

Brainspace Style Guide



Introduction

Brainspace is a cloud storage content management platform supporting content creation, collaboration, and curation.

Intent

Brainspace was designed to evoke feelings of **fun**, **creative intelligence**, **simplicity** and **collaboration**.

The clean and straightforward user experience design allowing users interact with interface in familiar and commonly understood ways.

This style guide will evolve throughout development, benefiting from research, answering market demands and stakeholder requirements.

1. Logo
2. Colors
3. Typography
4. UI Elements

1.0

Logo

About

The Brainspace logo has two components, the symbol and the wordmark.

The symbol was developed from the two hemispheres of the human brain, representing intelligence, creativity, and the collaborative nature of the two halves, combined with the classic cloud iconography representing cloud storage. The composition of the brand symbol with its clean bold design, conveys simplicity, intelligence, cloud storage, and collaboration.

Logo Usage

The brand symbol may be used on its own or paired with the brand workmark. The wordmark is based upon the typeface Nixi with a heavier weight applied.

The symbol and wordmark may be aligned either vertically or horizontally as needed. Place the wordmark centered to the symbol with the spacing between the symbol and the wordmark is the same as the space between the gap in the symbol.



1.1

Logo

Logo Color

The Brainspace logo has four variations: dark gray, red-orange, white, and light gray.

The dark gray logo may be used on backgrounds of different colors or images. When contrast is limited, the logo should be reversed to white. The light gray variation may be used in watermarking or where minimal contrast is needed.

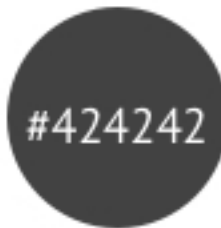


2.0

Colors

Brand Color Palette

These represent the primary branding colors for brand symbol and wordmark as well as headings and texts.



Accent Color Palette



Gray Color Palette



3.0

Typography

Primary Typeface

Roboto Slab is the primary typeface used for headlines and display copy.

Aa

Bold

Aa

Regular

Aa

Light

Heading 1

Font Size: 48px

Heading 1

Heading 2

Font Size: 36px

Heading 2

Heading 3

Font Size: 24px

Heading 3

3.1

Typography

Complementary Typeface

PT Sans is the complementary typeface used for subtitles and body copy.

Aa

Bold

Aa

Regular

Subtitle

Font Size: 18px

Lorem ipsum dolor sit amet.

Paragraph

Font Size: 14px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tincidunt orci vitae tristique rhoncus. Fusce rutrum sit amet nibh id vehicula.

4.0

UI Elements

Iconography

When creating new icons, use simple medium weight designs with rounded corners.



Buttons

Call-to-action buttons have rounded edges with bold PT Sans text, high contrast for legibility.

