" by adding soft line break at the start of the line.

2 Underlined headers

While underlined headers (H2) have a certain line length set in style, this line length should be adjusted to each header case to extend the underline behind the text. Desired extension length is 1,5-2cm.