

SOFTWARE<sup>®</sup>  
SUGGEST

# Brand Guidelines

## Primary logo



Our primary logo is presented in shades of Prussian Blue (#001965), ensuring strong brand identity and recognition across various platforms and applications.

## Secondary logo



For optimal visibility on dark backgrounds, we recommend using the white version of our logo. This ensures clear communication of our brand identity even in low-light environments.



Our SoftwareSuggest logo, designed in a vibrant blue palette, stands out against white backgrounds, ensuring maximum impact and clear brand recognition across various applications.

# Ensuring Clear Space Around the Logo

For optimal impact and readability, always surround your SoftwareSuggest logo with ample clear space. This creates a visual buffer zone, separating the logo from other design elements on the page.

Using the letter as a unit is the most straightforward and intuitive approach. We can choose a single letter as the smallest unit. For example, Google uses G for x, and PayPal uses the initial P for x. You don't need to do any math.



# Logo Scalability and Minimum Size

Our SoftwareSuggest logo is designed for versatility and can be adapted to various sizes while maintaining its visual impact.

**Minimum Size:** To ensure clear legibility across different applications, we recommend a minimum logo height of 48 pixels.



Software  
SUGGEST

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96PX



Software  
SUGGEST

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80PX



Software  
SUGGEST

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64PX



Software  
SUGGEST

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48PX

# Maintaining Logo Integrity

For consistent brand recognition, always use the SoftwareSuggest logo in its original form. Avoid applying effects like shadows or glows, or altering its dimensions. By strictly adhering to these guidelines, you can preserve the logo's integrity and maintain a strong brand identity.

Additionally, ensure proper spacing around the logo to allow it to stand out. Maintain a clear area or "exclusion zone" around the logo where no other graphic elements, text, or images intrude. This buffer zone should be proportional to the logo's size, typically at least the height of the "S" in SoftwareSuggest on all sides. This practice helps maintain the logo's visual impact and readability across all applications, from digital media to print materials.



DON'T PLACE THE LOGO IN A CONTAINER



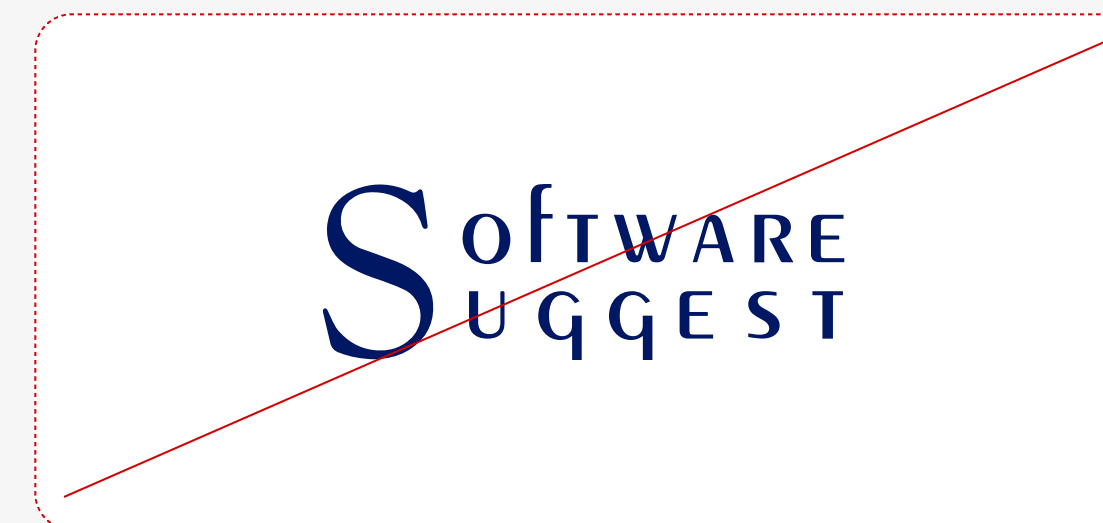
DON'T PLACE THE LOGO IN A CONTAINER



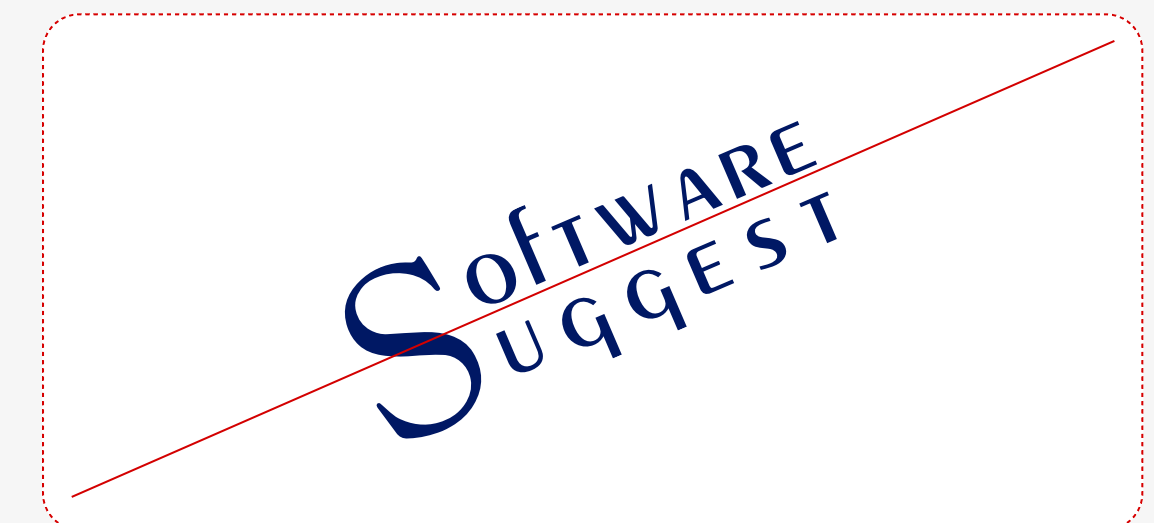
DON'T APPLY ANY EFFECTS TO THE LOGO



DON'T ALTER THE PROPORTIONS / RATIO OF THE LOGO



DON'T ALTER THE SPACE BETWEEN LETTERS

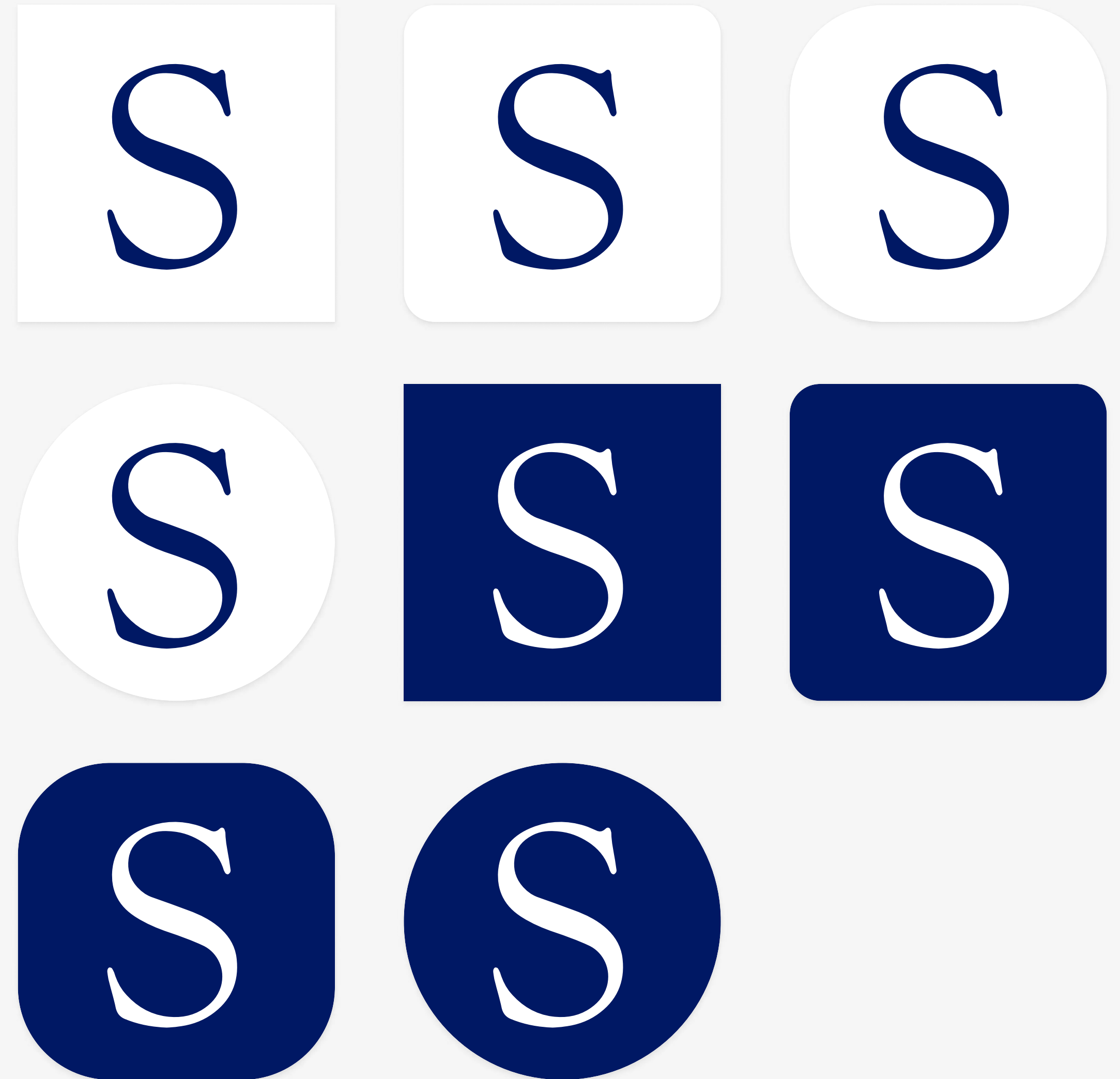


DON'T ROTATE THE LOGO

# Social Media Icon

When using the SoftwareSuggest "S" as a social media icon, maintain its integrity across various platforms and sizes. The "S" should be clearly visible and recognizable even at smaller dimensions. Two primary versions of the icon are available: one with a Prussian Blue "S" on a white background, and another with a white "S" on a Prussian Blue background.

Use the appropriate version to ensure optimal contrast and visibility on different social media platforms and user interfaces. Ensure that the icon is properly centered within the designated space, whether it's a circle, square, or rounded square. This dual-color approach allows for flexibility in social media applications while still maintaining the core visual identity of the SoftwareSuggest brand across both light and dark environments.



# SoftwareSuggest Prussian Blue: The Energizing Core

SoftwareSuggest Prussian Blue is the vibrant core of our brand identity. Inspired by the act of answering an incoming call – a moment of connection and action – this energetic hue is prominently featured in our calls to action (CTAs), and all key brand touchpoints designed to spark awareness and recognition.

The deep Prussian Blue serves as a strong foundation, symbolizing stability and reliability in our software recommendations. It's complemented by our secondary color, Burnt Orange, which adds warmth and approachability to our brand palette. This color combination creates a balanced visual identity that speaks to both our technical expertise and our user-friendly approach.



HEX #001965    RGB 0 | 25 | 101  
CMYK 1.00 | 0.75 | 0.00 | 0.60



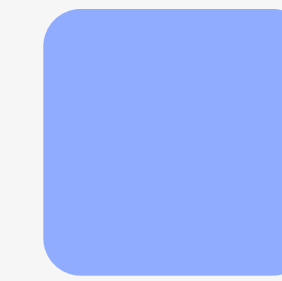
HEX #001965



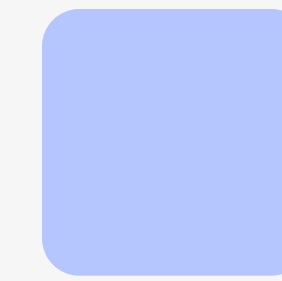
HEX #00238B



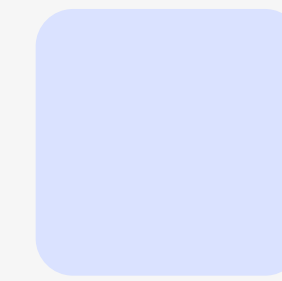
HEX #0035D5



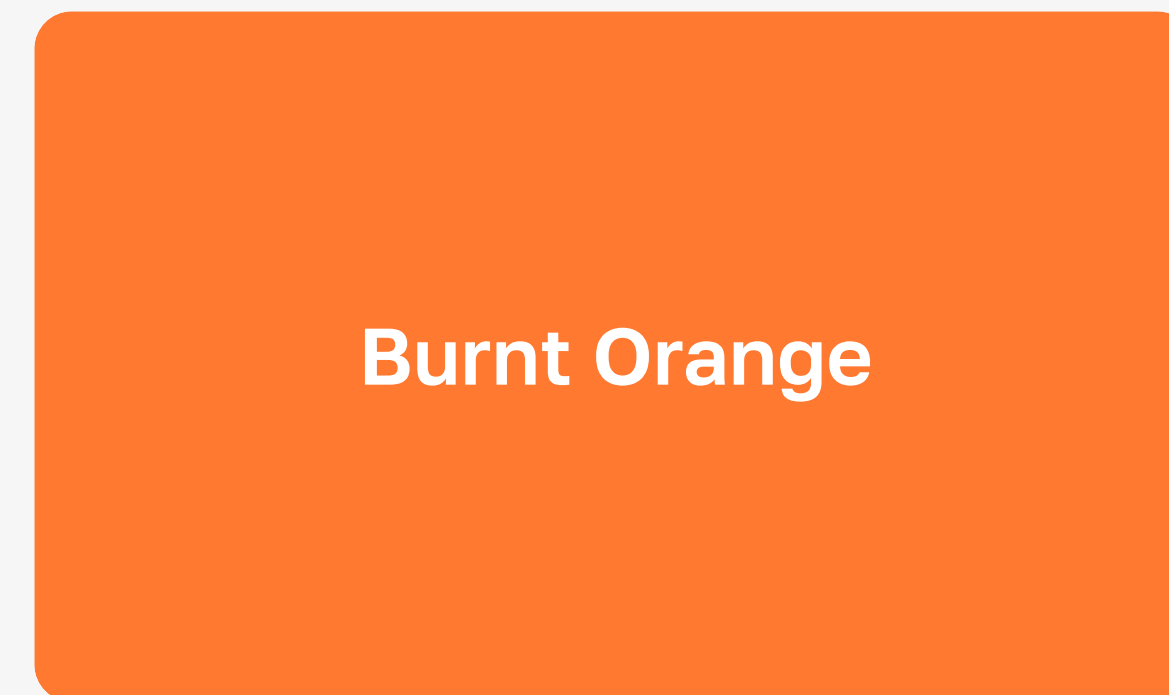
HEX #90ACFF



HEX #B5C7FF



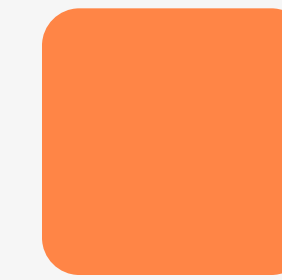
HEX #DAE3FF



HEX #FF7A31    RGB 255 | 122 | 49  
CMYK 0 | 52 | 81 | 0



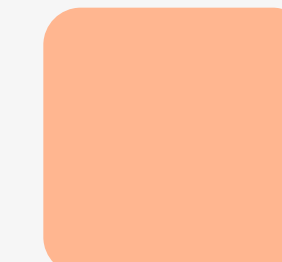
HEX #001965



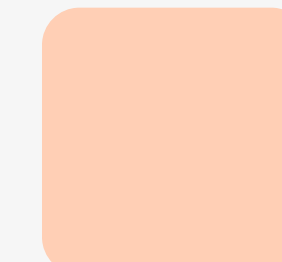
HEX #FF8646



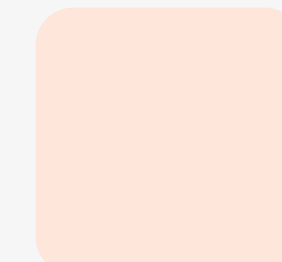
HEX #FF9F6B



HEX #FFB790



HEX #FFCFB5



HEX #FFE7DA

# Typography

# Typography

Golos serves as our primary typeface, lending a distinctive voice to the SoftwareSuggest brand. This versatile typeface comes in two weights, offering flexibility for various applications.

The clean and modern design of Golos enhances readability across digital platforms, from our website to mobile applications. Its geometric structure aligns with our brand's focus on precision and clarity in software recommendations. We use Bold for headlines and key messages to create emphasis, while SemiBold is employed for subheadings and body text to ensure legibility even at smaller sizes.

Aa

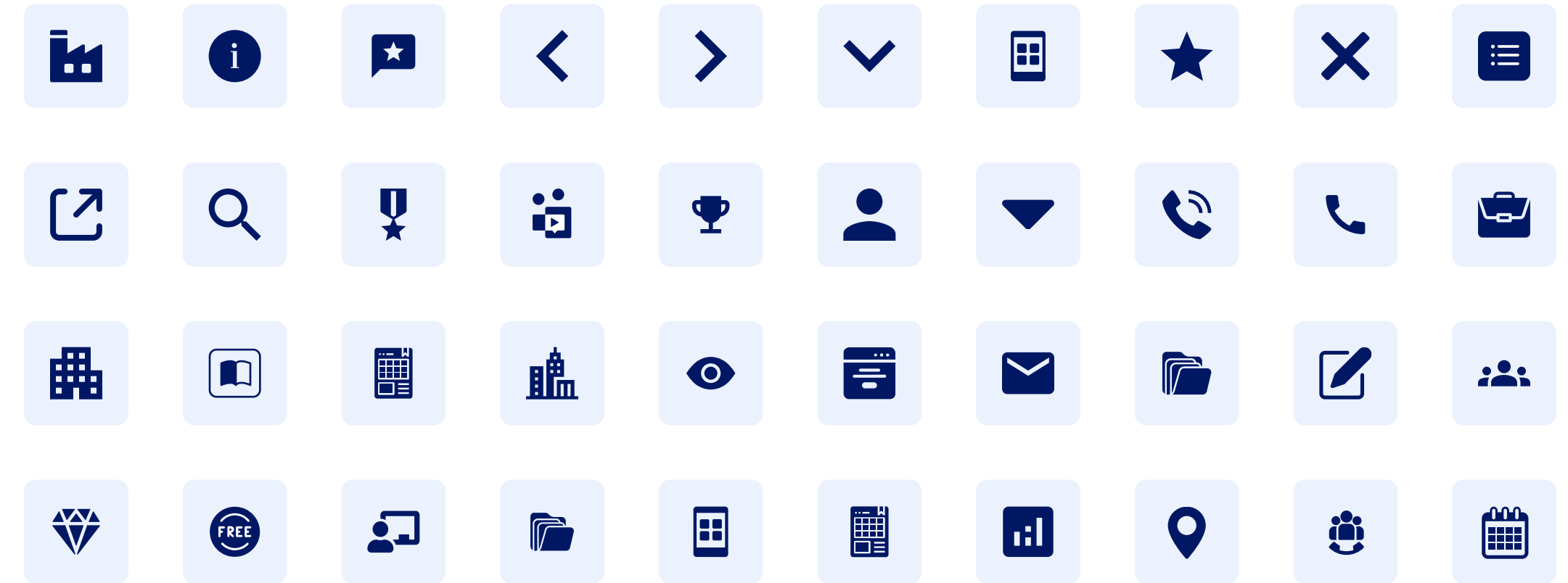
Name	Font Size	Line Height	Font Weight
<b>Heading 1</b>	42	50	Bold
<b>Heading 2</b>	36	44	Bold
<b>Heading 3</b>	30	38	Bold
<b>Heading 4</b>	24	32	SemiBold
<b>Heading 5</b>	20	28	SemiBold

# Icons

# SoftwareSuggest Icons

SoftwareSuggest leverages a collection of brand icons across presentations, websites, and other resources. These impactful visual elements effectively break down complex information, drawing attention to important sections and enhancing user experience.

Additionally, we employ a secondary set of icons in various colors to denote status, ratings, and user feedback. These colorful accents provide visual cues that quickly communicate important information to users, such as approval status, positive or negative ratings, and verified reviews. By combining our primary and secondary icon sets, we create a cohesive visual language that guides users through our platform intuitively and efficiently.



# Backgrounds

# Creating Engaging Visuals with Abstract Backgrounds

Our brand identity extends to captivating abstract backgrounds that complement various content pieces, including presentations and website elements. By incorporating these abstract backgrounds, you can enhance the visual appeal of your communication materials while staying true to SoftwareSuggest's unique brand identity.

The logo for SoftwareSuggest is centered on a dark blue, rounded rectangular background. The word "SOFTWARE" is in a white, uppercase, sans-serif font, and "SUGGEST" is in a white, uppercase, serif font. The "S" in "SUGGEST" is significantly larger than the other letters.

SOFTWARE  
SUGGEST

The logo for SoftwareSuggest is centered on a light blue background with a subtle, abstract pattern of overlapping circles and squares. The word "SOFTWARE" is in a dark blue, uppercase, sans-serif font, and "SUGGEST" is in a dark blue, uppercase, serif font. The "S" in "SUGGEST" is significantly larger than the other letters.

SOFTWARE  
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# Example

Automate and Elevate Your Campaigns with  
**AI-Marketing Automation Tool**

Start Your Free Trial



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## No More App Crashes!

Empower Your App with Proactive Monitoring

Start Your Free Trial

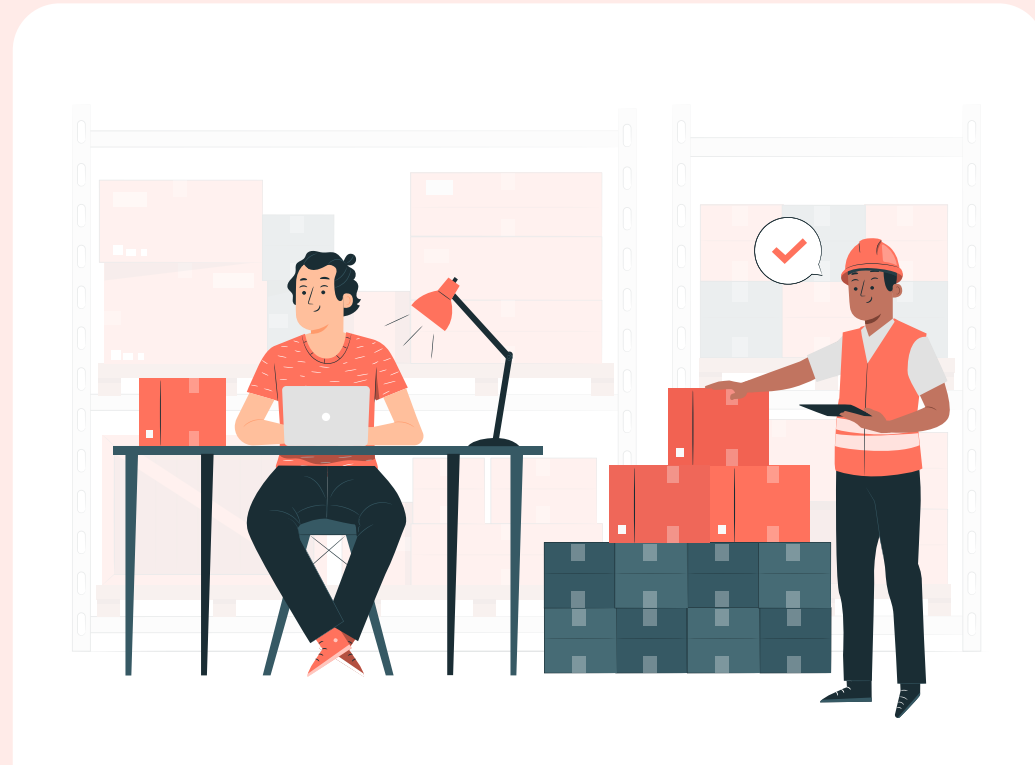


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# Blog Examples

SOFTWARE  
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Common **Inventory Management** Challenges & Solutions



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What is **CRM Analytics?**  
Types & Key Metrics With  
Tableau CRM



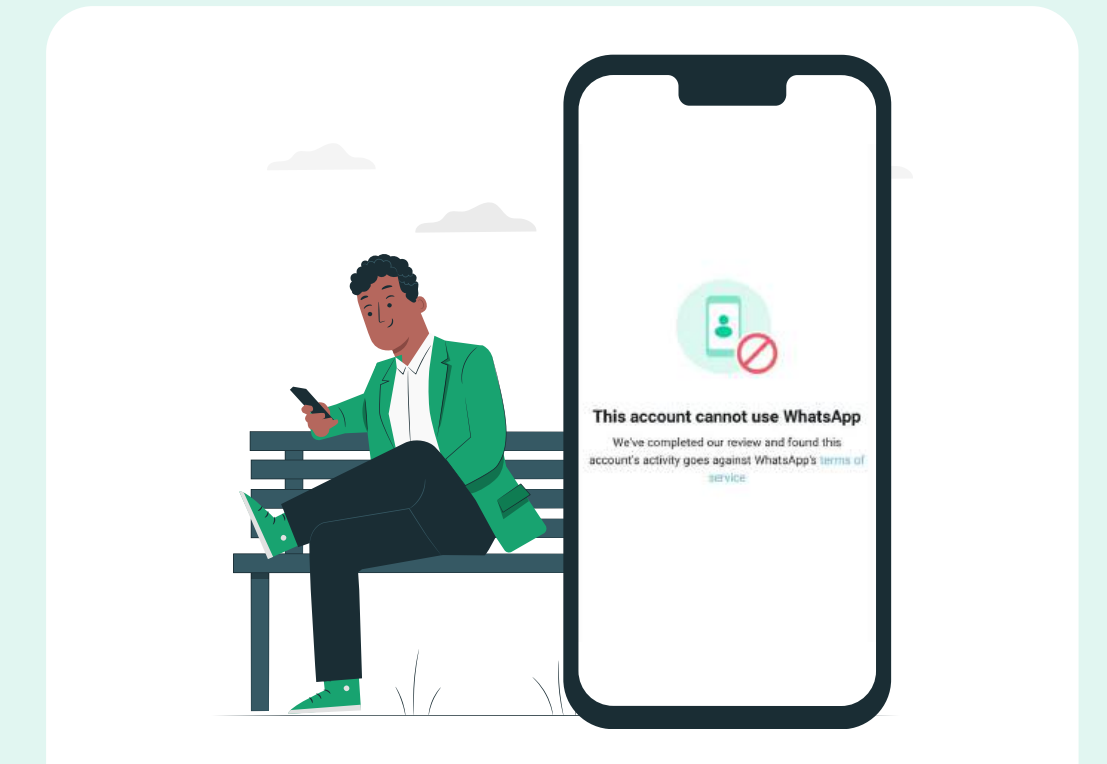
SOFTWARE  
SUGGEST

**Resource Scheduling in Project Management:**  
Benefits, Steps & Tools



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How to Unban **WhatsApp**  
Phone Number?

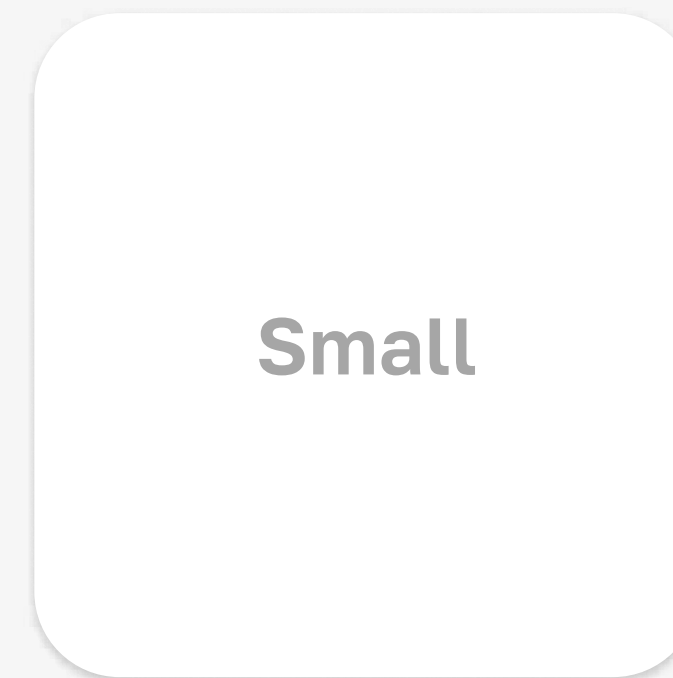


# Shadows

# Understanding the Levels

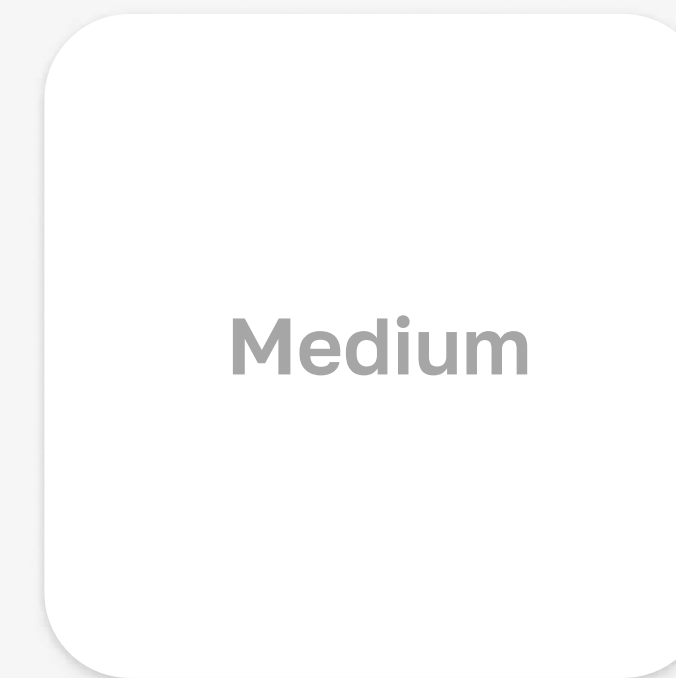
Card shadows come in three distinct levels:

- **Level 1 (Small):** A subtle shadow that provides a gentle lift to the card, creating a sense of separation from the background.
- **Level 2 (Medium):** A more pronounced shadow that adds depth and dimension to the card, making it stand out from surrounding elements.
- **Level 3 (Large):** A dramatic shadow that creates a strong sense of separation and hierarchy, drawing the user's attention to the card.



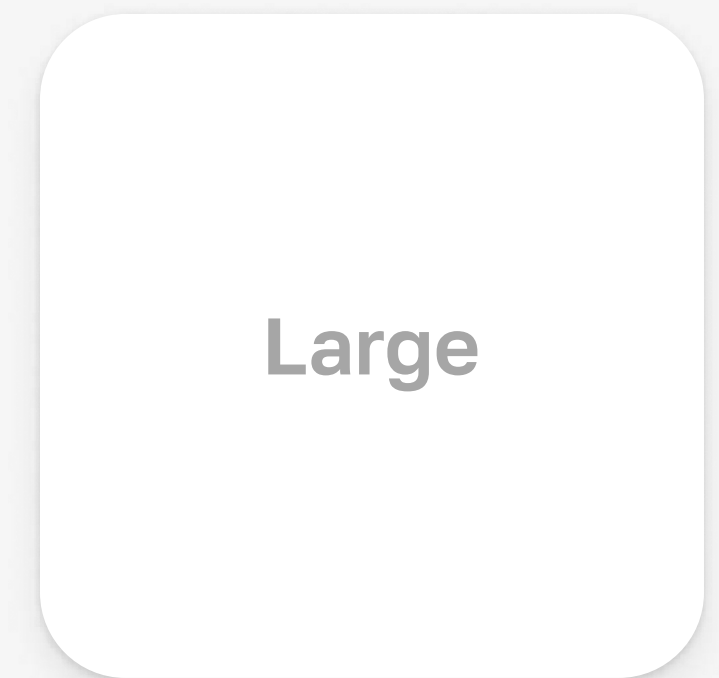
**Level 1**

```
box-shadow: 0px 0px 6px  
rgba(0, 0, 0, 0.02),  
box-shadow: 0px 2px 4px  
rgba(0, 0, 0, 0.08);
```



**Level 2**

```
box-shadow: 0px 0px 4px  
rgba(0, 0, 0, 0.04),  
box-shadow: 0px 4px 8px  
rgba(0, 0, 0, 0.06);
```



**Level 3**

```
box-shadow: 0px 0px 4px  
rgba(0, 0, 0, 0.04),  
box-shadow: 0px 8px 16px  
rgba(0, 0, 0, 0.08);
```

# Padding

# Harmonious Balance: Padding and Rounded Corners

SoftwareSuggest's user interface prioritizes a balanced and visually appealing aesthetic. To achieve this, we leverage a consistent approach to padding and rounded corners. For example, if the padding is 32px all around, the corner radius is also set to 32px. This creates a balanced look.



## Best Accounting Software for Your Business

Best accounting software options are Zoho, myBillBook, TallyPrime, Oracle NetSuite, Bigsun, QuickBooks, Xero, FreshBooks, and Vyapar. Such bookkeeping and accounting systems streamline accounts receivable and payable management, empowering business owners with efficient bookkeeping tools. Optimize your financial processes with our curated selection of industry-leading accounting software.

# Buttons

# Buttons - Call To Action

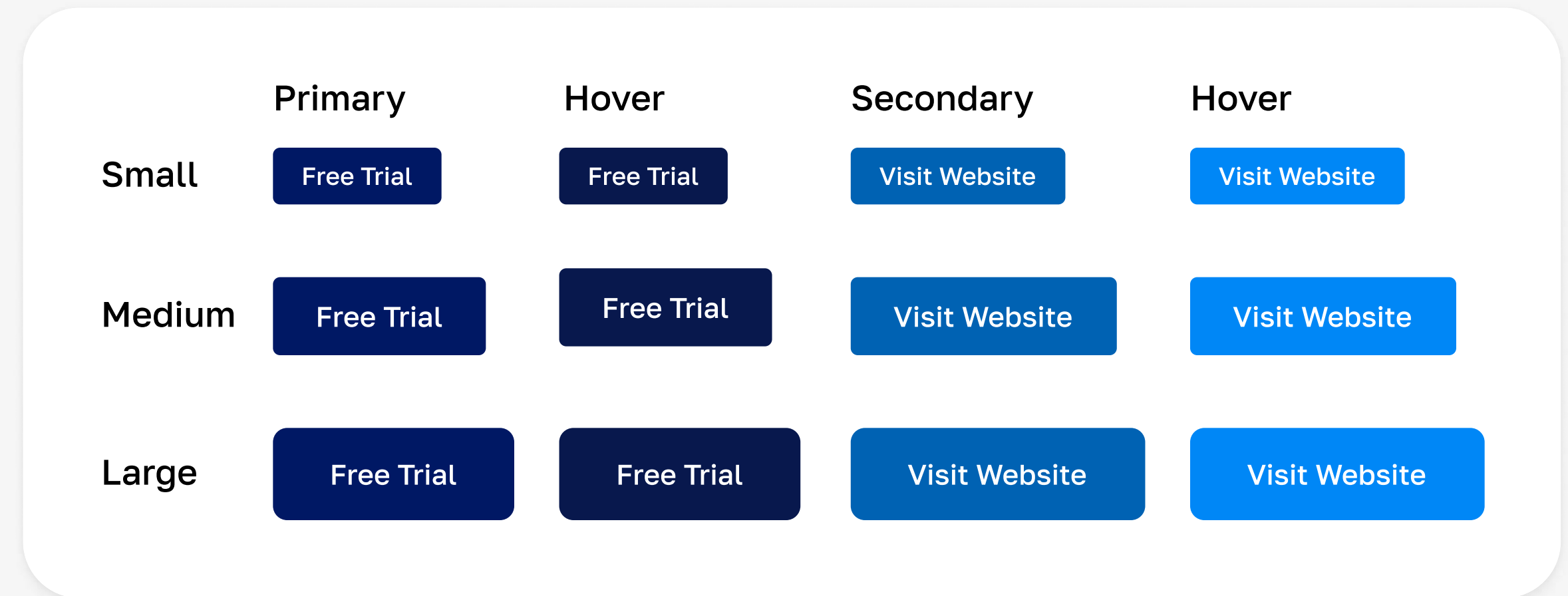
In user interfaces, buttons are clickable elements that trigger actions. They act as a bridge between the user's intent and the system's response.

**Small Button:** Font: Golos Weight: Medium Font Size: 14px  
Padding: 16px Button Height: 32px  
Border Radius: 4px

**Medium Button:** Font: Golos Weight: Medium Font Size: 16px  
Padding: 24px Button Height: 44px  
Border Radius: 4px

**Large Button:** Font: Golos Weight: Medium Font Size: 16px  
Padding: 32px Button Height: 52px  
Border Radius: 8px

## Light



## Dark

