



simtrax
SIMPLE SERVICE SOLUTIONS

STYLE GUIDE V1.0

In an extremely competitive market, it's important to know who you are. Use this guide to get familiar with Simtrax and our brand.

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About • Do's and Don'ts

What is the purpose of this guide?

Excellent design starts with a strong identity rooted in core values. Simtrax is more than just a brand, it represents what drives our mission, and that should be presented in a concise, compelling manner. Every design element, document, brochure, presentation, and package makes an impression, and these impressions form our brand. The purpose of this guide is to set the best design practices to **reinforce** that brand.

Consider this guide your toolbox, and use it to help build the Simtrax brand consistently and effectively. This guide should be considered the authority on logo usage, colors, typefaces, and photography, but it is a living document and will be updated as our brand grows through our creativity and innovation.

A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

— Jeff Bezos

logos & usage



Incorrect Usage

The Simtrax logo and/or icon should not be stretched, skewed, or modified in any way. The icon should also never be paired with a different font for the title. Here are some examples of incorrect logo usage.

Stretched/Skewed



Out of Brand Colors



Clear Space & Copyright

Minimum Clear Space : By visually imagining a containing box around the logotype and icon, there should be an equal amount of clear space on all sides. The clear space should be about the height and width of the icon in the composition.



Copyright & Trademark: Our logo is a registered trademark. It is not specifically required to use the registration symbol, but in cases where it is used it must be placed on the bottom right as shown here. All trademark symbols should be visible and legible if they are used.

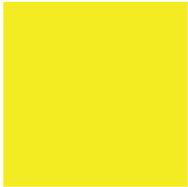


colors & fonts

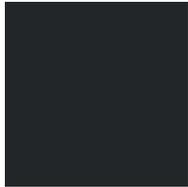
COLOR PALETTE

Primary palette

Simtrax Yellow
PMS2925C
CMYK 0, 0, 93, 0
RGB 0, 156, 222
#f9ed25



Rich black
PMS426C
CMYK 94, 77, 53, 94
RGB 37, 40, 42
#009CDE



White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
#FFFFFF



Secondary palette

CMYK 44, 72, 77, 73
RGB 91, 52, 39
#5B3427



CMYK 30, 66, 63, 14
RGB 159, 95, 84
#9F5F54



CMYK 79, 44, 98, 46
RGB 42, 76, 35
#2A4C23



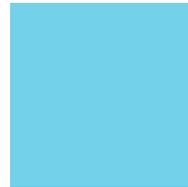
CMYK 92, 96, 39, 41
RGB 41, 27, 71
#291B47



CMYK 22, 40, 0, 0
RGB 198, 159, 205
#C69FCD



CMYK 67, 16, 100, 2
RGB 101, 163, 67
#65A343



FONTS

We know our type.

Consistent use of type will help unify our brand. The font family we use is Montserrat. In addition to being a readily available Google font, Montserrat is extremely versatile, easy to read, and friendly. We use this across all mediums—websites, presentations, printed media, etc.

There are 7 main weights- Extra Light, Light, Regular, Medium, Semi Bold, Bold, and Black. We use these in all body copy, headlines, subheads, and product names.

There are some specific structures and settings to be followed when laying out type, but the varying weights and styles offer flexibility. For example, all caps is great when you are pairing Light and Black for a mixed use title.

And we keep them close.

Tracking is always set to **zero** for body copy.

The letters 'Aa' are shown in a light gray font. A thin blue vertical line is positioned between the 'A' and 'a', indicating zero tracking.

Tracking is always set to **-10** for Bold or large texts.

The letters 'AB' are shown in a bold, dark gray font. A thin blue vertical line is positioned between the 'A' and 'B', indicating a tracking of -10.

Light

Use this most of the time and you can't go wrong.

Italic

Use this for adding emphasis or for quotes

Semi Bold

This is used in a paragraph for bold emphasis, or in subhead titles

Bold

Use this one for headlines and titles

BLACK

Use Black when text is part of a design or composition, pairs well with Light

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789= ~!@#\$%^&*()\{|:;''<>,.?/

Montserrat Light

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789= ~!@#\$%^&()\{|:;''<>,.?/*

Montserrat Light Italic

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789= ~!@#\$%^&*()\{|:;''<>,.?/

Montserrat SemiBold

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789= ~!@#\$%^&*()\{|:;''<>,.?/

Montserrat Bold

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789= ~!@#\$%^&*()\{|:;''<>,.?/

Montserrat SemiBold

MIXED USE
EXAMPLE

24pt

H1

14pt

Subtitle or H2

10pt

`<p><body>`This is an example paragraph that demonstrates the hierarchy of font weights and their appropriate uses. Follow this format for documents, both printed and web use. Regardless of the text size, the ratios between Title, Subtitle, and Body should be consistent.`</p></body>`