ESTUARY

ESTUARY VISUAL IDENTITY GUIDELINES

March 2025

CONTENT

LOGOTYPE

Clear Space Requirements

The Estuary logo must always be clear and unobstructed in all applications. Maintain adequate clear space around the logo to ensure visibility and prevent interference from other design elements.

The minimum clear space above and below the logo is equal to the height of the icon, while the clear space on the left and right is equal to the width of the icon. This spacing ensures the logo retains its visual strength and remains recognizable in all contexts.

LOGOTYPE

Proper use of the Estuary Logotype

Always use the appropriate version of the logo to ensure clarity and brand consistency across all applications. Maintain sufficient clear space around the logo to prevent visual clutter and interference from other elements.

- ✓ Use the full-color logo on light backgrounds for maximum visibility.
- ✓ Use the white or monochrome version on dark backgrounds to maintain contrast.
- ✓ Ensure the logo is never stretched, distorted, or altered in any way.

ESTUARY COLOR PALETTE

Primary palette

Blue

HEX 5072EB

RGB 80 114 235

CMYK 66, 51, 0, 8

Green

HEX 6ED5D6

RGB 110 213 214

CMYK 49, 0, 0, 16

Dark Blue

HEX 04192B

RGB 4 25 43

CMYK 91, 42, 0, 83

Gray

HEX 47506D

RGB 71 80 109

CMYK 35, 27, 0, 57

Secondary palette

Violet

HEX 625EFF

RGB 98 94 255
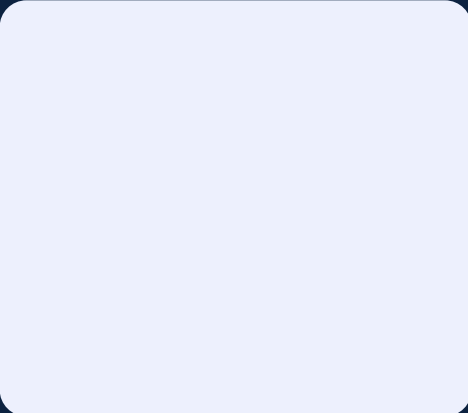
CMYK 62, 63, 0, 0

Violet 300

HEX A4B6F4

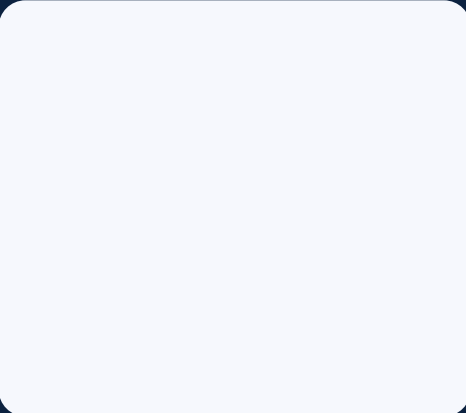RGB 164 182 244

CMYK 33 25 0 4

Violet 200

HEX EEF1FD

RGB 238 241 253

CMYK 6 5 0 1

Violet 100

HEX F6F8FE

RGB 246 248 254

CMYK 3, 2, 0, 0

ESTUARY COLOR COMBINATIONS

All the examples provided here adhere to established contrast standards to ensure optimal readability and accessibility. However, there is one exception: small white text placed on a light violet background (Violet 300). This specific combination does not meet the necessary contrast ratio for clear legibility, particularly for users with visual impairments or those viewing content on lower-quality screens.

To maintain accessibility and visual clarity across all applications, avoid using small white text on Violet 300. Instead, opt for a darker text color, such as deep gray or black, to enhance contrast.

WHITE ON DARK BLUE
WHITE ON DARK BLUE
White on Dark Blue
White on Dark Blue

White	Dark Blue
HEX FFFFFF	HEX 04192B

DARK BLUE ON BLUE
DARK BLUE ON BLUE
Dark Blue on Blue
Dark Blue on Blue

Dark Blue	Blue
HEX 04192B	HEX 5072EB

GREEN ON DARK BLUE
GREEN ON DARK BLUE
Green on Dark Blue
Green on Dark Blue

Dark Blue	Green
HEX 04192B	HEX 6DD4D5

GREEN ON DARK BLUE
GREEN ON DARK BLUE
Green on Dark Blue
Green on Dark Blue

Blue	White
HEX 5072EB	HEX FFFFFF

DARK BLUE ON VIOLET
DARK BLUE ON VIOLET
Dark Blue on Violet
Dark Blue on Violet

Dark Blue	Violet 300
HEX 5072EB	HEX 04192B

WHITE ON VIOLET
WHITE ON VIOLET
White on Violet
White on Violet

White	Violet 300
HEX FFFFFF	HEX 04192B

WHITE ON BLUE
WHITE ON BLUE
White on Blue
White on Blue

White	Blue
HEX FFFFFF	HEX 5072EB

GRAY ON WHITE
GRAY ON WHITE
Gray on White
Gray on White

Gray	White
HEX 47506D	HEX FFFFFF

ESTUARY TYPOGRAPHY

H2   36PX   INTER   BOLD   UPPERCASE

MEET THE FASTEST, MOST RELIABLE CDC

Inter

Aa

Title2   20px   Inter   Bold

Meet the fastest, most reliable CDC

Body 3   18px   Inter   Regular

Meet the fastest, most reliable CDC

Inter is a modern and versatile sans-serif typeface, specifically designed for digital interfaces. It draws inspiration from both humanist and neo-grotesque styles, striking a perfect balance between clarity, functionality, and elegance.

ESTUARY BOILERPLATE

One sentence

Estuary Flow unifies real-time and batch data integration, eliminating data silos and complexity at enterprise scale.
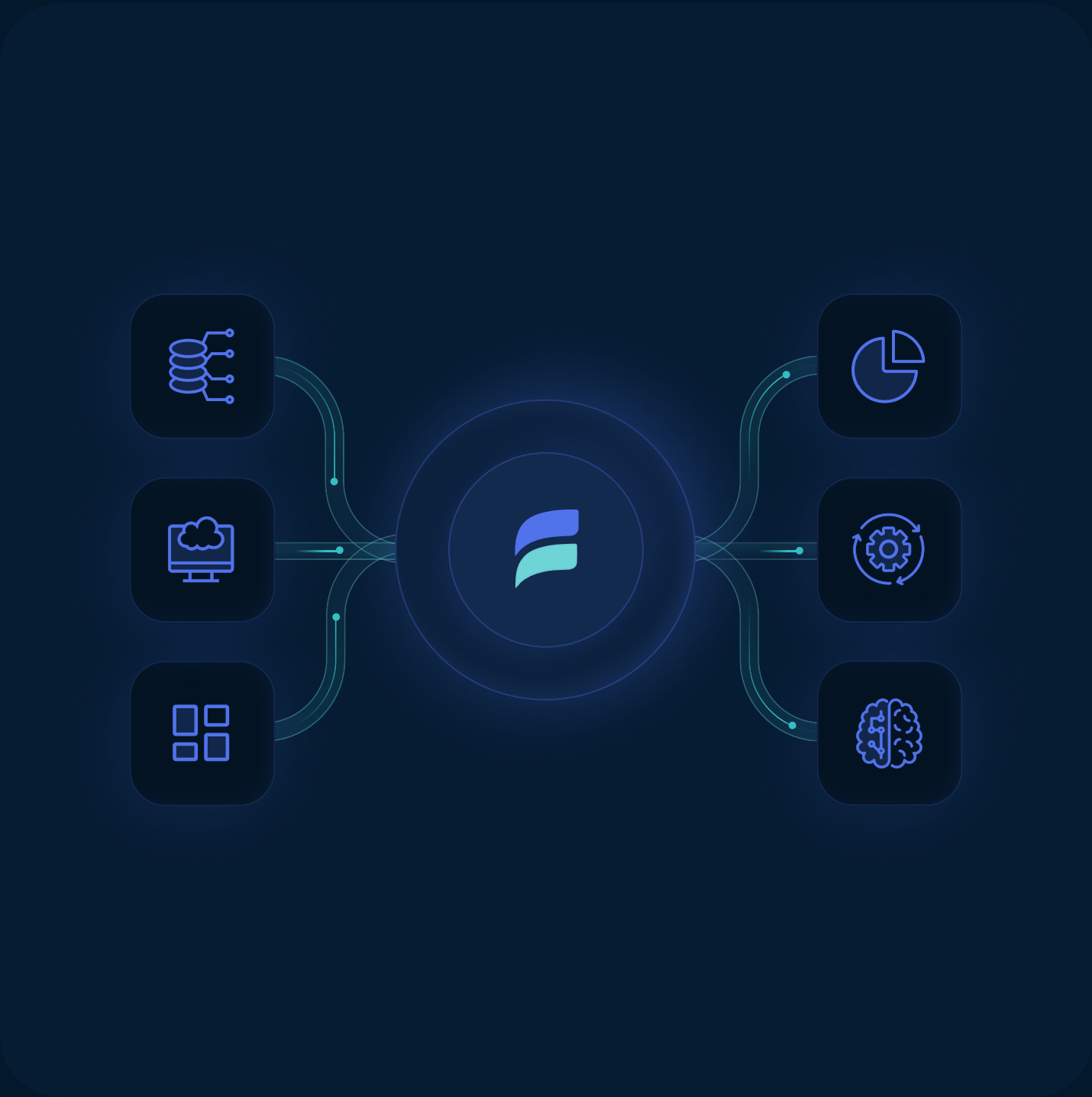
Short form

Estuary is the enterprise-grade platform that simplifies and unifies your data pipelines, providing frictionless integration of streaming, batch, and historical data, ensuring reliability, scalability, and operational efficiency, all without writing a single line of code.

Long Form

Estuary empowers enterprises to bridge the gap between batch and real-time data, consolidating complex integration pipelines into one reliable platform. Designed specifically for data architects, engineers, and enterprise leaders, Estuary eliminates the need for disparate data tools, providing a unified solution for streaming, batch, and historical data processing.

With petabyte-scale capabilities, built-in schema evolution, automated deduplication, and an intuitive no-code interface, Estuary ensures data consistency, reduces operational complexity, and accelerates your organization's analytics, AI, and business decisions— all while maintaining enterprise-grade security, governance, and scalability.

ASSETS

1. <u>ESTUARY LOGO</u>

2. <u>FONT: INTER</u>

3. <u>ESTUARY BOILERPLATE</u>

THANK YOU!