

softstory.

Brand guidelines

The wordmark.

softstory.

NAME

"softstory", all lowercase, followed by the dot.

TYPEFACE

Fraunces, weight 400, optical size 144, SOFT 100, WONK 1, tracking -0.03em.

ARTWORK

Always use the supplied files. The letters are outlined, so no font is needed. Never retype it.

The dot is the brand.



BUILD

A circle 0.22em across, the em being the size of the wordmark type. It sits 0.08em after the last letter, resting on the baseline.

COLOUR

Sky #7cc4e6 on the full-colour versions. In single-colour versions the dot takes the colour of the type.

GLOW

On ink the dot may carry a soft sky glow, as on the website. Never on light backgrounds.



WITH GLOW, ON INK



FLAT, ON INK



THE DOT AS A FULL STOP IN "S."

Room to breathe.



CLEAR SPACE

Keep a margin of one x around the wordmark on every side, where x is the height of the lowercase "s". More is always better; the site's own frames give it far more.

MINIMUM SIZES

softstory. WORDMARK, SCREEN: 96 PX WIDE

softstory. WORDMARK, PRINT: 25 MM WIDE

S. ICON: 16 PX, IDEALLY 32 PX

Which version, when.

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BONE ON INK
The home version. Website, social, video, anything dark.

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INK ON LIGHT
Documents, invoices, email, slides on white. Type #36384c.

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BLACK
One-colour print, stamps, fax-like constraints.

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WHITE
On photographs and colour fields, where bone would clash.

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FLAT, NO GLOW
Small sizes and print on dark, where a glow will not reproduce.

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COLOUR FIELD
White on a dark brand colour of a partner or event, used sparingly.

The icon: s.



TILE (ROUNDED)



FULL BLEED



CROPPED TO A CIRCLE



WHERE

Favicons, app tiles, avatars, anywhere the full wordmark would be too small to read.

BUILD

A Fraunces "s" in bone with the sky dot as its full stop, on an ink tile. Centred with safe margin so a circular crop never touches the letter.

RULE

Never combine the icon and the wordmark side by side; the dot would appear twice.

What not to do.



DO NOT STRETCH OR SQUASH



DO NOT RECOLOUR THE DOT



DO NOT ADD SHADOWS OR EFFECTS



DO NOT USE ON BUSY BACKGROUNDS



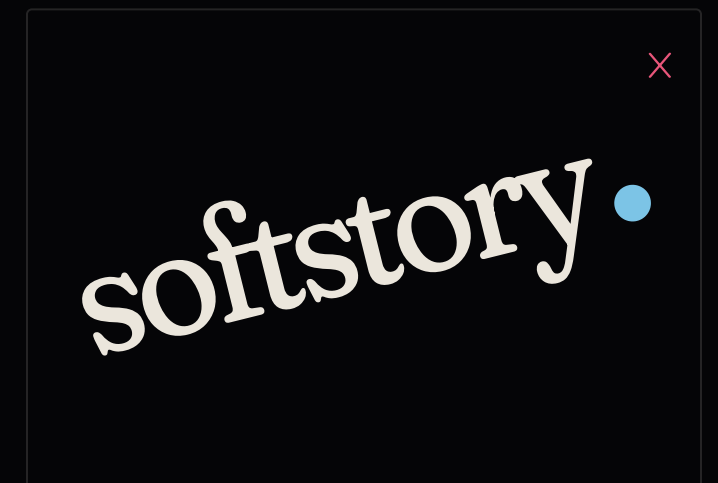
DO NOT SEPARATE THE DOT



DO NOT OUTLINE



DO NOT RETYPE IT IN ANOTHER FONT



DO NOT ROTATE OR TILT

One dark world, one drop of sky.

INK

#050507

RGB 5 · 5 · 7
CMYK 75 · 70 · 65 · 90

The world. Every page, screen and frame starts here.

BONE

#EBE6DC

RGB 235 · 230 · 220
CMYK 7 · 8 · 14 · 0

All type and the wordmark.

SKY

#7CC4E6

RGB 124 · 196 · 230
CMYK 45 · 3 · 3 · 0

The dot. The single accent.

PRINT INK

#36384C

RGB 54 · 56 · 76
CMYK 75 · 65 · 40 · 45

Type on white, for documents and light surfaces.

BONE DIM RGBA(235, 230, 220, 0.55)

Secondary text

BONE FAINT RGBA(235, 230, 220, 0.16)

Rules, borders

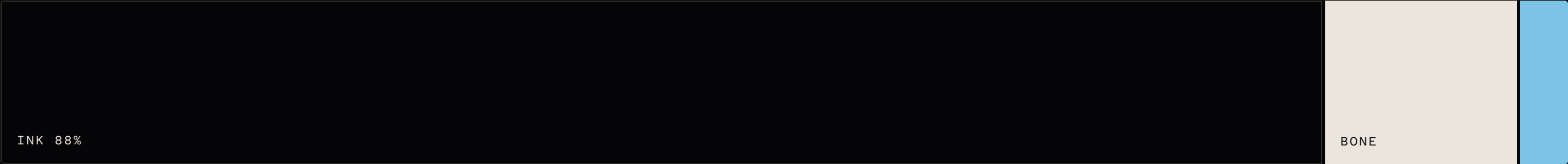
SKY GLOW RGBA(124, 196, 230, 0.85)

Dot glow, on ink only

CMYK values are suggested starting points. Proof on the actual stock and process before a print run.

Proportions and contrast.

ROUGHLY



Mostly ink: space, not decoration.

Bone for everything that is read.

Sky is a drop. It is the dot, and almost never anything else.

TESTED PAIRS



Two voices: serif and mono.

DISPLAY, RUNNING TEXT

Aa.

Fraunces

Variable, open source (OFL). Display sizes: weight 400, opsz 144, SOFT 100, WONK 1, tracking -0.02em for headlines (-0.03em in the wordmark). Running text: light, opsz 18, SOFT 70.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 .,:!?"@

LABELS, EYEBROWS

Aa

Azeret Mono

Light and regular, set small, uppercase, tracked +0.14em. Used for labels, captions and navigation, never for sentences.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 · LABEL TEXT →

JAPANESE

あ a

Noto Sans JP

Fraunces has no kana or kanji, so Japanese running text falls back to Noto Sans JP, light or regular. The wordmark stays Latin in every language. The site speaks English, German and Japanese.

Hierarchy.

DISPLAY

Display heading

Fraunces 400 · 112 / 118 · -0.02em · SOFT 100 · opsz 144

HEADING

Section heading in Fraunces

Fraunces 400 · 52 / 57 · -0.02em

BODY

Body text is set in Fraunces Light, with generous line height and bone or bone dim on ink.

Fraunces 300 · 24 / 36 · SOFT 70 · opsz 18 · bone dim for secondary

LABEL

LABEL TEXT · 0123456789 →

Azeret Mono 300 · 11-14 · uppercase · +0.14em

Dark spotlight frames.



HOSTINGER



VIKTOR

COVERS

Each piece of work opens on a dark spotlight frame with the client's logo small in the centre and a faint reflection below.

LAYOUT

Wide margins, one idea per screen, corners used for small mono labels. The wordmark sits low or alone; type rarely fills more than half the frame.

MOTION AND PHOTOGRAPHY

Images are dimmed and grayscale behind type. When in doubt, darker and emptier. The sky dot is the only colour we add.

LinkedIn.



PROFILE PICTURE

The full-bleed icon, 800 px. LinkedIn crops it to a circle; the "s." stays inside with margin.

BANNER

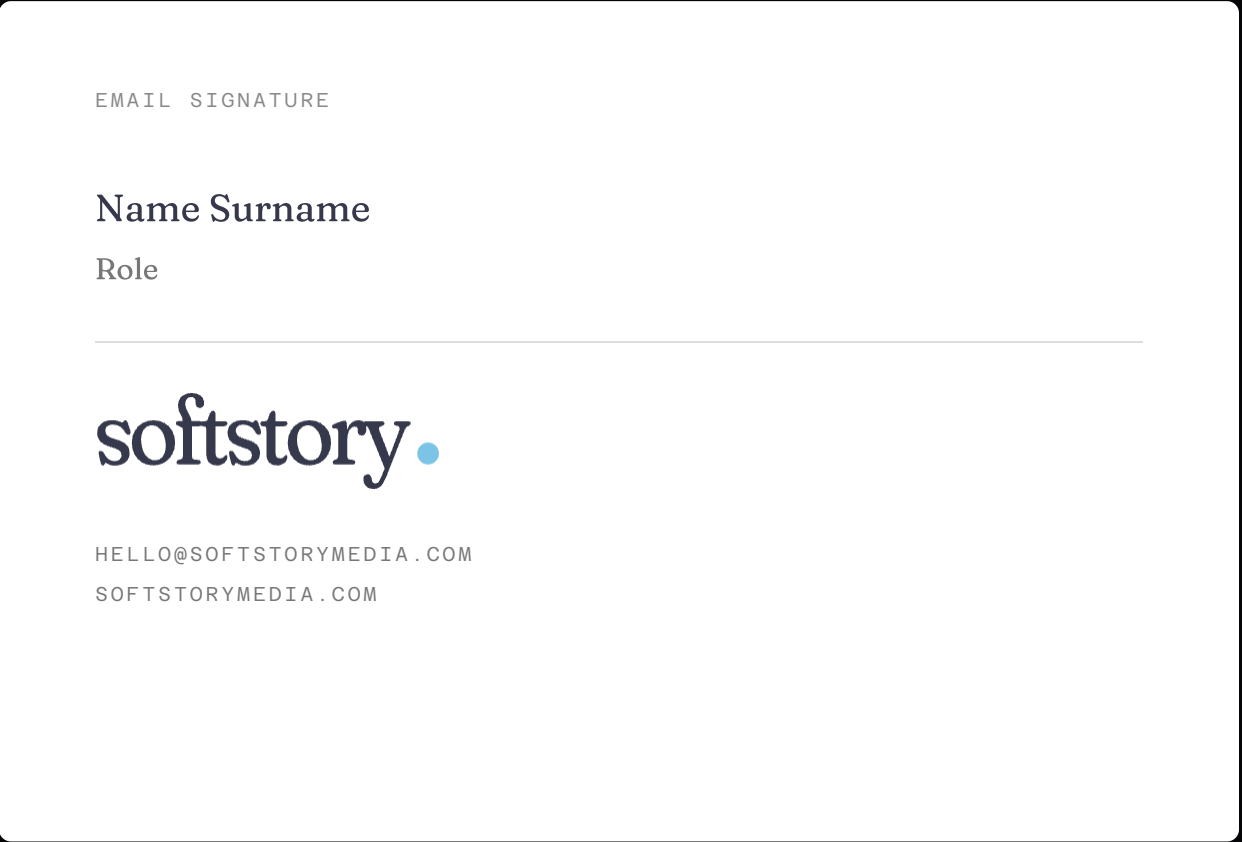
1584 x 396. The wordmark sits right of centre. The lower left stays empty, since the photo covers it. A 1128 x 191 company cover and a 1200 x 627 post image are in the kit.

Social card and email signature.



SOCIAL AND LINK-PREVIEW CARD, 1200 X 630

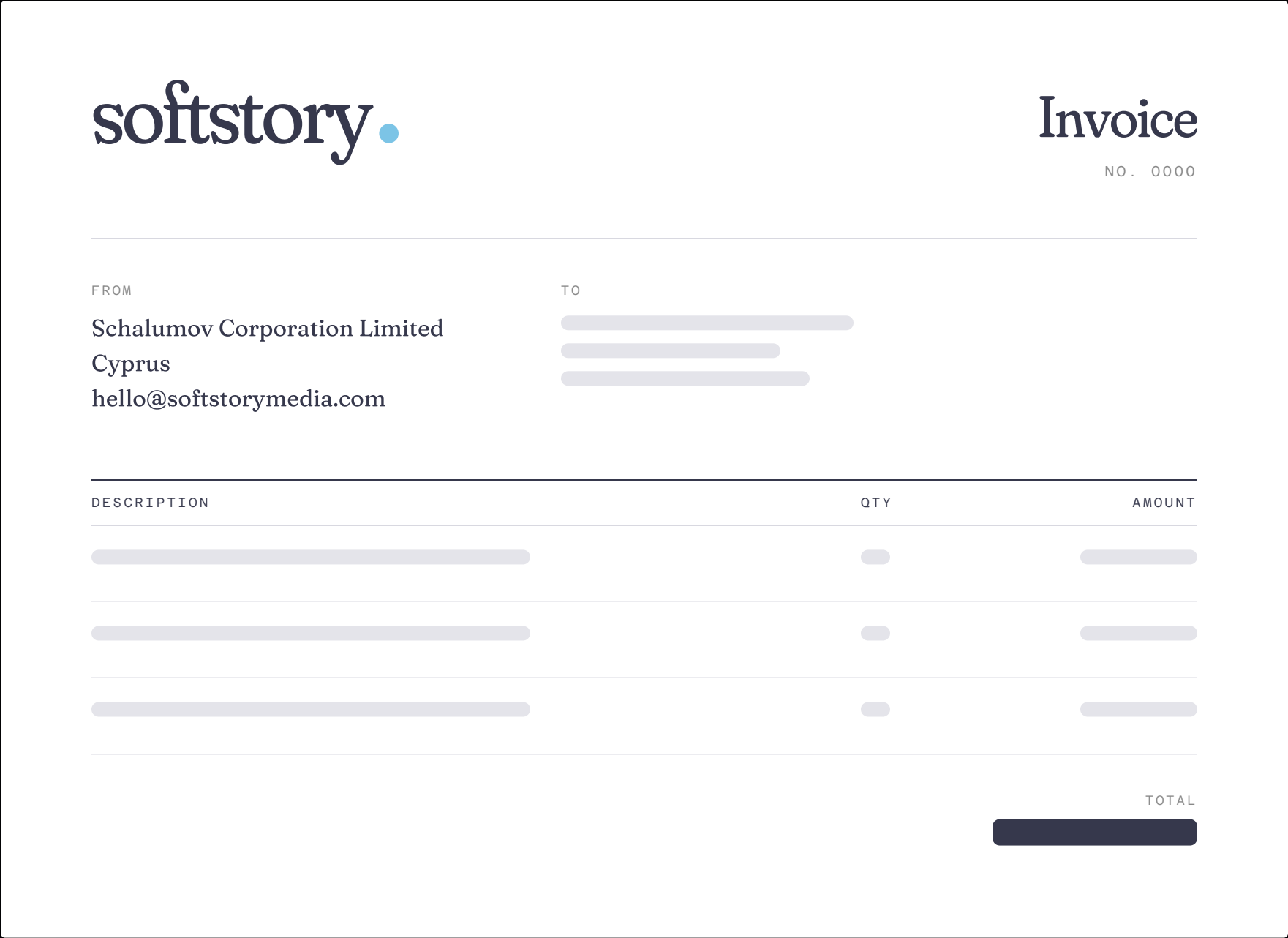
The card is ink with the wordmark set low and the dot glowing.



280 X 54 PX, SUPPLIED AT 2X, ON WHITE OR TRANSPARENT

In light mode the wordmark is set in print ink #36384c; the dot stays sky.

Documents in light mode.



LIGHT SURFACES

Paper stays white. The wordmark is set in print ink #36384c, headings in Fraunces, small labels in Azeret Mono, grey rules.

WHERE THE SKY GOES

Only the dot. No coloured bars, headers or buttons.

FALLBACK

If Fraunces is not available in a tool, use Georgia. Never a sans serif for headings.

softstory.

EMAIL

hello@softstorymedia.com

WEBSITE

www.softstorymedia.com

COMPANY

Schalumov Corporation Limited, Cyprus