



BRAND
GUIDELINES

v 1.40

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Logo Best Practices & Guidelines

Print & Web

TABLE OF CONTENTS

- 02** Concept & Messaging
- 03** Orientation
- 04** The Mark
- 05** Color Systems
- 06** Color Reference
- 07** Materials
- 08** Pattern
- 09** Spacing
- 10** Typography
- 11** Product Lockups
- 12** Photography

CONCEPT & MESSAGING

The new Sprig identity was created to propel the brand into the future by combining elements of technology, ecology and industry into a sleek and timeless mark paired with a modified version of the workhorse typeface, Gotham.

This guide was created to inform users of the logo of the proper usage and inspire them to create Sprig branded material that best reflects our core values.

For access to our Brand Kit (containing vector files) please email marketing@sprigusa.com.



ORIENTATION

The new Sprig identity is designed to be used in a variety of situations. Refer to the different orientations below when deciding the correct use of the logo



TRADITIONAL

The most common orientation. Multi-purpose usage includes print media, packaging, and web.

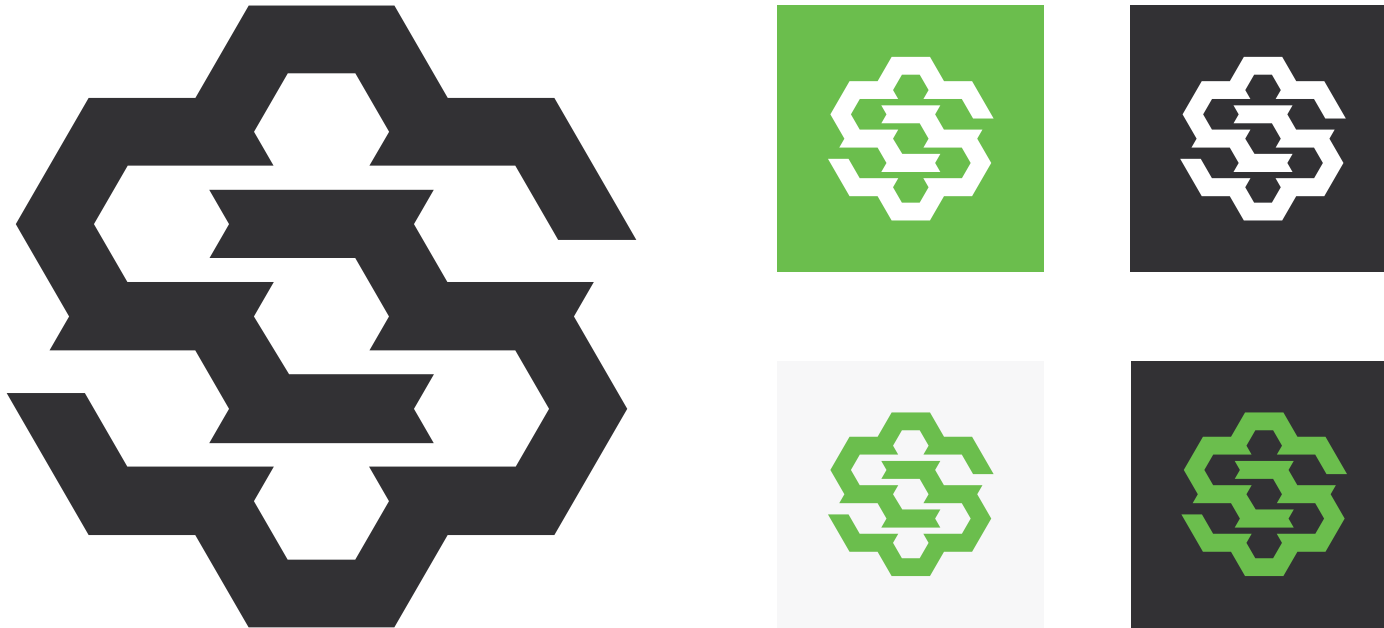


SECONDARY

Used less frequently on collateral that has excessive width constraints that prevents the recommended padding from occurring around the logo.

THE MARK

The Sprig mark can be used in applications where the logo is already present in the experience such as event banners, inner pages of the website or watermarks.



COLOR SYSTEMS

The Sprig logo has two primary colors and a secondary accent color. Refer to the guide below for specific applications.



LIGHT

Use this form of the logo when its being used on light medium.



DARK

Used primarily on dark backgrounds or as an overlay on photography.



MONOCHROMATIC

Used where specific restrictions are placed on production where color is limited such as screen-printing. Use white on dark backgrounds or photography and black on light backgrounds.

COLOR REFERENCE

For reference in print production and web stylesheets.



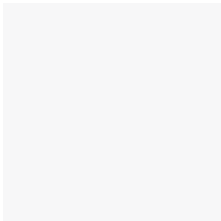
GREEN

Hex: #69c14c
Pantone Uncoated: 360 U
Pantone Coated: 360 C



CHARCOAL

Hex: #2c2826
Solid Coated Black C
Solid Uncoated Neutral Black U



SUBTLE GRAY

Hex: #f6f6f6
Solid Coated 663 C
Solid Uncoated 5315 U



BRIGHT ORANGE

Hex: #e7503e
Solid Coated 7625 C
Solid Uncoated 2028 U

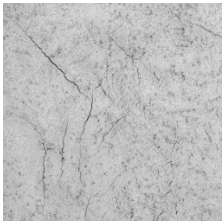
COMPOSITIONAL 1

Harmonious color schemes can be used as a starting point for staging photography comps. For example, start with clothing that provides high contrast and doesn't conflict with the primary brand colors like a darker/muted top with jeans. From there provide a background with muted colors like gray from concrete, natural blue sky or light/medium woods.



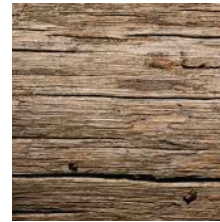
MATERIALS

For use in environmental design and photography.



CONCRETE

From planters to city sidewalks, concrete is a good neutral base for both booth and photo.



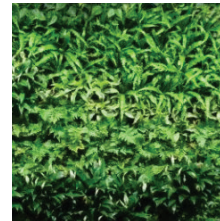
WOOD

Using wood for product photography and in booth setups (sparingly) can create a warmer, natural feeling.



LIGHTING

Using Edison bulbs creates a more tech savvy and moody environment. Use these as secondary lighting as they won't provide adequate task lighting.



PLANTLIFE

Supplement and reinforce the Sprig brand with lush, vibrant greenery whenever possible.

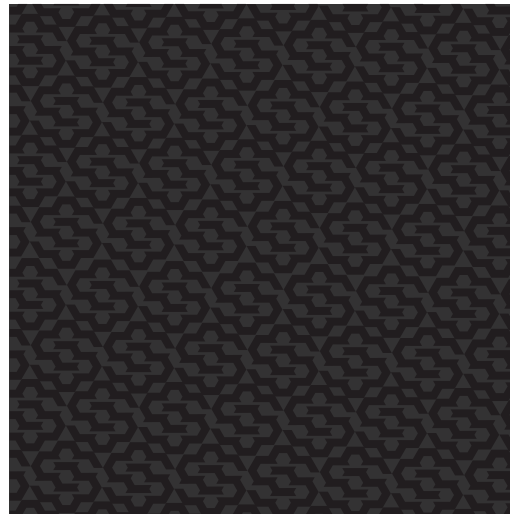
PATTERN

Using the Sprig mark as a pattern for background ambiance in print and web applications. See the 'Patterns' folder in the brand kit for scalable formats of the patterns.



SUBTLE

Use this subtle pattern when you want to give a sense of space and simplicity.



DARK

Use this dark pattern when you want to convey an edgier or more intense emotional feeling.



COLOR

Use this color pattern when you want to give off a sense of fun or energetic nature to the application.

SPACING

For reference in print production and web stylesheets.



1 Traditional Spacing

When using the logo, preserve the clean look and feel by giving the logo space to breathe with a minimum of 15px of padding



2 Secondary Spacing

Keep baseline aligned and provide adequate margins around the logo to maintain clarity. Use a minimum of 15px padding around the logo.

TYPOGRAPHY

The companion typeface to the Sprig identity system is Gotham. With sixteen different font weights and variations, Gotham presents itself as a timeless and utilitarian typeface. Refer to the guide below when styling type for web and print.

1 **Headline**

2 **Subheadline**

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec sollicitudin orci. Sed varius dolor at neque aliquam gravida. Suspendisse potenti. Cras tempus purus in venenatis accumsan. Phasellus lacinia enim ut nisi pretium, ac euismod erat iaculis. Nam cursus molestie gravida.

1 **Gotham Medium**

Slightly narrow tracking (-40)
Thicker font weight for headlines.

2 **Gotham Book**

Slightly narrow tracking (-40)
Standard font weight for subheadlines

3 **Gotham Light**

Standard tracking & slight leading
lighter font weight for body text

Note: Email safe typeface is Helvetica following font weight outlined here.

PRODUCT LOCKUPS

For reference when creating product lockups.

1

Heme**Rx**

2

Smart**MTA**

EZ**Crowns**

EZ**Prep**

1 **Gotham Book**

Standard tracking (0)
Capitalized first letter of product name
and space after product name if it
ends in a capitalized letter. (ex: EZ)

2 **Gotham Bold**

Standard tracking (0)
Capitalized first letter.

PHOTOGRAPHY

When overlaying the logo on a photography follow the guidelines below. Avoid highly saturated, precious photography. Instead opt for imagery reflecting the hip, technological undertones of the brand. See the Brand Kit for access to the Sprig Photoshop Photography Filter.



Dark on Dark Background

Avoid using the standard logo or glyph on an image. Instead use the alternate logo below.



Contrasted Logo

Used in context of overlaying the logo on an image. Use white mark and type or colored logo and white type to increase visibility.

PHOTOGRAPHY

The imagery of the new brand should convey innovation, aspiration, healthiness, and trendiness. To this end, we recommend striving for an industrial chic look with a dash of hipster and an ounce of minimalism—with a little irreverent humor sprinkled throughout. This look should strike a balance between Apple and Restoration Hardware. It should be youthful, bright, and warm—but also clean and airy. For product-focused applications, minimalism is allowed, but try to warm it up with a bit of color. When depicting people and patients, always aim to show real-life situations, and try—whenever appropriate and possible—to portray the kids of the future rather than the precious toddlers of the present.

