

STAFIX

REACHING NEW SURFACES

BRAND MANUAL 2016

Stafix Ltd.

LOGOS & PRODCUTS ICONS

COMPANY LOGO

Company logo should only be used in orange, white or black, especially in this order. Whenever possible, the logo needs to be in orange.



ORANGE

All occasions when the logo is easily recognised from the background.



WHITE

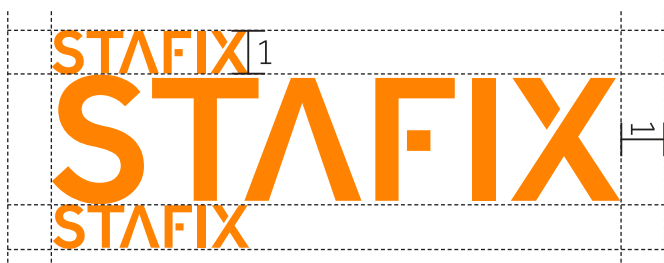
Whenever the orange logo doesn't stand out enough from the background.



BLACK

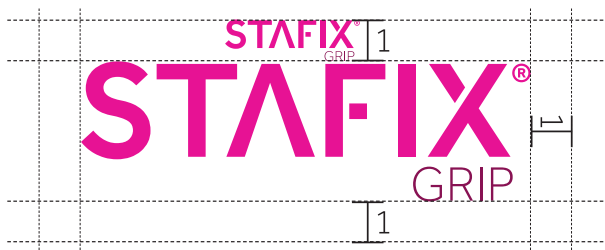
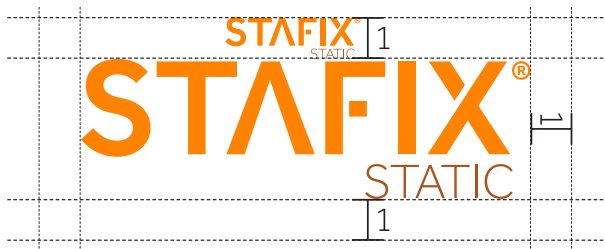
Only to be used in occasions nor the orange or the white fits the layout or the design.

For each logo, leave a 1:1 amount of space around the logo as shown in the examples below.



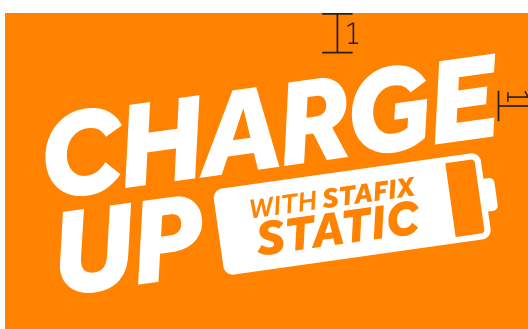
PRODUCT LOGOS

Colored logos should be used whenever possible. White are used in case the colored logo doesn't stand out from the background. Used when a certain product category needs to be marked, for example in samples. For each logo, leave a 1:1 amount of space around the logo as shown in the pictures below.



PRODUCT ICONS

Colored icons should be used whenever possible. White are used in case the colored logo doesn't stand out from the background. Used in more unofficial ways, for example in hoodies. For each logo, leave a 1:1 amount of space around the logo as shown in the pictures below.



COLOR CODES

Stafix Ltd.

Print

PMS – Coated materials: 151 C

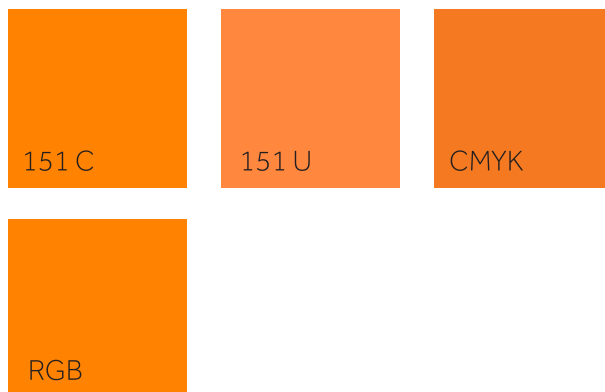
PMS – Uncoated materials: 151 U

CMYK – C0 M5 Y100 K0

Web

HEX-code – #FF8200

RGB – R255 G130 B0



STAFIX®STATIC

Print - ORANGE

PMS – Coated materials: 151 C

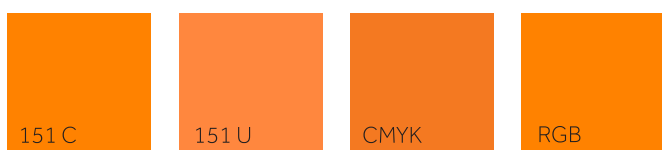
PMS – Uncoated materials: 151 U

CMYK – C0 M5 Y100 K0

Web - ORANGE

HEX-code – #FF8200

RGB – R255 G130 B0



Print - ADDITIONAL DARK ORANGE

PMS – Coated materials: 160 C

PMS – Uncoated materials: 160 U

CMYK – C25 M70 Y98 K20

Web - ADDITIONAL DARK ORANGE

HEX-code – #A7541A

RGB – R167 G84 B26



STAFIX®GRIP

Print - PINK

PMS – Coated materials: Rhodamine Red C

PMS – Uncoated materials: Rhodamine Red U

CMYK – C11 M92 Y0 K0

Web - ORANGE

HEX-code – #E10098

RGB – R255 G0 B152



Print - ADDITIONAL DARKER PINK

PMS – Coated materials: 235 C

PMS – Uncoated materials: 235 U

CMYK – C38 M100 Y27 K27

Web - ADDITIONAL DARKER PINK

HEX-code – #880D53

RGB – R136 G13 B83



FONTS

MAIN FONT

Effra Light

Effra Heavy

Effra Light Italic

Effra Heavy Italic

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SUBSTITUTE FONT

Helvetica Neue Light

Helvetica Neue Bold

Helvetica Neue Light Italic

Helvetica Neue Bold Italic

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