



Brand Book

**I like me as I am, so please
don't change me.**



Primary logo

The primary logo of the brand is the full-color logomark, together with the logotype. Always use the logo files provided. The logotype should be black or white.



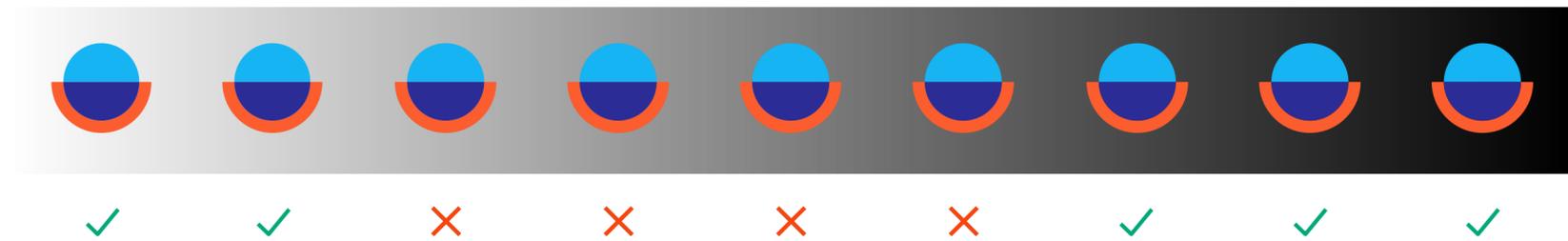
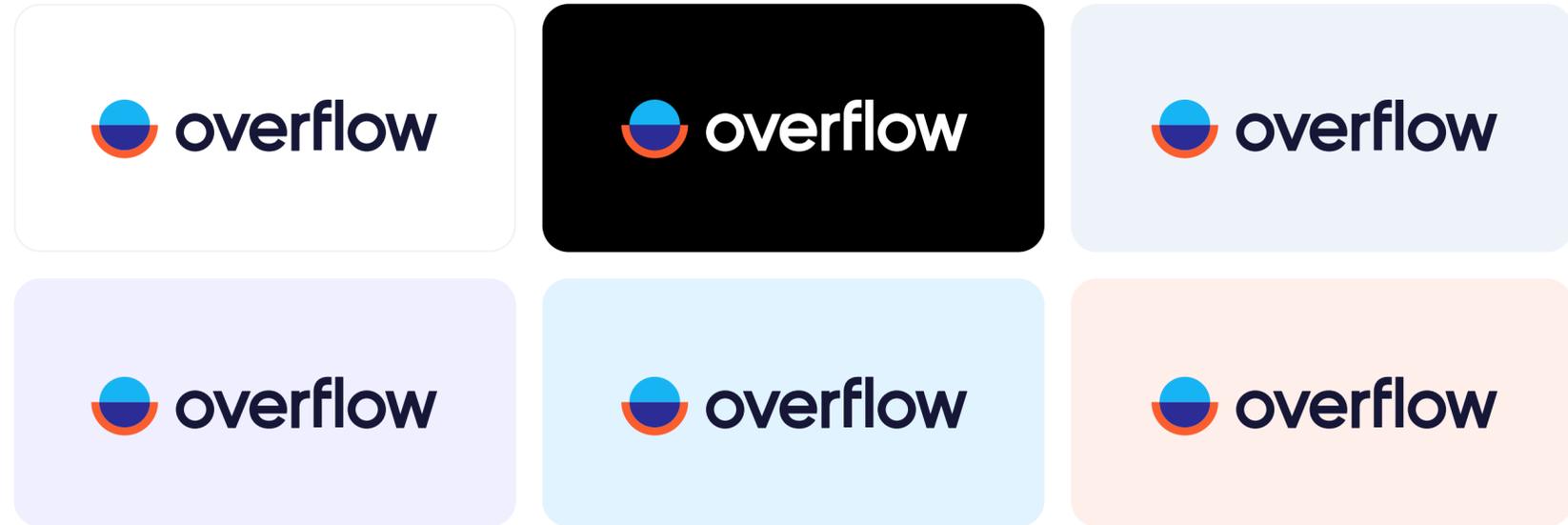
Logo misuse

- Do not change the proportions
- Do not distort the logo
- Do not use different colors
- Do not re-create using any other typeface
- Do not crop the logo



Logo usage on backgrounds

- The full-color logo should only be used on very light or very dark backgrounds. Don't place the logo on top of mid-tones.
- Avoid using the full-color logo on top of a photograph, unless it sits on a very light or very dark area of the image.





One-color logo

- The full-color logo is our primary logo.
- The one-color logo should be only black or white.
- When used on a photograph, place the logo on a very light or very dark area of the image.

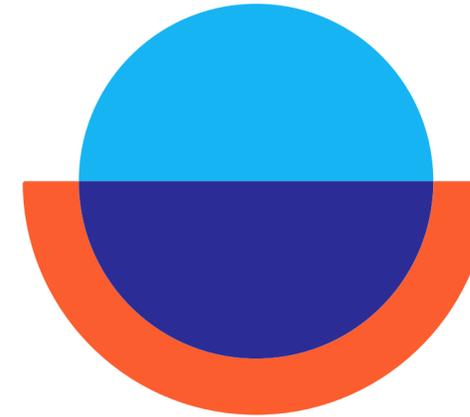




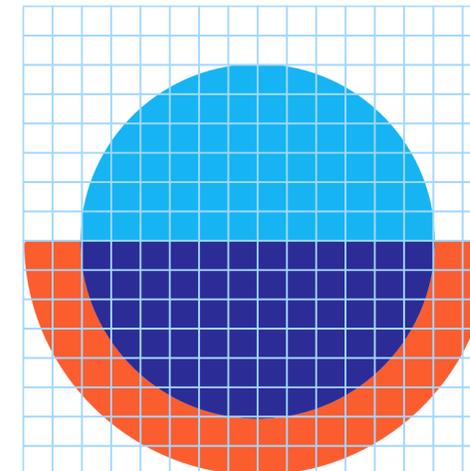
Logomark

The logomark is legible in most sizes and a small version is provided for micro applications.

Logomark



16×16 grid





Logo clear space

The rule of thumb is to use 75% of the logomark height as your guide for clear space around the logo.





Logo minimum size

Our logo should never be hard to read or recognize.
To retain legibility, never go below the minimum size shown.



95px Wide



Primary colors

Our primary color palette is a major part of Overflow's brand identity. As such, it should be the default choice for any brand-focused or promotional material.

Text should always be set in black, white, or dark purple #161637 for accent.

White
HEX #fff
CMYK 0-0-0-0
RGB 255-255-255
HSL 0-0-100

Black
HEX #161637
CMYK 60-60-0-78
RGB 22-22-55
HSL 240-43-15

Sky Blue
HEX #16B4F2
CMYK 91-26-0-5
RGB 22-180-242
HSL 197-89-52

Purple
HEX #2C2C96
CMYK 71-71-0-41
RGB 44-44-150
HSL 240-55-38

Deep Orange
HEX #FB5D2E
CMYK 0-63-82-2
RGB 251-93-46
HSL 14-96-58



Secondary colors

Our secondary colors highlight and compliment the primary colors.

Do not use secondary colors for text. Only use white (#ffffff) or black (#161637) text over secondary color backgrounds.
Use secondary colors for accent.

Yellow

HEX #FFB719
CMYK 0-28-90-5
RGB 255-183-25
HSL 41-100-55

Blue

HEX #149BFE
CMYK 92.1%, 39.0%, 0.0%, 0.4%
RGB 20, 155, 254
HSL 205,

Orange

HEX #FF6700
CMYK 0-63-82-2
RGB 251-93-46
HSL 0 60 100 0

**Communicate your designs
like never before.**

