



Logo usage and Co-branding guidelines

Logos



Company Logo

The Soroco logo is complete only when it includes the typephase, symbol and the registration mark. These components should not be omitted in any form.



Product Logo

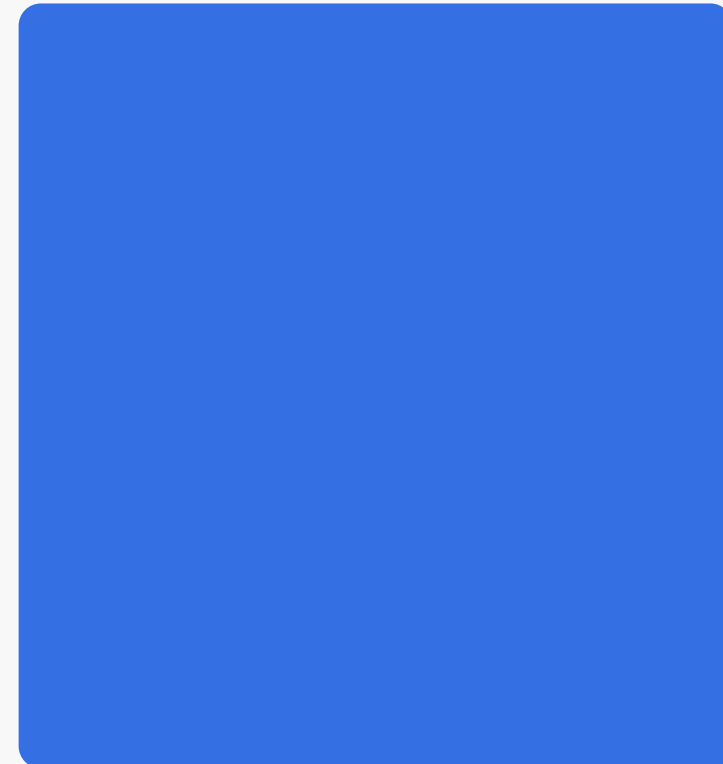
Similarly, the Scout logo is complete only when it includes the typephase, symbol and the trademark. These components should not be omitted in any form.

Download the logos at www.soroco.com/logos

Logo colours

Soroco's primary logo colour is Orchid Blue. We also embrace a much more colourful language in in our brand communication.

Orchid Blue works well in both white and black/ dark backgrounds



Orchid Blue

RGB: #3470E4

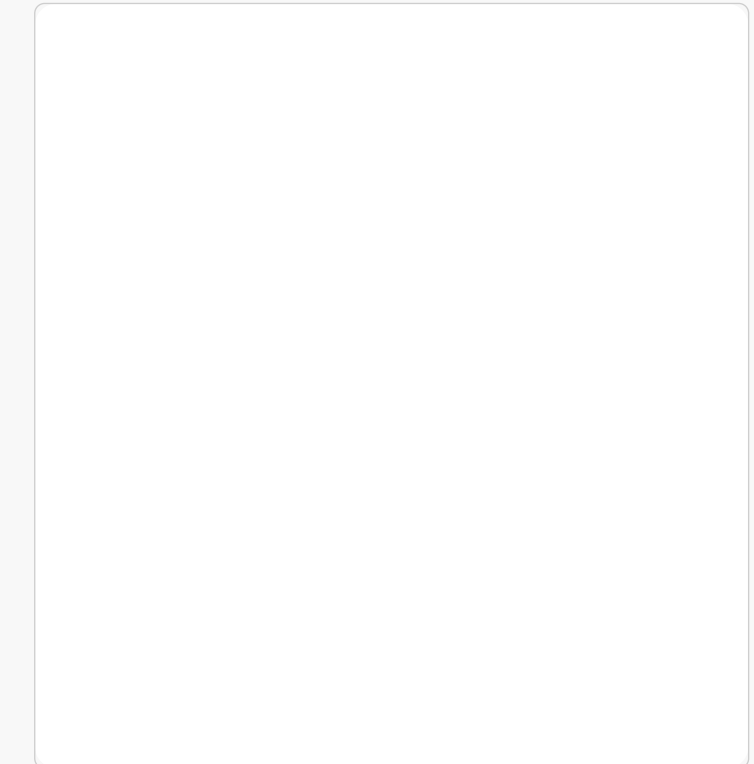
CMYK: #2384C6



Panther Black

RGB: #060322

CMYK: #100F21



Porcelain

RGB: #FFFFFF

CMYK: #FFFFFF

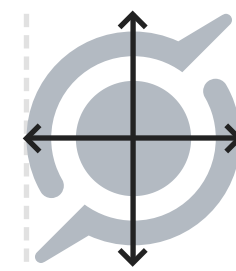
Logo on colours

In certain situations, the logo can also be used on a white, black or contextually coloured background, as long as there is a good contrast ratio. Anything less may compromise visibility and is not recommended. Here are examples to give you an idea of where the use of the Orchid blue, Porcelain and Panther black logos would be apt.



Logo rules

Clear space



Here, we measure the clear space as equivalent to the width and height of the Scout icon.

It is essential to provide a minimum amount of clear space for the logo, in order to maintain optimal visibility and separation from surrounding content. It is important to ensure there are no elements entering the clear space.

Minimum size



The Soroco logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

The smallest size for the Soroco logo from the outer edges of the boxes on each side is 1 inch for print, 96px for digital.

Best Practices



Use the logo in black or Orchid blue on white



Use orchid blue logo on dark backgrounds



Always scale the logo proportionally



Always place the logo on a flat background



Avoid using the logos as a pattern background



Avoid using multiple colours on the logo



Avoid oddly scaling the logo to fit into restricted space



Avoid logos on images with complex backgrounds



Do not tamper with/alter the logo



Co-branding guidelines

Soroco + Partner logos

Side-by-side Placement

Example 1



Example 2



Slacked Placement

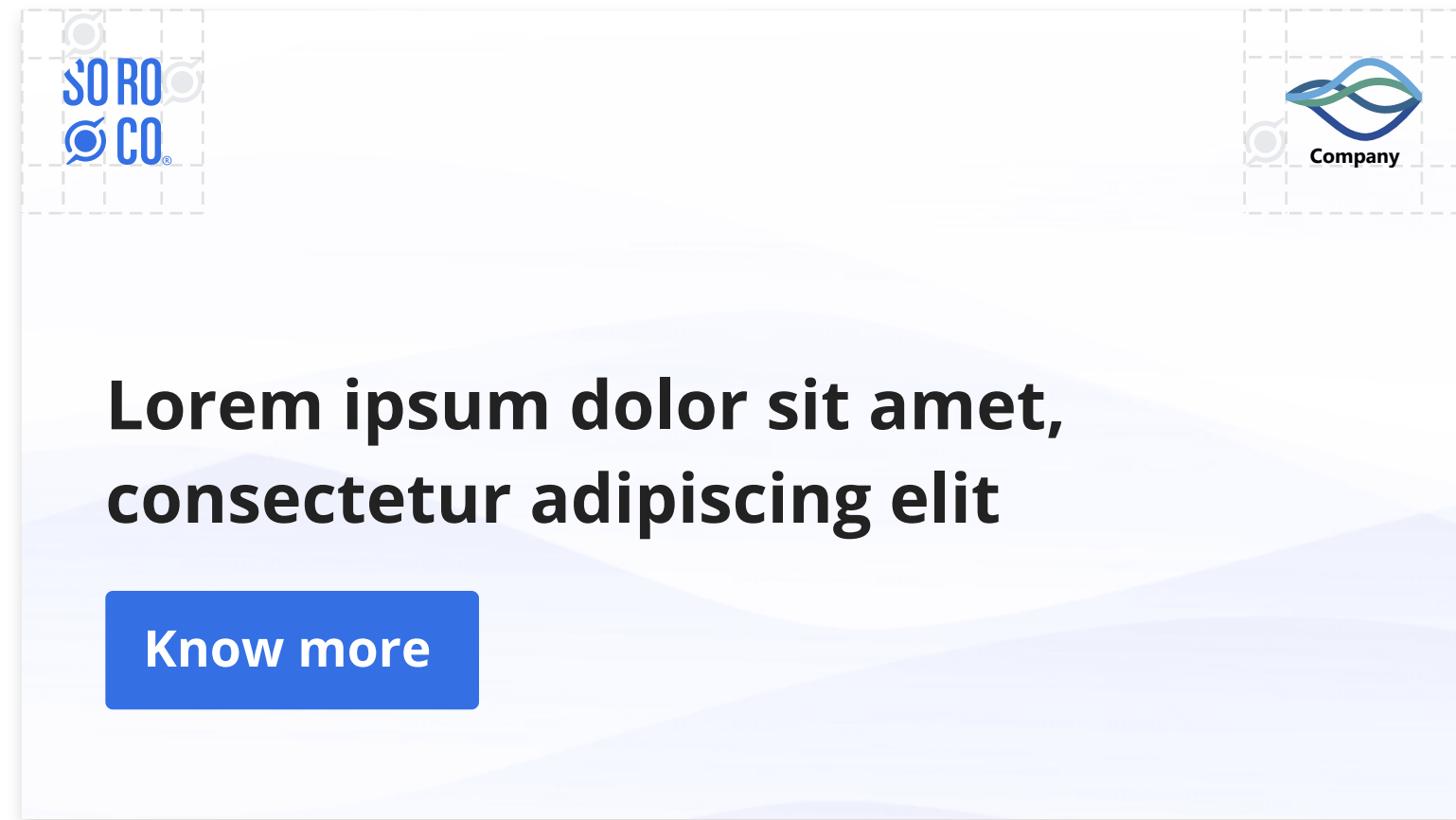
Example 1



Example 2



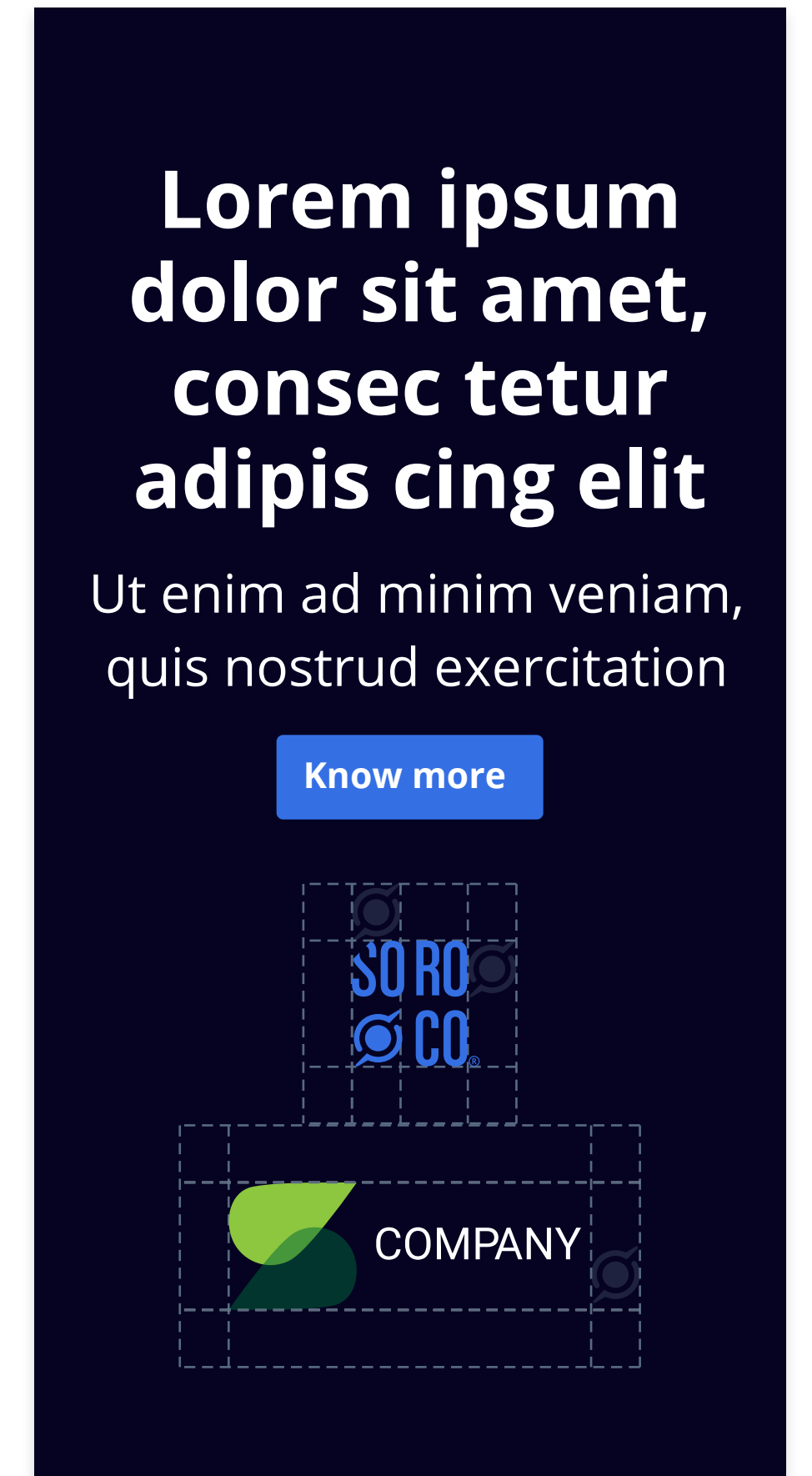
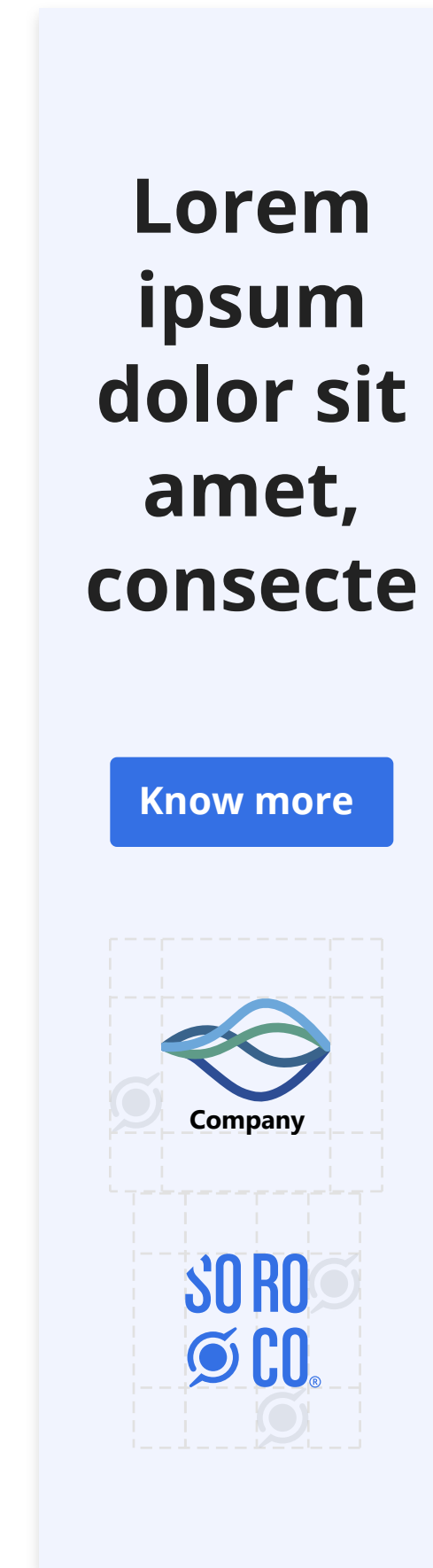
Placement samples



Separated Placement example



Side-by-side Placement example



Slacked Placement examples

Soroco + 2 Partner logos

Side-by-side Placement



Example 1

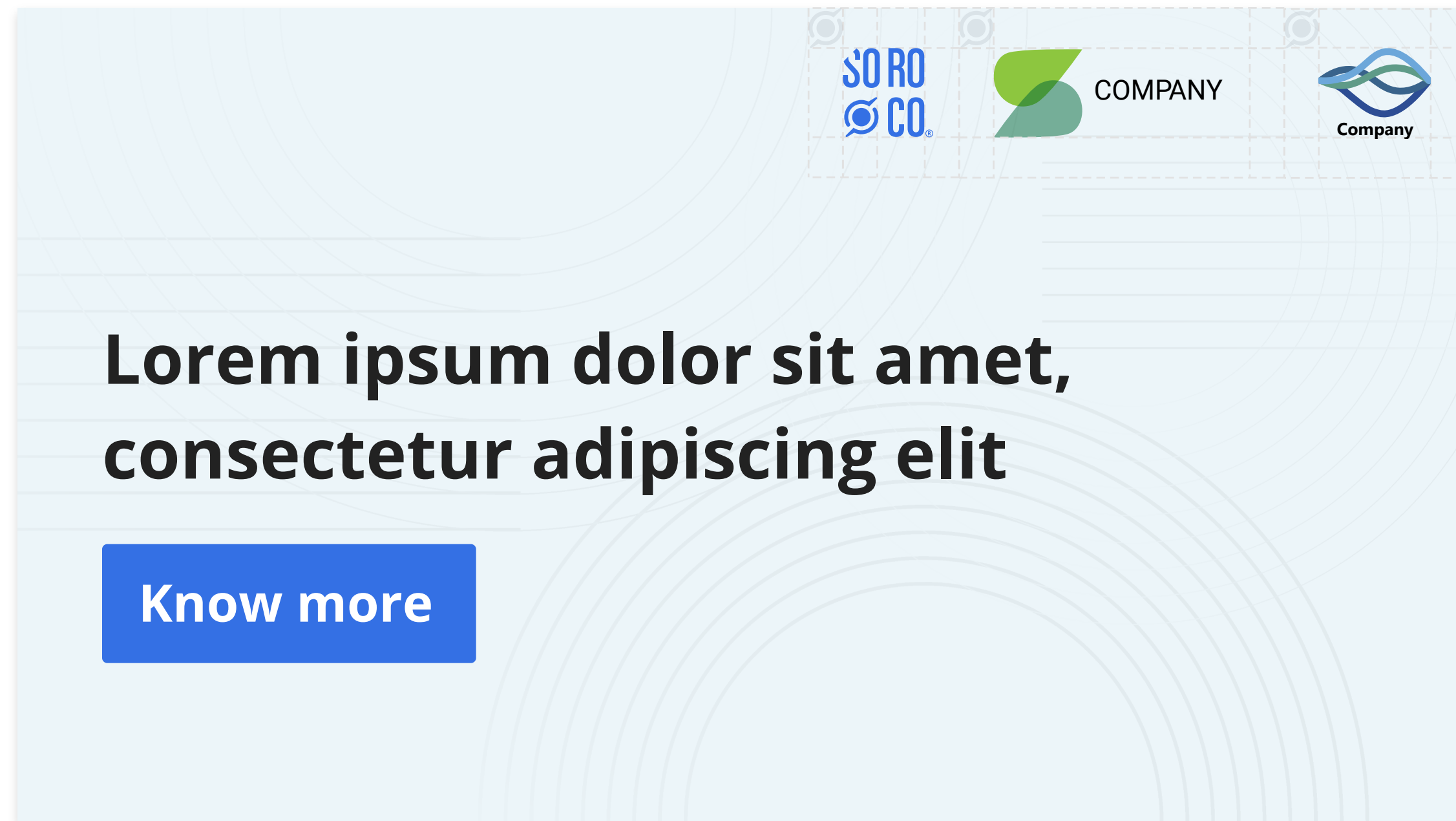


Example 2

Triangular Placement



Placement samples



Side-by-side Placement example



Triangular Placement example

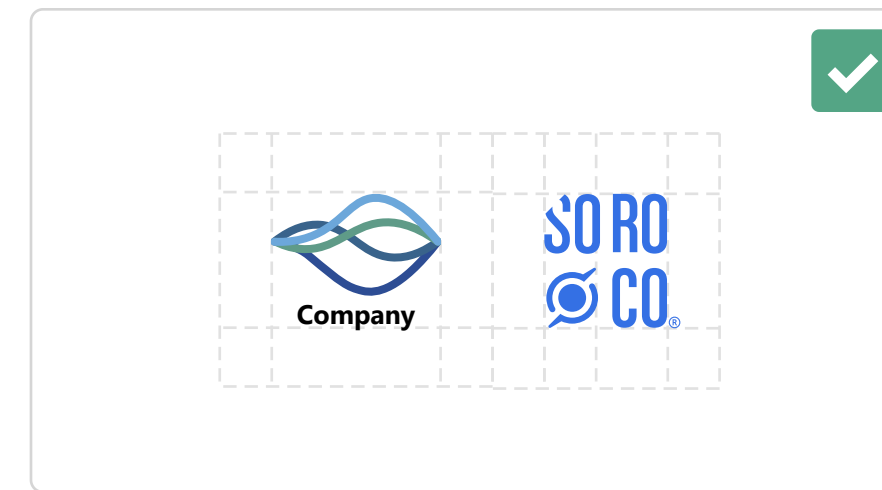
Best Practices



Use default logo against white background when possible



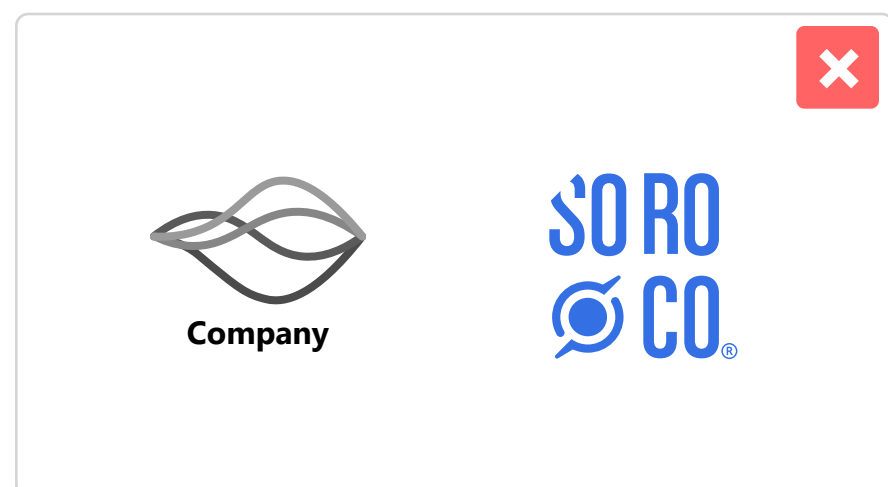
Use logos in a horizontal position when possible



Make both logos the same visual size



Vertically middle-align logos for the best balance



Don't combine full-colour and black & white logo versions



Don't add ampersands or underscores to logos



Do not use effects like shadows or bevel on either logo



Avoid using taglines with the logos



marketing@soroco.com