slack

Brand Guidelines

👋

Hello.

We're happy you're here

Table of contents

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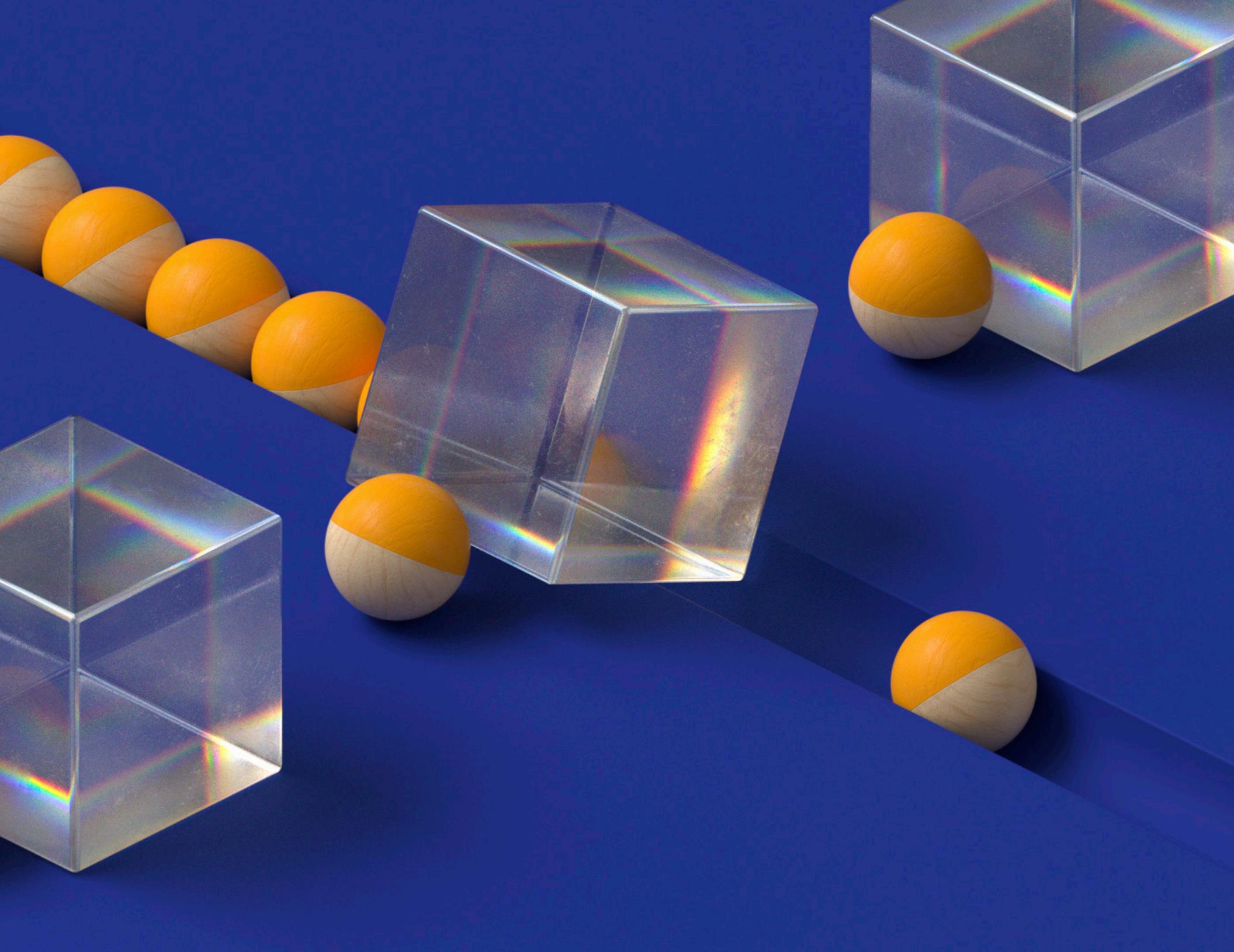
The fundamental challenge common to all organizations is one of coordination: the creation and maintenance of alignment over time; the ability to turn groups of individuals moving in many directions into teams moving in the same direction.

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.

Brand values

Empathy
Understanding. Appreciation. Generosity.
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
Kindness. Generosity. Thoughtfulness.
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.

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

Solidarity
Unity. Mutual Support. Cooperation.
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.

Voice and tone

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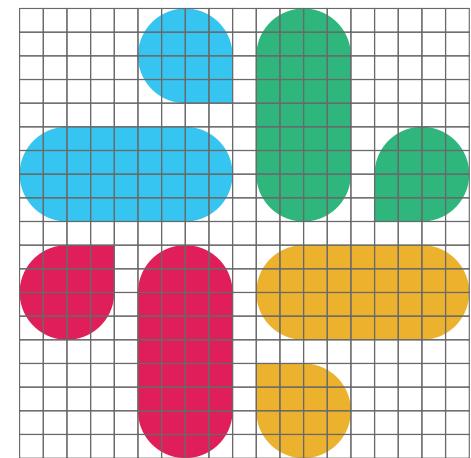
The symbol is legible at most sizes, and a small version is provided for micro applications.

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

Octothorpe

19×19 Grid
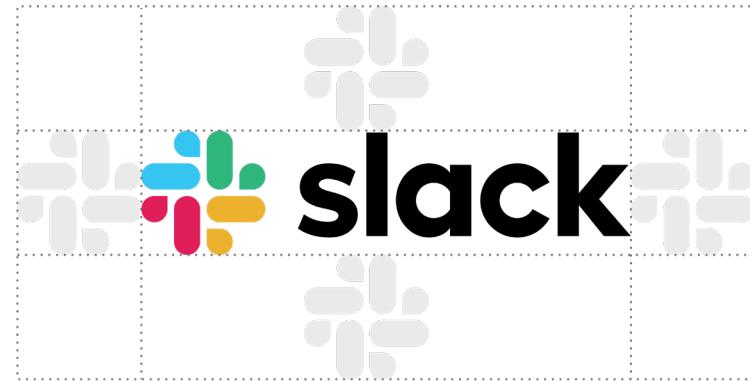
Our logo

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
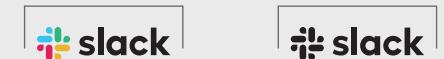
90px wide max, approx

(or approx 1.25 inches)

20px height max, approx

(or approx0.28 inches)

Minimum Sizing for Small Use Logo

90px wide max, approx

(or approx 0.7 inches)

15px height max, approx
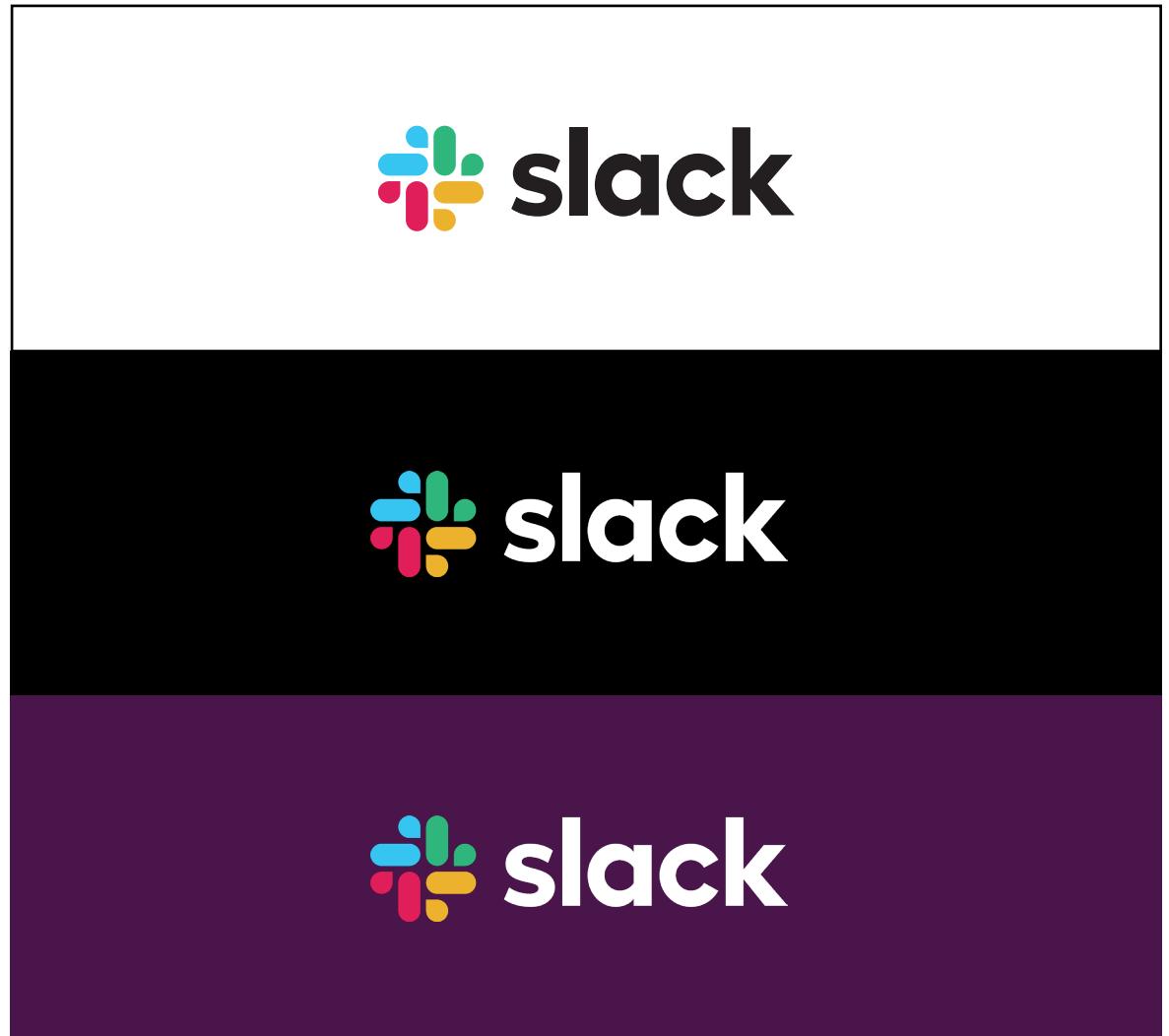
(or approx 0.2 inches)

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.
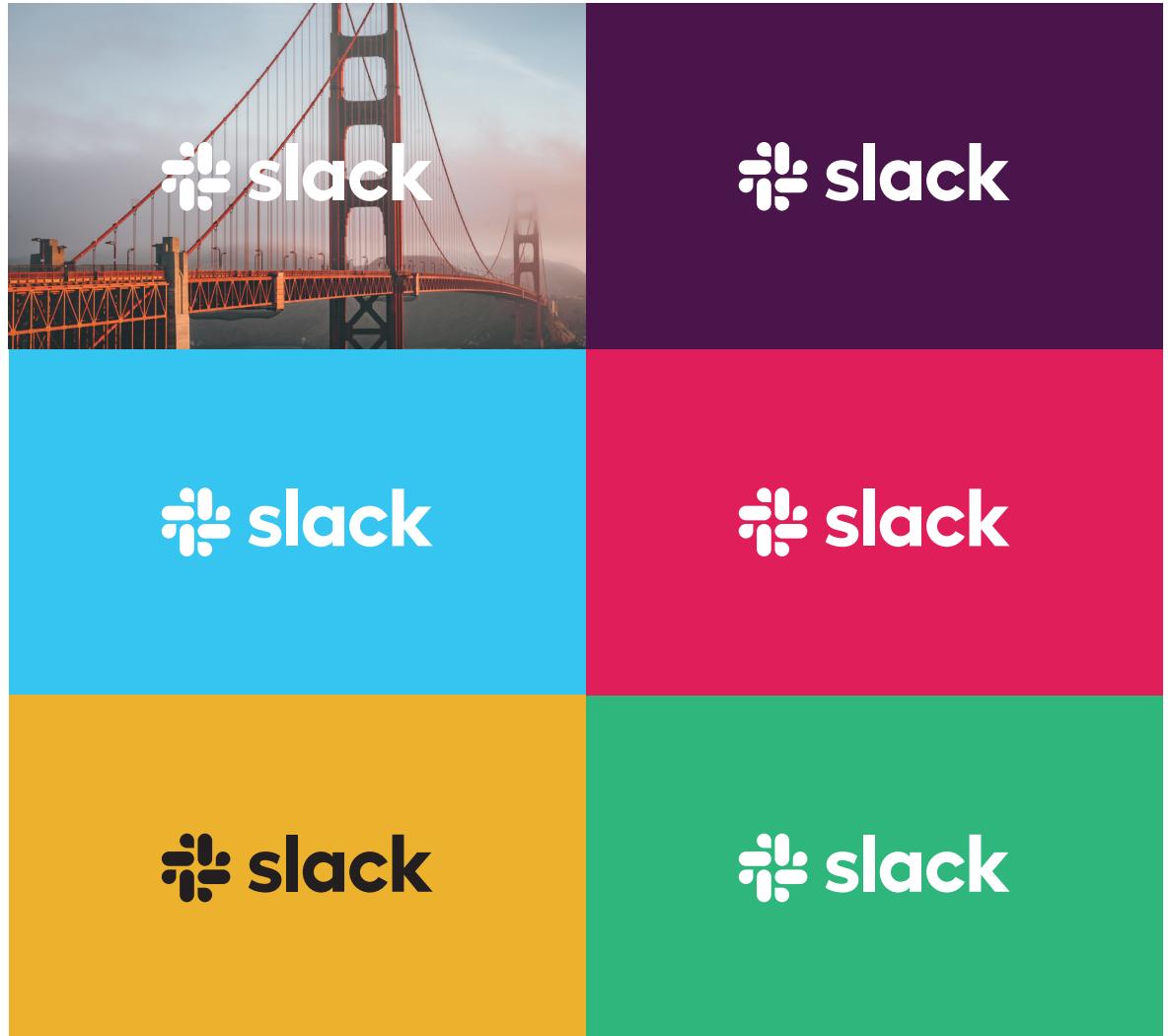
One-color use

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

Do not crop the logo

Do not change the transparency of the logo

Do not shuffle around the colors of the octothorpe

Do not use different colors

Do not change the size or position of the octothorpe and logotype.

Do not distort the logo

Do not use drop shadows or any other effects

Do not re-create using any other typeface

Do not outline logotype

Do not rotate any part of the logo

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.

White
HEX   ffffff

Black
PMS   Black
CMYK   0-0-0-100
RGB   0-0-0
HEX   000000

Aubergine
PMS   261
CMYK   68-95-33-22
RGB   74-21-75
HEX   4A154B

Aubergine (Null)
HEX   611F69

Aubergine (Active)
HEX   7C3085

Blue
PMS   298
CMYK   65-10-2-0
RGB   54-197-240
HEX   36C5F0

Green
PMS   2250
CMYK   79-2-75-0
RGB   46-182-125
HEX   2EB67D

Yellow
PMS   7409
CMYK   4-33-98-0
RGB   236-178-46
HEX   ECB22E

Red
PMS   214
CMYK   13-100-36-0
RGB   224-30-90
HEX   E01E5A

Blue (Accessible)
HEX   1264A3

Green (Accessible)
HEX   007A5A

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.

PMS 7568 C CMYK 45-94-43-25 RGB 124-40-82 HEX 7C2852	PMS 7623 C CMYK 27-99-95-27 RGB 124-40-82 HEX 921D21	PMS 709 C CMYK 0-78-48-0 RGB 242-96-106 HEX F2606A	PMS 489 C CMYK 0-19-22-0 RGB 254-212-190 HEX FED4BE
PMS 2060 C CMYK 24-78-19-0 RGB 192-91-140 HEX C05B8C	PMS 2439 C CMYK 10-54-61-0 RGB 222-137-105 HEX DE8969	PMS 495 C CMYK 1-32-13-0 RGB 246-187-193 HEX F6BBC1	PMS 7604 C CMYK 3-5-9-0 RGB 244-237-228 HEX F4EDE4
PMS 130 C CMYK 0-43-100-0 RGB 255-161-0 HEX FFA100	PMS 3425 C CMYK 87-37-95-32 RGB 24-95-52 HEX 185F34	PMS 2221 C CMYK 81-23-35-1 RGB 0-150-162 HEX 0096A2	PMS 661 C CMYK 100-94-9-1 RGB 30-50-143 HEX 1E328F
PMS 7403 C CMYK 0-16-59-0 RGB 255-213-126 HEX FFD57E	PMS 576 C CMYK 59-23-93-5 RGB 119-152-70 HEX 779846	PMS 2225 C CMYK 48-0-16-0 RGB 120-215-221 HEX 78D7DD	PMS 7689 C CMYK 78-35-13-0 RGB 47-138-183 HEX 2F8AB7
PMS Black 3 C CMYK 72-67-64-76 RGB 29-28-29 HEX 1D1C1D	PMS Cool Gray 11 C CMYK 67-62-57-43 RGB 255-255-255 HEX 464145	PMS Cool Gray C CMYK 59-50-50-18 RGB 105-105-105 HEX 696969	PMS 427 C CMYK 7-5-5-0 RGB 235-234-235 HEX EBEAEB

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.

White on black
White on black

Blue on black
Blue on black

White on aubergine
White on aubergine

Blue on aubergine
Blue on aubergine

Text 1 on Lt Gray 1
Text 1 on Lt Gray 1

(Active) on Lt. Gray 1
(Active) on Lt. Gray 1

Headline on Lt Gray 2
Headline on Lt Gray 2

(Null) on Lt. Gray 2
(Null) on Lt. Gray 2

Black on blue
Black on blue

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 Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin	Nymphs blitz quick vex dwarf jog.
Thin Italic	*DJs flock by when MTV ax quiz prog.*
Light	Typografie Maamerkkinä.
Light Italic	*Saturation Pracovitějším.*
Regular	Brick quiz whangs jumpy veldt fox.
Regular Italic	*Glib jocks quiz nymph to vex dwarf.*
Medium	Požiadavkou Motorického.
Medium Italic	*Bright vixens jump; dozy fowl quack.*
Bold	**Ożywiona Matemático.**
Bold Italic	***Quick wafting zephyrs vex bold Jim.***
Extrabold	**Architekten Zwitserland.**
Extrabold Italic	***Praktischer Revolutions.***

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	Brick quiz whangs jumpy veldt fox.
Book Italic	*Glib jocks quiz nymph to vex dwarf.*
Medium	**Požiadavkou Motorického.**
Medium Italic	*Bright vixens jump; dozy fowl quack.*
Bold	**OŻywiona Matemático.**
Bold Italic	*Quick wafting zephyrs vex bold Jim.*
Black	**Architekten Zwitserland.**
Black Italic	*Praktischer Revolutions.*

H1
Larsseit Bold, 36/38

A better way to work

H2
Larsseit Bold, 24/28

Simpler, more pleasant and more productive

H3
Larsseit Bold, 18/21

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.

H4
Larsseit Bold, 12/15

After all, every organization needs a little Slack.

P
Circular Book,
Style Set 2,
Optical Kerning,
-10 Tracking
7/9

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.

Hero P
Circular Book,
Style Set 2,
Optical Kerning,
-10 Tracking
10/14

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

GET STARTED

CTA Text
Circular Bold,
Style Set 2,
Optical Kerning,
+20 Tracking
7/9

Quote Mark
Circular Book, 36

"

Pull Quote
Larsseit Thin, 18/21

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

Attribution
Circular Bold/
Book Italic, 7/9

Marcel Gherkins
Spokesperson, Slack

G Suite substitute: Proxima Nova

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 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Normal	Brick quiz whangs jumpy veldt fox.
Italic	*Glib jocks quiz nymph to vex dwarf.*
Semi Bold	**Požiadavkou Motorického.**
Semi Bold Italic	***Bright vixens jump; dozy fowl quack.***
Bold	**OŻywiona Matemático.**
Bold Italic	***Quick wafting zephyrs vex bold Jim.***
Extra Bold	**Architekten Zwitserland.**
Extra Bold Italic	***Praktischer Revolutions.***

Headline
Proxima Nova
Bold, 48 pt

A better way to work

Subtitle
Proxima Nova
Semi Bold, 30 pt

Simpler, more pleasant and more productive

Quote
Proxima Nova
Normal, 24 pt

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

Body Copy
Proxima Nova
Normal, 18 pt

After all, every organization needs a little Slack.

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

Featured Customer **INTUIT**

Connecting teams to support 50 million customers around the world

"Our teams tell us they're working together and solving problems much faster, because although they are spread across the globe, Slack makes it like you're in the same room."

Pam Whitmore
group manager, IT, Intuit

Cliente destacado **INTUIT**

Conectamos equipos para dar asistencia a 50 millones de clientes en todo el mundo

"Nuestros equipos aseguran que colaboran y solucionan problemas mucho más rápido, porque a pesar de estar repartidos en todo el mundo, con Slack se sienten en el mismo lugar".
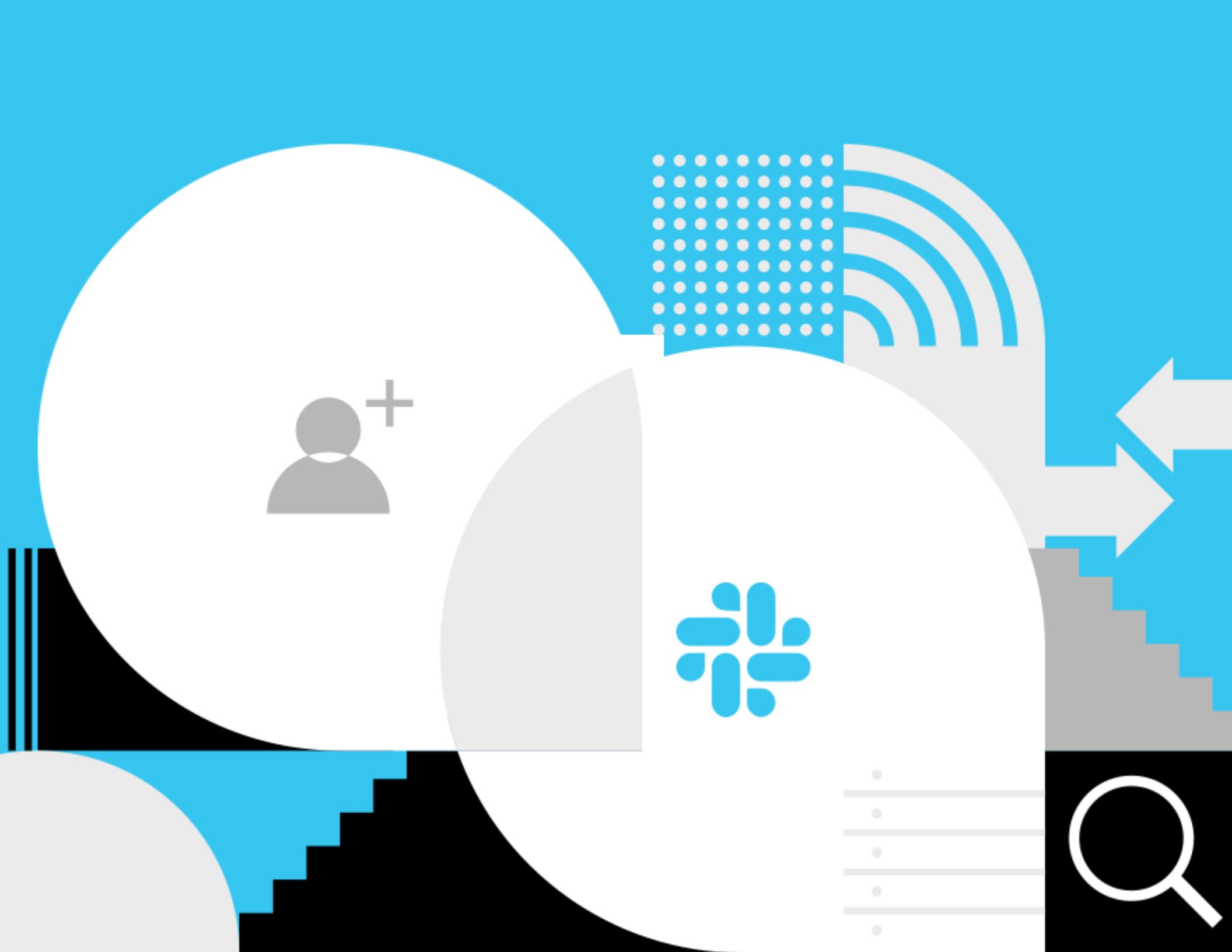
Pam Whitmore
administradora de grupos, TI, Intuit

注目のカスタマー **INTUIT**

チームをつなげて世界に広がる顧客5,000万人をサポート

「メンバーの所在地が世界中に分散していても、Slackを使えば同じ部屋に全員集まっているかのようにコミュニケーションが取れるため、チームで協力して問題解決を迅速に進められるようになったという声が聞かれます。」

Intuit
Group manager, IT
Pam Whitmore

Brand architecture

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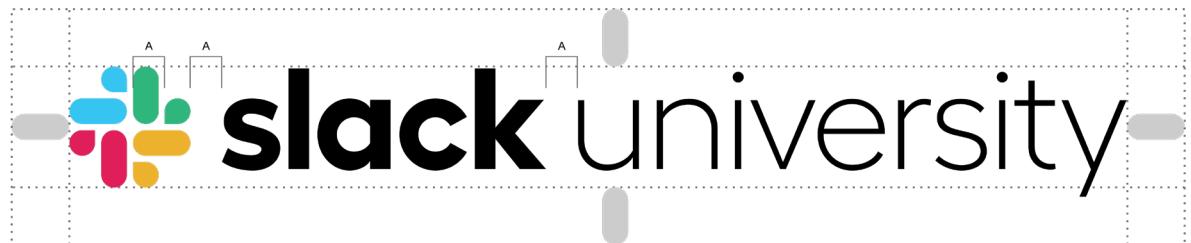
For internal-facing programs we use the logo mark. This makes it clear these programs are still part of Slack while allowing for some individuality.

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).
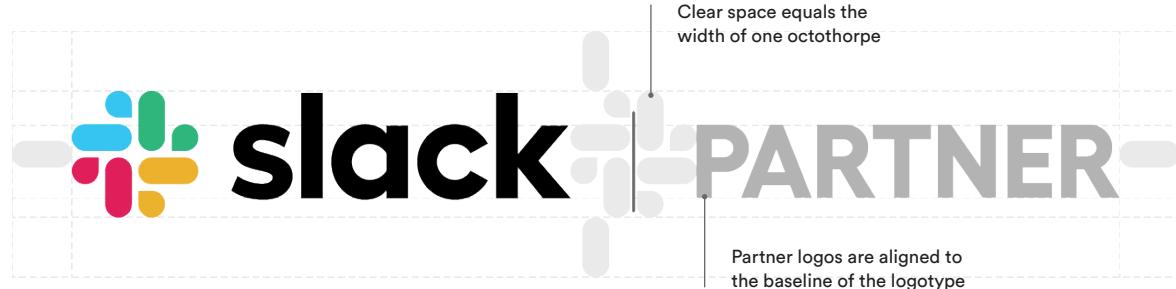
Partnerships

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.

Clear space equals the width of one octothorpe

Partner logos are aligned to the baseline of the logotype

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.

Frontiers

Partner passport

Day 1 Agenda

Session Notes

Session name:

Guide to San Francisco
Venue Map

Restrooms
Activation
Stairs
Meal pick-up
Beverage station
Mothers room
Coat check

OPPORTUNITY
CURIOSITY
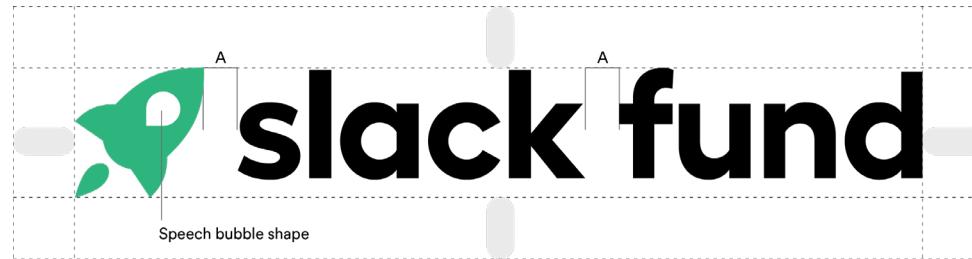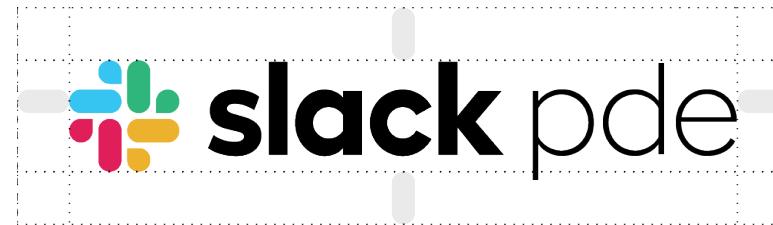
Adjacent brands

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).

Speech bubble shape

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.
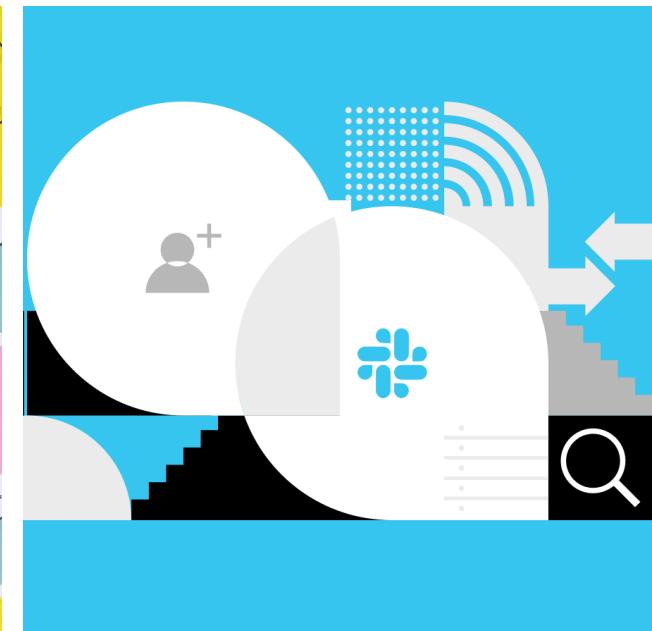
Illustrations

Our illustrations should always reflect the Slack personality of human, approachable, smart and can be witty, but never silly.

Icons
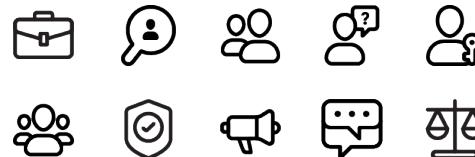
Slack icons are used across different brand touchpoints from marketing, environment to product.

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

Slack.com

**Roles**

Events

Miscellaneous
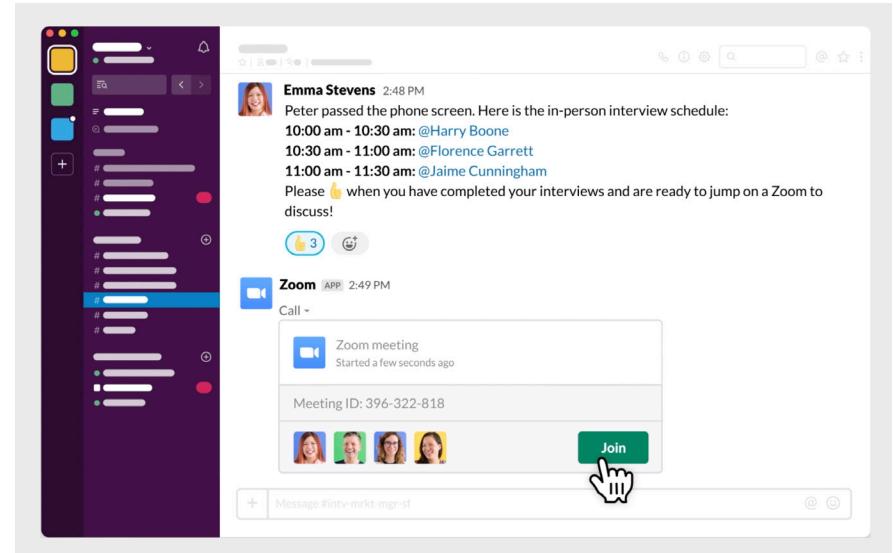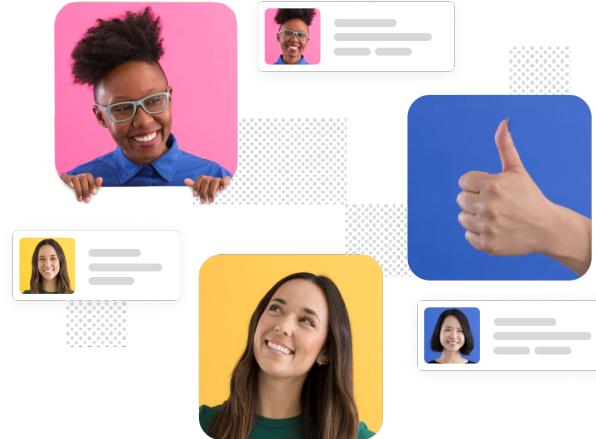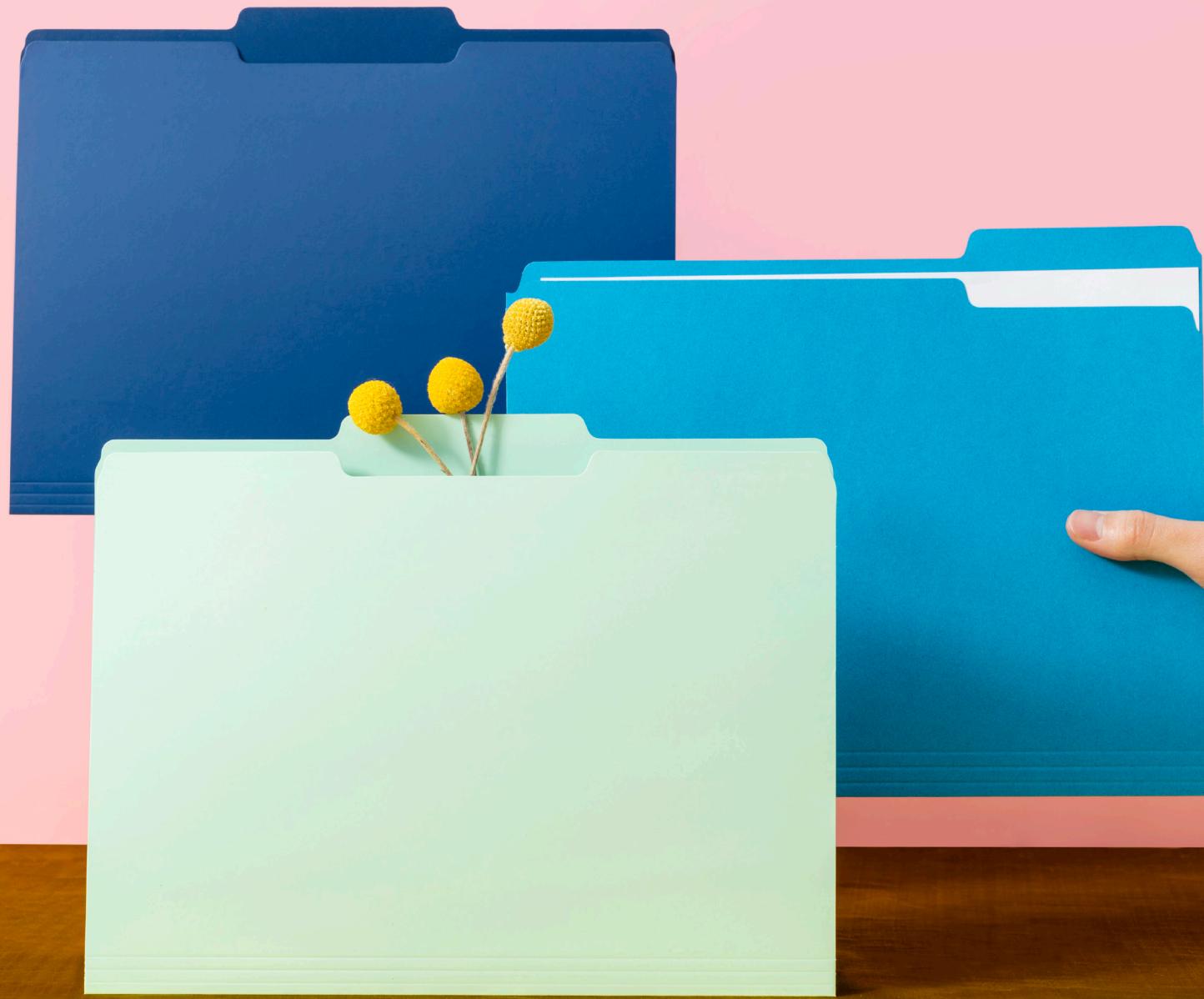
UI abstractions

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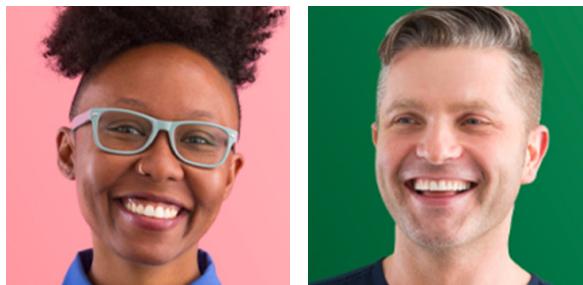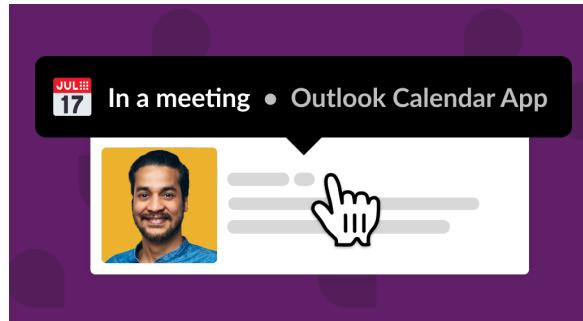
Photography
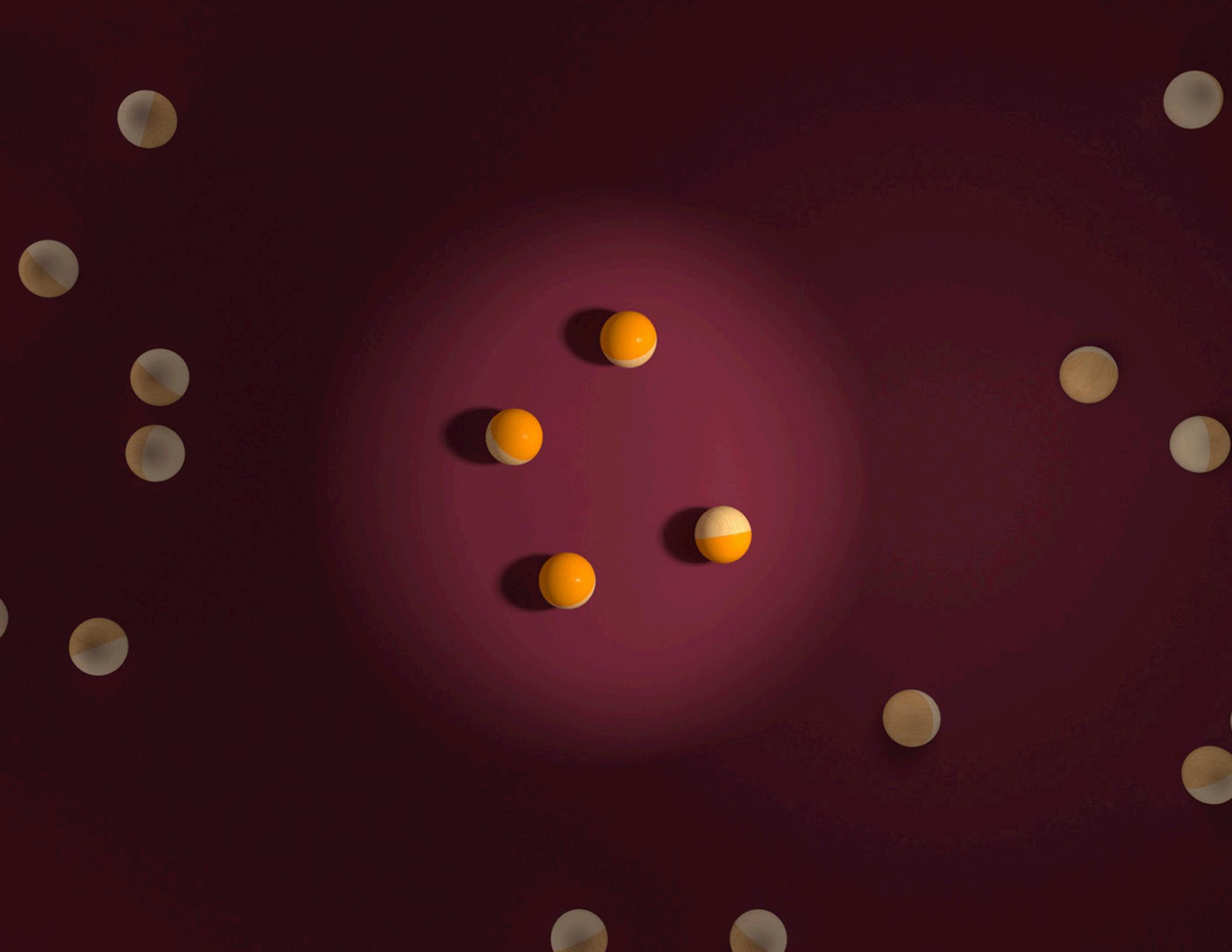
Like our brand voice, all photography direction is based on a spectrum of relatable to aspirational.

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)
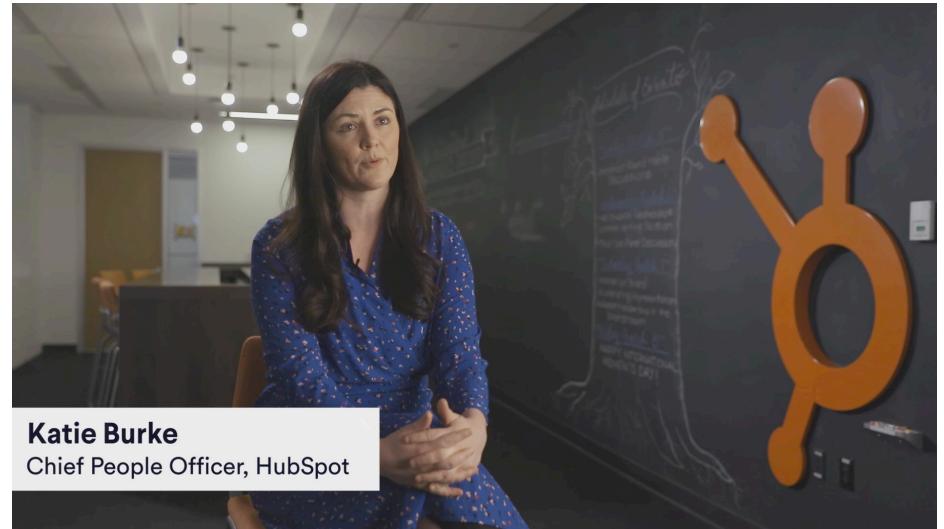
Video

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.

Katie Burke
Chief People Officer, HubSpot

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.

    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)]
b. Logo use guidelines
  i. Download logos at [link]
  ii. Logo usage guidelines at https://a.slack-edge.com/0f43e/marketing/img/media-kit/Slack-Brand-Guidelines.pdf
  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. 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