

Brand Guidelines

Overview

At Stowable, we believe that storage should be simple and hassle-free. We understand that people often have too many belongings and not enough space to keep them, and that's why we have created a solution that is both convenient and easy to use. Our brand represents the idea of simplicity and convenience, and our goal is to provide a storage solution that fits seamlessly into our customers' busy lives.



Stowable

1. Logo

Construction & Spacing



● = X ● = x/2

Logotype



The Stowable logo is the primary identifier of the Stowable brand. It should be used for the majority of communication, and is suitable for small to large scale applications.

Type

Stowable

Stowable's logo is set in TT Commons Classic DemiBold, tightly kerned. It should not be used in isolation.

Mark



Stowable's logomark represents the processes of packing items in boxes, storing them in a warehouse, and returning them to a customer. It can be used in standalone form when the horizontal logo is not required.

The logomark is suitable for standalone use at small to large scales. However, when an icon or favicon is required, a special variant modified for very small scales should be used. This should not be applied outside of this context.

Logo usage

128px



64px



32px



16px



The full Stowable logo is designed for excellent legibility at smaller scales, but should be at least 32px in height. Below this scale, use the icon variant.

Always make sure the name can be read clearly when in use.

Logo application

Primary usage



Secondary usage



Use the primary logo version (black text on a bright background) for most of the Stowable logo applications. If the background is light but coloured, use a mono black version instead to prevent colour clashes in the mark.

White mono (on dark)



Dark mode



If a primary or secondary version of the logo cannot be used, a white mono version can be applied to darker backgrounds. If the background is dark and unsaturated, the brand mustard colour can be retained.

Logo misuse

Do not recolour the logo



Do not stretch, skew or rotate the logo



Do not outline the logo



Do not apply gradients or effects to the logo



Do not use an 'app icon' version of the mark (outside of app contexts)



Do not use alternative typography



Do not use the wordmark in isolation



Do not use the logo on backgrounds that do not provide sufficient contrast



Do not forget to apply padding and spacing



2. Colours

Primary colours

Hex: F2D17A RGB: 242, 209, 122 PANTONE 7403C	Off-white Hex: FFFCF8 RGB: 255, 252, 248
Primary Mustard 500 Hex: D5992D RGB: 213, 153, 45 PANTONE 7563C	Primary Mustard 900 Hex: 303030 RGB: 48, 48, 48 PANTONE 433C

Stowable has a complete library of colours, but here are the ones that we use the most. The primary identifier of the Stowable brand is the warm, sunny mustard. This contrasts competitors.

Secondary Mint 100 Hex: DCEBE1 RGB: 220, 235, 225 PANTONE 7541C
Secondary Mint 500 Hex: 508660 RGB: 80, 134, 96 PANTONE 7730C

Stowable's secondary mint colour offers a sustainable and fresh-feeling complimentary colour. It should not be used for CTAs (call-to-actions) or other action items.

3. Typography

Display

Sensatype Vintage

Sensatype Vintage is a display font that boasts decorative serifs and friendly rounded terminals. Its unique design sets it apart from current design trends and makes it an ideal choice for large-scale hero sections and advertising. By using Sensatype Vintage, brands like Stowable can showcase their values and grab users' attention in their initial interactions. Whether it's above-the-fold content or a scroll-stopping social media ad, this font adds interest and personality to any visual display.

It's important to note that Sensatype Vintage is a display font and should be used in moderation for large-scale display elements such as hero sections. Do not use it for headings or UI as it can hinder readability and user experience.

By using Sensatype Vintage thoughtfully, Stowable creates a strong visual impact that enhances the overall brand identity.

Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ & £ € #**

Headings

Red Hat Text Medium

Red Hat Text Medium is a highly adaptable and contemporary font that can be effectively used for headings, especially when legibility and simplicity are crucial. Its sharp, clean, and bold design contrasts well with the rounded Sensatype Vintage display, creating a visually appealing and well-balanced layout.

As an open-source typeface, it can be used without licencing in any context.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ & £ € #

Body copy

Red Hat Text Regular

Expanding upon Stowable's use of the Red Hat family, body copy is presented through Red Hat Regular, **with Medium being used as emphasis when required.**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ & £ € #

Type scale

80px
5.000rem

The quick brown fox jumps over the lazy dog

61px
3.812rem

The quick brown fox jumps over the lazy dog

47px
2.938rem

The quick brown fox jumps over the lazy dog

36px
2.250rem

The quick brown fox jumps over the lazy dog

27px
1.688rem

The quick brown fox jumps over the lazy dog

21px
1.312rem

The quick brown fox jumps over the lazy dog

16px
1.000rem

The quick brown fox jumps over the lazy dog

12px
0.750rem

The quick brown fox jumps over the lazy dog

9px
0.562rem

The quick brown fox jumps over the lazy dog

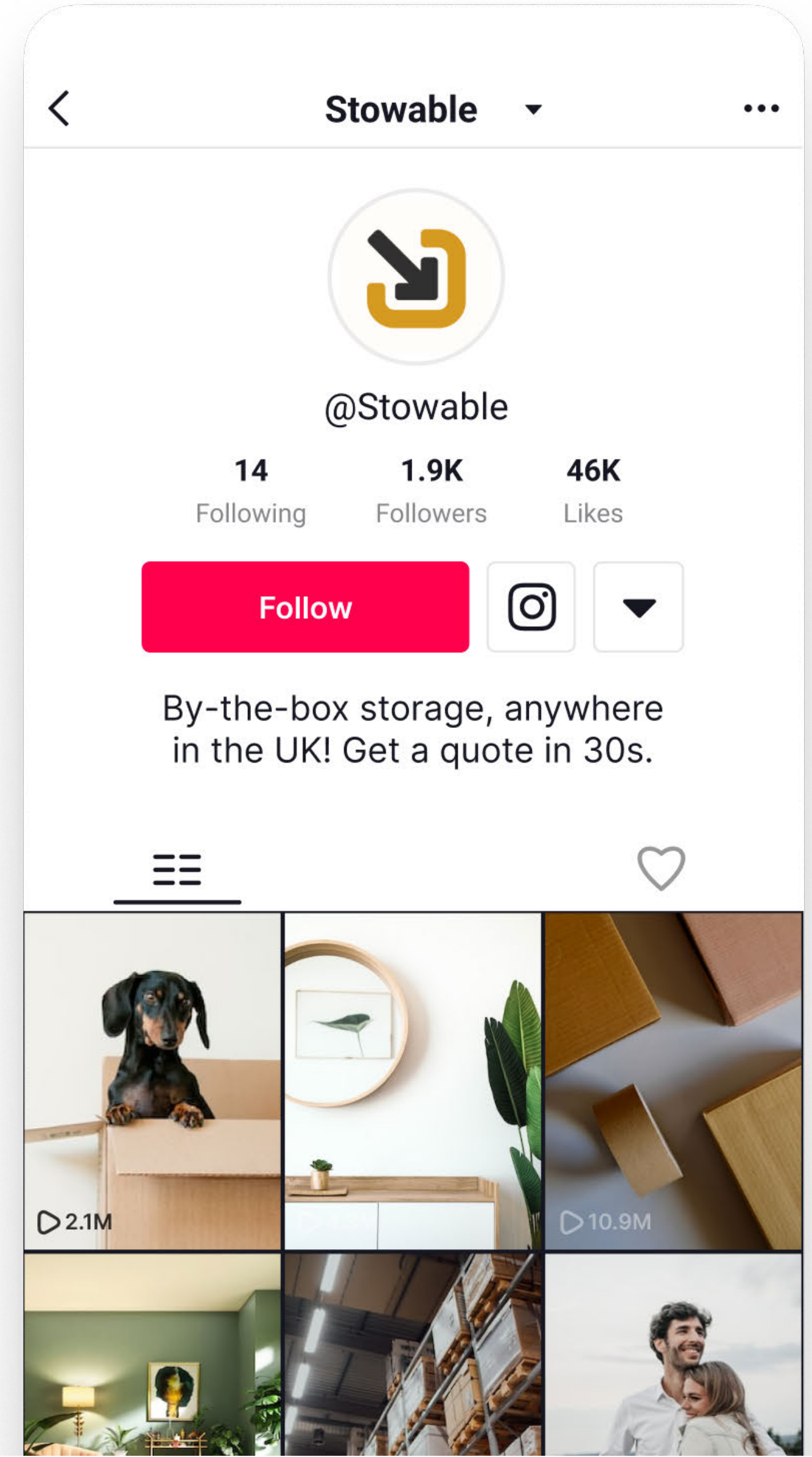
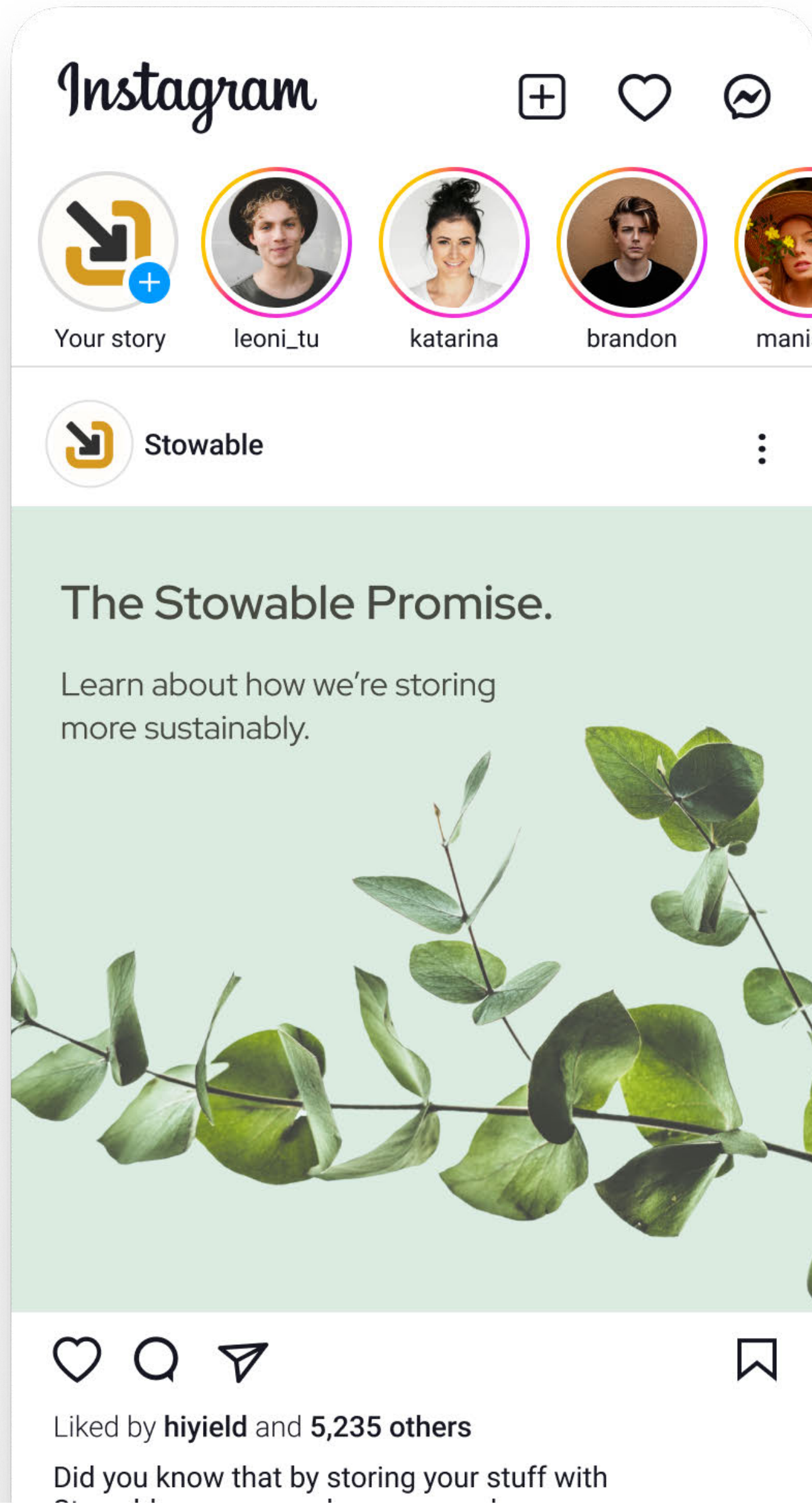
Stowable's type scale follows Golden Ratio scaling, and is rendered using rem online for increased accessibility.

4. Brand in use

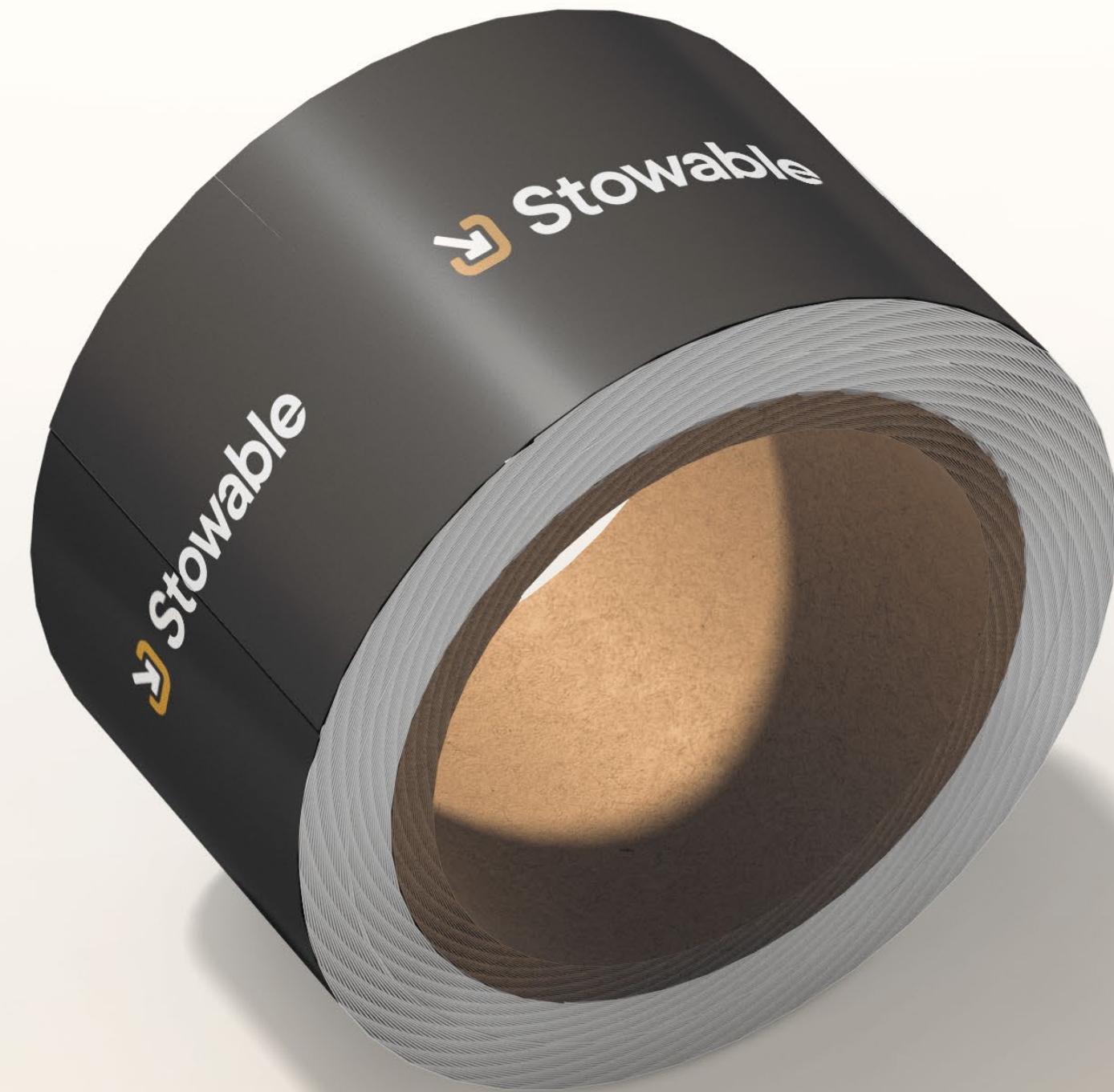
Packaging



Social media



Tape/packaging accessories



 **Stowable**

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