Index

Our logo and Icon ........................................... 02

Typography ....................................................... 03

Usage on backgrounds .................................... 04

Logo misuse ...................................................... 05

Colors .............................................................. 06 - 07
Our logo and Icon

Large >
100px wide

Small
between 100px –
51px of wide

Extra Small
between 50px –
33px of wide

Favicon
below 32px wide

Logo
Typography

Logo font

creately

Kamerik 105 Bold

A B C D E F G H I J K L M N O P R S T Q V W X Y Z
a b c d e f g h i j k l m n o p q r s t v w x y z
1 2 3 4 5 6 7 8 9 0
Usage on backgrounds

creately

creately

creately

creately

creately

creately

creately

creately

creately
Logo misuse

- Do not crop the logo
- Do not change the transparency of the logo
- Do not shuffle around the colors of the icon
- Do not use different colors
- Do not change the size or position of the icon and logotype
- Do not distort the logo
- Do not use drop shadows or any other effects
- Do not re-create using any other typeface
- Do not outline logotype
- Do not rotate any part of the logo
Colors

Primary Colors

Our primary brand colors are dark blue and white. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

Blue
Hex: #06263D
CSS: rgb(6, 38, 61)
HSL: 205,82,13,100%

White
Hex: FFFFFF
CSS: rgb(255, 255, 255)
HSL: 0,0,100,100%

Red
Hex: #F05251
CSS: rgb(240, 82, 82)
HSL: 0,84,63,100%

Action Color

Action Green is an important color that is unique to Creately and should be used sparingly for moments of support, assurance, and delight at times of interaction between a user and the brand.

Green
Hex: #29947F
CSS: rgb(41, 148, 127)
HSL: 168,57,37,100%
Secondary Colors

Our secondary and tertiary colors should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

**Red**
- Hex: #DF7E7B
- CSS: rgb(223, 126, 123)
- HSL: 2,61,68,100%

**Blue**
- Hex: #7CA7EC
- CSS: rgb(124, 167, 236)
- HSL: 0,0,100,100%

**Green**
- Hex: #51C0AA
- CSS: rgb(81, 192, 170)
- HSL: 168,47,54,100%

**Yellow**
- Hex: #E4C863
- CSS: rgb(228, 200, 99)
- HSL: 47,70,64,100%

**Purple**
- Hex: #9678E3
- CSS: rgb(150, 120, 227)
- HSL: 257,66,67,100%

**Grey**
- Hex: #B0B4B5
- CSS: rgb(176, 180, 181)
- HSL: 192,3,70,100%