



BRAND GUIDELINES

Cirrusly Weather created these brand guidelines to assist our partners in developing creatives that meet our standards when using our brand.

Please review this document and ensure that any creatives submitted are compliant with these guidelines whether or not our logos appear.

Please direct all inquiries regarding our brand guidelines to our Partner Support email at info@cirruslyweather.com.

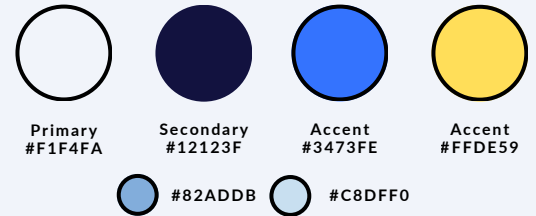
OUR LOGO

Acceptable representations of our mark always include our sun and cirrus cloud, either alone, with our name, or our name and website. Do not use our name alone, or using another font.



COLOR PALLETE

Our pallette is inspired by the colors of the sky and clouds, with an emphasis on blue.



FONTS

Our font selections are a part of our brand identity, too, and are required to be used in any creatives on our site for consistency. We use two primary fonts, with some kerning where necessary for legibility, and line spacing of 1.2 em. Please keep text sizes above 10 pixels, if possible.

INTRO RUST

Intro Rust is our primary title font used in all header text in any creatives for its legibility even at small font sizes under 20px.

Gatwick Bold

Gatwick Bold is an alternative font providing flexibility in text design for our designers, but Intro Rust always is the primary title font, with Gatwick the secondary.

The following fonts are permissable for regular text. Minimum character/line spacing requirements remain the same.

Glacial Indifference

Lato

REQUIREMENTS AND RECOMMENDATIONS

Cirrusly Weather has requirements of use of its marks in third-party imagery, aimed at ensuring our brand identity appears consistent across any third-party sites, and is in line with requirements of the major shopping services.(Google, etc). **We require approval for all instances of the use of our brand and/or logo.**

Provide sufficient space between our logo and other elements.



Our logo is designed to be used with a variety of background colors.

Using pure white (#FFFFFF) is acceptable, but #F1F4FA is preferred.



We've found that using #F1F4FA is less stressing on the eyes.

Avoid using our mark over backgrounds using colors that clash with the logo.



We've found our logo works best over blues and grays.

Do **NOT** place sale elements directly on any product imagery.



This causes a rejection on shopping services. Limited text is okay.