



# STORYFILE

## Brand Guidelines

# Table of Contents

<b>Logo</b>	<b>3</b>	<b>Usages</b>	<b>15</b>
Primary Logo	4	Logo Minimum Sizes	16
Secondary Logos	5	Logo Misuses	18
Logo Color Variations	7		
<hr/>			
<b>Brand Colors</b>	<b>8</b>	<b>Collateral</b>	<b>19</b>
Primary	9	App Icon	20
Secondary	10	Business Cards	21
		Shirts	22
<hr/>			
<b>Typography</b>	<b>11</b>		
Headline	12		
Body copy	13		
Combinations	14		

# Logos

## Primary Logo

This is StoryFile's primary logo and should be used the most throughout brand collateral. It is comprised of the SF symbol and wordmark.



## Stacked Logo

The stacked orientation of the logo can be used depending on layout restrictions and design needs.



## Logo with Tagline

In order to provide more context to StoryFile as a brand, you can use either the horizontal or stacked orientation of the logo paired with StoryFile's tagline.

### Horizontal



### Stacked



## Logo Color Variations

Light Background - Single Color - Marine



Dark Background - Gradient



Dark Background - Single Color - White

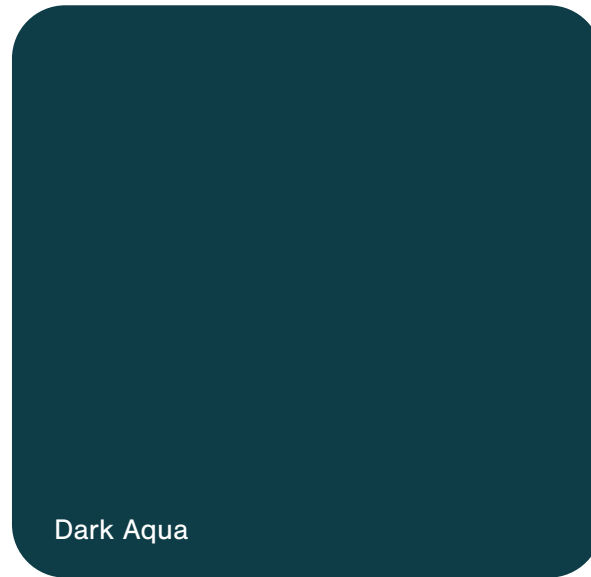
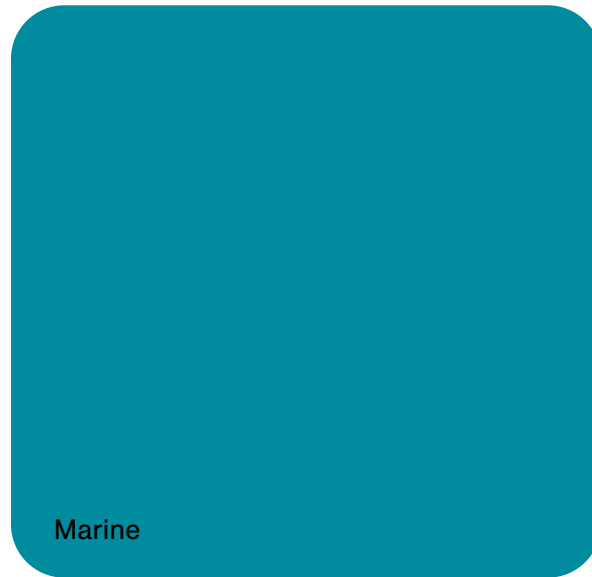


# Brand Colors



## Color Palette Primary


These are StoryFile's primary colors to be used across all brand collateral.



C: 54 M: 0 Y: 24 K: 0

R: 97 G: 214 B: 209


HEX: #61D6D1

PANTONE: 3242U 

C: 83 M: 29 Y: 33 K: 2

R: 0 G: 140 B: 158


HEX: #008C9E

PANTONE: 3242U 

C: 92 M: 62 Y: 54 K: 45

R: 15 G: 61 B: 71


HEX: #0F3D47

PANTONE: 3165U 

C: 0 M: 1 Y: 2 K: 0

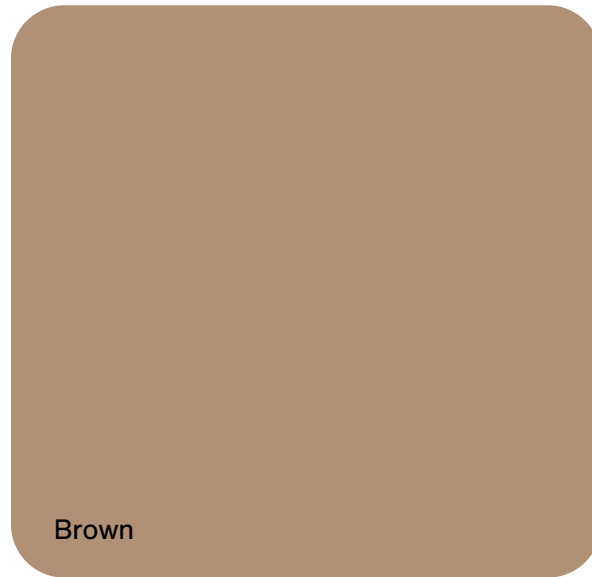
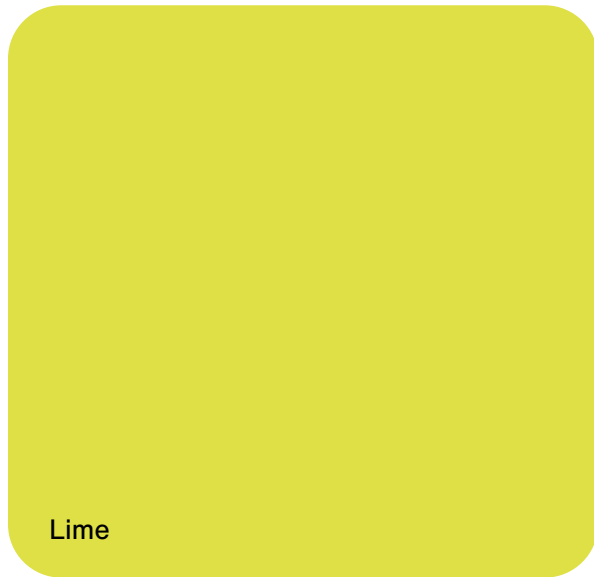
R: 255 G: 252 B: 248

HEX: #FFFCF8


PANTONE: 9184U  20% Opacity 80% White

## Color Palette Secondary

These are StoryFile's secondary colors that can be used as accents throughout brand collateral and the app to balance the teal-toned primary colors.




---

C: 16	M: 1	Y: 87	K: 0
R: 222	G: 224	B: 69	
HEX: #DEE045			
PANTONE: 388U 			

---

---

C: 31	M: 41	Y: 56	K: 3
R: 176	G: 145	B: 117	
HEX: #B09175			
PANTONE: 2317U 			

---

# Typography

## Headline Typography

Apfel Grotezk is StoryFile's headline typeface. Text should be in title case and should be at least 2x larger than body copy to create sufficient type hierarchy.

## Apfel Grotezk – Regular

Weight: Medium    Size: 50  
Leading: 53        Tracking: -10

What's Your Story?

Weight: Medium    Size: 36  
Leading: 39        Tracking: -10

What's Your Story?

Weight: Medium    Size: 24  
Leading: 27        Tracking: -10

What's Your Story?

## Body Copy Typography

Nimbus Sans is StoryFile's body copy typeface. Body copy should always be at a font size that is easy to read. For web, no smaller than 11pt. For print, no smaller than 8pt.

## Nimbus Sans

Weight: Regular    Size: 14  
Leading: 18        Tracking: -10

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.

Weight: Regular    Size: 10  
Leading: 14        Tracking: -10

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.

These are examples of optimum typography hierarchy where Apfel is used as the headline's typeface and Nimbus Sans is used as the body's typeface.

## Apfel Grotesk

Weight: Medium    Size: 50  
Leading: 53        Tracking: 0

## Nimbus Sans

Weight: Regular    Size: 14  
Leading: 18         Tracking: 0

## Apfel Grotesk

Weight: Medium    Size: 24  
Leading: 27         Tracking: 0

## Nimbus Sans

Weight: Regular    Size: 10  
Leading: 15         Tracking: 0

# What's Your Story?

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.

## What's Your Story?

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.

# Usages

# Usages: Logo Minimum Size for Print

The intricacies of the symbol and the legibility of the text get lost at small sizes. When possible, attempt to keep the logos larger than or equal to the sizes specified below.



Symbol  
Minimum Width: 3/4 in

STORYFILE

Logotype  
Minimum Width: 1 1/2 in



Primary Logo  
Minimum Width: 2 in



Stacked Logo  
Minimum Width: 1 1/2 in

STORYFILE

Logotype  
Minimum Width: 1 in



# Usages: Logo Minimum Size for Digital

The intricacies of the symbol and the legibility of the text get lost at small sizes. When possible, attempt to keep the logos larger than or equal to the sizes specified below.



Symbol  
Minimum Width: 54 px

STORYFILE

Logotype  
Minimum Width: 100 px



Lockup 1  
Minimum Width: 126 px



Lockup 2  
Minimum Width: 144 px

STORYFILE

Logotype  
Minimum Width: 72 px

# Logo Misuse



Don't rearrange the logo lockup.



Don't scale the symbol and logotype separately.



Don't stretch the logo.



Don't attempt to type set the logotype in the alternative type.



Don't add effects like drop shadow, bevel, emboss, glow, etc.



Don't add any additional shapes in or around the logo.



Don't add borders or containers around the logo.



Don't add a custom gradient to the logo.



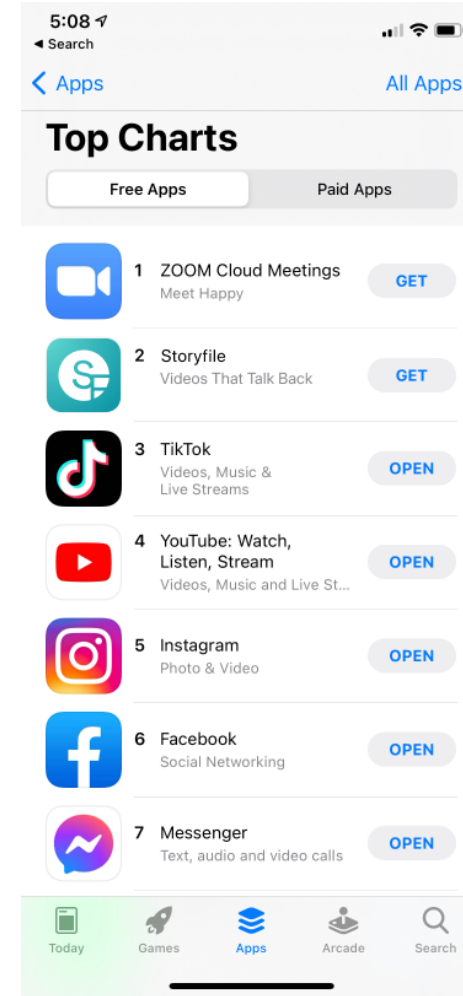
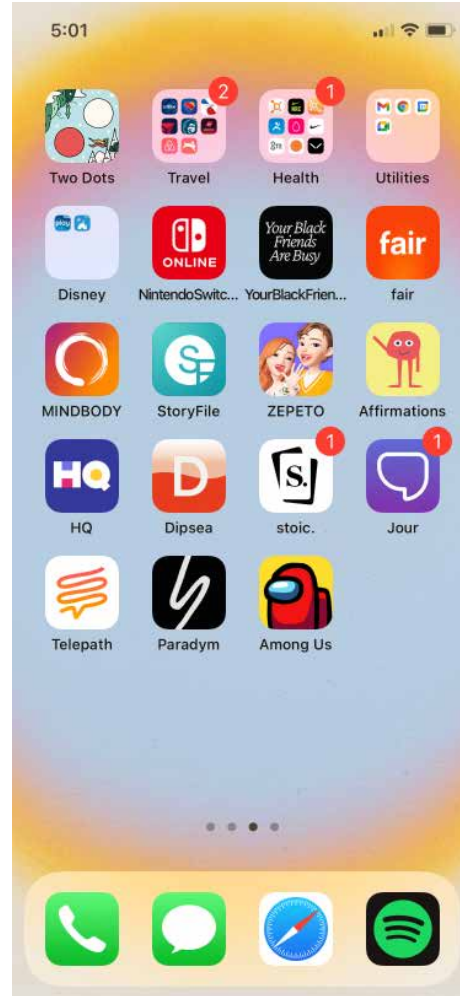
Don't use colors other than brand colors.



Don't use the symbol without its enclosing circle.

# Brand Collateral

App Icon





# Apparel





## Identity Design by Use All Five

Questions about the guidelines? Contact: [hello@useallfive.com](mailto:hello@useallfive.com)