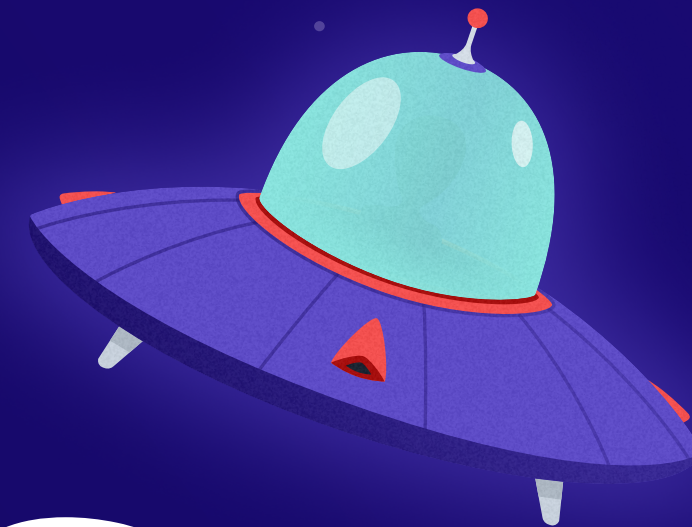




Brand Guidelines

steadybit.com

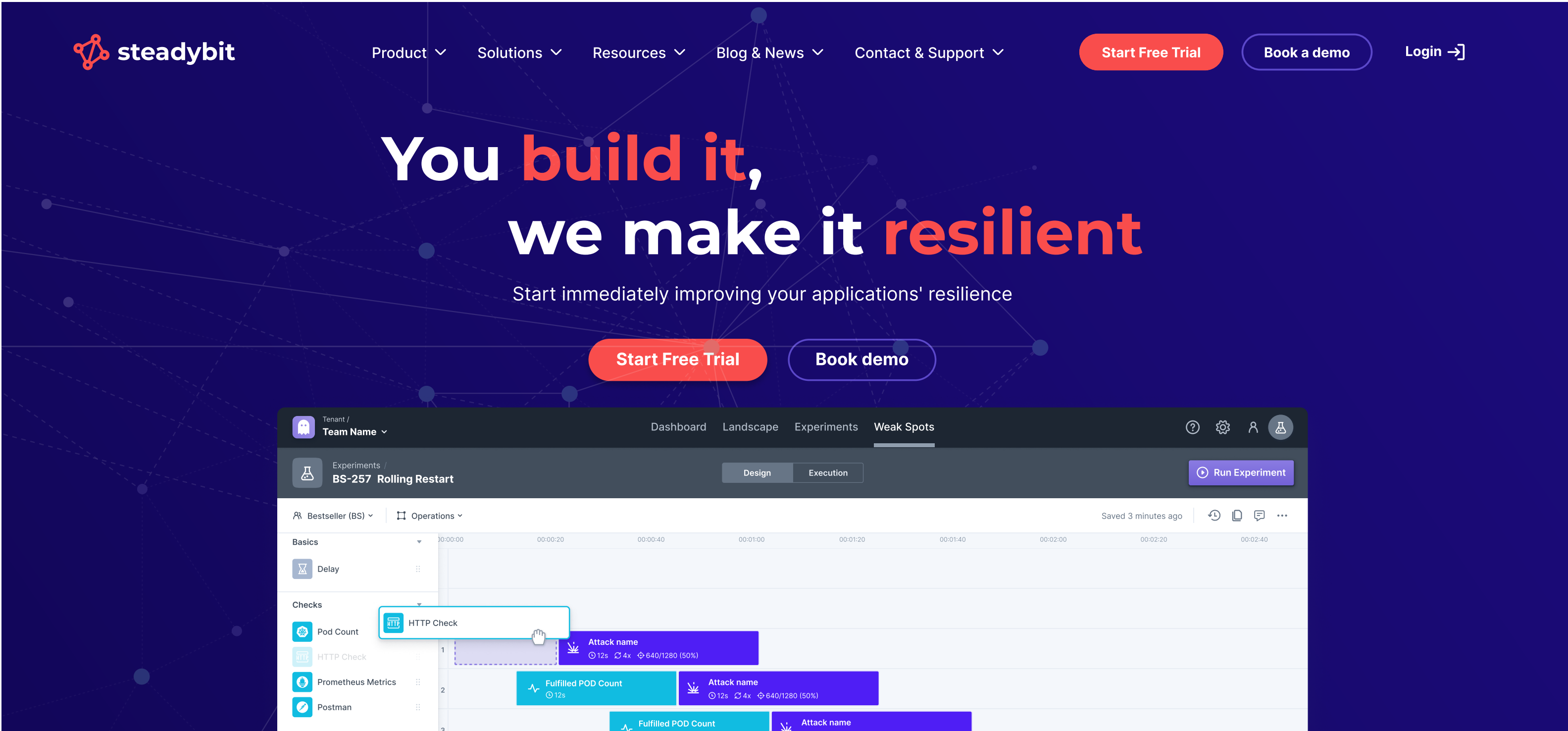


Defining Steadybit

A brand is an intangible marketing or business concept that helps people identify a company, product or individual.

Steadybit is a holistic resilience engineering solution that address the real issues of building a culture of resilience and empowering everybody who builds and runs software systems.

Because resilience is a shared responsibility, we developed Steadybit as the chaos engineering platform that’s easy to use for everyone, even non-experts.



Primary logo

A brand is an intangible marketing or business concept that helps people identify a company, product or individual.



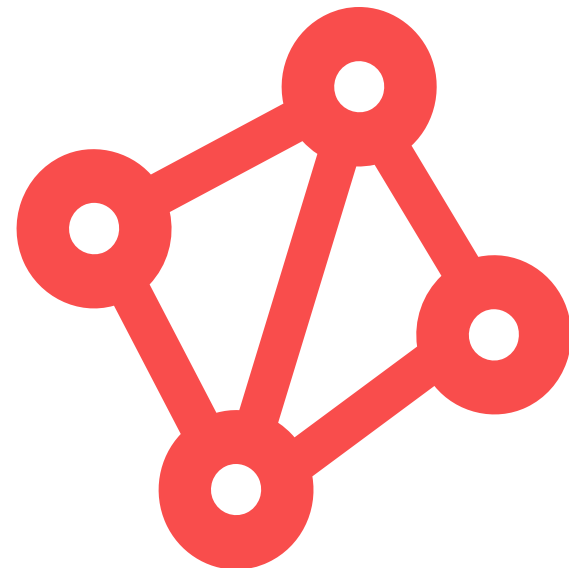
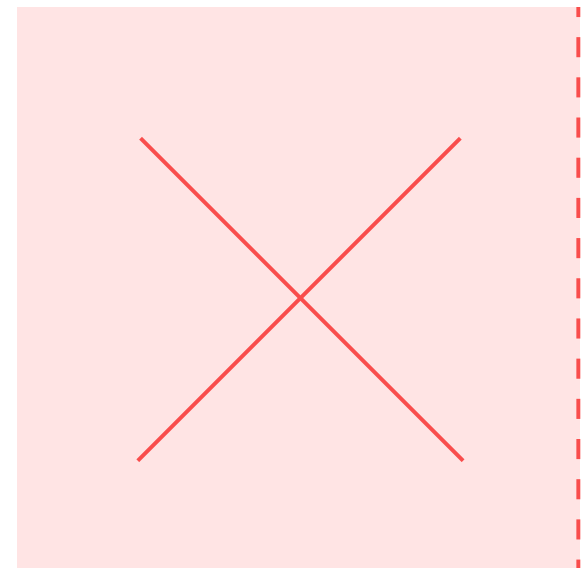
Logo safe zone

In order for a logo or symbol to be legible, a safe zone must exist around it.
In this context, the safe zone refers to the minimum spacing distance between page edges, objects, texts, or images.

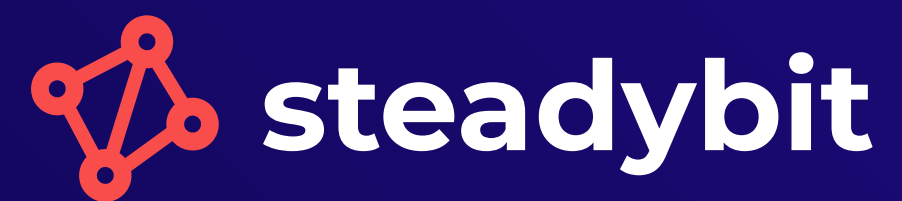
You can determine the accuracy of the safe zone by measuring the height of the standard logo with the shape from the mark.

Minimum size






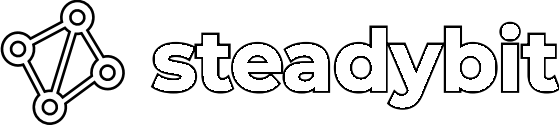



Print: 10mm height
Digital: 30px height



Accepted color combination



Misuse

<div>Avoid horizontal skewing</div> <div></div>	<div>Avoid vertical skewing</div> <div></div>	<div>Avoid rotating</div> <div></div>
<div>Avoid rearranging</div> <div></div>	<div>Avoid changing brand colors</div> <div></div>	<div>Avoid using strokes</div> <div></div>
<div>Avoid boxing in</div> <div></div>	<div>Avoid moving logomark</div> <div></div>	<div>Avoid using only type</div> <div></div>

Colors overview

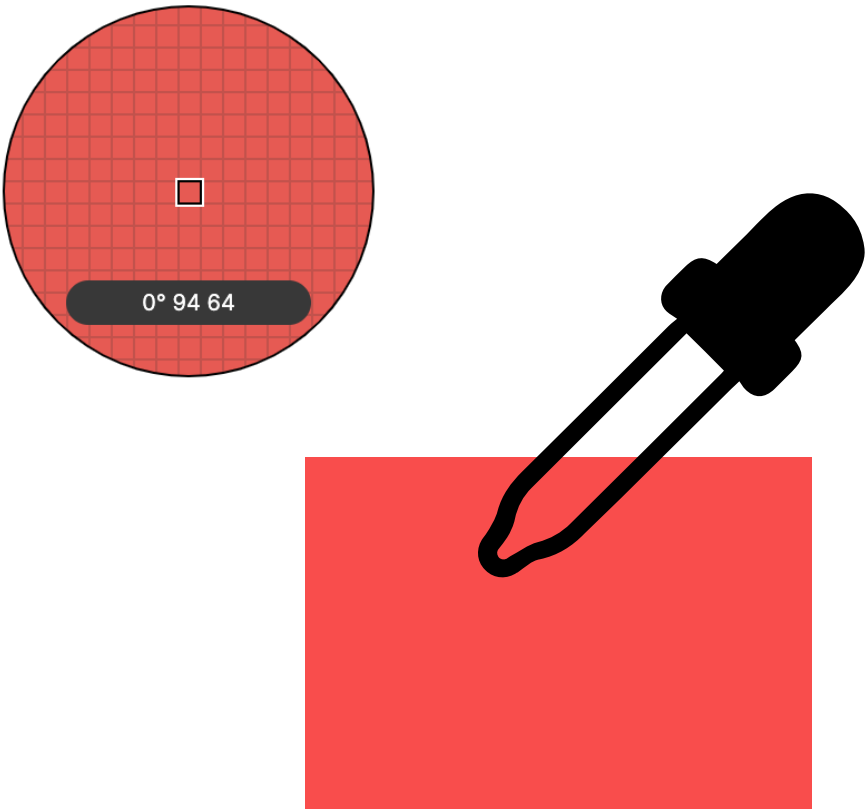
Always use these color codes 

Coral
#F94D4C
RGB(249, 77, 76)
CMYK (0 87 74 0)

Slate Dark
#0F054C
RGB(15, 5, 76)
CMYK (98 100 0 74)

White
#FFFFFF
RGB(255, 255, 255)
CMYK (0 0 0 0)

Avoid using a color picker 



Contact us

If you any questions regarding the use of Steadybit logo or you need our Press Kit, please make sure to contact us.

 office@steadybit.com

Or via our website  steadybit.com