



**Brand Refresh 2023**

# Logo

We wanted our logo to convey trust to our clients. One way we aimed to achieve that was with the inclusion of a combination of colors that would help us communicate this. We've solidified the darker color used by the typography, while still maintaining a hint of blue. We've also updated the color of the ripple to better communicate what it represents, a ripple. We believe that bringing blue to the ripple will help us achieve our goal of communicating trust and our philosophy overall.

## Main Logo:



**Favicon Ripple-** Use when the main logo is too large for the space. Ripple should always be offset and cropped. Can be used for profile images/small areas.

## Logo Variants:



**Dark Blue Version-** Use when the main logo's blue ripple may clash with surrounding objects. Do not use when background is dark.



**White Version-** Use when main logo does not work with the background because it is too dark. Do not use when background is white/light.




**Only Ripple-** Never use the ripple alone or separated from the SingleStone logotype except for official company accounts profile pictures or favicon.

# Colors

When it comes to colors, we believe that moving towards a cleaner brand would reflect the important aspects of our company: our professionalism, our solutions and the people behind them. We have adopted this color palette that is versatile, harmonious and energetic, just like our people.


## Primary:



**Blue**

HEX: #004CFEE

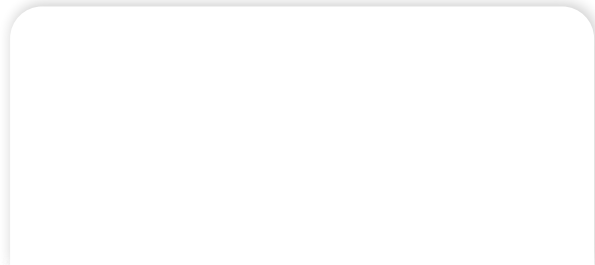
RGB: 0 | 76 | 254



**Dark Blue**

HEX: #12314C

RGB: 18 | 49 | 76

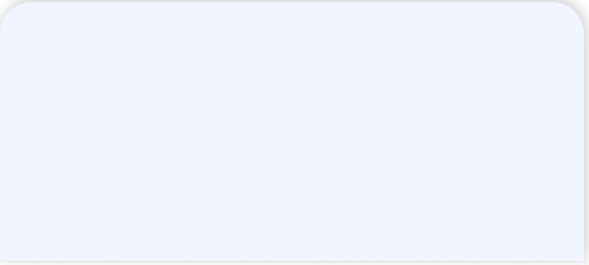


**White**

HEX: #FFFFFF

RGB: 255 | 255 | 255

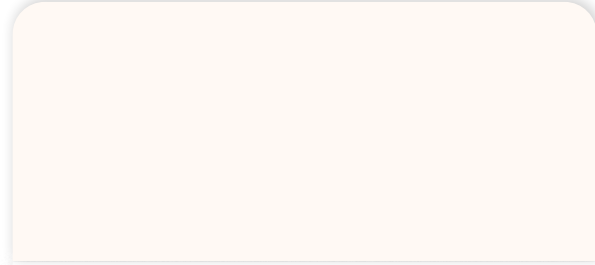
## Soft Colors:



**Soft Blue**

HEX: #F9FBFF

RGB: 249 | 251 | 255

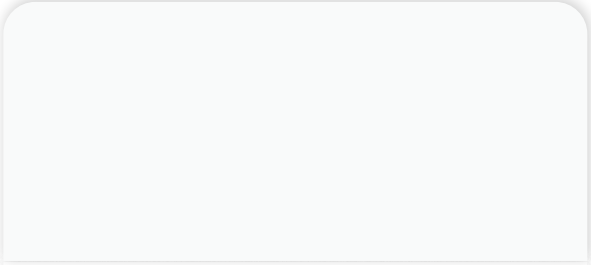


**Soft Orange**

HEX: #FFFBF8

RGB: 255 | 251 | 248

## Neutrals:




**Grey**

HEX: #F9F9F9

RGB: 249 | 249 | 249


## Accents:



**Orange**

HEX: #FFA95A


RGB: 255 | 169 | 90



**Purple**

HEX: #A737FF

RGB: 167 | 55 | 255



**Magenta**

HEX: #FF2466

RGB: 255 | 36 | 102



**Soft Magenta**

HEX: #FFF9FB

RGB: 255 | 249 | 251



**Soft Purple**

HEX: #FCF8FF

RGB: 252 | 248 | 255

# Lined Shapes

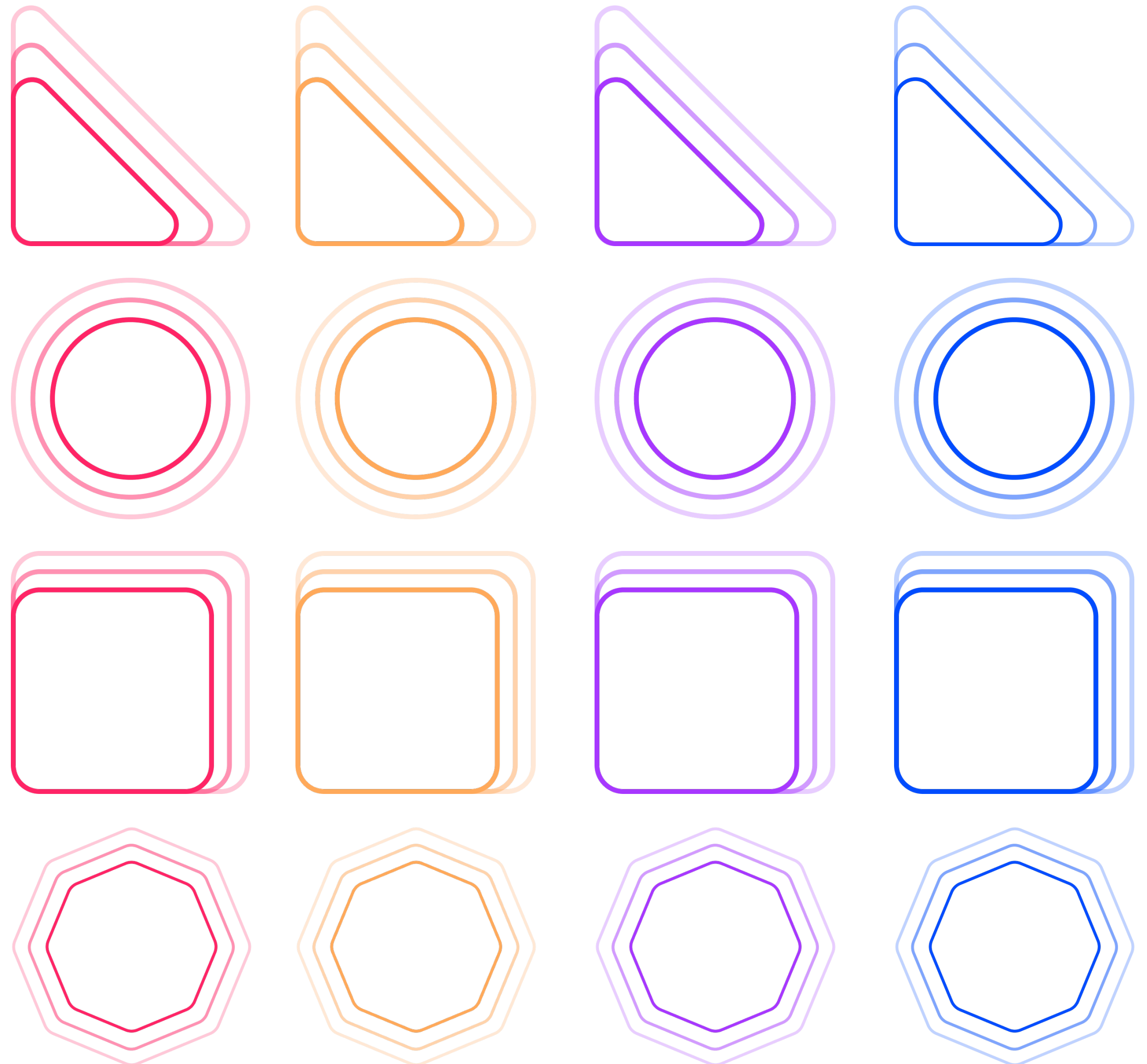
When you look at the world around us, everything can be reduced to simple geometric shapes. A computer monitor is nothing more than a rectangle. A watch can be simplified to a circle (or square) with two rectangles as straps. As consultants, we often need to look at problems at their most basic form in order to offer solutions to clients that are simple and have depth. We want our visual identity to help us communicate this.

We've chosen three shapes to accentuate our content: Triangles, circles and squares. At their core, these shapes are the most basic shapes. We have added a ripple effect to each shape that both communicates our philosophy as a company, and also adds depth, just like our solutions.

## How to Use:

These lined shapes are used as assets to our brand. You can use these shapes for many things like making background patterns or adding them to other generic elements.

Do not change the stroke width of these shapes. If you scale these to a different size, keep the stroke width consistent. Examples of this are on the home page of *singlestoneconsulting.com*.





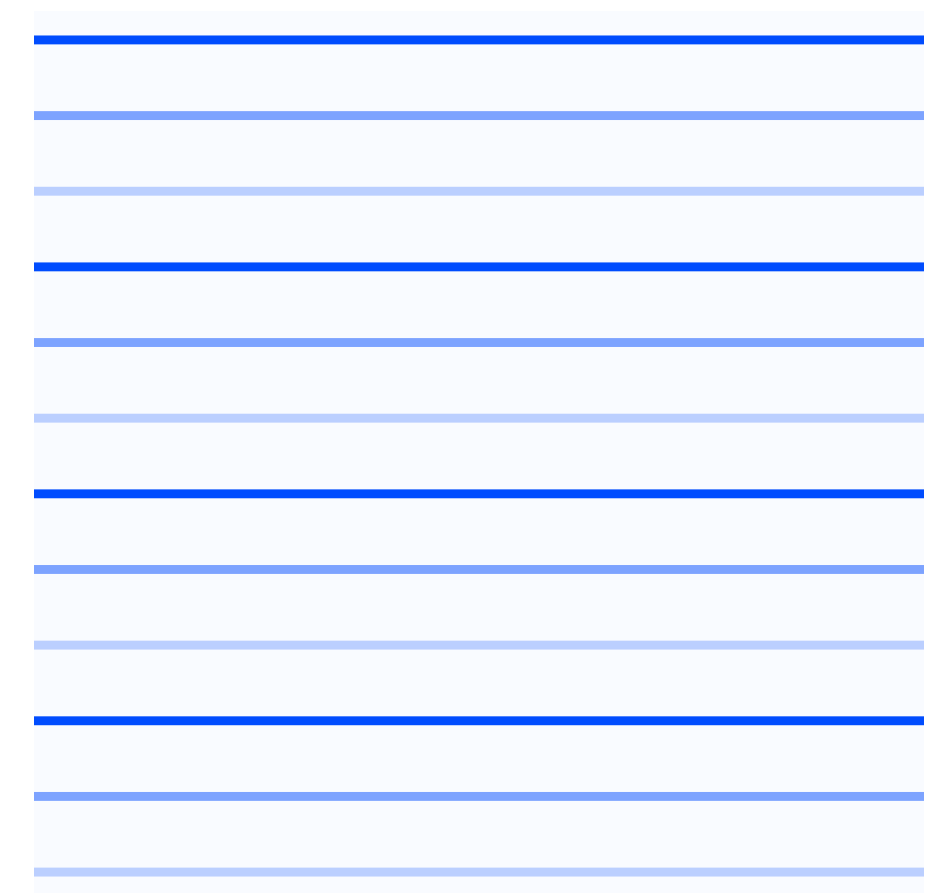
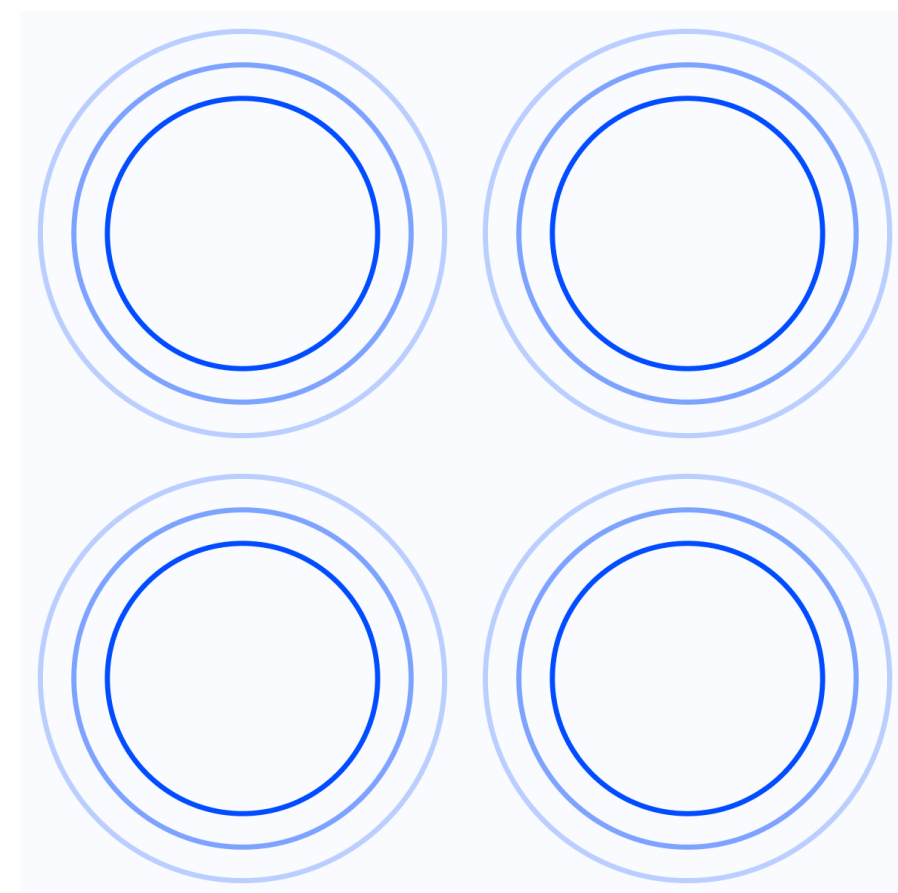
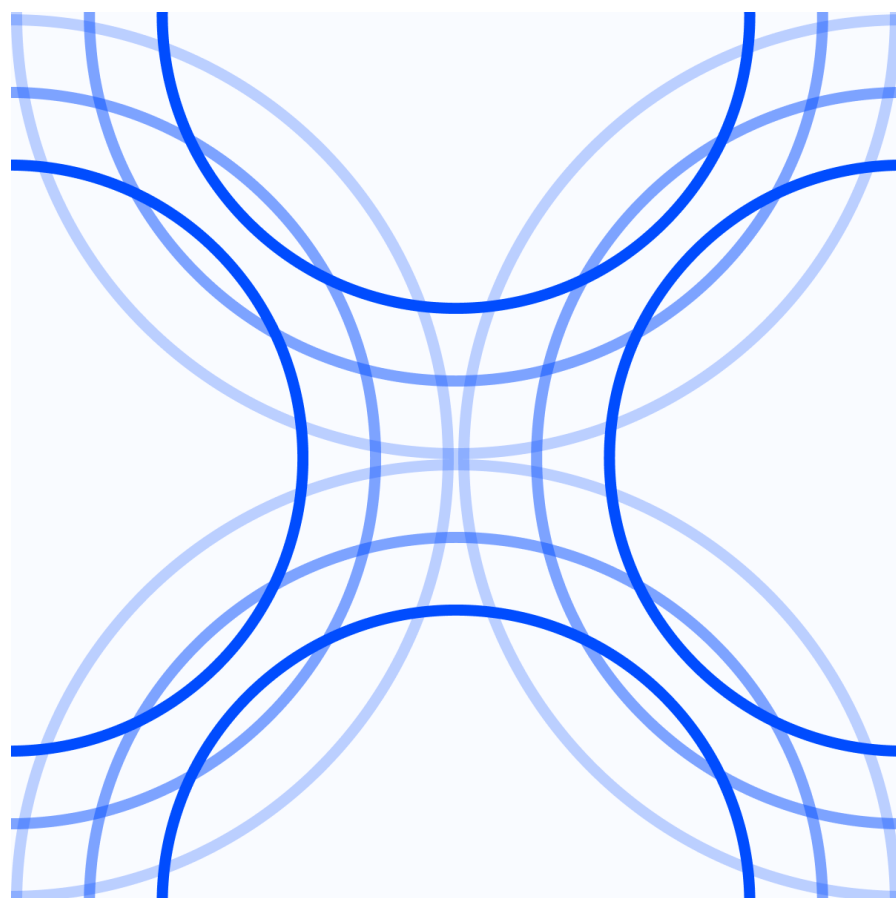
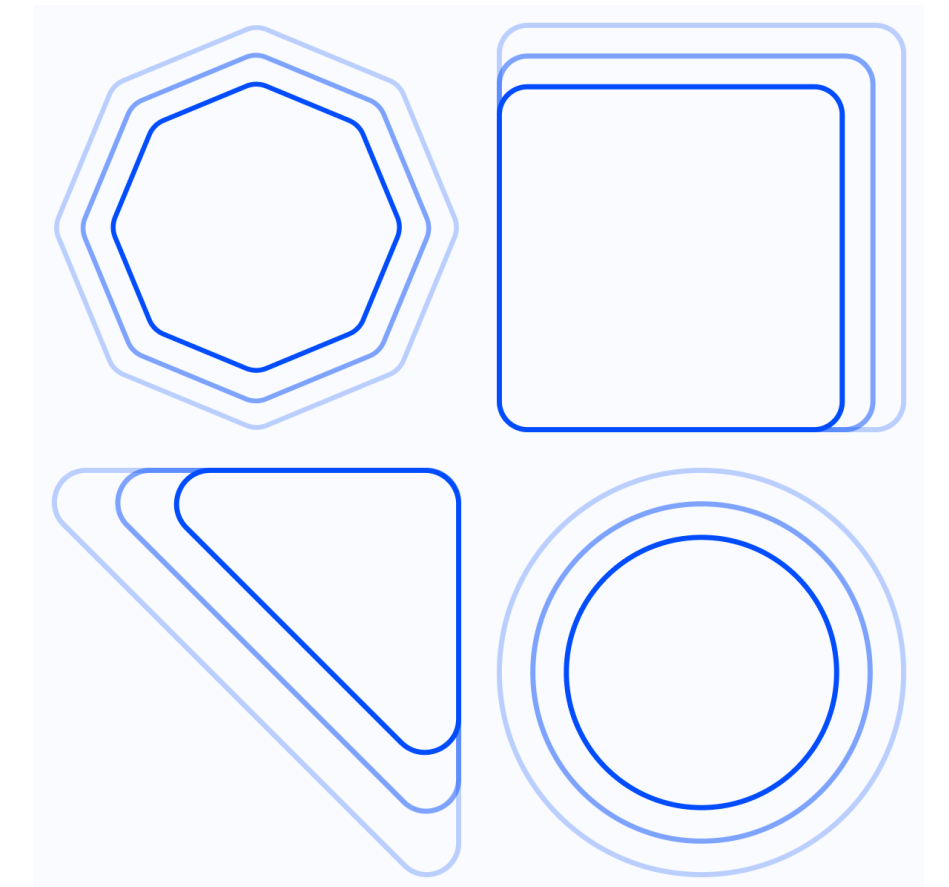
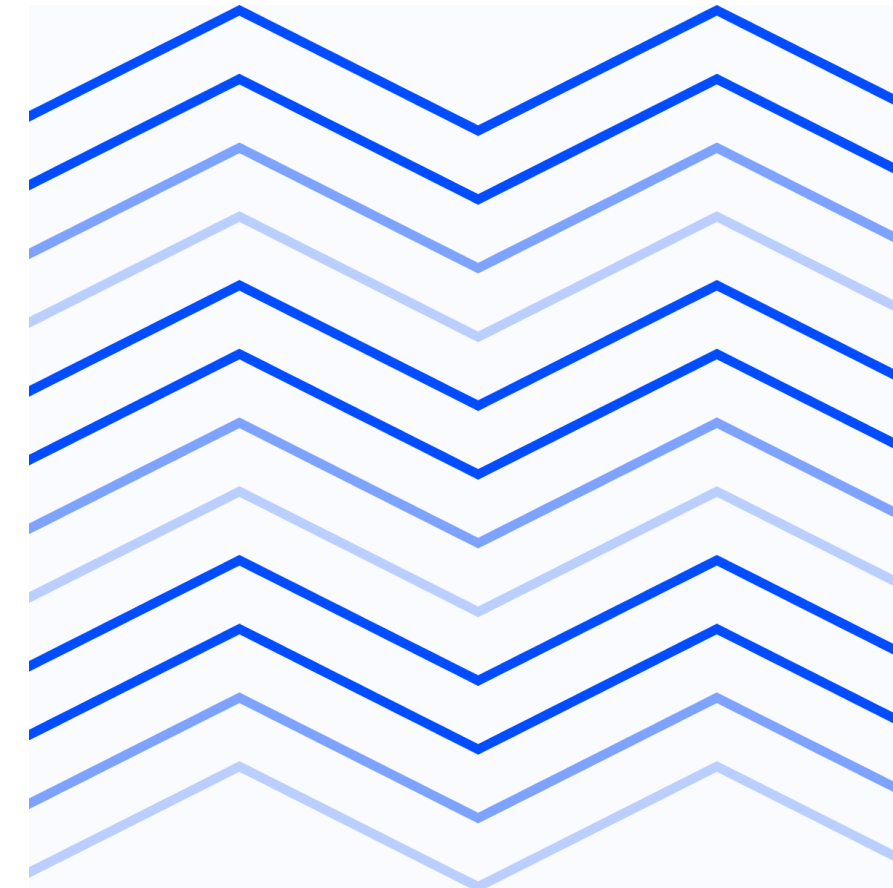
# Patterns

The lined shapes give us lots of flexibility to create patterns and interesting compositions.

The unifying principle across all of our patterns is line-weight and balanced repetition.

## How to Use:

When using patterns, simplicity is key. Always choose clarity in communication over decoration. Sprinkle sparingly. Use as accentuating assets and be cautious of the pattern becoming the main focus. Ensure patterns are not directly behind text to ensure legibility. When laying text on top of a pattern, use a solid color as the background for the text. Be cautious of too much repetition in a single piece.



# Typography

When it comes to typography, the message we’re trying to convey is crucial. We brought more consistent legibility to our typography by introducing a heavier, wider type for our headings: Greycliff CF. As a great compliment to this heavier font, we doubled down on a type that brings better legibility to our body text in Lato.

## HEADINGS

### Greycliff CF

**Extra Large 2 Bold- 72 pt**  
**Extra Large 1 Bold- 56 pt**

**Large 2 Bold- 48 pt**  
**Large 1 Bold- 32 pt**

**Medium 2 Bold- 24 pt**  
Medium 2 Regular- 24 pt

Medium 1 Regular- 16 pt  
**Medium 1 Bold- 16 pt**

## BODY TEXT

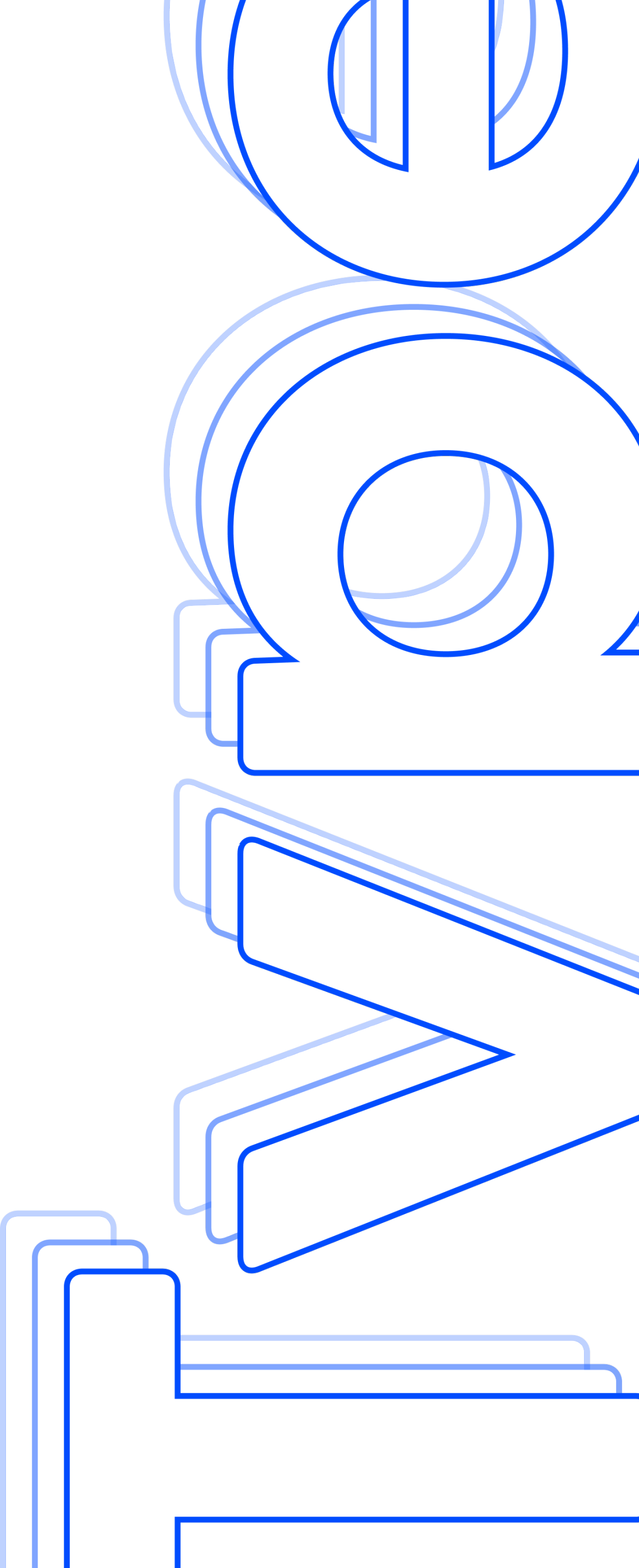
### Lato

Medium 2 Regular- 24 pt  
**Medium 2 Bold- 24 pt**

Medium 1 Regular- 16 pt  
**Medium 1 Bold-16 pt**

Small 2 Regular- 14 pt  
**Small 2 Bold- 14 pt**  
**SMALL 2 CAPS- 14 pt**

Small 1 Regular- 12 pt  
**Small 1 Bold- 12 pt**  
**SMALL 1 CAPS- 12 pt**





# Photography

In our photography, we want to highlight our office, our work and our people. We want someone experiencing our visual identity for the first time to connect with our company. By featuring real people, doing real work, at a real office space we believe we can achieve that connection.

## How to Use:

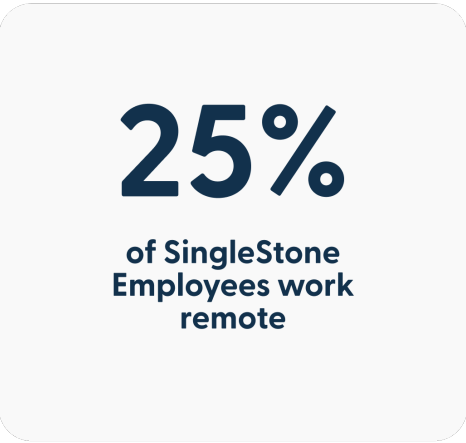
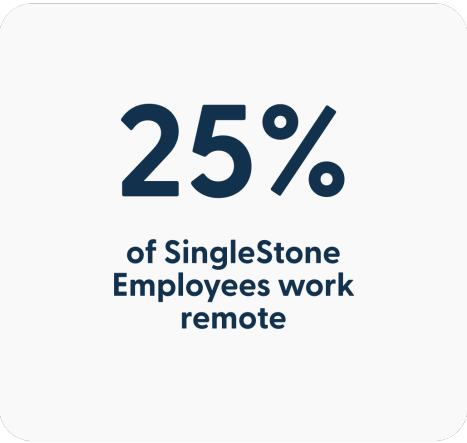
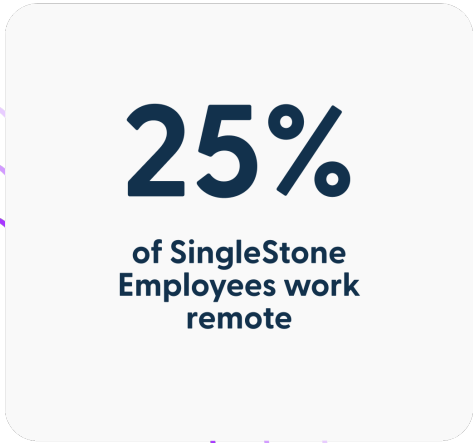
Photography can be a great aid to help personalize our content. Always try to use our SingleStone photography first before resorting to stock imagery (or consider another method of adding design).





# Combining shapes and extras

We use shapes to enhance a photo/other assets or to add additional information. Our guiding principle for the placement and use of these shapes is that the shape should “echo” the photo as if it were a ripple.





# Accessibility and Usage

Accessibility and clear communication is important to our brand. We must make sure we are using our colors, typography, & assets correctly so our users/customers can easily perceive, navigate, and understand us. Use this guide below to make sure your designs are accessible to everyone.

## Use with confidence:

This set of combinations can be used almost all of the time, with any elements. Some combinations are stronger than others but they are all compliant or more than compliant with WCAG 2.1 standards.

## Exercise caution:

This first line of this set can be used for UI elements/icons & large text. Large text is defined as 14 point (18.66px) and bold or larger, or 18 point (24px) or larger. Avoid the second line of combinations for any content elements but feel free to use on any decorative elements.

### HIGHEST LEVEL OF COMPLIANCE

Use with confidence

AAA

Normal text  
Large text  
UI elements and icons

13.38:1

Use with confidence

AAA

Normal text

13.38:1

Use with confidence

AAA

Normal text  
Large text  
UI elements and icons

13.38:1

### USE WITH CAUTION

Don't use for normal text

AA

Large text  
UI elements and icons

3.68:1

Don't use for normal text

AA

Large text  
UI elements and icons

3.62:1

Don't use for normal text

AA

Large text  
UI elements and icons

3.68:1

### MINIMUM LEVEL OF COMPLIANCE

Compliant

AA

Normal text  
Large text  
UI elements and icons

6.06:1

Compliant

AA

Normal text  
Large text  
UI elements and icons

6.06:1

Compliant

AA

Normal text  
Large text  
UI elements and icons

4.53:1

Compliant

AA

Normal text  
Large text  
UI elements and icons

4.53:1

### NOT FOR CONTENT

Avoid for content elements

Fails

Normal text  
Large text  
UI elements and icons

2.04:1

Avoid for content elements

Fails

Normal text  
Large text  
UI elements and icons

2.95:1

Avoid for content elements

Fails

Normal text  
Large text  
UI elements and icons

1.89:1

Avoid for content elements

Fails

Normal text  
Large text  
UI elements and icons

1.89:1



**We are  
SingleStone**

