

Brand Guidelines



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Brand Logo

Our logo is the single most visible element of our brand and its consistent use is key to gaining recognition.

Primary Logo

Our logo is the single most distinctive part of our brand. Use it carefully. It goes on every form of communication—both ours and our partners. Our primary logo should be used whenever possible, especially on cover images and in primary application.

Deciding which version of the logo to use

The horizontal logo is the preferred version, to be used whenever there is space. The full color versions are the preferred logos, but all are acceptable. In situations where space is limited horizontally, you can use the vertical logo. For all other uses, the horizontal logo is preferred.

Writing the name

When writing the name in plain language it should be written like it is shown in the logo with both words capitalized and no space added in between the words. The proper written name is SingleStore.

Logo Safe Area

To make sure our logo always looks great, it's important to give it plenty of space. Clear space around the logo is equal to the size of double "x". Follow these diagrams to make sure our logo is always bold and distinctive—not obscured by any words, images or anything else surrounding it. This applies to all colour variations and versions of the logo.

Horizontal logo



Vertical logo



SingleStore



SingleStore

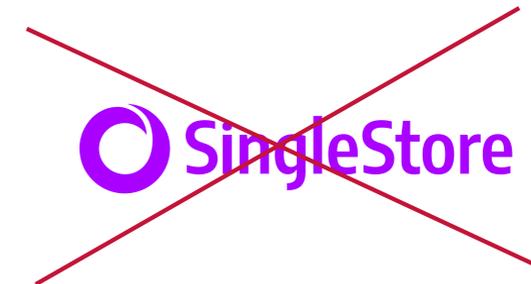


Secondary Logo

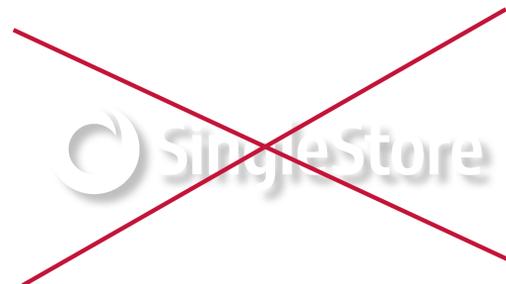
The one-color logo should be used only on photographs and color backgrounds within the SingleStore color palette. The one-color logo is preferred to be used on our primary indigo, purple or gradient colorways. If using a black or white background, we strongly prefer the use of our full-color logo. However, if design and or production limitations conflict with this, then the logo should appear in white on black background.



DO NOT change the transparency of the logo



DO NOT change to our primary purple or any other color



DO NOT add a drop shadow



DO NOT rotate any part of the logo mark

Logo Don'ts

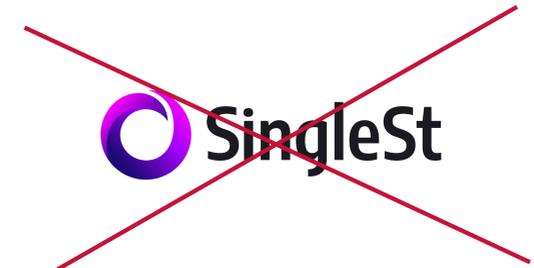
Always use the SingleStore approved versions available for download. On the right are examples of how the logo should NOT be modified.

Never stretch, change colors, create new versions, add dropshadows or otherwise modify the original logo.

This is not a comprehensive list of errors. These are simply the most common or egregious ones.



DO NOT disproportionately scale the logo



DO NOT crop the logo



DO NOT attempt to rotate any part of the logo



DO NOT re-create using any other typeface



DO NOT display the logo as an outline.



DO NOT change colors of the logo.

Band Mark

Our logo is the single most distinctive part of our brand. Use it carefully. It goes on every form of communication—both ours and our partners. Our primary logo should be used whenever possible, especially on cover images and in primary application.

The brandmark should be used when space is limited and the primary wordmark would become illegible. Use this logo our favicon, as profile pics on social media and whenever our primary logo can't be used.

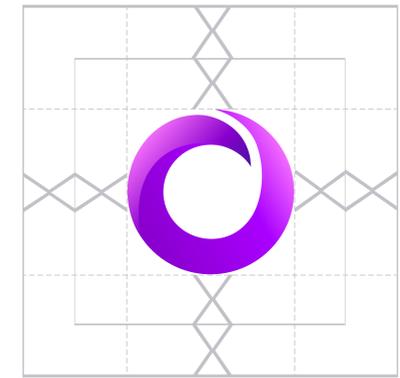
Deciding which version of the logo to use

The horizontal logo is the preferred version, to be used whenever there is space. The full color versions are the preferred logos, but all are acceptable. In situations where space is limited horizontally, you can use the vertical logo. For all other uses, the horizontal logo is preferred.

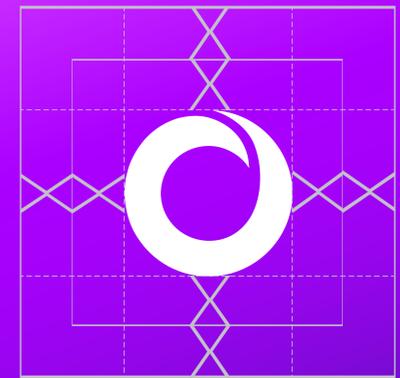
Logo Safe Area

To make sure our logo always looks great, it's important to give it plenty of space. Clear space around the logo is equal to the size of double "x". Follow these diagrams to make sure our logo is always bold and distinctive—not obscured by any words, images or anything else surrounding it. This applies to all color variations and versions of the logo.

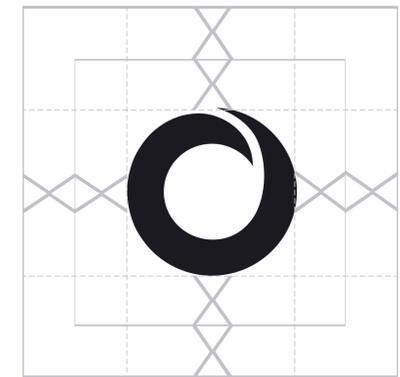
Color Logo Mark



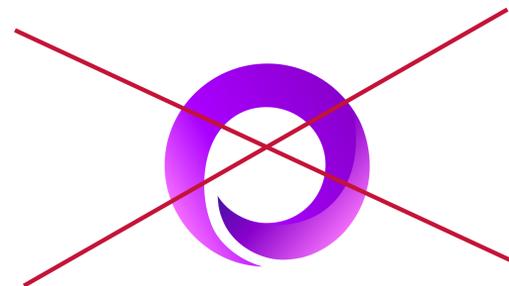
White Logo Mark



Black Logo Mark



Brand Mark Don'ts



DO NOT attempt to rotate any part of the logo



DO NOT place the logo mark in any part of a word

Brand Architecture

SingleStore

Same logo as shown, but with this message: SingleStore refers to the general company name and not any of our products.

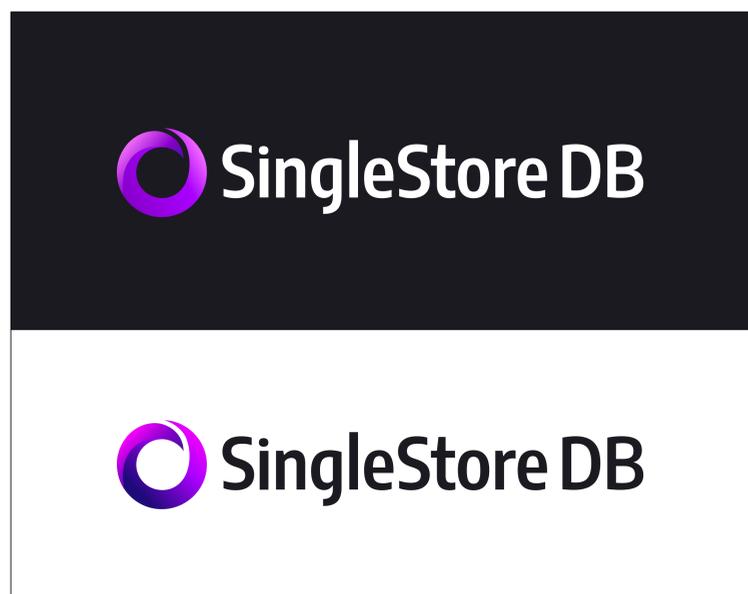
SingleStoreDB

Use the logo you show for singlestoredb with this message: SingleStoreDB is the core product of SingleStore the company. It has several deployment options including cloud and self managed.

Company

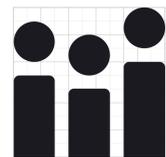


Product



Department Logos

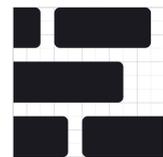
The SingleStore team logo is made up of the similar shapes, colors and type as the primary logo. Each icon element uses a simple line and dot elements to represent our teams inside a 1:1 grid. These team logos are easily rendered in various print and digital executions in varying sizes and dimensions.



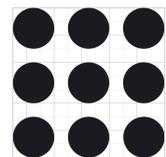
People Ops



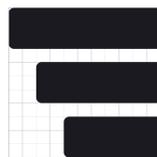
Support



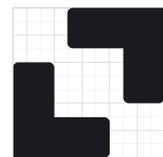
Engineering



Sales



Marketing



Product



Brand Colors

Our brand is underpinned with a distinctive colour palette designed to be used as a key element within our visual toolkit.

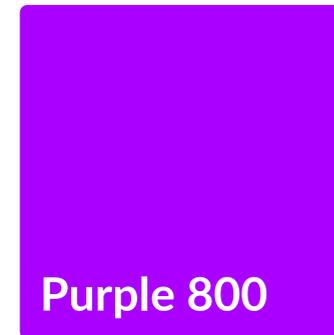
Primary color

For flexibility and variety, the SingleStore color palette is divided into two parts. Listed to the right is our primary palette, Purple 800.

The primary palette is rooted in a spectrum of purples, shown on the accent and gradient pages. The primary purple 800 should make up the majority of the color you see when you look at the full visual brand.

The supporting secondary or accent color palette is a more diverse spectrum than the primary palette. These colors help to breathe life and color depth into the brand visuals to create moments of high impact and contrast.

Primary Palette



PANTONE 527 C
C 60, M 100, Y 0, K 0
#AA00FF

Accent Colors

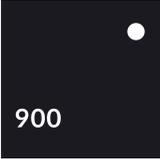
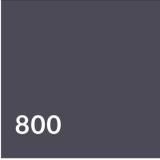
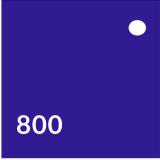
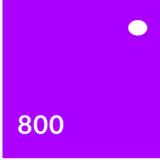
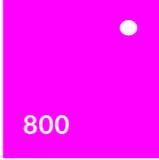
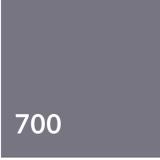
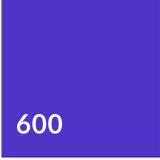
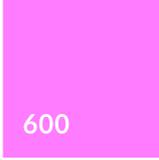
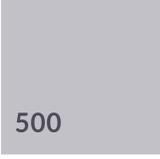
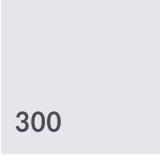
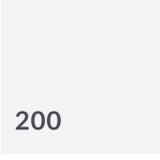
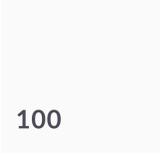
*Colors with a circle in the upper right are primary and secondary colors.

Neutral/Pantone Black 6 C:
C 75, M 70, Y 60, K 90
#1B1A21

Indigo 800:
Pantone 3597 C
C 100, M 100, Y 0, K 30
#311B92

Purple 800:
Pantone 527 C
C 60, M 100, Y 0, K 0
#AA00FF

Magenta 800:
Pantone Pink C
C 0, M 100, Y 0, K 0
#FF00FF

Neutral	Indigo	Purple	Magenta
 900	 900	 900	 900
 800	 800	 800	 800
 700	 600	 600	 600
 500	 400	 400	 400
 300	 200	 200	 200
 200	 100		
 100			

Gradients

These color gradients can be used in any layout or brand design as a background color. They could be easily placed as supporting object or icon over a image in the background, as well.

Please keep in mind, not to substitute these color gradients for any other color combination.

G 1



G 2



G 3



G 4



Typography

Our typography compliments the logo and serves as a key brand assets to maximize recognition and ownability.

Primary Font

The SingleStore primary typeface is Lato (Bold or Regular, sometimes Black), a modern and friendly typeface that comes in a variety of weights and offers flexibility of use. Commitment to this typeface will help create a consistent and strong identity. Lato is a Google font, free to download. Refer to typography layout page for treatment.

Lato

Primary Font
SingleStore main font to be used
in all applications and interfaces.

Lato Regular

Primary web font to be used for body copy.

Lato Bold

Primary web font to be used for primary headlines and buttons.

Lato Black

Primary web font to be used on social media or third party
small ad headlines.

Webinar/Tech Talk Landing Page Example



Join us for a Tech Talk on ← **Scaling Data-Intensive Applications with SingleStore & Vectorized** ← **Event Details**

Overview

In an arc of engineering efforts that spanned two years and four releases, SingleStore recently completed and delivered the final installment of a patented new storage technology known as Universal Storage that supports both transactional and analytical workloads on the same table.

For decades, it was believed that you needed different databases and technology to run analytical and transactional workloads. SingleStore has proved that wrong with the evolution of Universal Storage, delivering high levels of performance, and at low costs for any type of workload.

Discussion Topics ←

- How Universal Storage combines capabilities of rowstore and columnstore to enable all kinds of workloads
- Why this results in big improvements in Total Cost of Ownership (TCO) and performance
- The different aspects of Universal Storage including fast columnstore seeks, indexing, fast joins, unique constraints, and upsert support
- See Universal Storage in action with a demo!

Featured Speakers ←

- Alex Gallegos**
Founder & CEO, vectorized.io
- Carl Sverre**
Senior Director, SingleStore
- Joe Karlsson**
Developer Relations, SingleStore

Event Details

- Date & Time**
Tuesday, November 16th
10:00am PT
[Add to calendar](#)
- Duration**
60 minutes

Register Now

TYPOGRAPHY

Typography Layout

This layout shows what fonts and colours you can use in which parts of a landing page layout.

Our primary font should be used in bold for headlines and regular for body text.

Our secondary fonts are always used sparingly for quotes and code examples.

P1 - CAPS, Size: 16 pt, Lato Bold

H1 - Title, Size: 48 pt, Lato Bold

P1 - Regular Button, Size: 16 pt, Lato Bold

H2 - Title, Size: 34 pt, Lato Bold

P2 - Regular Text, Size: 20 pt, Lato Regular

H3 - Title, Size: 24 pt, Lato Bold

Visual Elements

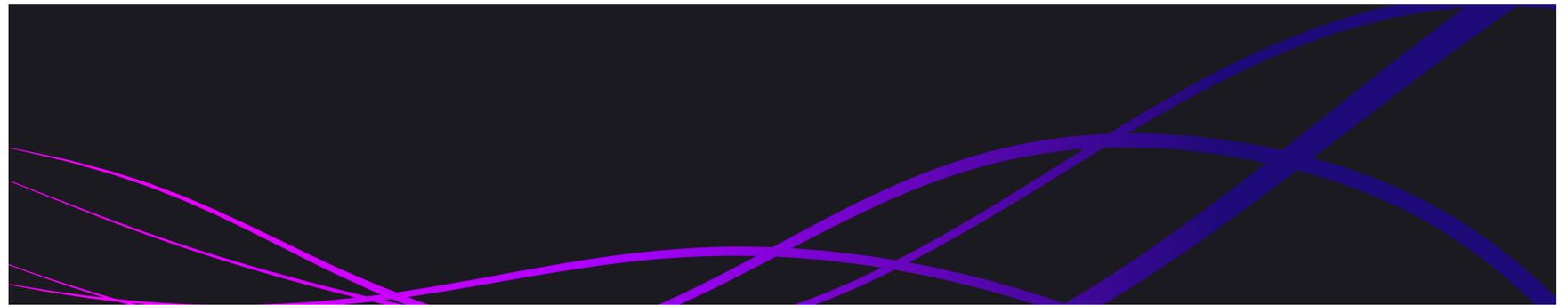
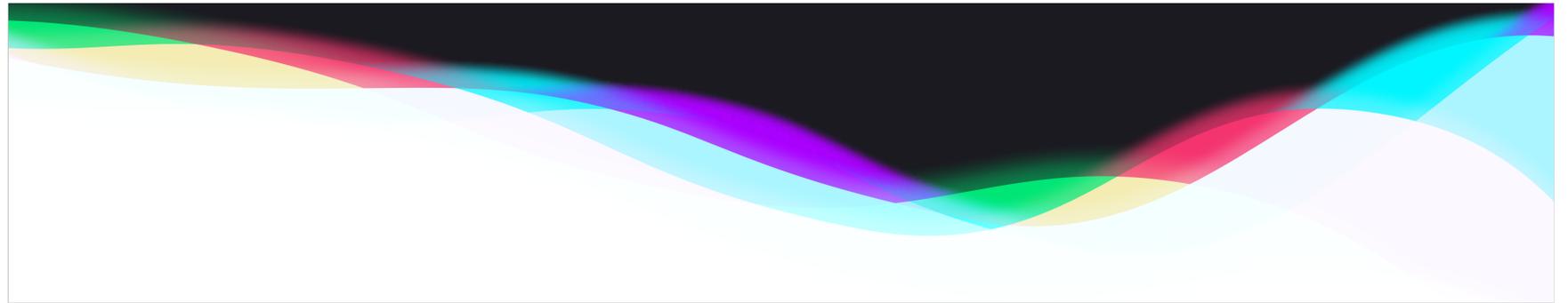
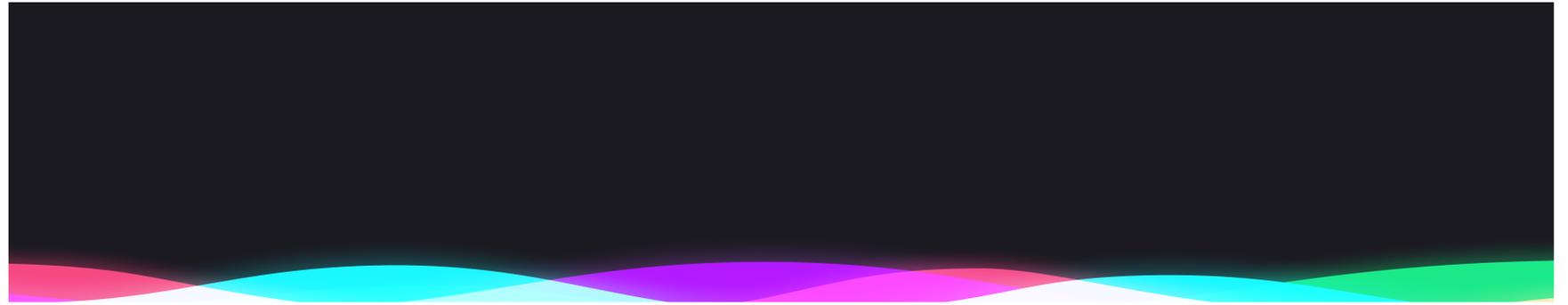
Our style, patterns, illustrations and components are yet another key graphic element designed to add more life and vibrancy to our often technical content.

Visual Elements

Styles & Backgrounds

The ribbon element can be used on pages where you need to add an extra graphic element to decorate the composition.

The ribbon is directly influenced by the angle and shape of our SingleStore brand mark.

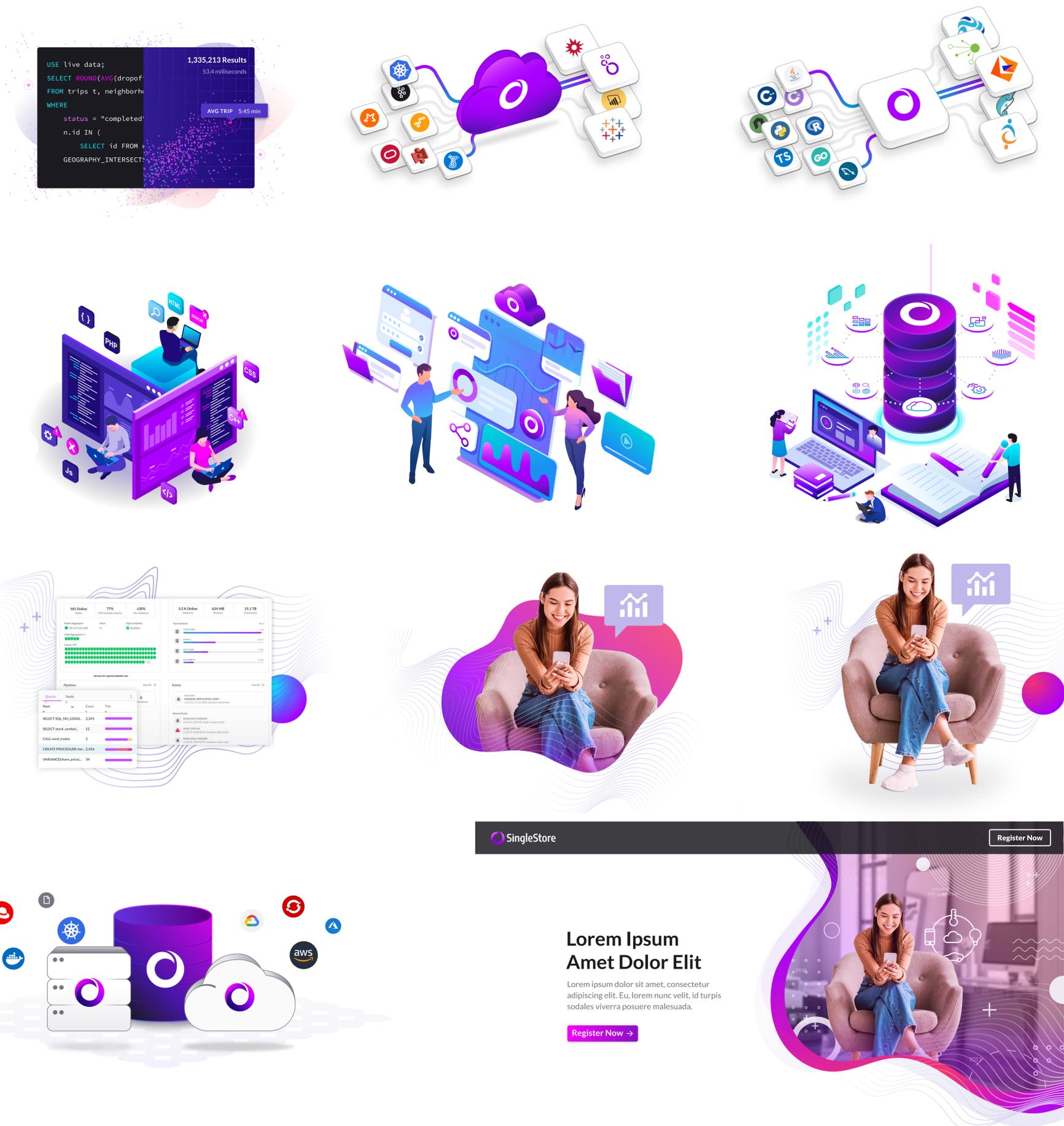


Brand Colors

Illustrations

Our illustration style is precise, detailed, and dimensional, heavily defined by the influence of SingleStoreDB, the product features, the icons, and use-case scenarios and solutions.

It was created to distinctly capture the SingleStore brand and is used across a range of communications, including but not limited to site, social, collateral and other brand marketing support.

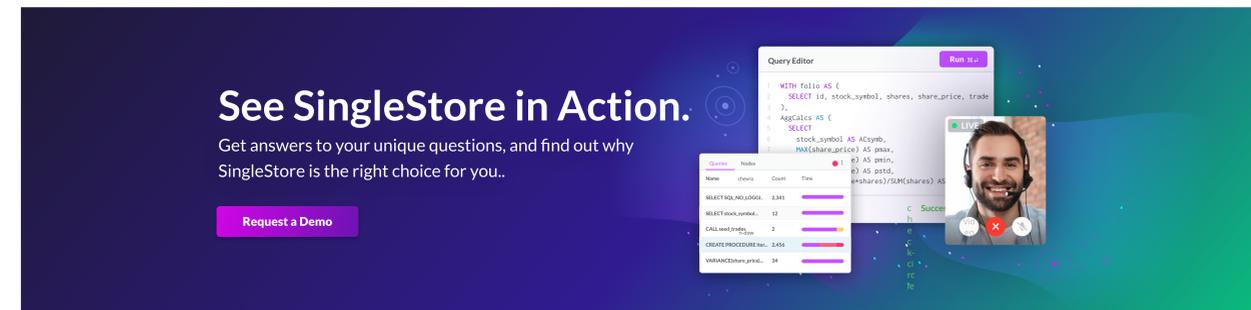
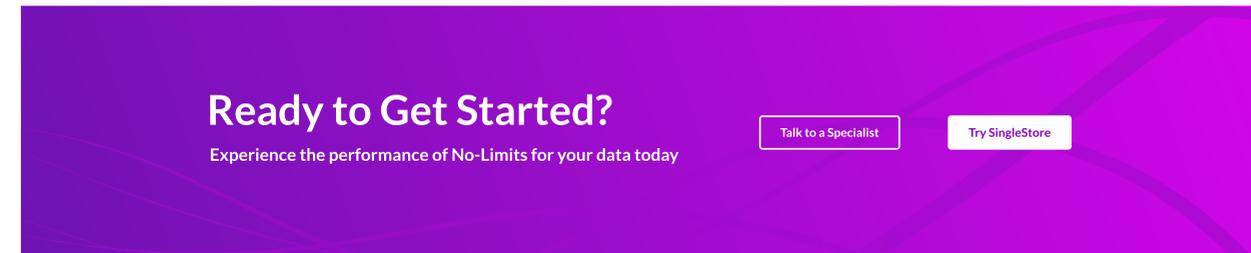


Brand Colors

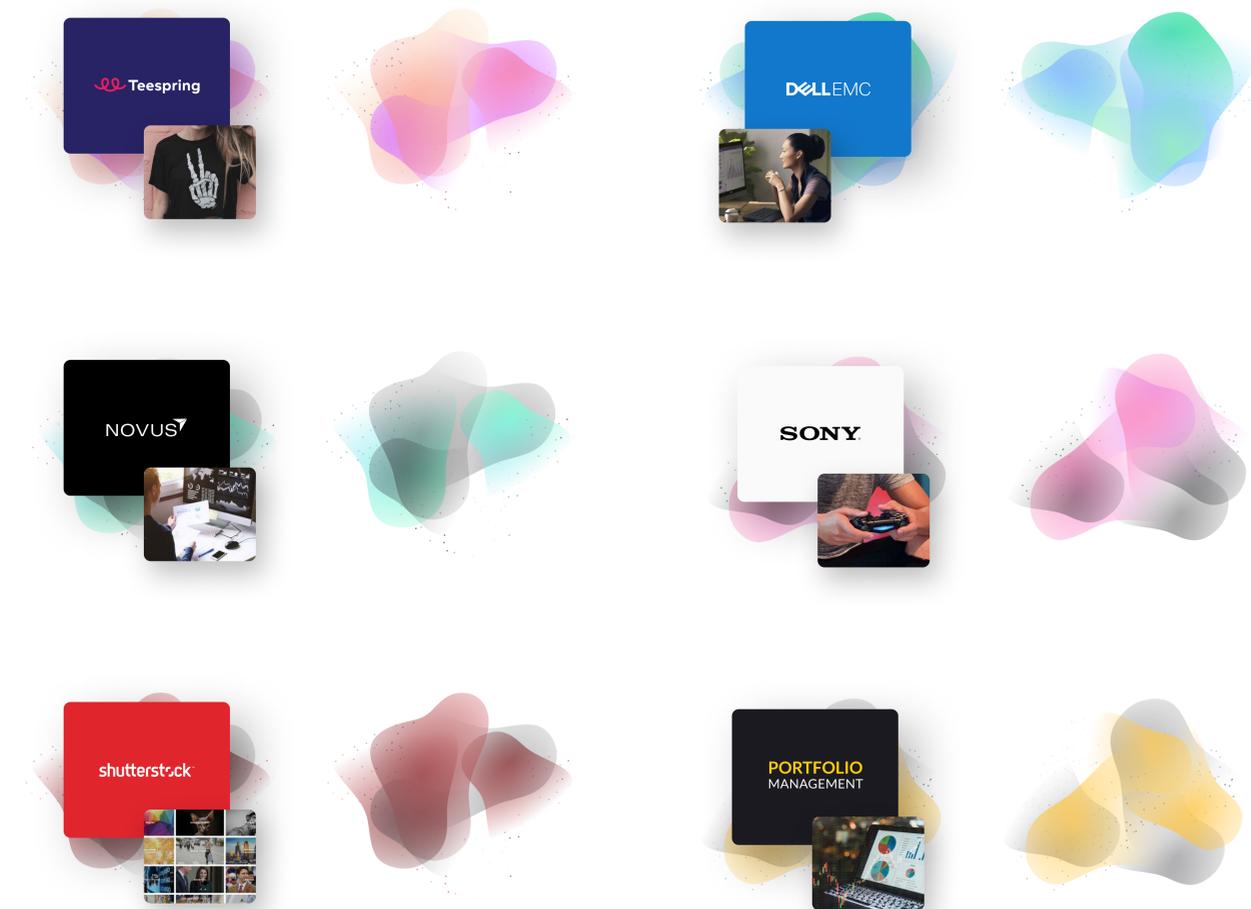
Patterns

The pattern color and composition helps subtly decorate your layouts with recognizable pieces from the brand that are can be used in all types of communications.

Lines, Curves and Dot Usage



Blob Styles



Icons

Our icons are used across different brand touchpoints from marketing to product to print. They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.

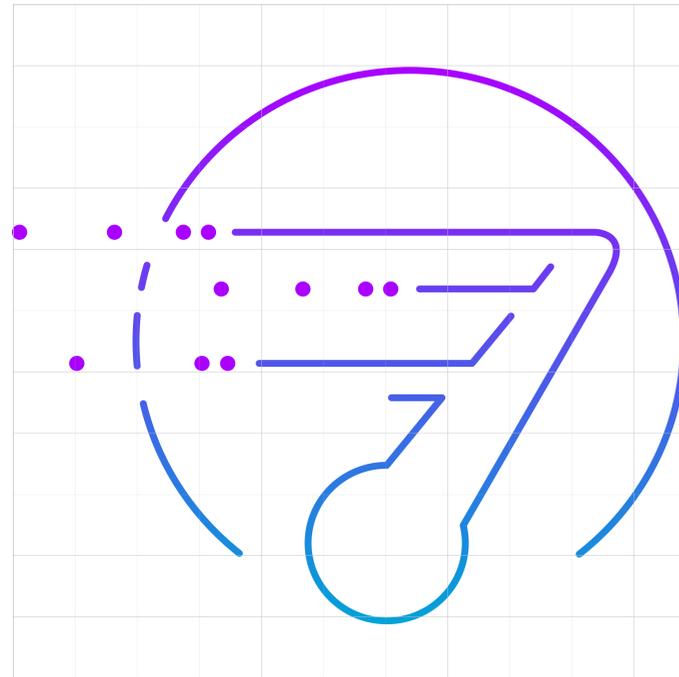
Define & Expand

All icons should be drawn on a 98x98px grid frame, with a 1.5px stroke width for outlines.

The stroke selection color is gradient/ Purple 800 (AA00FF) - Blue 800 (Hex 00A3D7).

However, it's acceptable to go beyond the padding or off the keylines if doing so improves the optical balance of the icon.

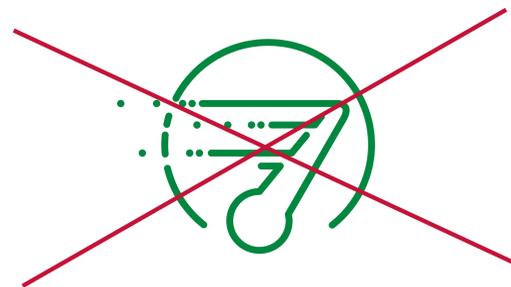
Icon Expanded



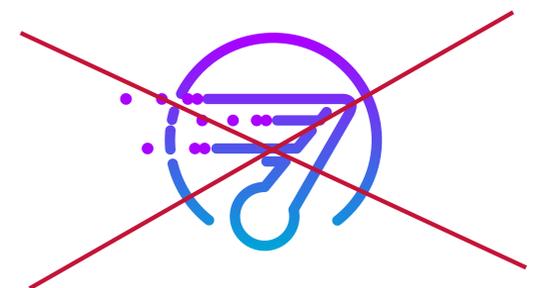
Icon Actual Size



Icon Don'ts



DO NOT change the color of the original icon



DO NOT modify the original stroke thickness

Icons

Custom

Icons are visual representations of commands, objects, or common actions and are used to provide visual context and enhance usability. They should be simple, yet bold enough to grab attention.

Small (Font Awesome usage)

- | | | | |
|--|--|---|---|
|  arrow-alt-to-top |  arrow-alt-up |  arrow-circle-down |  arrow-circle-left |
|  arrow-circle-right |  arrow-circle-up |  arrow-down |  arrow-from-bottom |
|  cloud-upload |  cloud-upload-alt |  clouds |  clouds-moon |
|  code-branch |  code-commit |  code-merge |  coffee |
|  coffee-pot |  coffee-togo |  coffin |  coffin-cross |
|  cog |  cogs |  coin |  coins |

Medium Icons (Holds more information & adds more complexity)

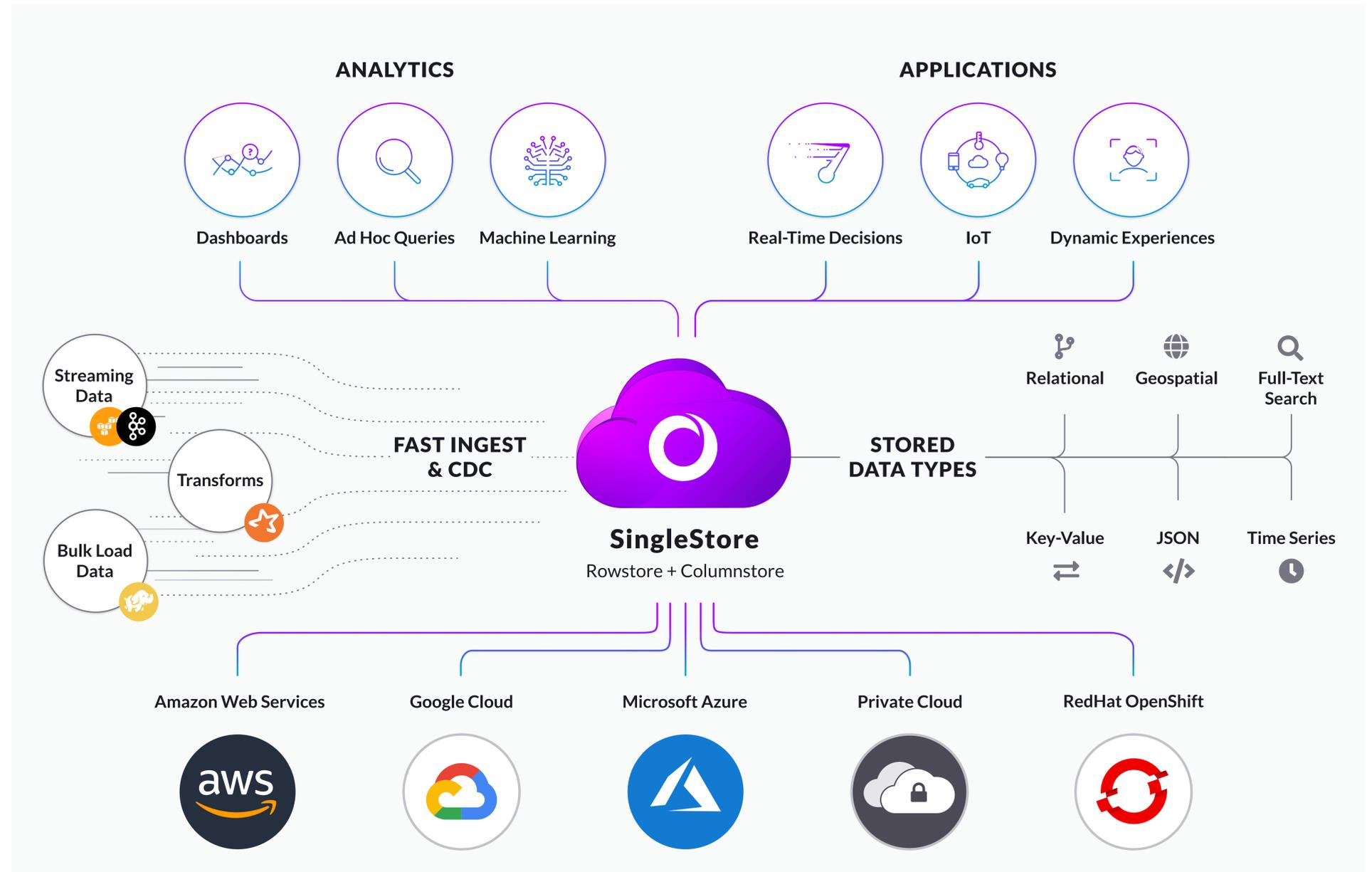


Diagrams

Our diagram style helps us present SingleStoreDB content in a clear and legible way making it easier to understand at a glance.

Marketecture

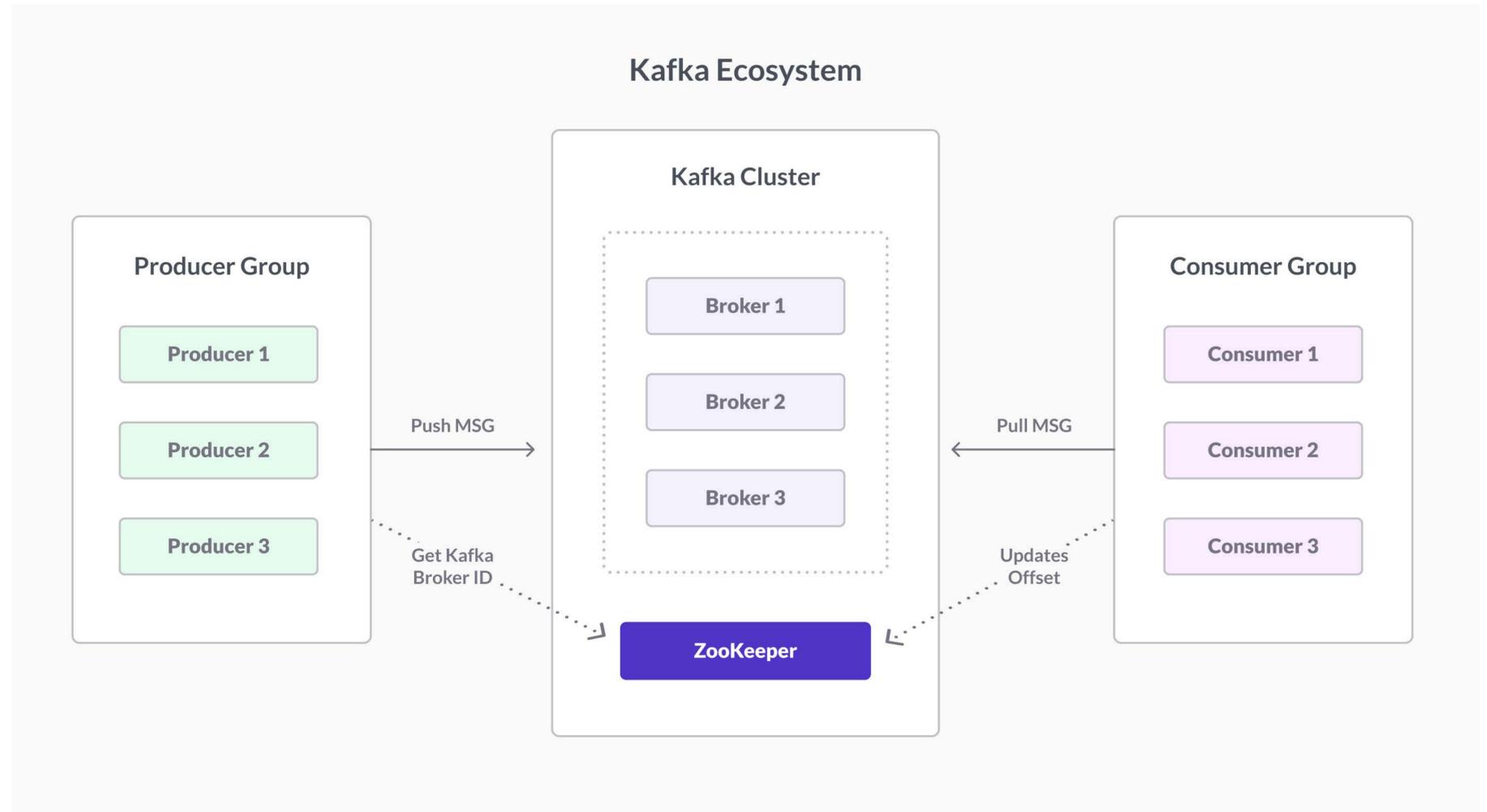
Our SingleStore Primary Ecosystem diagram is shown on the right. It demonstrates how SingleStore works. We're a distributed, highly-scalable SQL database that can run anywhere. We deliver maximum performance for transactional and analytical workloads with familiar relational models.



SingleStore Ecosystem

Product Architecture: Ecosystem

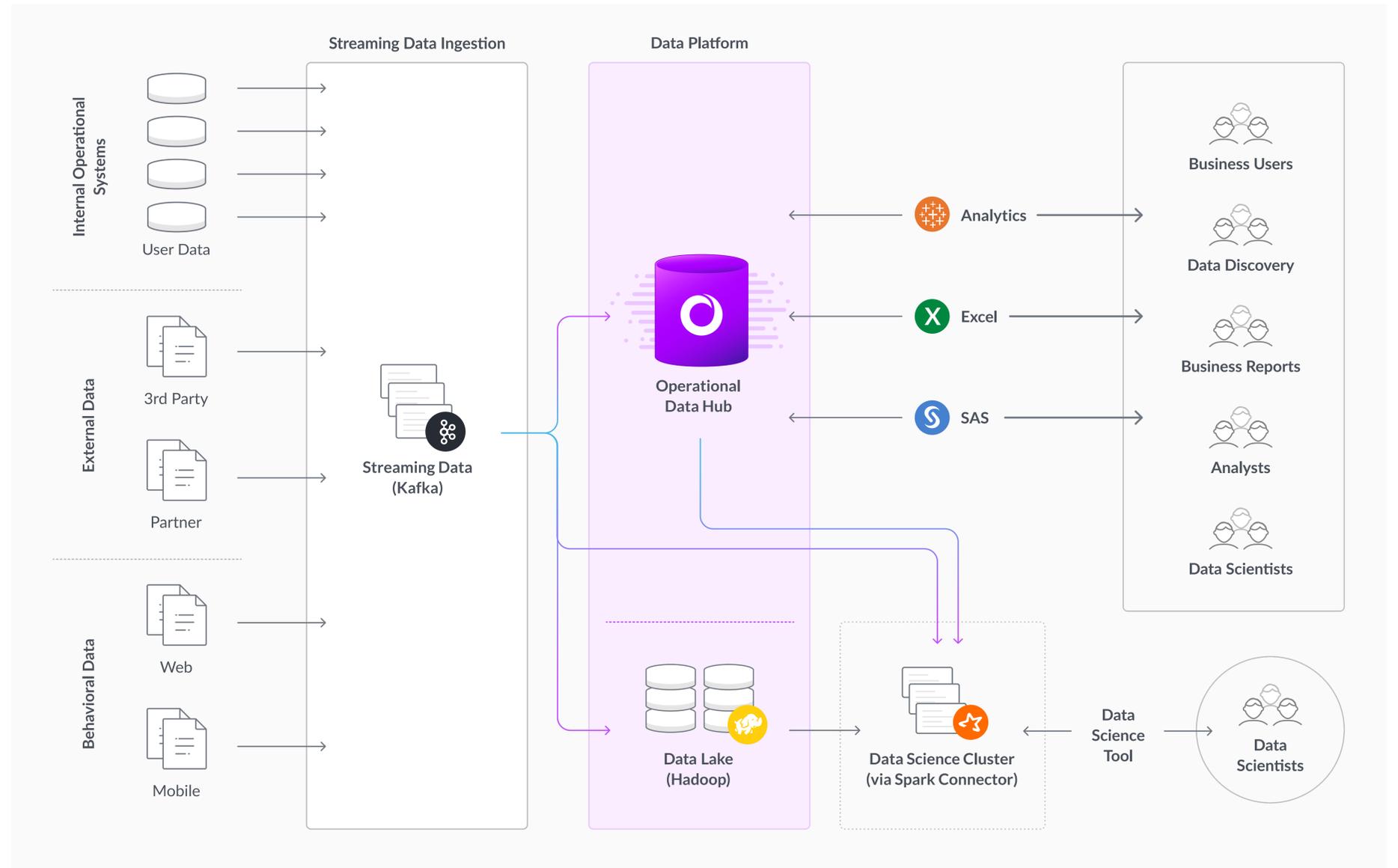
A SingleStore secondary high-level architecture diagram is the Kafka Ecosystem shown on the right.



High-Level Architecture: Kafka Ecosystem diagram

Product Architecture: Technical Diagram

A SingleStore secondary high-level product architecture diagram is the Case Study and End State Technical Diagram shown on the right.



Technical Diagram: Case Study and End State architecture

Images

Our imagery treatments were developed to help us bring consistency in the way we work with photos, text, and icons.

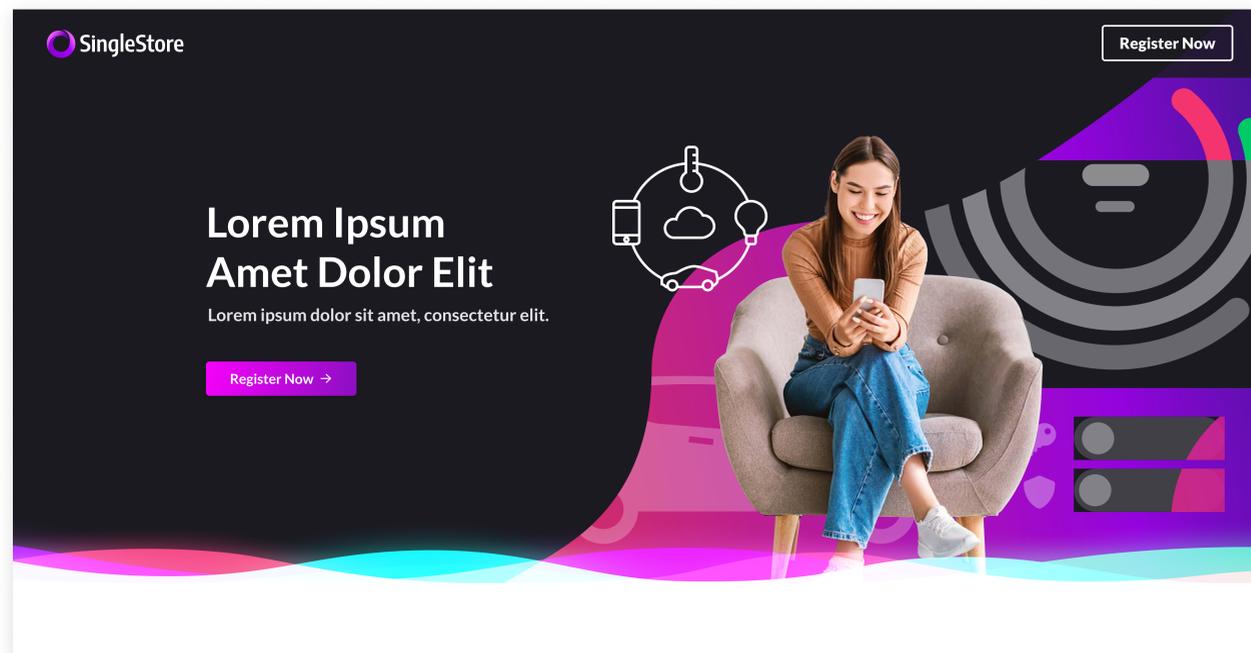
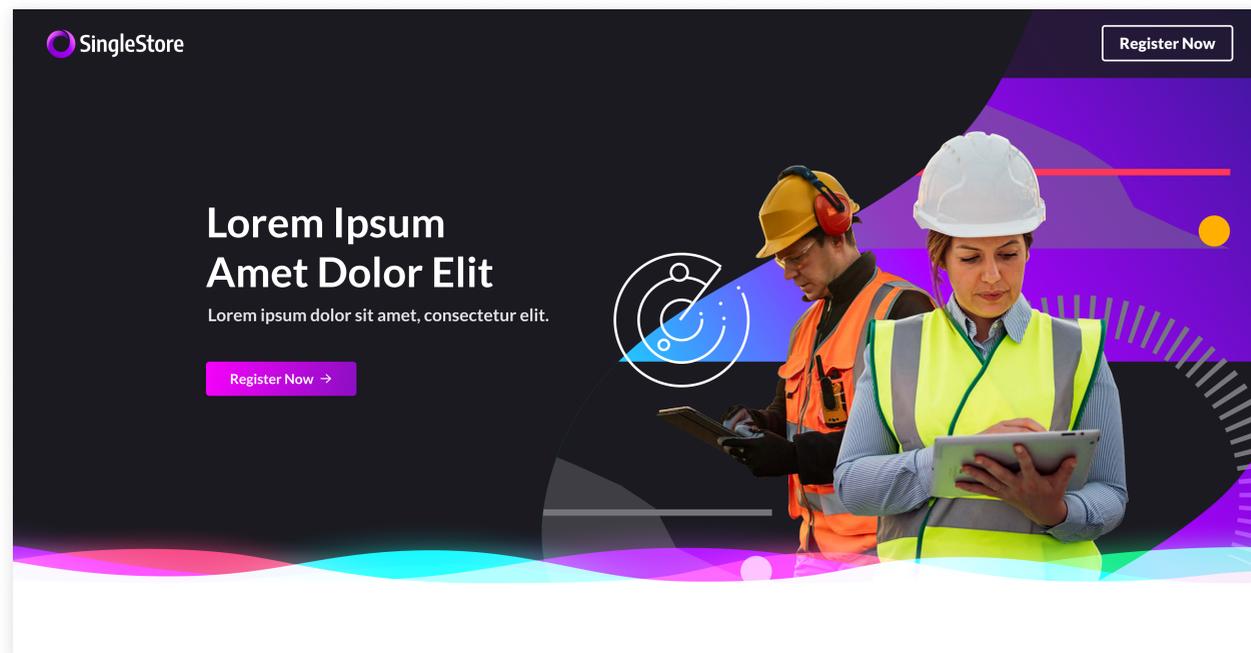
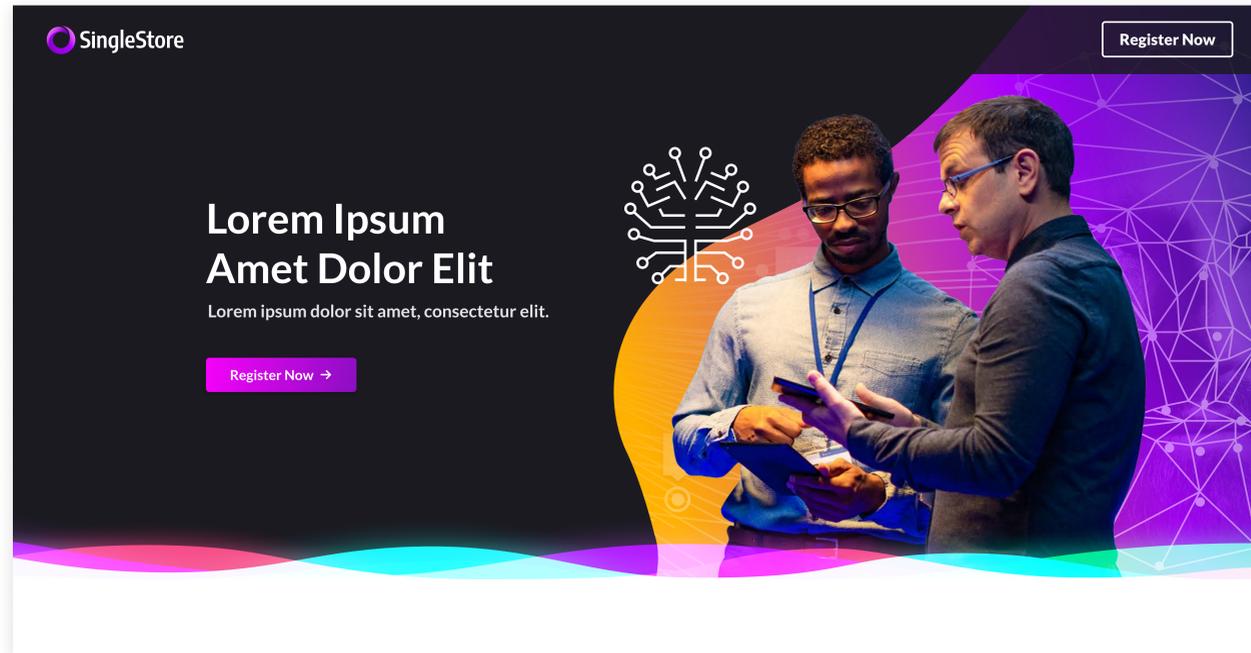
Brand Colors

Stock Photography

Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.

Avatars: Relatable, human, warm, knowledgeable. Colorful, personable.

Lifestyle: Aspirational, educational, collaborative, confident, clear, focused, driven, inclusive.

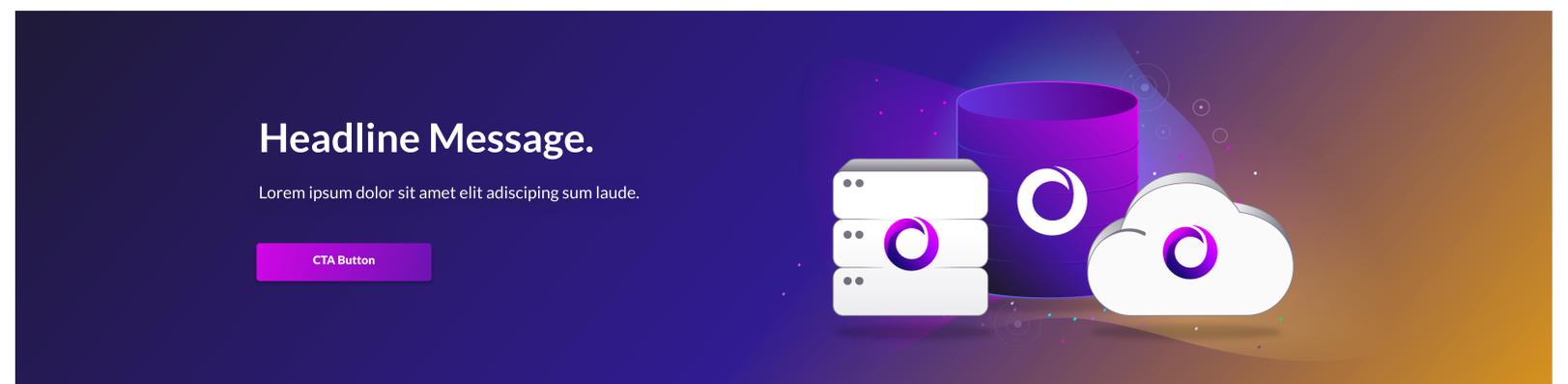
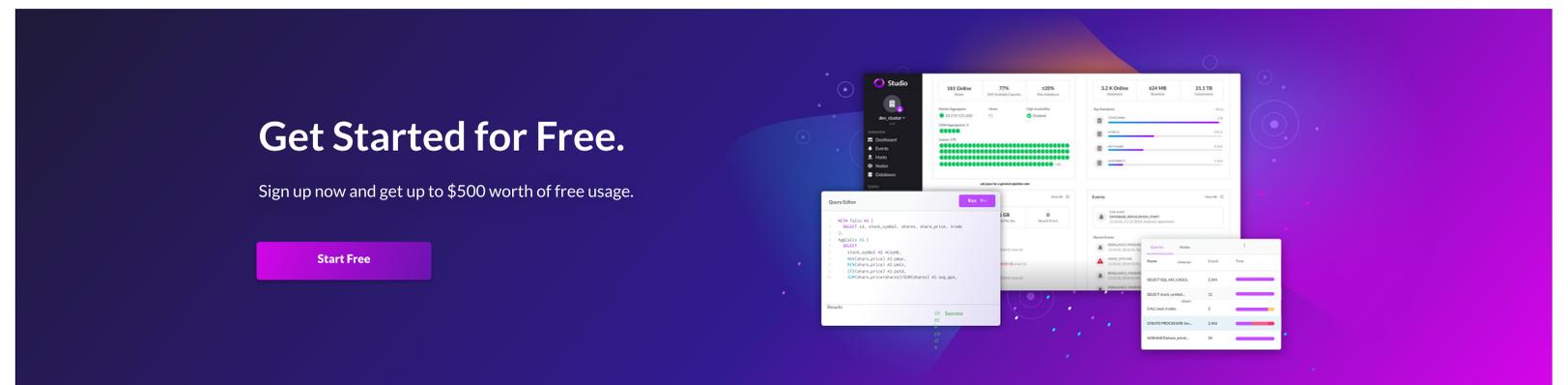
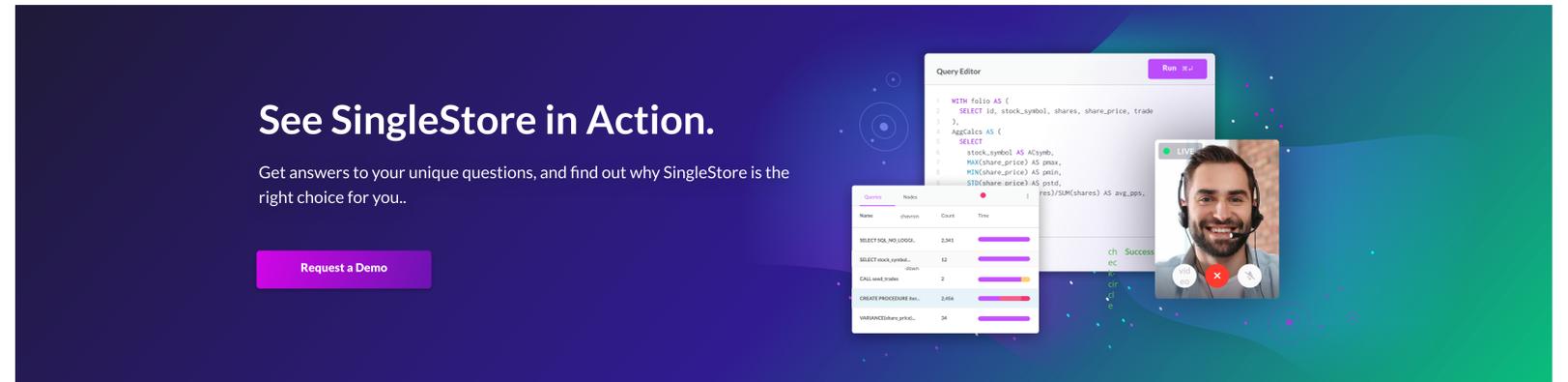


Brand Colors

Site Banner Imagery

Real, analytical, transactional – these things are integral not just to every last detail of SingleStore’s work, but also to the visual aesthetic of our images.

The style is minimalistic and clear-cut, with the visual in each image depicted in a simplistic, precise, modern, insightful manner—always with a clear focus on the product.

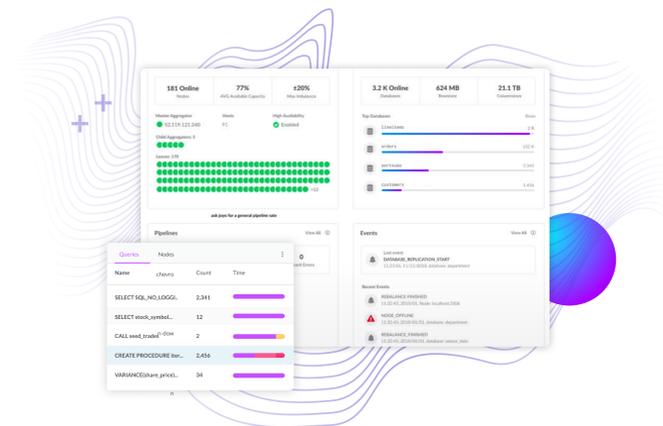
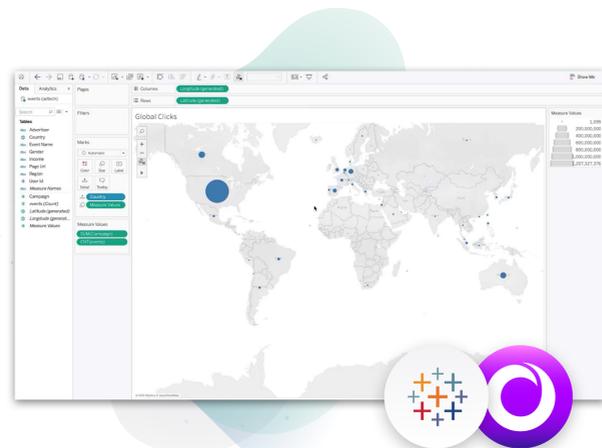
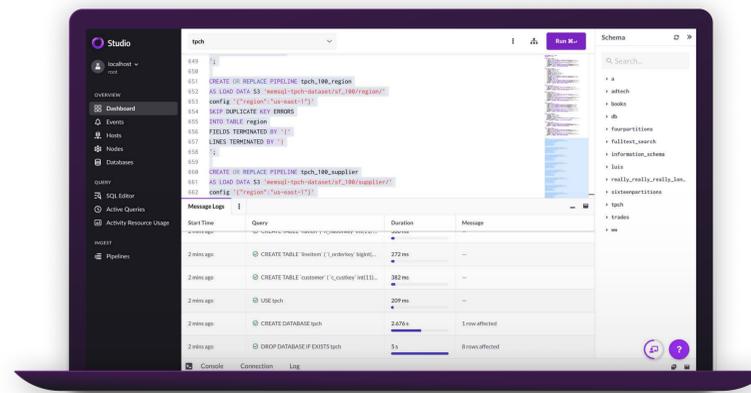
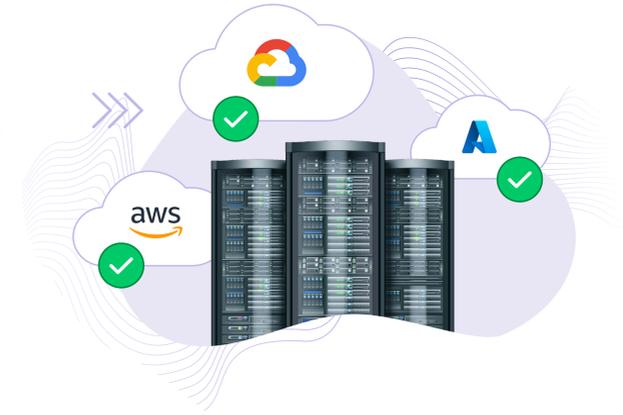
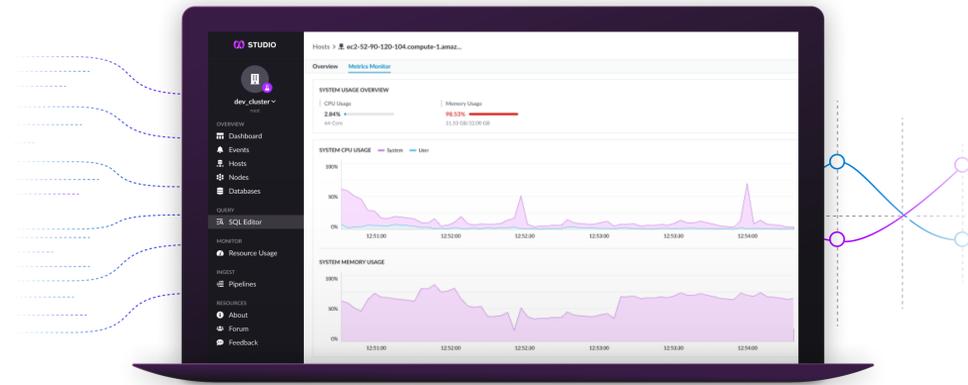


Brand Colors

Code & Site Imagery

Our code and site imagery style is clean, modern and dimensional, heavily defined by the use of shapes, icons, example code usage, and SingleStore charts/diagrams.

These imagery styles were created to capture the SingleStoreDB product and brand across a range of communications. Please refer to our visual elements pages for a broader range of styles, illustrations, patterns and other brand reference and use.



Applications

Explore examples of how our brand identity can come to life across variety of brand communications

Web Digital Ads

Examples on the right show how all digital ads have common factors across various sizing assets.

Each asset contains the title, sub-copy, a gradient Magenta 800 button and SingleStore horizontal/vertical color on-black logo.

Depending on size constraints, there are various illustrations (ie. SingleStore database, cloud or other key brand element). Also, the background is usually our pantone Black 6C/ #1B1A21 with white text.

Refer to accent and gradient brand color pages for exact color(s) code values.

SingleStore logo

The Blazing Fast Database

Switch to the world's fastest cloud database built for speed, scale, & performance.

[Start Free](#)

SingleStore logo

Get the World's Fastest Database

Built for Speed, Scale & Performance in the Cloud.

[Start Free](#)

SingleStore logo

Hadoop holding you back?

Switch to the world's fastest database built for speed, scale & performance.

[Switch for Free](#)

SingleStore logo

Save 50% on Costs

[Switch for Free →](#)

THE FASTEST MODERN CLOUD DATABASE

Social Media Blog

Examples on the right show how social media blog assets are easily recognized as SingleStore assets with consistent brand elements and templates.

Each asset contains the title, eyebrow copy/blog icon, key speaker(s), our SingleStore logo and easily digestible illustration.

The illustration is usually on a Indigo 800-Magenta 800 linear gradient with white text. Also, the eyebrow copy is highlighted in our secondary palette Yellow: Pantone 121C (#FFCF64).



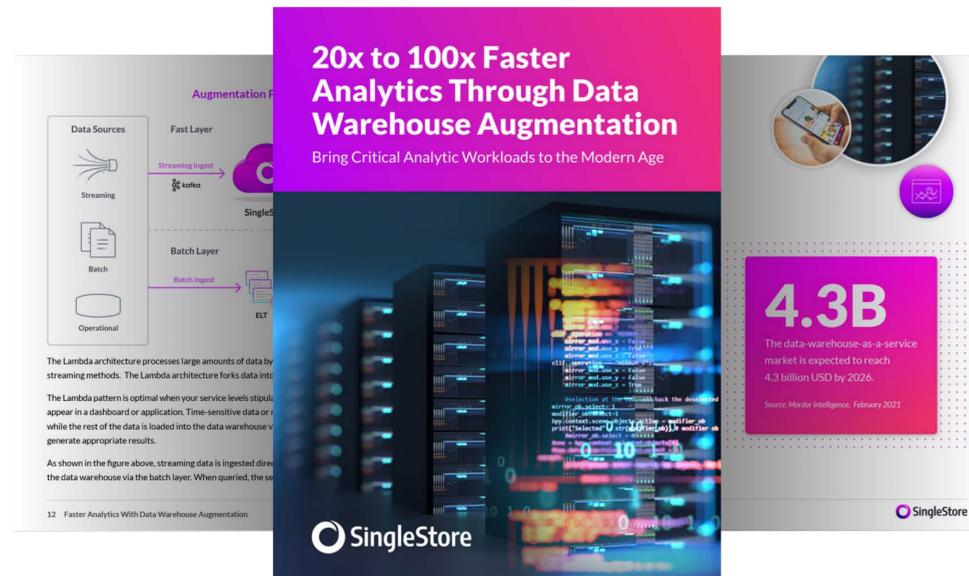
Applications

Media eBook

Examples on the right show various media eBook cover designs. Each has a slightly distinguished SingleStore character.

Either an illustration or image reflects the title's depiction of the eBook. Plus, the sequential pages stay on target with the brand colors, diagrams, and typography.

The title page has the logo in various spots but still easily recognizable. The secondary pages have the SingleStore logo, title and page consistently in the footer location.



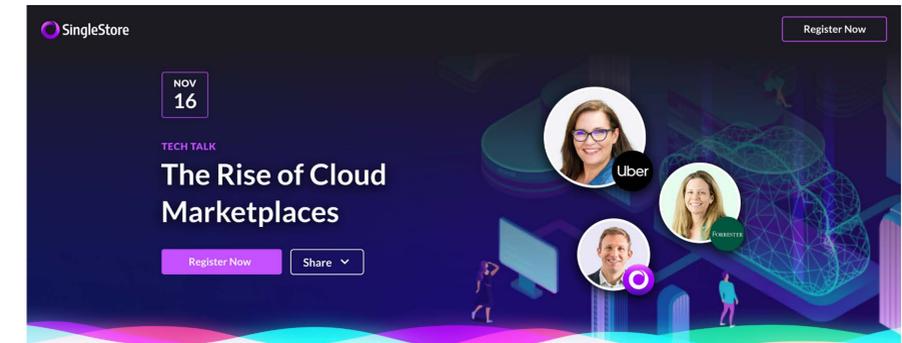
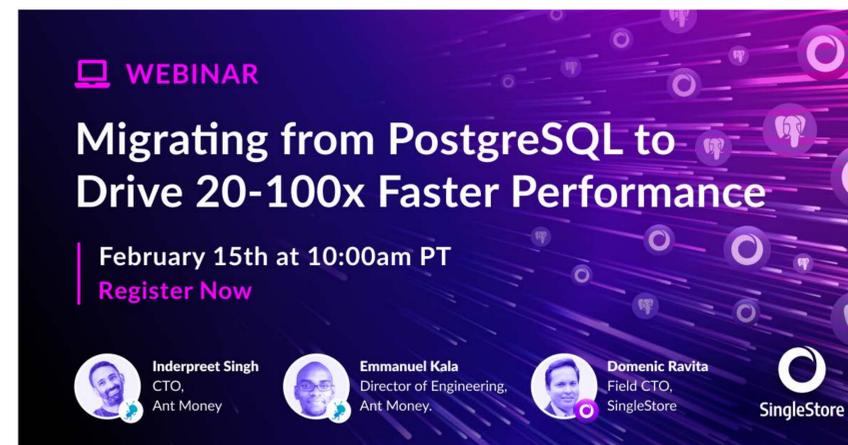
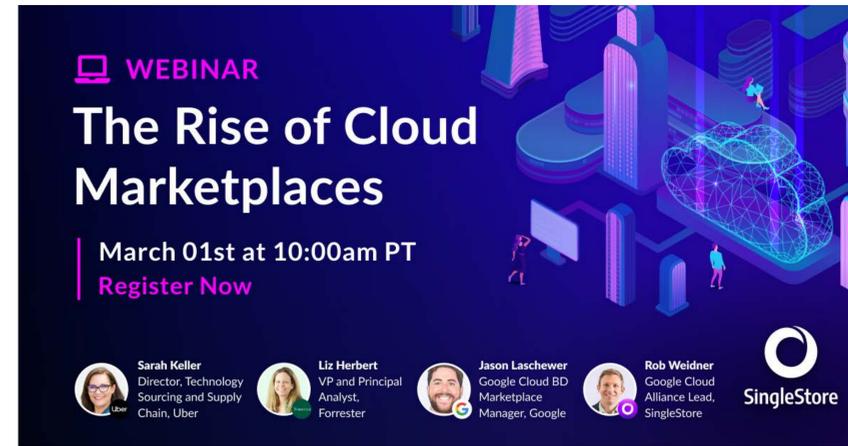
Media Webinars

Examples on the right show how social media webinar assets and webinar landing pages easily family together.

Each asset contains the title, on-demand or live dates, key speakers, and easily digestible illustration.

The illustration is usually on a black background or Indigo 800-Magenta 800 linear gradient with white text. Also, the eyebrow copy, button or CTA are highlighted in our primary magenta 800/Pantone Pink C.

Refer to accent color page for exact color(s) hex code value.



Join us for a Tech Talk on Scaling Data-Intensive Applications with SingleStore & Vectorized

Overview

In an arc of engineering efforts that spanned two years and four releases, SingleStore recently completed and delivered the final installment of a patented new storage technology known as Universal Storage that supports both transactional and analytical workloads on the same table.

For decades, it was believed that you needed different databases and technology to run analytical and transactional workloads. SingleStore has proved that wrong with the evolution of Universal Storage, delivering high levels of performance, and at low costs for any type of workload.

Discussion Topics

- How Universal Storage combines capabilities of rowstore and columnstore to enable all kinds of workloads
- Why this results in big improvements in Total Cost of Ownership (TCO) and performance
- The different aspects of Universal Storage including fast columnstore seeks, indexing, fast joins, unique constraints, and upsert support
- See Universal Storage in action with a demo!

Featured Speakers

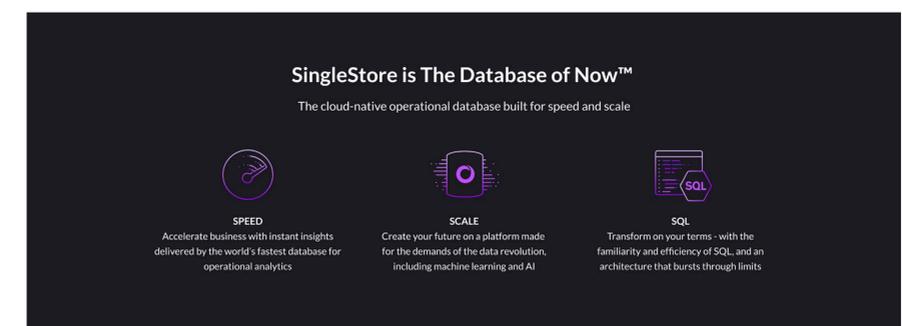
- Sarah Keller**
Director, Technology Sourcing and Supply Chain, Uber
- Liz Herbert**
VP and Principal Analyst, Forrester
- Rob Weidner**
Google Cloud Alliance Lead, SingleStore

Event Details

Date & Time
Tuesday, November 16th
10:00am PT
[Add to calendar](#)

Duration
60 minutes

[Register Now](#)



Applications

Events A

Whether we're hosting a internal event, sponsorship in-person conference, or branded gift, there are a few ingredients you'll need to make sure you're giving our audience a SingleStore kind of experience. All colors, logos, type and brand elements work in harmony to make our product and brand more impactful.

S2KO FY23 'Save The Date' email



S2KO FY23 player thumbnail



S2KO FY23 Reimagine logo



S2KO FY23 slide



Applications

Events B

Events are our opportunity to show that SingleStore is a company that values human interactions and great experiences. We continue to set the bar high in all in-person and on-demand events.



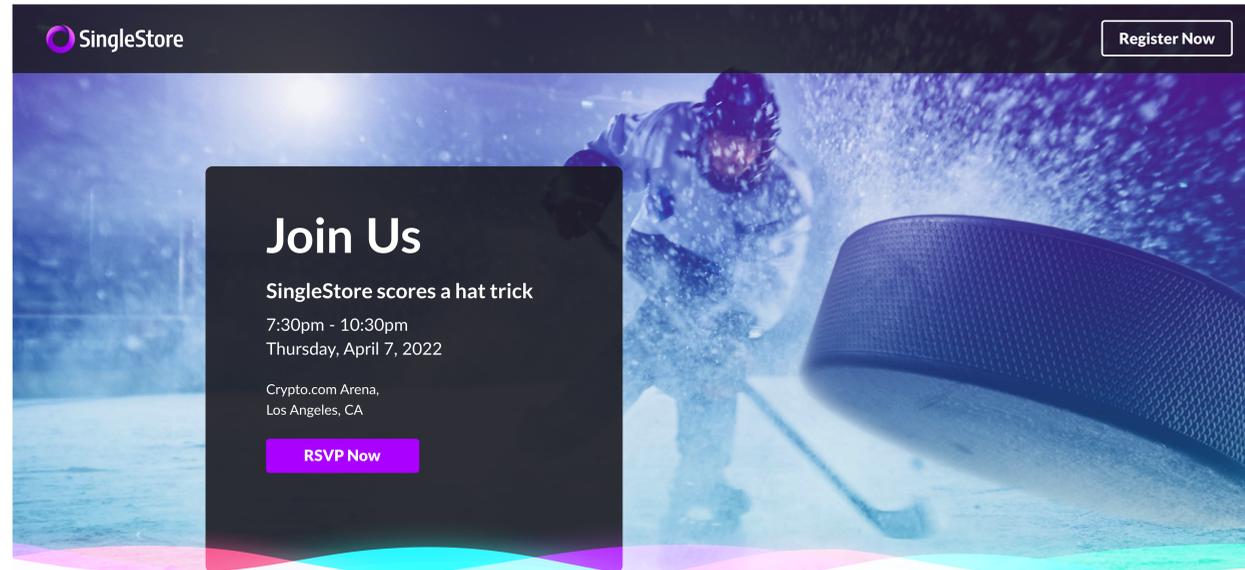
Gartner Data and Analytics Summit 2022 booth



Applications

Events C

Each event site page has a unique experience for each targeted user based on the event location and conference type. All event pages showcase the brand elements to tell a impactful story of the agenda, overview section, and possible prizes given to attendees.



Overview Headline

SingleStore scores a hat trick. Just announced that SingleStore has been included in all 3 major analyst reports in 2021. The Dresner Advisory report, Forrester Wave and Gartner Magic Quadrant report.

Come celebrate this big win on Thursday, March 3, 2022 at the Capital One Arena to see the Washington Capitals play the Carolina Hurricanes. Meet (INSERT SME FROM S2), mix and mingle with your peer and hear why SingleStore is the One Database for the Data-Intensive Era.

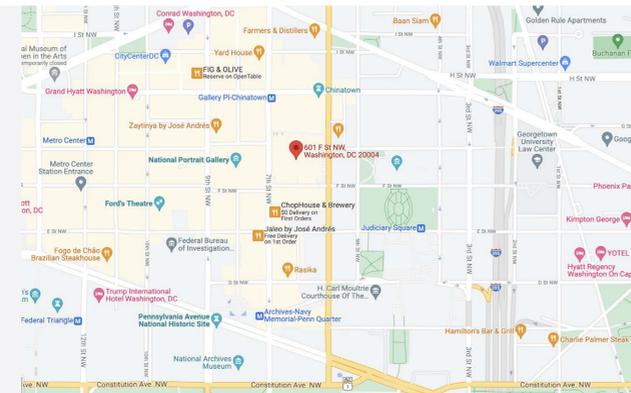
Capacity is extremely limited so RSVP today!

This is a "by invitation only" event. Please RSVP by Feb 23 as space is limited.



Location

Capital One Arena
601 F St. N.W.
Washington, DC 20004



About SingleStore

SingleStore is The Single Database for All Data-Intensive Applications for Modern Applications. Run both transactional and analytical workloads at scale with an integrated, familiar, durable SQL database

[Learn More](#)

Applications

Print - Shirts & Swag

It's good to spoil customers, prospects, and staff. But not all gifts are created equal. Be on brand, on message, and make sure the design is appropriate for your audience.

50M ARR Milestone assets



Select * Award logo, shirt and other assets



Applications

Print-Billboards

Clear messaging with clever play-on-words help connect with the target SingleStoreDB customer, partner and audience. Each billboard contains our logo, branding colors, and key ribbon element in various eye-catching combos.

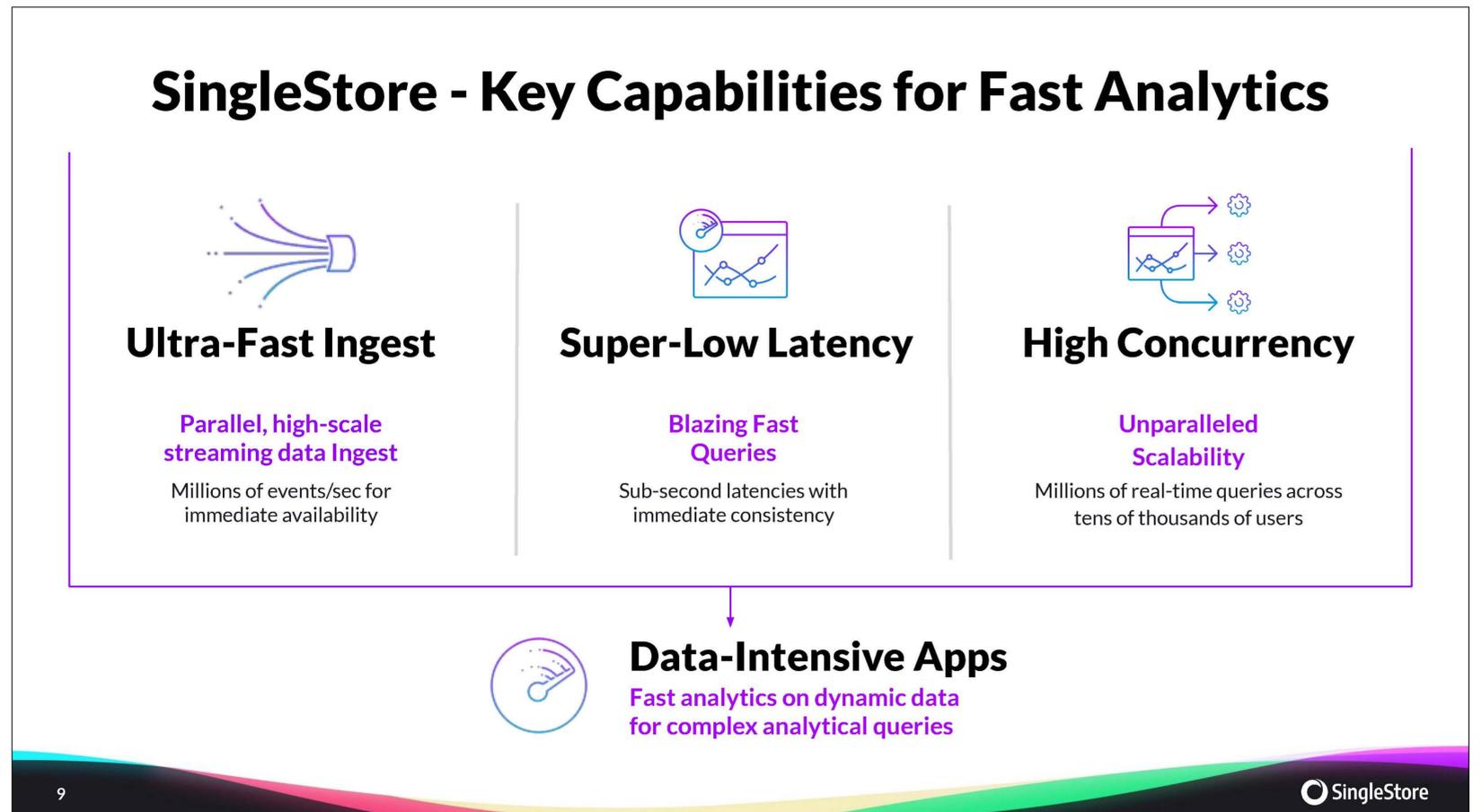
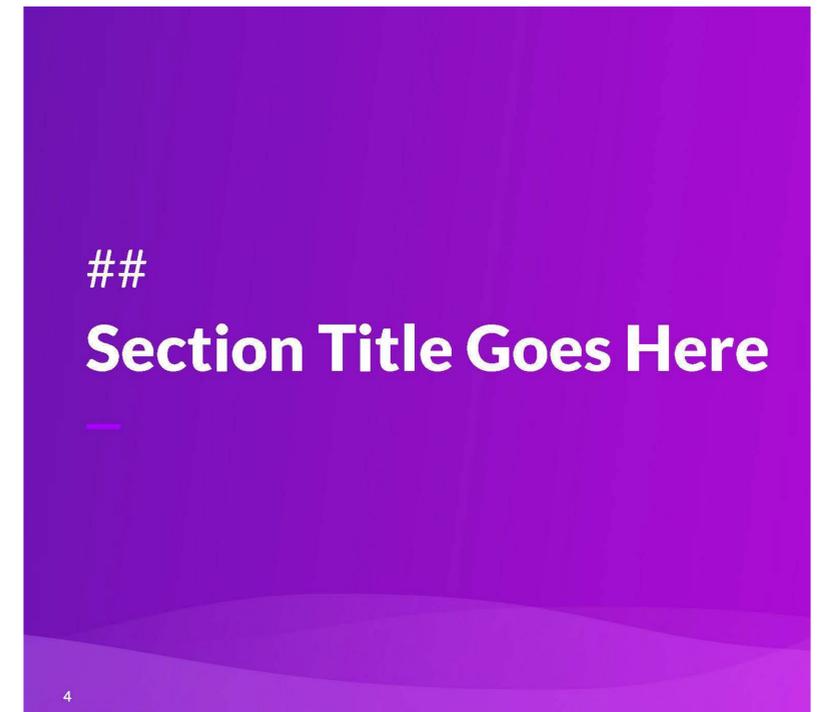


Presentations

Intro Title Slide: Design should be clean and clear. All copy should be left aligned. Titles should be set in Lato bold 36 pt. and presenters Name in Lato bold 11 pt. Backgrounds set to company presentation template standards.

Section Title Pages: All copy should be left aligned. The section title is 36 pt. Lato bold and eyebrow copy at 30 pt. Lato regular. All section backgrounds should be one of the SingleStore brand secondary colors.

Footer Elements: All footers should include the ribbon element with the SingleStore logo located in the bottom right corner. If page numbers throughout the presentation, it should be located in the bottom left corner over the black and ribbon background.



Question or Comment:

brand-design@singlestore.com
singlestore.com/brand

