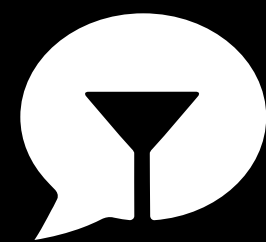


Designed by @nickpic
Version 1.0



STRIPCHAT

Brand Guidelines

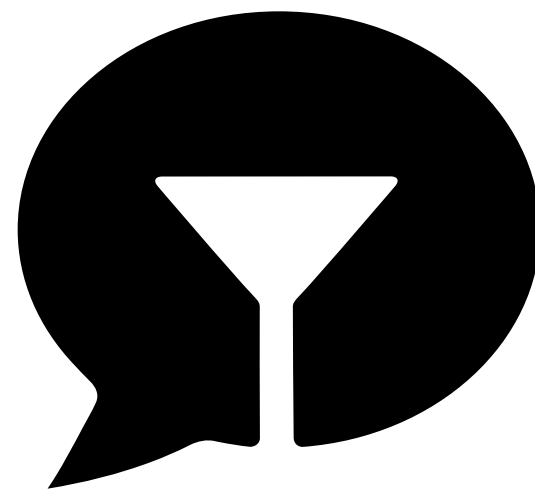
LOGO DESIGN

- 2.1 Logomark
- 2.2 Logotype
- 2.3 Lockup
- 2.4 Clear space
- 2.5 Minimum sizes
- 2.6 Additional versions
- 2.7 Logo misuse
- 2.8 Situational versions
- 2.9 Background
- 2.10 Subbrands

LOGOMARK

The logo mark is a bubble with a martini glass (or crotch) inside.

This is not the primary logo use, but an additional option for situations where an additional logo version is needed, or when the full logo is not possible.



LOGOTYPE

The Helvetica Neue Bold and Medium,
chosen as the logotype for Stripchat.

***Important: the logo without the logomark
cannot be used under any circumstances!***

This versatile and free-for-commercial-use
font lends a contemporary edge to the
brand's visual communication, ensuring
consistency and legibility across various
platforms and materials.

STRIPCHAT

LOGO LOCKUP

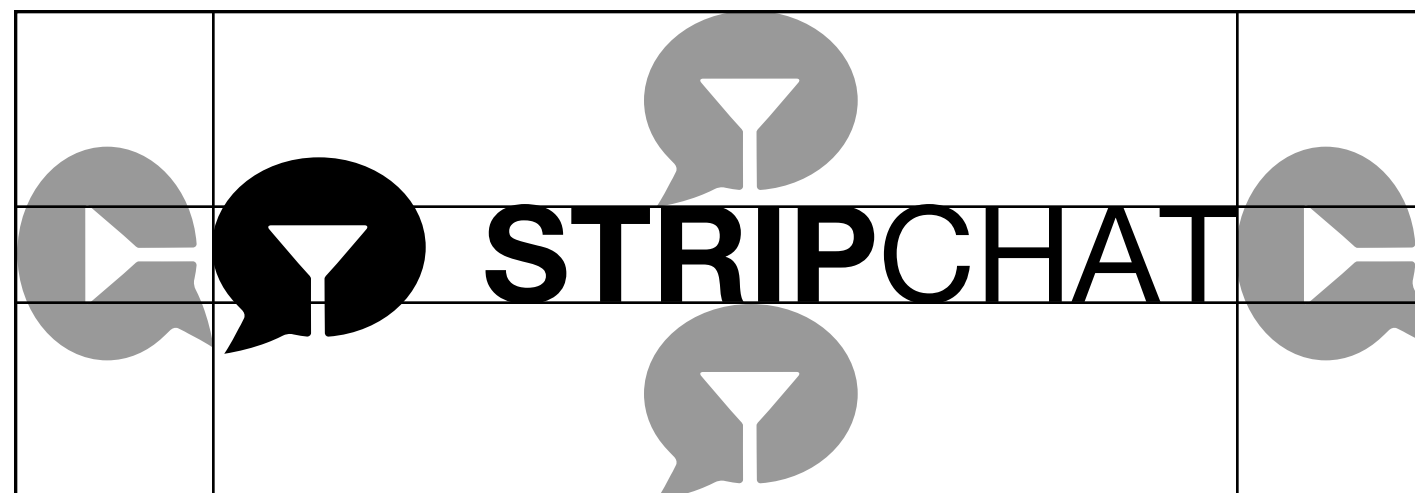
This combination of the logomark and logotype ensures a consistent and recognizable representation of the brand across various applications.

Since we haven't finalized the copyright version for the line yet, this is what it might look like.



CLEAR SPACE

The clear space around the logo is set apart from the text part of the logo and is equal to the height of the logo mark



MINIMUM SIZES

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .39" (1 cm) for print applications and a minimum of 50px for digital applications, ensuring legibility and clarity even at larger dimensions.



ADDITIONAL VERSIONS

Additional logo variations with an oval are used when the background is uneven or the logo needs to be highlighted.

Also, for the LGBTQ+ category, a logo with a slanted rainbow gradient is used. For physical items that are not suitable for a gradient, an alternative logo version with slanted rainbow stripes is used.



LOGO MISUSE

Any distortion, deformation, or mirror reflection of the logo is not permitted under any circumstances.



Do not change aspect ratio
of the logo parts



Do not change position
of the logo parts



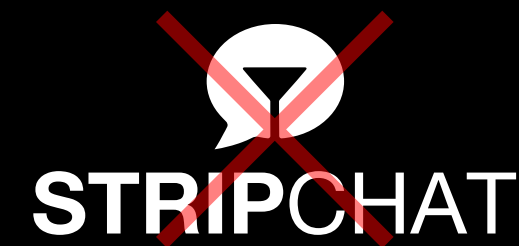
Do not add additional
elements to the logo



Do not use the title alone



Do not distort the logo



Do not change position
of the logo parts



Do not use outline
on the logo



Do not recolour the logo



Do not recolor the text part of the
LGBTQ+ logo in rainbow colors.

SITUATIONAL VERSIONS

Situational versions are also used on the product's main page, in addition to newsletters and social media. These situations are designed for specific campaigns, such as Halloween, Black Friday, and Christmas.

When designing a logo, it's important to ensure that additional elements don't overload, distort, or alter the overall appearance of the logo. The symbol should be easily legible at different sizes.

Using such logo distortions in any other context is prohibited.



BACKGROUND

For the background, we use predominantly black with red blur spots. We also recommend using splashes and splashes of red, if possible, to add more depth to the space without overcrowding the image.



SUBBRANDS

Stripchat has subbrands, such as a brand for the Asian market (SC7), a brand for the store, and so on. Basically, they all follow the same rules as the main Stripchat logo, with some local adjustments.

If you need to create a logo similar to the Stripchat logo, but with a different ending after "STRIP", use the Helvetica Neue font, where Strip is written in bold and the second part of the word is written in regular.



COLOURS

- 3.1 Colour pallet
- 3.2 Combinations
- 3.3 Materials
- 3.4 Unusual materials

COLOURS

We primarily use three colors: white, black, and red. However, there is an additional bright red (E51212), which is used more for texture in images. **This red is prohibited as a logo color or as a full background color.**

It's important to understand that these colors are primarily for external brand marketing communications. Different rules apply on the platform.

For more detailed usage examples, see the page 29

White <table><tr><td>C: 0</td><td>R: 255</td></tr><tr><td>M: 0</td><td>G: 255</td></tr><tr><td>Y: 0</td><td>B: 255</td></tr><tr><td>K: 0</td><td></td></tr></table> HEX: ffffff	C: 0	R: 255	M: 0	G: 255	Y: 0	B: 255	K: 0		Black <table><tr><td>C: 60</td><td>R: 0</td></tr><tr><td>M: 60</td><td>G: 0</td></tr><tr><td>Y: 60</td><td>B: 0</td></tr><tr><td>K: 100</td><td></td></tr></table> HEX: 000000	C: 60	R: 0	M: 60	G: 0	Y: 60	B: 0	K: 100		old Red <table><tr><td>C: 29</td><td>R: 144</td></tr><tr><td>M: 87</td><td>G: 50</td></tr><tr><td>Y: 72</td><td>B: 50</td></tr><tr><td>K: 30</td><td></td></tr></table> HEX: 903232 new Red* <table><tr><td>C: 19</td><td>R: 185</td></tr><tr><td>M: 100</td><td>G: 20</td></tr><tr><td>Y: 86</td><td>B: 37</td></tr><tr><td>K: 10</td><td></td></tr></table> HEX: B91425 PANTONE: 18-1659 TCX	C: 29	R: 144	M: 87	G: 50	Y: 72	B: 50	K: 30		C: 19	R: 185	M: 100	G: 20	Y: 86	B: 37	K: 10		Red <table><tr><td>C: 13</td><td>R: 229</td></tr><tr><td>M: 100</td><td>G: 18</td></tr><tr><td>Y: 100</td><td>B: 18</td></tr><tr><td>K: 1</td><td></td></tr></table> HEX: E51212	C: 13	R: 229	M: 100	G: 18	Y: 100	B: 18	K: 1	
C: 0	R: 255																																										
M: 0	G: 255																																										
Y: 0	B: 255																																										
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C: 60	R: 0																																										
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C: 13	R: 229																																										
M: 100	G: 18																																										
Y: 100	B: 18																																										
K: 1																																											

*The new color will gradually replace the old one, including on the platform.

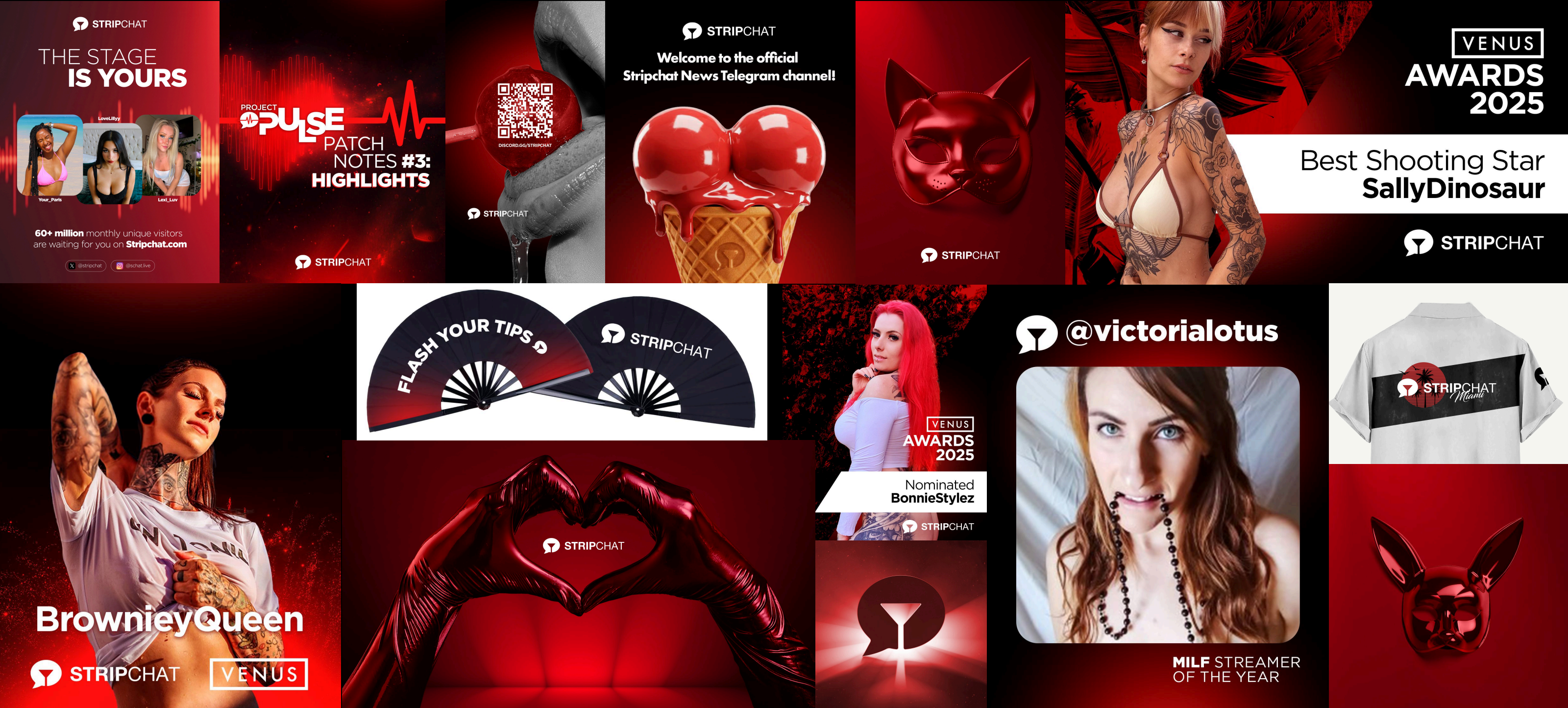
COMBINATONS

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

MATERIALS

In all the materials we produce, we strive to be creative, stylish, and vibrant. An emphasis on black and red helps us differentiate ourselves from competitors and be more recognizable in terms of color coding.



UNUSUAL MATERIALS

In certain situations, when the brief requires the brand to adapt to the cultural characteristics of a country or the unusual theme of an event, the rules of this brand book may be modified.

In such situations, it is important to maintain logo recognition and adhere to the overall brand values: **fun, freedom, excellence** and brand personality: **creative, playful, authentic**.



TYPOGRAPHY

- 4.1 Typeface
- 4.2 Weights
- 4.3 Type scaling
- 4.4 Common mistakes

TYPEFACE

This font lends a contemporary edge to the brand's visual communication, ensuring consistency and legibility across various platforms and materials. This font combines rounded and straight shapes well and has a sufficient number of styles.

GOTHAM
PRO

WEIGHTS

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789° (!"#\$%&?@)

TYPE SCALING

64 Px

Heading 1

48 Px

Heading 2

32 Px

Heading 3

24 Px

Heading 4

COMMON MISTAKES

hElLo tHerE

do not rotate

do not flatten

Dont center
align
until
exception

too much
shadows

Dont
squeeze