

# Brand Guidelines.

*You know how they say that  
"Everything is better with Friends"?  
Well, SocialActive can help you get them!*

SocialActive is an exclusive Social Media Marketing Agency, that can help you grow a brand that will be talked about.



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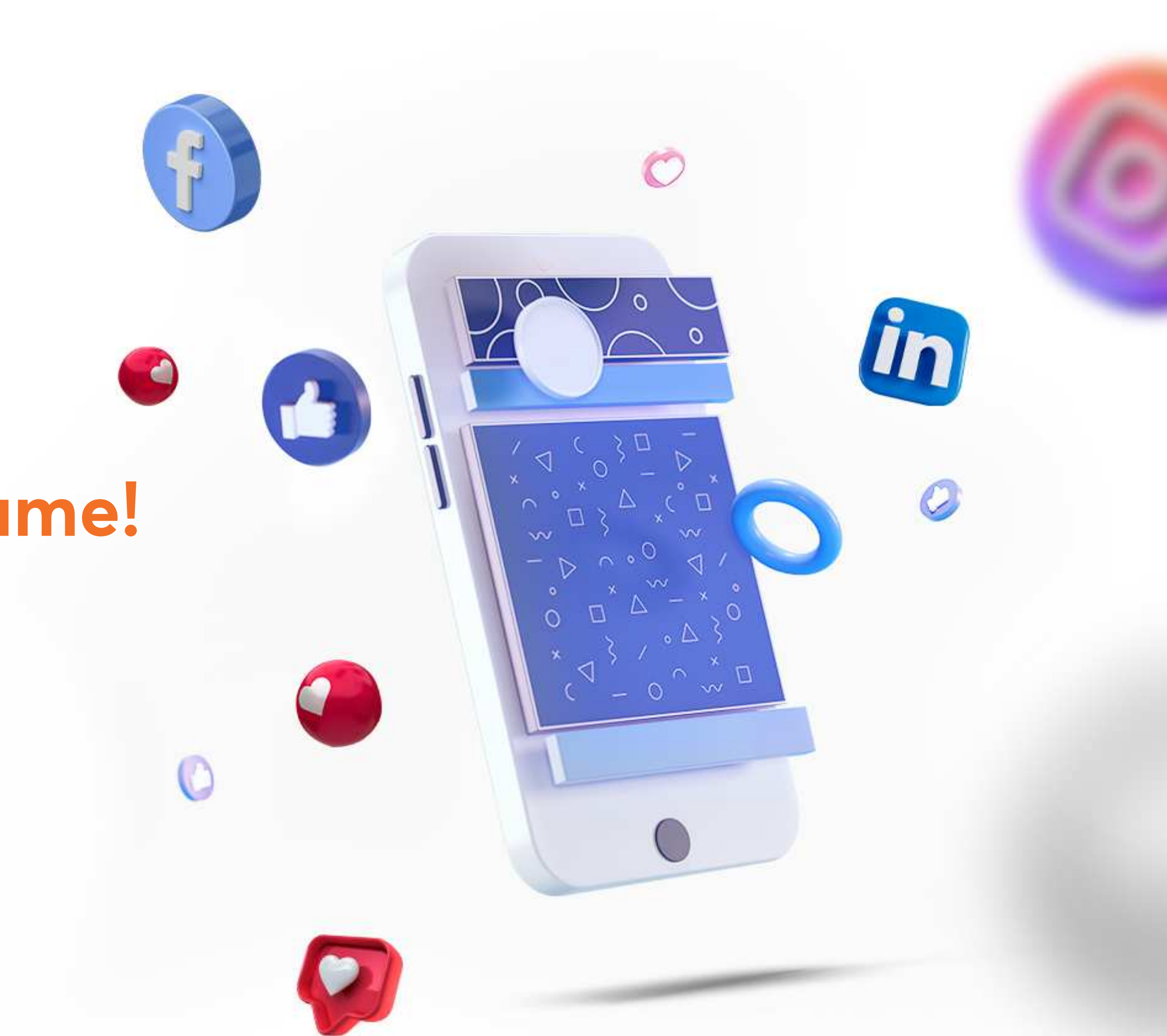
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In 2021 Social Active is

**More Than Just a  
Social Media Agency.  
In 2021 Social Active  
is bigger than just a Name!**





# Official Logo

The logo represents the evolution of Social Active in 2021. Blue represents the corporate and the orange colour the positive things of life. We want our branding be more fun, clean and corporate too.



# Social Active Logo

## Exclusion Zone-Sizes

The Social Active logo distils the experience and heritage of the brand into a powerful visual shortcut. Our logo should always be prominent and legible. The exclusion zone exists to prevent other elements from being placed too close to the logo.

### 1. Minimum exclusion zone

This minimum exclusion zone is recommended. Whenever possible leave more space than the minimum permitted.

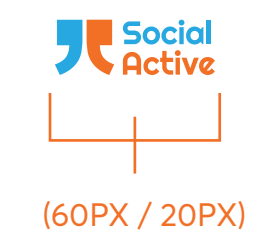
### 2. Minimum size

For print, the minimum recommended size of the logo is 60px wide. Online, the minimum recommended size of the logo is 65-70 pixels wide.

### 1. Minimum exclusion zone



### 2. Minimum size



# Social Active Logo Versions

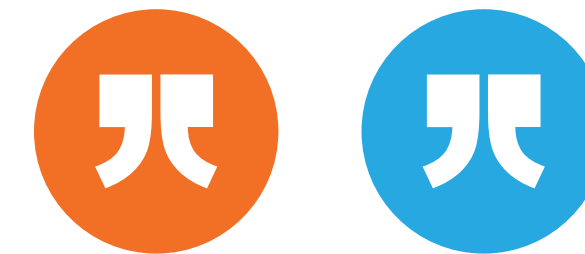
For digital and print usage we recommend the Horizontal version.



Horizontal



Vertical



Icon

# Social Active Primary Colours

Blue is a primary color across all models of colour space. It is the color of the ocean and the sky; it often symbolizes serenity, stability, inspiration, wisdom or health. It can be a calming color, and symbolize reliability.

Hexx Blue Code:

#27a8e0

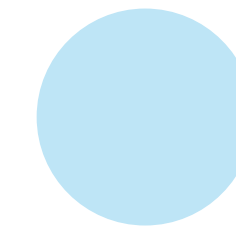
Orange is the color of encouragement. The combination of yellow and red makes orange convey excitement, warmth and enthusiasm. Social and inviting, this is the color of the extrovert, exuding happiness and joy, releasing inhibitions. Orange is a motivating and encouraging color.

Hexx Orange Code:

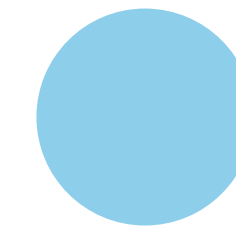
#f26f26

# Social Active

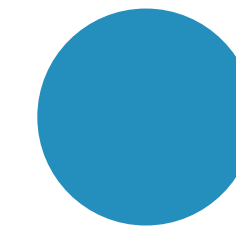
## Secondary Colours



#bee5f6



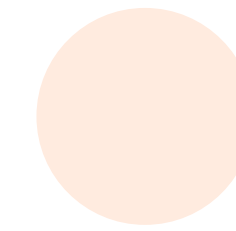
#bee5f6



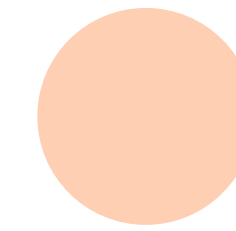
#bee5f6



#bee5f6



#bee5f6



#bee5f6



# Social Active

## Font type

Font is very important to us. Averta Std is a clean, easy to read and you can write English & Greek as well. Use Bold to titles or in a text which you want to give emphasis and Regular for plain text. Please use only this font.

## Averta Std Regular

A a B b C c D d E e F f G g H h I i J j K k  
L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z

## Averta Std Bold

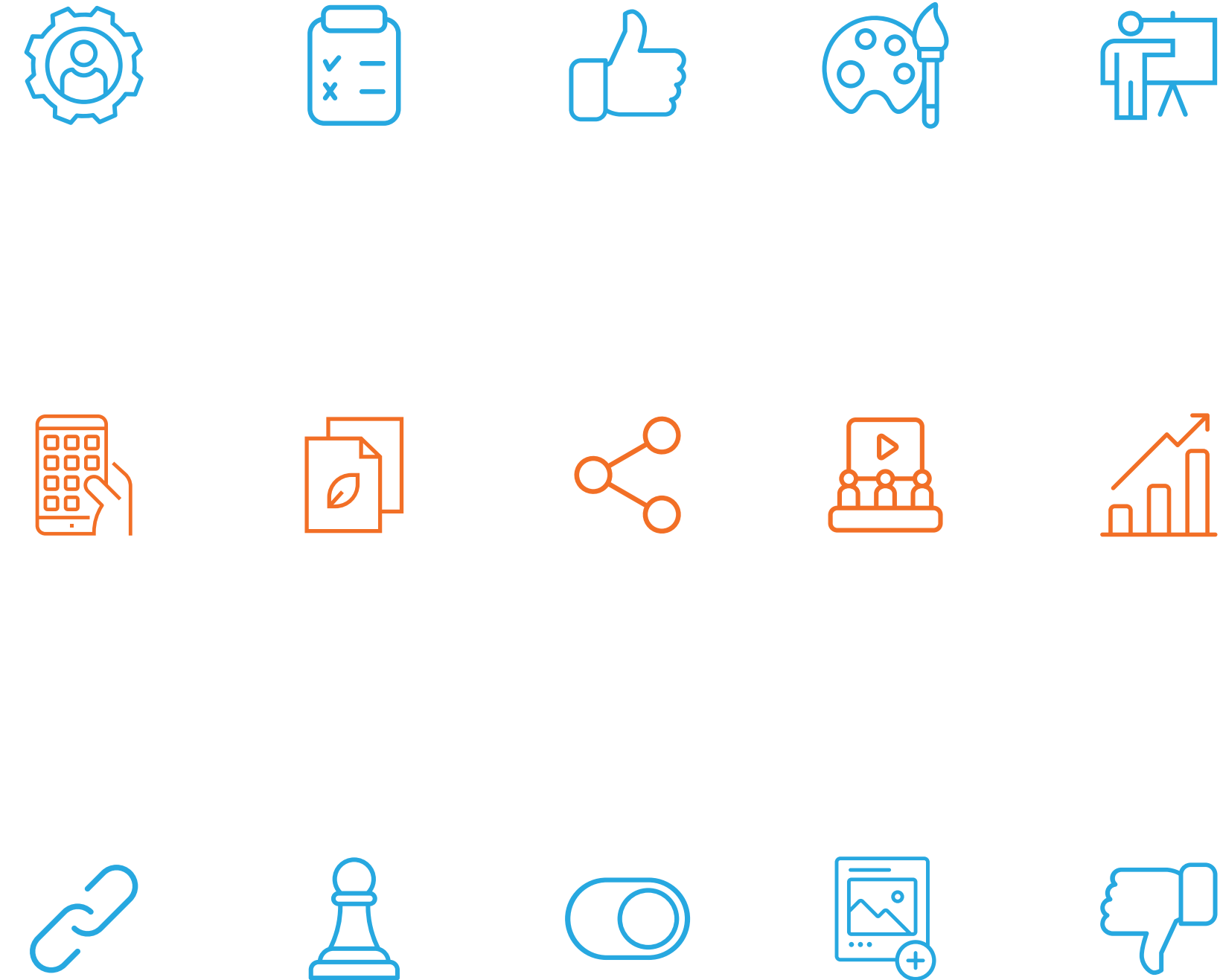
A a B b C c D d E e F f G g H h I i J j K k  
L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z

0 1 2 3 4 5 6 7 8 9

# Social Active

## Icons

Icons are used as shorthand to illustrate simple concepts, to aid the consumer when searching for information. Where possible build equity in our keyline graphic language by keeping icons outline only. We recommend only outline icons.



# Social Active

## Don'ts

The Social Active logo is iconic, integral and sacred to us, please don't turn it purple, put it on its side, stretch it, break it apart, add shadows or do anything else that will dilute its iconic status.

×



Don't recolour the logo (even with the dark/light colours).

×



Don't try to split the logo.

×



Don't try to change the typeface colour.

×



Don't change the fill to outline.

×



Don't use drop shadow or other special effects.

×



Don't use multiple logos on the same format.

×



NEVER try to stretch the logo.

×



Don't change kerning. Never stretch it or rotate it.

×



Don't change icon position.

# Social Active Icon Don'ts

The Social Active logo is iconic, integral and sacred to us, please don't turn it purple, put it on its side, stretch it, break it apart, add shadows or do anything else that will dilute its iconic status.



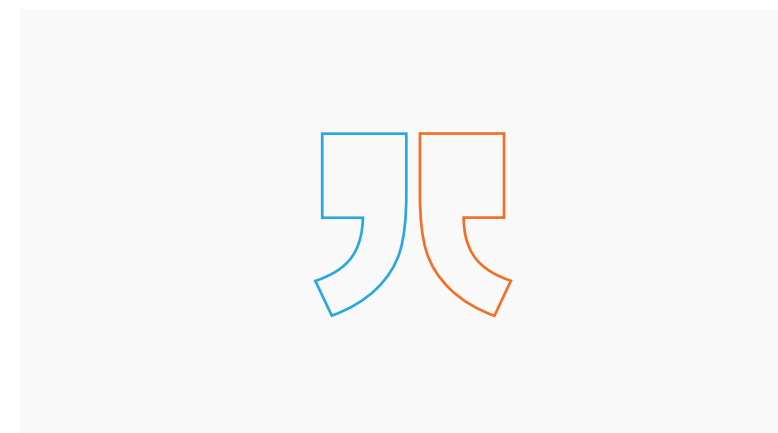
Don't recolour it.



Don't reflect it or try to rotate it.



Don't change the space between of them.



Don't change the fill to outline.



Don't use drop shadow.



Don't use multiple logos on the same format.

# Graphics

## Moodboard

In Social Active, we evolve. Everyday, every moment. Transform our moodboard from flat graphics to 3D was a complete different way to update our moodboard.

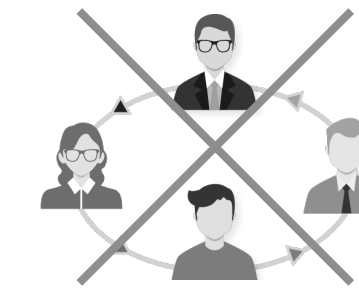
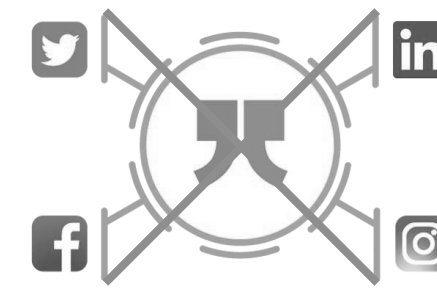
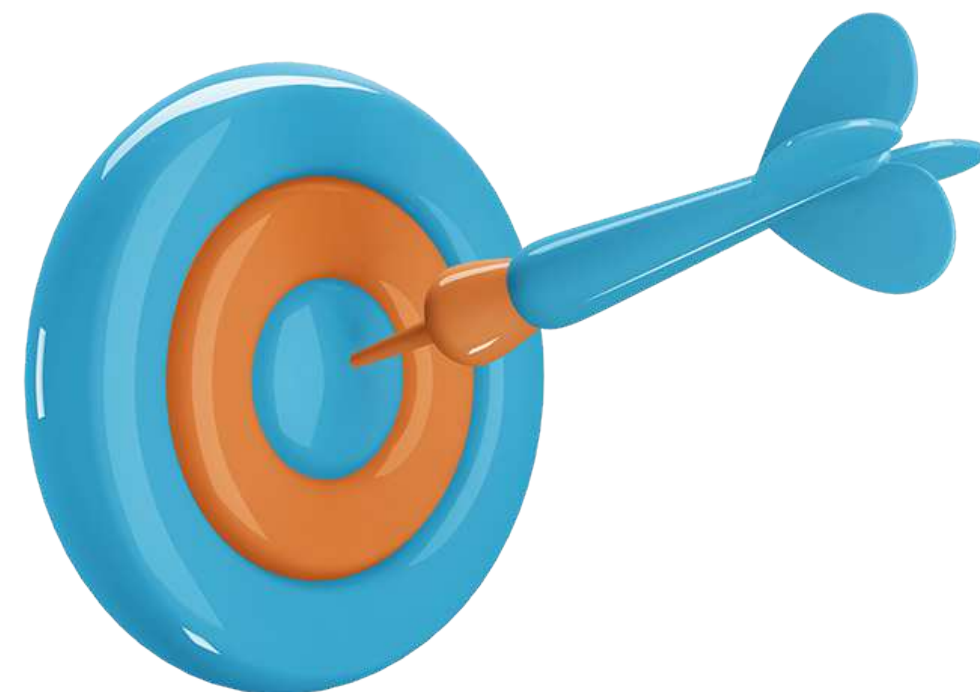





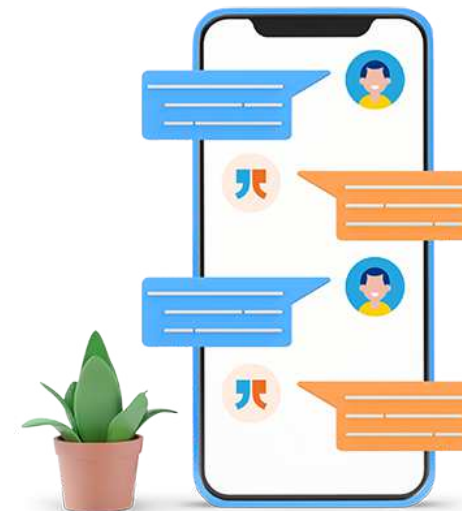
# Graphics Moodboard

## Dont's / Do

As we said before, we evolve. Don't try to use again a flat graphic image on our new re-branding. Always try for a 3D graphic. We know. It's difficult, but not impossible!



2D   
Flat



3D 



# Instagram Posts

We use 3D graphics either on website or Social Media Posts (Instagram, Facebook, LinkedIn etc.)





# Posts

## Ruler Guide

\* Content should be located strictly inside the white frame to follow all posts the same hierarchy, both in placement of words as well as in the logo.

Suggested px size of the title eg # B2B 130px to give great emphasis in 1 or even 2 words and 72px in large Quote type text. For the rest I suggest 48px (see "Δώσε έμφαση στην...")

