



STOP | THINK | CONNECT™

Stop Think Connect Identity Usage Guidelines

This document is to be used as a guide for applying the Stop Think Connect identity correctly and consistently when creating marketing and other collateral materials for external consumption. Our identity is a valuable brand asset; please use it with care and consideration.

Wide

The Stop Think Connect (STC) signature is made up of two components: the logo and the name. The signature is the most important element of the STC brand identity system. It is important to apply the signature properly and consistently across all media to maintain a unified brand image.

Application

There are two acceptable applications of the STC signature: logo & name, or just logo. The relationship between the logo and name should never be shifted or adjusted. The logo should always be centered over the word “connect”.

Signature



Minimum Size

The STC signature should never be scaled down to a size where the name becomes illegible.



Clear Space

Be sure to leave some white space around the signature so that it is always legible and clear.

Minimum Size



Clear Space



Signature Colors

The signature contains two colors, STC blue and the grey rules. These colors should be used in all STC communications to strengthen the overall brand.

	PMS	Process	RGB	Hex
	279	C 58 M 17 Y 0 K 0	R 94 G 176 B 229	5eb0e5
	422	C 0 M 0 Y 0 K 40	R 167 G 169 B 172	a7a9ac

Stacked

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Application

There are two acceptable applications of the STC signature: logo & name, or just logo. The relationship between the logo and name should never be shifted or adjusted. The logo should always be centered over the word “connect”.

Signature



Minimum Size

The STC signature should never be scaled down to a size where the name becomes illegible.



Clear Space

Be sure to leave some white space around the signature so that it is always legible and clear.

Minimum Size



Clear Space



Signature Colors

The signature contains two colors, STC blue and the grey rules. These colors should be used in all STC communications to strengthen the overall brand.

	PMS	Process	RGB	Hex
	279	C 58 M 17 Y 0 K 0	R 94 G 176 B 229	5eb0e5
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Signature Color Usage

The signature can either be used in full color or in a black & white version, depending on your needs.



Incorrect Usage

Correct and consistent usage of the STC identity will establish and maintain the strength of our brand. The signature and its components should not be altered or distorted. Never re-create the signature.

Incorrect Proportions



Incorrect Arrangement of Name & Logo



Incorrect Color



Incorrect Usage in Shape

