

SiteScano Brand Guidelines

Colour, spacing and correct use of the mark — v1, 2026

LOGO

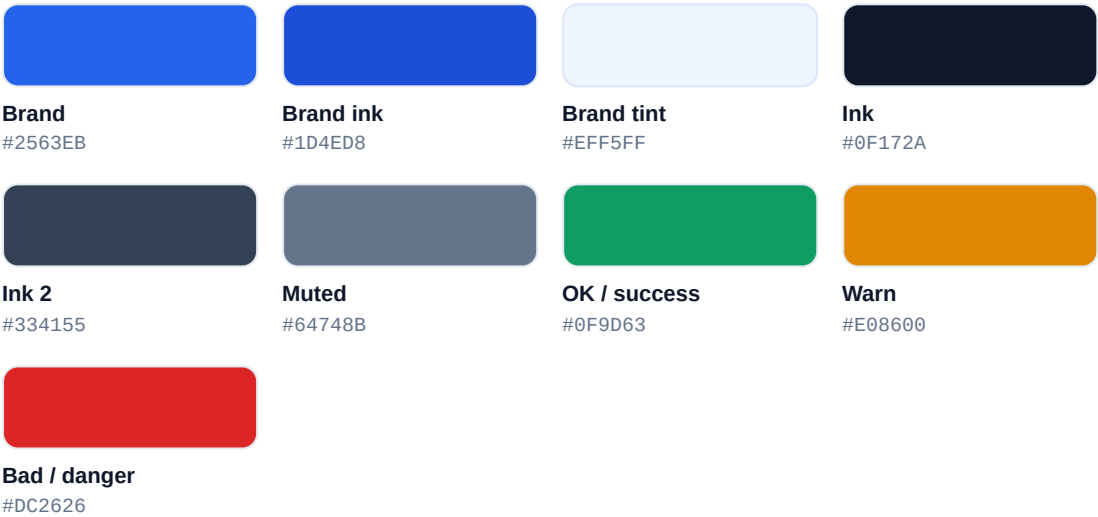


The mark is a shield with a checkmark on a blue gradient chip, paired with the wordmark set in a bold grotesque. Use the SVG files from the logo pack wherever possible; only fall back to PNG when the destination cannot render vector art.

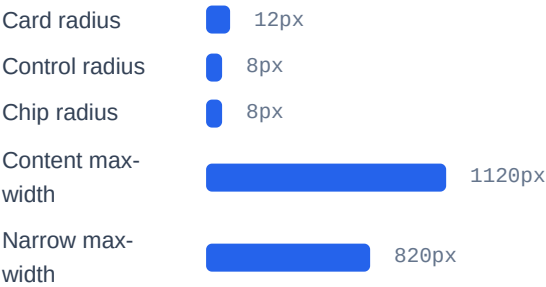


Minimum clear space around the lockup: the height of the shield icon, on every side. Minimum width: 90px / 24mm.

COLOUR



SPACING & RADIUS



Shadows are kept subtle throughout — a 1–2px soft shadow for resting cards, growing only on hover. Avoid heavy or dark drop shadows; they read as off-brand.

MISUSE

- **Don't** recolor the mark outside the brand-blue / white variants provided.
- **Don't** stretch, skew, rotate or add effects (glow, bevel, drop shadow) to the logo.
- **Don't** place the light-background variant on anything darker than #E2E8F0, or the dark-background variant on anything lighter than #1E293B — contrast has to hold.
- **Don't** recreate the wordmark in a different typeface.
- **Do** keep the minimum clear space shown above on every side.
- **Do** use the SVG files for anything that will be resized or printed.

