# Stepwise

BRAND GUIDELINES




LOGO ON LIGHT BACKGROUND




LOGO ON BLACK BACKGROUND

# CLEAR SPACE




X = 10% of the lockup width. Approval pending.

## MINIMUM SIZE

SCREEN




PRINT




Screen and print validation pending.

# PARTNERSHIP LOCKUPS

## Full logo

SCREEN




PRINT




Align both logos around the divider and balance their visual weight.

# LOGO USAGE




Alter the artwork




Repeat as decoration




Recolour the logo




Crowd the logo




Use within a sentence




Add a shadow




Use an outline




Stretch the logo




Rotate the logo




Use low contrast




Retype the logo




Use approved artwork

# BRAND COLOURS



**Stepwise Blue**

#1770EE

RGB 23 / 112 / 238



**Black**

#000000

RGB 0 / 0 / 0

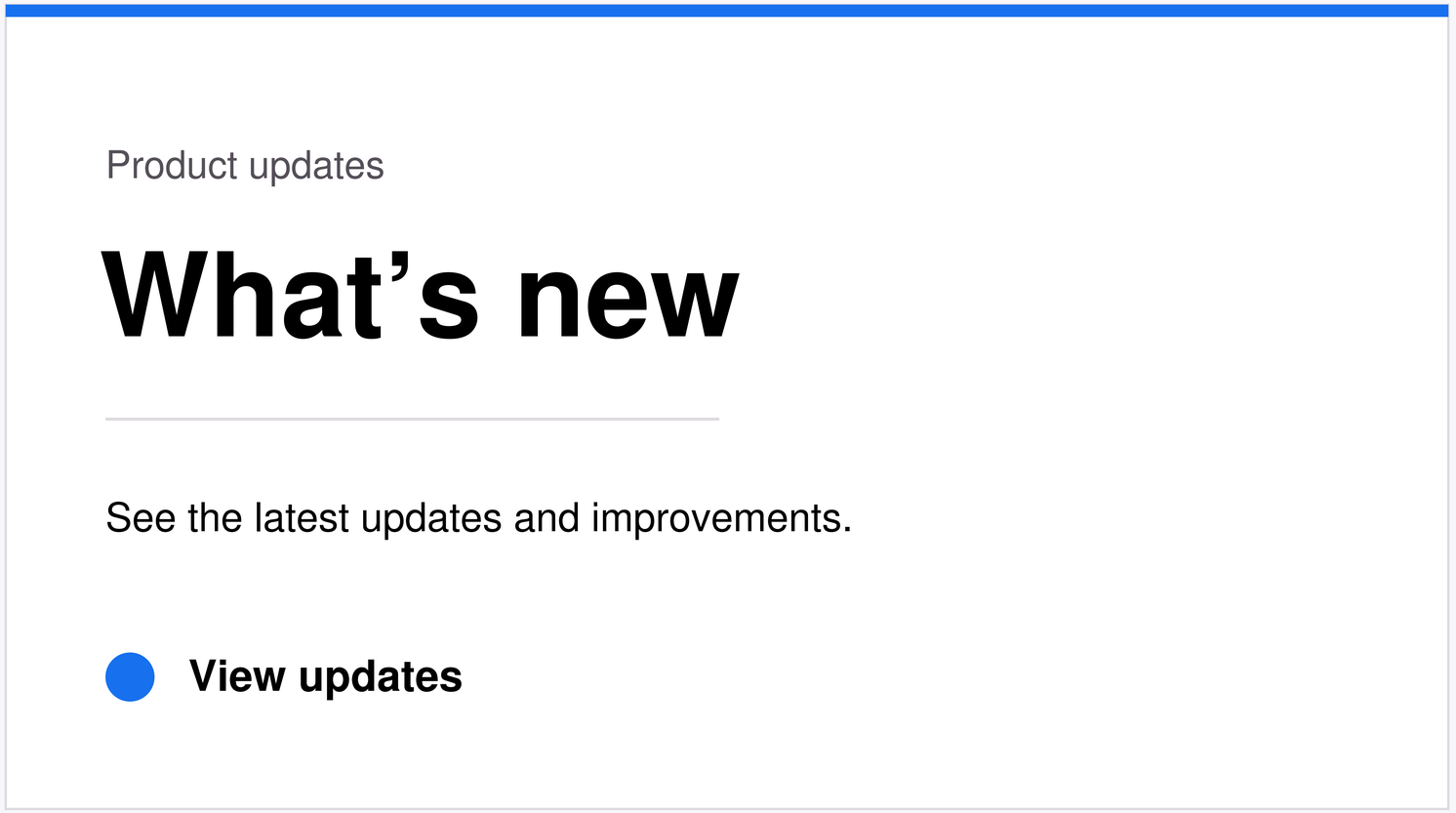


**White**

#FFFFFF

RGB 255 / 255 / 255

COLOUR APPLICATION




### White background

Keeps the content area open.

### Black type

Carries headlines and copy.

### Brand accent

Draws attention to the action.

TYPOGRAPHY

HEADINGS



## Goodly

Extra Light / Light / Regular / Medium / Semibold / Bold

SUPPORTING COPY



## Poppins

Light / Regular / Medium / Semibold / Bold / Black

## STANDALONE ICON



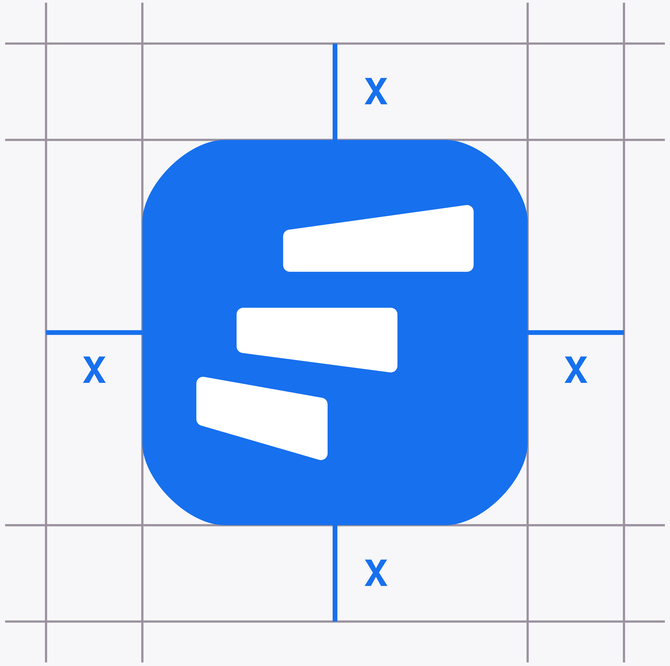
Light background



Dark background

Use the icon when the brand is already identified or the placement is icon-sized.

# ICON CLEAR SPACE




X is one quarter of the icon width.

## ICON MINIMUM SIZE

SCREEN




PRINT




Validate on screen and in print.

# ICON PARTNERSHIP LOCKUPS

## Standalone icon

SCREEN




PRINT




Use the icon lockup where the product is already identifiable.

# ICON USAGE



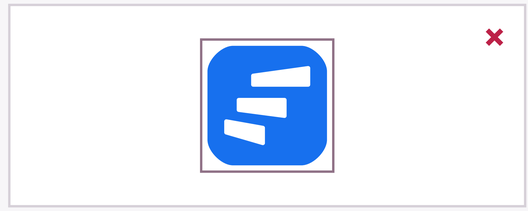
Alter the artwork



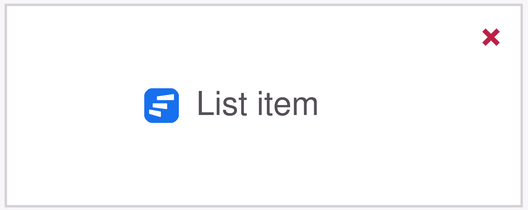
Repeat as decoration



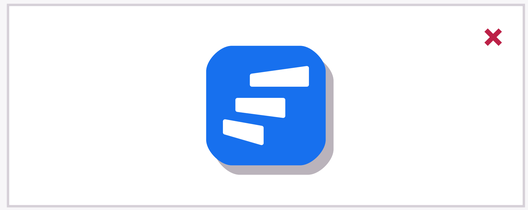
Recolour the icon



Crowd the icon



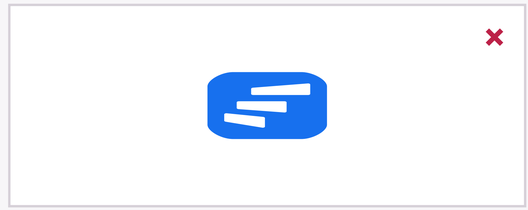

Use as a text bullet



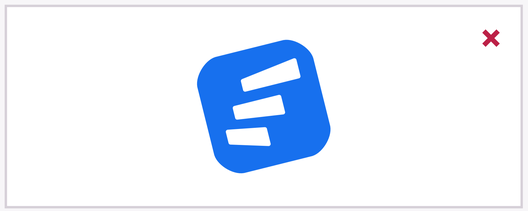
Add a shadow



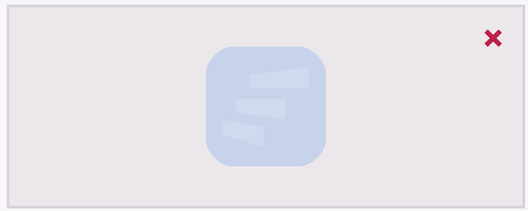
Use an outline



Stretch the icon



Rotate the icon



Use low contrast



Redraw the icon



Use approved artwork

Stepwise

# Brand Resources

Use the supplied artwork for logos and icons.

