the stove network

brand identity guidelines

the stove network

This brand identity book is your guide to using the Stove Network logo correctly and effectively. Our goal is an optimal balance of structure and flexibility for creating compelling, preference-building marketing communications.

colour & effects

the stove network ⊗

the stove network ⊗

the stove network ⊗

the stove network ⊗

the stove network ✓

the stove network ✓

Never colour the logo.

Never add a 'bevel/ emboss' effect.

Never use a drop shadow.

Never make it opaque.

Only ever use the black or white version of the logo.

use on images

the stove network ✓

the stove network ✓

the stove network ✗

the stove network ✗

The white version of the logo should be used on dark backgrounds.

The black version of the logo should be used on light backgrounds.

size (& shape)

3cm Min

the stove network

3cm

**the
stove**
network

The stacked version
of the logo is far
more prominent at
this width. Always
judge which version
of the logo will best fit
the space available.

**the
stove**
network

1cm
Min

**the
stove**
network

the stove network

the stove network

The 'long' version of the logo should be a minimum of 2.5 cm wide. If the area that logo is to be used is less than 2.5cm wide; use the 'stacked' version of the logo. The 'stacked' version of the logo should be a minimum of 1 cm wide.

If the area that the logo is to appear is long and wide – then use the long version.

If the area that the logo is to appear is square (or squarish) – then use the 'stacked' version (use for social media icons).

If the area that the logo is to appear is extremely tall and think – consider using the 'long' version turned 90° counter-clockwise

spacing

'X' length

the stove network $\updownarrow$ X
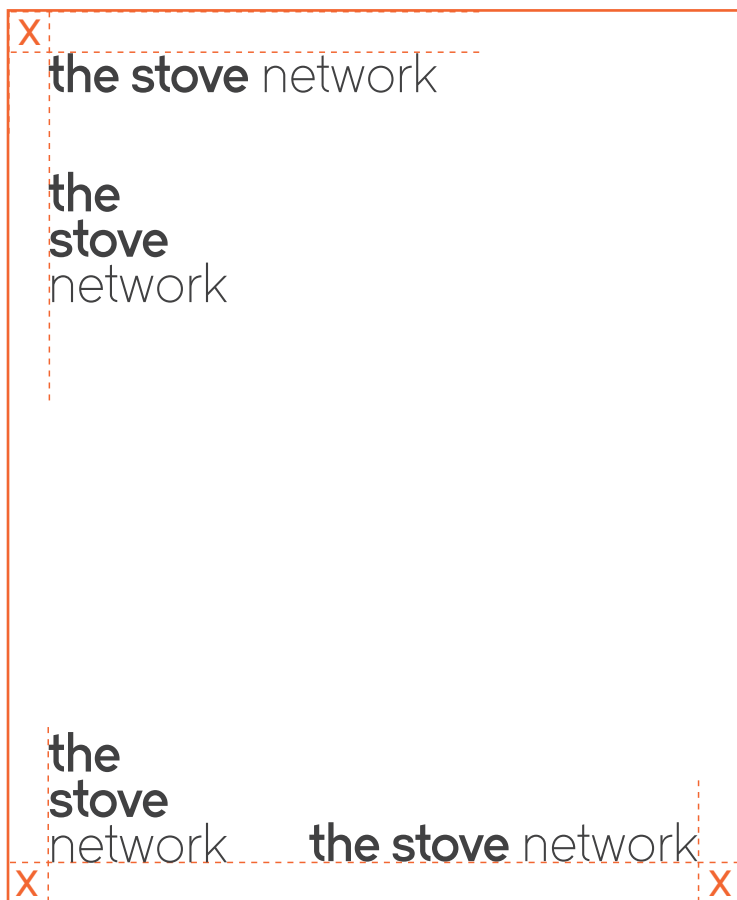
Print & Electronic Media

X   X

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X   X

X   X

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X   X

Signs, Banners, Exhibits and Space Limitations

.5X   .5X

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.5X   .5X

.5X   .5X

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.5X   .5X

It's important that the logo has 'breathing space' surrounding it. Nothing should encroach this space.

The guide above indicates the minimum amount of space the logo needs in different scenarios.

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network   **the stove** network

Above demonstrates various potential placements of logo on a standard area. This is the closest the logos should be to the edge (but they don't have to be this close to the edge).

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the stove network ⊗

the stove network ✓