



STAYTION

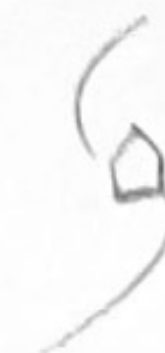
Staytion Inc. brand development and guidelines.

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Ideation sketches

"the light"
Staytion



Sketch ideation for company brand identity.

We wanted our brand to showcase coming together, security, unification, peace of mind, travel, and radiate the concept of light.

Core inspiration

Coming together



Oculus light

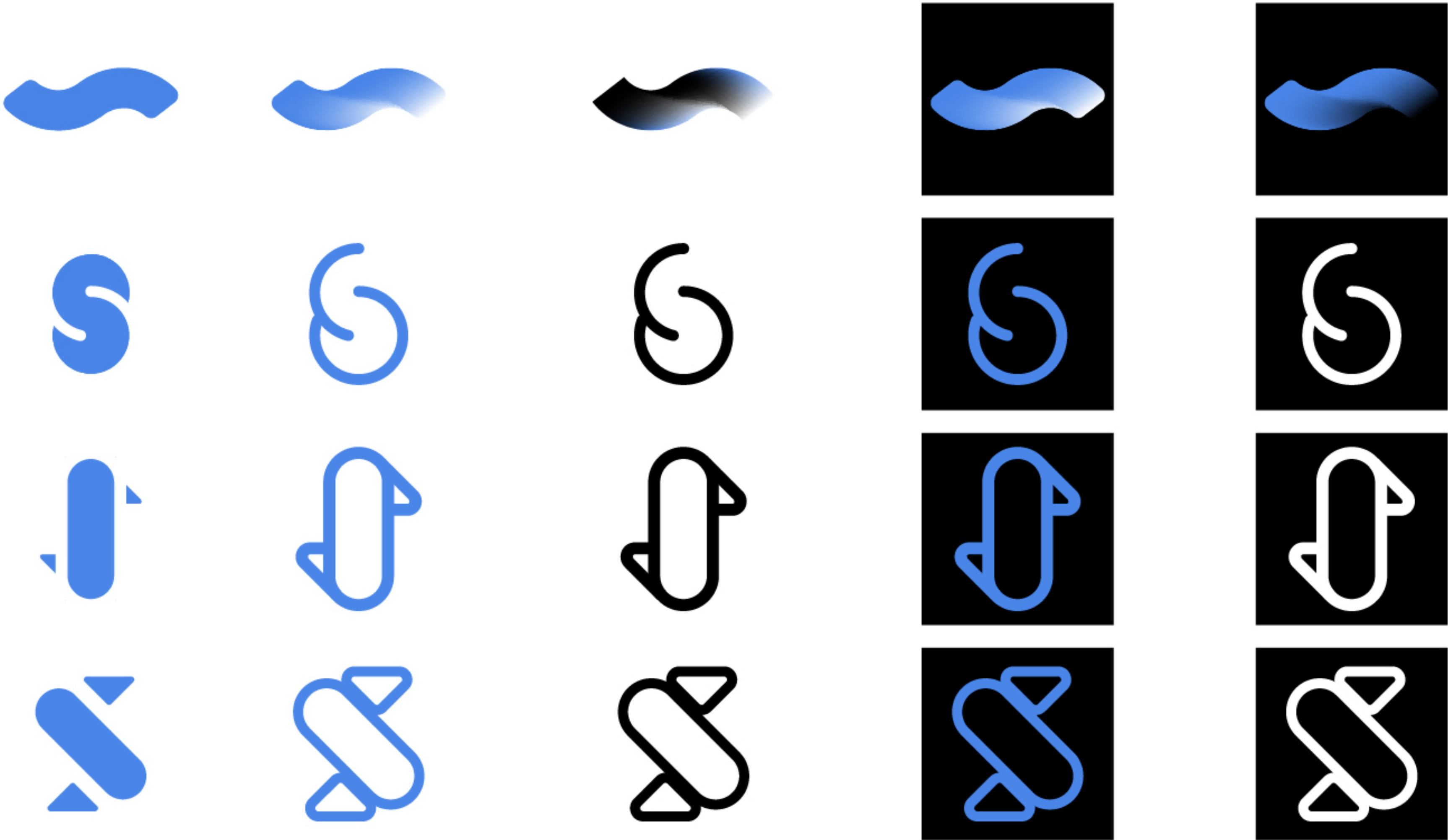


+

Sifting our focuses further we came down to two key elements.

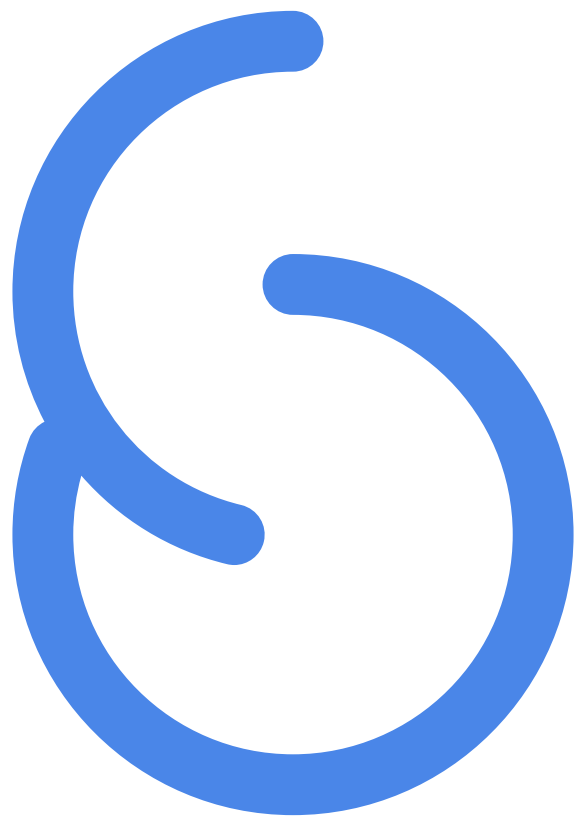
Bringing people together through our tech, and the core function of our technology "light".

Digitalized ideation



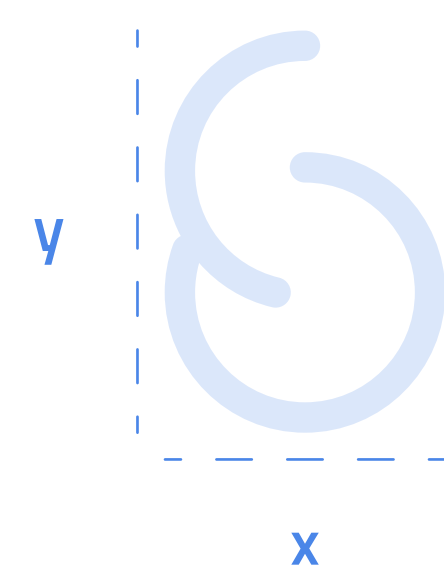
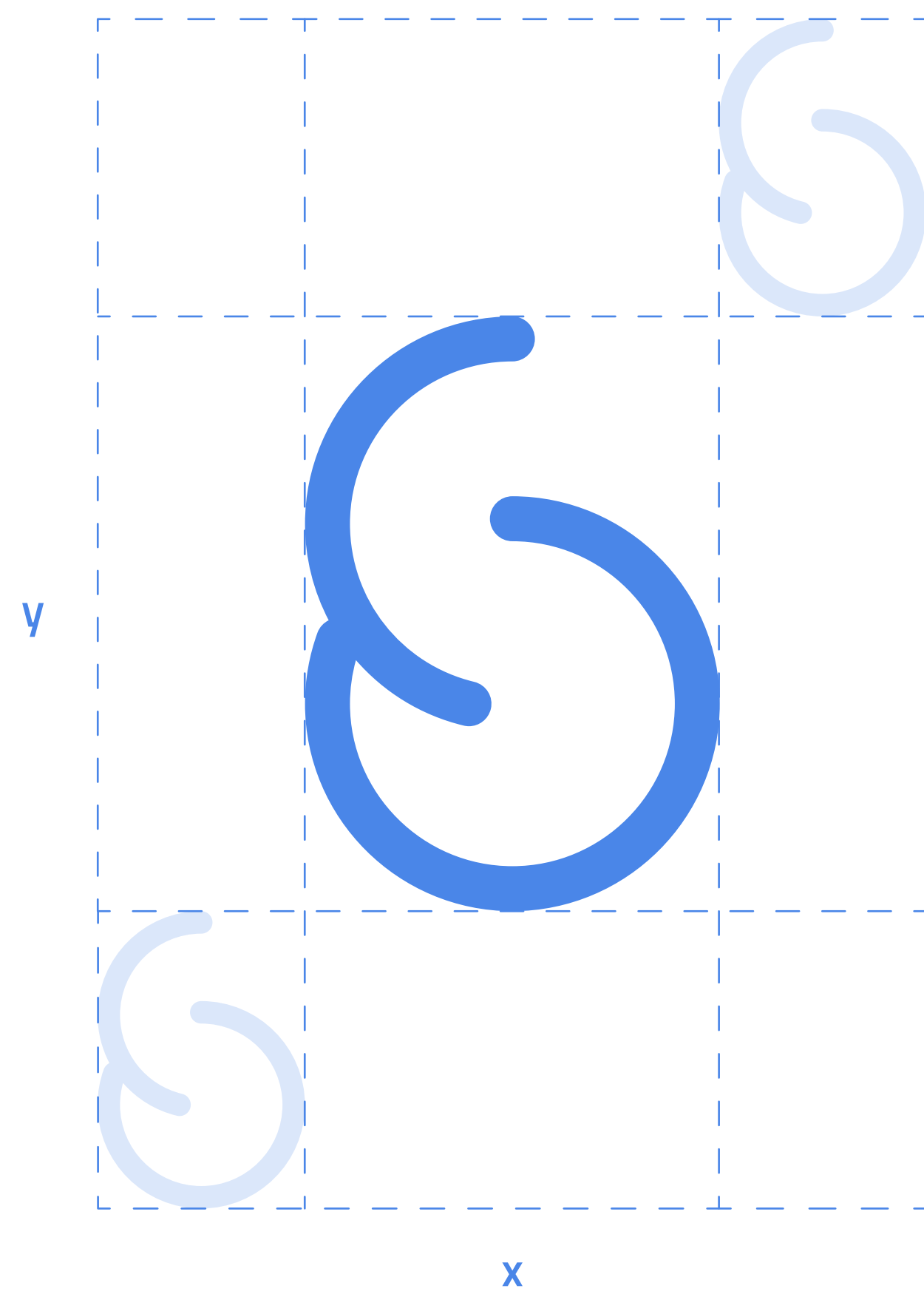
Digitizing preferred sketches it came down to four options, ranging from concepts of light, traveling, coming together, and unification.

Final icon



Staytion radiates safety, coming together, and light.

Icon clear space



Icon clear spacing is equal to half icon scale.

$$xy = \text{icon scale} \div 2$$

STAYTION

Poppins medium ALL CAPS.

A bold sans-serif type that is structural and safe just as our device is rigid and secure.



Word-mark clear space



Text clear spacing is equal to half icon scale.
 $xy = \text{icon scale} \div 2$

01



02



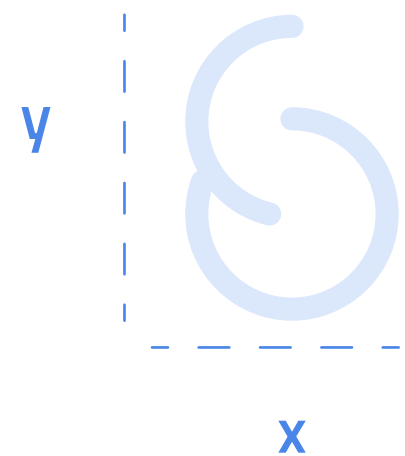
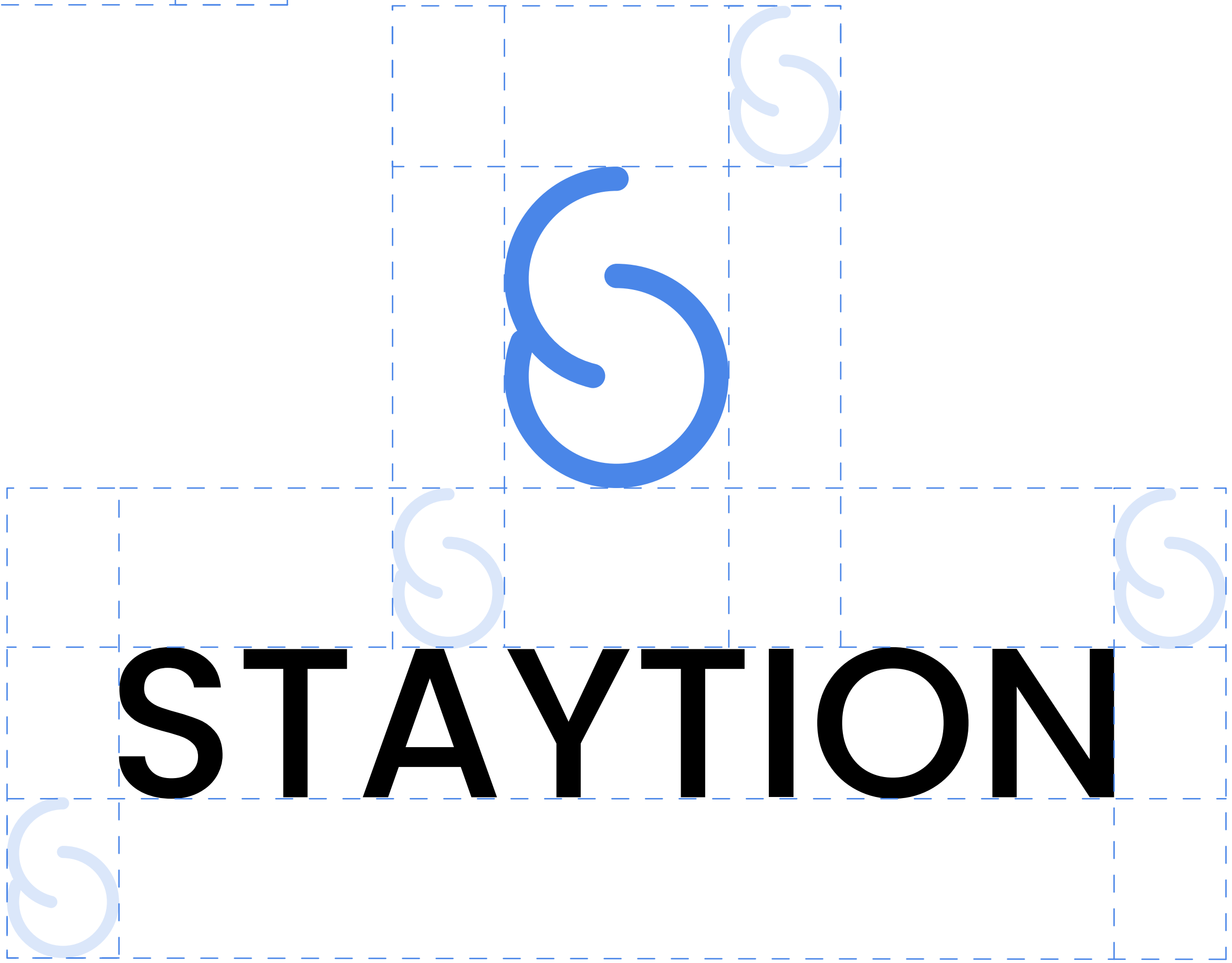
Final logo lock up with color.

Lock-up clear space

01



02

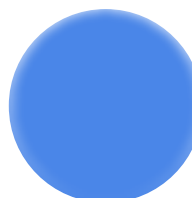


Text clear spacing is equal to half icon scale.

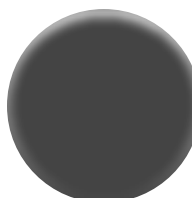
$$xy = \text{icon scale} \div 2$$

Brand colors

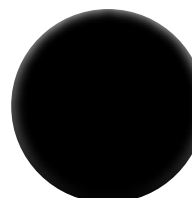
Better Blue



Some Grey



Just Black



Invisible White



Staytion colors simplistic, secure, and invisible.



Color variants



Staytion logo colors combinations.

Don'ts

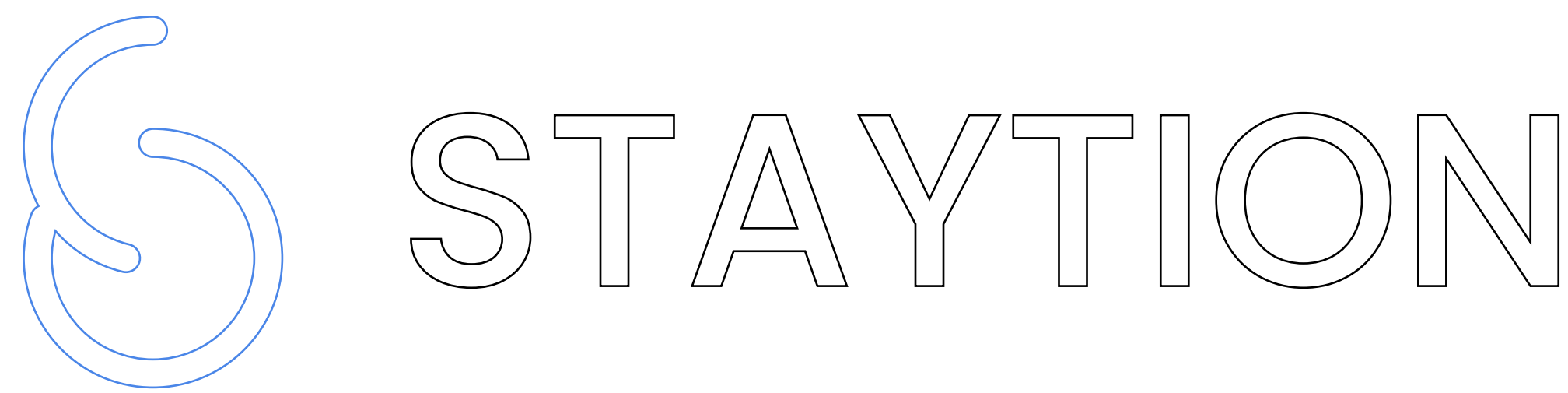
✗ Don't skew logo



✗ Don't use improper colors



✗ Don't outline the glyph or type.



✗ Don't ignore clear spacing



✗ Don't use gradients.



✗ Don't use an image.



✗ Don't rotate.



✗ Don't flip.



Minimum sizing

Glyph minimum
no smaller than 0.7 inch



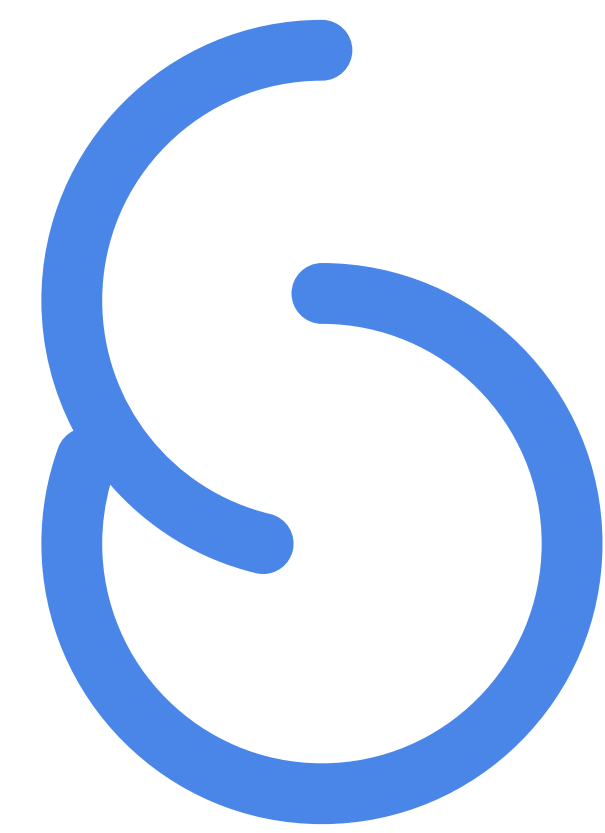
Glyph minimum in conjunction with word-mark
landscape lock-up
no smaller than 4.15 inch



Glyph minimum in conjunction with word-mark
portrait lock-up.
no smaller than 3.1 inch



Thanks for taking a peek!



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Staytion.net