



## **Brand Usage Guidelines**

## Introduction

This document provides guidelines and recommendations for using the Simply Online Marketing (Simply) branding in print, web and electronic communications. These standards will protect the integrity of our visual identity, ensure consistency across various applications and media, and foster positive brand recognition.



# The Simply Online Marketing Logo

## The Official Logo:

The graphic identity of Simply is embodied in the official logo, which includes both the symbol and the logotype. This combination mark must always be used on any official communications.












## Simply Online Marketing Logo Color Designations:

pantone® 152C		pantone® Cool Gray 11	
CMYK	0, 64, 95, 0	CMYK	44, 34, 22, 77
RGB	236, 122, 8	RGB	83, 86, 90
Hex	#EC7A08	Hex	#53565A

## The Simply Online Marketing Logo *(cont.)*

### Simply Online Marketing Logo Variations:

Type	Full Color	One Color (Black)	One Color (White)
Standard			
Stacked			
Logo mark (Icon)			

## Using the Simply Online Marketing Logo

### Single Color Use:

Single color use of the Simply logo will be either black or white only. Use of the Simply Logo on a dark gray (less than 50% brightness) or saturated orange or red hue background will be rendered in white (*including descriptive line*). Conversely, use of the Simply Logo on a light gray backgrounds (*more than 75% brightness*) or light orange or red tinted backgrounds should be rendered in black. When making your decision about which logo to use, your goal should be to maintain the highest level of contrast and visibility possible for our brand.



### Clear Space:

The Simply logo should always appear with the minimum area of clear space around it.

Apply the "lens" height as a base for clear space. The preferred clear space is twice the lens height.



## Using the Simply Online Marketing Logo (cont.)

### Minimum Size:

In order to ensure legibility and visual prominence, the Simply logo should never appear smaller than the minimum size shown here for print and digital applications.



*Minimum online height for standard logo: 40 pixels*  
*Minimum print height for standard logo: 0.438 inches (  $\frac{7}{16}$  ")*



*Minimum online height for stacked logo: 70 pixels*  
*Minimum print height for stacked logo: 0.313 inches (  $\frac{5}{16}$  ")*



*Minimum online height for icon: 25 pixels*  
*Minimum print height for icon: 0.625 inches (  $\frac{5}{8}$  ")*

### Under no circumstances may you . . .

- ✗ Use the logo to imply a deep relationship or strategic partnership with Simply Online Marketing.
- ✗ Use the logo as a link to destination URLs which are not on the Simply Online Marketing website.
- ✗ Modify our logo for use in your promotional material or ads.
- ✗ Display any Simply service mark in a manner that is misleading, unfair, defamatory, infringing, libelous, derogatory, obscene or otherwise objectionable to Simply.
- ✗ Display a Simply service mark on any website or user interface that contains or displays adult content, promotes gambling, promotes violence, contains hate speech, involves the sale of tobacco or alcohol to persons under twenty-one years of age, violates other applicable laws or regulations or is otherwise objectionable.

## Using the Simply Online Marketing Logo (cont.)

### Common Errors:

Always present the logo fully, being clearly visible. The following examples illustrate some common application errors.



Don't alter or partially cover the logo.



Don't alter the proportions, position or letter spacing.



Don't stretch, condense, distort or separate logo elements.



Don't alter the color.



Don't add effects like drop shadow, glow, bevel and emboss, etc..



Don't replace the logotype with another typeface.



Don't place an image within the logotype.



Don't rotate (*vertically, horizontally or diagonally*) or flip.



✓ Simply Online Marketing is a great solution for agencies.

No part of the Simply logo should be used as part of a sentence. Instead, use text in the headline, and place the Simply logo elsewhere on the page.

## Additional Resources

### Special Requests:

Any usage not addressed by these published guidelines requires special approval and must be submitted in English to:

[dgallagher@get-simply.com](mailto:dgallagher@get-simply.com).

Allow up to a week for a reply.

Simply Online Marketing reserves the right to object to any inappropriate uses of its trademarks and to enforce its rights at any time.

