

BRAND GUIDELINES: Project Stove Swap

Logo Variations

Primary Logo Treatments

The brown logo is the default treatment and should be used whenever possible. The stacked or horizontal versions are the two primary logo treatments



Appropriate Color Combinations

The logo color can change depending on its background. The following are appropriate color combinations



Logo Rules

Spacing

A space equal to the width of the W



Do Not

Never alter or use the logo in the following ways:



Not enough contrast between background and logo



Placing logo over pattern that isn't woodgrain and/or competes for attention



Do not change alignment of wordmark



Do not stretch or distort the logo

Colors

Color plays an important role in Project Stove Swap's brand identity. The yellow and browns should be used on all collateral materials. When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. Pantone and CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to CMYK swatches. Always print with CMYK colors and request printed proofs whenever possible.

Golden Yellow	C: 7 M: 30 Y: 100 K: 0 R: 238 G: 179 B: 16 Hex: #EEB310
Woody Brown	C: 38 M: 75 Y: 100 K: 48 R: 102 G: 51 B: 0 Hex: #663300
Charcoal	C: 67 M: 54 Y: 46 K: 40 R: 60 G: 61 B: 62 Hex: #3C3D3E
Ash Grey	C: 16 M: 5 Y: 0 K: 39 R: 115 G: 143 B: 155 Hex: #738F9B
Light Orange	C: 0 M: 33 Y: 69 K: 11 R: 228 G: 145 B: 53 Hex: #E49135
Burnt Orange	C: 0 M: 35 Y: 60 K: 27 R: 186 G: 98 B: 34 Hex: #BA6222
Ivory	C: 0 M: 5 Y: 18 K: 1 R: 252 G: 240 B: 207 Hex: #FCFOCF

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Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family Karla is recommended for use across all collateral materials.

Karla is an open source font that can be downloaded Karla from googlefonts.com/karla.

Karla SemiBold, Bold or Extrabold should be used for headings in both print and digital collateral. Karla Regular and Medium are the most appropriate for paragraph copy. Various font weights can also be used for special typographic treatments such as quotes or key points that are separated from the main text of the marketing collateral.

Karla - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

Project Stove Swap has a growing stock of iconography that can be used for presentations or documents. Icons should be thin line weight to help indicate modern, innovative, optimistic, and efficiency. This line weight will also help show consistency across various pieces as you integrate additional icons into the mix.

Icons may be either of the brand colors included in this document. Icons should always be aligned to the bottom of each other. Please note the icons below that do not align with our brand style. Please consult with the marketing team before using an icon found outside the preapproved icons library.

Brand Appropriate Icons



Icon styles that are unacceptable for PSS



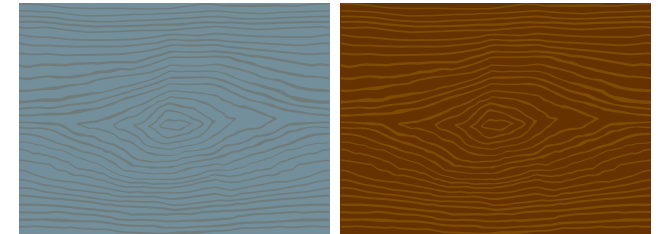
Stamp style

Highly stylized and/or detailed icons

Hand-drawn or sketched icons

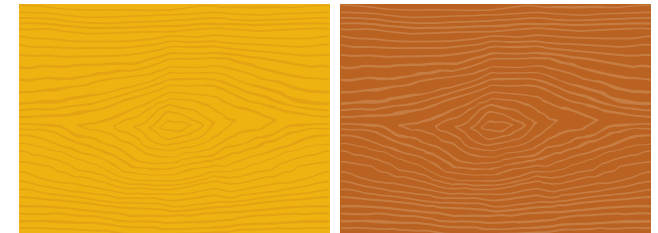
Wood Grain Pattern

A repeatable wood grain pattern can be used to add texture and visual interest in Project Stove Swap designs. The following are appropriate wood grain color combinations. Other color combinations can be explored but should be subtle with a wood grain of 20-30% opacity max.



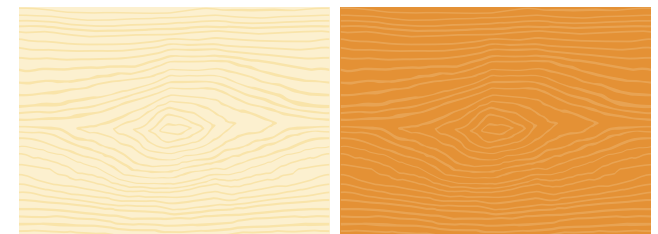
Brown - 20% opacity with blue background

Yellow - 20% opacity with brown background



Burnt orange - 20%-30% opacity with yellow background

Ivory - 20% opacity with burnt orange background



Yellow - 20% opacity with yellow background

Ivory - 20% opacity with light orange background