



Logo guidelines

September 2021



Logo

The Shape Beyond logo captures the essence of our brand. It is our most important visual asset.

Logo mark

Logo type



Logo elements

The logo consists of the logo mark and the logo type. Together they form the logo lock-up.

Logo mark

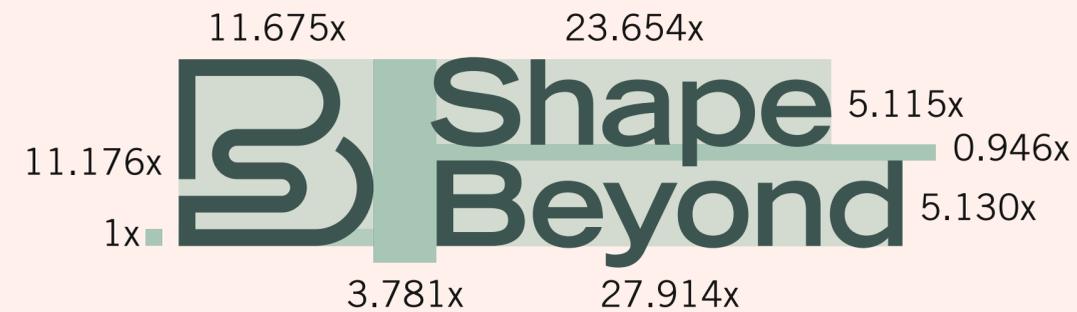
The logo mark is one elegant stroke. It signifies nurture, collaboration and the journey we guide our clients through. Its round forms feel friendly and approachable. The letter B is literally the shape beyond the letter S. The letter S is wrapped around by the B to signify nurture.

Logo type

The logo type always appears in Trade Gothic Bold Extended font across two lines to the right of the logo mark. It's a simple, clear font with irregular, rounded shapes that express personality and accentuate the appealing form of the brand name

Proportions

It's essential to keep the logo consistent and unaltered anywhere it appears. The aspect ratio and relative proportions of the logo should never be changed.



Exclusion zone

A small clear space should always be kept around the logo type for visual clarity. This space is equal to the height of the letter x, or the x-height of the logo type.



Minimum sizes

The logo should not reduce beyond certain sizes to ensure legibility: 10 millimetres height in print and 40 pixels height on screen. Both excluding the clear space around the logo.

Print

10 mm []

Screen

40 px []



Logo guidelines

Dos

Don'ts

Modifications

✓ Keep the logo in its original form, including every detail.

✗ Don't modify the logo or any part of it.

Properties

✓ The logo should always appear as flat graphics.

✗ Avoid 3D properties such as extrusions.

Rotation

✓ The logo should always appear horizontally.

✗ Don't rotate the logo or change its viewing angle.

Effects

✓ The logo should be presented in one solid colour.

✗ Don't use effects such as shadows, gradients or outlines.

Contrast

✓ Use highly contrasting colours for the logo and its background.

✗ Avoid low contrast that negatively impacts visibility.

Positioning

✓ The logo should always appear in full with adequate space around it.

✗ Never crop the logo.



Thank you.

Do you have any questions? Contact the team at branding@shapebeyond.com

Branding by Brand Purist

