

CAPSULE LOGO

LOGOTYPE

MINIMUM SIZING

WHITESPACE

USAGE

MASTER LOCKUP

MARK

Logotype

Capsule's custom logotype combines professionalism with playfulness. It is clean and simple but pops with personality. The logotype can be presented on its own or in tandem with the mark.

Capsule

LOGOTYPE

Capsule

Minimum size

For readability, scale needs to have special considerations.

A. LOGOTYPE

The logo should never be reduced below 55 pixels wide.

B. FULL LOCKUP

The logo should never be reduced below 85 pixels wide.

A.

Capsule



55 PX

B.

 Capsule



85 PX

Whitespace

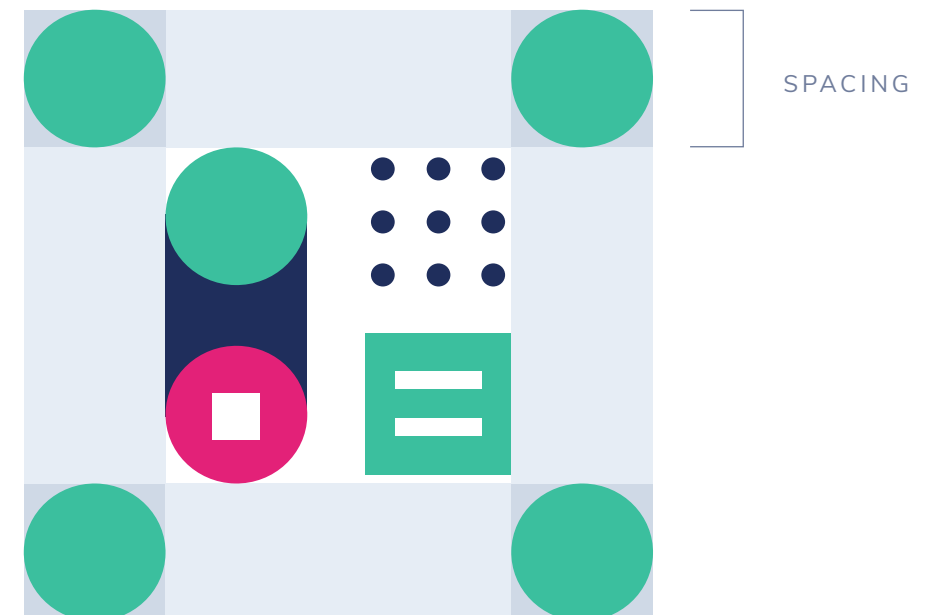
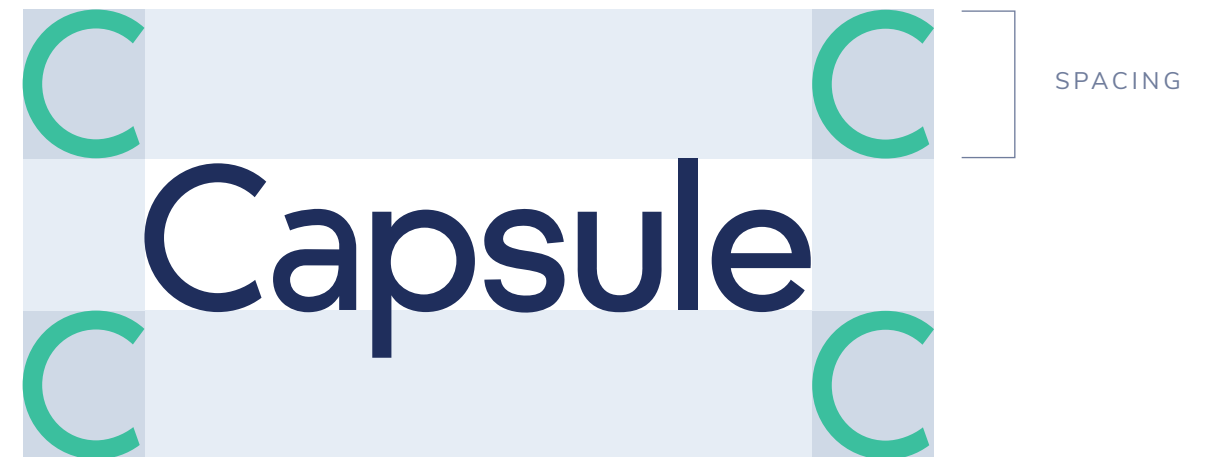
The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

SPACING FOR LOGOTYPE

For the logotype, the minimum clear space should utilize the letter “C” from the logotype. Repeat the scale of the letter around it, regardless of the scale per circumstance.

SPACING FOR MARK

For the mark, the minimum clear space should utilize the green “dot.” Repeat the scale of the shape around it, regardless of the scale per circumstance.



Inappropriate Usage

To maintain integrity of the logo, don't do the following;

A. Outline the logotype

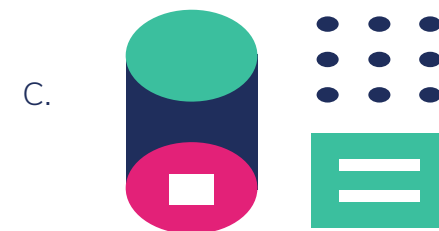
B. Add "fun" effects to logo

C. Stretch logo

D. Rotate the logotype or mark

E. Mix and match parts of the system

F. Change the logotype to any other color outside the designated color palette.



Master Lockup

When used together, the Capsule lockup presents the full expression of the visual identity. The lockup feels professional but approachable, trustworthy and simple, but also powerful. The two visual elements are balanced to achieve cohesiveness when paired.

A. FULL COLOR

This is the main logo. Used the majority of the time.

B. ONE COLOR

This is a one color example to be used if needed. All white can also be used.

C. ON TOP OF COLOR

When using a dark background, refer to this for your needs.

A.



B.



C.





The Mark

The Capsule mark evolved from the concept of Control Panel and Capsule's CRM as a sensitive, powerful nerve center.

The control panel mark represents the user's piloting and the CRM's reliability. The mark can be presented on its own or in tandem with the logotype.

A. FULL COLOR

This is the main color combination used for the mark.

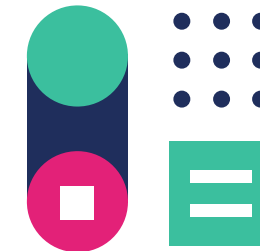
B. ONE COLOR

This is a one color example to be used if needed.

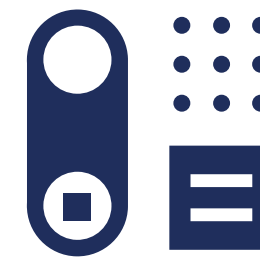
C. ON TOP OF COLOR

When using a dark background, refer to this for your needs.

A.



B.



C.

