

STENOS[®]

BRAND GUIDELINES

VERSION 1.1

NOVEMBER 2022

Welcome

Welcome to the STENOS brand guidelines. Here you will find everything you need to successfully create compelling, delightful, and effective communications that look, sound, and behave like us. Our brand (like all good brands) is a complex interrelationship of elements, each with a role to play in building the larger tapestry. However, these elements are just tools. Sure, they have inherent qualities, but they rely on you to bring them to life.

With that in mind, understanding and adhering to these guidelines will be essential in maintaining an unforgettable and meaningful brand for STENOS. While certain aspects of the brand system are simple and straightforward, others may initially appear vast and intimidating. But by immersing yourself in the system, keeping a critical eye, and above all, actively seeking to improve, we promise all manner of creative possibilities await you.

This document is a tool to help you do amazing work. It's not a ball and chain. We just want to make sure that your work feels like you. It starts with a unified identity and design system (like this one), but lives through you.

This document contains the rules for the visual communication system. Follow these rules strictly to maintain brand consistency. It contains all the elements (logo, font, color, etc.) needed to create a consistent tone, look, and feel for STENOS materials. Please absorb this information and reference it often to become an informed keeper of the brand.



STENIOS®



LOGO

MAIN LOGO
COMPONENTS
THE MONOGRAM
SEPARATING ELEMENTS
CLEAR SPACE
LOGO COLOR
INCORRECT USAGE

Introduction

First things first. While STENOS communications are made up of many elements, the logo is the focal point—an instantly recognizable symbol of the brand. That's why it is important to use the logo exactly as specified in these guidelines.

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Components

Our logo is comprised of the STENOS “wordmark,” which includes the “mark.”

These distinctions are small, but they are helpful in application discussions and language around visual identity elements.



The diagram illustrates the components of the STENOS logo. The word "STENOS" is written in a bold, black, sans-serif font. A horizontal line with arrows at both ends spans the width of the word "STENOS" and is labeled "WORDMARK" above it. Below the letter "S" of "STENOS", a horizontal line with arrows at both ends spans the width of the letter and is labeled "MARK" below it. The registered trademark symbol (®) is positioned to the upper right of the final "S".

WORDMARK

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MARK

The Monogram

The mark is simply named the Monogram. It should always be configured at 0 degrees and never rotated. For contrast, hierarchy, and consistency, the Monogram should always be set in White or Black based on what is most legible against the background color.



Separating Elements

There are three ways the logo can be used.

1. Primary. This is our preferred logo in almost all usual circumstances. It should be used in about 90% of our communications. As a company, we are still young. We're still introducing ourselves. This logo has our name set beside our mark.
2. Secondary 01. Once our name and Monogram have been introduced, the Mark can stand alone.
3. Secondary 02. Crop for brand application, but never without a full logo placed in the design.

1.



STENOS®

2.



S

3.



S T E

Clearspace

Clearspace ensures the legibility and impact of the logo by isolating it from competing visual elements, such as copy or supporting graphics. This space should be considered the absolute minimum safe distance.

Clearspace is defined by the width of the mark doubled on either side. Additional clearspace has been added above and below for clarity. This space is marked in the diagram to the right.



Logo Color

The STENOS logo uses two colors. We prefer the mark in black and white.

The image shows the word "STENOS" in a bold, black, sans-serif font. The letter "E" has a horizontal bar that is slightly shorter than the others. To the right of the word is a registered trademark symbol (®). Behind the text, there is a faint, light-colored circular watermark containing the word "STENOS" and a colon, serving as a background for the main logo.

Logo Color

The STENOS logo should appear in black or white whenever possible. When there is a dark or colorful background, white should be used.



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Incorrect Usage

Ensure correct use of the mark, logotype, and logo lockup to maximize brand recognition and equity.

1. Do not use the logo with colors that are off brand
2. Do not rotate the logo or mark.
3. Always use the official logotype, not another typeface
4. Maintain contrast against photography or visually noisy backgrounds.



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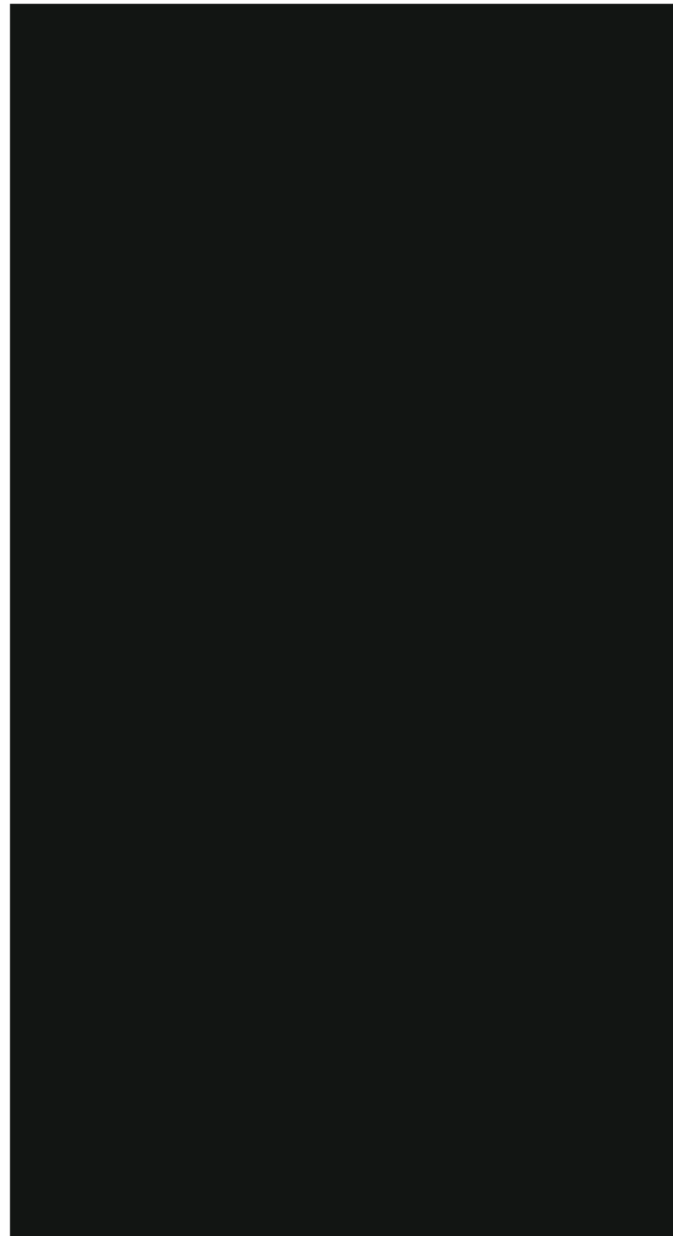
STENOS



STENOS®

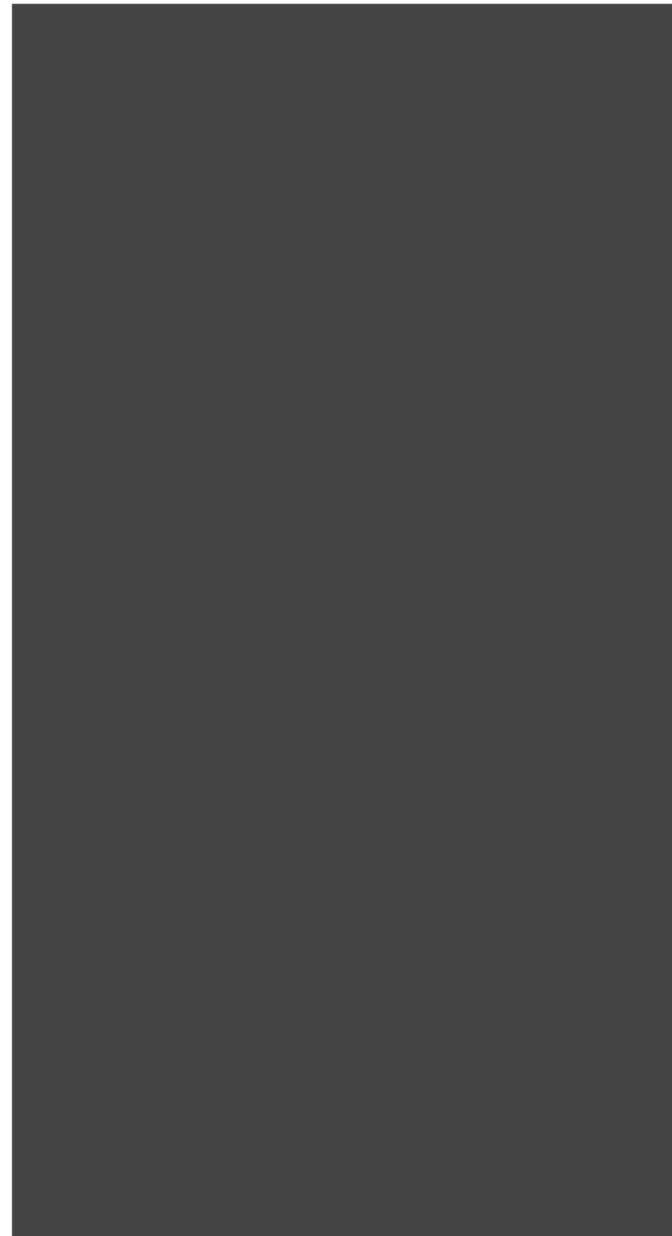


COLOR



Stenos Black

HEX	131514
RGB	19, 21, 20
CMYK	10, 0, 5, 92
PANTONE	Black C



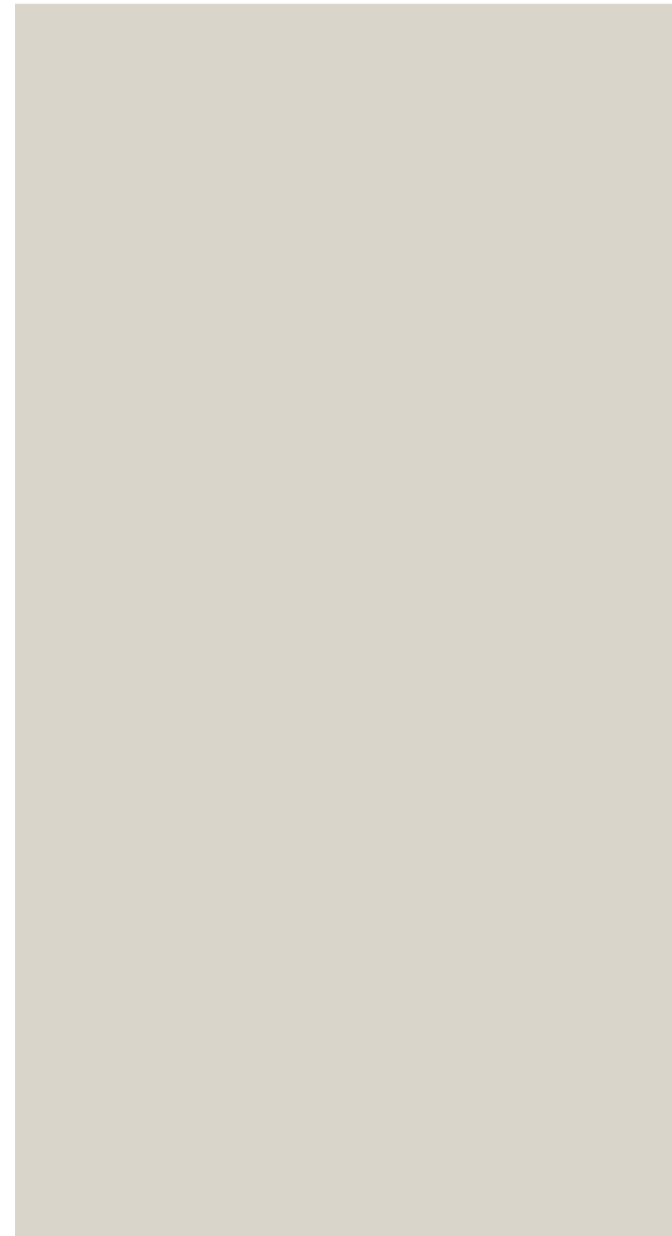
Onyx

HEX	444444
RGB	68, 68, 68
CMYK	0, 0, 0, 73
PANTONE	Cool Gray 11 C



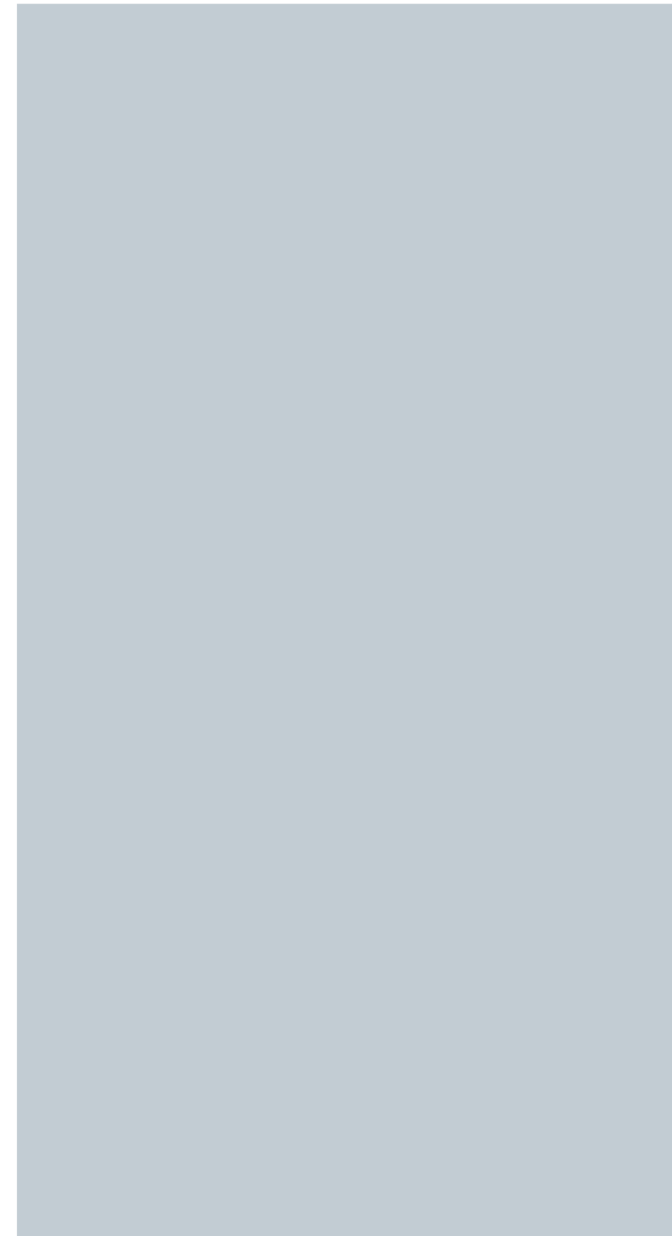
Sinopia

HEX	CF4218
RGB	207, 66, 24
CMYK	0, 68, 88, 19
PANTONE	7597 C



Clay

HEX	D9D5CA
RGB	217, 213, 202
CMYK	0, 2, 7, 15
PANTONE	Warm Gray 1 C

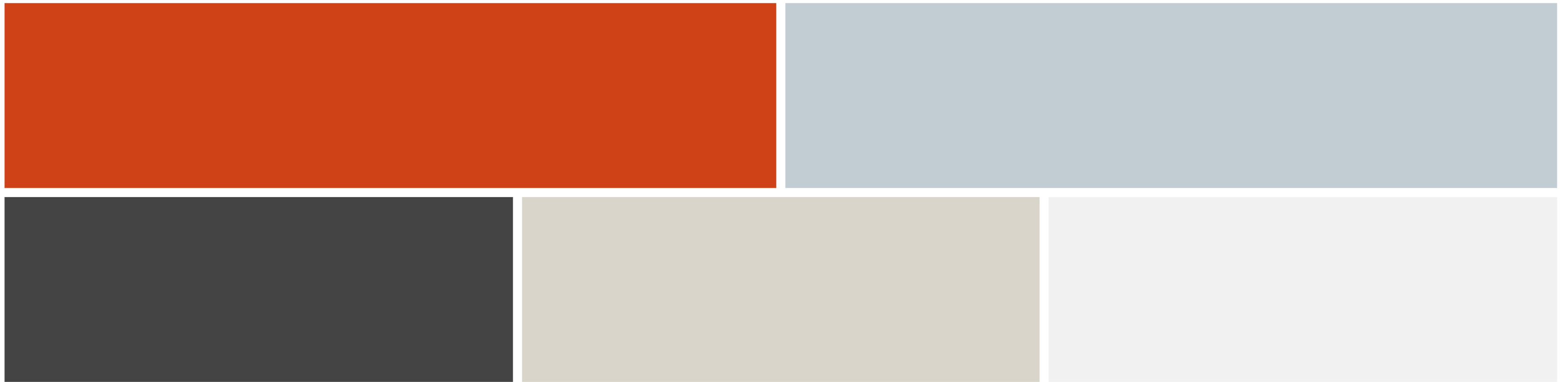


Silver

HEX	C3CDD3
RGB	195, 205, 211
CMYK	8, 3, 0, 17
PANTONE	428 C

Color Use Ratios

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Typography

TYPESTACK

TWK EVERETT

TWK EVERETT MONO

A hand is shown holding a glowing LED strip light. The hand is rendered in a dark, almost black, realistic style with visible skin texture and fingernails. The LED strip is rectangular and emits a bright, warm white light from a row of small diodes. The background is a solid, dark grey or black, which makes the hand and the glowing light stand out prominently. The overall aesthetic is modern and high-tech.

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Typestack

The following pages will outline each font family and extrapolate the intention and use case therein. This will establish a cohesive typographic flow across any communication or medium.

TWK Everett

TWK Everett Medium

TWK EVERETT LIGHT

TWK Everett Regular

TWK EVERETT MONO

TWK Everett Mono Medium

TWK EVERETT MONO LIGHT

TWV Everett

Everett is a sans-serif typeface created by Swiss graphic and type designer Nolan Paparelli. It was named after photographer Daniel Everett, whose work initially inspired the design. The family is available in ten weights with matching italics.

→ [GET THE TYPEFACE](#)

TWV K E V e

Lorem ipsum dolor sit amet, con-
 sed do eiusmod tempor incididunt
 magna aliqua. Ut enim ad minim
 exercitation ullamco laboris
 commodo consequat. Duis aute i

Type System

The following is a sample of an ideal type stack for STENOS. This example is not prescriptive. Ideally, these sizes and relationships should be adapted to the size of the materials and layouts for which they're being designed.

As typography within the STENOS brand is vibrant and dynamic, the color execution here is reserved and limited.

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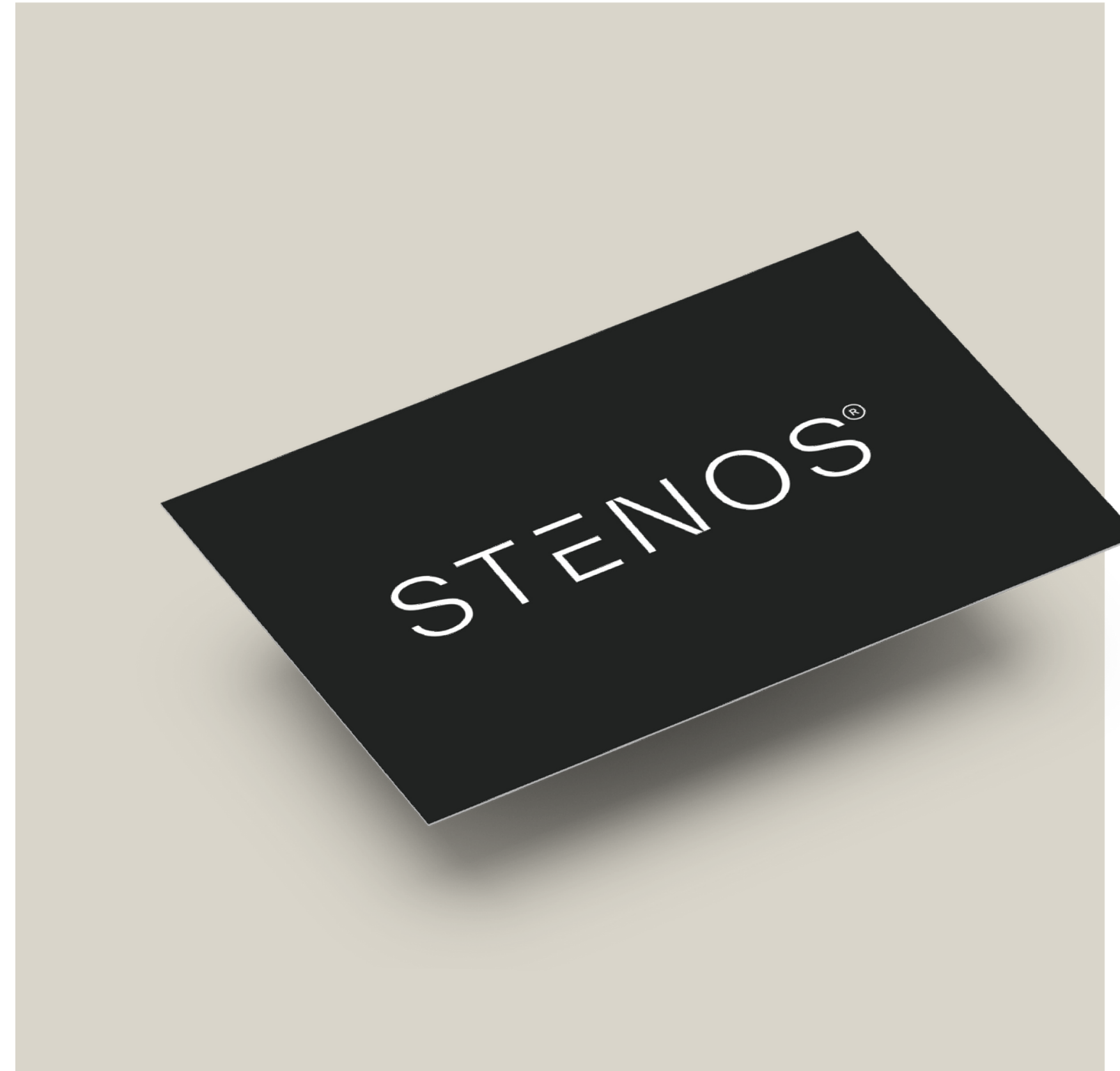
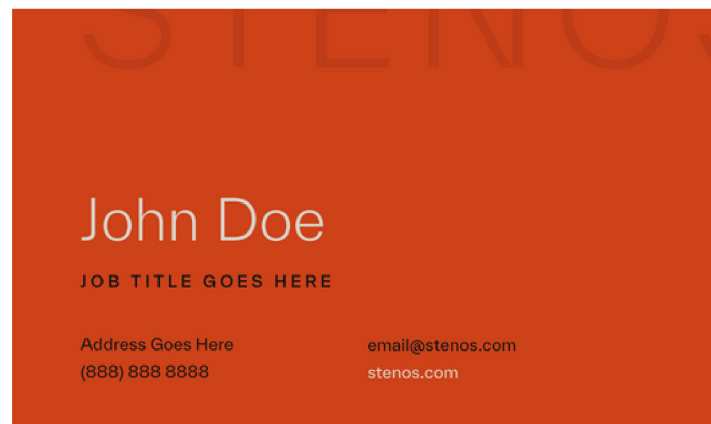
Micro Linear Track and Downlight Systems

PATHWAYS TO CLEAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Applications

Stationery



John Doe

JOB TITLE GOES HERE

Address Goes Here
(888) 888 8888

email@stenos.com
stenos.com

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Web Graphics



Billboards



Conclusion

This document serves as a foundational guide to using this brand identity. It covers all the rules regarding color, alignment, artistic direction, and more. These guidelines are for the use of the STENOS team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions, please feel free to contact the team at

hello@wbradford.com