Team
STEP
Brand Identity Guidelines

WHAT OUR BRAND

Represents

"Creativity is a human right"

CREATIVITY

FLUIDITY

"Inspiring Indy developers like us"

SOLUTIONS

"Building the home for the indie game world"

ADAPTABILITY

"One Step at a time"
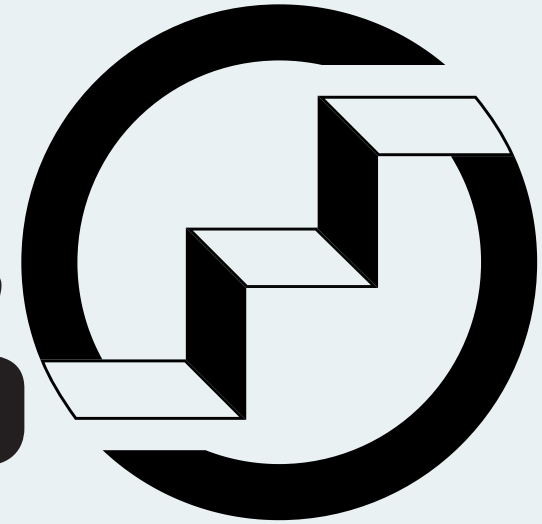
PROGRESSIVE

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VARIATIONS

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PRINT SAFE

Positive variation used for abstract purposes. This version's fill colour must be lighter than the the background media or colour. If the backgound colour is white then the print safe variant would be a better fit for purpose.

Print safe variant used on white documents that have no choice for a colour print.

POSITIVE

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NEGATIVE

Easy Presentation

WINS

Use the carbon font for short impactful words ▲

The text is strong enough to be placed on its own and can represent the Company name independently

Team STEP

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Dark backgrounds should be defeault for presenting the logo. The dimensional illusion of the logo works due to light and dark contrast. For this illusion to be effective is imperative that the background be considerably darker than the coloured logo. In situations where this is not possible it is advised to switch to a logo variant on the Team STEP logo. If its unavoidable to use the coloured logo on a later background then it is advised to outline both the icon and the word mark with a 2pt line in the darkest purple colour. HEX CODE: #231630
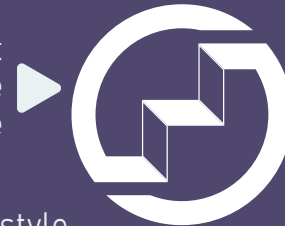
Team STEP
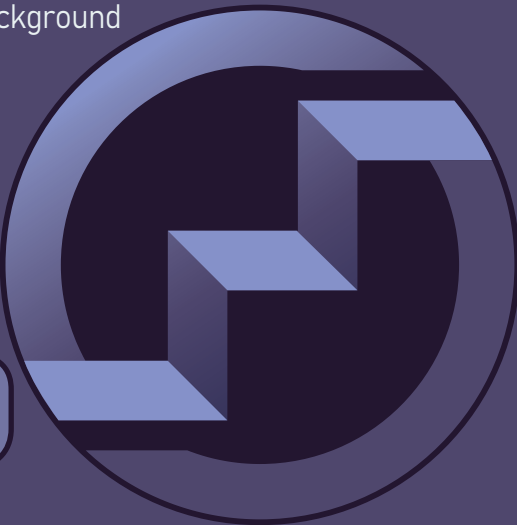
When using the icon only logo , ensure that the name is visible and in near proximity of the icon only whether that be on the reverse of a garment or on the same page in an opposing corner. Consider using a solid colour variant if just using the logo version.

More impact d e s p i t e smaller scale ▶

Curved corners are a style choice in presenting conten. Mimic the curves of the logo by curving only the top left and bottom right corners

▶

SCALABILITY

Scalability applies to the logo as a whole. The size relates to the body of the logo (Steps) occupying the size restriction boundry. The minimum size should be 32px before switching to a none text version with flat colour.

Team
STEP 128px

Team
STEP 64px

Team
STEP 32 px
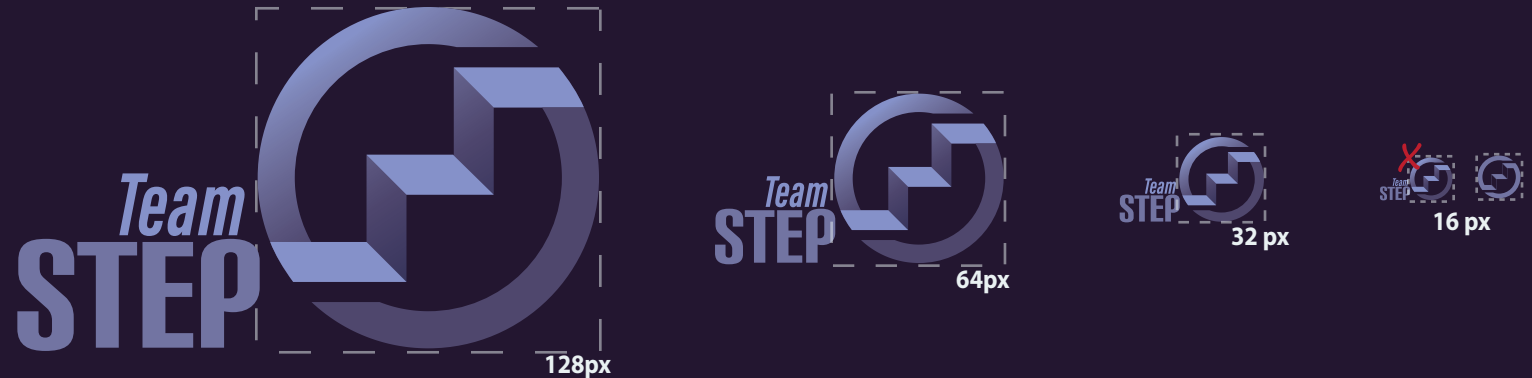
Team
STEP 16 px

Where possible the largest version, within reason of its application, should be be used. Never produce a logo with text that is not legible.

SPACING

The Team STEP logo has a great deal of space in the top left corner. No other content should ever encroach into this space.

Team
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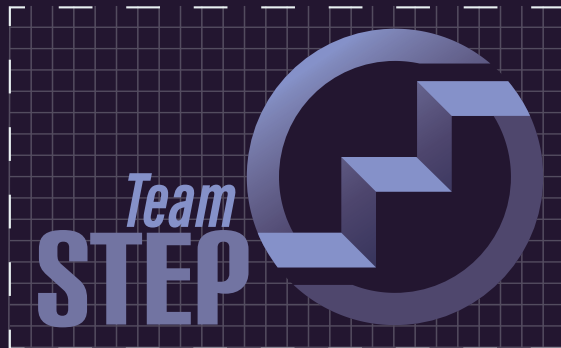
A boarder of space should be given a minimum of 8px from the furthest pixels of the logo.

Approved Colour Palette

#231630 **#4F476D** **#7274A2** **#8591C9** **#E9F1F2** **GRADIENT**

The gradient should be used subtly and sparingly.

The lilac palette is used for the logo design. Any of the solid colours can be used within the flat colour variant following the primary rule that the primary color is lighter than the background. The top of the steps should be the lightest value to keep the dimensional impact of the logo.
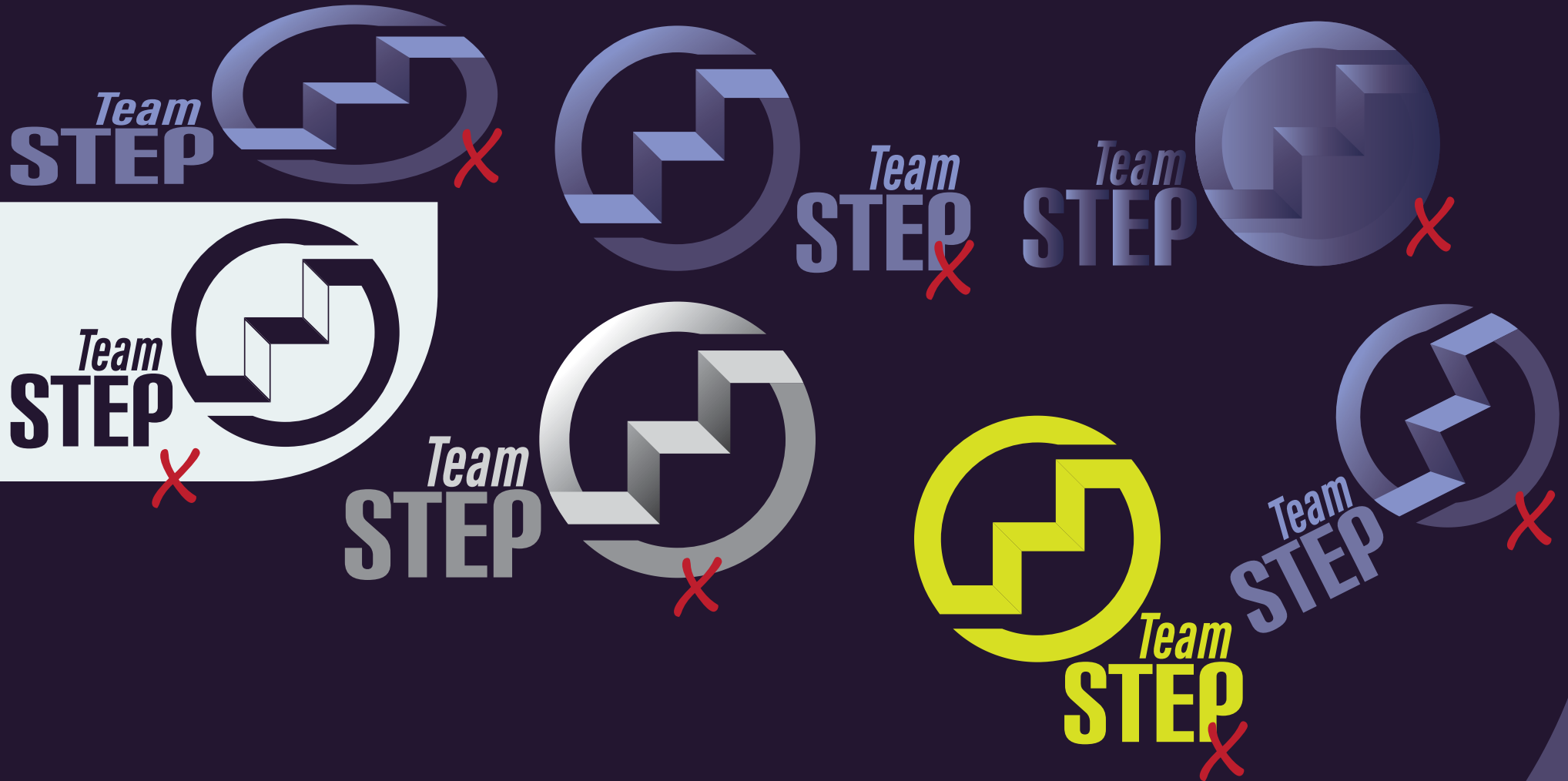
The logo should not be produced in any other colour outside of the approved palette with the exception of white #FFFFFF or Black #000000

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COMMON ERRORS

Note: This is not a comprehensive lis of errors. These are some of the most commonly found errors that are against the established branding rules.

Fonts for production

TYPOGRAPHY

CARBON

Carbon is used for the word 'STEP' and should only be used in upper case and sparingly

Acumin should be used for subtitles secondary title text *Acumin*

BAHNSCHRIFT CONDENSED BOLD SPACE - GREAT FOR SUB-TITLES

UPPER CASE ONLY- 200PT SPACING BETWEEN LETTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890

Bahnschrift light with a 25pt spacing which can be used as a body font. It is clear and concise. The line weight spacing is 18pt which leaves ample space between lines of text in longer paragraphs.

The Quick Brown Fox Jumps Over The Lazy Dog!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890