Stamford Innovation Week 2018
Visual Style Guide

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01 VISUAL IDENTITY: MOOD BOARD

• Innovation
• Technology
• Creative
• Youthful
• Energetic
• Modern
• Forward
• Movement
• Connection
02 VISUAL IDENTITY: MAIN LOGO FORMAT
02 VISUAL IDENTITY: MAIN LOGO BLACK & WHITE
02 VISUAL IDENTITY: HORIZONTAL LOGO FORMAT
02 VISUAL IDENTITY: LOGO HORIZONTAL FORMAT BLACK

This is the proper format for using the logo in a horizontal format in all black.
03 VISUAL IDENTITY: COLOR PALETTE

HEX: e71a55  
RGB: 231, 26, 85  
CMYK: 2, 100, 56, 0

HEX: 65C3AA  
RGB: 100, 195, 170  
CMYK: 55, 1, 35, 0

HEX: EB6A39  
RGB: 235, 106, 57  
CMYK: 0, 67, 84, 1

HEX: F3D148  
RGB: 243, 209, 72  
CMYK: 2, 11, 83, 2

HEX: FFECCB  
RGB: 255, 236, 203  
CMYK: 2, 6, 18, 0
04 VISUAL IDENTITY: ICONS

When using the logo as a stamp or an icon by itself, these are the two main color formats.
05 VISUAL IDENTITY: COLOR VARIATIONS OF LOGO

When using the logo as a stamp or an icon by itself over white, the logo can be used in all black, or accented in these 4 colors.
Never use all colors in the logo, only accent the arrows. Always keep the SI in black or white.
07 VISUAL IDENTITY: BACKGROUNDS

Simple background shapes in the SIW color palette can be abstracted to form backgrounds for the logo and as header or background images. Use no more than 4 colors in a background image.
The logo in the horizontal format can be placed over colors, balanced in the center of the shapes, as long as the background isn’t too busy. Use all black or all white when positioning over a colorful background.
07 VISUAL IDENTITY: BACKGROUNDS

The logo in the horizontal format can be placed over colors, balanced in the center of the shapes, as long as the background isn’t too busy. Use all black or all white when positioning over a colorful background.
In the main logo format, the logo can be placed over a solid color, balanced in the center of the shape.
07 VISUAL IDENTITY: BACKGROUNDS

Here is an example of how the logo and background images can be used on social pages.
07 VISUAL IDENTITY: BACKGROUNDS

Here is an example of how the logo and background images can be used on social pages.
07 VISUAL IDENTITY: BACKGROUNDS

Here is an example of how the logo and background images can be used on billboards.
Here is an example of a simple abstract shape using the SIW palette which leaves room in the center for body copy.
07 VISUAL IDENTITY: BACKGROUNDS

Here is an example of body copy on top of the abstract background.

“The melting pot of Stamford is home to countless entrepreneurs, artists, companies, technologists, creatives, disruptive ideas and so much more.”
08 VISUAL IDENTITY: FONTS

Use this font when typing out the words Stamford Innovation Week, or siweek.org. This is the font that the logo derives from.

**FONT:**

**MOON GET!**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890
08 VISUAL IDENTITY: FONTS

Use this font for H1 Text, Header copy.

FONT:

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890
08 VISUAL IDENTITY: FONTS

Use this font for Body copy.

FONT:

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890