Story Loop
Brand Guidelines

Winter 2021

Contents

General Information

This document contains a guide to using the Story Loop visual identity system.

It will cover all brand elements (logo, colors, typefaces and more) in order to keep consistency in all materials. More-so, it sets the visual tone for this company. Each guideline is not to restrict, but to empower and inform.

StoryLoop

Logo Anatomy

The Story Loop logo consists of a symbol and a wordmark.

The symbol and the wordmark can be used independently or locked up together.

StoryLoop

SYMBOL

WORDMARK

LOGO

The Logo

The Story Loop logo comes in two forms: single-story and stacked.

Each usage is interchangeable based upon the spacial requirements of where it is being placed. The single-story should be treated as the primary of the two. Unless there is not ample width for placement, use the single-story mark.

Single-Story
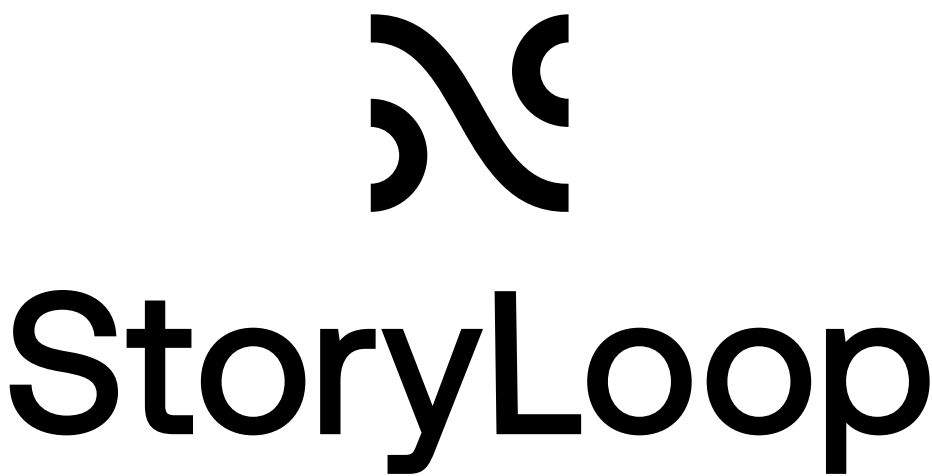
Stacked

Wordmark

This is the Story Loop wordmark. It has been designed to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used.

StoryLoop

Symbol

This is the Story Loop symbol. The symbol can be used on its own in certain, very specific situations when the context and association with Story Loop is clearly established and controlled (example: the Story Loop website).
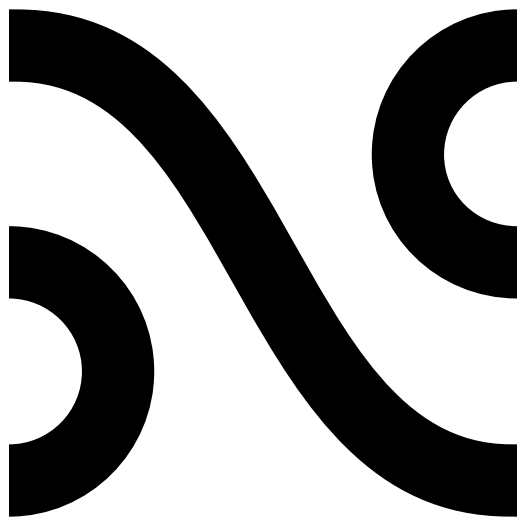
Clearspace & Margins

When implementing the logo in designs or placing it next to other visual elements, it is important should ensure that it has plenty of breathing room. This is where clearspace and margins come in to play.

The logo's clearspace defines the distance between the logo and any graphic element it may be sitting next to in a composition. Use half of the symbol width from the word-mark as a reference for the appropriate clearspace.

0.5x   x

0.5x   x

0.5x
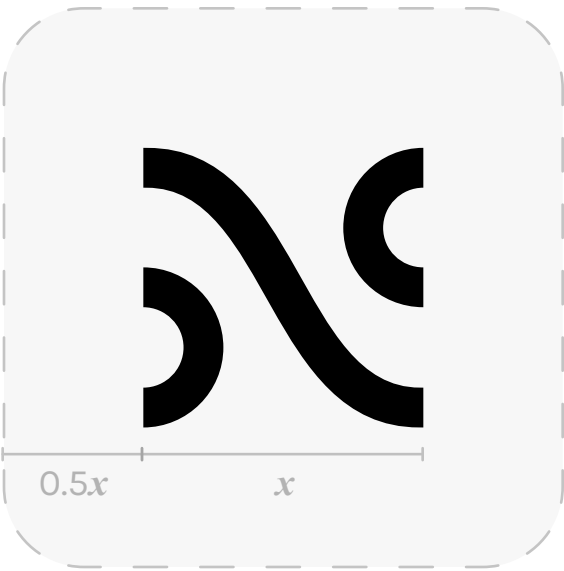
Considerations

Consistency is key.

When using the logo in it's various forms, it is imperative to not manipulate any part of the mark. This includes but is not limited to reversing the logo, applying non-brand colors, stretching or altering the proportions, or changing the arrangement of the logo,

Each guideline is not to restrict, but to empower and inform.

YES	NO
Maintain shape, color, and proportions	Don't stylize, warp, or modify the design of the assets.

Logo & Color

The logo in all forms should primarily be all black or all white.

For editorial purposes, the logo may take on colors from the secondary palette or one of the tertiary gradients, but must be placed on top of a black background.
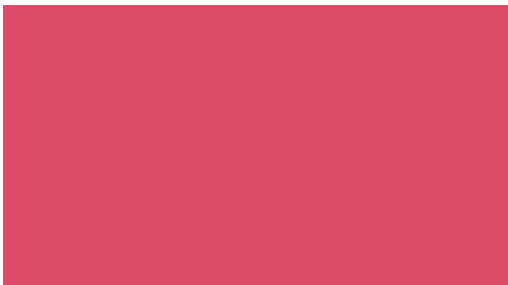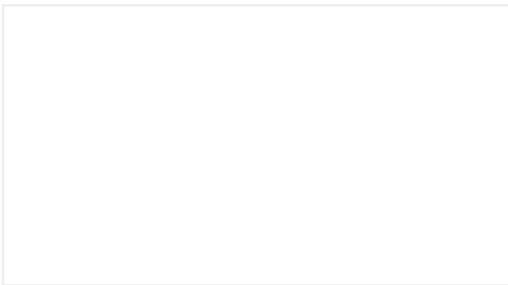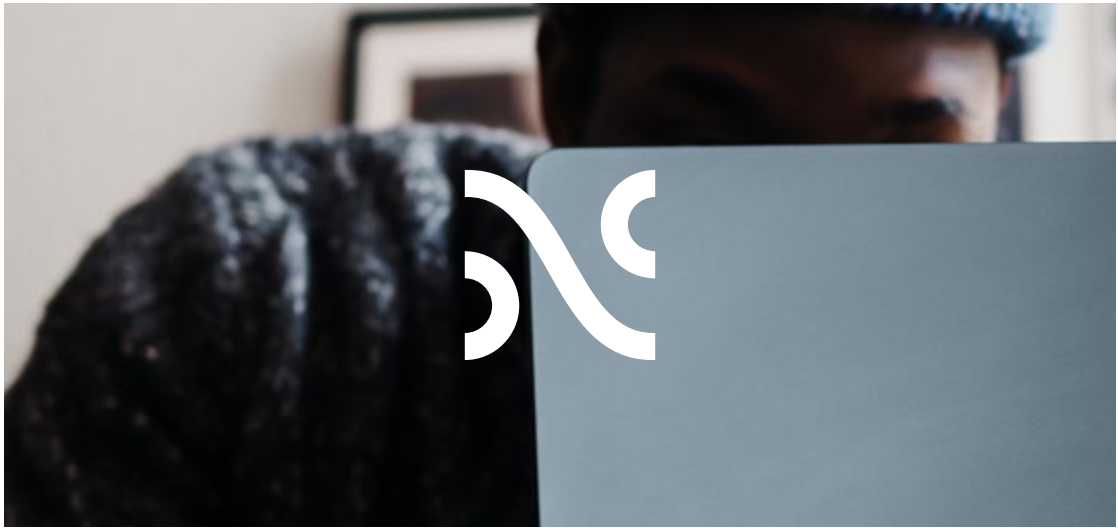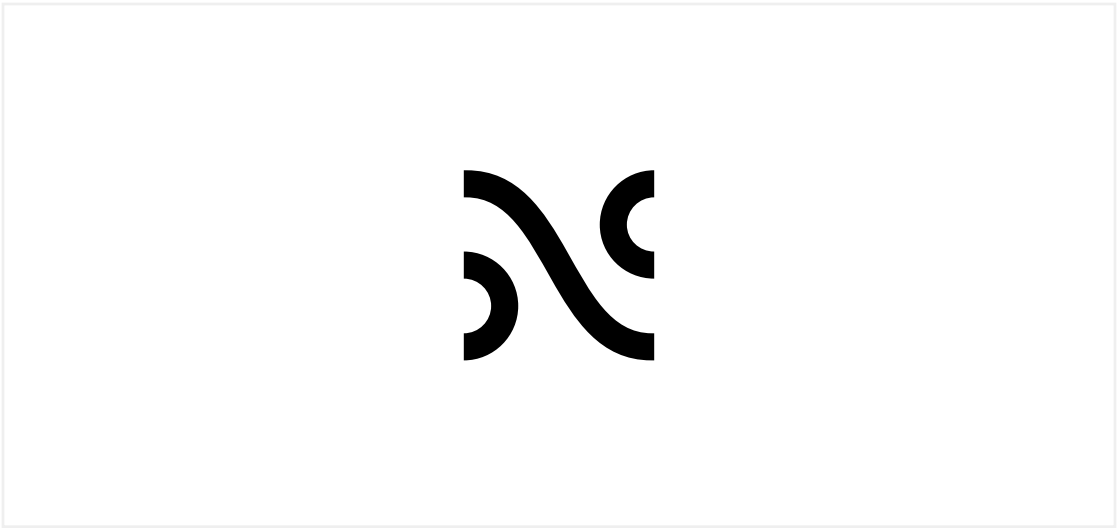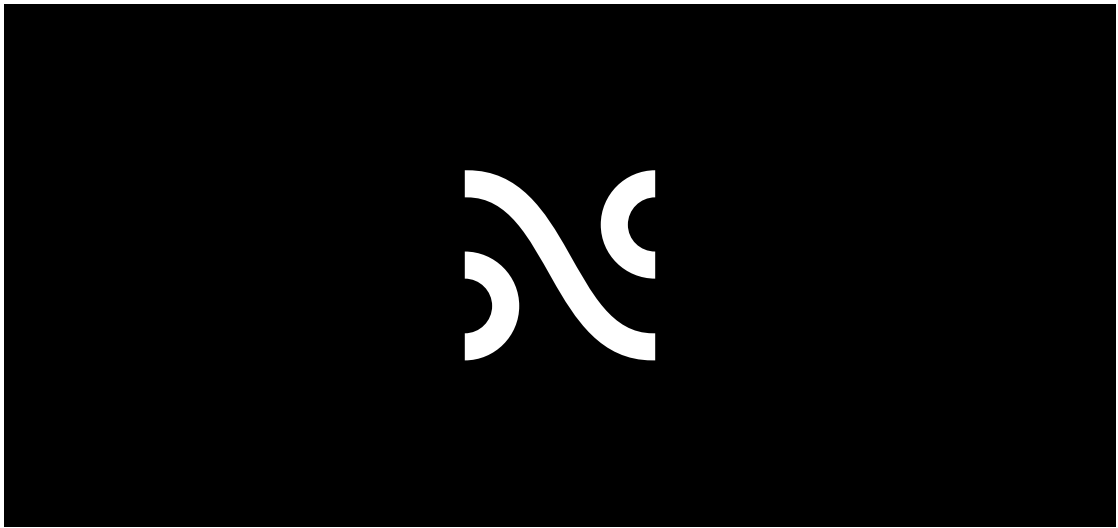
Color Palette

Though there is a wide range of colors supporting the brand identity, remain minimal with their usage.

Primarily, utilize black and white for branded items. For added accents in designs, feel free to use one of the secondary colors or the tertiary gradients sparingly.

PRIMARY

Rich Black
#121826

Dark Lavender
#5A5b75

Paradise Pink
#D94C69

White
#FFFFFF

SECONDARY

Power Magenta
#fc007a

Coral
#F48A76

Medium Turquoise
#4ecdc4

Bright Cyan
#00E1FD

Blue Sapphire
#05678E

Glaucous
#5688C7

Power Violet
#7562F3

TERTIARY

Typography: Fonts

Across the brand, we use both Montserrat and Karla. Montserrat's primary usage is reserved for headings and titles whereas Karla's is for body paragraphs and descriptions.

Both of these fonts can be found on **Google Fonts**.

Montserrat

AaBbCbDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvXxYyZz
0123456789!?.,

Karla

AaBbCbDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvXxYyZz
0123456789!?.,

Typography: Hierarchy

Header 01
Montserrat Medium   2.2em
Kerning: 25   Track: 0.025em

Header 02
Montserrat Medium   1.8em
Kerning: 25   Track: 0.025em

Header 03
Montserrat Medium   1.6em
Kerning: 25   Track: 0.025em

Header 04
Montserrat Medium   1.4em
Kerning: 25   Track: 0.025em

Header 05
Montserrat Medium   0.8em
Kerning: 200   Track: 0.2em

Header 06
Karla Bold   1.2em
Kerning: 25   Track: 0.025em

Body Text
Karla   1em
Kerning: 25   Track: 0.025em

Lorem Ipsum Dolor Sit Amet

Curabitur ut Leo Pharetra

Phasellus Quis Ligula

Tempus Enim Semper

ALIQUAM SED EU DUI

FAUCIBUS MAURIS UT LOREM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas finibus vitae velit a tincidunt. Praesent dignissim tincidunt auctor. Nunc in leo sed nulla ullamcorper vulputate vel a odio.

Thank you!

If you are having trouble with anything in this guide, you are missing brand elements from the brand package, or are unsure if your communication best represents the Story Loop brand, please contact the Doxology Creative team at **hello@doxologycreative.com**.