

Brand Style Guide

Create. Play. Share.

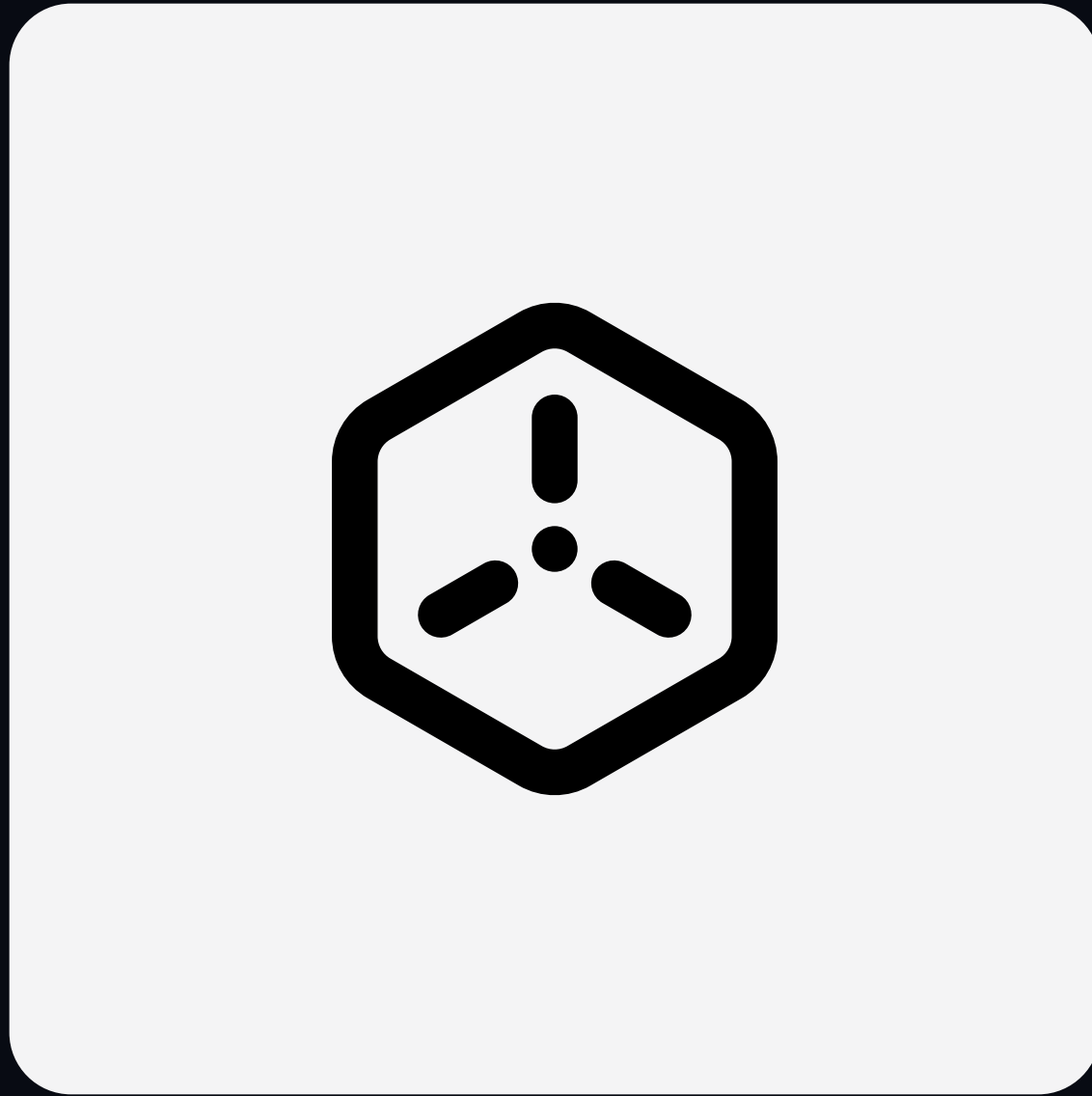
Logo

Our logo contains references to 3D, along with many geometric and rounded elements to make it feel friendly and playful.

Symbol. Featuring an isometric cube design referencing 3D tools, the symbol can stand alone where there is already brand awareness, such as on icons and in the app itself.



Variants. We have three use cases for our symbol. A primary gradient version, white on dark, and black on light.



Wordmark. Our wordmark should be used in any situation with less instant brand recognition. It's the more formal symbol of our brand. Use this in most cases when communicating with our audience outside of the app.



Variants. We have four use cases for our lockup.
Primary gradient for both dark and light
backgrounds, as well as white on dark, and black
on light.



Clearspace. We want our logo to have presence so leave a generous margin, at least half the height of the symbol.



Property & partner lockups. We have two foundational patterns for how we lock up our logo with our own properties, and our partners.



Misuse. Our logo was carefully constructed for its intended use. Please avoid altering the scale, proportions, layout, or color.

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DON'T Use the wordmark without the symbol



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DON'T Stack the symbol and the wordmark



DON'T Add a gradient to the logo



DON'T Adjust the proportional relationship of the symbol and wordmark

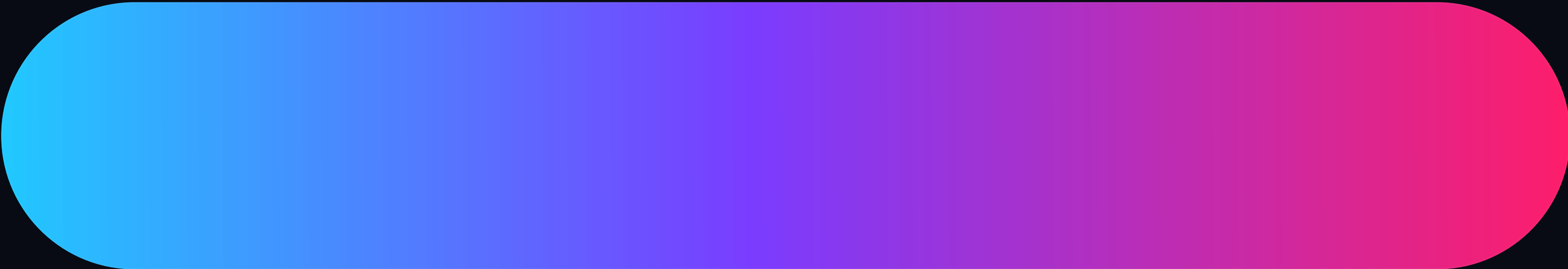
Color

Our brand colors are vibrant and bright. They provide strong contrast to our dark backgrounds and give user content room to stand out.

Palette. Our brand uses dark backgrounds to cinematically highlight user content. Our brand colors are intended to be combined into bright and vibrant gradients to attract attention.

Sky	Blue	Violet	Rose	Gray	Zinc
#f0f9ff	#eff6ff	#f5f3ff	#fff1f2	#f9fafb	#fafafa
#e0f2fe	#dbeafe	#ede9fe	#ffe4e6	#f3f4f6	#f4f4f5
#bae6fd	#bdfdbfe	#ddd6fe	#fecdd3	#e5e7eb	#e4e4e7
#7dd3fc	#93c5fd	#c4b5fd	#fda4af	#d1d5db	#d4d4d8
#22d3ee	#60a5fa	#a78bfa	#fb7185	#9ca3af	#a1a1aa
#06b6d4	#3b82f6	#8b5cf6	#f43f5e	#6b7280	#71717a
#0891b2	#2563eb	#7c3aed	#e11d48	#4b5563	#52525b
#0e7490	#1d4ed8	#6d28d9	#be123c	#374151	#3f3f46
#155e75	#1e40af	#5b21b6	#9f1239	#1f2937	#27272a
#164e63	#1e3a8a	#4c1d95	#881337	#111827	#18181b
#082f49	#172554	#2e1065	#4c0519	#030712	#09090b

Gradients. Our brand palette is blended together to create gradients inspired by real world lighting ambience.



#21C8FF #7A3CFF #FF1D68



#06B6D4 #3B82F6



#3B82F6 #A855F7



#A855F7 #F43F5E

Typography

Our typeface, Inter, is a flexible sans serif that doesn't distract and allows visuals to stand out. It offers excellent legibility at a range of display sizes.

Typeface. Inter is our primary brand typeface. It is to be used across all marketing materials and in the app interface.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*(){}[]

rsms.me/inter

Weights. Inter is a variable weight typeface. We utilize 4 preset weights to create balance and contrast.

Inter Thin

Inter Extra Light

Inter Light

Inter Regular

Inter Medium

Inter Semi Bold

Inter Bold

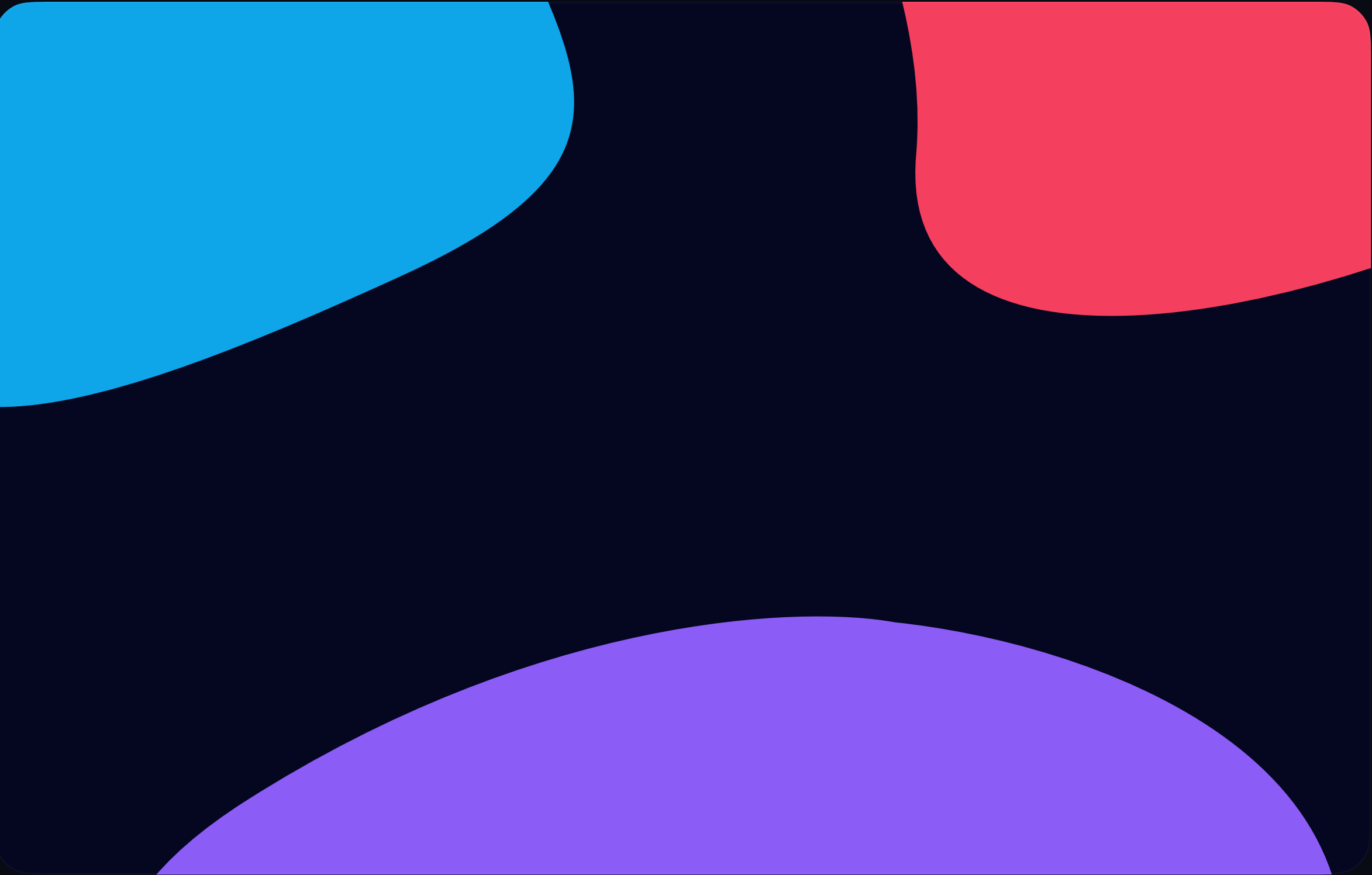
Inter Extra Bold

Inter Black

Visuals

Our foundations work together to create a unified and cohesive brand language. Combine our logo, colors, and typography with app imagery and renders to match our brand identity.

Backgrounds. Avoid solid background colors in graphics. Apply brand colors in gradients and shapes to make them more interesting.

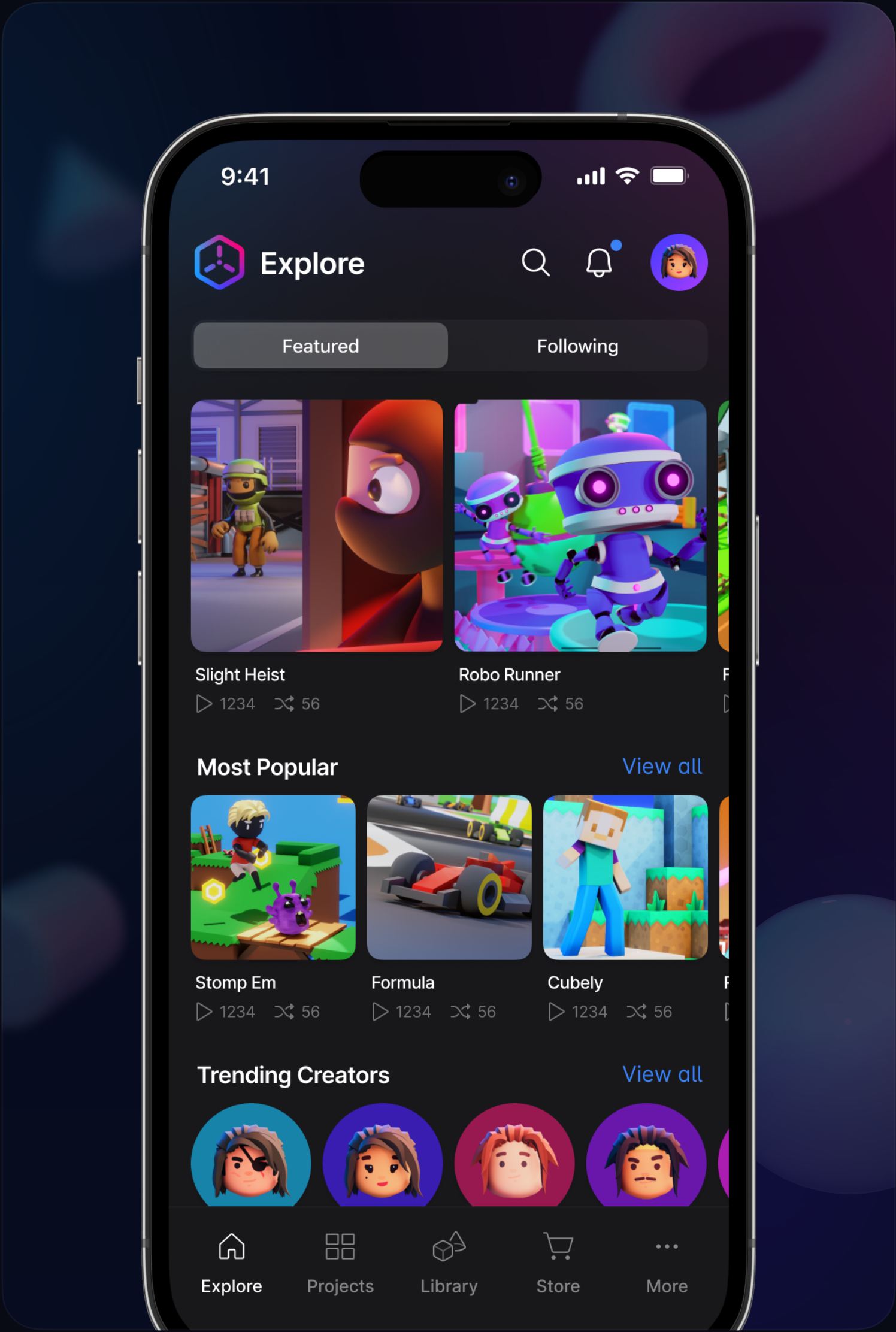


Use a dark background color and add abstract rounded shapes.



Use a large blur radius on the shapes, reduce the opacity, and add a subtle noise layer if banding occurs.

Graphics. When displaying screenshots of projects or app views, try to tone down other elements that might be distracting from the main focus of the graphic. Otherwise go bright and bold.



Make a scene

sceneri.com/brand