



STIMULÀ
STRATEGIC CONSULTING

LOGO

Logomark

Gladiator helmet, simplified edges with S character incorporated.

To be used in situations where ‘Stimula Strategic Consulting’ is mentioned elsewhere in the context.

Logotype

Variatins to be used where fit.

The logotype is made from Area Normal Black and Regular with tweaks to the kerning.

‘Stacked’ will work better in situations where it can be aligned centrally.

‘Linear’ will work better in horizontal layouts, in corners of documents, email signatures, for the overleaf of a business card as examples.

Colour and application

To be used as one colour; Black, White, Sapphire, Emerald or Dune, picking the one with best contrast to the background.

Avoid placing the logo in any sort of frame or box. Darken or lighten the background image to improve clarity.

Avoid adding effects like bevels and gradients to the logo.

Logomark



Logotype



STIMULÀ
STRATEGIC CONSULTING

Stacked - Info



STIMULÀ

Stacked - Simple

Type

STIMULÀ
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STIMULÀ
STRATEGIC CONSULTING

Linear - Info



STIMULÀ

Linear - Simple

TYPOGRAPHY

Our primary typeface is **Area Normal**.

This is a Sans-serif typeface.

‘Black’ is our heading font, used in the logo.

‘Regular’ is our body font.

Heading design practise

Area Normal can be used in all uppercase as part of our strong brand identity.

Body design practise

A similar Sans-serif font can be used as a fallback if Area Normal isn’t available. Arial is recommended.

Logotype

The logotype is made from Area Normal Black with tweaks to the kerning.

STIMULÀ can be written as such in Black or Regular to recreate the logotype. Setting the kerning to optical is preffered.

Heading font

STIMULÀ

Area Normal
Black

Body font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

123456790@#\$£¥¢%&*(){}[]<>-+=:;”!?,./\|

Area Normal
Regular

COLOUR PALLETE

Sapphire and Emerald are our main brand colours. They can be contrasted with our highlight colour Dune or with White.

To use Sapphire and Emerald together pick one dark and one light variation to ensure a high enough contrast.

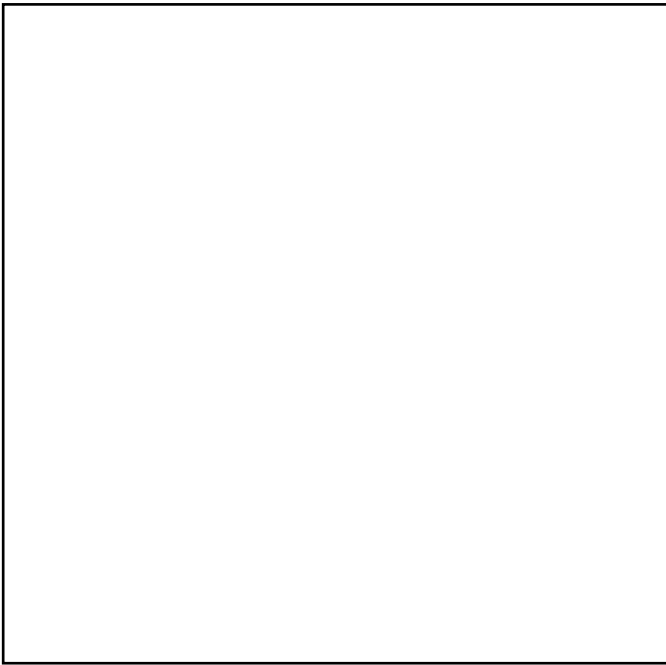
Sapphire and Emerald can be used as tints for headings or graphics on white or light backgrounds, and Dune can be used in the same fashion on black or dark backgrounds.

Black to be used for body and small copy.

Black
#000000



White
#ffffff



Dark Sapphire
#2b808f



Dark Emerald
#8c1e0e



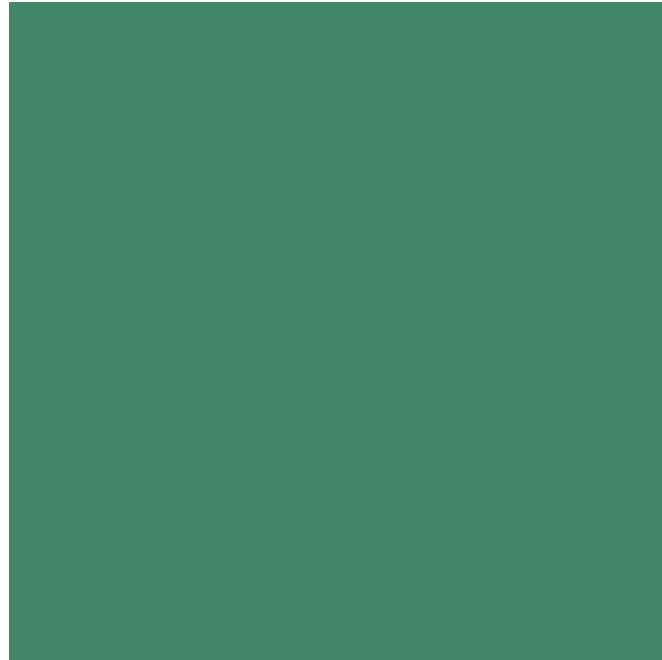
Dark Dune
#4e8b53



Sapphire
#00306f



Emerald
#438567



Mid Dune
#64b76f



Dune
#eed1ae



Light Sapphire
#52b5c9



Light Emerald
#c4392d



Bright Sapphire
#7fc6de



Bright Emerald
#e06244



Bright Dune
#93db98

