



activestate

Brand Guidelines

V.4

September 19, 2024

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Primary Logo



Our logo is the primary identifier of our brand. It is employed to quickly communicate our name and identity to the world.

The ActiveState logo embodies several key concepts central to our brand. The symbol of interlinked shapes represents the critical importance of connectedness and the continuous supply chain we provide, underscoring our role in ensuring seamless, secure workflows and automation. The clean, modern typeface is set in all lowercase to convey clarity, confidence, and accessibility. Together, these elements reflect our values: Trustworthy, Empowering, and Savvy, while reinforcing our commitment to keeping systems running smoothly and efficiently.

primary logo - used most often Logo_horiz_blue black	primary Logo - used most often Logo_horiz_white	
secondary logo - used often Logo_vert_white	secondary Logo - used often Logo_vert_blue black	tertiary logos - used least often Logo_horiz_blue black Logo_vert_black Logo_horiz_white Logo_vert_white

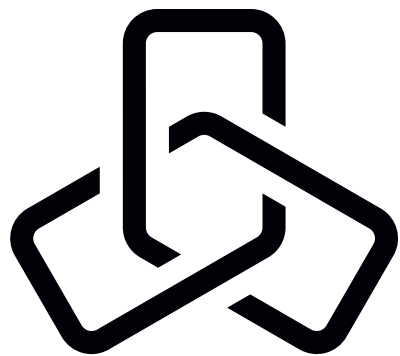
Together, the logo, brand icon, and logotype comprise our logo suite. Please use the logo variant that is most appropriate for your designs or layouts.



ICON_blue



ICON_white



ICON_black

The ActiveState icon should be used on its own in situations where a more subtle yet recognizable brand presence is needed. This includes instances where space is limited, such as social media profile images, app icons, or favicons, as well as in contexts where the full logo has already been prominently displayed, such as within internal documents or secondary marketing materials. It can also be used in branded merchandise or minimalist designs where the focus is on maintaining a clean aesthetic while ensuring strong brand recognition. Always ensure that the icon maintains its clear space and is never altered or distorted.

Our *Governing Brand Idea* is expressed as what is typically referred to as a, tagline. This tagline clearly and simply communicates our promise and should be used in most marketing materials in accordance with the creative brief and the communication channel.



lockup_horiz_black



lockup_vert_black



The logo variants have been carefully crafted to read well, even at small sizes. There is no limit at large scale, but be careful at smaller sizes.

If legibility is at all a question, it's probably too small.

A minimum height of 20px or 1/4" is recommended.



Clear space refers to the minimum amount of space that must surround the logo on all sides, free from any other graphic elements, text, or images. This space helps ensure the logo is easily recognizable and retains its impact. The clear space here is defined by a measure equal to X, as illustrated in the diagrams.



Primary Typeface
Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!
@#\$%^&*()+

At the heart of our brand identity is our distinctive typographic voice. Typography shapes the tone of our language and brand expression. The primary typeface for ActiveState was selected to complement our identity and convey our messages with clarity and confidence.

Poppins is the primary typeface for ActiveState, chosen for its geometric structure and modern appeal. Its clean, rounded forms offer clarity and professionalism while maintaining a friendly, approachable tone. The typeface's versatility makes it ideal for both digital and print applications, ensuring consistent legibility across various platforms. Poppins is also used in our logotype, reinforcing the brand's contemporary, confident, and accessible personality. Its uniform character widths and clean lines perfectly complement the icon, creating a cohesive and polished visual identity.

Eyebrow heading
Poppins Bold
22px or 16pt
Sentence case
Tracking – Optical

EYEBROW HEADINGS SHOULD BE LIMITED TO ONE LINE

Headline
Poppins Regular
107px/ 117px or 80/88pt
[Type size x 1.1 = leading]
Sentence case
Tracking – Optical

Headlines at 107px would have 117px line spacing

When setting type, leading—also referred to as line spacing—should be visually consistent across applications. Leading and line spacing refer to the space between lines of text, measured from the baseline of one line of text to the baseline of the line above or below. Ratios are listed in the left column.

Type sizes are for example only. Remember, context is everything, and you should adjust the point size and leading ratios as necessary for specific applications.

Subhead
Poppins Medium
40px/44px or 30/33pt
[Type size x 1.1 = leading]
Sentence case
Tracking – Optical

Subheads at 40px would have 44px line spacing.

Subhead 2
Poppins Semi-Bold
27px/ 40px or 20/30pt
[Type size x 1.5 = leading]
Sentence case
Tracking – Optical

SUBHEAD 2 AT 27PX WOULD HAVE 40PX LINE SPACING.

Body
Poppins Regular
20px/28px or 15/21pt
[Type size x 1.4 = leading]
Sentence case
Tracking – Optical

Body copy at 20px would have 28px line spacing. Body copy at 20px would have 28px line spacing. Body copy at 20px would have 28px line spacing. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolor magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupi.

Primary

White

#F5F5F5

RGB 245, 245, 245

CMYK 3, 2, 2, 0

Aqua

#75FAFC

RGB 117, 250, 252

CMYK 52, 0, 13, 0

PANTONE 3245 C

Medium Blue

#2957AB

RGB 41, 87, 171

CMYK 92, 71, 0, 0

PANTONE 7455 C

The ActiveState color palette reflects the brand’s personality and maximizes its utility across all touchpoints. It includes two primary colors and five secondary colors– which complement the primary colors, providing flexibility while maintaining balance.

Refer to the specifications on this page when selecting colors. Variations between devices, monitors, and differences between screen and printed colors are inevitable. Use your judgment to maintain visual consistency across applications and adjust as needed.

Secondary

Black

#010107

RGB 1, 1, 7

CMYK 76, 69, 64, 87

PANTONE Black 6 C

Iron

#D2D2D2

RGB 210, 210, 210

CMYK 17, 13, 13, 0

PANTONE Cool Gray 2 C

Green

#58BE4D

RGB 88, 190, 77

CMYK 76, 0, 100, 0

PANTONE 2270 C

Violet

#C22FB1

RGB 194, 47, 177

CMYK 26, 89, 0, 0

PANTONE 246 C

UI colors enhance user interaction and convey important information, such as notifications, alerts, and status indicators. These colors are reserved for UI use and should not replace primary or secondary brand colors, except for Medium Blue and Green from the primary and secondary palettes, which may also be used for UI purposes.

Supporting

Gray 8

#2D2D30

RGB 45, 45, 48

CMYK 72, 66, 60, 62

PANTONE 4280 C

Gray 7

#38383D

RGB 56, 56, 61

CMYK 71, 65, 57, 51

PANTONE 4140 C

Gray 6

#525256

RGB 82, 82, 86

CMYK 65, 58, 53, 31

PANTONE Cool Gray 10 C

Gray 5

#6D6D71

RGB 109, 109, 113

CMYK 58, 50, 46, 15

PANTONE Cool Gray 8 C

Gray 4

#89898B

RGB 137, 137, 139

CMYK 49, 41, 39, 4

PANTONE Cool Gray 7 C

Gray 3

#A4A4A6

RGB 164, 164, 166

CMYK 38, 31, 30, 0

PANTONE Cool Gray 4 C

Gray 2

#BFBFC0

RGB 191, 191, 192

CMYK 25, 20, 20, 0

PANTONE Cool Gray 3 C

Gray 1

#DADADB

RGB 218, 218, 219

CMYK 13, 10, 10, 0

PANTONE Cool Gray 1 C

Pure White

#FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

OUT OF GAMUT C

Ui

Yellow

#FABD00

RGB 250, 188, 0

Orange

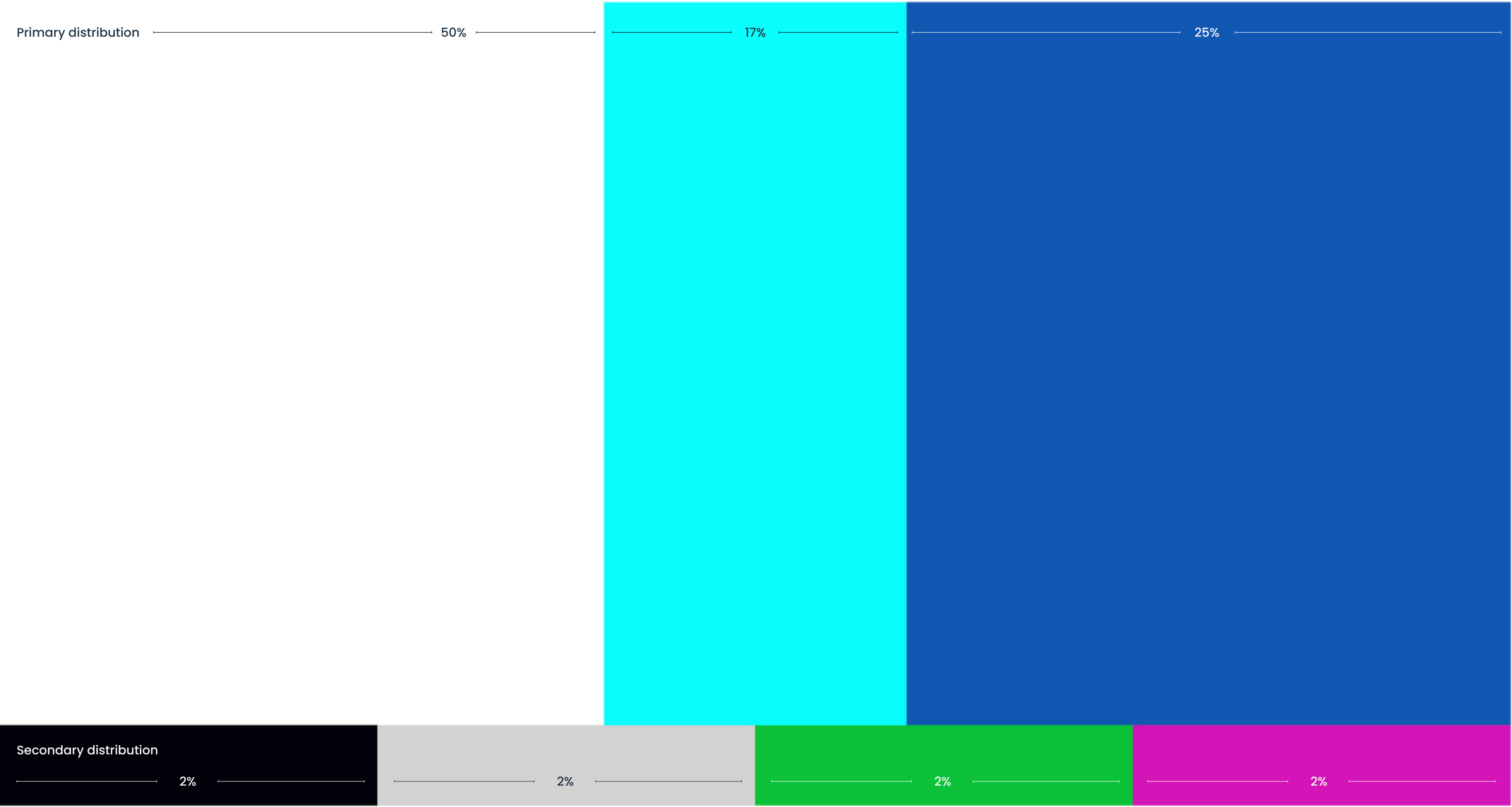
#FA8500

RGB 250, 133, 0

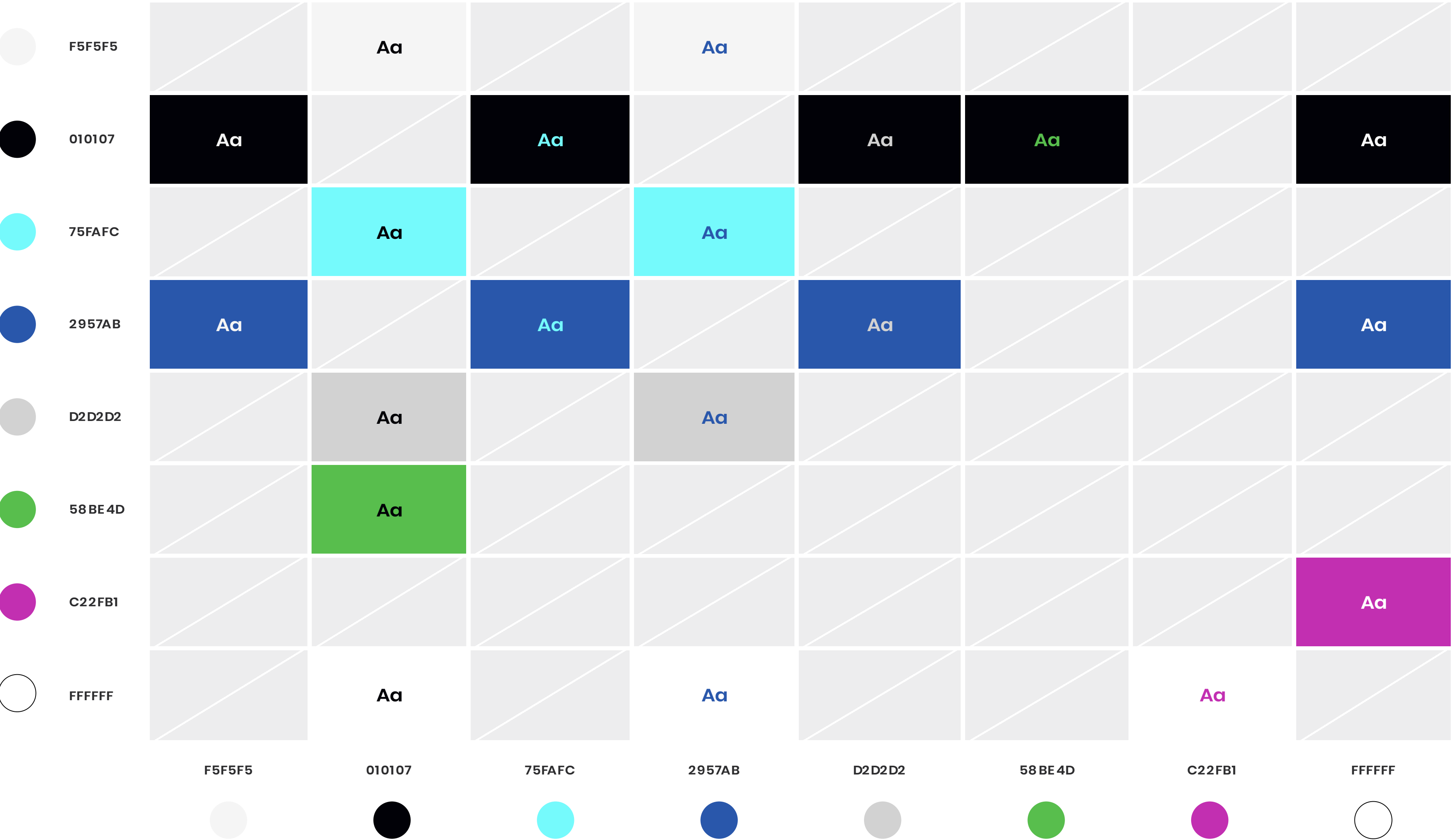
Red

#C72B3F

RGB 199, 43, 63

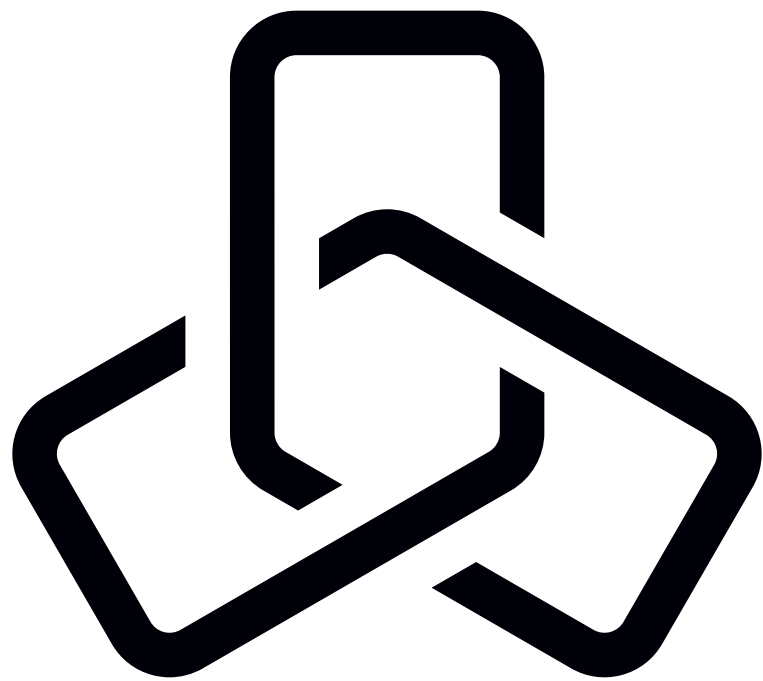


Distribution of the color palette across applications is not an exact science as much as it is a feeling. The grid to the left is divided in a way that reflects what the brand should feel like as an overall palette.



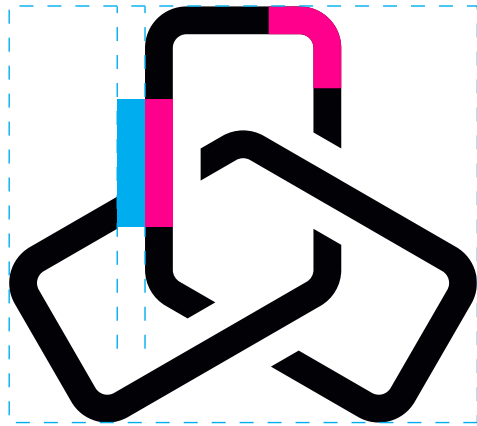
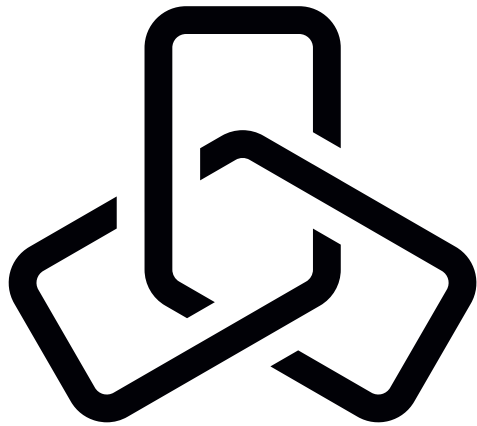
It is critical to maintain good contrast when applying the brand color palette primarily for people with disabilities.

The color pairings on this page meet a contrast ratio of 4.5:1 according to standards set by the Web Content Accessibility Guidelines (WCAG).

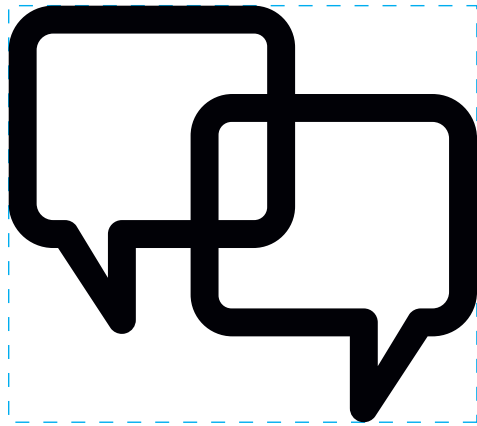
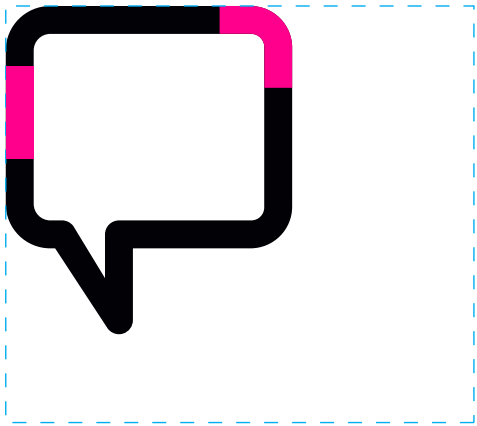


The ActiveState iconographic style has been derived from the geometric and interconnected structure of the brand icon. By maintaining consistent stroke weight, radiused corners and overlapping element spaces our iconography will reinforce the visual language established by the brand icon, building equity in the mark and creating a more recognizable and cohesive brand across all touch points.

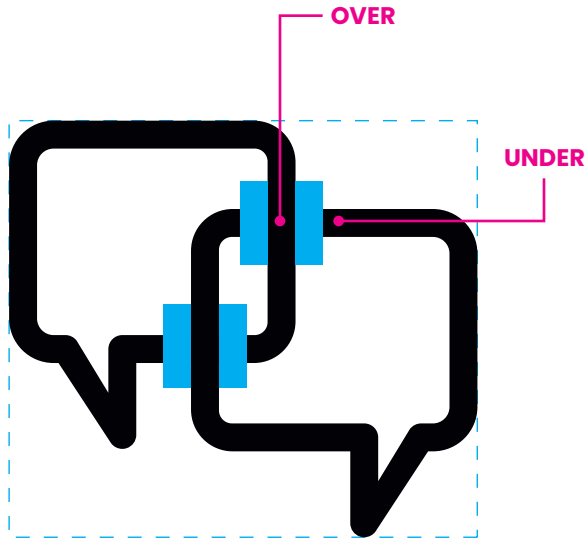
Follow this guide for creating consistent icons for the brand.



Stroke weight, radiused corner specifications and gaps are determined by the brand icon



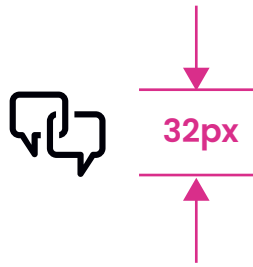
Your final icon design should fit inside a box which is defined by the overall dimensions of the brand icon

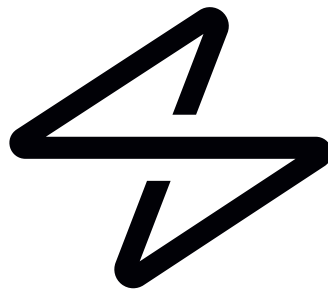
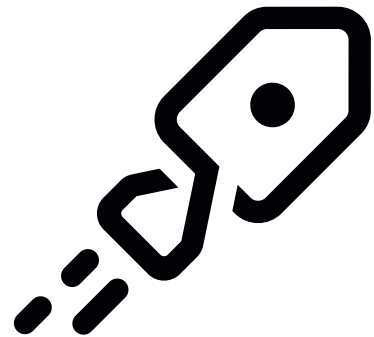


Gap spaces provide the “linkage” element as seen in the brand icon. Aim for an over/under construct.



As a general rule most icons may be used as small as 32px





Icon examples derived from the structure of the brand icons illustrated on page 15.

gs St.
da V6E 2K3
merica: 1-866-631-4581

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THANK YOU.