

# basic guidelines

final  
december, 2019

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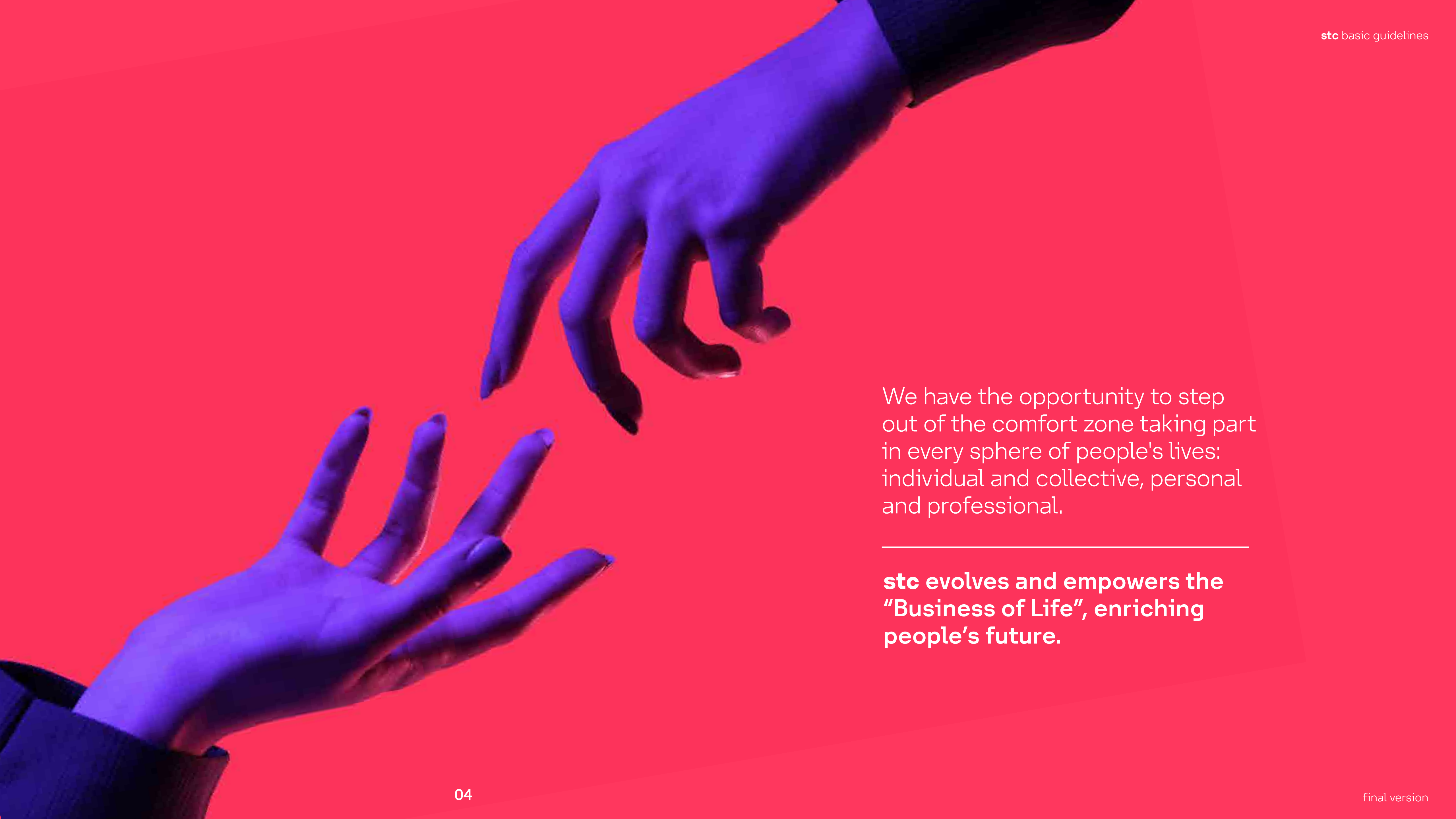
02.4 the slider

# welcome to our new expression

It all starts here.

Use this guide as an inspiration  
tool of how the stc brand  
comes to life.





We have the opportunity to step out of the comfort zone taking part in every sphere of people's lives: individual and collective, personal and professional.

---

**stc evolves and empowers the “Business of Life”, enriching people’s future.**



We're builders of a  
future that is exciting  
and more human

One where technology  
is here to help you

One that amplifies  
people's possibilities

today  tomorrow

everything's  
going forward!

# our values

What defines us as a brand and how we convey it is summed up in our brand values and personality

### values



Drive



Devotion



Dynamism

### personality

Proactive, Inquisitive and Inventive

Caring, Committed and Trustworthy

Agile, Collaborative and Fresh

### expression principles

#### action-oriented

Focused on what’s important, displaying the reason why, how or where things happen. They convey the idea of movement, with agility and progression.

#### easy to understand

Our style is human, not because it focuses on people, but because it is warm, simple and clean. Eliminates superfluous details in order to achieve quality and clarity.

#### enthusiastic and inspiring

We’re driven to inform and spark imagination. Our point of view is not literal. It brings a new vision. It must inspire others to see the world in a more ingenious way. We arouse enthusiasm around the promise of better things to come.

# key assets

- logotype
- color palette
- typography
- the slider



# logotype

- main version
- negative version
- other versions
- clear space and minimum size
- misuses

## logotype

The image shows the main version of the 'stc' logotype. The letters are a bold, sans-serif font in a deep purple color. The 's' is a simple, rounded shape. The 't' is composed of a vertical stem and a horizontal crossbar, with a small square block positioned above the crossbar. The 'c' is a simple, rounded shape. The entire logotype is centered on a white background.

main  
version

This is the main version of our logo,  
using purple on white background.

Whenever possible, we will  
prioritize the use of this version.

## logotype

The image shows the logotype 'stc' in a bold, black, sans-serif typeface. The letter 's' is a simple, thick stroke. The letter 't' is composed of a vertical stem and a horizontal crossbar, with a small square block positioned above the crossbar. The letter 'c' is a thick, rounded stroke. The entire logotype is rendered in a solid black color.

black&white  
version

When we can't use the color  
version, we should use the  
monochromatic version of our logo.

## logotype

stc

negative  
version

Our logotype is also available in a  
negative version.

This may be used depending on  
the background color in order to  
preserve legibility.

This matrix will help us manage and choose the right version of our logo accordingly to the background color.

The black&white version should only be used when the main version cannot be applied for technical or production reasons.

implementation matrix

	main	black&white	negative
white			
purple			
coral			
onyx/black			
silver			
dark photo			

	main	black&white	negative
sun light			
sunset light			
coral light			
sea light			
moon light			
clear photo			

# logotype

We should always respect our brand's safe area and visibility, defined by the size of the slider in our "t".

Our clear space should never be reduced or invaded by adjacent elements (text, pictures, other brands, etc.).

## clear space



Our logo should always be used in a large enough size to allow perfect legibility. It should therefore never be reduced to a height smaller than 8mm/30px.

You should always use the Final Arts that have been provided to you and these should not be modified.

## minimum size



To ensure correct expression of the stc logotype, there are some typical mistakes to avoid.

## misuses



1 Do not change the logo color

2 Do not deform our logo

3 Do not place it into shapes

4 Do not eliminate the slider

5 Do not change the slide color (only when the logo is in motion it will be allowed)

6 Do not add effects

7 Do not create a line version

8 Do not create another versions

9 Do not fill with patterns

10 Do not change the color letters

11 Do not rotate the elements

12 Do not rotate our logo in communications

# color palette

- primary colors
- secondary colors
- color ratio

# 01.2

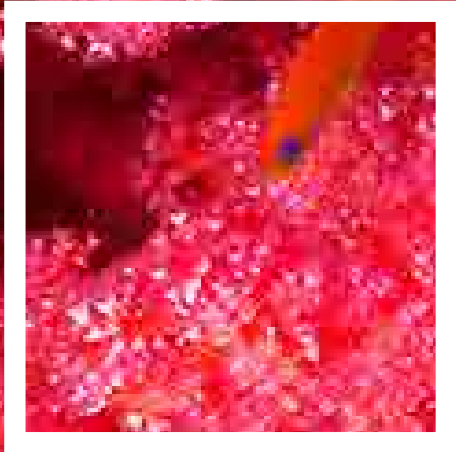
# color palette

## primary colors





purple



coral



air



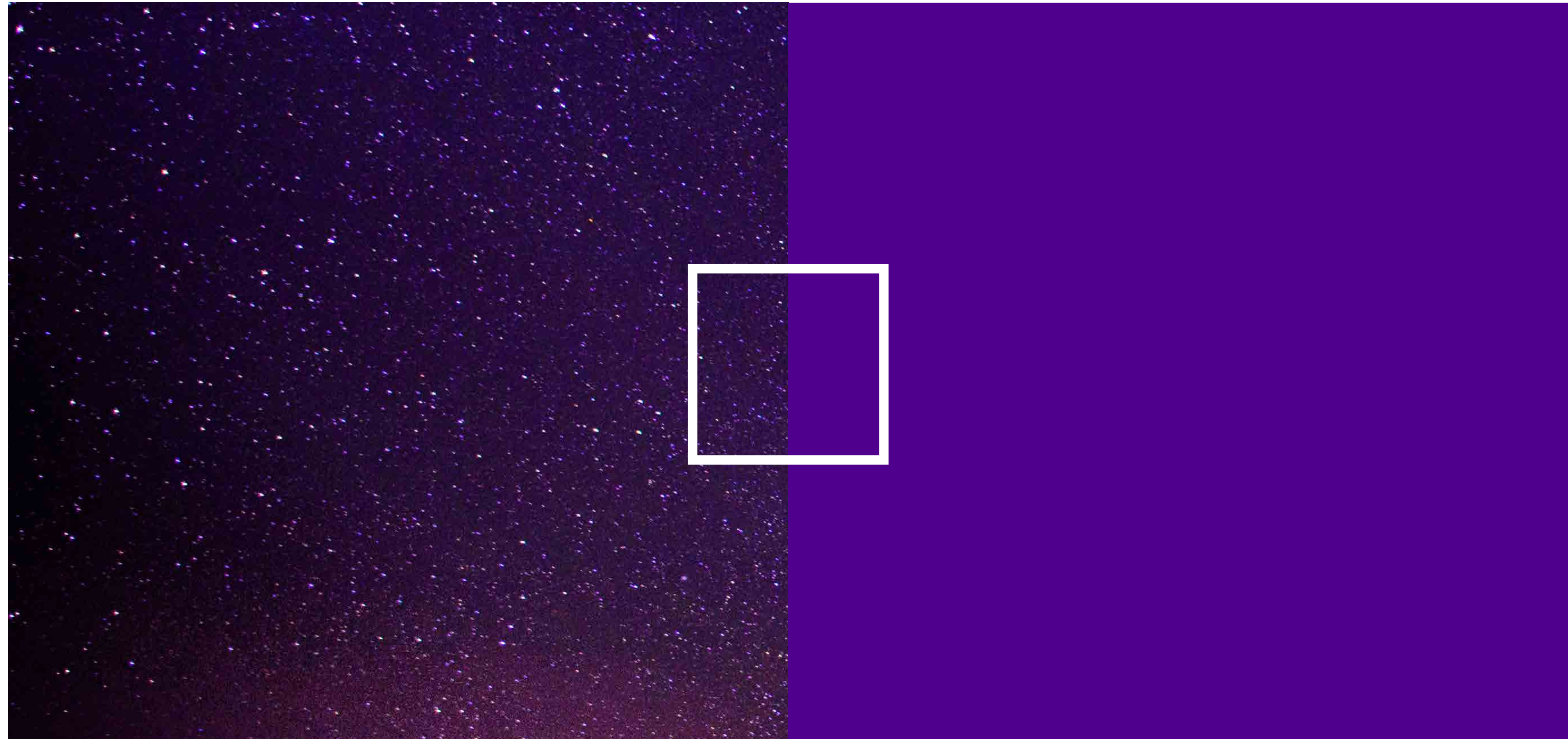
# primary colors

Inventive and imaginative, this is our color, this is us.

It lights the way to what is yet to come. Communicates visionary thinking that points us toward the future.

The vast and limitless night sky is symbolic of what is possible and continues to inspire the desire to pursue a world beyond our own.

purple



# primary colors

Vibrant and hopeful, this color grows and flourishes in oceans and seas – but can only do so by giving up its individuality and attaching to another piece of the whole, conveying the idea of team and community.

Represents the ability to fill ourselves with light and life, expanding without ego, to trust our community, embrace togetherness to build something beautiful and bigger than ourselves.

coral





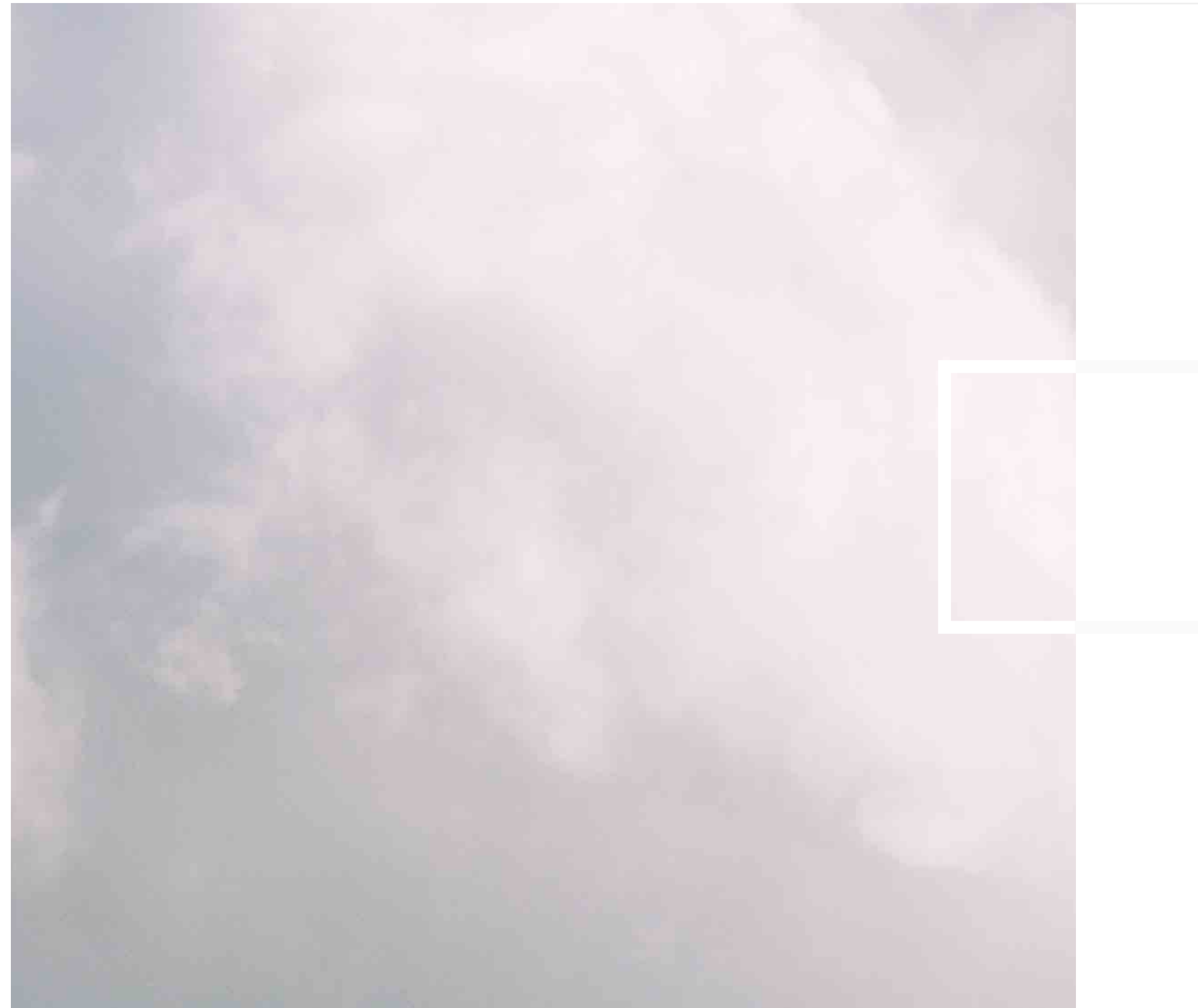
# primary colors

As we need air to breathe, we need white to design: to let other colors shine, to let forms contrast and the message be clearer and simpler.

White, for **stc**, is a color, not just free space.

Also, it's not plain white. It's a really light gray that will allow the brand to have a better performance in digital and provide protection in printed outdoor communications.

air



<div>air</div> <div><div><div>pms</div><div>Total white</div></div><div><div>rgb</div><div>225 225 225</div></div><div><div>hex</div><div>#ffffff</div></div><div><div>cmyk</div><div>0 0 0 0</div></div><div><div>ral</div><div>-</div></div></div>	<div>purple</div> <div><div><div>pms</div><div>Pantone 2607C</div></div><div><div>rgb</div><div>79 0 140</div></div><div><div>hex</div><div>#4f008c</div></div><div><div>cmyk</div><div>86 100 4 4</div></div><div><div>ral</div><div>-</div></div></div>	<div>coral</div> <div><div><div>pms</div><div>Pantone 1787C</div></div><div><div>rgb</div><div>255 55 94</div></div><div><div>hex</div><div>#ff375e</div></div><div><div>cmyk</div><div>0 82 53 0</div></div><div><div>ral</div><div>-</div></div></div>
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primary colors

These are the values that will allow us to apply our primary palette at all contact points in the best possible way.

01.2

# color palette

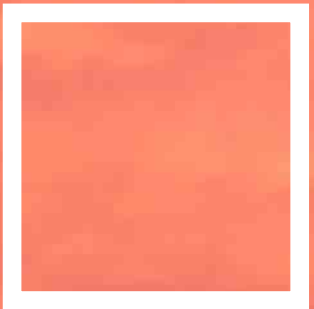
## secondary colors





sun  
light

Stands for freshness, clarity, happiness, positivity, energy, optimism, enlightenment and joy.



sunset  
light

Stands for change, warmth, enthusiasm, encouragement, determination, enjoyment and fun.



oasis  
light

This is the color of life, renewal, nature, and energy, and is associated with meanings of growth, freshness and environment.



sea  
light

Generates calm and an inspiring context.  
  
This lighter version of blue stands for fresh wisdom, confidence, intelligence and transparency.



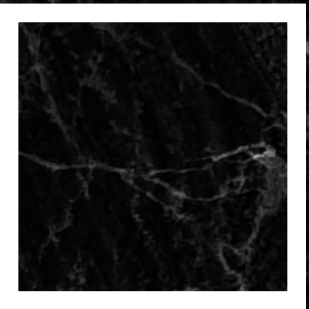
moon  
light

Combines the calm stability of blue and the fierce energy of red.  
  
Stands for devotion, peace, independence and magic.



silver

Stands for clarity, quality, enlightenment, professionalism and smart attitude.



onyx

Onyx is a stone, a variety of Agate.  
  
Stands for protection and good fortune, providing contrast, quality and elegance.



# secondary colors

sun light	sunset light	oasis light	sea light	moon light	silver	onyx
<p>pms Pantone 114C</p> <p>rgb 255 221 64</p> <p>hex #ffdd40</p> <p>cmyk 0 4 87 0</p> <p>ral -</p>	<p>pms Pantone 1645C</p> <p>rgb 255 106 57</p> <p>hex #ff6a39</p> <p>cmyk 0 63 75 0</p> <p>ral -</p>	<p>pms pantone 2414C</p> <p>rgb 0 196 140</p> <p>hex #00c48c</p> <p>cmyk 70 0 65 0</p> <p>ral -</p>	<p>pms pantone 311C</p> <p>rgb 27 206 216</p> <p>hex #1bced8</p> <p>cmyk 68 0 13 0</p> <p>ral -</p>	<p>pms pantone 2587C</p> <p>rgb 165 78 225</p> <p>hex #a54ee1</p> <p>cmyk 58 76 0 0</p> <p>ral -</p>	<p>pms pantone 430C</p> <p>rgb 142 154 160</p> <p>hex #8e9aa0</p> <p>cmyk 33 18 13 40</p> <p>ral -</p>	<p>pms pantone 433C</p> <p>rgb 29 37 45</p> <p>hex #1d252d</p> <p>cmyk 65 43 26 78</p> <p>ral -</p>

## secondary colors

These are the values that will allow us to apply our secondary palette at all contact points in the best possible way.

# 03.2

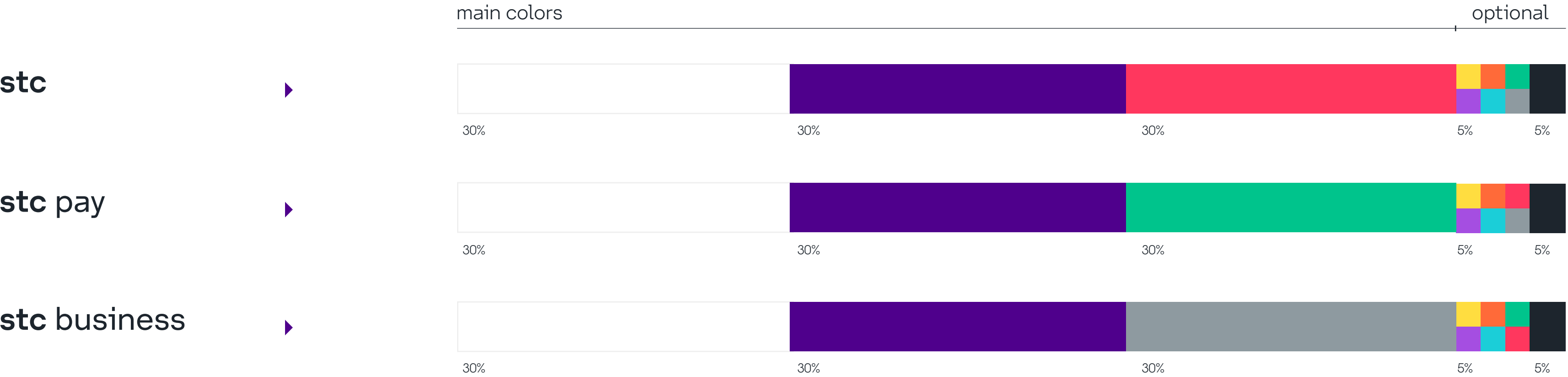
# color palette

## color ratio

stc basic guidelines



# color ratio



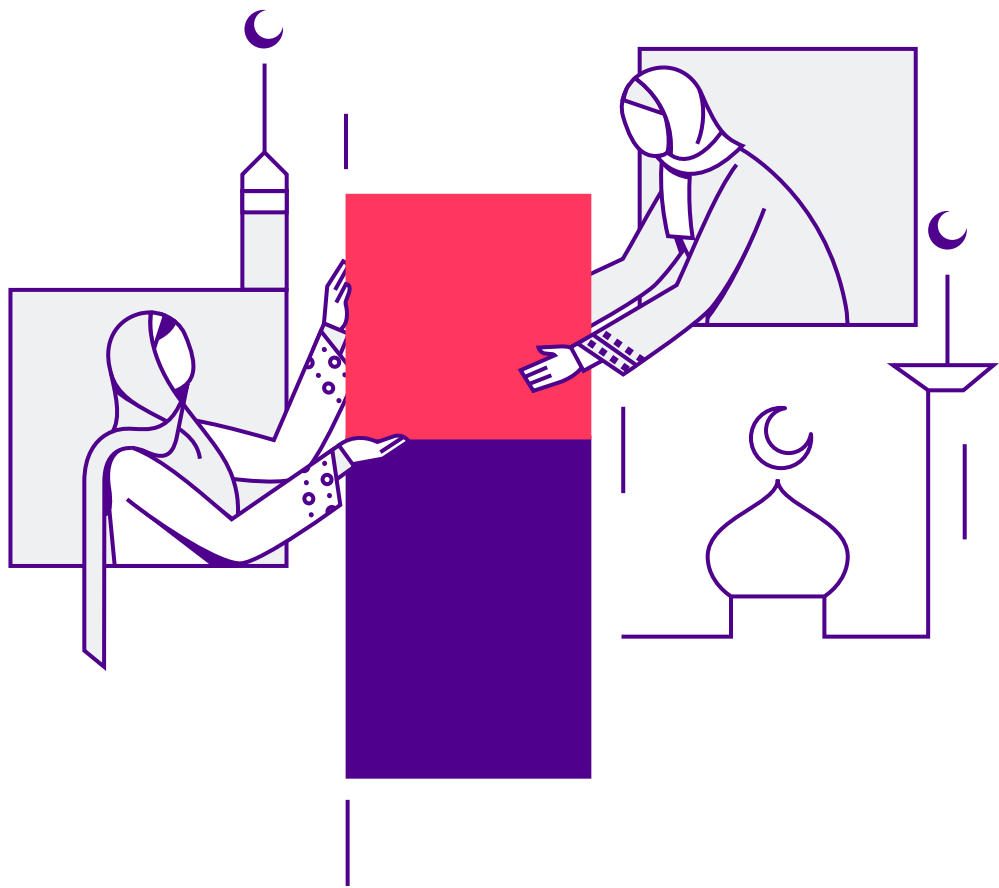
color ratio  
white background

When we implement our chromatic palette, we have to distinguish different uses. This is an indicative rule only.

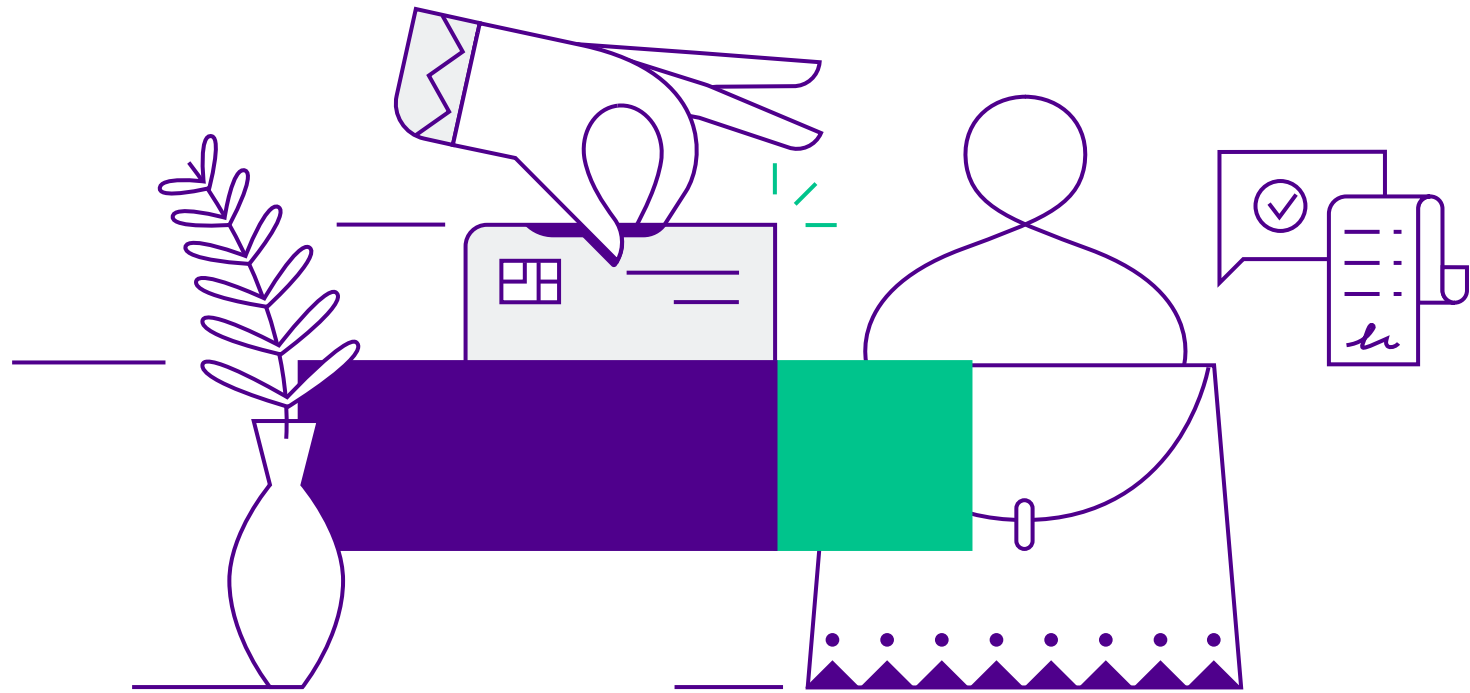
The color ratio will be slightly different if we are creating an artwork for stc group, stc pay or other subsidiaries.

The proportion of the main colours should be approximately balanced.

The use of secondary colors is optional and can never replace the main palette. They will be used only in cases where strictly necessary.



stc masterbrand

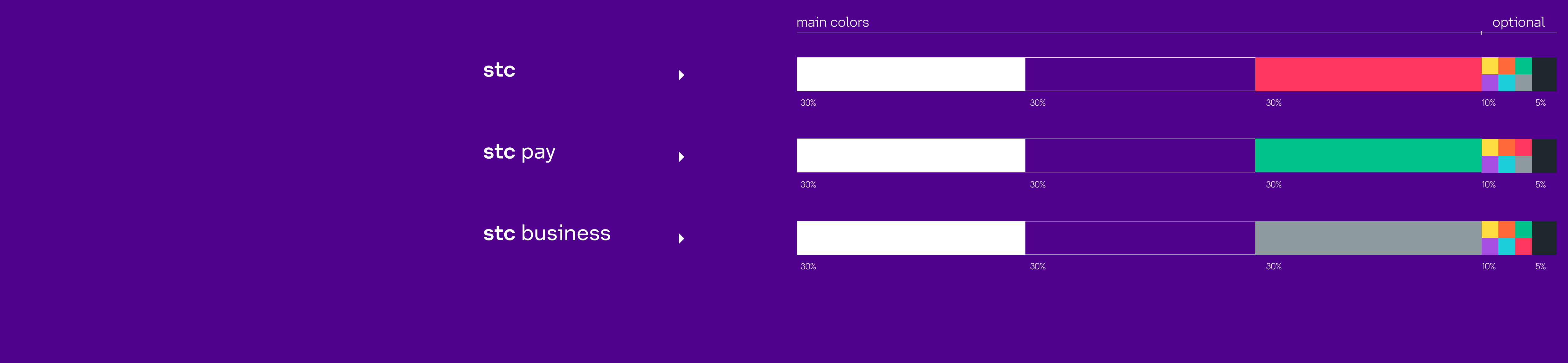


stc pay



stc business

# color ratio



## color ratio purple background

When we implement our chromatic palette, we have to distinguish different uses. This is an indicative rule only.

The color ratio will be slightly different if we are creating an artwork for stc group, stc pay or other subsidiaries.

The proportion of the main colours should be approximately balanced.

The use of secondary colors is optional and can never replace the main palette. They will be used only in cases where strictly necessary.

# typography

## latin version

- type attitude
- weight flexibility
- foward features

## arabic version

- type attitude
- weight flexibility
- foward features

# 03.3

# typography

## latin version

R

*f*

t

7

*yes*

\*

E





One that is iconic and full of personality. When you see it, you know it is stc talking.



# weight flexibility

abcdefghijklmnopqrstuvwxyz  
0123456789;?!

lowercase

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
0123456789;?!

uppercase

f f f f f f u t u r e

forward  
thin

forward  
light

forward  
regular

forward  
medium

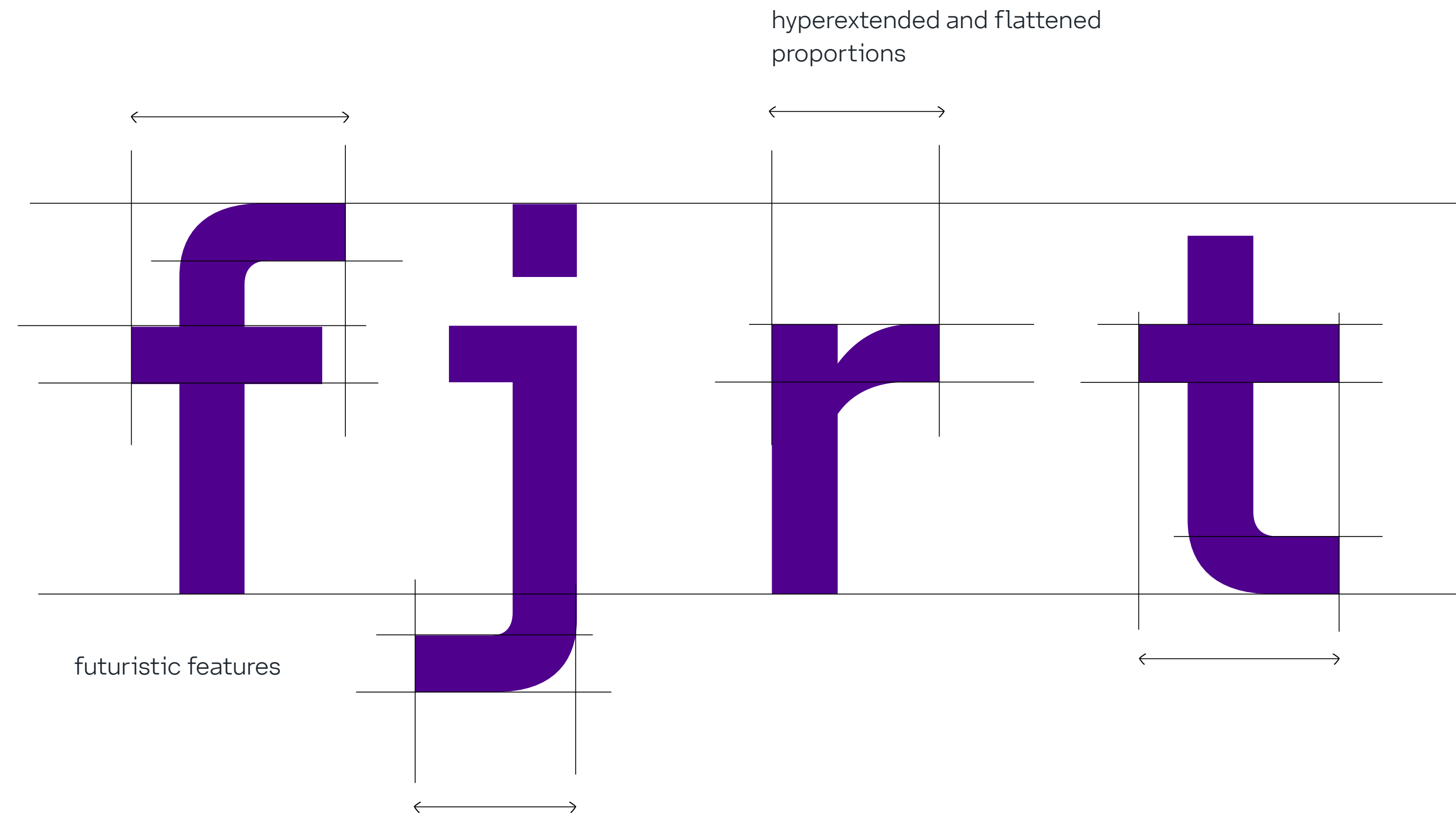
forward  
bold

forward  
extrabold

At stc we are diverse and therefore we can express ourselves in different ways depending on the context. For this reason, our typography has multiple weights.

The "Focus on the future" is reflected in all our assets, our typography included.

The horizontal features of our characters are wider than in most typographies to convey this idea.



# 03.3

# typography

## arabic version

اقفز للتالي

ض

ط

شكرا

غ

ح

03.3

type attitude

الخط العربي

س ز ر ذ د خ ج ح ت ب ا  
ق ف غ ع ظ ط ض ص ش  
ي و ه ن م ل ك

\*  
Latest version to be  
updated"

Arabic Abjad



forward  
thin

forward  
light

forward  
regular

forward  
medium

forward  
bold

forward  
extrabold

# the slider

- purpose
- superpowers
- how to use
- misuses

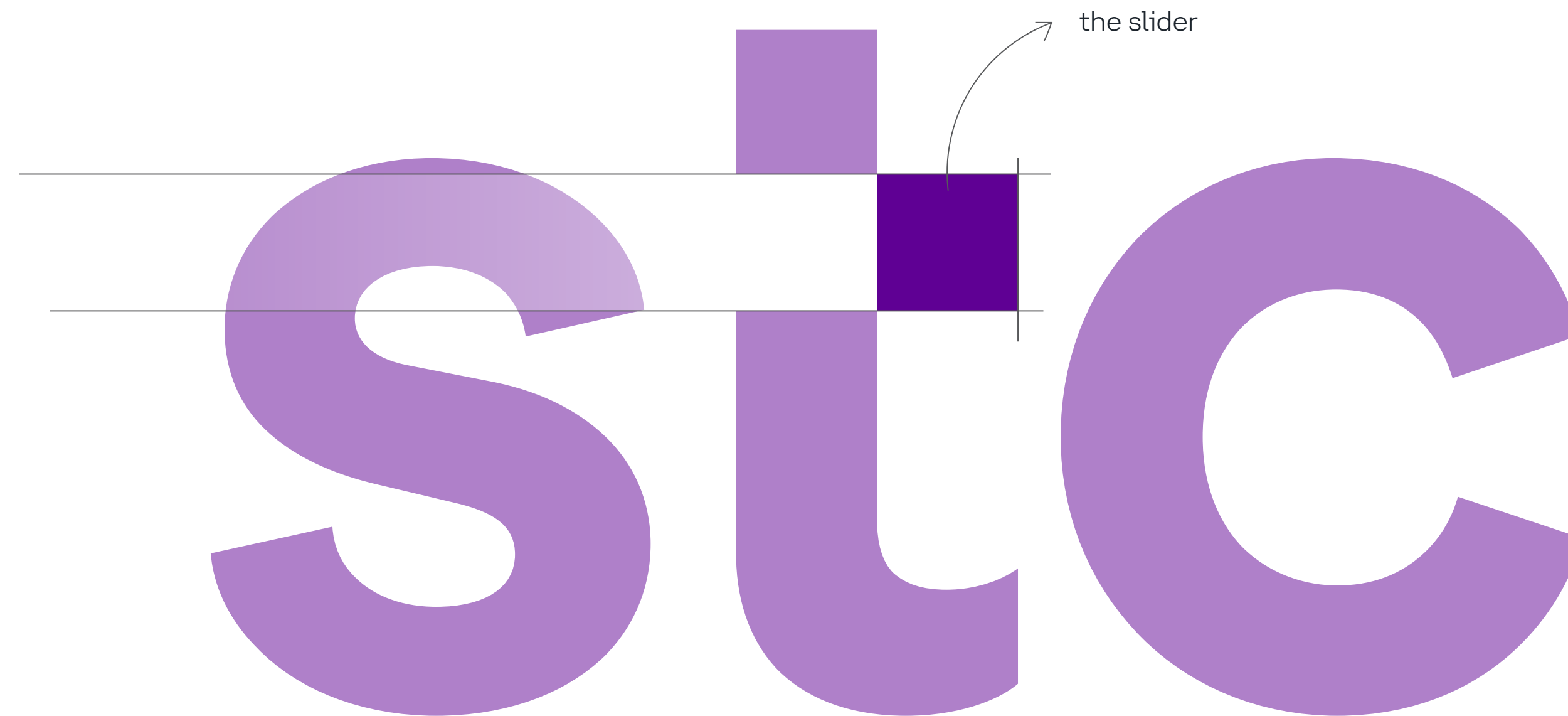


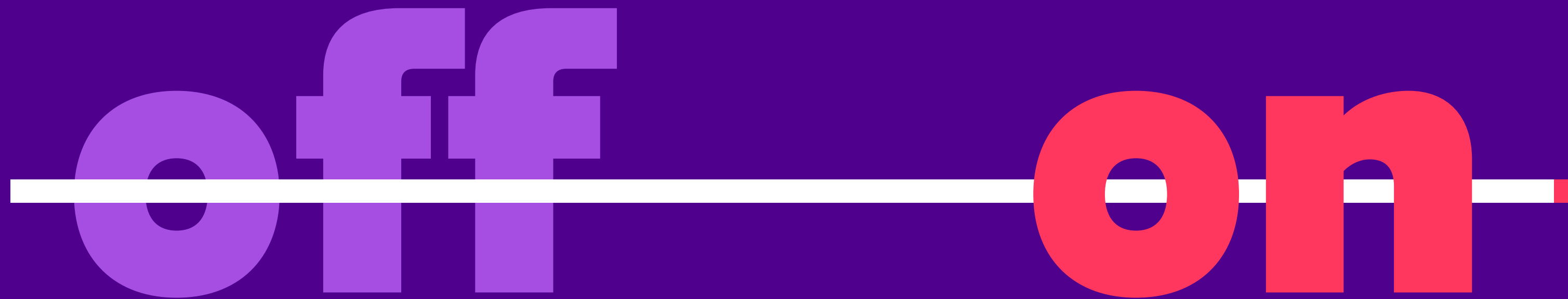
## the slider

Our logo is the perfect synthesis of our brand.

The slider, encapsulated within our logo, is our way of expressing the "everything is going forward" idea.

logotype soul





The Slider is dynamic, inviting the user to take action and make things happen.

It's digital but personal, putting you in the spotlight as an activator.

The Slider is interactive, it doesn't work without you.

It's inventive as a tool of transformation, delivering what's next.

The future  
at your fingertips.

# superpowers

We condensed all the slider actions into three superpowers.

The slider superpowers can be used both in static and in motion and will always reflect the purpose of our brand.

## superpowers

### link

---



### reveal

---



### transform

---



taking a good idea

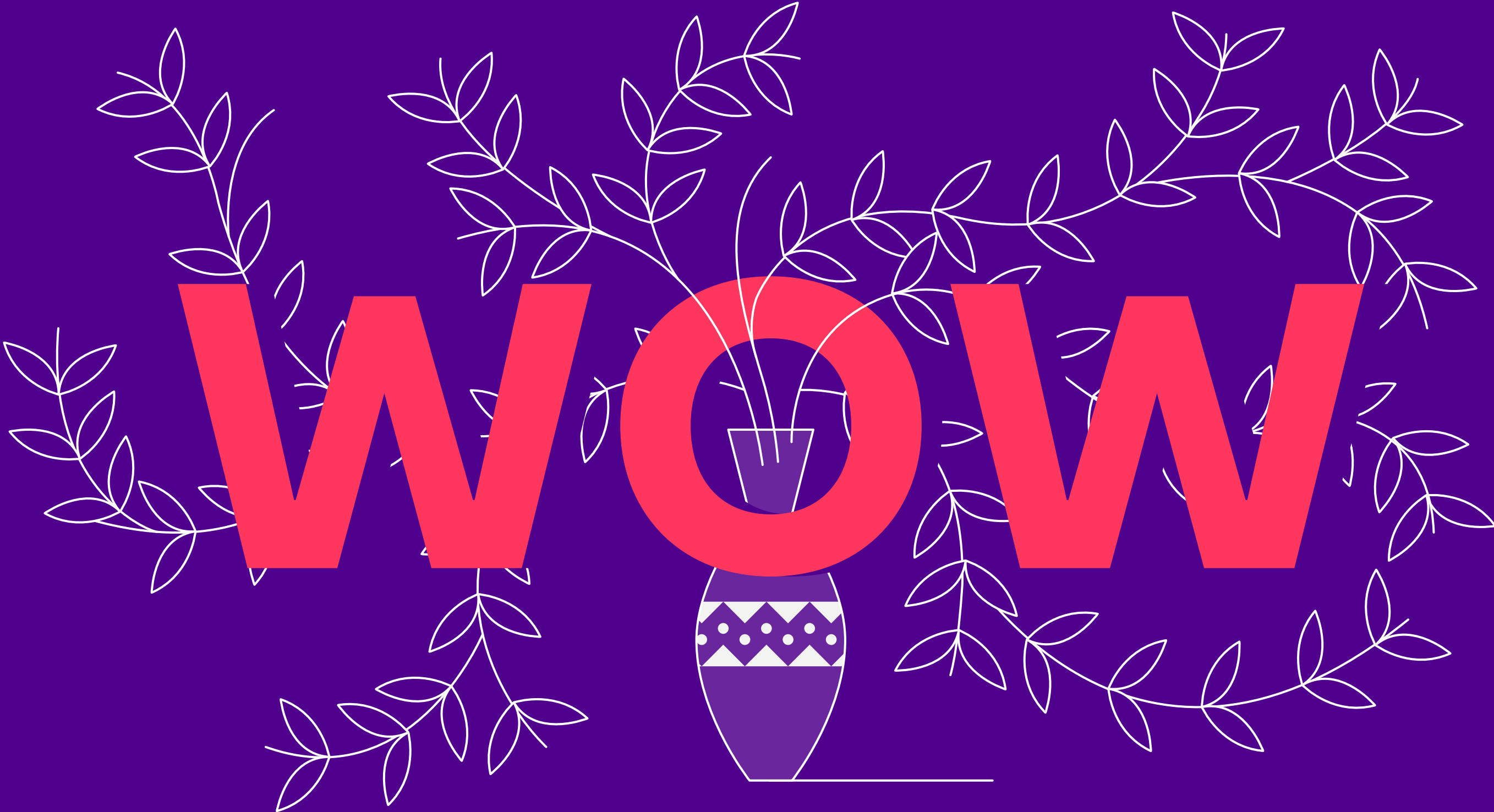


to another level

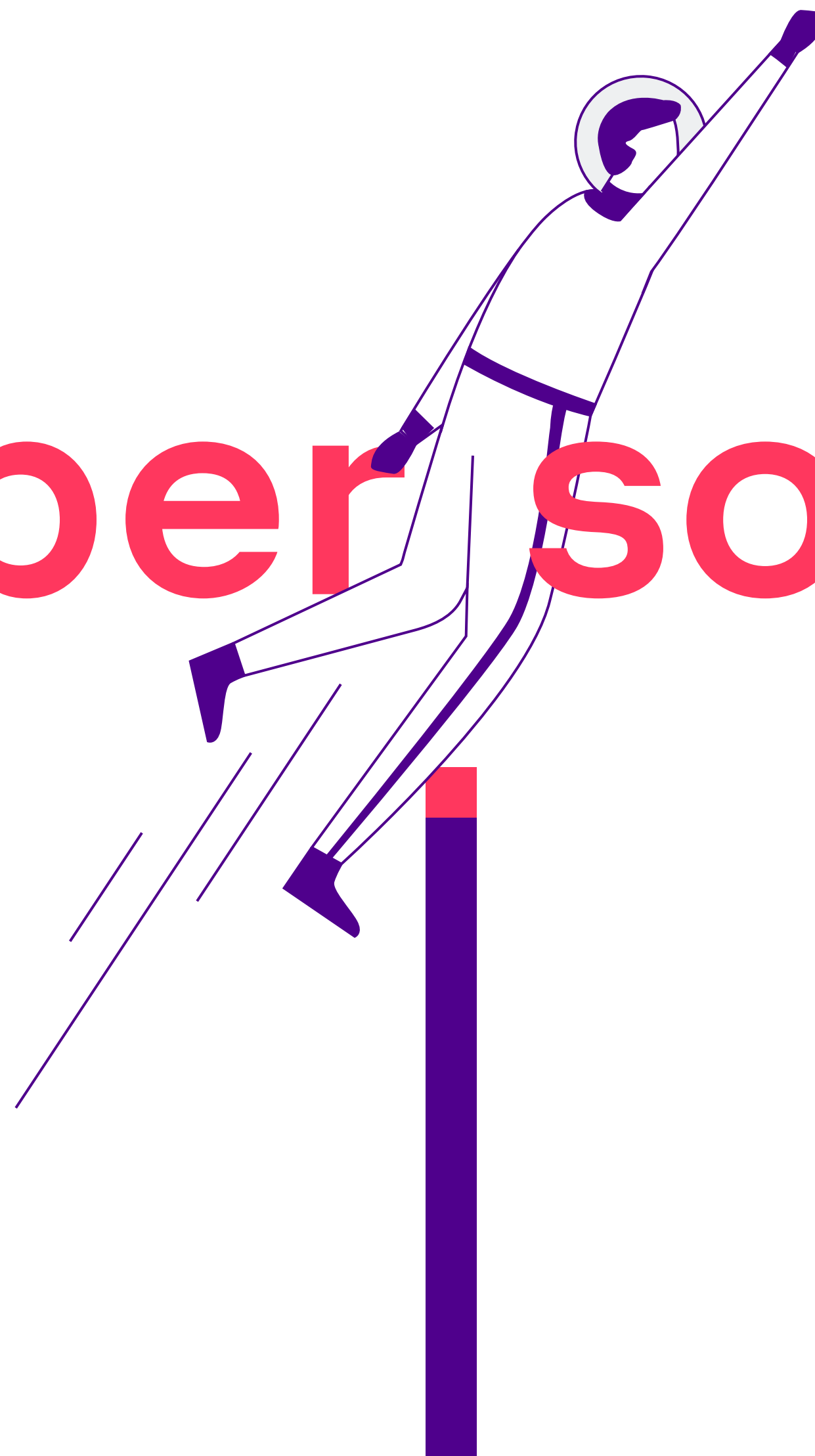
This superpower helps us to better reflect the trajectory from one point to another.

It is a metaphor that takes us from the present to the future, or from a good idea to a mind-blowing idea.

to infinity and beyond



# super sonic



fast



from here

to anywhere



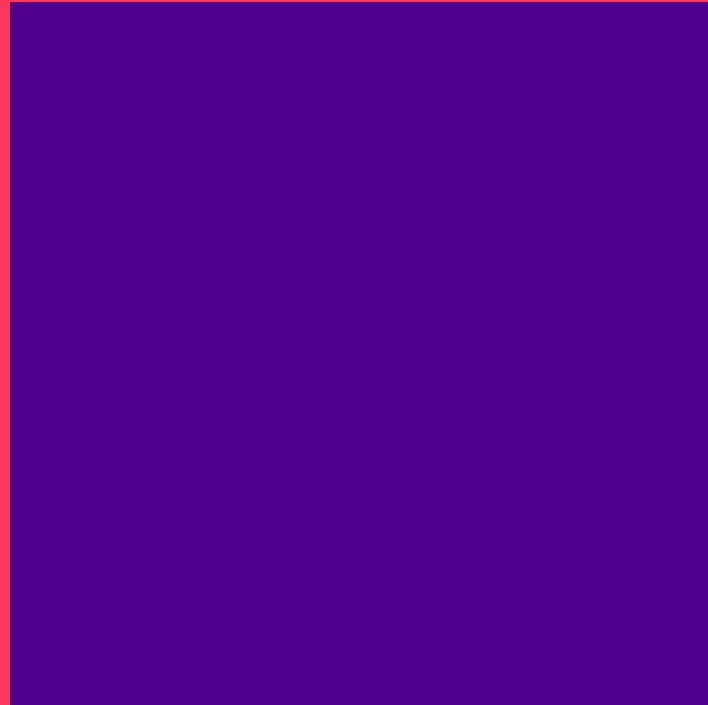
swipe it forward

This superpower shows us a new reality, previously hidden but now discovered thanks to the team formed by the consumer and stc.

Like a door that opens and invites you to discover new realities, proposals and services.

welcome to what's new





activate  
your world





# تحقيق

# التطلعات





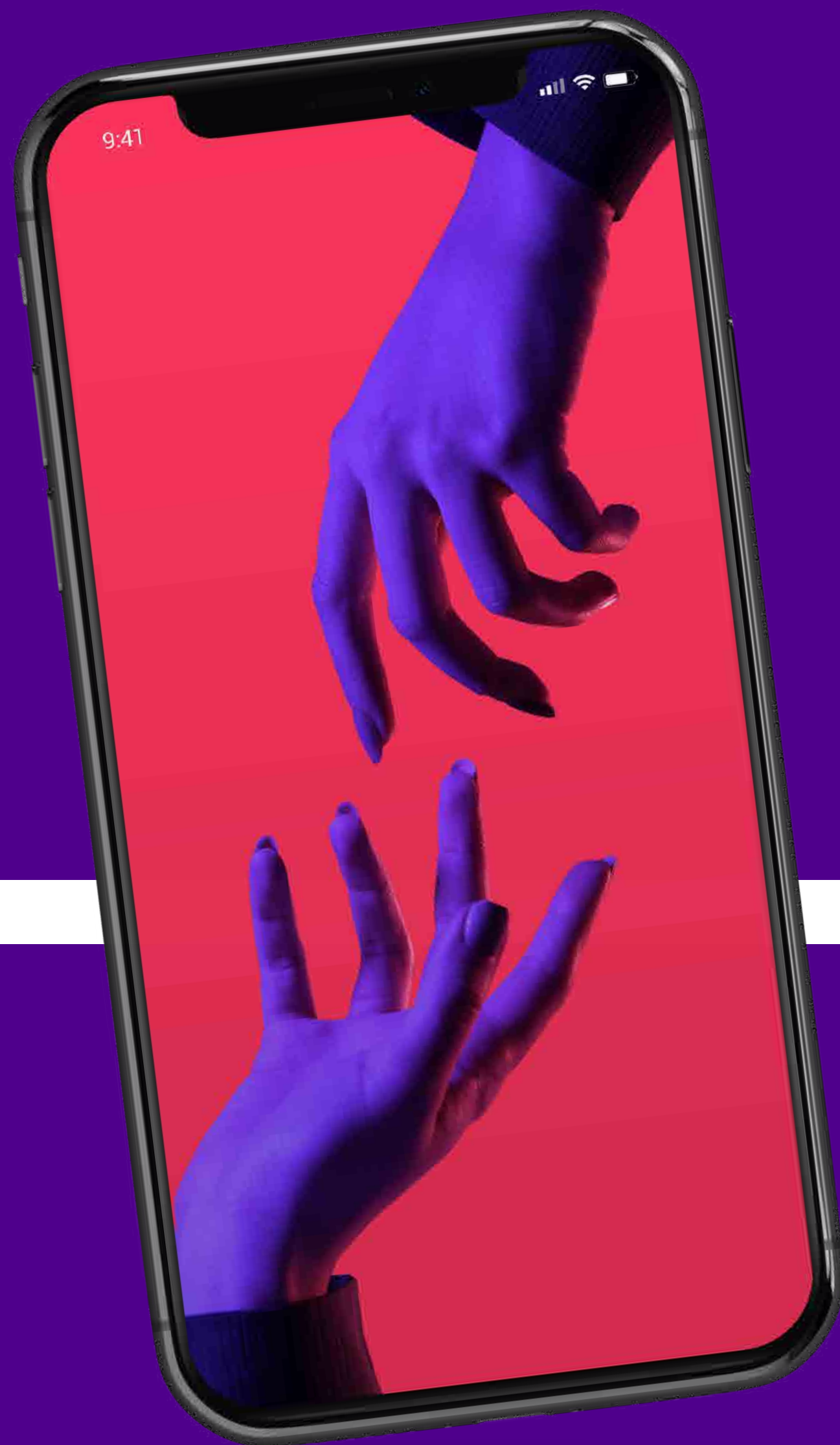
This superpower changes everything it touches. It elevates and moves, improving the context, always with a purpose.

It is better appreciated in motion, but can also be used in static artworks.

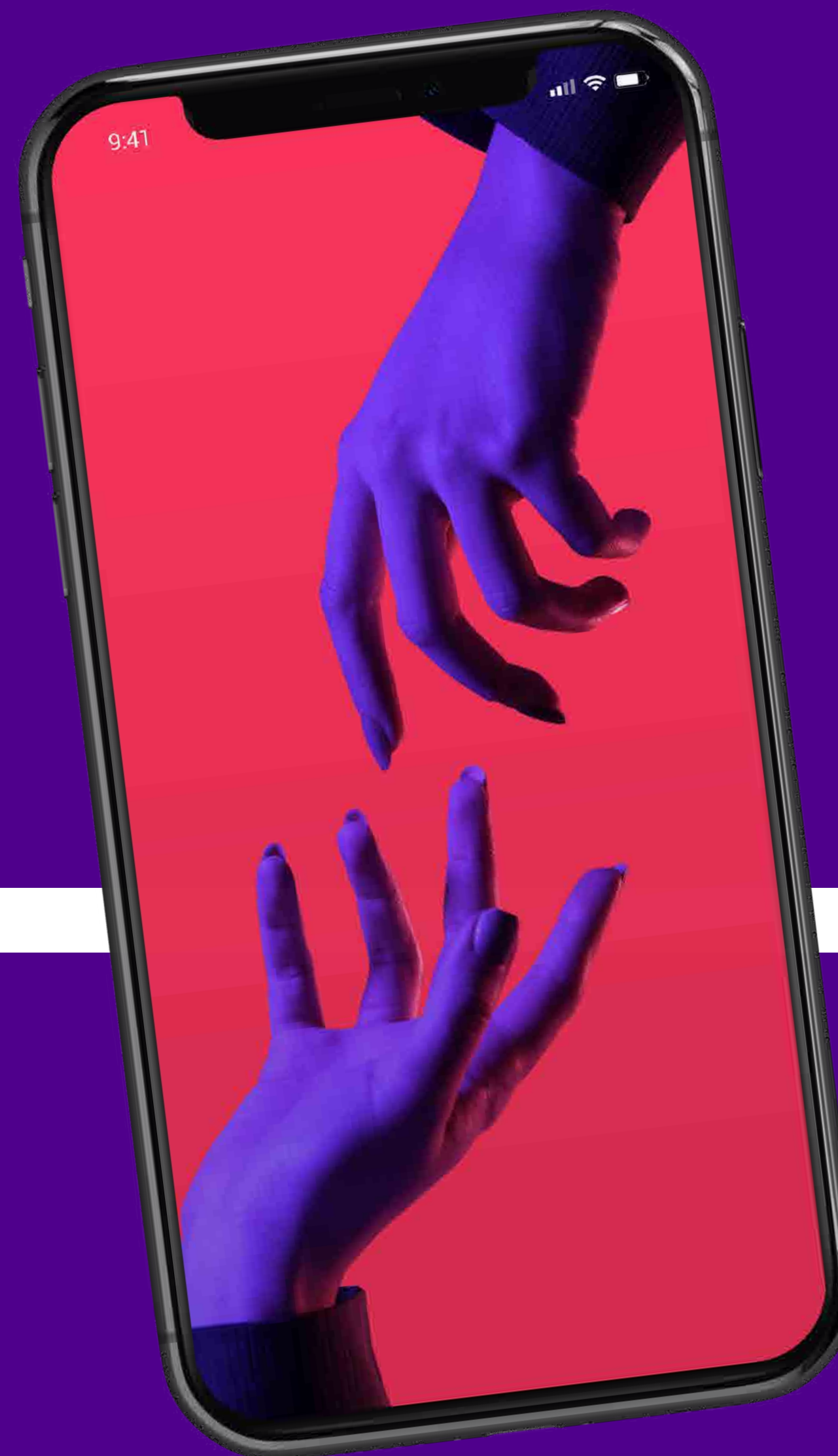
change is for the better



welcome  
to the  
future



welcome  
to the  
future



# تحقيق التطلعات



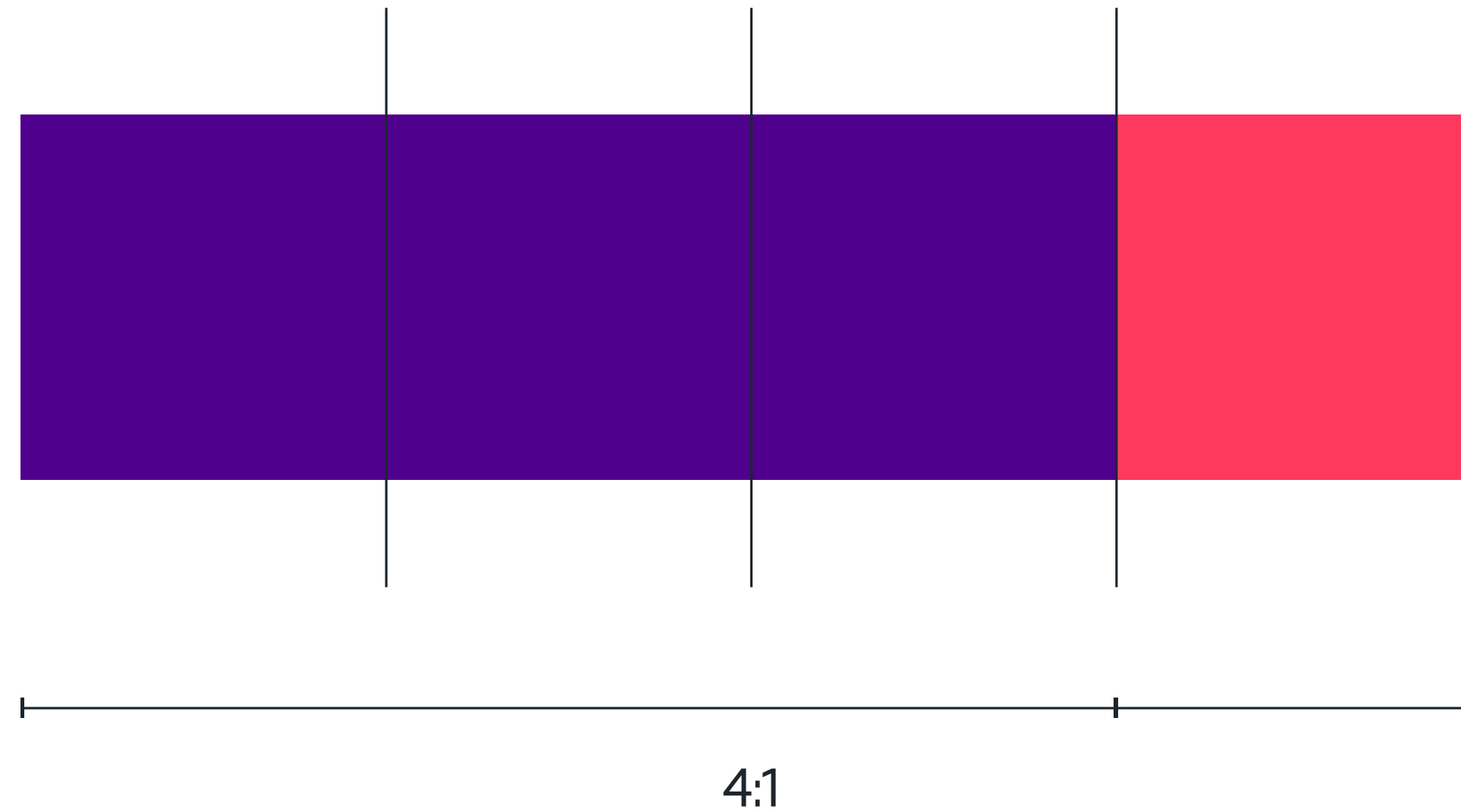
# 03.4

# the slider how to use



# construction

Dividing our grid in multiples of four will help us manage the content in a flexible and consistent way.

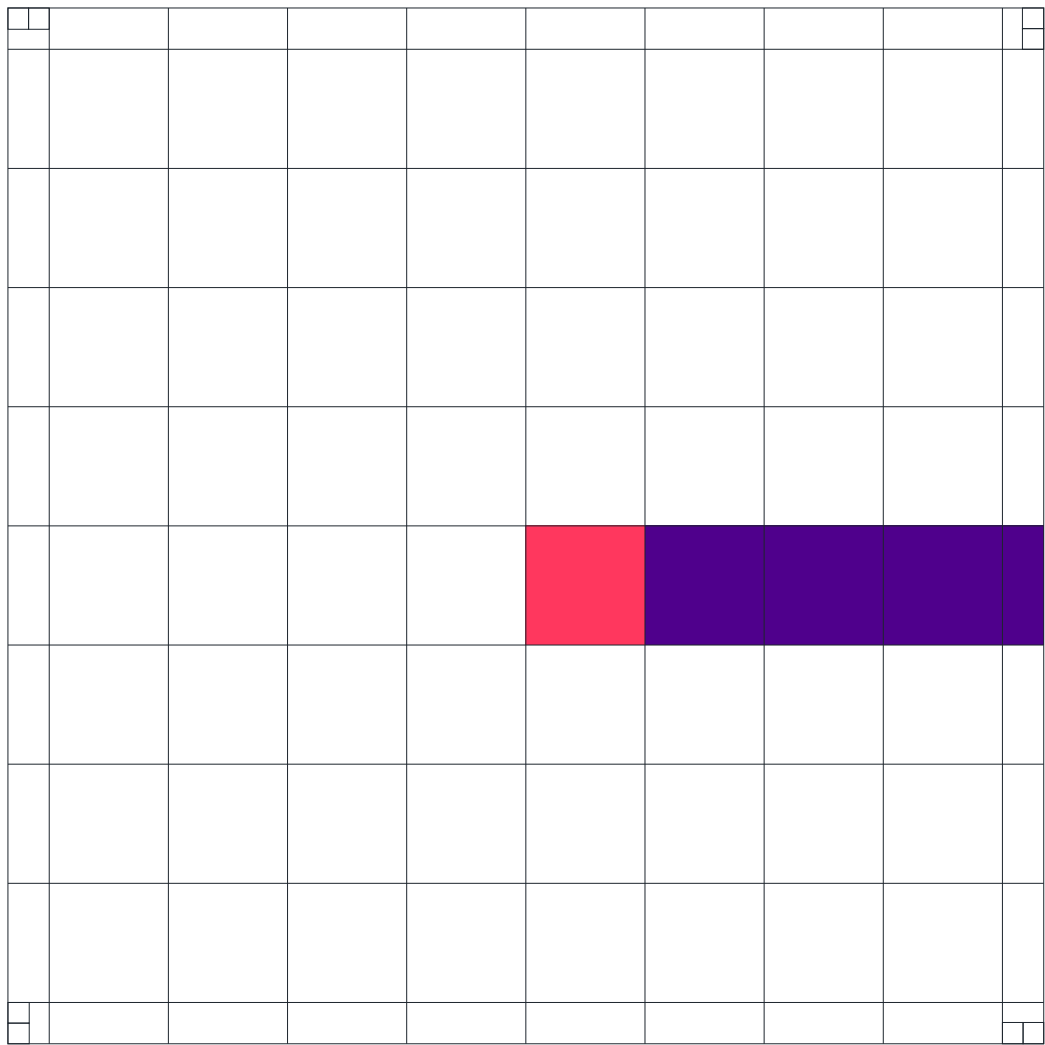


We will always define the slider's size accordingly to the grid.

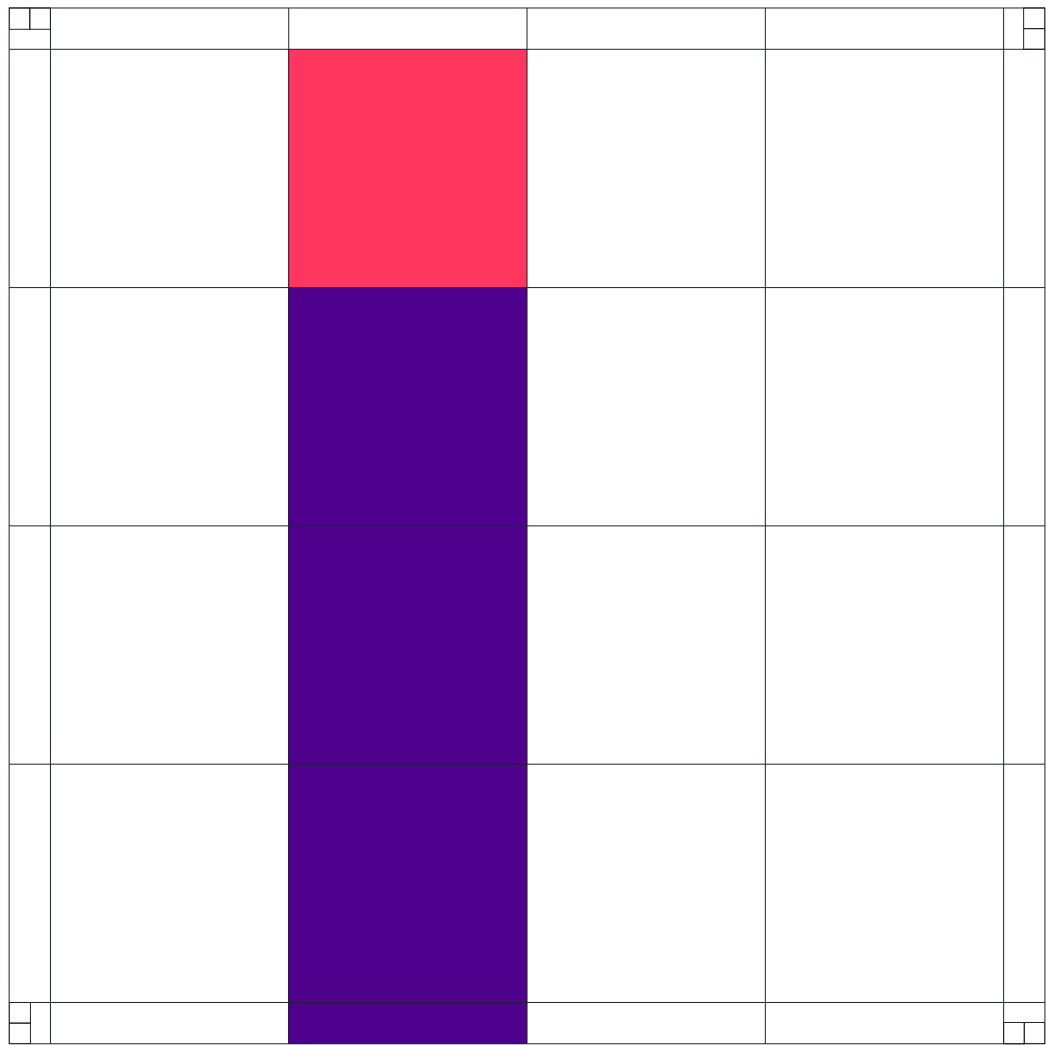
The slider can be applied horizontally in both directions (left to right or right to left). Vertical sliders will only be used on specific touch points.

The minimun size will be the weight of the margins.

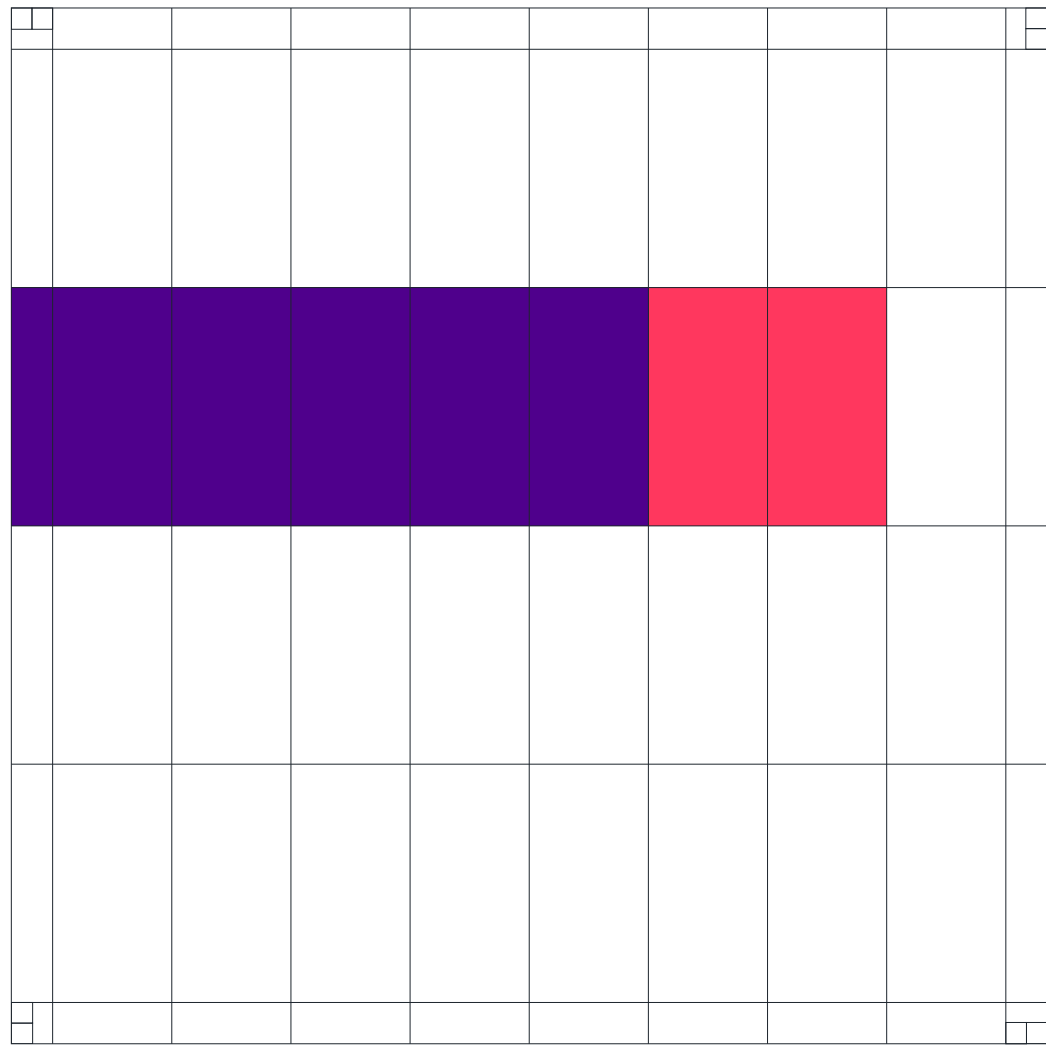
## how to use



right to left



bottom-up



left to right



2x

minimum size

# color-slider usage

These are the chromatic combinations allowed in the slider. All combinations that do not appear here are not allowed.

## colors allowed

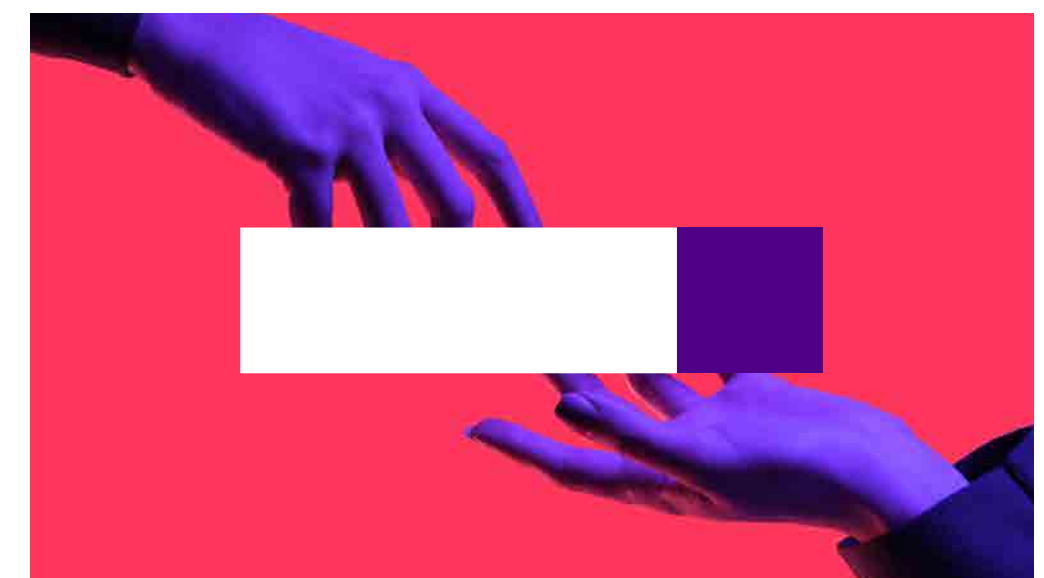
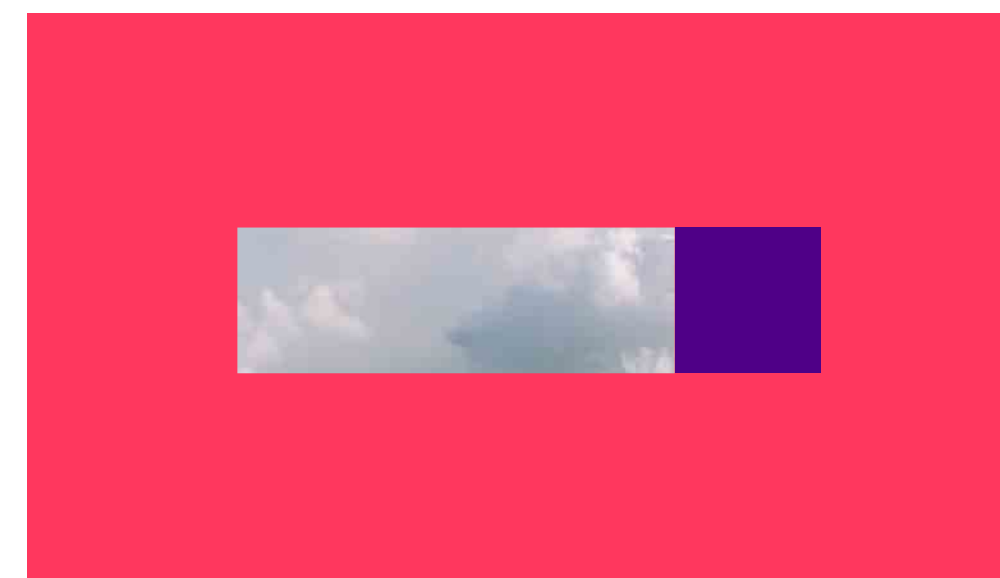
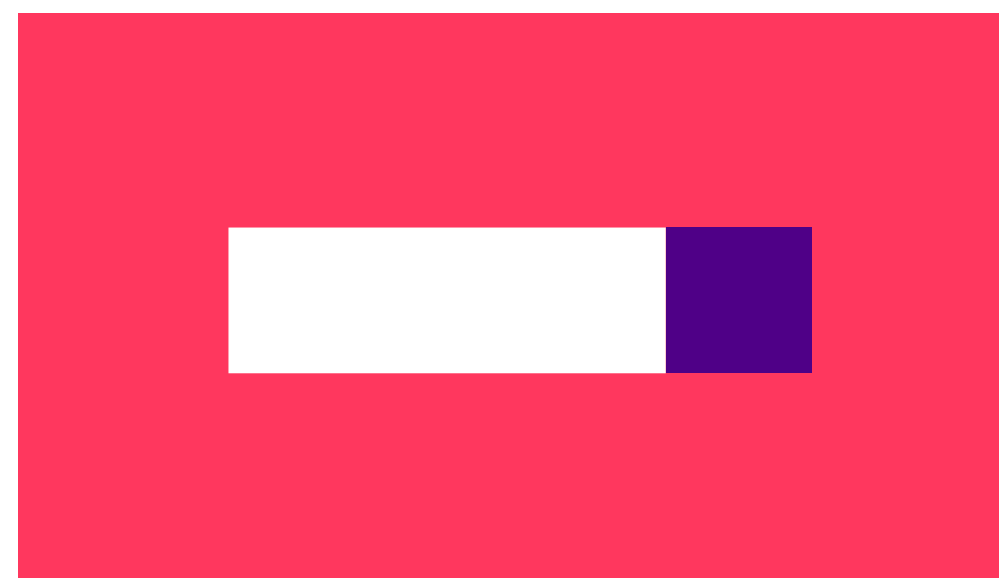
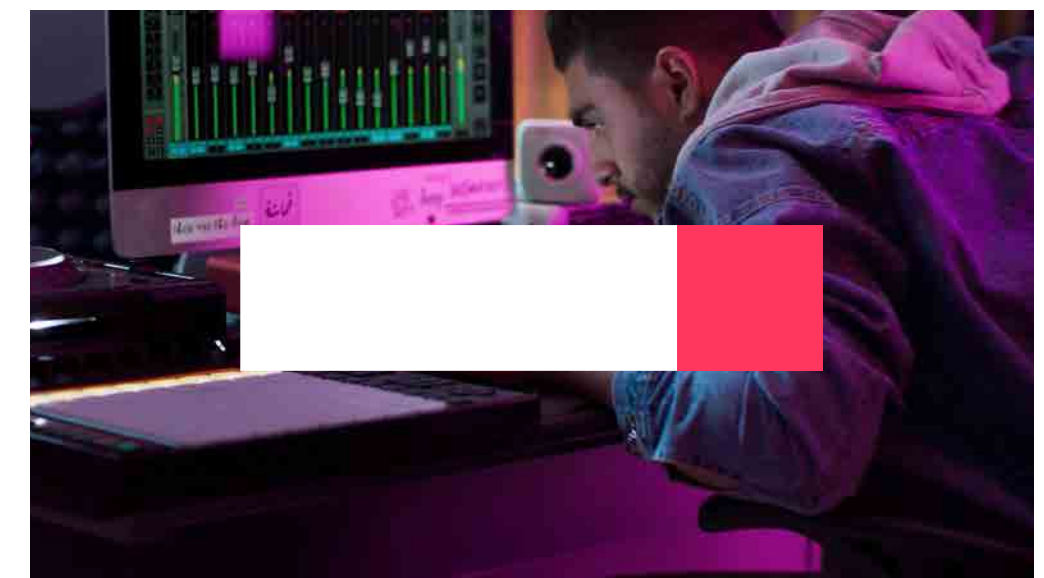
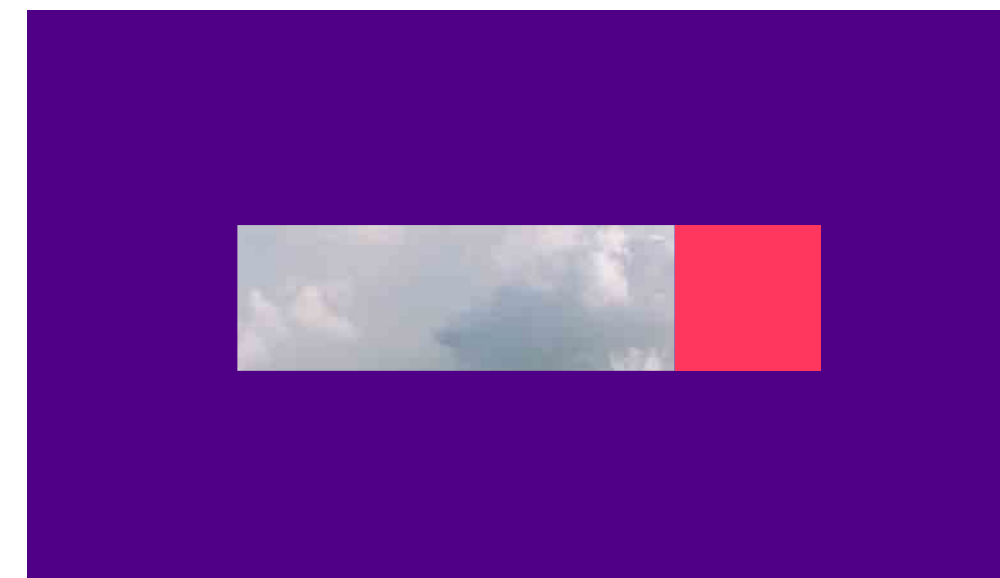
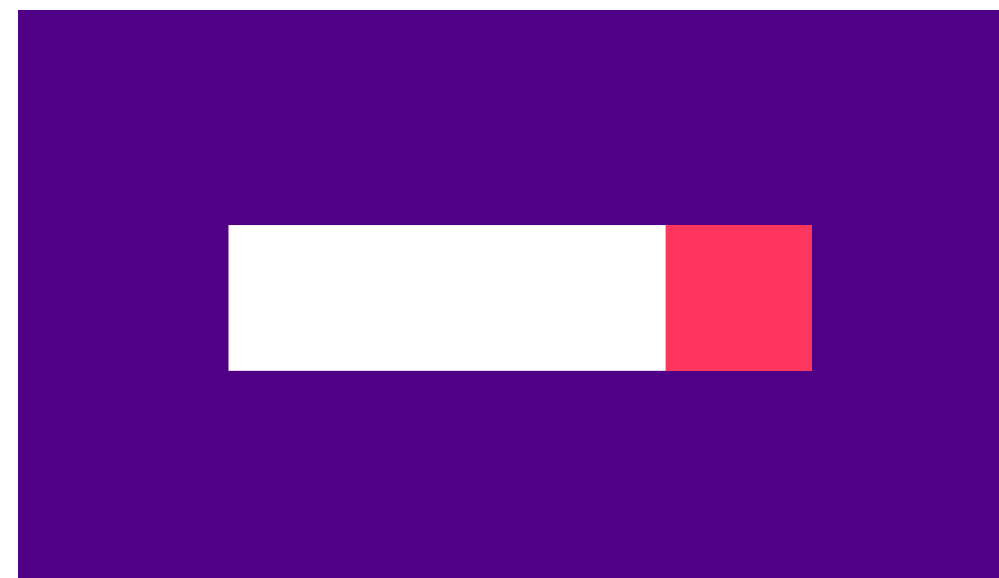
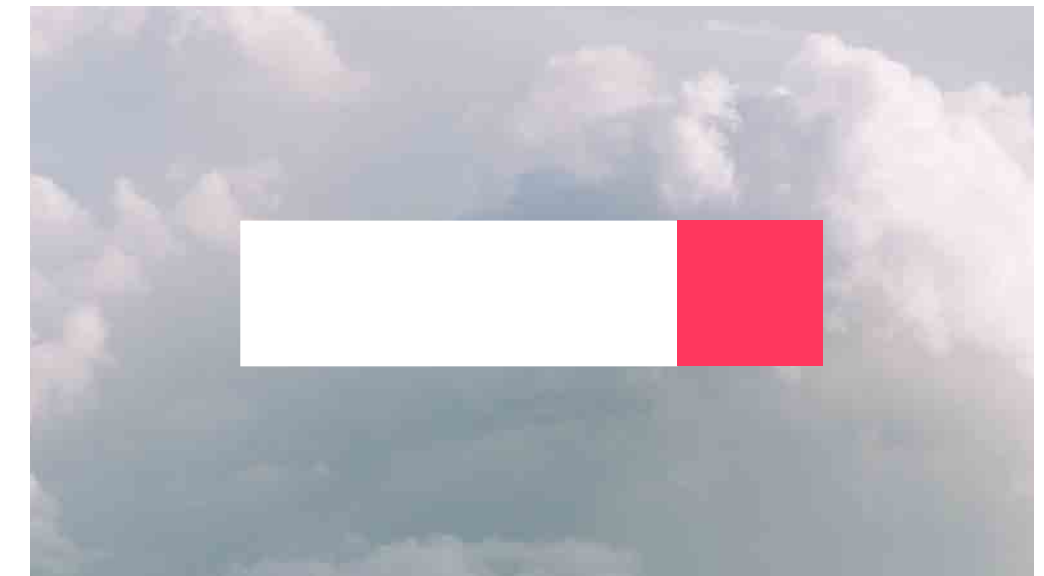
slider



photo inside slider



photo background



# 03.4

# the slider misuses

stc basic guidelines

# misuses

To ensure correct uses of the slider, there are some 'do not' examples to avoid

- |                           |                              |
|---------------------------|------------------------------|
| ▪ Has a purpose           | ▪ Without a purpose          |
| ▪ Calls to action         | ▪ Is repeated without reason |
| ▪ Takes you to the future | ▪ Nothing happens            |
| ▪ Implies movement        | ▪ It's static                |

what the slider does

what the slider does not



# misuses

Do not use the slider without purpose or as just decorative element



✓ do

× don't

## misuses

Do not use the slider  
as a shape that is part  
of an illustration

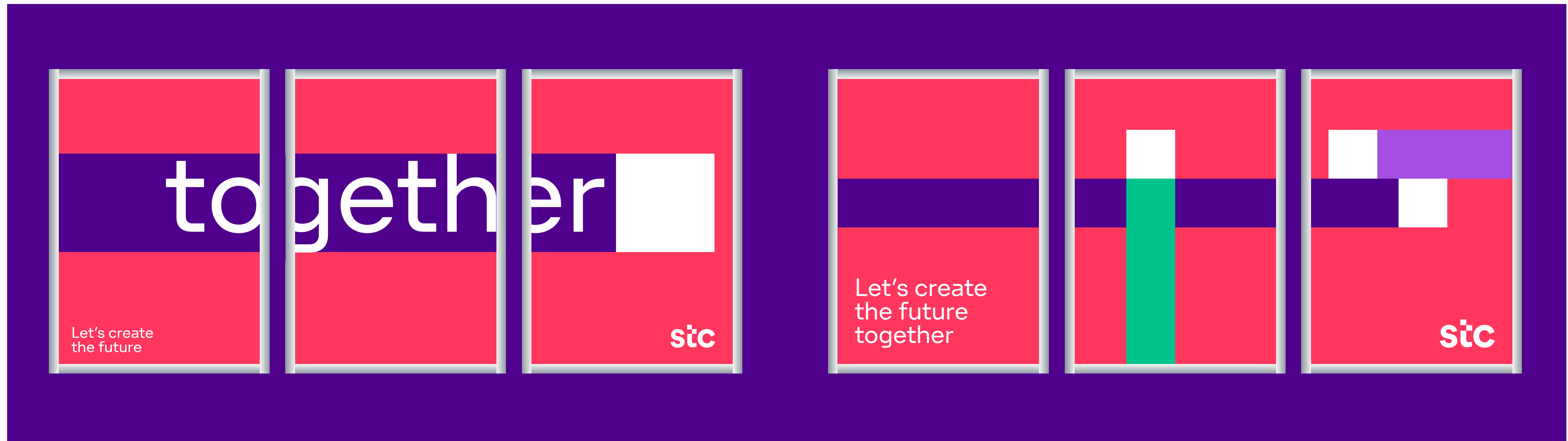


✓ do

× don't

## misuses

Do not use more  
than one slider

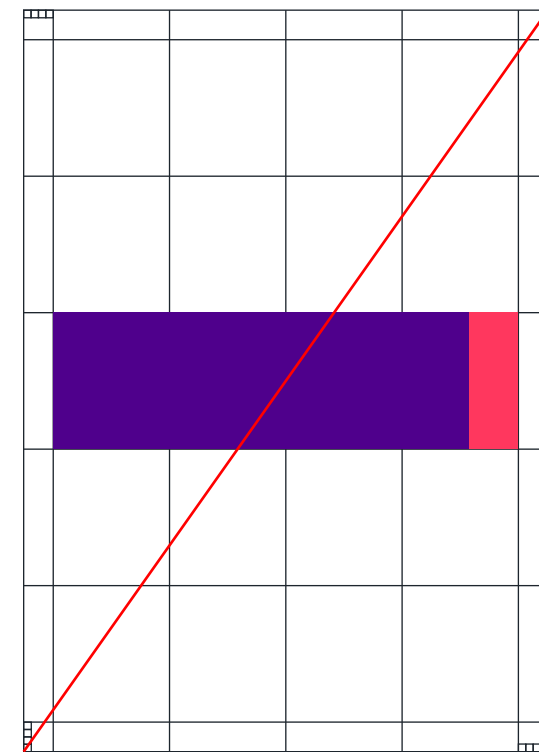


✓ do

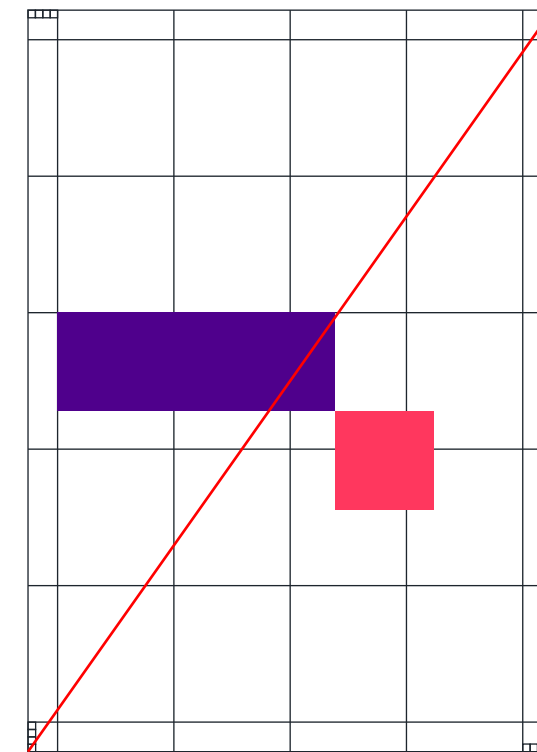
× don't

## misuses

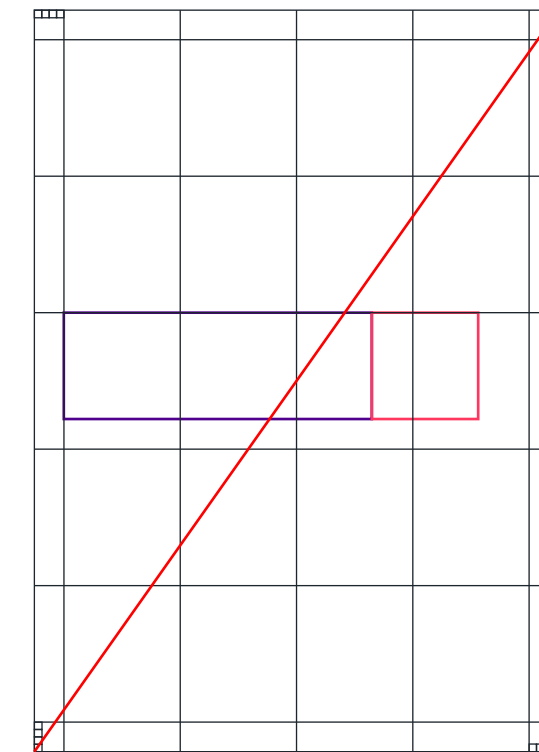
- 1 Do not distort the slider proportions
- 2 Do not separate the slider elements
- 3 Do not use a line version of slider
- 4 Do not use the slider as a decoration element
- 5 Do not use the slider in a very small size
- 6 Do not change the proportion of sizes between the slider elements
- 7 Do not apply a 3D effect
- 8 Do not use other colors out of our palette



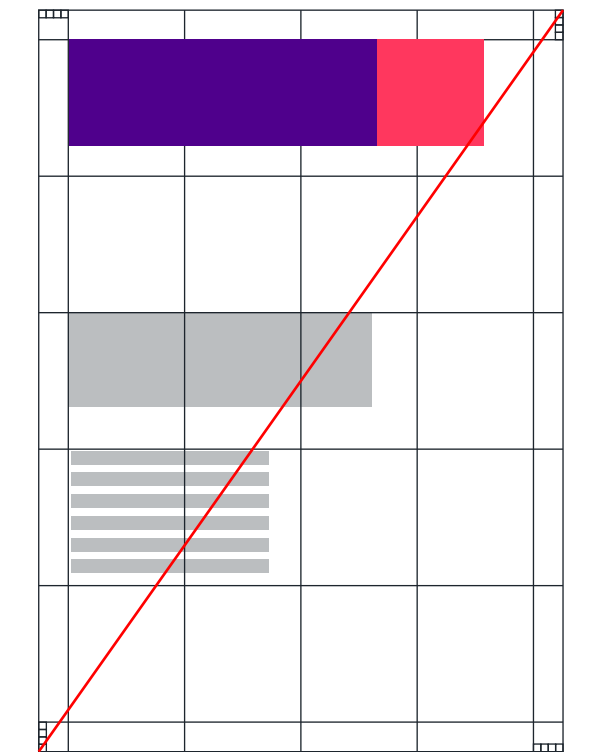
1



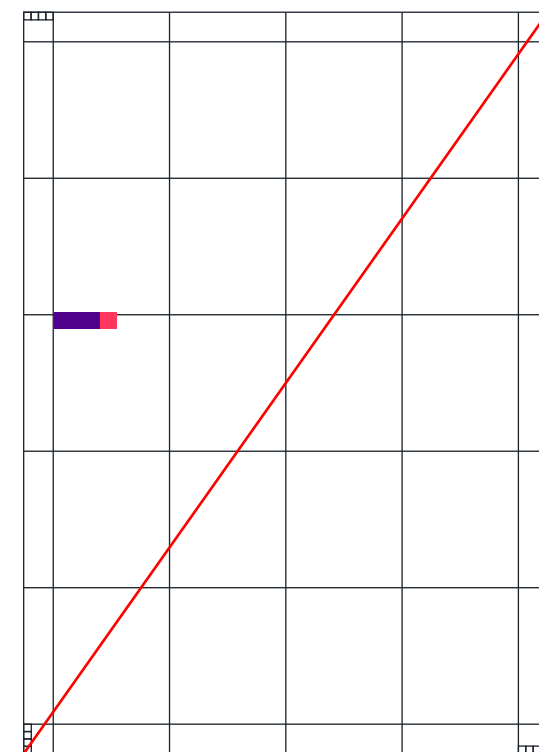
2



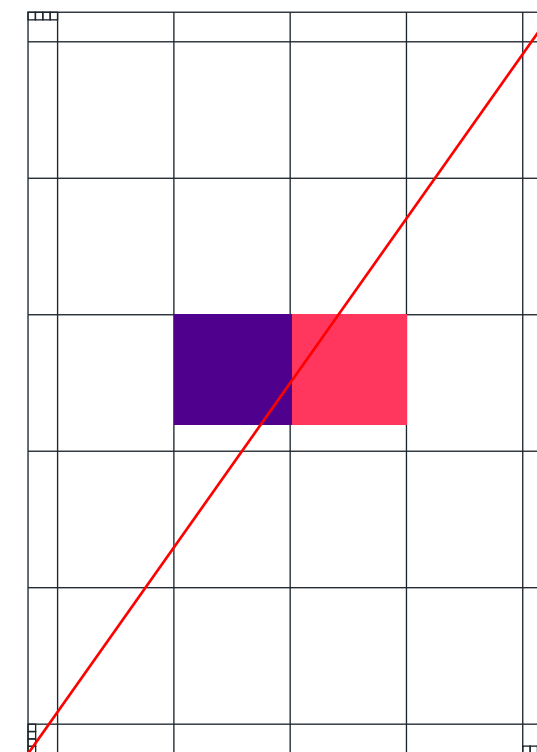
3



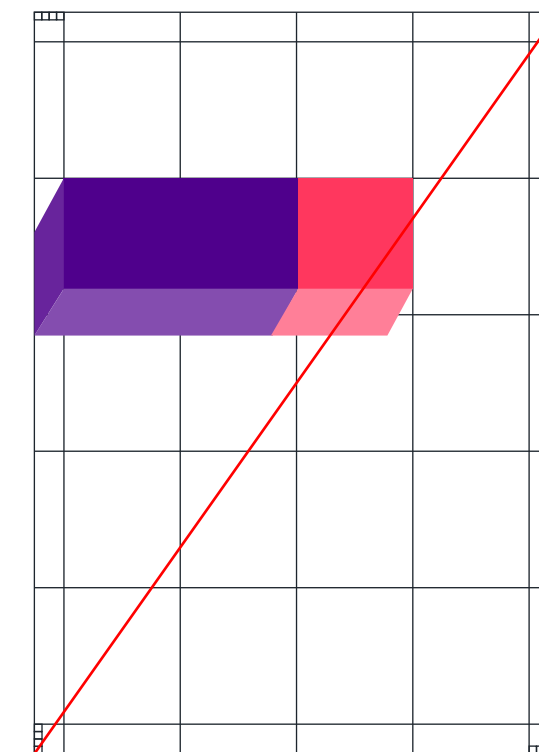
4



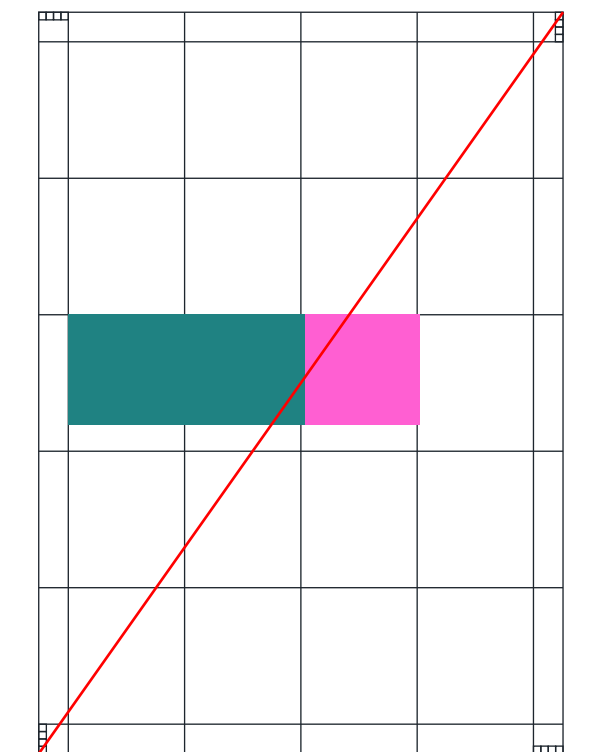
5



6



7



8

# image credits

These images are for illustrative use only. They are included as mockups that help to communicate the brand’s values.

They are not owned or licensed by Interbrand or stc and they should not be distributed or used in any other publication or medium.

- 01 **Purple color.** unsplash.com - ref.: 151046
- 02 **Coral color.** offset.com - ref.: 627591
- 03 **Air color.** unsplash.com - ref.: 370302
- 04 **Sun light.** gettyimages.com - ref.: 761705233
- 05 **Sunset light.** gettyimages.com - ref.: 827624326
- 06 **Oasis light.** gettyimages.com - ref.: 761683049
- 07 **Sea light.** gettyimages.com - ref.: 866754174
- 08 **Moon light.** offset.com - ref.: 452967
- 09 **Silver.** gettyimages.com - ref.: 467646134
- 10 **Onyx.** gettyimages.com - ref.: 695641936