

STAMPS by stlr

Brand Guidelines

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I.O

Brand Overview

1.0 Introduction

Stamps by STLR transforms the traditional loyalty card into a seamless digital experience, eliminating the need for paper cards. Users can easily collect stamps stored on their phone, earning rewards with each visit. Simply check in, stamp on the merchant's profile, and unlock exciting perks. With a growing network of merchants, Stamps by STLR makes loyalty simple, fun, and rewarding for both users and businesses. Track progress, redeem rewards, and enjoy a modern, hassle-free way to stay connected—all from the palm of your hand



I.2 Brand Voice

At Stamps by STLR, we believe in the power of simplicity and innovation. Our digital loyalty platform is designed to make earning rewards effortless, fun, and impactful. We're committed to creating a seamless experience that connects users with businesses in a way that's modern, convenient, and rewarding. We strive to build lasting relationships through a system that values both the customer and the merchant, fostering growth, loyalty, and progress for everyone involved.

I.3 Values

Innovative

Convenient

User-Friendly

Engaging

Dynamic

Encouraging

I.4 Brand Mission

Our mission at Stamps by STLR is to transform outdated loyalty systems into seamless digital solutions for SMEs. We give merchants a tool to create real connections with their customers through digital stamp cards, instant rewards, and smart marketing features—all backed by actionable insights.

I.5 Brand Vision

To set the standard for digital loyalty programs that help SMEs grow by turning everyday transactions into personalized, rewarding experiences. Our goal is to revolutionize loyalty programs with a data-driven platform that enhances engagement and fuels business growth.

Brand Overview



2.0

Brand Logo

2.1 Logo Concept

The Stamps by STLR logo draws inspiration from STLR's iconic four-armed star, symbolizing guidance, simplicity, and innovation. The sleek design reflects the app's modern, digital-first approach, while maintaining a sense of sophistication. This logo connects the legacy of STLR with the user-centric loyalty experience of Stamps by STLR, creating a cohesive and professional visual identity



Brand Symbol

2.2 Primary Logo



Star Symbol

2.3 Secondary Logo



Original logo

2.4 Logo Clear Space

The Icon sticked to the logo is the measuring unit to measure the clear space

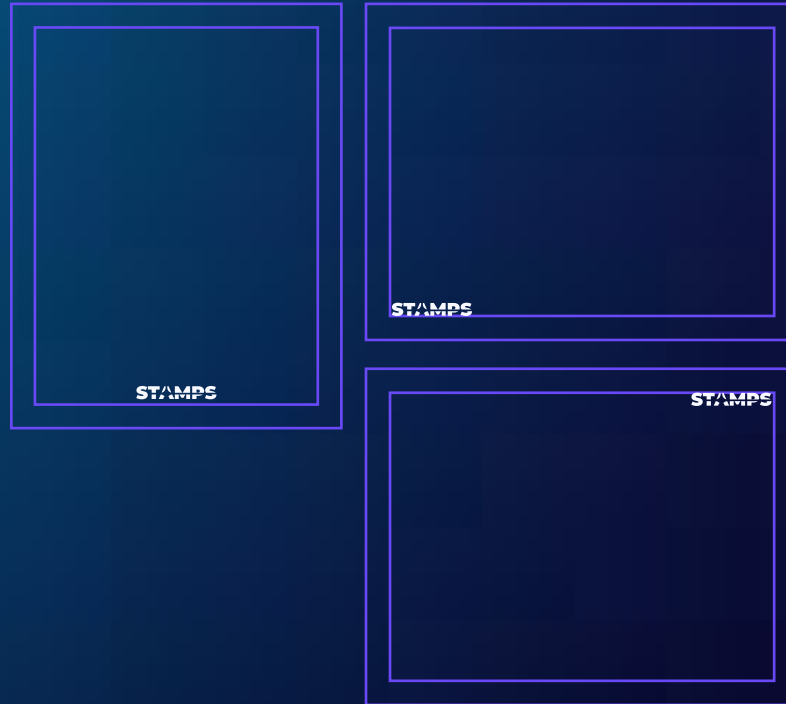


Brand Symbol

2.5 Logo colour

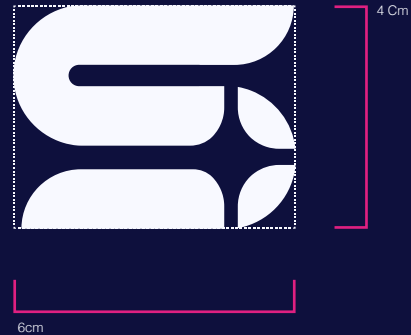


2.6 Logo Misuse



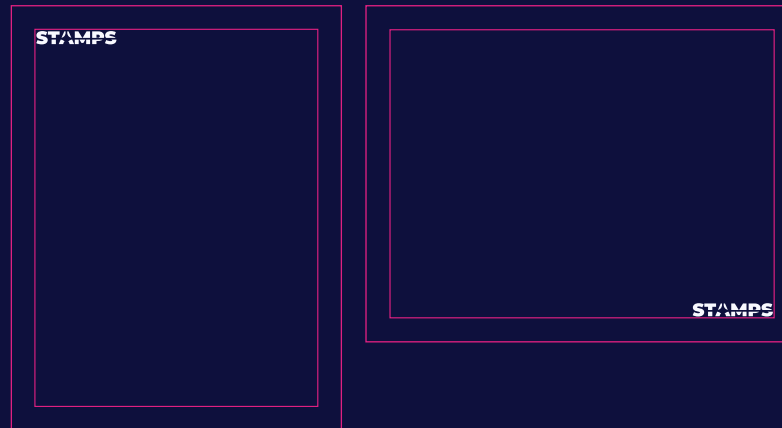
2.7 Brand Symbol Minimum Size

The minimum symbol size is set at 2 cm width for both print and digital applications to ensure clarity and legibility, with a recommendation to increase the size to 6 cm.



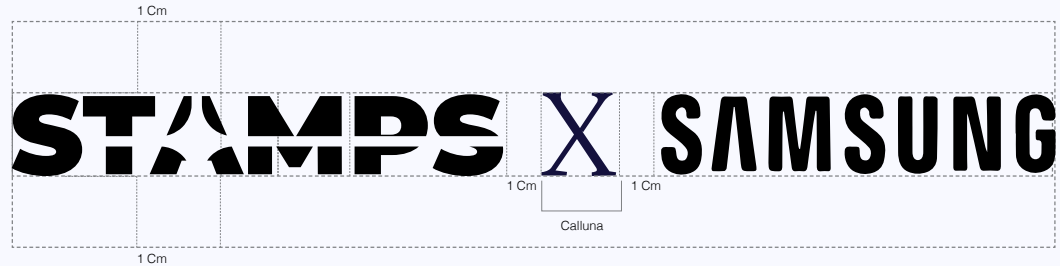
2.8 Brand Symbol Placement

Brand symbol is placed Top Left Corner This is the most common placement for brand symbol on websites and print materials. It aligns with how people typically read from left to right and top to bottom. The Logo could be placed in the middle with emboss effect with same color as the background.



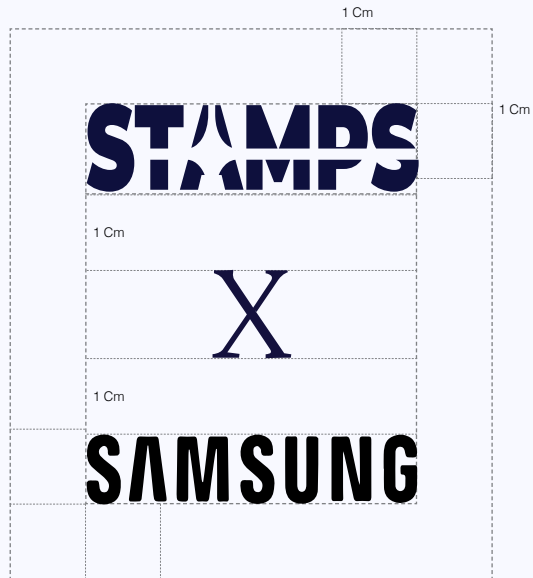
2.9 Logo x Partners and Sponsors

For a collaboration featuring Stamps by STLR's logo alongside partner logos, it is essential to ensure both are displayed prominently while maintaining a balanced and playful aesthetic. The partner logo can be positioned either vertically or horizontally, with a consistent spacing of 1 cm between the two. To maintain visual harmony, both logos should use either our signature deep purple or ghost white. These guidelines ensure a cohesive and unified brand presence across all collaborative materials while keeping the design vibrant and engaging.



Brand Symbol

2.10 Logo x Partners and Sponsors



3.0

Brand Colours

3.2 Brand Colours

3.1 Colours Introduction

The Stamps by STLR color palette blends deep, trustworthy tones with vibrant, energetic hues, creating a dynamic and engaging brand identity. Dark navy and deep purple establish a sense of professionalism and reliability, while rich magenta and bright pink inject excitement and playfulness, reflecting the interactive nature of the app. Complementary bold blue and vibrant cyan add a modern, digital-first feel, emphasizing innovation and adaptability. Finally, white ensures clarity, balance, and readability. Together, these colors position Stamps by STLR as a fun yet professional brand that transforms loyalty into a seamless and rewarding experience.

Brand Colours

Deep Navy
#0E103D

RGB
14 | 16 | 61

CMYK
77 | 74 | 0 | 76

Rich Magenta
#7F1864

RGB
127 | 24 | 100

CMYK
0 | 81 | 21 | 50

Bold Blue
#1E598D

RGB
30 | 89 | 141

CMYK
79 | 37 | 0 | 45

Dark purple
#32123D

RGB
50 | 18 | 61

CMYK
18 | 70 | 0 | 76

Bright Pink
#DF2081

RGB
223 | 32 | 129

CMYK
0 | 86 | 42 | 13

Vibrant Cyan
#06B3D8

RGB
6 | 179 | 216

CMYK
79 | 37 | 0 | 45

Ghost White
#F8F9FF

RGB
248 | 249 | 255

CMYK
3 | 2 | 0 | 0

3.4 Background Colours

Deep Navy
#0E103D

RGB
14 | 16 | 61

CMYK
77 | 74 | 0 | 76

Rich Magenta
#7F1864

RGB
127 | 24 | 100

CMYK
0 | 81 | 21 | 50

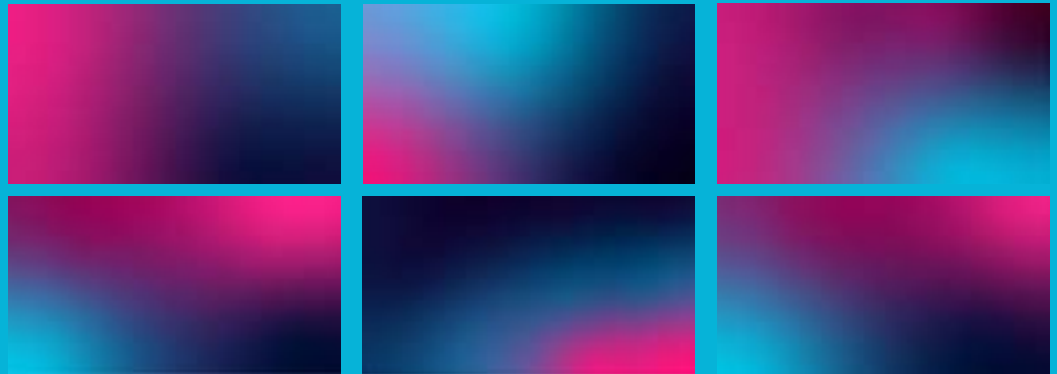
Ghost White
#F8F9FF

RGB
248 | 249 | 255

CMYK
3 | 2 | 0 | 0

Brand Colours

3.5 Core Gradients



3.6 Text Colours

Ghost White
#F8F9FF

RGB	CMYK
248 249 255	3 2 0 0

Deep Navy
#0E103D

RGB	CMYK
14 16 61	77 74 0 76

Bright Pink
#DF2081

RGB	CMYK
223 32 129	0 86 42 13

Dark purple
#32123D

RGB	CMYK
50 18 61	18 70 0 76

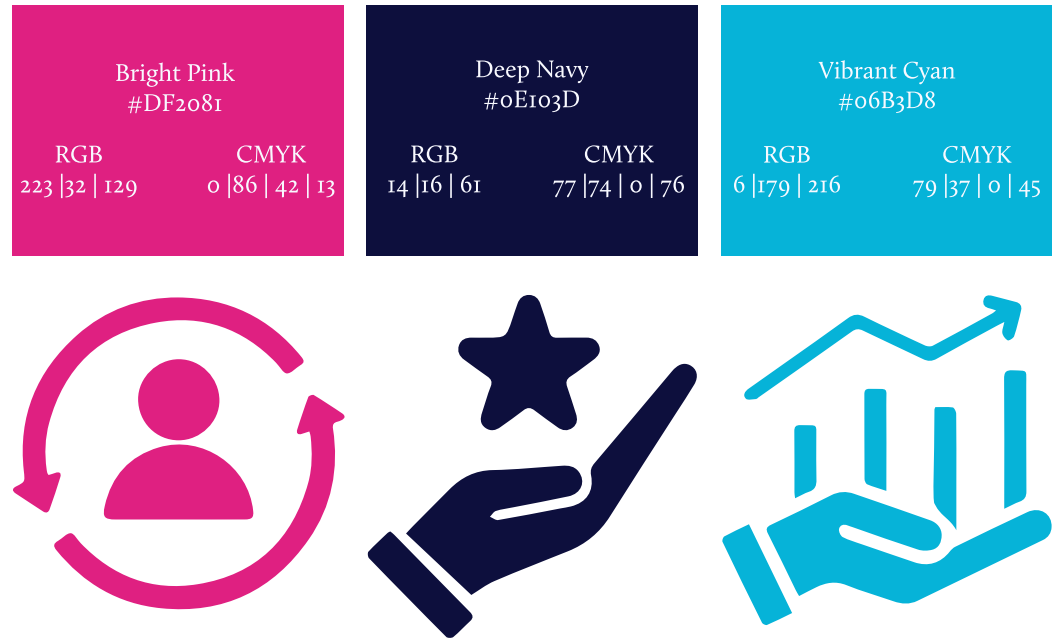
Vibrant Cyan
#06B3D8

RGB	CMYK
6 179 216	79 37 0 45

3.7 Graphical Elements Colours



3.8 Iconography Colours



3.9 Best Colour Combos



4.0

Brand Typography

4.1 Typography

Introduction

STLR's visual identity combines boldness, elegance, and clarity, inspired by the sky and stars. Variera Black for titles makes a strong statement, while The Seasons Light, a serif font, adds sophistication and trust. Helvetica Light ensures simplicity and readability in the body text. Together, these fonts create a cohesive, modern design that reflects STLR's innovative and approachable spirit.



4.2 Typefaces

Unlock Rewards with Every Stamp

Montserrat

Stamp Your Way to *Exclusive*
Rewards

Calluna

Stamps by STLR brings a fresh, engaging approach to loyalty, blending innovation with simplicity. Whether you're collecting rewards or driving customer retention, our seamless experience makes every interaction rewarding. Join us in transforming everyday purchases into exciting opportunities

Helvetica Regular

4.3 Typefaces

Montserrat Black

**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
0123456789
!@#\$%^&*()**

Calluna

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
0123456789
!@#\$%^&*()

4.4 Body Text

Helvetica Regular for Body Text

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
0123456789
!@#\$%^&*()

Helvetica Bold Accent in Body Text

**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
0123456789
!@#\$%^&*()**

Calluna italic subtitle for a subtitle 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
0123456789
!@#\$%^&*()*

Montserrat black

Titles

**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
0123456789
!@#\$%^&*()**

Aa



Calluna

Subtitles

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
0123456789
!@#\$%^&*()

Aa

Typography

Helvetica Light

Body Text

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
0123456789
V!@#\$%^&*()

Aa



Calluna Italic

Subtitles

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
0123456789
!@#\$%^&()*

Aa

Helvetica Bold

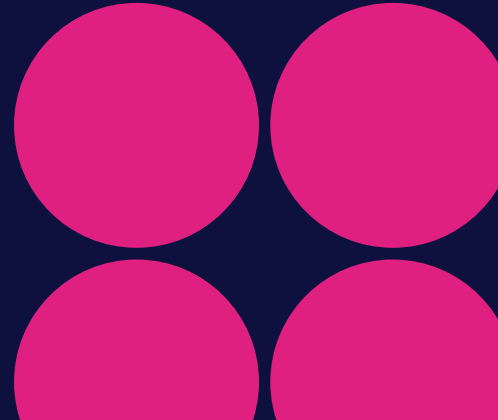
Body Text

**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**

0123456789

!@#\$%^&*()

Aa





5.0

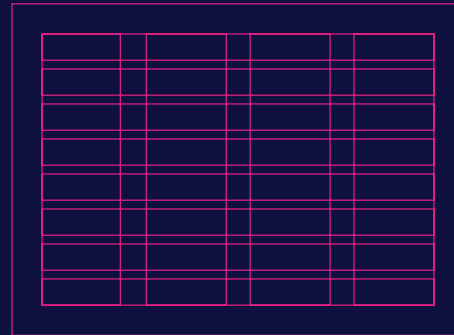
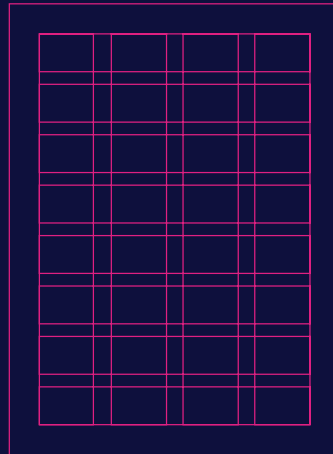
Brand Grid and Layout System

5.1 Grid System and Layout System

The STLR'S grid and layout system adopts a modular approach, ensuring both flexibility and consistency across various formats. By utilizing defined rows and columns, the system provides a structured framework for content placement, enhancing readability and visual alignment. This method not only maintains balance within the design but also allows for adaptability to meet diverse design needs. As a result, it creates a cohesive visual language that reinforces STLR's brand identity throughout all materials.

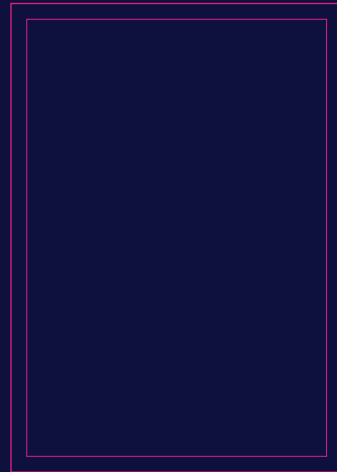
5.2 Columns and Rows

The A4 portrait format uses a grid system with 8 rows with 0.5 gutters and 4 columns, with 0.5 gutter ensuring structured content organization for printed materials.

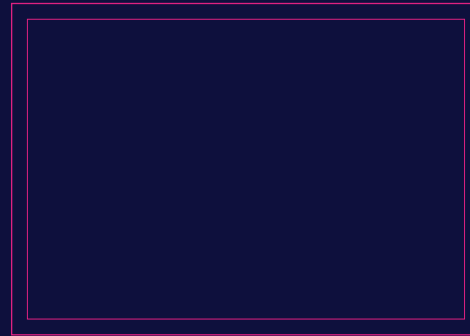


5.3 Margin Construction

For the margin construction, there will be equal space for all sides of the margin. For 1 cm between each margin.



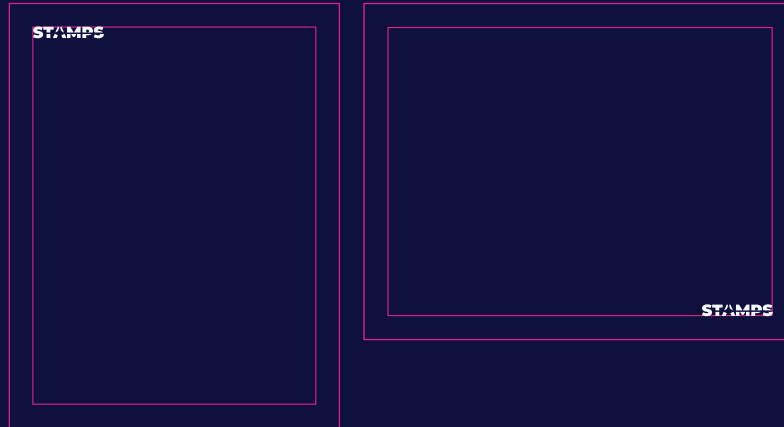
1cm Margin for A4 Landscapes



1cm Margin for A4 Landscapes

5.4 Logo Layouts

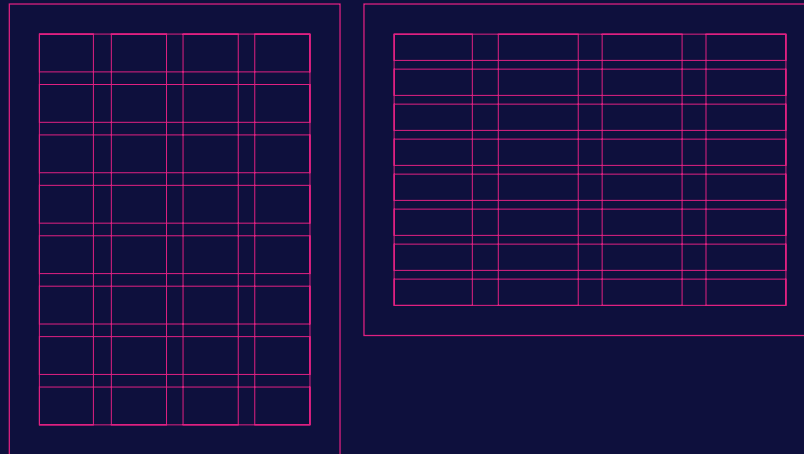
Brand symbol is placed Top Right Corner This is the most common placement for brand symbol on websites and print materials. It aligns with how people typically read from left to right and top to bottom. The logo could also be placed in the middle in some cases.



5.5 layout System

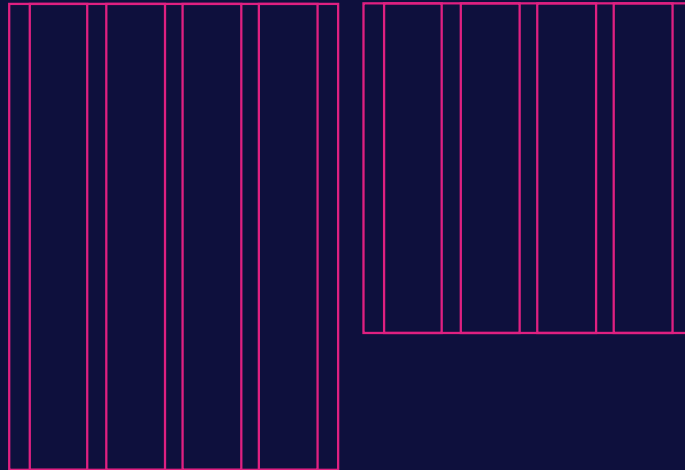
In Stamps by STLR, text placement follows a dynamic yet structured approach for clarity and engagement. The title is positioned in the top left or center, spanning 2 columns and 2 rows for strong visual impact. Directly below, the subtitle maintains the same width, using a lighter weight or italic style for hierarchy. The body text is placed in the middle or lower half, spanning 3 columns with flexible row usage (2-3 rows) to ensure readability without overwhelming the design. To enhance the playful, stamp-like aesthetic, accent elements such as taglines or keywords can be placed vertically or rotated along the edges, reinforcing brand identity while keeping the layout fresh and engaging.

5.6 Layout System



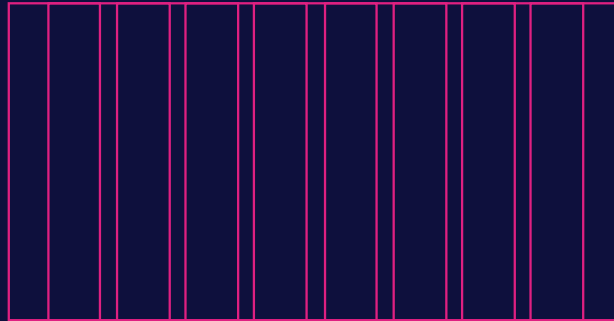
5.7 Digital display

For Stamps by STLR posts and stories, a 38-pixel margin ensures a clean yet playful layout. This margin frames the content, keeping text and visuals balanced while maintaining the brand's fun and engaging identity. It enhances readability and preserves clarity, creating a dynamic yet structured design that reflects the rewarding experience of Stamps by STLR.



5.8 Website

For the Stamps by STLR website, we use an 8-column grid to structure the layout effectively, as rows are not essential for web design. This grid system ensures flexibility and balance, allowing text, images, and interactive elements to align consistently. The column-based approach maintains a playful yet clean look while ensuring responsiveness, making the website visually engaging and user-friendly across all devices.



6.0

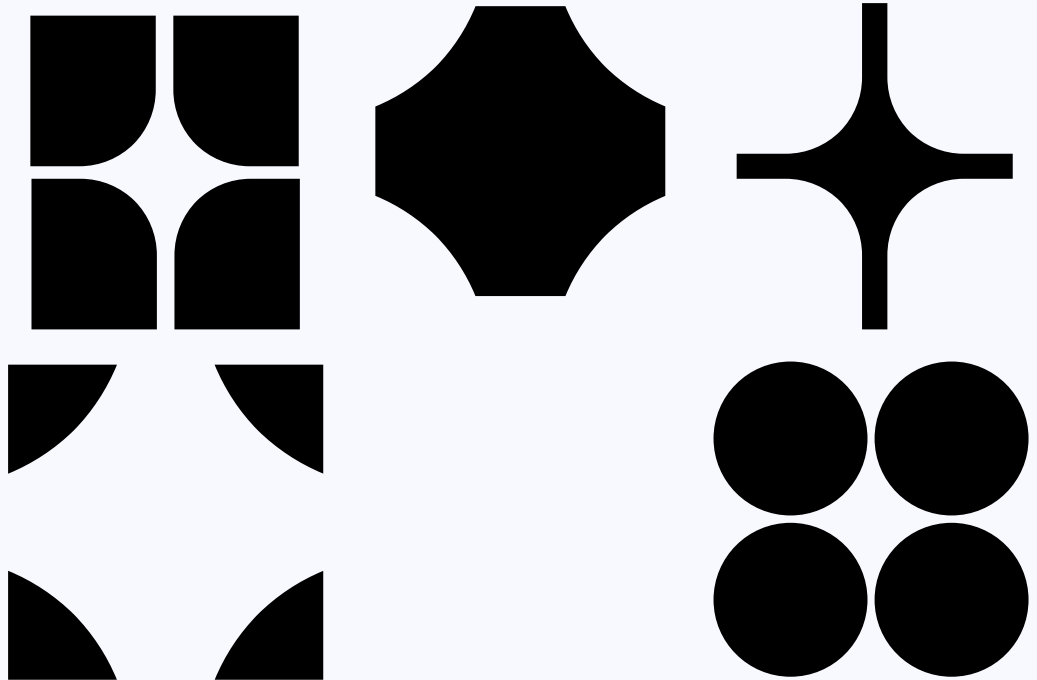
Brand Graphical Elements

6.1 Graphical Elements

Inspired by the dynamic nature of Stamps by STLR, our graphical elements are drawn from stamp imprints and digital interactions to create a playful and engaging visual identity. These elements enhance the fun and rewarding experience while maintaining clarity and cohesion. This approach reflects our commitment to simplicity, innovation, and engagement, making loyalty feel interactive and exciting.

6.2 Graphical Elements Concept

Our graphical elements use negative space inspired by our four-armed star logo, creating dynamic, modern designs that enhance our brand's identity.

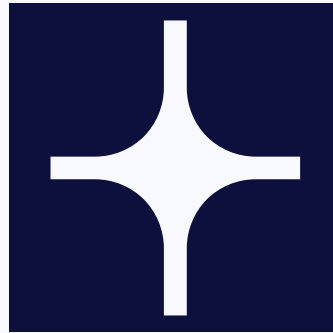


Graphical Elements

6,3 Graphical Elements Colors



Bright pink



Ghost white



Vibrant Cyan

6.4 Graphical Elements In Use

Our graphical elements are designed to complement Stamps by STLR's vibrant color palette, using deep purples, energetic pinks, and dynamic blues to create a playful and engaging visual identity. The rich purples add a sense of creativity and uniqueness, while the bold pink brings energy and excitement. The refreshing blues balance the palette, adding clarity and approachability. Together, these colors enhance the impact of our graphical elements, ensuring versatility and consistency across all platforms, from digital interfaces to printed materials, while reflecting the fun and rewarding spirit of Stamps by STLR

Opacity 35%

60

7.0

Brand Iconography

7.1 Main Iconography

For Stamps by STLR's icons, we use a bold, filled style to create a playful and dynamic visual identity. This approach adds warmth and approachability while ensuring clarity and impact. The filled icons enhance visual communication with a fun and engaging touch, making them versatile and effective across digital and print applications.

This icon symbolizes strategic outreach and brand awareness efforts.



This icon represents building lasting connections and fostering customer trust.



7.2 Sub-iconography

This icon represents revenue growth and streamlined sales processes.



This icon reflects partnership opportunities and business expansion.



7.3 Iconography Colors

Icons come in three colours; Pen Blue, Bitter sweet and Majorelle Blue



Bright Pink
#DF2081

RGB CMYK
223 | 32 | 129 0 | 86 | 42 | 13



Deep Navy
#0E103D

RGB CMYK
14 | 16 | 61 77 | 74 | 0 | 76



Vibrant Cyan
#06B3D8

RGB CMYK
6 | 179 | 216 79 | 37 | 0 | 45

Iconography

8.0

Brand Imagery Style

8.1 Imagery Style Introduction

For Stamps by STLR's imagery style, we use a playful duotone effect to create a bold and engaging visual identity. By transforming images into black and white and applying a custom gradient, we blend vibrant purples, blues, and teals to highlight key areas. This approach adds depth, energy, and consistency across all visuals, reinforcing our brand's dynamic and modern personality. The result is a visually striking aesthetic that enhances brand recognition while maintaining a fun and approachable feel.

Imagery Style



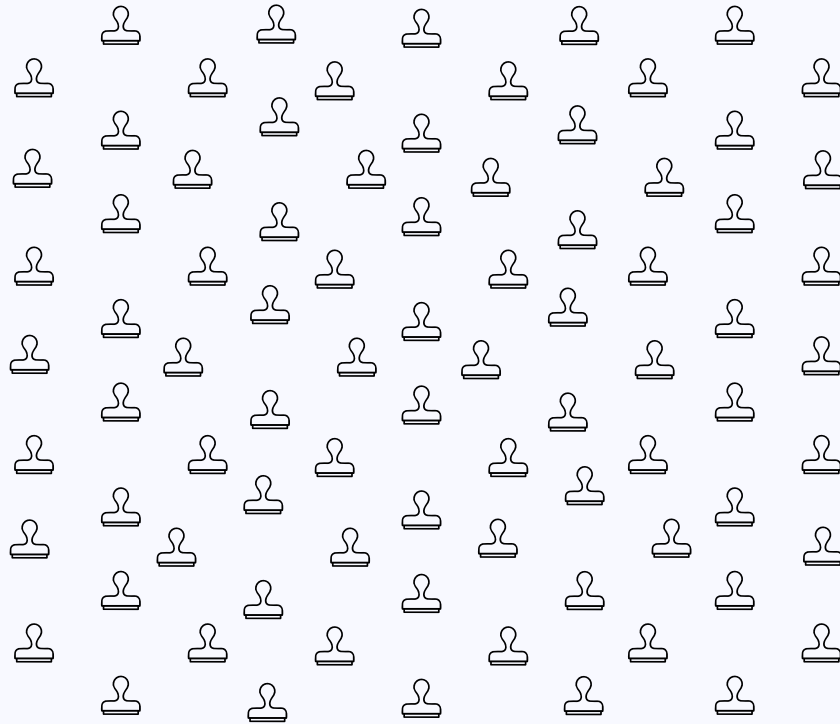
9.0

Brand Pattern

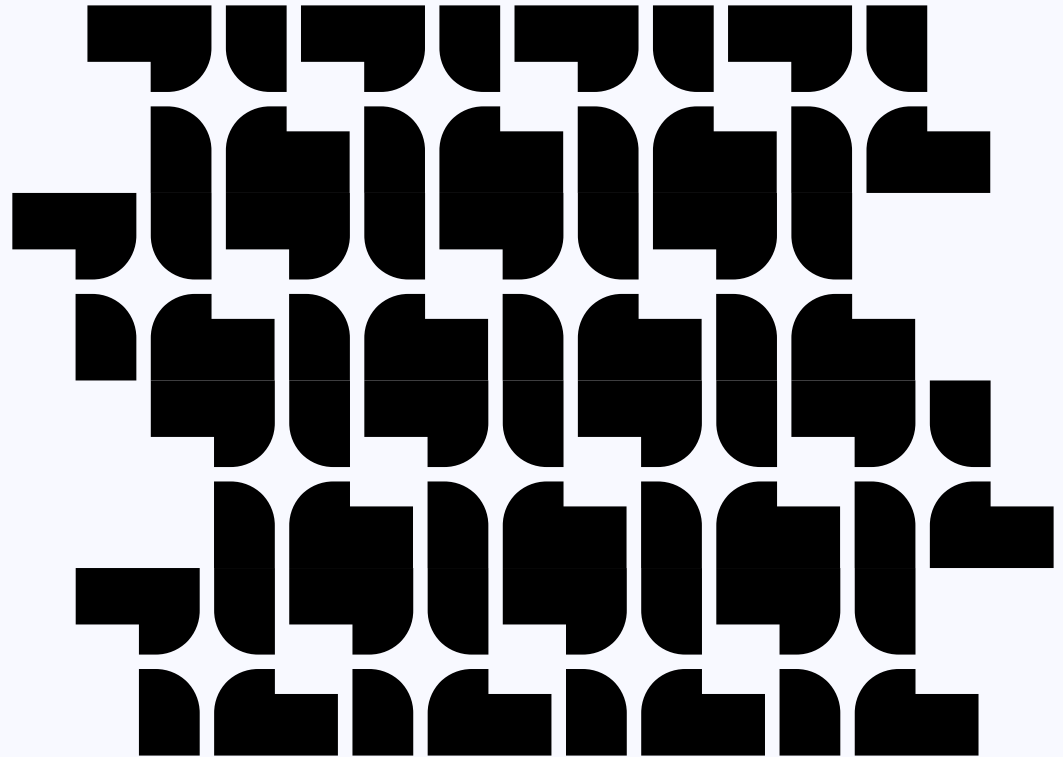
9.1 Pattern Introduction

We explore the use of patterns as a key design element in our visual identity. By incorporating subtle yet impactful patterns, we create a sense of depth and movement, while maintaining the brand's core values of simplicity and innovation. These patterns are thoughtfully crafted to complement our color palette and logo, enhancing the overall aesthetic of our brand. They serve not only as decorative elements but also as a reflection of our commitment to creativity and attention to detail, reinforcing our mission to deliver tailored loyalty solutions and merchant aggregation.

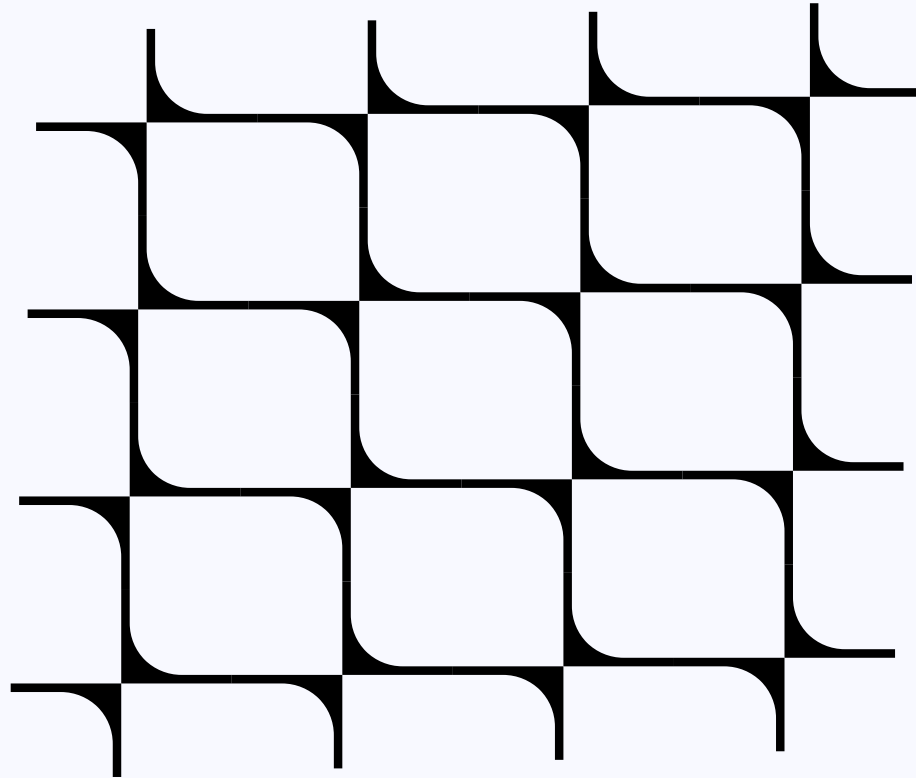
9.1 Pattern Examples



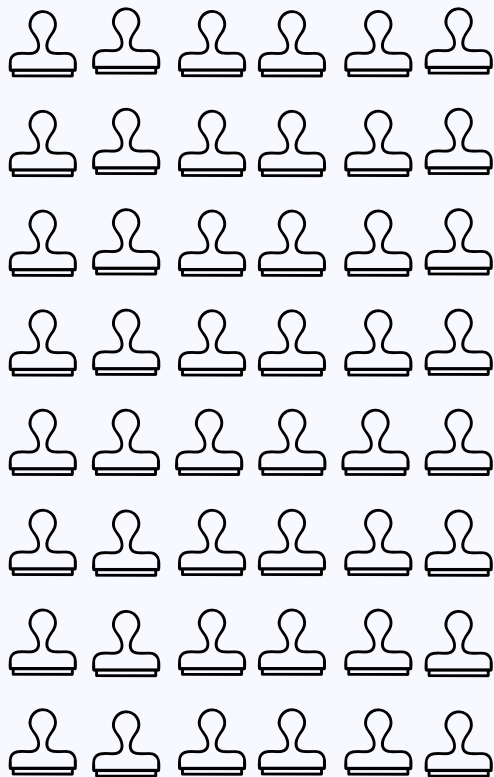
9.1 Pattern Examples



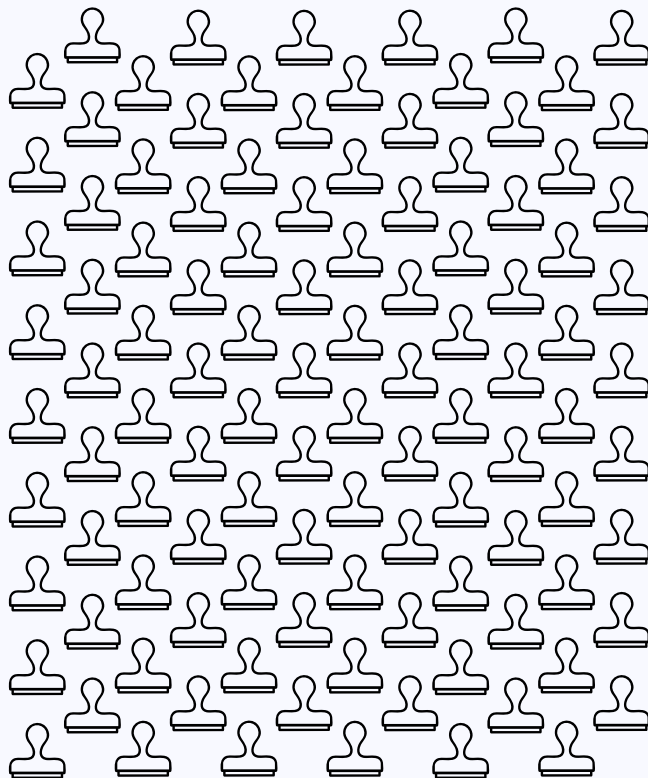
9.1 Pattern Examples



9.1 Pattern Examples



9.1 Pattern Examples



10.0

Brand Applications
