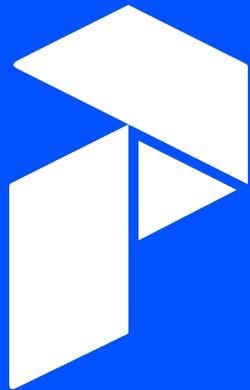




Visual Identity

This section of the guidelines introduces you to the basic building blocks of our visual identity such as our mark, color and typography. By using this kit of parts we can create a consistent house style that is unified while having the flexibility to create diverse messages.

Logo



PREFECT

Our logo breakdown

Our symbol expresses the guiding idea for our brand. It contains within it an expression of the modern data stack.



Typeface

The Prefect type is in a font called Gomme Sans. It sits in the Semibold weight. It represents our mission to providing technology forward products.

Folded Mark

The folded “P” showcases the modern data stack. It also relates to building a workflow and the precision/confidence our products provide.

Logotype

Bringing the two together we can create a unique and recognizable identity. It is how we represent ourselves and communicate who we are.

Logo Versions

Specific artworks are available for each of the lock-ups in gradient color, single color, and white.

Two Color

These versions of the mark are for use against white or dark backgrounds. The preferred version uses Prefect White or Navy for the logotype—putting greater emphasis on the gradient symbol.

Single Color

Ideally when using a single color the mark should be printed in Prefect Blue or Navy. A white mark is for use against dark solid or gradient colors and appropriate photographic images.



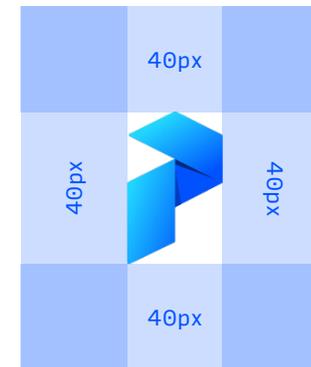
Let the logo breathe

Our total minimum clear space around the logo equates the width of our “P” mark or 40px. This ensures legibility and increases brand awareness. More space is always better. These constraints should be applied to the mark if the logo is used without the “Prefect” text.



48px Tall

Full logo minimum sizing



32px Tall

Mark minimum sizing



Here's a look into our brand icon

The folded "P" showcases the modern data stack. It also relates to building a workflow and the precision/confidence our products provide.

Here are examples of how the logo icon will be used for square and circle social avatars/profile pictures. They can be on a white or navy background.



Don't do weird stuff to the logo

Below are things not to do to the logo. That's right, don't do them. Avoid changing the logo to a non-brand color, arranging, rotating, stretching, adding effects, and changing the logo typeface. This ensures maintained brand consistency.



Changing the logo color to something random, is not cool.



Changing the logo arrangement, really not cool.



Rotating the logo on it's axis is not cool.



Stretching the logo vertical or horizontal is not cool.



Adding effects to the logo is not cool.



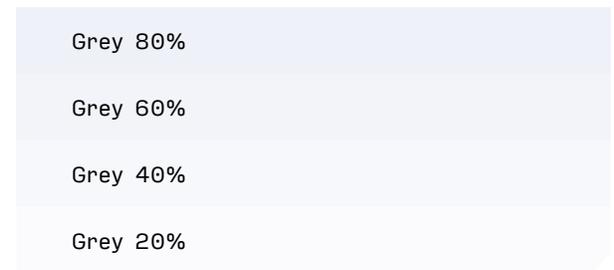
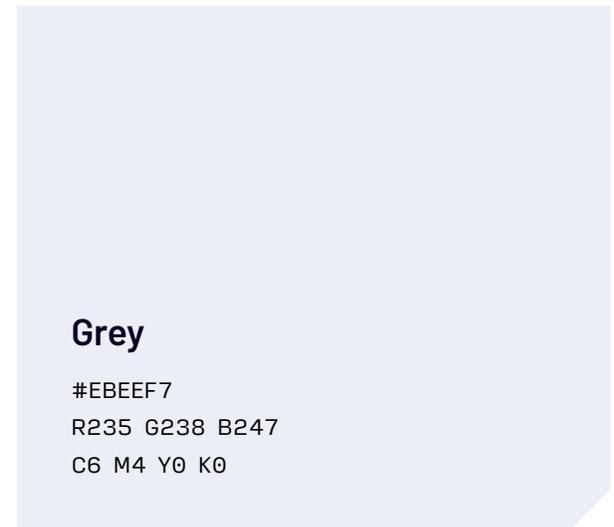
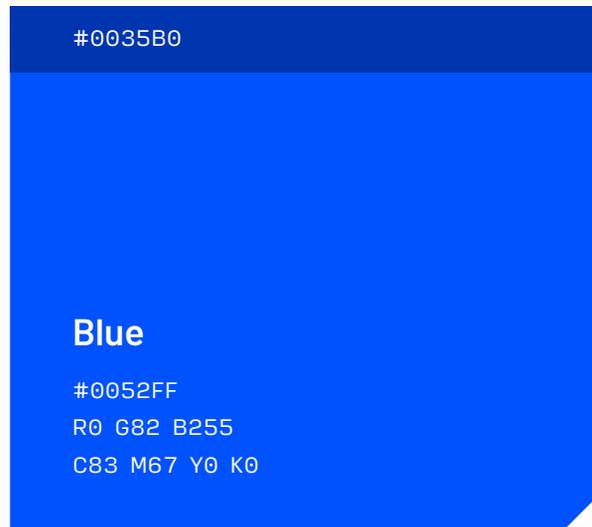
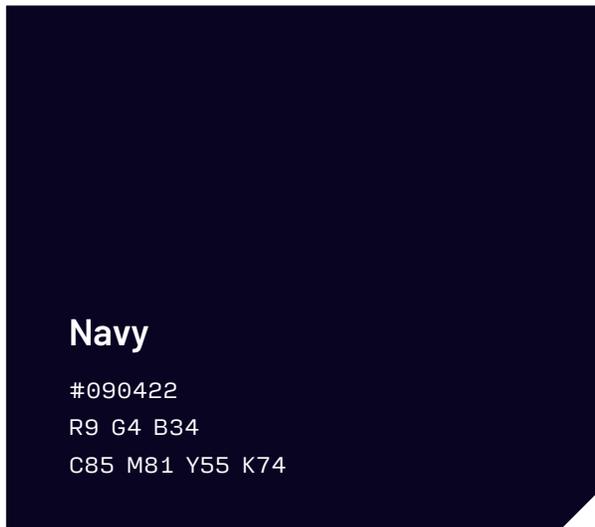
Changing the logo typeface is not cool.

Colorway

Primary Color Palette

Prefect’s primary color palette consists of Prefect Navy, Blue, and Grey. This is the color combination that we wish to be associated with. These two colors are supported by Black, Blue, and White for core applications of the brand visual identity such as stationery and signage.

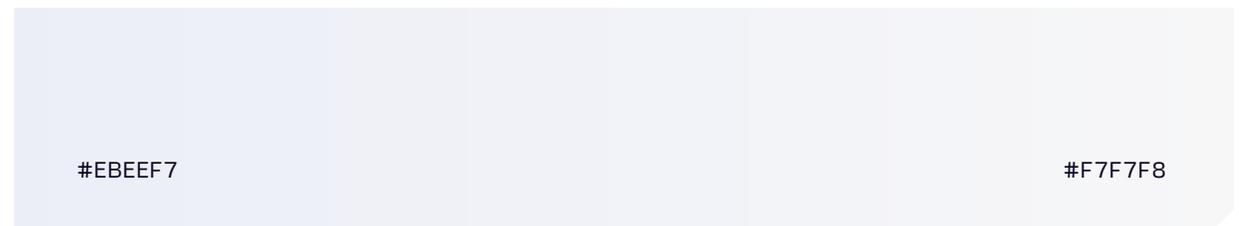
*Please note that white should be considered an important color within the palette. Use of white space within design layouts and the use of the mark against white backgrounds contribute to the feeling of a bright, open and contemporary identity.



Gradient Colors

When creating gradients make sure to graduate between process colors (CMYK). If blending between spot colors special artwork should be created.

For a subtle gradient, move from the light to the mid-tone of the color. For more pronounced gradients, move from the light to the dark tone.



Quick Color References

| Primary | RGB | CMYK | Preferred Usage | | RGB | CMYK | Preferred Usage |
|---------|----------|-----------|------------------------------------|---------|----------|-----------|-----------------|
| #0052FF | 0/82/255 | 83/67/0/0 | Primary actions, buttons and links | #0035B0 | 0/53/176 | 97/87/0/0 | |

Greyscale

| | | | | | | | |
|---------|-------------|------------|-------------------------------------|---------|-------------|-------------|---|
| #F7F7F8 | 247/247/248 | 2/1/1/0 | | #A0A4A8 | 160/164/168 | 40/30/29/0 | |
| #EBEEF7 | 235/238/247 | 6/4/0/0 | Dividers & borders, disabled states | #465968 | 70/89/104 | 76/57/44/23 | Default texts in text field |
| #CECDD3 | 206/205/211 | 18/15/11/0 | Secondary text | #090422 | 9/4/34 | 85/81/55/74 | Title texts, captions, input fields and everywhere else where black is required |

Secondary

| | | | | | | | |
|---------|-------------|------------|---------|---------|-------------|-----------|---------|
| #FF4264 | 255/66/100 | 0/88/46/0 | Error | #FFBC1F | 255/188/31 | 0/29/96/0 | |
| #FB4E4E | 251/78/78 | 0/84/67/0 | | #35C88A | 53/200/138 | 68/0/63/0 | Success |
| #E93C3C | 233/60/60 | 0/88/46/0 | | #2AC769 | 42/199/105 | 70/0/80/0 | |
| #FF6262 | 255/98/98 | 0/77/54/0 | | #1AB759 | 26/183/89 | 77/0/89/0 | |
| #FFCD6A | 255/205/106 | 0/20/68/0 | Warning | #40DD7F | 64/221/127 | 62/0/71/0 | |
| #F6A609 | 255/66/100 | 2/39/100/0 | | #91EBFF | 145/235/255 | 35/0/3/0 | |
| #E89806 | 232/152/6 | 7/45/100/0 | | #8497FF | 132/150/255 | 50/40/0/0 | |

Typography

Hi, I'm Barlow.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%?

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Black

Black Italic

About Barlow

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

This is the Normal family, which is part of the superfamily along with Semi Condensed and Condensed, each with 9 weights in Roman and Italic.

The Barlow project is led by Jeremy Tribby, a designer based in San Francisco, USA.

Usage

We'll be using Barlow for all of our headers on marketing materials for web and print. Please stick to the font sizes and line height rules that is presented on the typography styles page.

Hi, Input Sans.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#%?

Thin
Thin Italic

Extra Light
Extra Light Italic

Light
Light Italic

Regular
Regular Italic

Medium
Medium Italic

Bold
Bold Italic

Black
Black Italic

About Input Sans

David Jonathan Ross draws letters of all shapes and sizes for custom and retail typeface designs from his studio in the woods of Western Massachusetts. A native of Los Angeles, He began drawing typefaces at Hampshire College and joined The Font Bureau in 2007 where he honed his bézier-wrangling skills. Now he publishes his typeface designs at his own foundry, DJR, as well as working on projects with Type Network and developing unusual display faces for his Font of the Month Club.

Usage

We'll be using Input Sans for all of our body copy and API snippets for web and print. Please see the typography page for official type settings that should be used only during digital applications. Please scale up accordingly for print applications.