



Stock In Motion™
by S+V Technologies

Brand Style Guide

Standard Logo



Logo Spacing



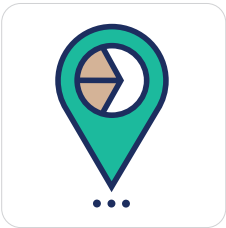
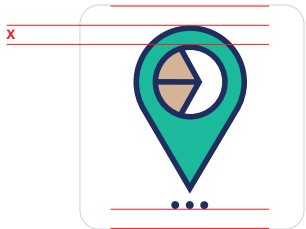
Single Color Logo



Greyscale Logo



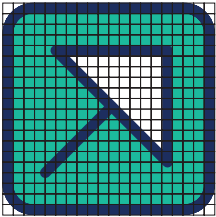
Badges



Icons

Icons should mimic the style of the logo symbol and are based on a 20 unit grid. Line weight is specified as 1 unit wide within the 20 unit grid.

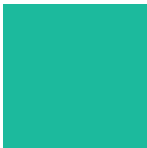
20x20 grid foundation



Primary Color Palette



HEX: #002a62
RGB: 0 42 98
CMYK: 100 87 27 19
PMS: 288

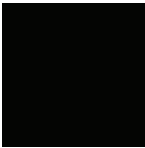


HEX: #00c4a1
RGB: 0 196 161
CMYK: 63 0 45 0
PMS: 3385

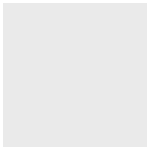


HEX: #d4b498
RGB: 212 180 152
CMYK: 12 24 39 0
PMS: 726

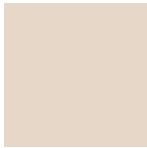
Secondary Color Palette



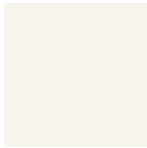
HEX: #000000
RGB: 0 0 0
CMYK: 75 68 67 90
PMS: Black



HEX: #e9e9e9
RGB: 233 233 233
CMYK: 7 5 5 0
PMS: Black (10% tint)



HEX: #e6d8c9
RGB: 230 216 201
CMYK: 9 13 19 0
PMS: 726 (50% Tint)



HEX: #f6f0ea
RGB: 246 240 234
CMYK: 2 4 6 0
PMS: 726 (20% Tint)

Logo Font

Cera Pro Regular

Communications Font

Helvetica Neue Bold

Helvetica Neue Regular

Fallback Font

Arial Bold

Arial Regular

Voice

Intro

Meet the new category of inventory.

Mission

Making the term “out of stock” obsolete.

First look + First access = Customer loyalty

Personality

- Engaging
- Open
- Confident
- Professional

Key terms

- Visibility
- Transparency
- Customer loyalty
- Conversion
- Customer confidence
- Flexibility
- Rolling (flying) stock

Do's

- Talk about conversion in a “cool” way
- Focus on consumer behavior
- Hone in on emotional connection
- Build merchant trust and customer loyalty

Don't's

- Stay away from being too “cheeky”