



Graphic guidelines

Please follow this guideline to ensure the correct use of Sociality.io's brand identity



Logo

These are the primary versions of our logo.



Positive version



Negative version

Symbol

These are the two versions of our symbol.

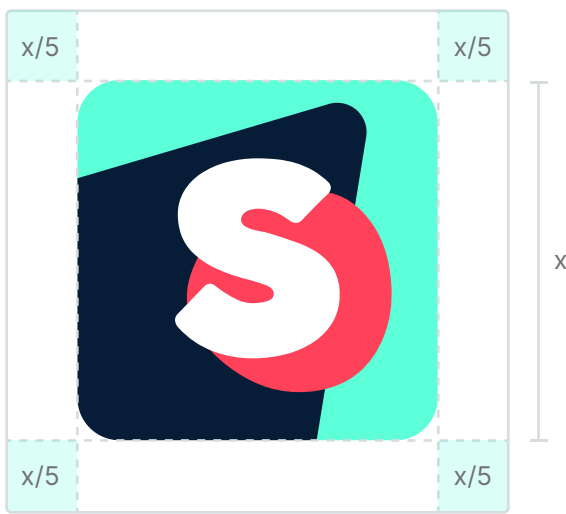


Whitespace

Keep an empty space around our logo and symbol.



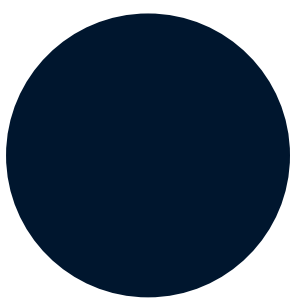
Apply to all logo versions



Apply to all symbol versions

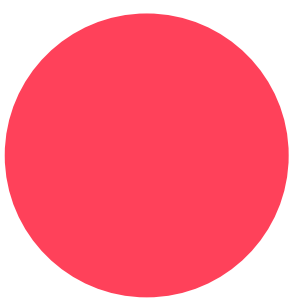
Colors

These are our brand's main colors.



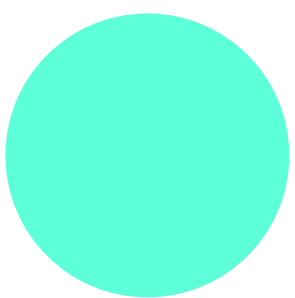
Blue

#00162e
rgb 0 22 46



Pink

#ff415a
rgb 255 65 90



Turquoise

#5cffd7
rgb 92 255 215



White

#00162e
rgb 255 255 255

Sociality.io | Dos

Follow these guidelines to make the best usage of Sociality.io' logo.



Positive version → white or light color backgrounds



Negative version → black or contrasting backgrounds



Monochromatic versions of the logo are available

Sociality.io | Don'ts

These guidelines apply to all logo and symbol versions.



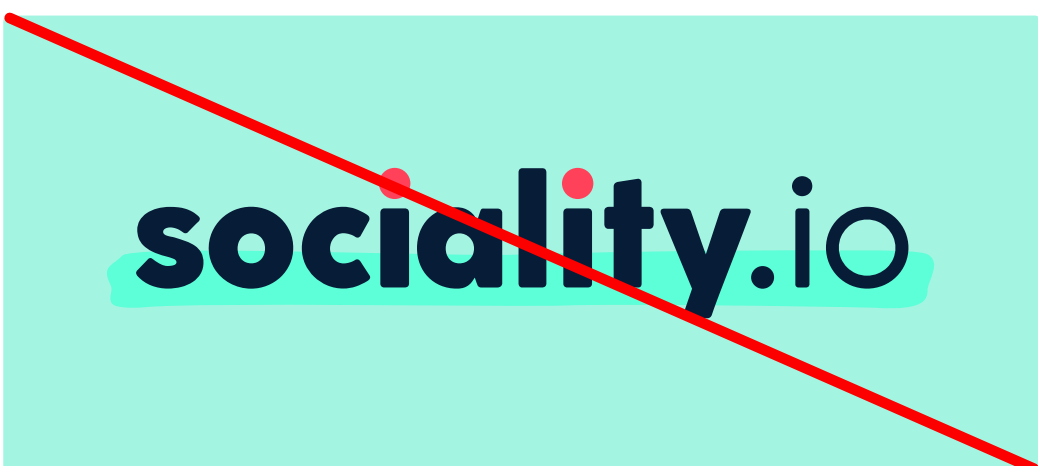
Don't apply other colors



Don't switch elements' colors



Don't change proportions



Don't apply on backgrounds with no contrast



Don't apply on backgrounds with same colors as elements



Don't apply transparencies

This document defines a group of graphic rules that guarantee the correct application of the Sociality.io identity. The visual identity must present a coherent communication. Only in this way, it will be possible to have a clear and recognized image of the brand. **No other changes must be made to Sociality.io's visual identity without the brand's consent.**

The colors represented in these guidelines were designed to be viewed and used on screen (RGB). The reproduction in desktop printers will not allow the correct chromatic reading of this document.