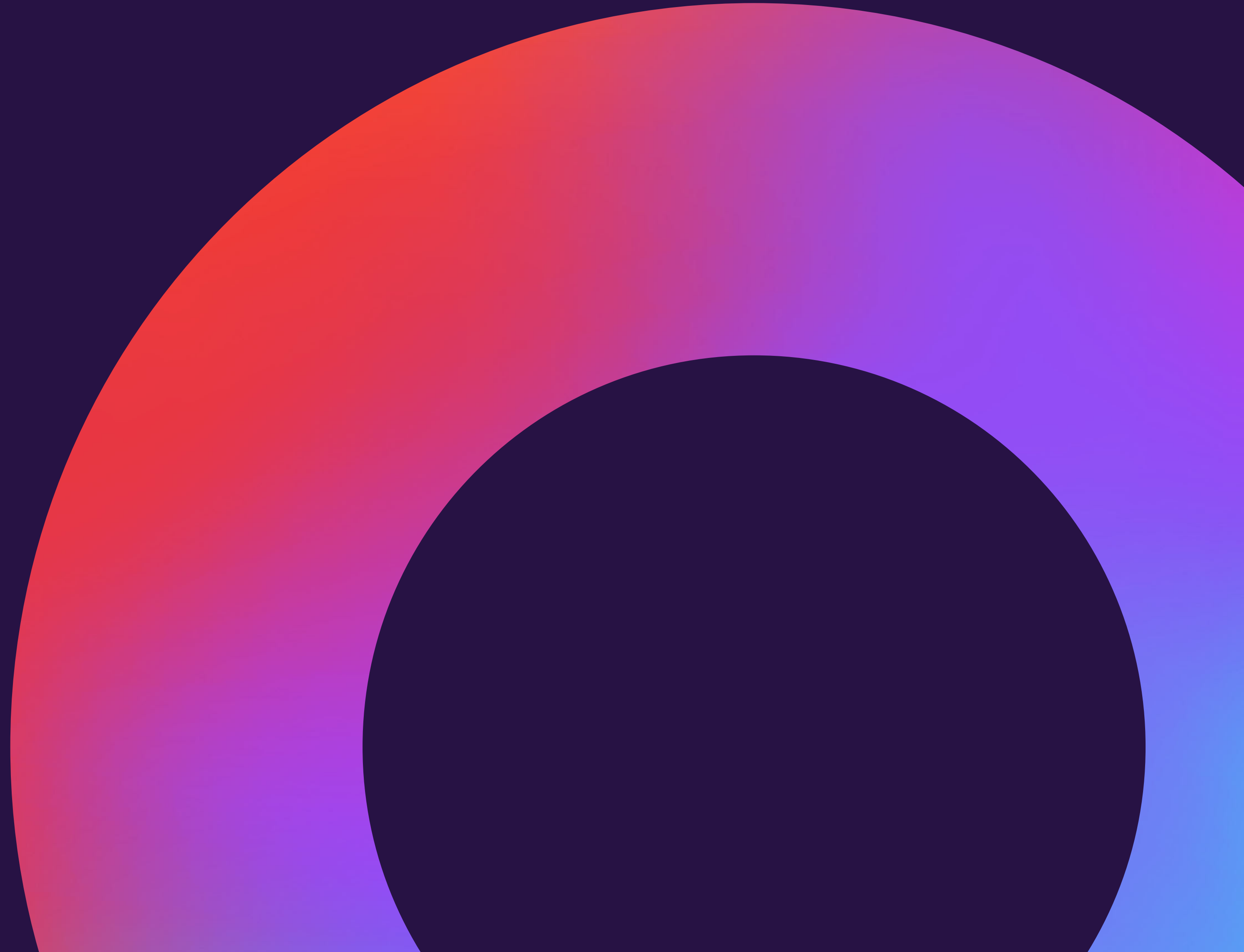




Brand Guidelines



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Our Brand



Software and Technology Optimizing Circular Sustainability

This document explains who we are, what we believe and how we present ourselves to the world. It describes the visual and verbal elements that make up the Stocs identity and how everything works together to create a consistent, inspiring whole.

The Stocs logo is displayed in a bold, white, lowercase sans-serif font against a solid purple background. The letters are closely spaced, and the 'o' has a unique, slightly irregular shape.

Our Identity

Software and Technology Optimising Circular Sustainability

Our visual identity is the foundation of our brand and reflects how we do business and show ourselves to the world. If you want to know exactly what we stand for, this is the place to start.

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Visual Identity

The foundation of our brand, this is the place to start

Our visual identity is the foundation of our brand and reflects how we do business and show ourselves to the world. If you want to know exactly what we stand for, this is the place to start.

The cornerstone for all communications

Our primary logo is the cornerstone for all Stocs communications. It is set in white with the supporting purple background. Here you can clearly see the logo exclusion zone. It is important to protect the integrity of the Stocs logo by always having a clear space around it. This space ensures that the Stocs logo always appears cleanly and consistently in all applications.

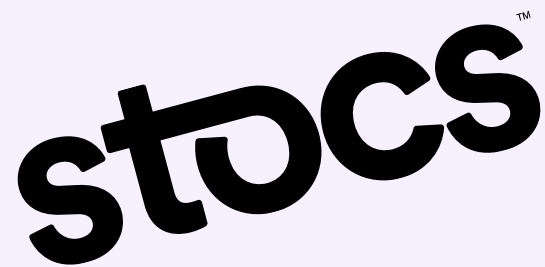
No text or graphic should encroach into this area.

The image shows the 'stocs' logo in white lowercase letters on a purple background. A light purple grid is overlaid on the entire image. Four dark purple squares are placed at the intersections of the grid lines to indicate the logo exclusion zone: one at the top-left, one at the top-right, one at the bottom-left, and one at the bottom-right relative to the logo's bounding box.

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Logo use

It's essential we use and apply the logo correctly.



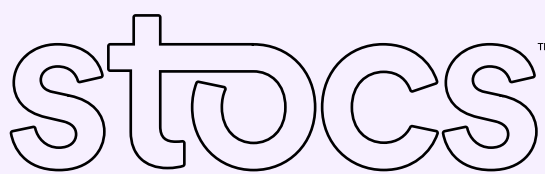
Don't rotate



Don't stretch/distort



Don't crop



Don't use outline style



Don't reconfigure



Don't recolour



Don't use drop shadow



Don't use a gradient



Don't remove elements

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Favicon + Social Media



Our favicon is applied
to app and social
media environments.

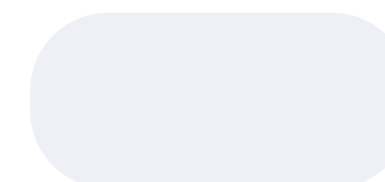
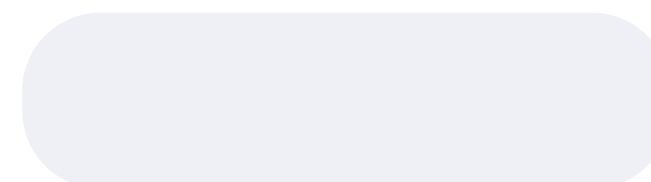
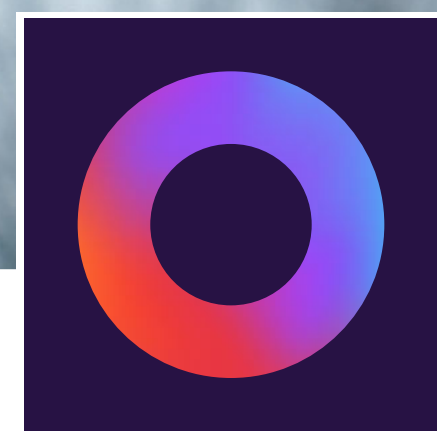
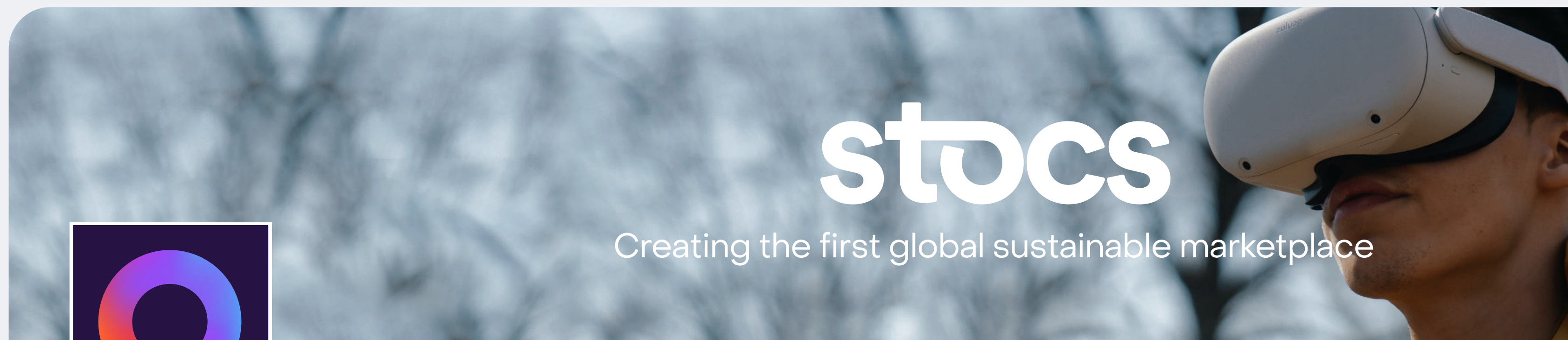
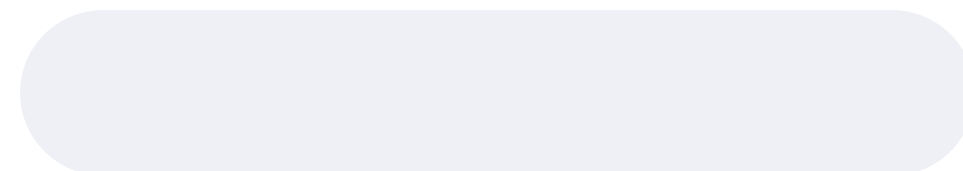
The following few pages show it in application.



Favicon

LinkedIn

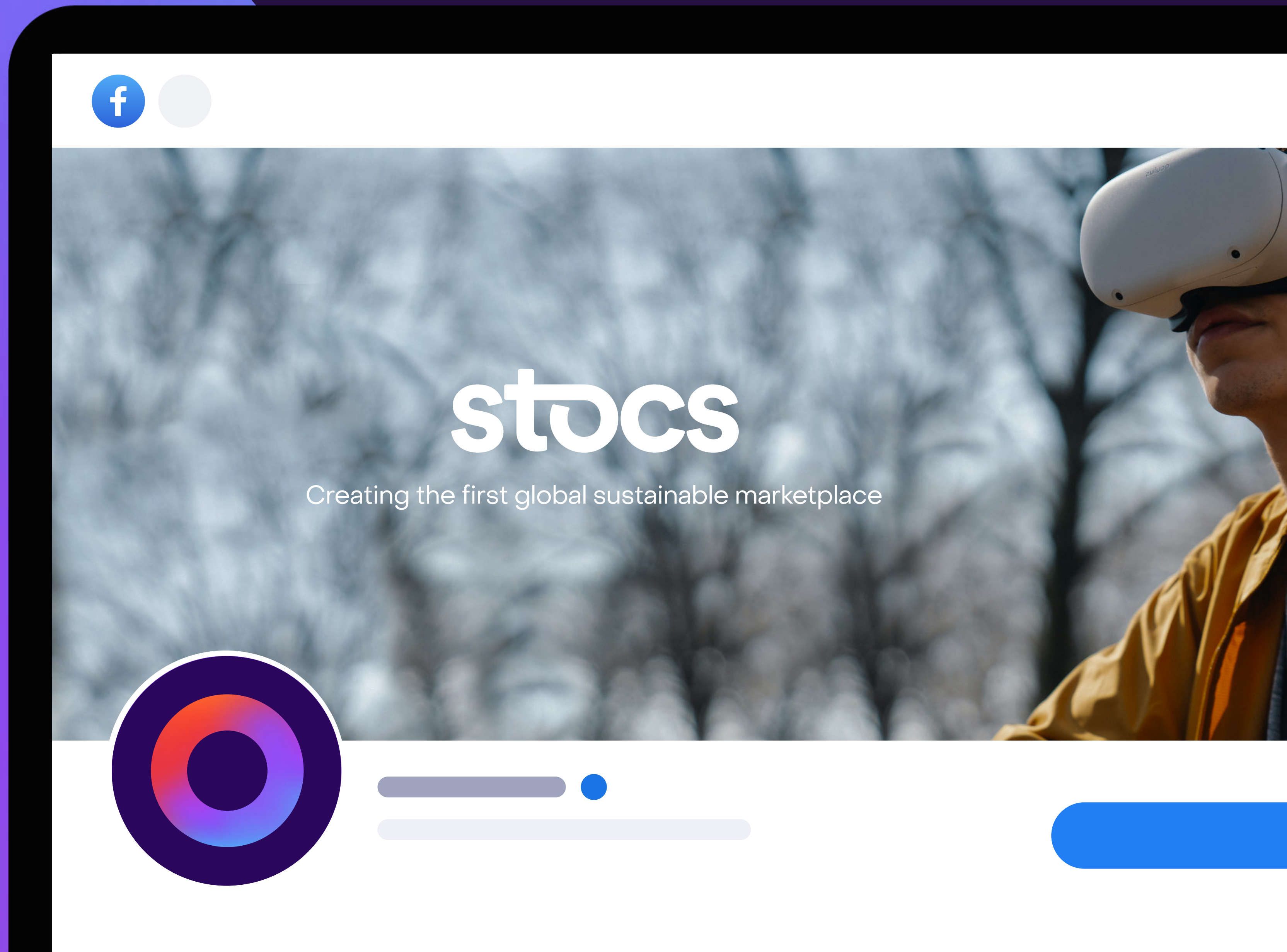
Here we show the LinkedIn home page template and favicon.



Favicon

Facebook

Here we show the Facebook home page template and favicon.





Favicon

Mobile Application

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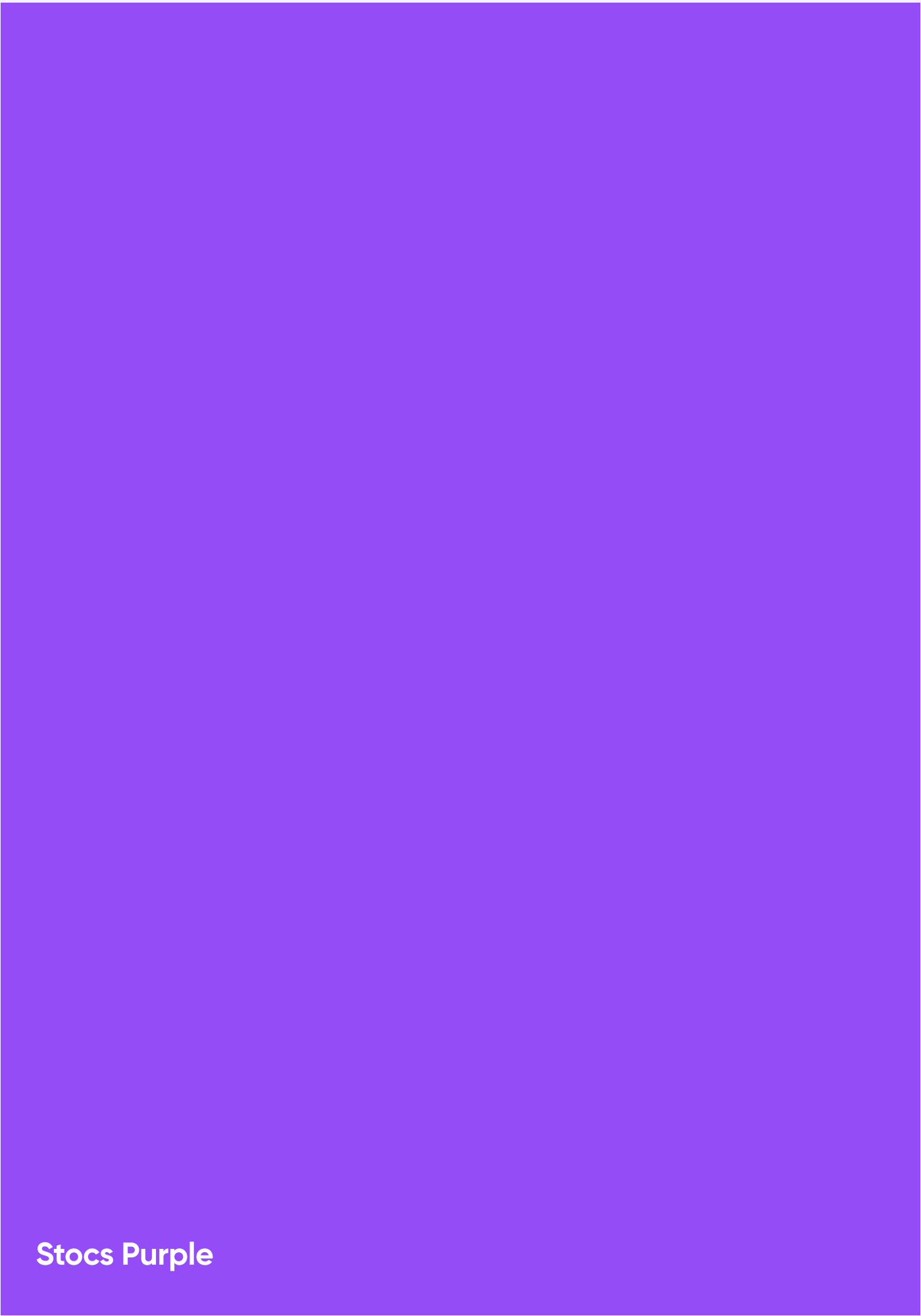
Colours



Core Colours

Colours

Our core colours are the Stocs Purple and ther Stocs Dark Purple. Remeber to set the text in white.



RGB: 148/77/246 CMYK: 54/67/0/0 Hex: 944DF6



RGB: 50/22/88 CMYK: 96/100/32/25 Hex: 321658



RGB: 39/18/68 CMYK: 98/100/38/43 Hex: 271244

Service Colours

Colours

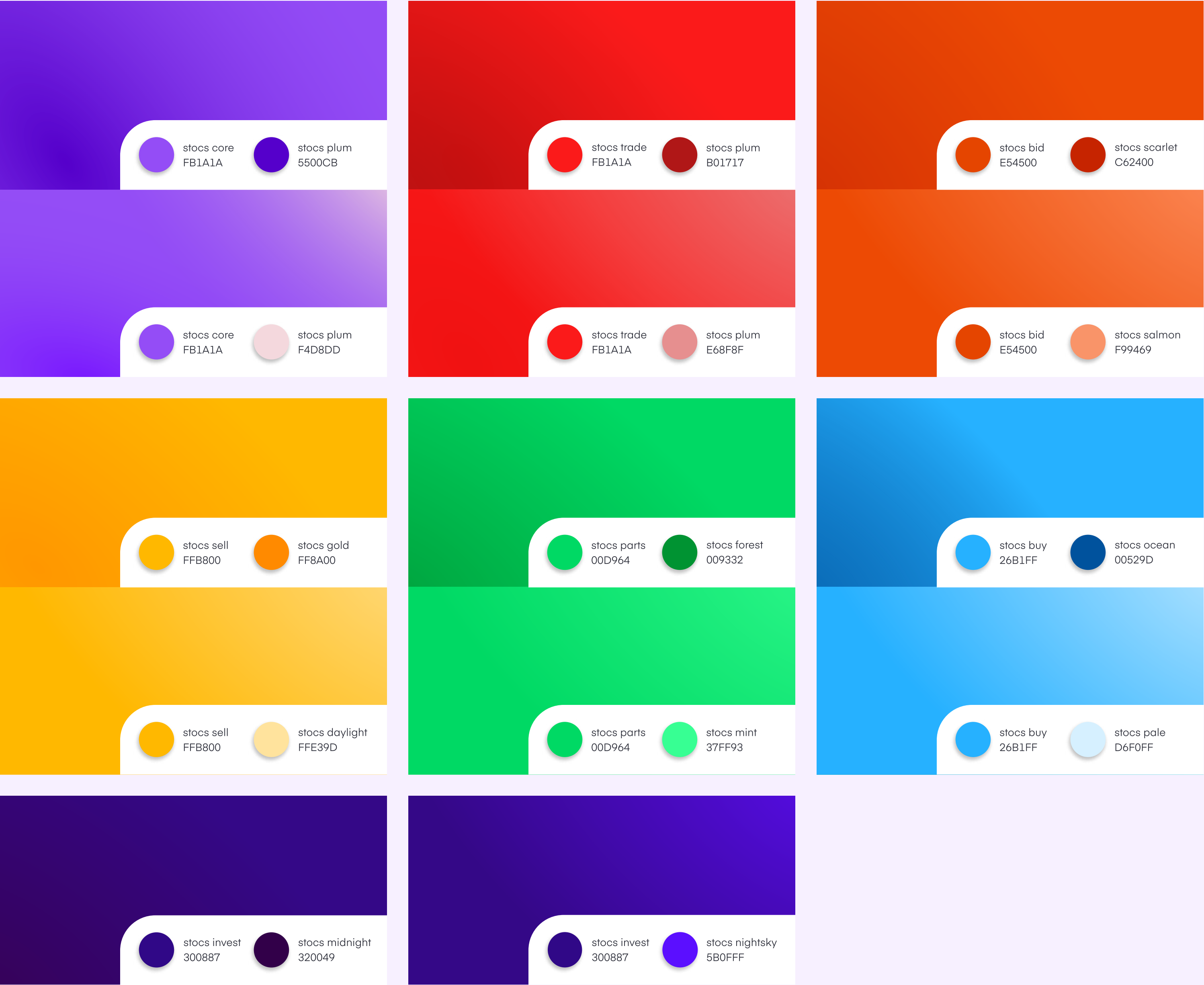
Introduce the service colours in the categories we serve as shown,

<div>Stocs Buy</div> <div>RGB: 38/177/255 CMYK: 85/31/0/0</div> <div>Hex: 26B1FF</div>	<div>Stocs Parts</div> <div>RGB: 0/217/100 CMYK: 77/0/67/0</div> <div>Hex: 00D964</div>	<div>Stocs Sell</div> <div>RGB: 255/184/0 CMYK: 0/36/100/0</div> <div>Hex: FFB800</div>
<div>Stocs Trades</div> <div>RGB: 255/87/16 CMYK: 0/42/75/5</div> <div>Hex: FF5710</div>	<div>Stocs Bid</div> <div>RGB: 251/26/26 CMYK: 90/67/64/4</div> <div>Hex: FB1A1A</div>	<div>Stocs Invest</div> <div>RGB: 64/8/135 CMYK: 85/100/0/13</div> <div>Hex: 400887</div>

Service Colours

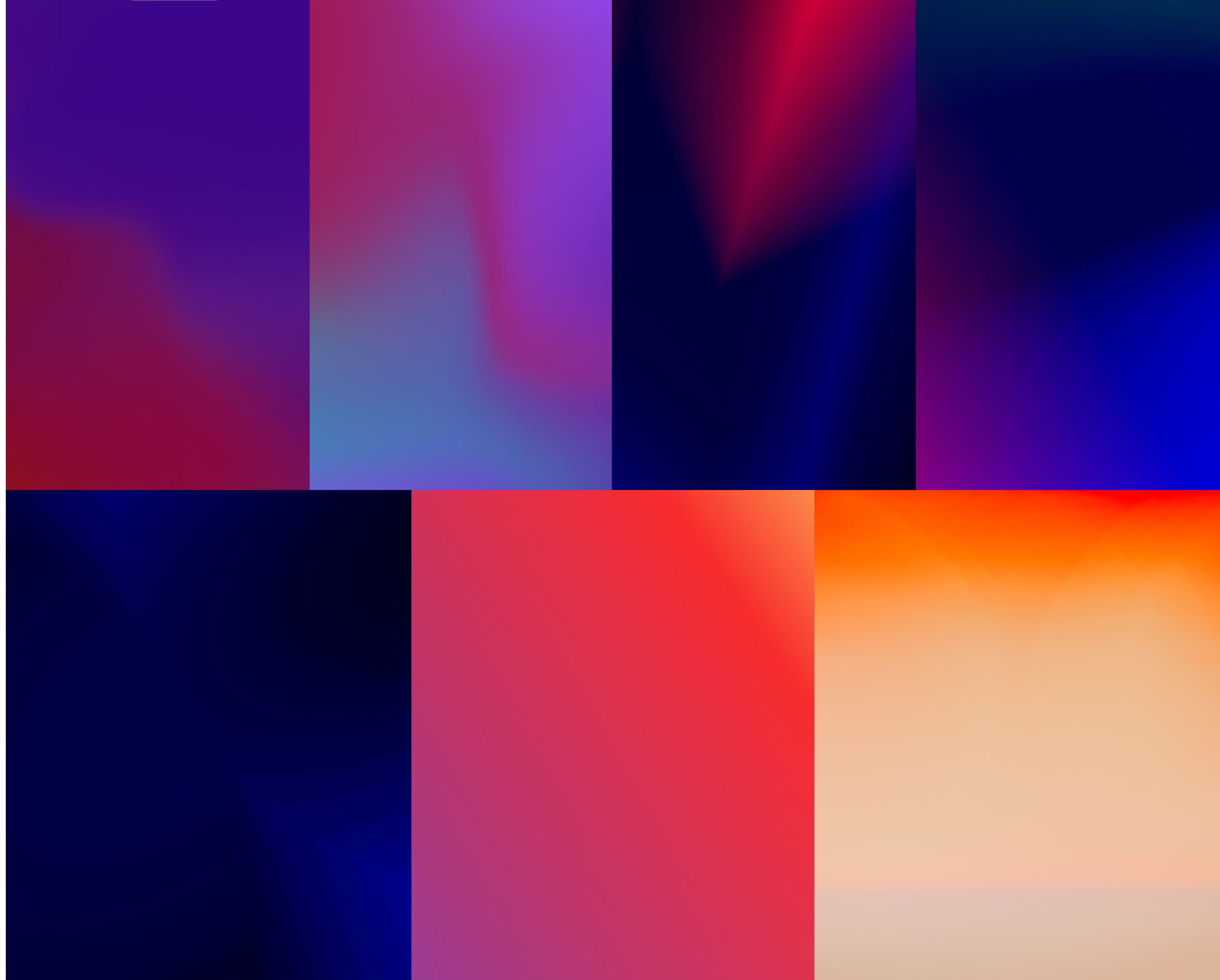
Gradients

When looking to achieve depth and a dynamic approach to Stocs design – introduce the gradients.



Extreme Gradients

When looking to push the design even further, there is also scope to use these extreme gradients.



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Typography

Primary and Secondary fonts

Typography

Primary Typeface: Gilroy Bold is to be used for impactful headlines, Gilroy Medium is to be used for small or secondary headers.

Secondary Typeface: PP Object Sans is to be used for body copy.

Primary Typeface – Gilroy

Meet Gilroy, our
brand typeface.

Meet Gilroy, our brand typeface.

Secondary Typeface – PP Object Sans

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Sizing Guide

Here we show the proportional size relationship between headlines and subheadings.

120 Mast Heading

40 Subheading Line

18 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed amet, at nisl, amet faucibus. Mauris, id sed etiam faucibus purus nec ante. Sed purus vulputate in eget. Diam ac at varius pharetra quisque. Nibh turpis neque fermentum consectetur vulputate blandit gravida mauris eu. A, sed eget sit elementum id tincidunt sem ultricies. Sagittis ac aliquam in vitae feugiat suspendisse et malesuada. Non elementum semper condimentum praesent leo vestibulum velit.

Leading and tracking

The best example of type setting is the middle column.
Note how everything is set too tight in the left hand column, and too loose in the right hand coliumn.

Leading



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Tracking



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zero

Brand Values

Helping to save \$766bn of global retail inventory from landfill

Brand Values

Stocs is...

The only global solution that sells excess stock to conscious consumers around the world who want sustainable options in an era of existential threat to our planet

Our Mission

To create the world's first global sustainable marketplace

Our Vision

A world where profit and the planet both prosper



Resourceful

Innovating and optimising the global circular economy will drive value at scale

Planet Friendly

Sustainability is at the heart of everything we do

Clean

We love our planet and will leave no footprint

Win Win

We believe in doing the right thing for the planet and business

Bold

Innovative thinking will deliver optimised solutions for the secondary market



Circular Economy

Our pledge to the planet

zero

Zero Waste

Sustainability is at our core – creating a better circular economy will reduce landfill volumes

– CO₂

Carbon negative

We go beyond carbon neutrality by doubling down on all our emissions

A close-up photograph of a green leaf, showing a detailed network of veins. The veins are a darker green color, contrasting with the lighter green of the leaf's surface. Several small, white, irregular spots are visible on the leaf, particularly along the veins. The lighting is even, highlighting the texture of the leaf.

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Treatments

Software and Technology Optimizing Circular Sustainability

This document explains who we are, what we believe and how we present ourselves to the world. It describes the visual and verbal elements that make up the Stocs identity and how everything works together to create a consistent, inspiring whole.



Using the Logomark

Our favicon is applied to app and social media environments.

The following few pages show it in application.





Brand Extension

The Stocs line

The Stocs line can be implemented across many design applications. It can be used to introduce a feeling of movement and fluidity when laid over static and moving images. Our brand is seamless and flexible it has the ability to move, grow and show a sense of progress.

The Stocs line in application

The Stocs line looks far more dynamic when part of the image cuts through it.



Brand Extension

Instagram

The Stocs line can be implemented across many design applications. It can be used to introduce a feeling of movement and fluidity when laid over static and moving images. Our brand is seamless and flexible it has the ability to move, grow and show a sense of progress.



Future Application

Extending the brand

There will be times where we cannot apply the white out logo to the purple background. Sports apparel is a good example.



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Photography

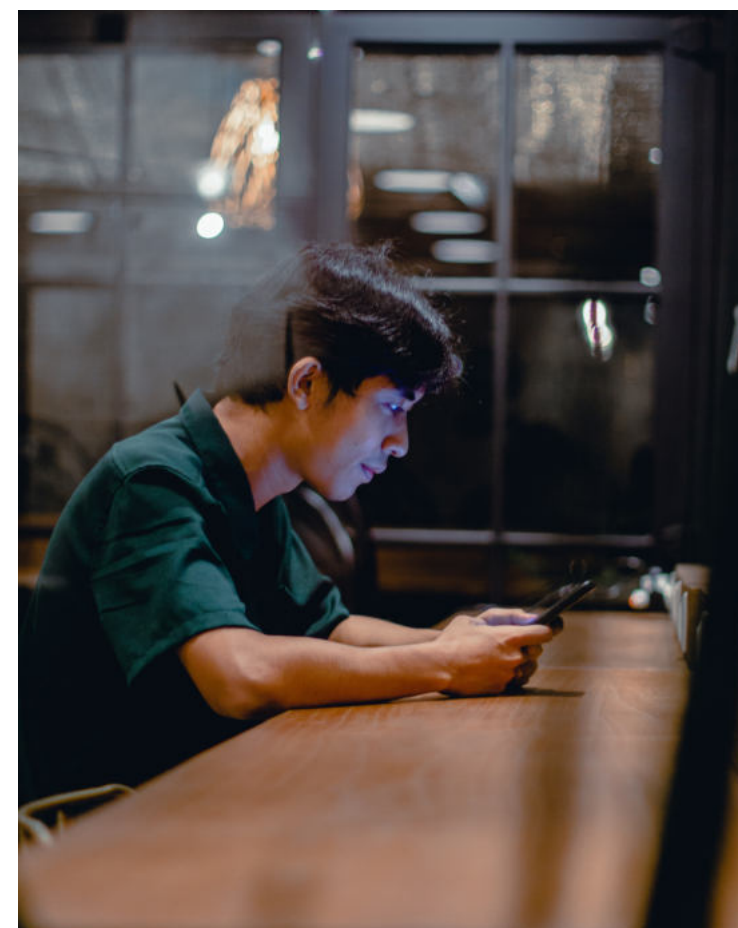


Person Direction

Photography

Whether images are selected from stock libraries, or are created as part of a shoot, we should always be aiming to look modern and positive, international and forward-thinking. Stocs is for everyone, so use images that represent the populations we serve.

Remember to source or commission images where the colour range works in harmony with our brand colours.

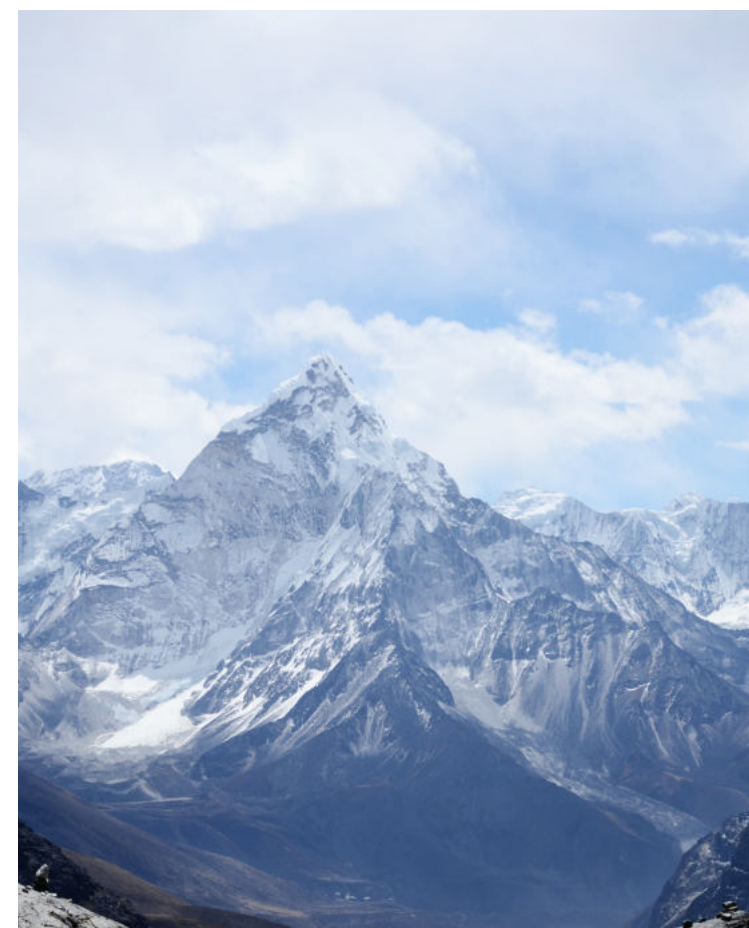


Sustainable Direction

Photography

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Interaction with the brand

Photography

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