STRANDS

"weaving special memories of the Philippine islands"

Logo
Guidelines

Information about the Strands logo - the correct and incorrect use of the strands logo, colors, and typefaces.

General Guidelines:

Logo Elements | Clear Space | Color Palettes | Color Background | Gray Scale | Correct Use | Incorrect Use

Strands Logo Elements

The Stands logo must remain as originally drawn and proportioned and cannot be modified. The logo may not be deconstructed; for instance, the typeface "STRANDS" may not appear without the other element (weave) that make up the strands logo.

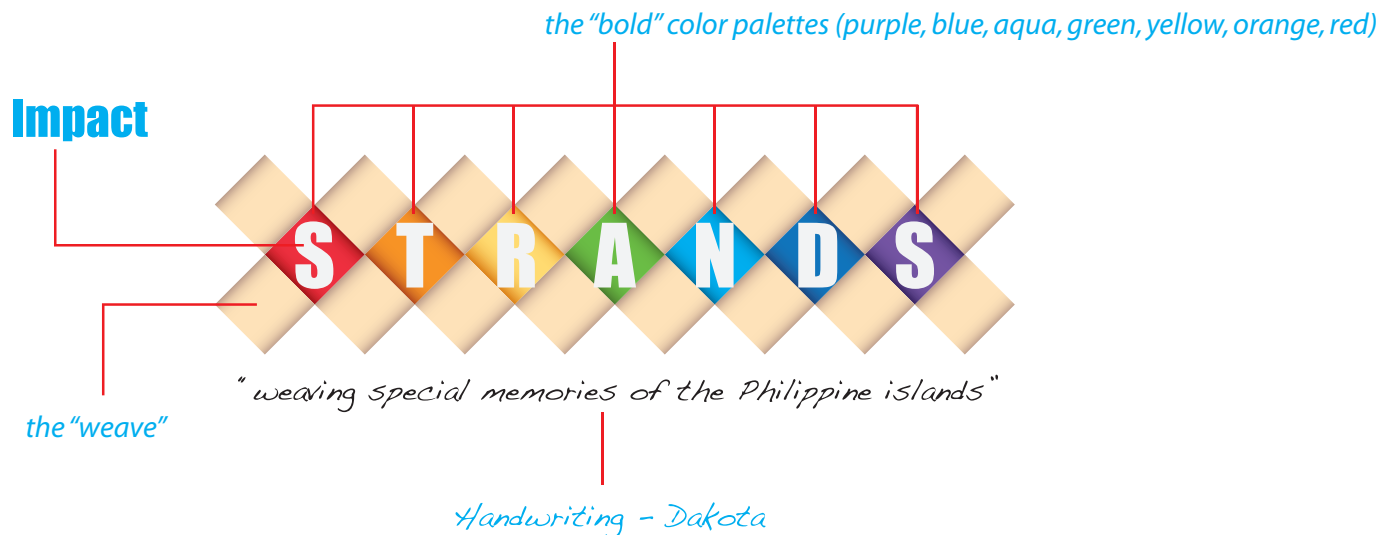"STRANDS" - The word/typeface "STRANDS" is one of the graphic element in the logo strands.
Merriam-webster dictionary define strand in noun as - fibers or filaments twisted, plaited, or laid parallel to form a unit for further twisting or plaiting into yarn, thread, rope, or cordage.

the "weave" - Is the second graphic element in the logo strands.
Merriam-webster dictionary define weave in transitive verb as - to interlace especially to form a texture, fabric, or design.
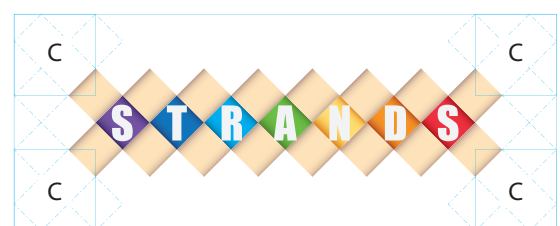
the "bold" color palettes - Is the third graphic element in the logo strands.
These are continuous spectrum of colours and are commonly cited and remembered sequence in Newton's sevenfold red, orange, yellow, green, blue, indigo and violet (popularly memorized by mnemonics like Roy G. Biv).

the "bold" color palettes (purple, blue, aqua, green, yellow, orange, red)

Impact

S T R A N D S

"weaving special memories of the Philippine islands"

the "weave"

Handwriting – Dakota

Clear Space

The Stands logo requires a clear space from top, buttom and both sides (L& R) from with or without the tag line.

C   C

S T R A N D S

"weaving special memories of the Philippine islands"

C   C

C   C

S T R A N D S

C   C

Color Palettes

Strands provides two color palettes, the bold palette and the professional palette.

Strands takes the bold palettes as the primary set of colors while professional palettes are use for secondary colors.

The Bold Palettes - The bold palette offers lively, vibrant, and energetic colors.

The Professional Palettes - The professional palette offers a more subtle approach with colors that are elegant, formal, and calm.

Strands is also very playful in using the different variations of logos in strands color palette. The reason being is, we want to be more flexible in using the strands logo in which ever matches to the use and the purpose.

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Color background

Strands logo is very friendly when it comes to color background.
There are no restrictions on what color background to use in a
full color logo/bold palette logo as long as it matches from the
bold palettes and its readable enough for the viewer.

However, the tag line should be in black when its background is
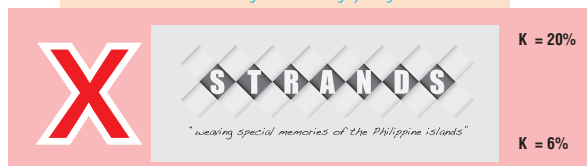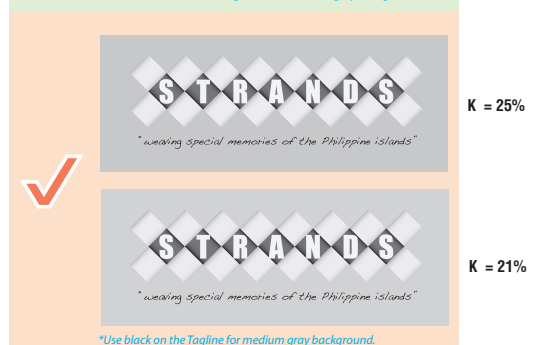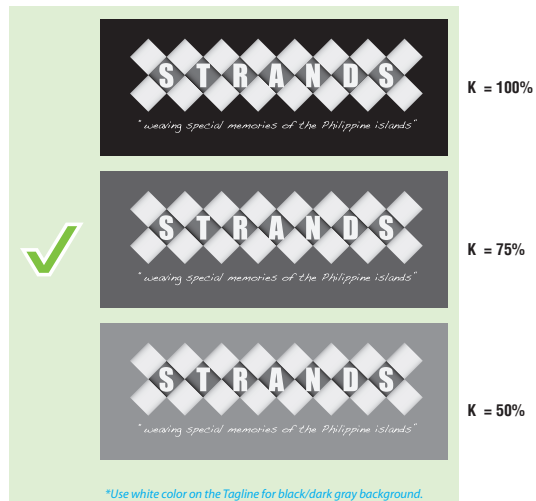warm and white color when its background is cool.

Grayscale/B&W Color

Never use a 6% to 20% black (medium gray) as background for a
grayscale or black and white logo. 21% up to 100% of black is and
5% down to 0% black (white) is accpetable.

Also, the tag line should be in black when its background is in light
gray or white color and white color when its background is in dark
gray or black .

*Use black color on the Tagline for warm/white background.

warm

cool

*Use white color on the Tagline for cool/dark background.

K = 100%

K = 75%

K = 50%

*Use white color on the Tagline for black/dark gray background.

K = 25%

K = 21%

*Use black on the Tagline for medium gray background.

K = 20%

K = 6%

K = 5%

K = 0%
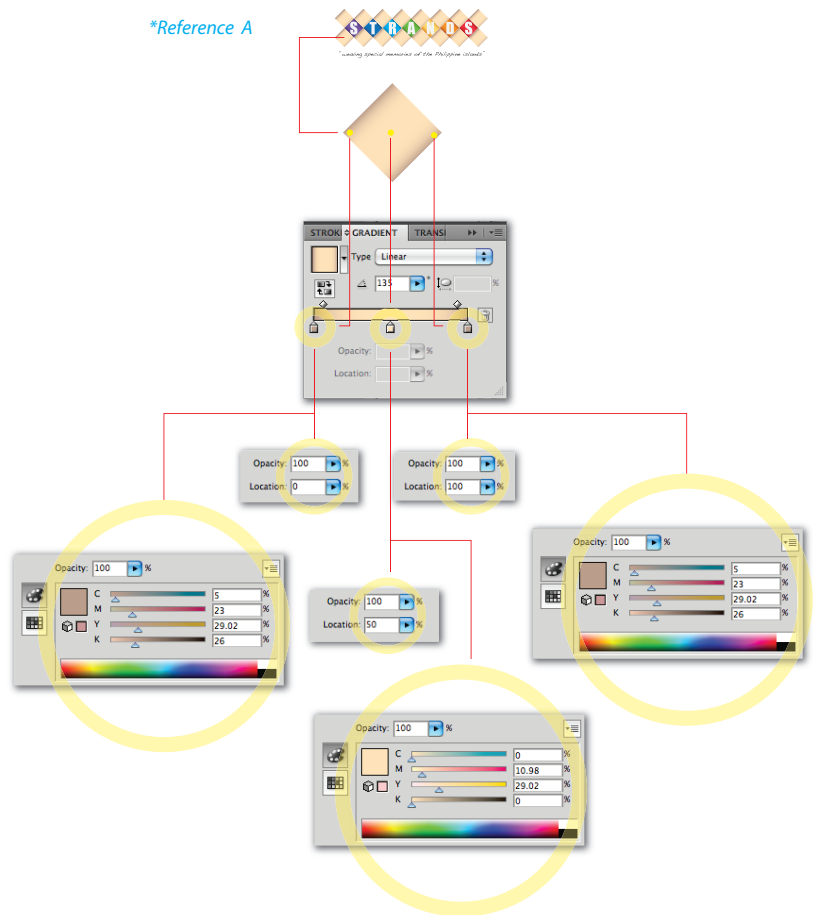
*Use black on the Tagline for white/light gray background.

Gradient Tonal Values
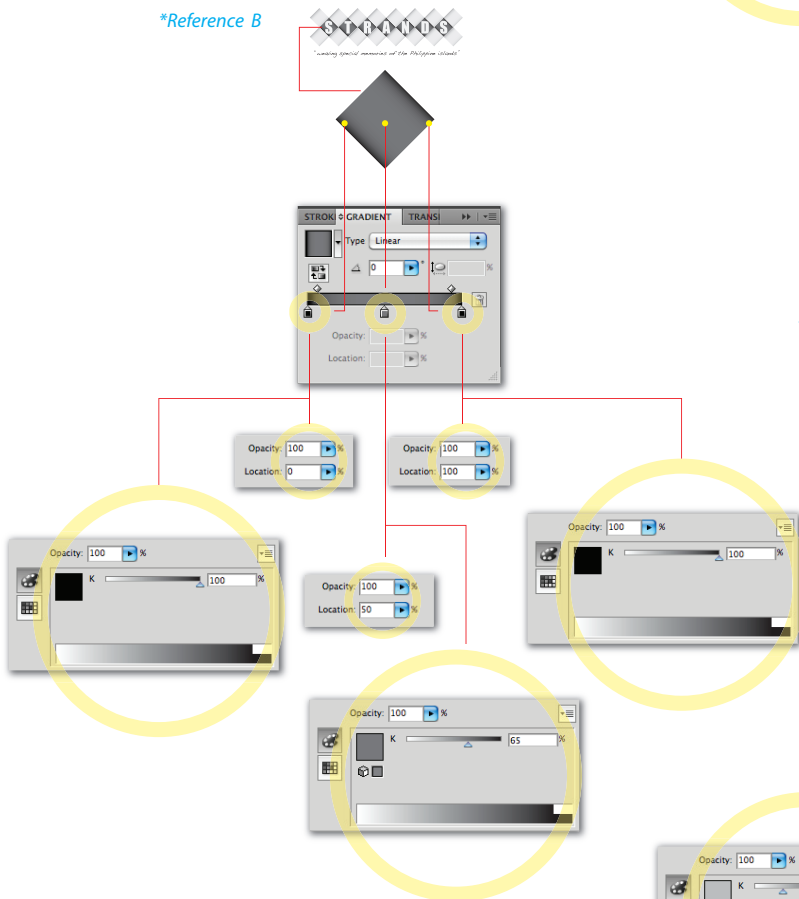
You may refer to *reference A* when using a full-color gradient tonal values.

reference A and B when using a one-color gradient tonal values.

Reference A

Reference B

Reference C
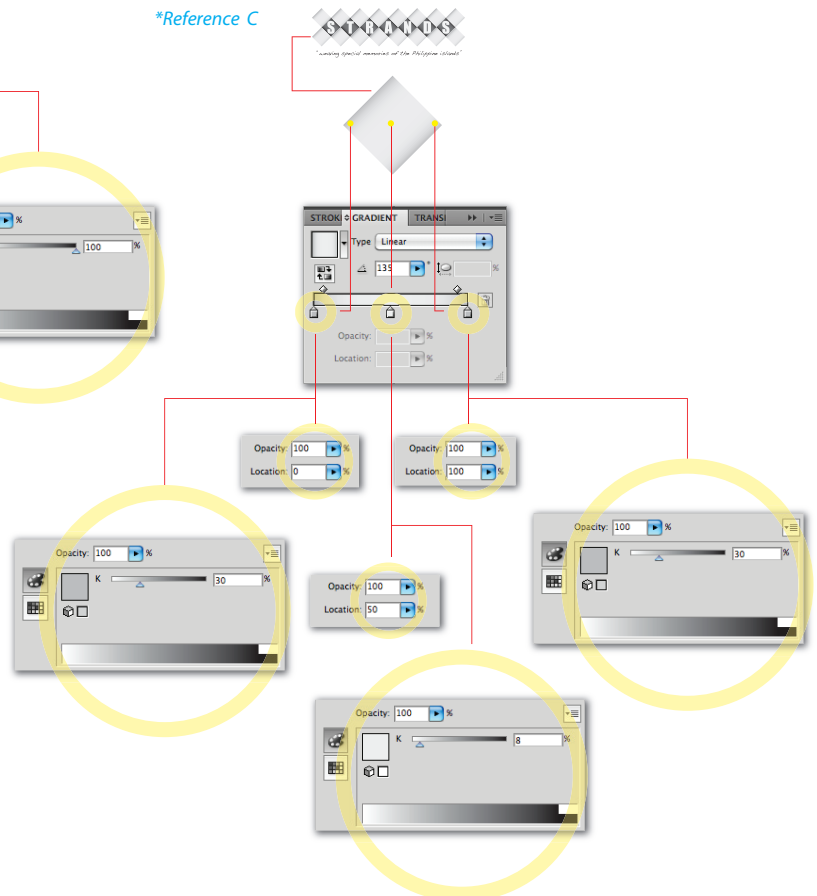
Correct and
Incorrect Logo Usage

Below are examples of correct an incorrect logo uses.

*Complete and correct use of the Logo elements.

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*Do not alter or use elements separately.

" weaving special memories of the Philippine islands"

*Correct resizing is to resize proportionaly.
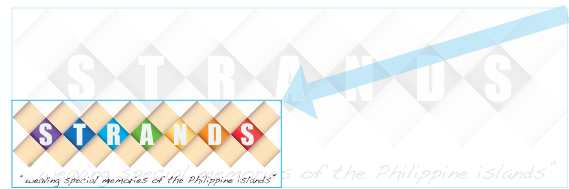
*Do not resize unproportionaly.

*Correct use of the positive color.

" weaving special memories of the Philippine islands"

*Do not apply on reverse/negative colors.

*Do not use any other fonts on the Logotype and on the Tagline.
*For correct use of fonts for Logotype and Tagline, please refer to pg???.

"weaving special memories of the Philippine islnads"

Letterheads | Business Cards | Envelopes

Letterheads

Letter size
(8.5" x 11")

(scale 60%)

STRANDS
"weaving special memories of the Philippine islands"

Street Address
Country, zip code
Tel.   +XX.XX.XXX.XXXX
Telefax +XX.XX.XXX.XXXX
www.strands.com

Legal size
(8.5" x 14")

STRANDS
"weaving special memories of the Philippine islands"
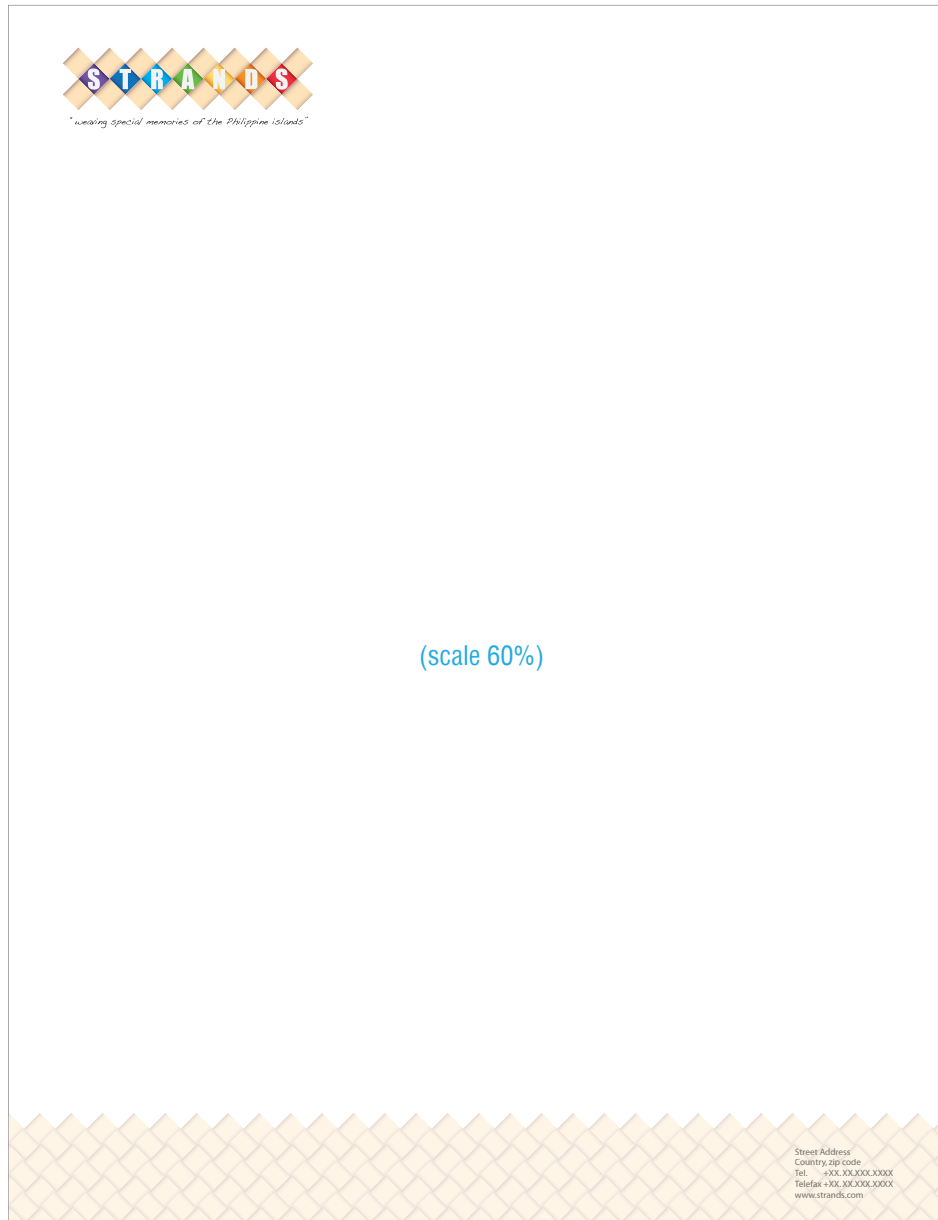
(scale 60%)

Street Address
Country, zip code
Tel.   +XX.XX.XXX.XXXX
Telefax+XX.XX.XXX.XXXX
www.strands.com

Calling Cards

85.6 mm

Landscape
(85.6 mm x 53.98 mm)

53.98 mm

S T R A N D S

"weaving special memories of the Philippine islands"

Name
Position

email@email.com

Street Address
Country, zip code
Tel.   +XX. XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX
www.strands.com

Option 1

S T R A N D S

"weaving special memories of the Philippine islands"

Name
Position

email@email.com

Street Address
Country, zip code
Tel.   +XX.XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX
www.strands.com

Option 2

S T R A N D S

"weaving special memories of the Philippine islands"

Name
Position

email@email.com

Street Address
Country, zip code
Tel.   +XX. XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX
www.strands.com

Option 3

S T R A N D S

"weaving special memories of the Philippine islands"

Name
Position

email@email.com

Street Address
Country, zip code
Tel.   +XX. XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX
www.strands.com

Option 4

S T R A N D S

"weaving special memories of the Philippine islands"

Name
Position

email@email.com

Street Address
Country, zip code
Tel.   +XX. XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX
www.strands.com

Portrait
(53.98 mm x 85.6 mm)

Option 5

Name
Position

email@email.com

" weaving special memories of the Philippine islands "

Street Address
Country, zip code
Tel.   +XX. XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX
www.strands.com

85.6 mm

53.98 mm

Option 6

" weaving special memories of the Philippine islands "

Name
Position

email@email.com

Street Address
Country, zip code
Tel.   +XX. XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX

www.strands.com

Option 7

Name
Position

email@email.com

Street Address
Country, zip code
Tel.   +XX. XX.XXX.XXXX
Telefax +XX. XX.XXX.XXXX
www.strands.com

Envelopes

241.3 mm

www.strands.com

(scale 60%)

104.14 mm

Street Address, Country, zip code