

String Brand Guidelines

August 2021

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About the Brand

String is a ASEAN focused network of teachers and students for learning digital skills through events, a guided portfolio tool and user generated content. String provides a web application that students and teachers use to attend tech related opportunities, primarily through events like webinars, hackathons and workshops but also courses and internships down the line. As users attend event, our internal recommendation system helps to guide their tech journey (e.g. from a UI/UX event, we recommend subsidized courses or further training workshops that they can attend).



01.

Brand Logo

Brand Logomark

This is our brand official logo mark. It's a custom designed letter S created to showcase key elements of our brands mission and vision like an actual string making a knot in the middle, connections and a path.



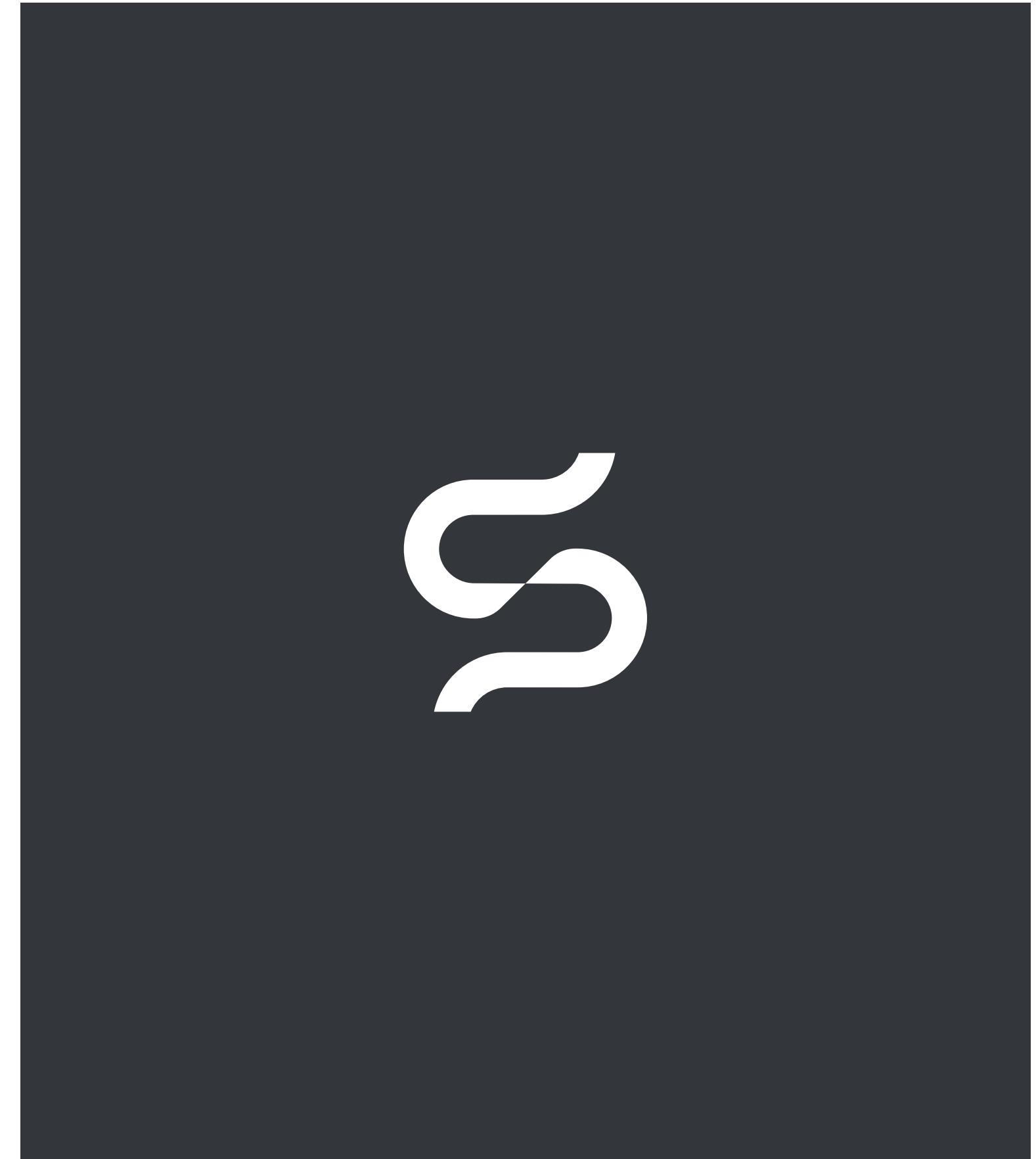
Brand Logomark Dark Backgorund

This is the primary color version of our brand logo mark used on a dark background. It can be used on almost every dark background, but it is recommended to be used on top of our primary color.



Brand Logomark Dark & White

These are the dark and white color variations of our brand logomark.



Primary Logo

This is our brand primary logo. It's a custom designed Word Mark logo that uses our name as the primal visual graphic and identifies the String brand as a whole.



Primary Logo Dark Background

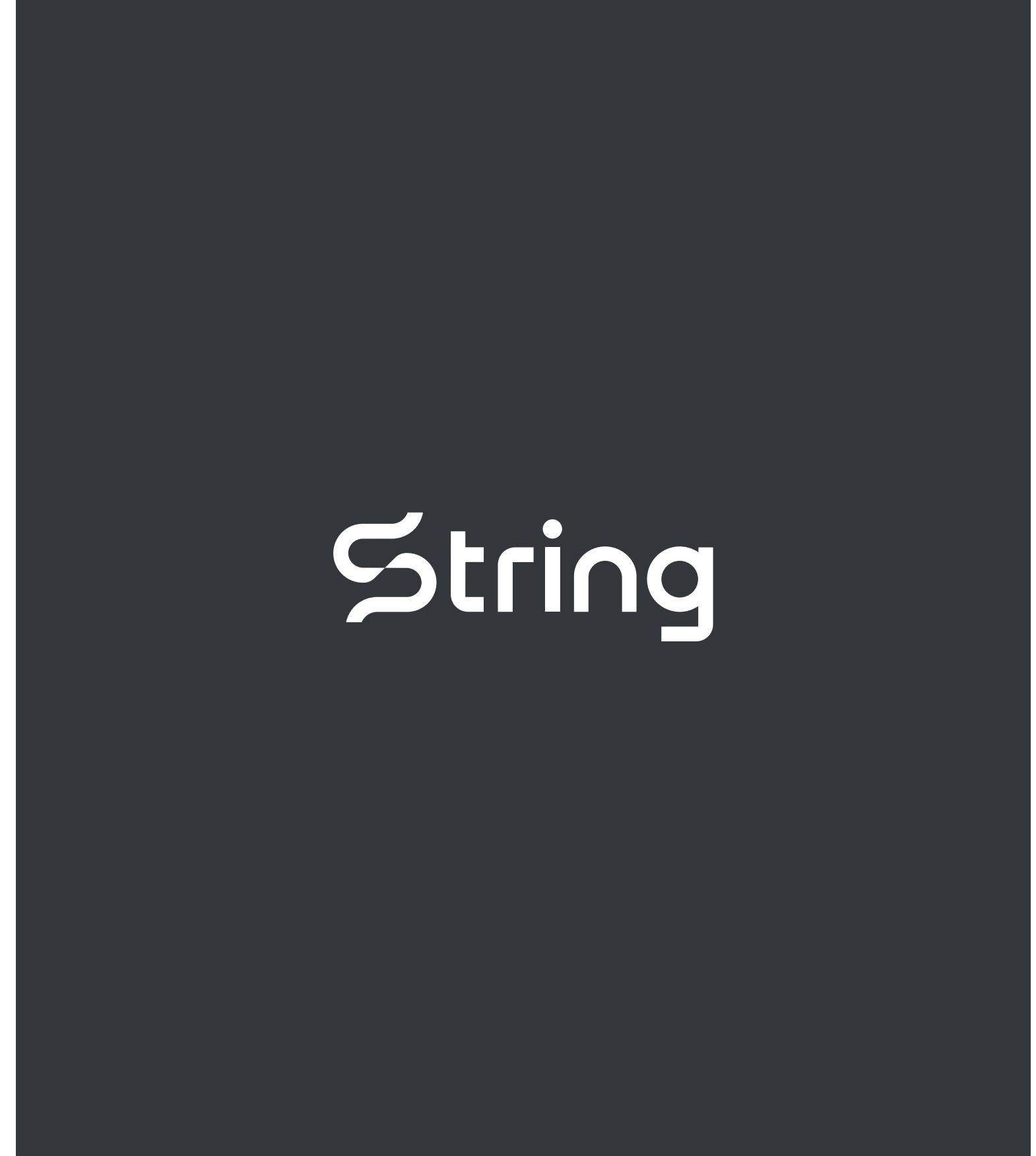
This is the main color of our primary logo used on the dark background. We apply the same rule of usage for the dark backgrounds just like the logo mark.



Primary Logo

These are the dark and white versions of our logo. They are a part of our brand identity, however they are not front line concepts and they will be used only when the primary color version is not legible.

String

A large, solid black rectangular area intended for displaying the String logo in its dark, high-contrast version. The logo itself is not visible within this placeholder.

String

Responsive Identity System

String

String

String



Minimal Logo Size

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition. The execution will often dictate the right logo size.. Never reproduce our logos smaller than the minimum sizes listed on this page.

20px



LOGOMARK

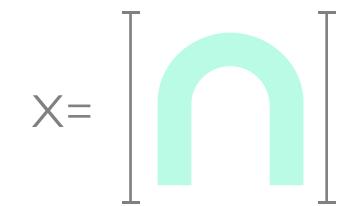
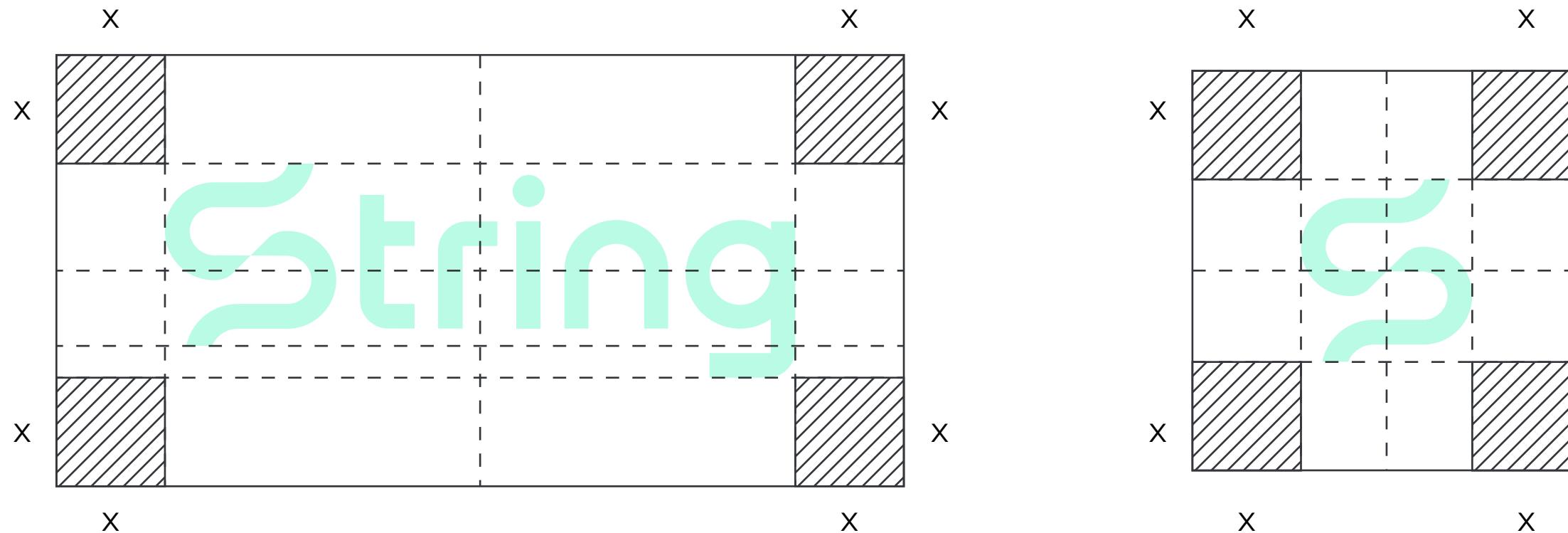
20px



PRIMARY LOGO

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes. As a general rule, the more clear, or negative space around the logo, the better. At a minimum, there should be clear space equal to the height of the letter "n" from our primary logo on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space as the logo changes in size.



Background Control

Contrast is one of the most important thing when placing our the logo on any background. Our logo should not only be legible, it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened. The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible



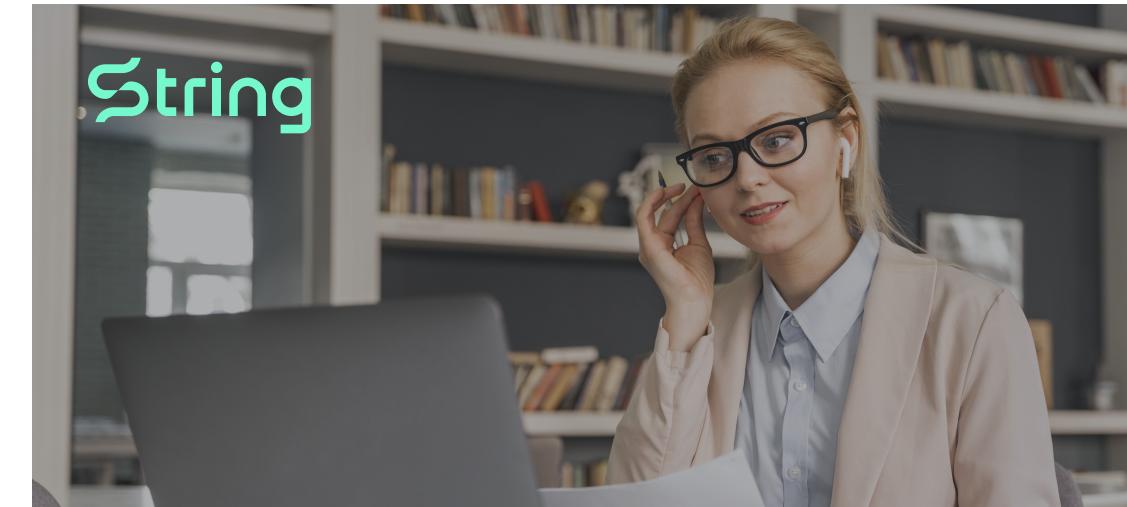
The primary color version of the logo may be used on any light solid color background



The white color version of the logo may be used on any dark or semi-light photographic background



The primary color variation of the logo may be used on any dark color background



The primary color variation of the logo may be used on any dark photographic background

Logo Misuse

This is not the complete list of logo misuse. These are the most common errors made while using the logo.

String

Do not alter the logo's colors outside of the brand color palette



Do not place the logo in a holding shape

DO **String** NOT

String

Do not lock-up text to the logo

Do not stretch or alter the logo's shape in anyway

String

Do not add elements or shadows to the logo

String

Do not outline the logo

String

Do not rotate the logo

String

Do not change the relationship of the logo's components

02. Brand Colors

Color Palette

The colors we've chosen for our brand is a key factor in differentiation and brand recognition. As such, it is vital that our colors are reproduced faithfully and combined in the right way. Do not use any other/unauthorized colors.



#75F8CC
RGB / 117 / 248 / 204 /
CMYK / 44 / 0 / 33 / 0 /

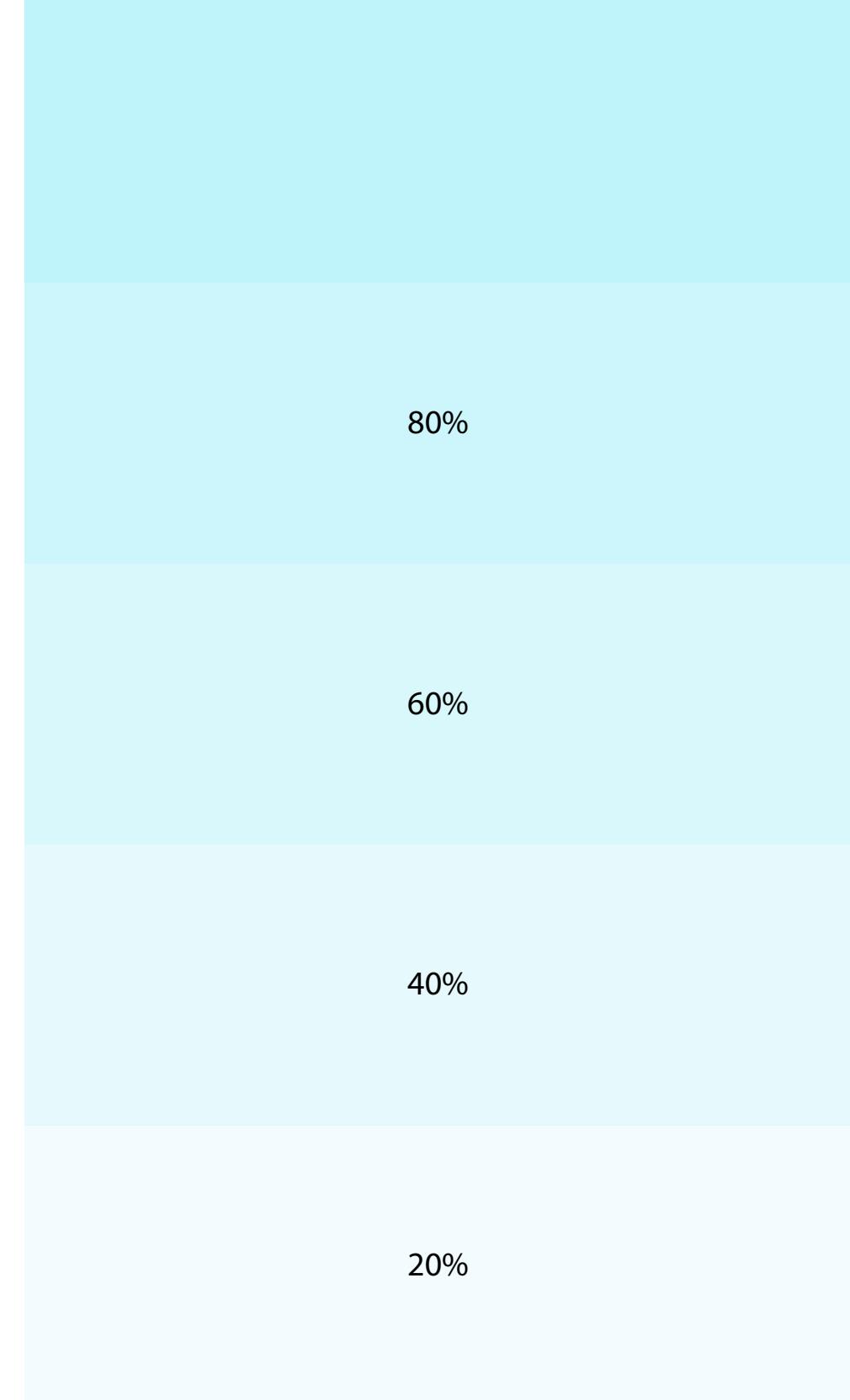
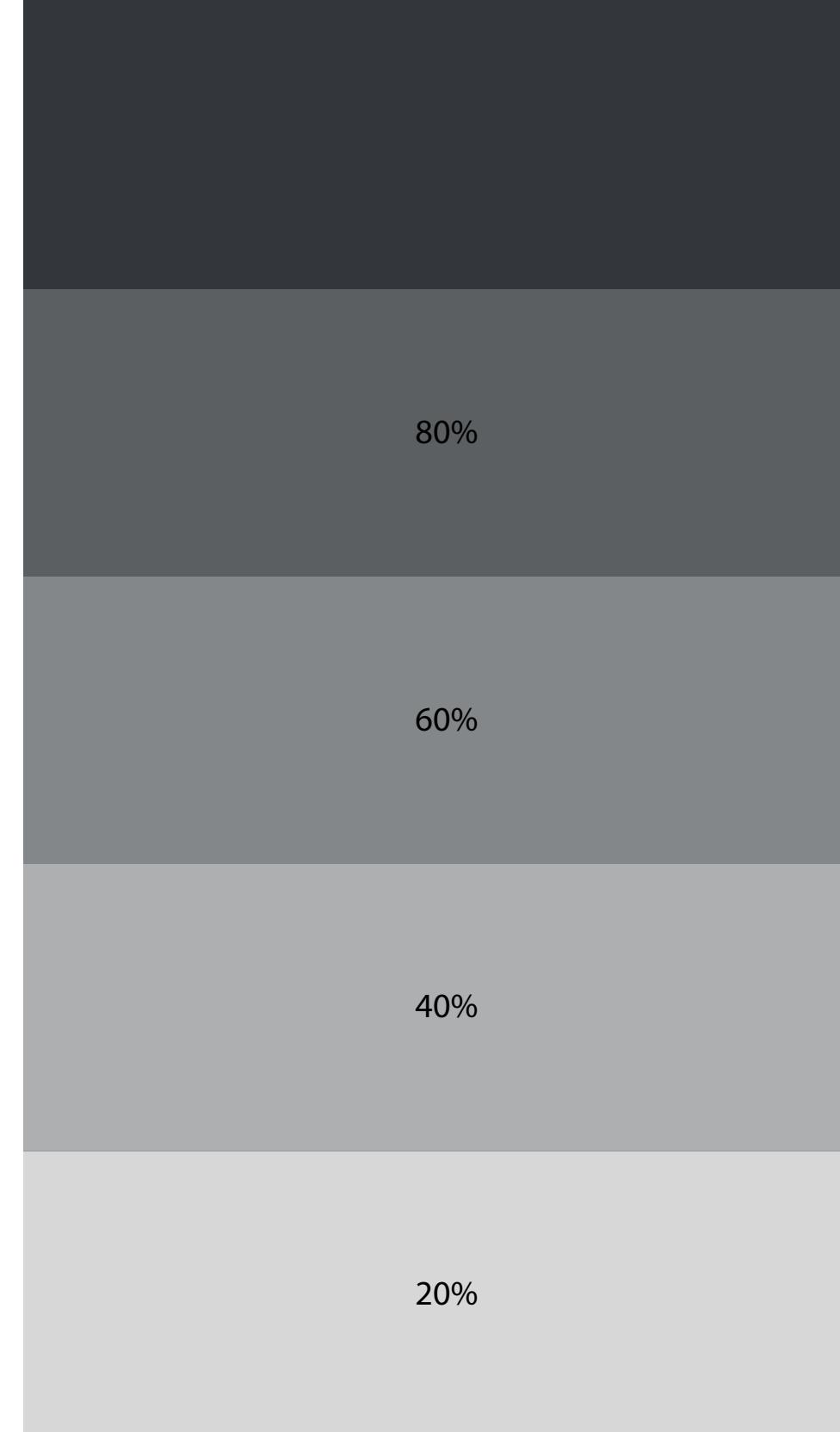
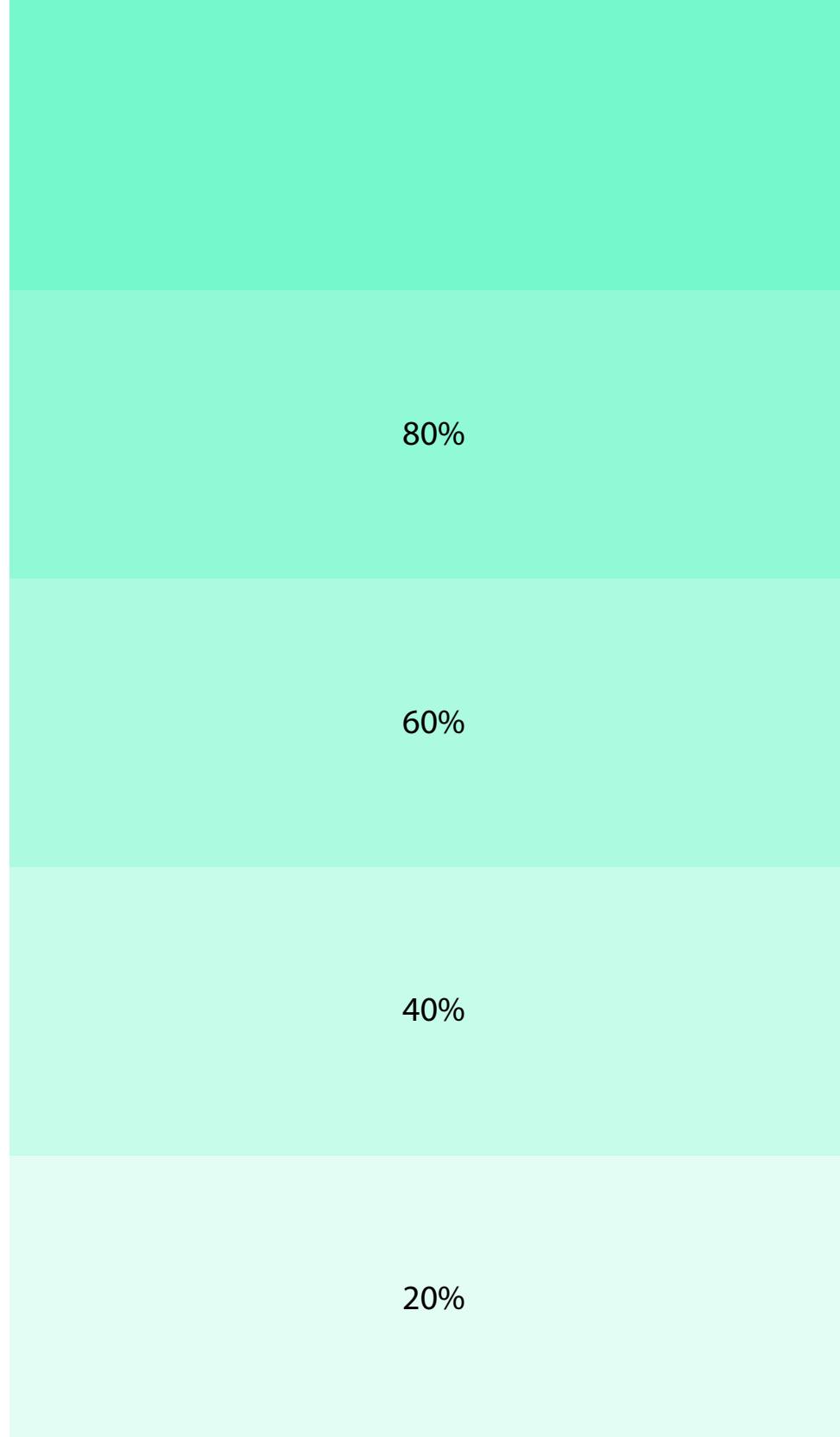
#33373B
RGB / 51 / 55 / 59 /
CMYK / 73 / 64 / 58 / 53 /

#FFFFFF
RGB / 255 / 255 / 255 /
CMYK / 0 / 0 / 0 / 0 /

#C0F4FB
RGB / 192 / 244 / 251 /
CMYK / 21 / 0 / 4 / 0 /

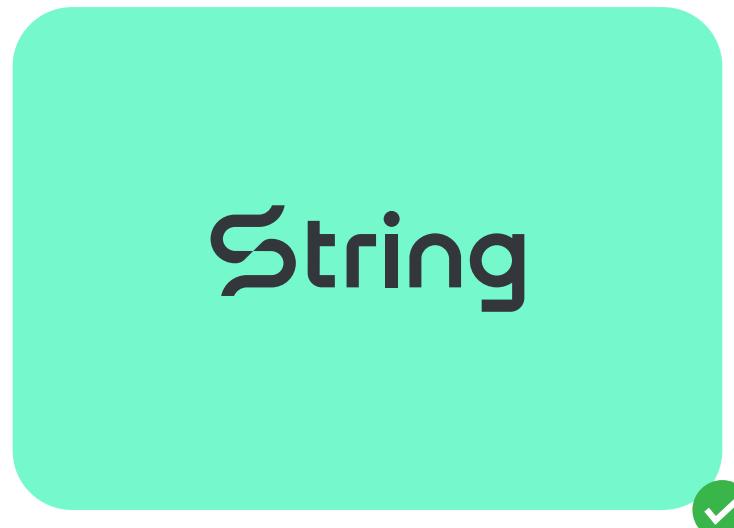
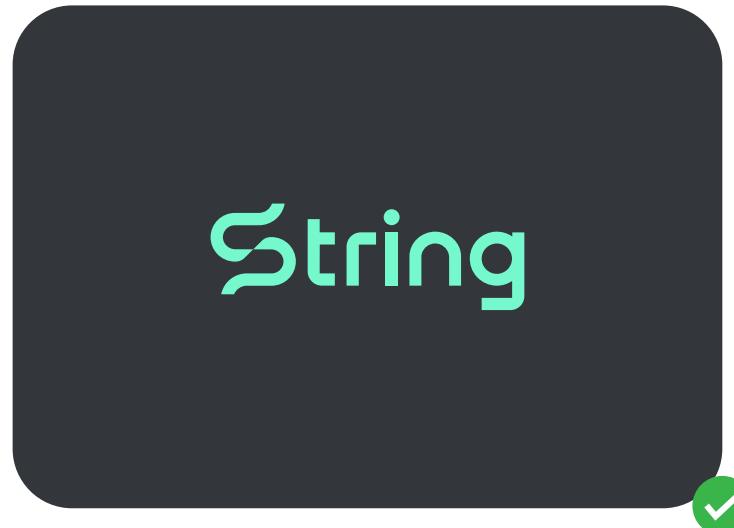
Using Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action. If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.



Color Usage

Our logo can actually work in any color situation. But it's recommended to keep consistency and only display it in the original color . Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution.



03. Typography

Typeface

Space Grotesk is the primary typeface of our brand identity system. The design is based off open-source Space Mono but was modified to be proportional rather than monospaced. It's simple and easy to read while complimenting the form of the logotype. The clean and modern Montserrat is the secondary typeface of our brand.

Aa

Space Grotesk Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Montserrat Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Hierarchy

Space Grotesk and Montserrat are variable-weight typefaces, which means you are able to customize weights to create an infinite number of weights. That being said, we typically stay within these weights. Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Aa

Space Grotesk
Bold , 48
Headlines
& Tittles

Aa

Space Grotesk
Medium , 28
Subtitles

Aa

Montserrat
Medium , 22
Paragraph Titles
& Highlighted Informations

Aa

Montserrat
Light , 14
Body Text

04. Digital Usage

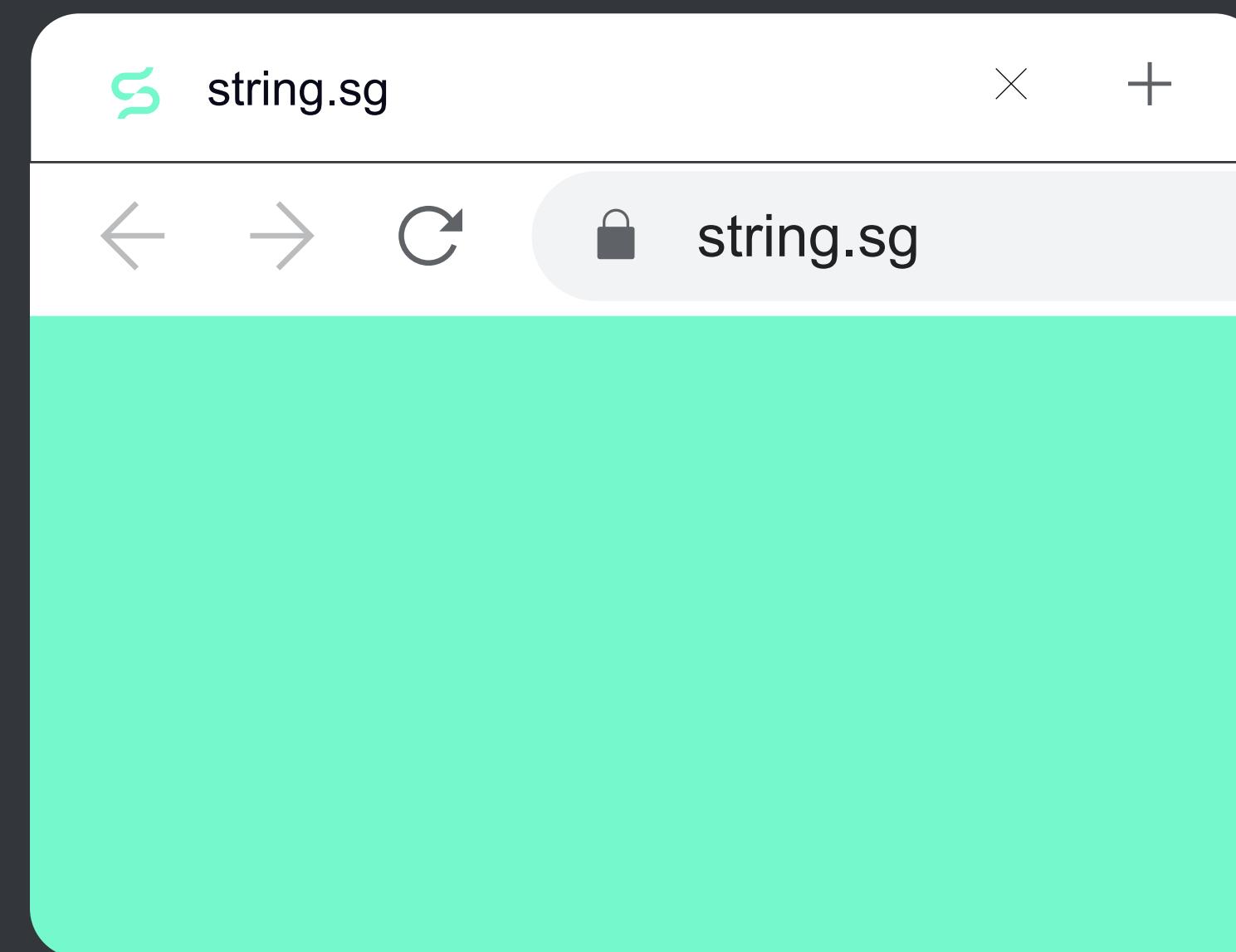
Logo Website Usage

On our website, the logo can be placed in the upper left-hand corner, or in the center of the navigation bar.

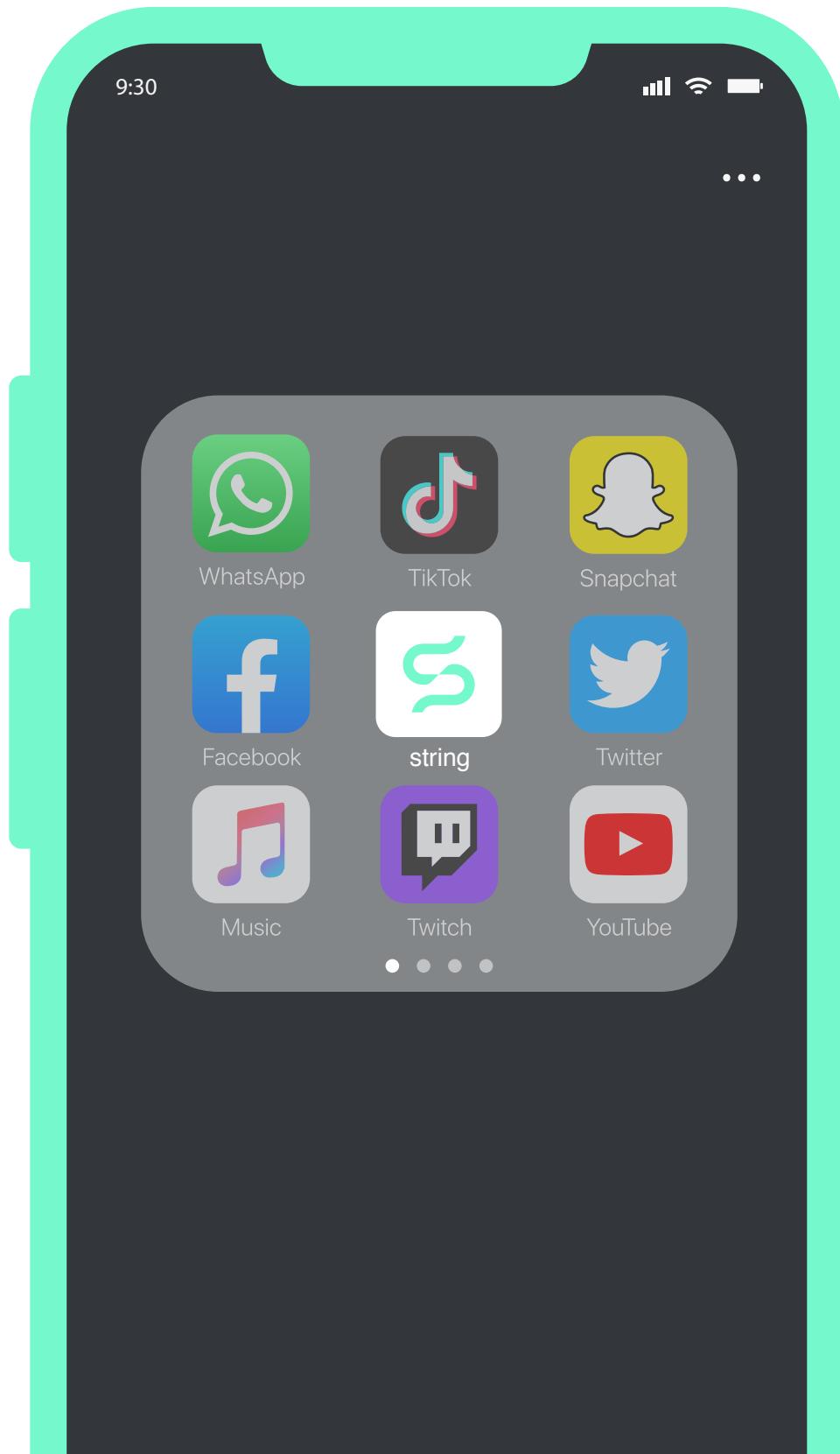


Fav Icon

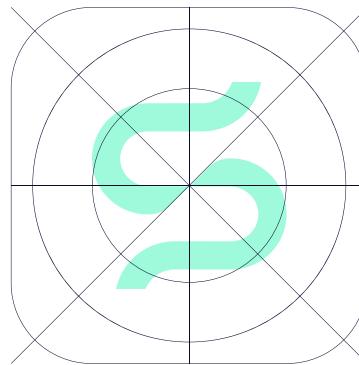
As a fav icon we are using our logo mark in his primary green color and it's displayed in the browser next to the URL. This is the only approved usage of our icon.



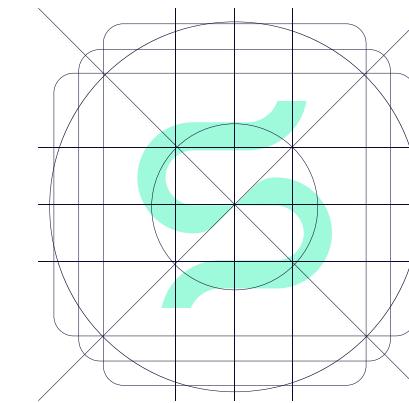
App Icon



IOS Icon

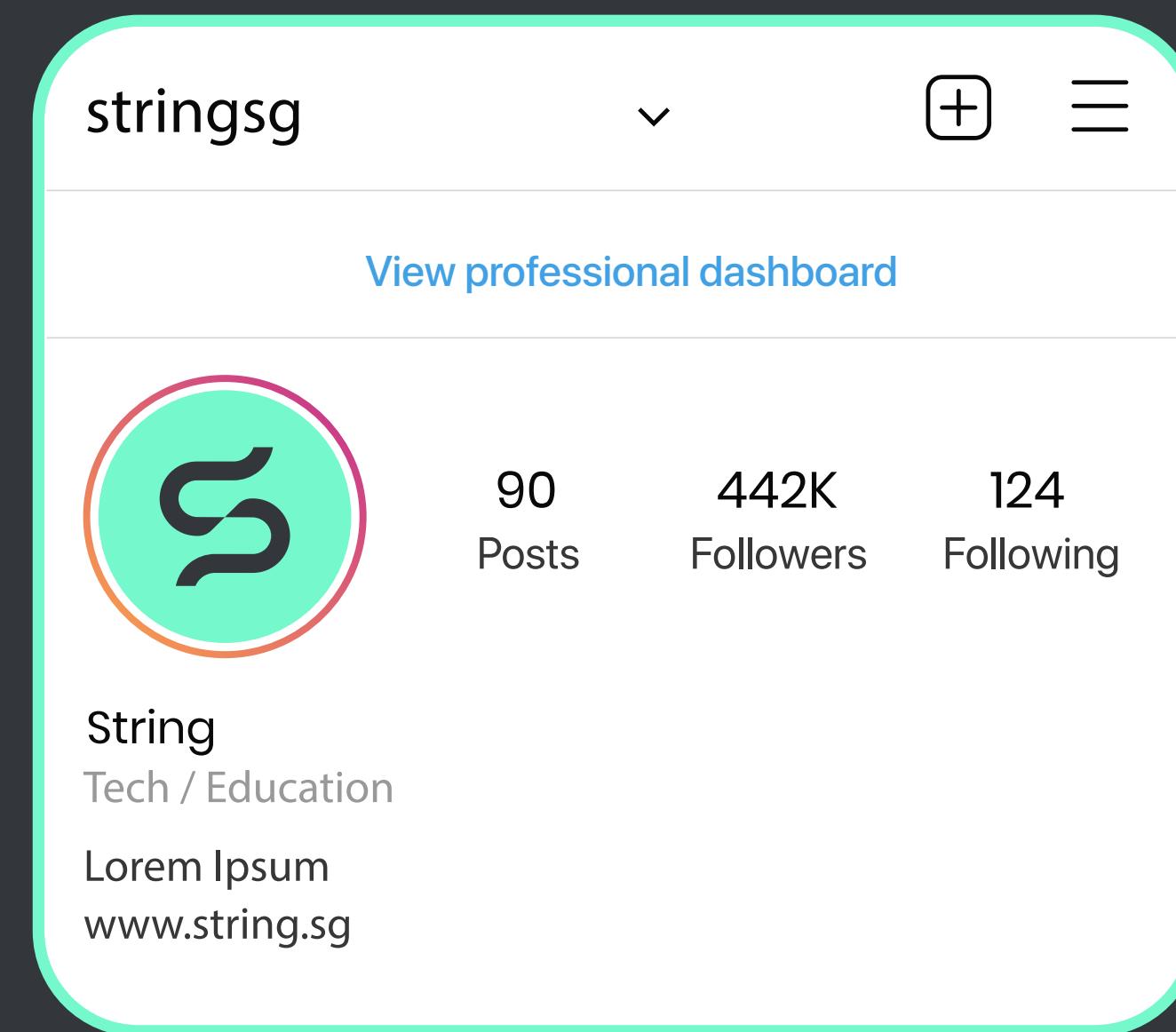


Android Icon

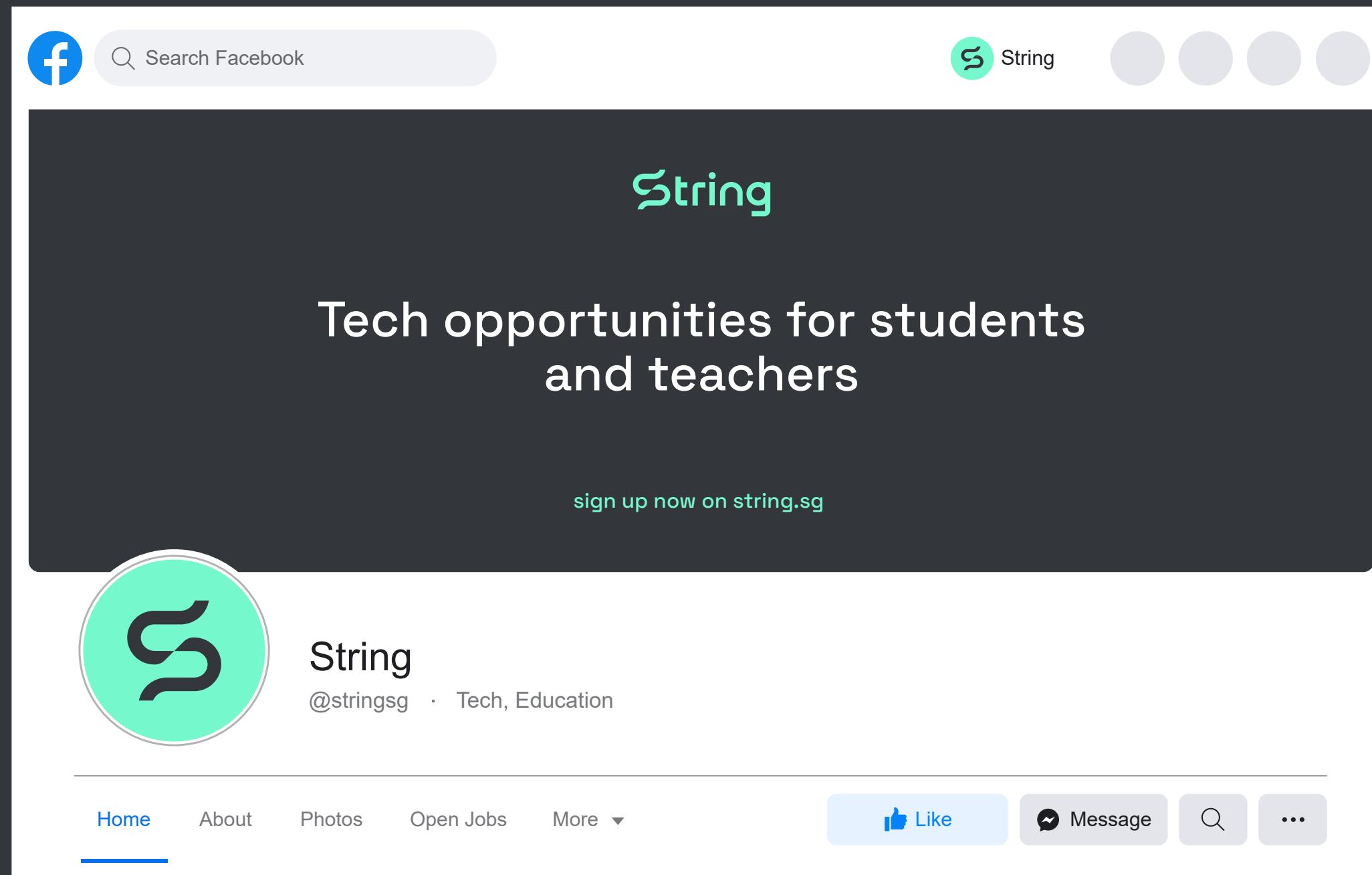


Social Media Profile Pictures

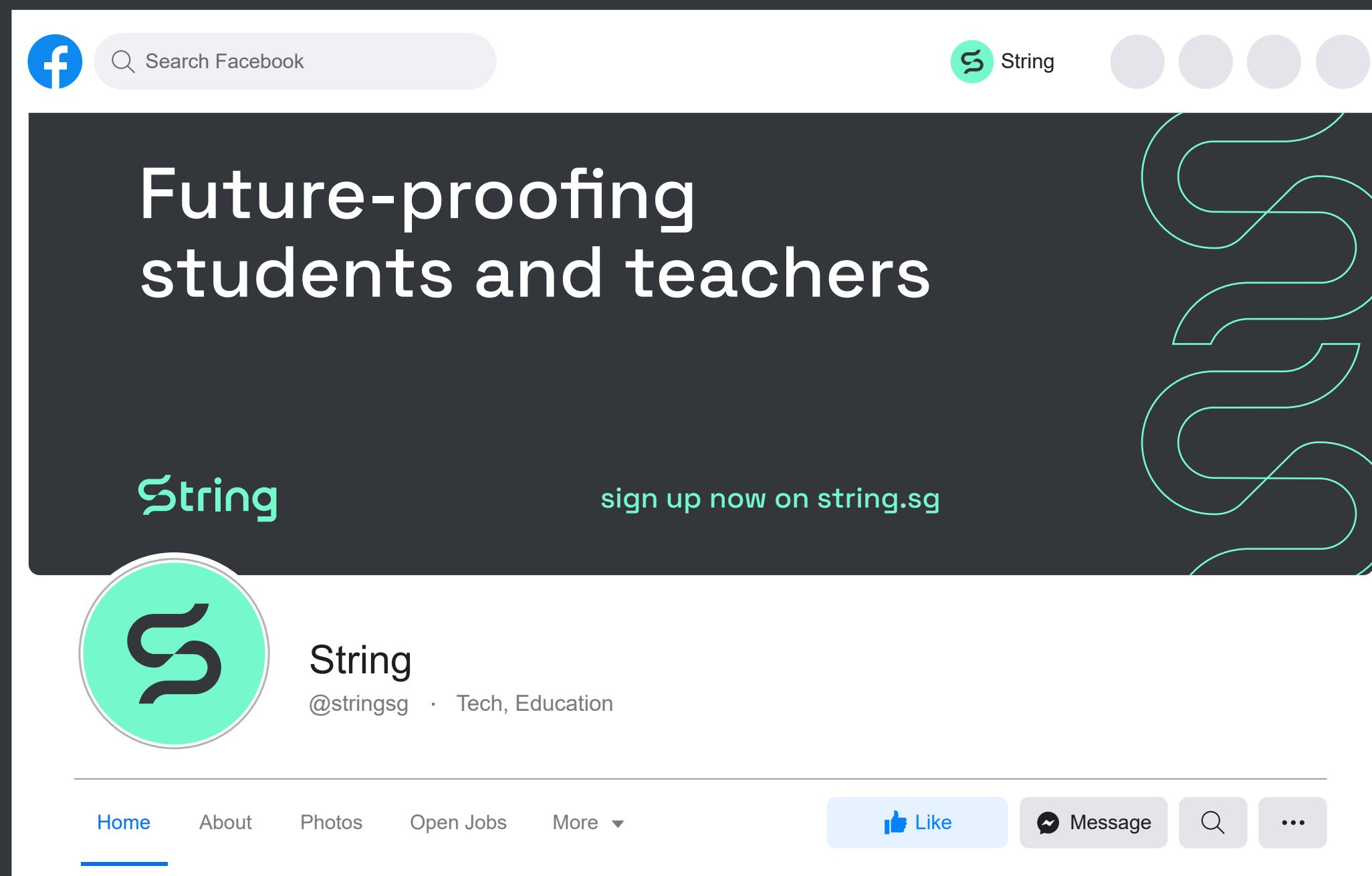
When used as social media avatar, the logo mark should be used with the right amount of clear space on all sides. We have developed one approved avatar image found here on this page. It's approved for both circular and square avatars shapes of all sizes. The layout of this avatar should not be altered in any way.



Social Media Cover 1



Social Media Cover 2



05. Merchandise

Merchandise

Branded merchandise like t-shirts, hats, and coffee mugs should all follow this logo placements if possible. Use this images as general guidance.



Merchandise



Merchandise



Merchandise



Merchandise



Merchandise



Merchandise



General Information

This document is the ultimate guide to use String brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

Make it Timeless!