BRAND GUIDE

Postscript

Version 2.0

Introduction

FIRST THINGS FIRST

Welcome to Postscript! We’re redefining marketing for ecommerce brands by introducing SMS as the next channel for stores to engage, retain, and convert their customer base.

This document is a set of guidelines for how to properly apply Postscript branding.

Download Materials

LOGO

Postscript

THE LOGO

THIS IS THE LOGO. The official visual representation of Postscript.

Directly referencing text message design language, the Postscript logo is a hand-cut text bubble with our custom wordmark set within.

Easter egg and how to spot a fake: The dot on the ‘i’ should be the shape of BUB (more on BUB later).

Please only use an official, prepared vector file. Do not attempt to recreate the logo.

THE LOGO / CLEAR SPACE

The minimum clear space required for the Postscript logo is the height of the capitalized P.

WORDMARK

Postscript

WORDMARK

The Postscript wordmark is a custom shape evolved from the Roc Grotesk type family.

The Postscript Wordmark should never be typed; please use a prepared vector logo file.

The wordmark is secondary to the primary logo. Consult Postscript Studios about using the Wordmark.

WORDMARK / CLEAR SPACE

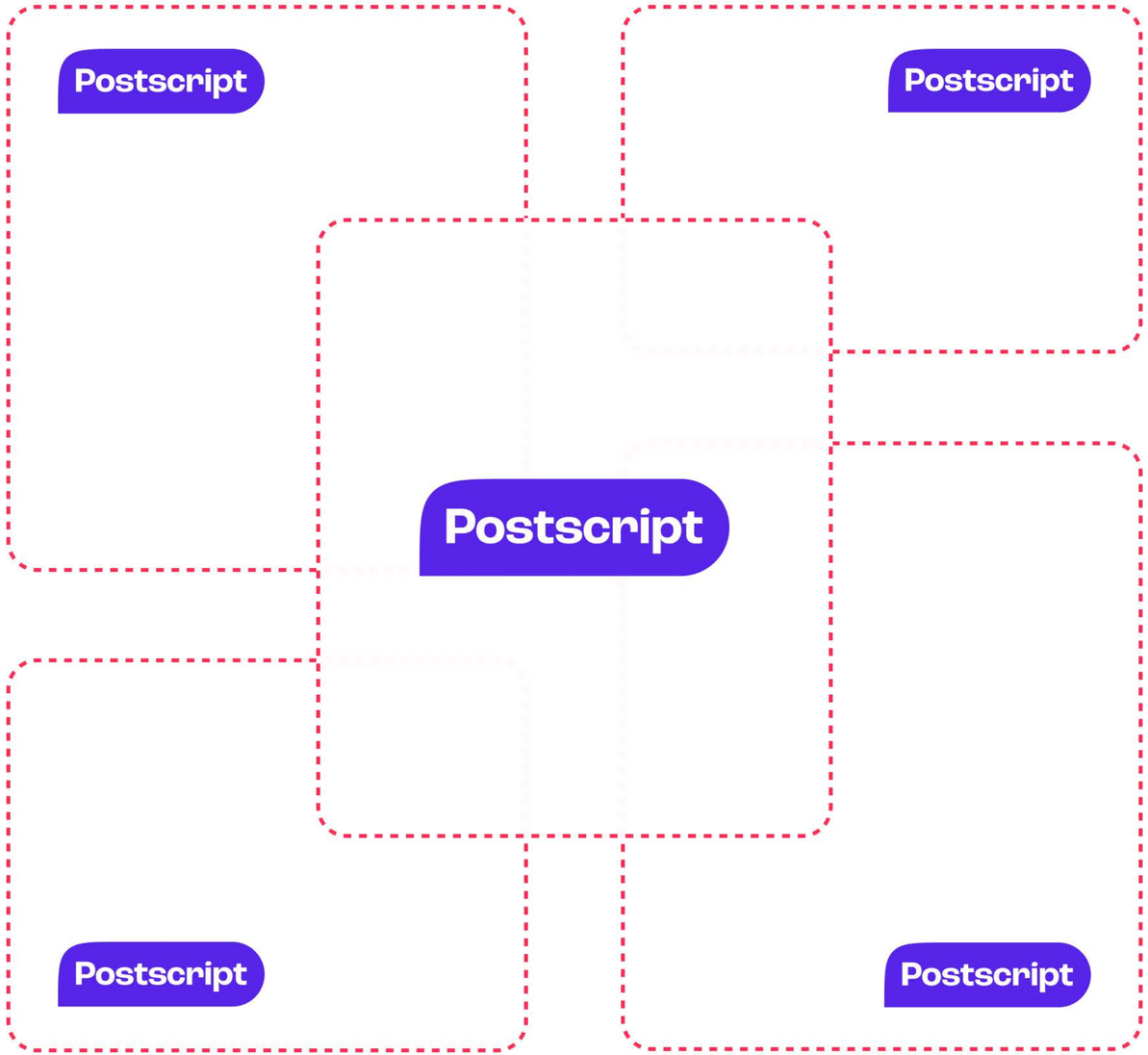
Minimum clear space of the Postscript wordmark is the height of the capitalized P.

PLACEMENT

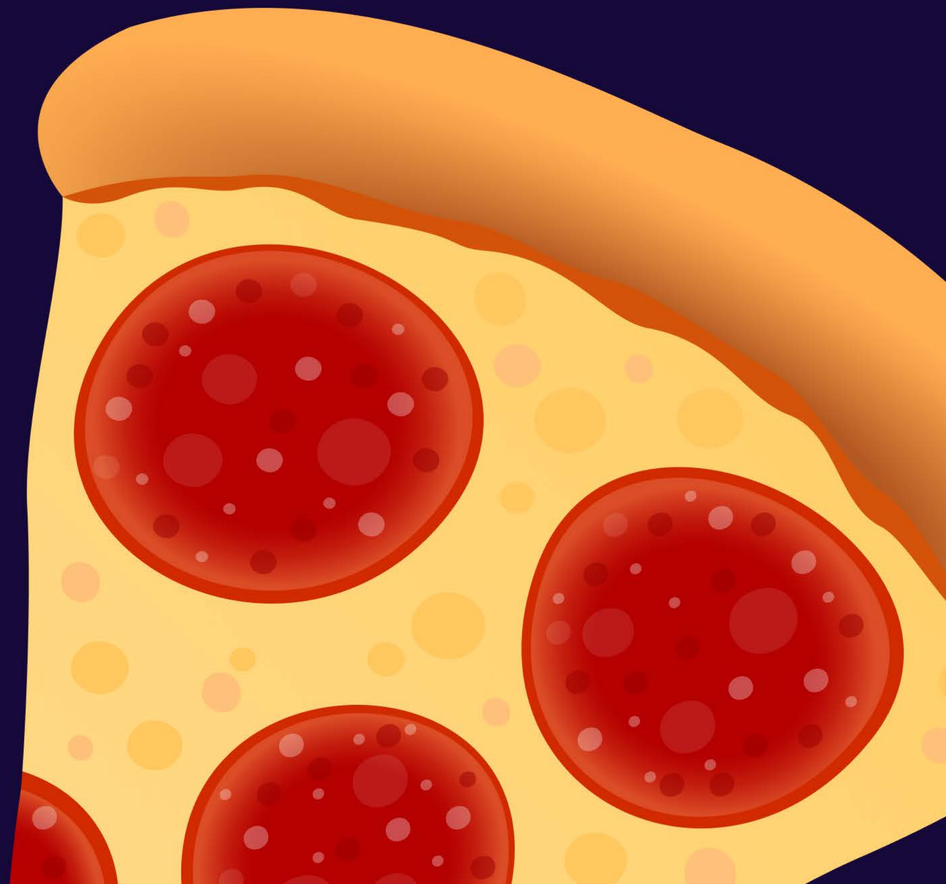
The Postscript logo placement should feel anchored and balanced with appropriate minimum clear space.

For example:

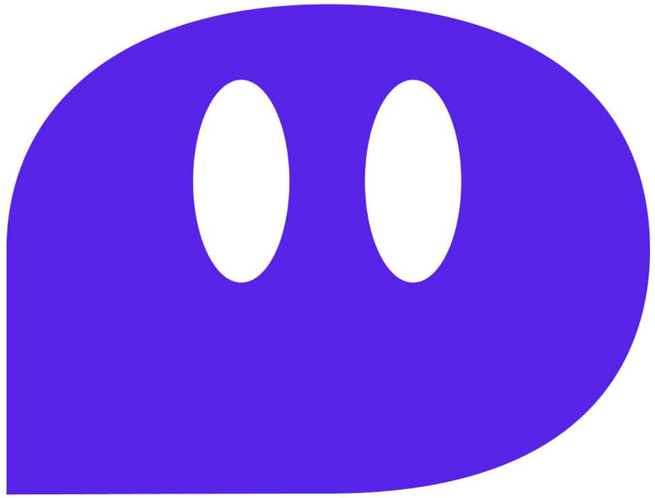
- Bottom corners
- Upper corners
- Centered



SHORT-HAND LOGO



Marks / Short-Hand **“BUB”**



SHORTHAND AKA “BUB”

Meet the Postscript shorthand logo, BUB (short for Bubble).

BUB is a text bubble with emoji shaped eyes, inspired by text message design language.

BUB should never appear out of context (without the Postscript logo, wordmark, or name nearby).

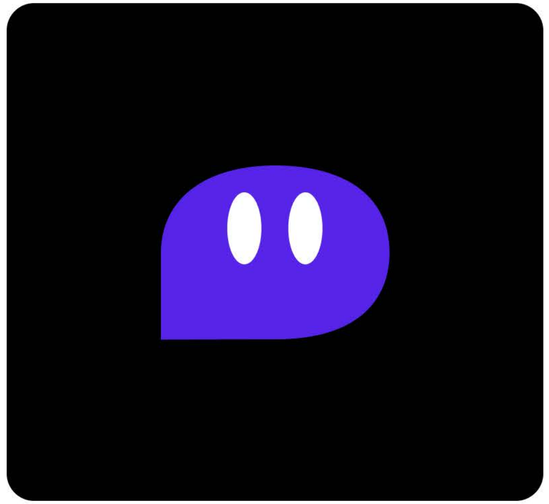
BUB always has white eyes.

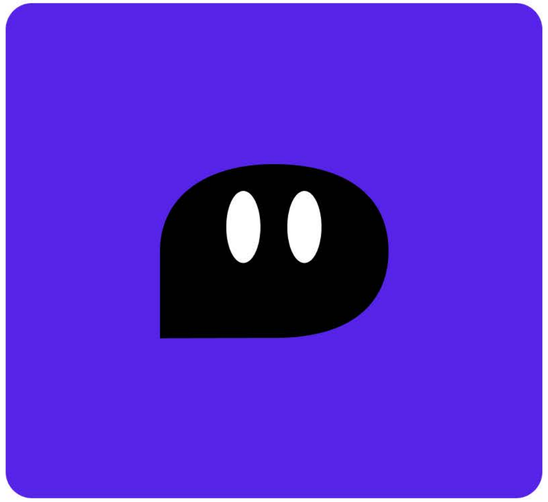
BUB does not *need* to appear in anything, only when there is added value.

BUB is cool, and elusive.

BUB arrives to the party late and leaves the party early, never overstaying welcome.

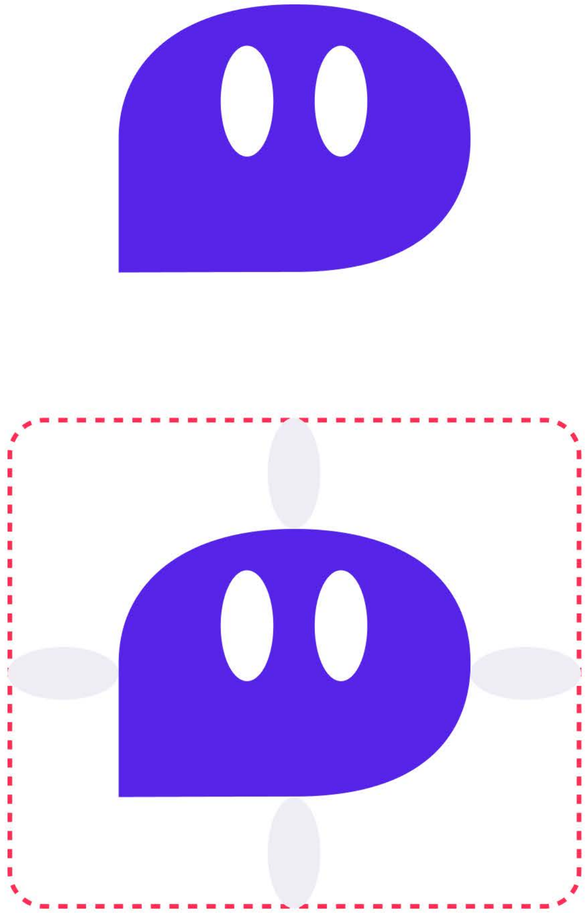
Be intentional when inviting BUB to a project.





SHORT-HAND / CLEAR SPACE

Minimum clear space around Bub is the height of BUB’s eyes.



DON’TS

- Don’t alter, rotate, or modify the logo in any way. This includes stretching or skewing it, changing the colors, adding extra elements
- Don’t type the logo
- Don’t overemphasize the logo
- Don’t use outdated versions of the logo

When in doubt or if you have any questions, please contact **design@postscript.io**

Don’t change the bubble’s color or Postscript wordmark color

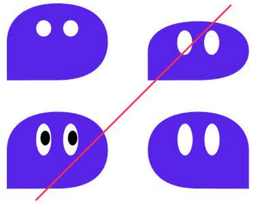
Don’t modify the bubble’s corners

Don’t modify the bubble’s corners

Don’t use the old Postscript logo

Don’t apply any effects like gradient, texture, patterns, rainbows, etc to the logo

Don’t stretch, shrink, or skew the Postscript logo



Don’t modify Bub in any way! (Adding pupils, squishing bub, rotating bub)

Don’t lock up the Postscript logo with any other copy, headline text, and logos

Don’t rotate the Postscript logo

COLOR

COLOR

The Postscript core color system is a very specific scale featuring a full spectrum of color.

Our core brand color is Gorgon Heap Purple aka #5724E9.

COLOR PALETTE

Our core brand color is Gorgon Heap Purple aka #5724E9.

The Postscript core color system is a very specific 10-step scale featuring a full spectrum of color. The primary colors for each scale are represented here. Please reach out to Postscript Design for help with the full color scale.

Gorgon Heap Purple	#5724E9
Abby Cadabby Pink	#FF0099
Animal Red	#FF2D55
Ernie Orange	#FF5C00
Bert Yellow	#FFC300
Oscar Green	#2DE34C
Mint	#23D1AB
Grover Blue	#007AFF

QUESTIONS?

When in doubt, reach out! **design@postscript.io**

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