



# Spam Experts Playbook

VERSION 1.1 (updated August 19, 2019)



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# Color Palette, Fonts, and Logos

Basic building blocks of our visual identity.

# Standard Color Palette

Lots and lots of white space is a good thing.

— This is the neutral gray family —

| Ghost Gray     | Light Gray            | Medium Gray           | Just Gray             | Logo Gray              | Greg's Soul                        | SW Orange             | Blue                  | Yellow                | Geek Green             |
|----------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------------------|-----------------------|-----------------------|-----------------------|------------------------|
| HEX<br>#eeeeee | HEX<br>#cccccc        | HEX<br>#a1a1a1        | HEX<br>#666666        | HEX<br>#444444         | HEX<br>#292929                     | HEX<br>#f99d1c        | HEX<br>#04c9d7        | HEX<br>#fbe04b        | HEX<br>#b8d757         |
|                | RGB<br>204, 204, 204  | RGB<br>161, 161, 161  | RGB<br>102, 102, 102  | RGB<br>68, 68, 68      | RGB<br>41, 41, 41                  | RGB<br>249, 157, 28   | RGB<br>4, 201, 215    | RGB<br>251, 224, 75   | RGB<br>184, 215, 87    |
|                | CMYK<br>25, 21, 21, 0 | CMYK<br>40, 32, 32, 0 | CMYK<br>48, 41, 40, 4 | CMYK<br>71, 63, 55, 22 | CMYK<br>63, 59, 60, 41             | CMYK<br>0, 47, 92, 0  | CMYK<br>56, 0, 10, 0  | CMYK<br>0, 11, 74, 0  | CMYK<br>32, 0, 98, 0   |
|                | PMS<br>420 U<br>420 C | PMS<br>422 U<br>422 C | PMS<br>424 U<br>423 C | PMS<br>426 U<br>425 C  | PMS<br>Neutral Black<br>U<br>426 C | PMS<br>130 U<br>144 C | PMS<br>310 U<br>310 C | PMS<br>113 U<br>121 C | PMS<br>381 U<br>2290 C |

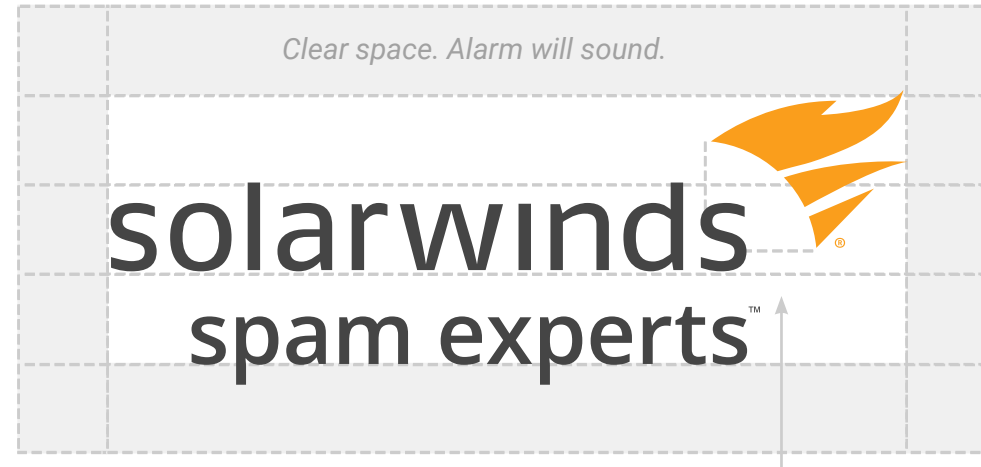
Unsure of which to use? RGB and HEX colors are for digital use, i.e. web pages and presentations. CMYK and PMS colors are for print projects.

# Spam Experts Logos - Clear Space and Alignment

The Spam Experts logo has been updated to the standard SolarWinds acquisition logo style. A key change is the Spam Experts icon has been redesigned and retained as a design element, but is no longer part of the logo.

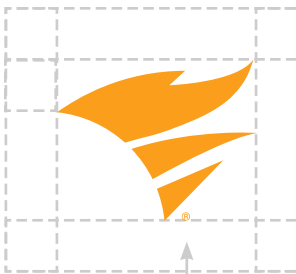
Imagine our logo with a bumper. No edges or objects inside the dotted lines.

Clear space zone dimensions for the full logo are determined by the height of the 'L' in SolarWinds



The "flame" mark is always placed exactly this distance and height in relation to the text.

Clear space zone dimensions for the mark only are equivalent to the distance between the topmost point and the furthest left point



The registration ® mark is part of the logo, so always check to make sure it's included, never to be moved or scaled.

# Spam Experts Logos - Graphic Styles

The Spam Experts logo can be used in the following color variants, depending on the usage context:



## SolarWinds Orange

Pantone (PMS): 130U, 144C

CMYK: 0, 47, 92, 0

HEX: #f99d1c

RGB: 249, 157, 28

## Logo Gray

Pantone (PMS): 426U, 425C

CMYK: 71, 63, 55, 22

HEX: #444444

RGB: 68, 68, 68



1-color, black



1-color, neutral gray family



2-color, reverse white and SW Orange mark ONLY on dark neutral background



1-color, reverse white on dark neutral or colored backgrounds

# Spam Experts Logos - Misuse

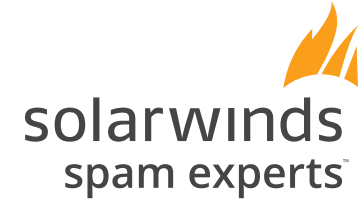
These common mistakes undermine the integrity of our identity.

Put simply: don't alter the logo in any way, shape, or form.

If you still have questions, please contact:  
[brand-msp@solarwinds.com](mailto:brand-msp@solarwinds.com)



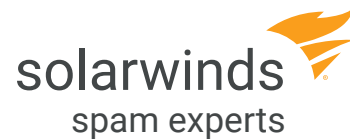
**X DO NOT** distort, skew, or stretch.



**X DO NOT** rotate, reposition, or scale elements.



**X DO NOT** stack or rearrange.



**X DO NOT** use alternative fonts.



**X DO NOT** use alternative colors, even brand colors.



**X DO NOT** place on background textures or patterns. Avoid non-brand colors in background when possible.




**X DO NOT** add special effects or drop shadows.



**X DO NOT** use outlines or strokes.



**X DO NOT** insert the  logo into a sentence, add elements, or combine with other text/imagery that violate the clear space zone.

# Icon Styling

Although the Spam Experts icon is no longer part of the logo, it is still an important brand element. When should it be used?

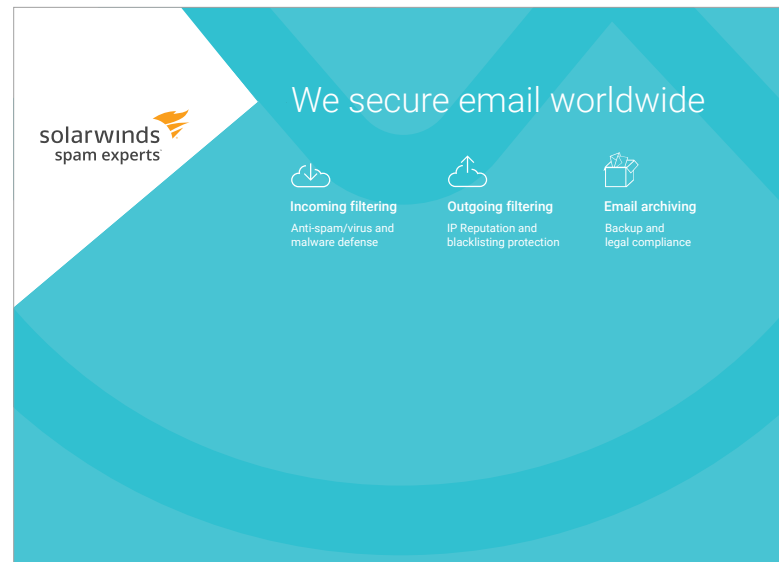
It can be used anywhere, as long as the Spam Experts logo is prominent on the design piece. It should never be used to represent the Spam Experts brand in place of a logo.

It can be used in any brand color.

## MERCHANDISE



## EVENT BANNER





## Font Usage

We prefer to use the Roboto family as our primary typeface in all media. We do not currently use any serif fonts. (Serifs are those fancy little lines attached to the ends of a letter in fonts like Times or Courier.)

In certain cases Roboto is not universally supported, so we use alternate sans serif typefaces.

Roboto Light

Roboto Light

*Roboto Light Italic*

*Roboto Light Italic*

Roboto Regular

Roboto Regular

*Roboto Italic*

*Roboto Italic*

**Roboto Bold**

**Roboto Bold**

**Roboto Black**

**Roboto Black**

Use cases include PowerPoint Headers

Arial

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

Use cases include email signatures, Comms and PowerPoint body copy

Calibri

**Calibri**

For non-Latin languages use Noto Sans

Noto Sans **Noto Sans** ولیہ

# Legalities

## SPELLING

Spam Experts will be spelled with lowercase letters and capital initials S and E.

There must be a space between Spam and Experts.

In the logo only, spam experts is spelled with all lowercase letters and thin space between spam and experts.

Lowercase letters are to be used in the logo only and are not allowed in any other circumstances.

## BOILERPLATE

Spam Experts is a market leader in helping web-hosting companies and ISPs/Telcos strengthen email protection.

The range of solutions include inbound and outbound email filtering, archiving, and continuity solutions—driven by an intelligent threat engine that is continuously updated to meet emerging threats. Solutions can be deployed in a highly redundant Spam Experts™ cloud environment or on-premises.

For more information, visit [spamexperts.com](http://spamexperts.com)

## Spam Experts B.V.

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