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Brand Guidelines

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Soft**Point** is an innovative Slovak company with international activities focused on developing business software using modern web technologies, principles and techniques.

This document is your guide to maintaining a strong and consistent brand identity.
By following these guidelines, you'll help us create a recognizable and impactful brand.
Let's work together to bring Soft**Point** to life in a cohesive and inspiring way.

Logo

Primary Logo

This is the main representation of the Soft**Point** brand and should be used as the default option in most cases. It primarily focuses on typography to convey professionalism, simplicity, and a modern aesthetic.

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Primary Logo Negative

This is the main representation of the SoftPoint brand and should be used as the default option in most cases. It primarily focuses on typography to convey professionalism, simplicity, and a modern aesthetic.

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Logo Clear Space
and Minimum Sizing

Clear space or minimum spacing, refer to the designated area surrounding the logo where no other elements, such as text, graphics, or imagery, should enter. The minimum clear space is defined by the letter **"o",** used from the

Min. Width:

Print: 2,5cm
Digital: 100px

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Color Variations

The Soft**Point** logo must always have enough contrast. On brighter, saturated backgrounds, the primary color is used. On darker backgrounds we use the lighter version of the logo.

Monochromatic variations can also be used if necessary, although it's preffered to use the primary colorway.

Primary Colors

Monochromatic
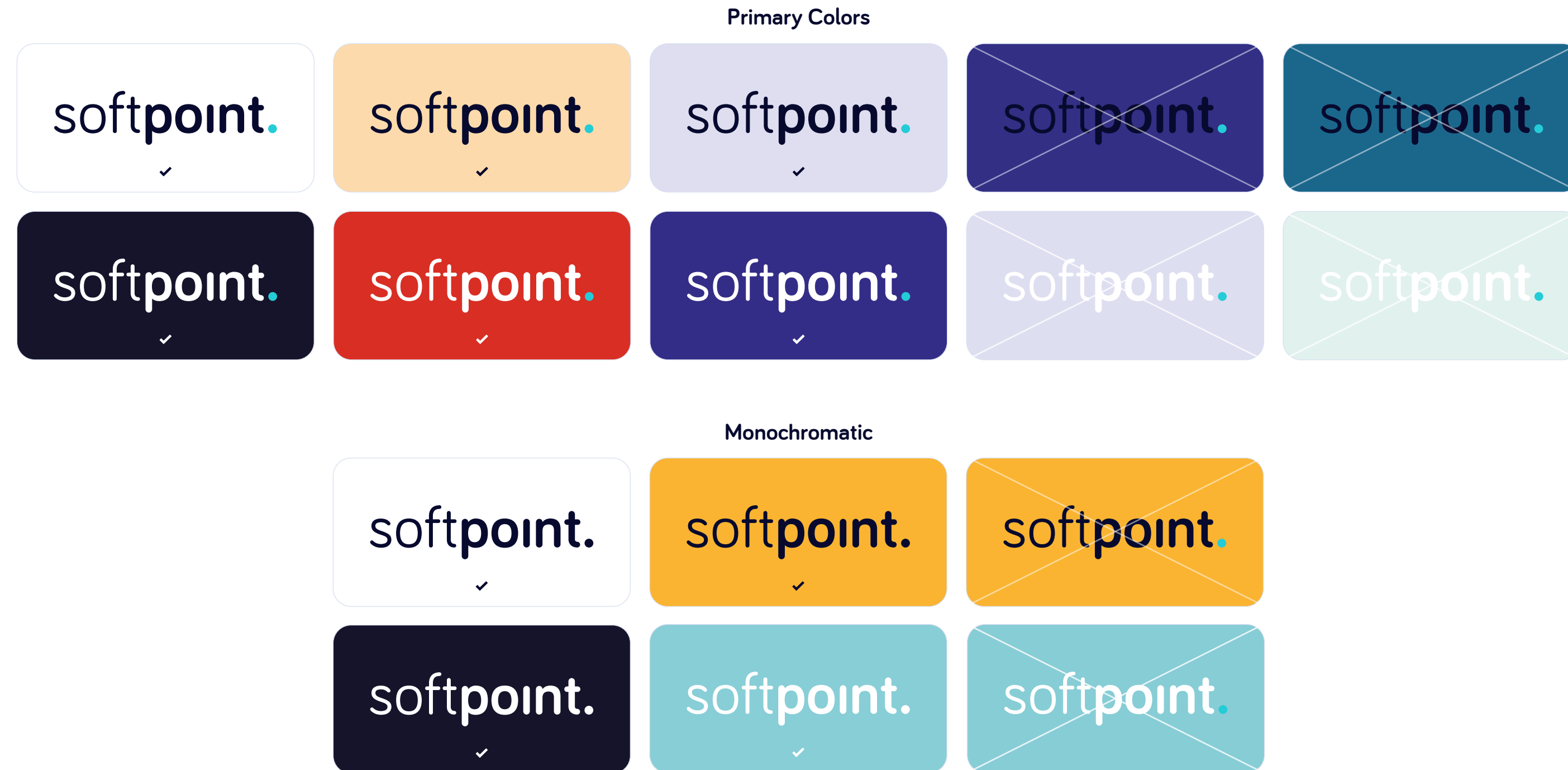
Small-Scale Logo Variant

The small-scale logo for Soft**Point** is a condensed and simplified version of our primary logo, designed specifically for compact and limited-space applications. When using the small scale logo, always center optically. Use of the monochromatic variations is also allowed.

Small-Scale Logo Variant
Clear Space and Minimum Sizing

The small-scale logo for Soft**Point** utilizes the letter **"s"** which is used as a base for the clear space width. The letter is turned 90° degrees on both left and right side for optimal space in the surrounding area.

Min. Width:

Print: 2,5cm
Digital: 50px

Color Palette

Brand Color Palette

By following the color palette guidelines, we ensure a consistent and cohesive brand presence. Use the primary and secondary colors as a base and expand on them with tertiary or supplementary. Use the supplementary colors sparingly, as they aren't the main representation of the brand.

Primary:
Oxford Blue

HEX: #070A2E
CMYK: 85, 78, 0, 82
RGB: 7, 10, 46

Secondary:
Robin egg blue

HEX: #00D2DD
CMYK: 100, 5, 0, 13
RGB: 0, 210, 221

Supplementary:
Anti-flash wthite

HEX: #EBEBEB
CMYK: 0, 0, 0, 8
RGB: 235, 235, 235

Supplementary:
Red (CMYK)

HEX: #D92F24
CMYK: 0, 78, 83, 15
RGB: 217, 47, 36

Tertiary:
Selective Yellow

HEX: #00D2DD
CMYK: 100, 5, 0, 13
RGB: 0, 210, 221

Supplementary:
Resolution Blue

HEX: #332A91
CMYK: 65, 71, 0, 43
RGB: 51, 42, 145

Supplementary:
Light Green

HEX: #7EE897
CMYK: 0, 0, 0, 8
RGB: 126, 232, 151

Typography

Brand Typography

We chose Bariol font as a primary typeface for headlines and titles, and as a secondary typeface we use it's styles to decorate the body text. When used, there must be an obvious difference between a heading and body text.

Typeface
Bariol

Bariol Thin
Bariol Thin Italic
Bariol Light
Bariol Light Italic
Bariol Regular
Bariol Regular Italic
Bariol Bold
Bariol Bold Italic

Usage & Formatting
This is a Heading
And This is Text

Example of a styled text.

Line Height
This is a Heading
With 2 Lines

And This is Text
With 2 lines

Line Height is calculated based on the size of the text plus 4px for headings and plus 8px for body text.

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