

August 26, 2017

Dropbox Brand Guidelines



Overview

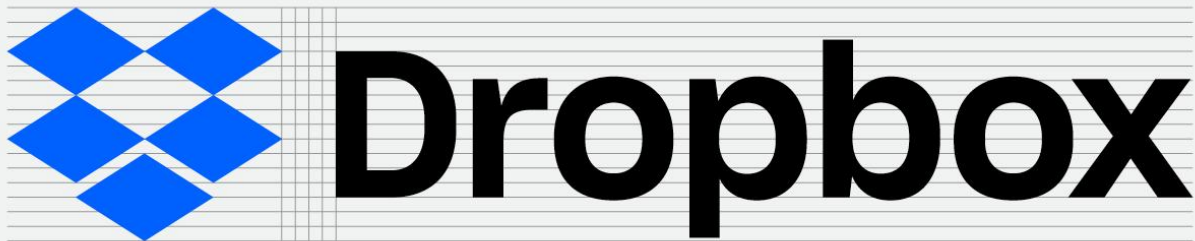
- 1 Logo/Glyph Guidelines & Don'ts
- 2 Color Don'ts
- 3 Typography Don'ts
- 4 Motion Guidelines
- 5 Sample Banner Design & PSD

LOGO

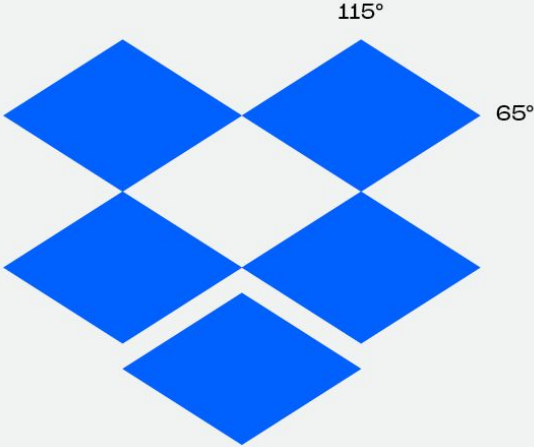


Dropbox

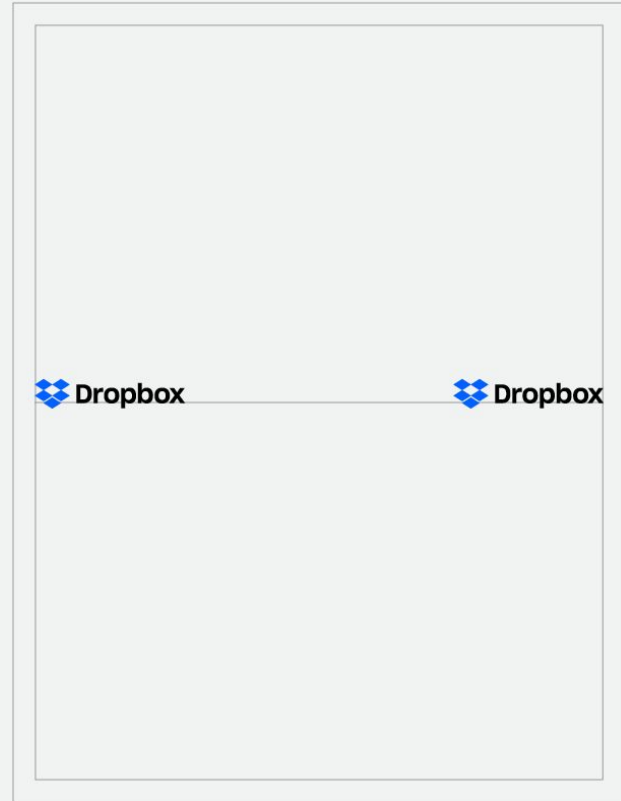
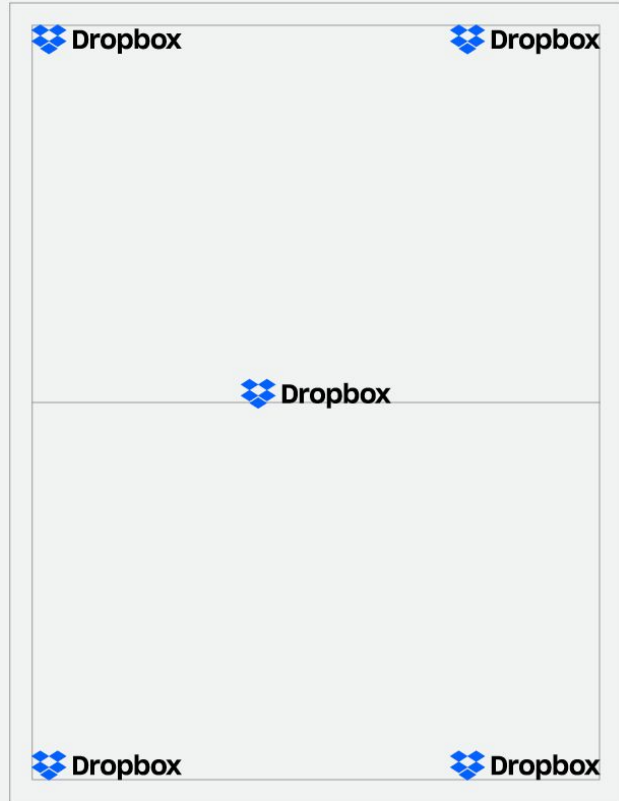
LOGO



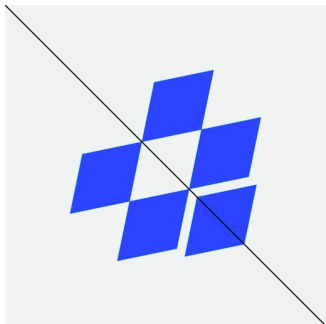
GLYPH



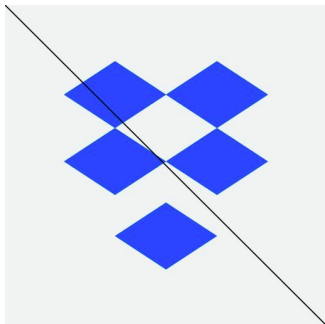
LOGO PLACEMENT



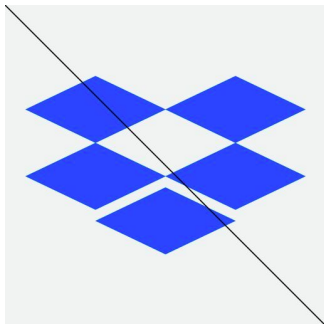
LOGO GUIDELINES - DONT'S



Do not rotate glyph



Do not deconstruct glyph



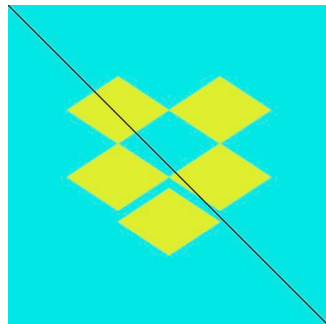
Do not stretch glyph



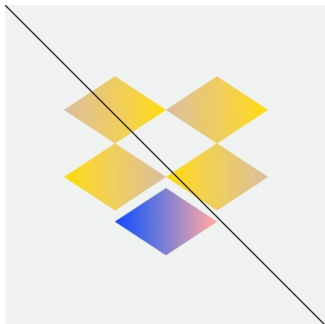
Do not fill in glyph



Do not color logotype



Do not use wrong colors



Do not use gradients



Do not center lockup



Do not outline glyph or wordmark

COLORS

The extended Dropbox brand color palette consists of 18 colors (including the Dropbox blue, black and white) that combine to create complimenting and contrasting pairings.

These colors are formulated to work well with each other while promoting interesting and often unusual combinations. Do not use colors that are not found in the Dropbox core color palette.

[RGB ASE FILE](#)



PMS 942 (neon) HEX #ceb4ff RGB 206 / 180 / 255 CMYK 24 / 29 / 0 / 0	PMS 359 HEX #a2d39b RGB 162 / 211 / 155 CMYK 40 / 0 / 50 / 0	PMS 148 HEX #ffc995 RGB 255 / 203 / 149 CMYK 0 / 17 / 43 / 0	PMS 4675 HEX #d8bea2 RGB 216 / 190 / 162 CMYK 11 / 26 / 38 / 0	PMS 283 HEX #b4d0e7 RGB 180 / 208 / 231 CMYK 34 / 11 / 5 / 0	PMS 128 HEX #FFD830 RGB 255 / 216 / 48 CMYK 1 / 13 / 86 / 0
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PMS 169 HEX #ffa2fa RGB 255 / 175 / 162 CMYK 0 / 29 / 23 / 0	PMS 1655 HEX #FB570D RGB 251 / 87 / 13 CMYK 0 / 71 / 91 / 0	PMS 427 HEX #d0d0d3 RGB 208 / 208 / 211 CMYK 15 / 7 / 10 / 4	PMS 287 HEX #0d2481 RGB 13 / 36 / 129 CMYK 100 / 91 / 25 / 7	PMS 300 HEX #0061FF RGB 0 / 97 / 255 CMYK 92 / 47 / 0 / 0	PMS 2665 HEX #813BF6 RGB 129 / 59 / 246 CMYK 60 / 60 / 0 / 0
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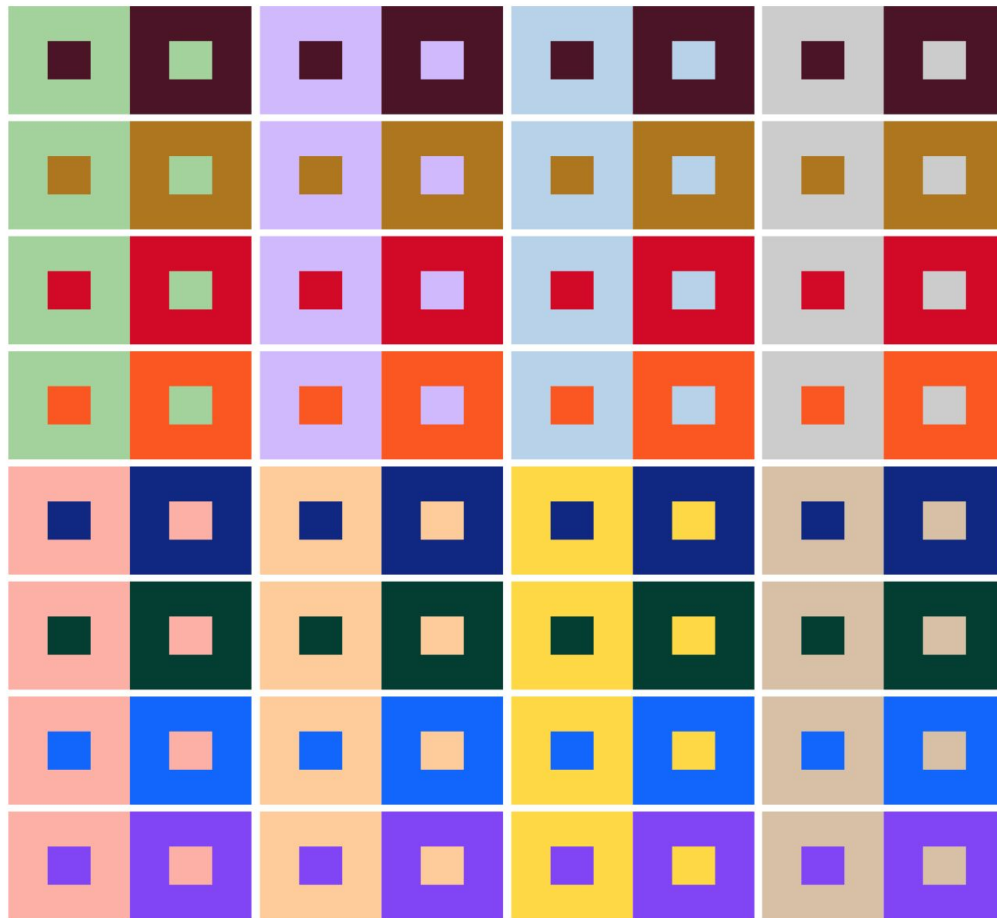


PMS 7729 HEX #005744 RGB 0 / 87 / 68 CMYK 88 / 21 / 64 / 50	PMS 125 HEX #ad780d RGB 173 / 120 / 13 CMYK 26 / 49 / 100 / 18	PMS 199 HEX #d5001f RGB 213 / 0 / 31 CMYK 8 / 100 / 91 / 2	PMS 202 HEX #61082B RGB 97 / 8 / 43 CMYK 20 / 87 / 40 / 47	PMS N/A HEX #ffffff RGB 255 / 255 / 255 CMYK 0 / 0 / 0 / 0	PMS N/A HEX #000000 RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100
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COLOR PAIRINGS

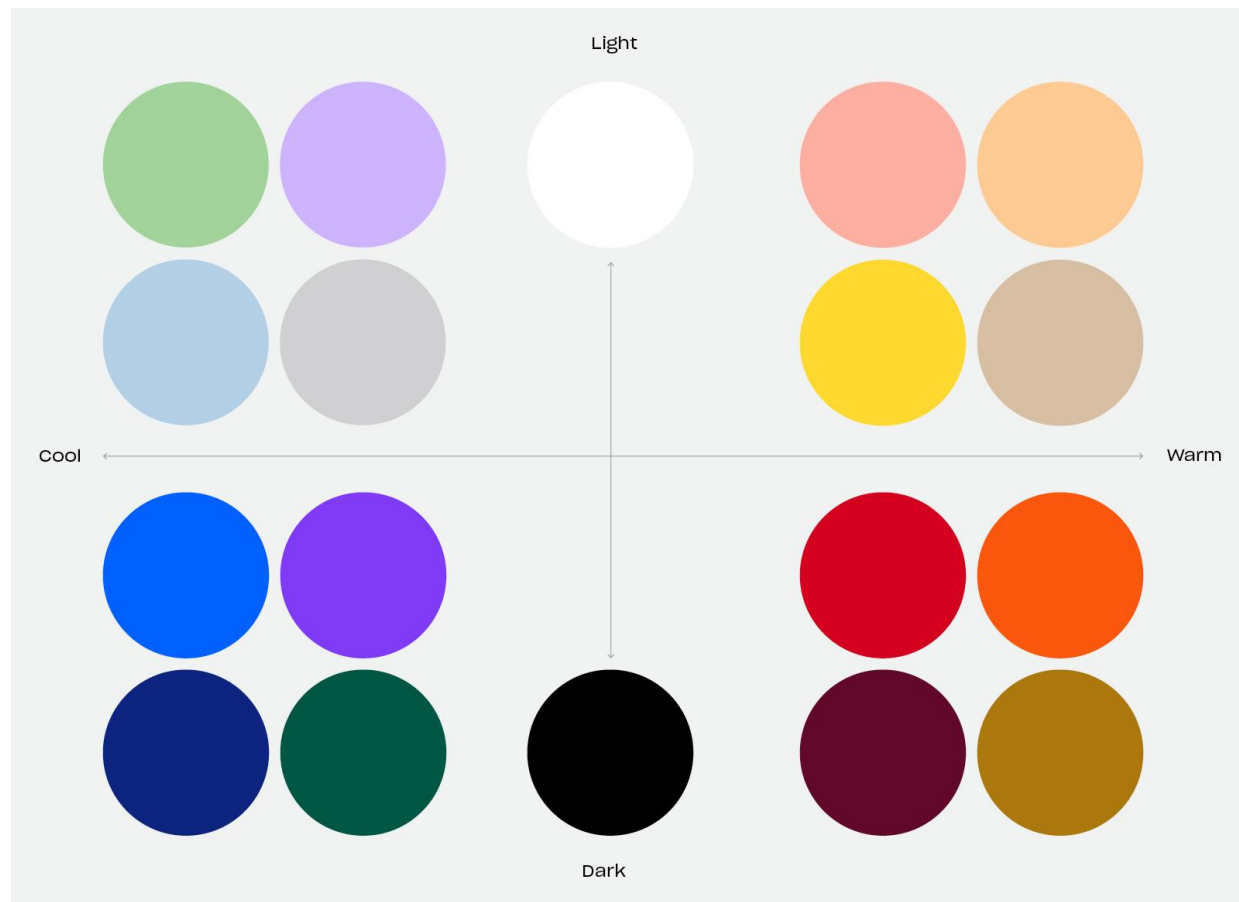
There are 32 possible color pairings within the Dropbox color system. Color combinations can elicit strength and vibrance or subtlety and calm. This interplay of color within our pairings should always be considered when selecting colors for communications.

The color palette has been designed with this interplay in mind, though some color combinations work better than others.



COLOR SELECTION

The selection of colors is a simple process where we select a color from one quadrant of our spectrum and pair it with a color diagonally across our spectrum, creating a two-color combination. For example, we would pair light & cool colors with dark and warm colors, and cool & dark colors with light & warm colors.



COLOR PAIRING EXAMPLES

Here are a few examples on how the colors can be paired.



COLOR DONT'S



Do not use gradients



Do not use non brand colors



Do not use color effects



Do not use black as a background with brand colors



Do not use non system color pairings



Do not use black on dark colors



Do not use high contrast colors



Do not use one color for logo and glyph



Do not use white glyph with colored wordmark



Do not use DBX blue with non-system colors

TYPEFACE

Sharp Grotesk is the primary brand typeface for Dropbox.

It is used for all display text and information for all communications.

The majority of our company communications, across campaigns and websites, will only use three primary weights of Sharp: Book 22, Medium 22, and Semibold 22 in roman.

Hello, this is
Sharp Grotesk,
our new
brand typeface.

Book22
Medium22
Semibold22

TYPOGRAPHY

Alignment and Rag

Paragraphs are always set flush left with a ragged right. The left edge of the paragraph is always straight, the right edge is always ragged. Paragraphs are never centered.

Scale

Our headline type should be large and bold. Please try to keep copy short and to the point as this allows the use of larger point sizes for more visual impact. A large difference between the headline and text copy should be readily apparent.

Hyphenation

Headlines should never be hyphenated.

Case

Body copy is always set sentence case (upper and lowercase). Never set body copy in all caps or all lowercase.

Type is left aligned and placed in the upper left corner of the composition.

Type is left aligned and placed in the bottom left corner of the composition.

**Reimagine
the human
experience
at work.**

09.16.17



**Reimagine
the human
experience
at work.**

09.16.17



**Reimagine
the human
experience
at work.**

09.16.17



INCORRECT TYPE USAGE

*Say Hello
to Sharp.*

Do not skew or stretch typography

Say Hello
to Sharp.

Do not add effects to typography

Say Hello
to Sharp.

Do not substitute for a non-brand typeface

SaY HeLlo
to SHaRp.

Do not mix cases

Say Hello
to Sharp.

Do not manually adjust leading or kerning

Say Hello to Sharp.

Do not use alternate weights within the Sharp family

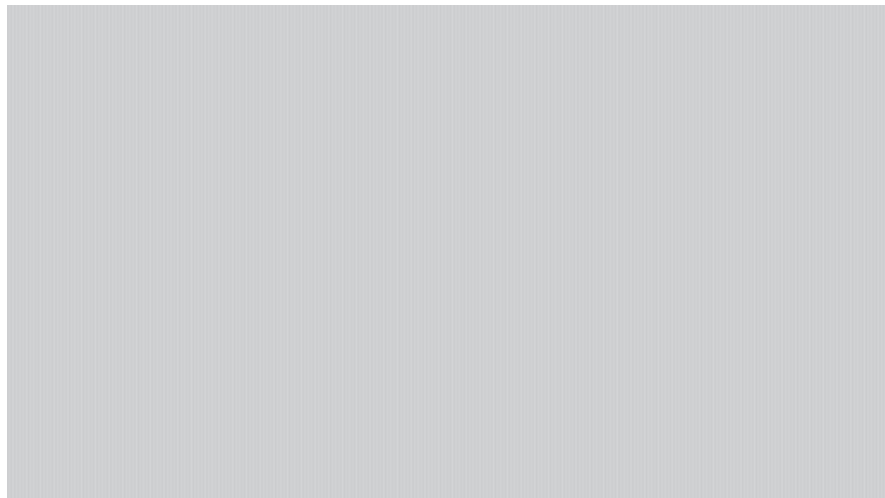
MOTION GUIDELINES

Plane Principles

Planes can affect change on content

Planes can push/pull each other

Planes can reveal/hide new content



MOTION GUIDELINES - PLANES DONT'S



Do not use planes on an angle



Do not use too many planes

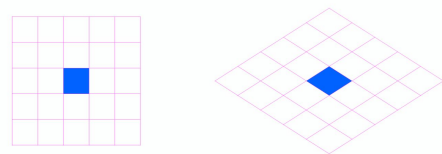


Do not use multiple background colors

MOTION GUIDELINES

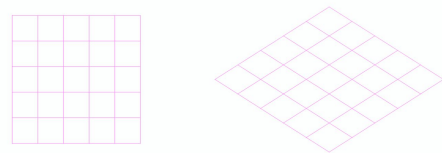
Plane Grid & Isometric Perspective

Glyphs are constructed from planes that occupy a grid, which is being viewed from an isometric perspective.



Plane movement on the grid should be single axis - Single Axis Movement — Scale

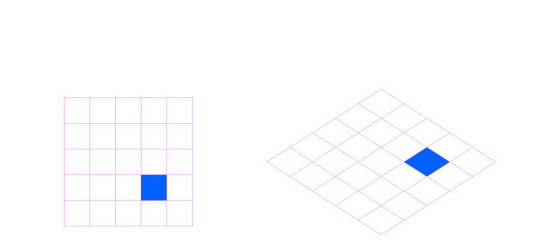
We will need a device for hiding & revealing planes on the screen. Scaling the planes is a simple way to do that, but should not be combined with any other types of movement.



MOTION GUIDELINES

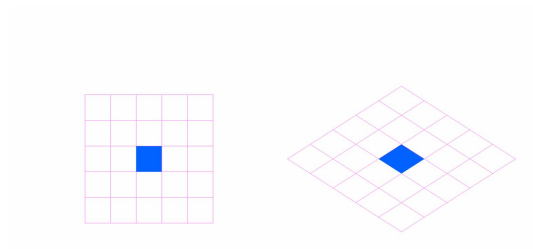
Single Axis Movement — X or Y

Once a plane is on the screen, it's movement should only take place on one axis at a time, preferably only the X or Y. Adding some squash & stretch to plane gives the animation some extra energy & character.

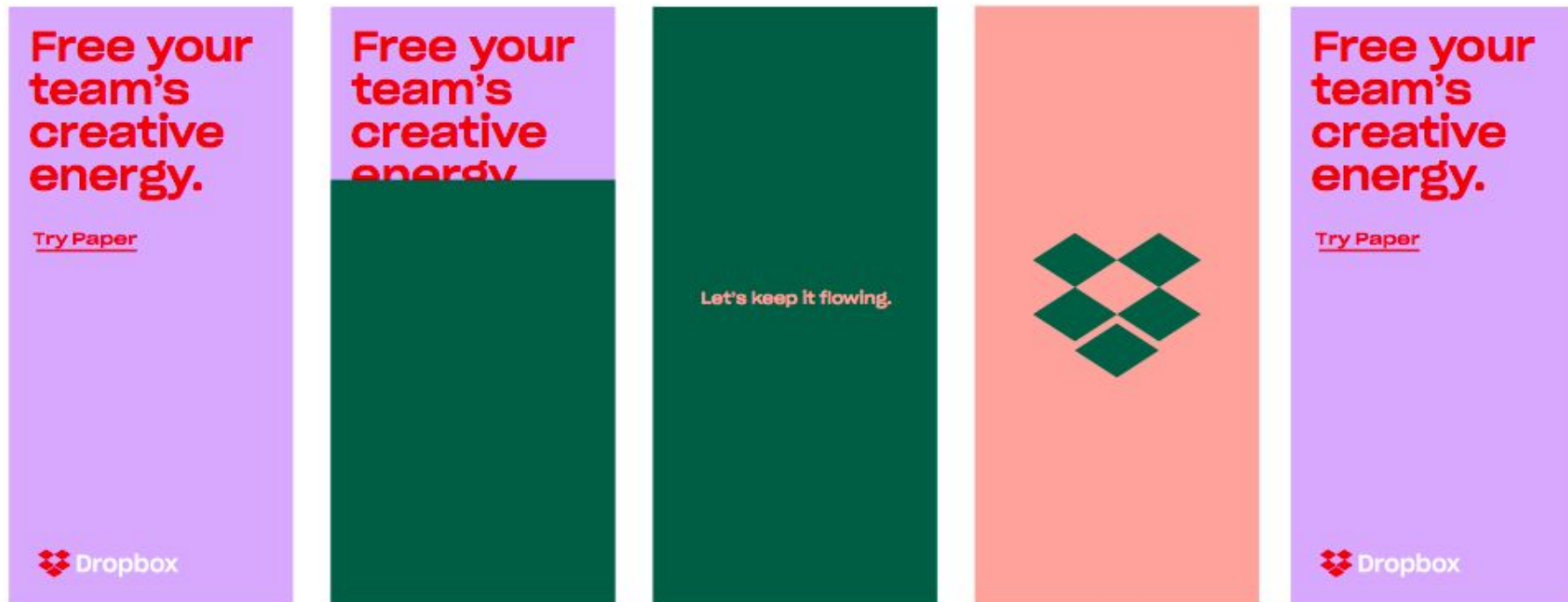


Single Axis Movement — Z

Since certain glyphs have planes that occupy multiple Z-Depths, planes can sometimes move along the Z axis.

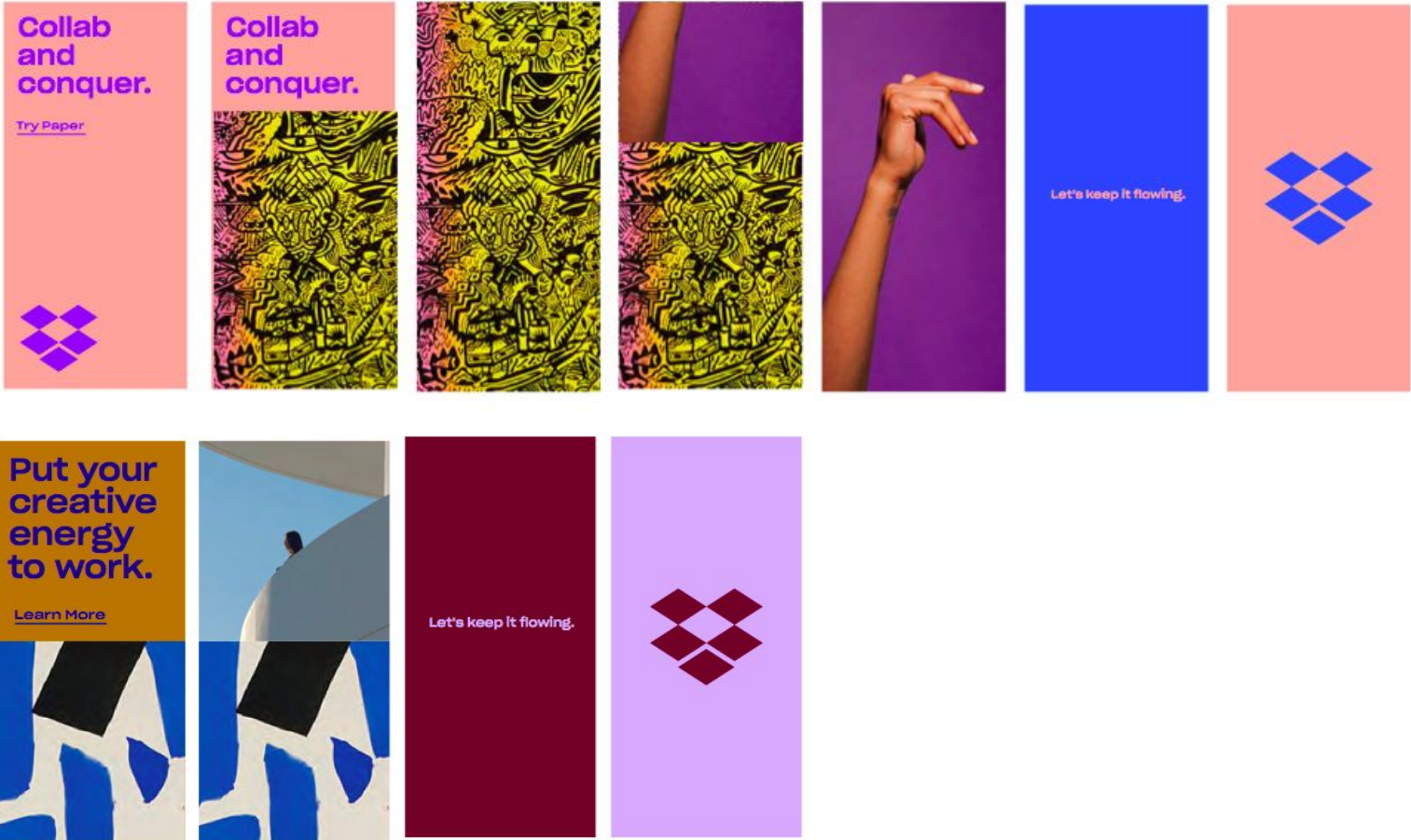


SAMPLE BANNER: Type and Plane only



SAMPLE PSD [LINK](#)

SAMPLE BANNER: With Images / Co-Creation

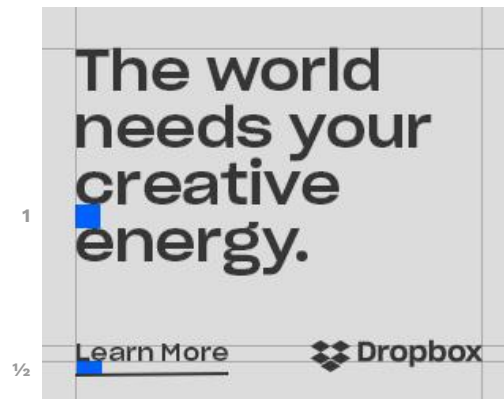




Option 01



Equal Margins
Headline: Sharp Grotesk Medium 22 - 15 pt type
size / 15 pt leading



Sublines: Sharp Grotesk Medium 22 - 7.5 pt
type size (half of headline)

Campaign Messaging Overview

ONE OVERARCHING MESSAGE

The world needs your creative energy

Let's Keep It Flowing

[LOGO] + Dropbox