Stop Think Connect
Identity Usage Guidelines

This document is to be used as a guide for applying the Stop Think Connect identity correctly and consistently when creating marketing and other collateral materials for external consumption. Our identity is a valuable brand asset; please use it with care and consideration.
Wide
The Stop Think Connect (STC) signature is made up of two components: the logo and the name. The signature is the most important element of the STC brand identity system. It is important to apply the signature properly and consistently.

Application
There are two acceptable applications of the STC signature: logo & name, or just logo. The relationship between the logo and name should never be shifted or adjusted. The logo should always be centered over the word “connect”.

Minimum Size
The STC signature should never be scaled down to a size where the name becomes illegible.

Clear Space
Be sure to leave some white space around the signature so that it is always legible and clear.

Signature Colors
The signature contains two colors, STC blue and the grey rules. These colors should be used in all STC communications to strengthen the overall brand.

<table>
<thead>
<tr>
<th>PMS</th>
<th>Process</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>279</td>
<td>C 58 M 17 Y 0 K 0</td>
<td>R 94 G 176 B 229</td>
<td>5eb0e5</td>
</tr>
<tr>
<td>422</td>
<td>C 0 M 0 Y 0 K 40</td>
<td>R 167 G 169 B 172</td>
<td>a7a9ac</td>
</tr>
</tbody>
</table>
Stacked
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>279</td>
<td>C 58 M 17 Y 0 K 0</td>
<td>R 94 G 176 B 229</td>
<td>5eb0e5</td>
</tr>
<tr>
<td>Name</td>
<td>422</td>
<td>C 0 M 0 Y 0 K 40</td>
<td>R 167 G 169 B 172</td>
<td>a7a9ac</td>
</tr>
</tbody>
</table>

Signature
Signature Color Usage
The signature can either be used in full color or in a black & white version, depending on your needs.

Incorrect Usage
Correct and consistent usage of the STC identity will establish and maintain the strength of our brand. The signature and its components should not be altered or distorted. Never re-create the signature.

Incorrect Proportions

Incorrect Arrangement of Name & Logo

Incorrect Color

Incorrect Usage in Shape