

COLOR PALETTE



PANTONE® 368 GREEN
CMYK: C - 59, M - 2, Y - 100, K - 0
RGB: R - 118, G - 188, B - 67
HEX: 75bb43



PANTONE® 80% BLACK
CMYK: C - 0, M - 0, Y - 0, K - 80
RGB: R - 88, G - 89, B - 91
HEX: 58585b

LOGO USAGE MINIMUM SIZE REDUCTION



1" wide or 96 pixels

Logo must not be reproduced at a size smaller than 1" wide or 96 pixels

LOGO CLEAR SPACE



The minimum exclusion zone margin is based on the square dimension of the depth of the "X" in our logo. With all logos, a clear space of one X must be maintained on all sides.

The exclusion zone should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

LOGO RULES

The consistent and correct use of the STOlogix logo is essential. It builds consistency and credibility when applied correctly across different materials. When referring to the company in written form, always capitalize "STO" and lowercase "logix" together as one word (STOlogix)



When using the logo over dark backgrounds, always use the reverse logo.



In special instances the icon may be used as a stand alone support element as a screen of black or green. Shown: 15% black.

NEVER allow the logo to appear pixelated or distorted, appear on its side or at an angle, add elements inside the logo, alter the colors, substitute font type or redraw the logo.

TYPOGRAPHY PREFERRED STYLES

PREFERRED COPY

Open Sans Light & *Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular & *Regular Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold & Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO/ACCENT

Fairview
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789