

STITCH FIX

Visual Identity Guidelines

October 17, 2016



Colors

NEUTRAL PALETTE

Usage Notes: Our neutral palette comprises a family of greys. The greys are not based on the same root hue (i.e. they are not shades and tints of a “middle” grey).

Please use the specific hex code when using these colors.



White
#FFFFFF
Audience: all



Grey
#96908C
Audience: all



Gray Light
#F2F1EF
Audience: all



Grey Dark
#2F3237
Audience: all
Role: Text Only

GENDER NEUTRAL PALETTE

Usage Notes: The gender neutral palette contains CTA and accent colors that are ostensibly gender agnostic. They should be used on any project designated as “Gender Neutral”.



Watermelon
#F05D61
Audience:
Gender Neutral
Role: CTA



Mint Dark
#00A19A
Audience:
Gender Neutral
Role: Accent

UI PALETTE

Usage Notes: This color palette is used exclusively for UX and Product Design. It is not to be used in “brand” related creative projects.



Blue
#0085C4
Audience: All
Role: Link Text



Turquoise
#1695A3
Audience: All
Role:
Selected UI
Control



Dark Turquoise
#0C828F
Audience: AI
Role: Selected UI Text

Colors

WOMEN'S "OVERRIDE" PALETTE

Usage Notes: The women's color palette makes one simple modification to the Gender Neutral color palette. We use the traditional Stitch Fix Mint for all Women's specific projects.



Mint
#00BDB4
Audience:
Womens
Role: Accent

Women's uses Watermelon from the Gender Neutral palette as a CTA color.

MEN'S PALETTE

Usage Notes: The Men's color palette stands alone as a sub-brand. The Men's palette can be complemented with the Neutral Palette.



Butternut
#D77F59
Audience: Mens
Role: CTA



Hunter Green
#1C453B
Audience: Mens
Role: Accent



Copper
#97694B
Audience: Mens
Role: Accent 2



Charcoal
#25282D
Audience: Mens
Role: Accent 3

Logotype

The Stitch Fix logo is refined, with an elevated, fashion-forward feel. The all-caps serif typeface of the logotype creates a sophisticated and credible impression.

CLEARSPACE



COLOR TREATMENTS



The logotype should always be set in: Gray Dark

MINIMUM SIZE REQUIREMENTS

STITCH FIX screen, 12 pixels

STITCH FIX print, .075 inches

Logo Lockup: Tagline

The following logo lock-ups show the proportional relationship between the logotype and tagline.

Tagline should NOT be used if the logotype is less than 13 pixels high.

CLEARSPACE



TAGLINE ALIGNMENT

STITCH FIX
Your partner in personal style

MINIMUM SIZE REQUIREMENTS

STITCH FIX screen, 13 pixels or higher
Your partner in personal style

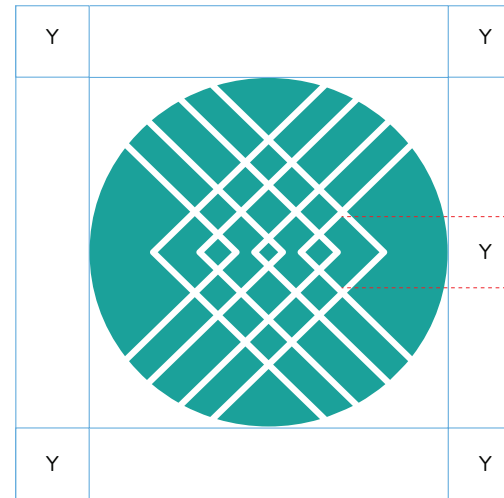
Primary Logomark

The mark is a simple, stylized unique icon that ties to the modern stitch pattern. It loosely references the “F” and “X” in “Fix” and offers a modern interpretation of a stitch.

The primary logomark is filled in, thereby granting it much more visual weight in a layout. Therefore, this mark is used primarily as a stand-alone hero element.

Typical uses of this mark include packaging, social media avatars and profile pics and advertisements.

CLEARSPACE



COLOR TREATMENTS



Hi-Contrast:
Gray Dark



Gender Neutral:
Dark Mint



Womens: Mint



Mens: Mint

MINIMUM SIZE REQUIREMENTS



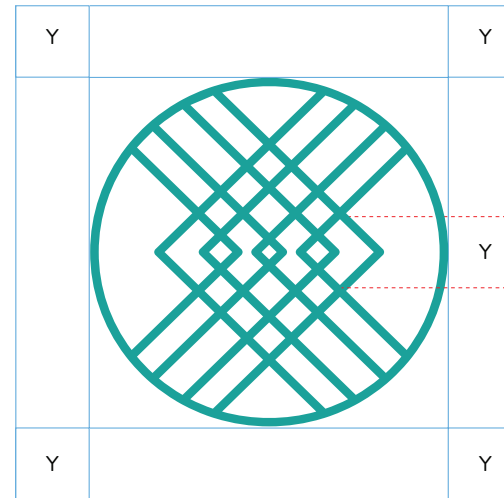
screen, 33 pixels
print, 0.4583 in

Secondary Logomark

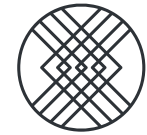
The secondary version of our mark is open and airy, allowing it to brand a layout without becoming a distracting center of focus.

Further, this mark serves as a template for various badges and icons used throughout our digital collateral.

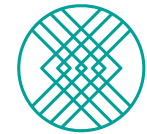
CLEARSPACE



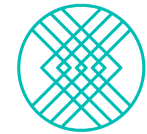
COLOR TREATMENTS



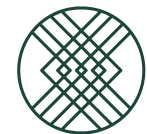
Hi-Contrast:
Gray Dark



Gender Neutral:
Dark Mint



Womens: Mint



Mens: Mint

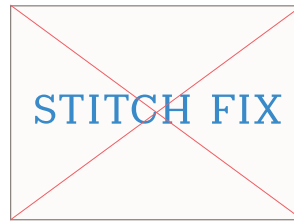
MINIMUM SIZE REQUIREMENTS



screen, 33 pixels
print, 0.4583 in

Logo Misuse

Examples of what not to do.



Do not use unsanctioned colors.



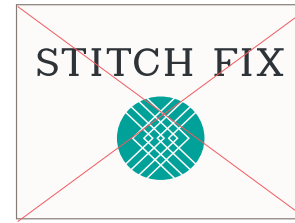
Do not stretch, warp, or distort the logotype.



Do not rotate the logotype.



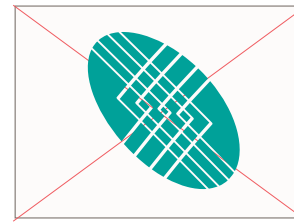
Do not stack the logotype.



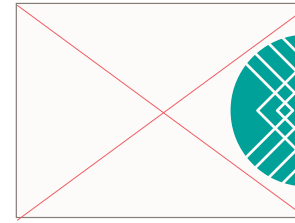
Do not use unsanctioned lockups.



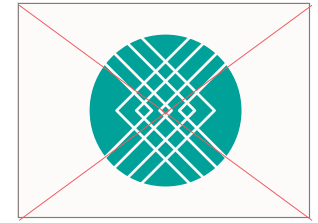
Do not recreate the logotype by typing it.



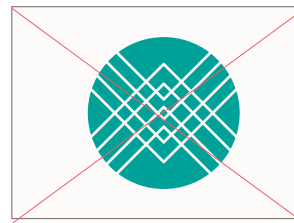
Do not stretch, warp, or distort the logomark.



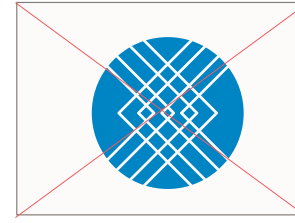
Cropping is ok, but do not crop logo more than 1/4 of our logomark.



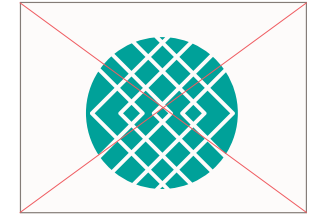
Do not remove TM symbol.



Do not rotate the logomark.



Do not use unsanctioned colors.



Do not resize the logomark pattern.

Typeface: Headlines

Grad should be used for:

- all non-body copy larger than 12pt / 12px

FOUNDRY

Marc Simonson Studios

<http://www.marksimonson.com/fonts/view/grad>

GRAD—REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAD—ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GRAD—BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typeface: Body Copy

Brandon Text should be used for:

- all body copy
- any copy smaller than 12 pt / 12 px

FOUNDRY

HVD Fonts

<http://www.hvdfonts.com/#189-brandon-text>

BRANDON TEXT—LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDON TEXT—REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDON TEXT—REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDON TEXT—MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Webfont Fallbacks

Stitch Fix's primary typeface is Brandon. For digital assets, Brandon is deployed as a webfont.

This webfont fallback stack ensures Stitch Fix typography remains as branded and consistent as possible given the capacity for various email clients to successfully render webfonts.

BRANDON TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MOLENGO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TREBUCHET MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



STITCH FIX