Storia

Colour Palette

Maximum Blue Green
R 33 G 191 B 194
C 70 M 0 Y 28 K 0
#21bfc2

Sunglow
R255 G 206 B 31
C 0 M 18 Y 95 K 0
#ffce1f

Rich Black
R 14 G 19 B 31
C83 M 74 Y 58 K 75
#0e131f

Font Selection

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ abc-
defghijklmnopqrstuvwxyz
123456789 –+[ ] \ ;',./?>‹"":}

Poppins

Recommended as a display
font for headings

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstu-
vwxyz 123456789 -+[]\;',./?><":}
{|!@#$%^&*()

Roboto

Recommended for use on
body copy

Logo Use (Examples)

Use the full colour version of the logo when applying it on white or a very light background colour.

The coloured logo can be used on very dark backgrounds like the example above but for most backgrounds the reversed version of the logo should be used for best readability.

When placing logo over photos, try to use more textural photos or place the logo in negative space.

Guidelines

- Please don't distort or change Storia brand in any way.
- Do not change the colours, shape, typeface or proportions of the logo or graphics, in any way other than the variations provided.
- Do not make the logo too small. The logotype must always be readable.
- When enlarging or reducing the size ensure the proportions stay correct.
- Please leave sufficient space around the logo (minimum 5mm of white space around standard sized stationery items)