

STREAM

FOR NO KID HUNGRY

Section 01

LOGO

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Logo With Tagline

STREAM

Logo Without Tagline

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Primary Logo

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Additional "Glitched" Logo Options

STREAM
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Orange

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Dark Grey

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Light Grey

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Black

Below is a diagram showing how to determine the minimum clear space for objects in close proximity to the Stream logo.

An area of clear space should be maintained around the icon that is equal to or greater than the distance "X" as indicated in the diagram.



The logo is designed as a solid form, to be shown free-standing against a background. The logo must not be altered or distorted in any way. The effectiveness of the logo depends on consistently correct usage as outlined in this manual.

The examples shown below illustrate some incorrect uses of the logo.



The forms in the logo must never be broken by a super-imposed pattern.



Social media avatars excluded, the logo must never be placed within a solid shape.



The logo must never be placed within another outline shape, such as a box.



The logo must never be shown as outlined forms.



The logo should never be distorted in any way.



The logo must never be shown light against a light background.



The logo must never be shown dark against a dark background.

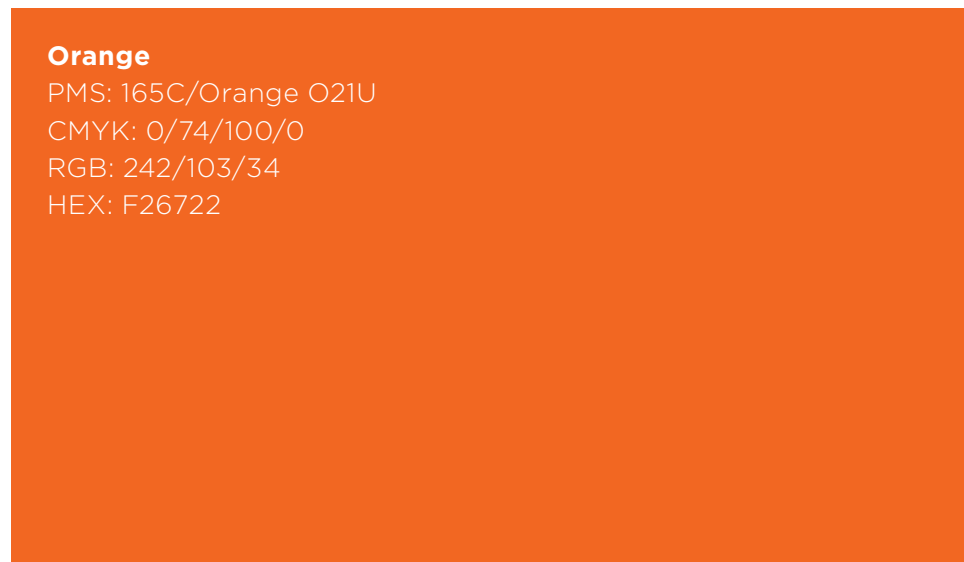


The logo must never be shown off axis.

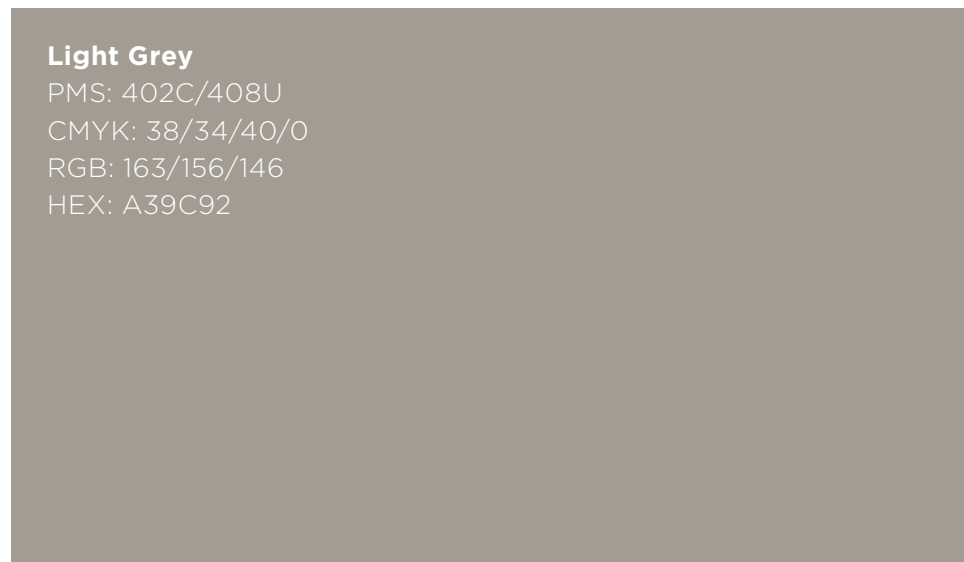
Section 02

USE OF COLOR

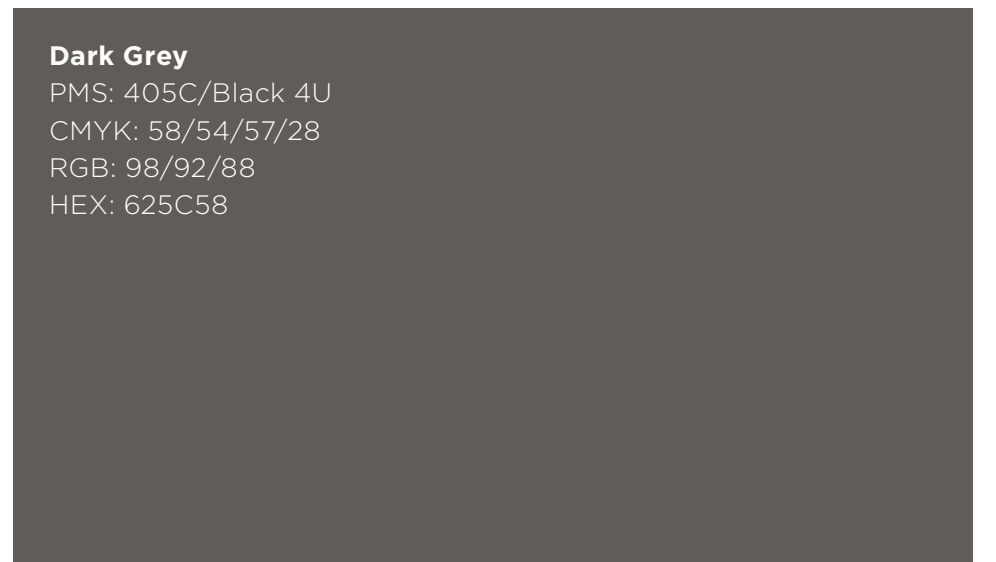
The primary colors shown below are the approved brand colors.



Orange
PMS: 165C/Orange O21U
CMYK: 0/74/100/0
RGB: 242/103/34
HEX: F26722



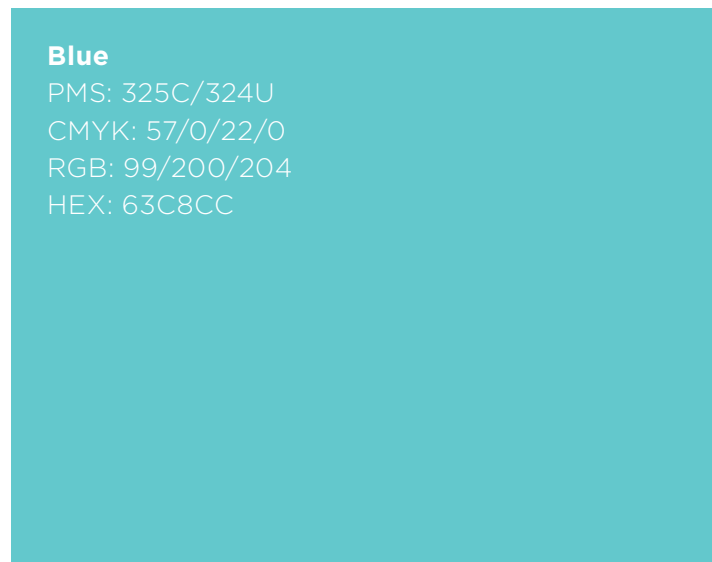
Light Grey
PMS: 402C/408U
CMYK: 38/34/40/0
RGB: 163/156/146
HEX: A39C92



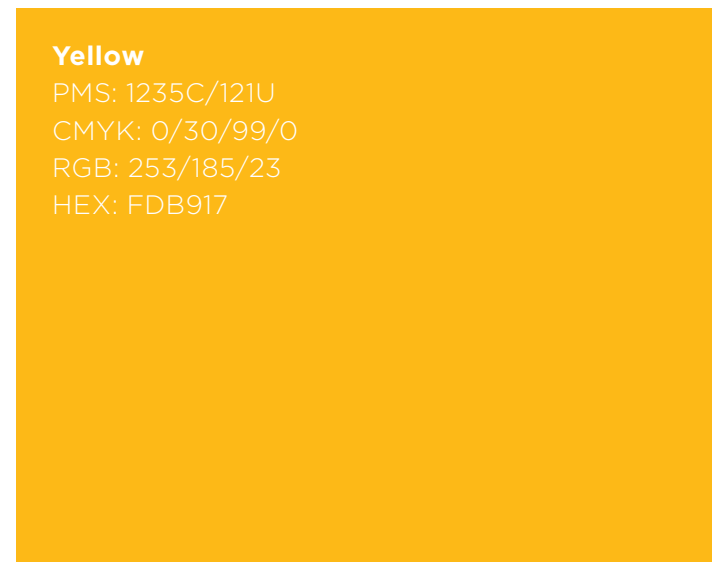
Dark Grey
PMS: 405C/Black 4U
CMYK: 58/54/57/28
RGB: 98/92/88
HEX: 625C58

The secondary colors shown below represent a selection of colors that have been used by the brand.

Blue
PMS: 325C/324U
CMYK: 57/0/22/0
RGB: 99/200/204
HEX: 63C8CC



Yellow
PMS: 1235C/121U
CMYK: 0/30/99/0
RGB: 253/185/23
HEX: FDB917



Pink
PMS: 7423C/1905U
CMYK: 1/74/20/0
RGB: 238/104/142
HEX: EE688E



Green
PMS: 360C/367U
CMYK: 61/0/100/0
RGB: 110/189/68
HEX: 64BD44



The examples shown below illustrate the acceptable uses of the Stream logo and icon in various black and white situations.

The logo and icon should always be shown in white or black depending on whichever color offers the best contrast against the background.

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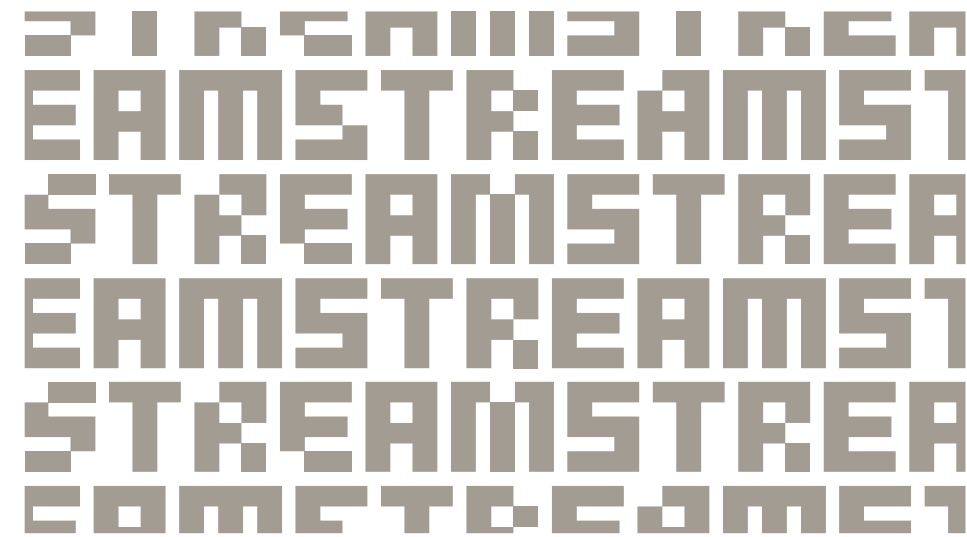
Section 03

PATTERNS

The pattern shown below is a multi-color version of the primary brand-pattern using three of the brand colors.



The patterns shown below are examples of the brand pattern using single colors from the primary and secondary color palettes.



Section 04

TYPOGRAPHY

Gotham is the primary typeface for the brand. This typeface should be used in all materials.

Gotham Black can be used for headers and subhead. Gotham Medium and Gotham Book can be used for Subhead. Gotham Book and Gotham Light can be used for body copy.

Gotham Black

**ITAS ET ES ID
ESSINTIUM**

ITAS ET ES ID ESSINTIUM

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Gotham Book

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Gotham Medium

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Gotham Light

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Arial is the system typeface for the brand. This typeface should be used in all materials when Gotham is not available.

Arial Black can be used for headers and subhead. Arial Regular can be used for subhead and body copy.

Arial Black

**ITAS ET ES ID
ESSINTIUM
ITAS ET ES ID ESSINTIUM
Itas Id Essintium Receprempel Molores**

Arial Regular

Itas et es id essintium receprempel molores ten disquia natque sandaes quas milibus ius lores. Git ma sum, qui cus andelene sum et aliate.

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