




# Brand Guidelines

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Identity Manual



All of HarperDB's brand features  
are proprietary.

If you opt to use any trademarks, logos,  
designs and/or other brand features, you  
acknowledge your acceptance of the  
terms in the brand guidelines.

Brand Guidelines V2.2



# An Overview

This document communicates the brand identity of HarperDB.

Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.



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# Logo

# The HarperDB Logo

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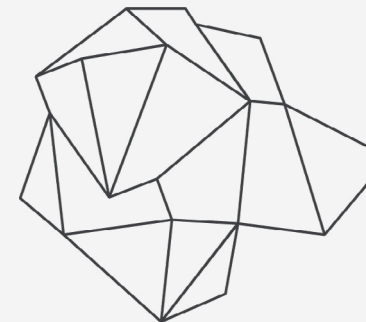
The HarperDB logo consists of an icon and a wordmark. Our wordmark is sharp and minimal. Emphasis on the “H” and “DB” give weight to our thoughtfully named database.



# Meaning

The logo is reflective of Harper, the CEO's dog. Pointed, attentive and multi dimensional as is our brand.

The faceted colors symbolize our brand colors. Loyalty, ambition, integrity, growth and cooperation. Characteristic of our core values.



# Exclusion Zone 1



The light grey “H” is font Radio Grotesk Bold, 75pt.

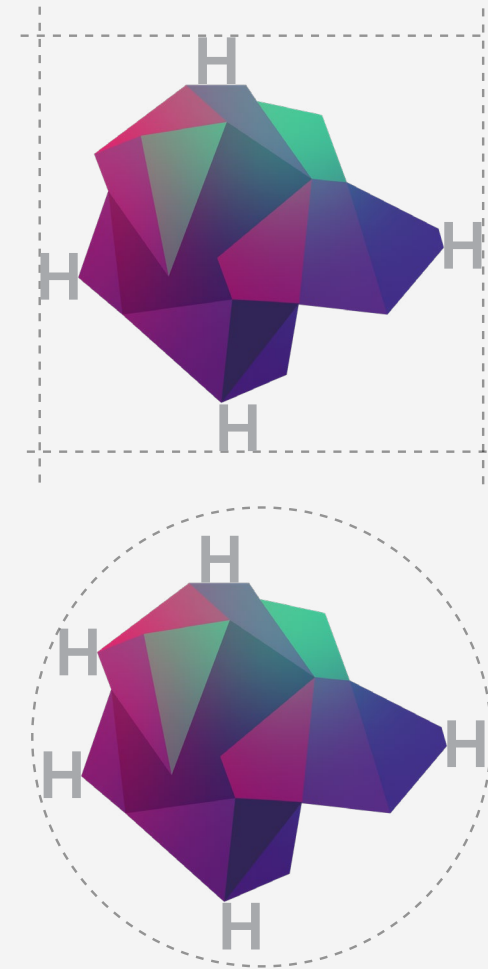
It is prohibited to use any sort of artwork, typography or any other graphic artifacts between these guidelines in regard to the logo and wordmark together.





# Exclusion Zone 2

This light grey “H” is font Radio Grotesk Bold, size 25pt. This logo is 139 px wide. It is prohibited to use any sort of artwork, typography or any other graphic artifacts between these guidelines in regard to the logo alone.



# Minimum size

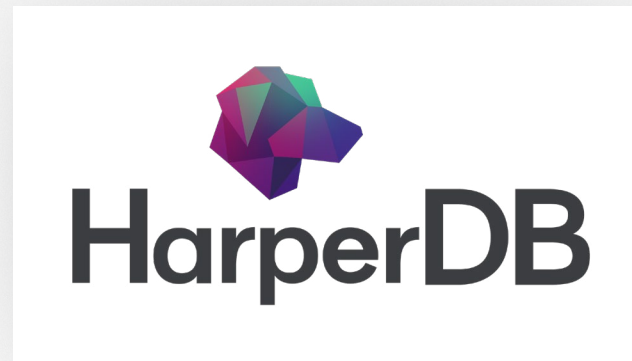


30 px is the minimum height size of HarperDB's full logo.

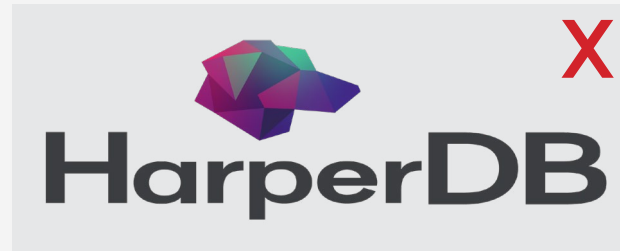


# Color Options

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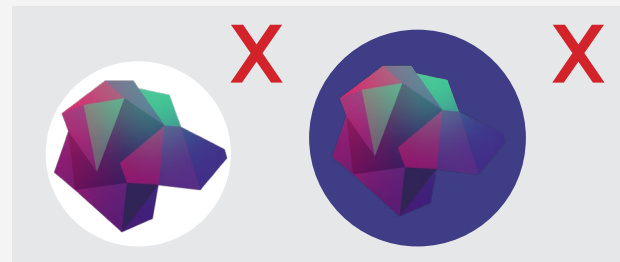
# Don'ts



Don't distort the logo in any way



Don't place the logo too close or allow it to overlap other elements



Don't make the outer circle around the logo too close.

Don't place the logo against anything that doesn't create contrast



Don't place the logo against any background that doesn't create contrast



Don't use any colors besides the ones listed as color options on the previous page



# Typography

# Brand Typeface



Our main brand typeface is  
Radio Grotesk

# Radio Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & \* ( ) { } [ ] < > ? : " ' | \

# Secondary Typeface

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For subheadings, body copy  
and presentations, Ubuntu  
is used.

# Ubuntu

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & \* ( ) { } [ ] < > ? : " ' | \

# Weights & Styles



Maintain the font pairing, tracking, leading and paragraph headlines.

pairing:

H1 **Radio Grotesk Bold**

H2 Ubuntu Light

Headline Font:

**Radio Grotesk Bold**      Tracking: 10

Google Slides Headline Font:

**Ubuntu Bold**

Subheading Font:  
Ubuntu Light

Tracking: 0

Google Slides Subheading Font:  
Ubuntu Light

Body Font:  
Ubuntu Regular

Tracking: 0

Google Slides Body Font:  
Ubuntu Light

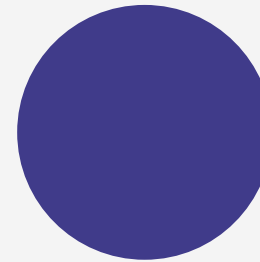




# Color

# Color Palette

The color palette of HarperDB should be maintained using the exact hex, RGB and CMYK digits. In design and graphic elements opacity and tone may be modified as long as the brand feel of HarperDB is met.



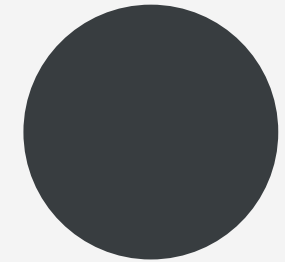
**Persistence Purple**

Hex      RGB  
**#403b8a**   64,59,138  
CMYK  
92%, 95%, 35%, 31%



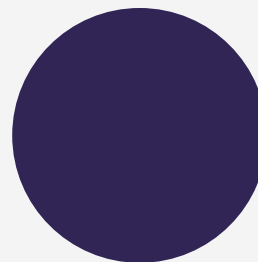
**Cloud White**

Hex      RGB  
**#f5f5f5**   245,245,245  
CMYK  
3%, 2%, 2%, 0%



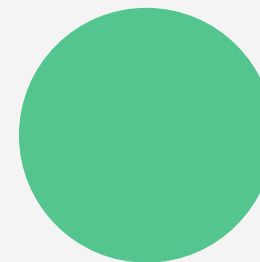
**Edge Gray**

Hex      RGB  
**#383d40**   56, 61, 64  
CMYK  
72%, 62%, 58%, 48%



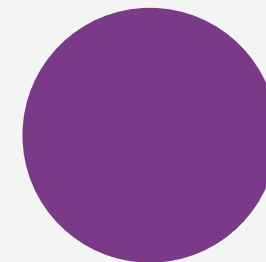
**Quantum Purple**

Hex      RGB  
**#312556**   49, 37, 86  
CMYK  
92%, 95%, 35%, 31%



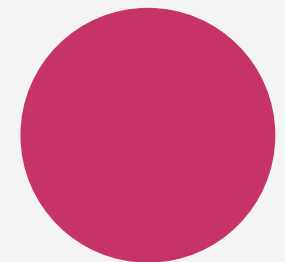
**B-Tree Green**

Hex      RGB  
**#55c58f**   85,197,143  
CMYK  
62%, 0%, 59%, 0%




**Cyber Grape**

Hex      RGB  
**#7a3a87**   122,58,135  
CMYK  
63%, 92%, 12%, 1%



**ACID Magenta**

Hex      RGB  
**#c63368**   198, 51, 104  
CMYK  
19%, 94%, 40%, 2%



# Graphic Elements

# Graphic Elements



Graphic Elements need to be on par with HarperDB's brand identity, framed within these guidelines.  
Newly created elements need to be approved by the Brand Council.



# Verbal Identity



# Story

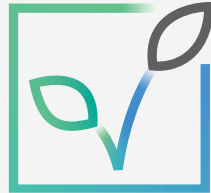
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HarperDB was founded by a team who believed that the database landscape was far too complex and far too expensive. Their goal was to deliver a simple solution that could be used by any developer of any skill level without sacrificing scale or performance.

The founding team has spent many years working in enterprise architecture, software integration, software development, and software sales.

# Core Values

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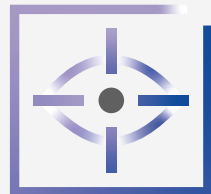
## Authenticity

We believe that a diverse team is able to find creative solutions to problems. We do not believe in asking our team to conform to corporate culture, but rather allowing our culture to evolve with the addition of each new team member. We believe that the key to the success of each individual is to encourage them to be themselves.



## Transparency

Nothing is more powerful than information. At HarperDB we believe in being radically transparent with our customers and our team. We promise to always be honest and transparent, and to admit our weaknesses as clearly and honestly as we tout our strengths.



## Empowerment

We believe that no person stands alone, and that any project worth doing cannot be done without a good team. Good teams are comprised of individuals that are empowered to operate with freedom while owning their flaws and celebrating their victories.



## Focus

We believe in the power of single minded determination, focus, and quality. We believe in giving our customers our undivided attention until their issue is resolved, their need is met, and the customer is happy. We believe that focus leads to the creation of high quality products, happy customers, and a happy team.

# Resources



## Brand Assets

[https://drive.google.com/drive/folders/1NeH3YlY\\_v6VfwkQ7jnYIgdFQrRlldSOu](https://drive.google.com/drive/folders/1NeH3YlY_v6VfwkQ7jnYIgdFQrRlldSOu)

## GitHub

<https://github.com/HarperDB>