



Relay Branding Guidelines

June 2018





Brand Voice

Logo & Icon

Colors

Typography

Imagery & Design

Brand Voice

Consistency matters

1

Written Voice

Professional yet friendly and personable. Avoid buzzwords where possible. Keep it simple and easy to understand. Focus on being helpful.

2

Writing Style

Simple yet informative and credible. Easy to understand. Less is more. When writing for our blog or other online content that can be consumed on mobile, keep the sentences short and each paragraph to three sentences or less.

Brand Voice



Logo & Icon

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Logo & Icon

Our most recognizable asset

Full Logo

The full color logo against a white background is preferred. It should be used whenever possible, across print, web and on-screen.



Icon

The icon can be used on a standalone basis for avatars or other places where the name Relay may appear in print close by. The avatar can also be used to represent Relay when the full Relay logo has already been used on the same page or in the same asset.



Brand Voice

Logo & Icon

 **Colors**

Typography

Imagery & Design

Colors

Our brand colors

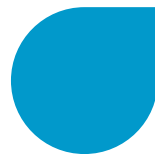
Primary & Secondary

Color is one of a brand's most powerful indicators and should be used with consistency.

The pallet is broken into three tiers – primary, secondary and accent.

The primary color is used extensively for broad applications of color, iconography and visual support. The secondary palette is meant to support and accent the primary colors to bring depths and add highlights. The accent color is meant to be used sparingly to add highlights.

Primary



#0199cb
1, 153, 203

Secondary



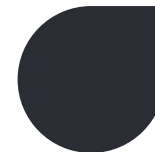
#14a085
20, 160, 133



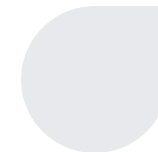
#246a73
36, 106, 115



#546a76
84, 106, 118

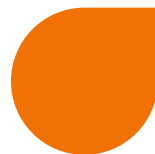


#2a2d34
42, 45, 52



#f3f4f4
243, 244, 244

Accent



#f17105
241, 113, 5

Colors






Shades for overlapping colors

Color Shades






When using overlapping colors in single graphics, you can use multiple shades of either our main blue or green.



Blue

	#256276 37, 98, 118
	#317f98 49, 127, 152
	#0199cb (main color) 1, 153, 203
	#51acc6 81, 172, 198
	#72bfdd 114, 191, 221

Green

	#296555 41, 101, 85
	#35826d 53, 130, 109
	#14a085 (main color) 20, 160, 133
	#5ab19b 90, 177, 155
	#7ac221 122, 194, 177

Brand Voice

Logo & Icon

Colors

 **Typography**

Imagery & Design

Typography

Consistent font across all assets

Font

Relay's primary font is Open Sans.

Titles are Open Sans Bold

Body is Open Sans Light

Brand Voice

Logo & Icon

Colors

Typography

 **Imagery & Design**

Imagery & Design

Modern, simple, consistent colors

Images & Elements

We aim to create images that supplement text and help tell the story.

Images should be professional, trustworthy, insightful, modern and simple.

Illustrations should not be too cartoony

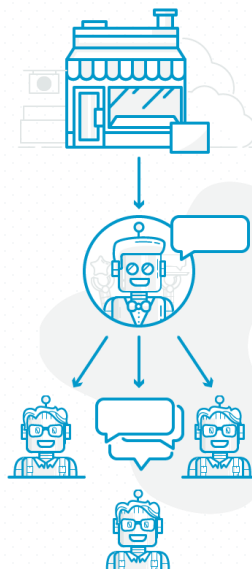
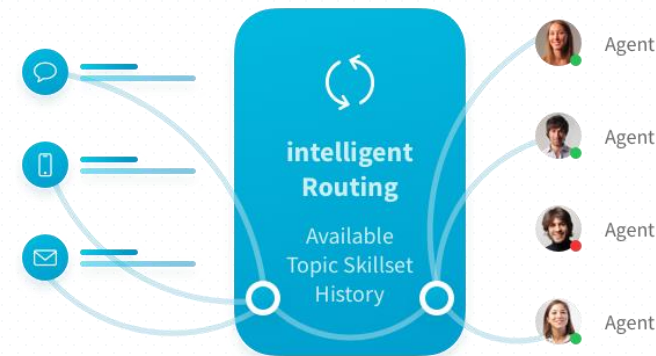
We use the primary color often and include plenty of white space and light greys.

We include human elements where possible without looking too much like stock photos.

Icons are thin line icons in the primary color or light grey when used in our products.



Knowledge Bot



Imagery & Design

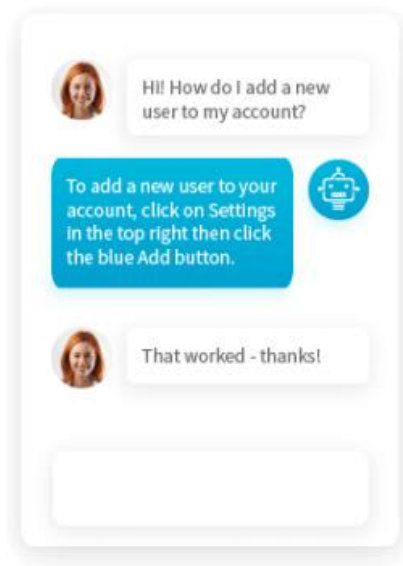
Other elements

Additional design elements

When using rectangles, use small rounded corners

Use drop shadow on graphics to create depth

Color gradients can be used to draw attention



Block Quotes

"You can use vertical bars in the primary or secondary color to draw attention to quotes or important text"

Bullets

- We use colored square bullets
- Across all assets





relay