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## Brand Guidelines



### **Scrapinghub Logo**

Our logo is the face of our brand. It connects the brand to all forms of communication.

The more consistent a logo looks and the more it is used - the more likely it will be remembered and make an impact.

## Clear Space Requirements



To protect the integrity of the Scrapinghub brand and to achieve maximum recognition, it is important for assisting graphical elements, or other company logos to not be in direct contact with the Scrapinghub logo artwork,

Any assisting elements should be at least a 'X' width away from the logo. The actual distance of 'X' will change as the logo is scaled.

All type is outlined in the logo in vector format and should never be tampered with or stretched in any fashion. Never try to recreate the logo yourself. If you need to scale the logo always constrain the proportions.

## Minimum Size



At small sizes the logo can have a negative visual impact so this must be avoided. The minimum width of the logo (in proportion) is 30mm in print and 100px on screen.

This logo can be used in black and white newspaper ads or other publications where full colour or spot colours can't be used.



## The variations

Original



On Colour



Grey Scale



On Black



The logo can only be used in the manner above and in the colours above. Use with a white background where possible, or in the colour boxes where appropriate.

## **Incorrect Usage**

Do not obstruct the logo with any graphic or image.

Do not add drop shadows to the logo.

Do not scale disproportionately.

Do not replace the type in the logo.

Do not add text to the logo.

Do not vary the colours in the logo.

Do not put a border around the logo.

Do not combine the logo with any other logo.

In short be respectful of the logo and its design.



## Specific Brand Colours

Colour is equally important in portraying the sentiment of a brand. Our colours must never be altered. The colours should be used on all communications to maintain recognition and visibility.



C	0
M	100
Y	100
K	13

R	204
G	11
B	15

#cc0b0f



C	0
M	0
Y	0
K	100

R	28
G	28
B	27

#1c1c1b



## Typography

The Scrapinghub typeface is an important part of our identity. It's classic professional look represents our expert approach to all we do.

From business card's to advertising, typefaces greatly underpin consistency in brand presentation.

### Primary Font

Cg Bernhardt Md

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

