conversica

TABLE OF CONTENTS

01: MASTER LOGO

This section covers the usage of the master logo, its construction, and the variety of layouts available to you. If you need something further defined please reach out to Conversica.
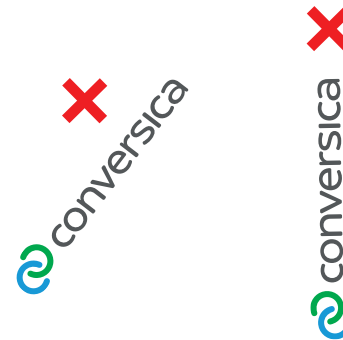
MASTER LAYOUTS
CLEAR SPACING
COLOR USAGE
LIMITATIONS

THE MASTER LOGO

The master logo symbolizes the Conversica AI assistant (in blue) and how it interacts with a real human (green) to foster real conversations

Do not loosen to tighten leading of the logotype or create gaps in the mark

Do not change the angle of the baseline when presenting logotype

THE LOGO SPACE

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The guidelines on this page should be used to define minimums.

The minimum allowance for the master logo is equal to the height of the "Conversicon" mark squared. This holds true regardless of scale.

LOGO COLOR

The color of the logo on a color background should be decided on a case-by-case basis. Different shades and contrast will inevitably break the usage outlined below.

A. Logo on White
The preferred version is the horizontal gradation logo and should be used on a white background.

B. Logo on Color
The logotype should always be white when used on a colored background.

The gradation version of the brand logo is the preferred version

The 2 color version of the brand logo is the alternative version

APPROPRIATE USAGE

To maintain integrity of the logo, don't do the following;

A. Stretch the logo
B. Flip the logo
C. Use a color not outlined by the guide
D. Use effects such as shadows
E. Outline the ENTIRE logo

APPROPRIATE USAGE

The Conversica brand logo preferred usage is in the horizontal position.

The alternative brand logo is the vertical usage and is available in a special small version where the "conversicon" is larger for legibility.

Preferred Vertical

Horizontal

Alternative Vertical

02 : COLOR

This section covers the usage of our color system, If you need something further defined please reach out to Conversica.
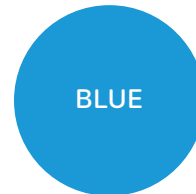
CORE PALETTE

CORE COLORS

The primary color palette will work for the majority of your color needs. It is intentionally limited in variety to present clearly defined brand. The secondary colors are inspired by the tones and richness found in the primary palette and should be used as accents.

PRIMARY

	GREEN	BLUE	ORANGE	GOLD
CMYK	73, 0, 100, 0	75, 24, 0, 0	0, 77, 89, 0	.9, 26, 100, 0
RGB	63,181,73	0,155,222	255,95,44	255,191,3
HEX	3fb549	009bde	ff5f2c	ffbf03

SECONDARY

	DARK GREY	DARK BLUE	GREY	WHITE
CMYK	72, 65, 62, 71	93, 69, 54, 57	37, 27, 27, 0	0, 0, 0, 0
RGB	39,40,41	8,44,57	172,173,174	255,255,255
HEX	272829	082c39	acadae	ffffff

03 : TYPOGRAPHY

This section covers the usage of our typography system. Because of the simplicity in our brand, type plays an important part. If you need something further defined please reach out to your Conversica.

NUNITO

NUNITO

The Nunito font family includes 12 styles and weights: six uprights with six italics. It is characterized by excellent legibility in both web and print, well-finished rounded designs, and optimized kerning.

Use Nunito for headlines of all sizes, as well as text blocks.

The font styles are applicable for any type of graphic design: web, print, motion graphics, and company swag.

Conversica

Ascender

X-height

Baseline

Descender

NUNITO

The typography of Conversica's brand is flexible and legible. Simplicity allows for focused messaging. Nunito Text is the main corporate font used across all marketing and brand material.

To download Brandon Text on your computer please go to:
https://fonts.google.com/specimen/Nunito

Aa

AaBbCcDdEdFfGgHhIiJjKk

AaBbCcDdEdFfGgHhIiJjKk

AaBbCcDdEdFfGgHhIiJjKk

AaBbCcDdEdFfGgHhIiJjKk

AaBbCcDdEdFfGgHhIiJjKk

AaBbCcDdEdFfGgHhIiJjKk

CONVERSICON AS A DESIGN ELEMENT

The Conversicon may be used as a background "watermark" element. It may be used complete or as a cropped design element.

04 : PHOTOGRAPHY

This section covers the style of photography for

the Conversica brand

PHOTOGRAPHY

The style of photography for Conversic'a brand is authentic business to business. Images that represent our customers from Sales and Marketing to Automotive. Photos should be upstaged and show real people.