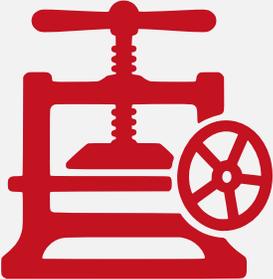


**STONE** 

**STONE** 

# Brand Identity Guidelines

## Table of contents

4	Logotype	15	Business Cards
5	Logotype Sizes	16	Wax Seal Stamp
6	Logo Padding	17	Wrapping Paper
7	Logo Icon Sizes	18	Name Tags
8	Logo Incorrect usage	19	Tote Bag Design
9	Logo Icon 3D	20	Tote Bag
10	Wax Seal Stamp	21	Logo App Icon 3D
11	Brand Colors	22	Phone Application
12	Typefaces	23	Phone Application Cont'd
13	Typefaces Cont'd	24	Stone App (UI)
14	Letterhead	25	Stone App (UI) Cont'd



# Logotype

The logotype is set in Gogh, a geometric sans serif with a modern yet timeless character. Its open forms, generous x-height, and clear structure ensure legibility in both print and digital applications.

Use the white logotype on dark backgrounds, the black logotype on light backgrounds, and the red logotype only for emphasis within layouts.

The icon to the right represents a printing press, reinforcing the company's foundation in publishing and the craft of print. Together, the type and icon create a cohesive identity that balances modern clarity with traditional values.



## Logotype Sizes

Never reduce the logotype below 0.25 inches in width.

When space is restricted, the icon can serve as a substitute.



4.5 inches



1.5 inches



.25 inches



4.5 inches



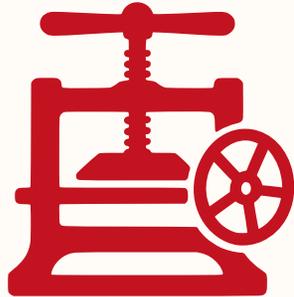
## Logo Padding

The logotype must be framed by clear space equivalent to the height of a bold uppercase "S" in the chosen font size.



# Logo Icon Sizes

Never reduce the logo icon below 0.125 inches in width. When space is restricted or unable to use the Logotype.



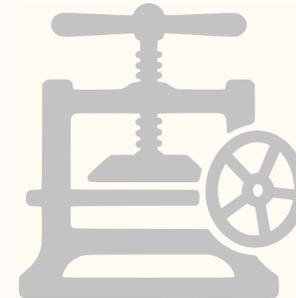
1.5 inches



.5 inches



.25 inches



1.5 inches



## Logo Incorrect usage

The logotype must never be placed on a patterned or overly complex background that could compromise its clarity or legibility in any context. To preserve consistency, it should only appear in the approved brand colors—black, white, or red—and under no circumstances should alternative colors be introduced.

The logotype must always remain true to its original design without modification, ensuring that the brand identity is recognizable across all applications. Its proportions should never be distorted, stretched, compressed, or otherwise manipulated, maintaining a cohesive and professional presentation at all times.

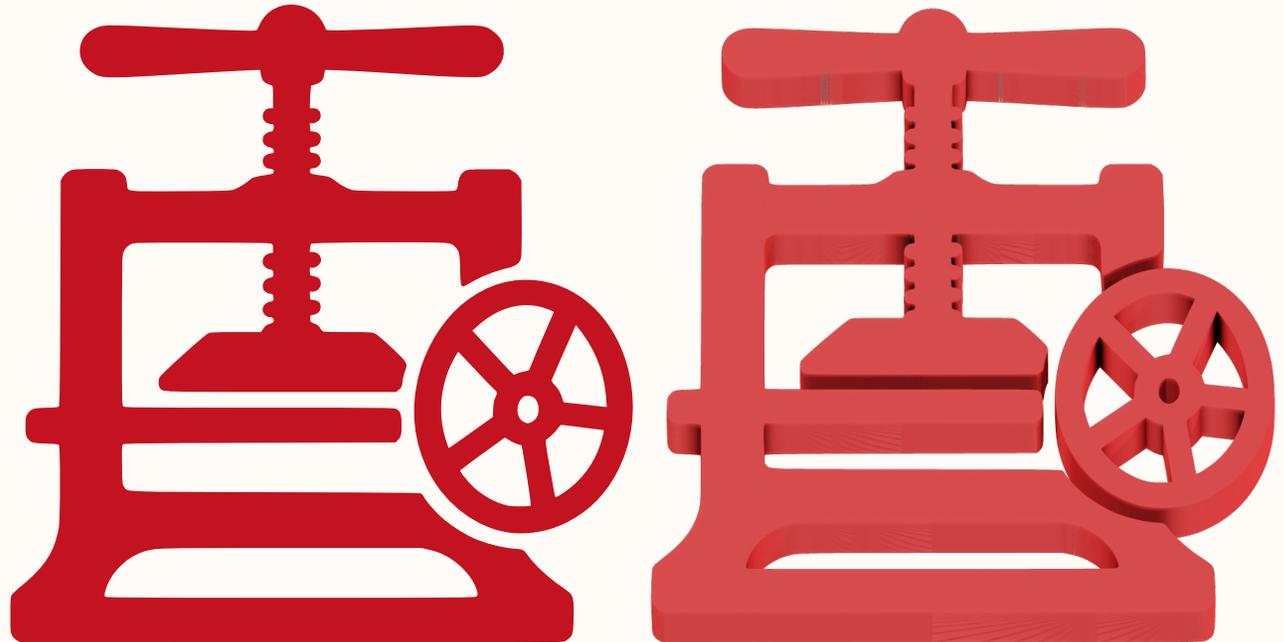


## Logo Icon 3D

A 3D version of the logo icon may be used as a supplemental brand asset across various applications, including posters, advertisements, web graphics, and digital campaigns.

This variation adds depth, dimension, and a sense of visual impact that enhances recognition while maintaining consistency with the primary identity system.

The 3D icon should be applied thoughtfully and sparingly, supporting the core logotype without replacing it. It is particularly effective in promotional contexts, social media content, and high-visibility advertising where additional emphasis is needed. Always ensure the 3D rendering follows brand color, proportion, and quality standards.



## Wax Seal Stamp

For reversed applications, the logotype is carefully set within the printing press icon to maintain the full integrity of the brand mark. This treatment ensures the logo remains clear, legible, and consistent, even when applied in more complex or formal contexts. It has been designed specifically for use with the wax seal stamp, symbolizing tradition and craftsmanship

while still aligning with modern brand standards. Appropriate applications include packaging, letters, official documents, invitations, certificates, and similar communications where refinement and authority are required. This approach guarantees consistency, reinforces recognition, and maintains a polished, professional presentation across all materials.



## Brand Colors

The brand's color palette is rooted in the heritage of printmaking, drawing inspiration from the enduring traditions of ink and paper.

At its core is a bold red, selected to symbolize strength, power, and energy—qualities that reflect the company's vision and character.

This striking red is supported by deep black, which conveys authority, stability, and sophistication, and balanced by crisp white, which communicates clarity, openness, and timeless simplicity.

Together, these three colors form a harmonious visual identity that is both modern and enduring, ensuring consistency across all brand applications, from print to digital environments.

Pantone Black 6 C

CMYK (2%, 61%, 41%, 98%)

RGB (5, 2, 3)

HEX #050203

**Deep Black**

Pantone 3546 C

CMYK (0%, 91%, 84%, 24%)

RGB (195, 18, 32)

HEX #C31220

**Lava**



## Typefaces

The brand's primary typeface is Gogh Bold, establishing the main visual identity. Roboto Flex Italic serves as a secondary typeface for emphasis and stylistic variation.

For official documents—including invoices, letters, and contracts—the original Roboto Flex is used to ensure clarity, readability, and a professional, consistent appearance.

Primary / Gogh Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@\$.,**

Secondary / Roboto Flex Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$.,

Third / Roboto Flex Regular Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$.,



## Typefaces Cont'd

Fonts should be used according to the guidelines provided on this page to maintain a consistent and cohesive brand identity. While the guide outlines recommended typefaces, styles, and hierarchy,

it is not exhaustive. Alternative uses of fonts may be appropriate if they remain visually harmonious and aligned with the overall brand aesthetic, ensuring clarity and professionalism.

Gogh Bold

## Logotype & Headers

Roboto Flex Italic

## Subheadings

Roboto Flex Regular

Etiam id pede porttitor turpis tristique lacinia. Suspendisse potenti. Etiam feugiat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras gravida sem ut massa. Quisque accumsan porttitor dui. Sed interdum, nisl ut consequat tristique, lacus nulla porta massa, sed imperdiet sem nunc vitae eros. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque sit amet metus. Nullam tincidunt posuere ligula. Aenean volutpat ultrices ligula. In tincidunt. Aenean viverra suscipit tellus.

Suspendisse sem lorem, ornare non, vestibulum ut, tempor porttitor, est. Quisque convallis aliquet eros. Nunc nec nulla eget urna convallis eleifend.



## Letterhead

The letterhead and envelope are displayed accurately, reflecting their proportions, spacing, and design details, allowing viewers to see exactly how the stationery appears in real-life use and professional presentation.



Mark Jones

789 Granite Avenue, Suite 500,  
Rockaway, NY 10231

Dear Mr. Kim,

Duis vulputate cursus orci. Mauris justo lorem, scelerisque sit amet, placerat sed, condimentum in, leo. Donec urna est, semper quis, auctor eget, ultrices in, purus. Etiam rutrum. Aliquam blandit dui a libero. Praesent tortor tortor, bibendum vehicula, accumsan sed, adipiscing a, pede. Nullam et tortor. Suspendisse tempor leo quis nunc fringilla volutpat. Donec rutrum ullamcorper lorem. Nunc tincidunt sagittis augue. Quisque lacinia. Phasellus sollicitudin.

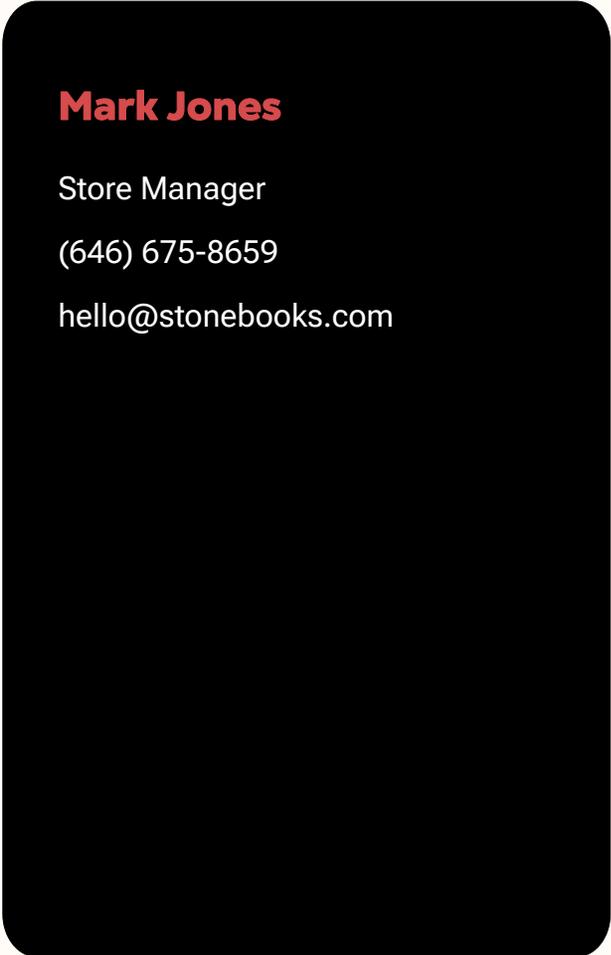
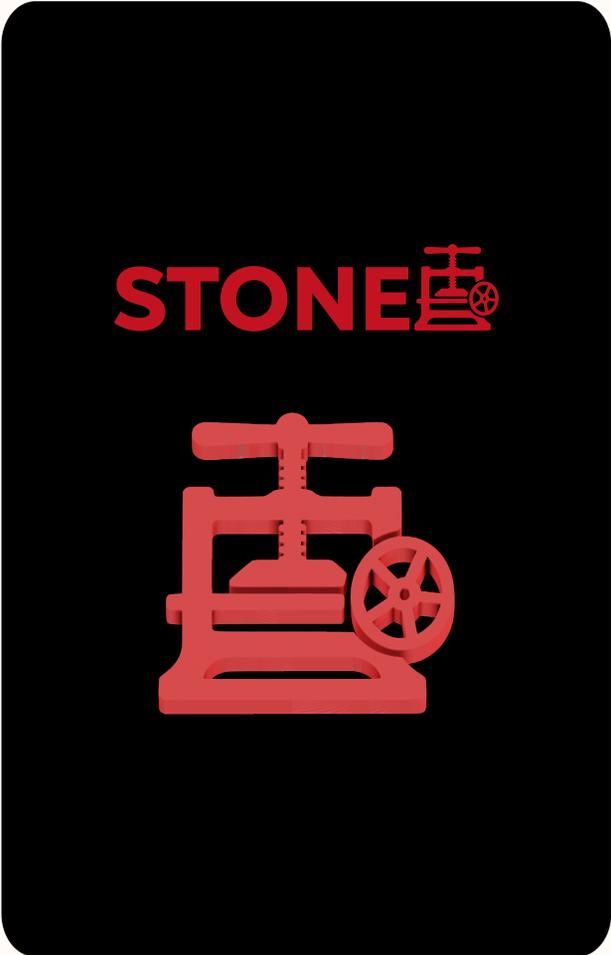
Mauris purus. Donec est nunc, ornare non, aliquet non, tempus vel, dolor. Integer sapien nibh, egestas ut, cursus sit amet, faucibus a, sapien. Vestibulum purus purus, elementum ac, luctus ullamcorper, ornare vitae, massa. Nullam posuere sem ut mauris. Nullam velit. Quisque sodales. Donec suscipit suscipit erat. Nam blandit. Praesent congue lorem non dolor. Maecenas vitae erat. Ut ac purus vel purus dapibus gravida.

Nullam lorem sapien, tempus ac, fringilla at, elementum sed, purus. Duis molestie pede. Vivamus quis odio sit amet libero



# Business Cards

The business card's front and back showcase the logo, contact details, and brand elements, ensuring a professional, cohesive presentation.



## Wax Seal Stamp

For invitations, thank-you notes, and other personal or formal communications, envelopes are sealed with a wax stamp bearing the Stone emblem. This treatment adds a handcrafted, sophisticated touch while reinforcing brand identity.

Used thoughtfully, the wax seal elevates the presentation, making each correspondence feel memorable, polished, and distinctly aligned with the company's visual and tactile standards.



## Wrapping Paper

Custom marbled wrapping paper, crafted using the brand's signature colors, is offered for gifts at the client's request.

This unique packaging adds a personal and visually striking touch, reinforces the brand identity, and creates a memorable experience.

Each gift wrapped in this paper reflects the company's attention to detail, craftsmanship, and commitment to presenting a polished, thoughtful aesthetic.



## Name Tags

Name tags provide a personal touch and help identify employees in the store. While uniforms are not required, each name tag features the logo icon, ensuring customers can easily recognize staff.

This small but meaningful detail reinforces brand identity, enhances customer experience, and adds a professional, approachable presence in-store.



## Tote Bag Design

The tote bag design aligns with the logo, balancing clean, structured lines with a tactile, book-inspired aesthetic.



## Tote Bag

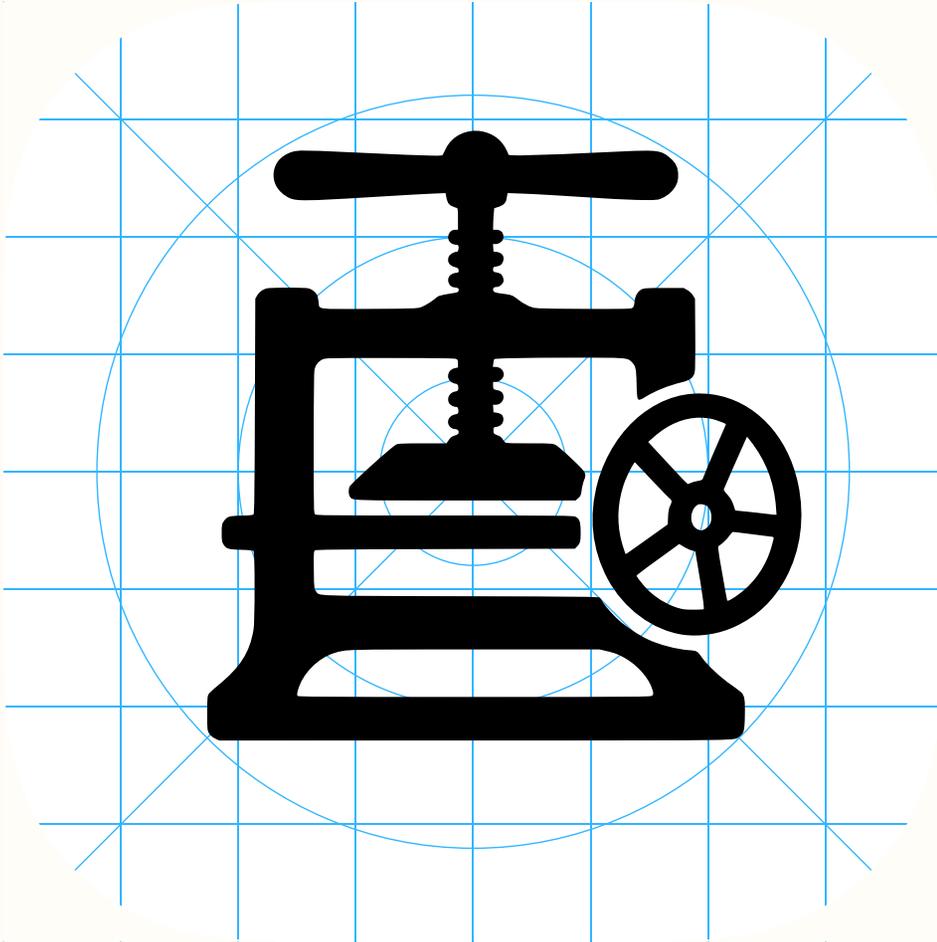
Tote bags enhance the customer experience by making shoppers feel valued.

They also act as a lasting keepsake, reinforcing the brand's identity and encouraging loyalty, while turning customers into subtle brand ambassadors each time the bag is used.



## Logo App Icon 3D

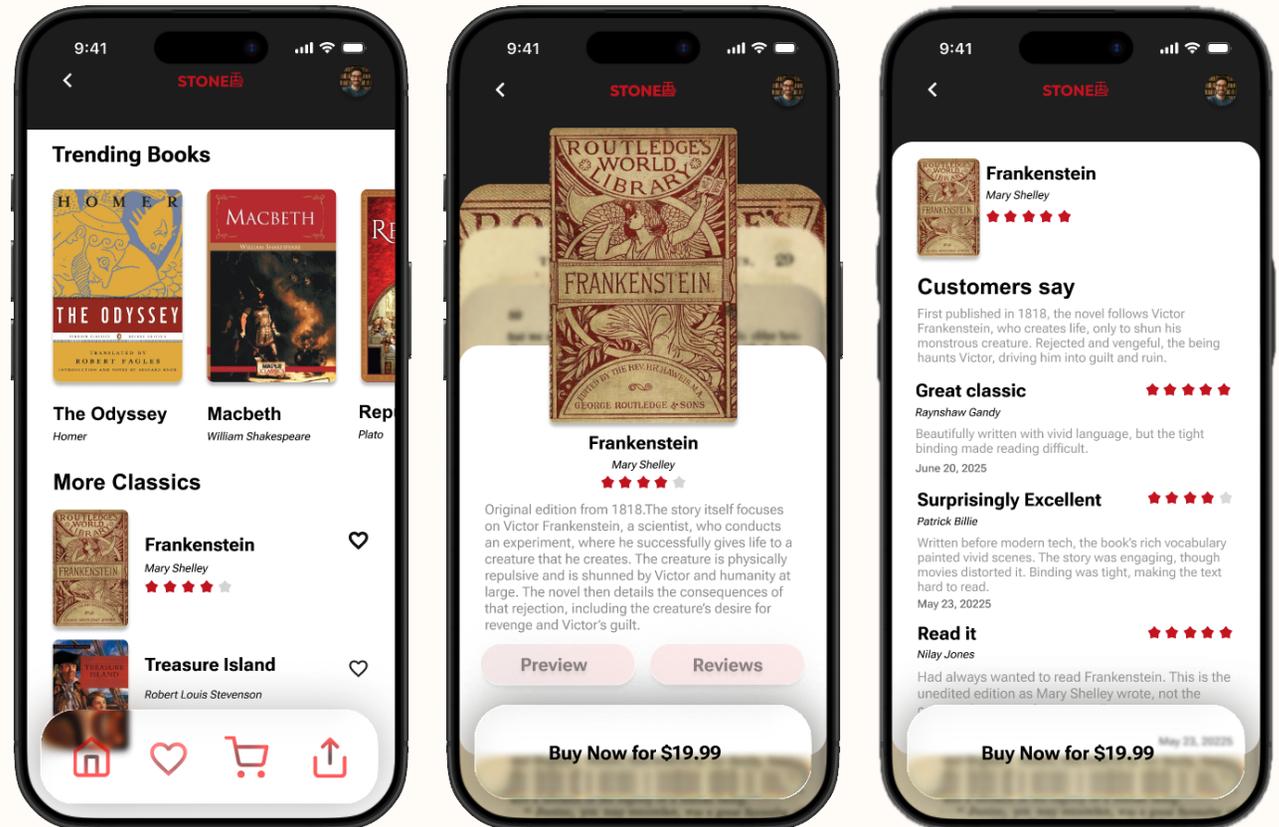
The app icon represents the brand, must be simple and recognizable, reinforces identity, attracts attention, and encourages engagement.



# Phone Application

This app is designed for readers who love classics but also want access to a wide variety of modern titles. From timeless literature to contemporary epics and science fiction, the platform offers something for every type of reader. The app provides a simple and convenient way to discover, purchase, and enjoy books without the limitations of location or store hours.

For those who cannot visit a physical bookstore, the app ensures they are still connected to a broad selection of stories. By combining accessibility with choice, it creates a seamless experience that makes reading more engaging and inclusive.



## Phone Application Cont'd

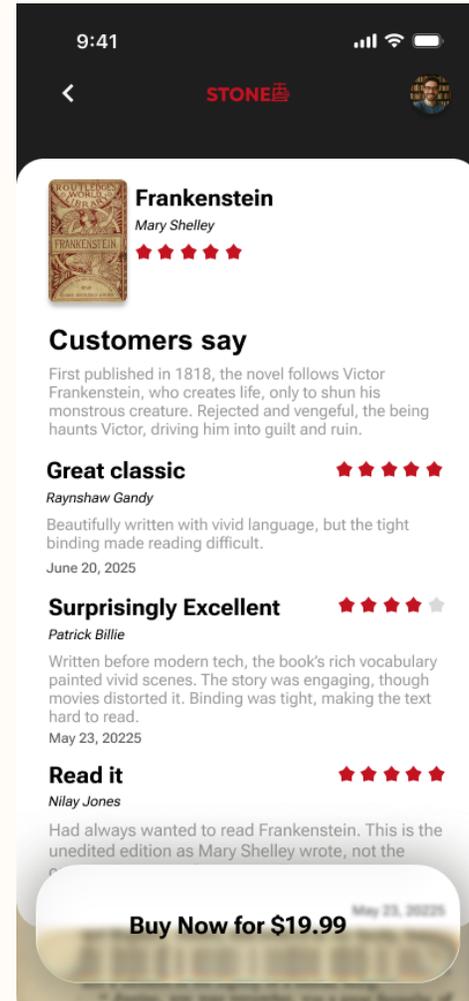
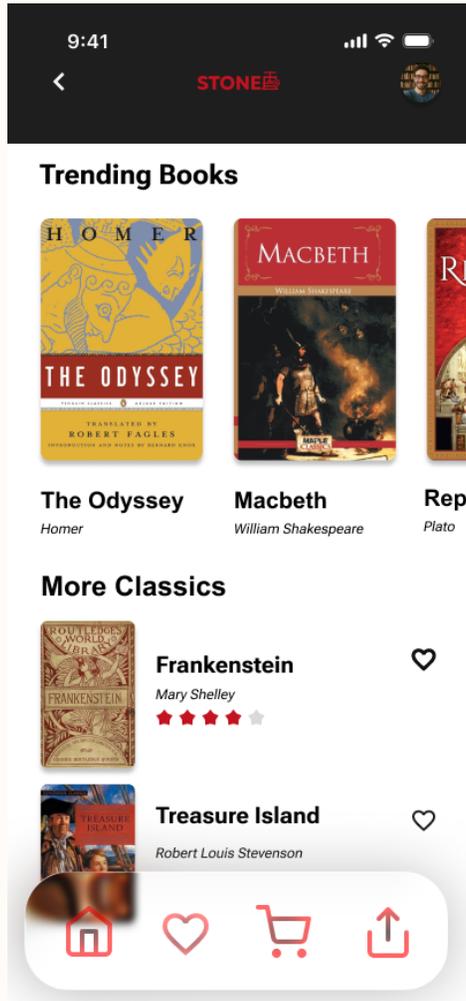
The app intro screen is the reader's first impression, setting the tone for the entire experience. It should be visually engaging, professional, and true to the brand's identity. A strong design not only builds trust but also reminds users of the app's value every time they open it.

Seamlessly blending with the interface, the intro screen should feel natural while sparking curiosity and encouraging continued use.

By balancing consistency and creativity, it ensures the app stands out on a reader's phone while remaining both memorable and inviting.

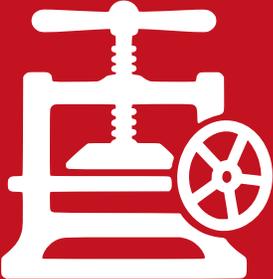


# Stone App (UI)



# Stone App (UI) Cont'd



**STONE** 



Brand Identity Guidelines

**STONE** 