



STAMPLI CORPORATE

Brand Style Guidelines

UPDATED: 08/2021

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This document serves as a design toolkit and foundation for our partners, vendors, and our entire team at Stamppli. It is designed to create consistency and coherence across our materials, while empowering a spirited approach to implementation.

The Stamppli visual identity system consists of carefully designed and thoughtfully selected visual elements that showcase the brand's positioning.

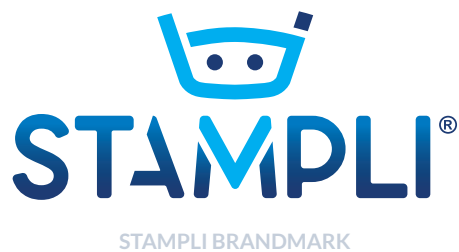
Enclosed are detailed instructions on the basic identity elements—logo, typeface, and color palette—as well as the components of our house style, including graphic elements and layout principles. When these components are properly and thoughtfully assembled, the result is a sophisticated and compelling communications system worthy of our work.

Because the coherent application of our visual system is crucial to furthering brand awareness, it is essential that these Brand Style Guidelines are followed closely and with care. The Brand Style Guidelines may be extended and refined as the brand continues to grow and evolve.

Our Brandmark

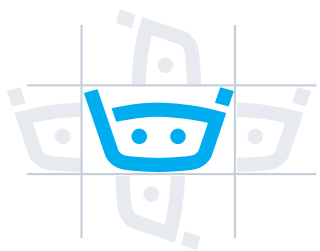
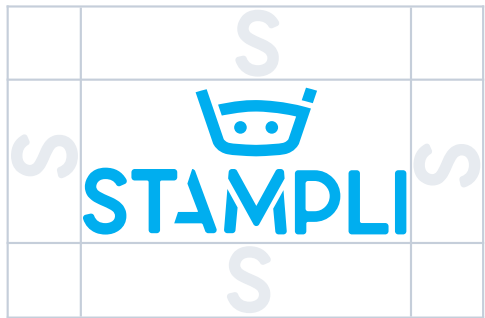
Our brandmark consists of two components: the Stamppli wordmark, and the Stamppli symbol. The Stamppli wordmark remains distinct from headlines while harmonizing beautifully in layouts.

The Stamppli symbol can be used in layouts when the full brandmark is not shown, and act as a subtle graphic device across the Stamppli system.



Clear Space

To maintain clarity and hierarchy in any layout, a minimum clearance matching the x-height of the wordmark must be maintained between the logo and other graphic elements. When using the logo symbol, a distance matching half of the diameter of the symbol must be maintained.



Minimum Size

To retain legibility, the wordmark and symbol must always meet minimum size requirements in both print and digital environments. Due to the increasing variety of screen resolutions, adhere to these minimum physical sizes in place of pixel dimensions.



Brandmark Use & Misuse

The components of the Stampli brandmark should always be treated consistently to maintain a strong brand voice and to maintain overall quality of our visual design system.



DO NOT STRETCH OR SKEW
THE BRANDMARK OR SYMBOL



DO NOT USE THE BRANDMARK
IN UNAUTHORIZED COLORS



DO NOT REARRANGE
BRANDMARK ELEMENTS



DO NOT SET THE WORD MARK
IN ANOTHER TYPEFACE



MAINTAIN PROPER SPACING
AROUND BRANDMARK ELEMENTS



USE "REVERSED" (WHITE) BRANDMARK
COMPONENTS WHEN NECESSARY TO
MAINTAIN CONTRAST

Our Main Brand Colors

Composed of a threesome of blues, the brand color palette visually represents the sophistication and refinement of the Stampli brand. A variety of deep and bright hues act as the foundation from which our palette is built. Accented by bold headline gradients made up of cyan, purple and pink, the collection is both refined and uncompromising, making the firm visually stand-out within our competitive field.

Floods of white and large gradient headlines are our graphic calling card. Always punctuated by accents of Aqua, these fields become a canvas for our message and the foundation for the rest of the visual brand.

The dominant Navy in combination of one of the brighter blues in our collection (Stampli Medium Blue or Aqua) are the best introduction to the brand palette, used in our main path brand symbol, headlines, on document covers, and as primary backgrounds. Our primary Stampli Blue color enlivens and balances the palette. Its use is typically reserved for when a deeper blue is needed, or an option for a large flood of background color. Our primary Purple, Pink and Gold can also be a strong accent colors to use for icons, containing shapes, text highlights, pull quotes, and other key graphic details.

Primary



STAMPLI NAVY
CMYK 95/80/15/25
HEX 1E3C74
PANTONE PMS 541

STAMPLI MEDIUM BLUE
CMYK 100/44/0/0
HEX 0079C2
PANTONE PROCESS PRO BLUE

STAMPLI AQUA
CMYK 100/0/0/0
HEX 00AEF
PANTONE PROCESS CYAN

GRADIENT FOR HEADLINES AND LINE ICONS + TOP BANNER BAR

LINEAR GRADIENT WILL ALWAYS AT A 45 DEGREE ANGLE WITH 4 STOPS OF THE FOLLOWING COLORS:



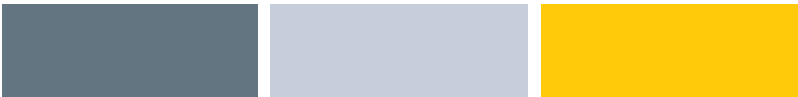
STAMPLI AQUA
CMYK 100/0/0/0
HEX 00AEF
PANTONE PROCESS CYAN

STAMPLI MEDIUM BLUE
CMYK 100/44/0/0
HEX 0079C2
PANTONE PROCESS BLUE

PURPLE
CMYK 60/85/0/0
HEX 8045B0
PANTONE 2597 U

PINK
CMYK 5/95/0/0
HEX E12991
PANTONE PINK U

Secondary



COOL STORM
CMYK 54/36/28/26
HEX 687480
PANTONE 431 U

RAIN
CMYK 21/13/8/0
HEX C1C6C8
PANTONE 428 U

GOLD
CMYK 0/20/100/0
HEX FFCB05
PANTONE 7404 U

FOR WEB-USE ONLY



WARM STORM: *Body Type color*
HEX 6A6986

SKY MEDIUM: *Thick Rule Color*
HEX A7B9CF

SKY LIGHT: *Full page background color*
HEX EEF6FC

Blog Colors & Design Elements

Our blog images are custom illustrations, hand crafted using flat styles of illutartions. We expanded our colors to include a variety of shades based off our primary color pallate. We also use background diagonal lines as a design elemant, which is alsolo used in other areas of our site and marketing materials.

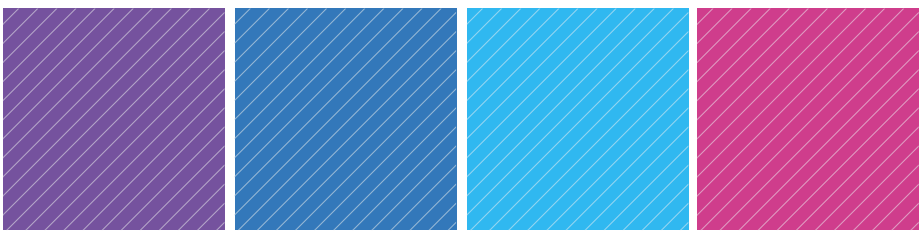
When trying to buy illustrations and emulate this specific style, search for “flat design” within your preferred stock photography website.



Expanded Colors:



Design Elements:



DIAGONAL LINES



FLAT ARWORK EXAMPLES

Our Typography: Print + Web

Brand Fonts

Headlines:

Oswald, used for large headlines, some subheads and captions, is a functional typeface with a tech forward and bold touch. The normal weight used throughout the brand systems are great performers in larger, display sizes and always typeset in upper and lower case for headlines only. The typefaces technical look is easy to use, and will stand out from the crowd from other sans serif typefaces.

Oswald

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

You can activate and use this font:

<https://fonts.adobe.com/fonts/oswald>

Body Copy:

For body copy, the Stampili typography system uses Lato. The typeface compliments the large boldness of headlines with a very legible and friendly voice. It is comprised of 18 styles overall, which makes it very versatile for print.

Lato

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

You can activate and use this font:

<https://fonts.google.com/specimen/Lato>

Layout + Typography: Google Slides

Google Slides Fonts

Headlines:

Google Slides supports all Google Fonts, and both of our corporate typefaces are available without needing to install anything. They will also display properly every time you present.

Oswald—used only for large headlines, some subheads and captions—is a functional typeface with a tech forward and bold touch.

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Body Copy:

For body copy, we are using a system font called Lato. The typeface compliments the large boldness of headlines with a very legible and friendly voice.

Lato

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

You can activate and use this font:

<https://fonts.google.com/specimen/Lato>

** Contact the Stamppli marketing team to have access to the most current Google Slide decks, or visit stamppli.com/marketing.*

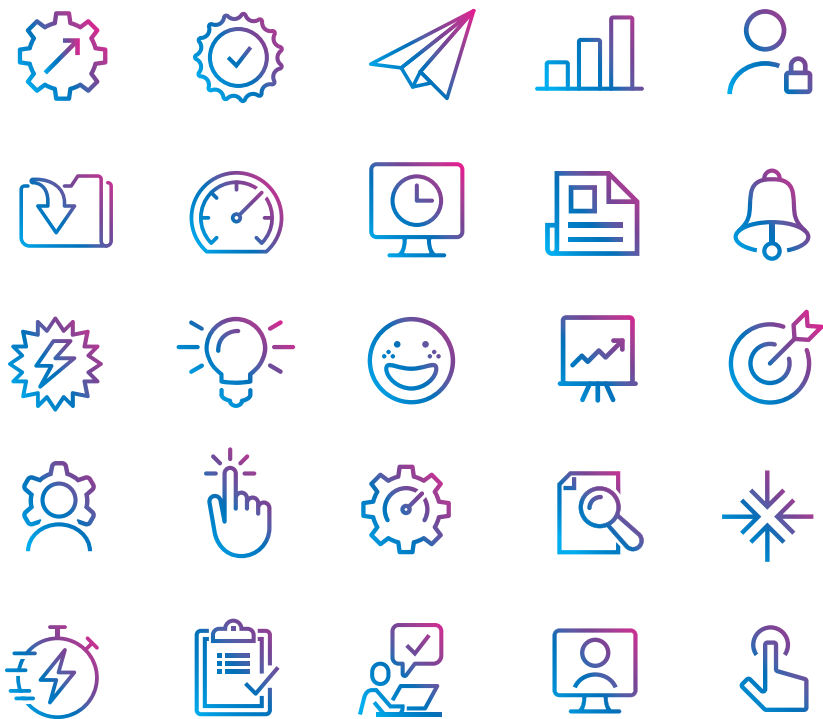
Our Iconography

Thin Line Icons

The primary attribute for icons is being a common visual language which effectively bridges language gaps. They're instantaneously recognizable and remove open interpretation. This makes them perfect for a digital context, as the Internet is shared by many people and their corresponding cultures.

We have chosen a style of thin line icons for our brand, which we can easily build upon as needed. *The following icons are example of just a few icons that make our brand uniquely Stampli.*

Note: All icons will have a gradient fill starting from cyan > purple > pink.



Product UI Illustrations & Visual Assets

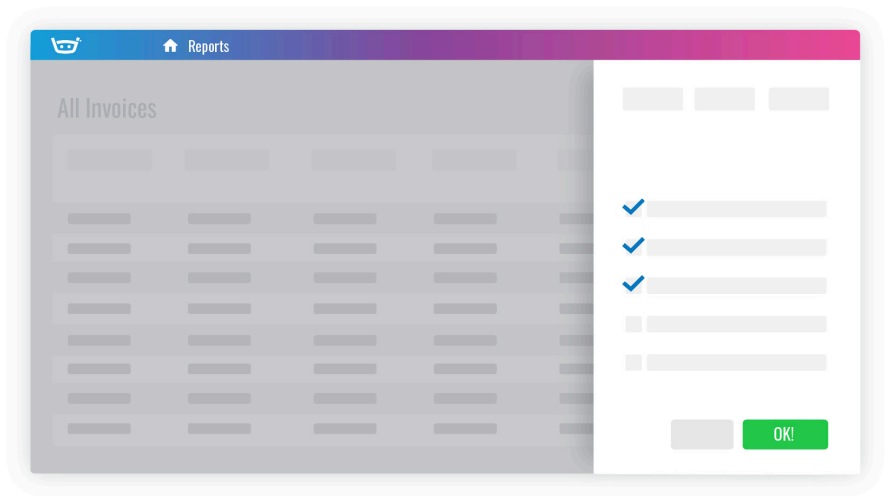
Product Blog/Social Images

Unlike the typical saturated and flood of color blog images, anything product related will have a clean white background and simple messaging.



Stylized UI “Wireframes”

Instead of using product screenshots, we developed a stylized way of introducing our product to our audiences. We will continue to illustrate new assets as products are introduced.



Questions?

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