



Brand guide

Version 1.0

February 2020



Brand Guidelines External

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Marketing_Kit / ...

You should always use the appropriate files listed here rather than attempting to recreate our design assets.

Brand Guidelines External

Corporate Logo

Main Version

There are two versions of the logo in the visual identification of stakefish: colored and monochrome.

The colored version will work well in presentations, business cards, letters, and document covers.

Monochrome can be the second choice when the colored version is not suitable or if there are limitations on the use of the colored version. It is often used in user interface design, letter headers/footers and souvenir products.

Colored



Monochrome



Brand Guidelines External

Corporate Logo

Centered Version

Application rules for the Centered Version are the same as for the Main Version.

■ Marketing_Kit / Logo / Centered / ...

Logomark

The Logomark can also be used separately from the logo. It can be used on souvenirs, t-shirts, chevrons, embossing, icons, etc.

■ Marketing_Kit / Logo / Logomark / ...

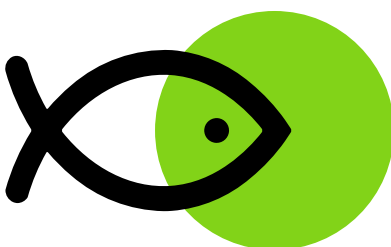
Colored



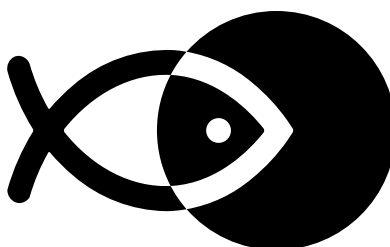
Monochrome



Colored



Monochrome



Brand Guidelines External

Logo Placement

Safe Zone

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

This rule applies to all versions of the logo.

Grid



Brand Guidelines External

Logo Placement

Dark Uniform Background



For this case, use a monochrome or inverted version of the logo.

Light Uniform Background



If the background is sufficiently light and uniform, we recommend using the main version of the logo.

Heterogeneous Background



For heterogeneous backgrounds, add a white plane under the main version of logo.

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Behaviors to Avoid



⊘ Changing the font or font style



⊘ Flipping parts



⊘ Custom repainting

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Behaviors to Avoid



⊘ Bad background



⊘ Invalid alignment of elements inside the logo



⊘ Invalid spelling of the company name

Brand Guidelines External

Corporate Color System

Green Wrasse



CMYK 82% 10% 100% 1%
HSB 121° 92% 62%
RGB 11 160 18
Web #0BA012

CMYK 52% 0% 100% 0%
HSB 84° 88% 82%
RGB 130 211 24
Web #82D318

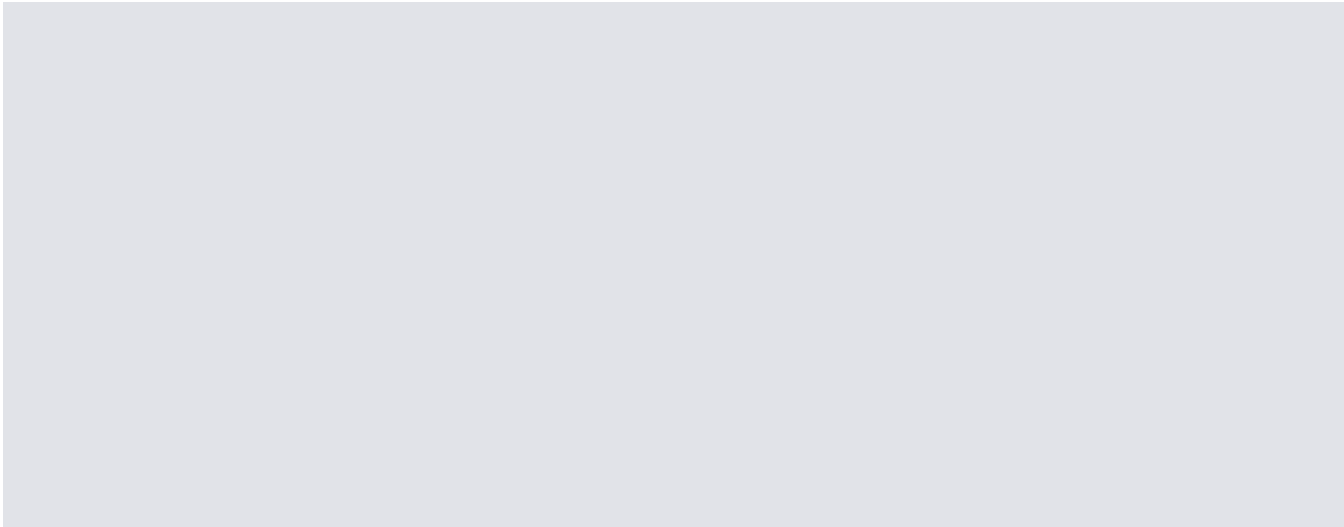
Black Tetra



CMYK 78% 71% 62% 84%
HSB 225° 100% 5%
RGB 0 3 14
Web #00030E

CMYK 27% 20% 15% 0%
HSB 224° 5% 78%
RGB 187 190 199
Web #BBBEC7

Mullet



CMYK 10% 7% 4% 0%
HSB 221° 2% 90%
RGB 225 227 232
Web #E1E3E8

CMYK 3% 2% 1% 0%
HSB 240° 0% 96%
RGB 245 245 247
Web #F5F5F7

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Corporate Typography

English

Aa

Space Grotesk

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ‘ ’ “ ” (%) [#] { @ } / & \ <
- + ÷ × = > ® ¢ \$ € £ ¥ ¢ ; , . *

Aa

Space Grotesk

SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ‘ ’ “ ” (%) [#] { @ } / & \ <
- + ÷ × = > ® ¢ \$ € £ ¥ ¢ ; , . *

Aa

Montserrat

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ‘ ’ “ ” (%) [#] { @ } / & \ <
- + ÷ × = > ® ¢ \$ € £ ¥ ¢ ; , . *

Brand Guidelines External

Corporate Typography

Font & Text Hierarchy

Space Grotesk supports the Latin Extended-A character set (i.e., Western European, Central European, and Southeastern European languages) and several OpenType features. It is released under the SIL Open Font License as a modified version of Space Mono (2016, Colophon Foundry & Google Fonts).

Space Grotesk is the font to use in marketing materials and user interfaces for primary headings and sequencers.

Montserrat by Julieta Ulanovsky (free under a libre license, the SIL Open Font License) is the recommended font for secondary headings and body text.

Space Grotesk Bold

Sequencer & Title

Space Grotesk SemiBold

Sublines Sections

Montserrat Medium

Body

Brand Guidelines External

Corporate Typography

Chinese (Simplified)



汉体书写信息技术标准相容档案下载使用界面简单
支援服务升级资讯专业制作创意空间快速无线上网

汉体书写信息技术标准相容档案下载使用界面简单
支援服务升级资讯专业制作创意空间快速无线上网

汉体书写信息技术标准相容档案下载使用界面简单
支援服务升级资讯专业制作创意空间快速无线上网

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Corporate Typography

Font & Text Hierarchy

Noto Sans SC has been subsetting to cover all the Chinese characters listed in China’s 通用规范汉字表 (Tōngyòng Guīfàn Hànzìbiǎo) along with ASCII, additional Latin letters for Pinyin, punctuation marks, and full-width characters used in Chinese.

Hierarchy rules are the same as for the English version of the Typography guideline.

Noto Sans SC Bold

分隔符和标题

Noto Sans SC Medium

次级标题

Noto Sans SC Regular

文本

Brand Guidelines External

Corporate Typography

Chinese (Traditional)



万里追随你，从不迷路。不怕冷，不怕火，不吃又不喝。
太阳西下，我便消失。



万里追随你，从不迷路。不怕冷，不怕火，不吃又不喝。
太阳西下，我便消失。



万里追随你，从不迷路。不怕冷，不怕火，不吃又不喝。
太阳西下，我便消失。

Brand Guidelines External

Corporate Typography

Font & Text Hierarchy

Noto Sans TC has been subsetted to the most frequent 7,800 Chinese characters in Traditional Chinese documents. 223 characters are added to cover all the characters in Taiwan's CNS 11643 P1 and 常用國字標準字體表 as well as Hong Kong's 常用字字形表 and IRG HB0 and HB1. In addition to Hanzi, Bopomofo, CJK Radicals, ASCII, punctuation marks and full-width characters are included.

Hierarchy rules are the same as for the English version of the Typography guideline.

Noto Sans TC Bold

主标题

Noto Sans TC Medium

副标题

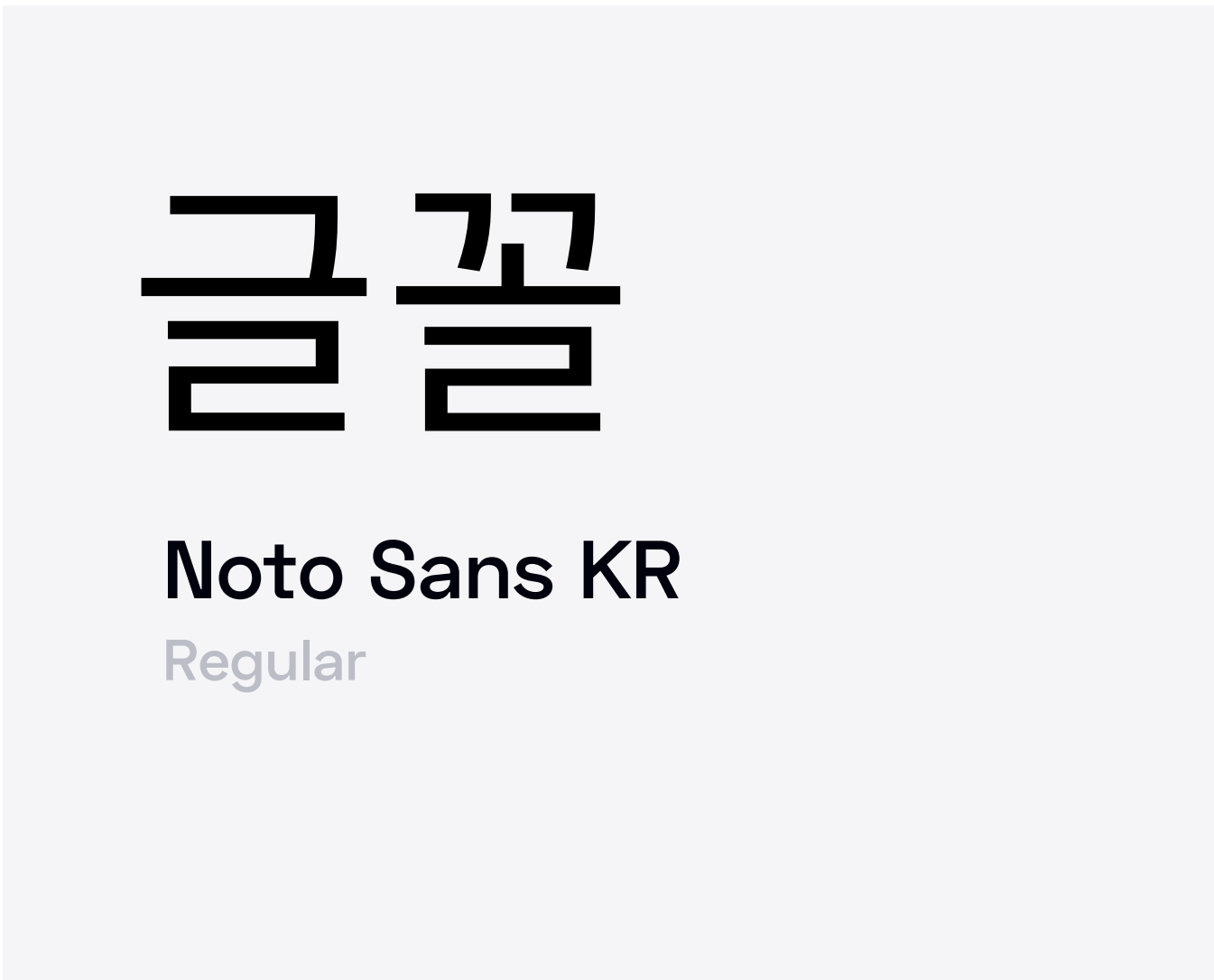
Noto Sans TC Regular

主体文字

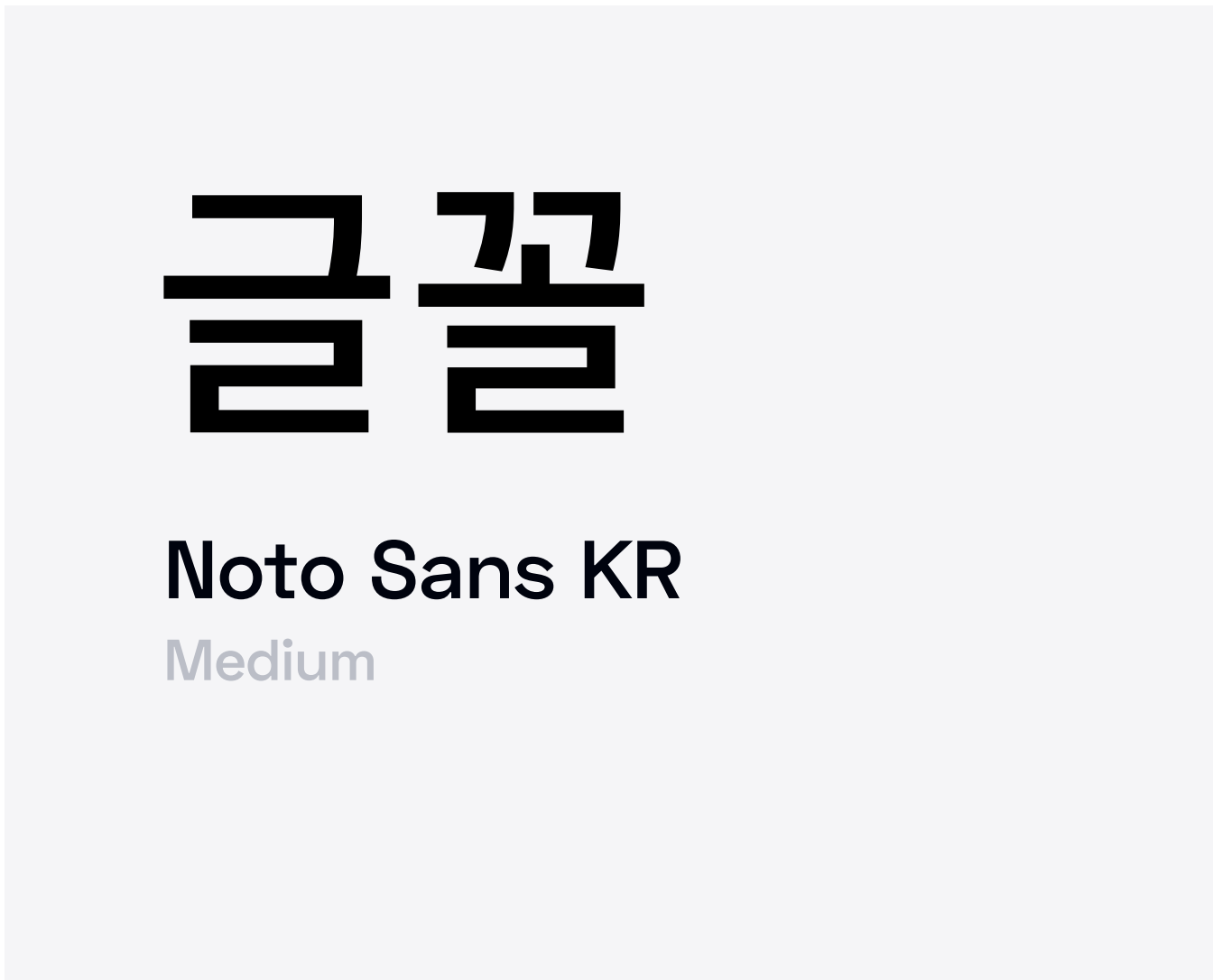
Brand Guidelines External

Corporate Typography

Korean



현실에서 올바른 선택은 존재하지 않습니다 - 단지 선택과 그 결과가있다.



현실에서 올바른 선택은 존재하지 않습니다 - 단지 선택과 그 결과가있다.



현실에서 올바른 선택은 존재하지 않습니다 - 단지 선택과 그 결과가있다.

Brand Guidelines External

Corporate Typography

Font & Text Hierarchy

Noto Sans KR has been subsetting to cover the full repertoire of modern Hangul syllables (11,172) and most of symbols in KS X 1001. It also has full support for Old Hangul with Unicode Hangul Conjoining Jamos and Opentype features. It does not have any Hanjas (Chinese characters) or Greek/Cyrillic letters.

Hierarchy rules are the same as for the English version of the Typography guideline.

Noto Sans KR Bold

시퀀서와 제목

Noto Sans KR Medium

서브라인 섹션

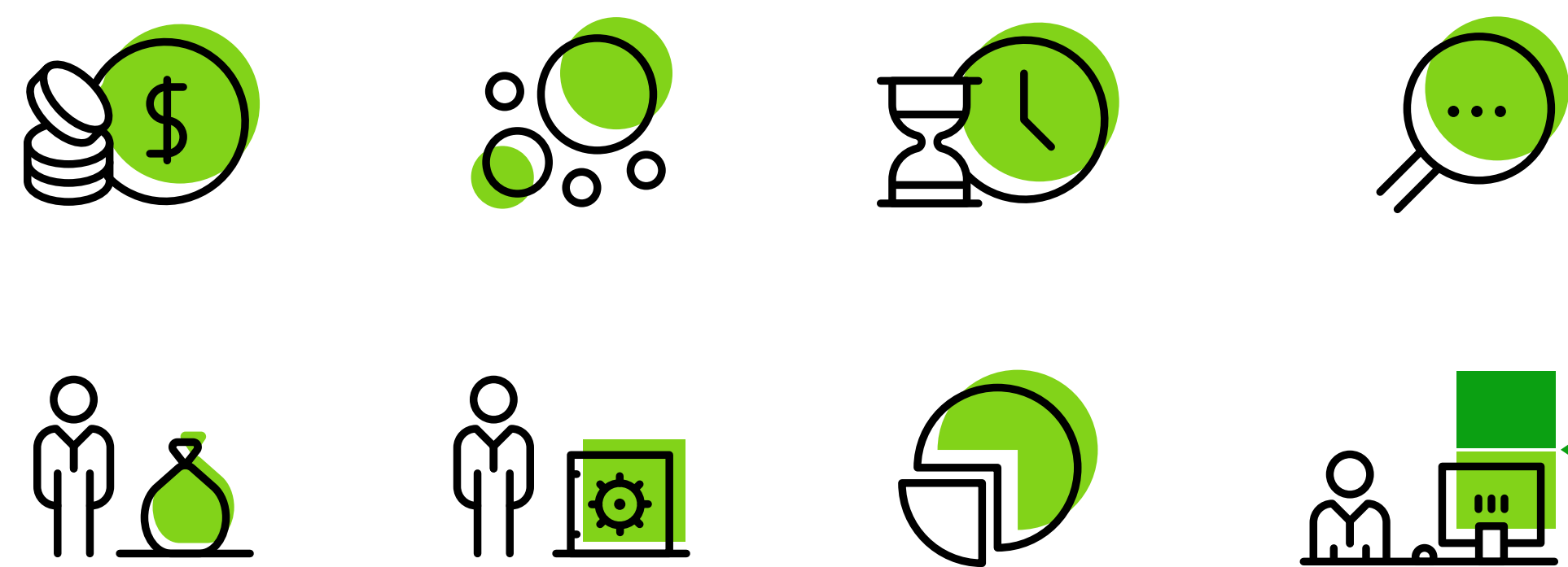
Noto Sans KR Regular

텍스트

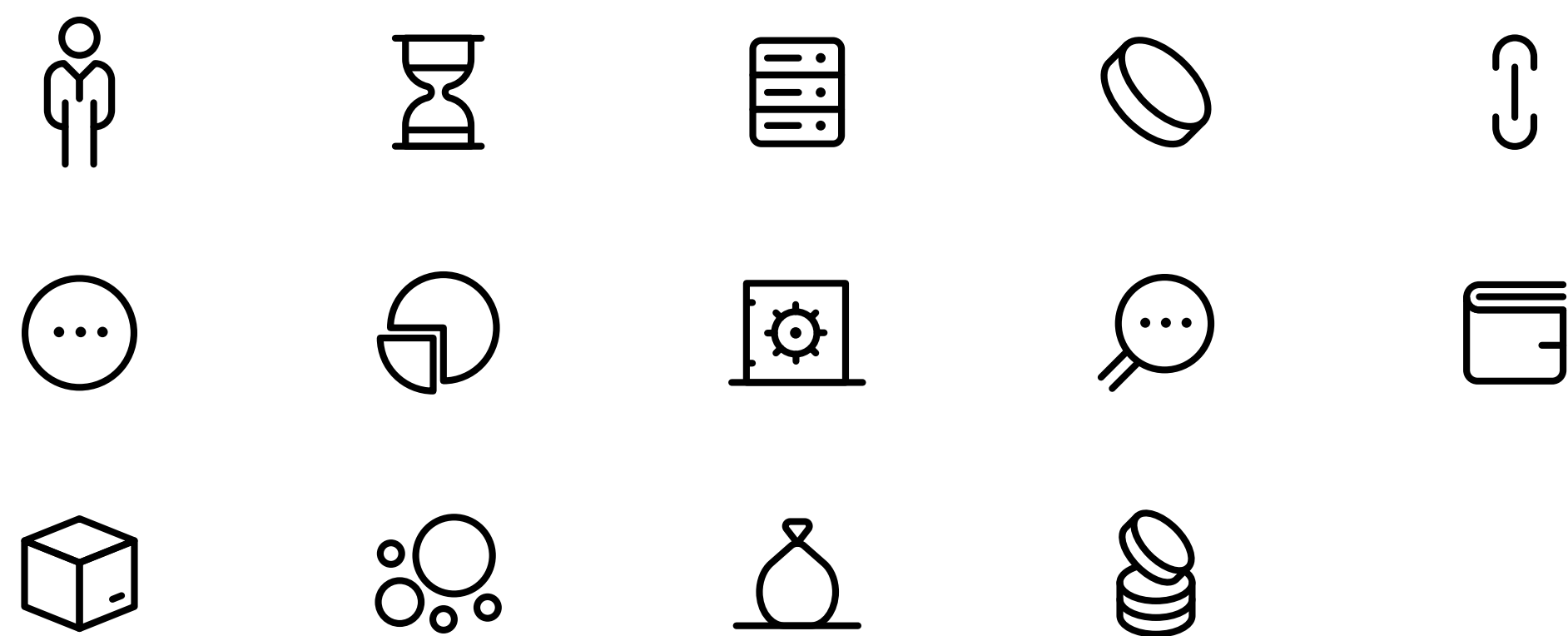
Brand Guidelines External

Iconography

Primary

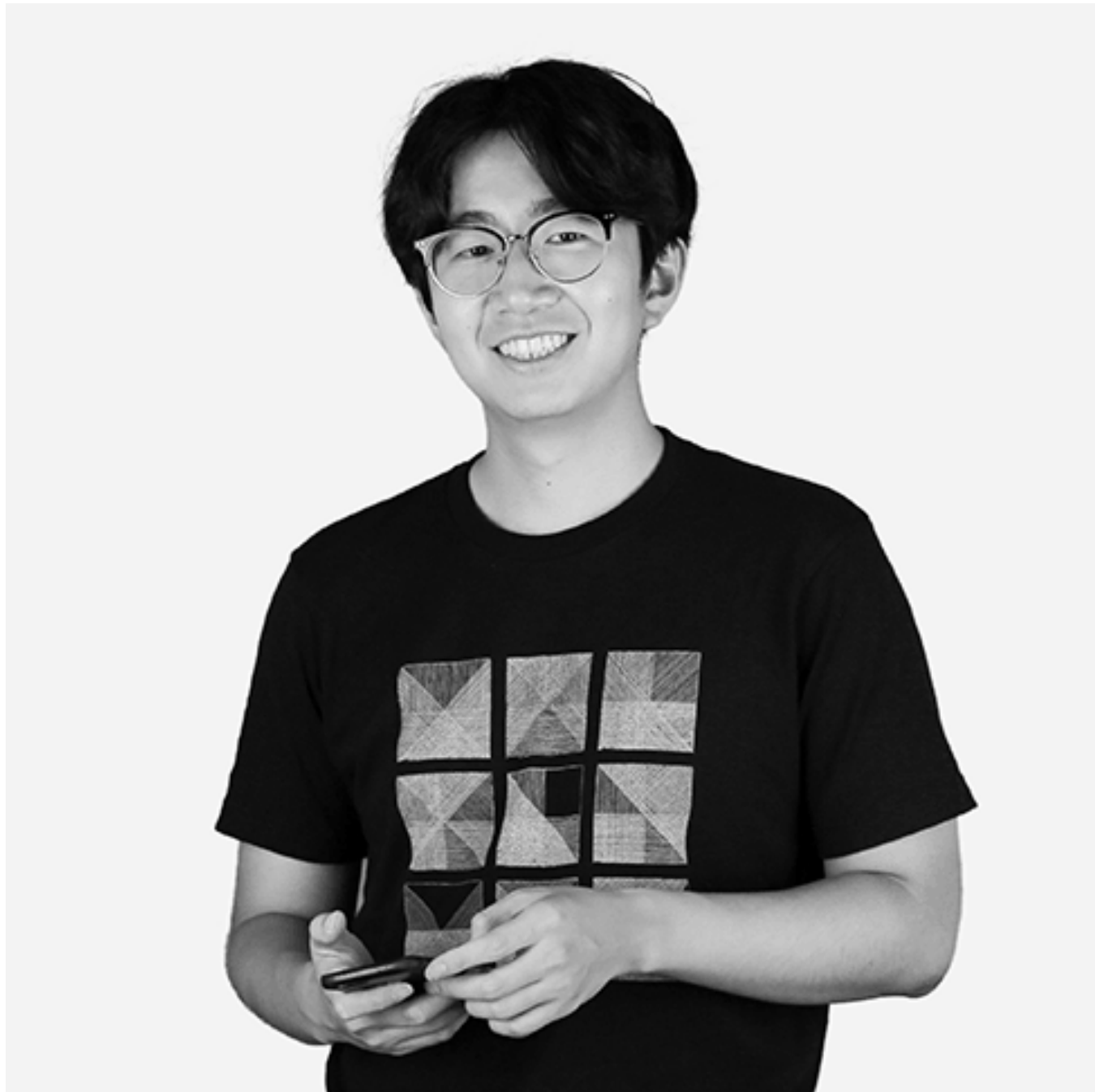


Secondary



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Contact Information



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WeChat redluo