

# Identity Guidelines

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## Logo

# Overview

The Stylesight logo is the graphic representation of our company.

It combines the two most important visual elements of our brand, the Stylesight **logotype** and the Stylesight **symbol**.

In order to protect the integrity and consistency of our brand, the spatial and proportional relationships of the Stylesight logo elements are predetermined and should not be altered.

The logotype must never be changed or replaced by any other type. Do not attempt to recreate art for the Stylesight logo, symbol, or logotype for either print or screen applications.

Visit [www.stylesight.com/styleguide](http://www.stylesight.com/styleguide) to obtain artwork for Stylesight.

### *Combinations*

When the Stylesight logo is combined with a tagline or the Stylesight web address, be sure to use Helvetica as the font for the tagline and web address. When in close proximity, the supporting element must never appear larger or bolder than the logo.

STYLE  SIGHT



Symbol

STYLESIGHT

Logotype

STYLE  SIGHT

Images that Inspire

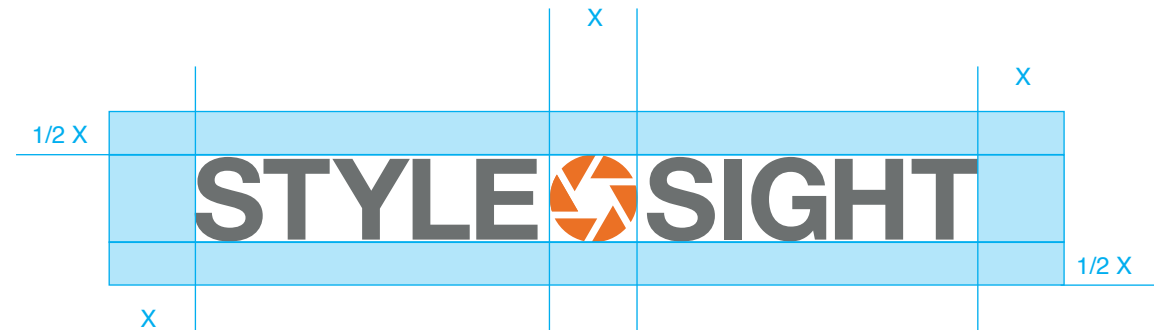
STYLE  SIGHT

[www.stylesight.com](http://www.stylesight.com)

## Logo

# Spacing & Sizing

There must be sufficient space around the logo to make it stand apart from other visual elements. The safety area around the logo is defined by the width of the symbol. The padding around the logo should be equal to the width of the symbol on the left and right sides and one-half the width of the symbol on the top and bottom. Text, headlines, photographs, or illustrations should remain clear of this area. Exceptions can be made for Stylesight tagline and web address.



## Logo Size

The logo can be used at any size greater than 1" in width, depending on the application and material, and may be scaled up proportionally to any size depending on the medium.



## Minimum Logo Size

In order to ensure legibility, the Stylesight logo should never be reproduced smaller than 1" in width. However, if space limitations are presented and the logo must be smaller than 1" in width, the "Stylesight" logotype may be used instead.

Logo 1" (Min. Size)

STYLE SIGHT

Logotype 3/4"




STYLESIGHT



## Logo

# Colors

Color provides a strong visual link to our brand identity across a wide range of applications.

Stylesight Orange can be used as an accent color when the design uses a combination of black, white and gray for the background and copy. Others colors can be introduced into the design but the brand's colors should always be used to represent the brand.

		
<b>Stylesight Orange</b>	<b>Stylesight Gray</b>	<b>White</b>
Pantone 158C	Pantone 424C	
C 0 / M 64 / Y 95 / K 0	C 30 / M 22 / Y 19 / K 53	C 0 / M 0 / Y 0 / K 0
R 227 / G 114 / B 34	R 108 / G 111 / B 112	R 255 / G 255 / B 255
HEX# E37222	HEX# 6C6F70	HEX# FFFFFFFF

	
<b>Stylesight Black</b>	<b>Stylesight Metallic Gray</b>
Pantone 433C	Pantone 877C
C 90 / M 69 / Y 40 / K 89	To be used on printed materials only
R 27 / G 36 / B 42	
HEX# 1B242A	

## Logo

# Colors (Continued)

Primary Palette



Primary Palette Variation



\* Other Variations



**STYLE**  **SIGHT**

When line art and gray scale logo required

Always aim to produce the logo in its Primary palette (logotype in Stylesight Gray, symbol in Stylesight Orange). The logo can be reproduced on white or light, pale imagery. The primary palette should not appear over any other colors. Avoid dark, busy or non-contrasting photographic backdrops to the logo, to ensure maximum impact and legibility.

A variation of the Primary palette is available for reproduction on a black to middle gray background. This version consists of white for the logotype and Stylesight Orange for the symbol.

When it is not possible to use the logo in its Primary palette, it is reversed out of a secondary color in white or used in black. The logo never appears in a single color other than black or white.

\* The logo should not be contained in a colored box. These are simply examples of reversed white logos on different colored backgrounds. They are not stand-alone logos.

## Logo

# Alignment & Rotation



The Stylesight logo must always appear flushed to the left or right either at the top or the bottom.



The logo can only be rotated 90 degrees clockwise or counter clockwise.

## Logo

# Symbol

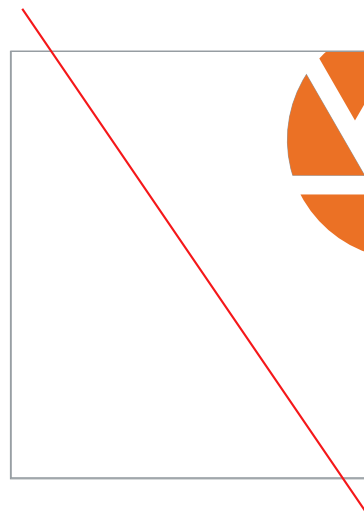
The Stylesight symbol may be used by itself only as a design element. It must never be used as the sole graphic representation for the company and must be accompanied by the Stylesight logo in the same publication.

Do not place other visual elements such as images or text in the center of the symbol.

If the symbol is to be placed on the edge of the layout, be sure to crop appropriately so that the symbol remains recognizable.



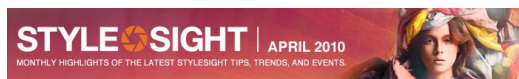
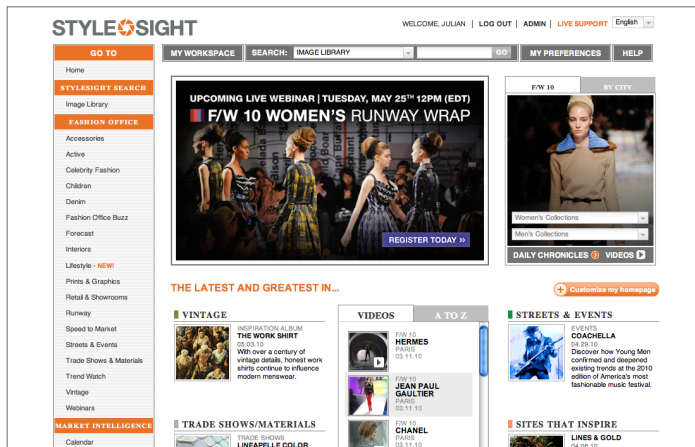
Symbol



## Logo

# Examples of Usage

The Stylesight logo must be used on all published material in printed or digital form: letterhead, envelopes, business cards, PowerPoint presentations, banner ads, etc.



## Logo

# Examples of Usage (Continued)

Avoid using drop shadows, glow, or 3D effects. Do not curve, skew or angle the logo in any way. You may only rotate the logo 90 degrees counter clockwise or clockwise.

For screen applications - web, television broadcast, and electronic presentations such as PowerPoint - there is an adapted version of the Stylesight logo that accommodates the technical needs of those media. The screen version of the logo is never to be used in print applications.

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