



# Surfboard Brand Book

Version 2.0 19 March 2021 | Identity standards



# Logotype

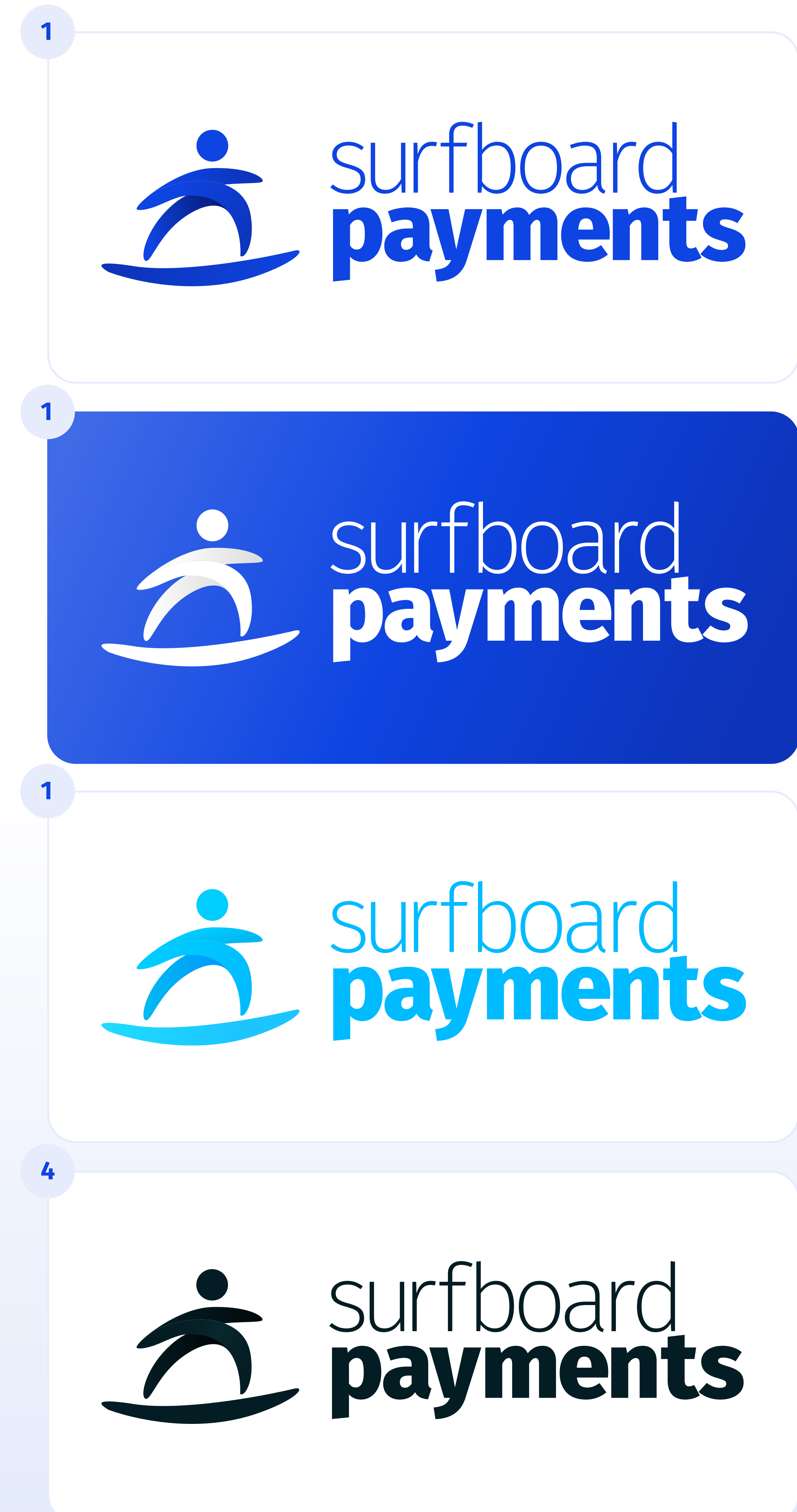
The Surfboard logotype contains two key elements. The first one is the logo-icon, the surfer on the surfboard which is representing two things:

- ✓ The atmosphere at the company
- ✓ The waves the client rides by the provided surfboard from us

Then there is the logo-text. The bolder **payments** is to give the viewer of the logotype a clear idea of what type of industry our waters are running through.

The primary logotype variant is the deep blue sea gradient (1) whether or not the logo is used in full or just the icon to ensure brand recognition. The previous lighter blue variant (3) is still in use and can be seen throughout any material produced by Surfboard Payments, but not as the primary one.

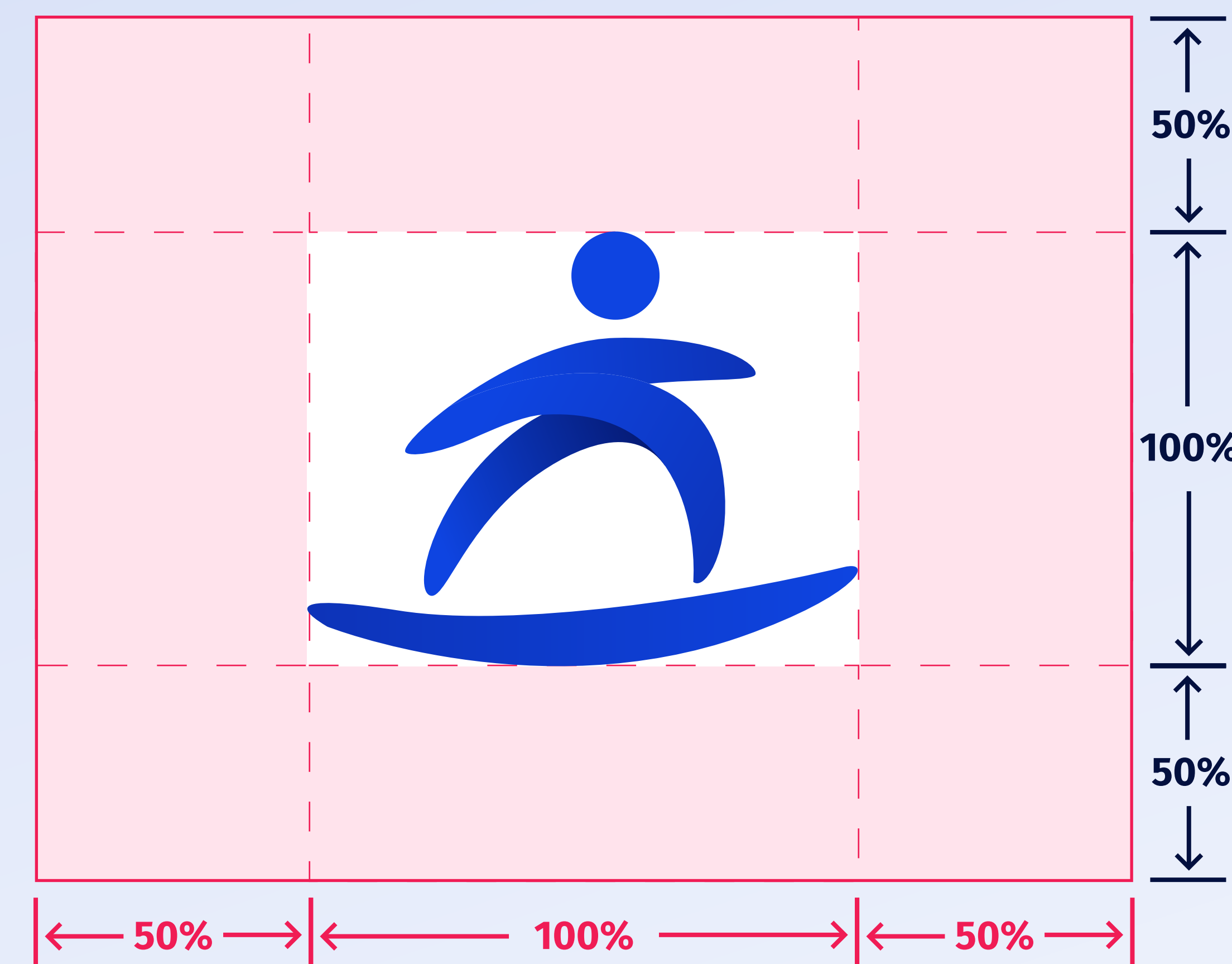
The white logotype contains gradient to reflect a shadow on the surfer (2) and is used whenever the background color uses our deep blue sea color. Together with these three variants we also have a fourth one, a very dark blue - almost black. This variant is used very rarely.



# Logotype spacing

When using the logotype you need to consider which one. The logo-icon needs more spacing around to make sure it stands out since the logo-text is not there and therefore other brands could interfere with the illustration. At this point it will need 50% from both X-, and Y-axis. When using the full logotype you only need to consider the spacing around it to be minimum 25% of the logotypes height.

Logo icon



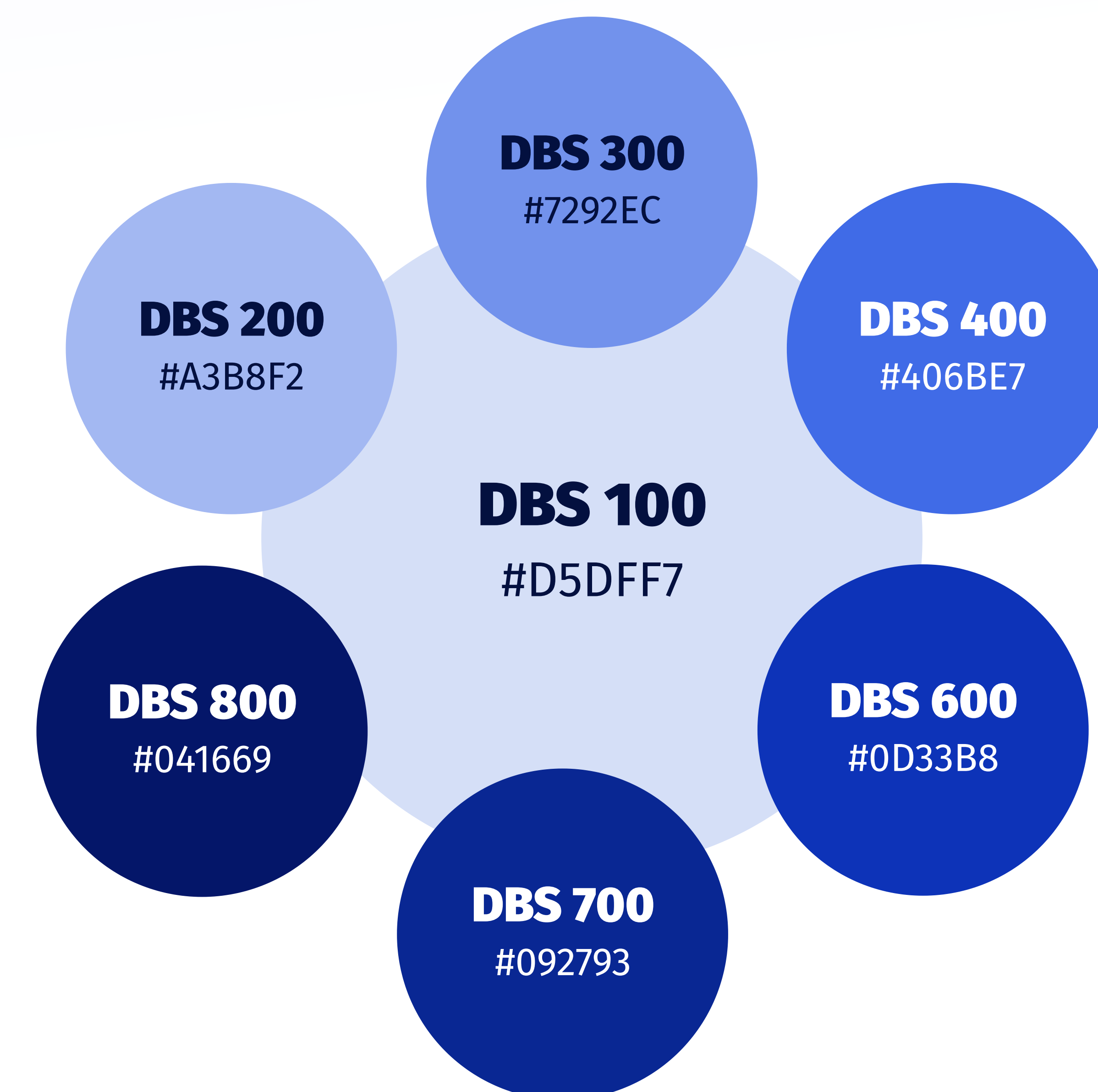
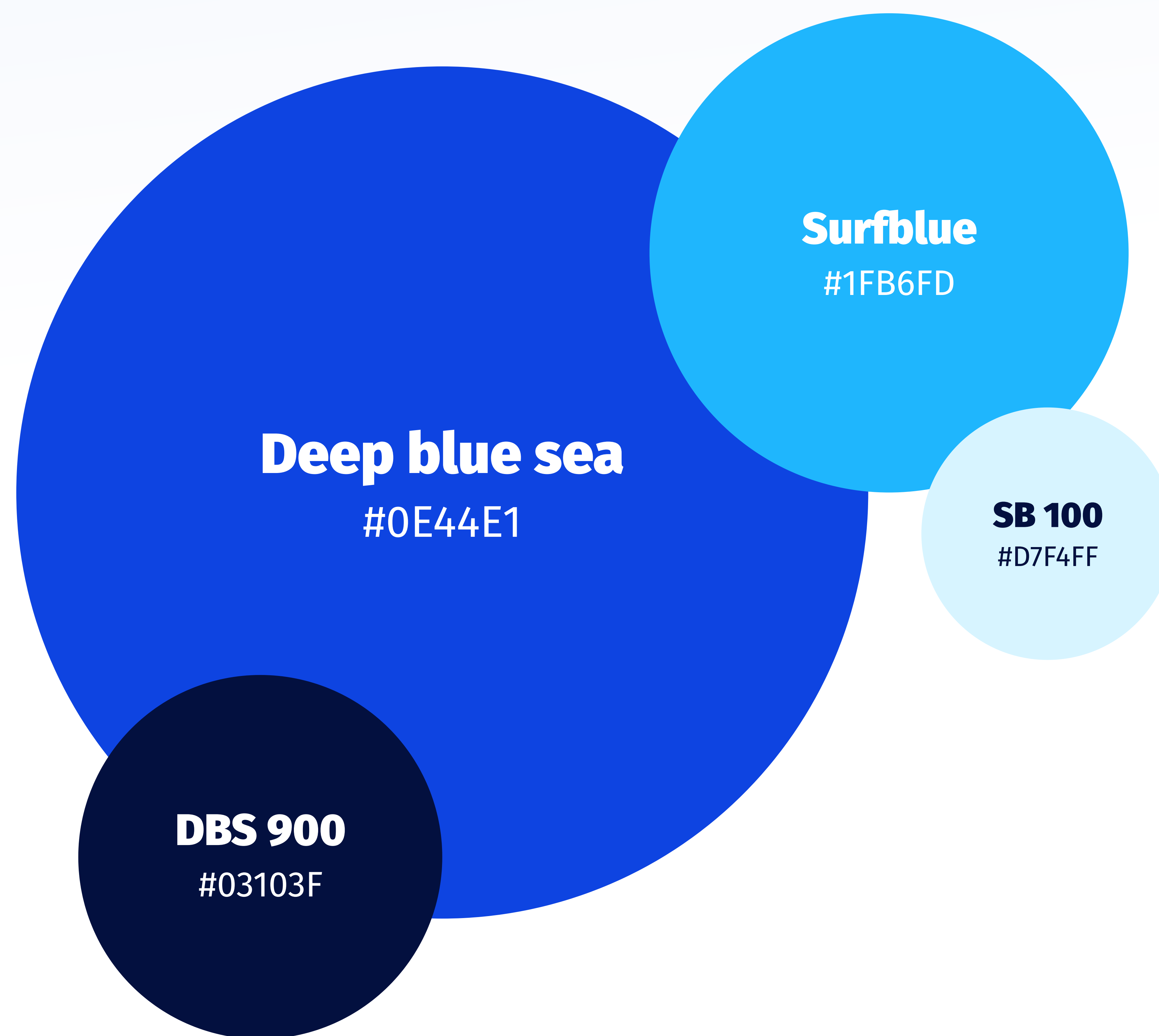
Full logotype





# Color palette

To flirt with our Surfboarding brand the color scheme runs through the sea with our deep blue sea as the primary one. Each color goes in 1-9 scale which means that we can use different parts of each color to build our brand throughout any material and web usage.



Surfboard colors

<div>DBS 100</div> <div>HEX#D5DFF7</div> <div>RGB213 / 223 / 247</div>				<div>DBS 200</div> <div>HEX#A3B8F2</div> <div>RGB163 / 184 / 242</div>				<div>DBS 300</div> <div>HEX#406BE7</div> <div>RGB64 / 107 / 231</div>				<div>DBS 400</div> <div>HEX#406BE7</div> <div>RGB64 / 107 / 231</div>				<div>Deep Blue Sea</div> <div>HEX#0E44E1</div> <div>RGB14 / 68 / 225</div> <div>CMYK94% 70% 0% 12%</div>				<div>DBS 600</div> <div>HEX#0D33B8</div> <div>RGB13 / 51 / 184</div>				<div>DBS 700</div> <div>HEX#092793</div> <div>RGB9 / 39 / 147</div>				<div>DBS 800</div> <div>HEX#041669</div> <div>RGB4 / 22 / 105</div>				<div>DBS 900</div> <div>HEX#03103F</div> <div>RGB3 / 16 / 63</div>			
<div>SB 100</div> <div>HEX#D7F4FF</div> <div>RGB215 / 244 / 255</div>				<div>SB 200</div> <div>HEX#A9E5FE</div> <div>RGB169 / 229 / 254</div>				<div>SB 300</div> <div>HEX#7BD5FD</div> <div>RGB123 / 213 / 253</div>				<div>SB 400</div> <div>HEX#4DC6FD</div> <div>RGB77 / 198 / 253</div>				<div>Surfblue</div> <div>HEX#1FB6FD</div> <div>RGB31 / 182 / 253</div> <div>CMYK67% 8% 0% 0%</div>				<div>SB 600</div> <div>HEX#1797D2</div> <div>RGB23 / 151 / 210</div>				<div>SB 700</div> <div>HEX#1078A6</div> <div>RGB16 / 120 / 166</div>				<div>SB 800</div> <div>HEX#09587B</div> <div>RGB9 / 88 / 123</div>				<div>SB 900</div> <div>HEX#03394F</div> <div>RGB3 / 57 / 79</div>			
<div>SO 100</div> <div>HEX#FFFBEB</div> <div>RGB255 / 251 / 235</div>				<div>SO 200</div> <div>HEX#FFF3BF</div> <div>RGB255 / 243 / 191</div>				<div>SO 300</div> <div>HEX#FFEA93</div> <div>RGB255 / 234 / 147</div>				<div>SO 400</div> <div>HEX#FFE267</div> <div>RGB255 / 226 / 103</div>				<div>Sun's out</div> <div>HEX#FED93B</div> <div>RGB254 / 217 / 59</div> <div>CMYK0% 15% 77% 0%</div>				<div>SO 600</div> <div>HEX#CBAD2D</div> <div>RGB203 / 173 / 45</div>				<div>SO 700</div> <div>HEX#988120</div> <div>RGB152 / 129 / 32</div>				<div>SO 800</div> <div>HEX#645412</div> <div>RGB100 / 84 / 18</div>				<div>SO 900</div> <div>HEX#302804</div> <div>RGB48 / 40 / 4</div>			
<div>WO 100</div> <div>HEX#FFE3EC</div> <div>RGB255 / 227 / 236</div>				<div>WO 200</div> <div>HEX#FBB1C6</div> <div>RGB251 / 177 / 198</div>				<div>WO 300</div> <div>HEX#F880A1</div> <div>RGB248 / 128 / 161</div>				<div>WO 400</div> <div>HEX#F44E7B</div> <div>RGB244 / 78 / 123</div>				<div>Wipe out</div> <div>HEX#F01C55</div> <div>RGB240 / 28 / 85</div> <div>CMYK0% 92% 59% 0%</div>				<div>WO 600</div> <div>HEX#C11645</div> <div>RGB193 / 22 / 69</div>				<div>WO 700</div> <div>HEX#931034</div> <div>RGB147 / 16 / 52</div>				<div>WO 800</div> <div>HEX#640924</div> <div>RGB100 / 9 / 36</div>				<div>WO 900</div> <div>HEX#350313</div> <div>RGB53 / 3 / 19</div>			
<div>TO 100</div> <div>HEX#D7FFF0</div> <div>RGB215 / 255 / 240</div>				<div>TO 200</div> <div>HEX#A1FFDE</div> <div>RGB161 / 255 / 222</div>				<div>TO 300</div> <div>HEX#6CFECC</div> <div>RGB108 / 254 / 204</div>				<div>TO 400</div> <div>HEX#35FEB9</div> <div>RGB53 / 254 / 185</div>				<div>Take off</div> <div>HEX#2AFEA7</div> <div>RGB42 / 254 / 167</div> <div>CMYK64% 0% 58% 0%</div>				<div>TO 600</div> <div>HEX#20CC85</div> <div>RGB32 / 204 / 133</div>				<div>TO 700</div> <div>HEX#159964</div> <div>RGB21 / 153 / 100</div>				<div>TO 800</div> <div>HEX#0A6642</div> <div>RGB10 / 102 / 66</div>				<div>TO 900</div> <div>HEX#033320</div> <div>RGB3 / 51 / 32</div>			
<div>DU 100</div> <div>HEX#FFE7DB</div> <div>RGB255 / 231 / 219</div>				<div>DU 200</div> <div>HEX#FFD8C4</div> <div>RGB255 / 216 / 196</div>				<div>DU 300</div> <div>HEX#FEC4A5</div> <div>RGB255 / 196 / 165</div>				<div>DU 400</div> <div>HEX#FDAC82</div> <div>RGB253 / 172 / 130</div>				<div>Dusk</div> <div>HEX#FD965F</div> <div>RGB253 / 150 / 95</div> <div>CMYK0% 52% 63% 0%</div>				<div>DU 600</div> <div>HEX#EA702E</div> <div>RGB234 / 112 / 46</div>				<div>DU 700</div> <div>HEX#BC4D12</div> <div>RGB152 / 129 / 32</div>				<div>DU 800</div> <div>HEX#A23701</div> <div>RGB162 / 55 / 1</div>				<div>DU 900</div> <div>HEX#451402</div> <div>RGB69 / 20 / 2</div>			
<div>BT 100</div> <div>HEX#FDE8FF</div> <div>RGB253 / 232 / 255</div>				<div>BT 200</div> <div>HEX#FBC9FE</div> <div>RGB251 / 201 / 254</div>				<div>BT 300</div> <div>HEX#F9B4FE</div> <div>RGB249 / 180 / 254</div>				<div>BT 400</div> <div>HEX#F691FD</div> <div>RGB246 / 145 / 253</div>				<div>Beach towel</div> <div>HEX#F474FD</div> <div>RGB244 / 116 / 255</div> <div>CMYK30% 58% 0% 0%</div>				<div>BT 600</div> <div>HEX#D446E0</div> <div>RGB212 / 70 / 224</div>				<div>BT 700</div> <div>HEX#B42DBF</div> <div>RGB180 / 45 / 191</div>				<div>BT 800</div> <div>HEX#921B9B</div> <div>RGB146 / 27 / 155</div>				<div>BT 900</div> <div>HEX#46014B</div> <div>RGB70 / 1 / 75</div>			
<div>SN 100</div> <div>HEX#ECEBFF</div> <div>RGB236 / 235 / 255</div>				<div>SN 200</div> <div>HEX#DBD9FF</div> <div>RGB219 / 217 / 255</div>				<div>SN 300</div> <div>HEX#BBB8FA</div> <div>RGB187 / 184 / 250</div>				<div>SN 400</div> <div>HEX#9D98FF</div> <div>RGB157 / 152 / 255</div>				<div>Sunbed</div> <div>HEX#F474FD</div> <div>RGB129 / 124 / 242</div> <div>CMYK63% 54% 0% 0%</div>				<div>SN 600</div> <div>HEX#5954D0</div> <div>RGB89 / 84 / 208</div>				<div>SN 700</div> <div>HEX#413CB9</div> <div>RGB65 / 60 / 185</div>				<div>SN 800</div> <div>HEX#2A2696</div> <div>RGB42 / 38 / 150</div>				<div>SN 900</div> <div>HEX#070546</div> <div>RGB7 / 5 / 70</div>			



# Gradients

The version 2.0 includes a lot of gradients. By moving from one color to another through the blocks the backline of the design can express even more of our brand. All colors from the previous section is okay to use, but we've stated our favorite ones below. All gradients can be used with or without a grainy overlay and can operate in any direction.

Primary use with grain



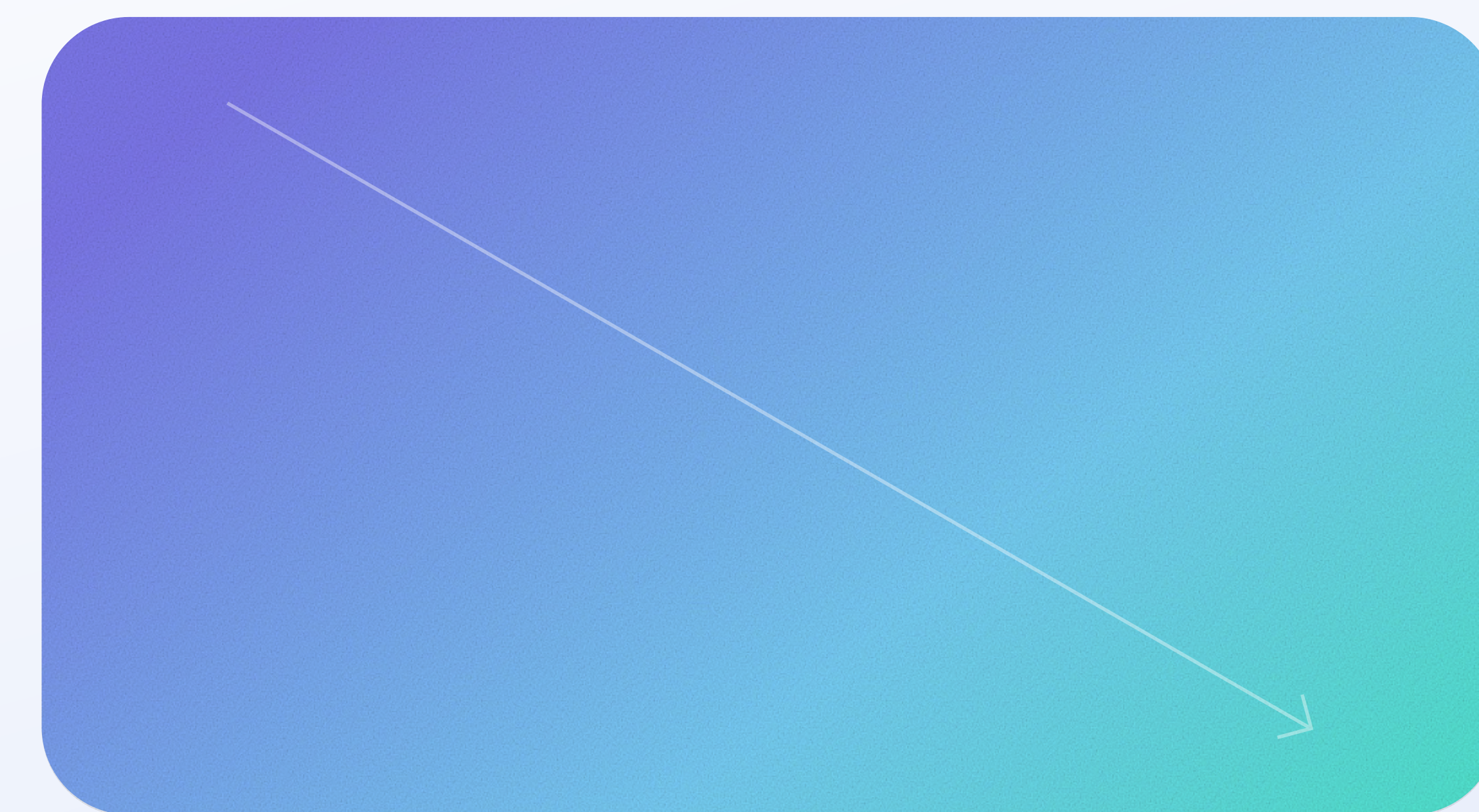
#0C43F3 #081B92 #07148C #1568B8 #1FB6FD

Simplified variant without grain



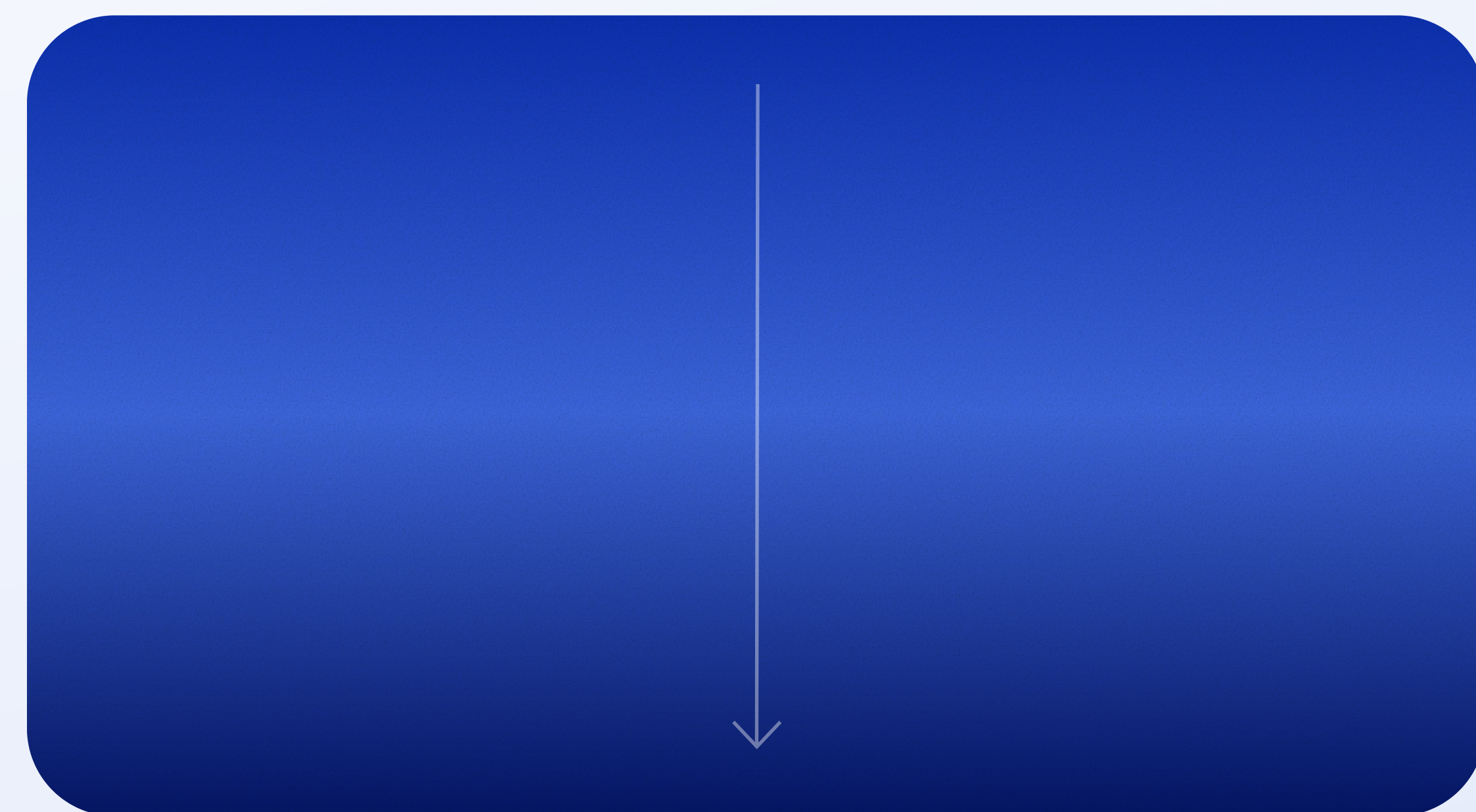
#1EDBFF #00BBFF #00BBFF

Dashboard to API



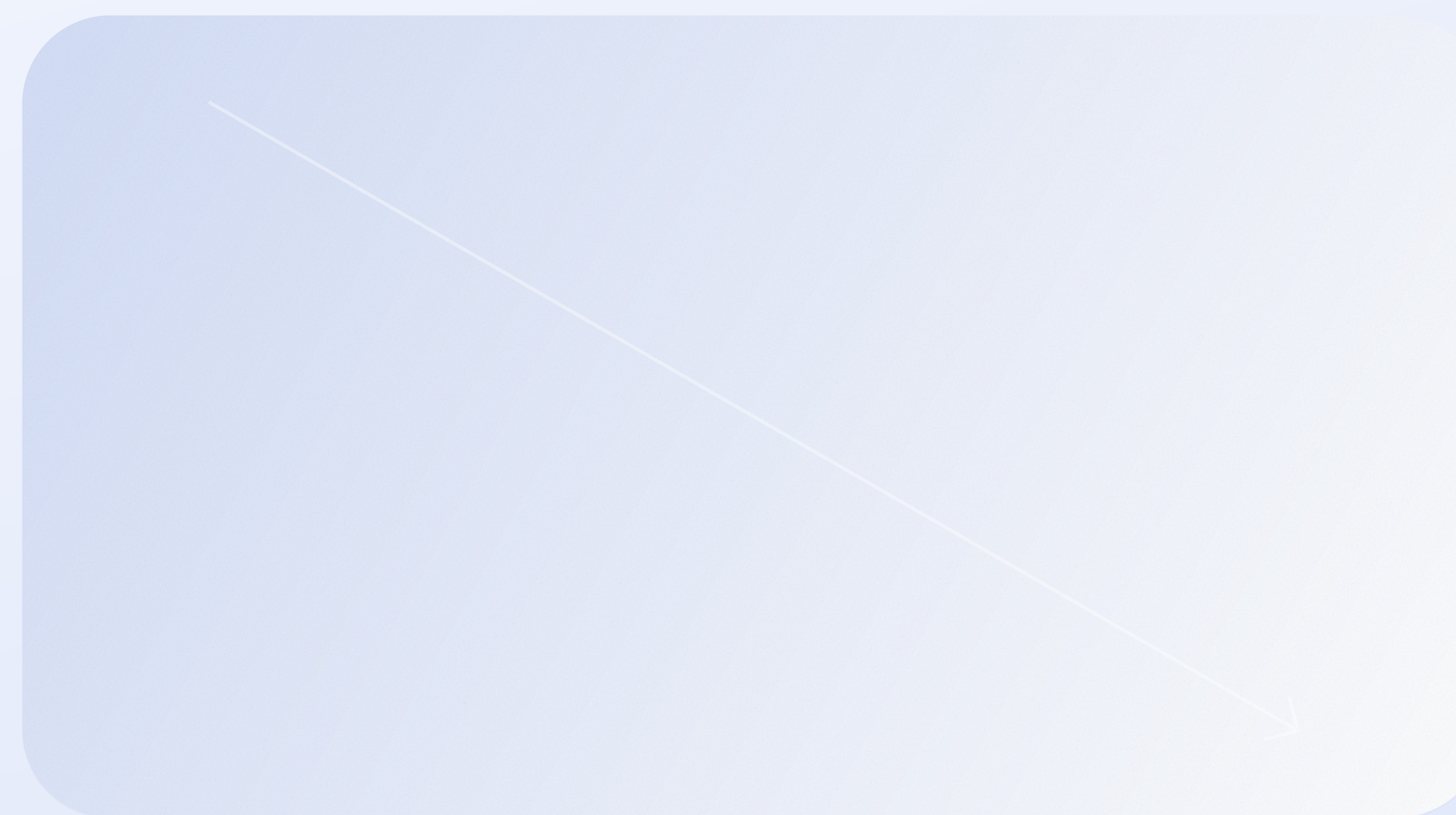
#817CF2 #7BD5FD #35FEB9

Swimming deep



#0D33B8 #406BE7 #041669

Light variant



#D5DFF7 #FFFFFF

Dark variant



#03394F #03103F #03103F



# Typography

**Fira Sans** (available from Google Fonts\*)

## Headlines

The headlines vary in size and weight based on context. The main headline can implement outlined text when it's possible to create a hierarchy within the sentence. The rem size is based on a body of 16px.

Example usage (0.5x size):

This is the **new payment era**

\* <https://fonts.google.com/specimen/Fira+Sans>

## Headline 1

(Black - 3.75rem)

## Headline 2

(Black - 2.85rem)

## Headline 3

(Black or Regular - 1.75rem)

## Headline 4

(Black or Regular - 1.5rem)

## Headline 5

(Black - 1.25rem)

## Headline 6

(Bold - 1rem)



# Typography

**Fira Sans** (available from Google Fonts\*)

## Paragraph text

We use of the same font family in the paragraph/body text as for the headlines. This has not only a visible advantage of the text really fit together, but also it increases the speed of the page or application by not forcing the user to load another font family. When it comes to the paragraph we primarily use the Regular weight, with additions from italic, bold and black.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvX  
xYyZzÅåÄäÖö1234567890+°!"#€%&/()=?¶©@£\$∞§|[]~±  
^\_\*',;:<>≤≥<><><>\_ -

\* <https://fonts.google.com/specimen/Fira+Sans>

### Paragraph

I am a lorem ipsum paragraph text  
to show you how I look.

Font size: **1rem**

Line height: **1.2**

Font weight: **Light → Black**



# Buttons

All of our specified colors can be used as button colors, but below is three different variants that appear more than the rest throughout our digital solutions.

## General setup

Font size	.875rem
Font weight	Semibold (600)
Border radius	1rem or full
Text transform	Uppercase
Padding	1rem 3rem

## Primary variant

This is the label →

This is the label →

This is the label →

## Secondary variant

This is the label →

This is the label →

This is the label →

This is the label →

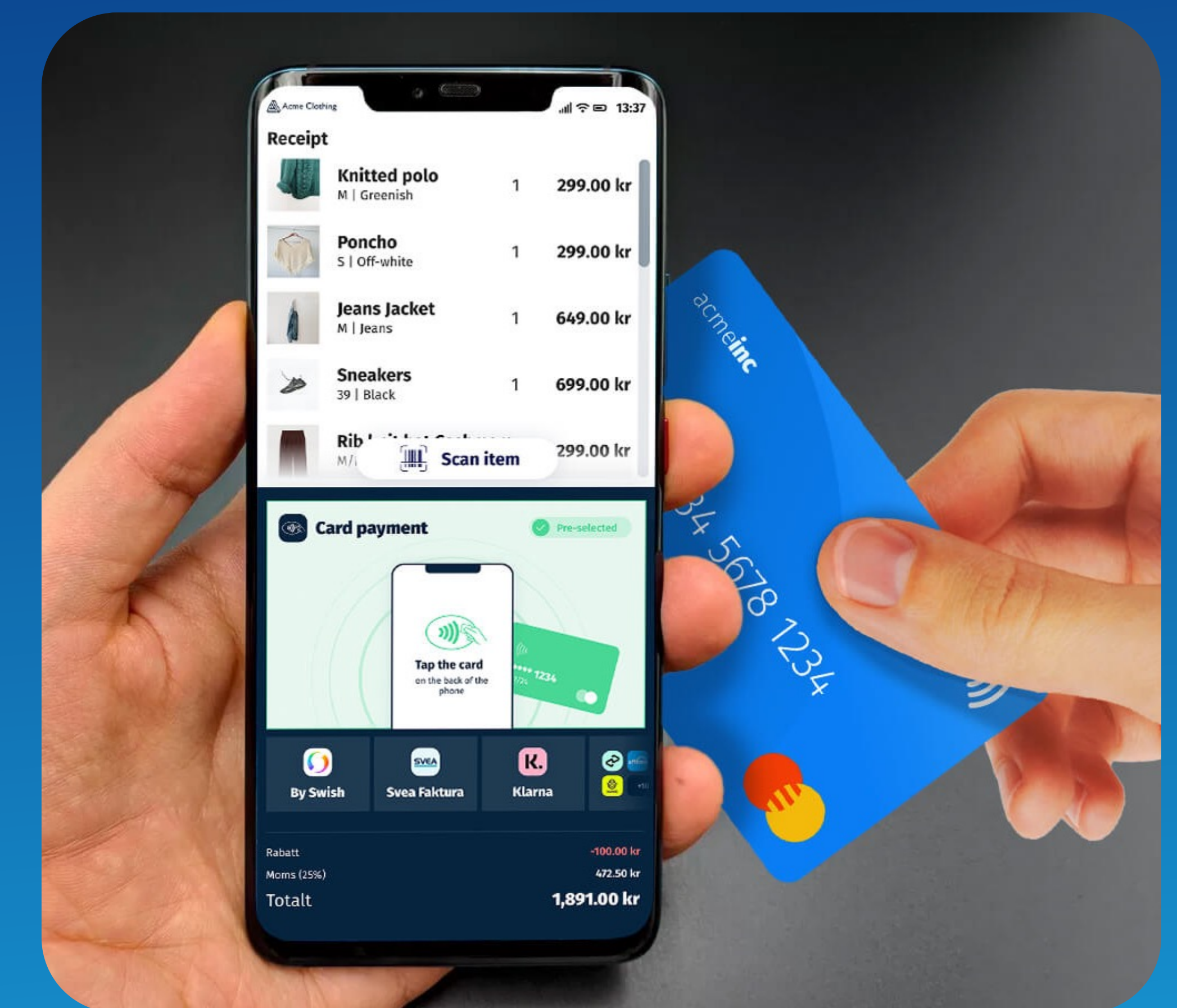
This is the label →

This is the label →



# Images

The general color scheme of the photo can vary but we try to use bright images with good contrast. The visuals is either surfers, the ocean or mocked product photos on our products in use. Images are rounded in the corners.





# Icons & illustrative elements

We use icons in places where it lifts the content and have an impact on the user experience while illustrative elements are used to express the brand

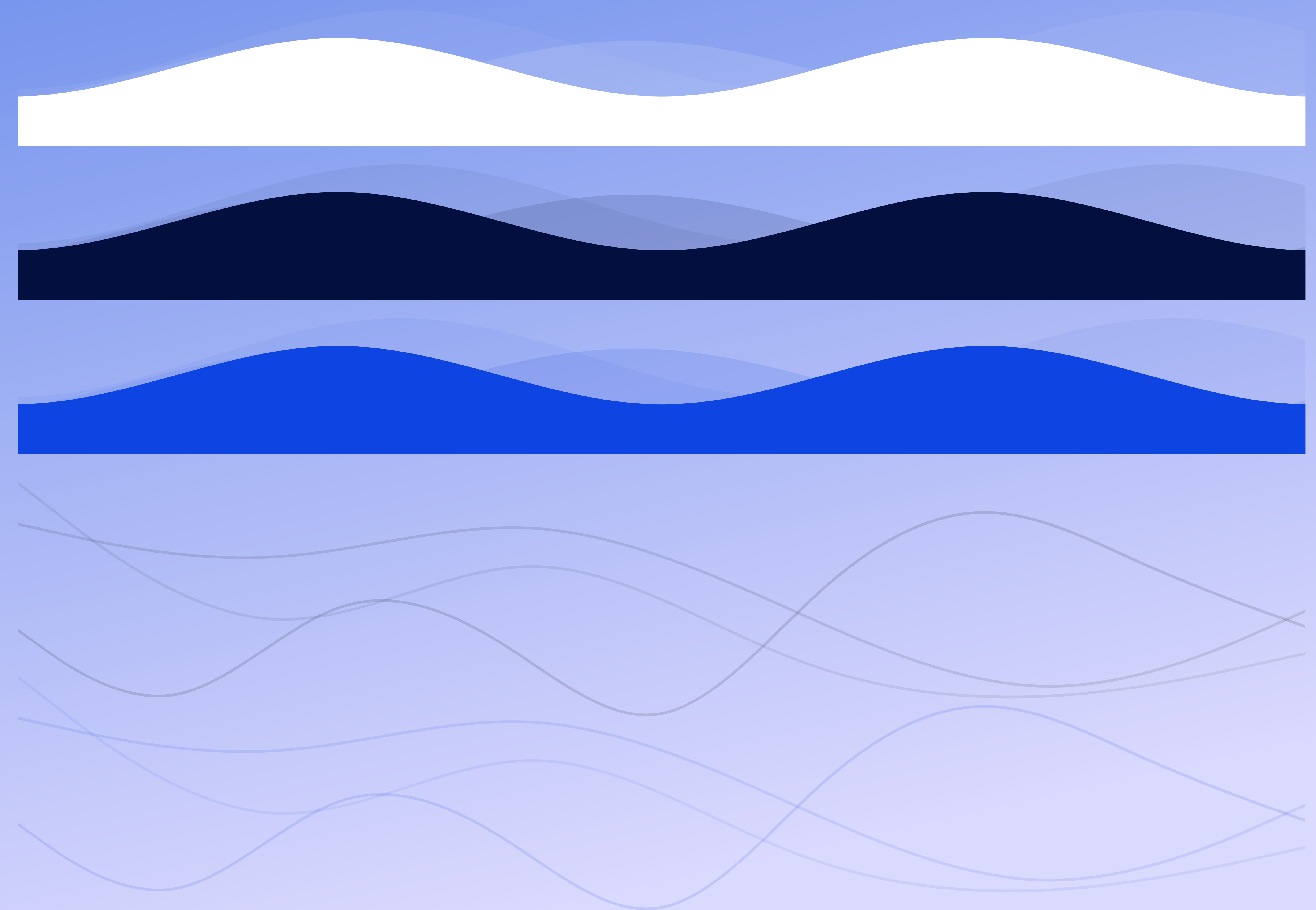
## Icons

Uses gradient backgrounds from the color palette and rounded corners



## Illustrative elements

Here and there you'll find different types of waves which is part of our brand experience





# Thanks!

Do you have any questions about our brand?

Talk to our Head of Design:

**Martin Blomqvist**

[martin@surfboard.se](mailto:martin@surfboard.se)