

Strella

Brand Guidelines

November 2024

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Wordmark

Wordmark

Strella

The wordmark for 'Strella' is rendered in a bold, dark blue, sans-serif typeface. The letter 'a' at the end of the word is stylized, featuring a white, eight-pointed starburst or compass rose design within its circular bowl.

Wordmark

Clearspace & Minimum size

Clearspace



Minimum Size



Wordmark

Color Combinations

Primary Color Combinations



There are 2 primary color combinations. The best color combination should be chosen based on the context of the overall piece. The alternative color combinations are available if the logo needs to be placed on a secondary color or if the context of the piece calls for it.

Alternative Color Combinations



Wordmark

Incorrect Usage

Please avoid the following usage of our wordmark.



Don't place the wordmark over backgrounds that lack sufficient contrast or hinder legibility.



Don't use the wordmark in unapproved colors.



Don't apply effects to the wordmark.



Don't combine the wordmark into unapproved lock-ups.



Don't alter the spacing of the wordmark.



Don't distort the wordmark.



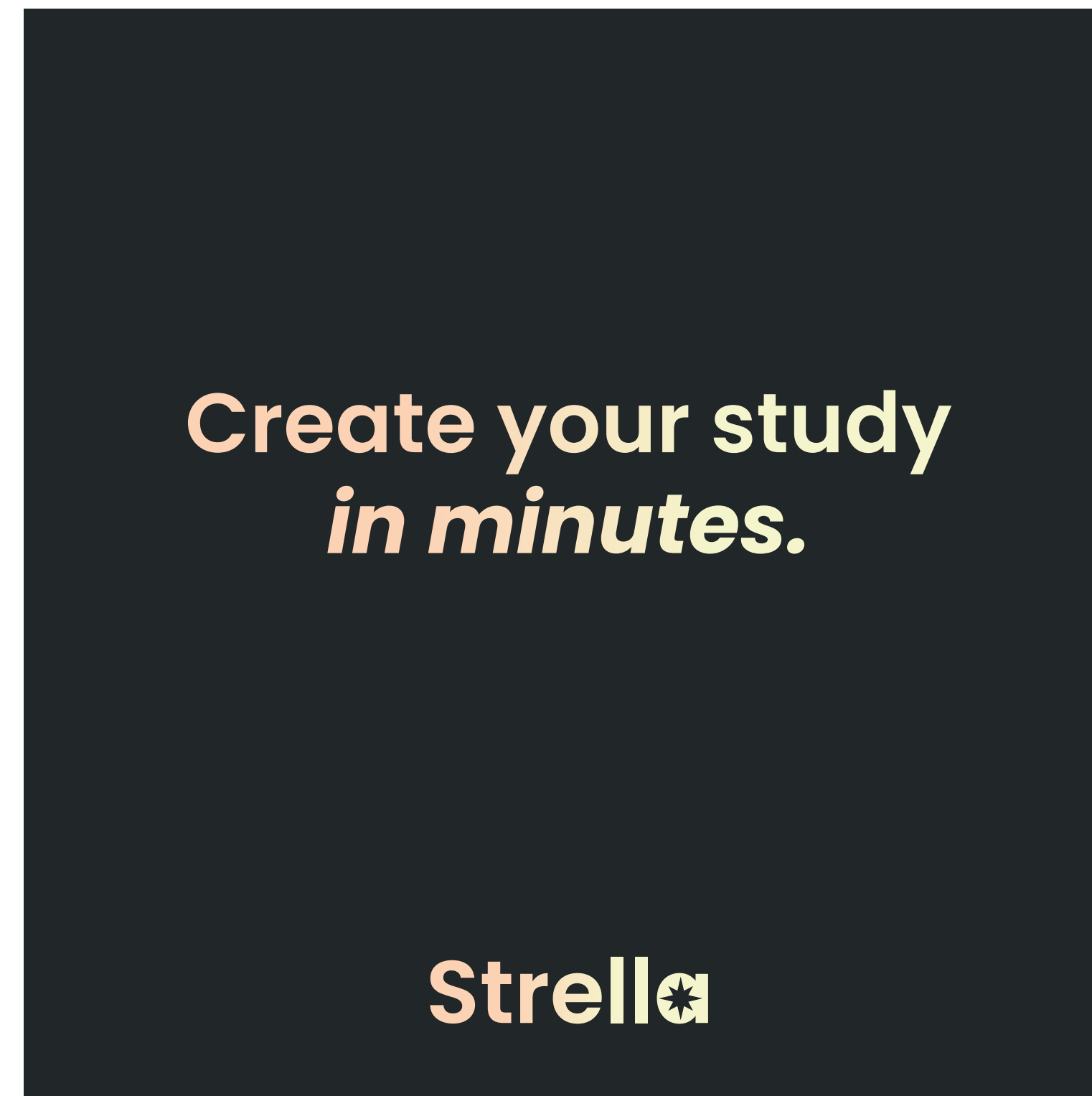
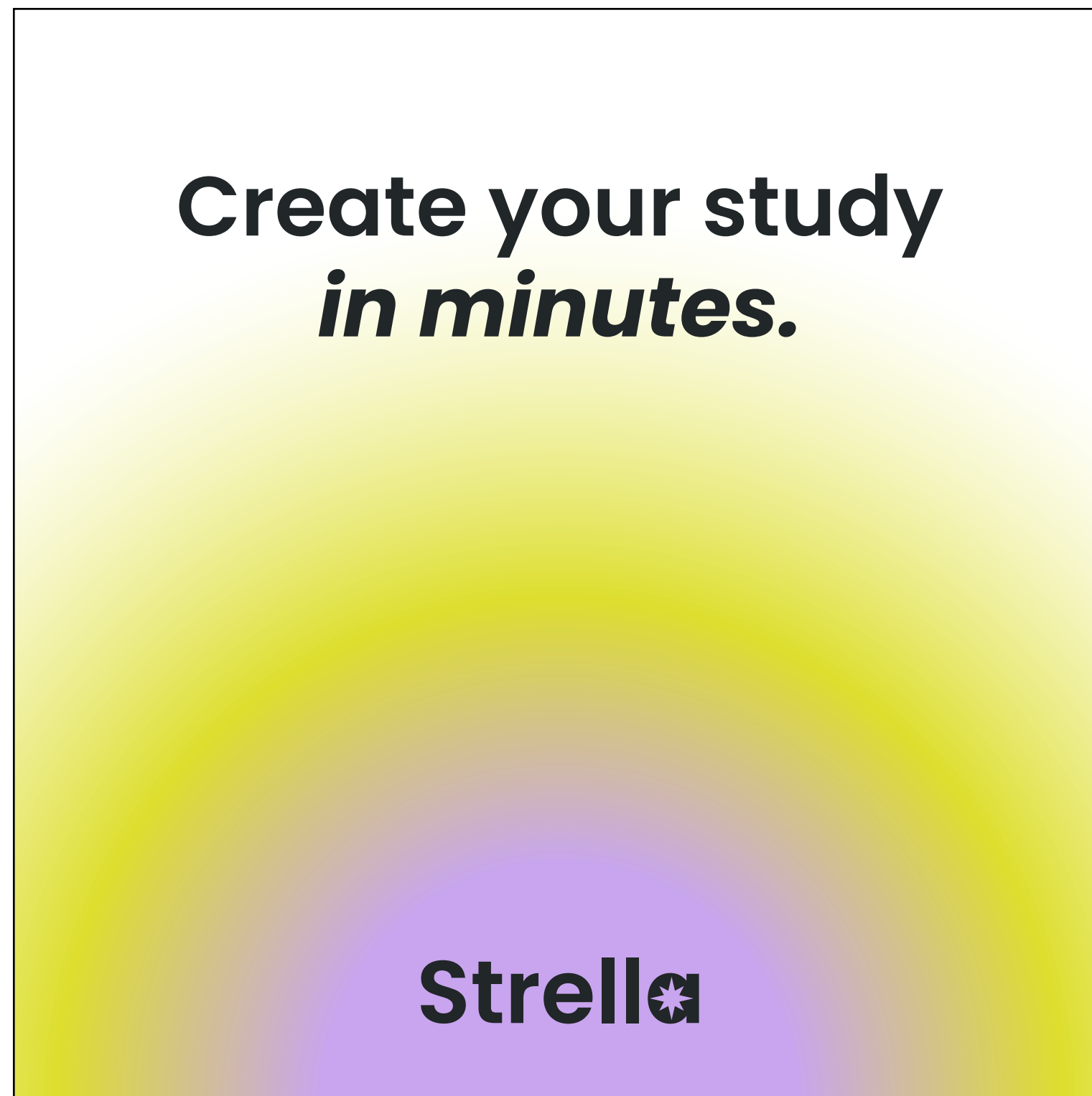
Don't rotate the wordmark.



Don't place the wordmark in a holding shape.

Wordmark

Usage Examples



Symbol

Symbol



Symbol

Application Icon



Strella



Symbol

Color Combinations & Formats

The color combination of the app icon will be the primary combination, but if necessary, these other color combinations may be used. Both square and circle formats are acceptable.

Square Formats



Circle Formats



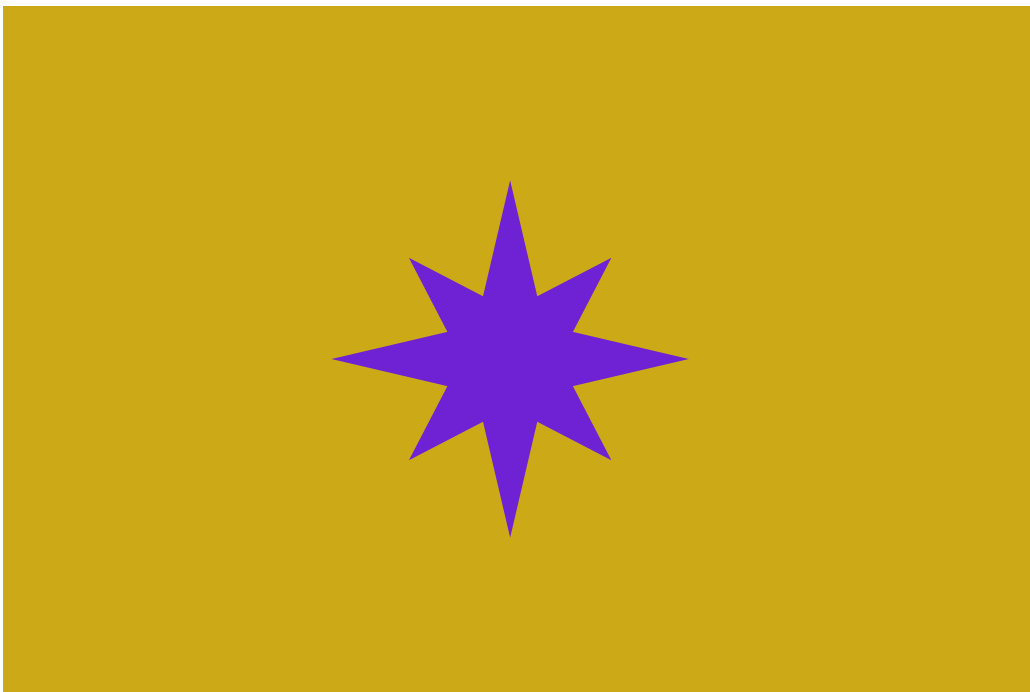
Symbol

Incorrect Usage

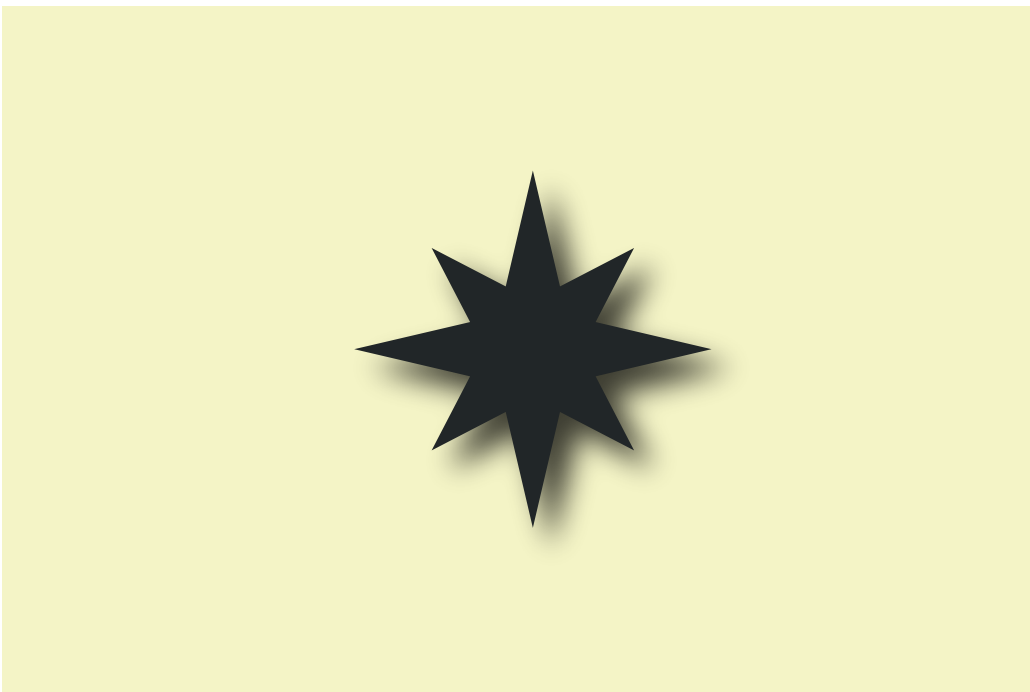
Please avoid the following usage of our symbol.



Don't place the symbol over backgrounds that lack sufficient contrast or hinder legibility.



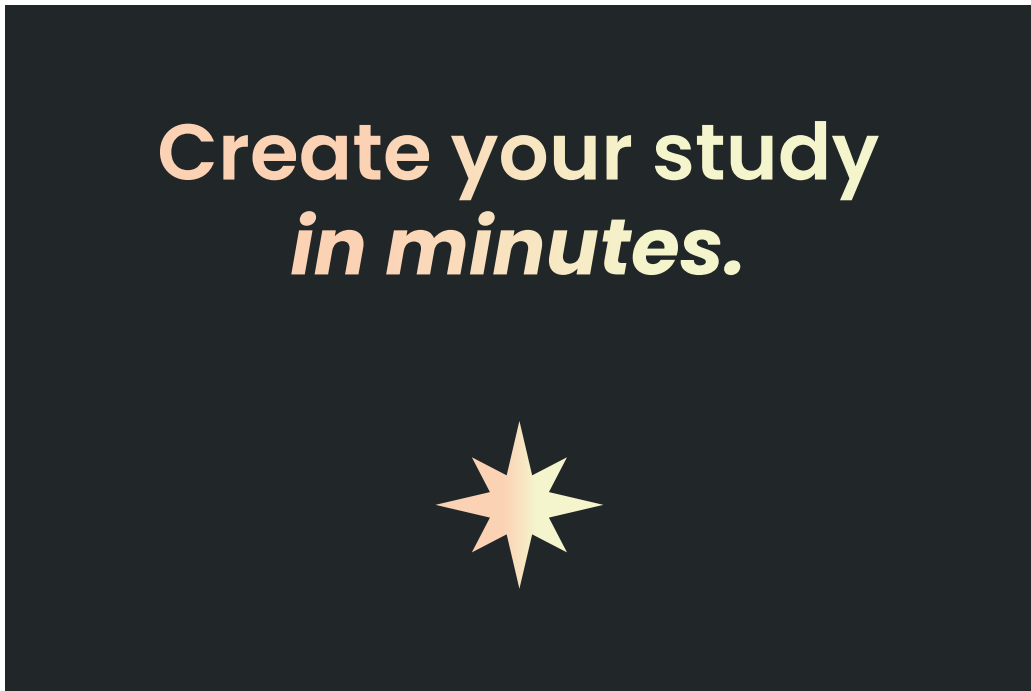
Don't use the symbol in unapproved colors.



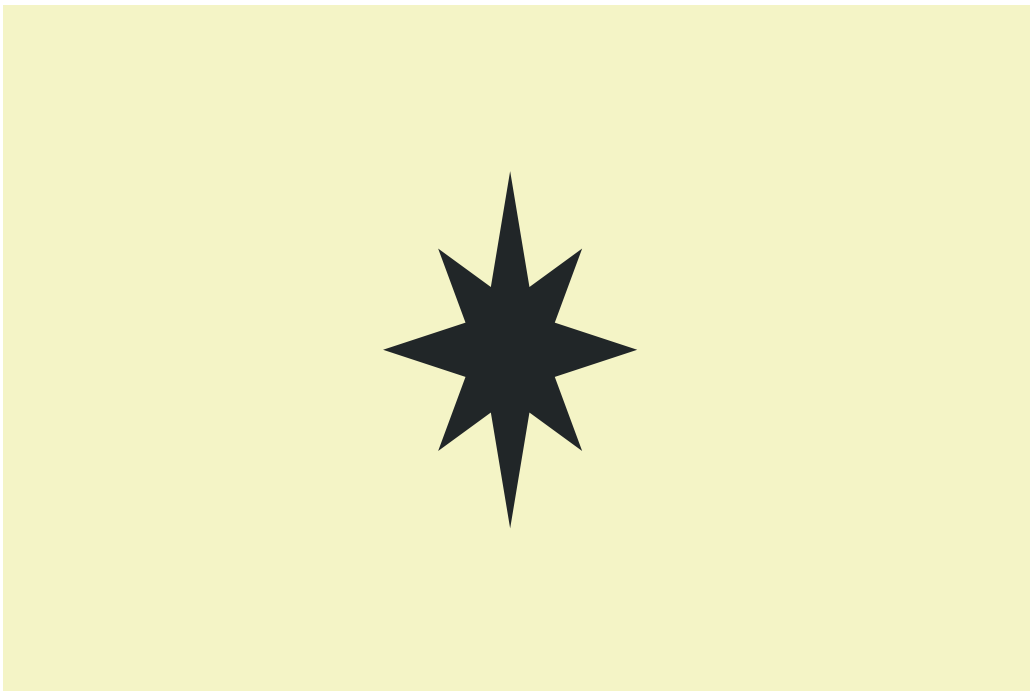
Don't apply effects to the symbol.



Don't combine the symbol into unapproved lock-ups.



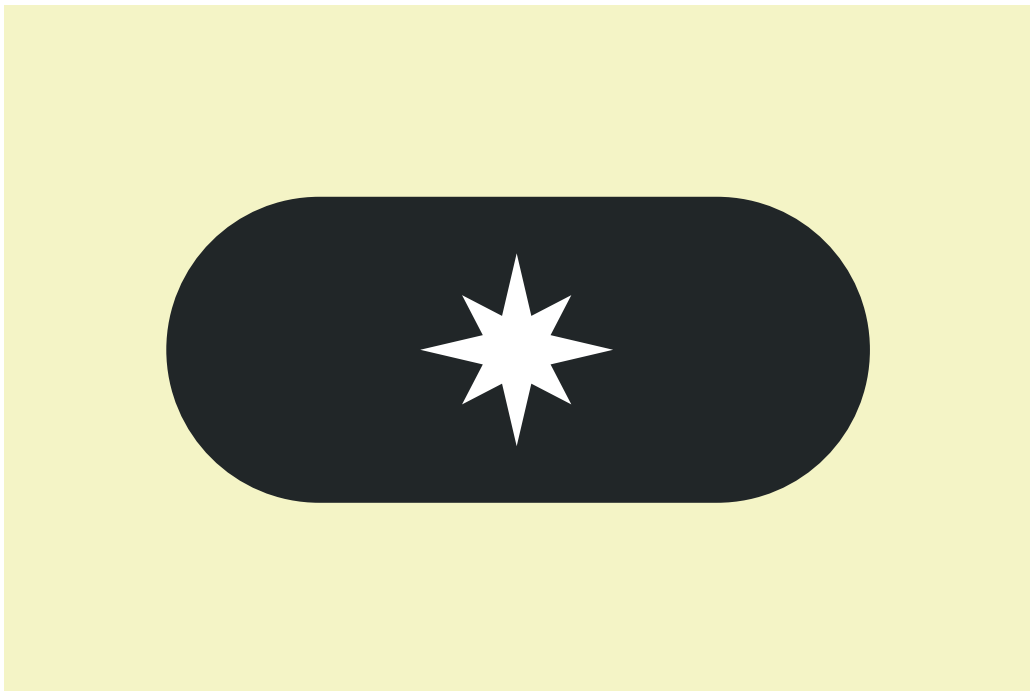
Don't use the symbol alone in marketing.



Don't distort the symbol.



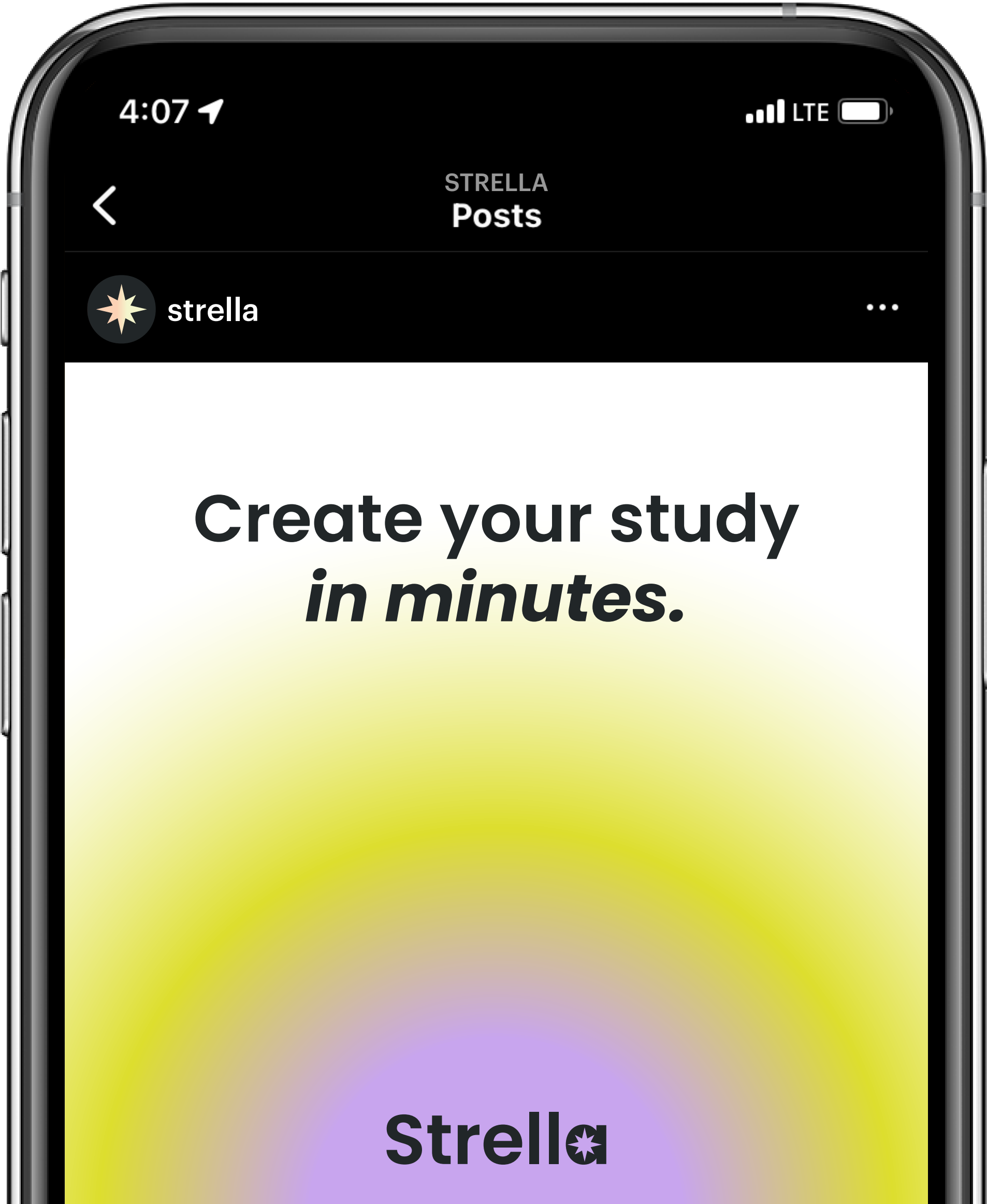
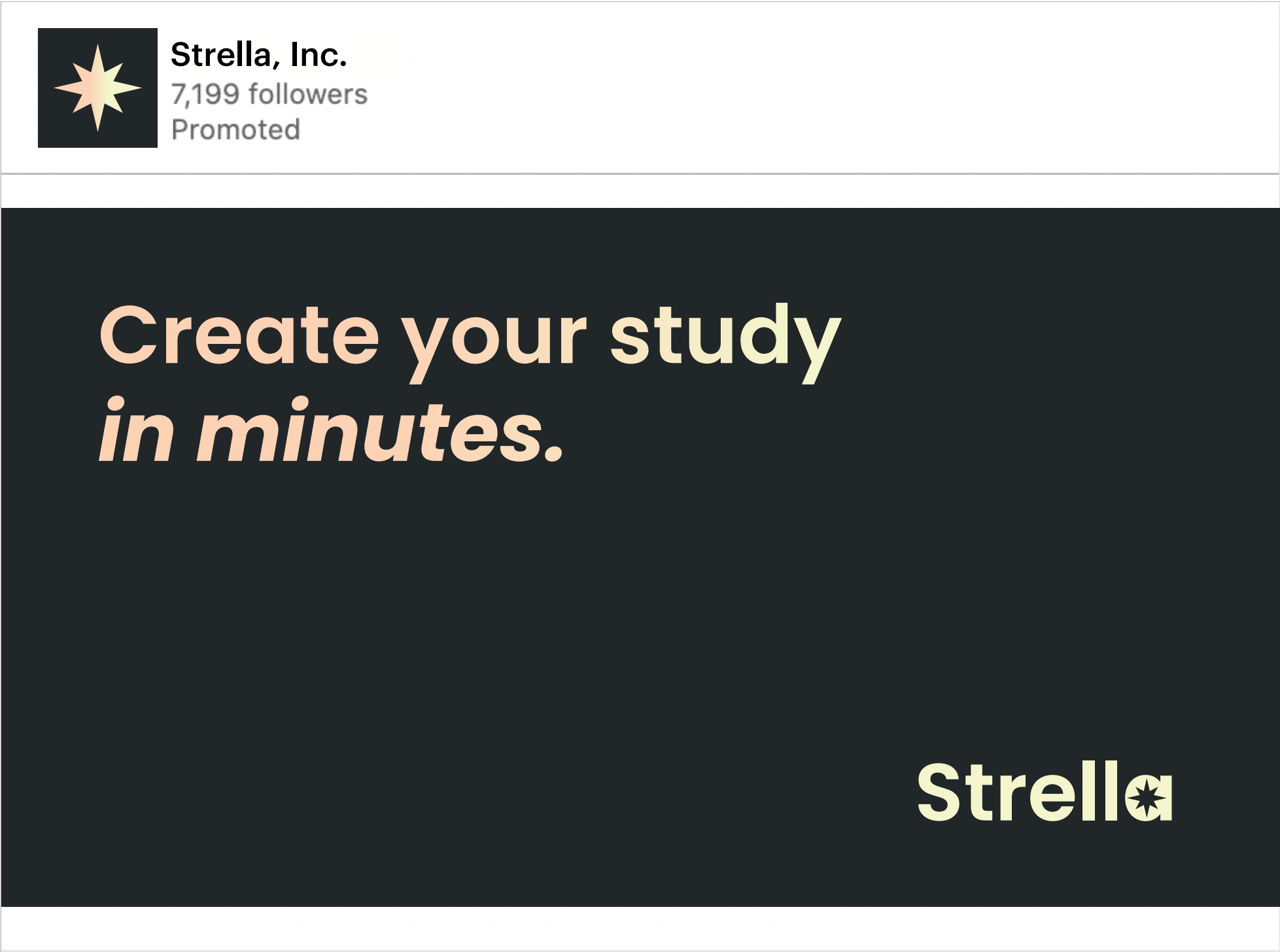
Don't rotate the symbol.



Don't place the symbol in a holding shape.

Symbol

Usage Examples



Color

Color

Primary Color Palette

This is the primary color palette. Soft Black and Infinite White should be the colors that are the foundation of the brand. The colors should be used as the base for most materials, as well as for icons, illustrations & CTA buttons.

Primary Color Palette

Soft Black HEX: 232729 R: 33 G: 38 B: 40 CMYK: 75.65.62.69	Infinite White HEX: FFFFFFFF R: 255 G: 255 B: 255 CMYK: 0.0.0.0
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Color

Secondary Color Palette

These secondary colors can be used to bring in some color and add brightness or contrast where needed. They can be used as background colors and headline colors (on soft black). Use as you see fit, but keep in mind that these should not be overpowering the primary color palette.

Bold Secondary Colors

Limon Bold HEX: DDDE2E R: 221 G: 222 B: 46 CMYK: 16.2.96.0	Lilac Bold HEX: C8A5EE R: 200 G: 165 B: 238 CMYK: 23.36.0.0
Poppy Bold HEX: FF6715 R: 255 G: 103 B: 21 CMYK: 0.74.100.0	Sky Bold HEX: 7FCCDB R: 127 G: 204 B: 219 CMYK: 47.2.13.0

Pastel Secondary Colors

Limon Pastel HEX: F4F4C6 R: 244 G: 244 B: 198 CMYK: 4.0.27.0	Lilac Pastel HEX: EEE3F9 R: 238 G: 227 B: 249 CMYK: 5.11.0.0
Poppy Pastel HEX: FFD5C3 R: 255 G: 213 B: 195 CMYK: 0.19.19.0	Sky Pastel HEX: D3F1F7 R: 211 G: 241 B: 247 CMYK: 16.0.3.0

Color

Gradients

Gradients can be used as an alternate to the secondary colors to bring more variety to background colors or headlines. These gradients are also allowed for the logo and symbol. The gradients should not be overused and should not overpower the primary or secondary colors.

Gradients

Poppy Limon Gradient

Poppy Pastel HEX: FFCFBE

Limon Pastel HEX: E3E0FF

Lilac Sky Gradient

Lilac Pastel HEX: BBDCE5

Sky Pastel HEX: DCE8D2

Sky Limon Gradient

Sky Pastel HEX: FFCFBE

Limon Pastel HEX: E3E0FF

Lilac Poppy Gradient

Lilac Pastel HEX: BBDCE5

Poppy Pastel HEX: DCE8D2

Typography

Typography

Overview

Poppins

Aa

Our brand has two fonts: Poppins is our font for headlines and Manrope is our font for body copy.

Manrope

Aa

Typography

Character Sets

Poppins should be used for headlines in the semibold weight. With a special branded headline, you can also emphasize a word or phrase using bold italic. Manrope should be used for all other copy in varying weights. Body copy should always be Manrope regular, where sub headers, breadcrumbs, CTA buttons, etc...can use different weights depending on the context.

Poppins

AaBbCcDdEeFfGgHhI i
JjKlLmMnNnOoPpQq
RrSsTtUuVvWwXxYyZz
. , : ; - ' ' " " / \ -
0123456789\$

Manrope

AaBbCcDdEeFfGgHhI i
JjKlLmMnNnOoPpQq
RrSsTtUuVvWwXxYyZz
. , : ; - ' ' " " / \ -
0123456789\$

Typography

Headlines

Standard Headlines

Standard headlines are what will be applicable in most contexts. This is a simple headline written in title capitalization and only use Poppins semibold font. This would apply to headlines in decks, one pagers, etc...

Standard Headline

Special Headlines

Special headlines will be used when marketing the brand. This is a headline that is written in sentence case, uses both Poppins semibold and bold italic, and ends with punctuation. This would likely be used with very branded language, such as brand taglines. Special headlines may be used in very external facing contexts that are creating brand awareness, such as website, social, advertising, etc...

Special *headline.*

Typography

Heirarchy

BREADCRUMB EXAMPLE

This is a special
headline example.

This is a Subheader Example

This is a body copy example. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepte ur sint occaecat cupidatat non proident.

CTA button example

Breadcrumb:
Manrope Bold
Kerning: 50

Special Headline:
Poppins Semibold & Bold Italic
Left Aligned
Sentence Case

Subheader:
Manrope Bold
Left Aligned
Title Case

Body Copy
Manrope Regular
Left Aligned
Sentence Case

CTA Button
Manrope Bold
Centered in button
Sentence Case

Thanks.

Strella 