



Brand Guide

A practical guide to representing
ChemPoint confidently in every touchpoint.



Our logo

The ChemPoint logo is our most recognized asset. Use it correctly, consistently, and with the clearspace it deserves.

Full color—default

Use in most print and digital applications



Variants



ChemPoint blue

For email signatures and digital apps without dark mode support



Dark background

Icon and "O" in ChemPoint blue; remaining letterforms in white



Gray 5

For single-color or low-contrast applications



Reverse white

For use on dark backgrounds

Logo in practice

The icon

The ChemPoint icon may be used on its own as a graphic element, provided “ChemPoint” appears elsewhere on the piece—in copy or as the full logo.



Clearspace

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clearspace.



Email signatures

Use the Primary Blue logo in all email signatures. Do not use the full-color version; many email clients render backgrounds inconsistently.

Dark mode

Jason Ruston
Lead Designer

Cell 425.436.4900
Email jason.ruston@chempoint.com
Web www.chempoint.com



Font: Arial Bold, 12px

Jason Ruston
Lead Designer

Font: Arial Reg, 10px

Cell 425.436.4900
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Web www.chempoint.com

1 paragraph return

2 paragraph return



Logo no-nos

Don't delete the C lockup.

CHEMPOINT®

Don't resize elements.

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Don't rearrange elements.

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Don't stretch it.

 **CHEMPOINT®**

Don't crop.

 **CHEMPOINT®**

Don't skew or slant.

 **CHEMPOINT®**

Don't change colors.

 **CHEMPOINT®**

Don't use the reverse logo on a light background.

 CHEMPOINT®

Typography

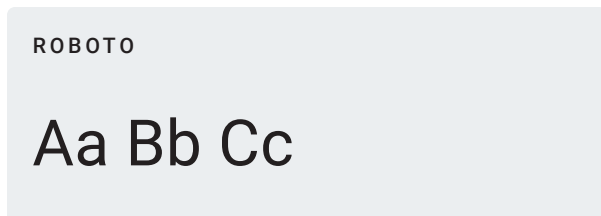
Primary type

Lato Bold is our primary typeface. Use it for all headlines, section openers, slide titles, and any copy that needs to command attention.



Secondary type

Roboto is our secondary typeface. Use it for all body copy, supporting text, captions, data tables, and anywhere sustained reading is required. Arial may be used as a replacement when needed.



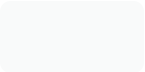
Type scale

Role	Sample	Specs
Display	Cover headline	Lato Bold 36pt–72pt
Heading	Section title	Lato Bold 18pt–24pt
Body	Clear, readable paragraph text at a comfortable weight and size.	Roboto Regular 12pt–14pt
Caption	LABEL OR CAPTION TEXT	Roboto Medium 9pt–11pt · all caps

Our color palette

Primary

Our primary colors define the ChemPoint brand. Use them confidently and consistently across all communications.

		
ChemPoint Blue HEX: 0099D8 RGB: 0.153.216	Dark Gray HEX: 282B2B RGB: 40.43.43	Gray 0 HEX: F7F8F9 RGB: 247.248.249

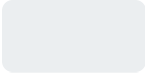
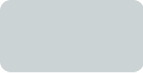
Secondary

Use secondary colors to add depth and variety. They complement the primary palette without competing with it.

				
Lagoon HEX: 35C1DC RGB: 53.193.220	Cobalt HEX: 1857A6 RGB: 24.87.166	Ultraviolet HEX: 5C2C84 RGB: 92.44.132	Fuchsia HEX: A905B7 RGB: 169.5.183	Crimson HEX: D71671 RGB: 215.22.113

Grays

Our grays provide balance and structure. Use them for backgrounds, body text, and supporting elements.

				
Gray 1 HEX: EAECEE RGB: 234.236.238	Gray 2 HEX: CBD2D4 RGB: 203.210.212	Gray 3 HEX: 8C9398 RGB: 140.147.152	Gray 4 HEX: 54575A RGB: 84.87.90	Gray 5 HEX: 282B2B RGB: 40.43.43