Calendly

External Brand Guidelines

February 2024

0.0 Using the Calendly brand

1.0 Logo + brand mark

2.0 Typography

3.0 Color palette

4.0 Shape system

5.0 Photography

6.0 Icons

7.0 Illustrations

0.0
Using the Calendly brand

The Calendly brand is fun and natural – but we do have a few rules around using our branded elements and collateral.

Read this quick guide to learn more before you get started.

Please reach out to **brand@calendly.com** if what you are looking for isn't specifically covered here.

1.0
Logo & brand mark

1.0
Logo & brand mark

The basics

Only show our logo and lockups in blue or white. You can use a black version for certain exceptions with prior written consent. Don't alter, rotate, or modify the logo. Don't use outdated versions of the logo.

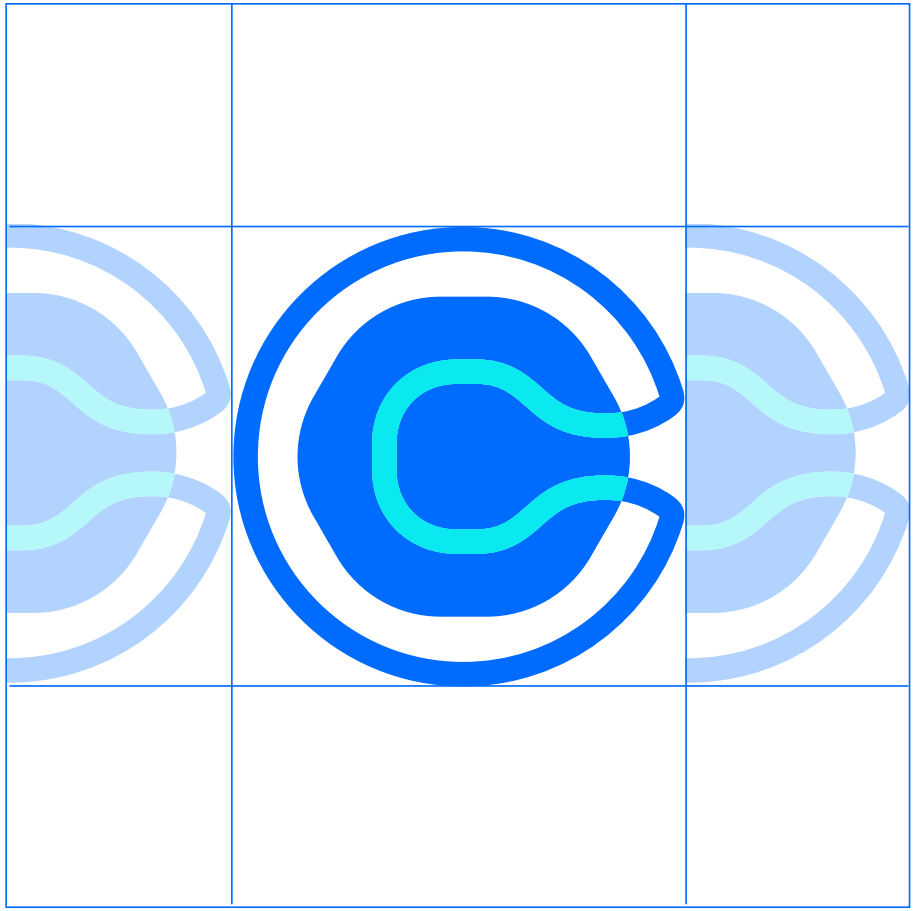
Calendly must authorize any and every use of our logo or name. The Calendly logo cannot be used on merchandise, apparel, promotional items, sales or marketing materials, social media accounts, in a film, video, radio or any other manner without Calendly's prior express written authorization.

Guidelines on how to request permission:
- All requests must be in English.
- The name and contact information for the individual and/or company making the request must be provided.
- A detailed summary of the request, placement, and the proposed use.
- Requested use dates.
- Intended distribution channels.
- The final version/mock-up of the proposed use (including script pages and treatment if use involves TV, film, podcast, or radio) must be included.

Email all requests to brand@calendly.com
Your request will be reviewed and a member from our brand team will respond within 72 hours.

1.1 Brand mark spacing

The clear space is the area around the brand mark that should be kept clean of any graphic or typographic elements. The space is equal to ½ of the brand mark width, and surrounds it entirely.



1.2 Brand mark scaling

The brand mark has been optimized to perform at large and very small sizes.

0.275in Minimum
Print Width

32px Minimum
Digital Width

1.3 Primary logo lockup

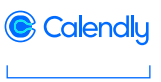
This is our primary lockup. Please maintain our legibility guidelines to the right.

For maximum legibility, always maintain a clear safety area of at least 1/2 'brand mark' surrounding the overall word mark.

The space between the brand mark and word mark is the width of 3 Calendly word mark "Ls"

1.4 Scaling the primary logo lockup

The primary lockup has been optimized to perform at large and very small sizes.



0.75in Minimum
Print Width

72px Minimum
Digital Width

1.5 Secondary logo lockup

In rare cases, it may be appropriate to use the vertical stacked brand mark, such as a small space or square area. In these scenarios, use the brand lockup shown here. Do not use this lockup to represent our brand regularly.

x = 3/10 Cap Height

The safety area of the word mark is measured using the letter C as a unit of measure. For maximum legibility, always maintain a clear safety area of at least the width of the Cap C surrounding the overall word mark.

1.6 Scaling the primary logo lockup

The primary lockup has been optimized to perform at large and very small sizes.

0.625in Minimum Print Width

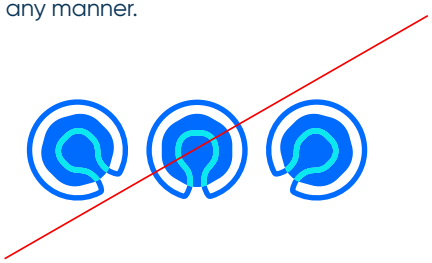
50px Minimum Digital Width

1.7 Word mark

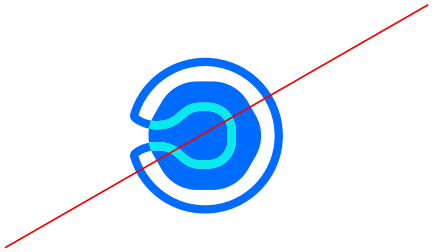
The word mark should be used sparingly. In most cases, the full logo lock up should be used for brand recognition.

1.8 Usage don’ts

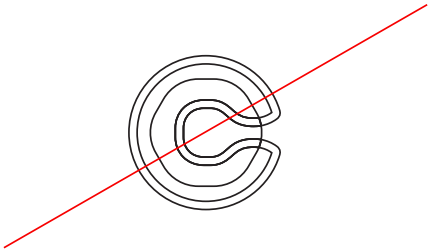
Don’t rotate the brand mark in any manner.



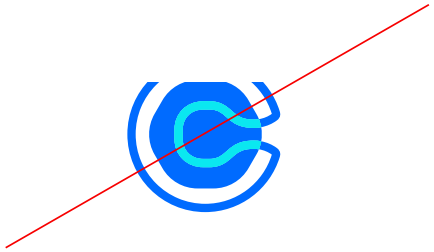
Don’t flip the brand mark.



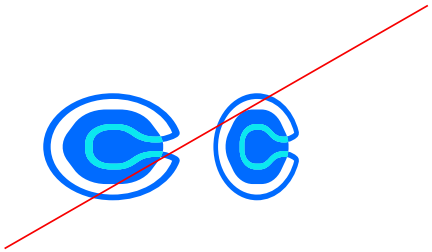
Don’t outline the brand mark.



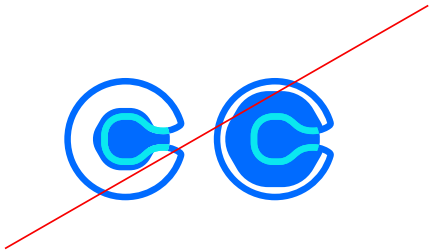
Don’t crop the brand mark.



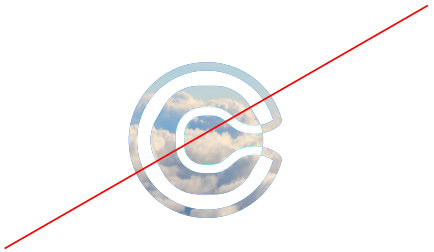
Don’t stretch or squeeze the brand mark.



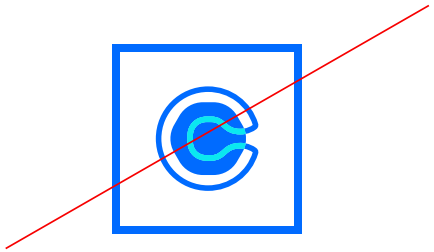
Don’t alter the spacing of the elements.



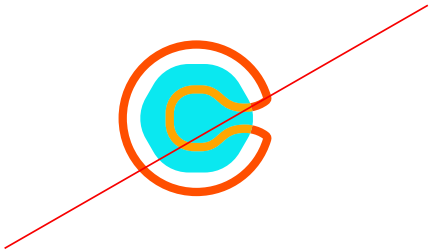
Don’t use the brand mark as a mask for imagery.



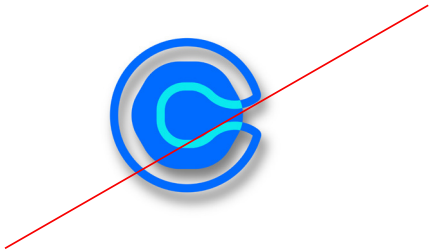
Don’t place the brand mark in a container or shape.



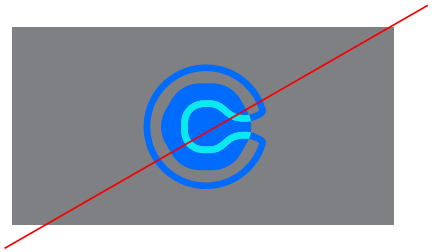
Don’t change the color of the brand mark.



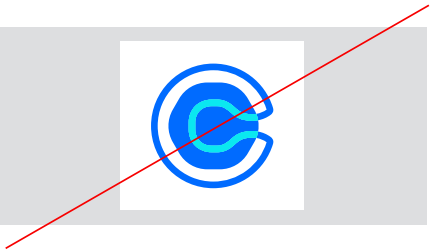
Don’t add graphic treatments.



Don’t place the brand mark on low contrast background.



Don’t place the brand mark in a box on a solid background or photograph.

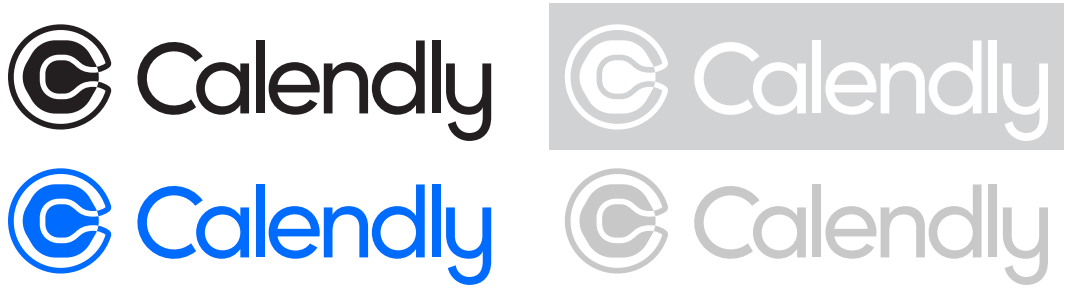


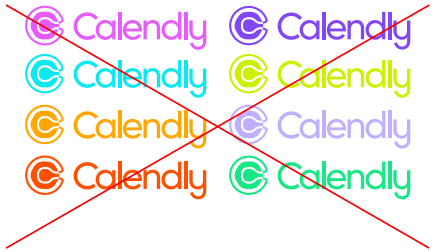
1.9 One-color Logo

In some cases, a one-color Calendly logo will be necessary for use, likely because of printer limitations.

If you are in this situation, please choose a one-color logo that is black, white, gray or blue.

Alternative one-color options should not be used.





Basically, don't mess with the brand mark or logo lockup

2.0
Typography

2.0 Our brand font

Our brand font is Gilroy.

Gilroy should be used for all marketing collateral and materials, always.

Gilroy

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Use sentence case ExtraBold or Bold in headlines.

Set kerning to -20.
Leading is +2 over point size.

Use Gilroy Regular, Medium, Bold and ExtraBold as digital header and sub-head faces. These four weights should be selected based on the desired impact.

Set kerning to -10.
Leading is +2 over point size.

Gilroy Regular and Medium are ideal for sub-heads that appear at a large scale as they add a nice contrast to Black headlines.

Set kerning to -10.
Leading is +2 over point size.

Gilroy Regular is the go-to weight for body copy. It is readable and sturdy. Make sure your line-length does not exceed an average of 10 words per line. This will keep the text from feeling too lengthy and will help with overall legibility.

Gilroy light is only used for certain, longer format assets.

The type styles used in these pages are a good starting point, but factors like column width, length and type of copy, text color, and more can affect what works best in any given scenario.

3.0
Color palette

3.0 Brand Colors

Primary color palette

Calendly Blue

C 80 R 0
M 59 G 107
Y 0 B 255
K 0

HEX #006BFF
PMS 285C

Azure blue

C 98 R 0
M 82 G 153
Y 47 B 255
K 51

HEX #0099FF
PMS 299C

Midnight navy

C 98 R 10
M 82 G 37
Y 47 B 64
K 51

HEX #0A2540
PMS 2767C

Cobalt blue

C 100 R 0
M 83 G 71
Y 9 B 150
K 1

HEX #004796
PMS 301C

Navy

C 100 R 11
M 81 G 53
Y 40 B 88
K 32

HEX #0B3558
PMS 648C

Purple

C 65 R 130
M 73 G 71
Y 0 B 245
K 0

HEX #8247F5
PMS 2089C

Light purple

C 26 R 191
M 30 G 176
Y 0 B 255
K 0

HEX #BFB0FF
PMS 2635C

Bright green

C 63 R 23
M 0 G 232
Y 71 B 133
K 0

HEX #17E885
PMS 7479C

Fuchsia

C 31 R 229
M 67 G 92
Y 0 B 255
K 0

HEX #E55CFF
PMS 246C

Secondary color palette

Orange

C 0 R 255
M 40 G 166
Y 100 B 0
K 0

HEX #FFA600
PMS 2013C

Electric red

C 0 R 255
M 84 G 79
Y 100 B 0
K 0

HEX #FF4F00
PMS 1655C

Electric lime

C 25 R 204
M 0 G 240
Y 100 B 0
K 0

HEX #CCF000
PMS 389C

Aqua blue

C 57 R 10
M 0 G 232
Y 14 B 240
K 0

HEX #0AE8F0
PMS 311C

Tertiary color palette (The tertiary palette should be used sparingly.)

Grey

C 0 R 247
M 40 G 250
Y 100 B 255
K 0

HEX #F7FAFF
PMS 649C

Pastel Blue

C 7 R 230
M 2 G 240
Y 0 B 255
K 0

HEX #E6F0FF
PMS 545C

Pastel Purple

C 3 R 243
M 6 G 237
Y 0 B 246
K 0

HEX #F3EDFE
PMS 664C

Pastel Green

C 7 R 232
M 0 G 253
Y 6 B 243
K 0

HEX #E8FDF3
PMS 346C at 15%

Pastel Pink

C 7 R 252
M 0 G 239
Y 6 B 255
K 0

HEX #FCEFFF
PMS 2365C at 25%

3.1 Color guidance

It's important that our color usage meets accessibility standards. To the right are some examples of color dos and don'ts.

Any color combinations that do not meet **AA standards** should not be used for text.

Do: Below are examples of color combinations that meet accessibility standards

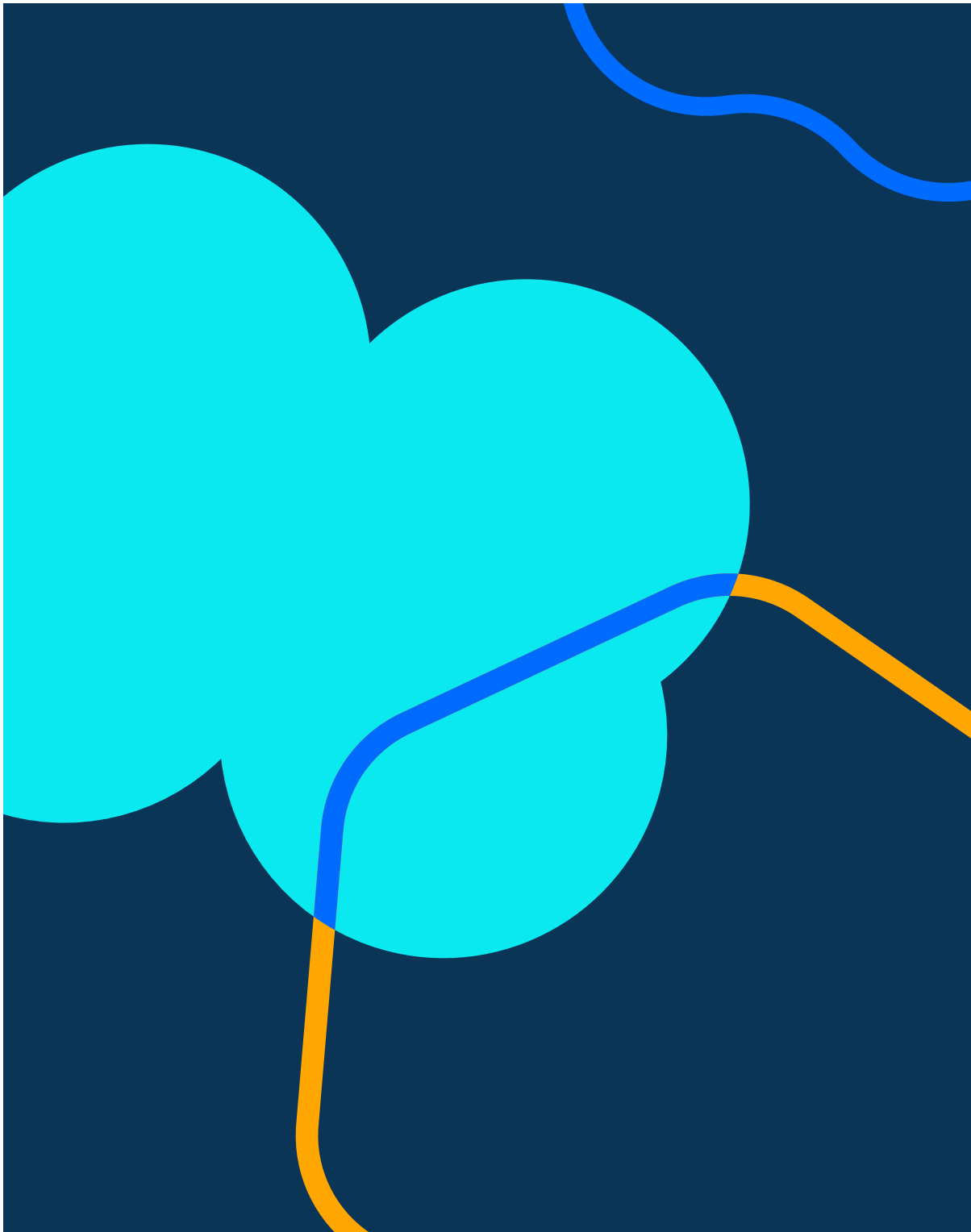
Don't: Below are examples of color combinations that **do not** meet accessibility standards

4.0
Shape system

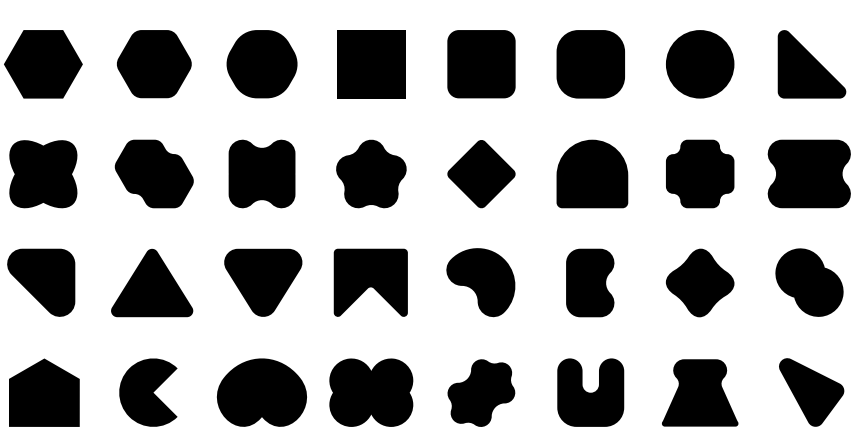
4.0 About the shape system

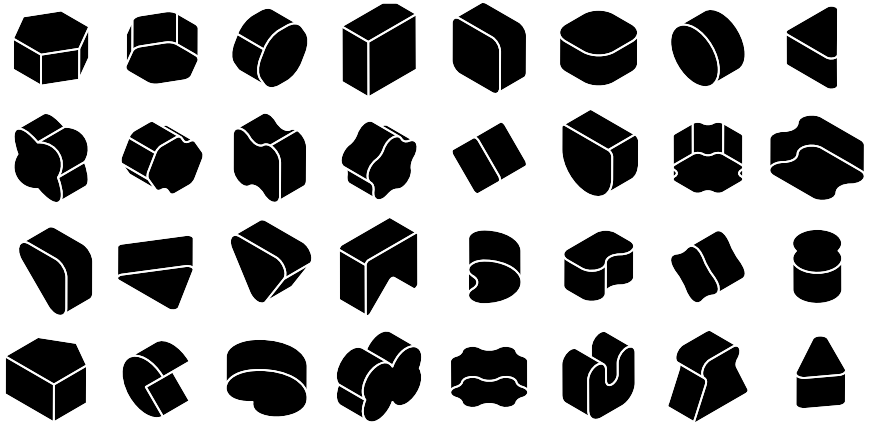
Our brand shapes are one of the cornerstone features of our overall visual identity. They can be rotated, they can be hollow outlines or filled with solid color, and they can be flat or 3-dimensional. But most importantly, they can overlap.

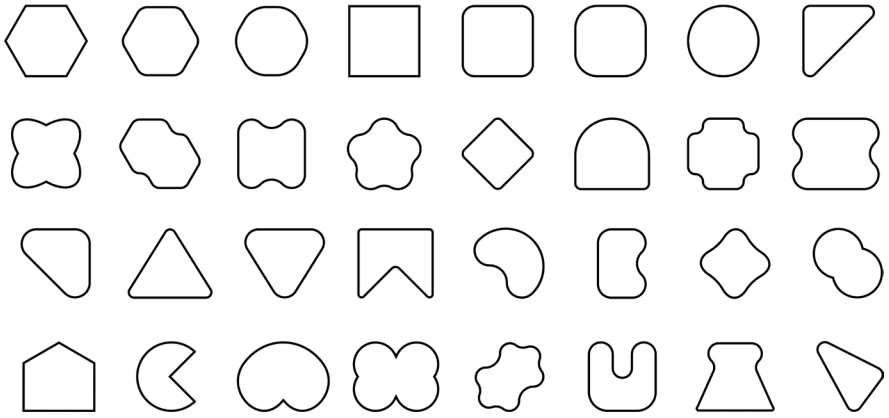
When shapes come together, their overlapping space is filled with a surprising, contrasting color or pattern. To those of us here at Calendly, these intersections evoke the feeling of people coming together and creating something greater than they could have done separately.

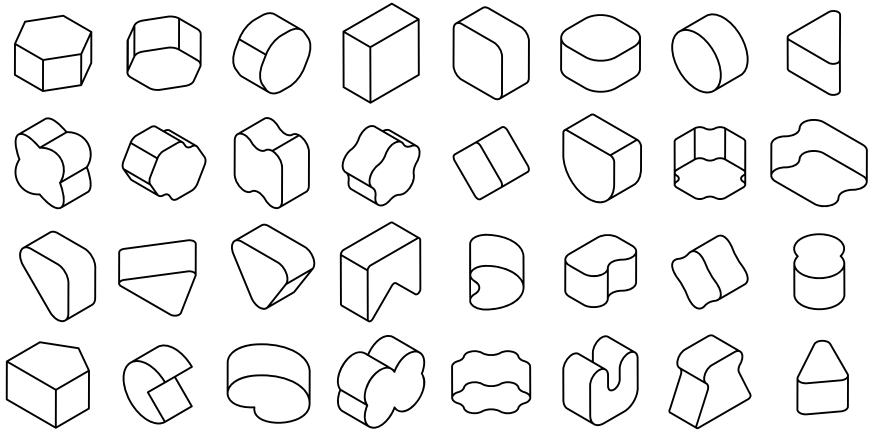


4.1 Shape Library





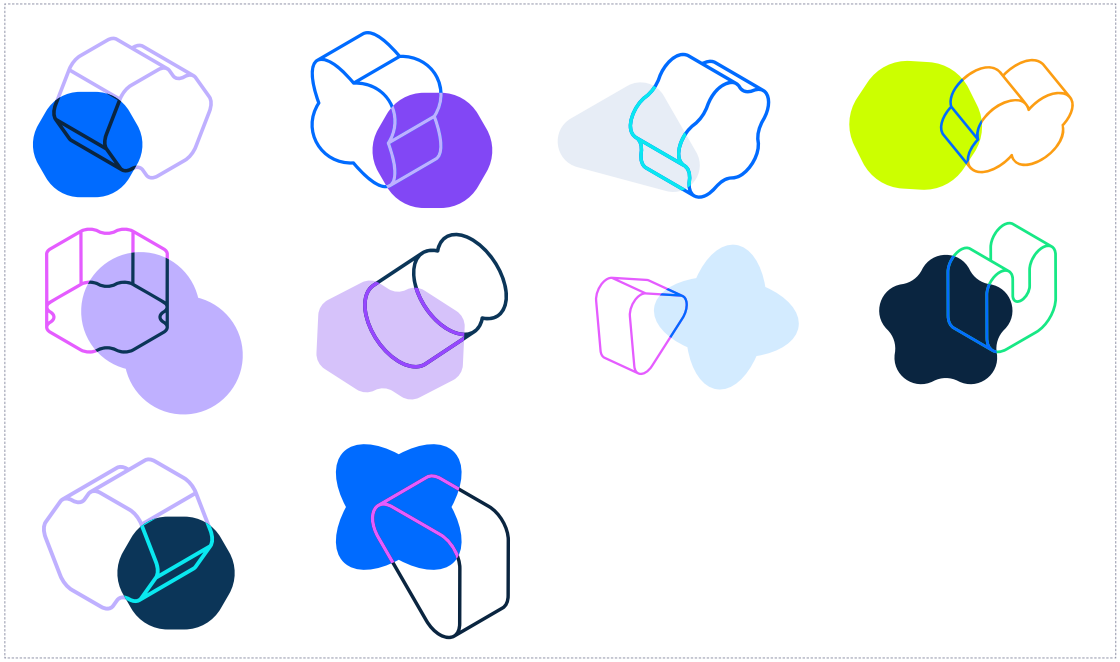




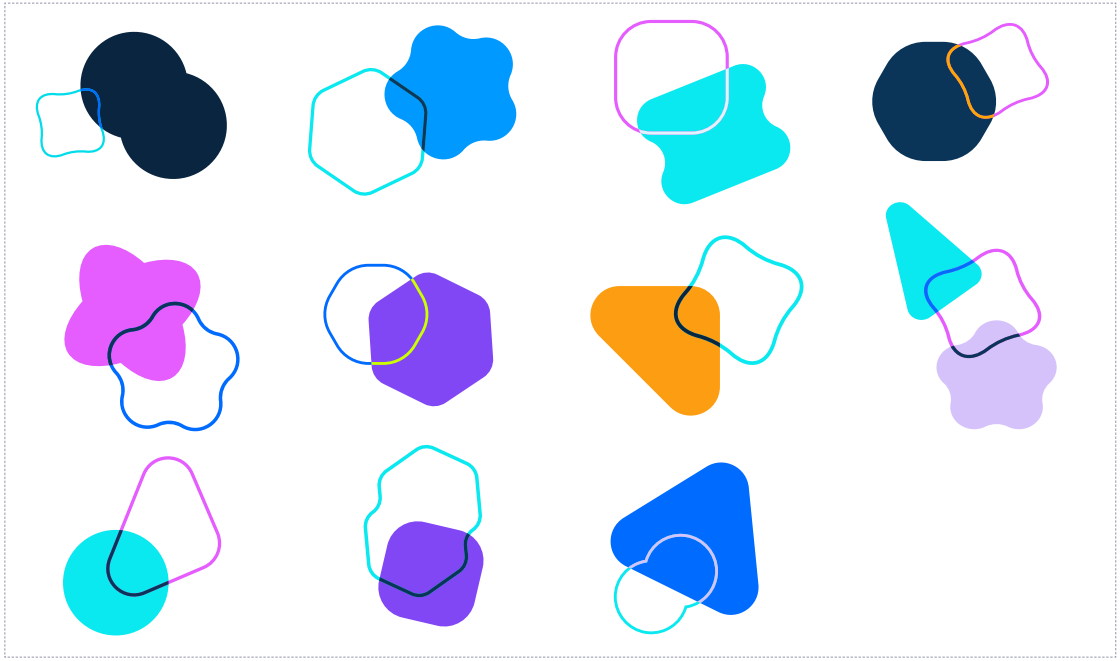
4.2 Shape combinations

To the right are some of our approved shape combinations. The colors may be changed as long as they fall within our guidelines.

Examples of 3D combinations

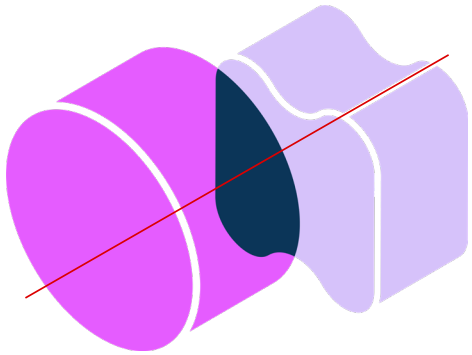


Examples of flat combinations

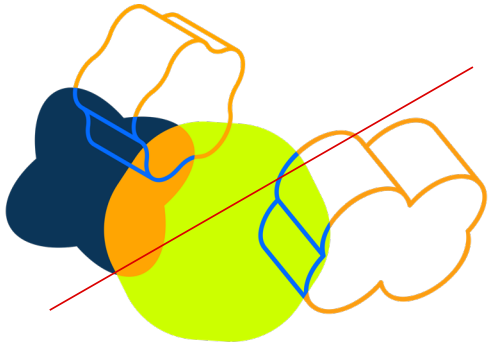


4.3 Shape don’ts

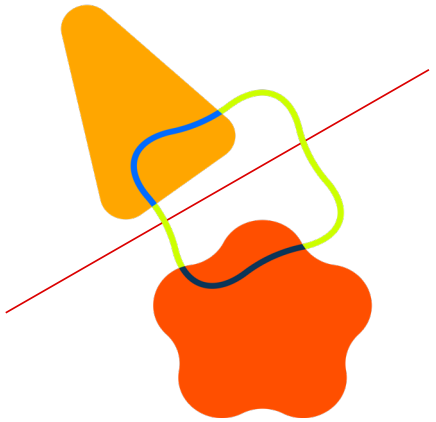
Don’t combine two 3D solid shapes.



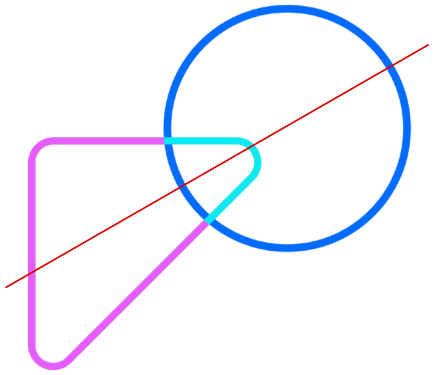
Don’t combine more than three shapes.



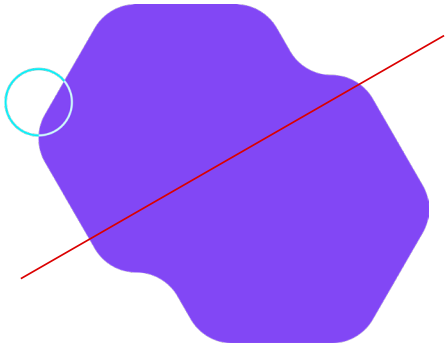
Don’t use color combinations in which the secondary color palette is dominant.



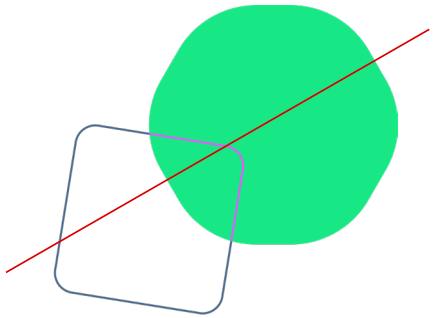
Don’t combine outlined shapes.



Don’t combine shapes that are drastically different proportions.



Don’t adjust the stroke weights of shapes in the shape library. Make sure to always scale shapes proportionally and ensure any compositions use a similar stroke weight for outlined shapes.



5.0
Photography

Photography is an excellent way to enhance your written copy. It imparts a sense of place or personality, and its eye-catching nature means it often makes the first impression of your piece.

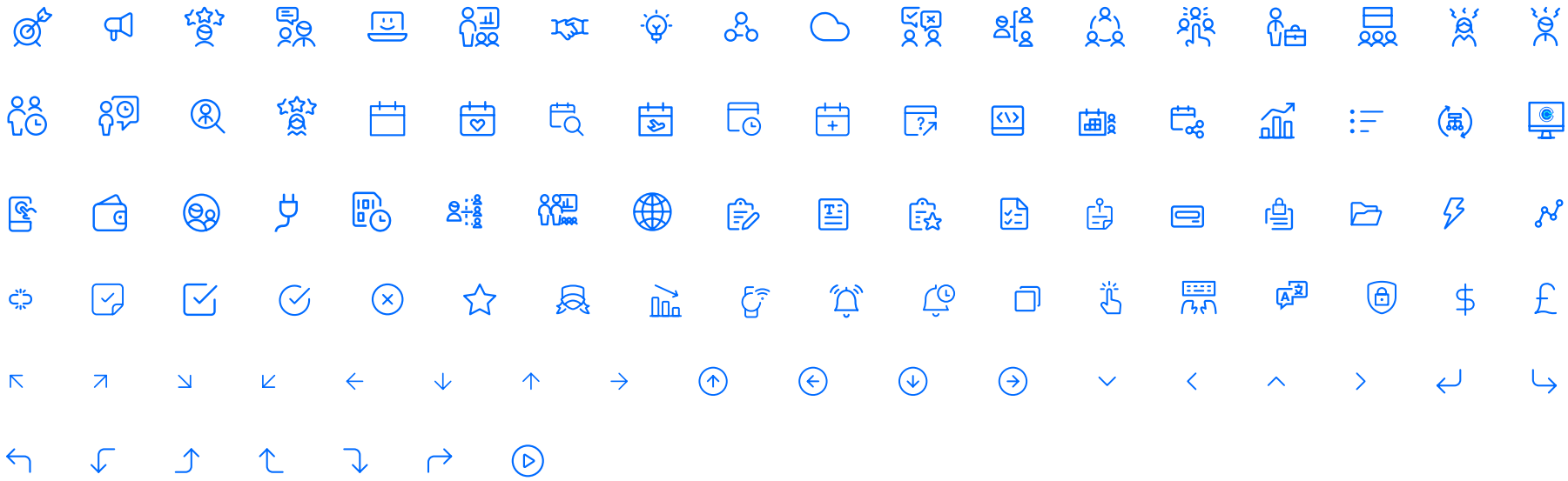
Choose your photos thoughtfully and they will become an effective tool for communicating your intentions to your readers.

5.0 Using photography

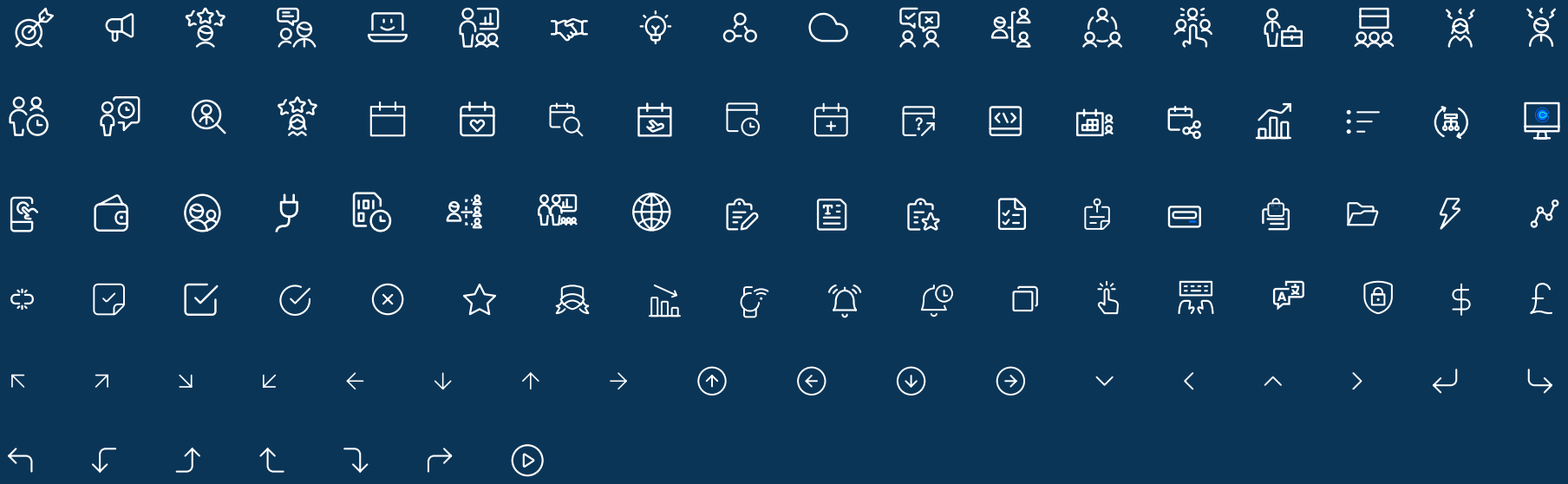
- **Photographs of people should, in most cases, be candid.** Unless your content specifically calls for a headshot or portrait, use photographs of people in their element, giving readers a glimpse into a life unburdened by scheduling chaos.
- **Strike a balance between individual and group shots.** One person may use Calendly, but at its heart, scheduling is about bringing people together.
- **Represent racial, gender, age, and professional diversity.** Always scan your photographic selections for diversity before pressing publish on any piece of content. Calendly is a tool for all, with a vibrant, diverse, global audience.

6.0
Icons

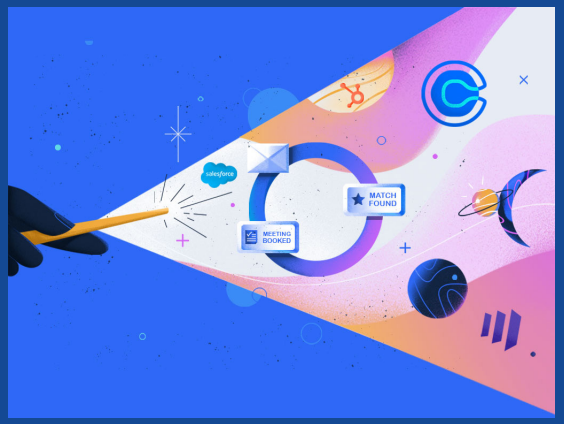
Light

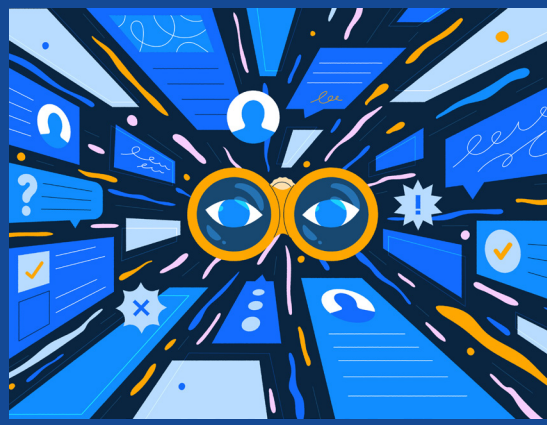


Dark



7.0
Illustrations



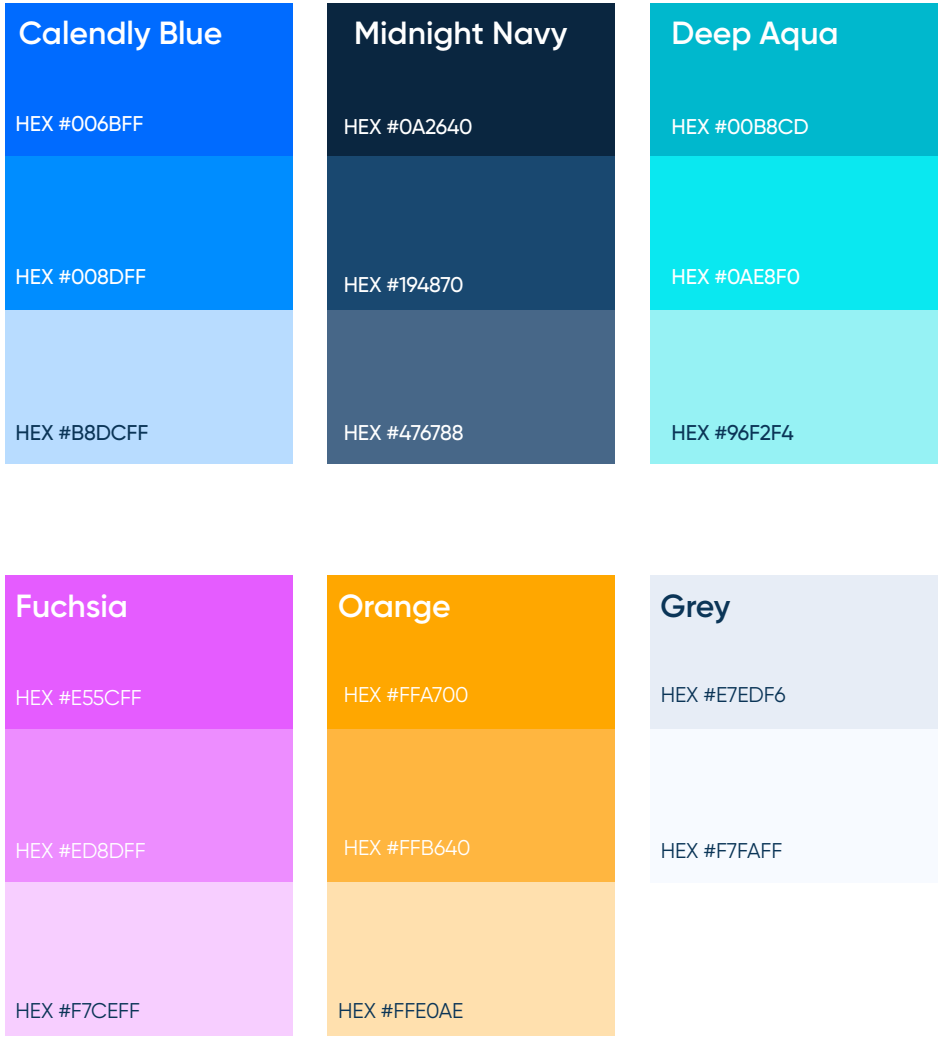


Our illustration style is friendly, bold and creative. We communicate concepts that are relatable to everyone.

We've established some parameters on the next page to keep in mind when creating new illustrations.

7.0
Guidance for illustrations

- **Avoid illustrations of people**. People illustrations styles come and go quickly. To avoid having to redesign our illustration system every few years, we avoid illustration scenes of people. Hands, eyes, feet or any other features/symbols associated with people are fine to use.
- **Focus on illustrating concepts.** Communicate broader concepts through symbols, iconography and color. For example, the concept of Routing can be illustrated with a wand to convey a sense of efficiency, magic, and ease of use.
- **Ensure that illustrations are legible at a small scale**. Make sure that illustrations are not too detailed since they will need to be legible on mobile.
- **Stick to the color palette provided.** We have a condensed color palette we use for all illustrations to avoid them being too chaotic and to create a sense of cohesion.

7.1 Illustration color palette

To the right is the color palette used for all illustrations. It's an extended version of our primary, secondary, and tertiary colors.