SITE123

Brand Kit

Logo, icon and color guidelines

Version 2.0 • November 2026

The logo



Icon

Wordmark: SITE in Regular, 123 in Bold



Icon only

For square spaces: app icon, favicon, social profile.

The idea

The icon is a page with two lines of content and three dots that fade out, like an AI that is still typing.

It keeps the blue page people know from SITE123 and adds the new story: you describe your site, and AI builds it.

Primary logo

Use the horizontal logo by default.
Use the icon on its own only where the brand is already clear, such as an app icon, favicon or social avatar.

Construction

Icon, 32 x 32 px grid



All values in pixels at 32 px. Scale by 2 for 64 px, by 4 for 128 px.

Measurements (px at 32 px)

Tile	28 x 28, corner radius 3, 2 margin
Lines	14 x 3, corner radius 0.5, 3 apart
Dots	3 wide, 1 apart, aligned left with the lines
Dot opacity	100%, 65%, 35%
Inner margins	7 top, left and right, 6 bottom
Centering	Sits 0.5 px low to balance the light dots

Favicon, 16 x 16 px grid



Full-size tile, corner radius 2
Lines 10 x 2, 1 apart
Dots 2 wide, 1 apart
Margins 3 left and right, 4 top and bottom

Logo proportions



T is the tile size. The gap is one third of T, the wordmark's cap height is 9/16 of T, and the caps are centered on the tile.

Color versions



Primary, on white

The default for every white or light surface.



On navy

Icon stays blue, wordmark turns white.



On brand blue

Icon tile turns white so it doesn't disappear into the blue.



On light gray

For off-white surfaces. Avoid mid-tone backgrounds.

One-color versions

Black

Single-color print, fax, engraving, documents.

White

Single-color print on dark material, embroidery.



One ink means solid dots

A single ink can't print tints, so the fading dots become three solid dots. Use this version whenever only one color is available. In full color, always use the fading dots.

Clear space and size

Clear space



Keep at least x clear on every side, where x is one quarter of the blue tile's height. Nothing else enters this zone: text, edges, photos.

Minimum size

SITE123

Full logo
24 px tall on screen
8 mm tall in print

Icon only
16 px on screen (use the favicon file, see Icon page)
5 mm in print

Icon

App and social icon



128 px 96 px 64 px 32 px

Drawn on a 32 x 32 pixel grid, so lines and edges stay sharp at 32 px and its multiples. Use it from 32 px up.

As an app icon

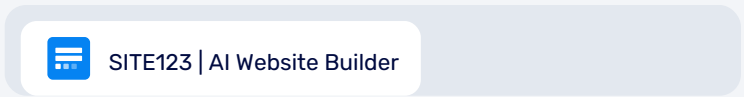


White or blue container, icon at about 70% of the width.

Favicon (16 px)



Full color One ink



Actual size in a browser tab

At 16 px the icon is redrawn on the 16 x 16 pixel grid, with a full-size tile and 2 px lines and dots, so it stays clear in a browser tab. Use it for favicon.ico and favicon-16.png.

Colors

Brand Blue

#0583F2

HEX	#0583F2
RGB	5 131 242
CMYK	98 46 0 5

Icon tile, links, highlights.

Orange

#F26A1B

HEX	#F26A1B
RGB	242 106 27
CMYK	0 56 89 5

Accent for buttons and calls to action. Use sparingly, never in the logo.

Navy

#010B40

HEX	#010B40
RGB	1 11 64
CMYK	98 83 0 75

Wordmark, headings, body text, dark backgrounds.

Gray

#5F6373

HEX	#5F6373
RGB	95 99 115
CMYK	17 14 0 55

Secondary text, captions, icons in UI.

White

#FFFFFF

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0

Backgrounds, icon lines, text on navy.

Contrast (WCAG)

Aa

Navy on white
18.7 : 1
All text sizes

Aa

Gray on white
6.0 : 1
All text sizes

Aa

Navy on orange
6.1 : 1
All text sizes

Aa

Navy on blue
4.9 : 1
All text sizes

Aa

White on blue
3.8 : 1
Large or bold text and icons only

Aa

White on orange
3.1 : 1
Large or bold text only, such as buttons

CMYK values are converted from RGB. Ask your printer to proof them before a print run.

Typography

Rubik

The wordmark is set in Rubik, a free typeface on Google Fonts.
SITE uses Regular, 123 uses Bold. Use Rubik for headlines next to the logo.

Build your website in minutes

Bold
Headlines and the 123 in the wordmark

Build your website in minutes

Medium
Subheads, labels, buttons

Build your website in minutes

Regular
Body text and the SITE in the wordmark

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Download
fonts.google.com/specimen/Rubik

What to avoid



Don't stretch or squash it



Don't recolor it, not even in orange



Don't add shadows or effects



Don't rearrange icon and wordmark



Don't use faded dots in one-color print



Don't place it on mid-tone colors