



**BRAND GUIDELINES**

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## About

# Slymetrix

is an online data management platform dedicated to e-commerce and digital agencies. Using an innovative multi-touch attribution method, Slymetrix relates revenue to investments in digital media channels, allowing for the optimization of ROI. Thanks to Slymetrix, it is possible to organize digital media channels, configure data import, manage data before their consolidation to customize the algorithm; the platform then fixes the conversions to the traffic data of the media channels. It can also export the consolidated data to all BI and data analysis solutions. Finally, Slymetrix dashboards allow determining the correct investment in each digital channel, significantly increasing the results of online sales.

[www.slymetrix.com](http://www.slymetrix.com)

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## Logo variations

Vertical Logo



Horizontal Logo





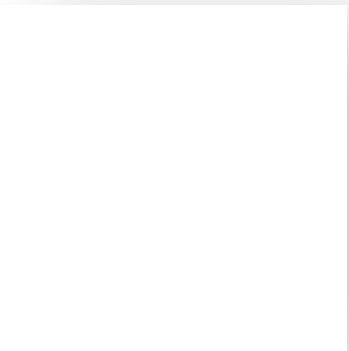
HEX FC5C40  
R252 G92 B64  
C0 M64,34 Y63,2 K0



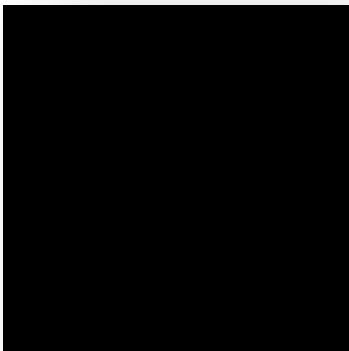
HEX 4C4847  
R76 G72 B71  
C55,99 M45,4 Y44,89 K32,68



HEX 716d69  
R113 G109 B105  
C46,9 M36,59 Y36,59 K17,1



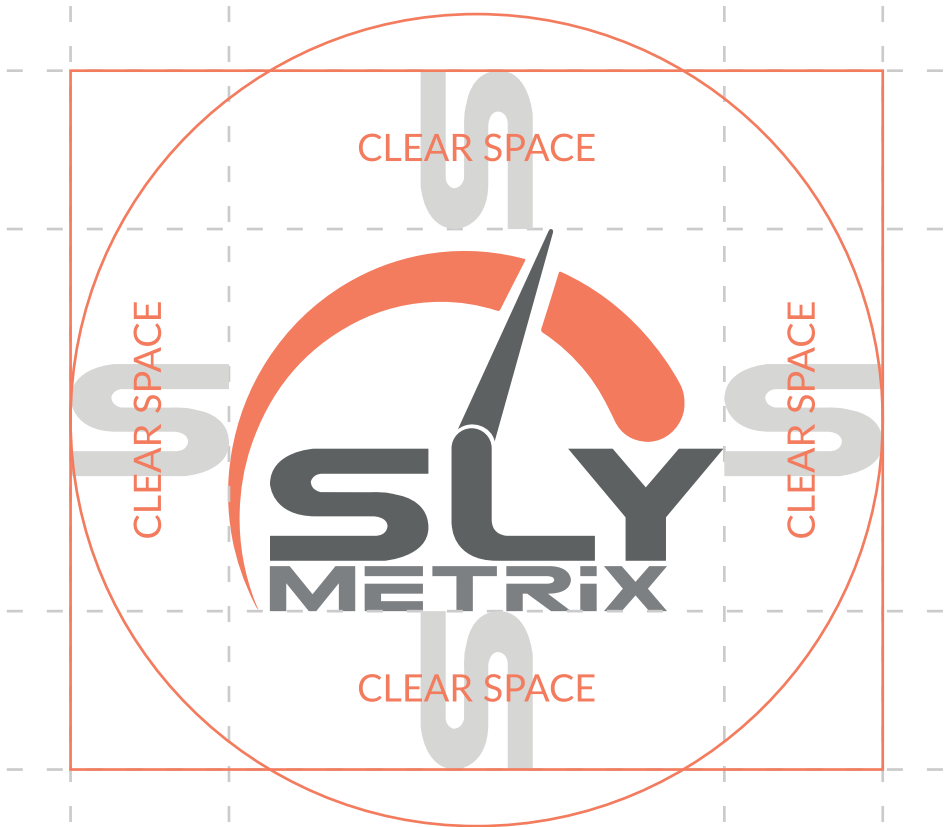
HEX FFFFFFFF  
R255 G255 B255  
C0 M0 Y0 K0



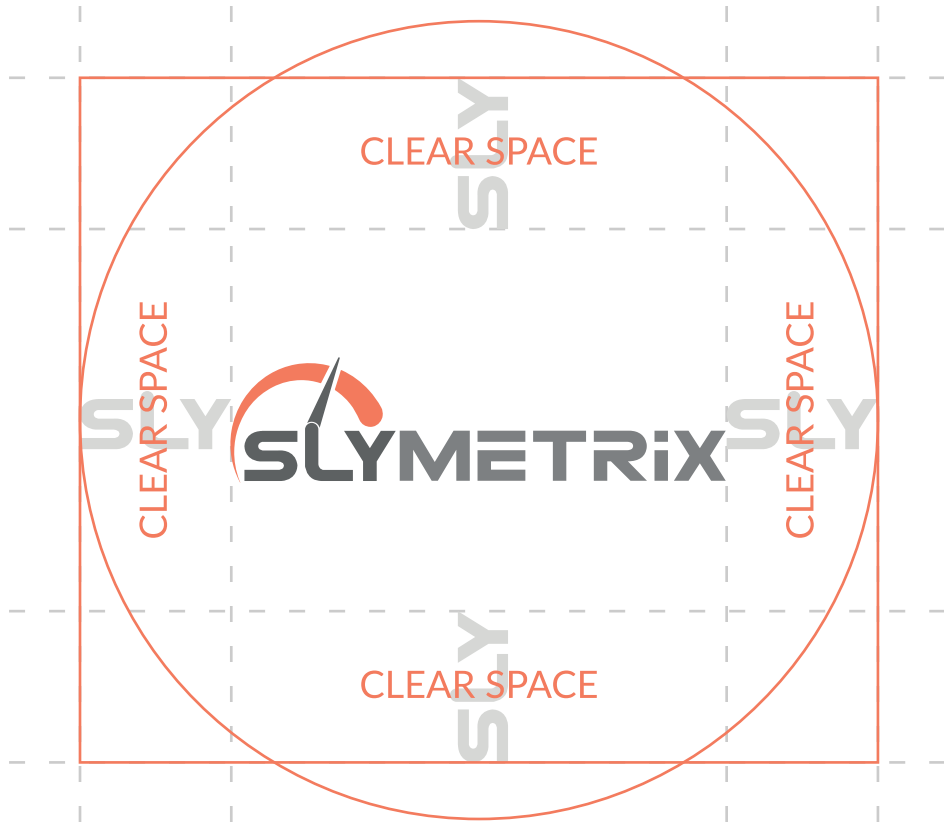
HEX 000000  
R0 G0 B0  
C100 M100 Y100 K100

Brand guidelines

# Logo usage



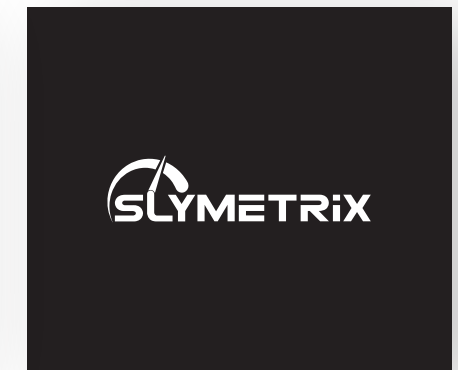
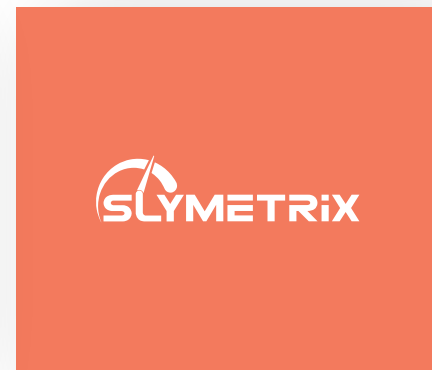
**Minimum width**  
The logo minimum width is 90px or 32mm.



**Minimum width**  
The logo minimum width is 90px or 32mm.

Brand guidelines

## Correct usage



Brand guidelines

**Incorrect usage**



**Vertical Logo**



**Horizontal Logo**



EUROFIGHTER

Logo font

A B C D E F G H I J K L M N O P Q R S T U V W  
A B C D E F G H I J K L M N O P Q R S T U V W  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ' ( ) \_ + = " : ; ? > <

Title

SEMIOTICS AESTHETIC FREEGAN  
POUR-OVER JIANBING. ARTISAN  
BLOG RETRO NEUTRA.



# LATO

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

Light

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

Regular

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

Bold

**Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.**

EXAMPLE

TITLE BOLD

Sub-title Light

Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body  
Body corp Regular Body corp Regular Body

Title

Lato Bold  
Tracking 0  
Leading 26,25 pt

Sub-title

Lato Light  
Tracking 0  
Leading 26,25 pt

Body corp

Lato Regular  
Tracking 0  
Leading 26,25 pt

# Glossary

## RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

# Glossary

## JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

## AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

## Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.