



Design Guidelines

JULY 2022/ VERSION 2

The Company Guidelines Overview

This document is Sodaclicks brand guidelines, because your responsible for how people see Sodaclick. Most people see Sodaclick in a positive light. That's no accident. And it demands our ongoing attention.

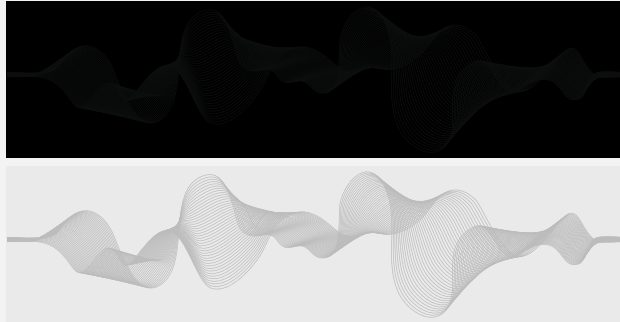
The Company StrapLine

Powering Content and AI Experiences

To download this document visit sodaclick.com/resource-center

Sodaclick Voice Graphics

To be used only on dark or light backgrounds as seen below.



The Visual assets



Sodaclick Cap
For use as a symbol to represent our brand

Articulat Bold
Articulat Regular
Articulat Light

Typography
We used Articulat a unique and bold font



Colour Palette
We use our custom Sodaclick Blue with accent of Sodaclick Charcoal

White, Blue and Charcoal on Black.

Black, Blue and Charcoal on White.

White or Blue on Charcoal

White, Charcoal or black on Blue.

The following pages outline our new Design Guidelines and supersedes previous brand guidelines on the Sodaclick website.

Sodaclick Approval Process

When your artwork is relatively complete, you are ready to submit the piece to Sodaclick for approval.

Note: If final designs are not submitted for review or are used without our approval, you will be responsible for removing unauthorized materials or correcting any mistakes at your own cost. The approval process is outlined below:

1. Submit artwork to Sodaclick. Whether you customize templates or design your own art, remember that Sodaclick must review and explicitly approve all artwork prior to production. Please email all artwork submissions to hello@sodaclick.com.
2. For a review of your project, allow at least five working days from receipt by Sodaclick. We will let you know of any changes that are needed. If the artwork is approved, we will email you with approval. If you do not hear from us within 30 days, assume your artwork has NOT been approved, and that you may not proceed with production. In this case, please email us at hello@sodaclick.com.

Sodaclick reserves the right to decline usage of the Sodaclick name or brand representation in any situation the company deems inappropriate for any reason even if the Sodaclick logo usage meets these guidelines. Please remember that anything Sodaclick doesn't expressly approve in writing is considered not approved. Sodaclick may also require you to recall and/or republish any marketing materials that do not meet with Sodaclick's current brand standards.

SODACLICK BRAND GUIDELINES

The Sodaclick Cap

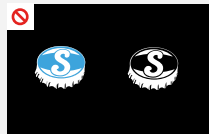


Minimum Height

Print 4mm
Digital 15 px



Note: The Soda Cap
doesn't require ® or ™



Do Not use colors other than Sodaclick Blue



Do Not use in illegible instances



Do Not use the Soda Cap as a letterform.



Do Not use any form of shadow to the logo.

The Sodaclick Icon



Minimum Height

Print 5 mm
Digital 30 px

Usage:

Referring to or referencing Sodaclick should always be spelled as only 1 word 'Sodaclick' using a capital 'S' and a lowercase 'c'. When using the Sodaclick logo and any associated marks to market and promote our service, the logo and marks should never be modified, and should always refer to our service. When using the Sodaclick logo and any associated marks on a website, the must link to: <https://sodaclick.com> Permission must be requested from hello@sodaclick.com before use of the Sodaclick logo and any associated marks are released publicly

The Sodaclick Logo



Never:

NEVER Alter the name / wordmark or any visual element of the Sodaclick name, logo and any associated marks. **NEVER** Change the font of the wordmark. **NEVER** Overprint something on top of the logo and or use logo as a background pattern. **NEVER** Place the logo over areas of imagery where the logo is not clearly defined. **NEVER** Condense, stretch, skew, distort, alter, modify or redraw the logo. **NEVER** Add type or any other elements inside the logo or to any of the associated marks. **NEVER** Alter the proportions of the Logo including but not limited to vertical and horizontal alignment of the elements of the logo.

SODACLICK BRAND GUIDELINES

Brand Colors



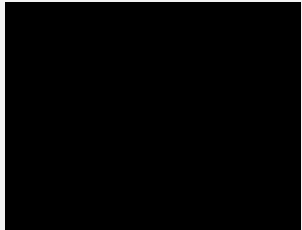
SODACLICK BLUE

CMYK: 63.22.0.14
RGB: 60.163.220
HEX: 3CA3DC



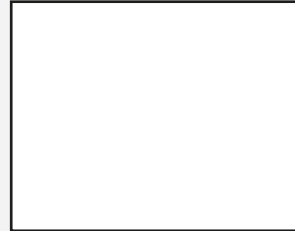
SODACLICK CHARCOAL

CMYK: 0.0.0.74
RGB: 67.67.67
HEX: 434343



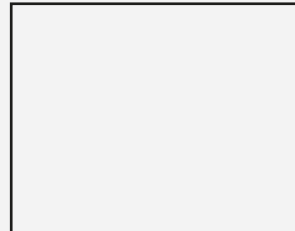
SODACLICK BLACK

CMYK: 0.0.0.100
RGB: 0.0.0
HEX: 000000



SODACLICK WHITE

CMYK: 0.0.0.0
RGB: 255.255.255
HEX: FFFFFFFF



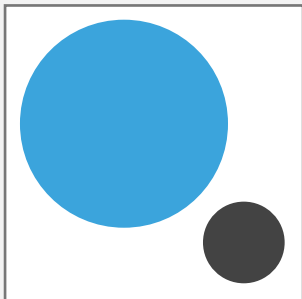
SODACLICK OFF-WHITE

CMYK: 0.0.0.5
RGB: 243.243.243
HEX: FFFFFFFF



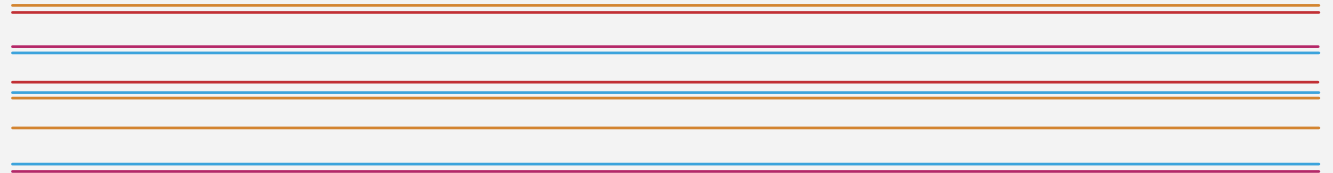
SodaClick Blue : 3CA3DC
SodaClick White : FFFFFFFF

Colour Proportions



SodaClick Blue is the main colour, and SodaClick Charcoal is the accent colour

The Lines of SodaClick



SODACLICK BLUE
HEX: 3CA3DC



SODACLICK BLUE
HEX: D38430



SODACLICK BLUE
HEX: C13035



SODACLICK BLUE
HEX: 9D194E

SODACLICK BRAND GUIDELINES

The Company Typography

Sodaclick has chosen **Articulat** as the primary font to represent the company because of its unique typography style.

Articulat

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890
.,:?!@#%&*()

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890
.,:?!@#%&*()

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890
.,:?!@#%&*()

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890
.,:?!@#%&*()

Articulat is available in four weights (bold, medium, regular and light) and two styles (full width and condensed). All sets include italics.

Titles

Keep all Titles Short

Articulate Bold is used for headings and titles.

Articulat Medium is used for sub headings.

Articulate Regular and light is used for text.

White, **Blue** and
Charcoal on Black.

Black, **Blue** and
Charcoal on White.

White or **Blue** on Charcoal

White, **Charcoal** or black on Blue.

TYPOGRAPHY

Light

Articulat

Regular

Articulat

Medium

Articulat

Bold

Articulat

The Company Strapline

Powering Content and AI Experiences

Sodaclick no longer uses the Roboto Font or any variant of the Roboto font.