

BRAND MANUAL 2012



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Welcome to the SugarSync, Inc. brand guidelines.

A unified and consistent use of these guidelines is one of the key ways by which we will visibly distinguish and strengthen the equity and hence the value of our brand over the medium and long-term.

These guidelines are designed to help everybody involved in the production of our communications and they also play an important role in building our brand. Please take time to read and understand them: The design principles have been carefully considered and developed to ensure that our visual identity is consistent all around the world. They will continue to evolve as our requirements grow to become a fully comprehensive guide for all identity applications.

Thank you for making the brand a priority!



A. SugarSync Logo Mark (Full Color)



B. SugarSync Logo Mark (Grayscale)



C. SugarSync Logo Mark (Black/White)

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The SugarSync Visual Identity is more than a badge or logo: it stands for who we are. It is a visual representation of our brand, our values and our commitment to our customers.

The relationship between each element of our visual identity has been carefully considered: the letters have been specially drawn and colors have been chosen to create a unique, distinctive mark. The relative size and position of the elements is fixed and should not be changed.



D. Reversed SugarSync Logo Mark (Full Color)



E. Reversed SugarSync Logo Mark (Grayscale)



F. Reversed SugarSync Logo Mark (Black/White)

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When the SugarSync Logo Mark has to appear against a dark background, always opt for its full color version (exhibit D). The least preferred version is the reversed version in black and white (exhibit F).



G. SugarSync Logo Mark (Full Color); Smallest permissible size.



H. Clearspace

The SugarSync Logo Mark may be sized in accordance to the appropriate applications; the smallest permissible size is 1.736" in width or 125 pixels wide. The logo mark be used in any application provided the two rules are strictly adhered to:

A. The SugarSync Logo Mark should NOT be placed on a HIGHLY-PATTERNED background or photograph. Care should be taken that the background upon which it lies allows it to read with sufficient prominence. The type may not be altered in any way, nor should it have any elements added to it, such as a drop shadow or underline.

B. A clearspace equal to the vertical height of The SugarSync Logo Mark must be maintained around SugarSync Logo Mark in every application. No other visual element may intrude within this clearspace. The SugarSync Logo Mark may NOT be used "in-line" as part of headlines, copy or other typography, but should always be used as a stand-alone element.

The correct SugarSync logo, featuring the word "SugarSync" in a black sans-serif font with a green hummingbird icon to the right.

Breaking apart the elements

The SugarSync logo where the word "Sugar" is stacked above "Sync", which is not the correct configuration.

Changing the configuration

The SugarSync logo where the text and bird icon are horizontally stretched, changing their proportions.

Changing the proportion

The SugarSync logo where the word "Sugar" is colored red, which is not the correct color.

Changing the colors

The SugarSync logo with a grey drop shadow behind the text and bird, which is not part of the brand identity.

Adding a drop shadow

The SugarSync logo placed on a yellow background with a white grid pattern, which is not acceptable.

Against a highly-patterned background

The SugarSync logo where the green hummingbird icon is distorted or skewed.

Distorting the logo mark

The SugarSync logo where the green hummingbird icon is embellished with a black top hat.

Embellishing the bird

See why **SugarSync** is  
the most powerful file sync service

Used “in-line” to text

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The exhibits above are some examples of ways in which the SugarSync Visual Identity SHOULD NOT be used. This is by no means an exhaustive list, but it illustrates some of the most common issues. In particular, please make sure that the identity is also rendered in correct colors and position and is not distorted.

## DISPLAY FONT

## BRANDON GROTESQUE

Brandon Grotesque Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9**

## HEADLINE / SUBHEADS FONT

## MUSEO SLAB

Museo Slab 900

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

Museo Slab 500

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## BODY FONT

## HELVETICA NEUE

Helvetica Neue Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

Helvetica Neue Italics

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*0 1 2 3 4 5 6 7 8 9*

Helvetica Neue Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

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The selection and use of our corporate typeface has two functions. Firstly, to create a distinctive and consistent look across all our communications. Secondly, to help the reader navigate a document, delivering messages with impact and clarity.



**PRIMARY**

PMS 7480  
C:60 | M:0 | Y:50 | K:0  
R:0 | G:180 | B:99  
Hex: 00B463



PMS 356  
C:95 | M:0 | Y:100 | K:27  
R:16 | G:124 | B:62  
Hex: 107C3E



PMS Black 6  
C:100 | M:35 | Y:0 | K:100  
R:35 | G:35 | B:35  
Hex: 232323



PMS 2995  
C:90 | M:11 | Y:0 | K:0  
R:41 | G:158 | B:201  
Hex: 299EC9



PMS 151  
C:0 | M:65 | Y:100 | K:0  
R:255 | G:104 | B:5  
Hex: FF6805

**SECONDARY**

PMS 305  
C:54 | M:0 | Y:7 | K:0  
R:72 | G:202 | B:236  
Hex: 48CAEC



Cool Gray 6  
C:33 | M:26 | Y:27 | K:0  
R:150 | G:150 | B:150  
Hex: 969696



PMS 185  
C:3 | M:100 | Y:85 | K:0  
R:222 | G:40 | B:73  
Hex: DE2849



Cool Gray 11  
C:67 | M:59 | Y:53 | K:34  
R:102 | G:102 | B:102  
Hex: 666666

The colors featured on this page and throughout this site are not intended to match the PANTONE® Color Standards. The standards for the PANTONE Colors are shown in the current edition of the PANTONE Color Formula Guide. The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging color language for the selection, marketing and control of color.

\*PANTONE® is a registered trademark of Pantone, Inc.

Proper application of the primary corporate color palette helps to ensure a consistent and credible communication of the company. When it is not possible to print a solid Pantone color, check our recommended CMYK breakdown (Cyan, Magenta, Yellow and Black.) Always use the percentage breakdowns specified here to achieve the closest match to Pantone colors.

RGB and web safe values specify colors for screen and Internet display. (Please note that the RGB values specified in this guide is based on each color's Hex codes.) These guidelines are designed to be viewed on screen. RGB color print outs should NOT be used to match color. Always use the relevant matching system to ensure consistency.



I. SugarSync Mobile App Tile



J. SugarSync Desktop Icon (full color)



K. SugarSync Desktop Icon (Black/ White)

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The SugarSync Mobile Application Tile is designed specifically for said use; under no circumstances should it be a substitute for the SugarSync Logo Mark.

The SugarSync Desktop Icon may be represented in full color and/or in black and white.