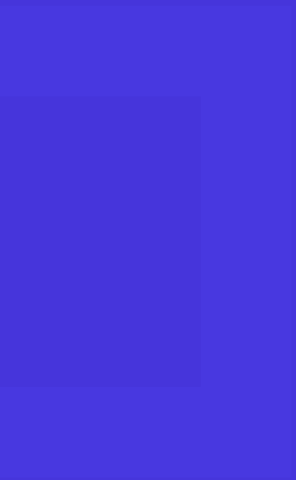


STRĀTUMN

# Brand Guidelines



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STRATUM



STRONG. CLEAR. BALANCED.  
RAISING THE BAR.  
A NEXT LEVEL PLATFORM.

STRĀTUMN

STRĀTUMN

STRĀTUMN

# Logo



**ONLINE** 70 / 53 / 219  
Our primary logo for online usage is set in Stratumn Indigo.



**IN PRINT** 94 / 99 / 0 / 0  
Our primary logo for print usage is set in Stratumn Dark Indigo.



**REVERSE**  
When placing the logo on dark backgrounds or photography, please use the reverse white-out versions supplied.



**BREATHING SPACE**  
When placing the logo try not to cramp its style! Be especially careful to respect its boundaries when using it alongside other logos.



**LOGO ICON**  
In the Stratumn brand we use the triangle and dash as a separate icon in branded designs.



**PLEASE, DON'T...**  
While we strongly encourage the creative spirit, we ask that our logo is not rendered distorted, tweaked, skewed, crushed, glowing or in neon pink with a blue drop shadow :)

# Colours PRIMARY

## Dark Indigo

46 / 5 / 141  
#2E058D

## Stratumn Indigo

70 / 53 / 219  
#4635DB

## Bright Indigo

82 / 70 / 247  
#5246F7

## Dark Teal

48 / 206 / 202  
#30CECA

## Bright Teal

107 / 237 / 216  
#6BEDD8

## Stratumn Black

15 / 14 / 18  
#0F0E12

# Colours SECONDARY

Grey 1 46 / 5 / 14l #2EO58D

Grey 2 46 / 5 / 14l #2EO58D

Grey 3 46 / 5 / 14l #2EO58D

Grey 4 46 / 5 / 14l #2EO58D

Grey 5 46 / 5 / 14l #2EO58D

Grey 6 46 / 5 / 14l #2EO58D

Grey 7 46 / 5 / 14l #2EO58D

Grey 8 46 / 5 / 14l #2EO58D

Grey 9 46 / 5 / 14l #2EO58D

Indigo Pastel 1 46 / 5 / 14l #2EO58D

Indigo Pastel 2 46 / 5 / 14l #2EO58D

Indigo Pastel 3 46 / 5 / 14l #2EO58D

Teal Pastel 1 46 / 5 / 14l #2EO58D

Teal Pastel 2 46 / 5 / 14l #2EO58D

Teal Pastel 3 46 / 5 / 14l #2EO58D

# Typography

## Euclid Flex

We use Euclid Flex on stratumn.com and across printed and online marketing materials. It's quirks and details allow us to add more personality. As such it's safer if only designers who understand its limitations use this typeface

Ultralight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()**

Euclid Flex  
Regular

Between 1900 and 1902 the Wright Brothers perfected a glider with new and innovative aerodynamic control. While many others around the world experimented with gliders using two axes, vertical and lateral, it was the Wright Brothers who demonstrated the third. Their true innovation was to implement a system of control for longitudinal roll.

Euclid Flex  
Alternates

ΑΑΛΒΒΒΕΕΣΕΤΤΓΓ  
ΓΗΞΚΚΛΝΟΡΡΡ  
ΡΣΤΤΧΧΥΥΨΨ

# Typography

## Euclid Circular B

We use Euclid Circular B on our products, Trace and Account, as well as on external presentations like the Sales pitch deck. Circular B is more conventional version of Euclid Flex, which will know will perform clearly in any situation.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Circular B  
Regular

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Whether in the fields of evolutionary biology, personal growth, or technological advancement, change happens both suddenly and gradually. Gradual change in the technology sector can be seen as firms attempt to reduce their production and transaction costs through automation. An innovative technology that provides less expensive solutions for an existing process is an attractive subject for investment, and slowly pulls the entire market along with it.

# Typography

## Tiempos Text

Tiempos Text provides us with an alternative for longer form pieces of writing. For example, all blog posts and press releases are written in Tiempos Text.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()*

Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()**

Tiempos  
Regular

Commerce on the Internet has come to rely almost exclusively on financial institutions serving as trusted third parties to process electronic payments. While the system works well enough for most transactions, it still suffers from the inherent weaknesses of the trust based model. Completely non-reversible transactions are not really possible, since financial institutions cannot avoid mediating disputes.

# Typography

## Space Mono

Space Mono is a mono-spaced Google web font. We use this for code snippets. For example, Space Mono appears in blog posts and on developer.stratumn.com, the dev portal.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

Space  
Mono  
Regular

We are off! And do we know it,  
not just because the world is  
yelling 'Liftoff' in our ears,  
but because the seats of our  
pants tell us so! Trust your  
instruments, not your body, the  
modern pilot is always told,  
but this beast is best felt.  
Shake, rattle and roll!

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()**

# Illustration

Stratumn's illustration style is always abstract and are designed to reference themes relevant to our work. Ideas such as, building, mapping, tracking, connecting, networks, innovating and creativity.

# Illustration

We prefer to lead with this style of illustration over photography as another way to differentiate ourselves from other competitors who rely on stock photography or cartoon style illustrations.

# Illustration

—

The hero illustrations on the website and in presentations always include the square, circle, hexagon and triangle: the building blocks for the “new foundation for inter-business trust”.

# Photography

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The Stratumn Brand does also use photography when illustration is not appropriate, or for example to break up a presentation that is already heavy on iconography and illustration.

# Photography

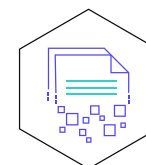
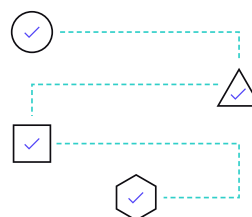
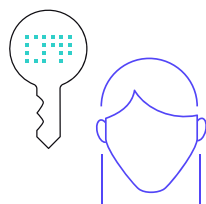
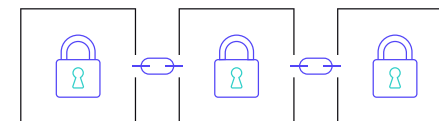
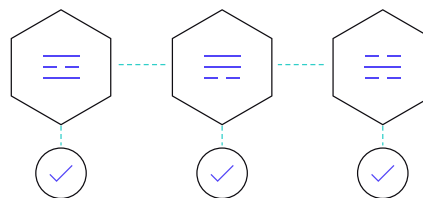
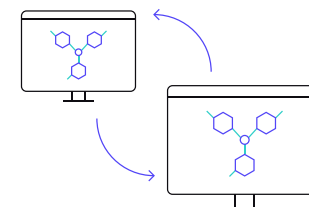
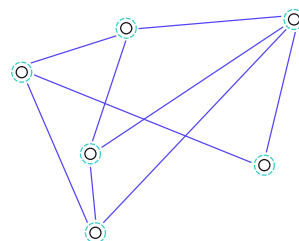
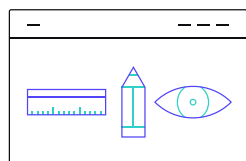
---

Photography is often treated with an indigo coloured overlay, darkening the image to work white text and keeping an abstract feel. We never use generic stock images of people to convey our message.

# Iconography MARKETING

## MARKETING USAGE GUIDELINES

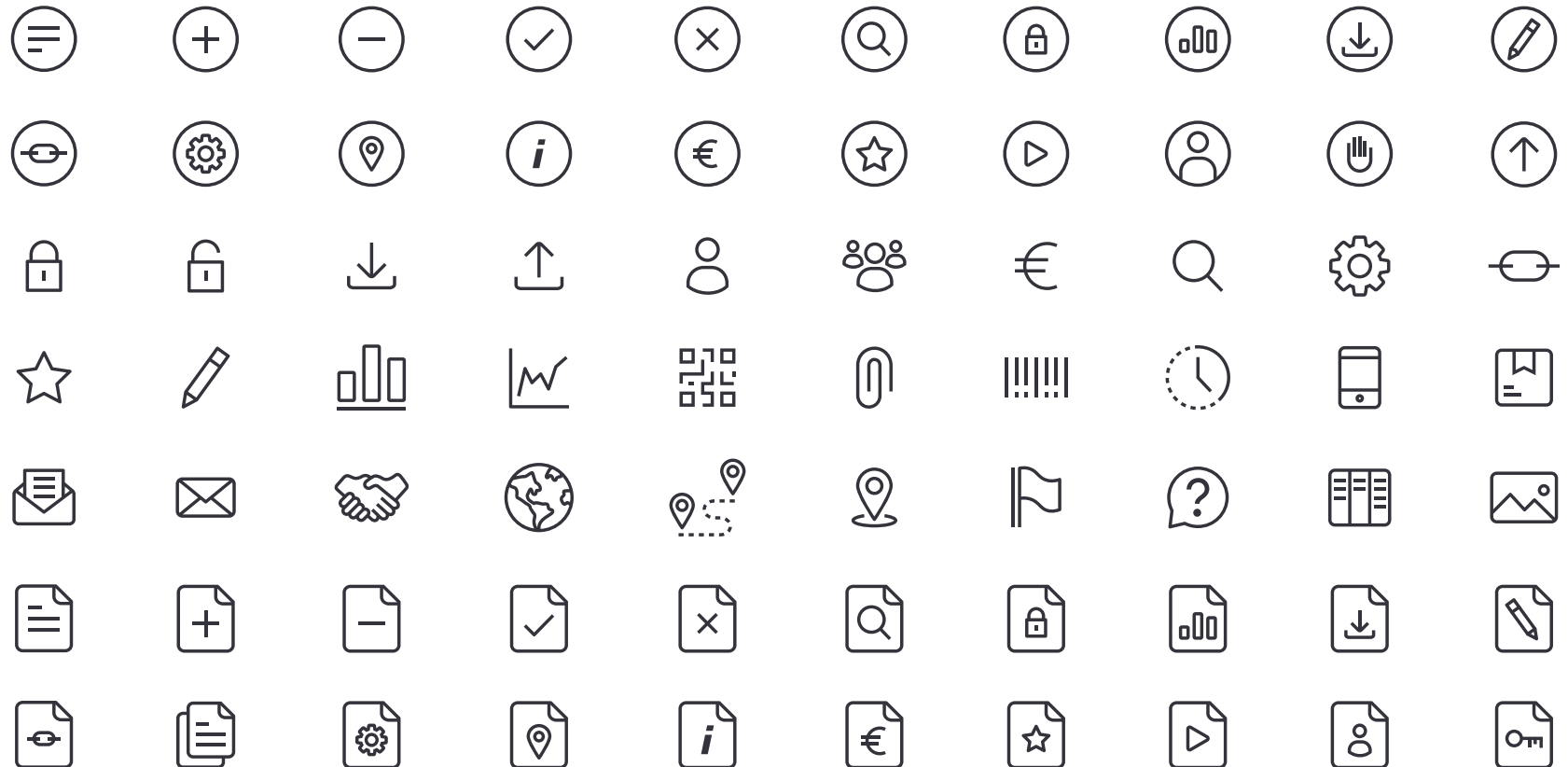
- Icons use Stratumn Indigo, Stratumn Black and Bright Teal.
- Ensure that icons are constructed from one consistent stroke width. And that all icons appearing together share the same stroke width.
- The edges and ends of strokes are hard, not rounded.



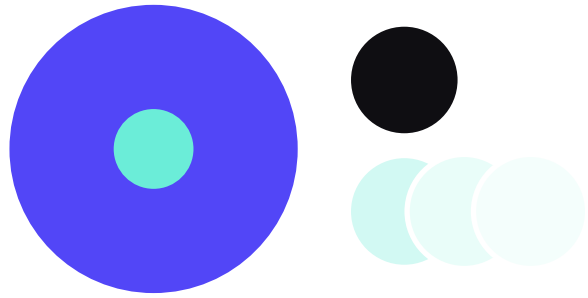
# Iconography PRODUCT

## PRODUCT USAGE GUIDELINES

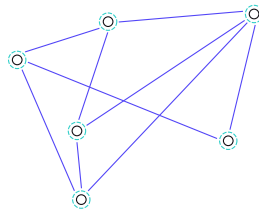
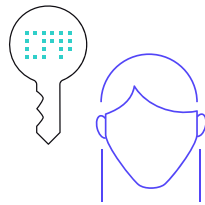
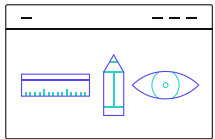
- Icons are set within an invisible 32x32px box, so they can be placed easily aligned when placed with other icons.
- The stroke width is always 1.3px.
- They are always displayed in one colour.
- The corners of strokes are rounded but the ends are hard edges.



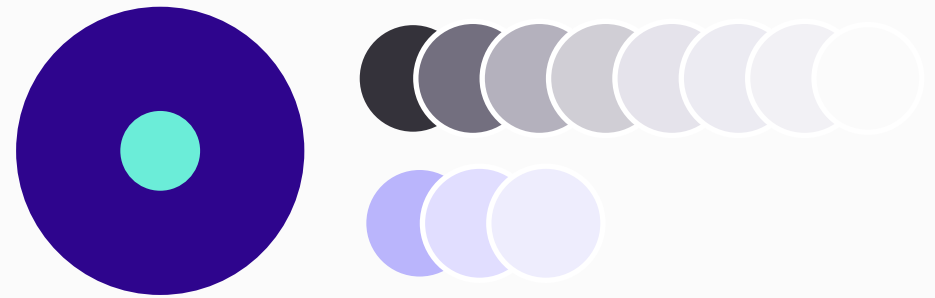
## STRĀTUMN



Euclid Flex / Euclid Circular B /  
Tiempos Text / Space Mono



## Trace



Euclid Circular B

