



IDENTITY GUIDELINES

INTRODUCTION

This manual describes the signs that define Stimey corporate identity, pretending the brand consistency achieve in the different applications and over time are presented.

This manual should be consulted by those professionals who have responsibility for implementing the image of Stimey.

Parts not defined in this manual must be implemented following the style and respecting the general criteria.

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IMAGOTYPE

The imagotype is the union of isotype and logo.



IMAGOTYPE: CONSTRUCTION

The space between the isotype of the logo is equivalent to the width of the point of the letter “i”. Isotype and logo have the same height.

Baloo typography forms the logo.



Baloo

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

IMAGOTYPE: CONSTRUCTION

The main color is the color PANTONE 7408, a yellow-orange hue, which is a warm color, energy-related and youth happiness related. Isotype use shades ranging from blue to green in the left hemisphere, and between yellow and orange tone to the right hemisphere.



PANTONE 7408

C: 0 | M: 31 | Y: 91 | K: 3
R: 245 | G: 181 | B: 28
#F5B51C

C: 45 | M: 1 | Y: 95 | K: 0
R: 162 | G: 197 | B: 43
#A2C52B

C: 51 | M: 0 | Y: 100 | K: 0
R: 147 | G: 192 | B: 31
#93C01F

C: 57 | M: 7 | Y: 100 | K: 0
R: 129 | G: 178 | B: 40
#81B228

C: 84 | M: 10 | Y: 98 | K: 1
R: 0 | G: 152 | B: 61
#00983D

C: 82 | M: 13 | Y: 77 | K: 1
R: 0 | G: 152 | B: 96
#009860

C: 80 | M: 13 | Y: 58 | K: 1
R: 2 | G: 155 | B: 130
#029B82

C: 79 | M: 14 | Y: 41 | K: 1
R: 1 | G: 157 | B: 157
#019D9D

C: 81 | M: 26 | Y: 30 | K: 7
R: 4 | G: 137 | B: 159
#04899F

C: 84 | M: 38 | Y: 23 | K: 7
R: 3 | G: 122 | B: 160
#037AA0

C: 6 | M: 7 | Y: 88 | K: 0
R: 248 | G: 223 | B: 39
#F8DF27

C: 7 | M: 17 | Y: 92 | K: 0
R: 244 | G: 206 | B: 22
#F4CE16

C: 8 | M: 18 | Y: 87 | K: 0
R: 239 | G: 202 | B: 46
#EFC A2E

C: 6 | M: 23 | Y: 88 | K: 0
R: 242 | G: 195 | B: 44
#F2C32C

C: 4 | M: 35 | Y: 89 | K: 0
R: 243 | G: 176 | B: 43
#F3B02B

C: 1 | M: 42 | Y: 88 | K: 0
R: 244 | G: 162 | B: 43
#F4A22B

C: 1 | M: 45 | Y: 96 | K: 0
R: 242 | G: 155 | B: 4
#F29B04

C: 1 | M: 51 | Y: 98 | K: 0
R: 242 | G: 145 | B: 0
#F29100

C: 0 | M: 64 | Y: 97 | K: 0
R: 237 | G: 115 | B: 14
#ED730E

C: 16 | M: 44 | Y: 98 | K: 5
R: 210 | G: 146 | B: 16
#D29210



C: 23 | M: 49 | Y: 99 | K: 14
R: 182 | G: 125 | B: 21
#B67D15

LOGO

The logo is the lettering of the brand name.



stimey

ISOTYPE

The isotype is the graphic part of the imagotype.



CORPORATE COLOURS

The Stimey brand has a main corporate color, which is the PANTONE 7408, present in the logo, and four secondary corporate colors.

Below are detailed correspondences by medium which shall include:

Pantone: Offset Printing (printing).

Four-color (CMYK) printing in four colors.

RGB: Playback screen.

Hexadecimal code #: web



PANTONE 7408

C: 0 | M: 31 | Y: 91 | K: 3
R: 245 | G: 181 | B: 28
#F5B51C



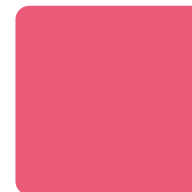
PANTONE 7466

C: 74 | M: 0 | Y: 28 | K: 0
R: 0 | G: 179 | B: 191
#00B3BF



PANTONE 375

C: 51 | M: 0 | Y: 100 | K: 0
R: 144 | G: 212 | B: 0
#90D400



PANTONE 184

C: 0 | M: 72 | Y: 32 | K: 0
R: 249 | G: 89 | B: 121
#F95979

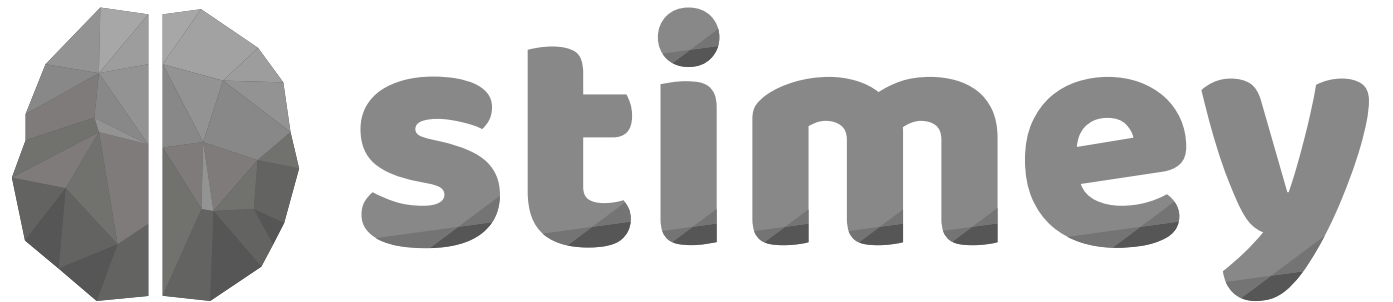


GRIS 80%

C: 0 | M: 0 | Y: 0 | K: 80
R: 87 | G: 87 | B: 86
#575756

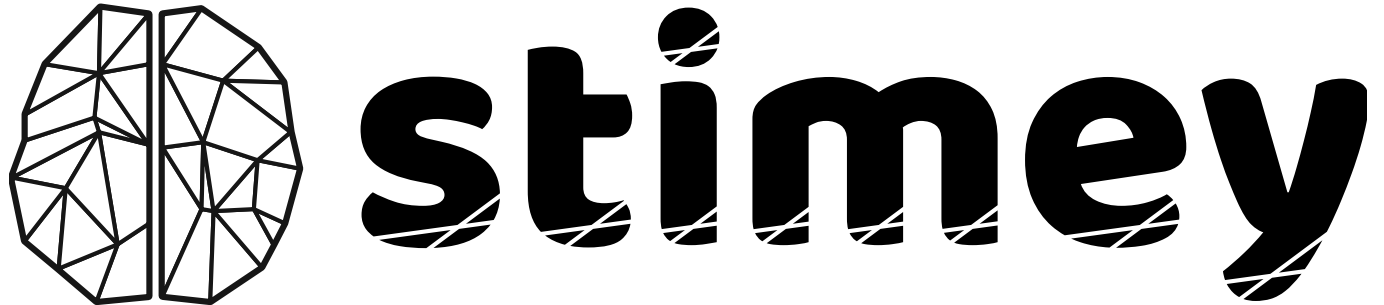
VERSION GRAYSCALE

Its use is recommended for printing
grayscale of medium to high quality.



BLACK AND WHITE VERSION PURE

Its use is recommended for printing copies in pure black and white with low quality.



CORPORATE TYPOGRAPHY

Stimey corporate typeface typeface family is the Roboto, in its different variants.

This typeface was chosen for its cleanliness and readability, both physical digital formats as well as its properly coexistence with the logo. In general, each variant will be used as follows:

- Roboto Regular: body text
- Roboto Medium: Highlights and short texts
- Roboto Bold / Black: Wording

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

RESERVE SPACES

A protection area of the logo must not be invaded by another element, so can't interfere with proper viewing.

The reserve space surrounding the logo should measure the same as the perfect square referred to the width of the point of the letter "i".

