

# Hootsuite Visual Style

Your guide to the Hootsuite logo and graphics

June 3, 2014



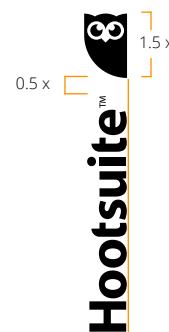
# Hootsuite Logo

The Hootsuite logo consists of three distinct elements: the owl icon, the wordmark and the trade mark symbol.

All elements are precisely defined and balanced, and they should not be modified or tinkered with at all. Not even a little.

On the following pages, we'll cover some basic rules about how to apply and use our logo.

But when in doubt, check with the brand team.



The vertical logo is to be used for placements when the primary logo isn't suitable.

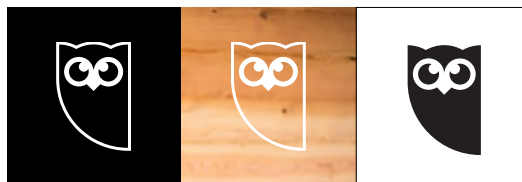


While the owl icon can be used independently in certain cases (e.g. swag items), all major marketing and communications pieces should include both: icon and wordmark.

## TM

Like most things powerful, the trade mark symbol speaks softly typographically speaking. The symbol should look clean and legible, yet unobtrusive. A properly sized and placed trade mark symbol typically comes with your logo file.

At logo sizes < 1.5in the symbol needs to be increased to maintain legibility. Logos wider than 4in require a significantly smaller symbol, placed closer to the last character of the wordmark.



The white outlined version of the icon should only be used on a dark background.

The stencil version of the icon may be used over photography as long as it's clear and doesn't interfere with the design.



The white version of the logo should only be used on a dark background.

# Additional Wordmarks

The only facets of the Hootsuite brand that call for their own wordmark are Hootsuite University, Hootsuite Labs and Hootlet. Other sub-products and/or plans, such as Hootsuite Enterprise, do not need a descriptor.

If you're looking for a specific mark, or are unclear about a particular application, talk to the brand team.

Please only use official Hootsuite logo files and **don't create your own**.



The descriptor line is set in Myriad bold (either 30% or 100% black), and typically needs some custom kerning to complement the Hootsuite word mark.



Note: the respective word marks don't use a trade mark symbol - unless they're actually trademarked.

# Clear Space

Clear space is the area surrounding the logo that must be kept free of text and graphics. The impact and legibility of the logo will be diminished if it's placed too close to graphics or type.

Below is the minimum required clear space to ensure prominence and clarity of the signature.

**Hint:** there's no such thing as too much clear space, so be generous.



**Note:** the orientation of the 'H' defining the clear space is changing, if the logo signature includes a descriptor line.

# Minimum Logo Size

Yes, technically you can make the logo as big as you want. Just keep in mind that bigger isn't always better.

However, there are minimum sizes for logo applications on and off the screen.



Screen x = 11 px  
Print x = 25 mm



Screen x = 11 px  
Print x = 25 mm

**Note:** the minimum size for the logo signature with descriptor line is defined by the width of the icon + wordmark - not by the length of the descriptor line.



Screen x = 110 px  
Print x = 30 mm



Screen x = 16 px  
Print x = 6 mm

# Logo Application



**Hootsuite™**

Note: If the icon and wordmark are to be separated, the distance between the two should be substantial.



**Hootsuite™**

~~**Hootsuite™**~~

**Hootsuite™**

Note: In the horizontal signature, the owl icon always has to be on the left side of the wordmark.

~~**Hootsuite™**~~

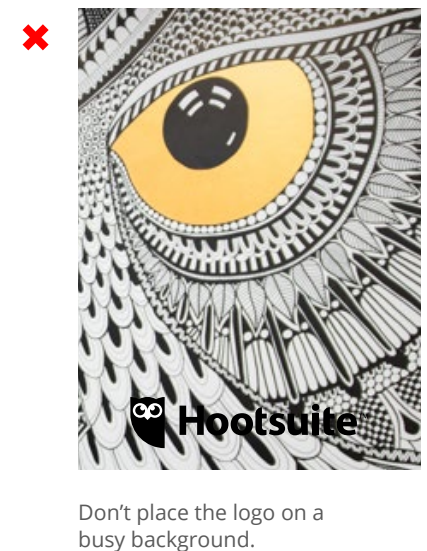
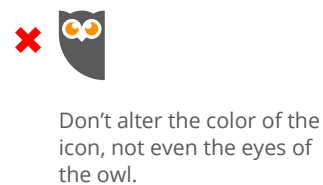
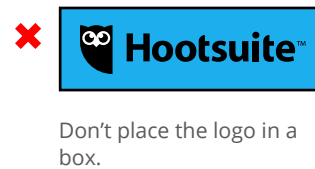
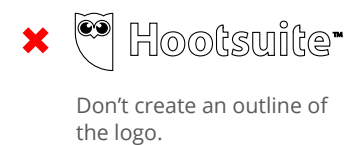
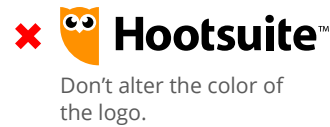


**Hootsuite™**

# Respect Our Logo

There are source files available for any possible application of the Hootsuite logo. So, there's no need to tweak, modify, "optimize" or alter the Hootsuite logo, or any of its components in any way.

Also, take a look at the following examples to avoid logo abuse. Serious stuff.



Seen any logo abuse lately?  
Become a whistle-blower and let us know: [brand@hootsuite.com](mailto:brand@hootsuite.com)

# Color Palette

True to our brand, our color palette is neutral, fresh and simple. We've selected a **primary and secondary** color palette which are your go-to's and should be considered first when selecting colors, but by no means are they your only options.

Any of the brand colors can be used at any time, but please read the following exceptions and best practices before you decide to use them:

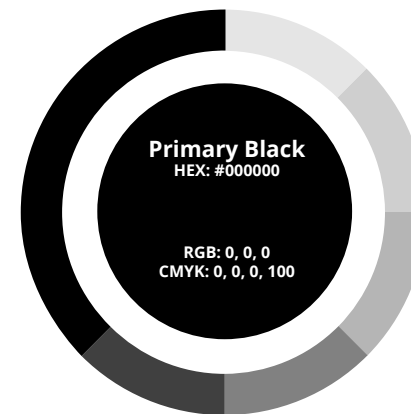
## Black

**Primary use:** our logo and icon, main text style, background text boxes for both print and web, and as secondary button color.

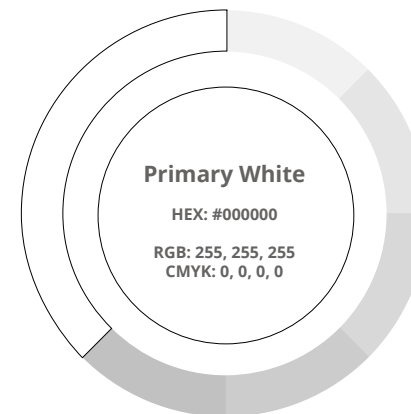
## White

**Primary use:** our logo and icon (reverse version) and as a support for a clean, breathable space within print and web, most particularly for backgrounds.

## Black.



## White.





# Color Palette

## Blue

**Primary use:** to draw attention to vector graphics, main color for icons, background colour for title pages, slides or banner ads, as tertiary button style and to highlight a specific text style (view our document and web style guides for more information).

## Green

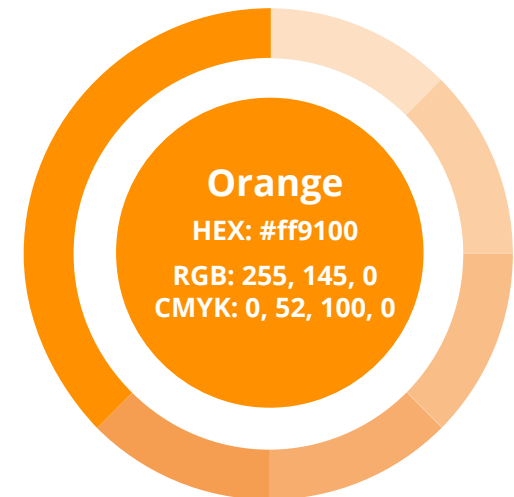
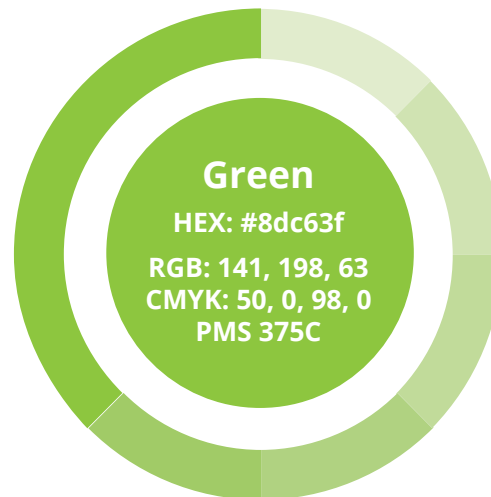
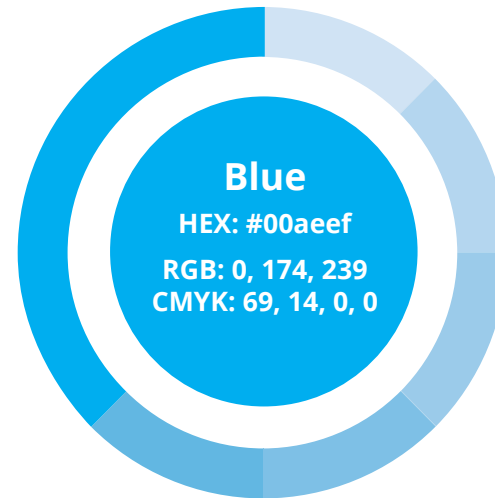
**Primary use:** calls-to-action and primary button style, to draw attention to vector graphics and iconography when used with the blue, orange and black.

**Occasional use:** as background colour for title pages or slides and banner ads.

## Orange

**Primary use:** to draw attention to vector graphics and iconography when used with the blue, green and black, as tertiary button style and to highlight a specific text style

**Occasional use:** as background colour for title pages or slides and banner ads.



For more details or an extended list of exceptions and best practices, contact [brand@hootsuite.com](mailto:brand@hootsuite.com)

# Typography

Hootsuite's primary typeface is clean, uncomplicated, confident and timeless. Meet **Open Sans**.

## Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## *Open Sans Light Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## *Open Sans Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

**Open Sans** is a sans-serif typeface designed by Steve Matteson and commissioned by Google. According to Google, it was developed with an “upright stress, open forms and a neutral, yet friendly appearance” and is “optimized for legibility across print, web, and mobile interfaces.” [Download here.](#)

## Open Sans Semi-Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## *Open Sans Semi-Bold Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## *Open Sans Bold Italic*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

# Primary Typeface Weights

Aa

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Aa

Open Sans Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Aa

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

*Aa*

*Open Sans Regular*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()*

Aa

*Open Sans Semi-Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()*

***Aa***

***Open Sans Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()***

1. Before designing any Hootsuite marketing communication piece, make sure to look for existing templates or sample designs.

2. The number of different font weights and point sizes in one application should be kept to an absolute minimum.

For most applications, a maximum of 2-3 different type sizes and 2 font weights is sufficient.

3. Type sizes and font weights should differ noticeably for better design and legibility.

# Typography

Hootsuite's secondary typeface is elegant, versatile and friendly. Meet **Roboto Slab**.

Roboto Slab may be used in quotes, call-out text, and as a break of style in text heavy documents. It should be considered as a display typeface.

**Roboto Slab** is a serif typeface designed by Christian Robertson and commissioned by Google. According to Google, it was developed with "a mechanical skeleton and largely geometric forms". At the same time, it brings a "more natural reading rhythm more commonly found in humanist and serif types." [Download here.](#)

## Roboto Slab Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## Roboto Slab Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## Roboto Slab Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

## Roboto Slab Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & \* ( )

# Secondary Typeface Weights

Aa

Roboto Slab Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Aa

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Aa

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Aa

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

1. Before designing any Hootsuite marketing communication piece, make sure to look for existing templates or sample designs.

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# Photography

Express yourself! Don't repress yourself. Images are a huge part of communication, and they're an important part of our brand. Our photography style is reflective of who we are: humans! And highly social humans at that.

In keeping with the brand, photography needs to be impartial, confident, witty, welcoming and fresh. Lets break down what this means:

## **Impartial**

Our audience should be able to see themselves in the photos we use. Consider the variety of our audiences in your photo selection.

## **Confident**

Photography should be professionally photographed and high resolution. The photo you choose should speak very confidently to the topic you're using it for.

## **Witty**

Does the situation call for some fun? Well feel free to use images that make people smile.

## **Welcoming**

Images should not feel staged or posed. Always use images that are shot from the perspective of someone in the room, who's invited to engage in the situation. The best images will have a feeling of motion and employ unique perspectives and camera angles.

# Photography

Photography is a great way to add color and context to our content. Make sure you select images with vibrant colors (including our blue, green and orange). Photography choices should be specific to the medium it would be used, including ads, hero shots for web, or roll-up banners.

Our photos should convey true **lifestyle**, show **real people**, express a **contemporary** style and be **genuine**.



# Photography (Full Screen)







 Hootsuite™



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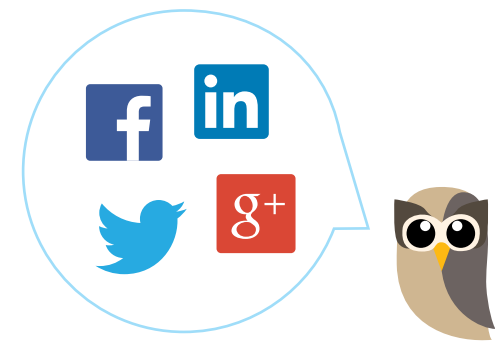
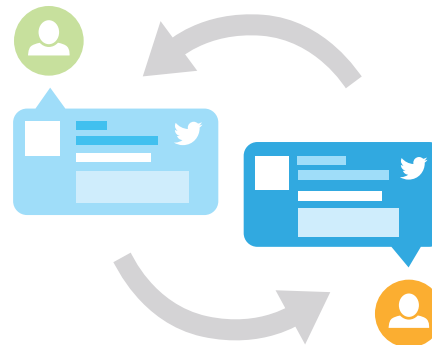
 Hootsuite™

# Illustration Style

The look for graphic treatments includes a “flat” look that coincides with the minimalism of our brand.

Graphic treatments should make use of the alternate blue and orange colour values and use green sparingly as not to take away any emphasis from buttons and navigation CTA's.

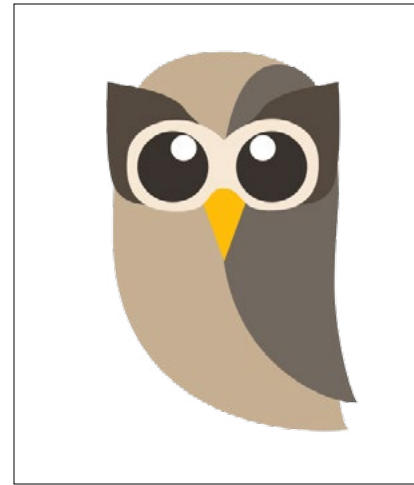
Consistent use of the icons can create familiarity for the customer, so always be mindful of when and where you are using them.



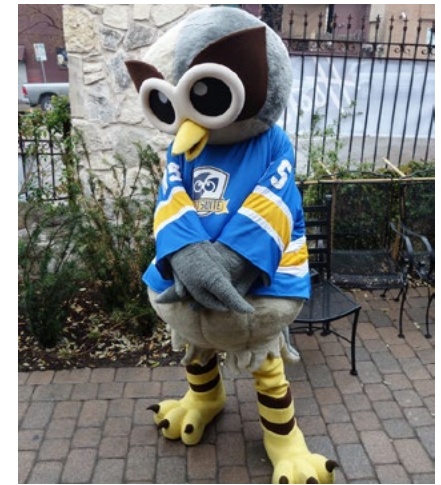
# Owly

Owly is Hootsuite's mascot. And while the original Owly illustration no longer forms part of the Hootsuite logo, he still has a role to play within the Hootsuite brand. In addition to the Owly mascot costume which can be used to add a dose of casual and fun to a Hootsuite event, the original Owly illustrations—in their myriad forms—can be used in certain applications.

The Owly illustrations can be used in more informal expressions of the brand, or where a casual tone is required. Examples would be social media avatars, or specific pieces of swag. On the other end, the owl icon that makes up part of the Hootsuite logo should not be used in an illustrative way (dressed up, altered, situated in an environment, etc).



Owly mascot illustration



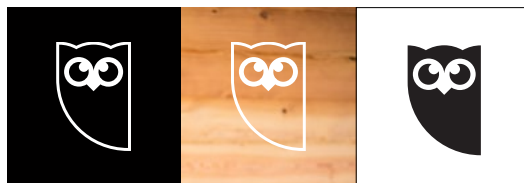
Owly mascot costume



Owly mascot, Lumberjack version



Owly mascot with illustrated background



The owl icon is not to be confused with the Owly illustrations. The owl icons, along with the Hootsuite wordmark are the primary brand elements of the Hootsuite brand. Only the mascot is to be used in a supporting capacity in select applications.

# Respect our Mascot

There are many different Owly mascot illustrations to fit all kinds of scenarios. You can find them on our website. Please don't make your own. If you have a specific costume request, or need an illustrated environment for the Owly mascot, please contact the brand team.

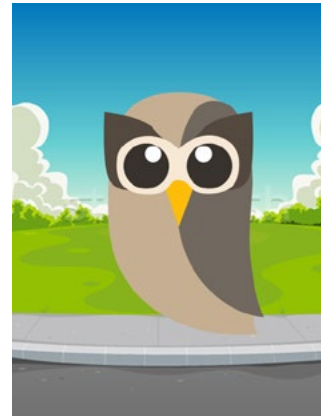
Please don't do any of these things.



✘ Don't add your own elements to Owly.



✘ Don't flip Owly. He looks really weird that way.



✘ Don't add Owly to illustrations or photos.



✘ Never use the Owl Icon in the place of the mascot.

Need a special Owly? Need an illustrated environment for Owly to live in? We can help! Contact us: [brand@hootsuite.com](mailto:brand@hootsuite.com)

# Thank You

If you have any questions, comments or feedback,  
please contact us at [brand@hootsuite.com](mailto:brand@hootsuite.com)

