

# Brand Guidelines

CORPORATE IDENTITY

**showbie**

# 00 TABLE OF CONTENTS

01	Introduction.....	3
02	Showbie Corporate Identity .....	5
	Corporate Wordmark .....	6
	Logo Usage .....	8
	Reduced Sizes .....	9
	Logo Misuse .....	10

03	Showbie App Identity .....	11
	Showbie App Combination Mark .....	12
	Logo Usage .....	14
	Logo Variations.....	15
	Reduced Sizes .....	16
	Logo Misuse .....	19

# Introduction

# 01 INTRODUCTION

## showbie

The purpose of this document is to outline the foundational visuals, look and feel that work together to communicate the Showbie brand. Using and referencing these guidelines regularly will help to present a strong, unified and consistent brand internally and publicly.

# Showbie Corporate Identity

## 02 CORPORATE WORDMARK

PRIMARY LOGO

# showbie

---

WORDMARK

It is imperative to use the primary logo whenever representing Showbie as a company in its entirety. Examples of use cases include the website, team clothing, whole company documentation, anywhere the Showbie App plus another product are referenced, or office signage. The primary wordmark should always be used as shown above without adjustment or alterations.

## 02 CORPORATE WORDMARK

PRIMARY LOGO | ALTERNATIVE VERSIONS



showbie

BLACK AND WHITE



showbie

REVERSED

If circumstances do not allow for use of the primary logo, the above alternate versions may be used. The Black and White version is best for materials where colour is not available, such as a black and white ad. The Reversed version is best suited for instances where the background is a dark colour.

## 02 LOGO USAGE

### PRIMARY LOGO



Clear space is the term for a specific amount of space that the logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and creates a major impact. Keep a minimum clear space value of the x-height of the mark.



## 02 REDUCED SIZES

PRIMARY LOGO

**showbie**

**showbie**

**showbie**

Minimum Size  
0.75" / 54px

There are no predetermined sizes for the Showbie logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

In print, the minimum size is 0.75" wide. For digital use, the minimum size for the primary logo is 54 pixels wide. There is no preset maximum size for the logo.

## 02 LOGO MISUSE

### PRIMARY LOGO



Never manipulate the logo by removing any of the elements.



Never add an effect to the logo, including drop shadows, bevels or gradients.



Never alter the color, whether it's by adding a gradient or changing the color of the logo.



Never screen back or add opacity to the logo.



Never manipulate or change the form or structure of the symbol or type.



Do not at any time angle the logo. It always sits on a 0 degree angle.

# Showbie App Identity

## 03 SHOWBIE APP COMBINATION MARK

SECONDARY LOGO

HORIZONTAL LOCKUP



ICON

**showbie**

WORDMARK

Anywhere the Showbie iOS or web application is mentioned, including Admin Dashboard, the above combination mark should be used. This secondary logo should always be used in its entirety.

## 03 SHOWBIE APP COMBINATION MARK

SECONDARY LOGO | ALTERNATE VERSIONS



BLACK AND WHITE



1 COLOUR REVERSED



REVERSED

If circumstances do not allow for use of the primary logo, the above alternate versions may be used. The Black and White version is best for materials where colour is not available, such as a black and white ad. The 1 Colour Reversed and Reversed versions are best suited for instances where the background is a dark colour.

## 03 LOGO USAGE

### SECONDARY LOGO



Clear space is the term for a specific amount of space that the logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and creates a major impact. Keep a minimum clear space value of the x-height of the mark.

## 03 LOGO VARIATIONS

### SECONDARY LOGOS

VERTICAL LOCKUP



ICON ONLY



In the event the horizontal lockup cannot be used, the above alternatives are available for use. Please use best judgment when determining which lockup will best suit the medium or the platform.

## 03 LOGO VARIATIONS

### SECONDARY—APP ICON

ICON ONLY



APP STORE ICON



The inbox icon is designed for use in the App Store. The app icon features the inbox symbol set against a Showbie blue background.



## 03 REDUCED SIZES

### SECONDARY LOGO—HORIZONTAL



Minimum Size  
1" / 72px



Favicon  
16 px

In print, the minimum size is 1" wide. For digital use, the minimum size for the primary logo is 72 pixels wide. 72 pixels is the smallest size apart from when using a favicon. There is no preset maximum size for the logo.

## 03 REDUCED SIZES

### SECONDARY LOGO—VERTICAL



Minimum Size  
0.625" / 50px



Favicon  
16 px

In print, the minimum size is 0.625" wide. For digital use, the minimum size for the secondary is 50 pixels wide. 50 pixels is the smallest size apart from when using a favicon. There is no preset maximum size for the logo.

## 03 LOGO MISUSE

### SECONDARY LOGO

