caldera

contact@calderapbc.com

Caldera *Brand Guidelines*

01 Logo

Use the supplied files without changes. Use slate on light backgrounds and white on dark backgrounds and photos. Logo files in SVG and PNG are at calderapbc.com/brand.



Caldera, slate



Caldera, white



Mesa, slate



Mesa, white



Clear space: half the wordmark's height on every side.



Minimum size: 0.75in or 80px wide.

Please don't



× Stretch or squash it



× Recolor it



× Rotate it or add effects

× Place it with low contrast

02 Type

Our typefaces are licensed and can’t be shared. Use the fallbacks listed below.

Söhne

Headlines and body text. Fallback: Helvetica or Arial.

Tiempos

A short italic phrase in a headline. Fallback: Georgia Italic.

03 Color

Use mostly slate and white, with terracotta as the accent color.

Slate
#12213D
RGB 18 33 61

White
#FFFFFF
RGB 255 255 255

Mist
#E4E8EE
RGB 228 232 238

Terracotta
#9C5534
RGB 156 85 52

Secondary colors

Slate soft
#2A3F5F
RGB 42 63 95

Terracotta deep
#6E3A22
RGB 110 58 34

Peach
#D4A27E
RGB 212 162 126

Peach soft
#F0DED2
RGB 240 222 210

Sage
#9EBC9A
RGB 158 188 154

Sage deep
#5B7D5E
RGB 91 125 94

Sky
#A6BACC
RGB 166 186 204

Sky soft
#E0E7ED
RGB 224 231 237

04 Co-branding and review

Send us anything that names Caldera or Mesa before it’s published.

What to send
Press releases, case studies, co-branded materials, and anything that quotes our team.

Partnerships
Please describe the relationship accurately, for example customer, integration partner, reseller, etc.

Tone
Warm, plain, and specific. Describe what Mesa does in full sentences, with a concrete example where you have one.

Turnaround
We reply within three business days and can provide photos and approved quotes.