Dropbox Brand Guidelines

August 26, 2017
Overview

1. Logo/Glyph Guidelines & Don’ts
2. Color Don’ts
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LOGO GUIDELINES - DONT’S

- Do not rotate glyph
- Do not deconstruct glyph
- Do not stretch glyph
- Do not fill in glyph
- 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
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.
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
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.
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.
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, its 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

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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)
ONE OVERARCHING MESSAGE

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[LOGO] + Dropbox