

# Brand Guidelines & Visual Identity

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# Logo

## Logo

Our logo exemplifies our slogan, “No Two Stones are Alike”. It takes inspiration from Cairns and Lava - showing how stone can take on different form.

The primary lockup of the logo should be used in all web and print instances. When possible, it should be shown in the gradient with the logotype in either Hudson or Snow. For contrast/clarity it can also be used in solid Hudson, Midnight, or Snow.

### SECONDARY LOGO

The secondary lockup can be used for special instances, see [Logo in Merchandise, pg. 20](#). It can be shown in the full gradient, or in either Snow or Midnight.



## Logo Clearspace

To ensure optimal readability, there should always be a minimum amount of clear space around the Whitestone logo.

This space isolates the mark from any competing graphic elements, such as other logos or body copy, that may conflict with or crowd the impact of the mark.



# Logo Guidelines

Our logo is the foundation of our brand identity, and as such it's crucial not to distort it or misuse it in any way.



⊘ Do not add the gradient to the full wordmark



⊘ Do not use the wordmark in anything but Hudson or Sea Salt



⊘ Do not change the stone's position



⊘ Do not stretch the type or logomark



⊘ Do not use the full color logo on imagery



⊘ Do not change the weight of the logotype



⊘ Do not alter the shape of the stones within the logomark



⊘ Do not add texture to the wordmark



⊘ Do not use the full color logo on non-brand colors

# Color

# Color Palette

Our palette is made up of the core 5 colors, as well as a family of tints & shades to expand into our web presence and make up for contrast inconsistencies.

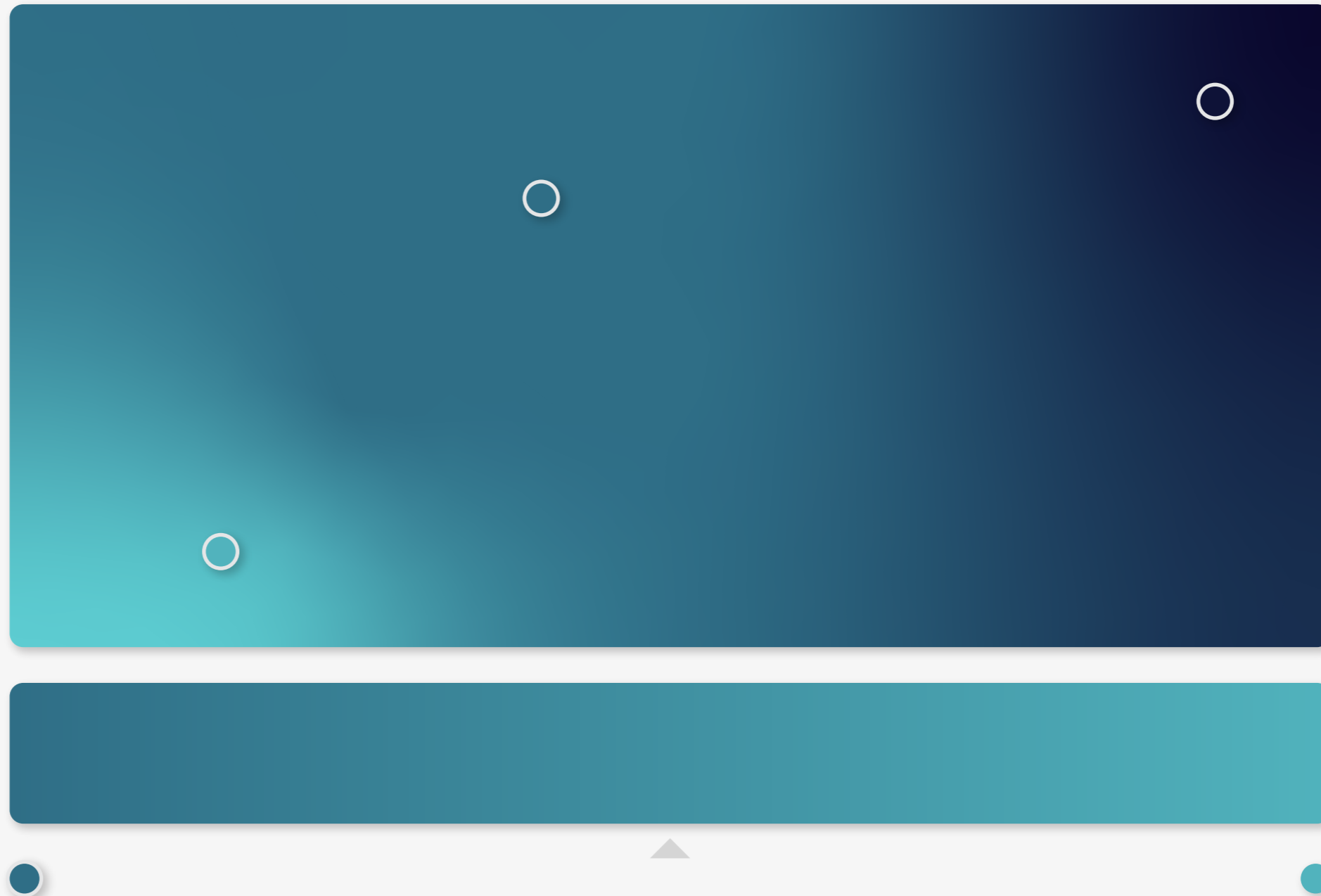
<p><b>Midnight</b>                  #0e1237                  RGB 14 18 55                  Pantone 2766 C                  C100 M94 Y41 K56</p>	<p><b>Hudson</b>                  #2F6E87                  RGB 47 110 135                  Pantone 7699 C                  C90 M45 Y34 K08</p>	<p><b>Verdigris</b>                  #0e1237                  RGB 81 180 190                  Pantone 7709 C                  C74 M02 Y27 K00</p>	<p><b>Sea Salt</b>                  #f7f7f7                  RGB 247 247 247                  Pantone --                  COO M01 Y01 K02</p>	<p><b>Tart</b>                  #DF636E                  RGB 223 99 110                  Pantone 7418 C                  COO M80 Y46 K00</p>
<p><b>Midnight Shade 01</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Hudson Tint 01</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Verdigris Tint 01</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Sea Salt Shade 01</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Tart Shade 01</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>
<p><b>Midnight Shade 02</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Hudson Tint 02</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Verdigris Tint 02</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Sea Salt Shade 02</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Tart Shade 02</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>
<p><b>Midnight Shade 03</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Hudson Tint 03</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Verdigris Tint 03</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Sea Salt Shade 03</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>	<p><b>Tart Shade 03</b>                  #0e1237                  RGB 14 18 55                  C100 M94 Y41 K56</p>

## Gradient

We love utilizing our gradient, called **Cosmos**, in backgrounds for decks, print materials, and on our web presence.

The points within the dynamic gradient can be moved and modified to create different compositions. They should remain in the colors Midnight, Hudson, and Verdigris.

The Linear gradient is used in our logo and as needed in places where the dynamic will not work.



# Typography

## Typography

Our typeface is Figtree. Figtree is a clean yet friendly geometric variable sans serif font with a high x-height for legibility. It is minimalist but not stiff, casual but not silly.

Figtree should be used throughout all Whitestone assets.

Figtree Regular   Figtree SemiBold  
**Figtree Bold**   **Figtree ExtraBold**

**abc123**

## Type Styles

We use a mixture of the weights SemiBold, Regular, and ExtraBold throughout our brand. When utilizing Header Four, make sure tracking is set for 100. If not able to implement tracking, try to avoid Header Four.

Display 

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Secondary Header 

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Header Three 


---

**HEADER FOUR** 

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Header Five 

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Body 

---

Small Paragraph 

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# Iconography

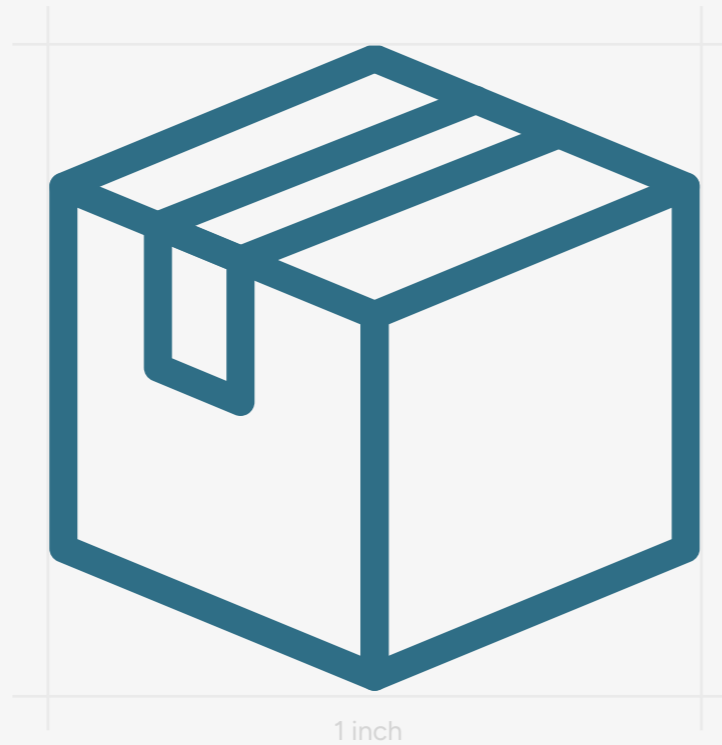
# Iconography Rules & Library

Icons are to be simple and clear - with minimal flourish or styling. Sized at 1"x1", the stroke width should be 3pt for more detailed icons and 10pt for simpler ones, with rounded joins and caps. Icons should fit within a square frame.

The exception to this is the icons for our core 5 Ethos - which have gradients for added pop.

A library of icons is attached, however additions can be created as needed.

Close-up on Icon



Ethos Icons



HUMAN



RELIABLE



ORIGINAL



CONTEMPORARY



COLLABORATIVE

# Photography

# Photo Style

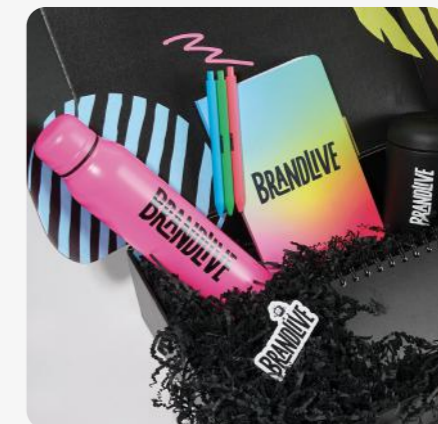
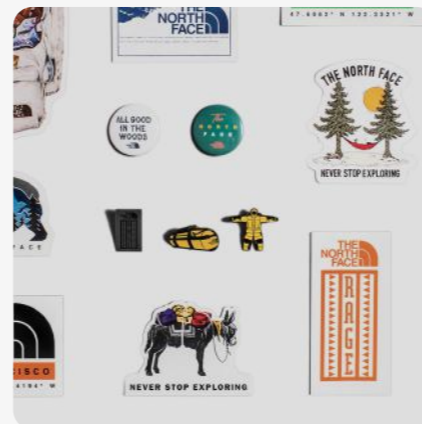
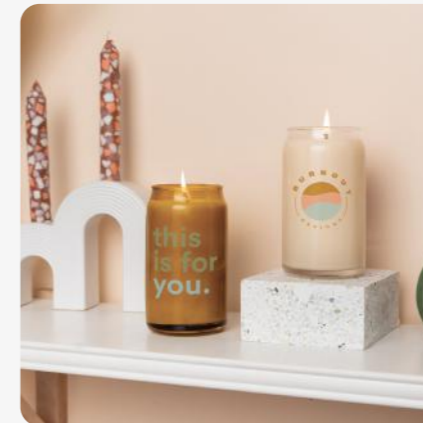
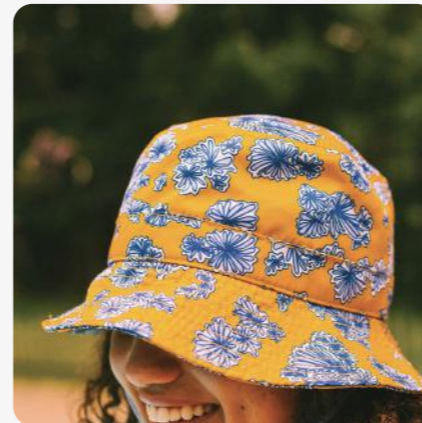
Photography done for Whitestone should convey a certain upbeat, youthful energy focused on branded product. We want to achieve professionalism without looking stiff or formal. The focus should always be primarily on the product, but utilizing additional elements will help enhance the complete look. Shoot style should in part, match the product, but still keep the Whitestone brand in mind.

## WHITESTONE IS:

- Brand Forward
- Thoughtful
- Playful
- Fun
- Youthful
- Colorful
- Professional
- Dynamic
- Precise

## WHITESTONE IS NOT:

- Grey
- Boring
- Dull
- Stiff





# What to Avoid

Whitestone photography should fall into four categories. In any given photoshoot, all four image types should be captured.



**Imprint Not Fully Visible**  
Here the logo on the mug is being warped and isn't fully legible



**Wrinkles**  
All fabric items should be smooth and ironed or steamed - no wrinkles should be visible.



**Glare**  
Lighting should be flat and consistent - no glares or reflections should be visible.



**Pleats**  
No unintentional pleats or folds should be visible on products.



**Angles**  
Angles are encouraged in overhead shots with multiple products, straight on aerial photography should be avoided.



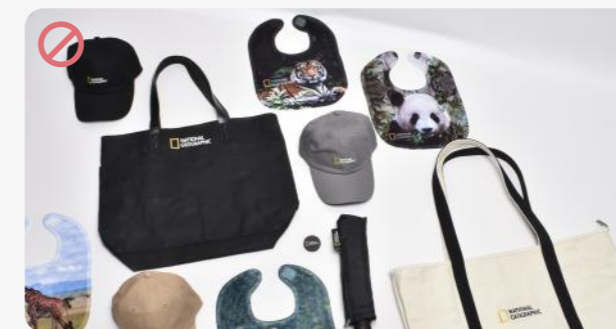
**Crops**  
The highlighted product should be fully visible, no part of the item should be cropped. Background products can be cropped as needed.



**Overlapping Product**  
Product should never overlap or touch to allow for all product details to be visible.



**Focus Off Product**  
While props are encouraged for lifestyle shots, Product should be the main focus of every image.



**Shadows**  
Shadows behind product are fine, but negative space should be well lit and soft - any shadows should be removed digitally.

## Laydown Photography

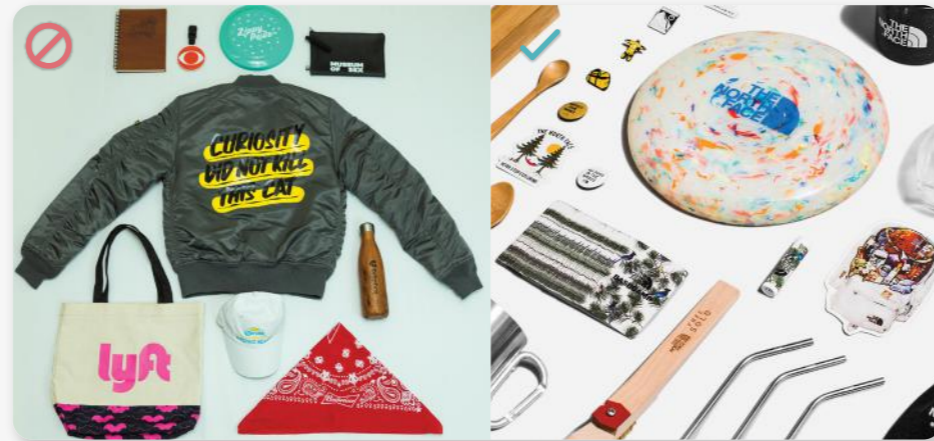
A laydown photoshoot should have multiple products shown on a flat plane and shot at an aerial view.

Angles are encouraged here for a more dynamic composition. Lighting is important here, and while shadows are acceptable they should be clean and only behind the product - not in negative space. Colored backgrounds are encouraged, ideally in colors that match the product or brand. Black backgrounds should be avoided, however light and dark colors are acceptable.

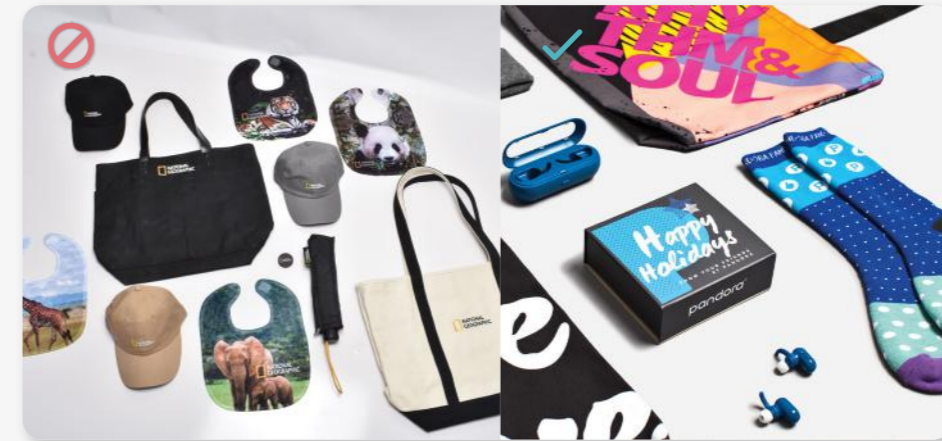
In a laydown, no product should touch each other and branding should be clear and visible. Products should be evenly spaced and without imperfections like pleats, wrinkles, or dirt.



# Laydown Photography - Standards



Avoid head on angles



No shadows in the negative space



Products should never touch



Products should face the same direction

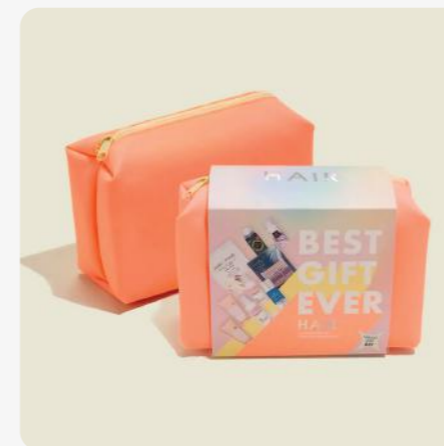
## Product Photography

Product photography should showcase branded product in a small group or individually. These images should ideally be taken straight on. Only with flat subject such as apparel and printed material should be shot with an aerial view.

Product photos should include individual shots, shots in small groups, and a variety of detail shots zooming in on different angles and imprints if necessary.

To maintain visual interest, use of blocks to create different height for products is encouraged. Hands should be avoided in product shots, however they are welcome in Dynamic/Lifestyle shots.

Imprint should be fully visible in a product shot. Showcase different angles of the product. Background should be simple and not distract from the product itself. Props should be used minimally if at all.



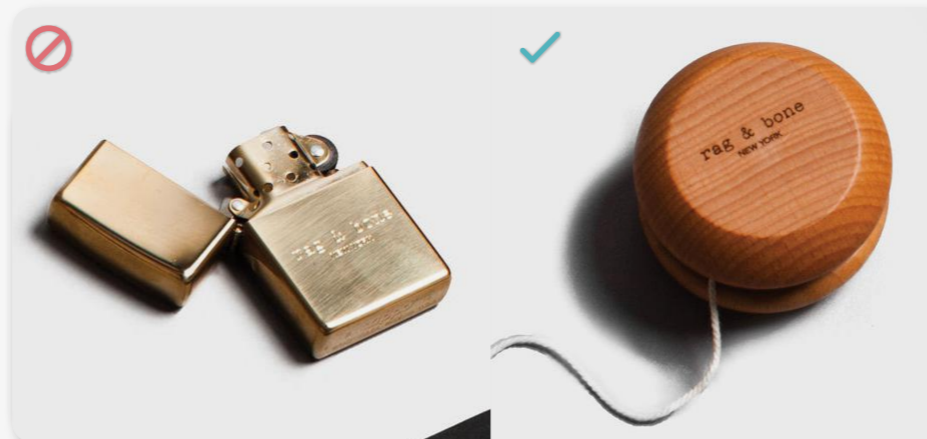
# Product Photography - Standards



Show product straight on



Avoid hands



Imprint should be fully visible



Use blocks for visual interest

## Lifestyle Photography

A lifestyle image should show the product in a relevant setting to its use case. Lifestyle imagery can be shot from different angles as needed, so long as the product is the primary focus.

People showcased in lifestyle imagery should be diverse in race, gender, and age. They should have a neat appearance that remains relevant to the product.

Beyond model shots, product can be shown with props pertaining to its use case.

Imagery should be well lit and clear. Any product imprint should be visible.



# Lifestyle Photography - Standards



Product should be the focus



Use props for more engaging composition



Well lit photography



Ensure imprint is visible

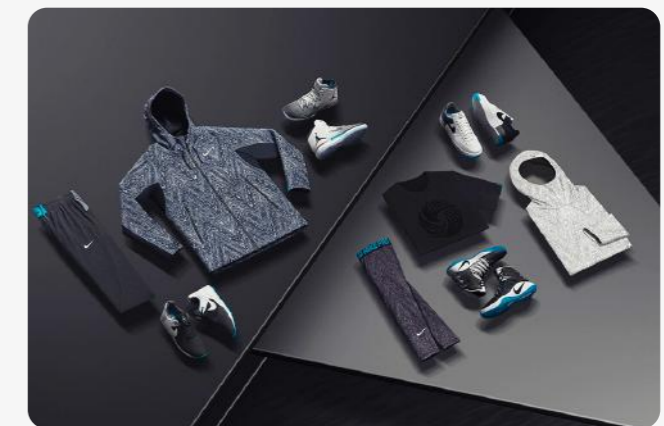
# Dynamic Photography

Dynamic photography has less limitations! To make dynamic photographs, play with direction, angle, prop and models to make something visually interesting above all else. These types of images come fourth for a reason - all other imagery should be prioritized first.

This type of imagery will be used for social media and website backgrounds.

This is the place for imagery to get creative, but there are a few set of rules to follow. Images should be well lit, without shadow, and be shown without any imperfections like wrinkles or pleats.

Examples are shown, but direction could take other forms.



# Dynamic Photography - Inspiration



# Application

# Application - Social Media

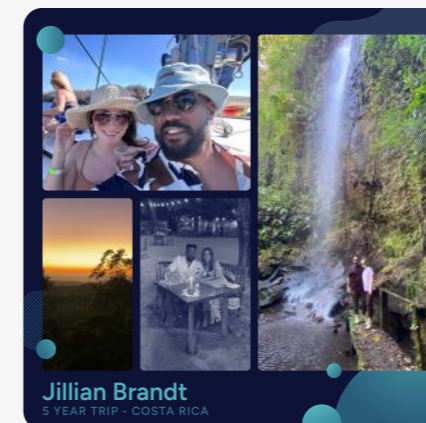
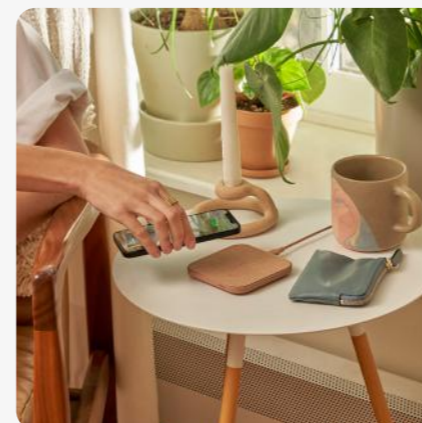
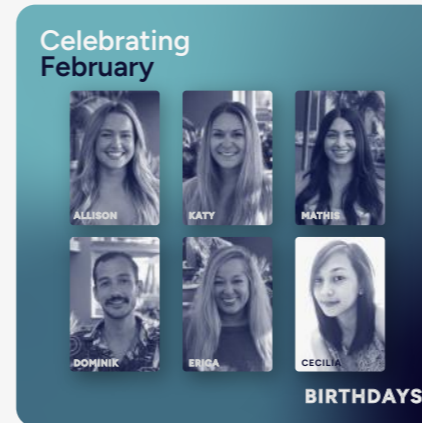
Whitestone social media should never feel too themed. We use our Midnight/Sea Salt duotone frequently for simple image posts.

See examples of Celebration posts, Image highlights, as well as some specialty posts.

Also displayed is a selection of posts that divert from our brand guidelines to highlight a special launch within Whitestone. This could be an award, new marketing collateral, or a Whitestone kit.

Try to keep variety within the templates provided. Never show two posts in a row with the same exact layout. The social look & feel is meant to be ever-evolving.

While only Instagram templates are shown here, the same rules apply for LinkedIn and Facebook.

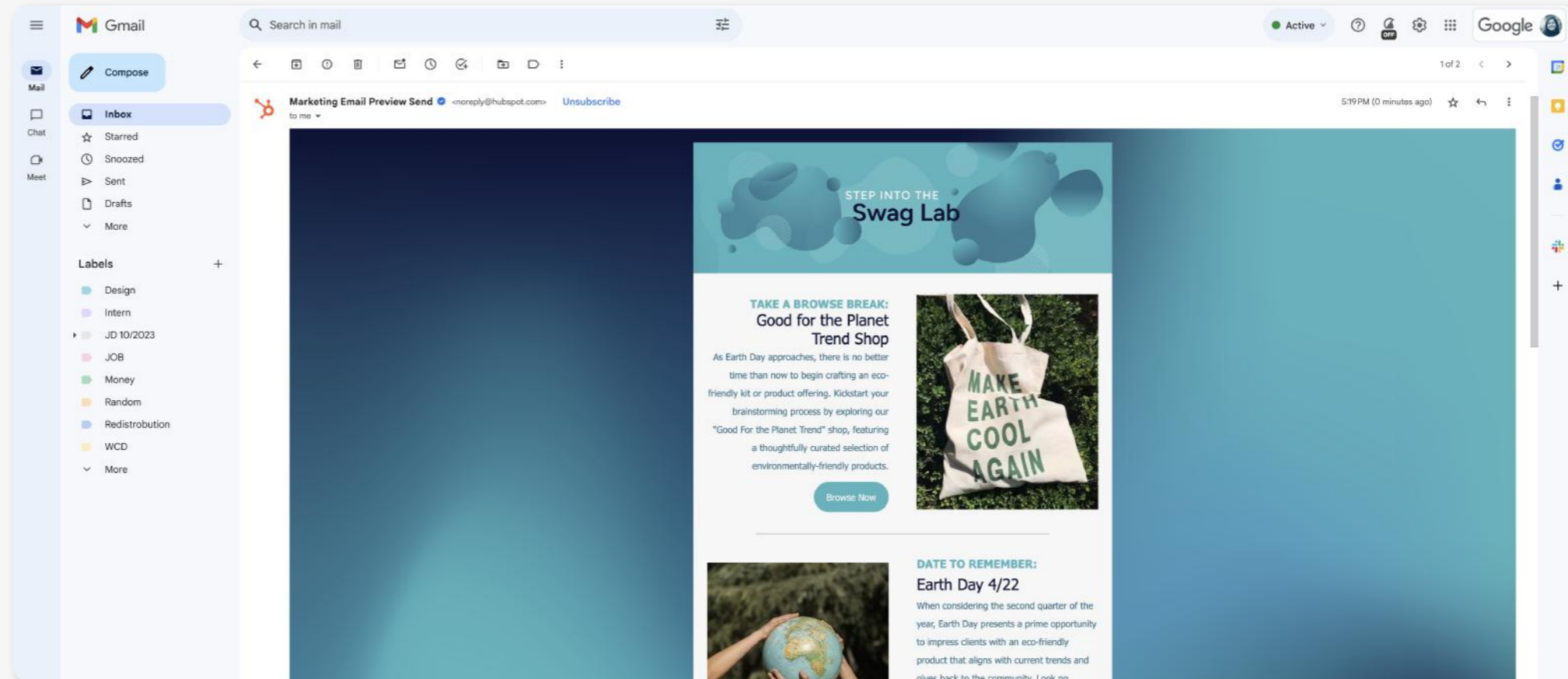


# Applications - Email Marketing

Whitestone uses Hubspot for our email marketing. Our biweekly Swag Lab showcases our blogs and new marketing materials.

The cosmic gradient should be used for the backdrop here. The header can be different colors as needed, but should utilize the lava pattern.

Typefaces to use in the Swag Lab and all email marketing are Tahoma and Arial.



# Applications - Print

The print suite includes business cards, letterhead, notecards and envelopes.

Focused on subtle branding, minimal design, drawing attention to either our logo or our tagline.

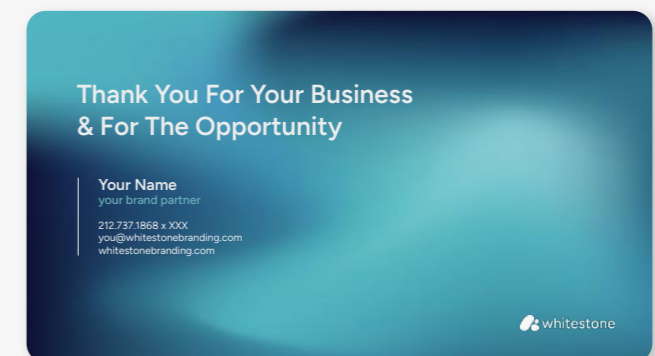
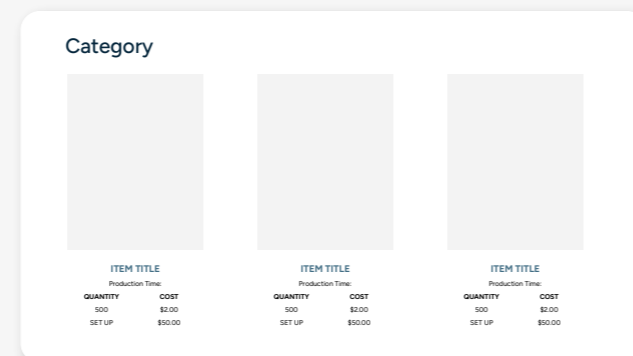
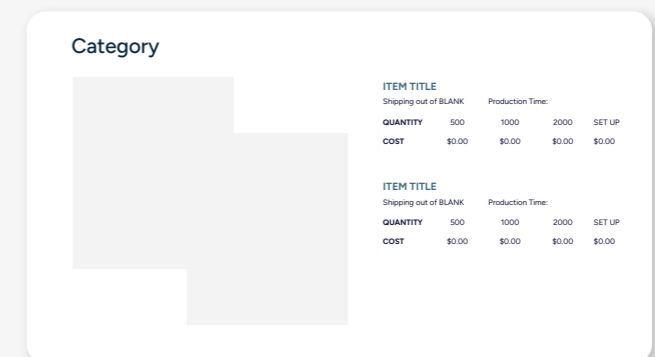
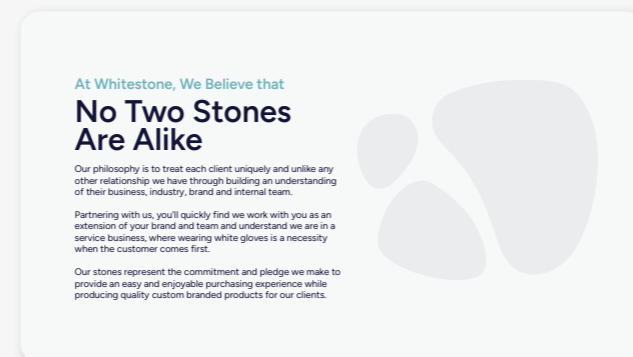
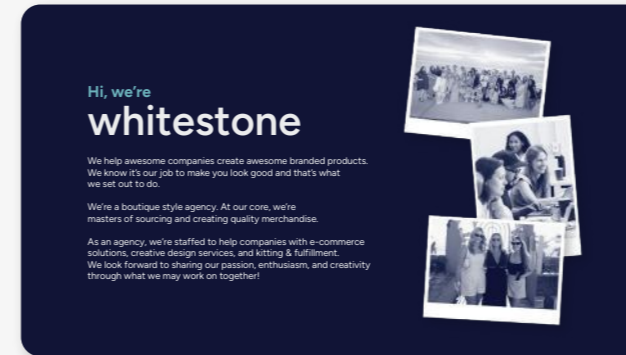
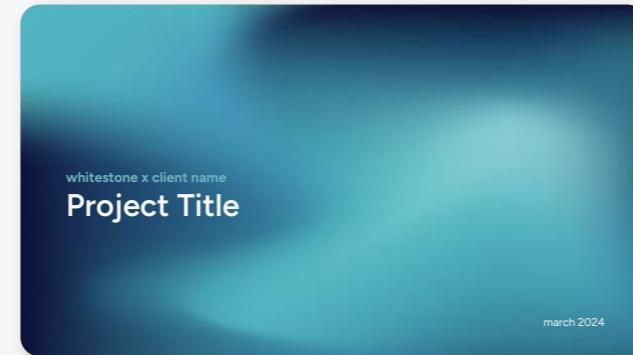
QR codes are used on business cards to link back to individuals LinkedIn account.



# Applications - Deck Template

Whitestone prides itself on adapting to any brand's guidelines in our decks. However, when we're in a rush or completing a quick request without the Art Department's help, we do use a generically Whitestone branded template for our decks.

Templates are saved on the Drive for use in Google Slides.



# Merch

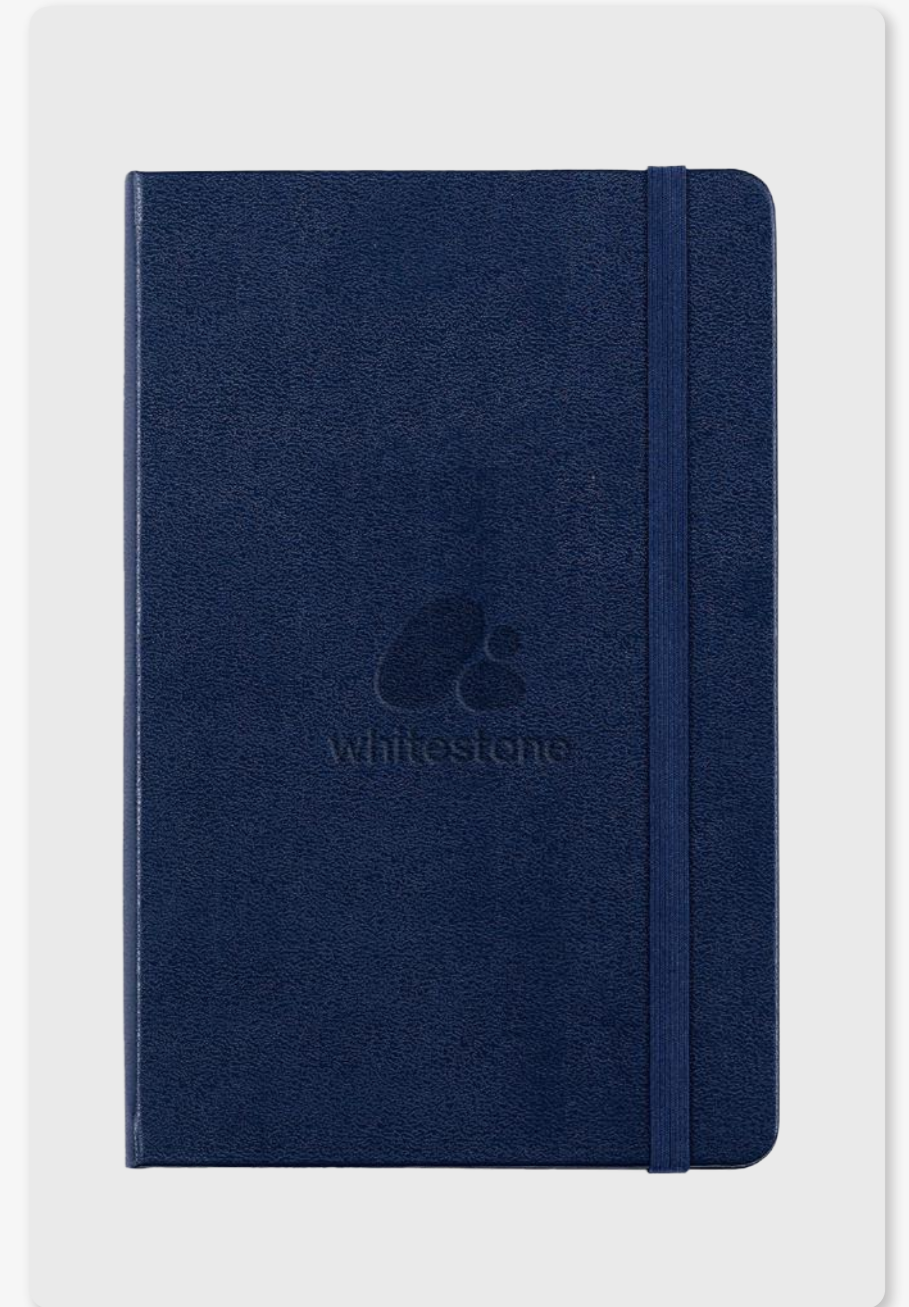
## Logo in Merchandise

Our logo should only be shown in wearable merchandise in the colors Sea Salt, Midnight, or Hudson. Tonal imprints are accepted, and when done appropriately should match the garment/item instead of a Pantone.

The alternate logo lockup should be prioritized, and when used on wearable merch should never exceed 2.5" in width. If the primary logo is being used, it shouldn't exceed 3" in width.

The Gradient full color logo can be used in special cases with sampling as needed.

Any product that you are using the Whitestone logo for should be approved by the Brand team.



# Logo on Merchandise (Examples)



# Creatively Designed by Whitestone

The “Creatively Designed by Whitestone” tagline should be on anything designed custom overseas, and ideally on any Whitestone Merchandise.

It should not be prominent. Instead, choose tonal or small locations on either the back, interior, or subtly wherever makes sense.

STACKED  
creatively designed by  
whitestone



SINGLE-LINE  
creatively designed by  whitestone

## Whitestone Collection

Whitestone releases a few annual collections, Customer Appreciation Kits and Offsite Merch Drops are just two types.

When we are releasing custom merchandise, it is encouraged to leave behind all the brand guidelines and make a “micro-brand” specifically for the theme of the collection.

