Stash style guide

1 Logo

Stash

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Stash is a an app for those who enjoy sharing pictures, gifs, memes, screenshots and any other kind of file with the people who matter most to them. Our logo draws inspiration from infamous "stash" dravers of the past, but keeps things light with soft rounded edges, an approachable font and bright colors. Various logo iterations showcase our vision for branding.

Stash Stash Stash

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2 Color

Main Color

#1C2B62

Secondary Colors

#7BD0CC

#FB7577

Colors play an integral part of the Stash brand. While the main color is a navy blue- appealing to everyone, the secondary colors enhance and complement the easy-going feel of the brand. The main logo will use blue in the tradition of other cloud storage companies but secondary colors convey a non-threatning answer to modern day file sharing and storage.

3 Type

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Body copy will look like this. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

This is a link

Quicksand 112pt bold

Quicksand 80pt medium

Quicksand 56pt medium

Quicksand 40pt medium

Quicksand 28pt medium

Quicksand 20pt medium

IBM Plex Serif 18 pt regular

IBM Plex Serif 24pt semibold

4 Voice

Way to go!
You're all set!
You've signed out of your account.
All your stuff is safe.
Sweet! You
Awesome!
uploaded a new file
Great Success!
Bummer, looks like you forgot your password
Congrats
We've finished deleting your file. Watch your stashing and file upload
Here's the cool stuff you uploaded recently
Sorry, nobody has accepted your invite yet. No worries, we can try again
Nice!
Your stuff is stashed

Stash is an app for lovers of fun. The language we use to communicate with our users reflects our lightheartedness. We convey our messages with the same emotion that our users upload their content. The essence of our app is to create bonds with other users through the cataloging and sharing of the moments that made us laugh, cry and scratch our heads. We are the local mom n' pop grocery store of cloud storage. Accessible. Convenient. Dependable. Full of character.

5 Buttons

Normal

Sign Up

Send

Cancel

Active

Sign Up

Send

Cancel

Disabled

Sign In

Send

Cancel

Large

Create Account

Small

Next Next

Continue Continue

6 Icons

Here is a list of possible icons for use in Stash. The emphasis is on rounded edges and an easy going feel. Various color swatches as well as disabled icons are pictured.