

SEOPress

# Brand Guidelines





# Hello

Glad to see you!

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# Logo

SEOPress

SEOPress

SEOPress

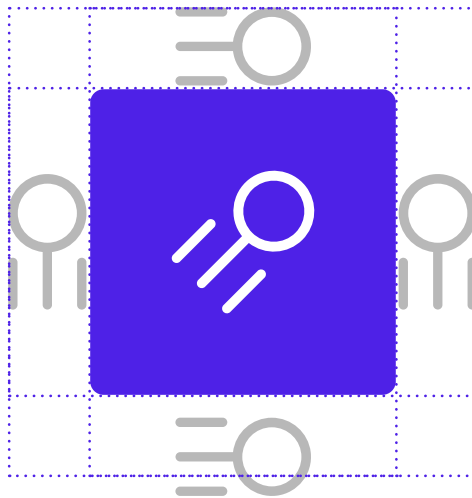
## One-color use

---



## Protective field

---



# Square Logo

---



## SEOPress

**Color:** White

**Background:** Purple

**Use for:** Generic



## SEOPress

**Color:** Purple

**Background:** Purple Light

**Use for:** Generic



## SEOPress Free

**Color:** White

**Background:** Green Free

**Use for:** SEOPress Free



## SEOPress Free

**Color:** Green Free

**Background:** Green Free Light

**Use for:** SEOPress Free



## SEOPress PRO

**Color:** White

**Background:** Blue PRO

**Use for:** SEOPress PRO

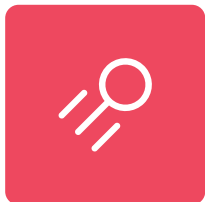


## SEOPress PRO

**Color:** Blue PRO

**Background:** Blue PRO Light

**Use for:** SEOPress PRO

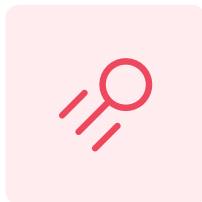


## SEOPress Insights

**Color:** White

**Background:** Red Insights

**Use for:** SEOPress Insights



## SEOPress Insights

**Color:** Red Insights

**Background:** Red Insights Light

**Use for:** SEOPress Insights



# Ship Colors

---



Purple



Meteorite



White



# Colors

# Core colors

---



## Purple

**Hex:** #4e21e7

**RGB:** 78 33 231

**CMYK:** 60 100 0 0



## Meteorite

**Hex:** #433f65

**RGB:** 67 63 101

**CMYK:** 82 77 33 23



## Green Free

**Hex:** #0da49a

**RGB:** 13 164 154

**CMYK:** 78 9 46 0



## Blue PRO

**Hex:** #334eff

**RGB:** 51 78 255

**CMYK:** 100 20 10 0



## Red Insights

**Hex:** #ee485f

**RGB:** 238 72 95

**CMYK:** 0 83 48 0

# Light and dark colors

---



## Purple Light

Hex: #ede8fd

RGB: 237 232 253

CMYK: 8 10 0 0

## Purple Dark

Hex: #0c082f

RGB: 12 8 47

CMYK: 100 97 46 66



## Meteorite Light

N/A

## Meteorite Dark

N/A



## Green Free Light

Hex: #e6f6f5

RGB: 230 246 245

CMYK: 12 0 6 0

## Green Free Dark

Hex: #002039

RGB: 0 32 57

CMYK: 100 83 48 58



## Blue PRO Light

Hex: #eaedff

RGB: 234 237 255

CMYK: 10 6 0 0

## Blue PRO Dark

Hex: #08103f

RGB: 8 16 63

CMYK: 100 94 43 53



## Red Insights Light

Hex: #feecef

RGB: 254 236 239

CMYK: 0 11 4 0

## Red Insights Dark

Hex: #0f0523

RGB: 15 5 35

CMYK: 99 95 49 75

# Gradient colors

---



## Purple Light

Hex: #2b1f99

RGB: 43 31 153

CMYK: 100 93 2 0

## Purple Dark

Hex: #0c082f

RGB: 12 8 47

CMYK: 100 97 46 66



## Meteorite Light

N/A

## Meteorite Dark

N/A



## Green Free Light

Hex: #3c8499

RGB: 60 132 153

CMYK: 75 31 30 10

## Green Free Dark

Hex: #002039

RGB: 0 32 57

CMYK: 100 83 48 58



## Blue PRO Light

Hex: #3c6e99

RGB: 60 110 153

CMYK: 80 50 22 5

## Blue PRO Dark

Hex: #08103f

RGB: 8 16 63

CMYK: 100 94 43 53



## Red Insights Light

Hex: #6d2954

RGB: 109 41 84

CMYK: 55 91 32 31

## Red Insights Dark

Hex: #0f0523

RGB: 15 5 35

CMYK: 99 95 49 75

# Highlighting colors

---



## Purple

**Hex:** #7383f5

**RGB:** 115 131 245

**CMYK:** 64 51 0 0

**Hex:** #c2befa

**RGB:** 194 190 250

**CMYK:** 28 27 0 0



## Meteorite

**N/A**

Highlighting colors can be used with our core colors, but this should be limited.



## Green Free light

**Hex:** #48b082

**RGB:** 72 176 130

**CMYK:** 70 2 61 0

**Hex:** #7fb5a8

**RGB:** 127 181 168

**CMYK:** 55 12 38 1



## Blue PRO

**Hex:** #80b8f2

**RGB:** 128 184 242

**CMYK:** 51 18 0 0

**Hex:** #c2cfed

**RGB:** 194 207 237

**CMYK:** 28 15 0 0



## Red Insights

**Hex:** #fa9de7

**RGB:** 250 157 231

**CMYK:** 11 47 0 0

**Hex:** #ffe0ee

**RGB:** 255 224 238

**CMYK:** 0 18 0 0



# Fonts

# Title 1

## Title 2

### Title 3

#### Title 4

#### Subtitle 1

#### Subtitle 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sed consequat sapien. Etiam maximus velit ut sapien dignissim, eleifend porttitor ex iaculis.

Nunc egestas lectus eu mi viverra malesuada vel non dui. Proin dignissim ut dui ut tempor.

**Title 1**

Regular bold - 80px (60pt) - lh 80px (60pt) - Dark #0c082f

**Title 2**

Regular bold - 54px (40,5pt) - lh 54px (40.5pt) - Dark #0c082f

**Title 3**

Regular bold - 34px (25.5pt) - lh 34px (25.5pt) - Dark #0c082f

**Title 4**

Regular bold - 22px (16,5pt) - lh 26px (19,5pt) - Dark #0c082f

**Subtitle 1**

Inter medium - 24px (18pt) - lh 36px (27pt) - Meteorite #433F65

**Subtitle 2**

Inter regular - 20px (15pt) - lh 28px (21pt) - Meteorite #433F65

**Text**

Inter regular - 16px (12pt) - lh 24px (18pt) - Meteorite #433F65



## Link & Quote

---

*Quote: Nunc egestas lectus eu  
mi viverra malesuada vel non dui.  
Proin dignissim ut dui ut tempor.*

1. Numbered list: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- List rank 1: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
  - List rank 2: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

### Quote

Inter regular - 10° - 16px (12pt) - lh 24px (18pt) - Meteorite #433f65

**Border:** 1px (1pt) - Purple #4e21e7

**Background:** Light grey #f8f9fb

### Numbered list & Bulleted list - rank 1

Inter regular - 16px (12pt) - lh 24px (18pt) - Meteorite #433f65

**Indent:** 30px -17,5px

**Dot:** Bullet (Unicode 2022) - Purple #4E21E7

**Number:** Inter regular - 16px (12pt) - lh 24px (18pt) - Purple #4E21E7

### Bulleted list - rank 2

Inter regular - 16px (12pt) - lh 24px (18pt) - Meteorite #433f65

**Indent:** 60px -17,5px

**Dot:** Bullet (Unicode 2022) - Purple #4E21E7

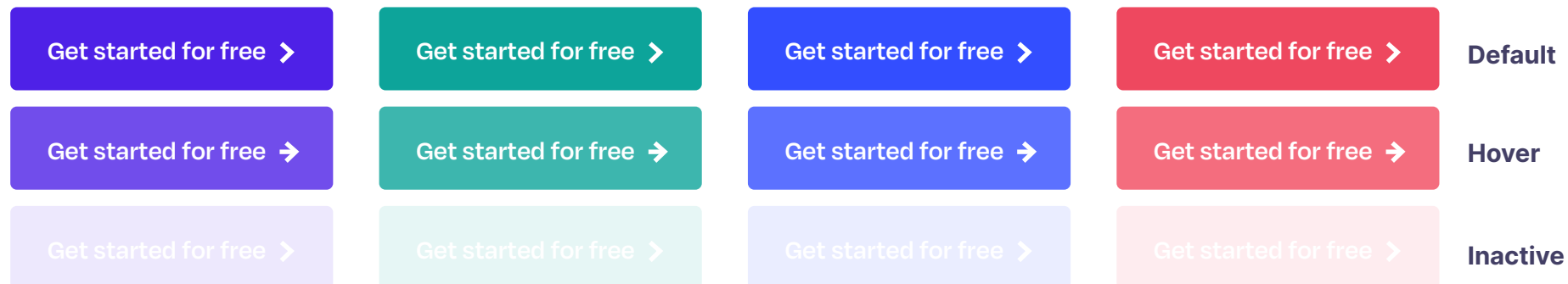
### Link

Inter regular - 16px (12pt) - lh 24px (18pt) - Meteorite #433f65

[Link](#)

# Buttons

---



## Purple

**Hex:** #4e21e7

**RGB:** 78 33 231

**CMYK:** 60 100 0 0

**Hex:** #714deb

**RGB:** 113 77 235

**CMYK:** 78 74 0 0

**Hex:** #ede8fd

**RGB:** 237 232 253

**CMYK:** 8 10 0 0

## Green Free

**Hex:** #0da49a

**RGB:** 13 164 154

**CMYK:** 78 9 46 0

**Hex:** #3db6a

**RGB:** 61 182 175

**CMYK:** 69 1 38 0

**Hex:** #e6f6f5

**RGB:** 230 246 245

**CMYK:** 12 0 6 0

## Blue PRO

**Hex:** #334eff

**RGB:** 51 78 255

**CMYK:** 100 20 10 0

**Hex:** #5c71ff

**RGB:** 92 113 255

**CMYK:** 75 60 0 0

**Hex:** #eaedff

**RGB:** 234 237 255

**CMYK:** 10 6 0 0

## Red Insights

**Hex:** #ee485f

**RGB:** 238 72 95

**CMYK:** 0 83 48 0

**Hex:** #f46d7e

**RGB:** 244 109 126

**CMYK:** 0 70 35 0

**Hex:** #feecef

**RGB:** 254 236 239

**CMYK:** 0 11 4 0

**Default**

**Hover**

**Inactive**

## Button text

Regular Semibold -  
16px (12pt) - lh 24px  
(18pt) - White #ffffff

## Button arrow

height 9.5px width 6.5px  
- line 2px - White #ffffff

height 9.5px width 8.5px  
- line 2px - White #ffffff

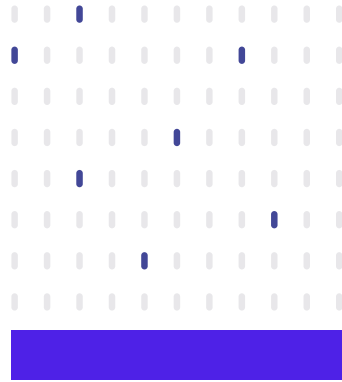


# Graphic

Elements

# Dots

---

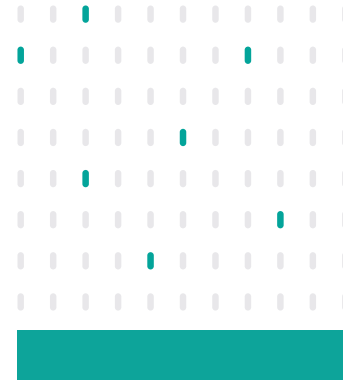


## Purple

**Hex:** #4e21e7

**RGB:** 78 33 231

**CMYK:** 60 100 0 0

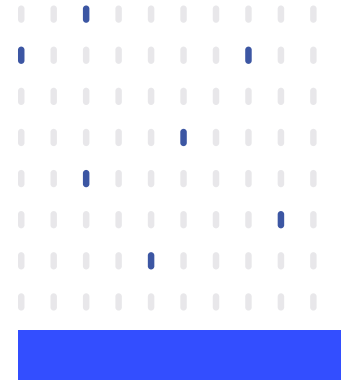


## Green Free

**Hex:** #0da49a

**RGB:** 13 164 154

**CMYK:** 78 9 46 0

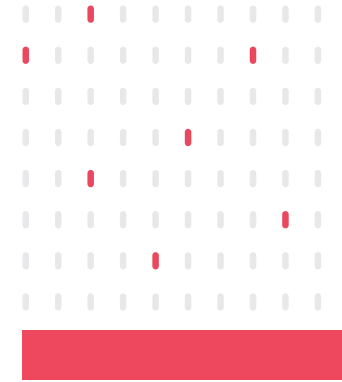


## Blue PRO

**Hex:** #334eff

**RGB:** 51 78 255

**CMYK:** 100 20 10 0



## Red Insights

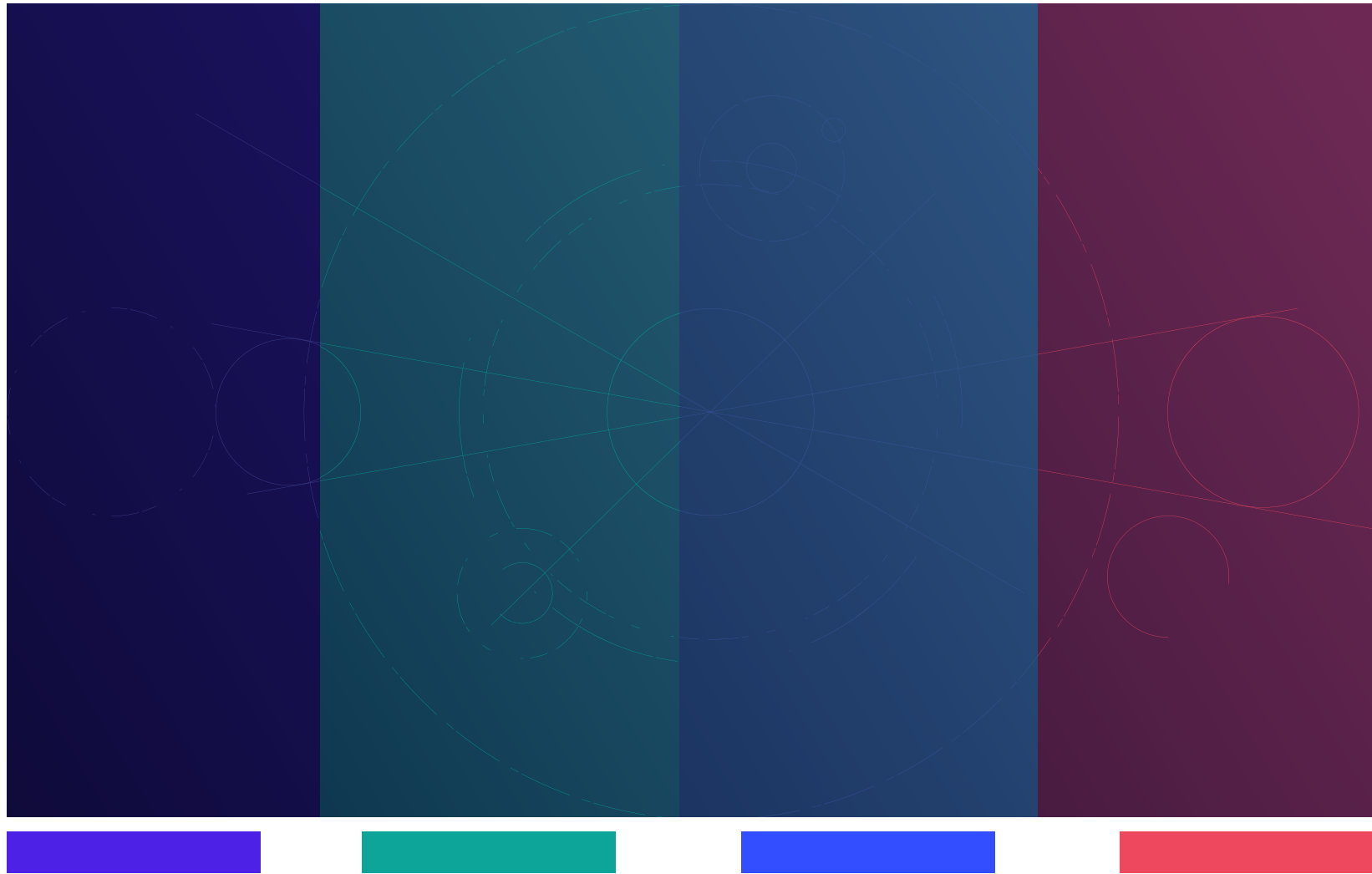
**Hex:** #ee485f

**RGB:** 238 72 95

**CMYK:** 0 83 48 0

# Spatial colors

---



# Spatial colors

---



# Stars

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SEOPress

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Simple, fast & powerful.

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