

SIGNOS

# BRAND GUIDELINES



# LOGO

Our logo is comprised of the Signos symbol paired with Signos wordmark, set in upper case. Our primary logo is the symbol locked up with the wordmark.

## Symbol

The Signos symbol is a stylized “s-shape” that we call the Zag. It is a bold and dynamic shape and paired with a bright pink we call Cerise. It is a symbol of our defiance and action.

## Wordmark

The letterforms are thin by comparison, and slightly rounded to pick up cues from the curvilinear shape of the zag. Uppercase helps the logo feel trustworthy and while the rounded shapes and humanist letterforms make the logo approachable.



## Clear Space

To ensure prominence and legibility, the Signos logo is always surrounded by an area of clear space that remains free of other graphic elements. Clear space for the logo is based off the height of the S.



## Wordmark

Use for instances in assets after the primary logo has been established or when a more sophisticated or subtle approach is more appropriate.



## Symbol

Use for avatars and instances in assets after the primary logo has been established.



## Stacked Logo

Use for square or limited horizontal footprints where it is critical to still see the Signos wordmark (ie marketplaces)

# COLOR USAGE

The Signos logo may only be presented in two color ways.

- 1. Full color - Cerise Zag with Stone Wordmark
- 2. One color - Stone, Black, Cerise, White

The logo can only be set against specific background colors. This is to ensure the proper contrast and brand tonality. Do not place the logo against a non-approved color background.



Full color logo on light colors



Full color logo on dark colors



1 color logo - can be Black, Stone or Cerise



White Logo (or light pebble) on Black, Stone (+Med)



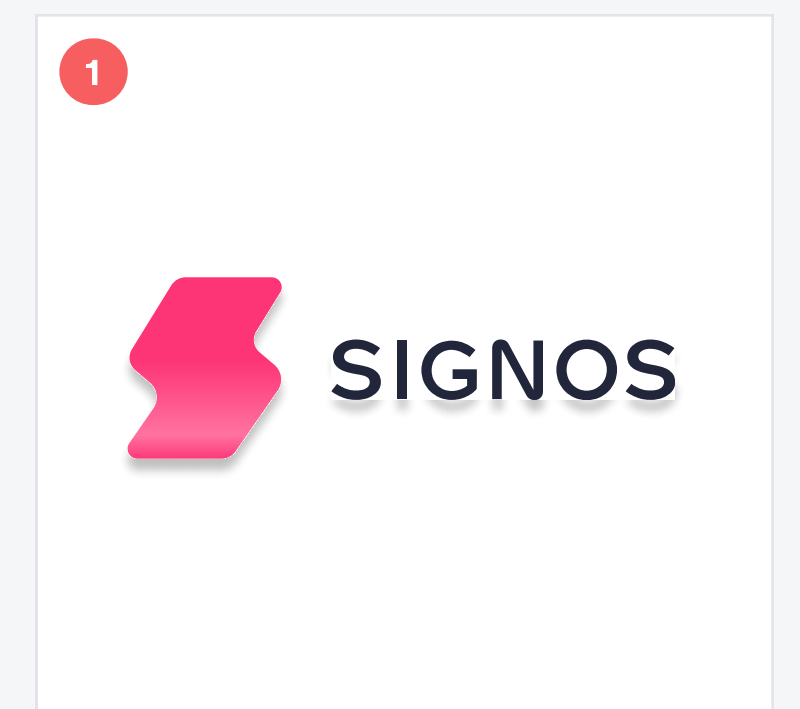
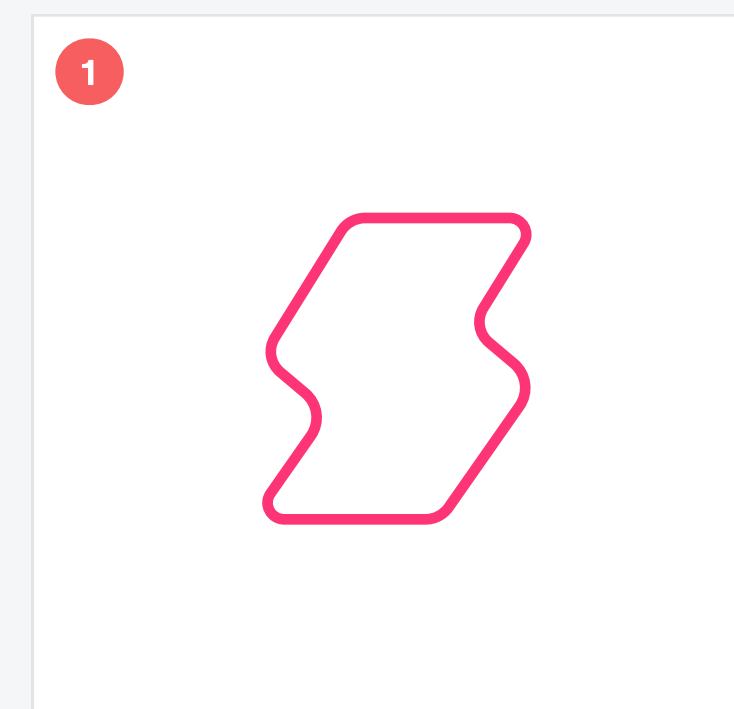
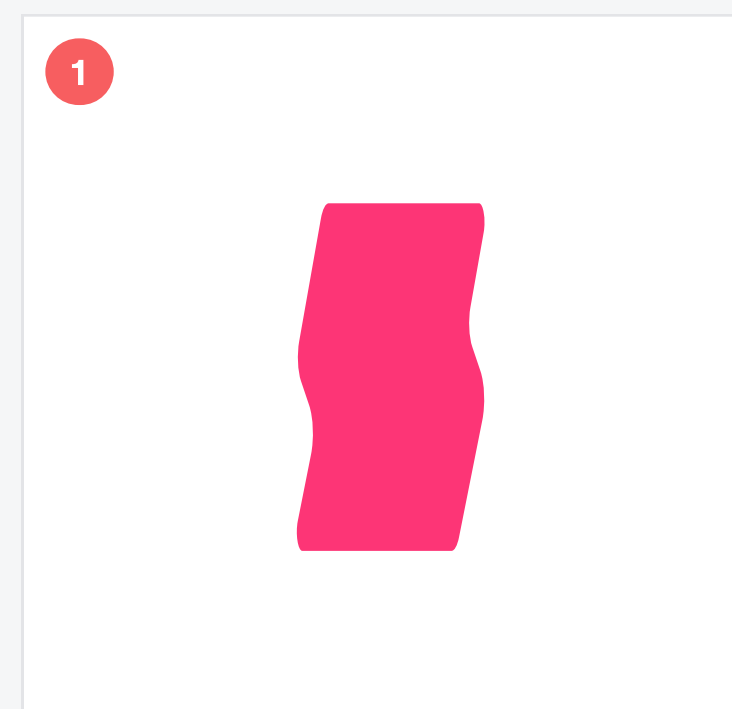
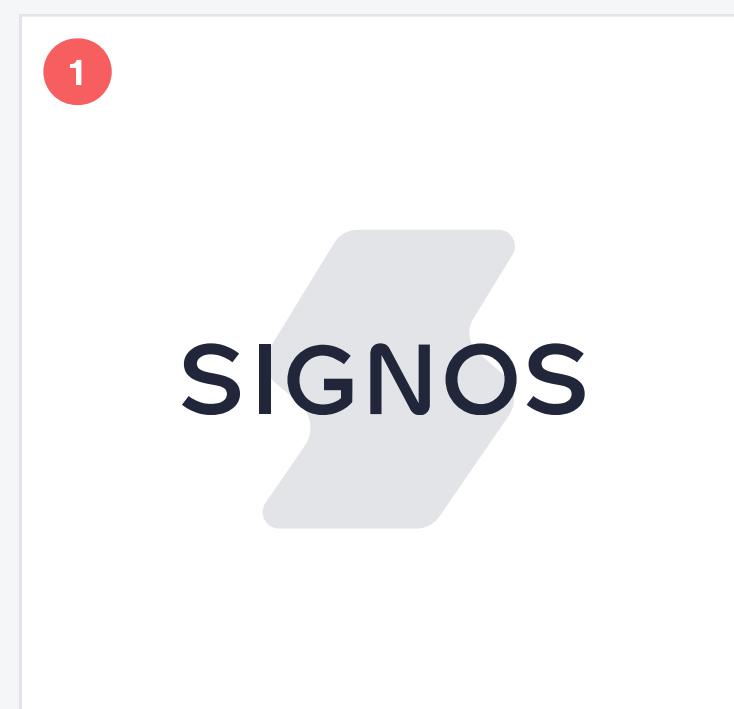
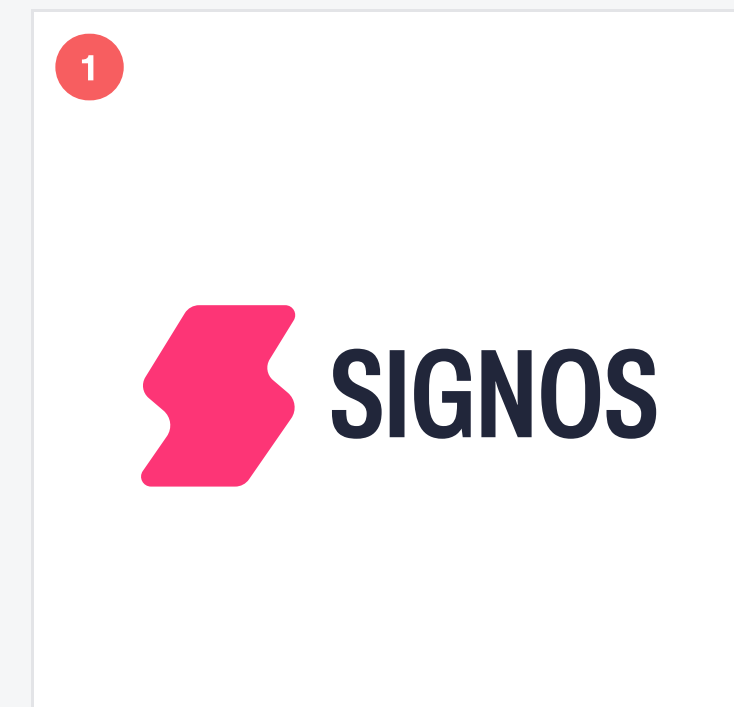
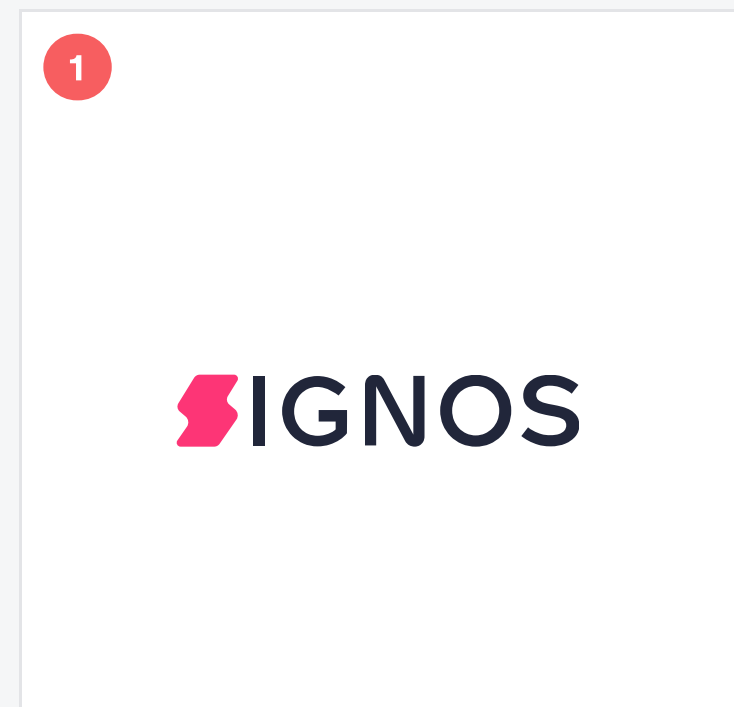
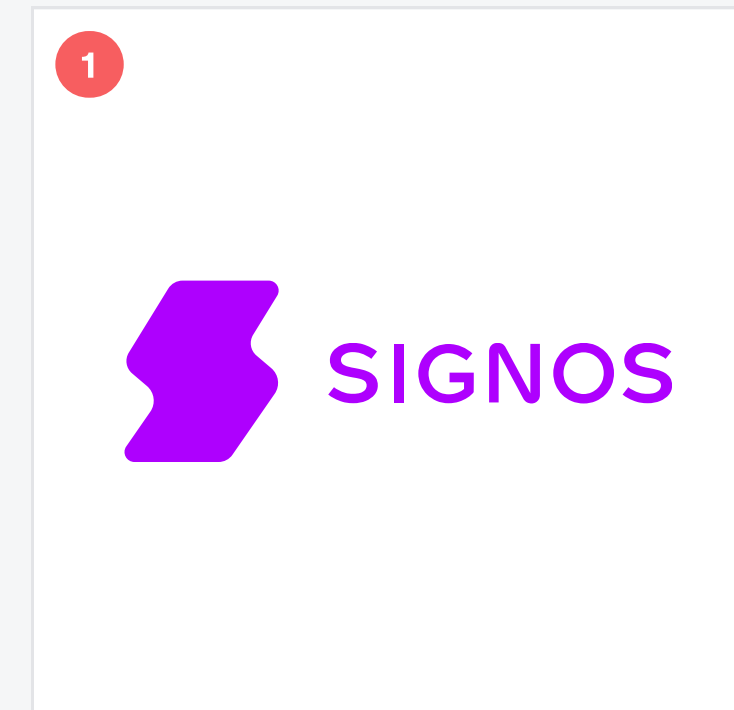
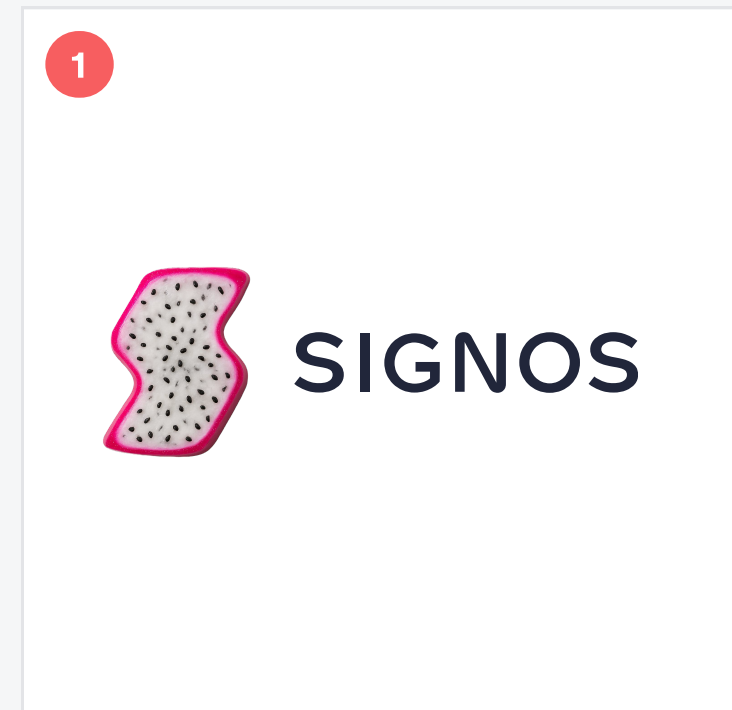
White logo on brand colors -



White logo on Photography (with sufficient contrast)

# WHAT TO AVOID

1. Do Not change position of the Zag
2. Do Not use illustrative Zags with the wordmark
3. Do Not use unapproved colors
4. Do Not use the Zag as a container for just the wordmark
5. Do Not use the Zag in the wordmark
6. Do Not italicize the wordmark
7. Do Not use other typefaces for the logo
8. Do Not place the logo in another shape
9. Do Not place the Zag behind the wordmark
10. Do Not distort the Zag or the wordmark
11. Do Not outline the Zag or the wordmark
12. Do Not add effects to logo



# BRAND COLORS

**Cerise is our lead brand color.** It doesn't whisper — it declares. It signals action, sparks attention, and highlights key moments of empowerment and disruption.

Since Cerise is a key brand element, we will only associate the color with brand messaging and positivity. We can Cerise when we use brand messaging to discuss struggles with weight and the noise we collectively face, we cannot use Cerise to highlight a specific negative health marker or suggest negative actions.

**About Color Reproduction:**

Since our primary medium of brand impression is digital, HEX colors are the truest brand colors. The PMS selected color is our closest representation of the HEX color.

While printed PMS colors can be consistent across outputs and vendors, CMYK offset and digital printing outputs are not consistent. Providing an universal set of CMYK values creates a false sense of color consistency - as such we have omitted them. If you are physically printing pieces our recommendation is to work with your vendor on color matching and request a proof to ensure color accuracy whenever possible.

**Cerise**

HEX FD3576  
PMS 191

Light FD719F  
Dark CA2A5E  
Darker 65152F

**Gold**

HEX FBB12D  
PMS 1235

Light FCC86C  
Dark C88D24  
Darker 644612

**Violet**

HEX AE00FE  
PMS 2592

Light C64CFE  
Dark 8B00CB  
Darker 450065

**Sky**

HEX 3B88FF  
PMS 2727

Light 75ABFF  
Dark 2F6CCC  
Darker 173666

**Stone**

HEX 21263A  
PMS 534

**Stone Med**

HEX 465B7A  
PMS 2159

**Stone Light**

HEX B5C3D6

**Pebble**

HEX E3E4E7

**Pebble Light**

HEX F5F6F7

**Stone** is used instead of black for type, and often used for brand backgrounds and hard drop shadows.

**Stone Medium** is used for brand backgrounds and type that needs to be more recessive than stone.

**Stone Light** is often used for rules and backgrounds that need the brand bluish tint of the Stone family.

**Pebble** is intentionally neutral and light. Use it as one step up from the more often used Pebble Light.

**Pebble Light** is intentionally neutral and light - often used as light backgrounds so white can pop off the pebble

# ACCESSIBILITY

All websites and digital products should be designed to meet the Web Content Accessibility Guidelines (WCAG) compliance.

Text is primarily set in Stone or White. These are the preferred combinations and should be the default application.

Other colors may be used to create hierarchy or call out key details. The columns to the right detail the text color accessibility ratings against the corresponding background color.

## WCAG Contrast Ratios Categorization

- AAA = 7:1 or higher
- AA = 4.51 or higher
- AA18 = 3.1 or higher (for min 18pt font)
- \* Links and UI components should pass AA

Stone or white with colors

<b>AA18</b> <b>AA18</b>	<b>AA18</b> <b>AA18</b> AA (4.5+)	<b>AA18</b> <b>AA18</b> AAA (7+)	<b>AA18</b> <b>AA18</b>	<b>AA18</b> <b>AA18</b> AAA (7+)
<b>AA18</b>	<b>AA18</b>	<b>AA18</b> AAA (7+)	<b>AA18</b> AAA (7+)	<b>AA18</b> AAA (7+)
<b>AA18</b>	<b>AA18</b> AA (4.5+)	<b>AA18</b>	<b>AA18</b>	<b>AA18</b> AAA (7+)

Black (or white) with colors

AA (4.5+)	AA (4.5+)
AA (4.5+)	AA (4.5+)
AAA (7.0+)	AAA (7.0+)
AA (4.5+)	AA (4.5+)
AAA (7.0+)	AAA (7.0+)
AA (4.5+)	AA (4.5+)

# TYPOGRAPHY

## Archivo

Our primary font is Archivo – a strong geometric sans serif typeface that when set in upper case is often associated with newspaper headlines and activist posters due to its readability, boldness and the economy of the letterforms. Archivo carries those associations of urgency and defiance that is part of the Signos ethos.

Archivo is variable font and as such provide a range of type flexibility. All styles are available for use, however there are 3 we use more commonly in brand communication – Extra Condensed and Expanded for headlines and Standard for body copy.

Archivo is licensed by Google Fonts and is available at <https://fonts.google.com/specimen/Archivo>

## Jet Brains Mono

Our accent font is Jet Brains Mono. Jet Brains is designed to display computer code due to its simple letterforms and readability at small sizes. Using Jet Brains creates associations to data and intelligence and compliments the more activist Archivo family.

Mono spaced fonts are not designed to be read in long story form. As such, we use Jet Brains only for captions, modifiers, and labels.

Jet Brains Mono is licensed by Google Fonts and is available at <https://fonts.google.com/specimen/JetBrains+Mono>

## Archivo Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@?%&()

The complete Archivo family is available, however these are the three primary fonts

→ **EXTRA CONDENSED**

→ **Standard**

→ **Expanded**

**NARROW  
CONDENSED**

## Jet Brains

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@?%&()

Use sparingly - primarily for captions, descriptors, qualifiers, and diagrams.

**JET BRAINS MONO BOLD**

Jet Brains Mono Regular

# Thank you

For further guidance or have any questions,  
please contact [benji@signos.com](mailto:benji@signos.com)

