



Your Social Media Superhero

Preview

1 | New Logo

2 | Color Palette

3 | Font

4 | The Superhero

5 | Illustrations

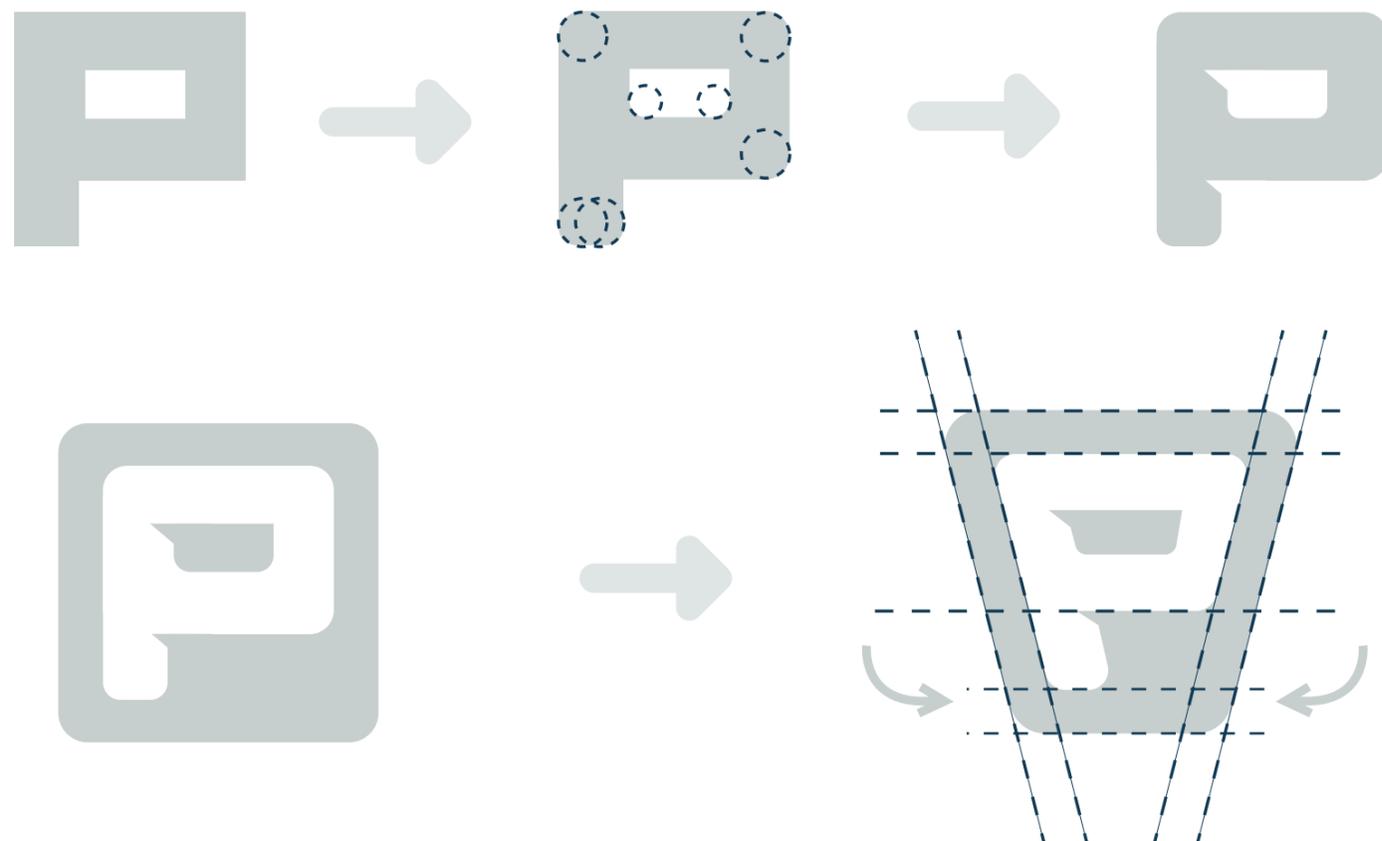
6 | Pictures



1 New Logo

- Logo concept

The new logo concept was created by keeping in mind the idea that the letter "P" has become an identifying symbol for our superhero. Although we want to show that we are renewing, we still want to assure our customers that we are the same but with a better image. So the letter "P" must be more dynamic and symmetrical to fit well in the superhero outfit. But also to be easily implemented everywhere (web, mobile, print) and identifiable.

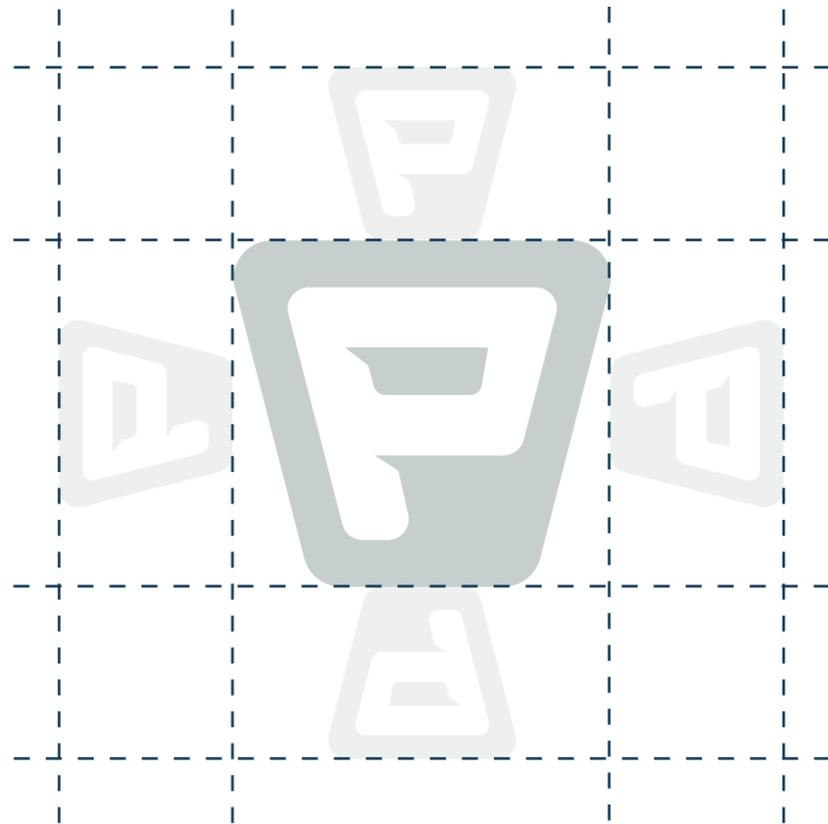


The colors are selected following the latest trends worldwide. The font used is Saira, and it is specifically modified to stay well with the logo mark.

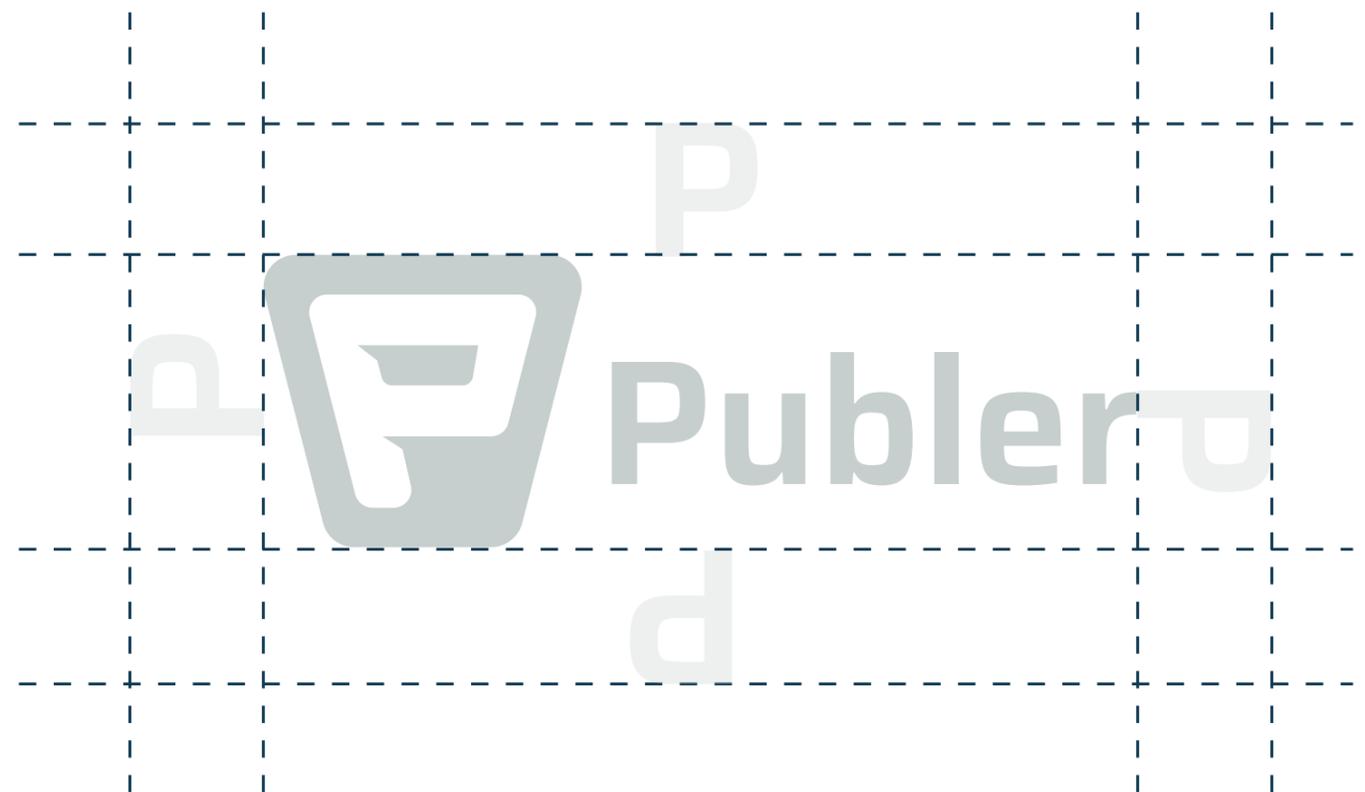


- Clear Space

This space is determined by
50% height of logo mark on each side



Measure the clear space for primary
logo mark by the height of the letter P



- Backgrounds



- Incorrect Usage

Do not resize or change the position of the logo mark.



Do not use any other font, no matter how close it might look to Saira.



Do not use squish or squash the logo. Any resizing must be in proportion.



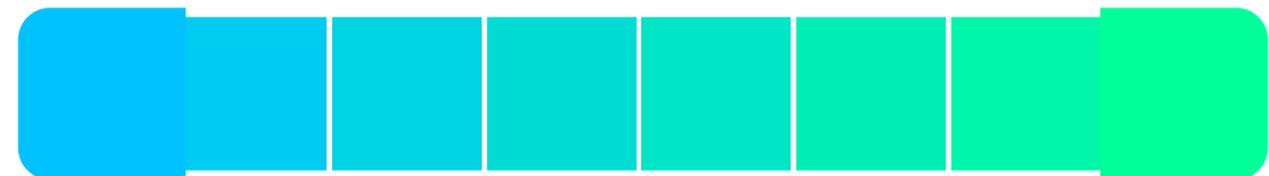
Do not change the colors even if they look similar.



2 Color Palette

- Primary Colors

Gradient



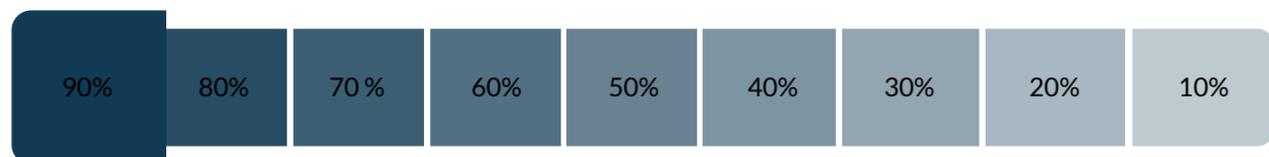
#00C2FF #00CBF0 #00D3E2 #00DCD3 #00E5C5 #00EEB6 #00F6A8 #00FF99

Monochrome color (extract from the gradient)



#00CEC7

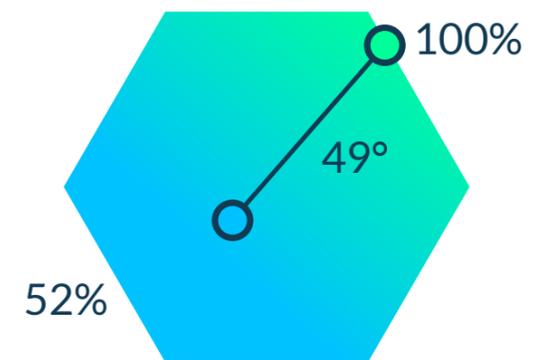
Font Color



#113A54



Color Location



Gradient (color1)



#00C2FF

Gradient (color2)



#00FF99

Monochrome



#00CEC7

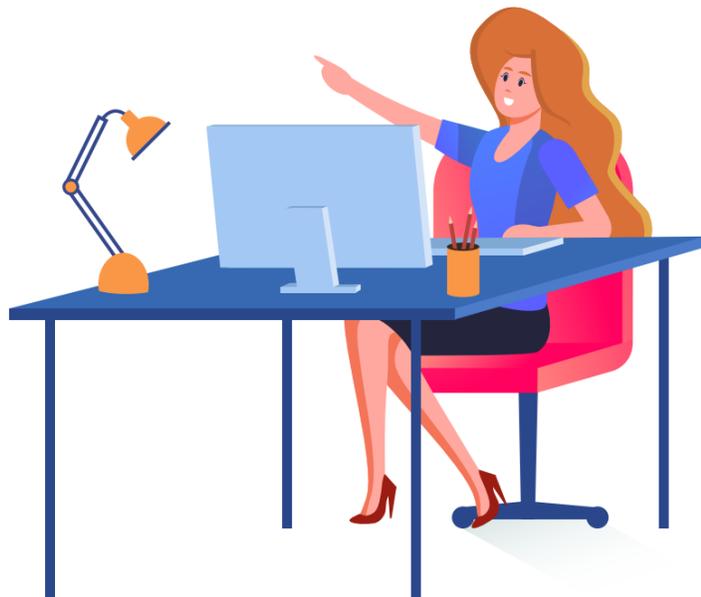
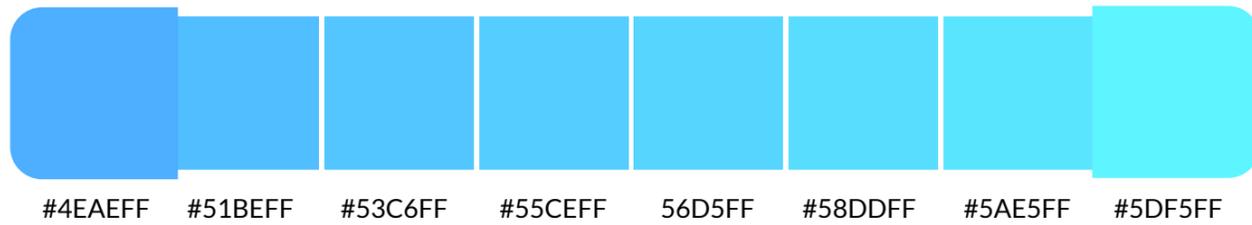
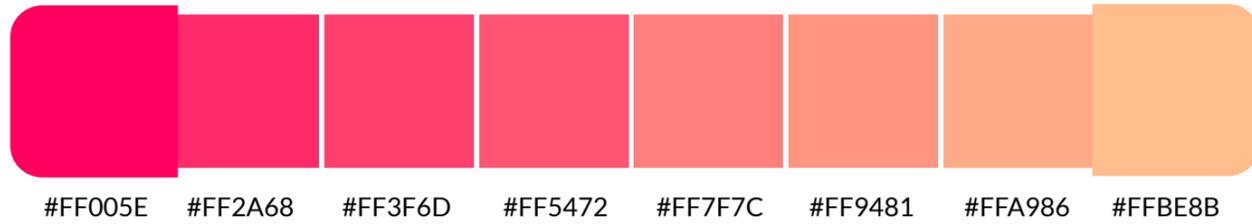
Font Color



#113A54

- Secondary Colors

Colors in various illustrations



Superhero Outfit



Logo: Saira Semibold

The font selected for our logo is a modified version of Saira Semibold.

Headlines: Lato

The font selected for headlines is Lato.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



4 The Superhero



Another crucial element of our brand, as much as the logo itself, is the mascot. People identify Publer with the superhero, and for this reason, his image needed to be refreshed with a new design. The style and colors have changed, but the essence remains the same: a superhero who helps people manage and organize their social media tasks. The New superhero conveys confidence and security, but he is funny, too. As a superhero, he is everywhere and helps everyone who needs to post and schedule. The new colors convey strength but also serenity.

5

Illustrations

In addition to being aesthetic, these new illustrations need to be informative so that each section of the web is understandable by our users. These illustrations have a clean and isometric style, and the colors are vibrant to boost attention. To be consistent, we tried to use the same elements that are a superhero, an informative screen, and other complementary characters. These elements create different and funny situations.

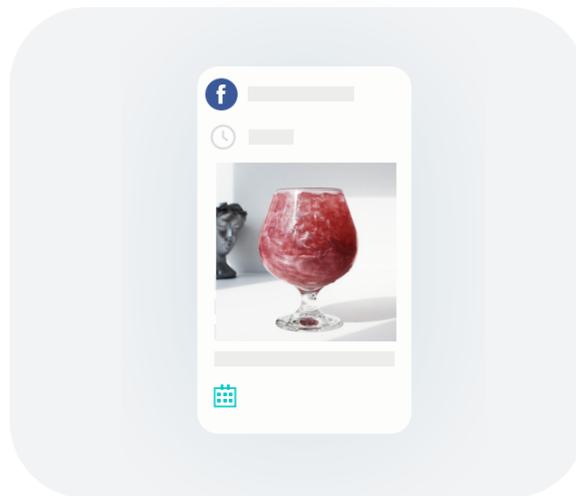


Elements of web illustrations

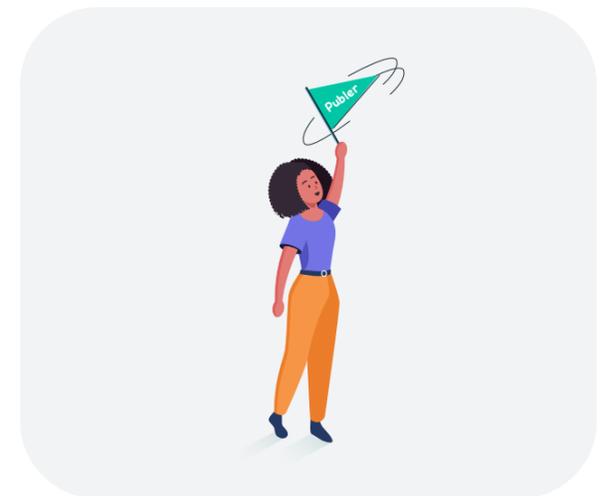
Superhero



Informative screen



Complementary Characters



6 Pictures

- Photo usage

It is advisable that the photos used on both the web and social media are in pastel colors and not too strong, to balance with the green color used in the brand. While the background should be smooth and tilted to white, dark moody colors as well as blacks are not encouraged. It is advisable to have a brand element that can be the logo or any other identifying design element.

Brand Element



Logo



Brand Element



