



Style Guide

VERSION 3.0 | 09.10.15

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Overview

01

The purpose of this Style Guide is to maintain brand consistency in all PeopleVine visual communication. It includes a color palette, fonts, usage rules, and icons. Although it is impossible to address all conceivable interpretations of the brand, this guide conveys key elements and style attributes for its most common expressions.

OUR OBJECTIVE IS TO:

- Create a customer-facing brand visual that lives up to the PeopleVine brand promise.
- Create a visual language that portrays a simple customer engagement marketing brand.
- Keep the name—PeopleVine. There's equity here, and it matches the naming convention of other marketing tools used today.
- Create a color palette that plays well together, and collectively represents the brand and its feature sets.

Logo

SIZE REQUIREMENT

To maintain readability, logo size is important. For larger materials, such as signage and billboards, use your best judgement for the size of the logo.



Full logo
min size 100px by 16px



Logomark
min size 12px by 13px



Logotype
min size 50px by 10px

SPACING

Be sure to leave adequate clear space around the mark so the logo remains easy to find and read.



Use the "P" in sized logo as a guide. Leave "P" space around all sides of the logo as shown above.

ACCEPTABLE COLOR USAGE

To maintain brand consistency, the logo can only be used with the following colors. See "Color" section of Style Guide for RGB values.



Single-color version



Two-color version



Reversed single-color version

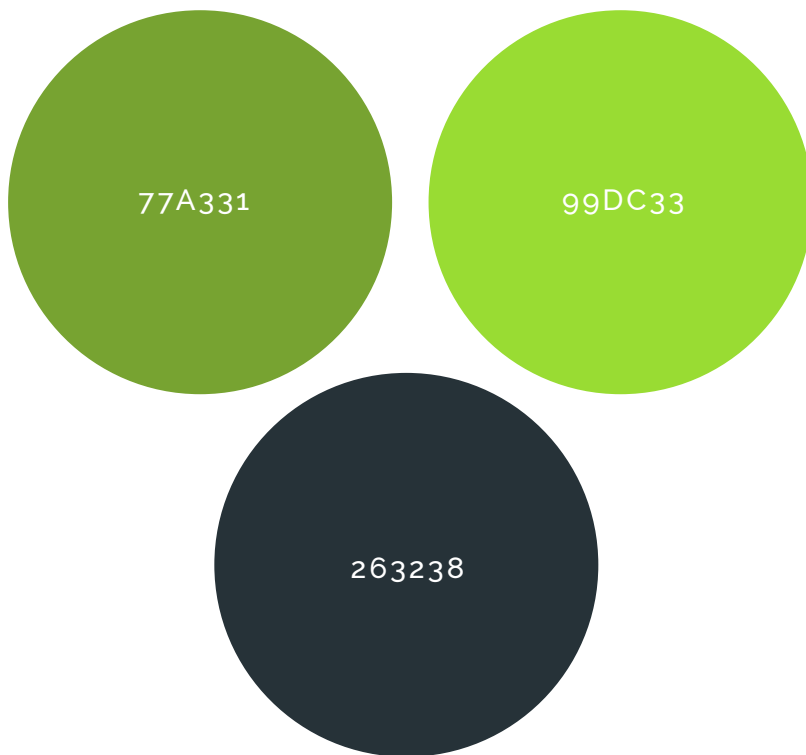


Reversed two-color version

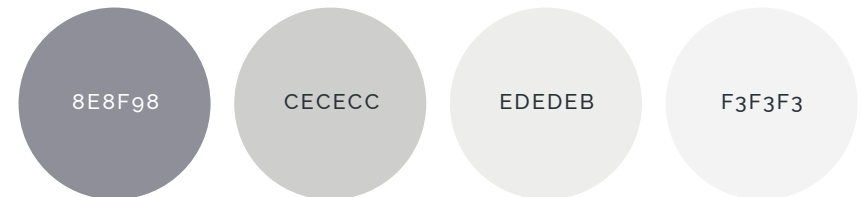
In the case of black and white, it can be white on a black background or black on a white background.

Colors

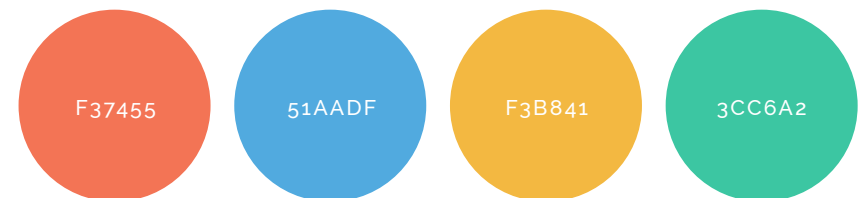
BRAND COLORS



NEUTRAL COLORS



FEATURE COLORS



Typeface

Raleway is our primary font and should be used on all print and digital assets.

Raleway Thin

RALEWAY THIN

Raleway Extra Light

RALEWAY EXTRA LIGHT

Raleway Light

RALEWAY LIGHT

Raleway Regular

RALEWAY REGULAR

Raleway Medium

RALEWAY MEDIUM

Raleway SemiBold

RALEWAY SEMIBOLD

Raleway Bold

RALEWAY BOLD

Raleway ExtraBold

RALEWAY EXTRABOLD

Raleway Heavy

RALEWAY HEAVY

12pt. various weights

12pt. various weights, all caps, 50pt letter spacing

Icons



PLUS



MINUS



ARROW DOWN



ARROW UP



ARROW RIGHT



ARROW LEFT



CARET DOWN



CARET UP



CARET RIGHT



CARET LEFT



SEARCH



CHECKMARK



MENU



CLOSE



HOME



HELP



ACCOUNT



PERSON



DASHBOARD



DOLLAR



AUTOMATE



ENGAGE



PEOPLE



CONNECT



REWARD