

# Brand Guide



## Logo

Our logo creates a bold, recognisable symbol for Sciety.  
The full colour version should be used wherever possible, however if legibility is an issue the white logo should be used. The logo should be used on all internal and external Sciety communications.



## Brand typeface

The brand typeface is Noto Sans, which is available to download through Google fonts. A different font, Ubuntu, is used in some places on [society.org](https://www.society.org) but Noto Sans should be used for all Marketing and Community Outreach materials.

**Noto Sans Bold**  
**AaBbCcDdEeFfGg**  
**01234/!@£\$**

Noto Sans Regular  
AaBbCcDdEeFfGg  
01234/!@£\$

***Noto Sans Bold Italic***  
***AaBbCcDdEeFfGg***  
***01234/!@£\$***

*Noto Sans Italic*  
*AaBbCcDdEeFfGg*  
*01234/!@£\$*

## Colour palette

The Sciety colour palette consists of 5 colours. This page details the colour values for print and on screen use.



**Sciety Lighter Orange**  
**RGB:**247/153/112  
**Hex:** #f79970  
**CMYK:**0/48/53/0



**Sciety Medium Orange**  
**RGB:**237/94/43  
**Hex:** #ed5e2b  
**CMYK:**0/73/88/0



**Sciety Grey**  
**RGB:**64/87/97  
**Hex:** #405761  
**CMYK:**78/36/37/41



**Sciety Light Orange**  
**RGB:**242/120/59  
**Hex:** #f2783b  
**CMYK:**0/64/80/0



**Sciety Dark Orange**  
**RGB:**181/64/38  
**Hex:** #b54026  
**CMYK:**9/87/97/1

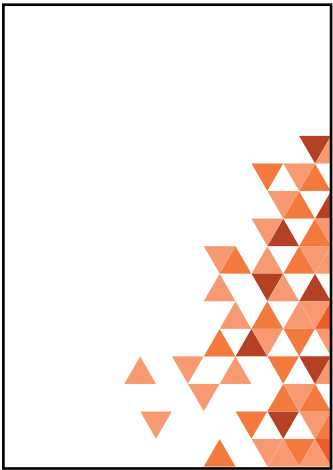
Strapline

# The home of public preprint evaluation

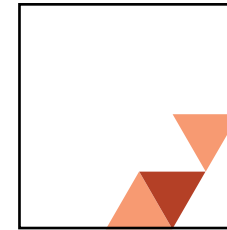
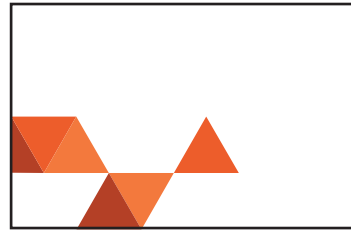
## Triangle guide

The geometric triangle patterns have been created to extend the Society brand. Use the designs below as a guide on how to utilise the patterns provided. Keep the pattern location to the corners and edges of the artwork, so to create the effect that the pattern fades away. Make sure the pattern does not obstruct any text or imagery.

Small triangles



Large triangles





sciety