

Star Stone Logo Branding

This is How We Do It

At Star Stone Sales and Quarries, we are a unique entity. As a sister company to American Stone, we share many resources and brand identities. One of those things is how we communicate verbally and in written word.

How We Say It

What we say, and how we say it is a direct reflection of who we are and aspire to be. The tone in our voice should reflect our mission — one that we share to help our customers make the world beautiful. That includes what we say verbally or write in any communication device. We want our audience to understand that underneath it all, we leave a deep impression that we are making the world more beautiful.

We say it this way:

- Positive: We strive to have a smile on our face, even in visual and digital presentations
- Knowledgeable: We present ourselves as knowledge leaders
- Upbeat: We don't do dour
- Inspirational: We want to inspire our customers to be their best, by being our best
- Humorous: We are cheeky without being offensive
- Caring: We let our customers know their wins are our wins

Visually we say these same things in photography, iconography, and quality design.

Corporate Colors

Our primary colors are a deep rich blue symbolizing loyalty and stability and a bright yellow symbolizing life and continuing growth.

For ease of use, we share the two gray colors with American Stone.

Of course, black and white are acceptable, and in some instances, preferable. We also use a mix of gray with black and white for a monochromatic version of the logo.

Corporate Blue

- Pantone: 2965
- RGB: 0, 53, 90
- CMYK: 100, 56, 13, 57
- Hex: #00355A



Corporate Yellow

- Pantone 123
- RGB 243, 177, 75
- CMYK: 0, 25, 100, 0
- Hex: #F3B14B



Corporate Gray

- Pantone: 4237
- RGB: 87, 85, 82
- CMYK: 62, 56, 58, 32
- Hex: #575552



Accent Gray

- Pantone: Cool Gray 7
- RGB: 156, 156, 156
- CMYK: 42, 34, 34, 1
- Hex: #9C9C9C



The Star Stone logo can be used in two formats — a horizontal and vertical orientation. However, the use of the vertical logo must be used in only very unique circumstances and only in a monochromatic version. In short, the horizontal version should be used in all but the most unique circumstances.



The Star Stone logo should always be given appropriate room to “breath.” The area around the logo should have a space equal to 1/10 of the width of the logo in its horizontal format.

In those very rare instances of using the vertical format, 1/8 of the height of the logo on all sides should be free of other visual elements.

When using the logo, make sure that it is always within the proper locked proportions. Never stretch or transform it into odd shapes.

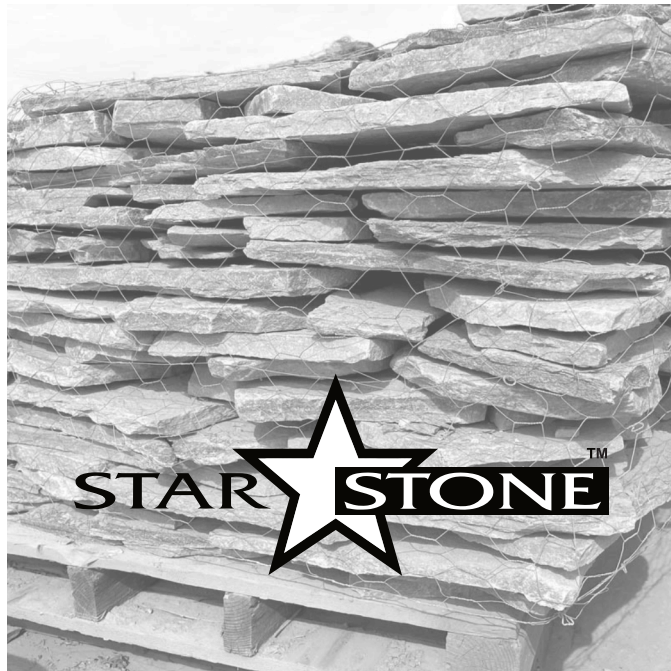


The full color version of the logo is preferred in most instances.

The instances where a reverse (white) should be used is where it is placed over a dark photo or a busy background.

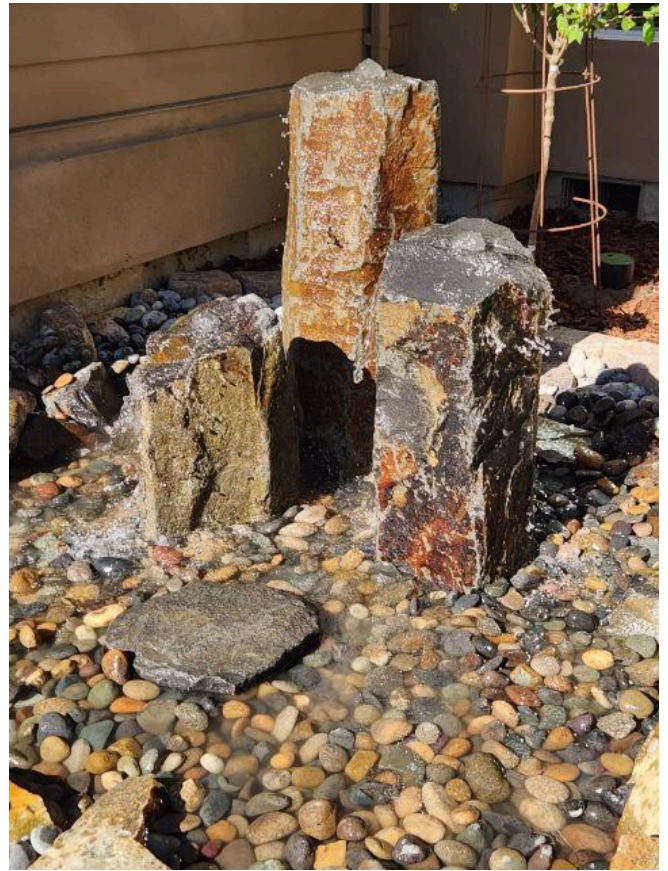
A black or monochromatic gray version should be used when the rest of the artwork is also black or gray, and full or spot color is not an option.

There is one very special instance where the full color version is used with some white included to allow the logo to stand out. In this instance, a thick white outline traces the edge of the star and a white rectangle surrounds the word "stone." This is specifically used on clothing items when they are dark blue or black.



Our primary typeface is Proxima Nova. It is used in both headline and body copy. It is appropriate to use all weights and italic. The bold and italic bold should mainly be used for headlines, but in special circumstances can be used in copy.

Try to avoid using all capital letters either in headlines or copy. All caps is a form of shouting. Our brand is not about shouting at our customers.



Headline

Subhead

We say it this way:

- Positive: We strive to have a smile on our face, even in visual and digital presentations
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