

the **SPOT**

INTRANET IDENTITY BRAND GUIDELINES

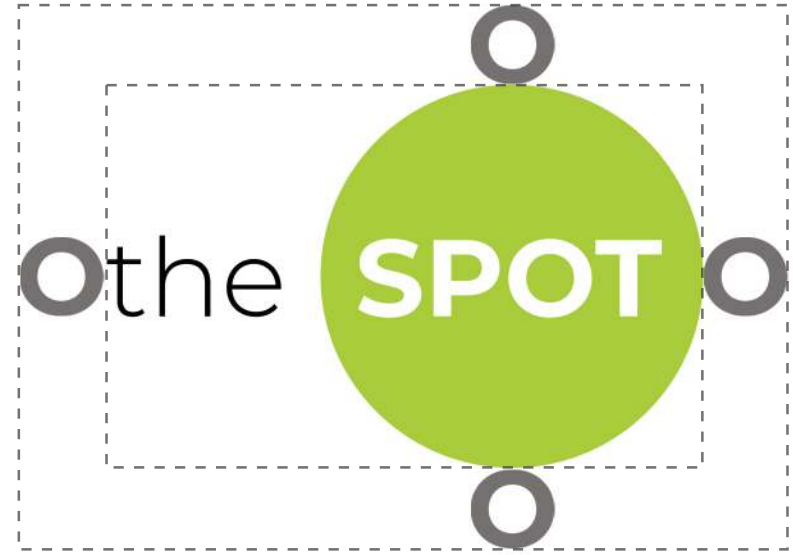


LOGO

The SPOT stands for “Single Point of Truth”.

We worked to design a clean, simple logo that would be agnostic across the Schomp and Non-Schomp brands and communicate the idea of a central hub.

The use of the electric green makes this logo inviting and fresh; indicating the platform will be continuously growing with new content and organizational updates.



VARIATIONS



FAVICON



COLOR

Follow these colors the majority of the time to provide consistency across platforms where The SPOT styling is referenced.

In web interface design, Electric Green should primarily be used for highlights and calls to action.

PRIMARY

Electric Green

#a8cf39

C: 39 M: 0 Y: 99 K: 0

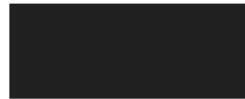


CTA Buttons, and Highlights

Soft Black

#212121

C: 72 M: 66 Y: 65 K: 72



Body Text and Headlines

Schomp Navy Blue

#14477c

C: 99 M: 75 Y: 25 K: 10



Secondary CTAs and Schomp Reference

Pure Black

#000000

C: 0 M: 0 Y: 0 K: 100



Logo Text Element Only

SECONDARY NEUTRALS

Light Gray

#c2c1c0

C: 24 M: 19 Y: 20 K: 0



Background Gray

#eeeeef

C: 5 M: 4 Y: 4 K: 0



Pure White

#ffffff

C: 0 M: 0 Y: 0 K: 0



SECONDARY ACCENTS

Electric Blue

#26bbf9

C: 63 M: 8 Y: 0 K: 0



Teal Green

#25a69a

C: 76 M: 12 Y: 46 K: 0



True Blue

#0680bc

C: 84 M: 41 Y: 5 K: 0



TYPEOGRAPHY

Montserrat

Montserrat is friendly and modern, but can also be **BOLD** and **COMMANDING**.

It has good legibility and readability, especially on digital platforms. This is important for our broad audience of many ages.

Montserrat can be downloaded from Google Fonts for free and is best suited for digital use, but can be utilized in print documents.

If you are designing something with a lot of text in a print format, try using **Avenir Next**.

Montserrat has multiple weights and styles to create hierarchy and interest.

Merriweather

Merriweather is an optional, supplemental font that can be used for headlines or callouts that need a more pronounced differentiation from the body copy.

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic