slack

Brand Guidelines

Logo Basics

The Octothorpe

Derived from the original Slack logo, the new octothorpe is composed of simple geometric shapes and four primary colors. The symbol is legible at most sizes, and a small version is provided for micro applications.
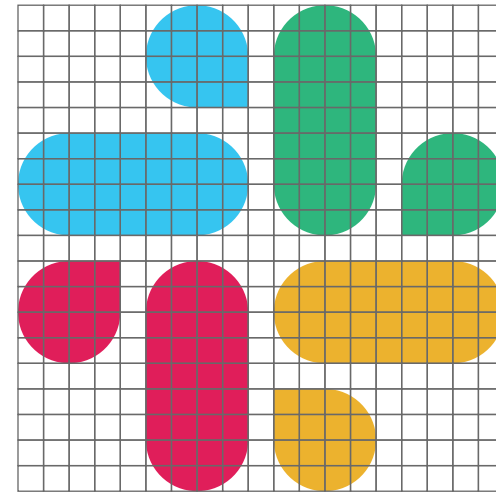
The two basic shapes used in the octothorpe—a speech bubble and a lozenge—can be extracted and used as graphic elements.

Octothorpe Geometry
A 19×19 grid was used to create the octothorpe. Note the consistency of shapes, sizes, and spacing. This geometry must always be maintained.
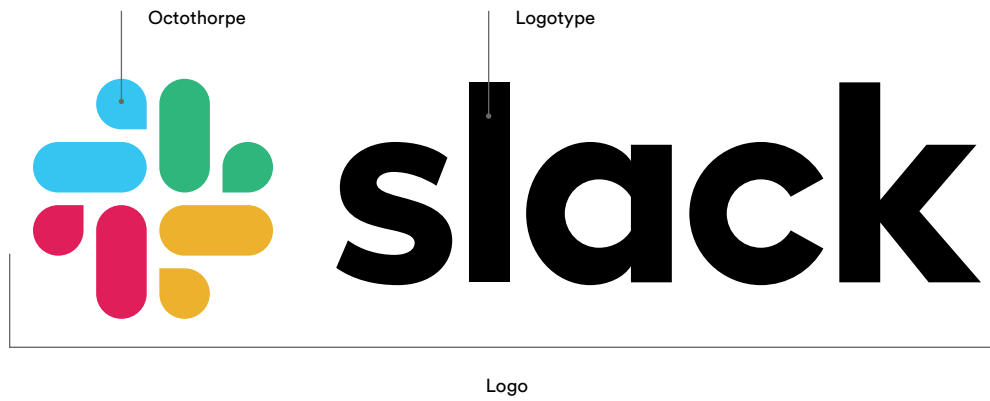

Octothorpe

19×19 Grid

Our Logo

The Slack logo is composed of an octothorpe (#) and a logotype set in Hellix Bold.

The horizontal logo is the primary logo and should be used in most instances.

Always use the logo files provided in the logo pack. Do not re-create.

Octothorpe

Logotype

Logo

Stacked Logo

The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

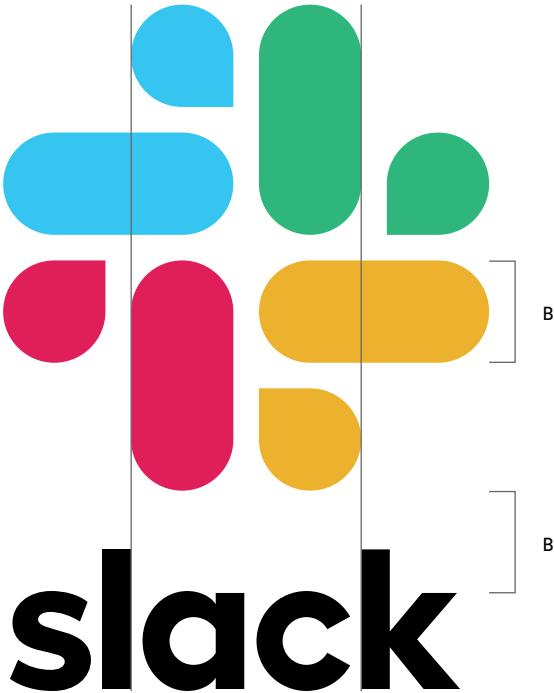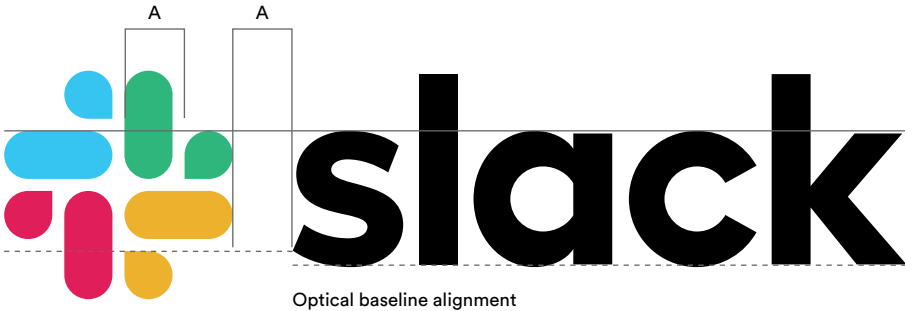The horizontal logo is the primary logo and should be used in most instances.

Always use the logo files provided in the logo pack. Do not re-create.

Octothorpe

Logo

Logotype

Logo Construction

The octothorpe and logotype have very specific placement relationships within each logo. The alignments create a solid lockup and allow for other graphic elements to align with them.

Knowing these spacial relationships is critical for maintaining consistency across the brand.

Optical baseline alignment

Our Logo
(For Small Use)

The Slack logo must perform well at all sizes. Use the guidelines below for proper implementation of the small logos, which are legible at small sizes.

The small logo should be used when it will be rendered at a size between 50px wide and 90px wide.

The small icon should be used when it will be rendered at a size between 15px tall and 20px tall.

Only the horizontal logos are provided for small use. Do not use the stacked logo for small use.

Primary Logo as reference

Small Logo

**Maximum Sizing for
Small Use Logo**

**Minimum Sizing for
Small Use Logo**

90px max, approx

50px min, approx

(or approx 1.25 inches)

(or approx 0.7 inches)

20px max, approx
(or approx 0.28 inches

15px min, approx
(or approx 0.2 inches

90px max, approx

50px min, approx

(or approx 1.25 inches)

(or approx 0.7 inches)

20px max, approx
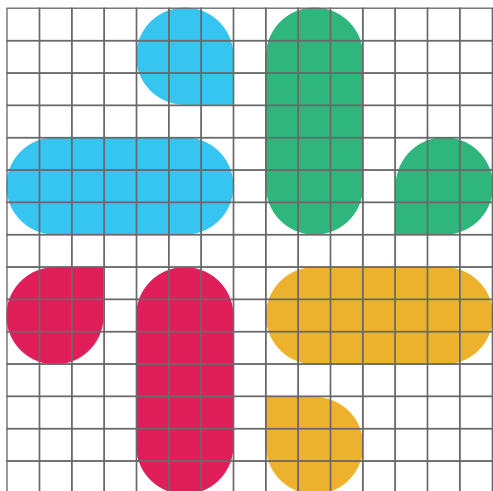(or approx 0.28 inches)

15px min, approx
(or approx 0.2 inches)

Octothorpe
(For Small Use)

A 15×15 grid was used to create an octothorpe for small use. The internal spacing is more open and holds up better for smaller applications, like the app icon.

Whenever placing the Slack logo or icon in a design that would render the octothorpe at a size smaller than 30px, always use the Small Octothorpe.

15×15 Grid

Primary Octothorpe at 30px

Small Octothorpe at 30px

Usage on Backgrounds

The full-color logos should be used only on white, black, or aubergine colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.
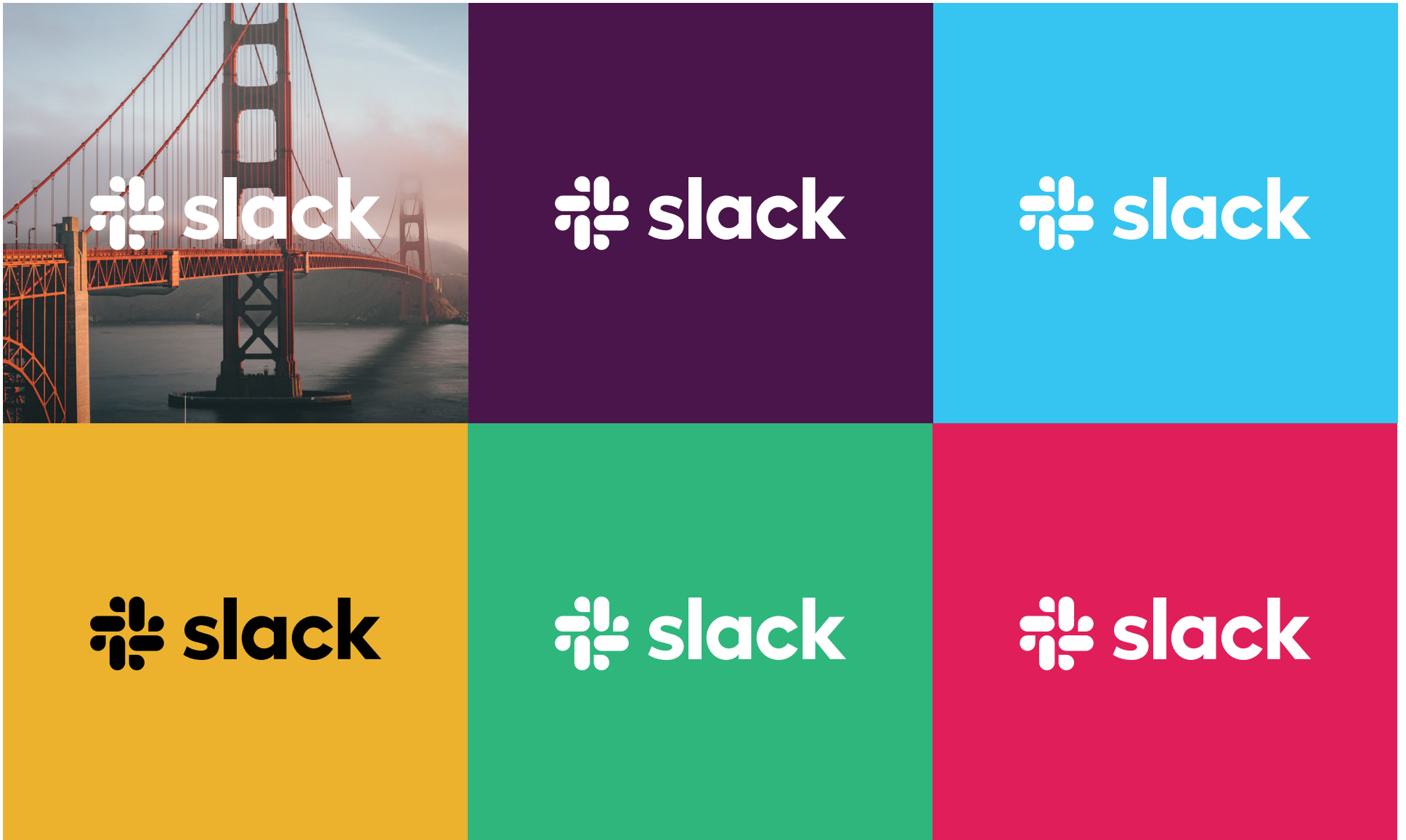
One-Color Use

The full-color logo will not perform well on photography and various background colors. In those cases, the one-color logo should be used.

The one-color logo should be used only on photographs and colors within the Slack color palette.

The one-color logo should only be used in black and white colorways, as shown below.

Note: When placing the logo on an aubergine background, using the full-color logo is strongly preferred. However, if design limitations restrict the full range of colors from a project (such as a print project that can only use one or two spot colors), then the logo should be appear in white on aubergine.
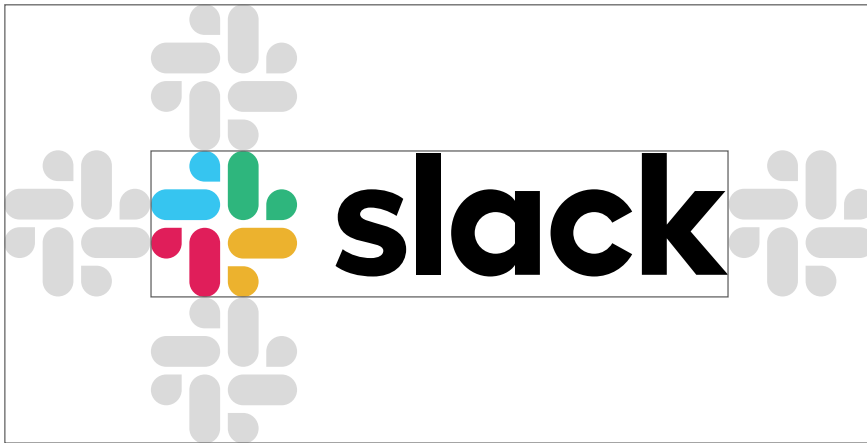
Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements.

For the horizontal logo, the clear space around it should always be greater than or equal to the size of the octothorpe.

For the stacked logo, the clear space around it should always be greater than or equal to the length of one lozenge in the octothorpe.

Alignment

Follow the spacing and alignment specifications below when locking the Slack logo up with a series of affiliated logos.

Always maintain the clear space guidelines, keeping partner logos at a distance greater than or equal to the size of the octothorpe.

Partner logos should be aligned to the optical baseline of Slack's logotype.

Clear space equals the width of one octothorpe

Partner logos are aligned to the baseline of the logotype

Slack Brand Guidelines   Logo Basics

Logo Misuse

Ensure there is adequate space between the logo and surrounding elements.

For the horizontal logo, the clear space around it should always be greater than or equal to the size of the octothorpe.

For the stacked logo, the clear space around it should always be greater than or equal to the length of one lozenge in the octothorpe.

Do not crop the logo

Do not distort the logo

Do not change the transparency of the logo

Do not use drop shadows or any other effects

Do not shuffle around the colors of the octothorpe

Do not re-create using any other typeface

Do not use different colors

Do not outline logotype

Do not change the size or orientation of the octothorpe and logotype in relation to each other

Do not rotate any part of the logo

Usage Guidelines

The Slack marks include the Slack name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of Slack's products. Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by Slack, or in a way that confuses Slack with another brand (including your own).

You may not:

- Use any logos or similar imagery to represent Slack other than the examples we have provided in the Slack Brandfolder

- Use a Slack Asset as a substitute for your own — if you don't have a logo, please do not co-opt ours

- Overprint or obstruct any part of the logo

- Add special effects to the logo

- Use old versions or any other marks or logos to represent our brand

- Distribute or otherwise make available our logos, marks, or assets

Usage Guidelines
(Continued)

Visual design of your website or application

When designing your own website, we encourage you to be yourself. But please do not copy or imitate the look and feel of Slack's products or sites. Doing so may create user confusion or imply Slack's endorsement.

Please do not use, display, mirror or frame (including in meta-tags or hidden text) Slack websites, or any individual element of Slack websites, or any other Slack Assets, or the layout and design of any page or form contained on a page.

If utilizing the Slack API to support your service or application, you must avoid suggesting your service or application is produced or supported by Slack. If we believe ambiguity exists, we may request that you state clearly that your service is "not created by, affiliated with, or supported by Slack Technologies, Inc."

If we ask you to include such a message on your page, you must ensure that it is displayed on the initial page load and is clearly visible on either a dark or light background. Text should be a minimum of 15pt. and a minimum of 80% opacity black or white in color.

Naming

- If true, you're welcome to say that your product integrates with Slack (we love that!), but please don't use our name or marks as part of yours.

- Do not register a domain containing the word "slack" or any variation thereof. Deliberate misspellings and transliterations are also not permitted.

- Do not apply for a trademark that includes the word "slack", our hash logo, or any other words or marks similar to our own.

Merchandise

- Do not use the Slack Assets or any other confusingly similar words or marks on any apparel, toy, product, or other merchandise.

- If you're interested in purchasing Slack branded goods, we sell a range of official products in the Slack Shop. All proceeds are donated to charity.

Colors

Our Palette

Below is the official Slack color palette. Avoid deviating from this core set of colors or creating tints of these values. Generally, the "logo colors" act as pop colors in illustrations or icons but should not be used in design elements such as text or fields of color.

The "accent colors" work well as background colors.

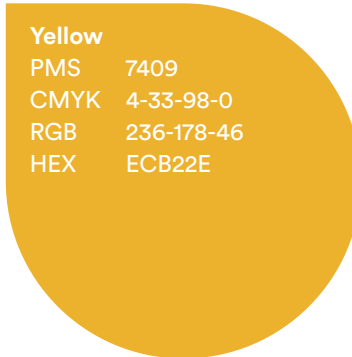The blue has an accessible alternative – #1264A3 – for blue text links on a white background.

The green has an accessible alternative – #007A5A – for success states on the web.

Aubergine is our brand primary color. We also use Aubergine Null (#611F69) and Aubergine Active (#7C3085) to create zero and hover states on the web, as well as subtle, monochromatic color variances when placing design elements on top of an Aubergine background color.
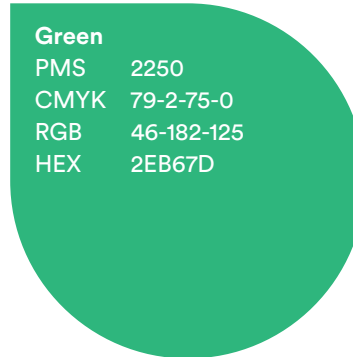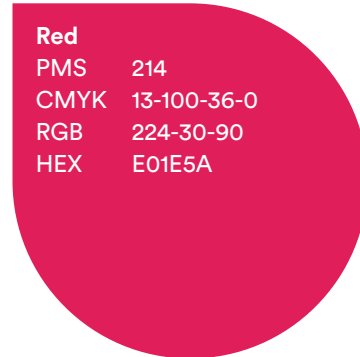
Logo colors

Blue
PMS 298
CMYK 65-10-2-0
RGB 54-197-240
HEX 36C5F0

Yellow
PMS 7409
CMYK 4-33-98-0
RGB 236-178-46
HEX ECB22E

Green
PMS 2250
CMYK 79-2-75-0
RGB 46-182-125
HEX 2EB67D

Red
PMS 214
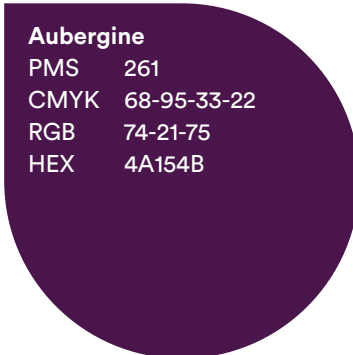CMYK 13-100-36-0
RGB 224-30-90
HEX E01E5A

Accessible colors

Blue (Accessible)
HEX 1264A3

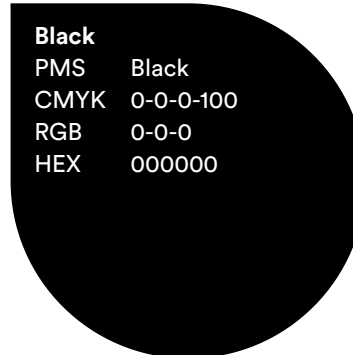**Green (Accessible)**
HEX 007A5A

Accent colors

Aubergine
PMS 261
CMYK 68-95-33-22
RGB 74-21-75
HEX 4A154B

Aubergine (Null)
HEX 611F69

Aubergine (Active)
HEX 7C3085

Black
PMS Black
CMYK 0-0-0-100
RGB 0-0-0
HEX 000000

Typography

Brand Headlines: Larsseit

Slack headlines are set in Larsseit, shown below.

When using Larsseit to create headings on embedded or printed collateral for Slack, always typeset it with Optical kerning, set the tracking to 0, and set in title case or sentence case (as determined by the content). Do not set in all-caps or all-lowercase.

When using Larsseit to typeset headings on the web, set the letterspacing to -1px for smaller headlines and -2px for larger headlines.

Larsseit Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Family

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Extrabold
Extrabold Italic

Specimen

Nymphs blitz quick vex dwarf jog.
DJs flock by when MTV ax quiz prog.
Typografie Maamerkkinä.
Saturation Pracovitějším.
Brick quiz whangs jumpy veldt fox.
Glib jocks quiz nymph to vex dwarf.
Požiadavkou Motorického.
Bright vixens jump; dozy fowl quack.
Ożywiona Matemático.
Quick wafting zephyrs vex bold Jim.
Architekten Zwitserland.
Praktischer Revolutions.

Brand Text: Circular

Typeset all text and paragraph text in Circular Pro.

When using Circular to set text on embedded or printed collateral for Slack, always typeset it with Optical kerning, set the tracking to -10, and set in title case or sentence case (as determined by the content). Do not set in all-caps or all-lowercase.

When using Circular to typeset text on the web, set the letterspacing to 0px for normal paragraphs and -0.2px for hero paragraphs.

All external 3rd party partners (agencies, service provider, freelancers etc.) who require fonts for designing, producing or editing printed or digital assets, must obtain a license directly from the sole distributor lineto.com, Please contact Slack's design team for further direction.

Circular Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Family

Book
Book Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Specimen

Nymphs blitz quick vex dwarf jog.
DJs flock by when MTV ax quiz prog.
Typografie Maamerkkinä.
Saturation Pracovitějším.
Brick quiz whangs jumpy veldt fox.
Glib jocks quiz nymph to vex dwarf.
Požiadavkou Motorického.
Bright vixens jump; dozy fowl quack.

Type Specimen:
Ideal Stack

The following is a sample of an ideal font stack using Larsseit for headlines and larger pull quote text and Circular for paragraph and call-to-action text.

The exact point sizes and leading are not prescriptive and should be adapted to the size of the materials and layouts for which they're being designed.

However, the general proportions, weights, OpenType Style Sets, and notes on kerning and tracking should be kept intact for all layouts.

H1
Larsseit Bold, 36/38

Methodologies of Aesthetics

H2
Larsseit Bold, 24/28

Question marks and exclamation points

H3
Larsseit Bold, 18/21

Every introduction to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack.

H4
Larsseit Bold, 12/15

The spectacle before us was indeed sublime.

P
Circular Book,
Style Set 2,
Optical Kerning,
-10 Tracking
7/9

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of the Beautiful as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosoph-

ical aesthetics does not suffice; why beauty should need for its understanding also an aesthetics "von unten." The answer is not that no system of philosophy is universally accepted, but that the general aesthetic theories have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as "the union of the Real and the Ideal" "the expression of the Ideal to Sense,"

Share channels with companies and businesses you regularly work with to bring all the right people into the same room.

GET STARTED

Hero P
Circular Book,
Style Set 2,
Optical Kerning,
-10 Tracking
10/14

CTA Text
Circular Bold,
Style Set 2,
Optical Kerning,
+20 Tracking
7/9

Quote Mark
Circular Book, 36

"

Pull Quote
Larsseit Thin, 18/21

We've made the publishing process much simpler and much faster.

Attribution
Circular Bold/
Book Italic, 7/9

Robert Frost,
Author

Web Substitute:
Proxima Nova

Proxima Nova is the web-safe font to use on all headlines and text when Slack's brand fonts are not available (Google Docs, Slides, etc.).

Larsseit Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Family

Normal
Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

Specimen:
ExtraBold, 21/21

The spectacle before us was indeed sublime.

Light, 15/18

Every introduction to the problems of aesthetics begins by acknowledging the existence and claims of two methods of attack.

Bold, 11/15

Methodologies of Aesthetics

Regular, 7/9

The first was the method of aesthetics par excellence. It was indeed only through the desire of an eighteenth-century philosopher, Baumgarten, to round out his "architectonic" of metaphysics that the science received its name, as designating the theory of knowledge in the form of feeling, parallel to that of "clear," logical thought. Kant, Schelling, and Hegel, again, made use of the concept of *the Beautiful* as a kind of keystone or cornice for their respective philosophical edifices. Aesthetics, then, came into being as the philosophy of the Beautiful, and it may be asked why this philosophical aesthetics does not

suffice; why beauty should need for its understanding also an aesthetics "von unten." The answer is not that no system of philosophy is universally accepted, but that the *general aesthetic theories* have not, as yet at least, succeeded in answering the plain questions of "the plain man" in regard to concrete beauty. Kant, indeed, frankly denied that the explanation of concrete beauty, or "Doctrine of Taste," as he called it, was possible, while the various definers of beauty as "the union of the Real and the Ideal" "the expression of the Ideal to Sense," have done no more than he. No one of these aesthetic

Thank you.