

Deskpro Logo

[Usage guidelines](#)



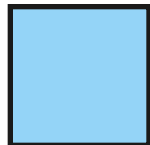



Deskpro Logo

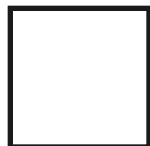
The primary Deskpro logo consists of the elephant head with the business name written in lowercase. The elephant is named Blue and is symbolic of deskpro's ability to help business provide unforgettable service.

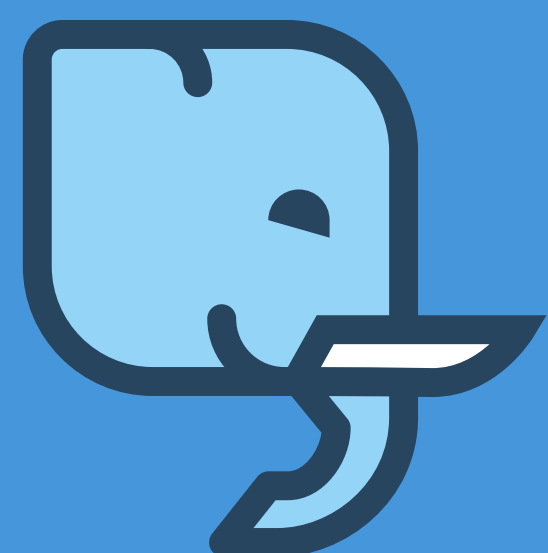
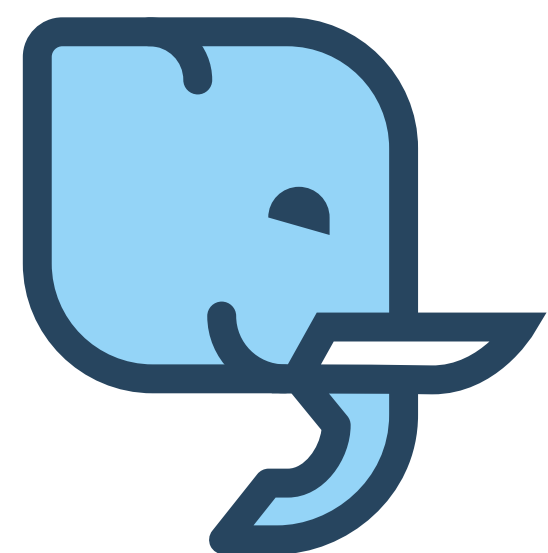
The full logo must show both the head and the text. Blue should be placed/set against white or light greys, light blue and dark blue. Representations of the logo should choose from the palette defined on this page unless rendered in greyscale.

When shown on the dark blue background the text colour is changed to the same light-blue as the elephant head.

 **HEX:** #94d4f
RGB: 148, 212, 247
CMYK: 40, 14, 0, 3
PANTONE: Pantone Solid Coated 291 C

 **HEX:** #27455f
RGB: 39, 69, 95
CMYK: 90, 69, 41, 28
PANTONE: Pantone Solid Coated 2378 C

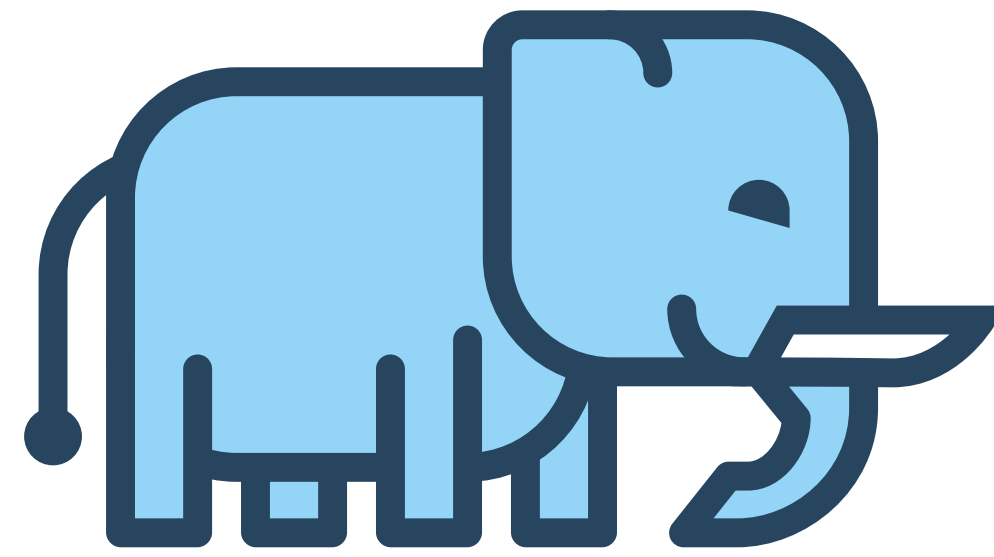
 **HEX:** #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PANTONE: Pantone Solid Coated 663 C



Blue's head

Blue the elephant can be used independently from the logo type as just his head but there is a version with an elephant body (shown on the following page).

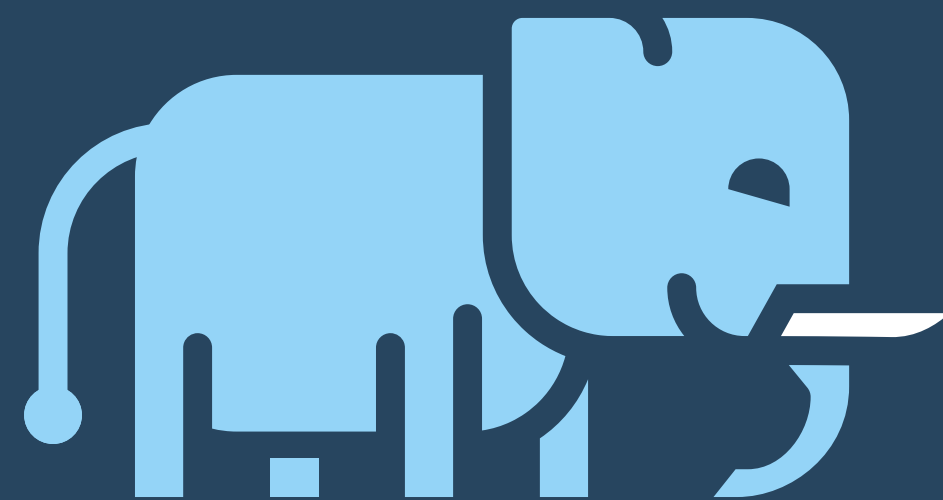
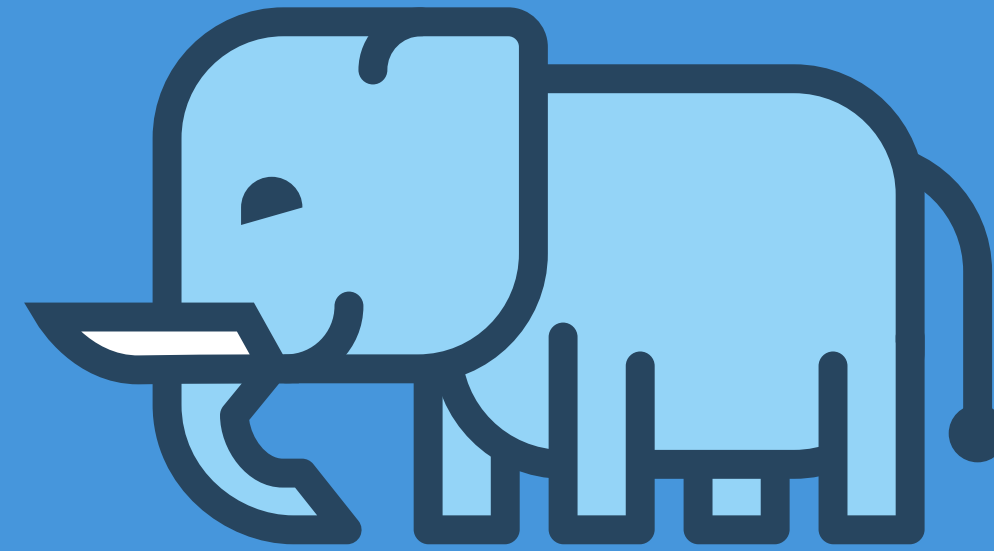
When using the head Blue should also face to the right to maintain reference to the primary logo. The typical use of Blue's head on it's own would be things such as social media profile pictures, mobile app icons or in the deskpro product app bar.



Blue with a body

There is also a version of Blue with a full body in a standing pose. This can be used to embellish designs but should not be used in isolation in a way that would suggest it is the business logo.

Because full body Blue is not a logo the asset can be reversed to face the other direction (left) which could be used subtly when doing things like adding watermarks to document. We've most recently used Blue with a body on the reverse of the Deskpro business cards (example shown later).



Website Headings & Logo

The logo uses the font family ‘Montserrat’ and this should also be used for headings on the Deskpro marketing website. Montserrat should not be used anywhere inside the Deskpro app.

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

Paragraph text and app headings

Paragraph text on the website as well as all text within the app should use the ‘Open Sans’ font family. Open sans has good clarity at small font sizes which is why it is better suited to use in the deskpro app for headings.

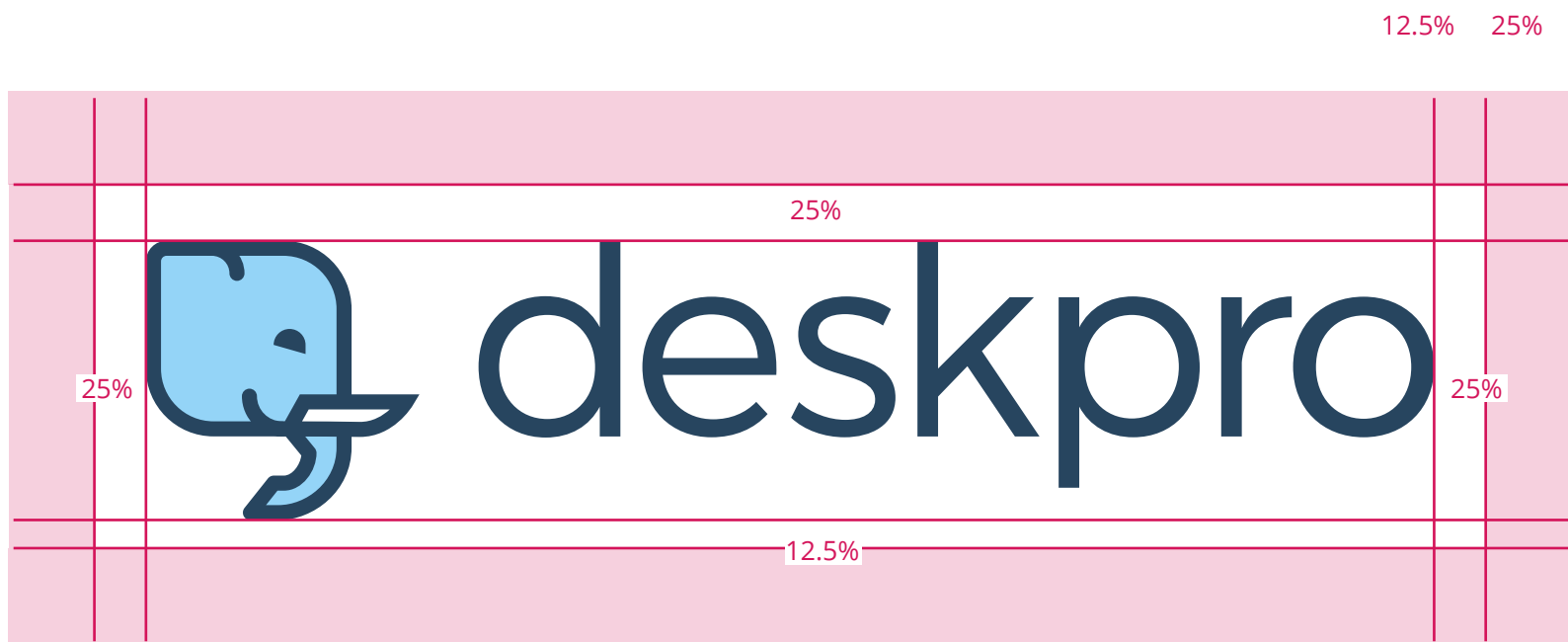
OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

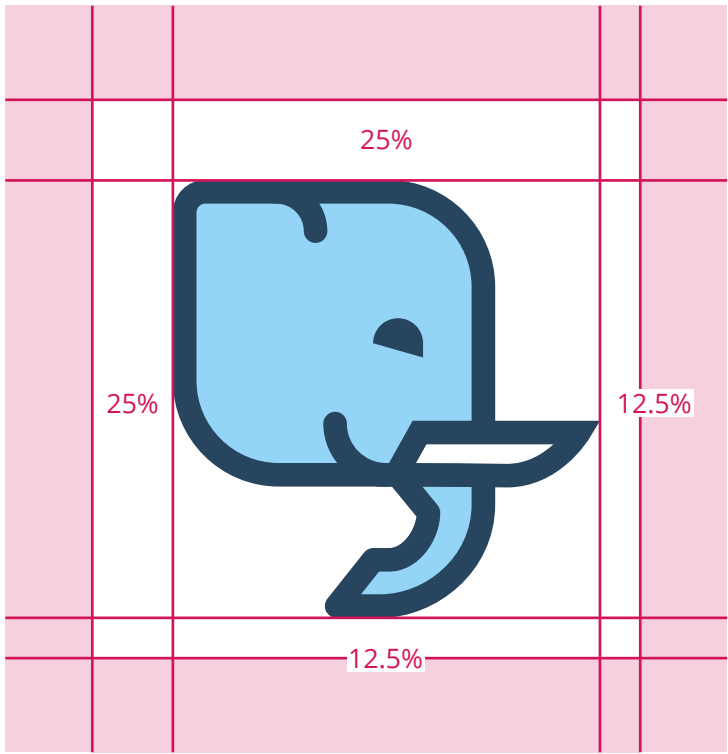
Margins

Minimum clear space should be maintained around the logo to ensure it is not conflicting with other content on the page. These are determined based on a percentage of the height or width of the Blue’s head (excluding the tusk).



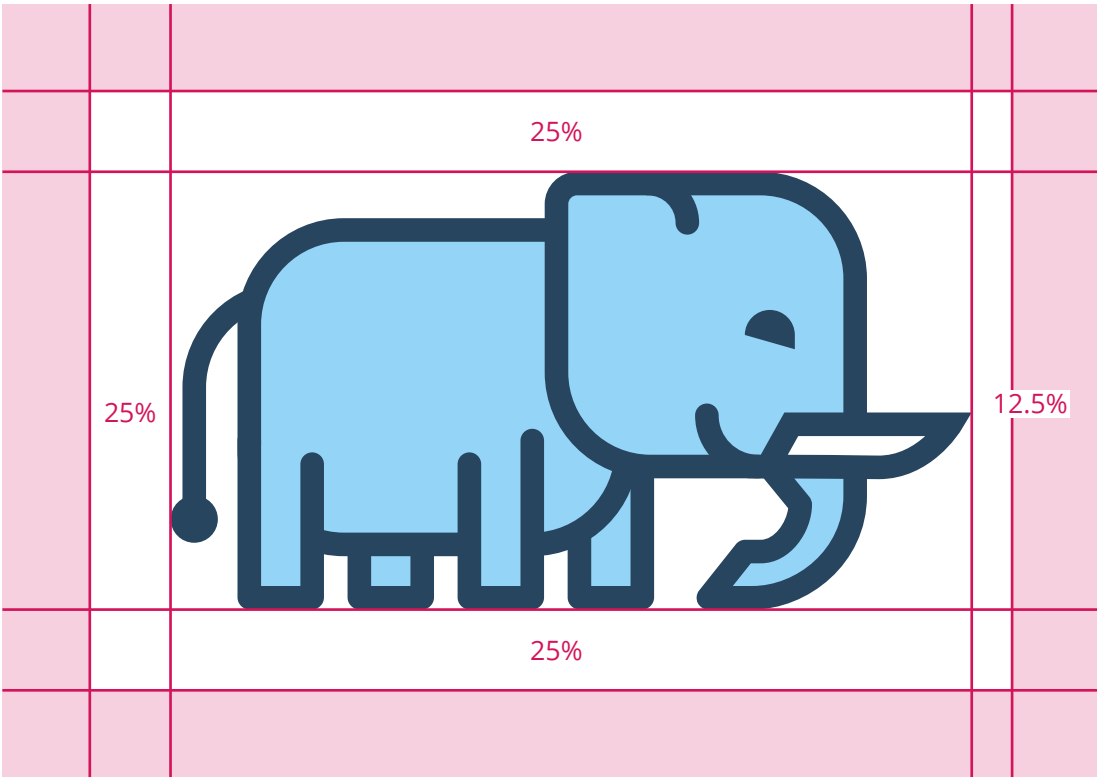
Percentage margin from logo - determined by Blue’s head width:

- Top: 25%
- Right: 25%
- Bottom: 12.5%
- Left: 25%



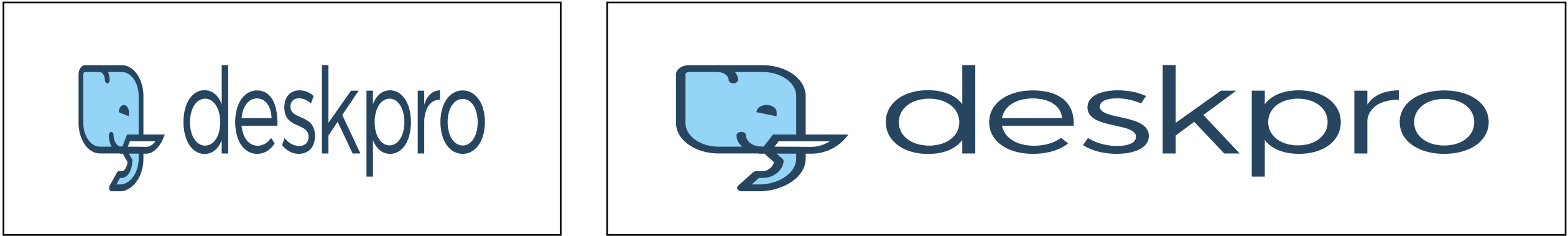
Percentage margin from logo - determined by Blue’s head width:

- Top: 25%
- Right: 12.5%
- Bottom: 12.5%
- Left: 25%

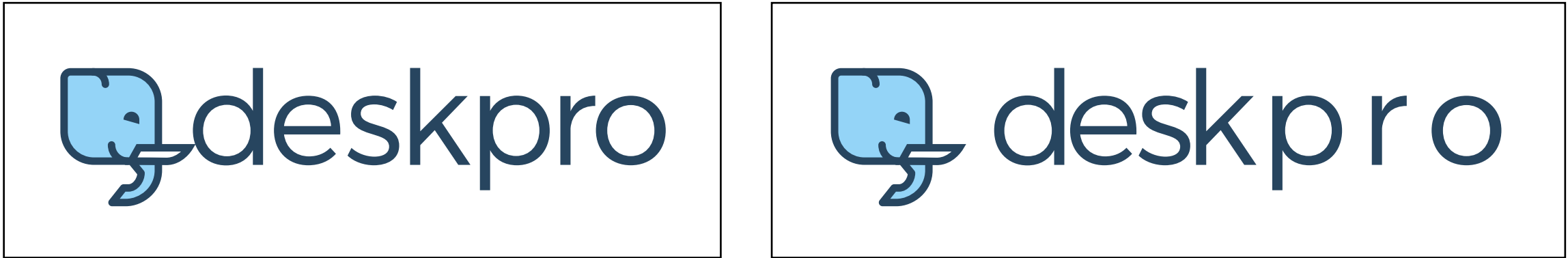


Percentage margin from logo - determined by Blue’s head width:

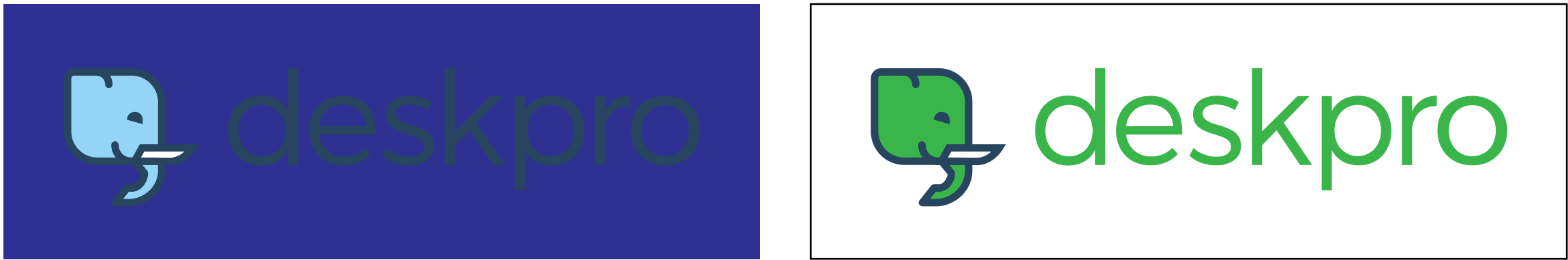
- Top: 25%
- Right: 12.5%
- Bottom: 25%
- Left: 25%



Don't allow the logo to be stretched, compressed or warped

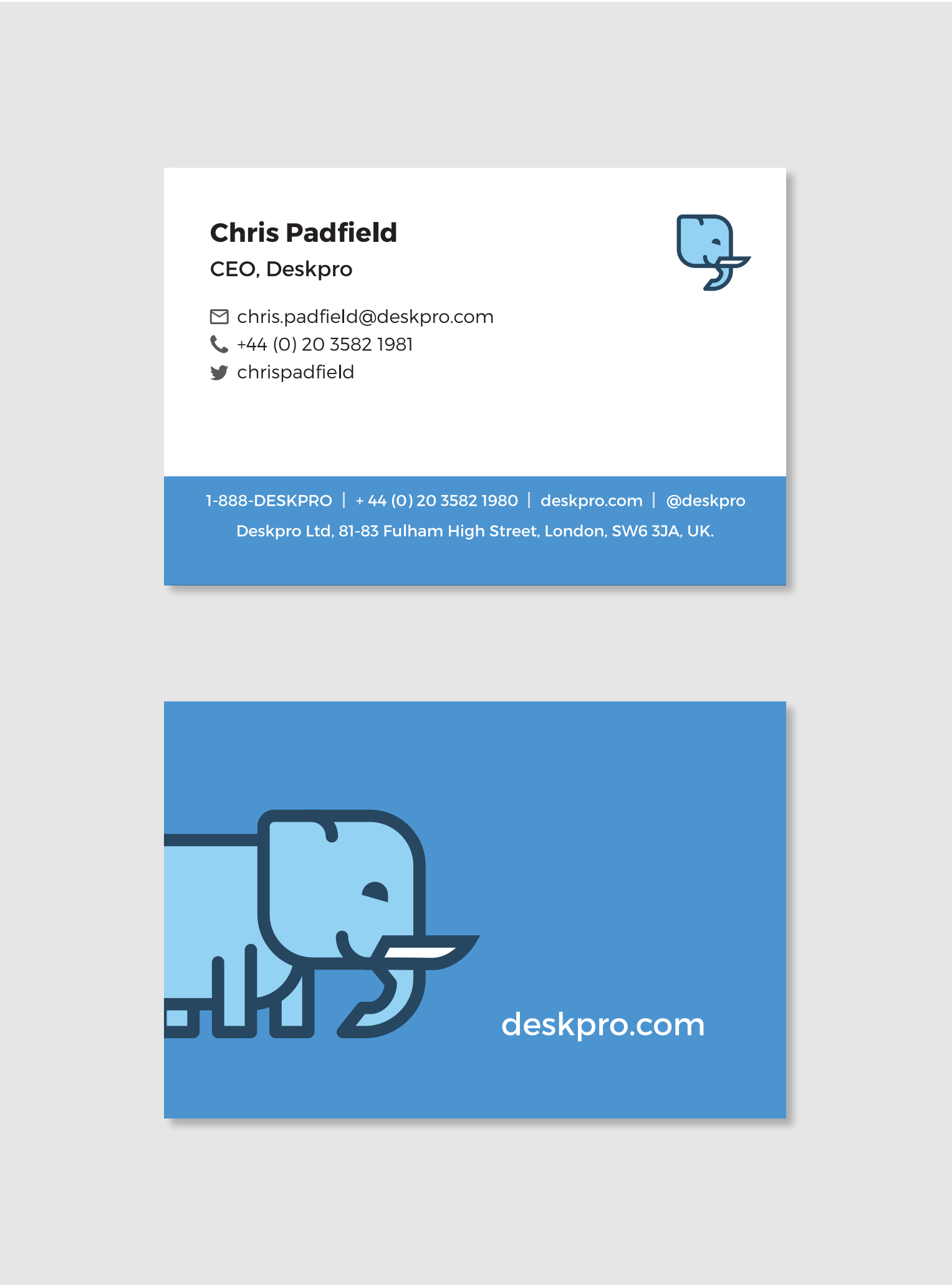
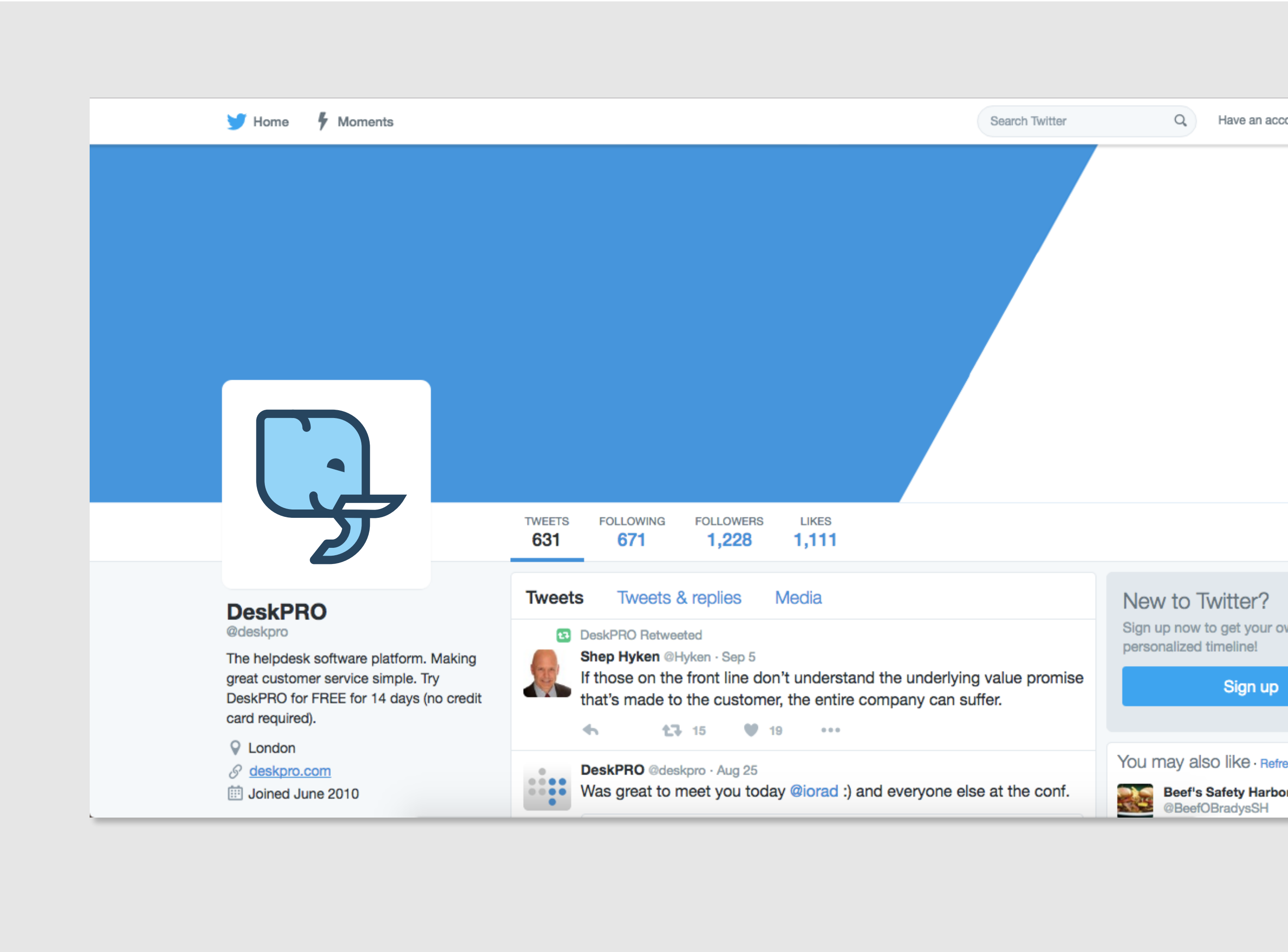


Do not ammend the kerning, margins and or padding in the deskpro logo



Do not place the deskpro on clashing or poorly contrasting background images and don't change the colours fo the logo itself

Good examples of logo usage





deskpro

Dear Jim,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ornare nec nisi cursus dignissim. Aliquam erat volutpat. Sed volutpat, metus quis lobortis efficitur, diam nunc laoreet lacus, et scelerisque sapien lorem at felis. Donec mattis cursus euismod. Praesent lorem massa, maximus eu orci eu, volutpat tincidunt erat. Nullam ipsum diam, malesuada eget leo in, fermentum posuere turpis. Mauris ut risus sed velit mollis aliquam eu aliquet sapien.

Nulla enim odio, vulputate cursus libero at, semper fermentum quam, Mauris nisi augue, aliquet laoreet sapien elementum, volutpat blandit tellus. Maecenas pretium nec eros luctus dictum. Vestibulum pellentesque nunc sit amet accumsan euismod. Pellentesque gravida rhoncus fringilla. Nunc at dolor dictum, luctus mauris vitae, fermentum nulla. Maecenas mauris quam, porta vel dapibus non, bibendum non purus. Nulla eleifend nibh non augue malesuada finibus. Nulla rhoncus nibh pharetra, posuere purus id, imperdiet nibh.

Nunc vel felis eget augue malesuada placerat. Vivamus rhoncus leo elit, eget egestas enim sodales sed. Pellentesque in ullamcorper justo, sed commodo dui.

Sincerely,
Chris Pattison

Chris Padfield

t: 07965437890
e: chris.padfield@deskpro.com

deskpro

Appendix

Additional deskpro colours

<div>Knuckles Secondary \$deskpro-knuckles-secondary #d41d72</div>	<div>Sonic Secondary \$deskpro-sonic-secondary #59a8e2</div>	<div>Emerald Secondary \$deskpro-emerald-secondary #54c66a</div>	<div>Greyscale 1000 \$deskpro-greyscale-1000 #2b2f2f</div>	<div>Greyscale 950 \$deskpro-greyscale-950 #323636</div>	<div>Greyscale 900 \$deskpro-greyscale-900 #3a3c3d</div>	<div>Greyscale 850 \$deskpro-greyscale-850 #4c4f50</div>	<div>Greyscale 800 \$deskpro-greyscale-800 #535657</div>	<div>Night Sky \$deskpro-night-sky #28323c</div>
<div>Knuckles Primary \$deskpro-knuckles-primary #d4145a</div>	<div>Sonic Primary \$deskpro-sonic-primary #4696dc</div>	<div>Emerald Primary \$deskpro-emerald-primary #47bf61</div>	<div>Greyscale 750 \$deskpro-greyscale-750 #646869</div>	<div>Greyscale 700 \$deskpro-greyscale-700 #707576</div>	<div>Greyscale 650 \$deskpro-greyscale-650 #747a7b</div>	<div>Greyscale 600 \$deskpro-greyscale-600 #7f8383</div>	<div>Greyscale 550 \$deskpro-greyscale-550 #878d8f</div>	<div>Cloudy Sky \$deskpro-cloudy-sky #f0fafa</div>
<div>Knuckles Dark \$deskpro-knuckles-tertiary #c4145a</div>	<div>Sonic Dark \$deskpro-sonic-tertiary #3c90ce</div>	<div>Emerald Dark \$deskpro-emerald-tertiary #42b257</div>	<div>Greyscale 500 \$deskpro-greyscale-500 #8c9395</div>	<div>Greyscale 450 \$deskpro-greyscale-450 #aab0b1</div>	<div>Greyscale 400 \$deskpro-greyscale-400 #c0c4c4</div>	<div>Greyscale 350 \$deskpro-greyscale-350 #cacece</div>	<div>Greyscale 300 \$deskpro-greyscale-300 #d4d7d8</div>	<div>Morning Sky \$deskpro-morning-sky #f3faff</div>
<div>Knuckles Midnight \$deskpro-knuckles-midnight #aa2222</div>	<div>Sonic Midnight \$deskpro-sonic-midnight #3c82b4</div>	<div>Emerald Midnight \$deskpro-emerald-midnight #459b51</div>	<div>Greyscale 250 \$deskpro-greyscale-250 #e3e3e3</div>	<div>Greyscale 200 \$deskpro-greyscale-200 #ebecec</div>	<div>Greyscale 150 \$deskpro-greyscale-150 #f4f5f5</div>	<div>Greyscale 100 \$deskpro-greyscale-100 #fcfcfc</div>	<div>Greyscale 50 \$deskpro-greyscale-50 #ffffff</div>	<div>Bright Sky \$deskpro-bright-sky #fdfeff</div>
<div>Tail Primary \$deskpro-tails-primary #fbb03b</div>								