

HootSuite Logo Guidelines

Logo Versions

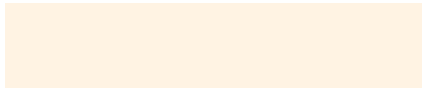


Preferred HootSuite Logo The preferred version of the HootSuite logo features the Owly mark with a shadow to the left of the HootSuite wordmark with gradient.



Full Colour with Descriptor In cases where the HootSuite brand requires additional recognition, the descriptor “Social Media Dashboard” can be used.

Logo Colours



Owly Specs Pantone 7506 C/U #F7E8D5
R247 G232 B213 C0 M4 Y10 K0



Owly Beak Pantone 130 C/U #FFBD0A
R255 G189 B10 C0 M30 Y100 K0



Owly Body Pantone 7503 C/U #C6AF92
R189 G175 B146 C10 M20 Y40 K10



Owly Wing Pantone 404 C/U #71685F
R113 G104 B95 C40 M40 Y40 K40



Owly Horns Pantone Black 4 C/U #54493F
R87 G73 B63 C60 M60 Y70 K40



Owly Eyes Pantone Black 6 C/U #38322D
R56 G50 B45 C0 M0 Y0 K100

Logo Usage



Logo Clearspace

A minimum distance defined by the height of the letter “o” in the wordmark must be observed around all sides of the logo. The space between the Owly and the Wordmark should not be changed from what is in the artwork file.



Do not alter the logo in any way Be sure to scale the logo proportionally, and don't change the size of any one element within the logo itself, or any of the logo colours.



Minimum Size for Screen The minimum size of the HootSuite logo, measured from the left edge of the Owly to the right edge of the “e” is 120px.



Minimum Size for Print The minimum size of the HootSuite logo, measured from the left edge of the Owly to the right edge of the “e” is 20mm.



Do not change the Owly HootSuite uses many different Owlys for different purposes. However, only the plain Owly should accompany the Primary logo.