Global brand guidelines and toolkit

Purpose of STONESTOCKS toolkit

This toolkit provides an executive summary of the brand positioning, core messaging, and visual identity for STONESTOCKS.

Why does it matter?

Our brand is a direct extension and expression of our business. It serves as a critical component of our global strategy and aspiration to become the world's undisputed leader in delivering natural stone services. Our brand can serve as a true differentiator, enabling enhanced consideration in the market.

Who is it for?

Success is up to each of us. As a natural stone services network, our greatest asset is our system and people. This must come through not only in what we say, but in what we do and how we do it. That begins with understanding, which is why this guide is so important for each of our practitioners to use and refer to. It's our roadmap and resource for beginning to put STONESTOCKS brand into action.

How should it be used?

Please use this toolkit to inform and instruct teams on how to communicate the spirit of the brand and activate it consistently across our business. Here you will find internal messaging to help you better understand our positioning as well as visual direction. The guide also includes external messaging member firms can use when talking to clients or when creating marketing and business development materials.

Vision

STONE AS A PASSION

Dealing with stone makes you appreciate and respect nature, and adapt to its unpredictabilities. By dealing with the stone you learn to adjust, to comply, to respond and to offer solutions. Drawing on this guiding experience of dealing with stone since more than twenty years, we have taken our abilities and resources to a higher level to connect worldwide the people who share a passion for stone.

Mission statement

In uncertain times like these, it is critical that we focus on and strengthen our professional resilience. The question is how.

It is all about to understand how to leverage technology to find new business solutions and better ways to achieve our goals. That's why we created STONESTOCKS; a revolutionary networking community exclusively for stone industry connecting natural stone buyers and suppliers globally.

With STONESTOCKS you no longer need to visit suppliers on-site or rely on expensive trade shows to find the right natural stone for your next project! You can do it from the convenience of your home or office and stay safe in these hard times.

STONESTOCKS is the best way reacting to fast-changing global sourcing conditions without traveling!

STONESTOCKS
A networking community
built for natural stone business owners looking to sell or buy

Mission statement TR

Hong Kong ve Frankfurt merkezli ulusötesi bir kuruluş ve platform olan STONESTOCKS ile seyahat etmeden dünya doğal taş alıcılarına ulaşın...

STONESTOCKS'un kuruluş amacı ve ilkesi, küresel doğal taş pazarı için açık, şeffaf, güvenilir ve eşitlikçi bir rekabet ortamı yaratarak, siz doğal taş üreticilerinin stoklarını farklı ülkelerdeki alıcılara doğrudan ulaştırmaktır.

Küresel ölçekte, seyahatleri kısıtlayıp ticareti hayati derecede etkileyen Covid-19'un kurallarını yazdırdığı yeni dünyada STONESTOCKS dijital platformuyla
siz de veritabanımızdaki 80 ülkeden 35.000 mermer alıcısı ve farklı doğal taş üreticileriyle buluşup rekabet gücünüzü artırabilirsiniz.

Promise
SELLING STONES NATURALLY

This singular statement is intended to build upon our STONESTOCKS brand platform articulated as "SELLING STONES NATURALLY."

Brand Character

The Ruler Personality

The Ruler desires control above all else and is a dominant personality. They are authoritative in their communication and in their actions and carry a sense of intimidation. Their goal is for prosperity and success and for that prosperity to trickle down to those that are loyal to his rule. They are confident, responsible and in control of their lives and expect the same from others. Rulers see themselves at the top of the food chain and aggressively defend that position.

Brand Character

The Ruler Personality

Brand Character

Supportive - The Hero Personality

The Hero

MASTERY

Where there's a will theres a way

BRAND VOICE

- Honest
- Candid
- Brave

BRAND MESSAGE

We can make the world better. We have the grit and determination to outwork the rest.

Brand Character

Supportive - The Hero Personality

The Hero's main motivation is to prove their worth through courage and determination.
They work hard in order to have the skills they deem requirements and take pride that their work rate sets them apart from the rest. They need to meet challenges head-on and carry defeats or failures until they are corrected.The Hero wants to save the day to prove their worth to themselves but also so the world knows of their ability.

Core elements

Here you will find a guide to the core master brand elements that should be used and considered in creating assets for the STONESTOCKS brand.

Logo

STONESTOCKS
SELLING STONES NATURALLY

Color palette

Typography
Typography

logo

The STONESTOCKS logo is the most instantly recognizable symbol of our brand. It is also the most precious asset of our visual identity. Eventhough it changes shape, its unique logo type and colors it is always recognizable.

The logo will be used with the slogan in most of the cases however when the size of the logo is small and the slogan text is unreadable, it will be cancelled out and only the logo image will be used by itself. Also, when the background color gets darker the slogan gray color will be replaced with white!

In social media profiles the logo will be used in circular format.

Logo standard

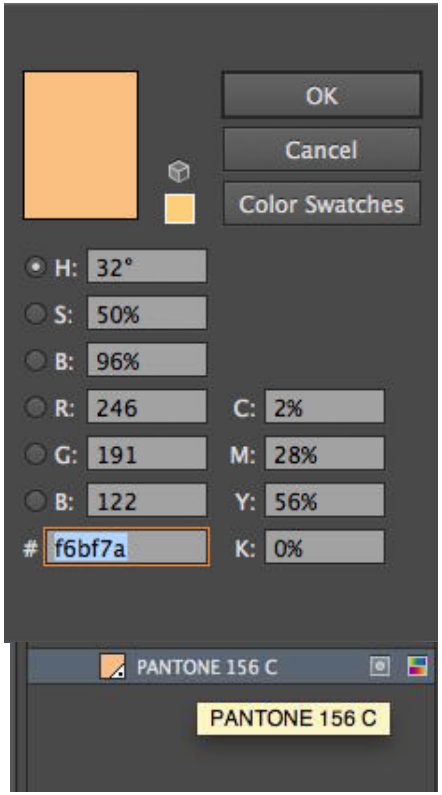
Logo on dark colors

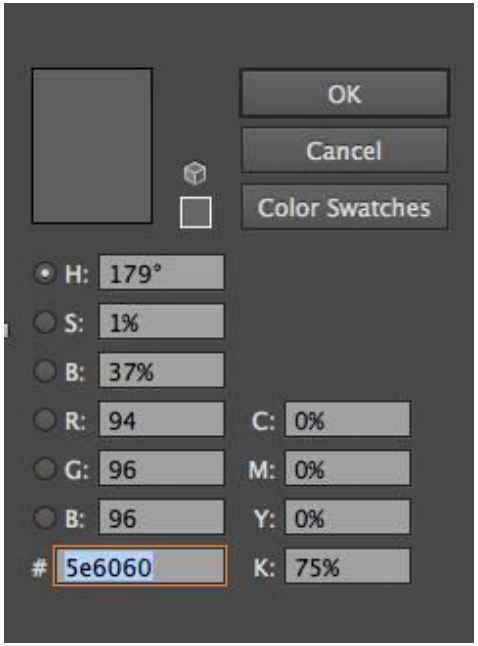
Logo without slogan

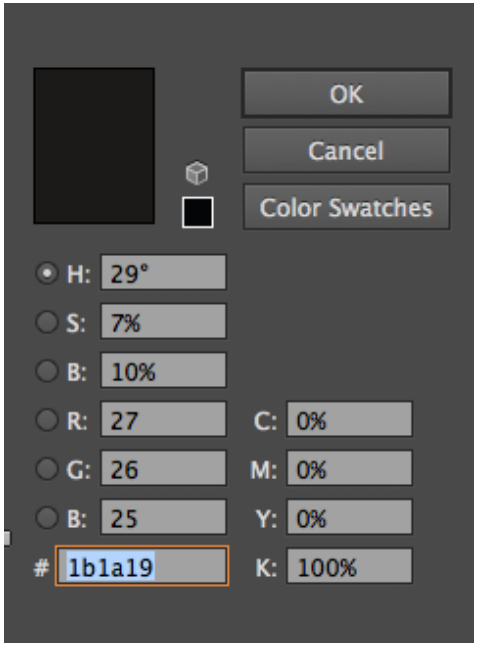
Social media profile logo circular

logo colors

STONESTOCKS
SELLING STONES NATURALLY







Logo colors
Yellow: Pantone Solid Coated 156 C (CMYK as shown above can be also be used.)
Gray: %75 and Black colars are used.
RGB colors are used in the online visual designs.

Primary palette

The color palette revolves around the orange. Additional colors are black, neutral grays that allow the STONESTOCKS orange to stand out. This creates a color scheme that is distinctively STONESTOCKS.
The pie chart shows the proportion of colors that should be used when creating a STONESTOCKS document.

Primary palette

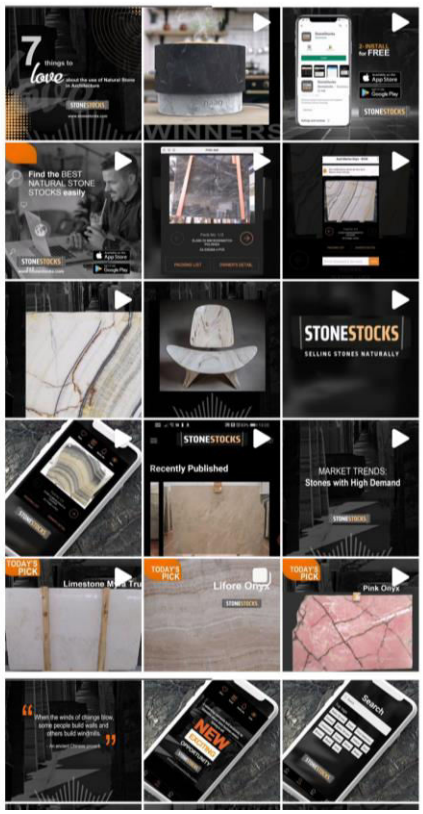
When applying
the primary palette,
please use the correct
color values
for your application.

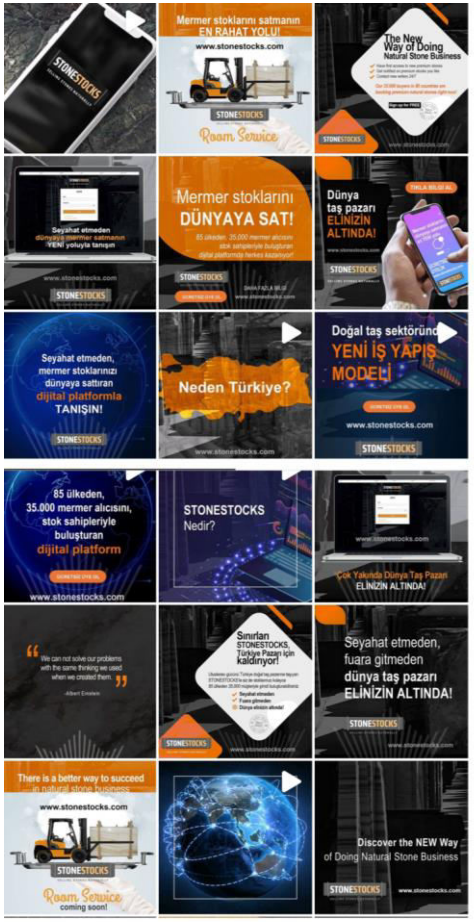
Color appplication for social media branding

STONE STOCKS

Taking our abilities and resources with more than 20 years of experience to a higher level, connecting people worldwide who share a passion for stone.

Campaigns Events Stocks Services Q&A NEW Products





Brand name typing

The original font used in the logo is Klavika CH Bold Cond TF

However since this is a special font, it is not available in the computers therefore in the emails Arial Narrow Regular will be used. Also, the the name of the brand STONESTOCKS is typed in all uppercase when it should be used as a text.

Using Arial Narrow regular in uppercase will avoid any incompatibility issues when documents are sent out to third parties. It ensures the logo is seen as we intend them.

Logo Typeface

STONESTOCKS

Klavika CH Bold Cond TF

STONESTOCKS

Arial Narrow Regular

Typography for print

A single modern and clean typeface, Calibri is used in corporate identity.

In brochure design Roboto Slab Regular along with strong Compacta Bd BT Bold are used.

The corporate identity is done in Calibri. Website address is written In Arial Bold.

Primary Typeface

Compacta Bd BT Bold

Roboto Slab Regular

Arial Bold

Arial Narrow

Calibri

Typography size

System typeface
E-newsletters, PowerPoint, Word and MS Outlook templates use the system typeface Arial Narrow and Arial Bold. This avoids any incompatibility issues when documents are sent out to third parties. It ensures documents are seen as we intend them.

Primary Typeface

Arial Narrow Light
Arial Narrow Regular
Arial Narrow Bold
Arial
Arial Bold

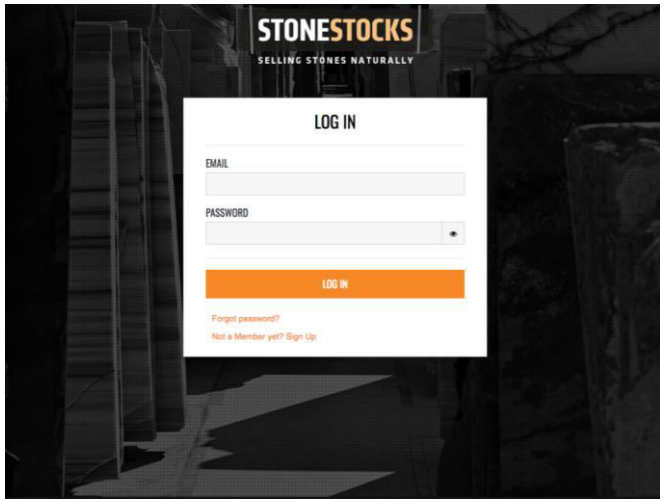
Bulk text is used in Arial Narrow and headers Arial Narrow Bold
Arial is used in online texting like website bolt
Arial bold is used in the website address

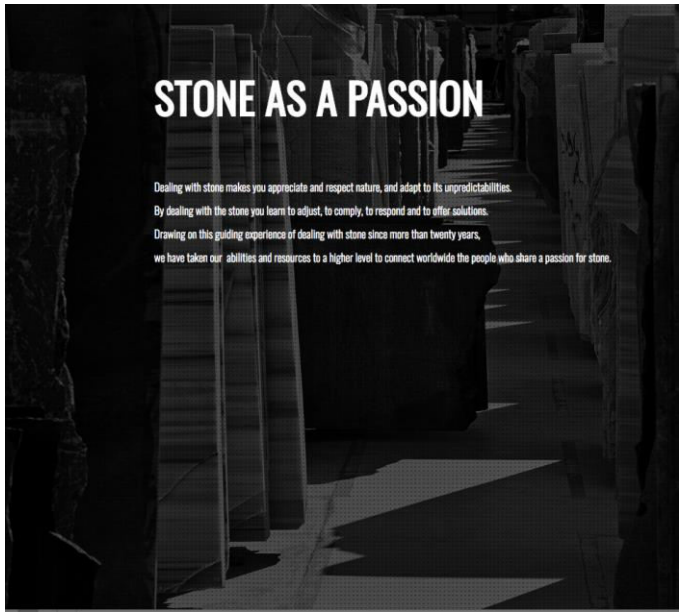
www.stonestocks.com

Imagery & use

One of the signature elements of the identity is the use of a natural stone gallery image in black shads of hues. The dark tones of natural stones'images create manly, elegance look.

The image can be used as dark as the natural stones are visible as seen on the log in page background style.





Special Letterhead

Logo
The logo is sized equal to 1/3 (%33) of the horizontal of the layout) Centered

Text
Calibri
Gray (%75 Black)

Sayın

Hong Kong ve Frankfurt merkezli ulusötesi bir kuruluş ve platform olan StoneStocks'un artık Türkiye'de de faaliyete geçtiğini sizlere duyurmaktan büyük bir mutluluk duyuyorum.

Stonestocks'un kuruluş amacı ve ilkesi, küresel doğal taş pazarı için açık, şeffaf, güvenilir ve eşitlikçi bir rekabet ortamı yaratarak, siz doğal taş üreticilerinin stoklarını farklı ülkelerdeki alıcılara doğrudan ulaştırmaktır.

Şu ana kadar veritabanımızdaki 80 ülkeden 35.000 mermer alıcısı ile farklı doğal taş üreticilerini buluşturduk. Çevrimiçi platformumuzda stoklarınız ile ilgilenen alıcıları sizinle doğrudan iletişime geçiriyor ve kendi stoklarınızı yönetmenizi sağlıyoruz.

Küresel ölçekte seyahatleri kısıtlayıp, ticareti hayati derecede etkileyen Covid-19'un kurallarını yazdırdığı yeni dünyada sizleri de bir an önce bu geniş ve hızla büyüyen platformun bir parçası olmaya davet etmek istiyorum. Bu vesile ile hem tanışmak, hem hakkımızda daha fazla bilgi vermek için sizi ziyaret etmeyi isterim.

Görüşme öncesi **www.stonestocks.com** adresini ziyaret ederek daha detaylı bilgi de edinebilirsiniz.

Saygılarımla,

M.Selim Akınoğlu
Genel Müdür
StoneStocks Türkiye

Şefik Bey Sok. No: 3
34724 Kadıköy İstanbul

0216 599 01 38 - 0532 266 58 28
selim.akinoglu@stonestocks.com

Stonestocks kart & mektup.indd 1 22.07.2020 13:01:10

Envelope

Logo
The logo is sized equal to 1/3 (%33) of the horizontal of the layout) Centered

Info
Klavika CH Bold Cond TF

Size: 23x9.5 cm

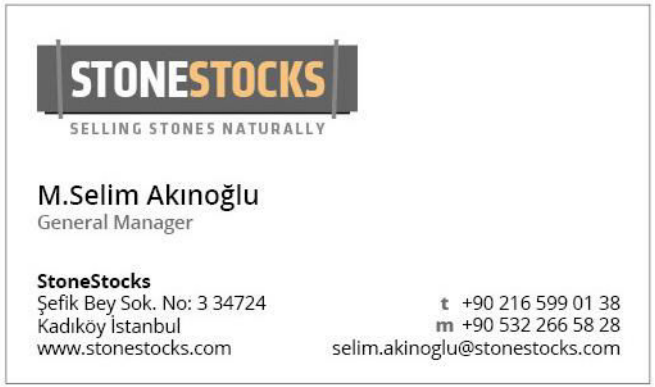
Business card

Logo
The logo is sized equal to 2 /3 (%180) of the horizontal of the layout) Centered

Website
Klavika CH Bold Cond TF

Logo
The logo is sized equal to 1 /2(%50) of the horizontal of the layout)

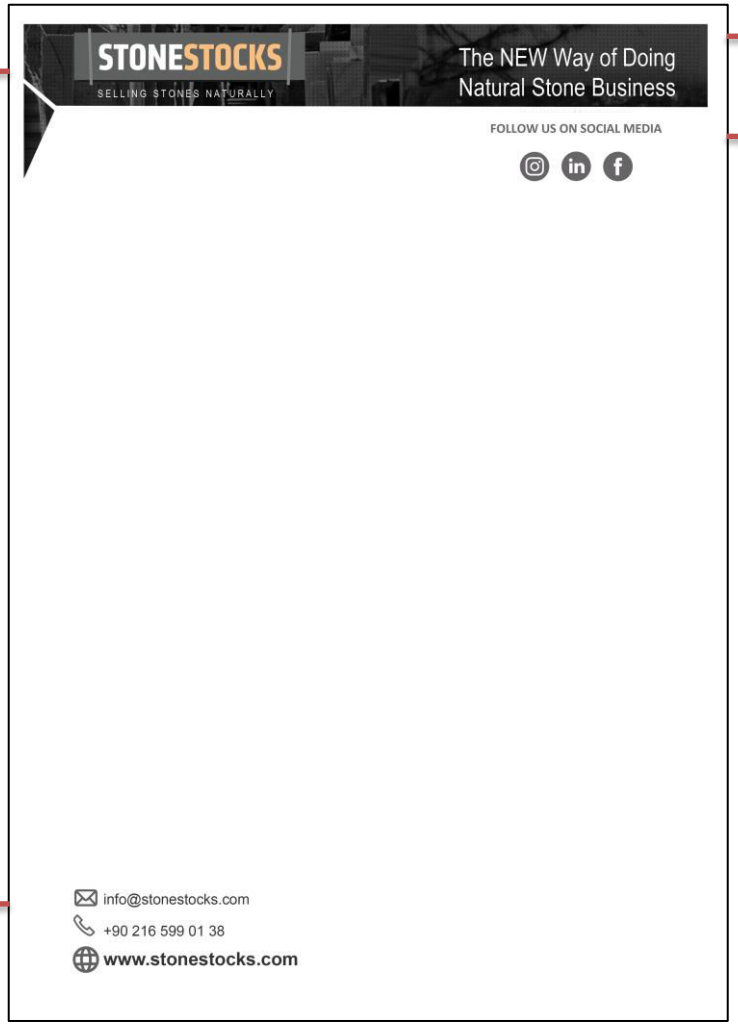
Info
Calibri and Calibri Bold



Size: 8,5x5.5 cm

Letterhead

Logo
The logo is sized equal to 2 17/20 (%285) of the horizontal of the layout)



Headline
Arial Narrow

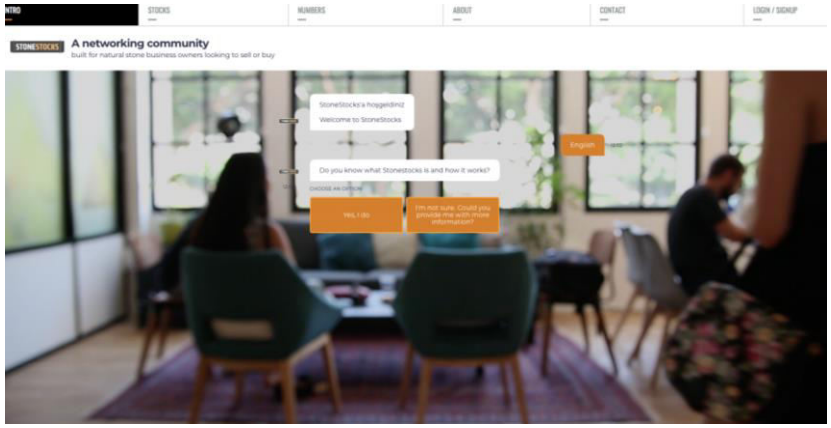
Subheadline
Calibri

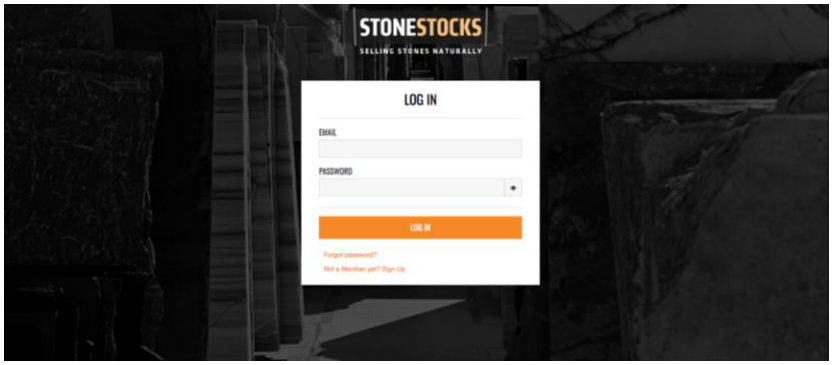
Info
Calibri
Website Arial Bold

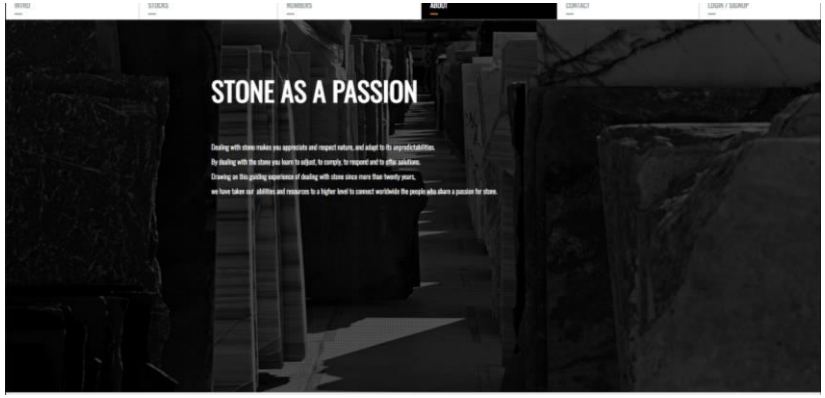
Application

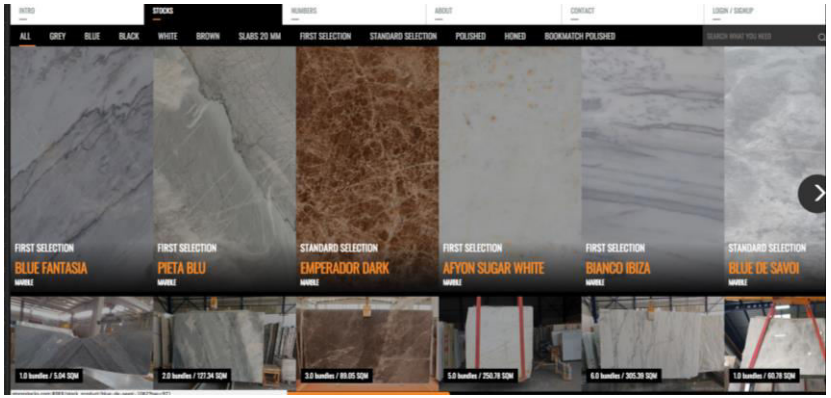
Logo
The logo is sized equal to 87 /100 (%87) of the horizontal of the layout) Centered

Website


A networking community
built for natural stone business owners looking to sell or buy


STONESTOCKS
SELLING STONES NATURALLY
LOG IN
EMAIL
PASSWORD
LOG IN


STONE AS A PASSION


ALL
GREY
BLUE
BLACK
WHITE
BROWN
SLABS 20 MM
FIRST SELECTION
STANDARD SELECTION
POLISHED
HONED
BOOKMATCH POLISHED
FIRST SELECTION
BLUE FANTASIA
FIRST SELECTION
PIETA BLU
STANDARD SELECTION
EMPERADOR DARK
FIRST SELECTION
AFYON SUGAR WHITE
FIRST SELECTION
BIANCO IBIZA
STANDARD SELECTION
BLUE DE SAVOI

Email signature and Newsletter top banner

Logo
The logo is sized equal to 2 17/20 (%285) of the horizontal of the layout)

Headline
Arial Narrow

Subheadline
Calibri

Info
Calibri
Website Arial Bold

Email bottom banner

Logo
The logo
is sized equal to %22
of the horizontalof the layout.

Headline
Arial Narrow

Subheadline
Arial Bold

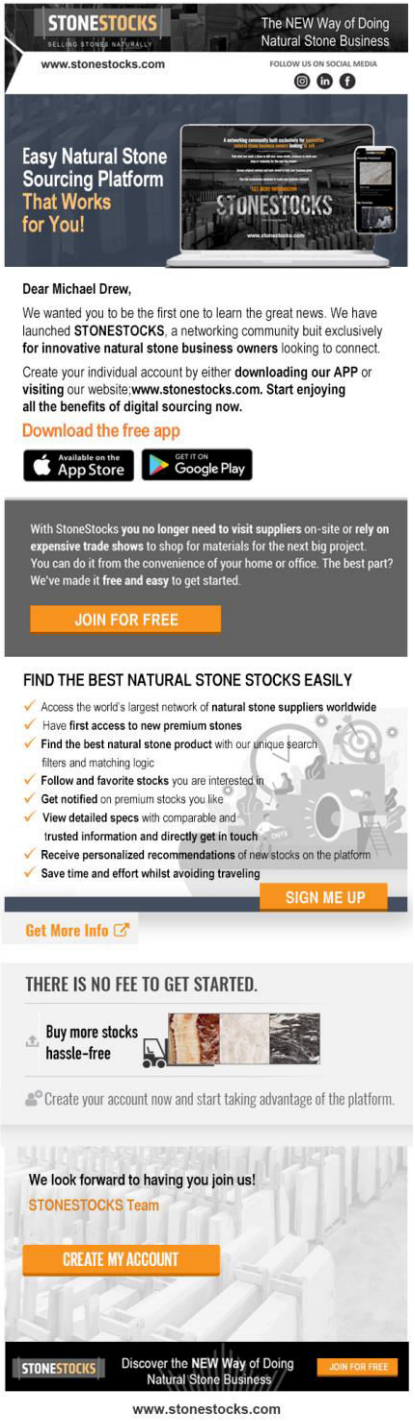
STONESTOCKS master brand

E-newsletter example

Headline
Arial Narrow

Main text
Arial Narrow

Explanations
Arial Narrow



Online ad example

Headline
Arial Regular and
Arial Bold

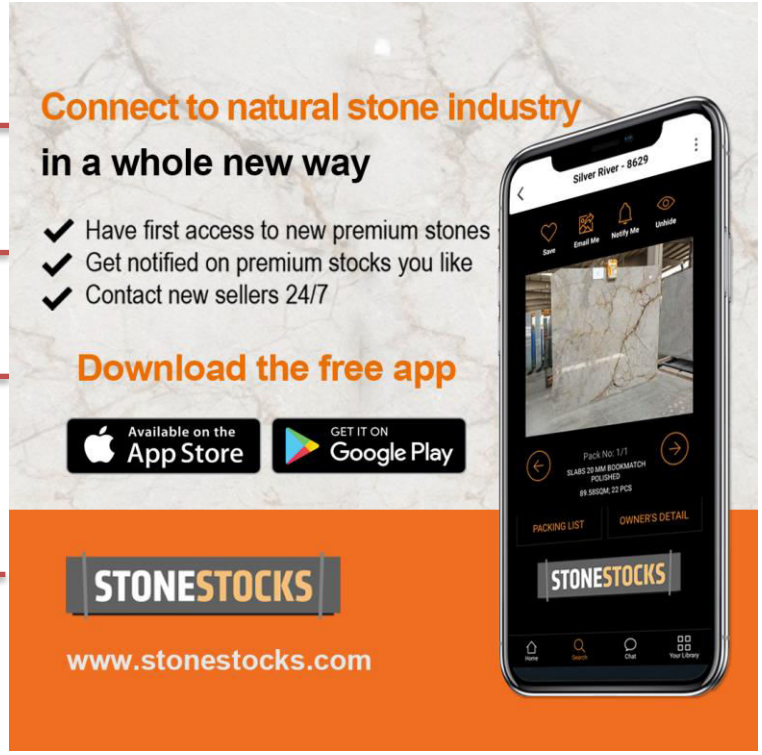
Subheadline
Arial

Logo and
Website will be used together

Online ad example

Headline
Arial Regular and
Arial Bold

Explanations
Arial Narrow with
check marks

Subheadline
Arial

Logo and Website will be used together