

Stains™ Brand Identity Style Guide

Stains™ is a new fashion label that dares to be bold. This guide has been developed to ensure appropriate promotion.

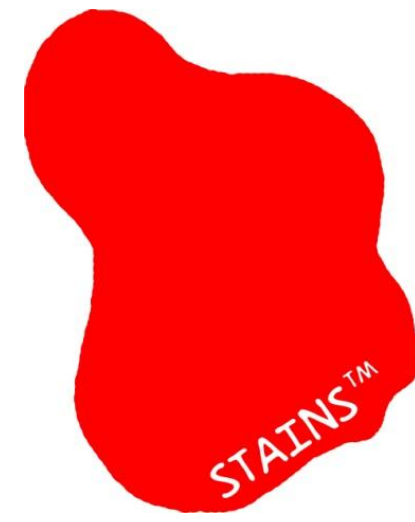
Use of the logo:

The logo may take one of three forms to suit the medium of manufacture or printing, for maximum effectiveness.

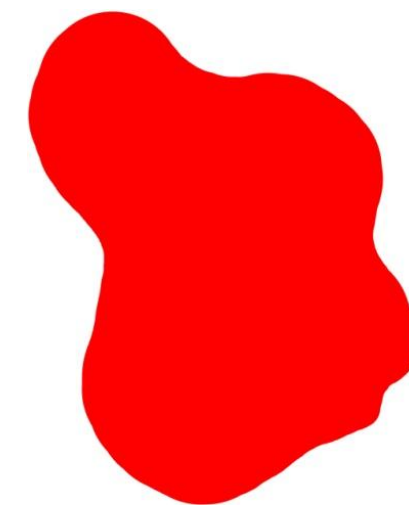
blob /brand /DIY outline



blob/brand



blob



Typography:

Note: Comic Sans is *not* used in this design set.

Century Gothic **Century Gothic Bold**

Century Gothic Italic

DIGITAL STRIP

Century Gothic Bold Italic

DIGITAL STRIP BOLD

Color Palette:

white on red



red on white



black on white.



Brand elements:

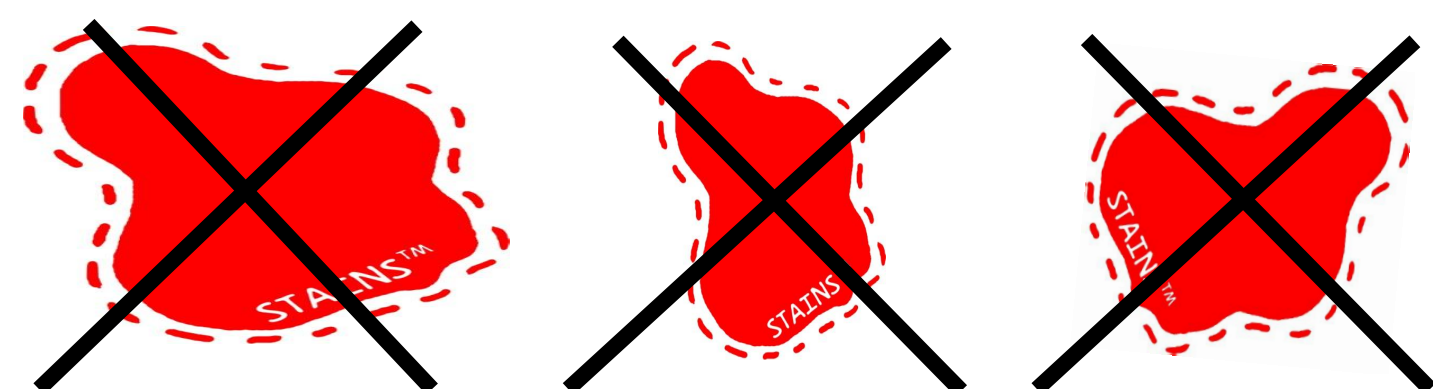
To underscore the DIY ethos of the brand and enhance communications, this red dashed line may also be used.



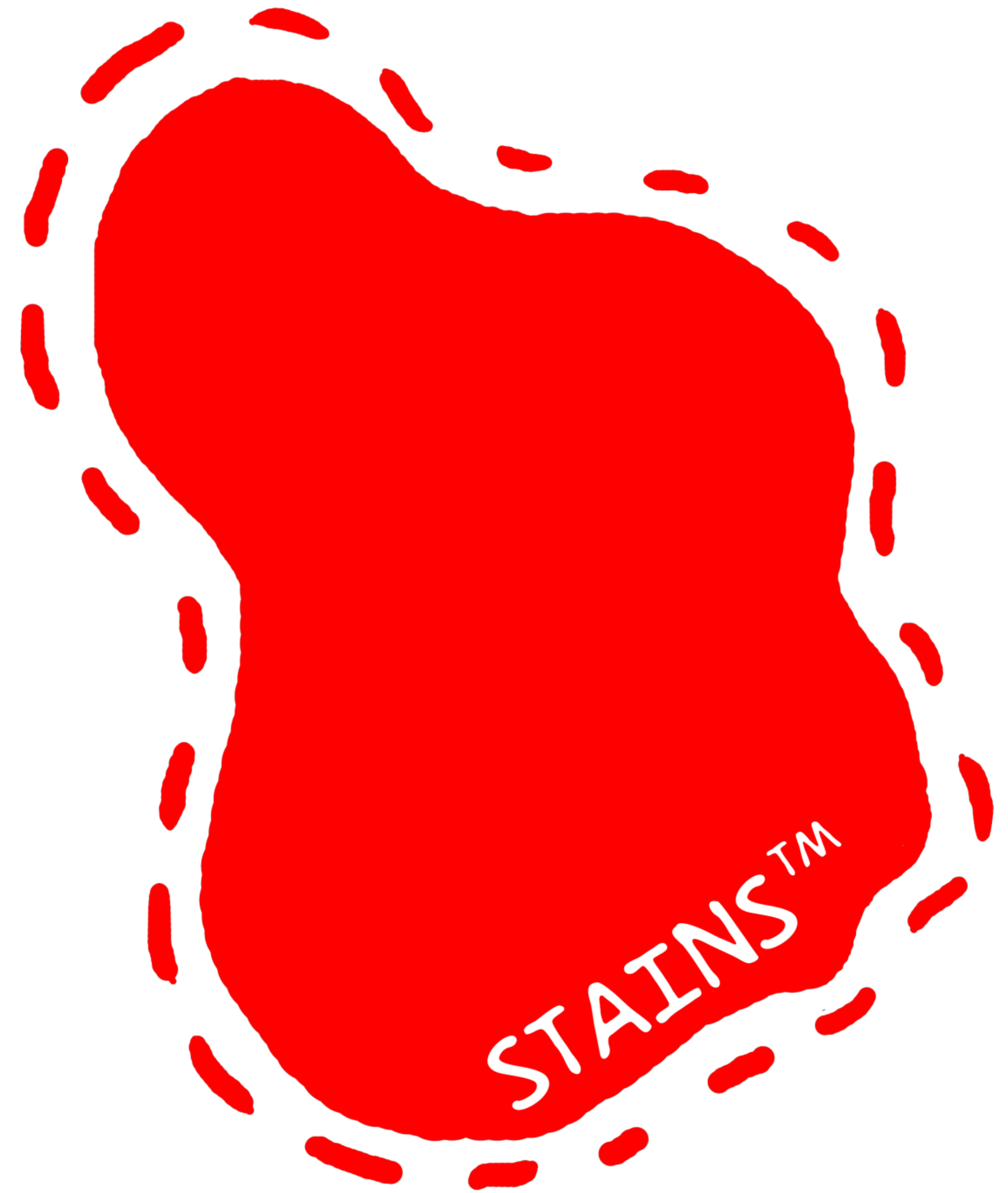
Brand misuse:

Stains™ may not appear in conjunction with:

- any disposable femcare products
- words or images that imply shame or embarrassment
- any other shape of blob
- Disproportionate or rotated logo (see example)



Leak Chic.



Introducing Stains™

A fashion statement that really says something.

Stains™ is a proud co-sponsor of Making Menstruation Matter: the 2013 SMCR Conference.