Spekit Brand Guide

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Introduction

The purpose of this document is to provide a single reference point for employees, freelancers, contractors, and partners to understand Spekit’s visual identity and how to implement it in the most consistent manner.

The Spekit brand identity is a valuable asset that encompasses all parts of Spekit. It represents who Spekit is and what we stand for in the marketplace.

The Spekit brand is the sum of all its parts and should be reflected consistently in every customer touchpoint.
Our most visible and recognizable symbol, the Spekit logo is the primary identification of our company and products. Our logo serves as the cornerstone of every visual communication we produce.
Color breakdown

The Spekit logo must be used on literature, advertising, technical documents, corporate signs, stationery, sales presentations, or any other promotional communications as the official brand symbol.
Approved logo

Various formats of the Spekit logo are available for download at www.spekit.com/press. You will find color and black and white versions in print and web formats.

FULL COLOR

ONE COLOR - WHITE

ONE COLOR - BLACK
Contrast

The logo should have sufficient color contrast with the background to ensure maximum visibility and legibility.

For example, if the logo is a dark color, it should be placed on a light-colored background, and vice versa.
Clearspace & minimum size

Whenever you use the logo it should be surrounded with clear space to ensure its visibility and impact.

No graphic elements of any kind should invade this zone. To ensure proper clear space, measure the height of the "S" from the left, top, right, and bottom of logo.

To ensure that the logo always appears legible and maintains its integrity, a minimum size is required. Minimum reproduction size is .75" wide.
The Spekit logo has been specifically created. To protect the integrity of our logo, please do not alter or modify it.

The logo should always be used at its original proportions. Stretching or squashing the logo can distort its shape and compromise its legibility. Here are a few additional examples of alterations and improper applications.
Spekit mark

The Spekit mark may be used on its own when the complete logo has already been used in a piece for brand recognition.

Guides that apply to the logo also apply to the mark: Please do not modify or alter the mark in any way and use a background with enough contrast.
Colors
Curated to create emotion, our colors engender trust and provide a versatile palette that brings life and vibrancy to the brand.
Primary color values

**Pink**
- PMS: Magenta CP
- CMYK: 0 / 100 / 0 / 0
- RGB: 236 / 0 / 140
- HEX#: EC008C

**Violet**
- PMS: 2370 C
- CMYK: 100 / 100 / 0 / 0
- RGB: 46 / 49 / 146
- HEX#: 2E3192

**Navy**
- PMS: 655 C
- CMYK: 100 / 90 / 37 / 37
- RGB: 23 / 40 / 82
- HEX#: 172852

**Cool Gray**
- PMS: 2379 C
- CMYK: 44 / 24 / 0 / 76
- RGB: 51 / 62 / 82
- HEX#: 333E52

**Light Gray**
- PMS: COOL GRAY 1 C
- CMYK: 3 / 2 / 0 / 8
- RGB: 255 / 226 / 232
- HEX#: E1E2E8
Tints and shades: violet
Tints and shades: navy
Tints and shades: gray

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
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</thead>
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<td>190 / 194 / 204</td>
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<tr>
<td>Cool Gray 2 C</td>
<td>4 / 2 / 0 / 13</td>
<td>212 / 215 / 222</td>
<td>#D4D7DE</td>
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<tr>
<td>Cool Gray 3 C</td>
<td>4 / 2 / 0 / 18</td>
<td>202 / 206 / 213</td>
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<td>4 / 2 / 0 / 24</td>
<td>190 / 194 / 204</td>
<td>#BEC2C9</td>
<td></td>
</tr>
</tbody>
</table>
Colors alone don’t make a brand. How they are applied and used is equally important to achieve the desired impression.
Color ratio

The 60–30–10 is a very simple rule for creating well-balanced color palettes:

- 60% of the palette should be dedicated to white or a light gray (usually the background)
- 30% of the palette should be dedicated to pink as Spekit's primary accent color
- 10% of the design is used for a secondary accent color: purple, navy, or dark gray

This is a general guide and doesn't not apply to all designs, as shown on the next page. For a cohesive design, this is helpful to limit the total number of colors used in your design.

If your design needs more colors, use tints and shades to expand your palette. See pages 27-30 for tints and shade values.
Brand expression

In keeping with our overarching brand personality and voice, Spekit’s visual identity is bold and playful. Color plays a large part in portraying this.

Tints and shades allow us to adapt to meet various content needs. Use this spectrum to determine what works best for your specific design needs and appropriately apply color.

Care should be taken when designing on the playful end of the spectrum as compositions need to remain visually balanced and uncluttered.

Sticks closely to the 60-30-10 rule. Primary and evergreen brand collateral should stick closer to this side of the spectrum.

Departs from the 60-30-10 rule and utilizes more colors for illustration. Designs on this side of the spectrum are best utilized for campaigns, digital ads, social promotion, and to show off Spekit’s more playful side.
Contrast

Visual accessibility plays an important role in our audience’s interaction with the Spekit brand. Whether in print or digital applications, selecting color combinations with high contrast is key.

Please refer to the application of type over different colors in this guide and use the contrast checker to check the contrast of your colors to ensure optimum accessibility.

Large text:
- 18 pt and above for regular weight
- 14 pt and above for bold weight
- AAA = 4.5:1 / AA = 3:1

Regular text:
- 17 pt and below for regular weight
- 13 pt and below for bold weight
- AAA = 7.1 / AA = 4.5:1
Gradients provides visual interest and depth to the brand. The Spekit gradients can be used as backgrounds, as a fill in large headlines, and as a tertiary element to compliment any composition.
Gradient builds

**WHITE & LIGHT GRAY**

- Used as a means to distinguish against white
- **Digital Assets:** Backgrounds for social posts, email assets, and digital ads
- **Google Slides:** General page backgrounds
- **Content:** Can be used for eBook covers and headers on one-sheets
- **Website:** Can be used in background to help distinguish from white

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**WHITE**

- **PMS:** N/A
- **CMYK:** 0 / 0 / 0 / 0
- **RGB:** 255 / 255 / 255
- **HEX #:** FFFFFF

**GRAY 10**

- **PMS:** Cool Gray 1 C
- **CMYK:** 3 / 2 / 0 / 8
- **RGB:** 255 / 226 / 232
- **HEX #:** E1E2E8

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Examples
Gradient builds

**Pink to Purple**

- **Digital Assets**: Backgrounds for social posts, email assets, and digital ads
- **Google Slides**: Title and divider slide backgrounds
- **Product Illustrations**: Use as background for spotlights, background for the Chrome extension header, in the header of Embedded Speks, and as an accent to tie illustrations together (e.g., Slack)
- **Content**: Can be used for eBook covers and headers on one-sheets
- **Website**: Header and hero backgrounds
- **Text**: Can be used as a text fill for large headers

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**Pink 3**

- **PMS**: Magenta CP
- **CMYK**: 0 / 100 / 0 / 0
- **RGB**: 236 / 0 / 140
- **HEX#**: EC008C

**Violet 2**

- **PMS**: 2370 C
- **CMYK**: 100 / 100 / 0 / 0
- **RGB**: 47 / 48 / 145
- **HEX#**: 2F3091
Gradient builds

**Pink**

- **Digital Assets:** Backgrounds for social posts, email assets, and digital ads
- **Product Illustrations:** Can be used as background for spotlights
- **Content:** Can be used for eBook covers and headers on one-sheets

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**Examples**

**Pink 3**

- **PMS:** Magenta CP
- **CMYK:** 0 / 100 / 0 / 0
- **RGB:** 236 / 0 / 140
- **HEX #:** EC008C

---

**Pink 1**

- **PMS:** 234 C
- **CMYK:** 0 / 91 / 0 / 36
- **RGB:** 165 / 0 / 100
- **HEX #:** A50064
Gradient builds

**NAVY**

- Use should be limited
- **Digital Assets**: Backgrounds for social posts, email assets, and digital ads
- **Google Slides**: Divider slide backgrounds
- **Content**: Used as a footer on one-pagers
- **Website**: Used for footer

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**NAVY 0**

- **PMS**: 655 C
- **CMYK**: 100 / 90 / 37 / 37
- **RGB**: 23 / 39 / 81
- **HEX#**: 172751

**NAVY 2**

- **PMS**: 235 C
- **CMYK**: 100 / 90 / 60 / 60
- **RGB**: 5 / 21 / 44
- **HEX#**: 05152C
Gradient construction

Gradients should be constructed using the full stops at 0% and 100%.

When the stops extend past the shape or frame, the appearance of the gradient changes. The primary colors are lost. In the past, this has contributed to inconsistent colors for Spekit.
Typography
Our brand typeface is Inter. The following pages provide key parameters to ensure consistent use, while providing flexibility for creative expression across a variety of applications.

Inter is used in headlines, subheads, captions, and body copy. We use it for everything that isn’t a in a product graphic. Inter is a freely distributed font available on Google Fonts.

Inter Font Family
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz0123456789

<table>
<thead>
<tr>
<th>Inter ExtraBold</th>
<th>Inter ExtraBold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter Bold</td>
<td>Inter Bold Italic</td>
</tr>
<tr>
<td>Inter Semibold</td>
<td>Inter Semibold Italic</td>
</tr>
<tr>
<td>Inter Medium</td>
<td>Inter Medium Italic</td>
</tr>
<tr>
<td>Inter Regular</td>
<td>Inter Regular Italic</td>
</tr>
<tr>
<td>Inter Light</td>
<td>Inter Light Italic</td>
</tr>
</tbody>
</table>
Ideal marketing type stack

The Just-in-Time Learning Platform

At Spekit, we fundamentally believe the way we learn at work is broken.

The world and how we work have changed. We need to be more self-sufficient to succeed, and businesses need to be agile to keep up with the rate of change.

There’s a better way and it’s called Just-in-Time Learning.

Just-in-time learning is a modern approach to workplace learning specifically designed for how we work today. It provides the right type of training, when and where it’s needed, in your flow of work. For example, rather than having to go into another system or dig through multiple systems to find an answer, that answer is delivered directly to you right in the applications you use everyday. Just-in-time learning is contextual, simple, and powerful.

This precisely why we built Spekit, to resolve the issues that stem from decades-old technology and methodologies.

CTA BUTTON
Our product typeface is Open Sans. Open Sans is used in the product and in illustrations and representations of the product. The next page demonstrates how Inter and Open Sans work together in a composition.

Within the product, Open Sans is used in headlines, subheads, and body copy. Open Sans is a freely distributed font available on Google Fonts.

Open Sans Font Family
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz0123456789

- Open Sans ExtraBold
- Open Sans Bold
- Open Sans Semibold
- Open Sans Medium
- Open Sans Regular
Product font vs. marketing font

MARKETING FONT
Inter Font Family
Inter is used as header and body copy for all marketing collateral, including website, event collateral, slides/decks, etc.

The #1 trusted solution for Salesforce adoption.
You need to ramp up your sales team faster. Spekit can help.

SCHEDULE A DEMO

MARKETING FONT
Inter Font Family

PRODUCT FONT
Open Sans Font Family
Font used in the product and representations of the product and background screens.
Headlines: Open Sans Bold / Gray 2
Body Copy: Open Sans Regular / Gray 2

The #1 trusted solution for Salesforce adoption.
You need to ramp up your sales team faster. Spekit can help.

SCHEDULE A DEMO

Stage 1: Qualifying an Opportunity
Review Notes from Demo Request prior to call and click here to view Discovery Questions.
Qualification Criteria to move to Stage 2 has changed, no longer have to walk to Power.
Who is Speki?

Pronouns (she/her/hers)

Speki is our mascot and the heart and soul of the Spekit brand with the octopus being a metaphor for our product.

With Spekit, you can centralize all of your information in one place (the head) but surface and access it wherever you need with extensions (the arms). With Spekit, you're a click away from whatever answer you need as an employee.
Speki representations

**Illustration**
Character illustration used for collateral and promotion.

**:octopus: emoji**
Use as often as you’d like but avoid email subject lines as this impacts deliverability.

**Plushie**
Speki began as a simple stuffed animal but has grown to symbolize the love people have for our brand.
Speki illustration
Speki color breakdown

**BASE**
- **PANTONE**: 211 C
- **CMYK**: 0 • 64 • 0 • 0
- **RGB**: 249 • 127 • 181
- **HEX #**: F97F85

**SHADOW**
- **PANTONE**: 212 C
- **CMYK**: 0 • 83 • 0 • 0
- **RGB**: 244 • 211 • 151
- **HEX #**: E0D397

**TENTACLE - DARK**
- **PANTONE**: 2370 C
- **CMYK**: 100 • 100 • 0 • 0
- **RGB**: 47 • 48 • 145
- **HEX #**: 2F3091

**TENTACLE - LIGHT**
- **PANTONE**: 2366 C
- **CMYK**: 105 • 109 • 205
- **RGB**: 69 • 60 • 0
- **HEX #**: 45400D

**TENTACLE - DARK**
- **PANTONE**: 2370 C
- **CMYK**: 100 • 100 • 0 • 0
- **RGB**: 47 • 48 • 145
- **HEX #**: 2F3091
Speki in use
Thank You