



Branding and
Identity Overview

BRAND IDENTITY GUIDELINES

CROZDESK.COM

BRAND IDENTITY 2016

CONTACT

CROZDESK LTD
20-22 Wenlock Road
London, N1 7GU
United Kingdom

PHONE and EMAIL

Phone: + 44 7463 2767 99
Email: info@crozdesk.com
press@crozdesk.com

ONLINE

<https://crozdesk.com>

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Brand identity

Crozdesk aims to increase transparency within the business software world by adding clarity of information and a clear contrast of different available options in the marketplace.

The Crozdesk branding approach takes these values into account in featuring heavily contrasted elements across (the origin of CROZ-) various different industry segments.

The contrast between red, blue and white elements coupled with the largely flat design of elements symbolises these clear-cut lines.

Main Logo

The main logo is composed of three colors in a flat design style. It conveys contrast and clarity, both within itself as well as to the overall color scheme and design of the Crozdesk platform.



Smaller Alternative

The smaller alternative is a simple 4-arch cloud on the same background as the main logo. It boasts the familiar contrast and recognisable red and white color scheme to be used in contexts where the overall brand is clear, but space is limited.



Logo Construction Guidelines

The main logo features 45° flat text shadows extended to the edge of a rounded rectangle with ample padding around all edges. Crozdesk is just off center, while the trademark sign is off-kilter.



Logo on Grid

The surrounding rectangle has a 1 : 3.31 ratio.



□ 1 cm grid scale

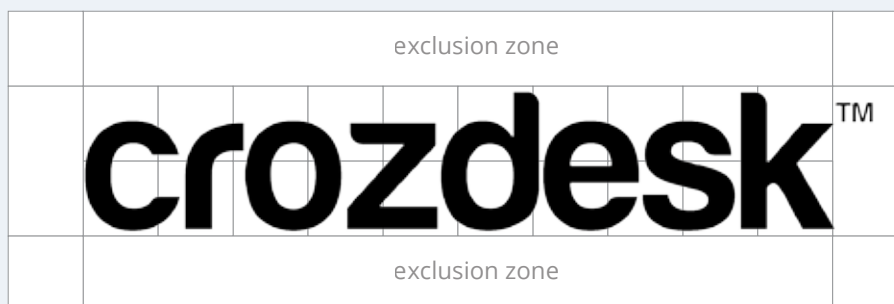


.2 Logo Usage

Crozdesk uses a range of logos and wordmarks to ensure that clarity and contrast, as well as it's brand values are reflected in any context they are used in.

Exclusion Zone

If the logo is placed in a context with other nearby elements ample space should be left to surrounding elements. In case only the font is used the trademark symbol can overflow into the exclusion zone.



The same principles apply to the smaller alternative. Surrounding space should be respected if it is placed in the context of surrounding elements.



Using the Right Logo

The Right Logo

The main logo is a stand alone version conveying the full scope of the Crozdesk brand, while the smaller alternative should only be used when space is limited AND Crozdesk or Crozdesk.com have otherwise been mentioned.

Incorrect Use

When choosing a Crozdesk logo please make sure none of the following applies:

1.

The wrong logo version has been chosen if there is no clear contrast to the background or it is illegible.

2.

The wrong logo has been chosen if the colors don't match with the background.

3.

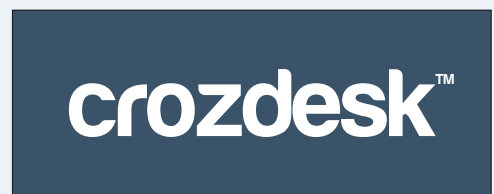
The wrong logo has been chosen if it is unclear that the brand is called Crozdesk.

4.

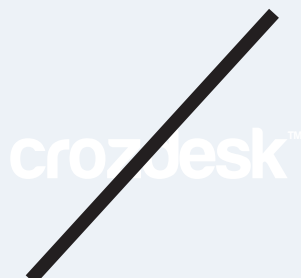
The wrong logo has been chosen if the format doesn't fit into the context it is used in.



crozdeskTM



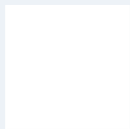
Unacceptable Placements



Logo Colors

Color Scheme

The main logo and it's smaller alternative are comprised of 3 core colors. Crozdesk, the trademark sign and the cloud symbol feature in white on two shades of red as referenced below.



WHITE

CMYK	C0 M0 Y0 B0
RGB	R255 G255 B255
HEX	#FFFFFF



PANTONE SOLID COAT. 7620 C

CMYK	C0 M81 Y78 B24
RGB	R194 G037 B043
HEX	#C2252B

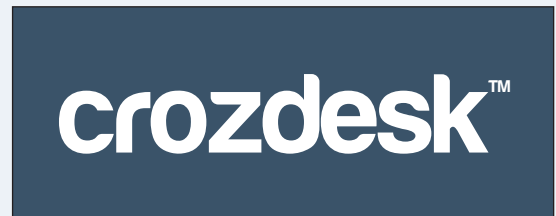


PANTONE SOLID COAT. 7628 C

CMYK	C0 M79 Y78 B36
RGB	R163 G034 B036
HEX	#A32224

Background Variations

When placing the different logo versions or the logo font on a background contrast is key. Ideally the main logo is placed on a white / bright background, while the logo font is used on very dark / black background. The blue colour palette used on Crozdesk.com can be used with any version.





.3 Brand Typography

Crozdesk's logo font is only used for product branding purposes.

Web fonts can be used interchangeably with similar fonts, to improve loading times of users without the right font packages installed.

Like any other Crozdesk branding elements, typography should be chosen with the aim of maximizing legibility, clarity and contrast to enhance the user experience and avoid ambiguity wherever and whenever possible.

Typefaces

Logo Typeface

The logo font is called Harabara and is available as donationware.
Other variations of the font are called Harabara Mais and are available for purchase as a premium version.

Harabara

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Harabara Mais (premium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Link to Download

Donationware

<http://www.fonts2u.com/harabara-bold.font>

Harabara Mais Light (premium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Primary Web Typeface

PT Sans is the core complementary font to the Crozdesk branding and is available under the the SIL Open Font License. It is the primary font used on Crozdesk's web properties.

PT Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Link to Download
SIL Open Font License, 1.1
<https://www.google.com/fonts/specimen/PT+Sans>

PT Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PT Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ANY QUESTIONS?
info@crozdesk.com