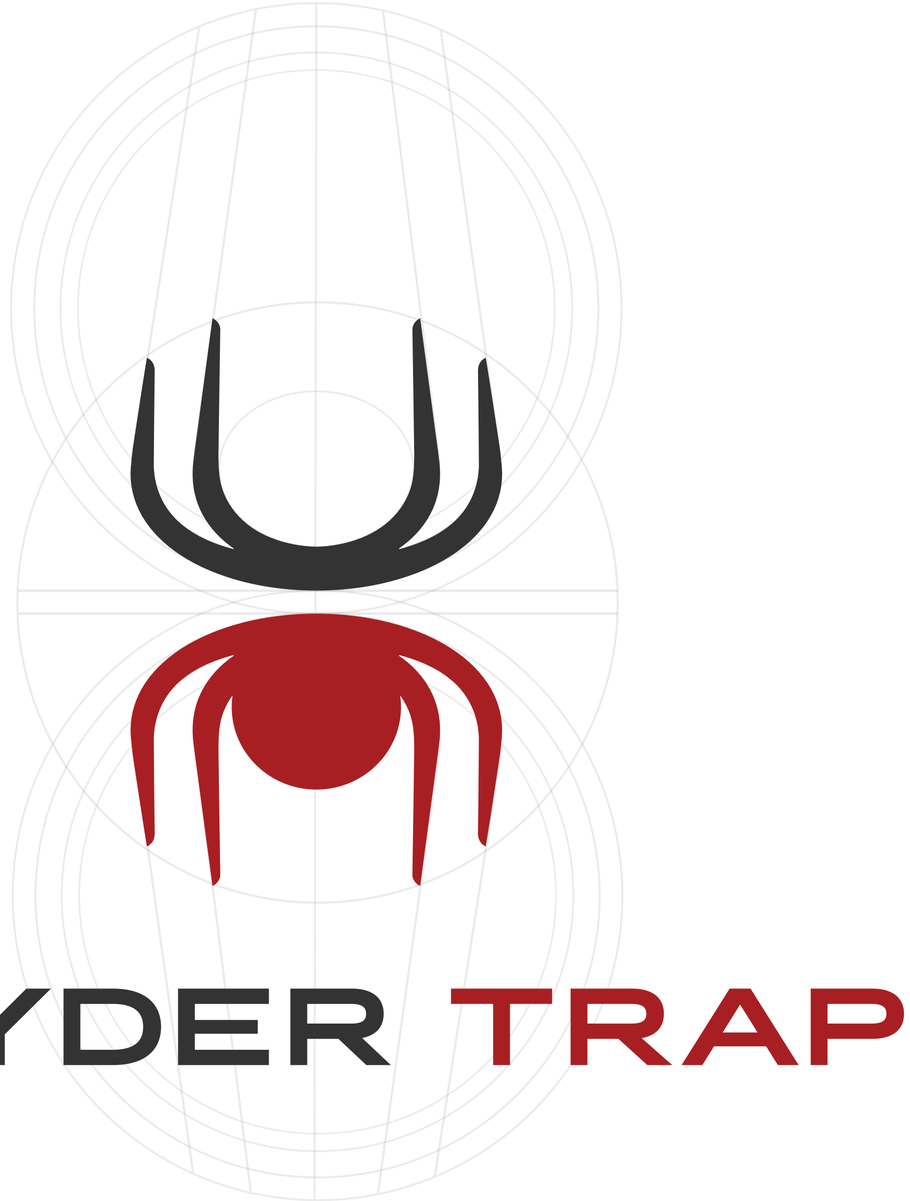
SPYDER TRAP

BRAND GUIDELINES

BASICS

The Spyder Trap logo is a powerful symbol for what’s happening in the digital world. Here are some rules when using our logo:

- Only show the logo on approved colors and never layered over images
- Don’t alter, rotate or modify the logo
- Don’t surround the logo with other spiders or creatures
- Don’t accessorize the logo with extra elements like speech bubbles
- Don’t anthropomorphize the logo
- Don’t overemphasize the logo
- Don’t use previous versions of the logo
- Follow the lock-up and spacing guidelines in this document



LOCKUP

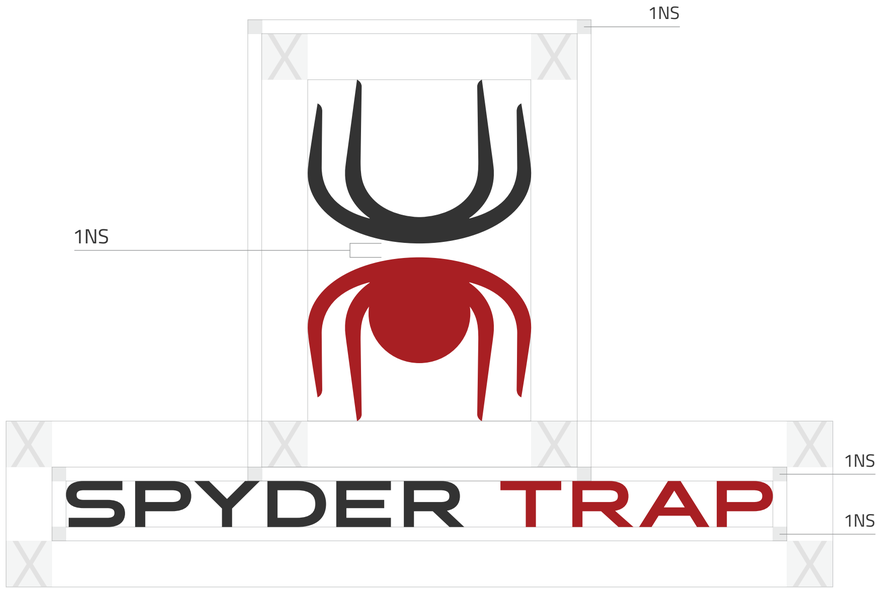
There are three variations of the logo. A vertical lockup, a horizontal lockup and the Spyder on its own. Do not let any additional elements overlap into the outlined space. Do not use the wordmark on its own.

For the vertical lockup use the outlined space around the logo. It should be the wordmark X height Plus one negative spacer to ensure the logo maintains its visual impact.

For the horizontal lockup and Spyder on its own use the outlined space around the logo. It should be at least four negative spacers to ensure the logo maintains its visual impact. Do not go any smaller than thirty-two pixels wide when using the spyder on its own.

Please don't use Spyder Trap's logo in a way that could confuse Spyder Trap with another brand or in a way that suggests sponsorship, endorsement or affiliation by Spyder Trap unless given prior written consent.

VERTICAL LOCKUP



MINIMUM SIZE

Actual Size

HORIZONTAL LOCKUP

NS = Negative Spacer

TREATMENTS

The Spyder Trap logo is always either dark grey and red, or white and red. It must be legible and maintain the integrity of its form. The lower half of the Spyder and the word Trap must always be in red.

When applying the logo to a lighter color background, always use the dark grey and red logo version. When applying the logo to a darker color background, always use the white and red logo version. We prefer the logo on white — only place the logo on a dark grey or shade of grey if it is a must. We want to keep an open and bright feel thoughout our brand.

The Spyder Trap logo must be placed on a solid color — usually our dark grey or a shade of grey. Avoid layering the logo over bright colors. White is our primary choice for Background color.

Never use the logo layered over an image even if adding a darker shade to layer over the image or adding drop shadow behind the logo. It may look nice but it breaks several rules and in the end the image will usually overpower the logo.

The Spyder Trap logo may be used in a single color. Preferably all white or all dark grey on a single color background. Use logic — when using a white logo place on a dark color. When using the dark grey logo, use it on a white or light background. Consultant the design team if you have questions.

MISUSE

When applying the Spyder Trap logo to anything, use common sense. Here are examples of what not to do. If you are ever caught in a situation with the logo and you think to yourself “can I do or add this to the logo?” The answer is always no.

Do Not —
Add drop shadows

Do Not —
Add special effects

Do Not —
Add gradations

Do Not —
Fill with multiple colors
or fill with patterns

Do Not —
Skew, rotate, stretch or
Change orientation

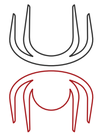
Do Not —
Add elements

Do Not —
Add anatomy

Do Not —
Multiply or Stack Logos

SPYDER TRAP

Do Not —
Use our wordmark alone



Do Not —
Apply outlines

Do Not —
Use metaphorically to suggest
a spider. It's not a spider,
it's a symbol of Spyder Trap

Do Not —
Personify

Do Not —
Use our old logo

Do Not —
Lock up our logo with copy,
headlines, or other logos

Do Not —
Type Spyder Trap and lock it up with our logo. Our logo
should only be represented with the proper typeface

COLOR

Please keep in mind when using our colors to stick to the main three default colors: dark grey (#333333), dark red (#A81F23) and white (#FFFFFF).

We have a lovely selection of secondary colors, but we like to use those more as highlights and effects. These colors will be utilized more for graphics and data charts to help create definition with more of a dynamic look instead of one solid flat color. Using a larger range of color and tint can create a stunning visual without over emphasizing one area over another.

Only use the lightest grey or the bright red for text if it's a short phrase like three words or large numbers. We ask this because if the light grey or bright red are used for text it's hard to read contrasting off a white page. We ask you to not use these colors for text because it draws to much attention to itself and becomes distracting from the other information on the page.

R: 51 G: 51 B: 51
C: 69 M: 63 Y: 62 K: 58
333333

R: 168 G: 31 B: 35
C: 23 M: 100 Y: 99 K: 16
A81F23

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
FFFFFF

R: 92 G: 92 B: 92
C: 62 M: 54 Y: 53 K: 26
5C5C5C

R: 133 G: 133 B: 133
C: 50 M: 42 Y: 42 K: 6
858585

R: 173 G: 173 B: 173
C: 33 M: 27 Y: 27 K: 0
ADADAD

R: 214 G: 214 B: 214
C: 15 M: 11 Y: 11 K: 0
D6D6D6

TYPEFACES

Spyder Trap has two typefaces that we use for almost every application — Titilliam (primary) and Source Sans Pro (secondary). The way to understand Titilliam (primary) versus Source Sans Pro (secondary) font use is rather simple. Do you need a header, title, something that needs emphasis? Any of those would be great for the primary font choice. If you need body copy, description text, any larger bodies of text beyond three or four words. The secondary brand typeface is the way to go.

Attention: If you are making a Power Point, email, Word.doc or any editable material that may potentially reach clients, we urge you to use Trebuchet MS. Because this is a universal font found on almost all computers Mac or PC, we urge you to use Trebuchet MS so the final piece you send looks the same when it is received.

There is a high risk if you use any of the brand typefaces in a document style, the client may open this document and not have one of our fonts. If this happens the document defaults to a predetermined system font on their computer, which changes paragraph styles, leading, kerning, tracking and any basic spacing that would appear in the document.

Avoid: When creating bodies of text avoid using justify all lines. Use a left, center or right justification when dealing with body text.

Brand Typefaces

Primary

Titillium Web

Various Weights Allowed

Secondary

Source Sans Pro

Various Weights Allowed

Alternate Typeface

Power Point, E-mail, Word and Print Typeface

Trebuchet MS

Various Weights Allowed

ICONS

The Spyder Trap Icons are now responsive. What that means is for each of the nine icons, there are three versions. As the webpage is adjusted or viewed in a mobile setting, the icons will switch out to suit the best screen size scenario. There are three sizes for the responsive icons: large (64px), medium (32px), small (16px). If you are using an icon on its own use the large format. If you are using more than one icon together, use them at the medium format. If you are using a list view that groups the icons together, use their small format.

Web and App Design

Development

SEO + SEM

Email Marketing

User Experience

Social Media Marketing

Analytics

Quality Assurance

Content Strategy

VOICE + TONE

Spyder Trap doesn't feel the need to wow everyone at a party. Instead, they impress with a confidence that comes from experience. They weave personal details into the conversation without oversharing—knowing who they are talking to. And they only whip out their business card to keep the conversation going.

We're a premium brand that's professional and competent while remaining accessible. The way we talk about ourselves aims to build trust in our services without talking down or conveying arrogance. Substance over flash.

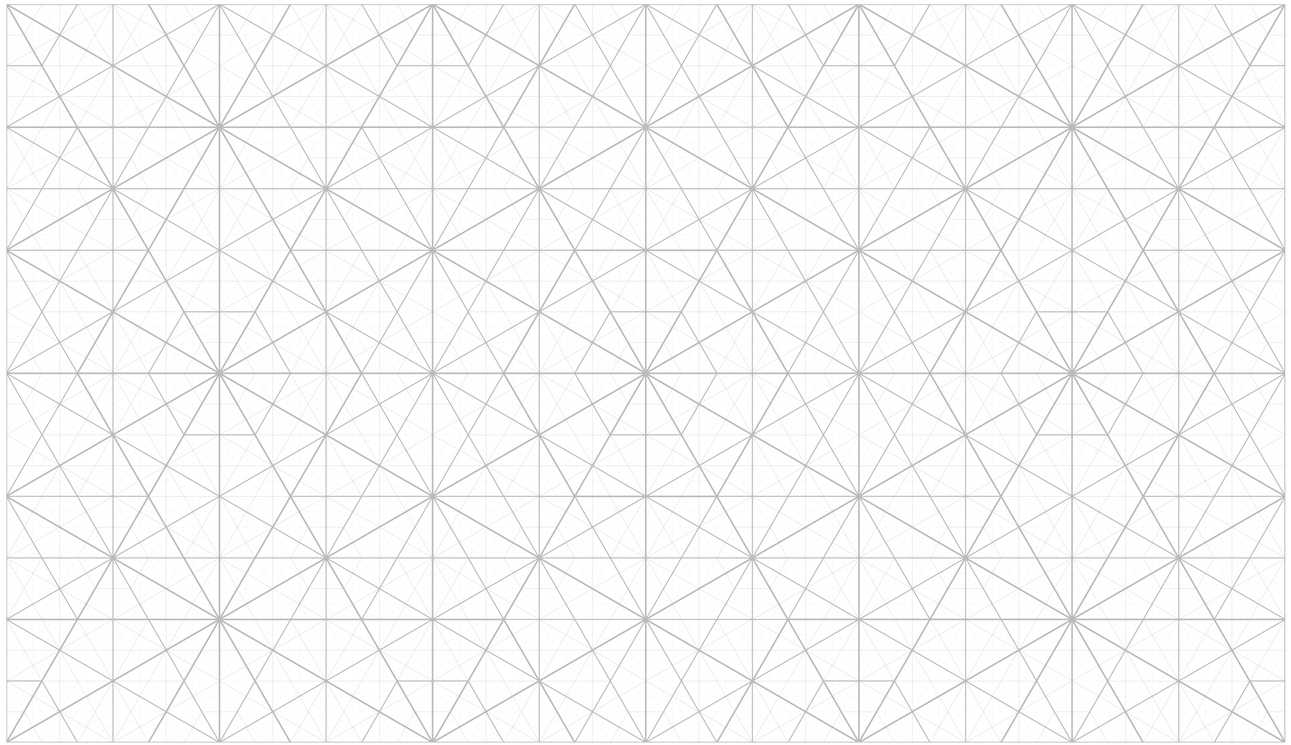
	PROFESSIONAL	COMPETENT	ACCESSIBLE	PASSIONATE (A SUBSET OF ACCESSIBLE)
DESCRIPTION	We're proud to partner with Fortune 500 companies and are comfortable being creatives in a room of executives.	We're digital only and need to own our space. Unafraid to poke holes and challenge "best-practices."	We understand we're the digital experts and our partners likely aren't.	We're real people who love our work, especially when it's creative, fun, and a little geeky.
WHAT IT LOOKS LIKE	Be direct, with a bottom-line up front (BLUF) approach. Avoid flowery descriptions.	Speak to experience using action verbs. Use industry terms. Bullets instead of a long series of commas. Don't use outdated or trumped up terms, e.g., webmaster or guru.	Avoid acronyms without context. Use concise stories/examples to support claims. Be honest. Not speaking to lowest common denominator.	Speak from the POV of a Spyder Trapper. Get geeky where appropriate.
CHANNEL CONSIDERATIONS	Weighted more heavily on sales-focused channels.			Play up our passion on social media and recruiting focused channels/pages.

PATTERN

The Web is a strategic element Spyder Trap designed to help create depth in our brand. Use the Web sparingly, only when necessary, to create contrast and emphasis on pages. Do not stretch, edit or manipulate the Web in any way besides opacity.

The Web is a repeat pattern. It’s designed to create a seamless pattern when you align it with another section of the Web. The Web should never be the main focus of the design. The content should always be clearly visible and never obstructed.

Keep in mind less is more.

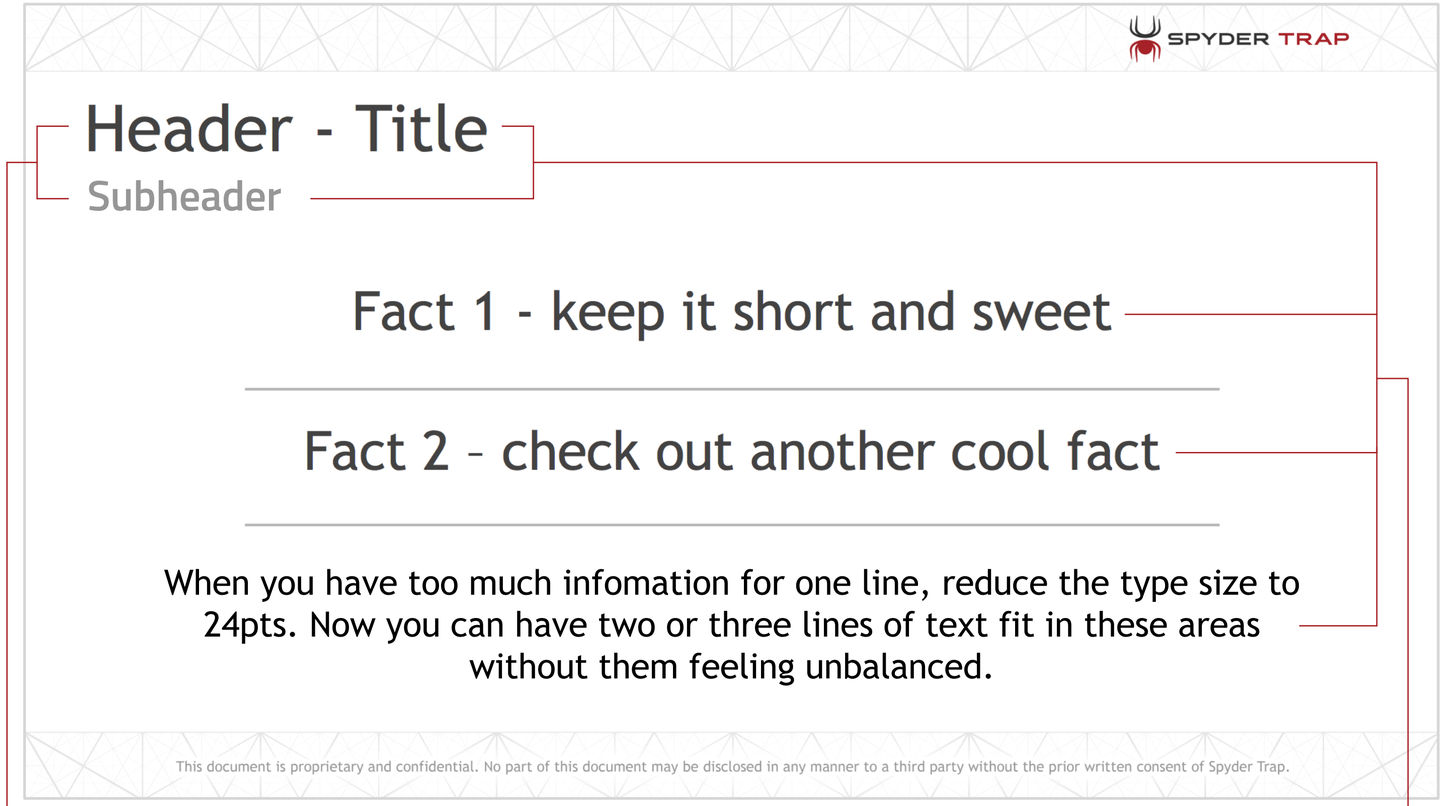


EXAMPLE

This example is from the ST BLANK PPT — it is a Power Point document. First off, look at the spacing. There is a clear border and hierarchy on the page shown with text size and placement. Spyder Trap utilizes white and all the benefits that come with open / negative space — keeping a document open and uncluttered. It breaks subjects and thoughts down into easy-to-digest sections. You'll notice how the Web accent at the top and bottom of the page are one of our lighter greys to help blend it more in the background, yet the text is our darkest grey to help it stand out.

Obviously, this pattern use will change from document to document due to size and format, but picking up on little things like this will show you how to use this guide when making any Spyder Trap branded documents.

Using part of the Web as a visual highlight like a border or cropping the web is the best way to utilize our web pattern. Never have it as the center of attention. Less is more.



Notice the header is our dark grey and the sub header switches to a light grey to help create a soft contrast between the two. Not everything needs to be the same color but always default to the dark grey (#333333).

This is a Power Point document so all the fonts are Trebuchet MS.

LEGAL

By using the Spyder Trap trademarks, you agree to follow the Spyder Trap Brand Guidelines as well as our Terms of Service, and all other Spyder Trap rules and policies. Spyder Trap reserves the right to cancel, modify, or change this policy at any time at its sole discretion without notice. These Guidelines apply to your use of the Spyder Trap trademarks. You may use the Spyder Trap trademarks solely for the purposes expressly authorized by Spyder Trap. Strict compliance with these Guidelines is required at all times, and any use of the Spyder Trap trademarks in violation of these Guidelines will automatically terminate any license related to your use of the Spyder Trap trademarks.