

SuiteFiles

Style Guide

LOGO

Logo Guidelines

Variations

The SuiteFiles logo is made up of two colours, the SuiteFiles electric and ink blue. Ideally the logo should be reproduced on a white background, in cases where this is not possible, see the following versions that are available for use.



Standard Full Colour Logo | Light Background



Standard Full Colour Logo | Dark Background

LOGO | BACKGROUNDS

Background Colours

Examples

Ideally the logo should be reproduced on a white or Ink blue background. For other background colours, choose the appropriate version of the logo as shown. For any other colours that may clash with the royal blue, use the white version of the logo instead.



Standard Full Colour Logo | Light Background



Standard Full Colour Logo | Dark Background



White Logo | Primary Palette Colour Backgrounds



White Logo | SuiteFiles Gradient Backgrounds

Monochrome

Examples

For situations where colour is not an option e.g. black and white printing or stylistic reasons where the logo has to match a set of other logos.



Black Logo | Light Backgrounds



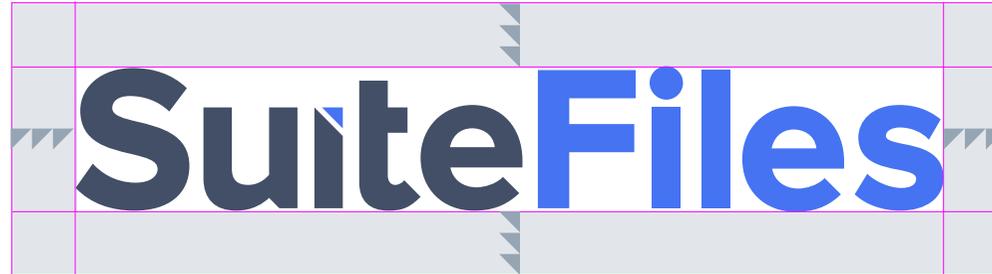
White Logo | Dark Backgrounds

LOGO | Spacing + Requirements

Spacing

Minimum Requirement

Use 3x the tittle (dot on the 'i') as a guide for the minimum required clear space surrounding the logo.



Sizing

Minimum Requirement

The logo should always be used at a size where it is clearly legible. The standard full logo should not be used at a size smaller than 40mm in print and 120px on screen, measured by the width.



Minimum logo size
Print



Minimum logo size
Screen

Colours

Swatches

Ideally the logo should be reproduced on a white or Ink blue background. For other background colours, choose the appropriate version of the logo as shown. For any other colours that may clash with the royal blue, use the white version of the logo instead.

HEX #4573F3
CMYK 88 / 50 / 0 / 0
RGB 70 : 115 : 243

Electric Blue

HEX #434F66
CMYK 78 / 65 / 41 / 24
RGB 68 : 79 : 102

Ink Blue

HEX #FFFFFF
CMYK 0 / 0 / 0 / 0
RGB 255 : 255 : 255

White

Best Practices

Do's

Guidelines for how to work with the SuiteFiles logo.



DO Only use the approved and provided assets.

Don't recreate the logo. Contact dux@suitefiles.com if you need help or have questions.



DO Use appropriate contrast with the document

Make sure the logo is clearly legible and has sufficient contrast with the background colour or image. Ensure there is adequate space around the logo.

Best Practices

Do not's



DON'T Change the colour.

Use the logos as provided, please don't fill with other colours, photos or gradients.



DON'T Add effects or modify the logo

Effects don't mix well with the SuiteFiles logo so leave the strokes, drop shadows, bevels and other effects out. Don't add, redraw, distort or rotate the logo.