

**RAPIDS**

# RAPIDS

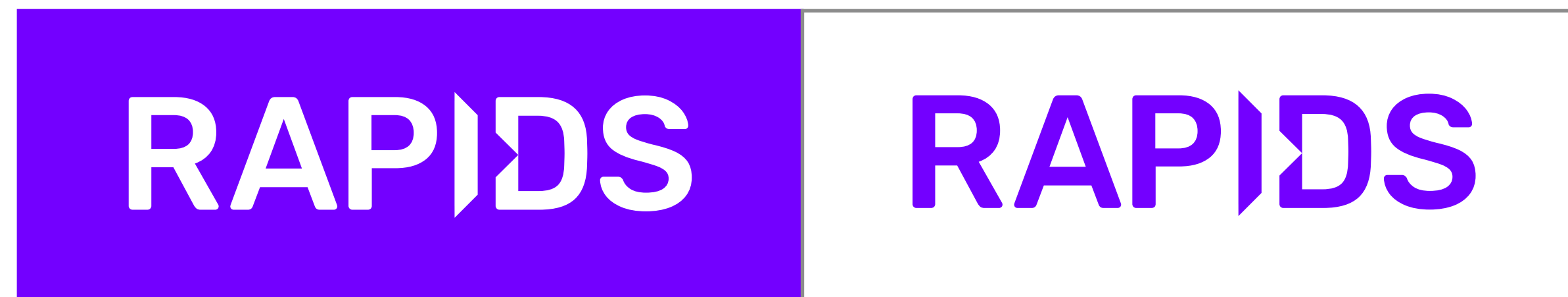
## STYLE GUIDE

07.11.19

## LOGO USAGE

The RAPIDS purple is highly saturated and tends to “vibrate” when placed on certain colors. After extensive testing with a wide range of options, these combinations were found to best showcase the logo.

# RAPIDS

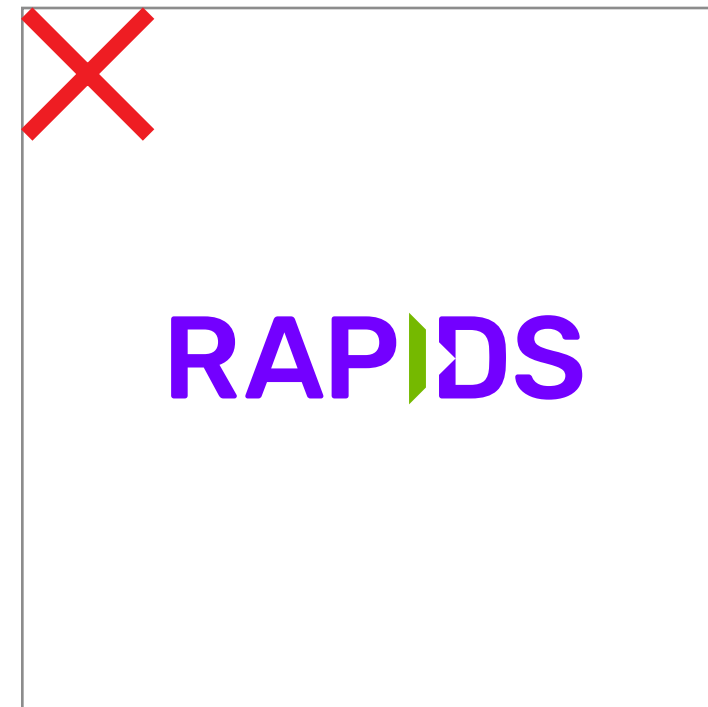


On darker and bolder backgrounds, use the white logo.

Only use the purple logo on white, under 20% gray, and extremely light backgrounds.

# LOGO USEAGE: MISUSE

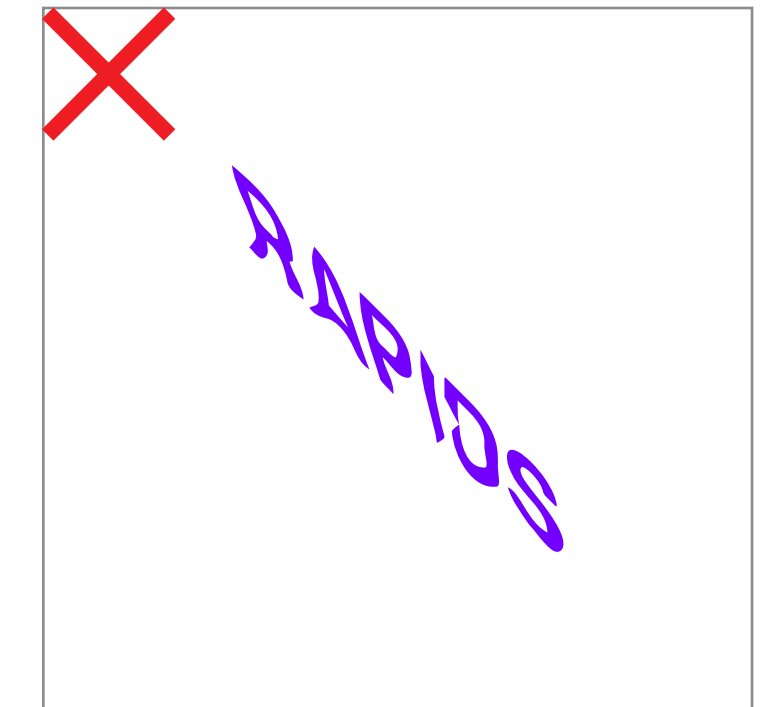
The RAPIDS logo was carefully crafted with consideration to its color, dimensions, and potential use cases. When using it, avoid doing any of the following.



Do not modify individual letters of the logo, in color, size, or shape.



Never mask the logo under solids or gradients.



Never stretch, skew, rotate, or modify the logo's proportions.



The only colors that should ever be used are RAPIDS purple and white.



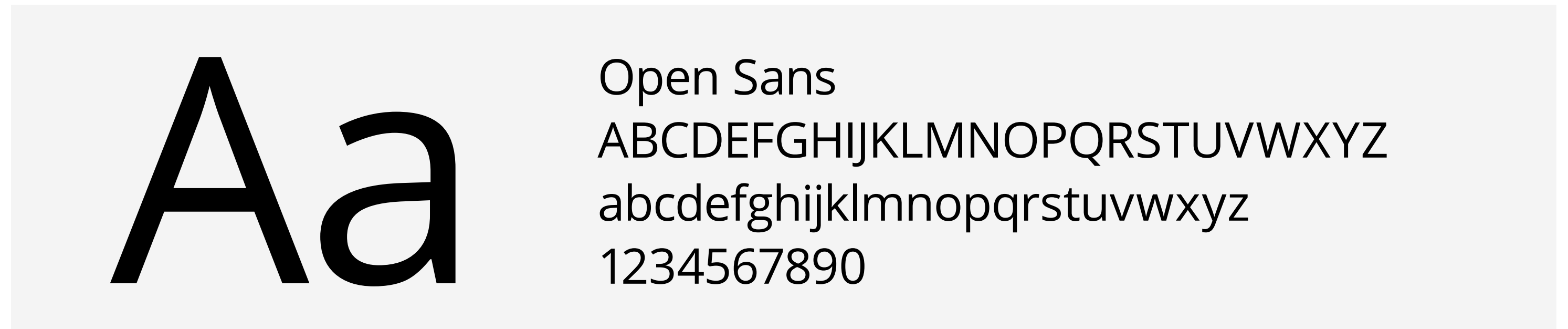
Never crop any part of the logo.



Keep an eye on color choices and avoid situations where the logo vibrates or is hard to read.

# TYPOGRAPHY

To reflect the bold, clean lines of the logo, one modern, modular, open-source typeface has been chosen to represent the RAPIDS community.



## HEADLINE AND SUBHEADS

---

**Lorem Ipsum Dolor Sit**

**BOLD**

**Epsum factorial non deposit quid pro quo  
hic escorol. Olypian quarrels et gorilla  
congolium sic ad.**

**SEMIBOLD**

## BODY COPY

---

Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues. Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues.

## SUPPORTING WEIGHTS

---

OPEN SANS REGULAR

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

# COLOR PALETTE: PRIMARY

The vibrant RAPIDS palette was chosen after an extensive color exploration. Refer to the following when selecting your primary and accent design colors.



**PANTONE 2587 C**

C58 M76 Y0 K0  
R116 G0 B255  
#7400ff

**PANTONE 2395 C**

C26 M90 Y0 K0  
R210 G22 B210  
#d216d2

**PANTONE 130 C**

C0 M32 Y100 K0  
R255 G181 B0  
#ffb500

**PANTONE 3125 C**

C84 M0 Y18 K0  
R54 G201 B221  
#36c9dd

# COLOR PALETTE: SECONDARY

For supporting and background colors, please use these more muted selections.

<b>PANTONE XXXX</b> C M Y K R135 G53 B251 #8735fb	
<b>PANTONE XXXX</b> C M Y K R152 G77 B251 #984dfb	
<b>PANTONE XXXX</b> C M Y K R167 G136 B228 #a788e4	50%
<b>PANTONE XXXX</b> C M Y K R102 G102 B102 #666666	
<b>PANTONE XXXX</b> C M Y K R186 G186 B188 #bababc	

# MOTIF

The RAPIDS motif is comprised of the brand purple in the background with two modifiable, overlapping opaque-white squares.



## MOTIF USAGE

These squares are scaled large, typically close to the same size, and cropped to only reveal one of their points at a time. Feel free to move one square over the other, while maintaining a nice balance of point size and separation.

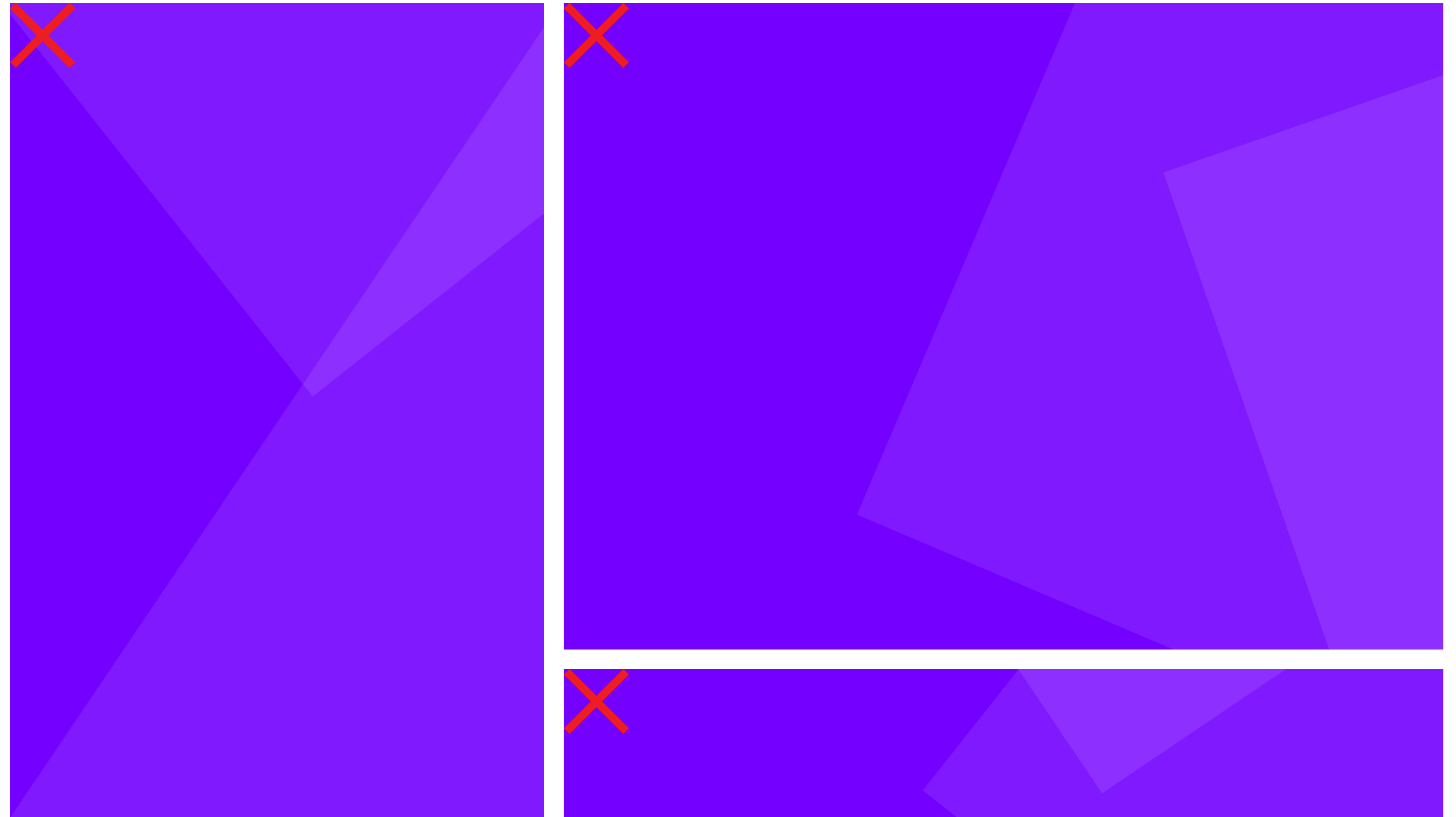




# MOTIF MISUSE

Pay close attention to balance when moving one square over the other. Always have them overlap and never allow one square to be completely within the other. One point of each square should always be visible against the RAPIDS purple.

Motif usage should be limited to larger web banners and printed assets. For smaller assets, use a solid background.



**THANK YOU**