



PoolParty Partner Media Kit

Logo & Brand Identity Guidelines

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Poolparty

Partner Media Kit / Boilerplate

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Boilerplate

Semantic Web Company (SWC) is the leading provider of graph-based knowledge technologies and the most complete semantic middleware platform on the global market. SWC is the vendor of PoolParty Semantic Suite, an innovative and enterprise-ready technology platform which helps organizations to build and manage Knowledge Graphs as a basis for various AI applications.

Semantic Web Company has been consistently awarded KMWorld's 'company that matters in knowledge management' and according to Gartner, PoolParty Semantic Suite is a 'representative product' for 'Hosted AI Services'. With Credit Suisse, Roche, Philips and Asian Development Bank (ADB) among their customer base of Global 2000 companies, Semantic Web Company is continuously helping customers to roll-out their knowledge management and AI strategy within their organizations.

Semantic Web Company is headquartered in Austria, with a branch in the UK. To learn more, visit <https://semantic-web.com/> and <https://www.poolparty.biz/> or follow them on [LinkedIn](#) and [Twitter](#).

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Partner Media Kit / Logo

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Logo

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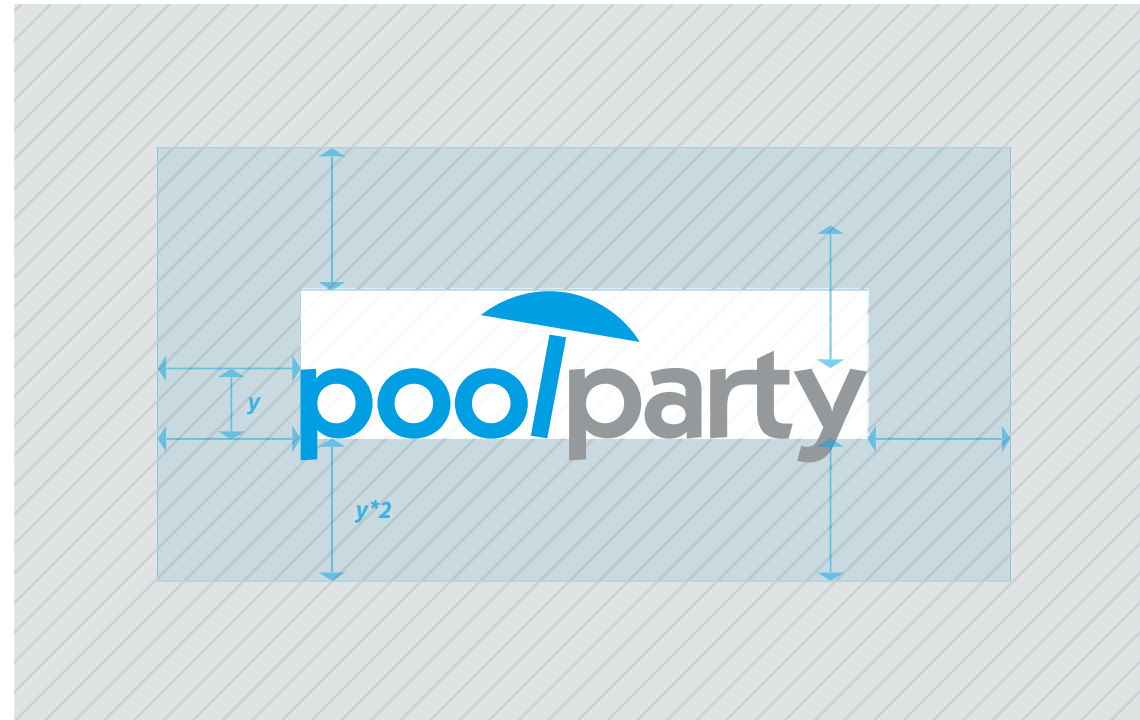
Logo Clear Space

The grey striped area indicates a safe zone. Other graphical and visual elements can be safely positioned up to the adjoining blue area.

Blue indicates clear space. The blue area must be kept free from all other graphical and visual elements.

The minimum required clearance is defined by the measurement 'y' (equal to the height of the letters).

Partner Media Kit / Logo



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Primary Full Tone Color

This is the primary logo to use. This is your main go-to version of the logo, except for limited exceptions below.

Solid Black

The solid black version is only to be used for fax, and some forms of black/white commercial printing applications, such as local newspapers etc., where coarse halftone screens are used.

Solid White

The solid white version is to be used for placement on dark backgrounds

Social Media & Favicon

The icon can be used for social media applications and as a favicon

Partner Media Kit / Logo



[DOWNLOAD LOGO PACKAGE](#)

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Logomark

To ensure that our logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo. Some examples of logo misuse are shown below.

Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.

Do Not: Color

Do not change the colors - even if they look similar. Use the official color specifications detailed in these guidelines

Do Not: Background color

Background colors needs to have a sufficient contrast to the colors in the logo and should harmonize. In these examples, a white logo would be preferred.

Partner Media Kit / Logo



3 Typeface Details

Poolparty

When to Use:

Oxygen Bold is used for: Headings

When to Use:

Source Sans Pro is used for: all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Partner Media Kit / Typeface Details

Oxygen Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&()*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&()*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

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Color Specifications

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PoolParty Corporate Color Palette

The poolparty corporate palette consists of three colors: blue, green and purple.

PoolParty Blue is the core of our brand identity and should appear whenever possible for members to immediately identify our brand.

3 shades of gray can be used to add texture and depth to text, backgrounds, and illustrations:

Partner Media Kit / Color Specifications



Blue

CMYK 100, 0, 0, 0
Hex #00adee
RGB 0, 173, 238



Green

CMYK 60, 0, 100, 0
Hex #70be44
RGB 112, 190, 68



Purple

CMYK 100, 100, 6, 1
Hex #2f3089
RGB 47, 48, 137



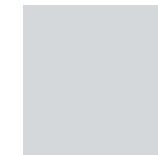
Dark grey

CMYK 8, 0, 0, 95
Hex #2b2e32
RGB 43, 46, 50



Medium grey

CMYK 5, 0, 0, 50
Hex #899196
RGB 137, 145, 150



Light grey

CMYK 3, 0, 0, 20
Hex #c8cfd3
RGB 200, 207, 211