stripo

Next Generation Email Editor
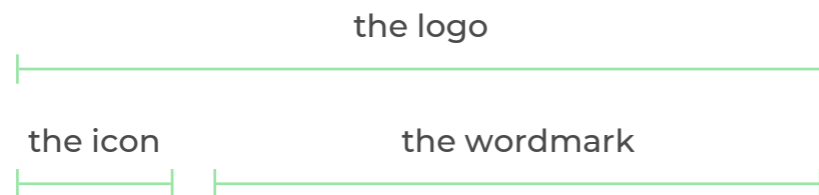
Brand Book

Logotype

Styled waving stripe or «ribbon» is used for the Stripo logotype. It associates the service with lightness, dynamics, flexibility and care about the users.

Standard Look

Horizontal look is an official logotype, comprising the icon and wordmark. In case you are hesitating which logotype to use for your materials, use this one.
It is also possible to use the logotype without the word «.email».

the logo

the icon   the wordmark

stripo
.email

Vertical Look

Vertical look is recommended to be used when the space is square-shaped, and also when the horizontal look seems small. It is also possible to use the logotype without the word «.email».

stripo
.email

The Icon by Itself

It is used only when Stripo is properly introduced on a carrier.
E.g.: when the name or other identification marks are present.

Space Around

The space plays the role of a buffer between the logotype and other visual elements on the carrier. This allows the logo to be in the center of attention.

The Minimal Size

Here are the advisable minimal sizes, which allow the logo to be used on the carriers. In order to avoid logotype illegibility, use these minimum possible sizes.
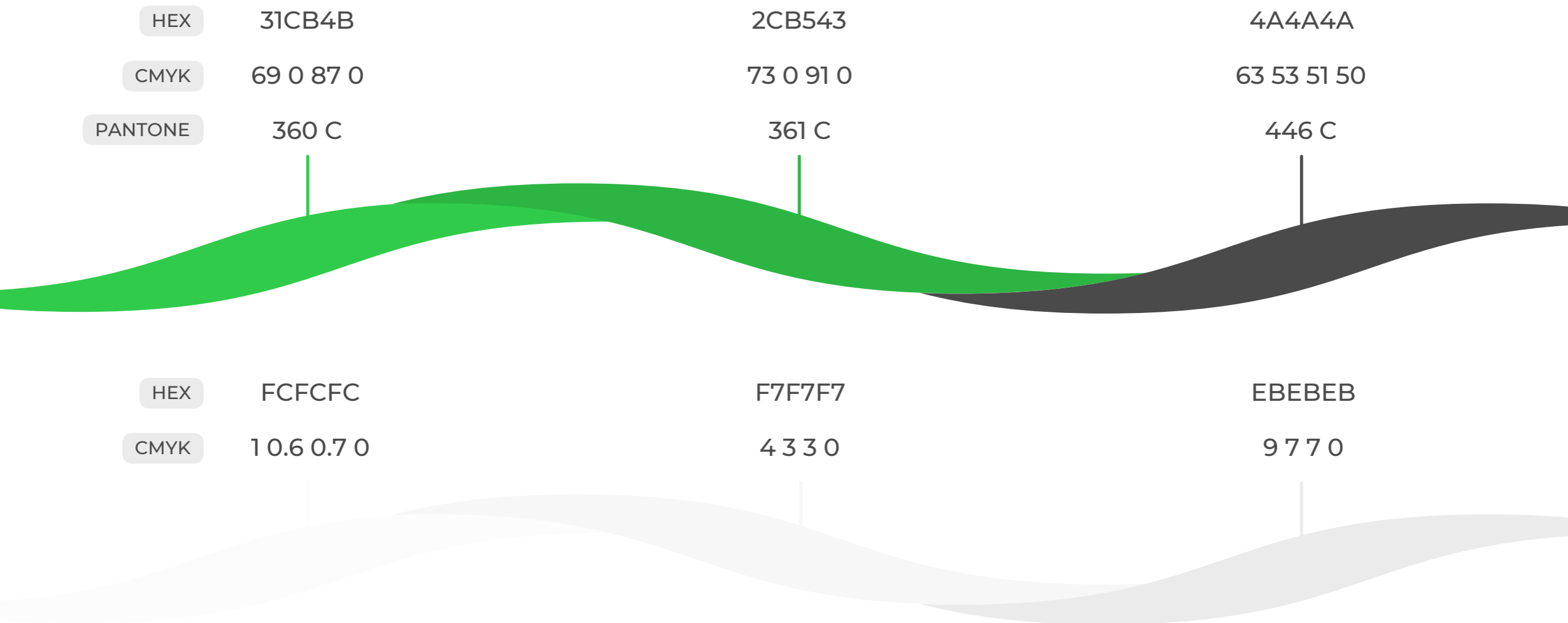
16 px or 4 mm

100 px or 27 mm

78 px or 20 mm

stripo
.email

stripo
.email

Brand Colors

HEX	31CB4B	2CB543	4A4A4A
CMYK	69 0 87 0	73 0 91 0	63 53 51 50
PANTONE	360 C	361 C	446 C

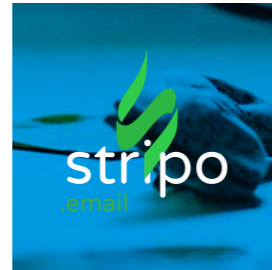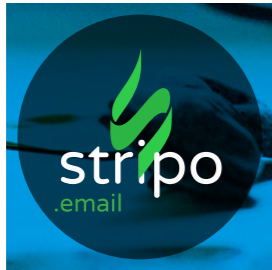|			
HEX	FCFCFC	F7F7F7	EBEBEB
CMYK	1 0.6 0.7 0	4 3 3 0	9 7 7 0

Using Grayscale

Background Colors

Logotype should always contrast with the background. It is allowed changing the colors of the logotype elements for «white» or using the background in accordance with the logotype colors and the rules of setting the space around the logotype.

100%   50%   25%

Dos and Don'ts

Background to increase the contrast of the logotype on a compound background.

Any transformations of the logotype are prohibited.

The logotype should be correlating with other logotypes in size.

It is not allowed to make any changes to the logotype textual name.

The Samples of Patterns

The pattern of a waving stripe can be used for decorating content on the carriers.

Seamless pattern based on the logotype icon.
It can be used as a background with different level of transparency.