



# The Stoll Foundation Brand Guide

16/12/2024



# Logo

## PRIMARY LOCKUP





# Logo

## COLOUR USAGE

To ensure the logo remains legible in all contexts the following colour options must be adhered to. Where possible the primary colour option should be the first point of call.

### PRIMARY COLOUR



### NAVY BLUE



### ARMY RED



### CHARCOAL



### WHITE





# Logo

## BADGE LOCKUP

In keeping with the spirit of the original war seal this self contained icon can be applied in more informal contexts such as on badges, way-finders, or social media.

This is a secondary lockup, the combined wordmark and icon taking priority in most communications.

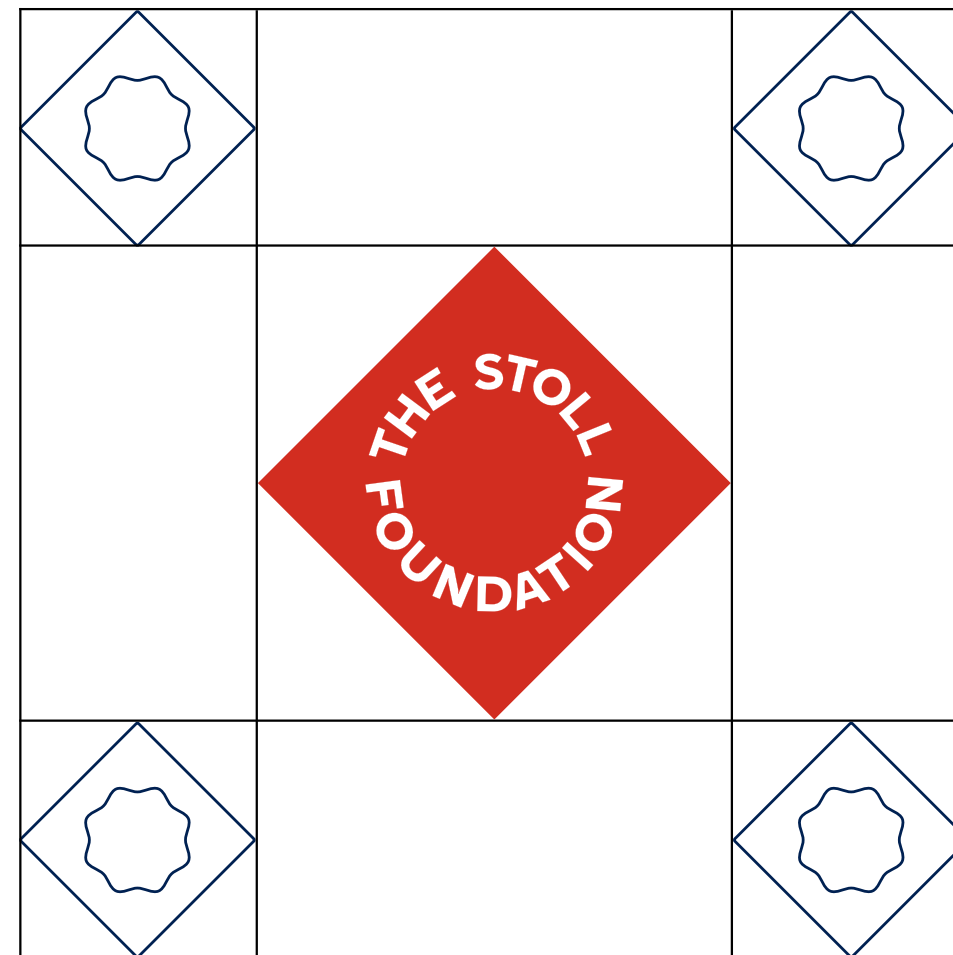
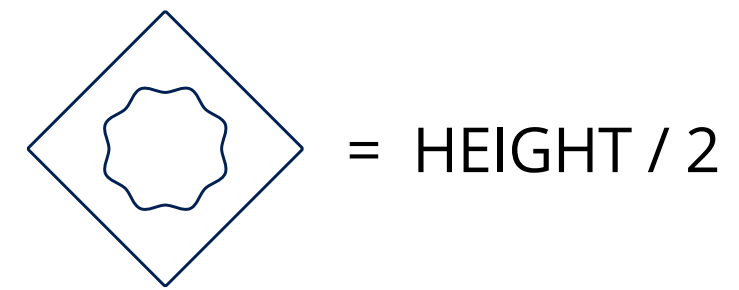




# Logo

## EXCLUSION

To ensure the logo remains legible and impactful in all contexts a minimum amount of negative space must be applied.





# Colour



# Colours

The colour palette has incorporated tones from all corners of the armed forces community.

The purple, navy and gold make up the core of the palette, with the vivid army red used sparingly to add vim and contrast where needed.

## PRIMARY COLOURS

### NAVY BLUE

**PANTONE** 648 CP  
**CMYK** C 100 M 71 Y 9 K 56  
**RGB** R 0 G 33 B 82  
**HEX** #002152

### GOLD

**PANTONE** P 10-16 C  
**CMYK** C 33 M 34 Y 71 K 17  
**RGB** R 164 G 144 B 83  
**HEX** #A49053

### MOD PURPLE

**PANTONE** P 85-15 C  
**CMYK** C 62 M 85 Y 40 K 47  
**RGB** R 83 G 42 B 69  
**HEX** #532A45

## ACCENT COLOURS

### ARMY RED

**PANTONE** 19 CP  
**CMYK** C 3 M 91 Y 86 K 12  
**RGB** R 210 G 44 B 32  
**HEX** #D22C20

### AIR FORCE BLUE

**PANTONE** P 117-4 C  
**CMYK** C 60 M 21 Y 22 K 3  
**RGB** R 107 G 164 B 184  
**HEX** #6BA4B8

## SUPPORTING COLOURS

### CREAM

**PANTONE** 1-9 C  
**CMYK** C 6 M 8 Y 16 K 0  
**RGB** R 242 G 233 B 218  
**HEX** #F2E9DA

### CHARCOAL

**PANTONE** BLACK 6 C  
**CMYK** C 83 M 74 Y 59 K 84  
**RGB** R 20 G 20 B 24  
**HEX** #141418



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# Thank you