

# Brand Guidelines

# Intro

Our brand represents a strong point of view that sets us apart. When executed with care and consistency, it's one of our most valuable assets.

This book will introduce you to the who, what, why, how and guiding principles of the brand, so you can keep them in mind while you work. A simple yet impactful system for a strong, consistent mission.

# Logo

The logo has been designed with a solid foundation rooted in the Sage archetype, which emphasizes wisdom and knowledge. The upward arrow incorporated into the design symbolizes growth, progress, and ongoing development. The intersection of this arrow with elements referencing the Hero archetype introduces a sense of dynamism and action, enhancing the overall vibrancy of the logo.

The minimalist nature of the logo ensures its clarity and legibility even at smaller sizes, which is crucial for maintaining visual integrity across various applications. The design features subtle rounding of corners that softens the impact of the sharp angles, contributing to a balanced and cohesive appearance. This approach, combined with the use of sans-serif typography, lends the logo a modern and harmonious character, ensuring it remains both stylish and functional



# Logo - safe area

A safe area is an area around the logo that should remain free from any visual interference. In the case of the SE Ranking logo, the size of the protective field is determined by the height of upward arrow from the symbol.





# Logo - scalability

This slide represents great scalability of SE Ranking logo.

The logotype lockup's minimum size is 20 px for digital and 6 mm for print.



180 px



140 px



100 px



60 px

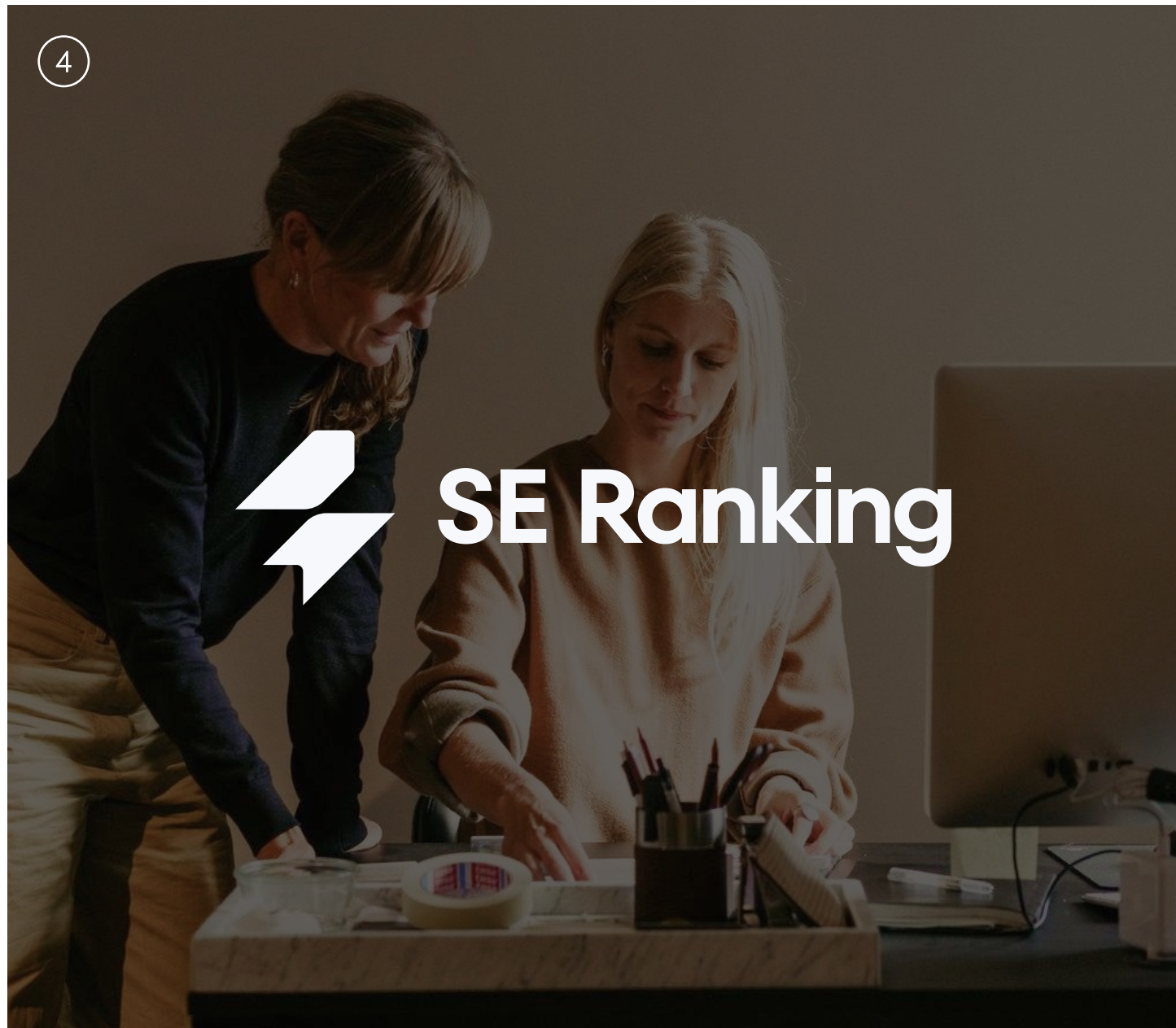
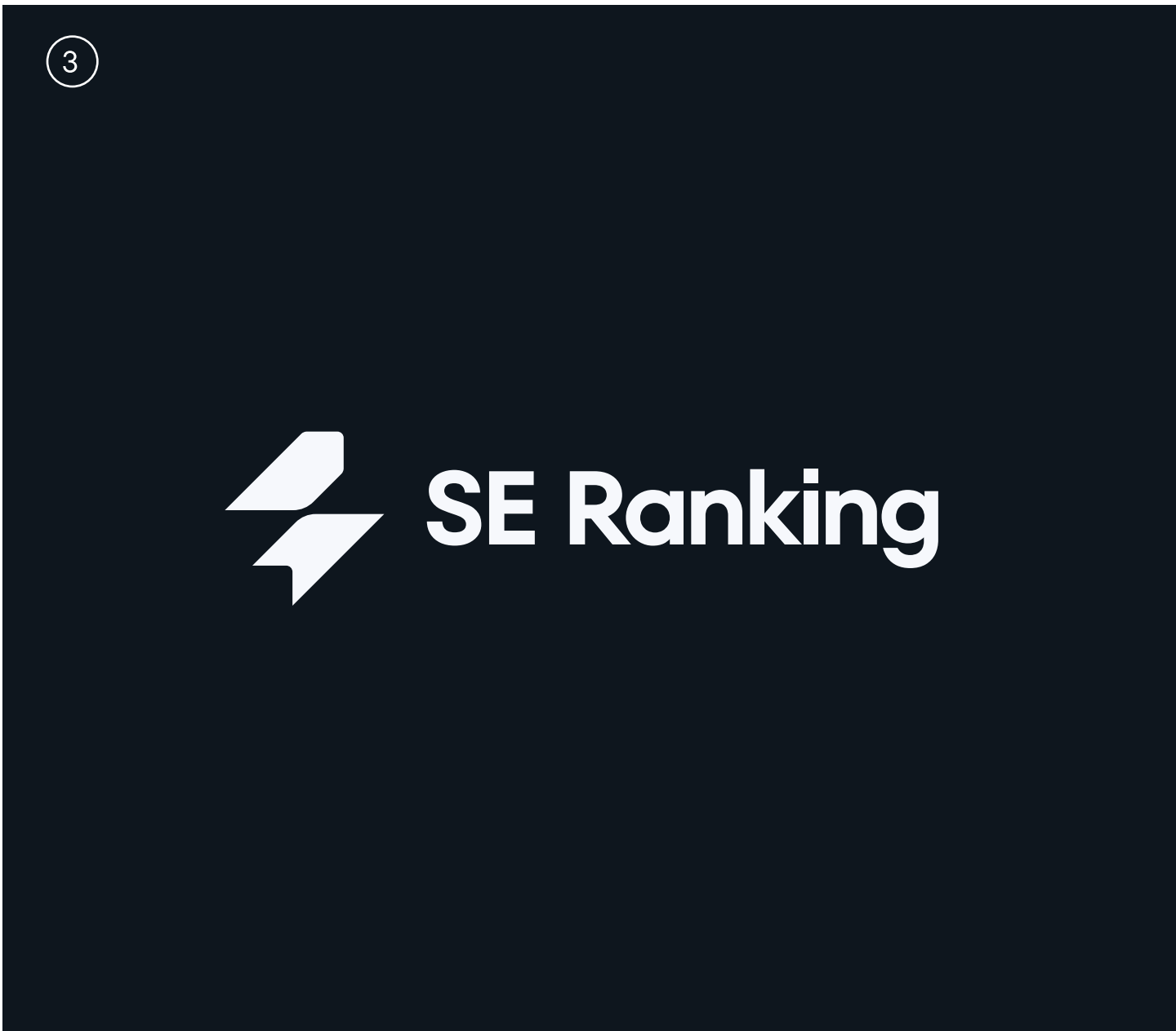
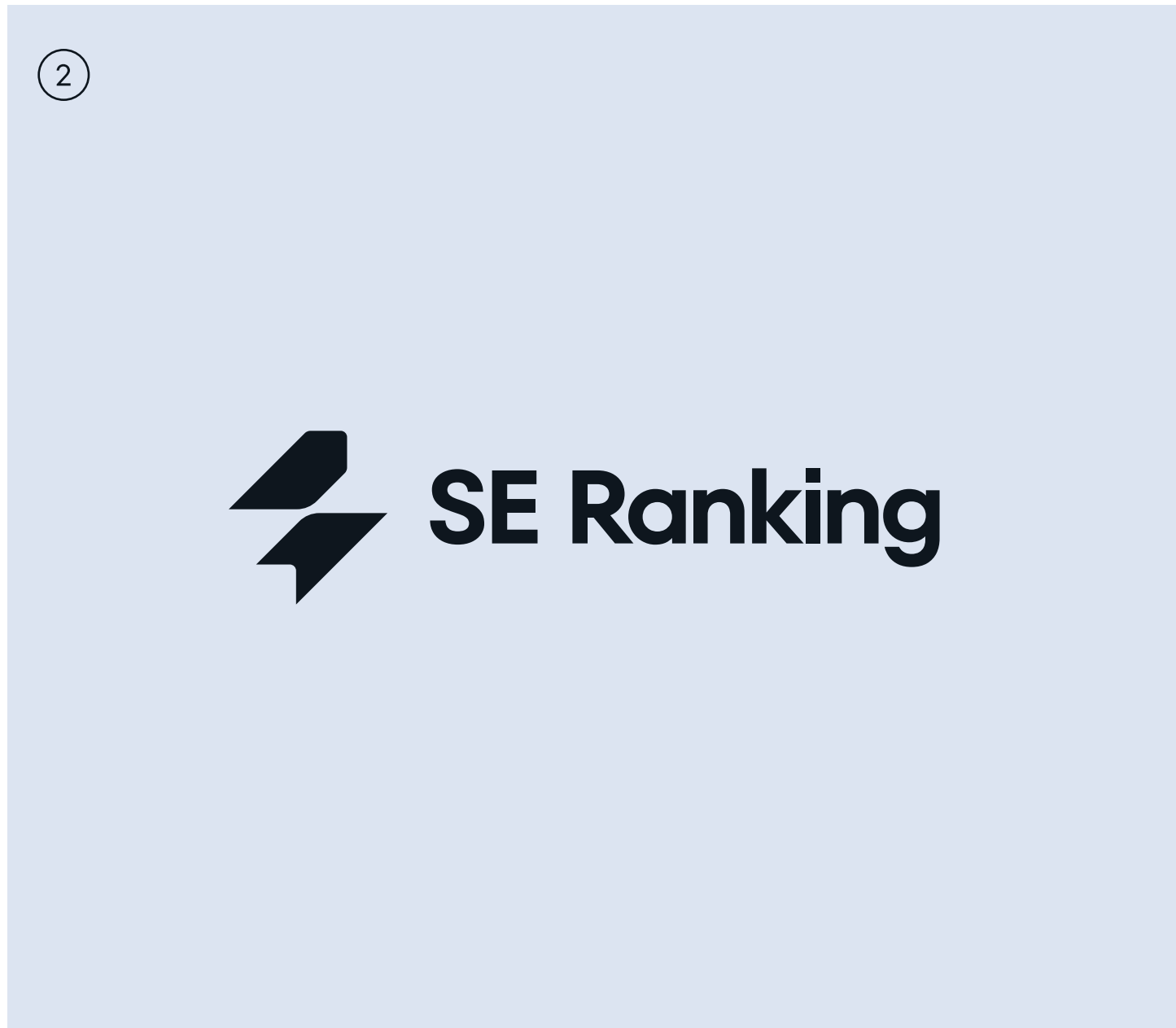
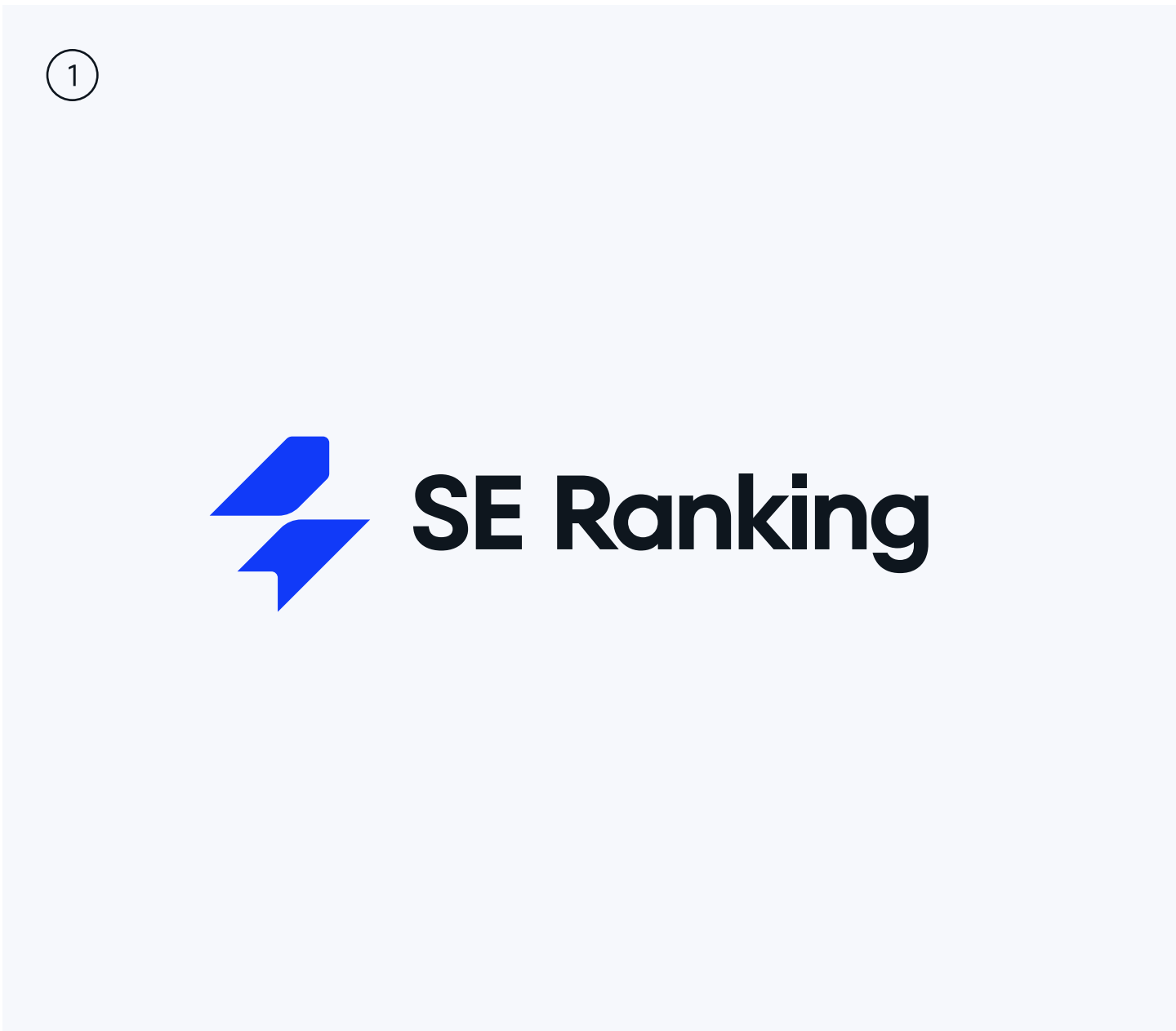


30 px

# Logo - color versions

This slide presents the different types of logo marks based on their color usage, ensuring the logo remains legible in various contexts.

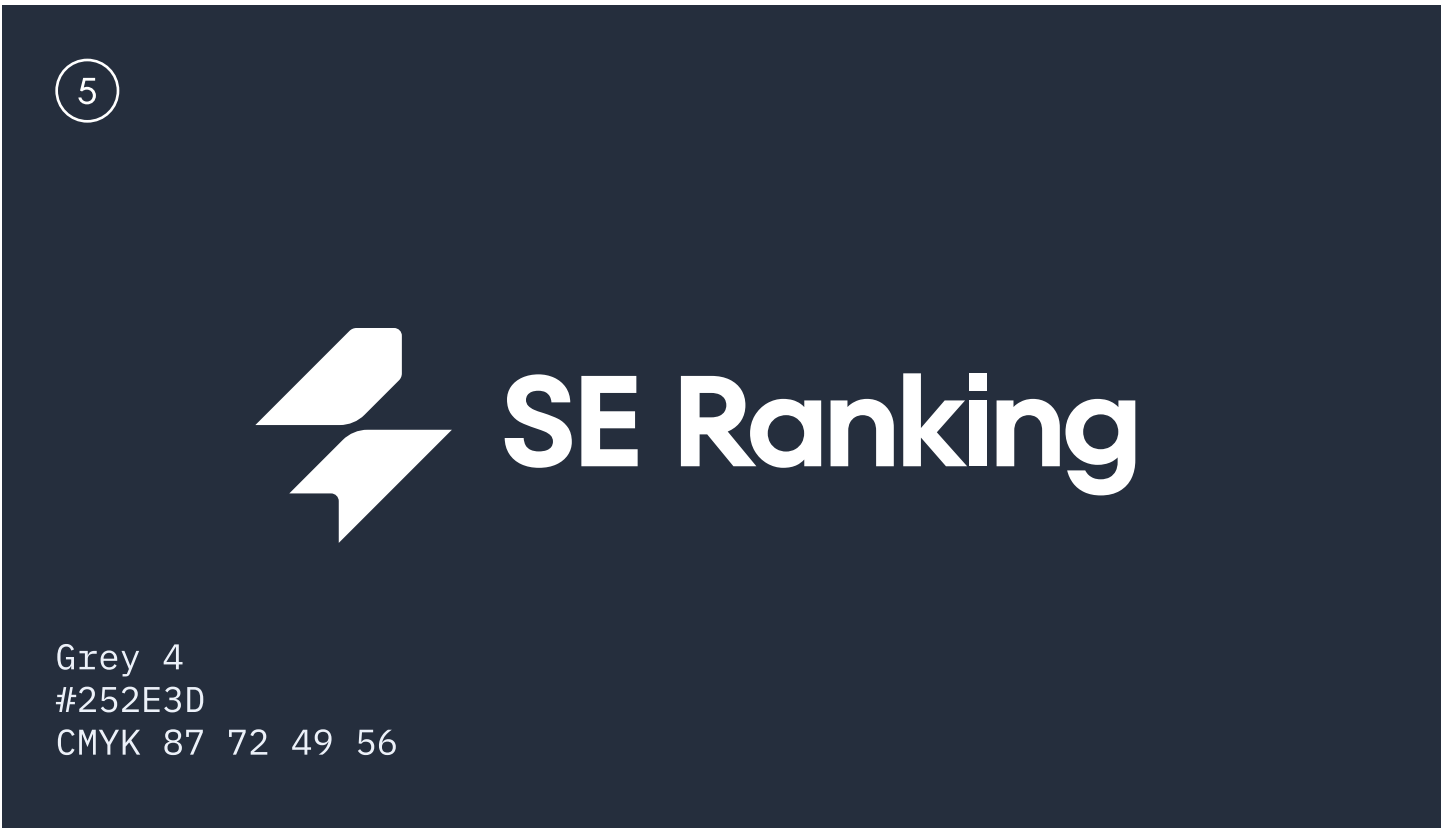
- 1. The main color version with blue symbol and typography in off-black for white background.
- 2. The logo in an off-black color for light backgrounds.
- 3. The logo in an off-white color for dark backgrounds.
- 4. The logo in an off-white color for backgrounds with photography.



# Logo Color Applications - neutral tones

This slide shows the rules for using the logo on a colored background. These specific color combinations result from the need to maintain the logo's readability by creating the appropriate contrast with the background.

- 1. The main color version with blue symbol and typography in off-black should be used only on white background.
- 2-4. Off-black logo can be used on any grey backgrounds. Make sure it has a clear contrast to ensure visibility.
- 5-6. The logo on dark-colored backgrounds should be used exclusively in off-white.



# Logo Color Applications - vibrant colors

This slide shows the rules for using the logo on a colored background. These specific color combinations result from the need to maintain the logo's readability by creating the appropriate contrast with the background.

- 1, 3, 5. Off-white logo can be used on Blue, Eggplant and Dark forest background.
- 2, 4, 6. Off-black logo can be used on Cyan, Pale cyan and Grassland background.



# Logo - incorrect usage

To keep the consistent look across all SE Ranking media, make sure to use the logotype versions that have been already prepared. Do not interfere in any way in the logotype design or its colours – all acceptable forms of the mark are provided with this manual.

- 1. Don't change elements arrangement.
- 2. Don't distort, stretch, or compress the logotype.
- 3. Don't place the inside borders or add outlines.
- 4. Don't allow low contrast between the background and the logotype.
- 5. Don't use images or gradients to fill in the logotype.
- 6. Don't rotate the logotype in any other way than by 90 degrees.

The improper use applies to every element of the logo and every version of it, including the symbol itself.

① Don't change elements arrangement.



② Don't distort, stretch, or compress the logotype.



③ Don't place the inside borders or add outlines.



④ Don't allow low contrast between the background and the logotype.



⑤ Don't use images or gradients to fill in the logotype.



⑥ Don't rotate the logotype in any other way than by 90 degrees.





# Logo - incorrect usage

To keep the consistent look across all SE Ranking media, make sure to use the logotype versions that have been already prepared. Do not interfere in any way in the logotype design or its colours – all acceptable forms of the mark are provided with this manual.

- 1. Don't do not misalign the icon and text.
- 2. Don't modify or stylize the text in the logotype, avoid different font weights or styles.
- 3. Don't use colors other than those specified in the brand guidelines.
- 4. Don't place the logotype on non-standard backgrounds or inside colored shapes.
- 5. Don't change the kerning of the logotype.
- 6. Don't change the proportions of the logotype or its parts.

The improper use applies to every element of the logo and every version of it, including the symbol itself.

① Don't do not misalign the icon and text.



② Don't modify or stylize the text in the logotype, avoid different font weights or styles.



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# Logo - incorrect usage

To keep the consistent look across all SE Ranking media, make sure to use the logotype versions that have been already prepared. Do not interfere in any way in the logotype design or its colours – all acceptable forms of the mark are provided with this manual.

- 1. Don't modify the colors of the logotype than those specified in the brand guidelines.
- 2. Don't modify the name of the company.
- 3. Don't add additional words like "Partner".
- 4. Don't rearrange the placement of text and icon elements in the logotype.
- 5. Don't add drop shadows, bevels, or 3D effects.
- 6. Don't place any additional icons, symbols, or illustrations with the logotype.

The improper use applies to every element of the logo and every version of it, including the symbol itself.

① Don't modify the colors of the logotype than those specified in the brand guidelines.



② Don't modify the company name of the logotype.



③ Don't add additional words to the logotype.



④ Don't rearrange the placement of text and icon elements in the logotype.



⑤ Don't add drop shadows, bevels, or 3D effects.



⑥ Don't place any additional icons, symbols, or illustrations with the logotype.

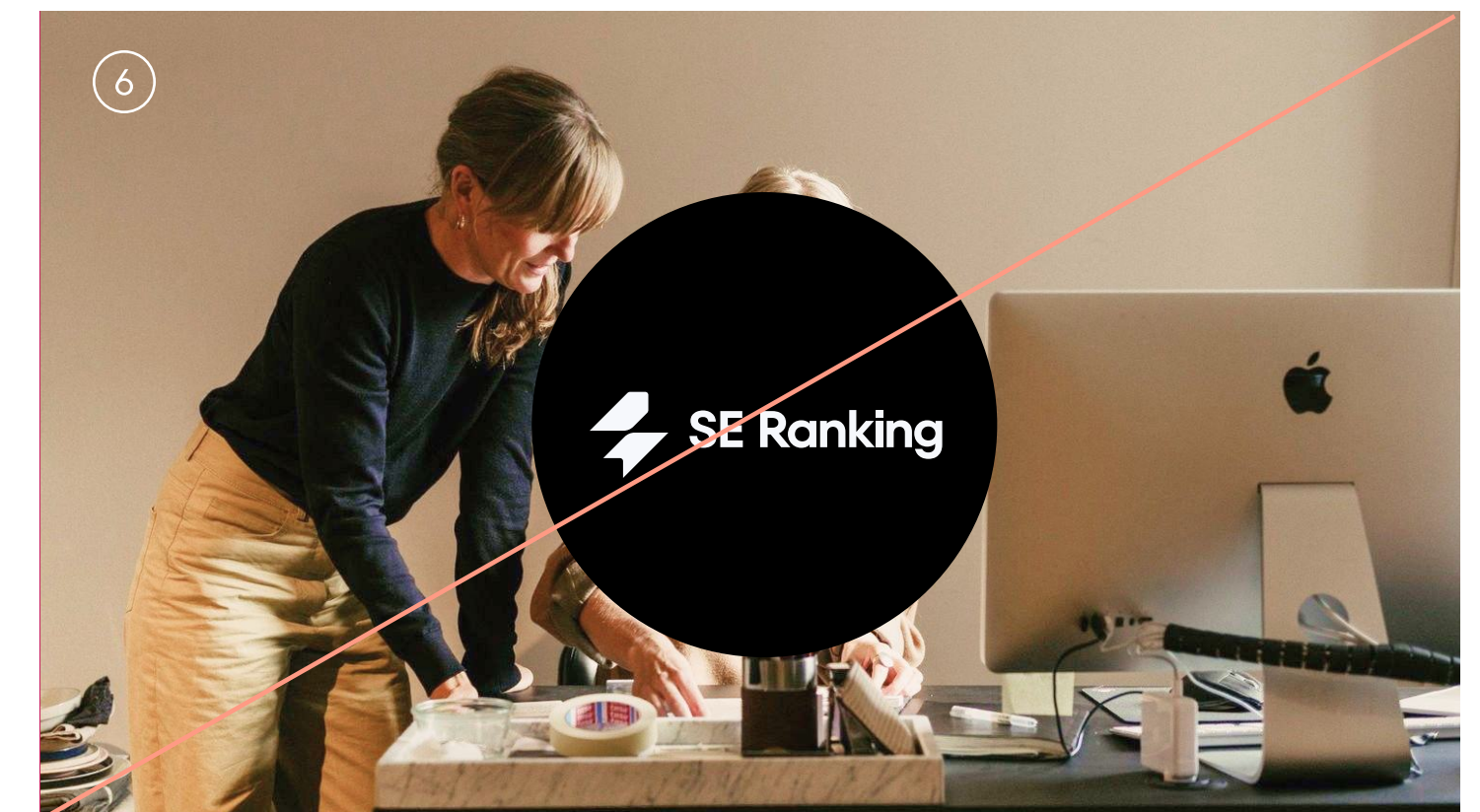




# Logo Color Applications

This slide shows the rules for using the logo on a colored background. These specific color combinations result from the need to maintain the logo's readability by creating the appropriate contrast with the background.

1. Don't add drop shadows, bevels, or 3D effects. Please use plain rectangle and ensure you add the spacing from slide 2.
2. Don't place the logotype over textured or patterned surfaces that may compete visually with the logotype.
3. Don't place the logotype over complex backgrounds without a clear contrast or adequate spacing.
4. Don't place the logotype on the ground where person can step on it.
5. Don't place logo on any objects, it affects brand recognition.
6. Don't place the logotype on non-standard backgrounds or inside colored shapes. Please use plain rectangle and ensure you add the spacing from slide 2.





Please note that many of the images used in these guidelines are not owned or licensed by SE Ranking, and are intended only to illustrate the brand mechanics.

Always ensure that you have the approval of the appropriate copyright owners before using a photographic image in the SE Ranking communication.