Logo Files for Reproduction

The Stone Technologies™ logo is the most prominent visual representation of the organization in all instances and should be presented consistently and accurately to build recognition of the brand and effectively reflect the company's image and identity.

In the included folder you will find subfolders containing Vector files (.svg & .pdf) and Raster files (.jpg & .png). See page #4 for file types.

If you have any questions regarding usage of the logo or to request specific logo files, contact:

Stan Can Design™
info@stancandesign.com

Primary Logo





Logo Files for Reproduction

Secondary Logo



Technologies

Fabrication & Installation

Icon

Colors

The STONE logo uses a minimalistic color palette for consistent visual impact.

Whenever possible, the STONE logo should be presented in full color.

The RGB .png file should be used only for digital use; for high-quality printing, use the CMYK .pdf file.

Never use any other color than those supplied.
New colors need to be approved by the entire team.

Primary Logo



Pantone 280 C

C: 100	R: 0
M: 93	G: 33
Y: 27	B: 105
K: 24	HEX #002169

Secondary Logo



Pantone 280 C

C: 100	R: 0
M: 93	G: 33
Y: 27	B: 105
K: 24	HEX #002169

Icons



Pantone 280 C

C: 100	R: 0
M: 93	G: 33
Y: 27	B: 105
K: 24	HEX #002169

Pantone Warm Gray 1 C

C: 15	R: 214
M: 14	G: 209
Y: 17	B: 202
K: 0	HEX #d6d1ca

B&W Logo



100 K
Black

Color Variations

Primary Logo





Pantone 280 C

C: 100 M: 93 Y: 27 K: 24

R: 0 G: 33 B: 105 HEX #002169

Pantone 165 C

C: 0 M: 74 Y: 95 K: 0

R: 255 G: 103 B: 29 HEX #ff671d

Pantone Warm Gray 1 C

C: 15 M: 14 Y: 17 K: 0

R: 214 G: 209 B: 202 HEX #d6d1ca

Icons





Pantone 280 C

C: 100 M: 93 Y: 27 K: 24

R: 0 G: 33 B: 105 HEX #002169

Pantone Warm Gray 1 C

C: 15 M: 14 Y: 17 K: 0

R: 214 G: 209 B: 202 HEX #d6d1ca

Pantone 280 C

C: 100 M: 93 Y: 27 K: 24

Pantone Warm Gray 1 C

C: 15 M: 14 Y: 17 K: 0

Secondary Logo



Pantone 280 C

C: 100 M: 93 Y: 27 K: 24

R: 0 G: 33 B: 105 HEX #002169

Pantone 165 C

C: 0 M: 74 Y: 95 K: 0

R: 255 G: 103 B: 29 HEX #ff671d

Use the primary blue logo for most cases. When the logo needs to exist on a dark background, utilize the orange or stone color variations allowing for good contrast.

Type

The STONE logo uses a minimalistic type palette for consistent visual impact.

All fonts are available at Fonts.Adobe.com

Never use any other fot than those supplied.
New fonts need to be approved by the entire team.

Scandia Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*()<>?

Primary headlines

Adobe Garmond Pro Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*()<>?

Subheads

Scandia Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*()<>?

Body copy, callouts with wide tracking

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%&*()<>?

Body copy - web applications

Clear Space

The STONE logo must be presented with the appropriate amount of clear space. Use this example as a guide.

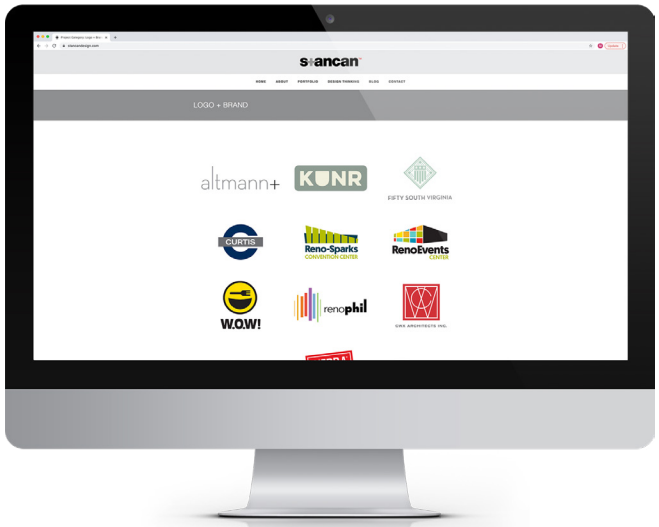
Give all visual elements plenty of breathing room.



File Types



Use .svg and .pdf files for use in printed materials like banners, brochures, and ad specialty items.



Use .png files for on-screen use like social posts, presentations, and website content and where a transparent background is needed. Use .jpg files when you require a very small file size.