

External Brand Guidelines





**0.0 Using the
Calendly Brand**

1.0 Our Logo

**2.0 Logo lockups
and usage**



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 such as the logo, wordmark, and colors. 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.



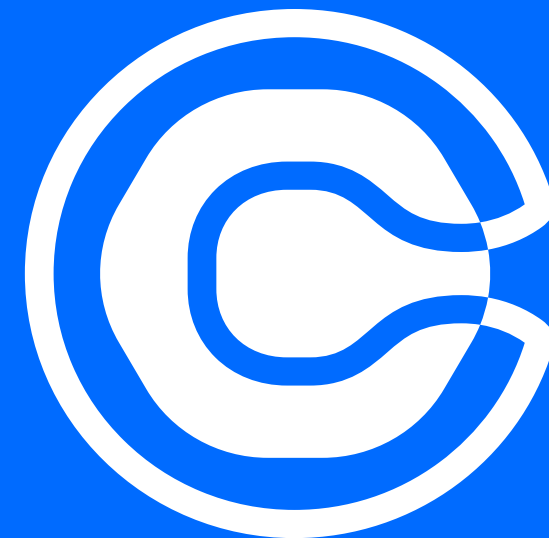
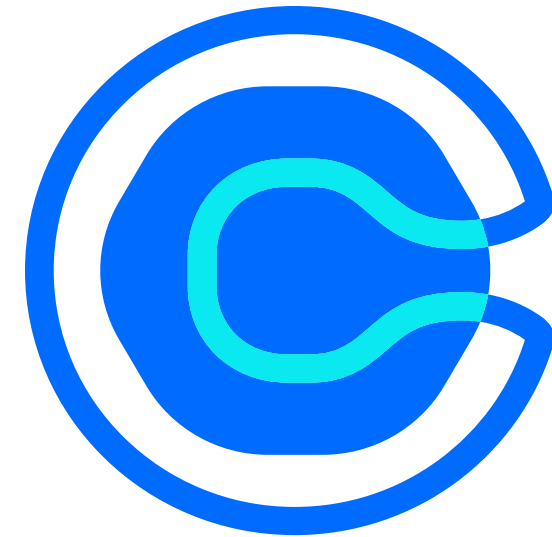
1.0
Our Logo

1.0 Our Logo

The basics

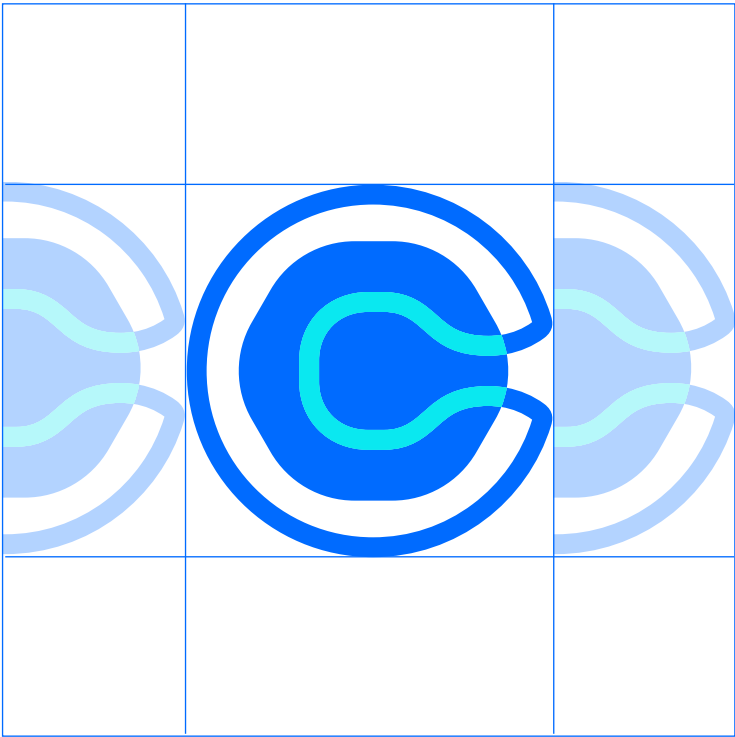
- Only show our logo and lockups in blue or white. You can use a black version for certain exceptions (please reach out to us for approval).
- Don't alter, rotate, or modify the logo.
- Don't use outdated versions of the logo.

1.0 Our Logo



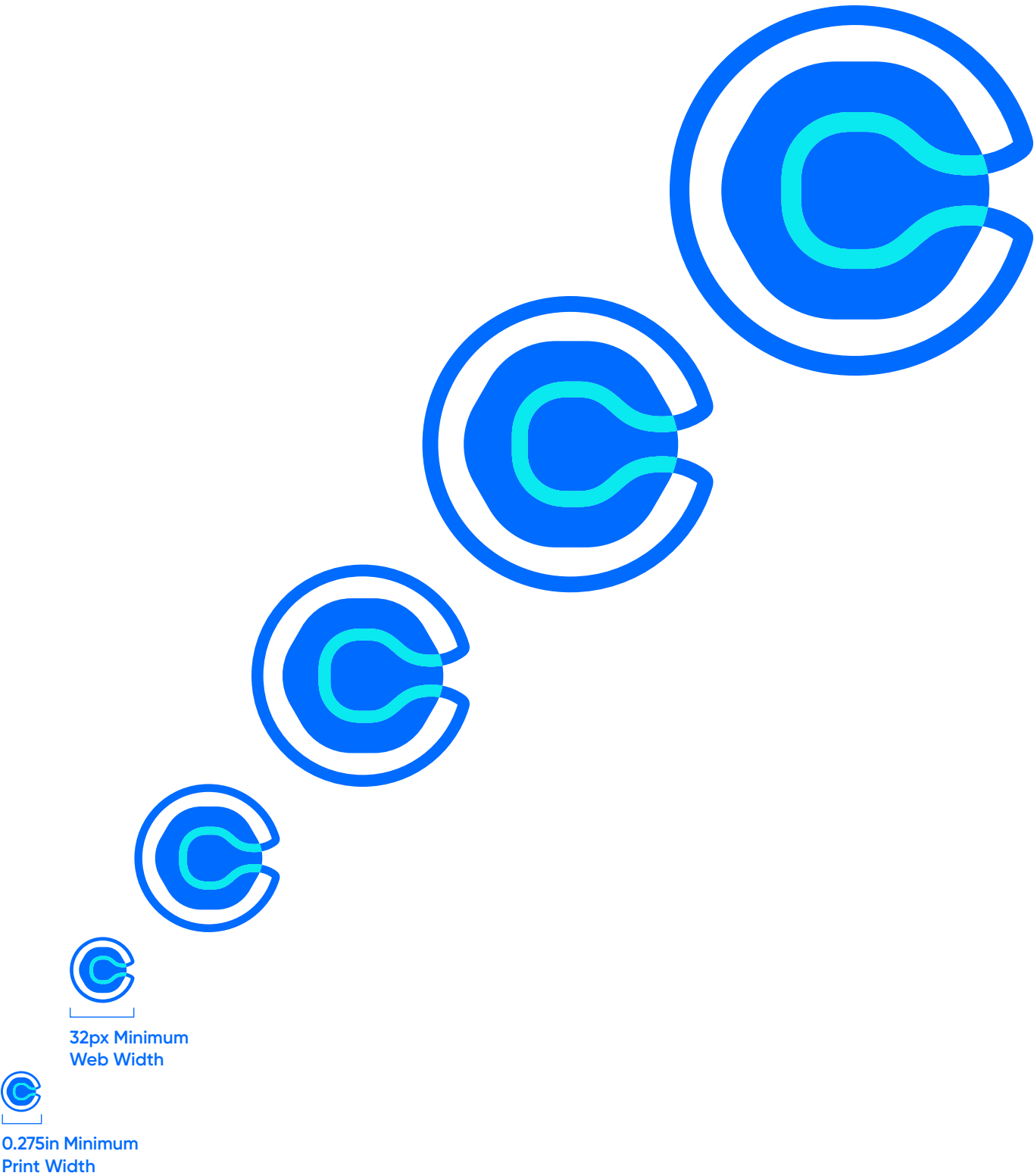
1.0 Our Logo
Spacing

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 $\frac{1}{2}$ of the brand mark width, and surrounds it entirely.



1.0 Our Logo
Scaling

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



The background is a solid blue color. On the left side, there is a series of concentric circles in a slightly darker blue shade, creating a ripple effect. A thick, light blue wavy line starts from the bottom left and curves upwards towards the center. Another thick, light blue wavy line starts from the top right and curves downwards towards the center. These two lines appear to meet or overlap near the text.

2.0 Logo lockups and usage

2.0 Primary Lock-up Spacing

This is our primary lockup. Please maintain our legibility guidelines below.



The space between the brand mark and wordmark is 1/3 of the width of the brand mark.



2.0 Primary Lock-up Scaling

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



72px Minimum Web Width



0.75in Minimum Print Width

2.0 Secondary Lock-up

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.



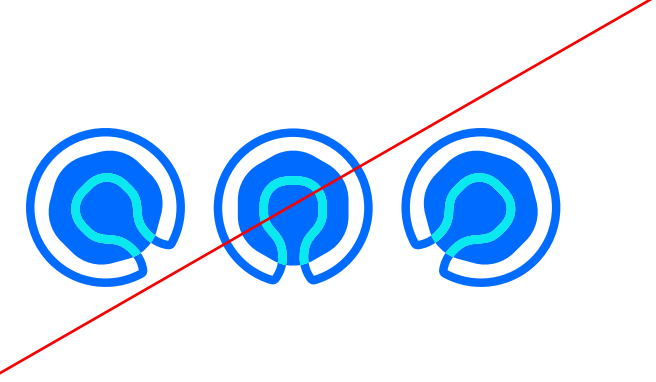
2.0 Secondary Lock-up Spacing



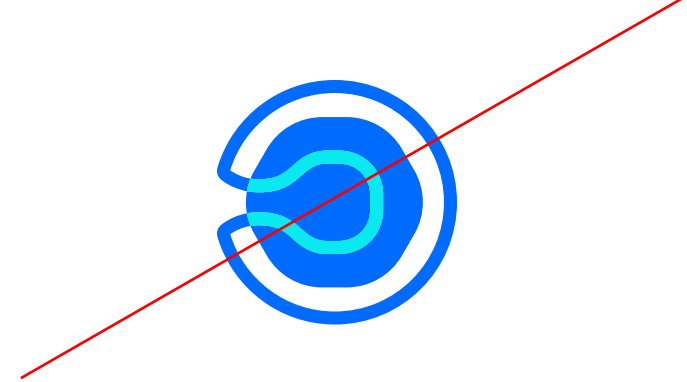
The safety area of the wordmark is measured using the letter C as a unit of measure. For maximum legibility, always maintain a clear safety area of at least the width of the Cap C surrounding the overall wordmark.

2.0 Usage
Don'ts

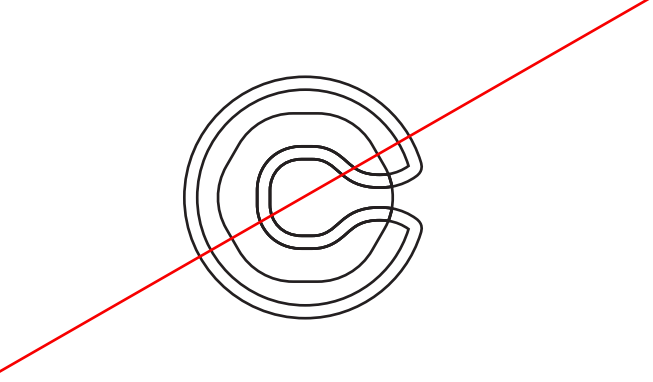
Don't rotate the brand mark in any manner



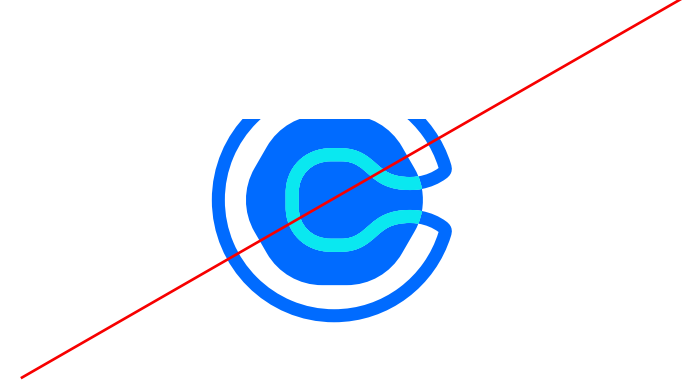
Don't flip the brand mark



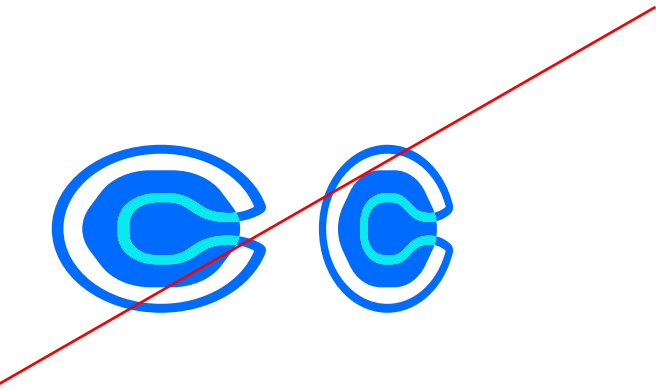
Don't outline the brand mark



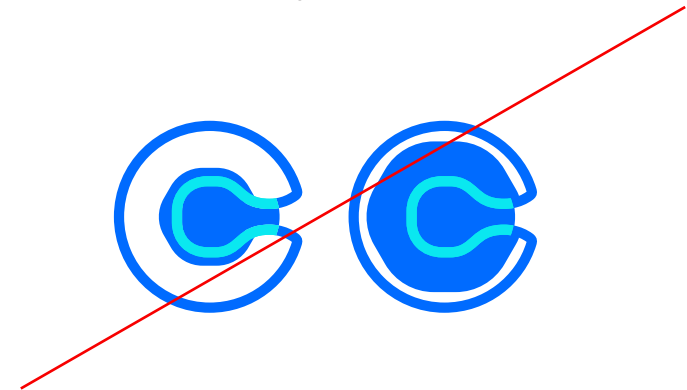
Don't crop the brand mark



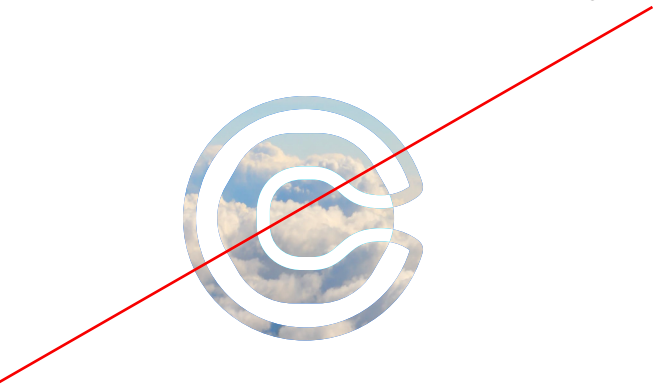
Don't stretch or squeeze the brand mark



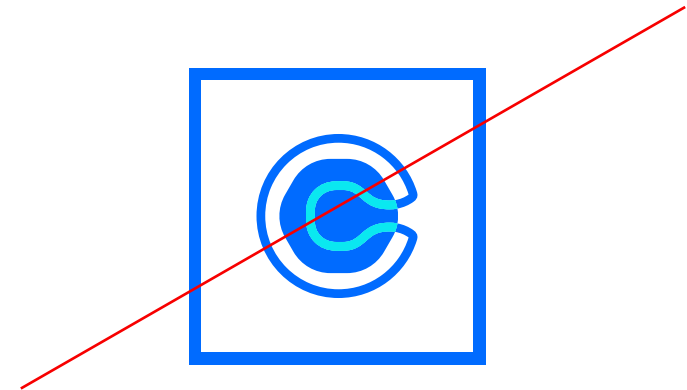
Don't alter the spacing of the elements



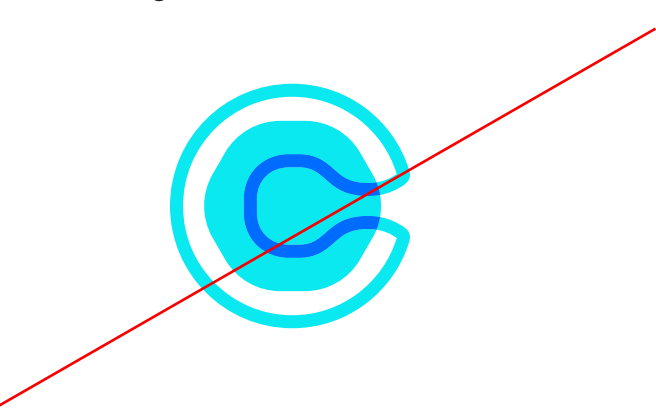
Don't use the brand mark as a mask for imagery



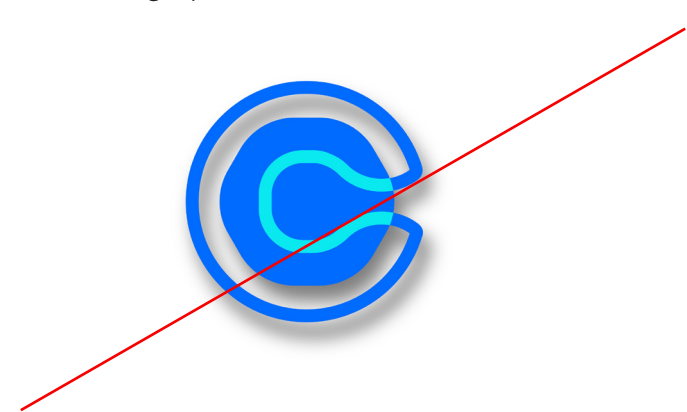
Don't place the brand mark in a container or shape



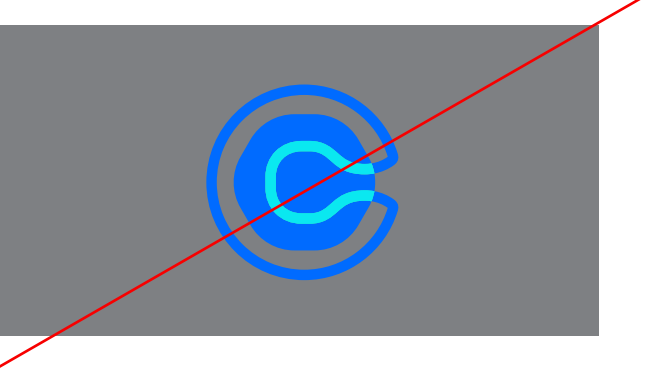
Don't change the color of the brand mark



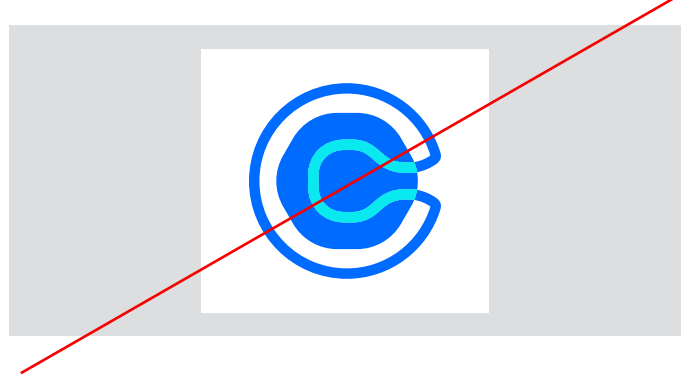
Don't add graphic treatments



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.



**Basically,
don't mess
with the
brand mark**

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 change 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

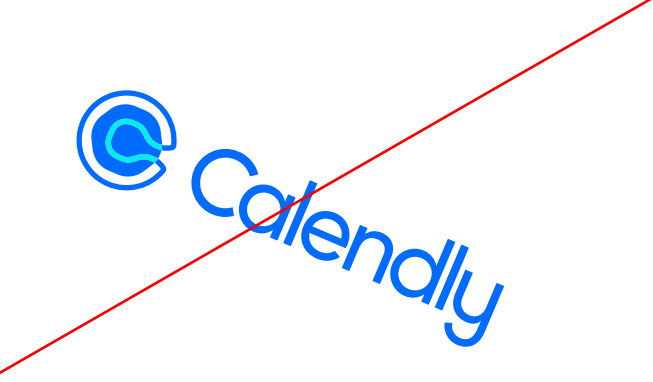
Don't add extra elements

Don't use the brand mark on low contrast backgrounds

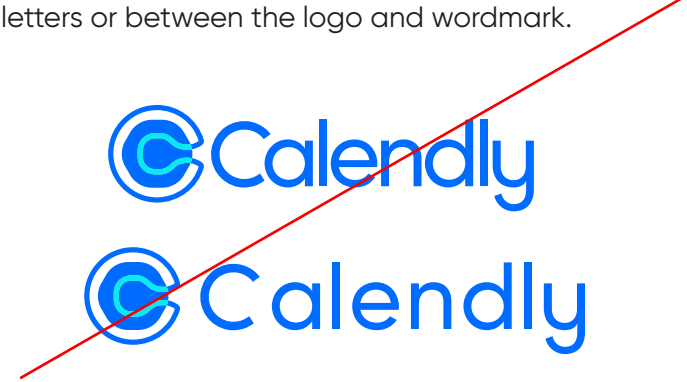
Don't place the brand mark on a background that is not solid

2.0 Usage
Don'ts

Don't rotate the wordmark in any manner



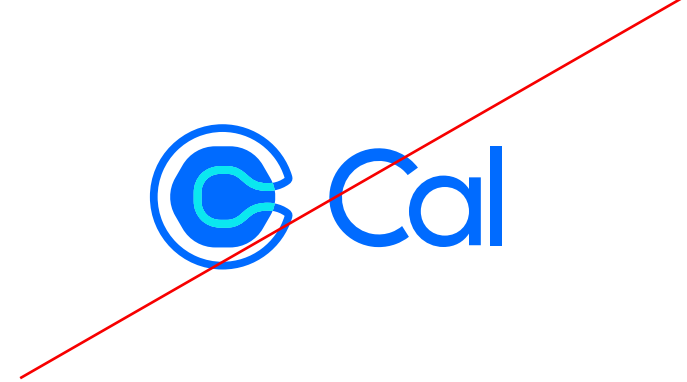
Don't alter the spacing between the wordmark letters or between the logo and wordmark.



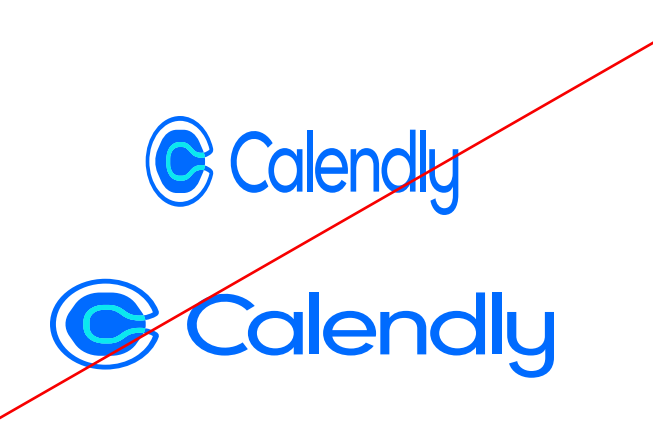
Don't outline the brand mark



Don't crop the wordmark



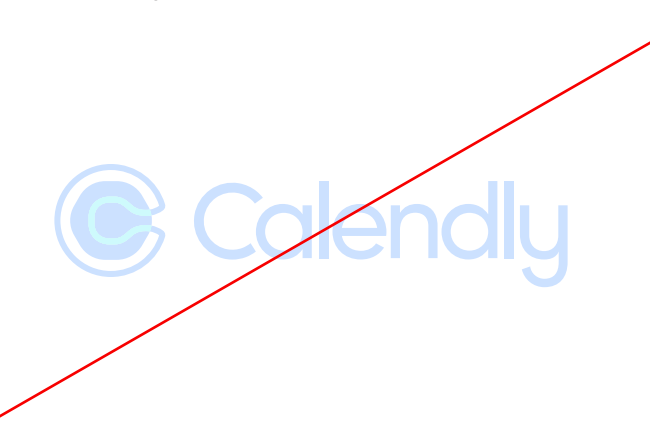
Don't stretch or squeeze the wordmark



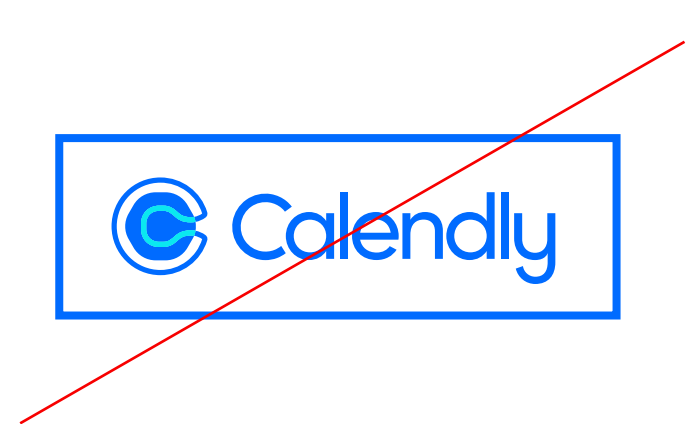
Don't scale one of the wordmark elements without the other



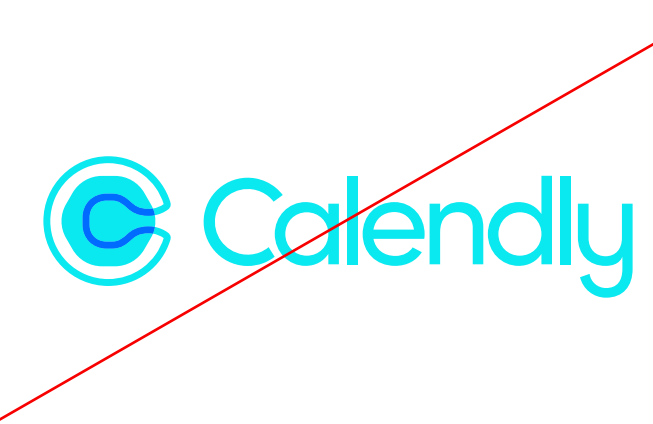
Don't change opacity or use as watermark



Don't place the wordmark in a container or shape



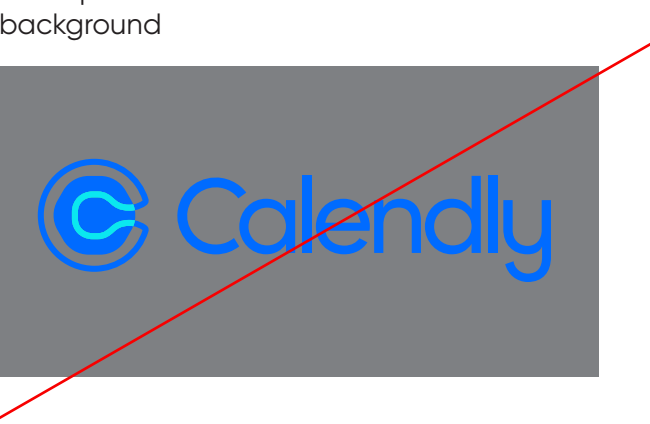
Don't change the color of the wordmark



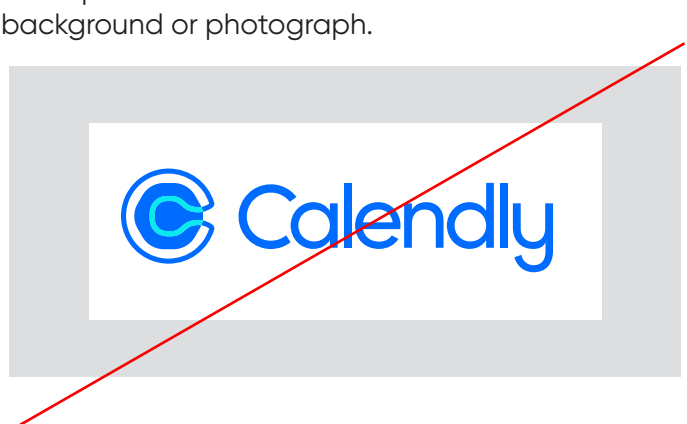
Don't add graphic treatments



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.



Don't mess
with these,
either,
please!)

Don't add any extra elements to the wordmark in any color.

Don't alter the spacing between the wordmark letters or between the logo and wordmark.

Don't outline the wordmark.

Don't crop.

Don't stretch or squeeze the wordmark.

Don't scale one of the wordmark elements without the other.

Don't change opacity or use as watermark.

Don't place the wordmark in a container or shape.

Don't change the color of the wordmark.

Don't add graphic treatments.

Don't place the brand mark on a low contrast background.

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



Easy Meetings Ahead

