

SingleStore

Visual Identity Guidelines

Version 1.0



Welcome to the SingleStore Visual Identity Guidelines. This document will introduce you to the basic elements of our identity system, our logo, typefaces, color palette, graphic language and imagery, and explain how best to use them. Understanding these guidelines is essential to building an unforgettable SingleStore brand experience.

Questions?

If you have any questions about the content of this guide or are unsure if your communication best represents the SingleStore brand, please contact the brand design team.

brand-design@singlestore.com

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All memorable brands are rooted in profound philosophical ideas around what the company stands for. It is this vision that drives our identity and, eventually, the personification and visual representations of the company.

1.0

Mission statement

To build a multi-generational data platform that help companies elevate human lives by transacting, analyzing and contextualizing data in real time.

Vision statement

Spark creativity and invention among every maker* in the world through data.

*A maker is anyone who creates with data

We don't want to be pigeonholed as “yet another database company” and certainly want to avoid our category's obsession with cold, complicated communications.

Our evolved identity focuses on our unique ability to find emotional resonance with makers through intelligent, innovative and inspiring brand experiences.

The time is now is the thought that encapsulates this strategic approach. It's the cornerstone of our creative thinking and drives our connection with makers. It's a provocation, an encouragement and a reflection of real time prowess. A mantra for continuous improvement, *the time is now* is big, ambitious, emotional and rational, and speaks to both people and product.

The SingleStore strategy

Voice and Tone

When writing for the SingleStore brand, care should be taken to ensure all copy — in both digital and physical formats — supports our mission and vision.

Intelligent +
charismatic

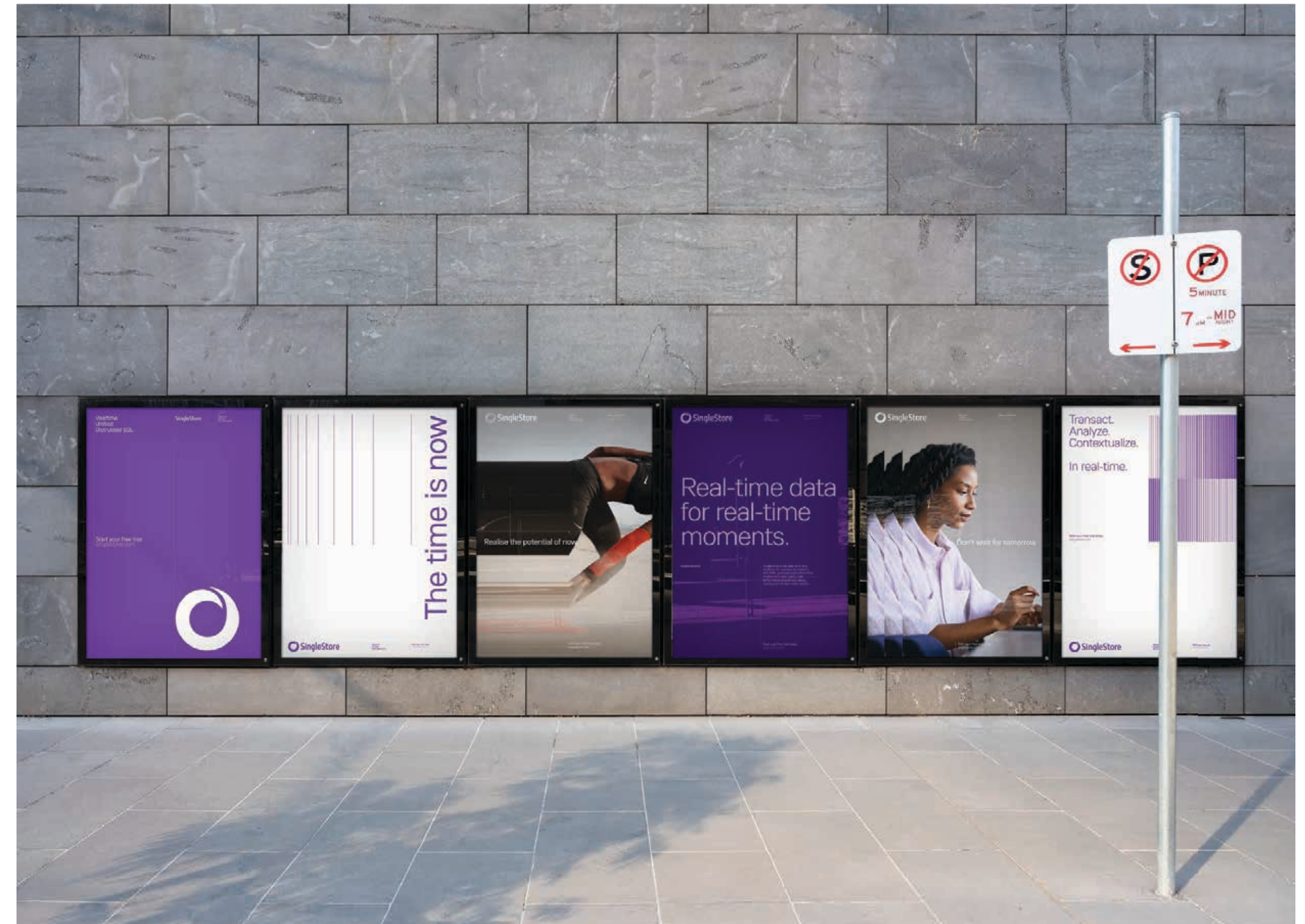
We're a conversationalist and a thought-leader. We talk to people, not at them, we're insightful and irreverent, we can be academic but we're always accessible.

Creative +
confident

We're inventive and imaginative. We're full of self-belief, assured in our convictions and not afraid to challenge convention.

Motivated +
meticulous

With a belief in continuous improvement and the pursuit of knowledge, we're extremely driven in what we do and how we communicate — and we're meticulous in ensuring we express ourselves appropriately.



A cornerstone of our identity, the SingleStore logo is a symbol of trust, quality and a key identifier for our customers. To faithfully reproduce our logo across a variety of mediums there are some simple guides to follow, ensuring clarity and consistency at all times.

2.0

The logo Introduction

The SingleStore logo, representative of ideas of continuous improvement, brings both a sophistication and flexibility suitable for a generational business.

Our evolved logo is something that is dynamic (while static) and distinct enough to become an iconic signifier of the SingleStore organization.



The logo Lock-up

The SingleStore lock-up is comprised of two parts, the logo and the wordmark. In select instances the logo alone can represent the SingleStore brand, but caution should be exercised to ensure viewers are either;

1. Aware they are engaging with a SingleStore communication or
2. Familiar with the logo and brand

In all other instances the full wordmark should be preferred.



The logo Logo and lock-up suite

A suite of alternate logos and lock-ups have been created to provide flexibility when designing to specific formats and mediums.

SingleStore logo



SingleStore horizontal lock-up



SingleStore vertical lock-up



The logo

Color use

The SingleStore logo can be used in a limited set of color-ways. The first and preferred color-way is in solid black or solid white.

SingleStore lock-up mono black



SingleStore lock-up mono white



The logo

Color use

In instances where we want to utilize our primary color, we can reproduce the lockup in any of the three primary purple color-ways — as long as it appears on a background color that meets an acceptable contrast ratio.

SingleStore lock-up purple 500



SingleStore lock-up purple 700



SingleStore lock-up purple 900



Typography plays an important role in the SingleStore identity system. We use an engineered, malleable and systematic typeface, Sans Sans, to both connect emotionally and converse rationally with our broad customer base.

3.0

Sans Sans is an economical, robust and versatile sans serif type family. Its design is imprinted with the DNA of a number of protean sans serif typefaces from the latter half of the twentieth century, elegant late modern styles that are often referred to as 'neo-grotesques'.

In developing Sans Sans, every contour, stroke, curve and counter form has been honed to its most natural shape in order to render each individual glyph in the simplest, smoothest possible form.

Sans Sans

120 Medium
080 Regular
060 Book

121 Medium italic
081 Regular italic
061 Book italic

We use type in a clear, calm and confident manner. Using as a few styles as necessary, we range type to the left, pay close attention to the “rag” and always avoid orphans and widows.

Like all typefaces, Sans Sans requires bespoke line-heights, kerning, tracking and word-spacing when in use at different scales.

See [3.4] for usage chart

SingleStoreDB

Real time. Unified. Distributed SQL.

With a unified data engine for transactional and analytical workloads, SingleStoreDB powers fast, real time analytics and applications. SingleStoreDB unifies transactions and analytics in a single engine to drive low-latency access to large datasets, simplifying the development of fast and modern enterprise applications.

Organizations rely on powerful applications to effectively compete in the digital service economy. These applications require a data architecture designed to handle transactional and analytical processing, without sacrificing speed, latency, data size, concurrency or query complexity.

200MS
539%

—— **Heading**
Font-weight Medium
Size/line-height 110/100%
Letter-spacing -2%

—— **Sub-heading**
Font-weight Book
Size/line-height 110/100%
Letter-spacing -2%

—— **Intro**
Font-weight Regular
Size/line-height 35/120%
Letter-spacing 0%

—— **Body**
Font-weight Regular
Size/line-height 15/135%
Letter-spacing +1%

—— **Stats**
Font-weight Book
Size/line-height 60/100%
Letter-spacing -2%

Typography

Setting type

When setting type, there are a range of settings that can be considered, namely; kerning, tracking, word-spacing and line-height. To assist with this a usage chart has been developed on [3.4].

Kerning

The space between individual characters.

Tracking

The space between all characters.

Word-spacing

The space between words.

Line-height

The space between baselines of text.

With a unified data engine for
transactional and analytical...

Kerning

With a unified data engine for
transactional and analytical...

Tracking

With a unified data engine for
transactional and analytical...

Word-spacing

With a unified data engine for
transactional and analytical...

Line-height

Typography

Usage chart

The usage chart details a range of settings for the effective and legible setting of type. This should be considered as a guide and discretion should be exercised when designing for different mediums, scales, screen resolutions, materials, and production techniques.

When writing for the SingleStore brand, all page titles and main headings (H1) should be set in title case. All type following; subtitles, bylines and paragraphs should be set in sentence case.

Screen

Size	Line height	Kerning	Tracking	Word spacing
00–15 px	135%	Metrics	+2%	—
15–25 px	130%	Metrics	0%	—
25–40 px	120%	Metrics	-0.5%	—
40–80 px	110%	Metrics	-1%	—
80 px+	100%	Metrics	-2%	—

Print

00–08 pt	125%	Metrics	+1%	105%
08–15 pt	120%	Metrics	0%	100%
15–25 pt	115%	Metrics	-0.25%	100%
25–40 pt	110%	Metrics	-0.5%	95%
40–80 pt	105%	Metrics	-1%	90%
80 pt+	100%	Metrics	-2%	85%

When operating in the Google Suite of tools we use Roboto as a substitute for Sans Sans.

Roboto should not be used for external comms or marketing.

Roboto

SemiBold

Regular

Light

SemiBold italic

Regular italic

Light italic

There may, in certain circumstances, be occasions where our typefaces aren't available for use. (e.g. when web-fonts have been blocked or are unavailable, digital newsletters etc).

When this occurs the following web-safe typeface can be used.

Arial

Bold Regular

Bold italic ***Regular italic***

Color brings impact, excitement and delight to any identity system. We use color to; stand distinct in our market, elevate the content we create, and ensure our users are guided effectively through our brand communications.

4.0

Color

Introduction

Our palette is as rich and diverse as the lives of our customers we seek to elevate. Divided into three groups, color should be used with intention and restraint – favoring moments of calm over extremely colorful executions.

Primary

Our palette is led by rich, vibrant purples, these purples help to identify us in the market and are our signature colorway.

Neutrals

Our set of calm, clear neutrals, gives viewers the space and time they need to consume and compute the information we present.

Secondary

Our palette is completed with a diverse set of pop colors, which give us the flexibility to be in tune with the time, place and context in which our communications live.

Color

Primary palette

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Purple 900	CMYK 76, 100, 0, 18	PMS 269c, 269u	RGB 54, 0, 97	HEX #360061
Purple 700	CMYK 71, 88, 0, 0	PMS 266c, 266u	RGB 130, 13, 223	HEX #820DDF
Purple 500	CMYK 18, 38, 0, 0	PMS 2563c, 2563u	RGB 209, 153, 255	HEX #D199FF

Color

Neutral palette

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Black 1000	CMYK 100, 61, 32, 96	PMS Black 6c, Black 6u	RGB 0, 0, 0	HEX #000000
Black 900	CMYK 76, 65, 66, 90	PMS 419c, 419u	RGB 22, 22, 22	HEX #161616
Black 800	CMYK 78, 57, 39, 56	PMS 432c, 432u	RGB 41, 41, 41	HEX #292929
Black 700	CMYK 63, 52, 44, 33	PMS Cool Gray 11c, Cool Gray 11u	RGB 57, 57, 57	HEX #393939
Black 600	CMYK 50, 40, 34, 17	PMS Cool Gray 9c, Cool Gray 9u	RGB 82, 82, 82	HEX #525252

Color

Neutral palette

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Black 500	CMYK 44, 34, 29, 10	PMS Cool Gray 8c, Cool Gray 8u	RGB 111, 111, 111	HEX #6F6F6F
Black 400	CMYK 38, 29, 24, 5	PMS Cool Gray 7c, Cool Gray 7u	RGB 141, 141, 141	HEX #8D8D8D
Black 300	CMYK 33, 24, 20, 2	PMS Cool Gray 6c, Cool Gray 6u	RGB 168, 168, 168	HEX #A8A8A8
Black 200	CMYK 28, 22, 18, 1	PMS Cool Gray 3c, Cool Gray 3u	RGB 198, 198, 198	HEX #C6C6C6
Black 100	CMYK 10, 7, 5, 0	PMS Cool Gray 1c, Cool Gray 1u	RGB 242, 242, 242	HEX #F2F2F2

Color

Secondary palette

Blues

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Blue 900

CMYK
100, 73, 0, 5

PMS
293c, 293u

RGB
11, 7, 150

HEX
#0B0796

Blue 700

CMYK
69, 10, 0, 0

PMS
285c, 300u

RGB
75, 71, 255

HEX
#4B47FF

Blue 500

CMYK
44, 0, 7, 0

PMS
297c, 297u

RGB
124, 195, 235

HEX
#7CC3EB

Color

Secondary palette

Greens

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Green 900	CMYK 82, 0, 100, 18	PMS 2258c, 2258u	RGB 22, 129, 4	HEX #168104
Green 700	CMYK 40, 0, 98, 0	PMS 375c, 374u	RGB 161, 255, 40	HEX #A1FF28
Green 500	CMYK 18, 0, 60, 0	PMS 373c, 372u	RGB 210, 255, 153	HEX #D2FF99

Color

Secondary palette

Yellows

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Yellow 900	CMYK 10, 40, 88, 40	PMS 7559c, 1255u	RGB 116, 81, 6	HEX #745106
Yellow 700	CMYK 0, 4, 88, 0	PMS 115c, 108u	RGB 255, 203, 46	HEX #FFCB2E
Yellow 500	CMYK 0, 7, 61, 0	PMS 1215c, 127u	RGB 255, 224, 129	HEX #FFE081

Color

Secondary palette

Oranges

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Orange 900	CMYK 0, 77, 100, 0	PMS 1525c, 1525u	RGB 147, 62, 0	HEX #933E00
Orange 700	CMYK 0, 64, 100, 0	PMS 1505c, 1505u	RGB 255, 108, 2	HEX #FF6C02
Orange 500	CMYK 0, 34, 68, 0	PMS 1485c, 1485u	RGB 255, 167, 103	HEX #FFA767

Color

Secondary palette

Reds

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Red 900	CMYK 1, 87, 89, 4	PMS 3517c, 1797u	RGB 0, 100, 96, 6	HEX #A2191F
Red 700	CMYK 0, 64, 58, 0	PMS 2345c, 2345u	RGB 255, 134, 123	HEX #FF867B
Red 500	CMYK 0, 34, 9, 0	PMS 176c, 176u	RGB 255, 182, 176	HEX #FFB6B0

Color

Secondary palette

Cool grays

Color selection

For print select CMYK or PMS values, for screen select RGB values.

CMYK

Cyan, magenta, yellow and black. The four colors used in offset and digital printing.

PMS

Pantone Matching System. An international color numbering system for accurate selection, specification and matching of colors.

RGB

Red, green and blue, the component colors which create all screen colors.

Note

This document is set up in RGB color space. Colors will not reproduce accurately if printed.

Cool Gray 900

CMYK
61, 32, 39, 21

PMS
5487c, 5487u

RGB
89, 101, 97

HEX
#596561

Cool Gray 700

CMYK
42, 11, 16, 0

PMS
5503c, 5503u

RGB
171, 193, 187

HEX
#ABC1BB

Cool Gray 500

CMYK
13, 2, 3, 0

PMS
6148c, 6148u

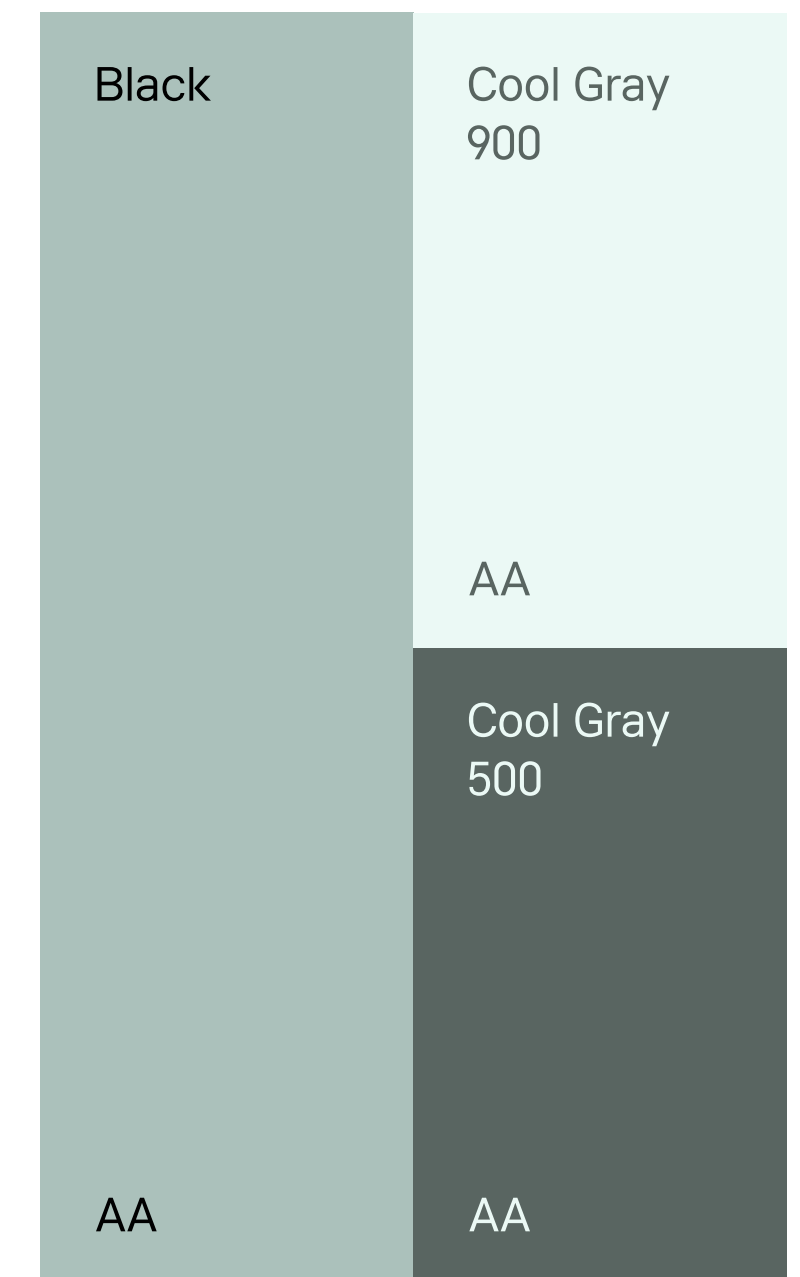
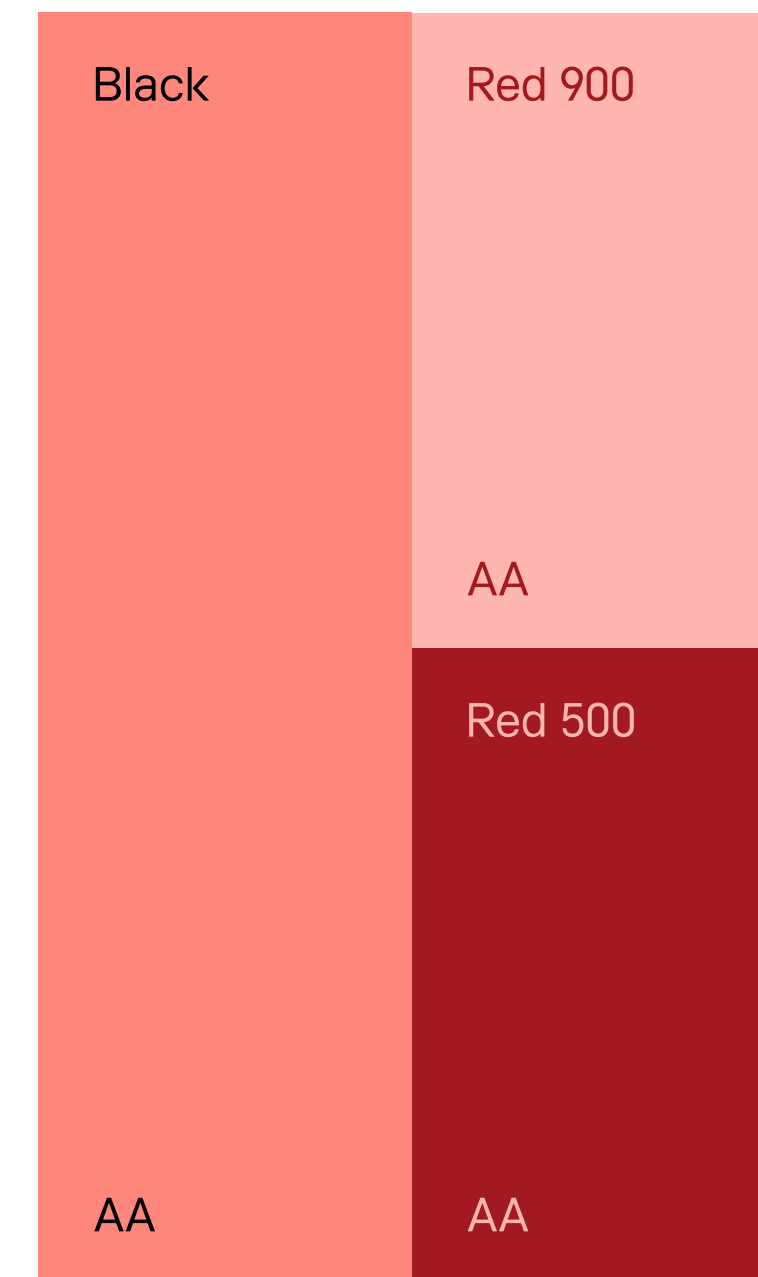
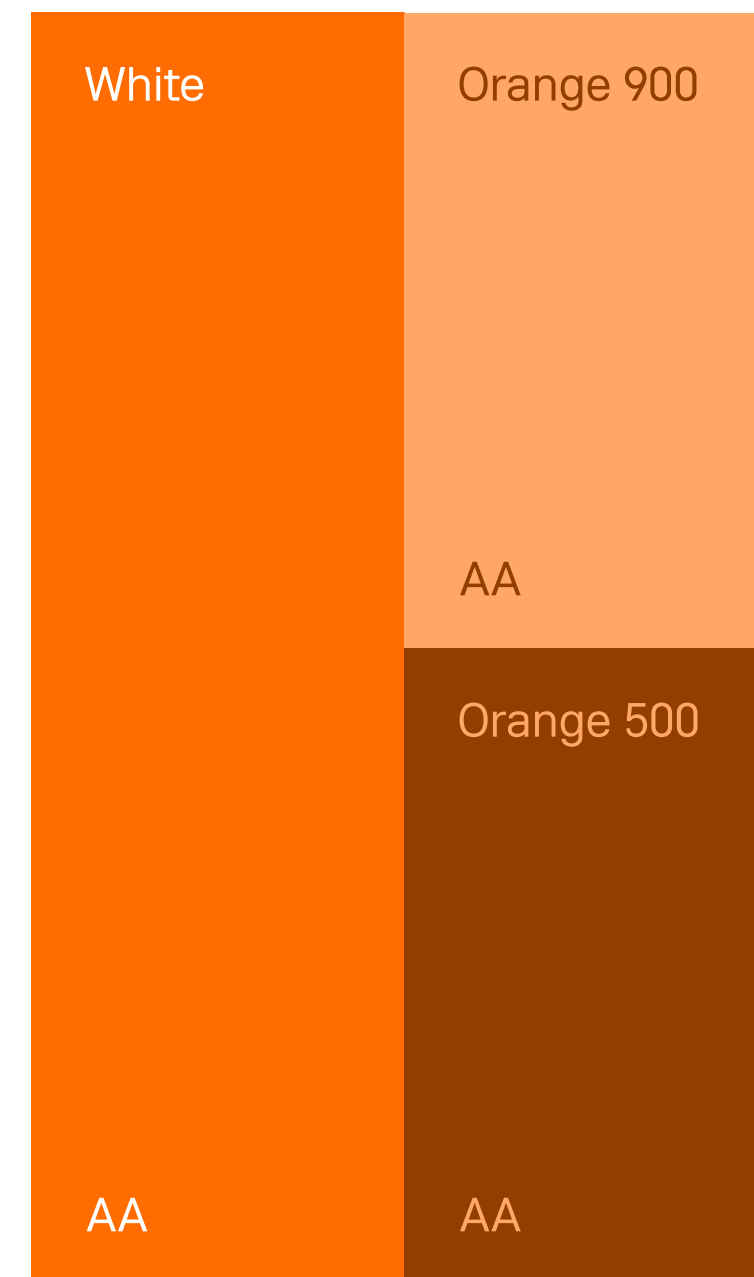
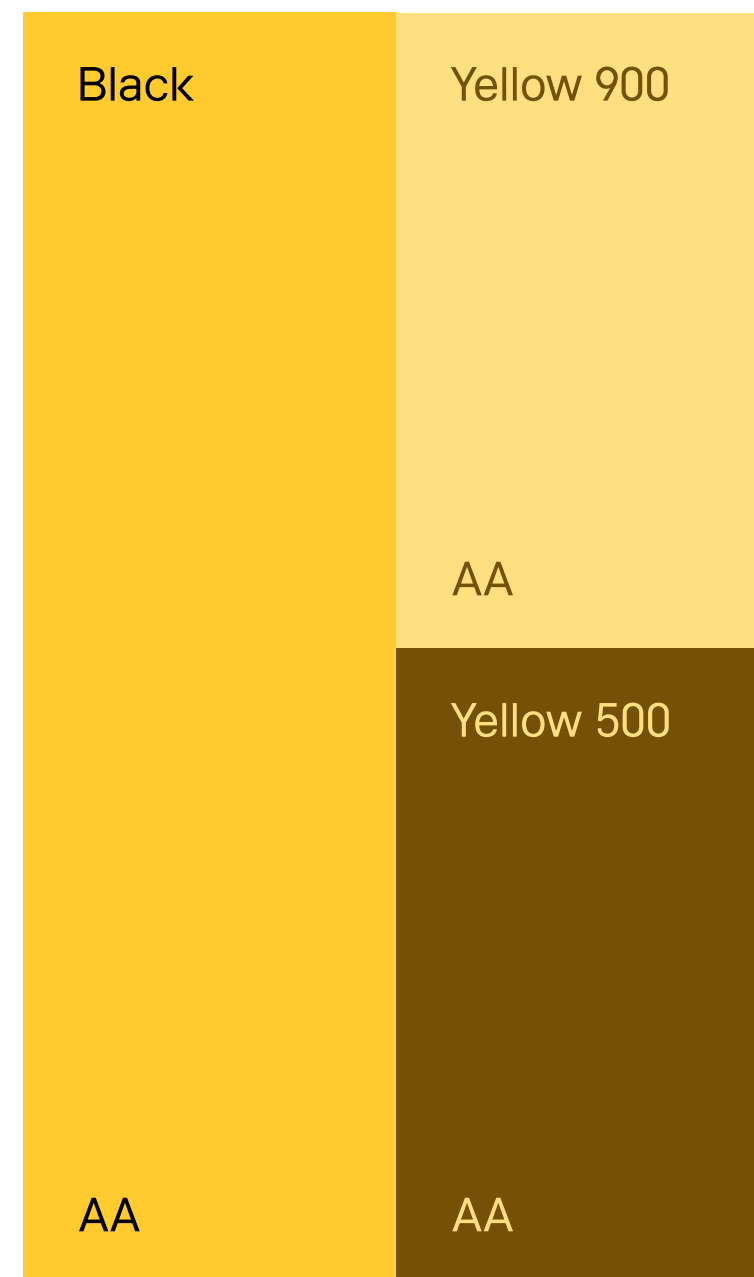
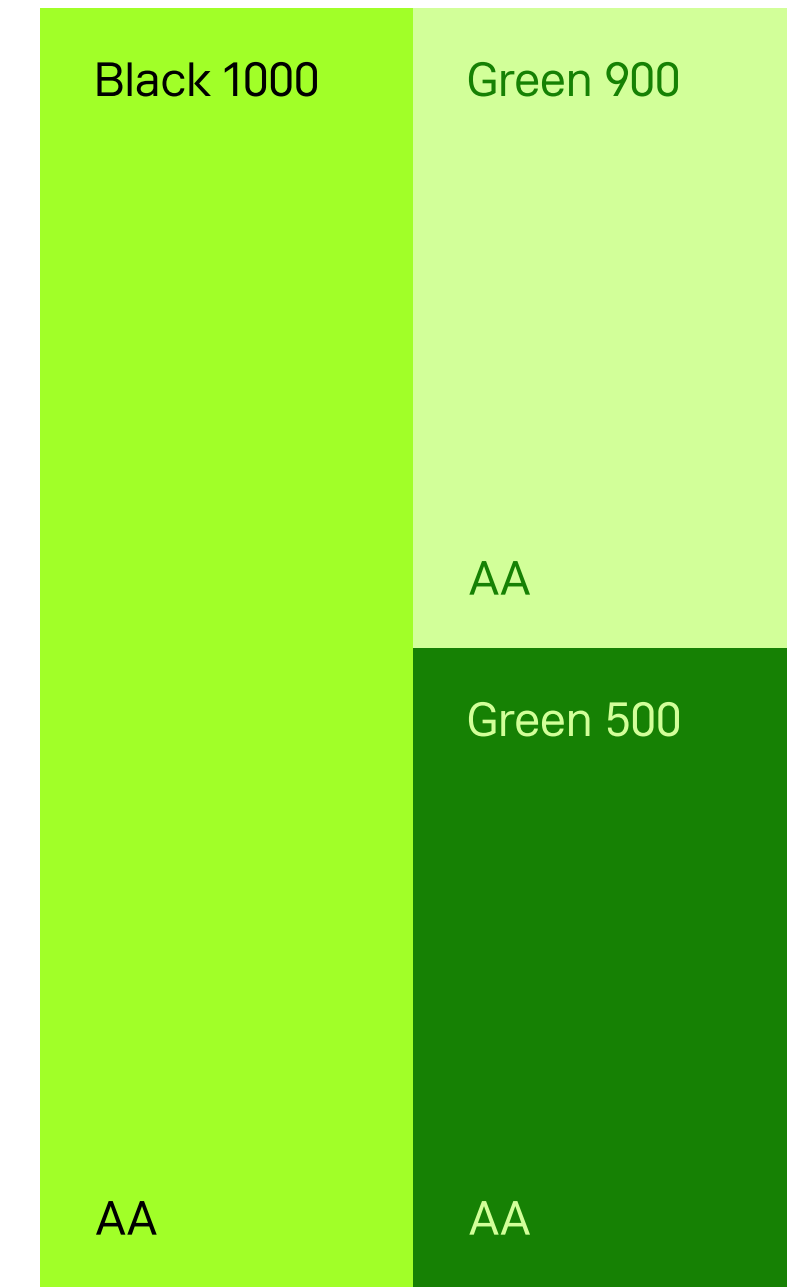
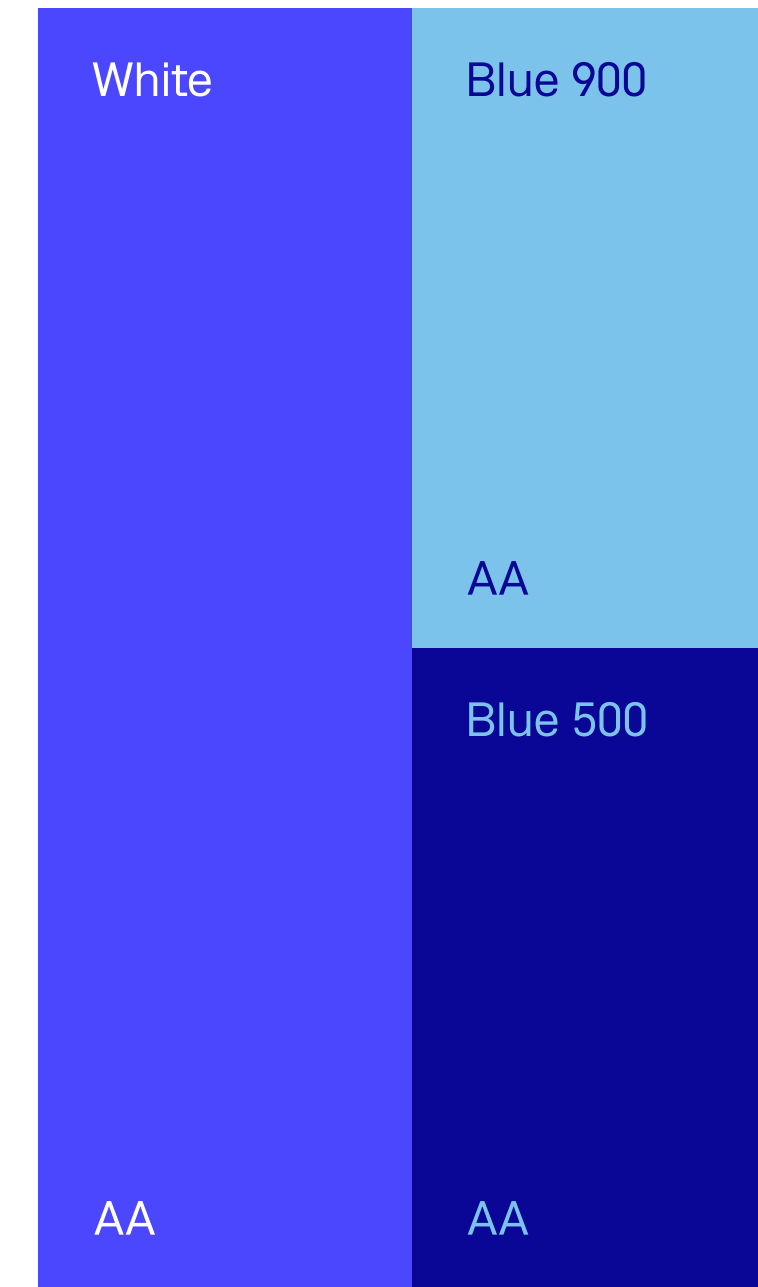
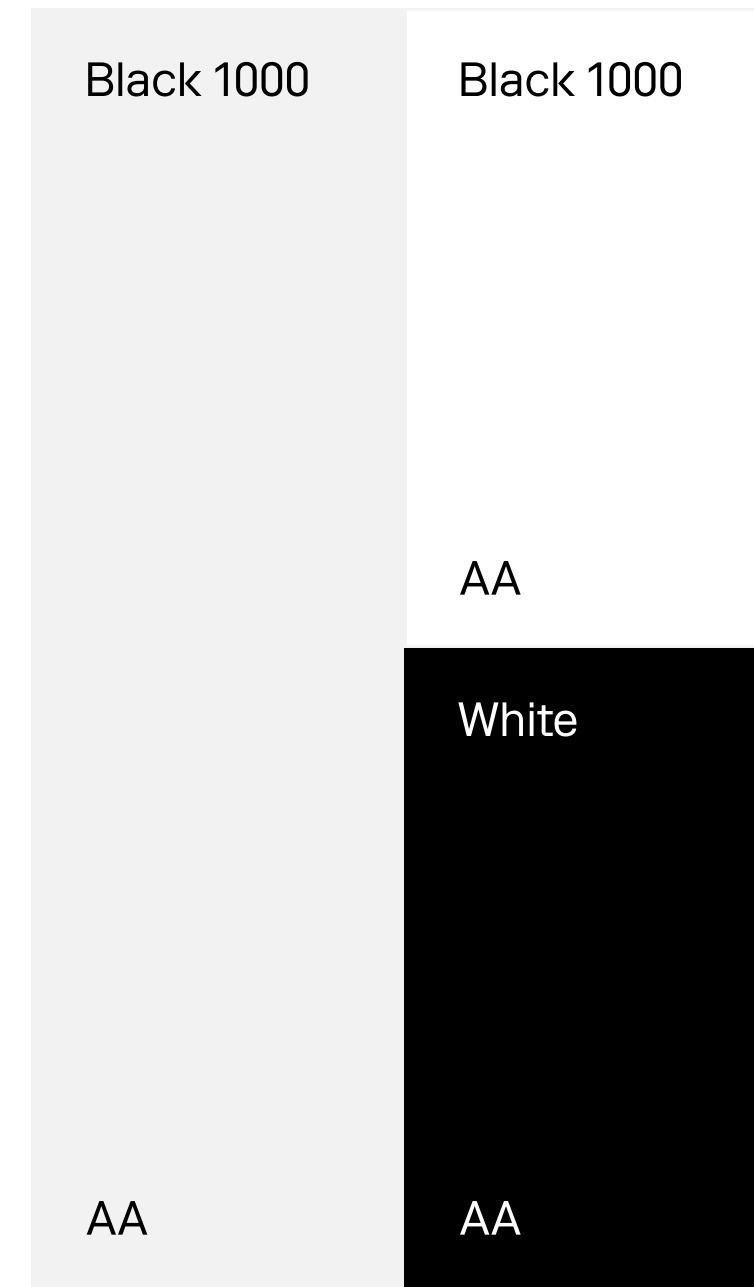
RGB
235, 249, 245

HEX
#EBF9F5

Color Accessibility

Our palette has been carefully chosen to allow for a diverse set of brand executions while still remaining highly legible and accessible.

See the diagram opposite for a breakdown of which type colors may be used on which colors within the SingleStore brand colors.

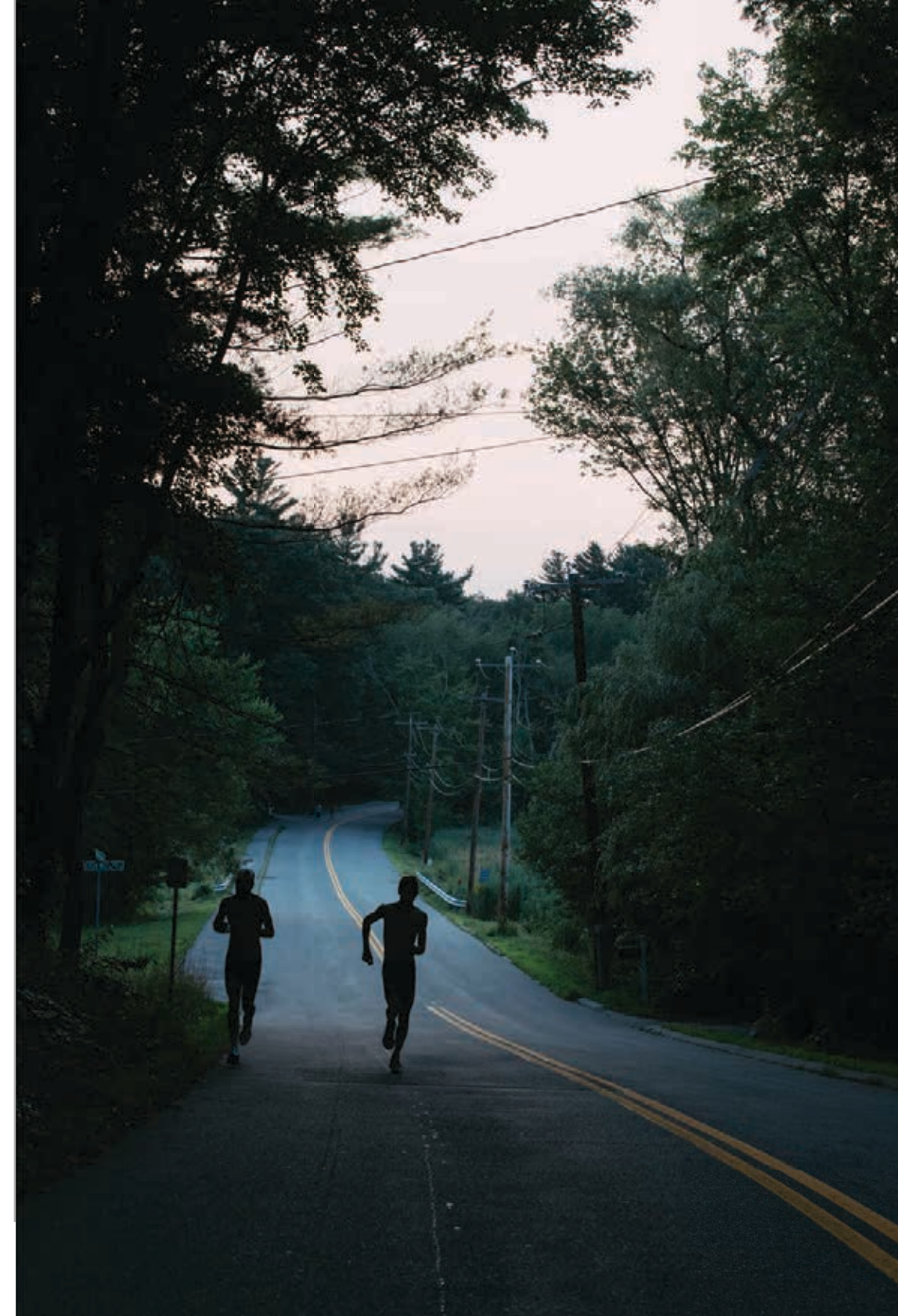


Photography is an important tool in the SingleStore visual identity system. Used well it helps us create communications that resonate with our audiences on a personal, professional and societal level.

5.0

Photography Introduction

We focus on the makers we're here to inspire, and the customers who benefit from their products and services. We find magic in the day-to-day, and create the intimacy to deliver personal stories. As industry thought leaders, we have the ability to switch our focus to a macro view — looking at the world from 1,000 ft, giving us the gravitas to deliver societal insight.



Photography

Content and style

Our art direction is split into two key categories, macro and micro, both of which follow a singular approach to style.

Micro: Hero makers and their users

The people, places and micro-moments which make up our day to day lives. The intimacy to deliver personal stories.

Macro: Vision of the future of humanity

A broader view of industry, technology and society as a whole. The gravitas to deliver societal insight.

Style

Candid, natural, authentic, minimally retouched.



Micro



Macro

Photography Portraiture

Micro: Portraiture

Within micro photography portraiture is used to provide an authentic view of the makers and users we at SingleStore serve.

Styling

Throughout the SingleStore brand we should use portraiture when focusing on individuals. SingleStore portraiture should feel candid and natural above all else, shots should feel like a snapshot within a busy life. Lighting should be natural, and where possible our makers should be in the flow of their work.



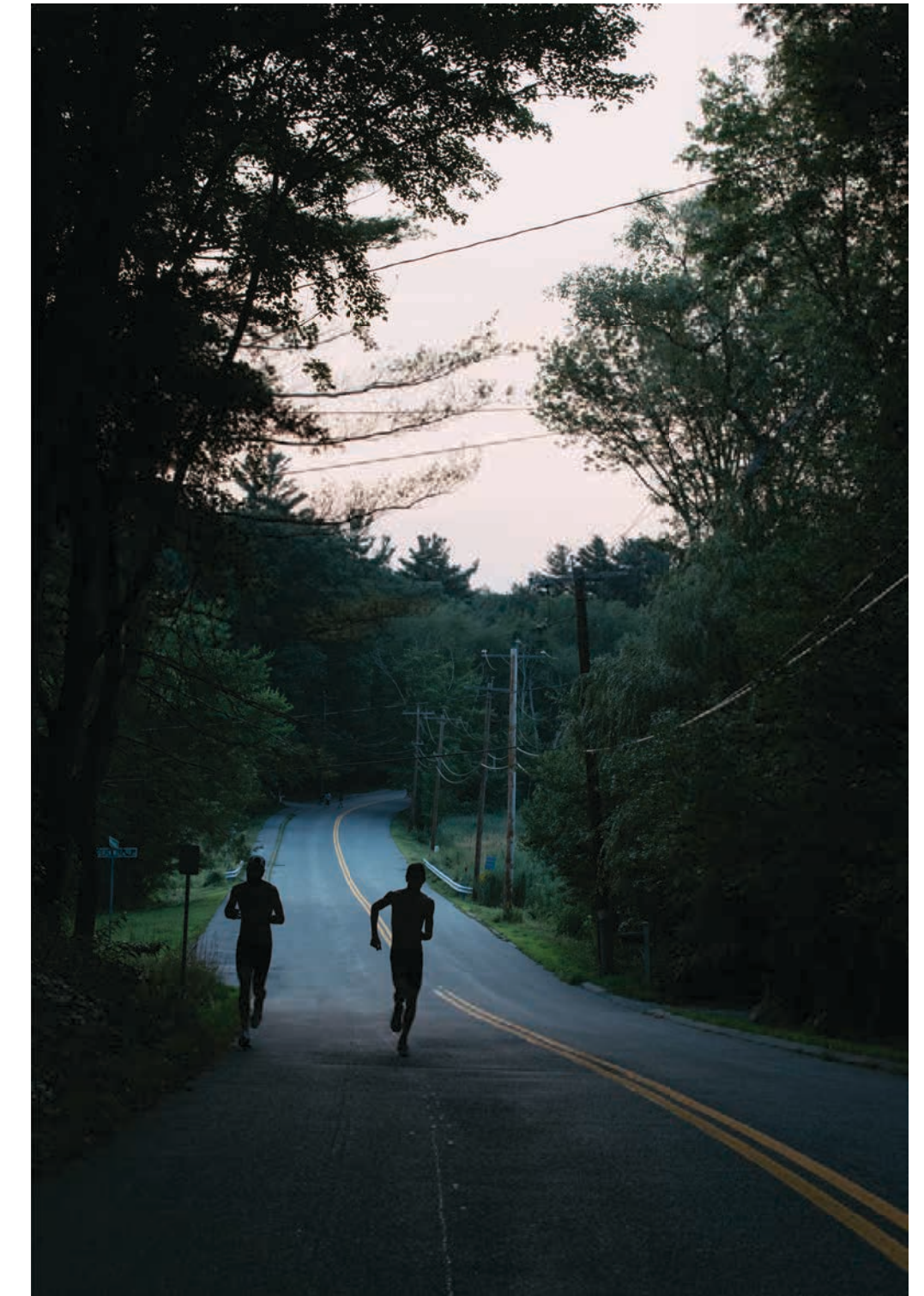
Photography Moments

Micro: Moments

Within micro photography, photography which focuses in on moments are used to show our makers at work and to tell larger stories of their lives and processes.

Styling

This style of photography should feel even more dynamic than our portraiture. Zoom, lighting, and framing should all be modulated to create shots which feel dynamic and evocative.



Photography

Makers' customers

Micro: Makers' customers

Our photography also grants us the ability to profile our makers' customers in the world they live in. This photography should feel emotive and impactful in every example.

Styling

Like the rest of our photography suite our Makers' customers should always feel dynamic and candid. Imagery should feel like a snapshot from the real-world and not staged or overly artificial.



Photography

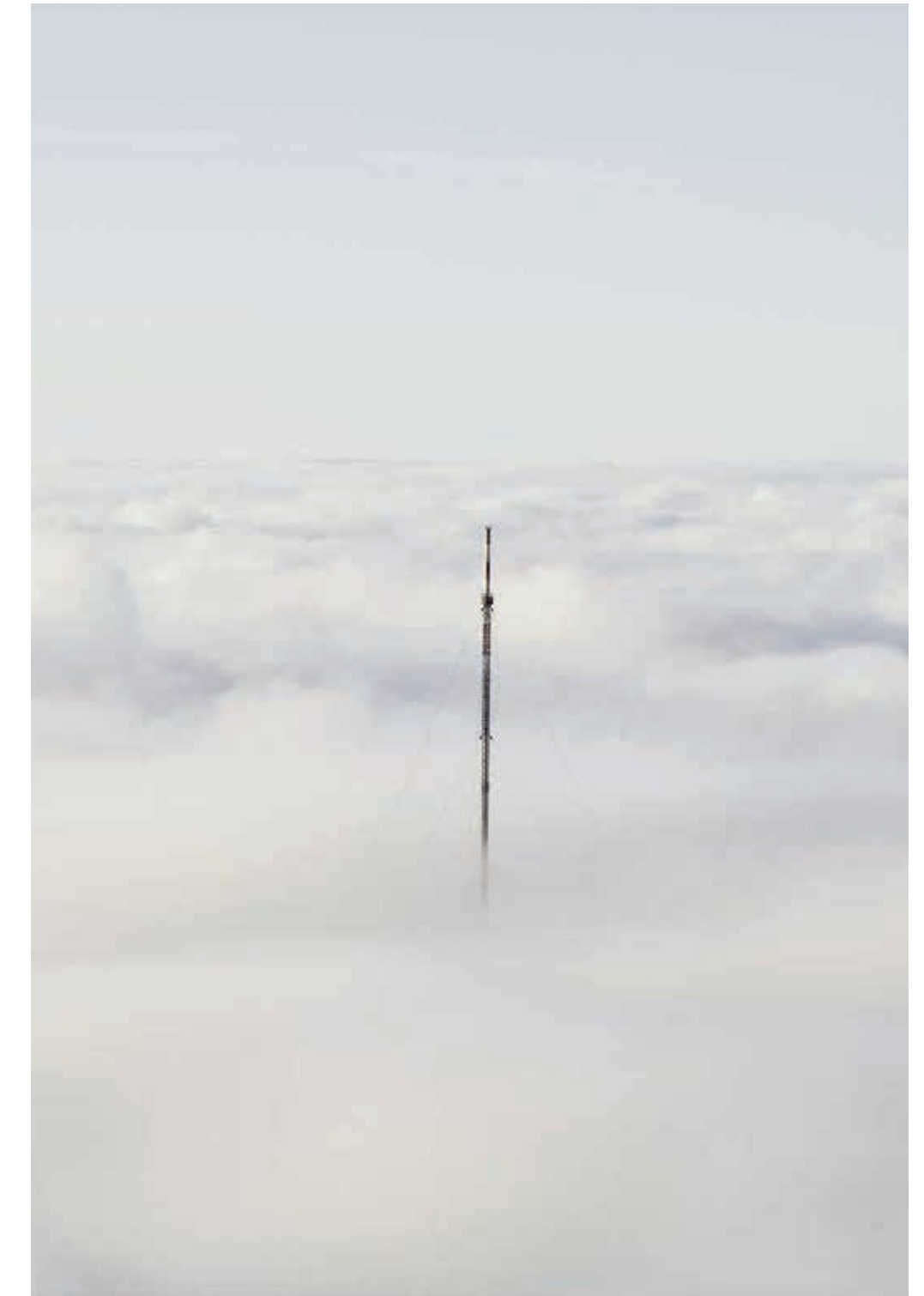
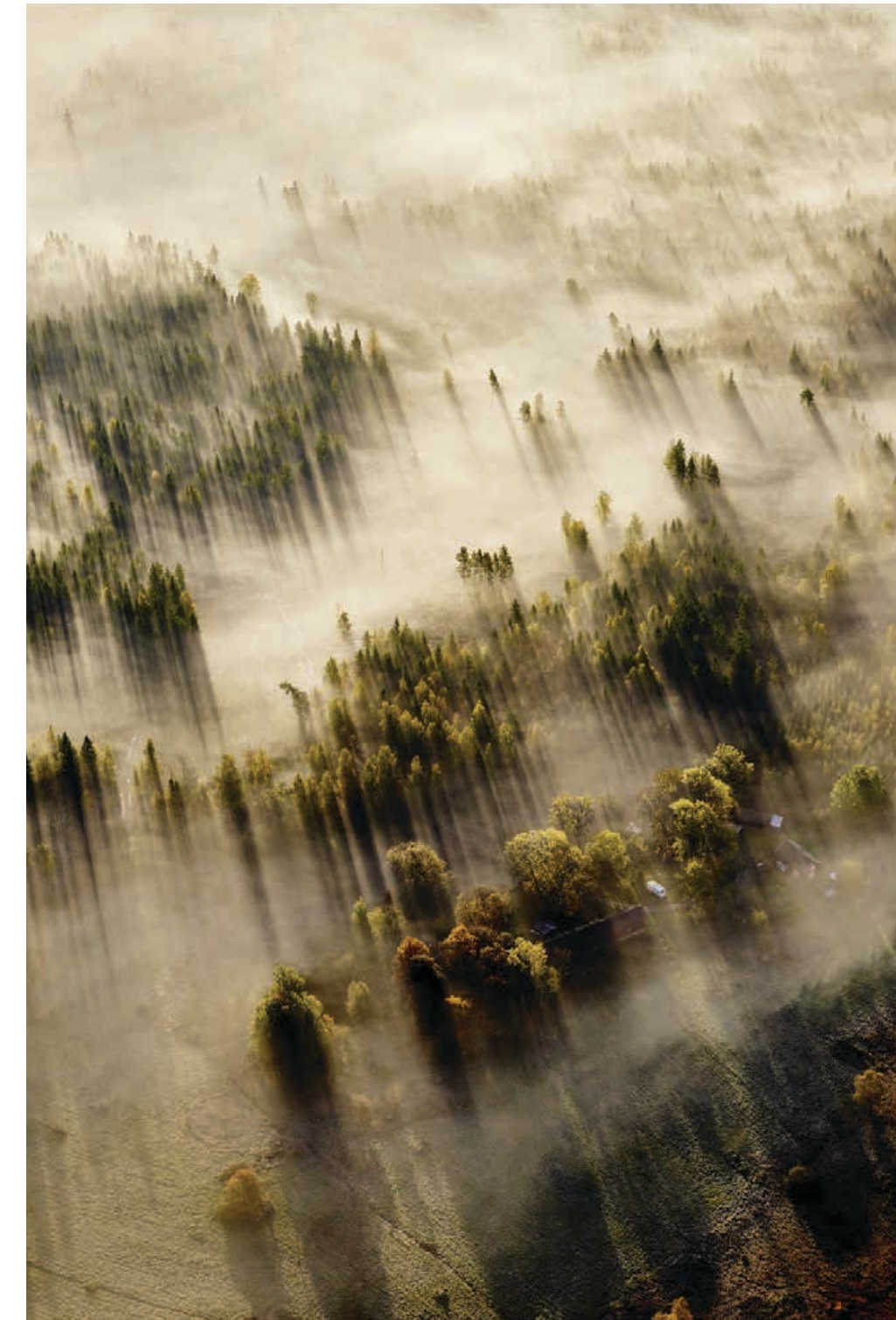
A global perspective

Macro photography

Our macro photography allows us to speak to broad social trends which exist on a global level. In contrast to our micro photography, our macro photography should show society on a larger scale and speak to issues concerning society rather than the individual. This photography is crucial in conveying SingleStore as a generational technology company capable of interfacing with large-scale problems that affect all of humanity.

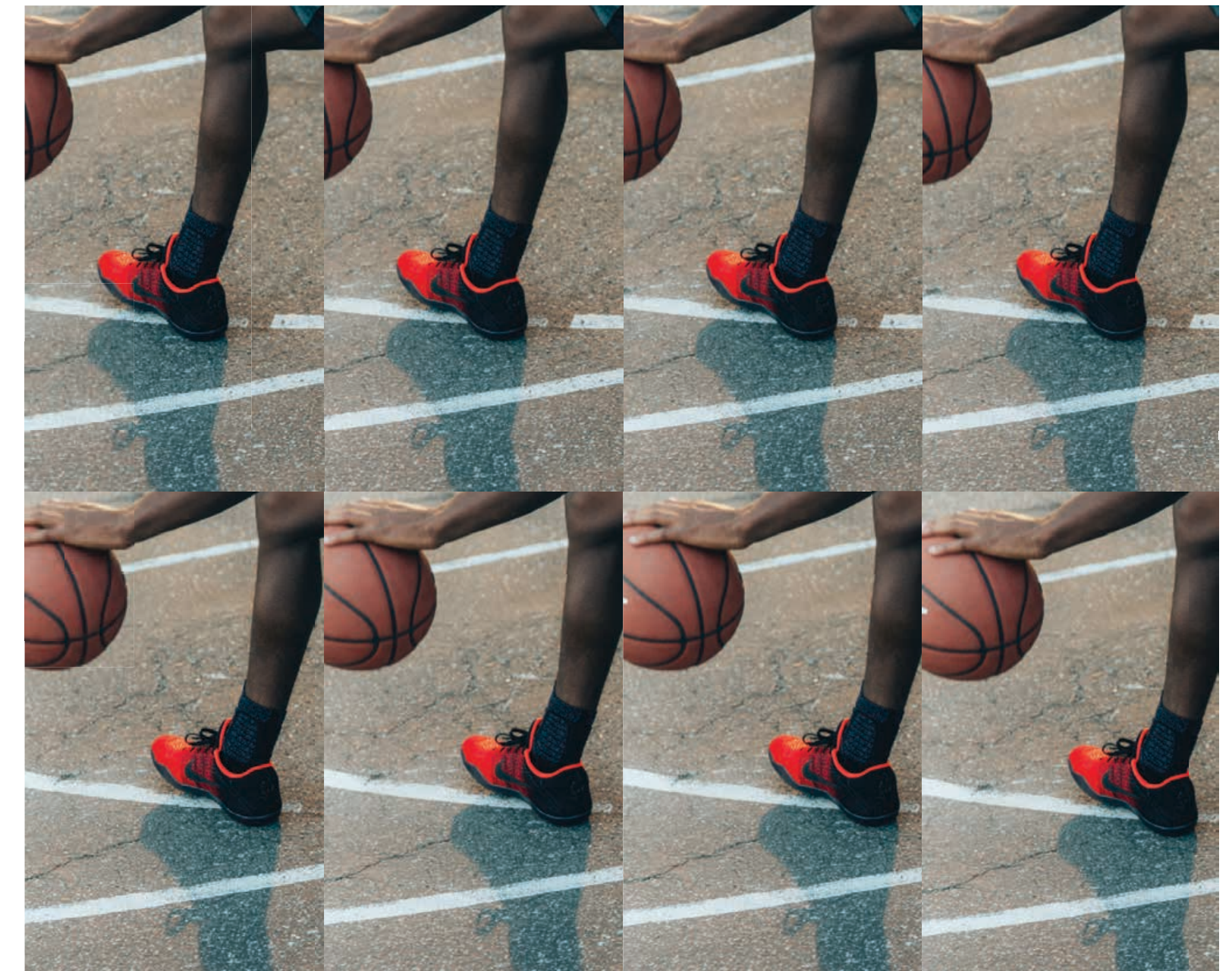
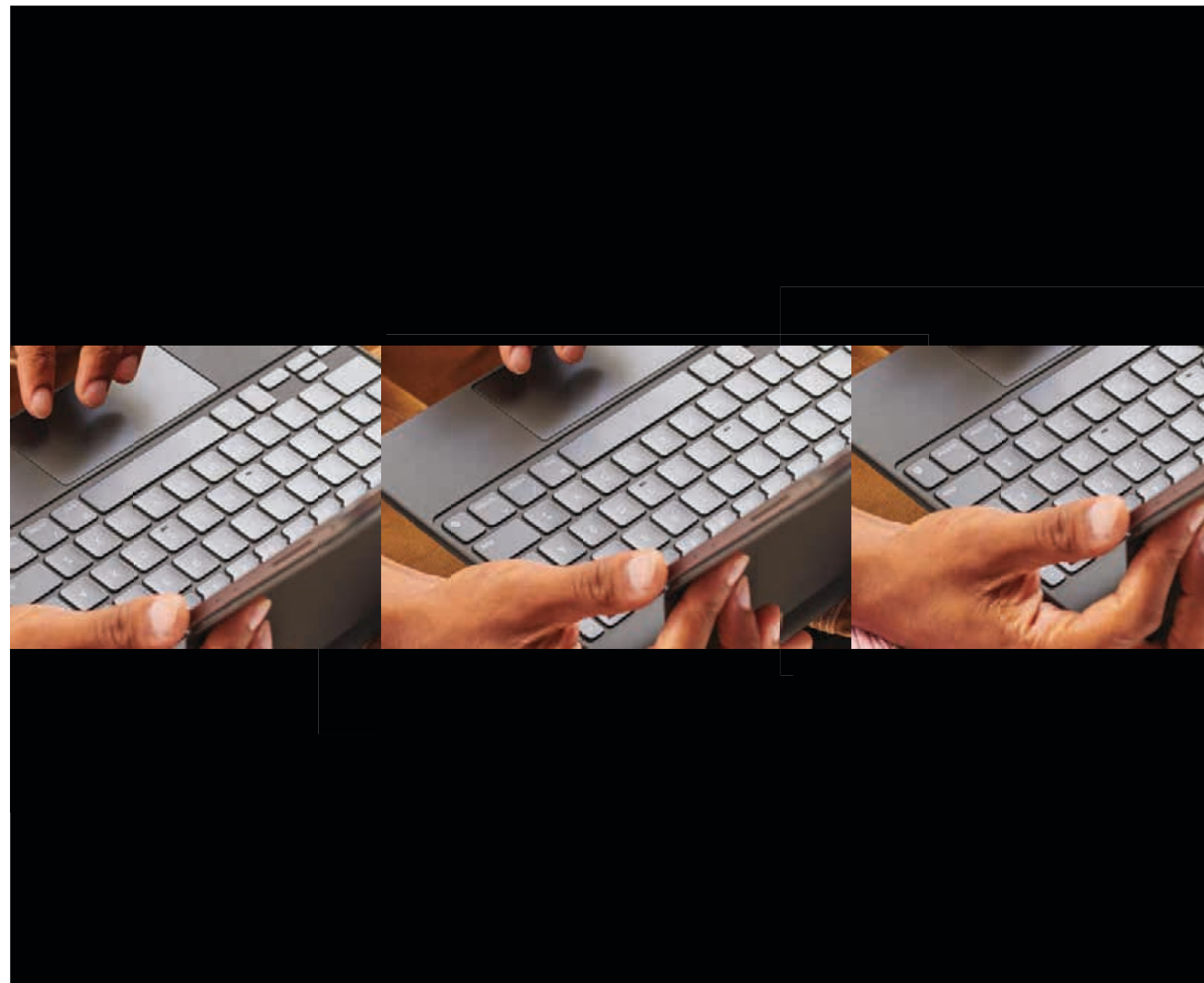
Styling

Our macro photography should, where possible, convey a sense of global grandeur. Images should always be naturally lit, but long exposures, aerial shots, can help to add drama to our macro photography.



Photography Treatments

Our set of image treatments help to bring dynamism to all of our photography. These treatments can show a moment of acceleration, help to focus our user's attention on a specific moment, and bring dynamism to an otherwise static shot. Each of which helps to encapsulate our brand idea; 'the time is now'.



Our graphic language spans from functional icons, to insightful data visualization and dynamic representational graphics – each built upon a simple line and reconfigured to create a broad, flexible system.

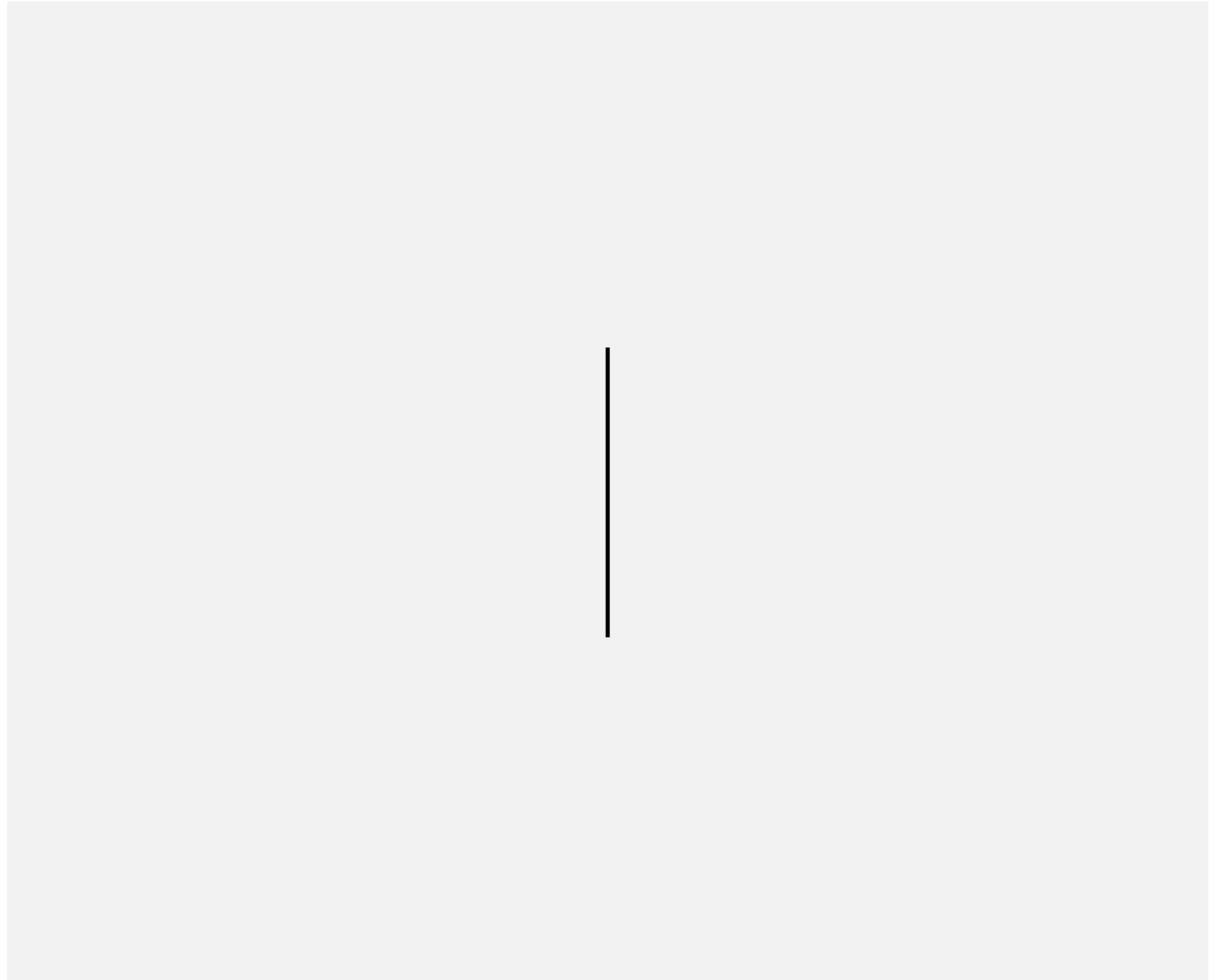
6.0

Graphic language

Introduction

Exploring of the notion of time, the SingleStore graphic language uses a rich design vernacular that utilizes the humble line extensively.

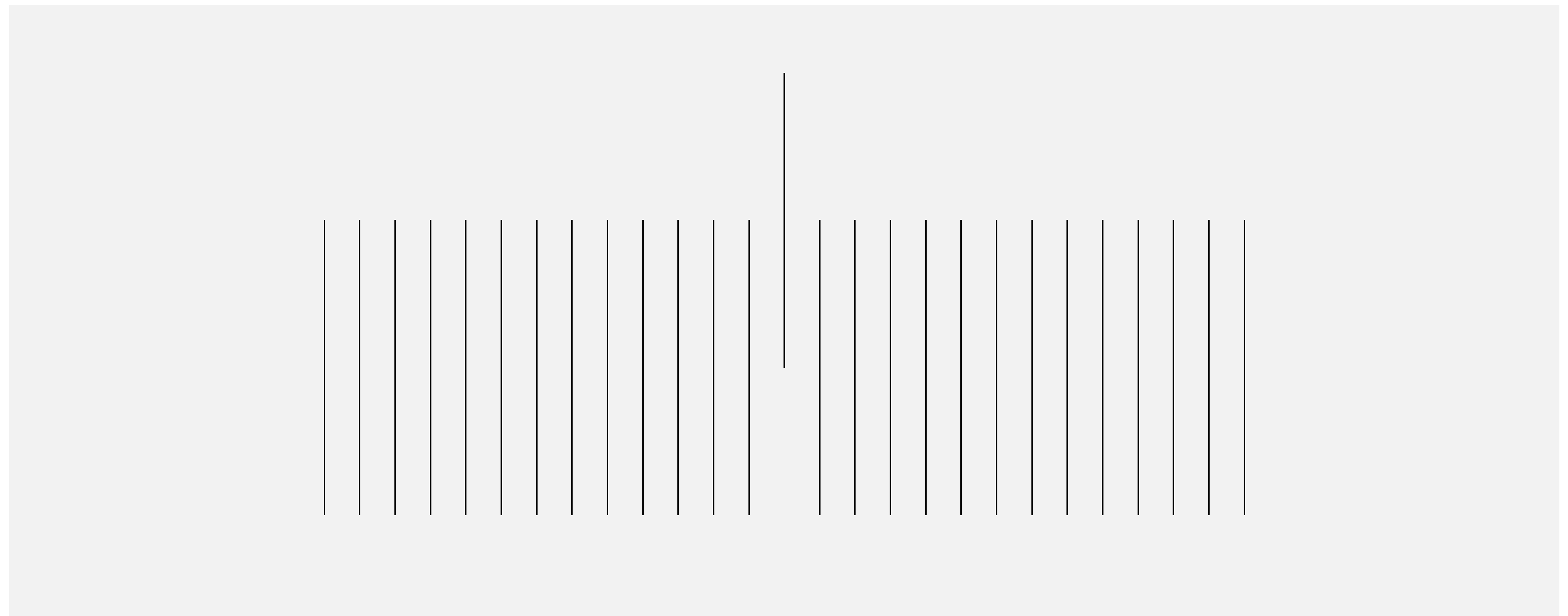
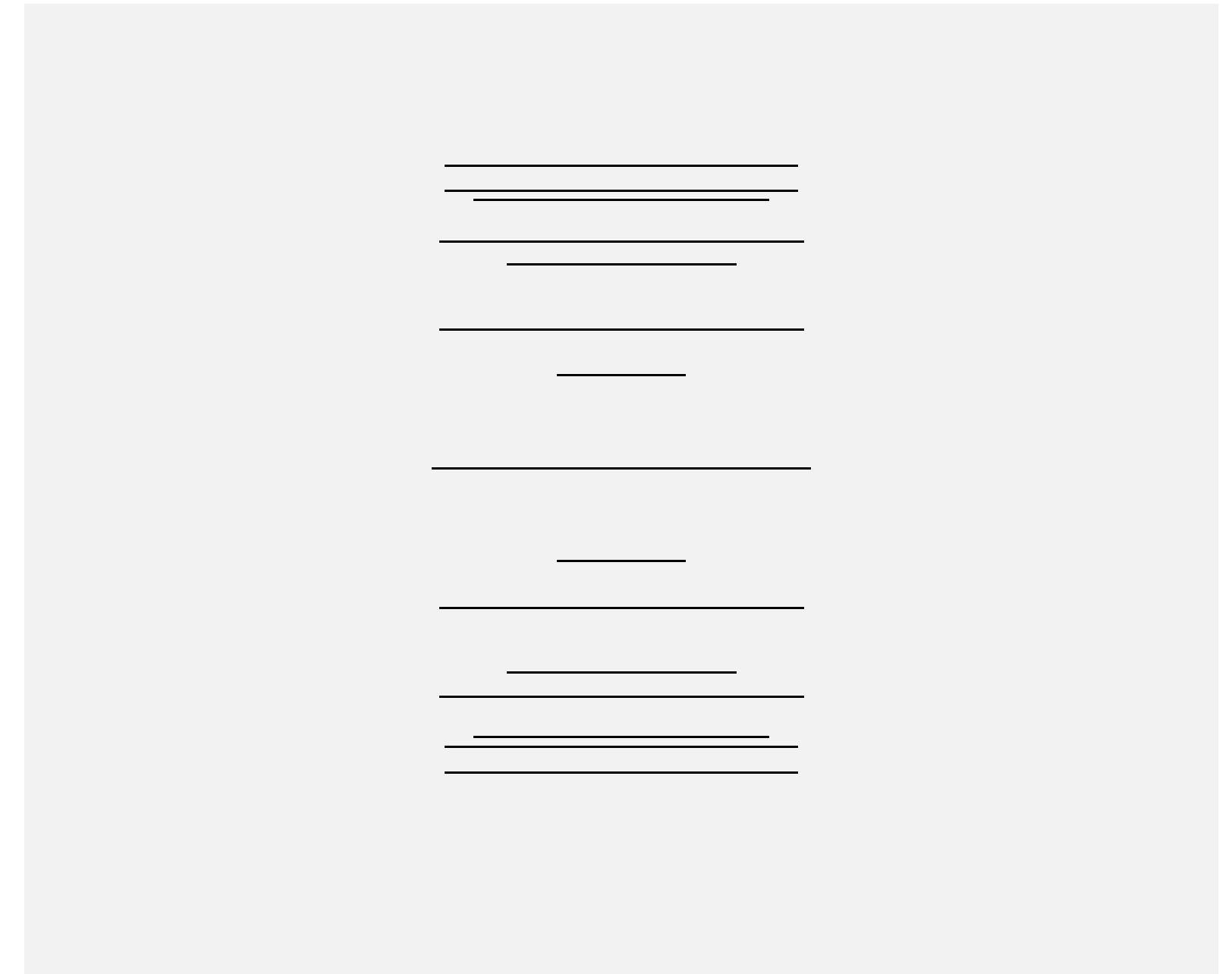
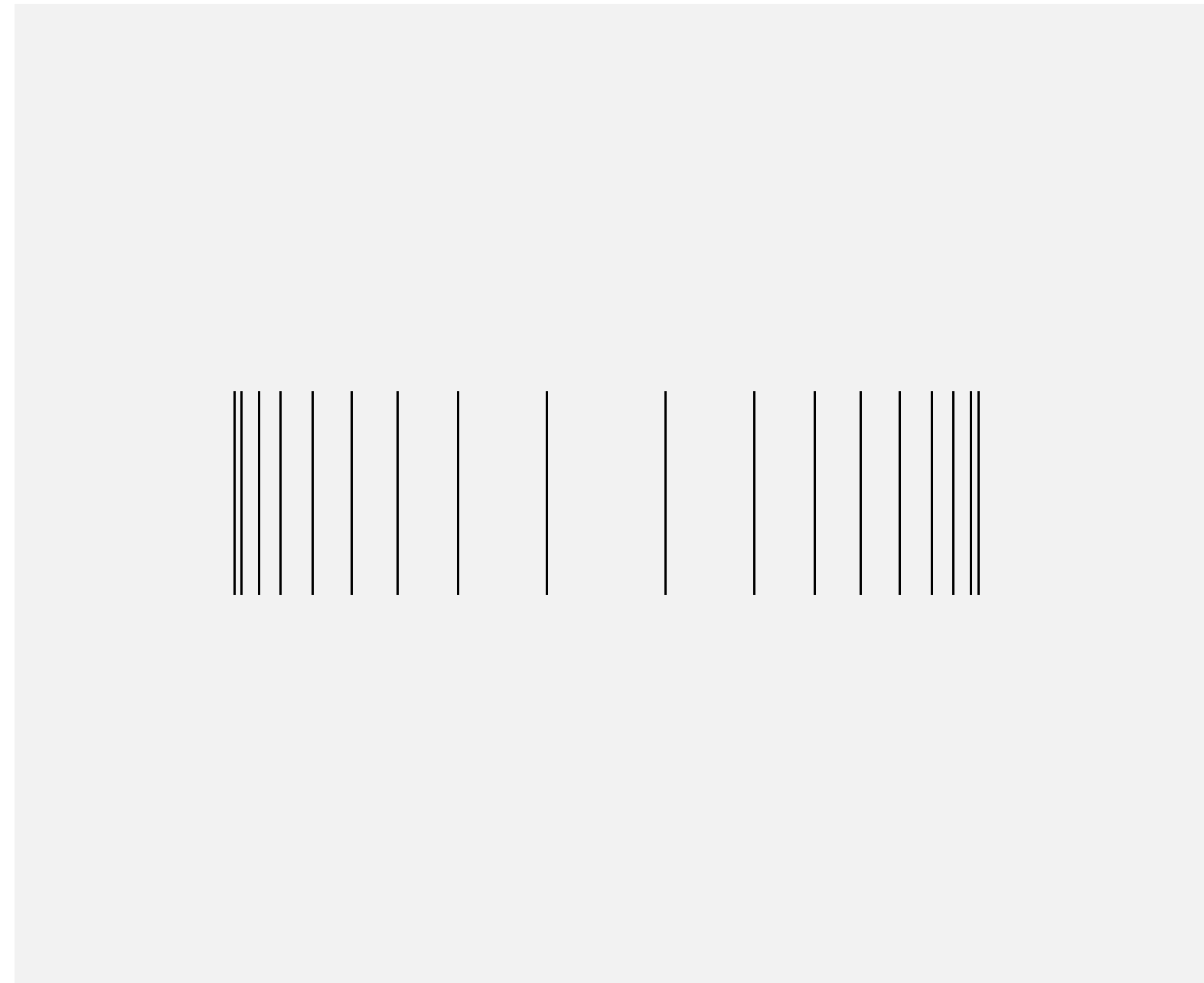
From the the markings on a clock and the lines of a timeline, to signifying action within URLs and command prompts, and the 1s and 0s, bits and bytes that construct our modern digital lives, the line is a wonderfully simple way to represent the present, the past and a precise tool to show the manipulation of time.



Graphic language

Line as time

Built from the visual vernacular of time, we use the humble line to convey a wealth of ideas, from control and manipulation of time to our ability focus in on a single moment of importance.



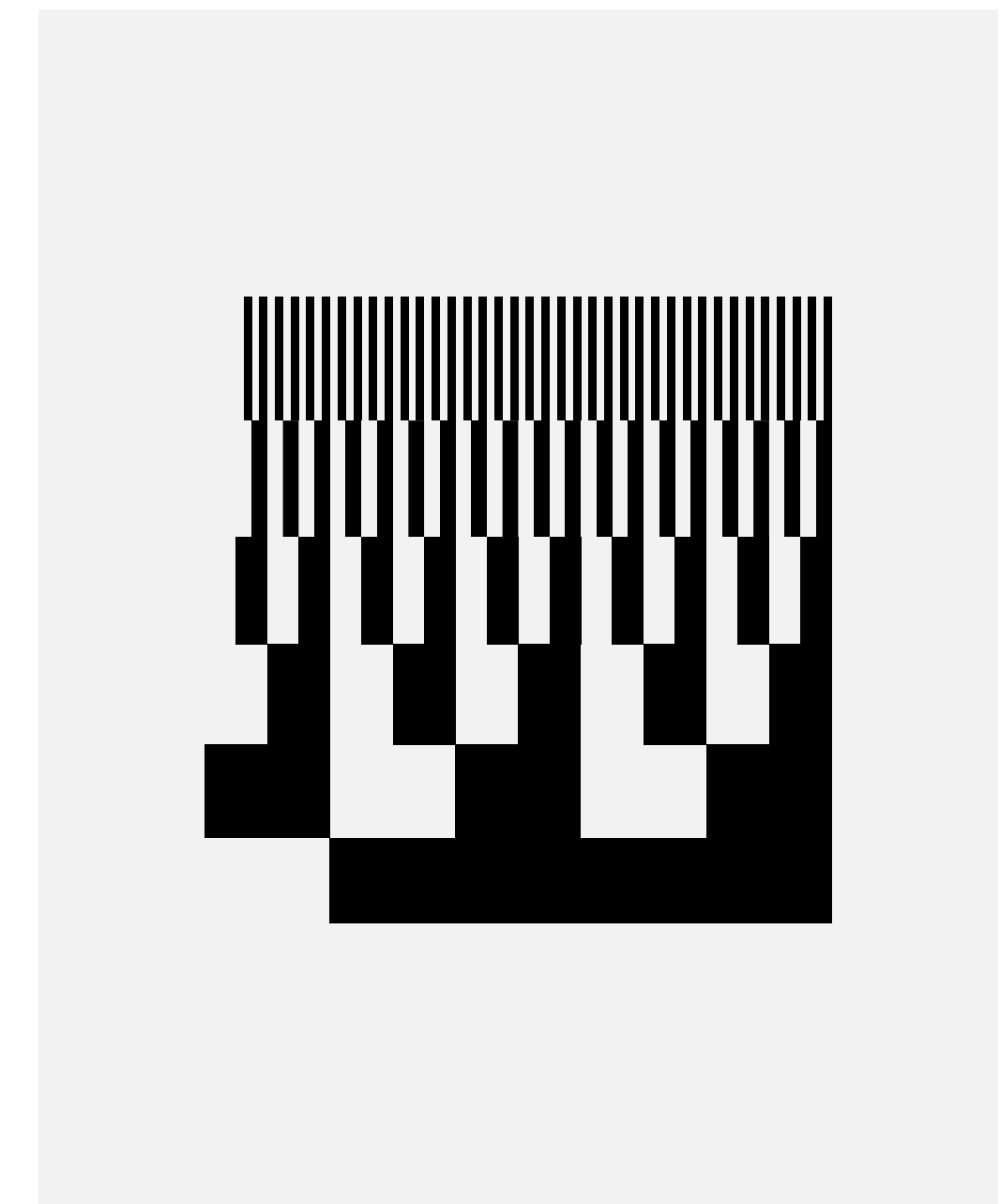
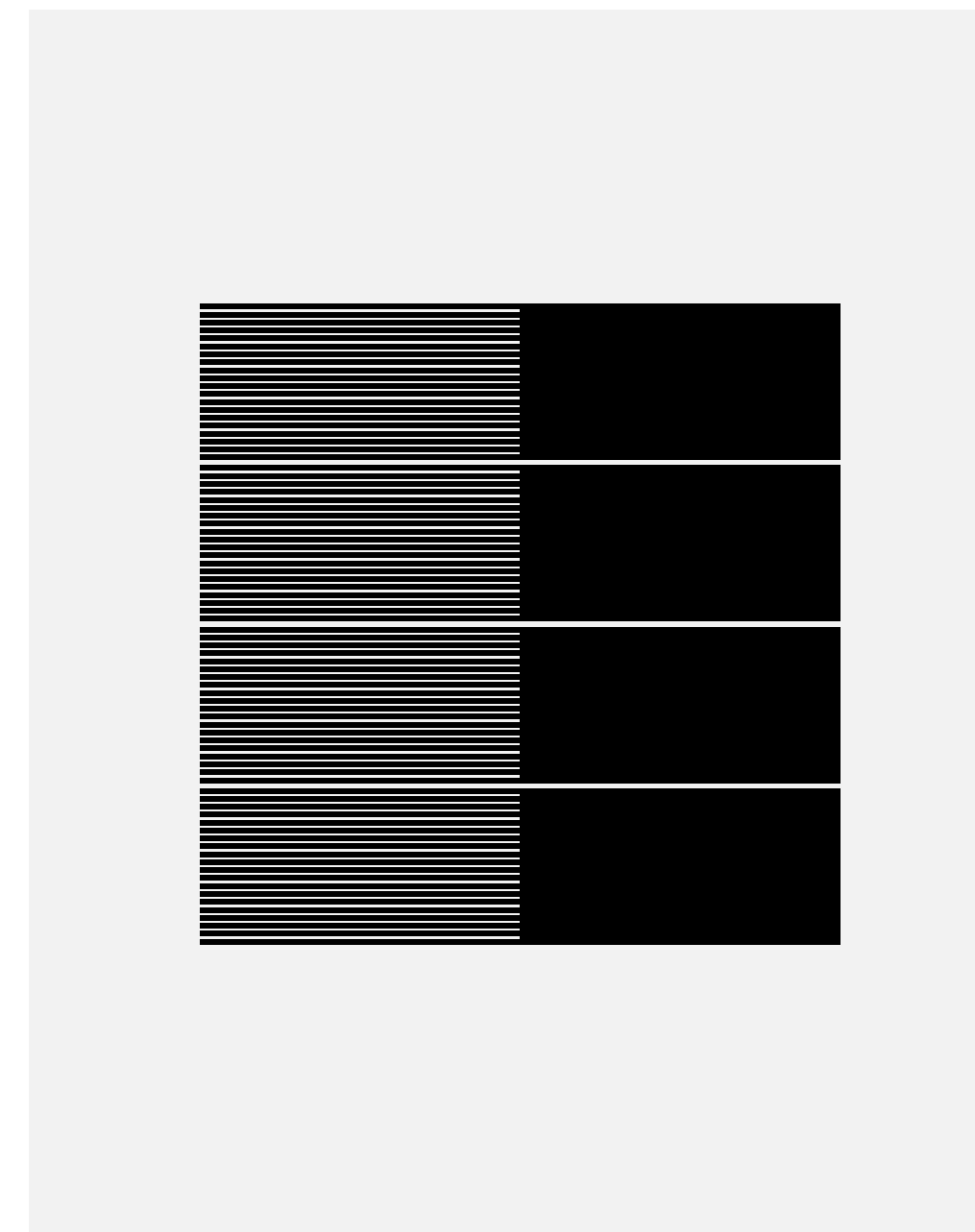
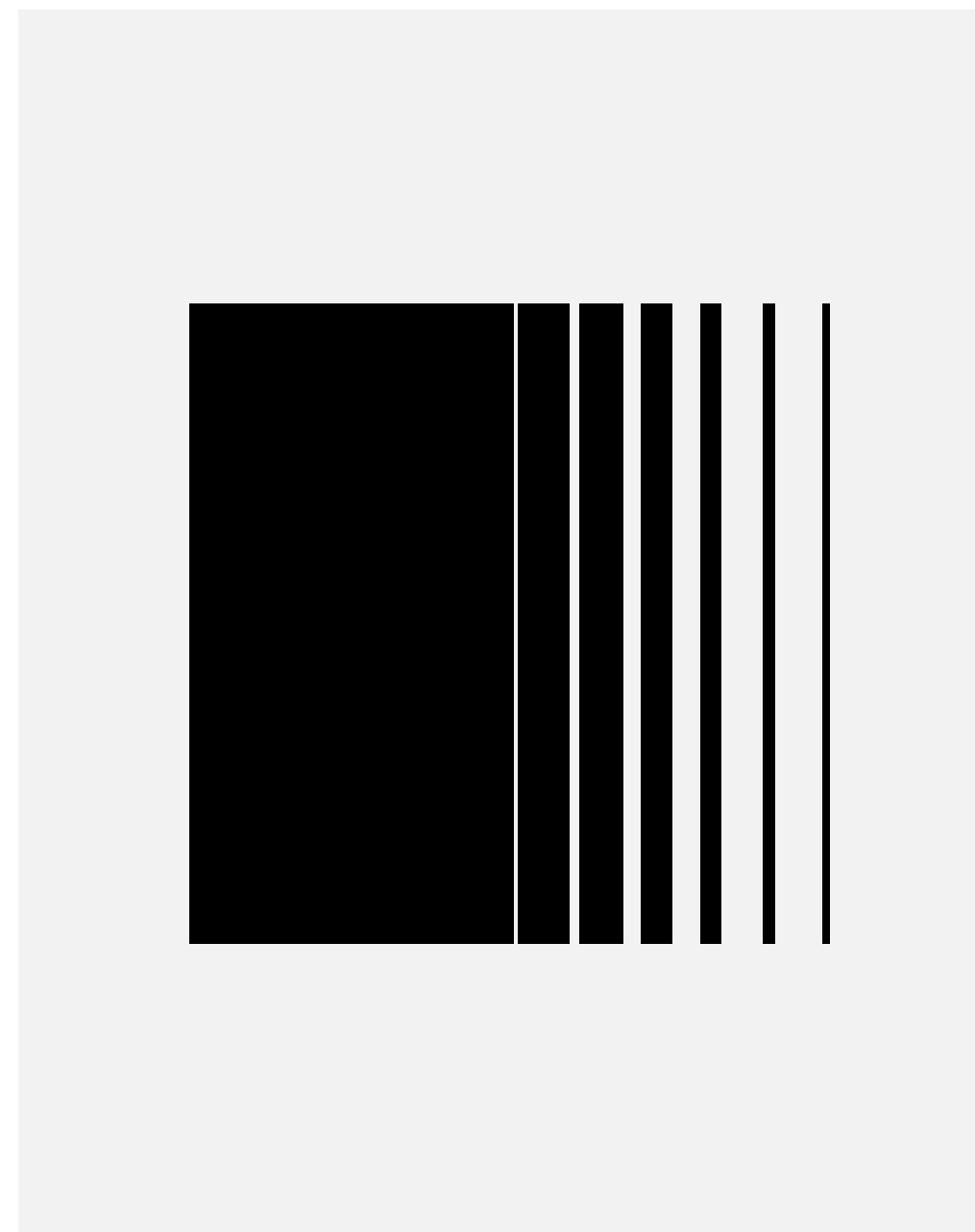
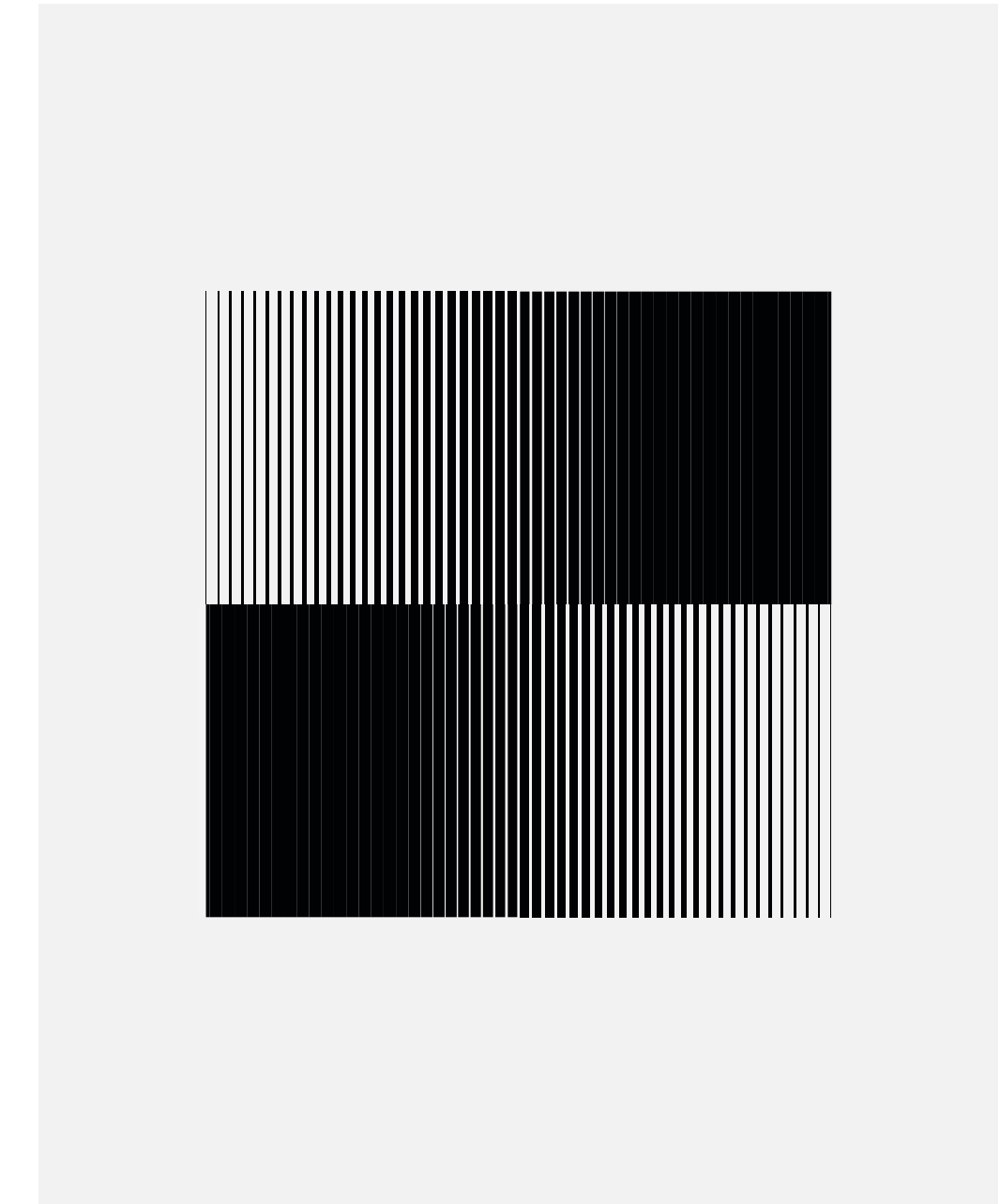
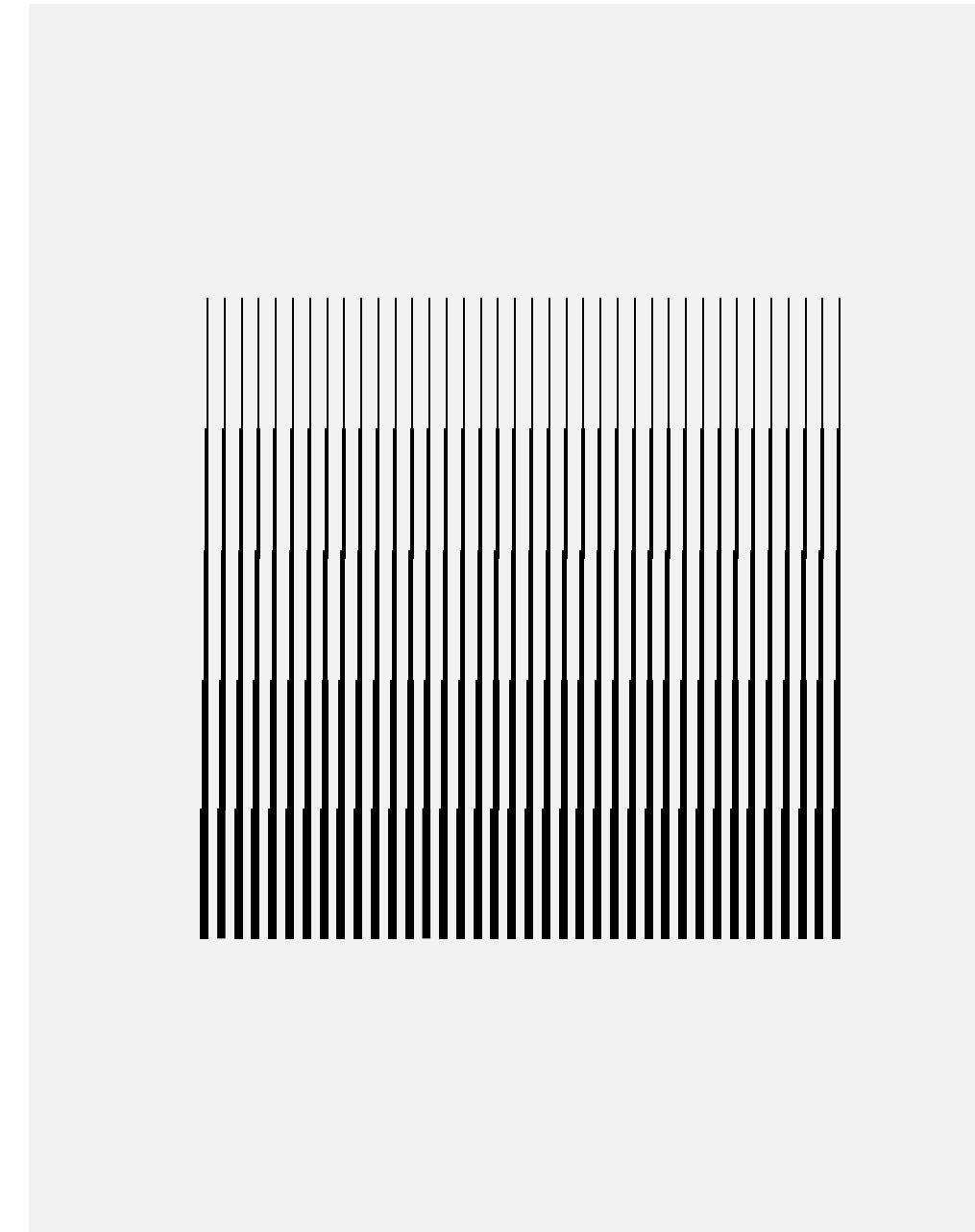
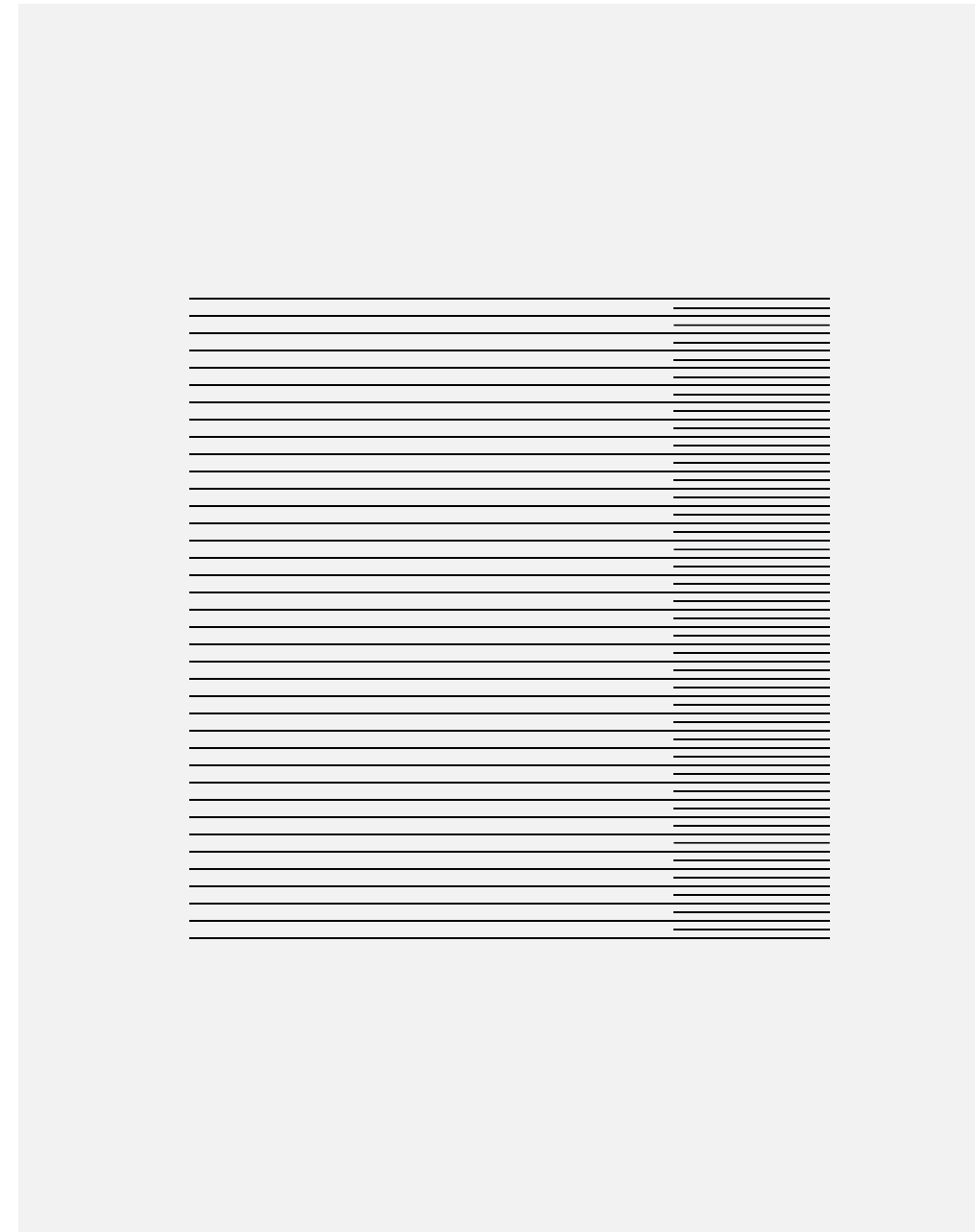
Graphic language

Line as pattern

We use a broad palette of pattern to abstractly convey ideas appropriate to the communication we are creating.

The line as pattern can convey common practices within databases like transacting, analyzing and contextualizing data. It can also work to communicate notions of business like growth, delivering results and architecting databases.

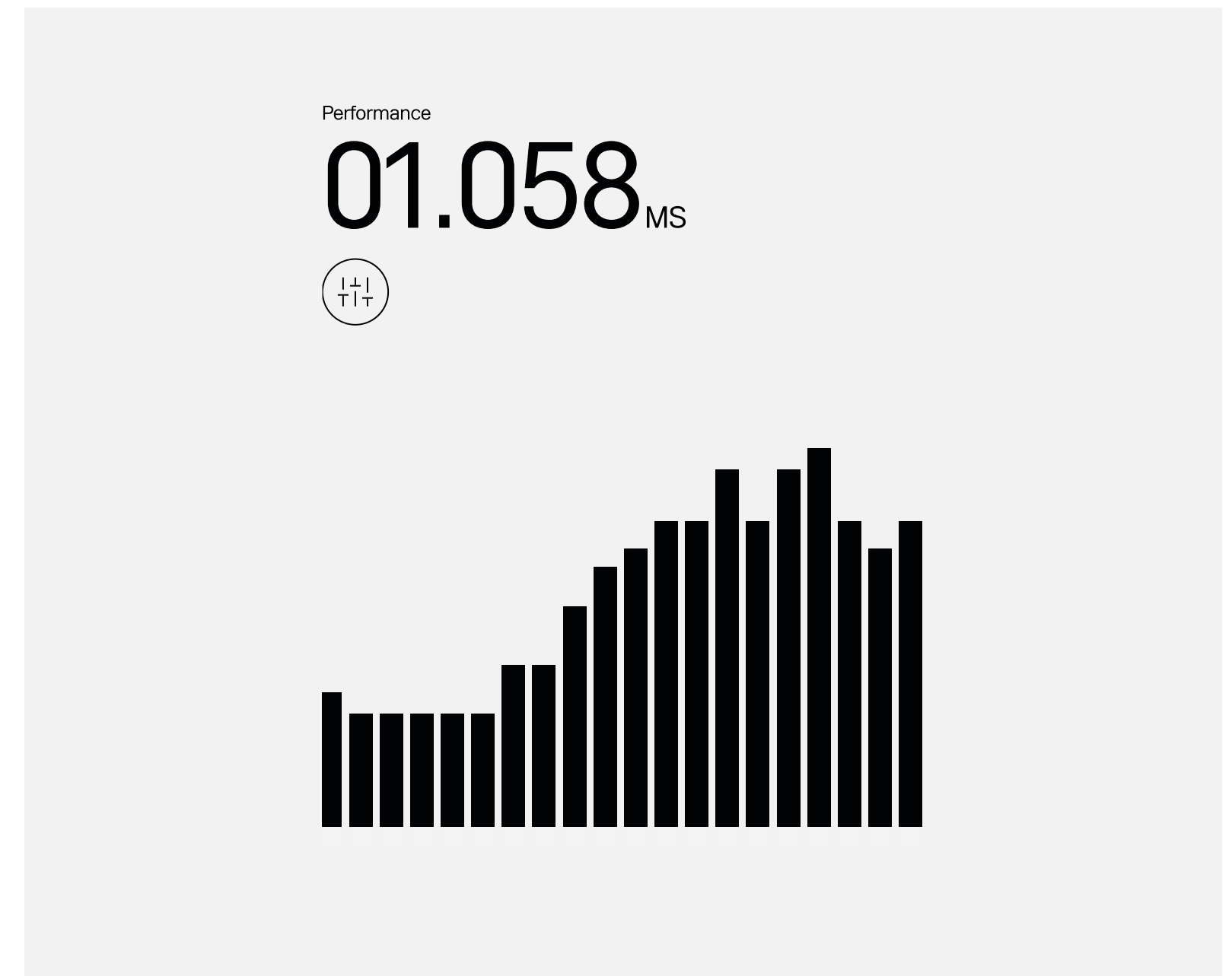
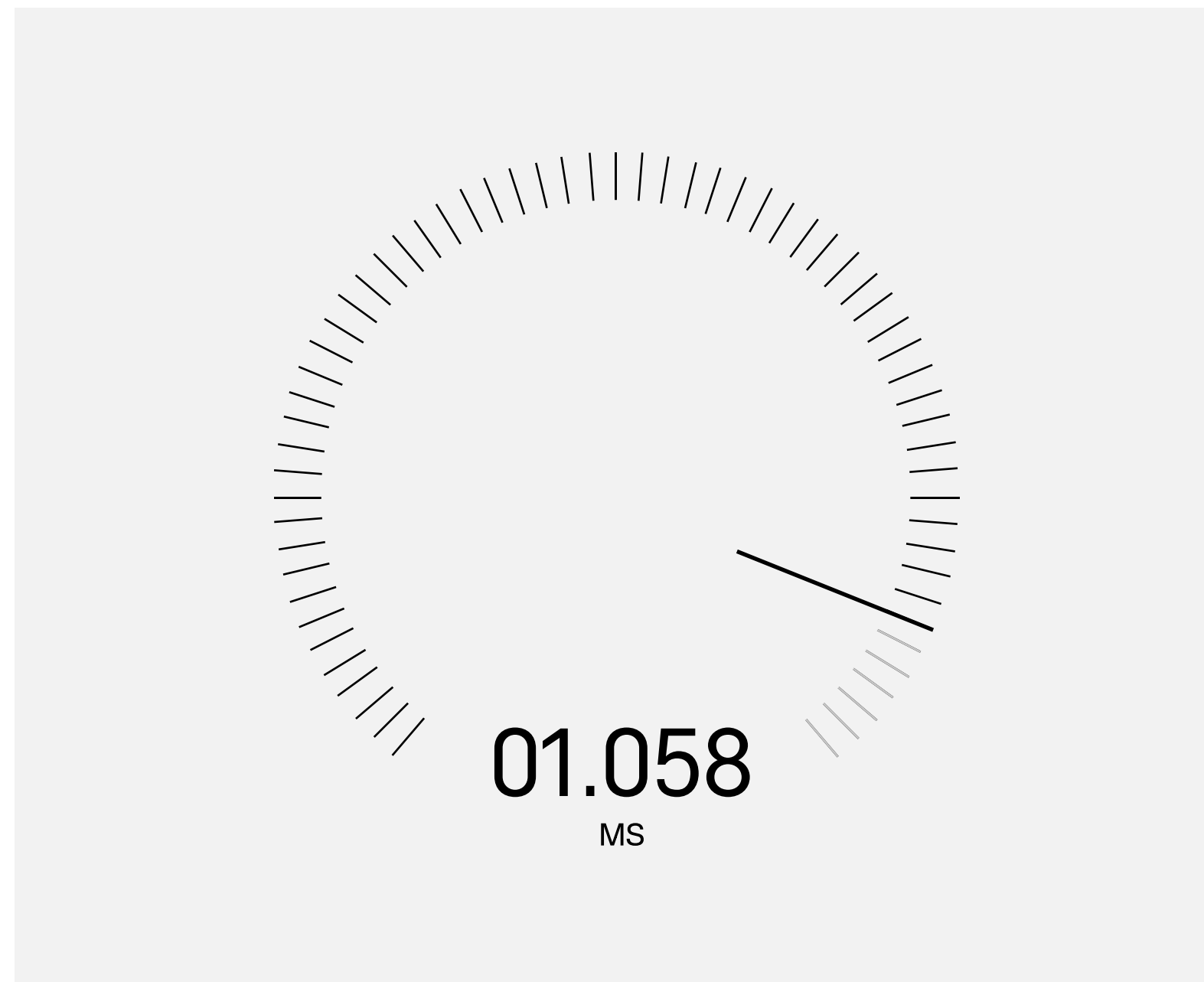
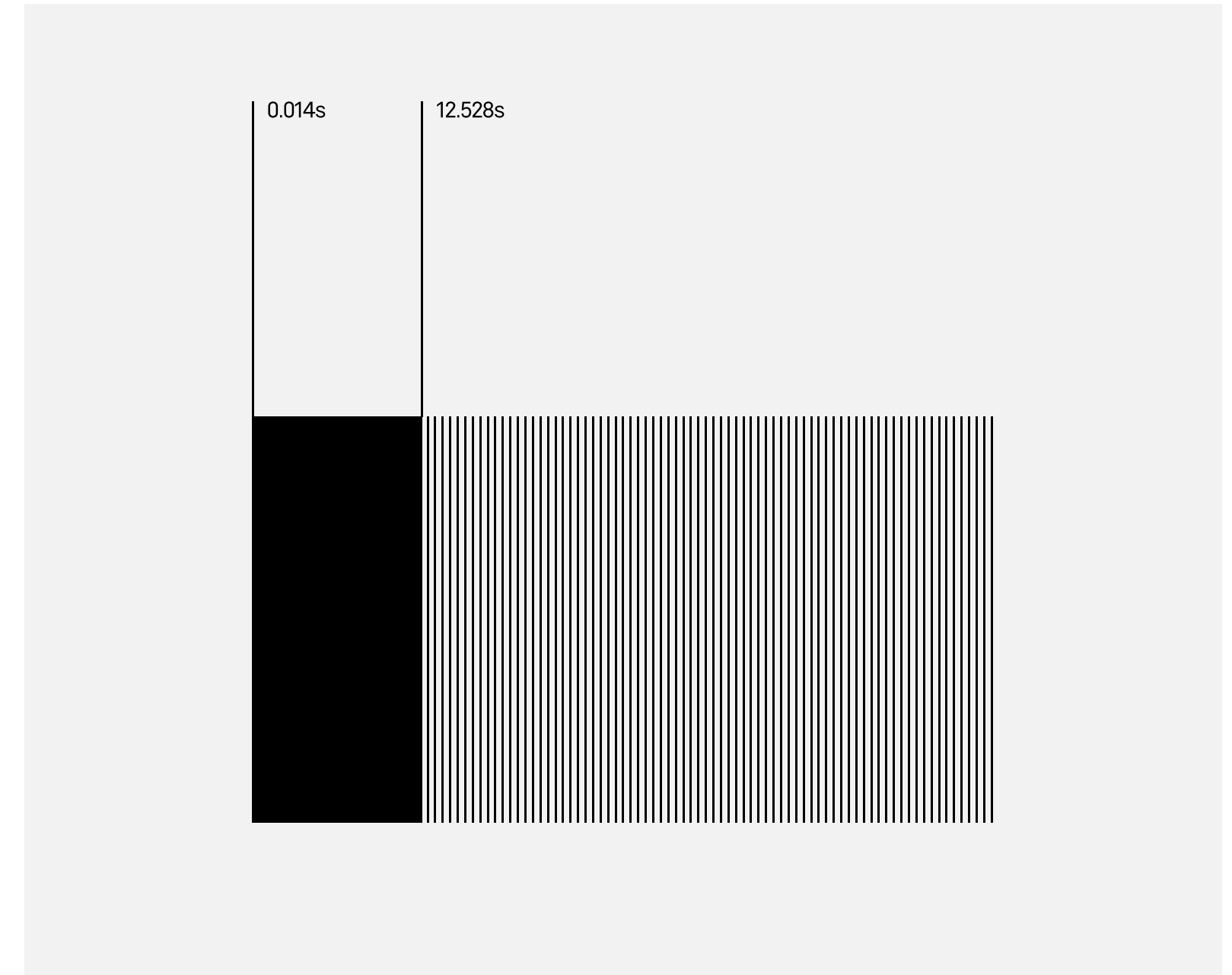
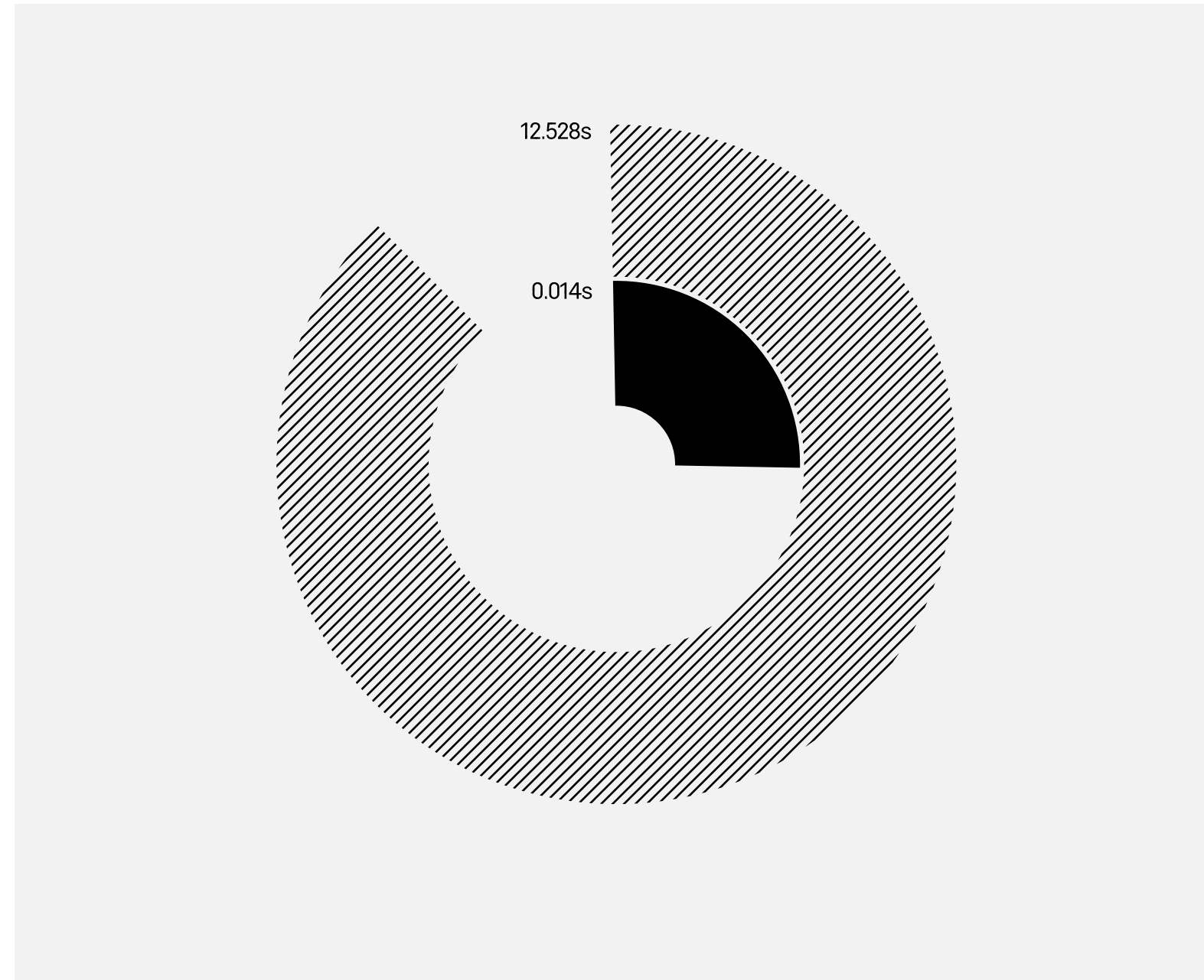
By using the depicted elements, the line becomes an immensely flexible device within our visual identity system.



Graphic language

Data visualization

Our approach to data visualization is both dynamic and precise, using a combination of detailed linework, bold typography and strong graphic elements to bring our data to life and engage the viewer.

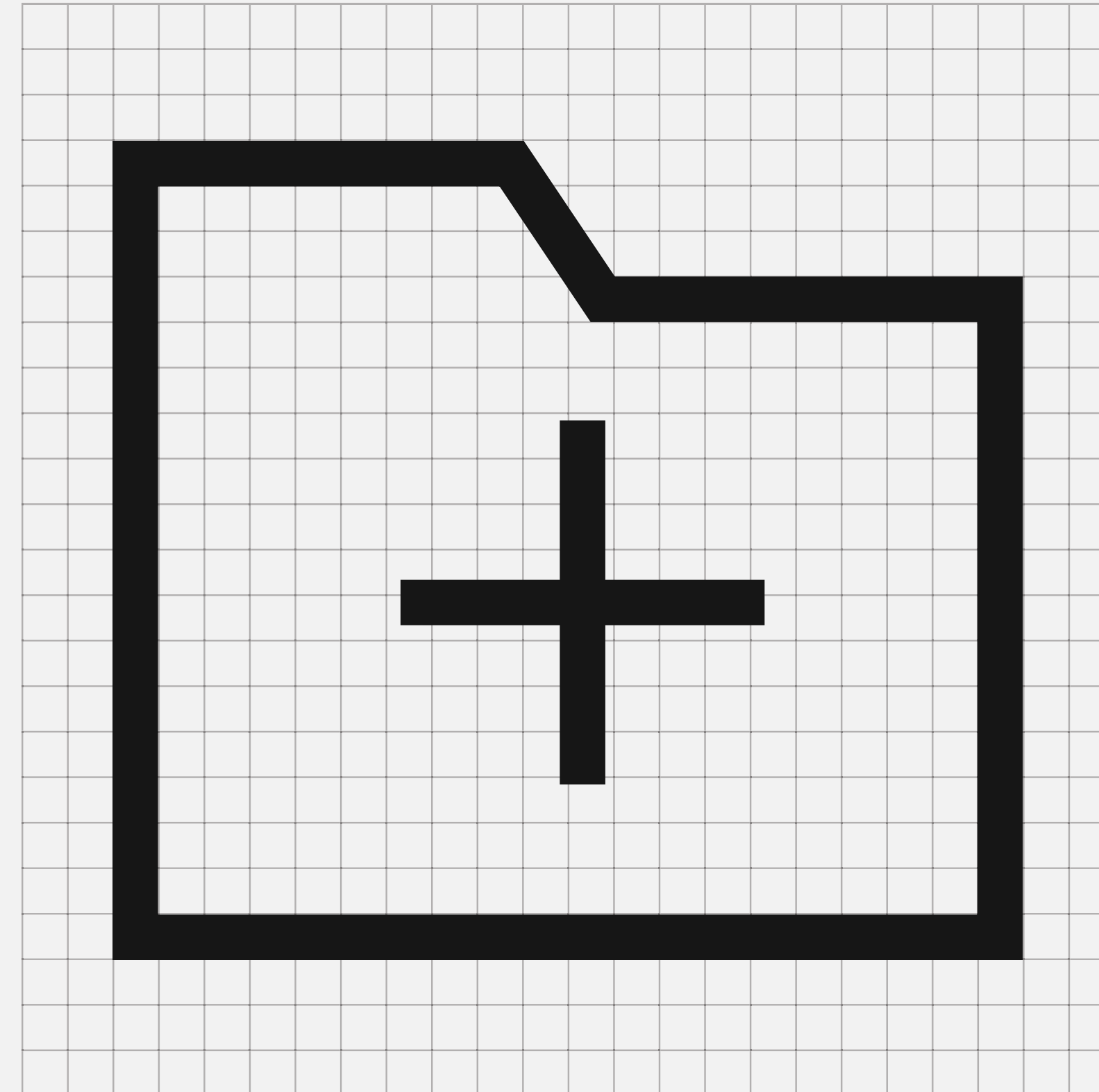


Graphic language

Iconography

SingleStore Icons are built with sharp corners and flat terminals.

They are engineered in appearance, mono-linear in construction and feature as few strokes as possible to convey meaning.



Graphic language

Icon suite

Our icons are built from the open source library “Font awesome”. When selecting icons from the online icon library always choose icons from the “sharp” family and set appearance to “thin”.

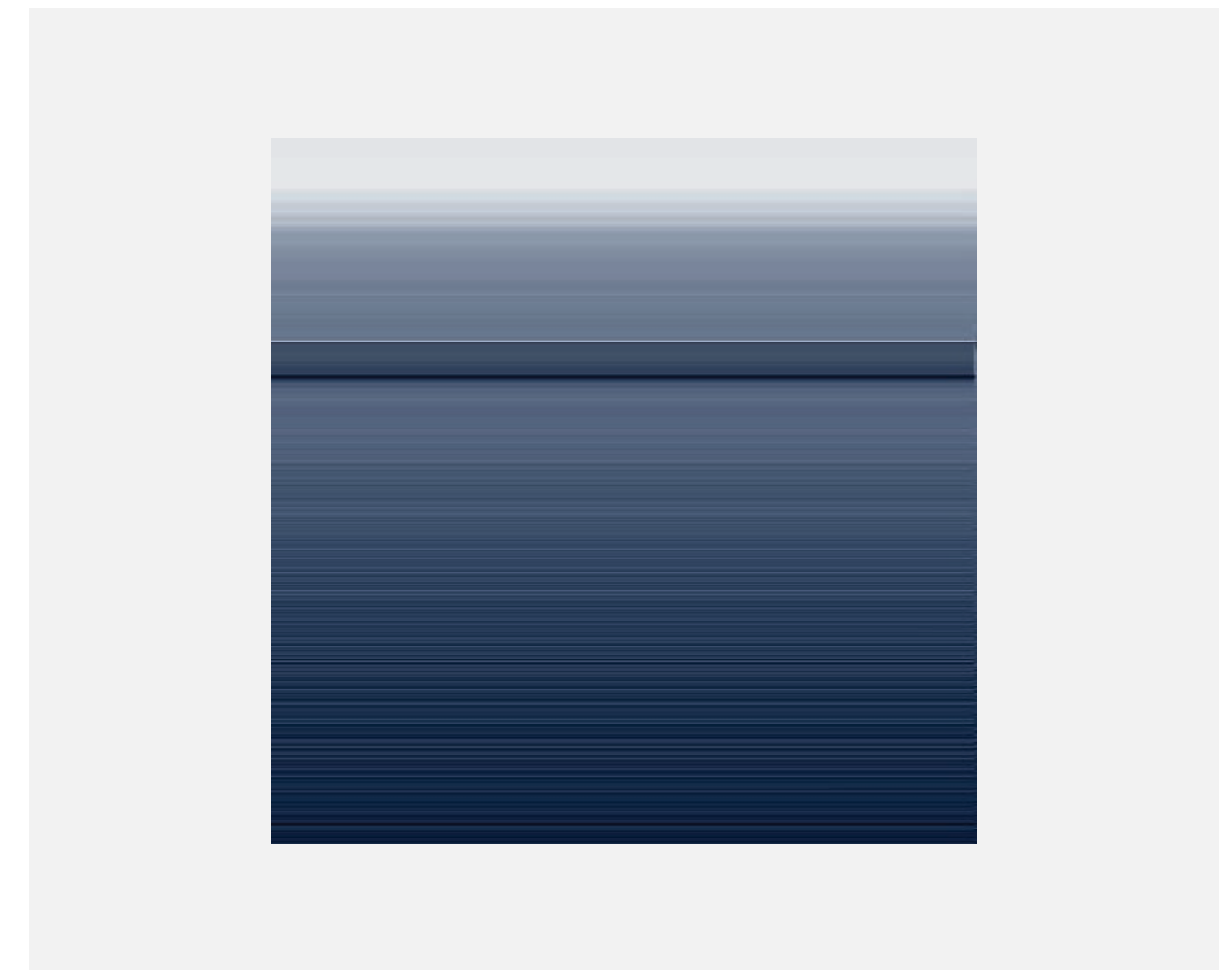
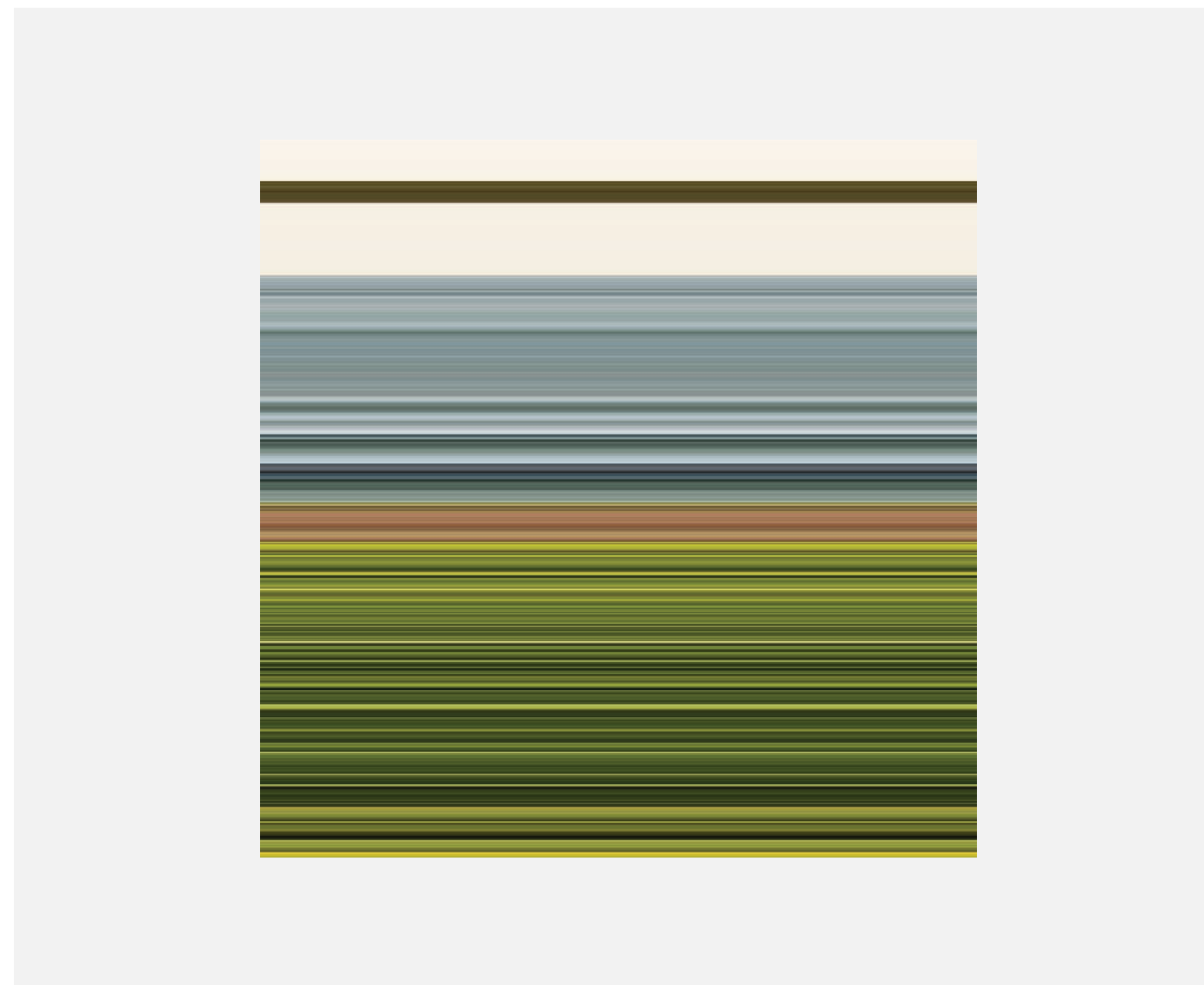
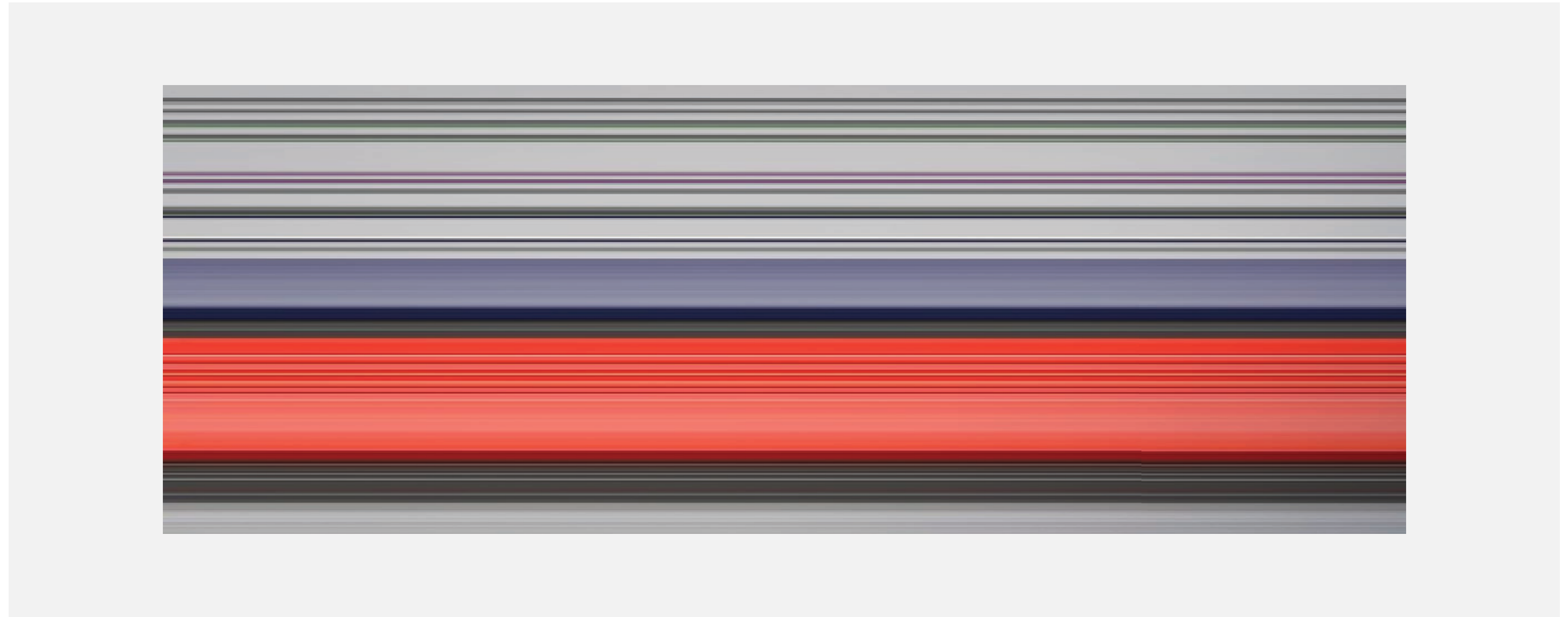


Graphic language

Moment graphics

Drawing upon our photography treatments [5.7], we have the ability to create visually arresting colorful and textual moments.

Alluding to our real time prowess, these “moment graphics” can be used as powerful standalone backgrounds or supporting images.

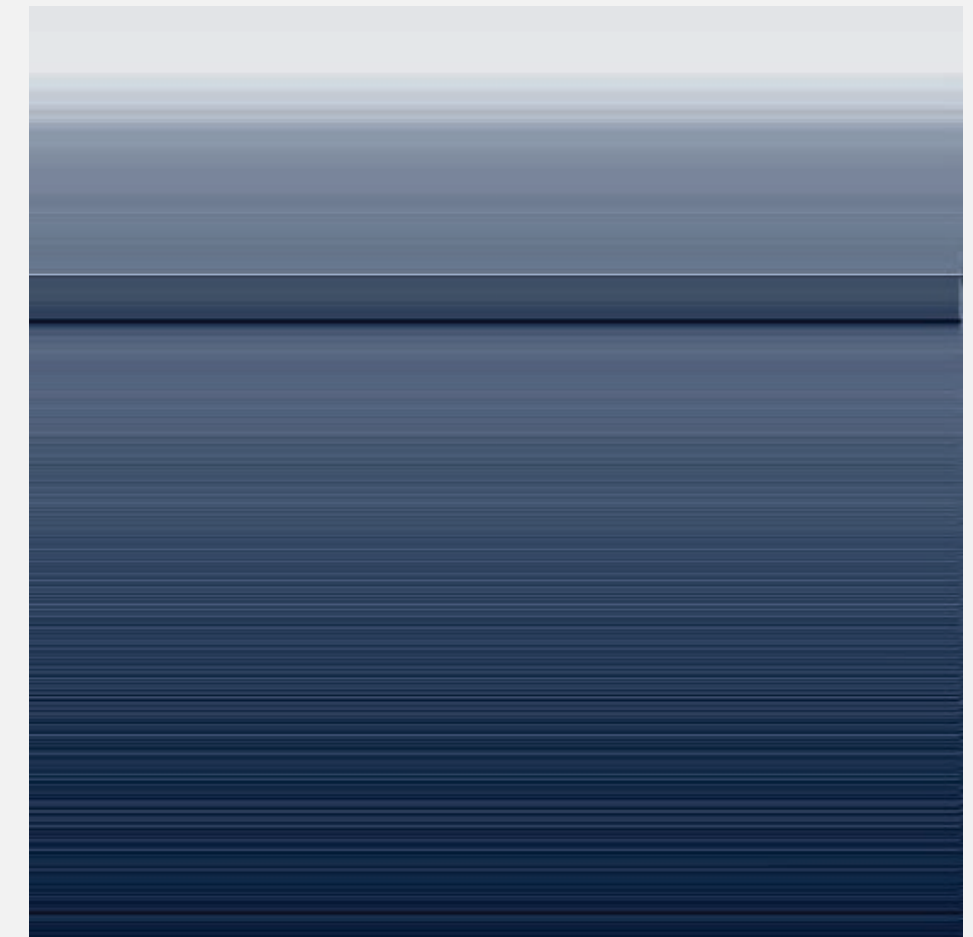


Graphic language

Moment construction

To create the “moment” select a 1px vertical strip within an image, and stretch it to create a dynamic moment, frozen in time.

Try to find a section of interest within the image with enough color and contrast to achieve the most engaging visual outcome.



We use illustration and 3D as an effective means of bringing levity and personality to complex subjects. Like our photography, this imagery has the power to create evocative communications which can traverse linguistic borders, connecting with audiences on a deeper level.

7.0

Illustration and 3D

Illustration overview

Our illustration is split into two key styles.

Eclectic

An eclectic style built from linework and primary colors, to be used for high-level applications.

Editorial

A looser and hand-drawn reflection of personal opinions, to be used for editorial-style pieces.

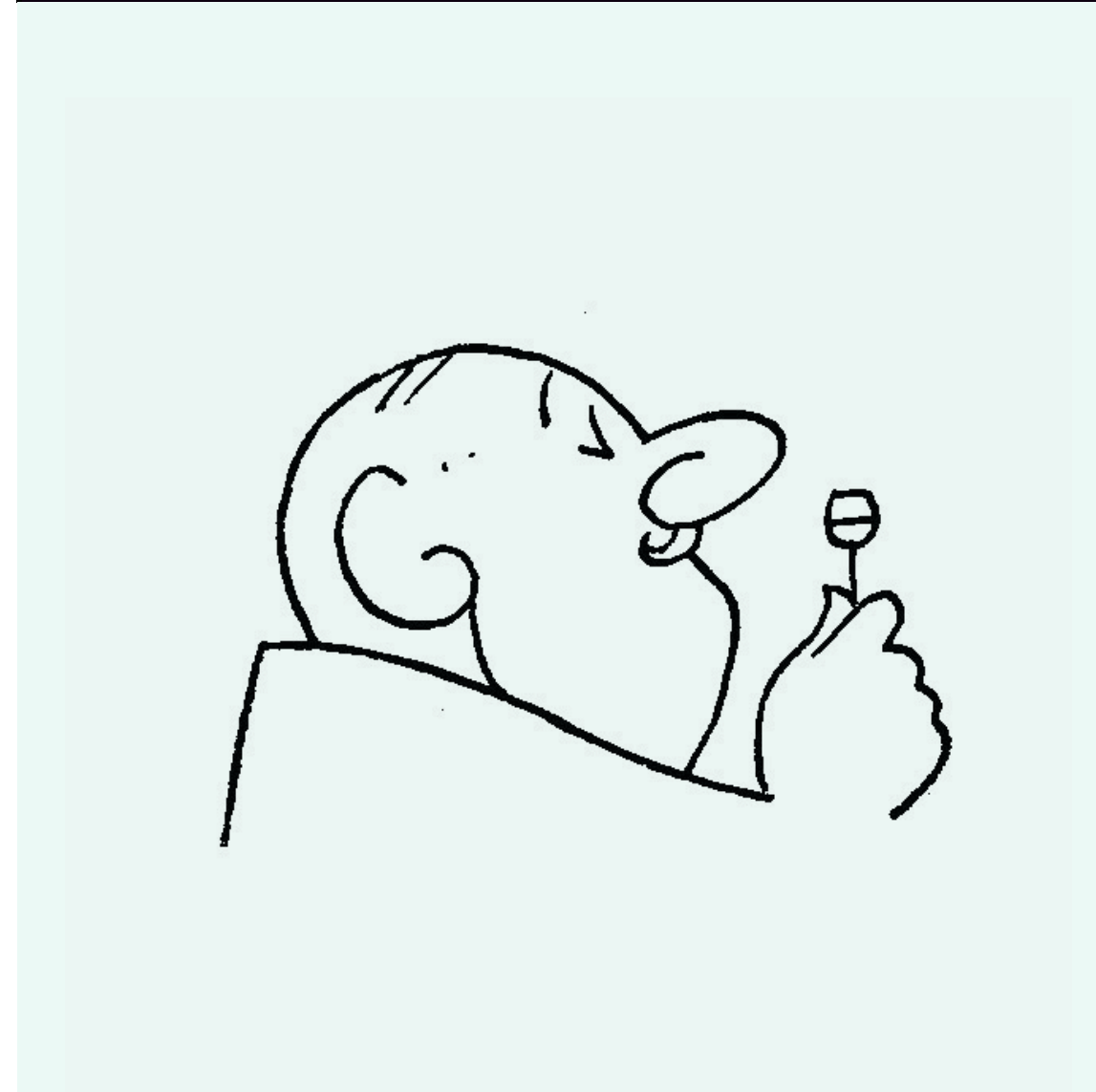
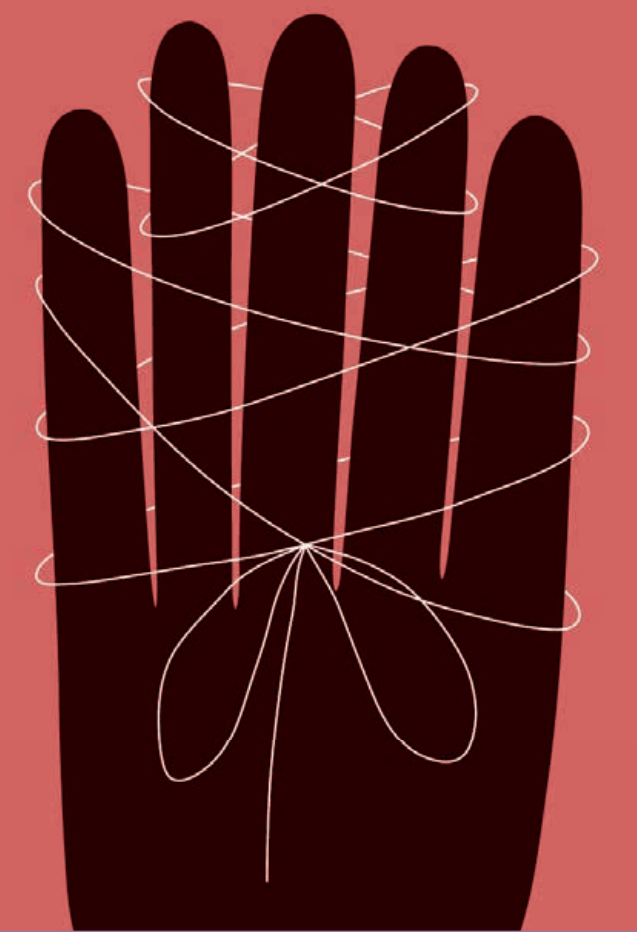
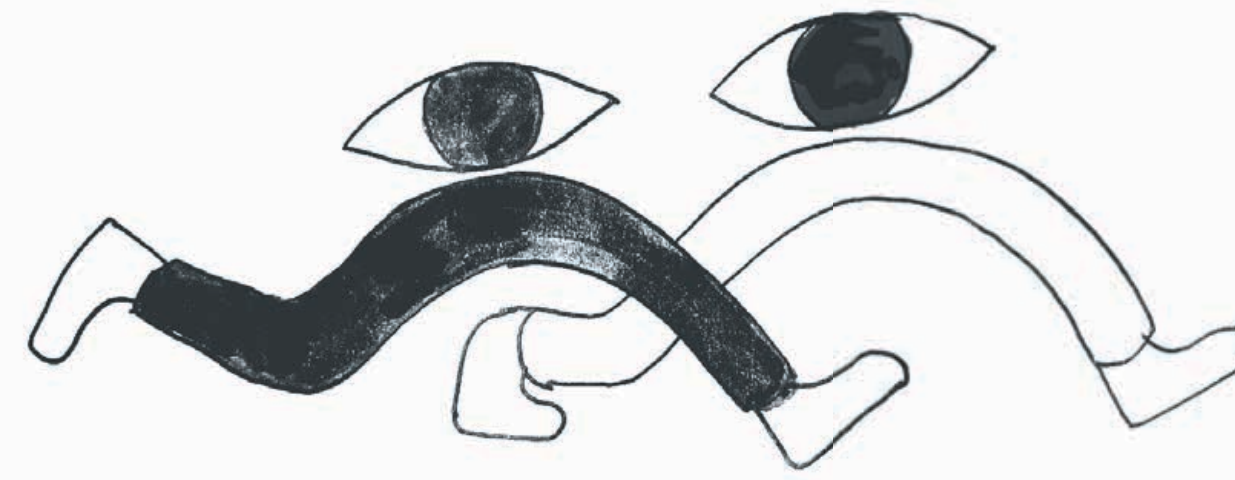
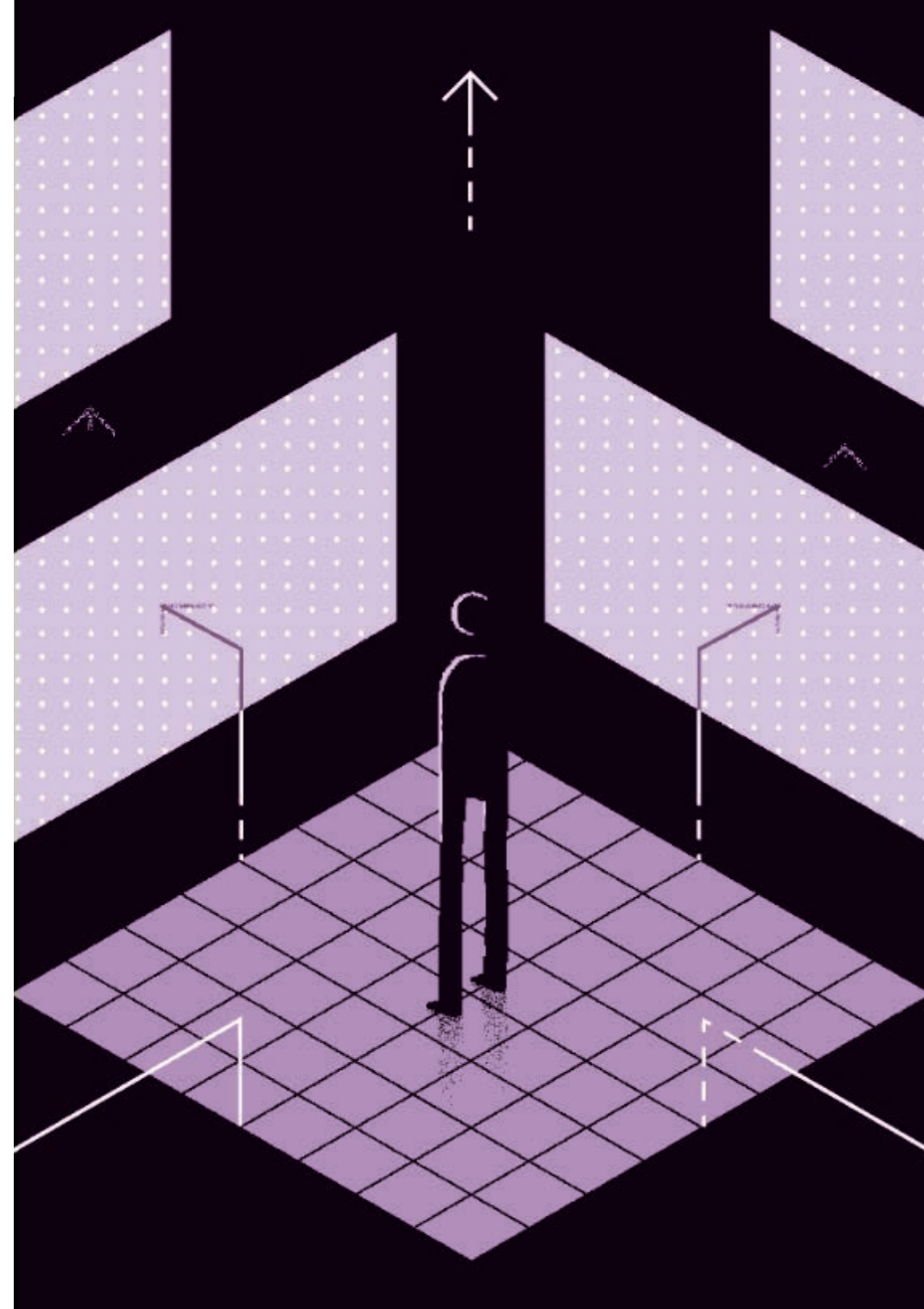


Illustration and 3D Eclectic illustration

Color

Where possible our eclectic illustration should be applied in our primary colors of purple and neutrals, with other colors used sparingly.

Style

Linework is the thread that weaves our eclectic style together, bringing a flexible consistency to our visual identity system.

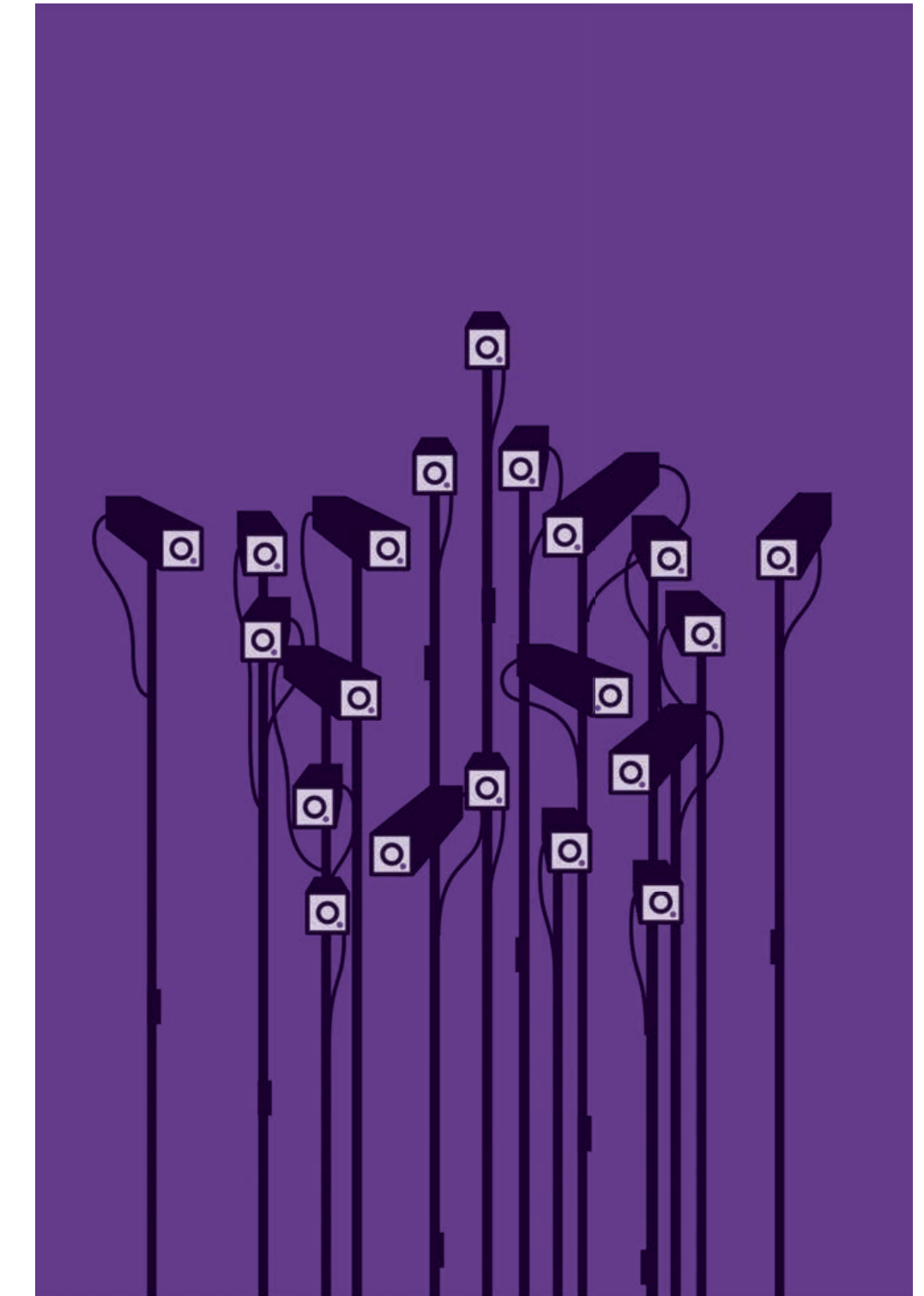
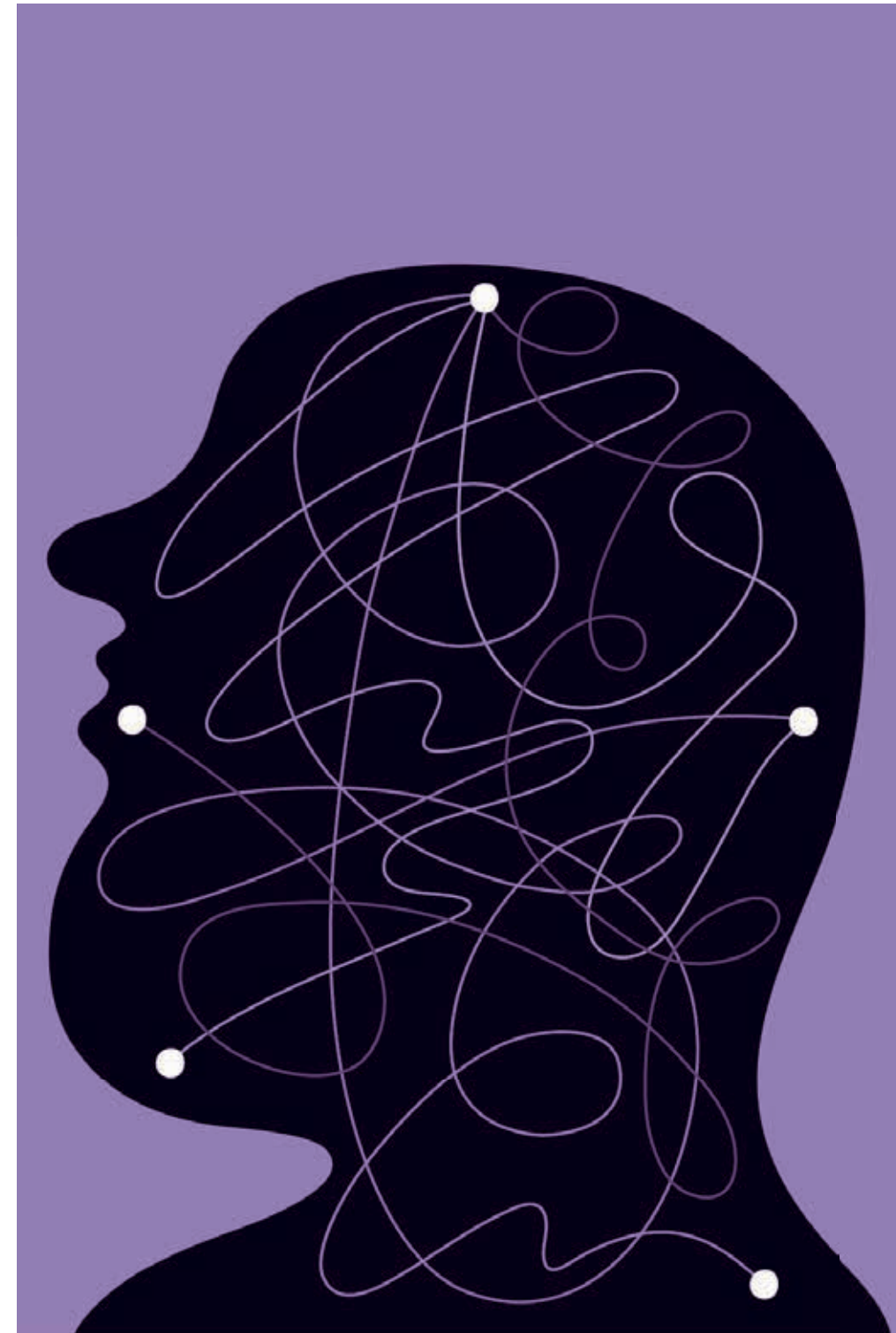


Illustration and 3D Editorial Illustration

Color

Our editorial illustration can be applied in all brand colors, where possible in duotone; black or white + secondary color.

Style

Echoing the style of traditional editorial opinion pieces such as the New Yorker, our editorial style is again built from linework, with a looser freeform style.

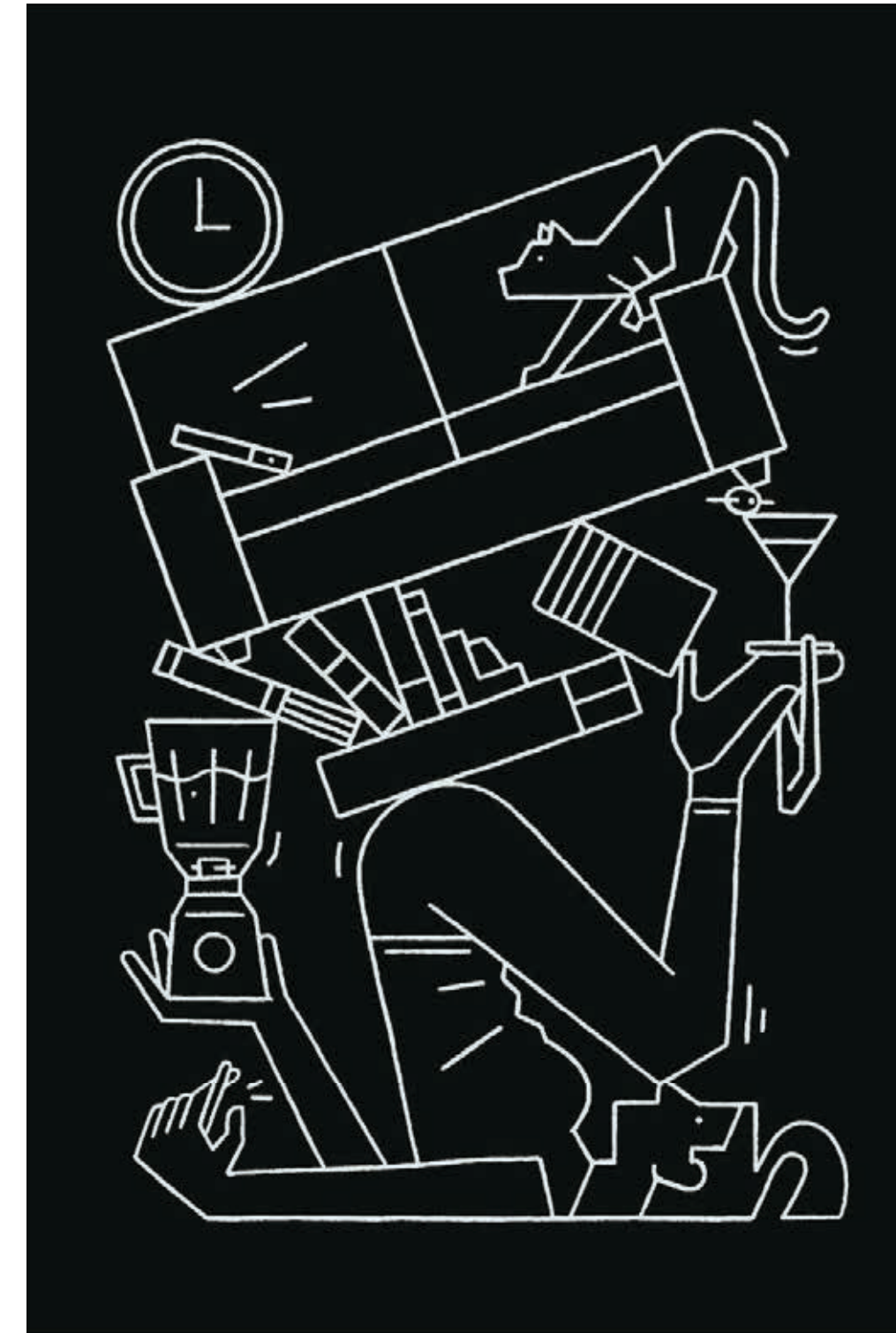
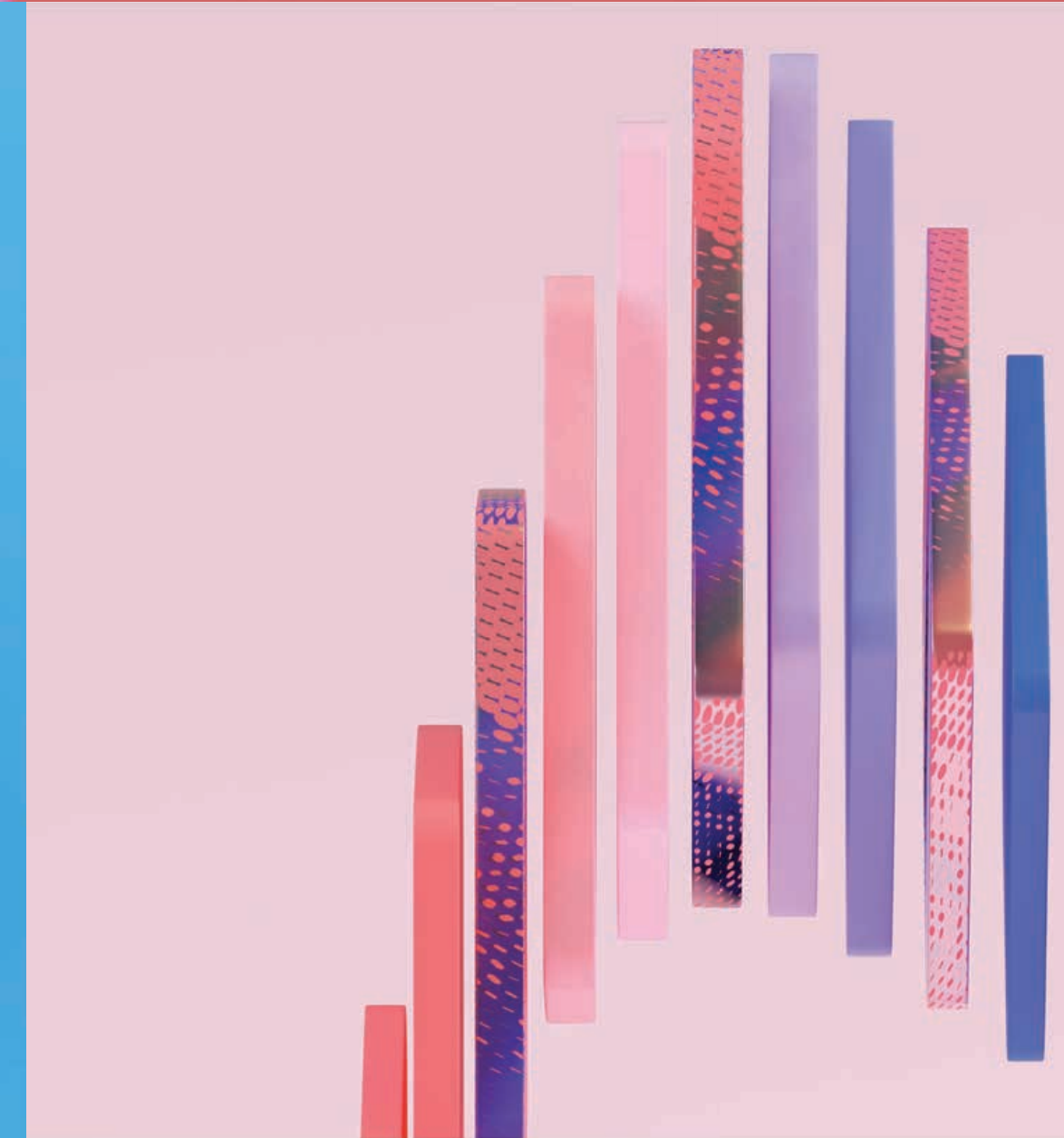
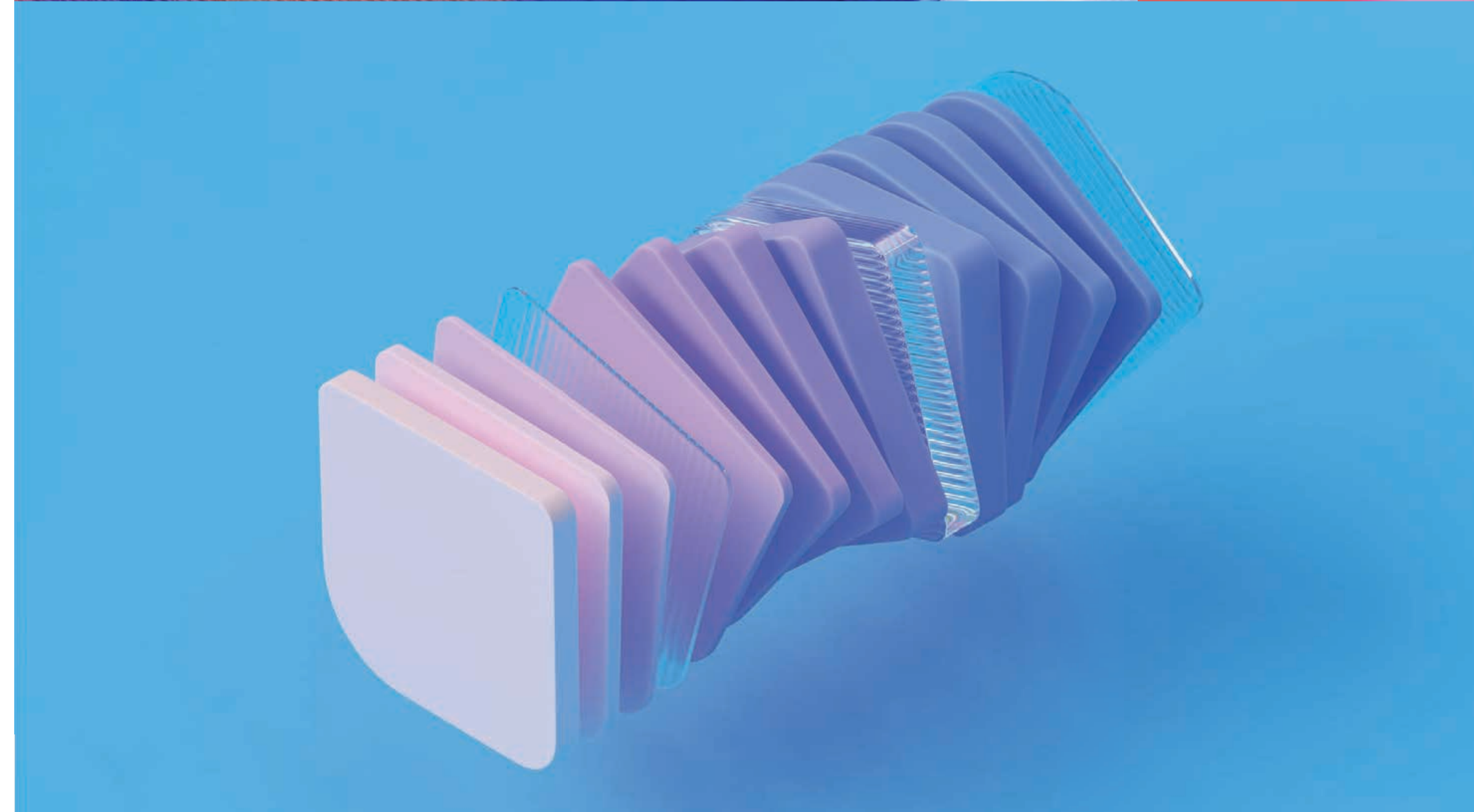


Illustration and 3D 3D

Our approach to 3D stills and animation again builds upon the line. Giving it dimensional form and shape and using lighting, texture and movement to help bring ideas to life.



The following pages contain a selection of branded SingleStore applications, showcasing how the elements within our visual identity system work together to create a dynamic, evocative and cohesive brand experience.

8.0





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SingleStore
Visual Identity Guidelines
Version 1.0

Questions?

If you have any questions about the content of this guide or are unsure if your communication best represents the SingleStore brand, please contact the brand design team.

brand-design@singlestore.com

