

SIDEPATH

A PATH OF OUR OWN.

A refined identity for an independent digital studio. The inclined route symbol, compact wordmark and defined color roles work together across brand, web and project communications.

TWO ROUTES. ONE OPENING.







CLEAR SPACE

Leave at least one quarter of the symbol width around the visible artwork. Keep the central passage open and preserve the original proportions.

DIGITAL MINIMUMS

Symbol: 16 px. Horizontal signature: 160 px. Full signature with Digital Studio descriptor: 320 px. Use the compact version below that size.

PRESENCE UP FRONT.

ARCHIVO / DISPLAY

INDEPENDENT WORK. CLEAR PRESENCE.

The wordmark uses Archivo at width 62 and weight 900, with adjusted spacing. Its production files contain outlines, not live text.

INTER / READING AND INTERFACE

Make the next step easy to see.

Use Inter for descriptions, navigation and practical information. Keep text clear, readable and proportionate to its job.

Archivo by Omnibus-Type and Inter by Rasmus Andersson are used under the SIL Open Font License. Keep license notices with distributed font files.

A ROLE FOR EVERY COLOR.

#0F172A

INK

Type, structure and dark fields.

#F8F6F1

PAPER

The quiet base for the work.

#2563EB

COBALT

Direction, links and emphasis.

#FF6B57

CORAL

A deliberate, occasional signal.

For informative UI text: cobalt on paper is 4.79:1; coral on paper is 2.60:1; coral on ink is 6.37:1. Use ink for text on coral. Do not rely on coral text on paper to communicate required information.

Logotypes have a contrast exception under WCAG. These ratios guide reading and interface use, rather than determining the validity of the logo itself.

ONE SYSTEM. DIFFERENT FORMATS.

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PROJECT PROPOSAL / 01

A CLEAR WAY FORWARD.

IDENTITY + DIGITAL

RESEARCH / IDENTITY / WEBSITES

SAMPLE COVER - NOT A COMMERCIAL OFFER

01 / SAMPLE PROPOSAL COVER

SIDEPATH / STUDIO IDENTITY 01 - 2026

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IDENTITY / DIGITAL / INDEPENDENT WORK

02 / STUDIO IDENTITY CASE

Use the same master files in every application. The proposal cover is a layout sample and is not a commercial offer.

READY TO USE.

BUILT TO STAY CONSISTENT.

01 Choose the signature for the available space.

02 Use the outlined master instead of retyping the logo.

03 Keep the original angle, passage and proportions.

04 Use the light, dark or monochrome version for its background.

05 Keep the descriptor for larger placements.

06 Build applications from the type and color roles, not extra decoration.

The delivery kit contains SVG masters, transparent PNGs, application covers, the usage guide, color values and font license notices. Sidepath's identity is the studio's own project; no client results are claimed.