

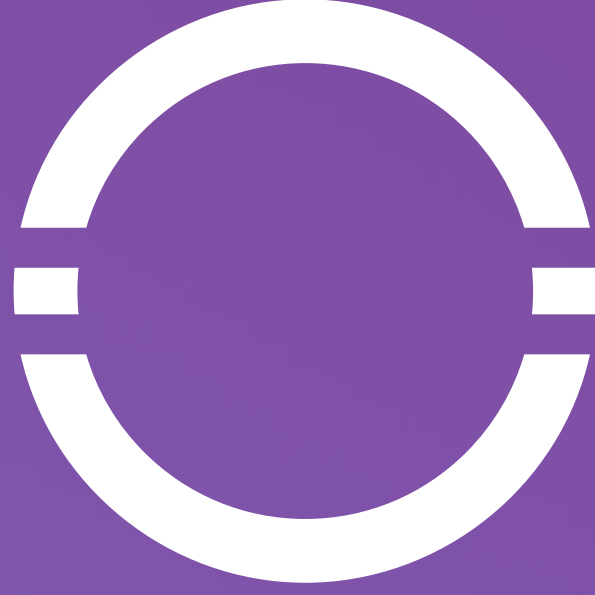
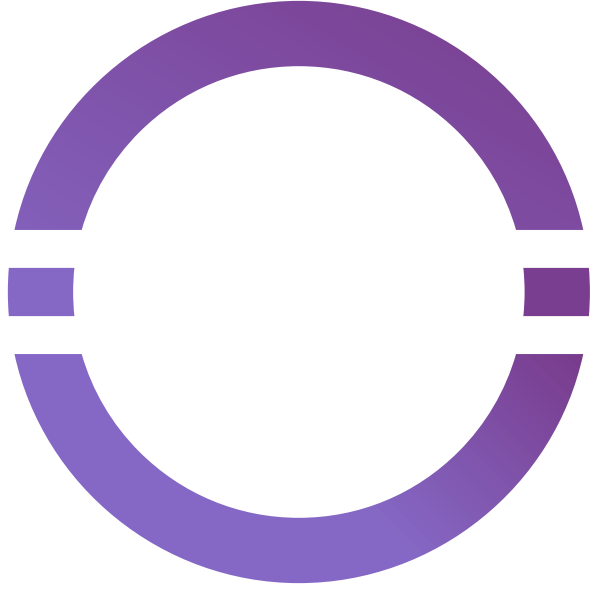
# **stably**

## **GRAPHICS STANDARDS MANUAL**

MARKETING@STABLY.IO

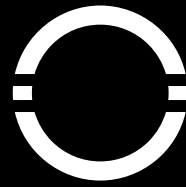
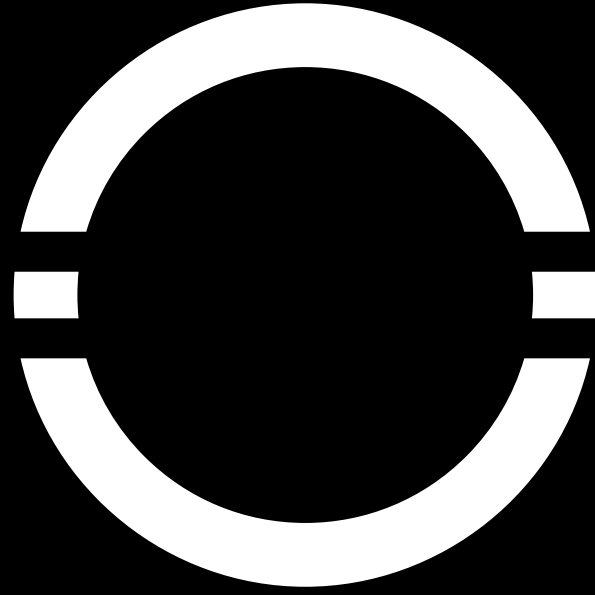
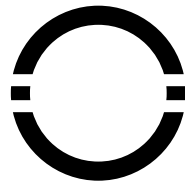
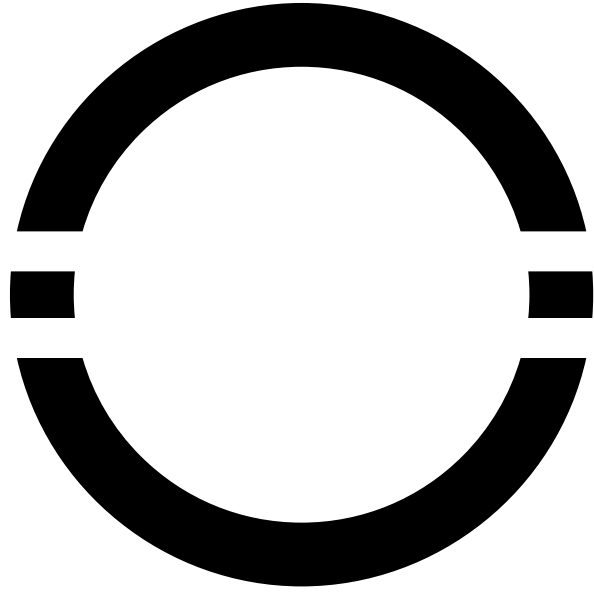


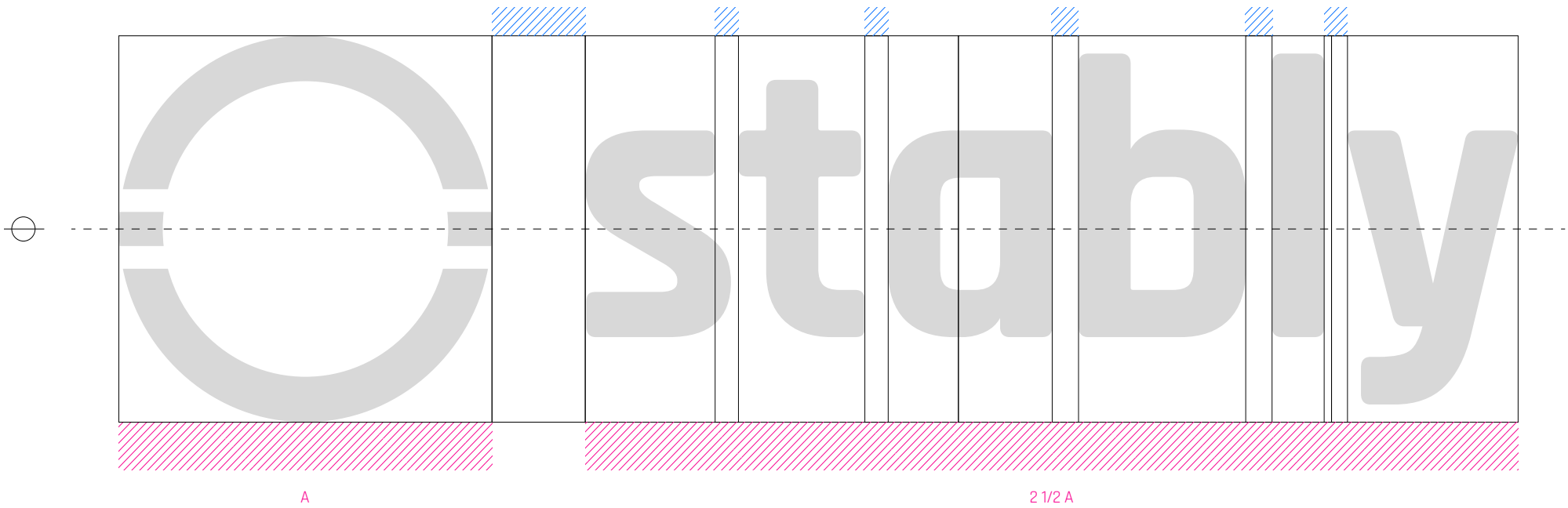
The logo in the standard form should be displayed in Stably™ colours.  
Under no circumstances the logo can be altered with different colours or stretched.





THE MARK / BLACK & WHITE



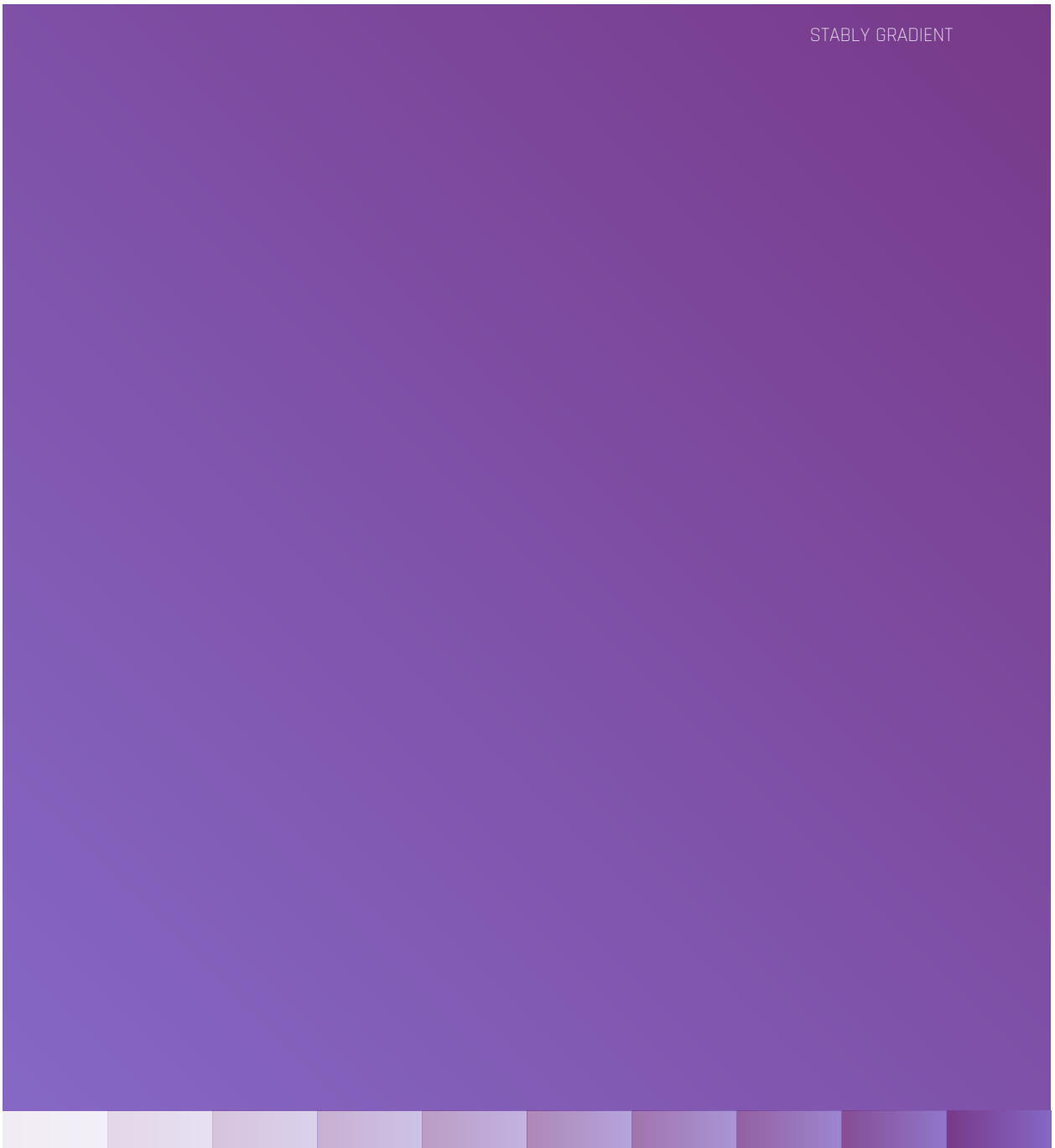
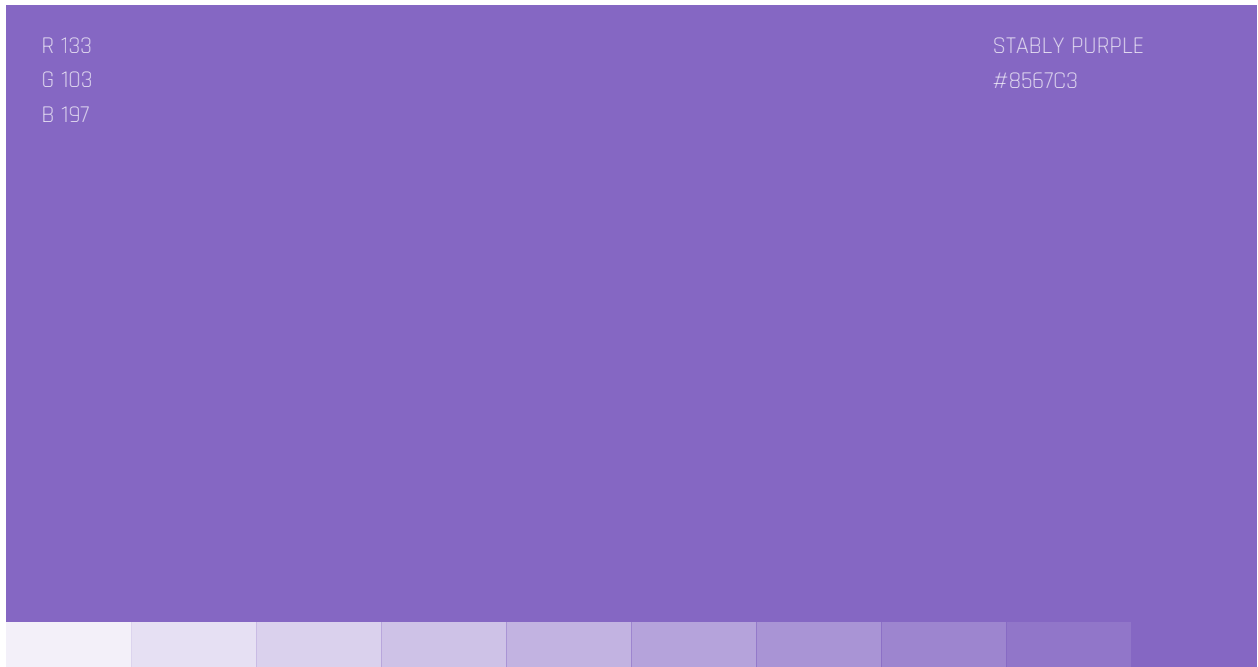
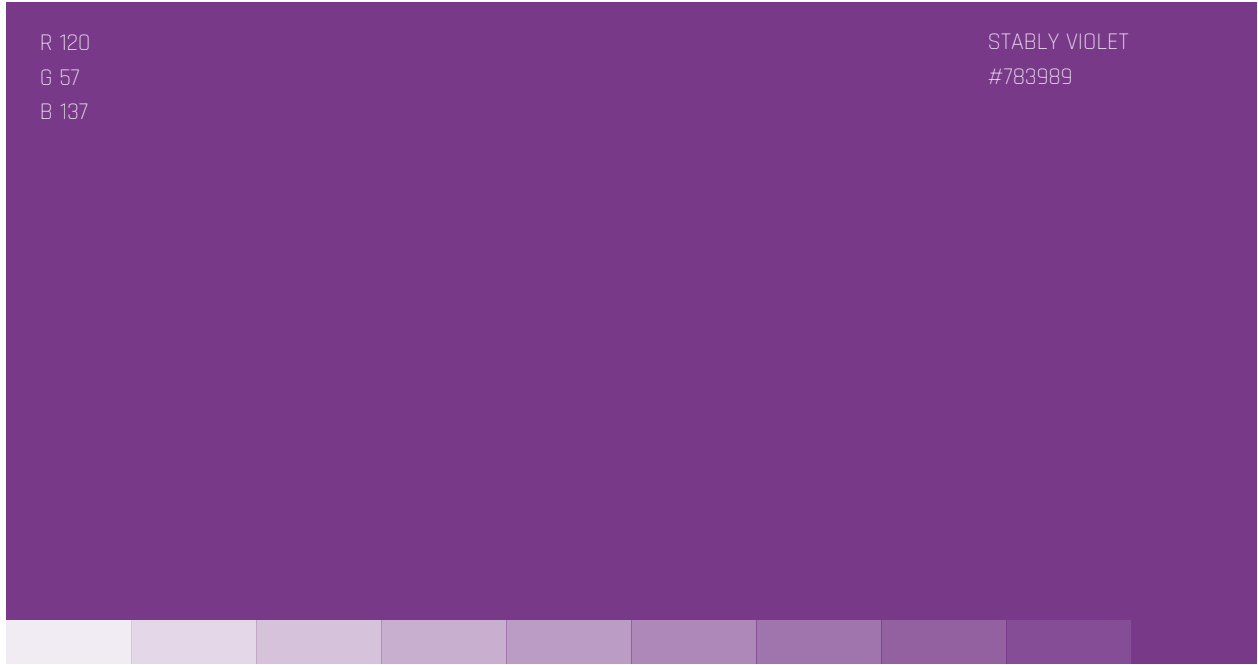


 Mark and Logotype proportions

 Spacing

 Central line

PRIMARY COLOUR PALETTE



Colour Palette

Always use Stably Colour Palette. Our colours are a key element of our brand identity. They help our target identify who we are immediately and distinguishes us from competitors. The Stably colour palette includes Stably Violet, Stably Purple, Stably Gradient. Stably Gradient is a combination of the Violet and Purple. The angle is 45°.



- 1. Do not distort the logo
- 2. Do not change the orientation of the logo



- 3. Do not violate the logo clear space
- 4. Do not rearrange any proportion of the logo



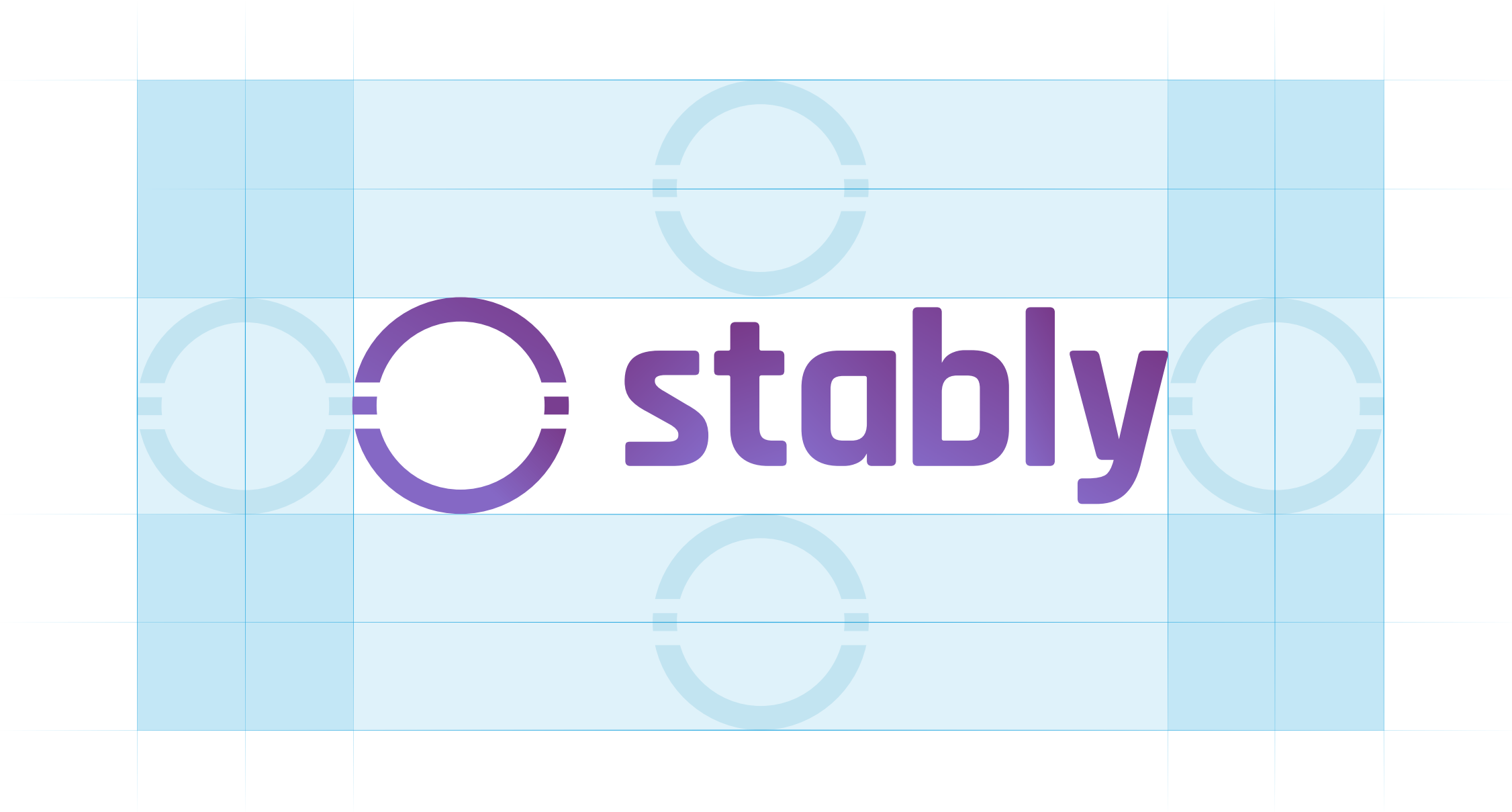
- 5. Do not alter the logo colors
- 6. Do not outline the logo

**Usage**

The logo should be used in color whenever possible, especially on white or light backgrounds. The white version of the logo should be used on dark backgrounds and photos (Watermark). For screen display (web, email, ppt), use a .JPG or .PNG file. For print use an .EPS or .PDF file.



EXCLUSION ZONE



**Exclusion  
Zone**

To ensure the logos are free to breathe, a clear area must be maintained around it at all times. No typography, imagery or other visual information should appear within this zone. The exclusion zone around the logotype is equal to the length of the Stably mark.

**stably**