



---

# Brand Guidelines

Version 1.1  
February 2023

---

02 **Brand Narrative**

11 **Typography**

17 **Iconography**

03 **Brand Wordmark & Logo**

15 **Grid System**

18 **Charts & Figures**

06 **Brand Colors**

16 **Layouts**

19 **Brand Applications**

---

# Brand Personality

## CHARACTER TRAITS

This is our brand's personification. It summarizes our values, beliefs, and characteristics into a single statement.

*We are the ultimate supporting character:*

Like Aldrin to Armstrong, and Tenzig to Sir Hillary, we help our customers reach new heights. With a personality that combines deep knowledge with good-natured candor, we strive to assist, uplift, and unburden those we serve.

*We are:*

**Empowering**

**Steadfast**

**Knowledgeable**

**Heartening**

**Resourceful**

**Collaborative**

**Innovative**

**Responsive**



# Clear Space

## VISUALIZED CLEAR SPACE

### LOGO CLEARANCE

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility.

As a general rule, the more clear or negative space around the logo, the better.

There should be clear space equal to the half the height of the SilverTrek 'Syncro' logo.



### SIZE

#### MAXIMUM SIZE

The primary logos were designed to scale maximally and can be sized up accordingly.

#### MINIMUM SIZE

Do not scale the logo smaller than 24 pixels or 0.33 in.



24 px  
9 mm  
0.33 in



# Brand Colors

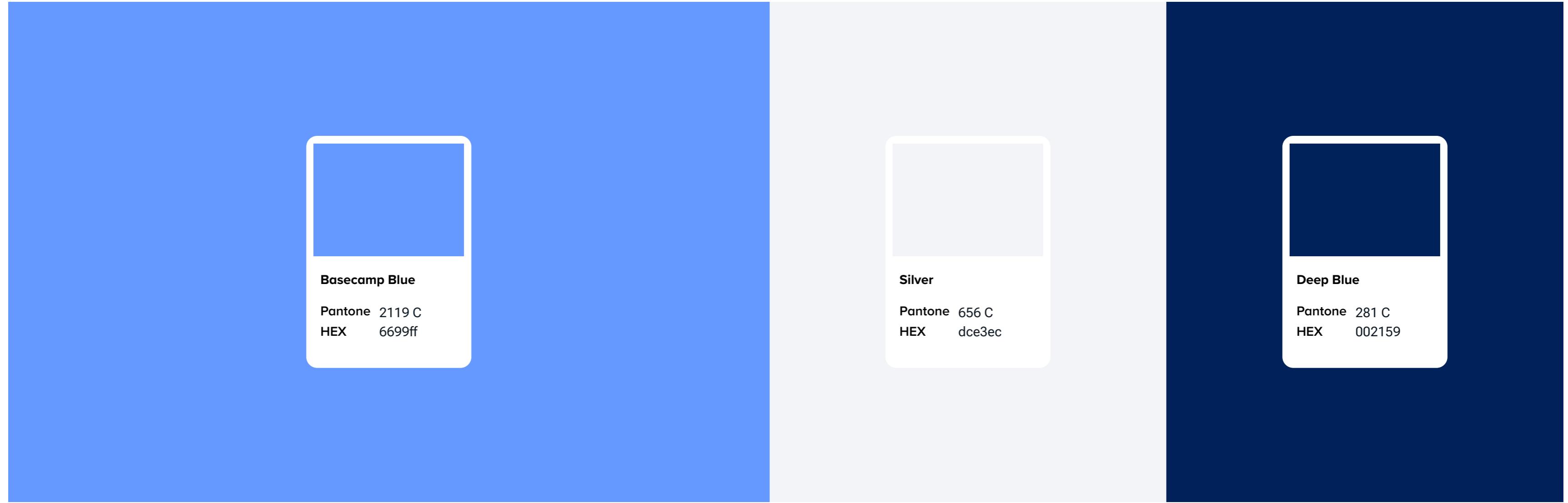
## Blue Vision Silver Edge

INNOVATION, TRUST, AND SUCCESS

### COLOR POSITIONING

Blue, often associated with trust, depth and stability, projects a strategic and clear-sighted perspective.

Coupled with Silver, the color of insight, success, and the cutting-edge, the core brand colors of Silvertrek, balanced with warm imagery, represent a commitment to innovation and growth while maintaining a foundation of trust, reliability, and thoughtful decision-making.



# Primary Color Palette

## SILVERTREK COLOR SYSTEM

The Silvertrek brand is represented by an eight part color system defined by three base colors, three supporting colors, and black and white.

**Base Colors:** Basecamp Blue, Silver, and Deep Blue

**Supporting Colors:** Dawn, Techstone, and Ion

**Black and White:** Silicate and Bright White

Use the Pantone Matching System PMS to ensure color consistency across all touchpoints.

If PMS colors are not available, use the corresponding color codes for precise color matching.

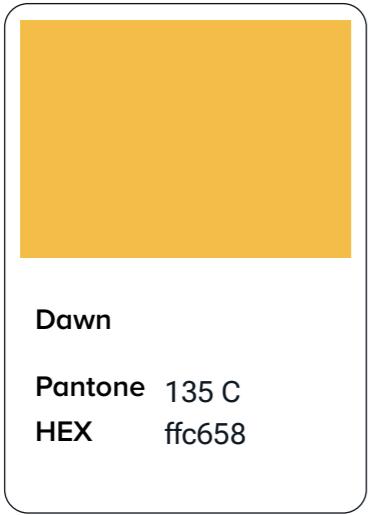
Printed assets use both coated and uncoated paper stock to alternate between gloss and matte finishes.

When using Pantone colors ensure that they correspond to the matching paper stock.

Example:

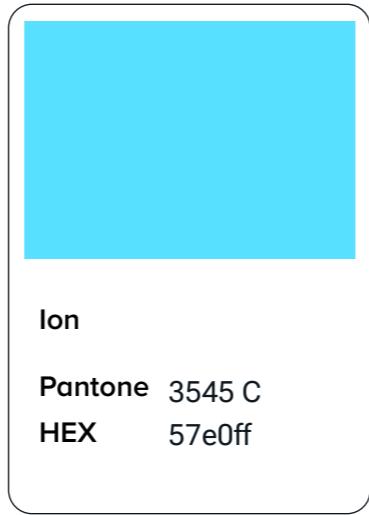
**2119 C** = Coated or gloss paper stock

**2119 U** = Uncoated or matte paper stock



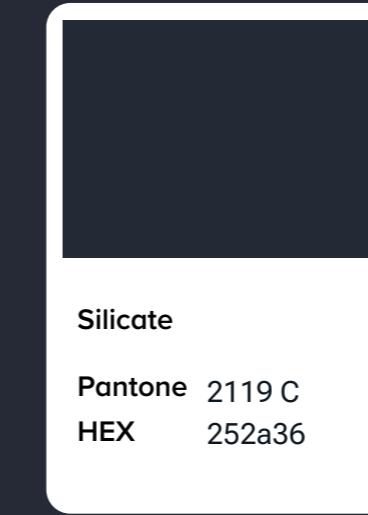
Dawn

Pantone 135 C  
HEX ffc658



Ion

Pantone 3545 C  
HEX 57e0ff



Silicate

Pantone 2119 C  
HEX 252a36



Techstone

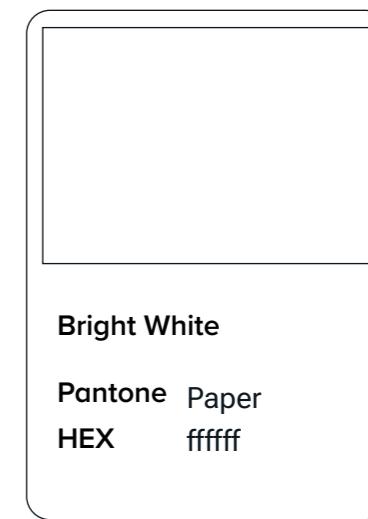
Pantone 6106 C  
HEX b4bed4

# Supporting Colors

## USING BLACK & WHITE

Both black and white are used to define space on the page and in digital applications. Use negative space generously to bring attention to the content in focus. It holds the elements together in a design enabling them to stand out and together as a unit of information.

As a rule use Deep Blue or Silicate as a primary dark and Silver or Techstone tints as a primary light. Use Pure White as needed.



Bright White

Pantone Paper  
HEX ffffff

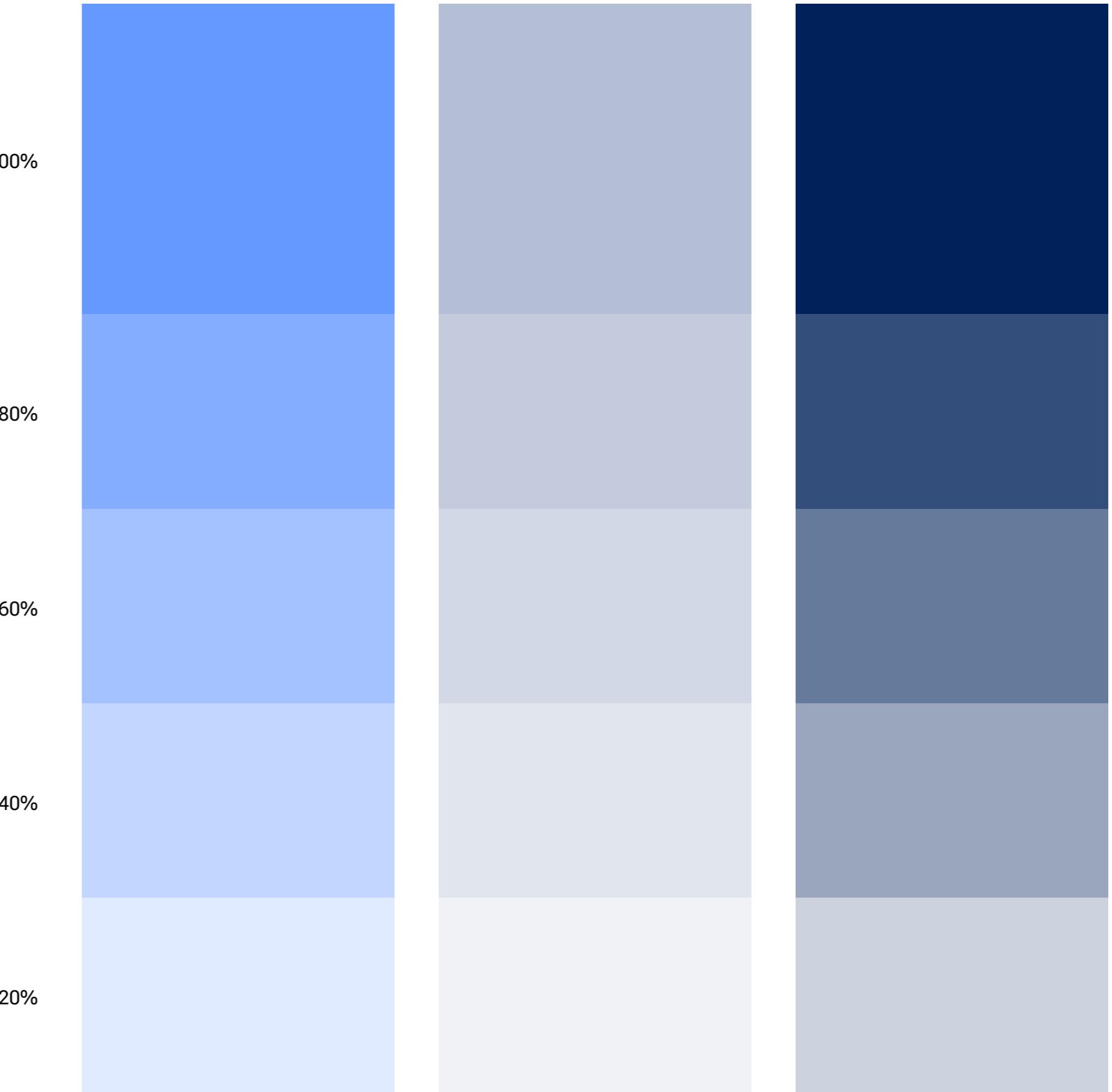
# Color Tints

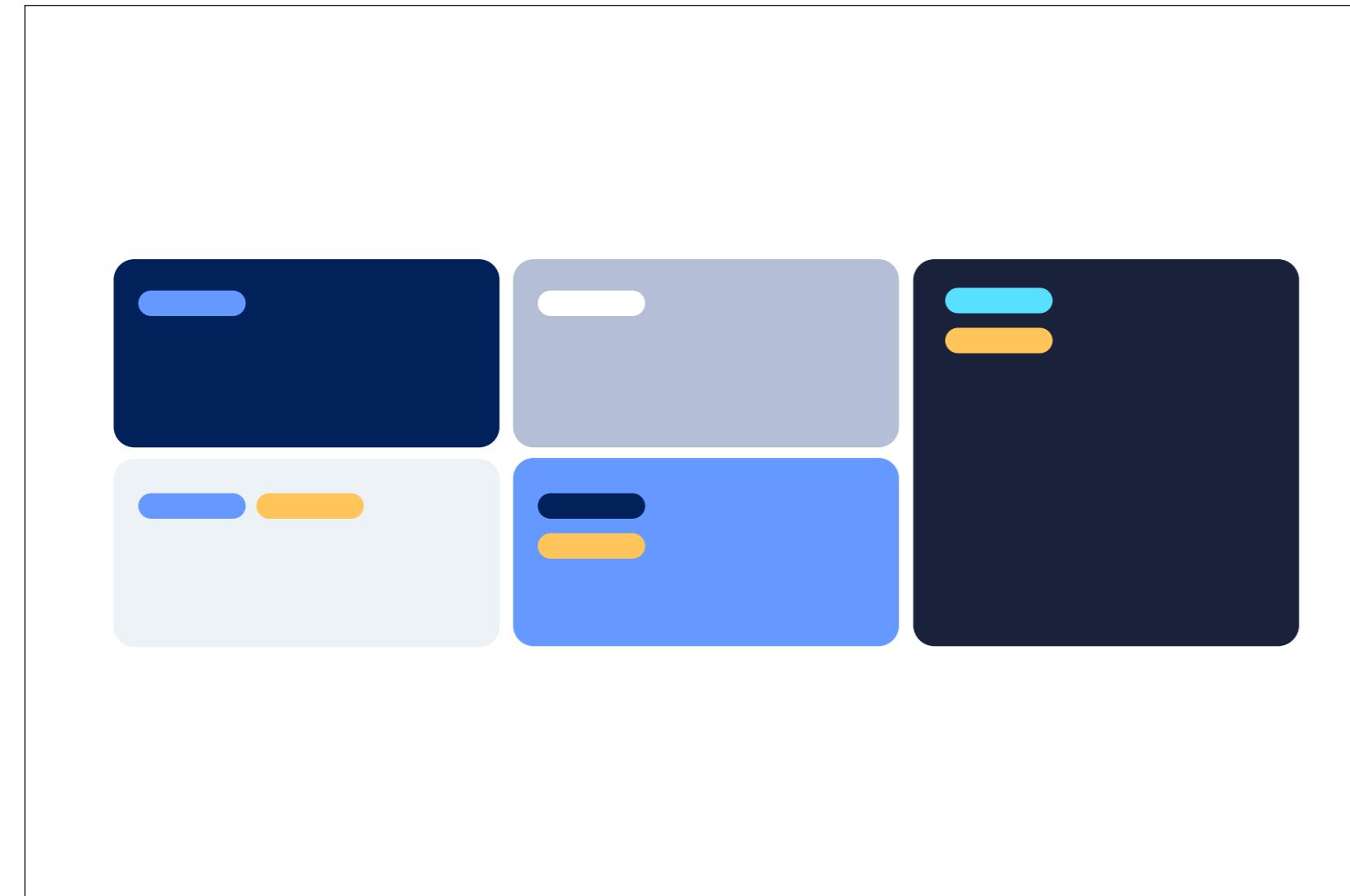
# USING TINTS

For both print and digital applications, tints are useful for a variety of purposes ranging from infographics, graphs, and affordance cues like hover and active button states.

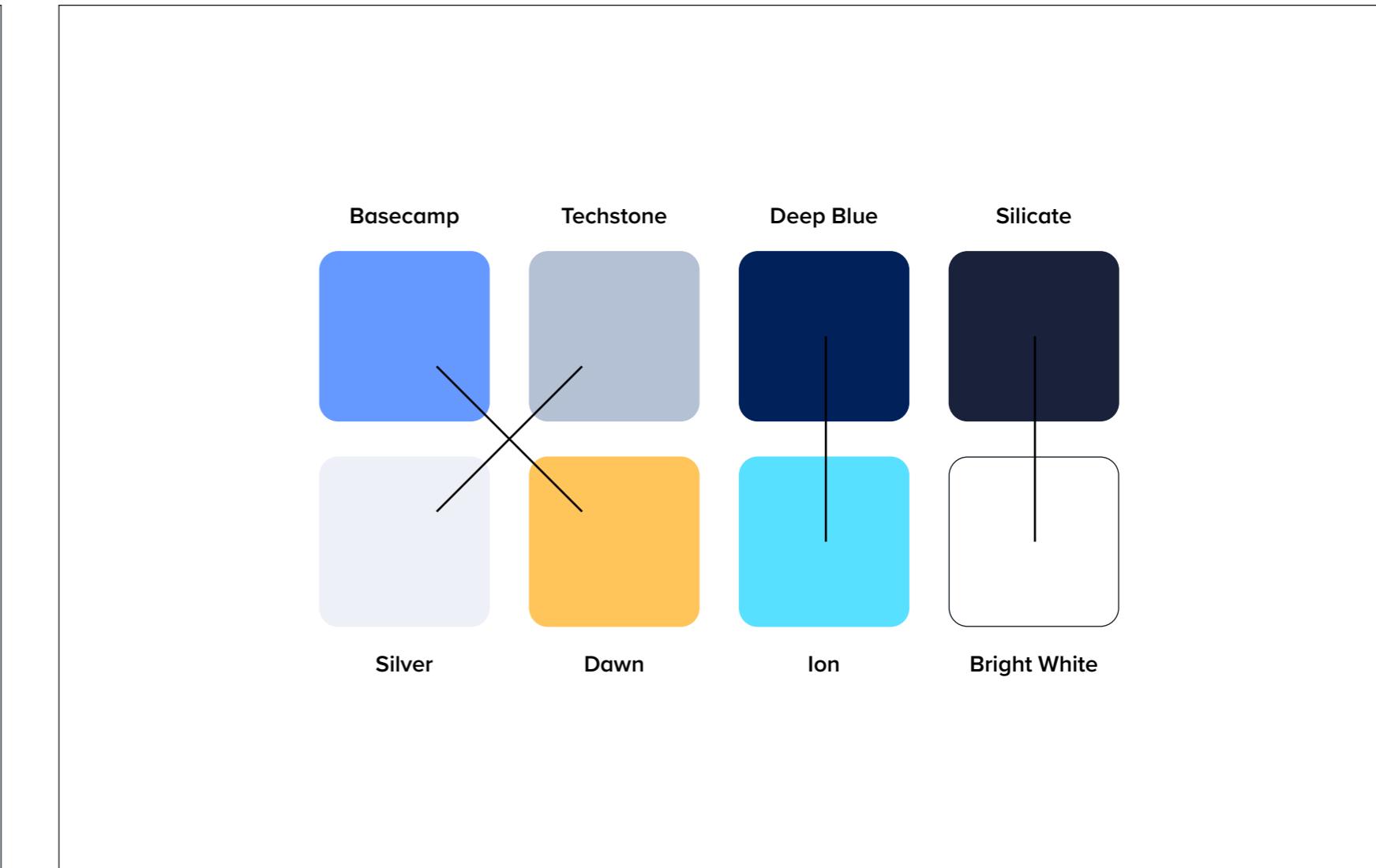
Use the 20% tint step system as needed.

Dark text is required for any background using a tint of 60% or lower.





# Color Configurations



**Basecamp Blue:** A clear, medium blue that's bright and engaging, ideal for both base elements and highlights.

**Silver:** A grey sheen with a hint of blue, offering a clean, minimal backdrop for designs or type on darks.

**Deep Blue:** A very dark blue, almost navy, adding depth to design elements.

**Dawn:** A bright, warm yellow-orange, perfect for drawing attention and adding vibrancy.

**Ion:** A bright cyan, energetic and eye-catching, suitable for accents and dynamic features.

**Silicate:** A dark blue-grey, nearly black, versatile for text and backgrounds, providing contrast and elegance.

**Techstone:** A light, cool grey with a hint of blue, modern and subtle for secondary or supporting content.

**Bright White:** A clean, bright white, for contrast and creating open, airy spaces.

# Typography

Proxima Nova Italic

**Typography is the  
body language of  
the printed word.**

26 LETTERS  
INFINITE EXPRESSION

The way letters, numbers, and symbols are composed is a powerful means for expressing who we are, what we do, why we do it.

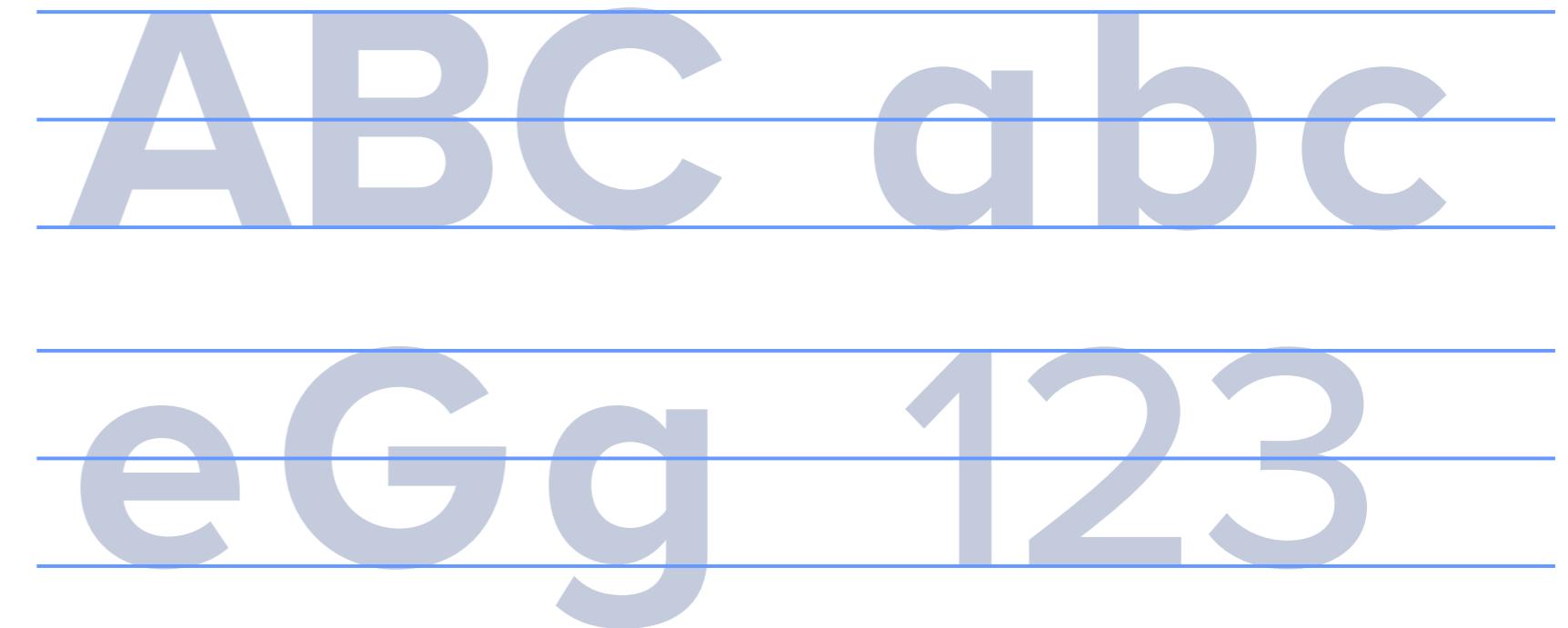
This section is an overview of the Silvertrek type system and how to best use it to communicate clearly, emotively, and meaningfully.

Proxima Nova

Proxima Nova  
Condensed

# Proxima Nova

**Geometric,  
Friendly,  
Systematic.**



ABC abc  
eGg 123

## EXPRESSIVE RANGE

Proxima Nova merges geometric styles with humanistic touches, offering a modern yet approachable interpretation of the geometric sans genre, a hallmark of modernist typography attributed to the Bauhaus school of design and reimagined by typographer Mark Simonson

Proxima Nova is built on a geometric foundation with a uniform stroke width, giving it a highly structured and uniform appearance that contributes to its clean, minimalist aesthetic.

Its large x-height, the height of the lowercase letters relative to the uppercase ones, and open apertures, the openings in letters c, e, and g contribute to its overall clarity, especially at small type sizes ensuring a high degree of readability across screen resolutions and devices.

Available in a range of weights, from thin to black, with international glyph support, Proxima Nova is a comprehensive type family supported by a vast language set with a range of expressions from corporate branding to digital interfaces.

# Typography is

96 pt x 1 leading

**Proxima Nova**  
**Extrabold**

Scaling Ratios

## *An essential element of design*

60 pt x 1.1 leading

*Semibold Italic*

H1 / 1.6

*Good typography enhances the readability of content, guiding the reader's eye through the text in an effortless manner.*

24 pt x auto leading

*Semibold Italic*

H1 / 3.3

### COGNITIVE OPTIMIZATION

It's not just about making words look attractive; it's about optimizing the reading experience, ensuring that the message is communicated effectively and efficiently.

The choice of typeface, size, spacing, and color can all influence how information is received, making typography a powerful tool in the hands of a skilled designer.

14 pt x 1.3 leading

**B1**

### EMOTIVE POTENTIAL

By carefully selecting and applying typographic elements, designers can add tone and voice to written words, transforming them from mere text to a compelling narrative that engages the audience on a deeper level.

Additionally, the psychological impact of typography cannot be overstated; it can affect mood, readability, and even the perceived length of text.

11 pt x 1.3 leading

**B2**

**BRAND RECOGNITION**  
**BRAND RECOGNITION**  
**BRAND RECOGNITION**

Spacing = 2 x H4

Moreover, typography plays a pivotal role in brand identity and recognition. A well-chosen typeface can become synonymous with a brand, evoking specific emotions and associations in the viewer's mind.

Think of the distinctive typographies of major brands and how they contribute to the brand's overall image and market position. Typography can convey professionalism, whimsy, sophistication, or reliability, subtly influencing how the brand is perceived.

9 pt x 1.3 leading

**B3**

**Medium All Caps**

1.3 x Body

**Condensed Regular**

Body

Round scaling ratios to nearest real number



# Payroll

CONTROLLER PROCESSING

## Full-Stack Construction Accounting

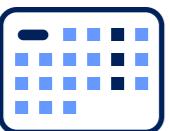
*Get ready to head to the Evergreen State  
for an exclusive event for controllers,  
payroll managers, and CPAs.*

- SCHEDULED BACKUP PAYROLL
- EMERGENCY BACKUP PAYROLL

This is a collaborative event with a mix of classroom style training sessions and mediated round table discussions.

We will be covering advanced payroll processes and topics including best practices tailored to Vista by Viewpoint in multi-state payroll, leave setup, craft class setup, managing job specific payroll requirements, compliance with prevailing wage / union projects and much more.

The event is intended for controllers and those processing payroll routinely.



### TYPE STACK SAMPLE

Proxima Nova Extrabold  
60 pt

Proxima Nova Medium All Caps  
14 pt

Proxima Nova Semibold Italic  
38 pt

Proxima Nova Semibold Italic  
18 pt

Proxima Nova Condensed Regular  
14 pt

Proxima Nova Condensed Regular  
11 pt

Body copy can be set as large as needed by no smaller than 9 pt.

### SPACING

Use H3 as the base unit for spacing elements.

### USAGE

#### Proxima Nova

a a a

#### Uses

- Headlines
- Subtitles
- Display Type
- All Caps

#### Proxima Nova Italic

a a a

#### Uses

- Headlines
- Subtitles
- Display Type

#### Proxima Nova Condensed

a a a

#### Uses

- Body Text
- Infographics
- Callouts
- Buttons

#### Proxima Nova Geometric

a vs. a

The Silvertrek type system is based on the Geometric Style Set of Proxima Nova defined by a double-story 'a' with an open counter, emphasizing geometric shapes and a more contemporary aesthetic.

To activate in InDesign go to:  
Character > Open Type > Stylistic Sets >  
Geometric Sans Style

# Grids

## FUNCTIONAL AESTHETICS

We use a 12-column grid system that can be structured to create both symmetric and asymmetric compositions that are aesthetically balanced and functionally effective.

1                   2                   3  
Halves

Thirds

Quarters

8-4

6-3-3

6-2-2-2

## SYMMETRIC LAYOUTS

Symmetrically, the Silvertrek grid system can be divided into halves, thirds, and quarters, to enable varied and dynamic layouts.

4                   5                   6

## ASYMMETRIC LAYOUTS

Similarly the framework can be divided into asymmetric ratios of 8-4, 6-3-3, and 6-2-2-2. The total of the smaller units is always equal to the largest unit.

7                   8                   9

## RESPONSIVE LAYOUTS

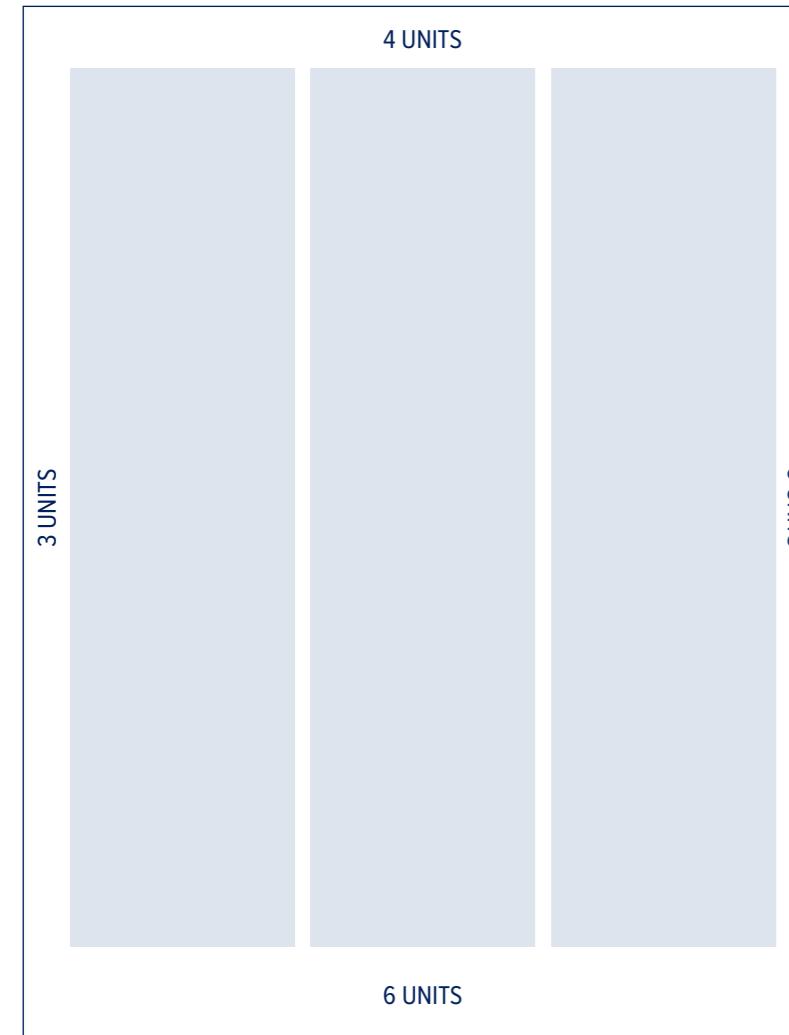
Our 12-column system enables us to move from 4 columns on desktop to 3 in print to 2 on tablet and 1 column on a mobile while retaining our character.

10                  11                  12

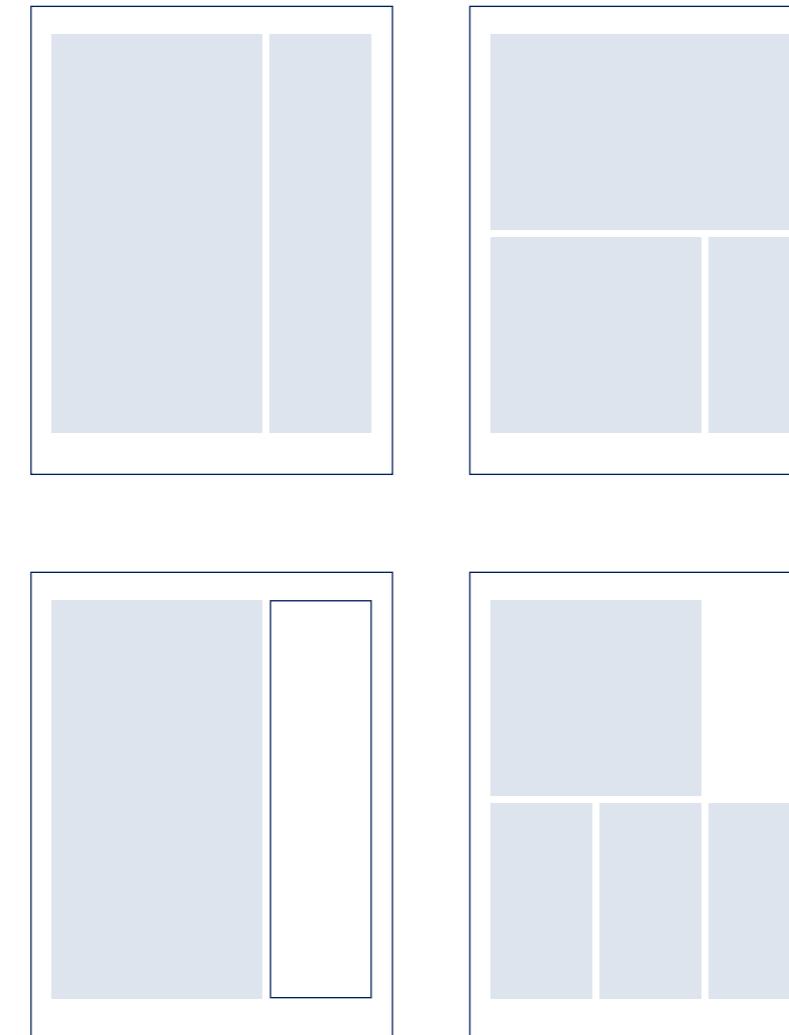
# Layouts

## PORTRAIT ORIENTATION

In portrait orientation the three-column grid offers maximum flexibility for arranging body copy, quotes, figures, and charts. Top margins are 4 units, bottom margins are 6 units and 3 units for both left and right margins. Internal page spreads are the same except for 4 unit inner margins.

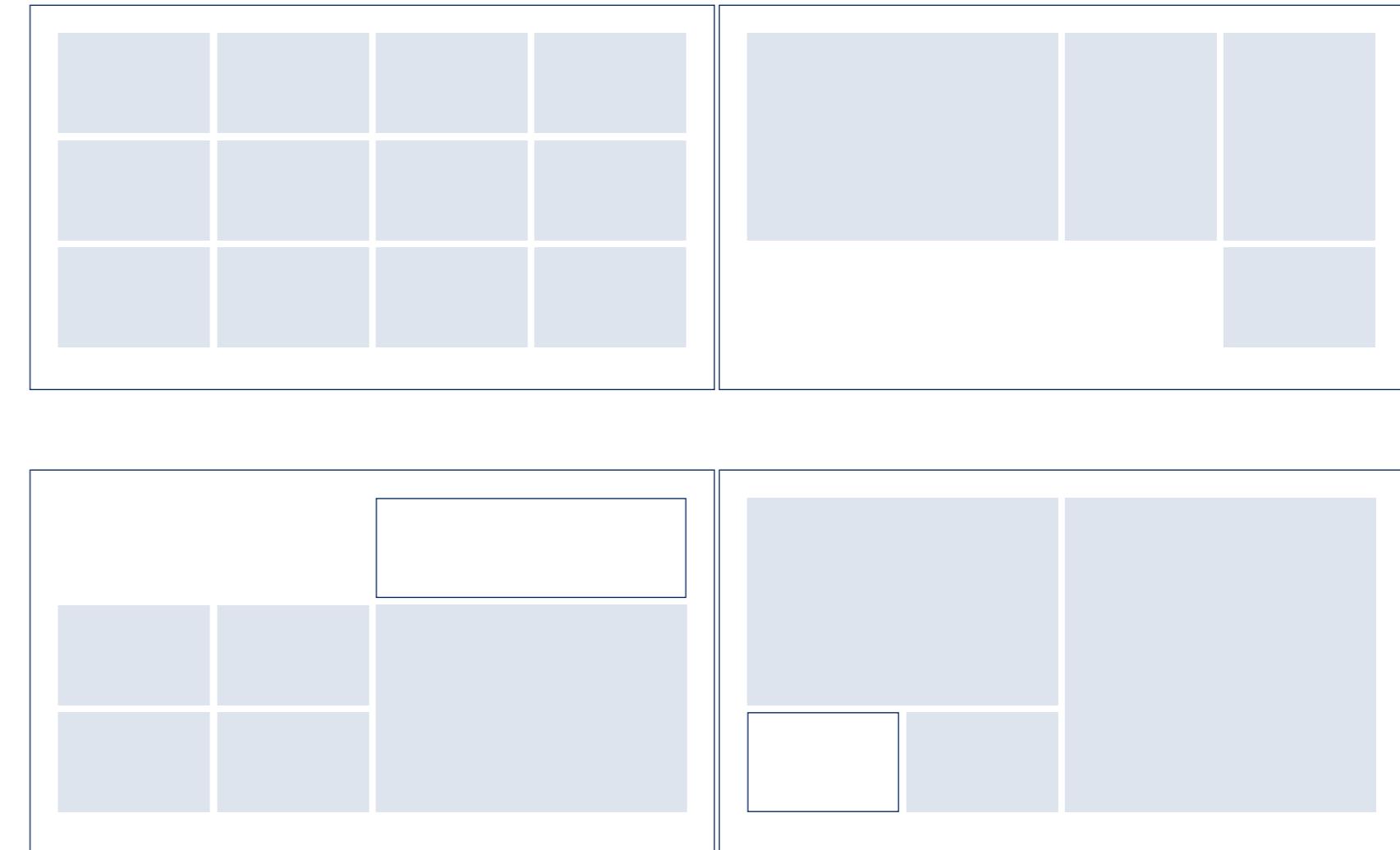


Vertically the page can be divided into a maximum of 2 equal units.

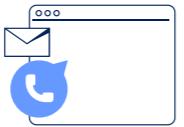
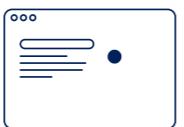
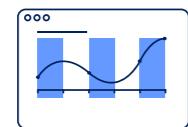


## LANDSCAPE ORIENTATION

The 16:9 aspect ratio of the landscape layout presents an adaptable framework for both print and digital applications. Divided into a 4 x 3 grid of 12 units it allows for the flexible structuring of text, images, and UI elements into coherent groups of information.



Vertically the page can be divided into a maximum of 3 units. Margin ratios are the same as portrait orientation.



# Iconography

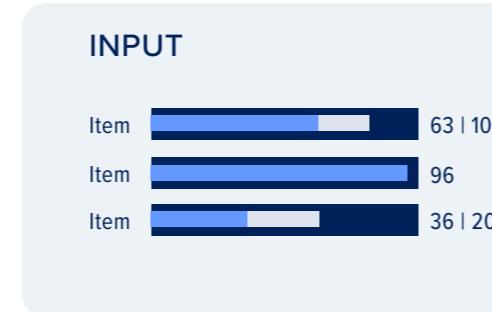
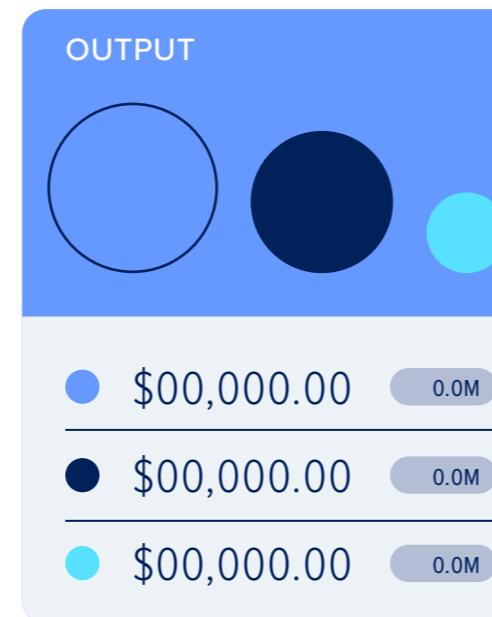
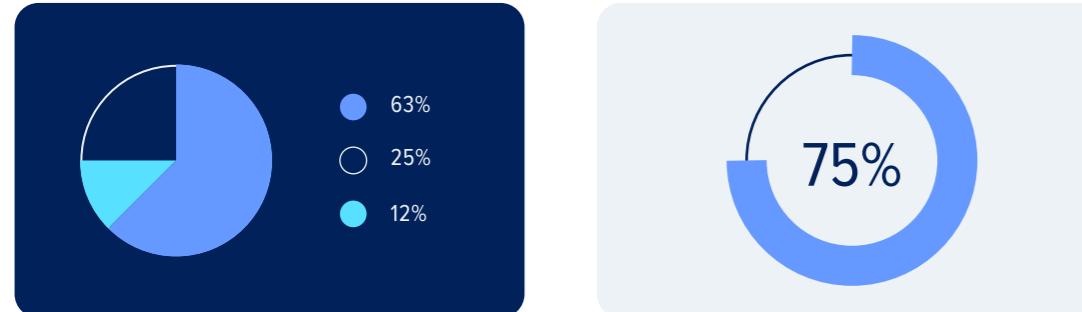
## SERIOUS PLAY

Iconography is an integral part of Silvertrek branding, website, wayfinding, and App design. The above icon style was developed as a guide for generating new iconography.

Use a combination of Basecamp and Deep Blue and keep the overall shape simple. Reduce the subject matter down to its essence.

When placing icons in a layout, they should never be partially cut off. The icon shape, line weight, and construction should not be altered. Ensure enough clear space is used so that the icon is legible.

# Charts & Figures

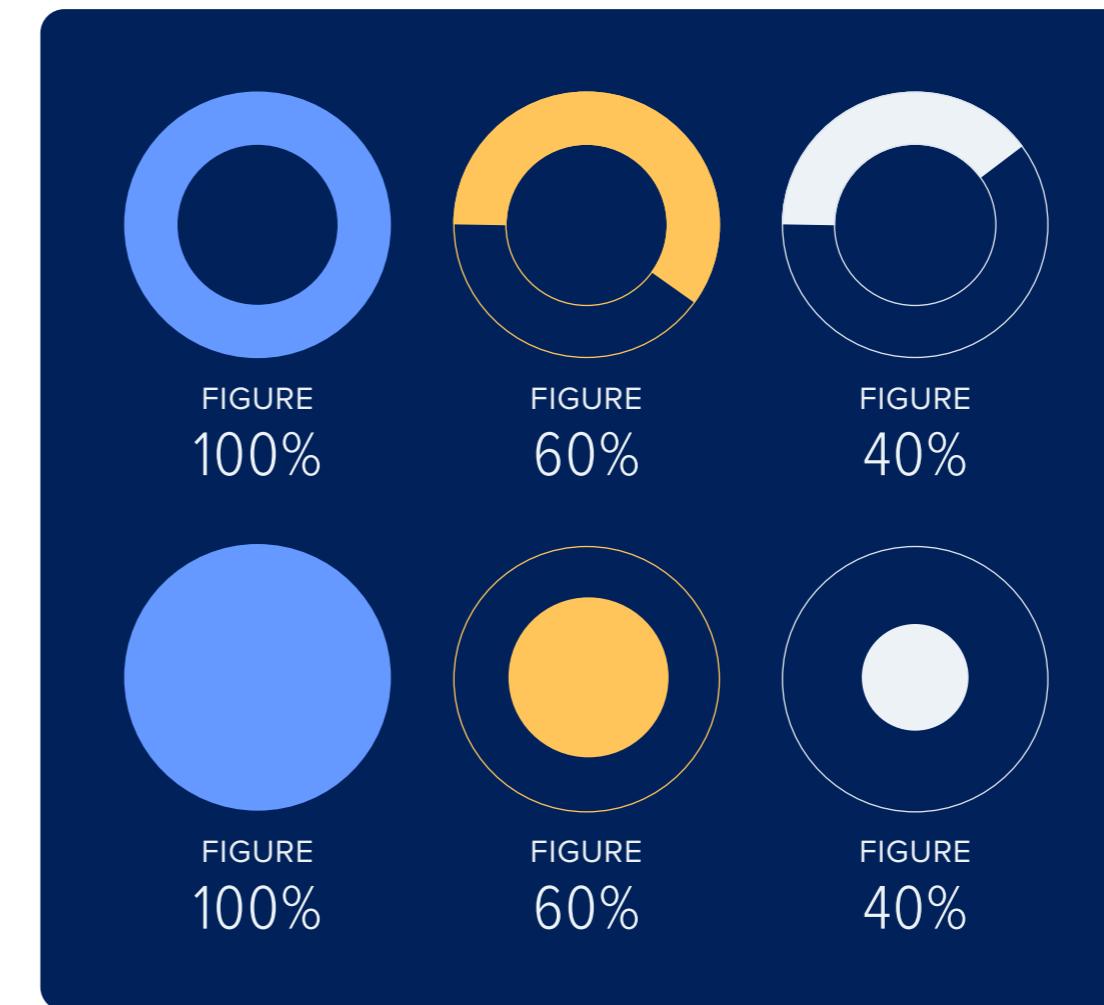


## COLOUR

When making charts, graphs, or tables use Basecamp and Deep Blue with supporting colors as needed. On a light background try to limit infographics to the two primary blues and if needed Techstone and their corresponding tints. For Light backgrounds use Silver, for color or dark backgrounds use Basecamp or Deep Blue.

## CONSTRUCTION

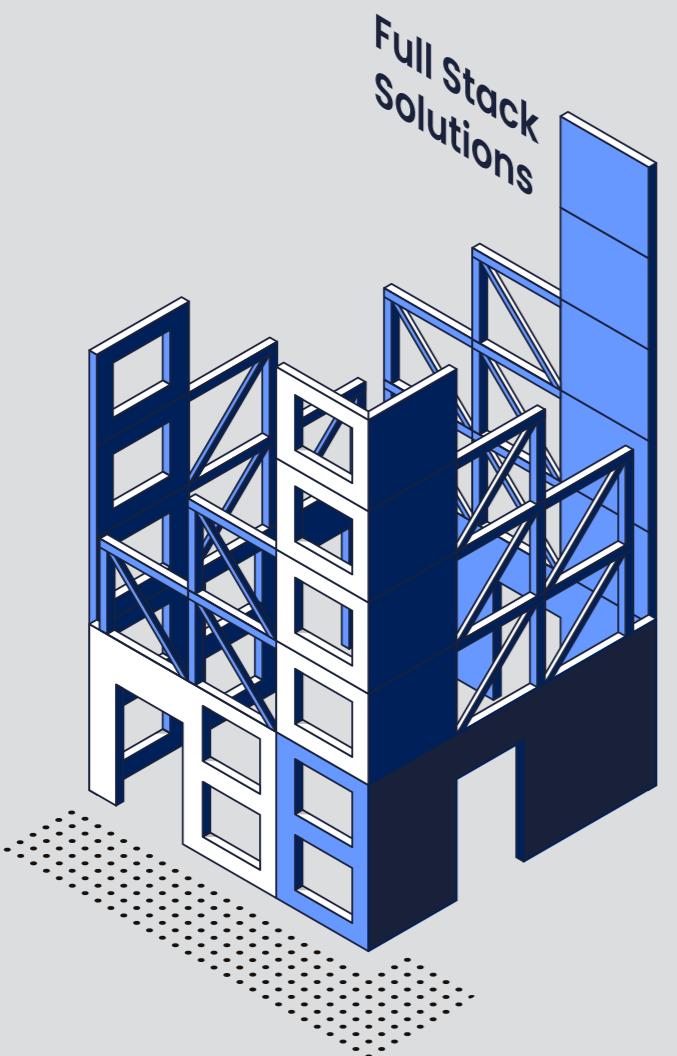
Silvertreks approach to infographics is based on the idea of 'Serious Play,' an approach to presenting complex information in an engaging, understandable, and friendly way without being cute. Like icon design, reduce the information to its essence, organize it hierarchically, and present it clearly.





## Brand Application





Full Stack Solutions

CONSTRUCTION ACCOUNTING

FINANCE PAYROLL

EQUIPMENT

**Silvertrek**  
SYSTEMS

A large graphic on the left side of the slide features the text "Full Stack Solutions" above a stylized building structure composed of blue and white geometric shapes. Below this, there are three vertical sections: "CONSTRUCTION ACCOUNTING" with a photo of a construction site, "FINANCE PAYROLL" with a photo of a laptop screen, and "EQUIPMENT" with a photo of a piece of heavy machinery. The Silvertrek Systems logo is located at the bottom left of the slide.



FINANCE PAYROLL EQUIPMENT

**Full-stack construction accounting advantages**

[Learn More](#)

**Silvertrek**  
SYSTEMS

A large image on the right side of the slide shows a man sitting in the driver's seat of a truck, working on a laptop. The text "FINANCE PAYROLL EQUIPMENT" is above the image, and "Full-stack construction accounting advantages" is below it, followed by a "Learn More" link. The Silvertrek Systems logo is at the bottom left of the slide.





# Brand Architecture

---

Version 1.1  
February 2023