

September 2018

SPINR ID Guidelines

SPINR ID Guidelines

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SPINR ID Guidelines

Section 1

The Brand

Logo

The SPINR logo is an angled geometric S device made up of the brand colours alongside a simple wordmark. The negative space creates the illusion of 2 halves connecting or twisting which is loosely based on the name.

Where possible we always use the horizontal hero version but the stacked logo can be used when we have restricted width.

For times when the wordmark clarity will be lost simply use the device.

HERO MARK



SPINR™

STACKED MARK



SPINR™

DEVICE



MONO DEVICE



Logo Usage

Our preferred logo use is on white but it can also be used only in the ways shown here.

When placed on an image care must be taken to ensure the logo is only on a simple area of the background.

Our logo can be used as below on our seafoam colour



Our logo can be used full colour as below on a dark background



Our logo can be used as below on our gradients



Our logo can be used as shown on an image with a subtle overlay to retain logo clarity

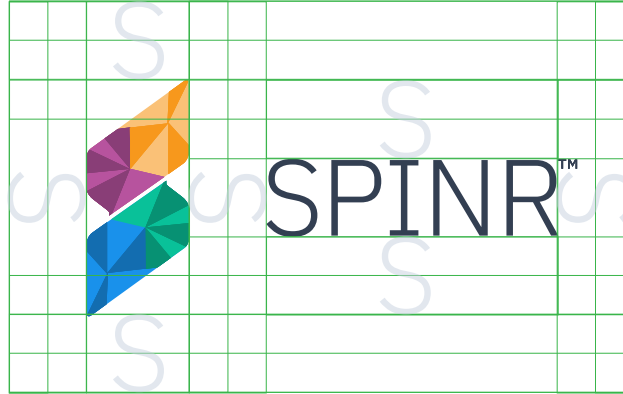


Spacing and zones

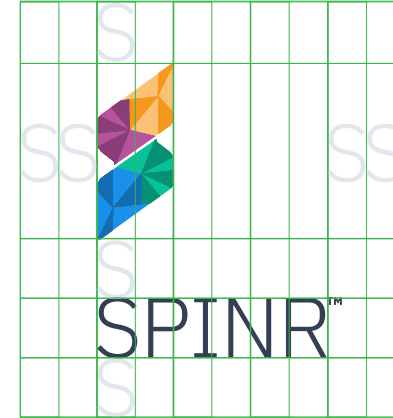
We should try to ensure our logo has space around it. These are the minimum clear space recommendations.

Always try and place the logo to the top right of the document and follow the logo spacing rules unless the document has specific margins.

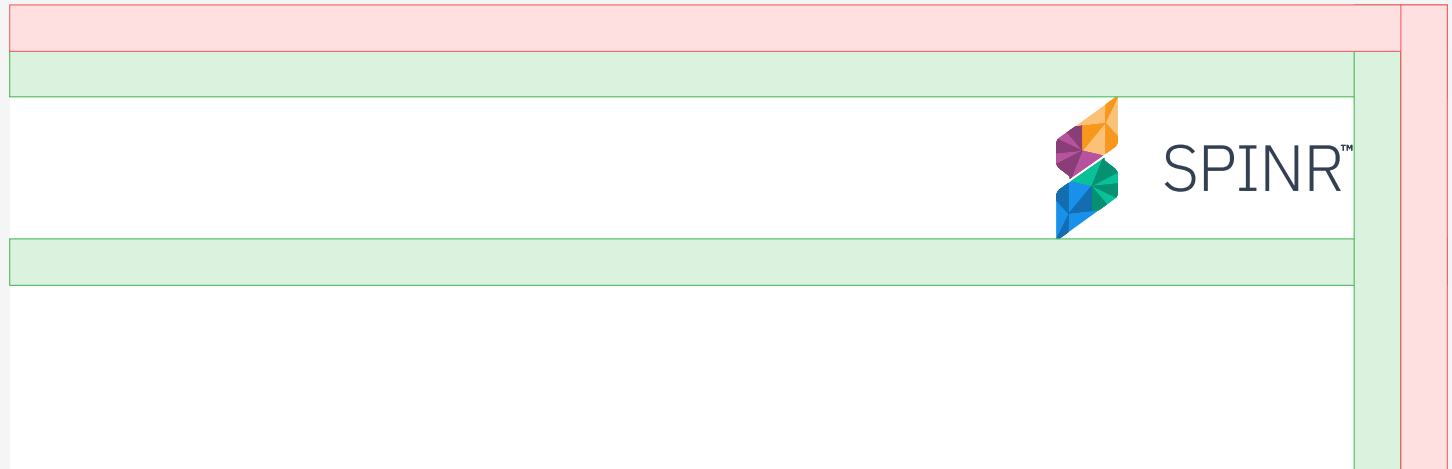
Hero logo showing space between wordmark and icon



Reduced width logo showing space between wordmark and icon



Top right placement



Typography

The fonts we have chosen are simple, modern, timeless and very functional.

Headers and body text should be shown in our primary font IBM Plex Sans.

Where data is shown, the font Plex Mono should be used as it offers fixed width kerning.

They can be accessed at the links below.

<https://fonts.google.com/?query=IBM+Plex+Sans>
<https://fonts.google.com/?query=Plex+Mono>

Where we cannot control the font output, we should always fallback to the default system font.

Aa Aa

IBM Plex Sans
Semibold

abcdefghijklmnop
 qrstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 XYZ0123456789
 £\$%&°/()!?.;,::

HEADINGS

Far far away, behind the word mountains, far from

IBM Plex Sans Semibold

BODY

Far far away, behind the word mountains, far from

IBM Plex Sans Regular

CAPTION

Far far away, behind the word mountains, far from

IBM Plex Sans Regular Italic

Plex Mono
Regular

abcdefghijklmnop
 qrstuvwxyz
 ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 XYZ0123456789
 £\$%&°/()!?.;,::

Office Font

Far far away, behind
the word mountains,
far from the
countries Vokalia
and Consonantia,
there live the blind
texts.

Calibri Regular

Number Style

12345
67890

12345
67890

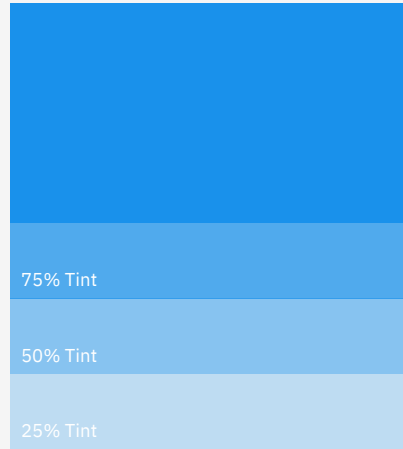


Colours

Our primary brand colour is a vibrant blue. Surveys show that the majority of people see blue as their favorite color. Blue is considered to be the safest color globally. Blue is also strongly associated with clean water and clear skies which offers a sense of calm and familiarity.

Our secondary colour is a seafoam that reminds the user of calm oceans or paradise.

We also use the tertiary colours of green, red, orange, purple, dark grey and light grey to pick out smaller elements and add interest and focus.

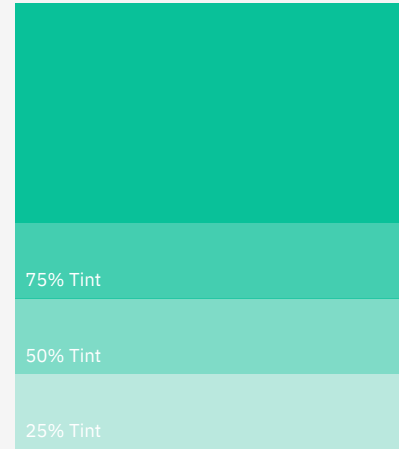


PRIMARY COLOUR

#1991EB

RGB (25,145,235)

CMYK (75%,36%,0%,0%)



SECONDARY COLOUR

#09C199

RGB (9,193,153)

CMYK(72%,0%,52%,0%)

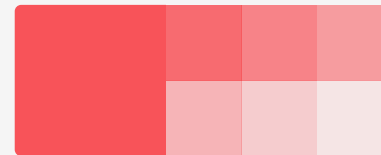


GREEN (SUCCESS)

#39B54A

RGB (57,181,74)

CMYK (72%,0%,0%,88%)

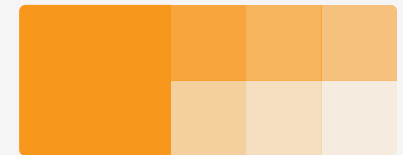


RED (ERROR)

#F85359

RGB (248,83,89)

CMYK (0%,79%,55%,0%)

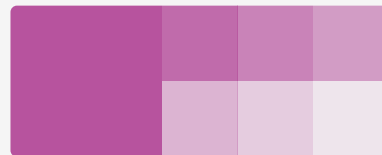


ORANGE (WARNING)

#F7981C

RGB (247,152,28)

CMYK (0%,48%,91%,0%)



PURPLE (OPTIONAL)

#B7539E

RGB (183,83,158)

CMYK (33%,78%,0%,0%)

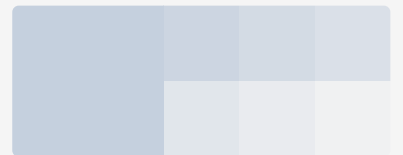


DARK (TEXT)

#333F52

RGB (51,63,82)

CMYK (82%,66%,44%,41%)



LIGHT (ICONS)

#C5D0DE

RGB (197,208,222)

CMYK (27%,14%,9%,0%)



Gradients

Our primary gradient is a mix of the primary blue and secondary seafoam. Gradients are used sparingly.



PRIMARY GRADIENT

#1991EB / #44C7CB

RGB (25,145,235) - (68,199,203)



SECONDARY GRADIENT

#7E4398 / #1991EB

RGB (126,67,152) - (25,145,235)



The SPINR ecosystem

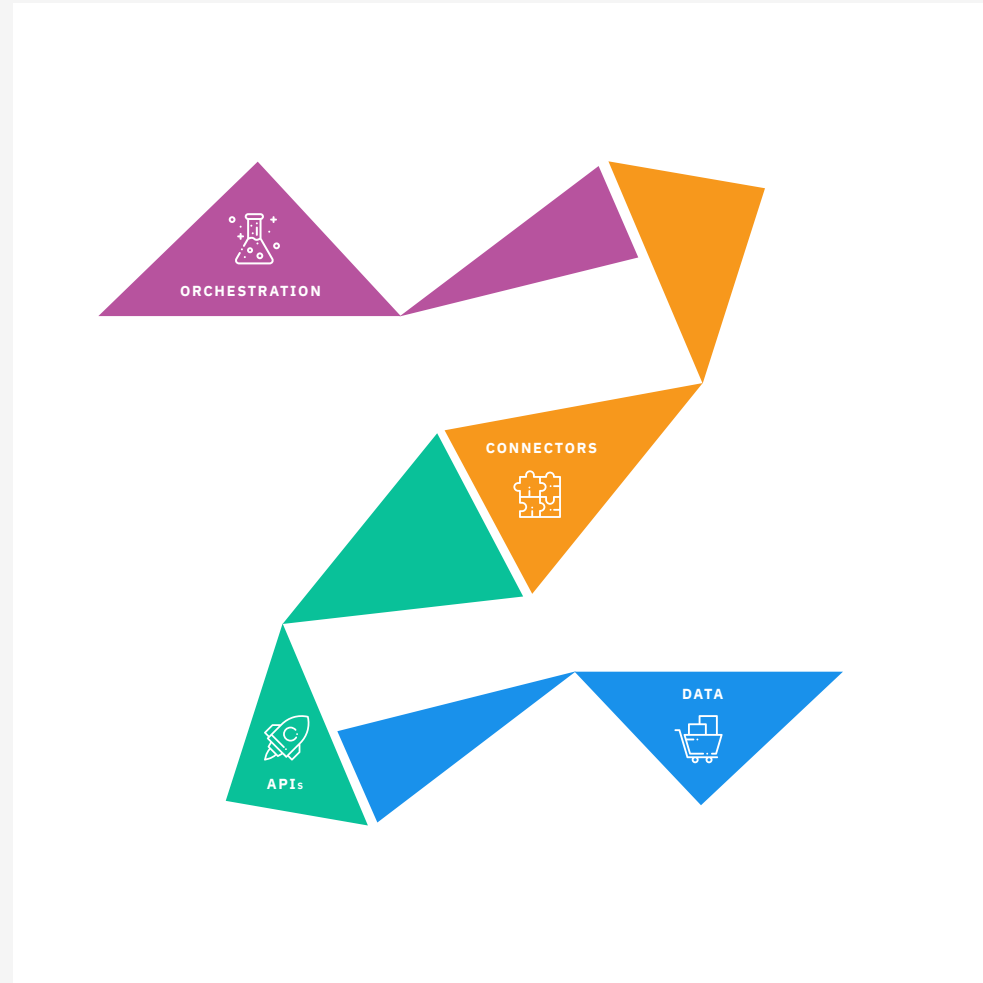
SPINR connects applications and their underlying data together, enabling any organisation to create their own modern API platform upon which new digital services and streamlined processes can be built.

Formed of 4 main parts:

- Connectors
- Data
- APIs
- Orchestration

Together they form the backbone or DNA of the SPINR product. Each one reliant on the other.

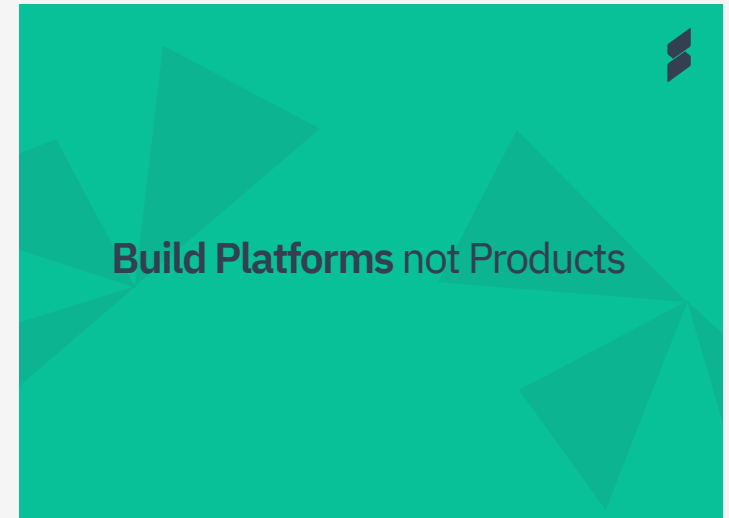
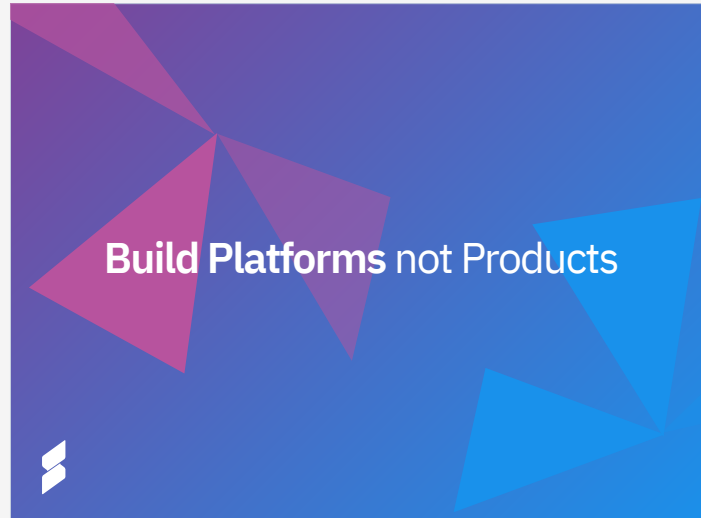
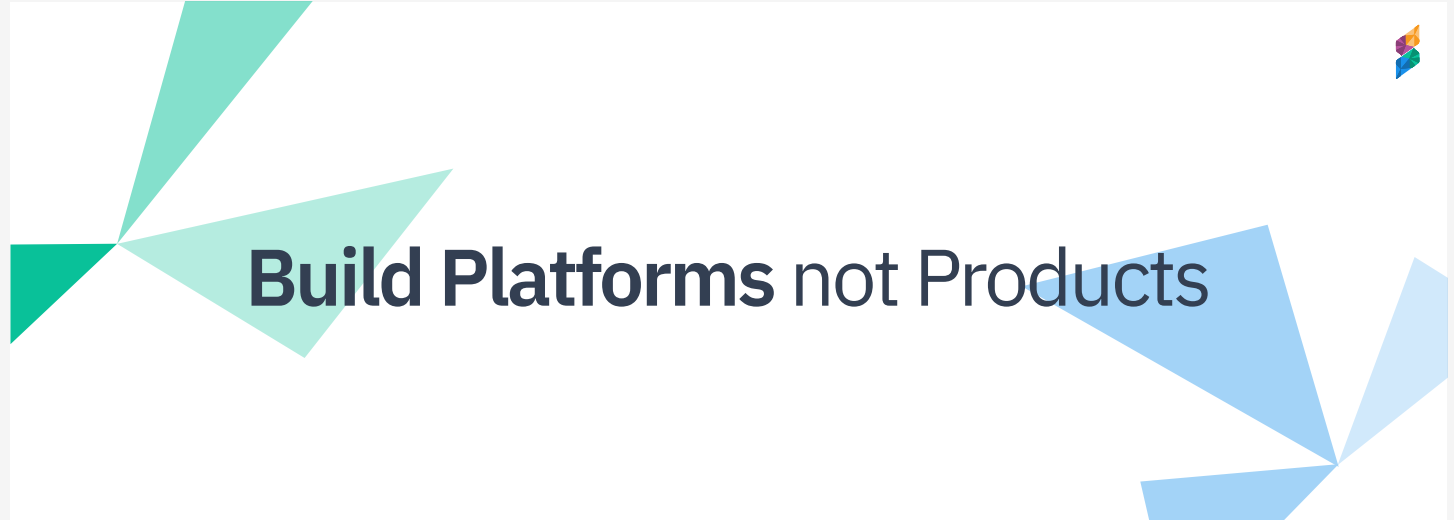
It gives organisations the ability to truly design services around the needs of the citizen rather than the restrictions of their back-end applications.



SPINR tagline

We use 'Build Platforms not Products' throughout our communications.

It can be written in copy or used creatively as shown.



Images

We use images of real people who work at SPINR.

They can be treated in a variety of ways to add interest.



Imagery

We use people-centric images to interact with the world.

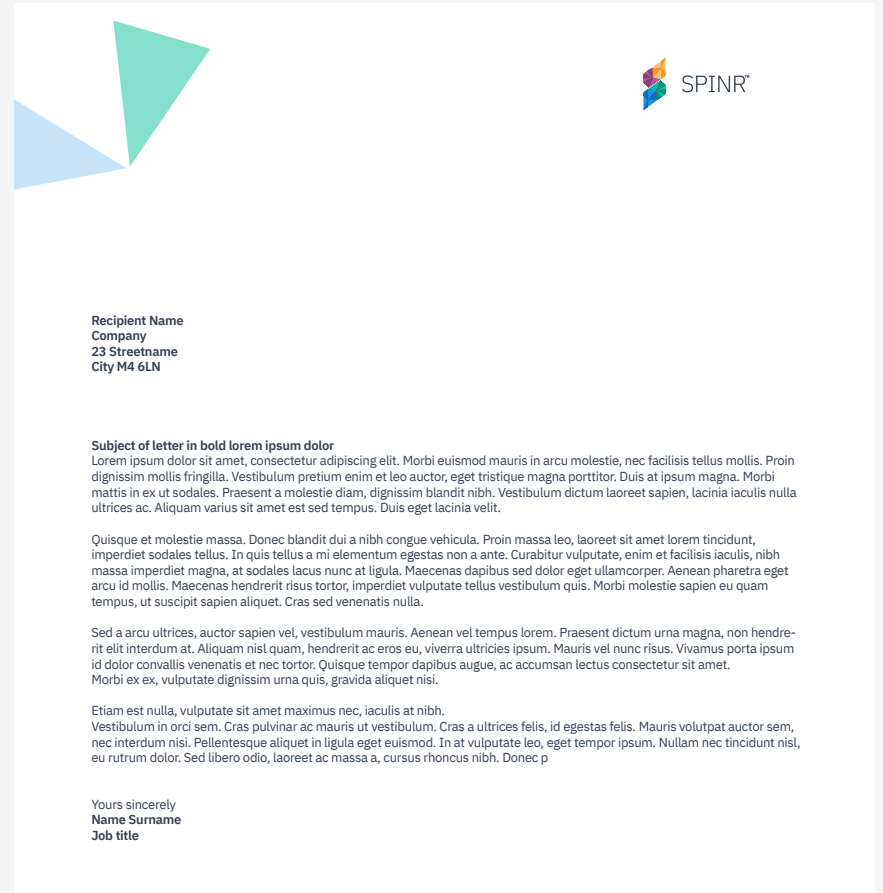
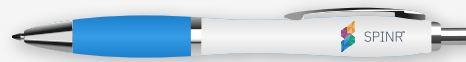
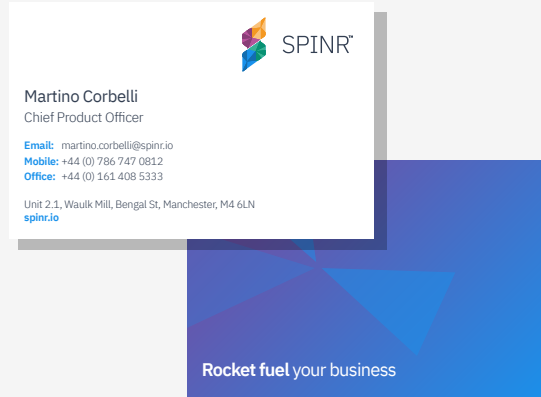


SPINR ID Guidelines

Section 2

Applications

Stationery

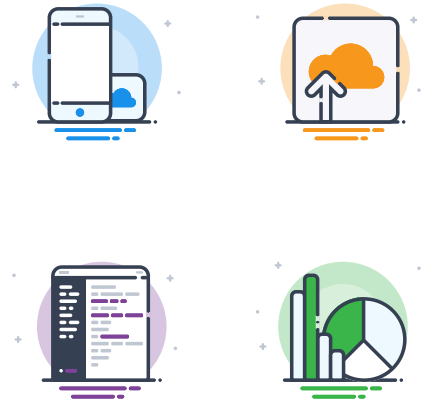


Icons

We use simple, easy to understand icons. These can incorporate the brand colours, but for general use should not be overly stylised.

Our icon library is available in a separate document.

Illustrative iconography treated in the brand colours



Monochrome Icons



Duotone Icons



Iconography on UI cards



Feature 1

Lorem ipsum dolor sit amet, ut enim aperiam bonorum sit. Cum id legere commodo.

[Find out more](#)



Feature 2

Lorem ipsum dolor sit amet, ut enim aperiam bonorum sit. Cum id legere commodo.

[Find out more](#)



Email Signature

Dear Tom,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eget sem eget lectus blandit pretium tempor a tortor. Praesent hendrerit placerat laoreet.

Etiam ut mauris eu sapien eleifend porta. Maecenas vitae sapien vehicula, laoreet nunc id, consectetur erat.

Pellentesque vehicula sit amet diam vitae faucibus. Etiam fermentum rutrum turpis, ut sagittis elit porta id. Aenean laoreet sit amet justo nec maximus. Nulla a lectus quis elit aliquet placerat at nec arcu. Curabitur eu nunc quam. Nunc libero justo, sollicitudin eget justo ut, posuere feugiat elit. Vivamus feugiat eu augue et elementum.

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Aenean feugiat nunc non ex nibus, non molestie neque rutrum. Nullam euismod malesuada sapien, a imperdiet tellus varius congue.

Kind regards,
Martino



SPINR™

Martino Corbelli Chief Product Officer

Mobile: +44 (0) 786 747 0812

Office: +44 (0) 161 408 5333

Unit 2.1, Waulk Mill, Bengal St, Manchester, M4 6LN

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Powerpoint Template

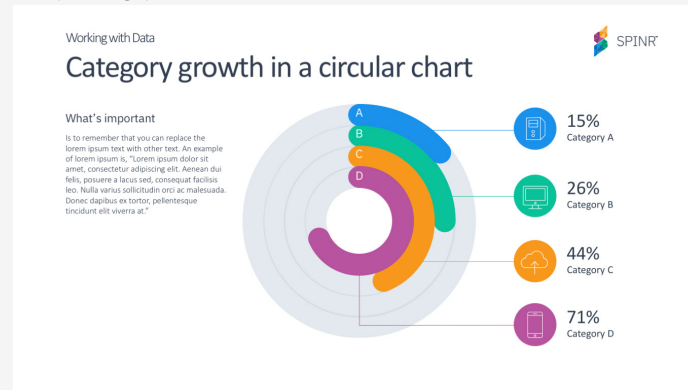
Our powerpoint template is highly flexible, offering a mirage of slide layouts suitable for a range of content in multiple colourways to suit whatever presentation you need.

You can find the WIP Template here: <https://bit.ly/2CCazVB>

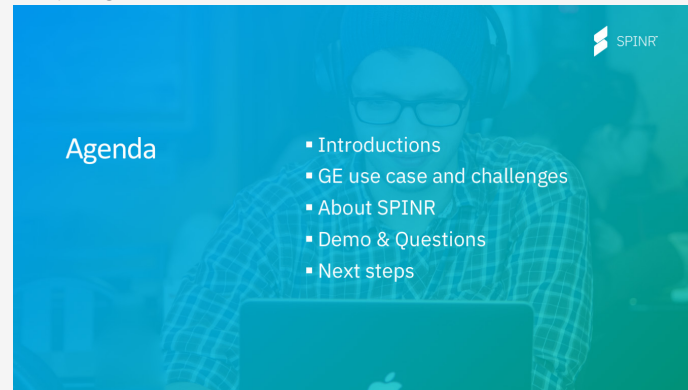
Powerpoint title slide



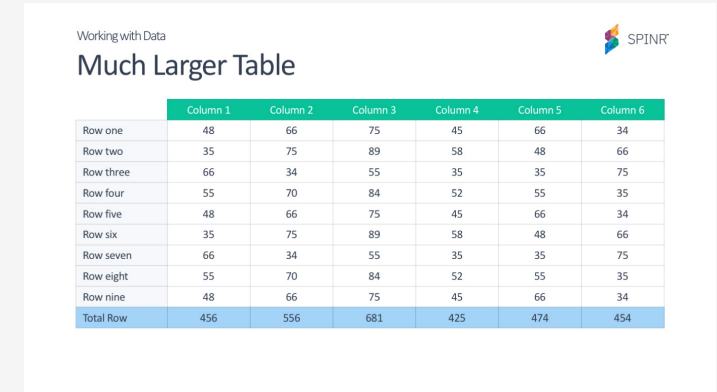
Powerpoint infographics



Powerpoint agenda slide



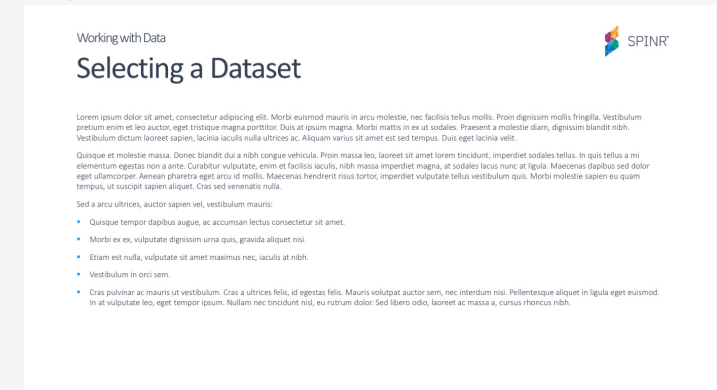
Powerpoint table slide



Powerpoint section slide

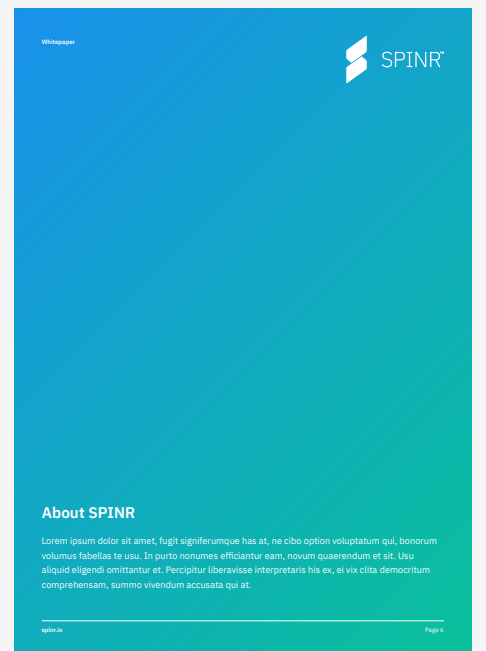
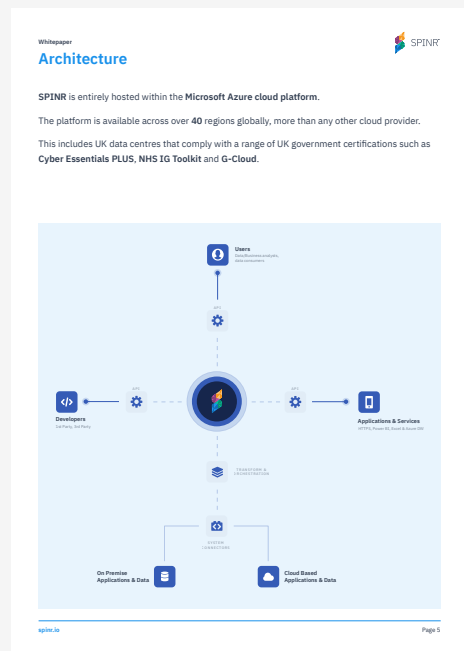
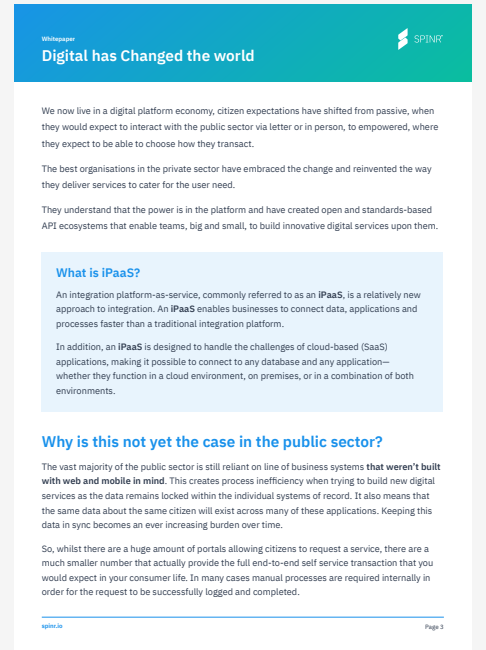
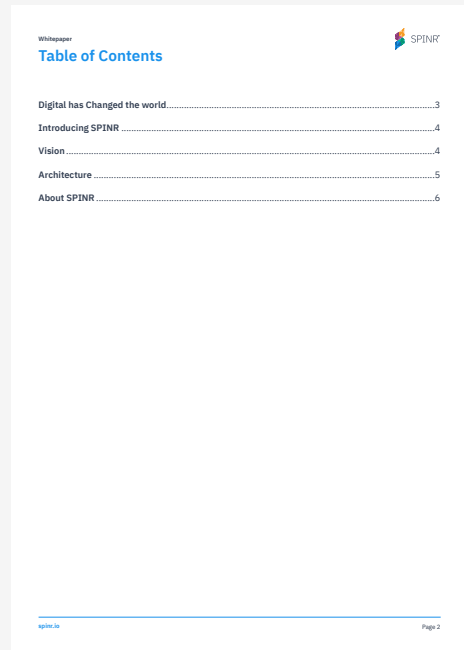


Powerpoint inner content slide



Whitepaper

Whitepapers are predominately text with diagrams where necessary.



Case Study

Case studies use images and quotes from customers where possible.

Case Study





How we helped reduce costs and save time

Client: South Yorkshire Fire & Rescue



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Journey to the cloud

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Case Study





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Next Steps

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About SPINR

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Data Sheet

Data sheets are predominately text with diagrams where necessary.

They can be set in either the primary or secondary colours.

Dashboard



October Roadmap

Published: 18th September 2018
By: Tom Carter

Lorem ipsum dolor sit amet, in eum case clita labore, placerat moderatus his no. Tation graeci ut eos, vero deterrisset at nam. Zril animal persecuti ut cum. Vim ne nonumes tacimates, vis ignota tincidunt mediocritatem et, has ea putent option pertinax. Id pri eleifend reprimique.

- Powerful**, cloud based, integration built for business users not just developers.
- Supported integrations** into over 200 line of business applications including Salesforce, Microsoft Dynamics, SAP, DocuSign, Office 365 and databases such as DB2, Oracle and SQL
- SPINR SDK** provides complete access for teams to build and install their own connectors
- Codeless query builder** allows users to join and model their data
- Instant, secure, API publishing** enables new services, analytics and insights
- Support** for both cloud and on-premise applications
- SQL-based query editor** for more complex and powerful data modelling

Vim ad erat adhuc gubergren, ex nam utroque constituto. Est ad velit nominati. Lorem ipsum dolor sit amet, ad modo erant prompta pri, modus feugait ex vis, mei altera graeco veritus ex.

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Dashboard



Journey to the cloud

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Things to come

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Watch this space

Impetus insolens signiferumque ad est, quo cu perfecto phaedrum postulant.

- Powerful**, cloud based, integration built for business users not just developers.
- Supported integrations** into over 200 line of business applications including Salesforce, Microsoft Dynamics, SAP, DocuSign, Office 365 and databases such as DB2, Oracle and SQL

Impetus insolens signiferumque ad est, quo cu perfecto phaedrum postulant. Omnes eirmod reformidans eu nec, no has definiebas incorrupte definitiones. Quo iudico facilis ne. An vix appetere platonem. Sit ut partiendo delicatissimi. Quis diam tempor pri no, vidit occurreret in Sit tempor disputationi no. Quo id

About SPINR

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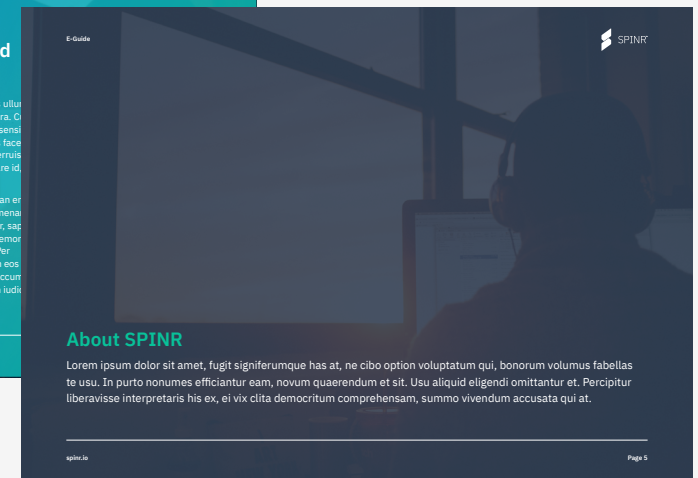
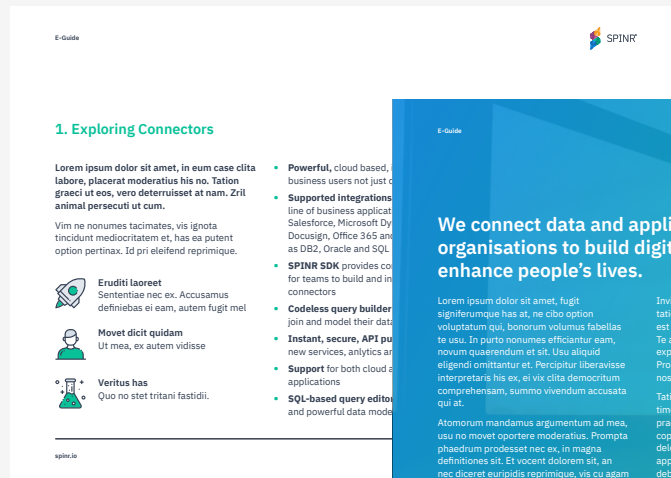
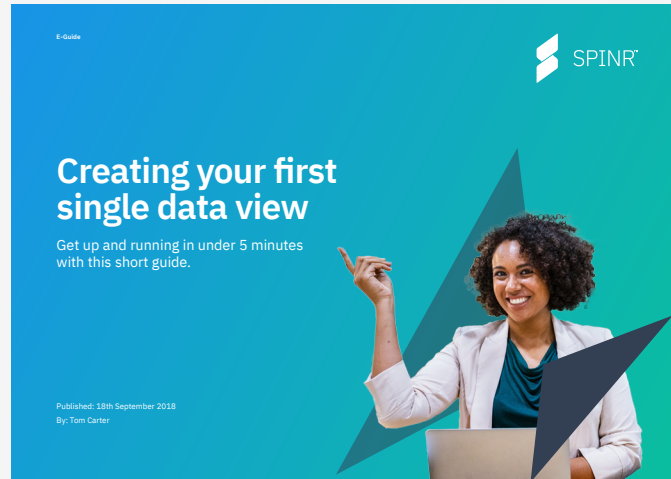


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E-Guide

Our E-Guides can be designed using either the primary or secondary colours only.



September 2018

Contact

For more information and files
please contact:

Martino Corbelli
Chief Product Officer

martino@spinr.io