Brand Guidelines
Hello.
We’re happy you’re here
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Section one: Defining our brand

In which we outline the building blocks of Slack brand, including what we stand for, what sets us apart, why we choose the words we choose, and how we have decided to show up in the world.
Who we are

Slack is where work happens. It’s where people have the perfect conditions to connect, to align, to get context; so they can work toward shared goals, together.

Our mission is to make people’s working lives simpler, more pleasant and more productive.

Our vision is a world where organizations can achieve agility easily, no matter their size.

Please use “Slack” only as an adjective followed by a description of our services. “Slack” should not be used as a verb, plural, or possessive.
How we describe the need for Slack

Challenge
The fundamental challenge common to all organizations is one of coordination: the creation and maintenance of alignment over time; the ability to turn groups of individuals moving in many directions into teams moving in the same direction.

Solution
Slack offers a new choice: a better way to work together by replacing email inside companies of all sizes; providing a place that connects their conversations, information, and software.

Result
With Slack we all have the power to do our best work: individuals, teams, organizations, and even software.
Slack Brand Guidelines

Design Elements
Brand values

Empathy
Giving people the benefit of the doubt and the respect that is due to them. Being human and recognizing the humanity in others. Being understanding and appreciative.

Courtesy
Making an effort to save others time (everyone’s time is important, regardless of rank or title). Going the extra mile to make it easier for others; preparing in advance, anticipating needs. Being honest, humble and fair.

Craftsmanship
Respect for excellence. Mastery.
Great care. Attention to detail.
Always learning to do it better. Sweating the small stuff. Acting intentionally, mindfully and on purpose.

Playfulness
Looking at the world sideways, being curious, improvising. Playing well with others; being open for the pass. Providing delightful experiences to our customers.

Solidarity
Taking the interests of all into account. Seeing ourselves as part of a team, rather than a collection of individuals. Seeking harmony and community.

Thriving
Living fully. Flourishing.
Taking this opportunity to do the best work of your life and supporting others in doing the same. Taking pleasure in the exercise of your craft and playing with your whole heart. Engaging your responsibilities with drive, inspiration, and presence.
Persona and personality

We are: Creative, professional, thoughtful, respectful, purposeful and curious; We are smart, humble, hard-working, collaborative.

Our culture turned inward creates our product; our culture turned outward creates our brand.

Our brand is a reflection of who we are as a company and what we represent in the world of work.

If nothing else, our outward-facing brand should represent the best of what we bring to work as colleagues at this company. Smart, humble, hardworking and collaborative.

We are deliberately human — we aim to be an ideal colleague: One that works on the basis of respect and admiration for working people; someone who communicates in a way that is smart, humble, hardworking and collaborative. Who doesn’t dominate the conversation and never wastes your time; who knows the answer if you have a question — and the context, and shows you how to find it yourself in the future.

We demonstrate our commitment to being customer-centric by placing those humans at the center of every communication; not ourselves.
The key to sounding like Slack is to speak directly to the user, in a voice that they can hear and recognize.

**We are humans, speaking to humans.** We distinguish ourselves from other business communication software through the way we use design and language to make communication feel simpler and more pleasant. By being deliberate and thoughtful with the way we use language, we encourage people to feel a deeper connection with Slack — and how they use it with their coworkers.

While we intend to have a more conversational, human tone in the main; that doesn’t mean that we’re overly informal. Our tone will vary depending on the audience, the context, and the information we need to get across.

Our voice isn’t just an intrinsic part of the product, it’s an external representation of the people behind it. And because of that, we aren’t necessarily making hard rules about what to say or what not to say. But some of them are a little firm.
Voice and tone

Here’s what we are (and aren’t):

- Confident (never cocky)
- Witty (but never silly)
- Conversational (but always appropriate and respectful)
- Intelligent (and always treats our users as intelligent, too)
- Friendly (but not ingratiating),
- Helpful (never overbearing)
- Clear, concise and human.

We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way in which we say it. If people can’t see the substance for the style, we’ve gone wrong.

In writing: we value perspicuity above all. Be clear, be concise, omit unnecessary words, make sure that whatever you say has purpose; but don’t be robotic. Contractions are your friend.

We don’t use cheap words that recall the failures of those companies who have gone before us, and we don’t use Silicon Valley cliches and jargon. We would only describe people as Ninjas or Rockstars if they were actually those things for a living. We don’t lean on pop culture references or things that feel exclusionary.

We are considered and intentional with the words we use. We recognise and appreciate the power of language, and use it with eloquence and elegance (while never getting carried away with ourselves).

Nor do we mess around with Slack. We don’t use use Slacker/Slacking/Slackee to describe who we are or what we do. That means no “Happy Slacking!” to sign off emails, no matter how catchy a phrase it might be. While other people are free to make up whatever word they want to
Voice and tone

describe the using of Slack or someone who uses it, we do not (externally) claim any of these as official terms. That's up to others to decide. Something will surface eventually and be organically adopted: We don’t need to legislate on it.

It should go without saying, but it is still worth saying: Never use exclusionary terms, cultural appropriation, ableist language, misgendering or anything that could be interpreted as a slur. If you’re on the fence about whether you’re using something that could be taken as offensive, inflammatory or exclusionary, find another word.

We are authentic.
We like the people we’re talking to.
We’re proud of what we’re talking about.
That itself sets us apart.
Section 2: Design elements

In which we outline best practices for the use of Slack brand assets and offer useful examples.
The octothorpe

The octothorpe is composed of simple geometric shapes and four primary colors.

The symbol is legible at most sizes, and a small version is provided for micro applications.

The two basic shapes used in the octothorpe—a speech bubble and a lozenge—can be extracted and used as graphic elements.
Our logo

The Slack logo is composed of an octothorpe and a logotype set in Hellix Bold.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.
Our logo (for small use)

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide.

The small logo mark should be used at a size between 15px tall and 20px tall.

Only the horizontal logos are appropriate for small use. Do not use the stacked logo for small use.

**Maximum Sizing for Small Use Logo**

- 90px wide max, approx (or approx 1.25 inches)
- 20px height max, approx (or approx 0.28 inches)

**Minimum Sizing for Small Use Logo**

- 90px wide max, approx (or approx 0.7 inches)
- 15px height max, approx (or approx 0.2 inches)
Usage on backgrounds

The full-color logos should be used only on white, black, or aubergine colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.
One-color use

The one-color logo should be used only on photographs and color backgrounds within the Slack color palette.

The one-color logo should only be used in black and white colorways.

If using an aubergine background, we strongly prefer to use the full-color logo. However, if design limitations conflict with this, then the logo should appear in white on aubergine.
## Logo misuse

<table>
<thead>
<tr>
<th>Do not crop the logo</th>
<th>Do not distort the logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Do not change the transparency of the logo</strong></td>
<td><strong>Do not use drop shadows or any other effects</strong></td>
</tr>
<tr>
<td><strong>Do not shuffle around the colors of the octothorpe</strong></td>
<td><strong>Do not re-create using any other typeface</strong></td>
</tr>
<tr>
<td><strong>Do not use different colors</strong></td>
<td><strong>Do not outline logotype</strong></td>
</tr>
<tr>
<td><strong>Do not change the size or position of the octothorpe and logotype.</strong></td>
<td><strong>Do not rotate any part of the logo</strong></td>
</tr>
</tbody>
</table>
Core colors

Use these color proportions in any layout or collateral design. Text should always be set in black, white or aubergine.

Blue, yellow, green and red can be used as accent colors in the proportions shown above.

The blue has an accessible alternative #1264A3 for blue text links on a white background. The green has an accessible alternative #007A5A for success states on the web. We also use Aubergine Null (#611F69) and Aubergine Active (#7C3085) to create zero and hover states on the web.
**Secondary colors**

Do not use secondary colors for text. Only use white (#ffffff) or black (1C1D1C) text over secondary color backgrounds.

Use the text pairings above as a guide for accessibility.

Secondary colors can be used with our core colors, but this should be limited.
Accessible color combinations

All examples shown pass the contrast standards with the exception of small blue text on an aubergine background. Never typeset small blue text on aubergine. Instead, reserve blue text on aubergine backgrounds only for larger headline typography.
Typography: Larsseit

Slack headlines are set in Larsseit. When using Larsseit to create headings on embedded or printed collateral for Slack, always typeset it with Optical kerning, set the tracking to 0, and set in sentence case. Do not set in all-caps or all-lowercase. When using Larsseit to typeset headings on the web, set the letterspacing to -1px for smaller headlines and -2px for larger headlines.

Note: If converting G Slides to Keynote or Powerpoint, use Larsseit throughout for headlines and body text. If the presentation originates in Keynote or Power Point, follow regular brand font guidelines.

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Extrabold
Extrabold Italic

Typography: Slack Circular

Typeset all text and paragraph text in Slack Circular. When using Slack Circular to set text on embedded or printed collateral for Slack, always typeset it with Optical kerning, set the tracking to -10, and set in title case or sentence case (as determined by the content). Do not set in all-caps or all-lowercase.

When using Slack Circular to typeset text on the web, set the letterspacing to 0px for normal paragraphs and -0.2px for hero paragraphs.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Book
Book Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Brick quiz whangs jumpy veldt fox.
Glib jocks quiz nymph to vex dwarf.
Požiadavkou Motorického.
Bright vixens jump; dozy fowl quack.
OŻywiona Matemático.
Quick wafting zephyrs vex bold Jim.
Architekten Zwitserland.
Praktischer Revolutions.
A better way to work

Simpler, more pleasant and more productive

The kind of thing you don’t know you need, but once you have it, you can’t live without it. It feels like the natural evolution of work.

After all, every organization needs a little Slack.

There is an enormous and heretofore largely unmet demand for an easier way to coordinate and align people. That demand is why Slack is here today, and why Slack is being adopted all over the world. Email is the default coordinating point for communications and the go-to platform enterprise software developers use when they need to reach human beings, but inside a company it works poorly. Enormous flows of information course through it, but each person has only a tiny view. Email holds rich history: all the decisions made, questions answered and information shared, but if you’re new to a company, or just in the wrong inbox, you have access to none of it. Rather than inboxes, all those messages are organized into channels. Channels can correspond to anything - projects, teams, planning, office locations, business units, functional areas, temporary channels for things like planning an offsite. Unlike email, Slack was designed from the bottoms-up to integrate with the software tools you use every day. Whatever tools you already use, Slack vastly increases the value of your software investment, by making it easier to access, easier to act upon, and easier to share.

We believe that the advantages are so great that a shift to working on Slack, or something like it, is inevitable.

Share channels with companies and businesses you regularly work with to bring all the right people into the same room.

“...
Slack Brand Guidelines Design Elements
Proxima Nova is the web-safe font to use on all text when Slack’s brand fonts are not available (Google Docs, Slides, etc.).

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Li Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Normal
Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic
Extra Bold
Extra Bold Italic

Brick quiz whangs jumpy veldt fox.
Glib jocks quiz nymph to vex dwarf.
Požiadavkou Motorického.
Bright vixens jump; dozy fowl quack.
OŻywiona Matemático.
Quick wafting zephyrs vex bold Jim.
Architekten Zwitserland.
Praktischer Revolutions.
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We believe that the advantages are so great that a shift to working on Slack, or something like it, is inevitable.

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Localized languages

Japanese
Font size is 15% smaller than English. In general, the Japanese characters tend to be bigger than Roman alphabets and numbers even when set at the same font size (with “Western” fonts, in particular).

Noto Sans is used for the Slack App/ui Hiragino Gothic is used for Google Slides

Portuguese, Spanish, French and German
Font size is 10% smaller than English. Allow for 20-30% more characters.
In which we break down the difference between different uses of the logo and the mark, and where we use them.

For anything that faces an eternal audience we use the full Slack logo to build equity around our core brand. Swag included because it faces external audiences.

For internal-facing programs we use the logo mark. This makes it clear these programs are still part of Slack while allowing for some individuality.

Adjacent brand logos are unique, but use the Slack logo font and incorporate a speech bubble to create a link back to the Slack logo.
Master brand offerings

Master brand offerings are any external facing programs created and offered by Slack.

For master brand offerings, we lockup the Slack logo with the program name. The program name is typeset in Hellix light, optical kerning, with -10 tracking, out to the right of the slack logotype, separated by a distance equal to “A” (the distance between the octothorpe and the logotype).
Partnerships

For partnerships, we lockup the Slack logo with a partner logo, preferably with Slack coming first.

Use clear space between logos. Clear space should be octothorpe-sized and divided in half by a vertical line.

Partner logos should be aligned to the optical baseline of Slack’s logotype.

We are excited to work with you! We kindly ask you adhere to the following:

- Do not use the Slack name or marks as part of your own.
- Do not use Slack in any advertising without our explicit approval.
- Do not use the Slack assets or similar words/marks on apparel or merchandise.
Slack Frontiers is where "impossible" ideas become next year's goals. It's where we expand our vision, get fresh perspectives, and look more closely at the things we do every day to see how we can make them better.
Adjacent brands

Adjacent brands are initiatives, conferences, etc. that are not directly part of the Slack product.

For adjacent brands, a unique logomark is constructed on the same 19×19 grid as the octothorpe, and using at least one of the octothorpe’s speech bubble shapes. The adjacent brand logotype is typeset in Hellix Bold, Optical kerning, with -5 tracking, out to the right of the Slack logotype, separated by a distance equal to “A” (the distance between the octothorpe and the logotype).
Departments

For departments we lockup the department name with our logo mark. The departmental lockup is typeset in Hellix regular, optical kerning, with -10 tracking, out to the right of the octothorpe, separated by a distance equal to the octothorpe and divided by a vertical line halfway.
Illustrations

Our illustrations should always reflect the Slack personality of human, approachable, smart and can be witty, but never silly.
Slack icons are used across different brand touchpoints from marketing, environment to product.

They provide symbolism, conceptual clarity, and visual interest in simplistic shapes and forms.
UI abstractions

We use different levels of abstraction depending on the message we are trying to convey and the space we have for it.

Use the full UI to refer back to our product, and isolated message panes to highlight a feature.

Actual text can be used in combination with abstracted content in order to highlight a specific feature or function.
Photography

Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.

**Avatars:** Relatable, human, warm, quirky, but not silly, colorful, but mature, personable.

**Still life:** Attainable, clear, concise, human, demonstrates Slack’s personality, simple, not overly complex.

**Lifestyle:** Aspirational, alludes to collaboration, confident, clear, focused, environmentally inclusive (the subject is a part of something bigger)
Video

**Lower thirds.** Design should be clean and clear. Names should be set in Larsseit bold, titles in Circular book and backgrounds set to 80% opacity.

**Ending slates.** All videos should end with the Slack logo, animated or still.

**Watermarked logos.** Watermarked logos should be placed in the upper left at 50% opacity.
Governance
1. General Terms

a. Slack permits its customers, third party developers, partners and the media ("you") [confirm this list] to use its name, trademarks, logos, web pages, screenshots and other brand features (the Slack "Brand Features", "Marks" or "logos") only in limited circumstances and as specified in these Guidelines. By using Slack's Marks, you agree to adhere to these Guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with Slack that addresses use of the Slack brand, that agreement shall govern your use of the Slack Marks.

b. The Slack marks include the Slack name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any of Slack's products.

c. List of trademarks:
   i. SLACK
   ii. The Slack logo
   iii. Where Work Happens
   iv. Slackbot
   v. Several People Are Typing
2. Trademarks

a. “SLACK” text usage guidelines
   i. The company name is “Slack Technologies, Inc.”
   ii. Do
      1. When “Slack” is used, use only as an adjective followed by a description of our services
      2. Examples: Slack collaboration software, others?
      3. If true, you’re welcome to say that your product integrates with Slack (we love that!), but please don’t use our name or marks as part of yours.
   iii. Do Not
      1. Don’t use “Slack” as a noun, verb, plural, or possessive
      2. Don’t use the Slack marks in a way that suggests a common, descriptive, or generic meaning
      3. Don’t register a domain containing the word “slack” or any variation thereof. Deliberate misspellings and transliterations are also not permitted.
      4. Do not apply for a trademark that includes the word “slack,” our logo, or any other words or marks similar to our own
      5. Do not use “Slack” or our other trademarks in connection with advertising (search engine or otherwise) without explicit approval from Slack
      6. Don’t use the Slack logo (with or without your company logo)
   iv. Marking
      1. For usage only within the U.S., use the ® symbol on the most prominent use of the word Slack (Slack®), and say “Slack is a registered trademark and service mark of Slack Technologies, Inc.” at the bottom of the page on which the Slack word mark first appears.

b. Logo use guidelines
   i. Download logos at [link]
   iii. Do:
      1. Ensure there is adequate space between the logo and surrounding elements.
      2. For the horizontal logo, the clear space around it should always be greater than or equal to the size of the octothorpe.
      3. For the stacked logo, the clear space around it should always be greater than or equal to the length of one lozenge in the octothorpe.
   iv. Do not:
      1. Please don’t modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by Slack, or in a way that confuses Slack with another brand (including your own).
      2. Don’t use any logos or similar imagery to represent Slack other than the examples we have provided in the Slack Brandfolder.

2. For international use, do not use the ® symbol. Instead say “Slack is a trademark and service mark of Slack Technologies, Inc., registered in the U.S. and in other countries.” at the bottom of the page on which the Slack word mark first appears.
3. On all marketing materials, include “Copyright 2019 Slack Technologies, Inc.” marking at bottom, right justified for all marketing materials. [Minimum font size to be specified (e.g., cannot be smaller than N pt font -OR- needs to be legible)]
2. Trademarks

3. Don’t use a Slack Asset as a substitute for your own — if you don’t have a logo, please do not co-opt ours
4. Don’t overprint or obstruct any part of the logo
5. Don’t add special effects to the logo, including animation
6. Don’t use old versions or any other marks or logos to represent our brand
7. Don’t distribute or otherwise make available our logos, marks, or assets
8. Don’t crop the logo
9. Don’t outline logotype
10. Don’t rotate any part of the logo
11. Don’t distort the logo
12. Don’t use drop shadows or any other effects
13. Don’t re-create using any other typeface
14. Don’t change the transparency of the logo
15. Don’t shuffle around the colors of the octothorpe
16. Don’t use different colors
17. Don’t change the size or orientation of the octothorpe and logotype in relation to each other
18. No disparaging or objectionable use is permitted

C. Screenshots
   i. Screenshots of the Slack software and website are permitted for instructive, educational, or illustrative purposes
   ii. Don’t alter screenshots, except to resize
   iii. Don’t include screenshots in your product user interface
   iv. Don’t use screenshots that contain third-party content without the permission of the third party
   v. Don’t use screenshots that contain an image of an identifiable individual or other personally identifiable information
3. Visual design of your website or application

a. When designing your own website, we encourage you to be yourself. But please do not copy or imitate the look and feel of Slack’s products or sites. Doing so may create user confusion or imply Slack’s endorsement.

b. Please do not use, display, mirror or frame (including in meta-tags or hidden text) Slack websites, or any individual element of Slack websites, or any other Slack Assets, or the layout and design of any page or form contained on a page.

c. If utilizing the Slack API to support your service or application, you must avoid suggesting your service or application is produced or supported by Slack. If we believe ambiguity exists, we may request that you state clearly that your service is “not created by, affiliated with, or supported by Slack Technologies, Inc.”

d. If we ask you to include such a message on your page, you must ensure that it is displayed on the initial page load and is clearly visible on either a dark or light background. Text should be a minimum of 15pt. and a minimum of 80% opacity black or white in color.
4. Trade dress

a. Do not use or imitate Slack's distinctive “look and feel” or other identifiable and unique visual elements of the Slack brand assets, Slack software or www.slack.com website, including (but not limited to) the color combinations, graphics, sounds, icons, typefaces, or other stylization.
5. Merchandise

a. Do not use the Slack Assets or any other confusingly similar words or marks on any apparel, toy, product, or other merchandise.

b. If you’re interested in purchasing Slack branded goods, we sell a range of official products in the Slack Shop. All proceeds are donated to charity.
6. Use requirements and terms

a. Any use of Slack brand assets must conform to these guidelines.
b. These guidelines may be modified at any time. Use of the Slack brand assets constitutes consent to any modifications to the guidelines.
c. Slack has sole discretion in determining if use of the Slack assets violates these guidelines.
d. Termination: Slack may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.
e. Reservation of Rights: Slack is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Use of the Marks pursuant to this license shall not be construed as limiting any of Slack’s rights in the Marks.
f. SLACK DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE SLACK MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.
g. Contact us (at help.slack.com?) to request use of brand assets in a manner inconsistent with the guidelines or for any questions.
Questions?

For any brand inquiries contact brand@slack-corp.com