



**STINGRAY**

Stringray's new logo is made up of an icon and the word Stingray.  
The icon revisits the original logo's concept of two overlapping rays.  
Our association with the sea animal allows us to communicate notions of:



## **SPEED, CURATION & SIMPLICITY**



The curves of the icon give a warm and human feel to the business. The icon has also been created to represent the letter S. The icon is monochromatic, meaning it can be used on a dark or pale background and is therefore flexible. In a TV context, it could be animated in 2D or 3D. The accompanying all-caps typography communicates Stingray's stability and expertise.

The new logo, along with the "All Good Vibes" signature, reflects Stingray's commitment to offer clients and consumers better ambiance, better entertainment, and a wider variety of music services.



**STINGRAY**

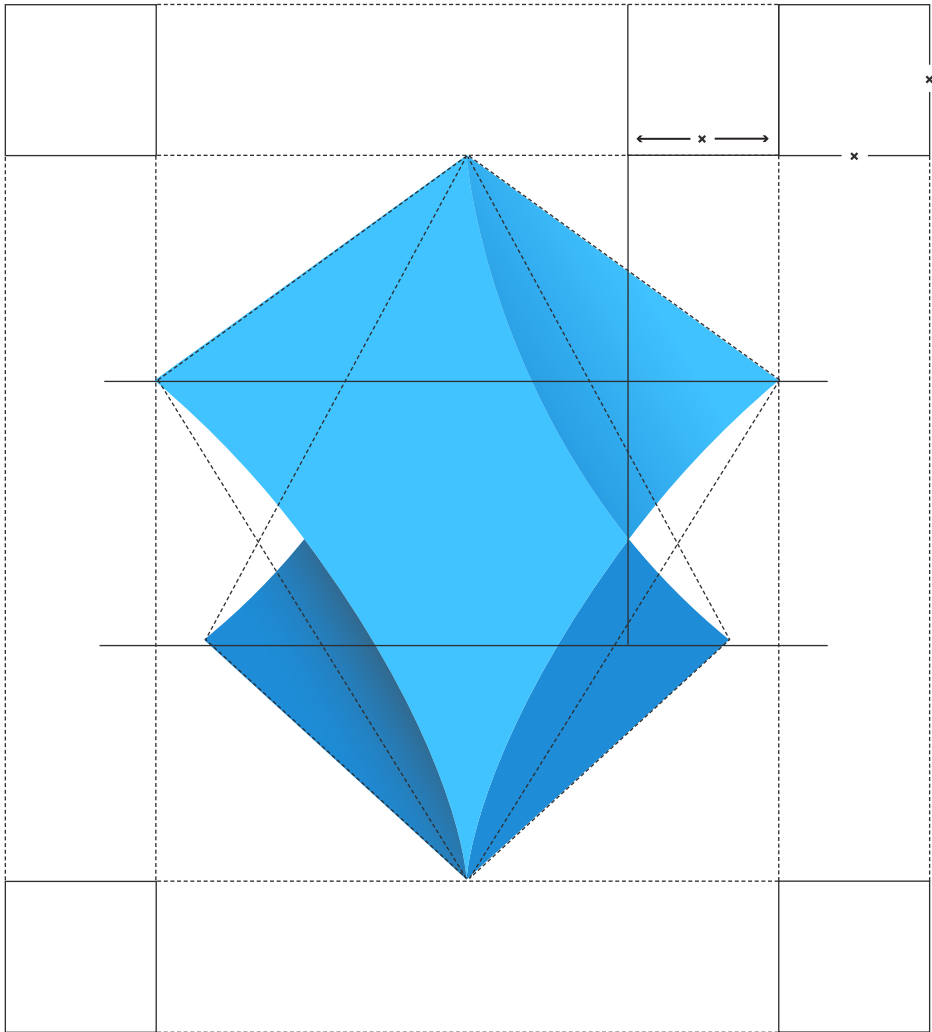


# 01. Brand Elements

The background features a dark gray field with three large, overlapping triangles in two shades of blue. One triangle is a medium blue, another is a lighter sky blue, and they overlap to create a third, darker blue area. The triangles are positioned in the lower half of the frame, with their vertices pointing towards the bottom left and bottom right.

# Logo Proportions

Icon



## Safe Zone

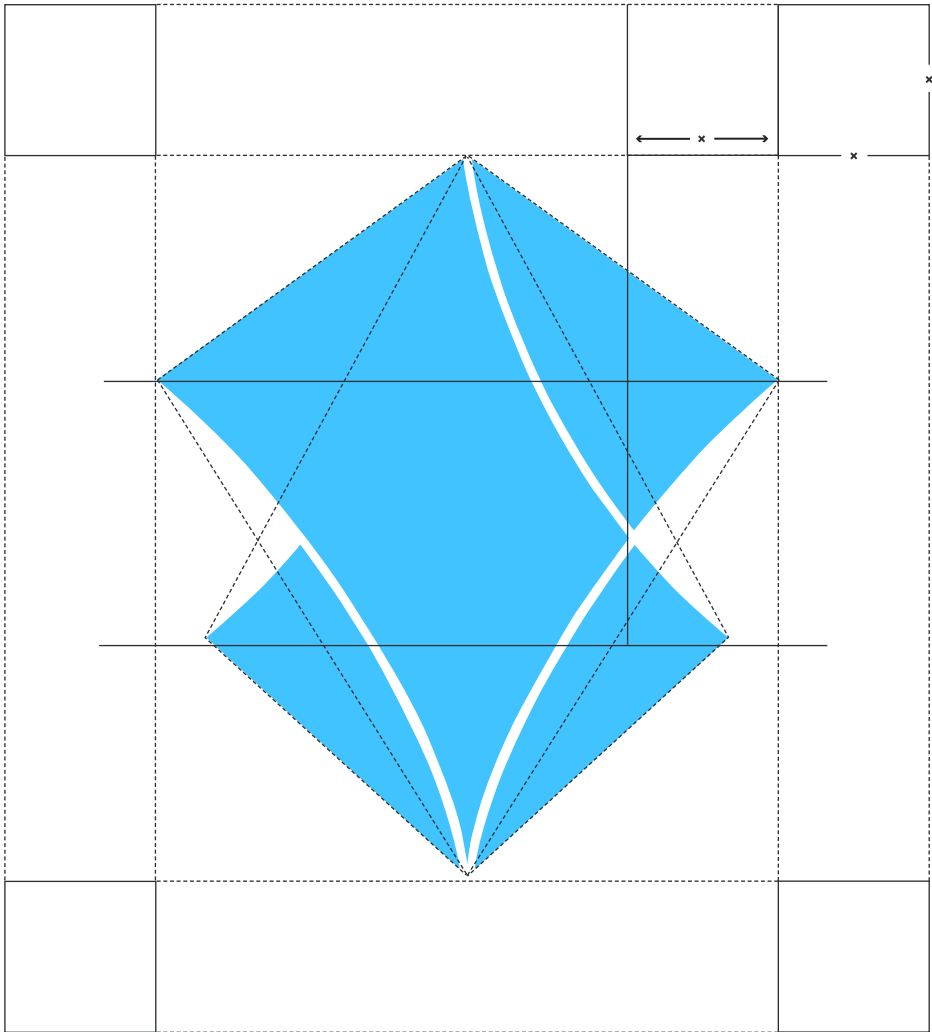
The safe zone is equidistant to the space denoted by 'x' in the layout. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

## Minimum Size

The icon should never be used at under 0.165" in length, as this is the smallest size at which it is properly visible.

# Logo Proportions

Icon



## Safe Zone

The safe zone is equidistant to the space denoted by 'x' in the layout. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

## Minimum Size

The icon should never be used at under 0.165" in length, as this is the smallest size at which it is properly visible.

# Logo Proportions

Full Logo Vertical



## Safe Zone

The safe zone is equidistant to the space denoted by 'x', which in this layout is the x-height of 'Stingray'. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

## Minimum Size

The icon should never be used at under 0.5" in length, as this is the smallest size at which it is properly visible.



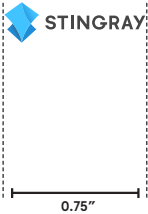
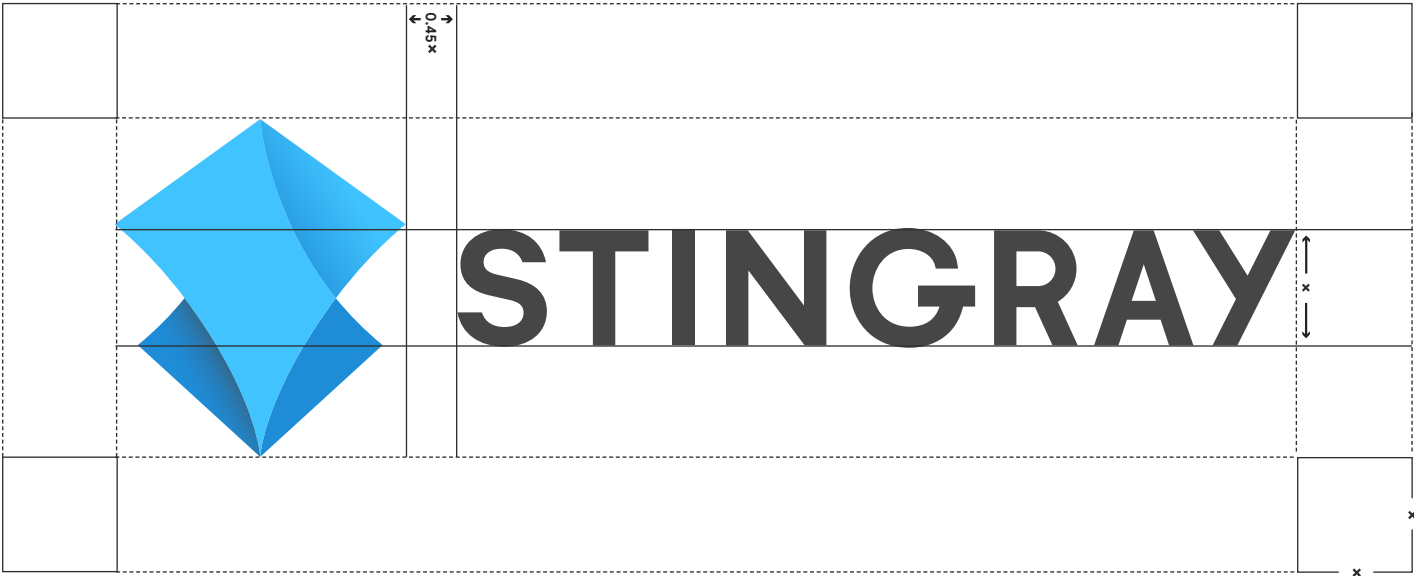
Logo Proportions

Flat One-Color



# Logo Proportions

Full Logo Horizontal



## Safe Zone

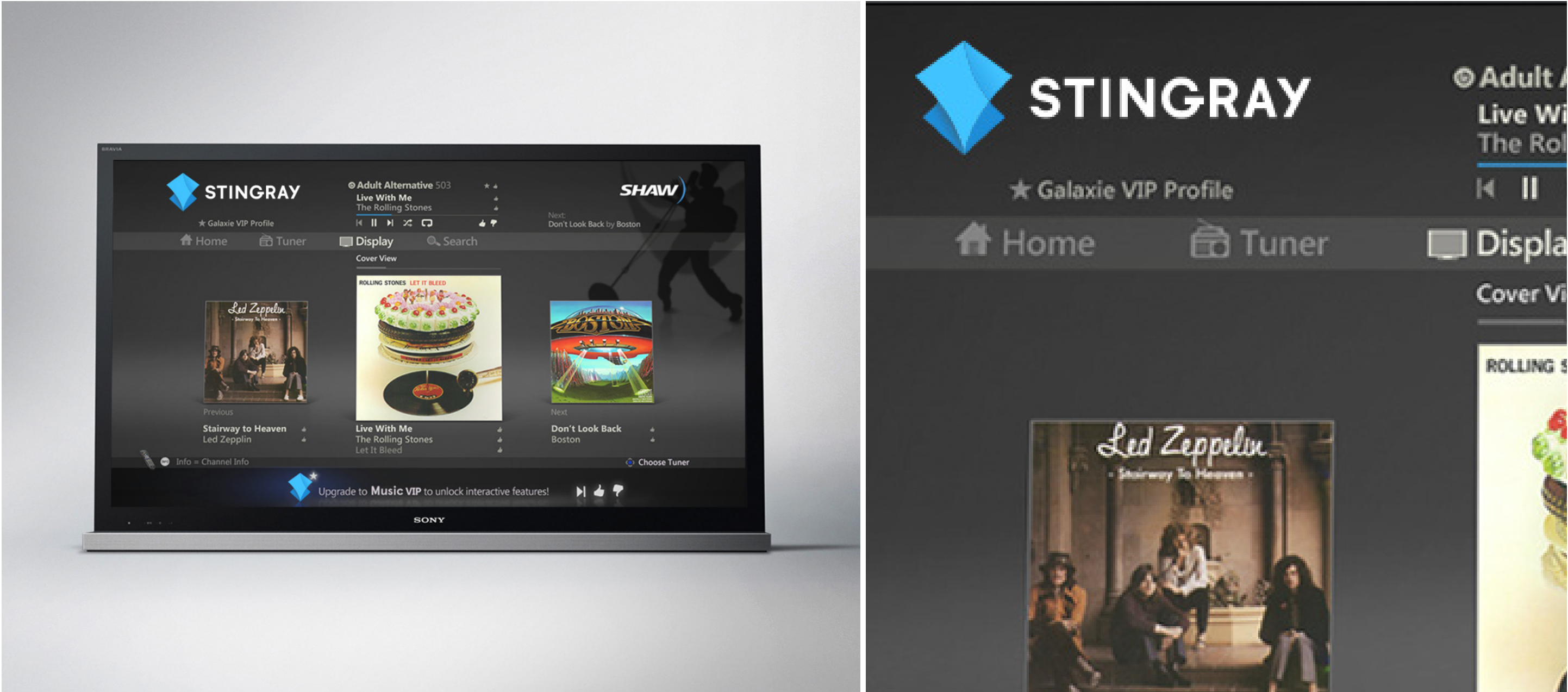
The safe zone is equidistant to the space denoted by 'x', which in this layout is the x-height of 'Stingray'. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

## Minimum Size

The icon should never be used at under 0.75" in length, as this is the smallest size at which it is properly visible.

Logo Proportions

Flat One-Color



# Logo Proportions

Full Logo Vertical + Tagline



## Safe Zone

The safe zone is equidistant to the space denoted by 'x', which in this layout is the x-height of 'Stingray'. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

The proportions of the logo have also been noted, and it is important that these are respected as they are in the official logo files.

## Minimum Size

The icon should never be used at under 0.5" in length, as this is the smallest size at which it is properly visible.

# Logo Proportions

Full Logo Horizontal + Tagline



## Safe Zone

The safe zone is equidistant to the space denoted by 'x', which in this layout is the x-height of 'Stingray'. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

The proportions of the logo have also been noted, and it is important that these are respected as they are in the official logo files.

## Minimum Size

The icon should never be used at under 0.75" in length, as this is the smallest size at which it is properly visible.

# Logo Proportions

Full Logo Vertical + Product



## Safe Zone

The safe zone is equidistant to the space denoted by 'x', which in this layout is the x-height of 'Stingray'. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

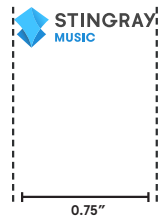
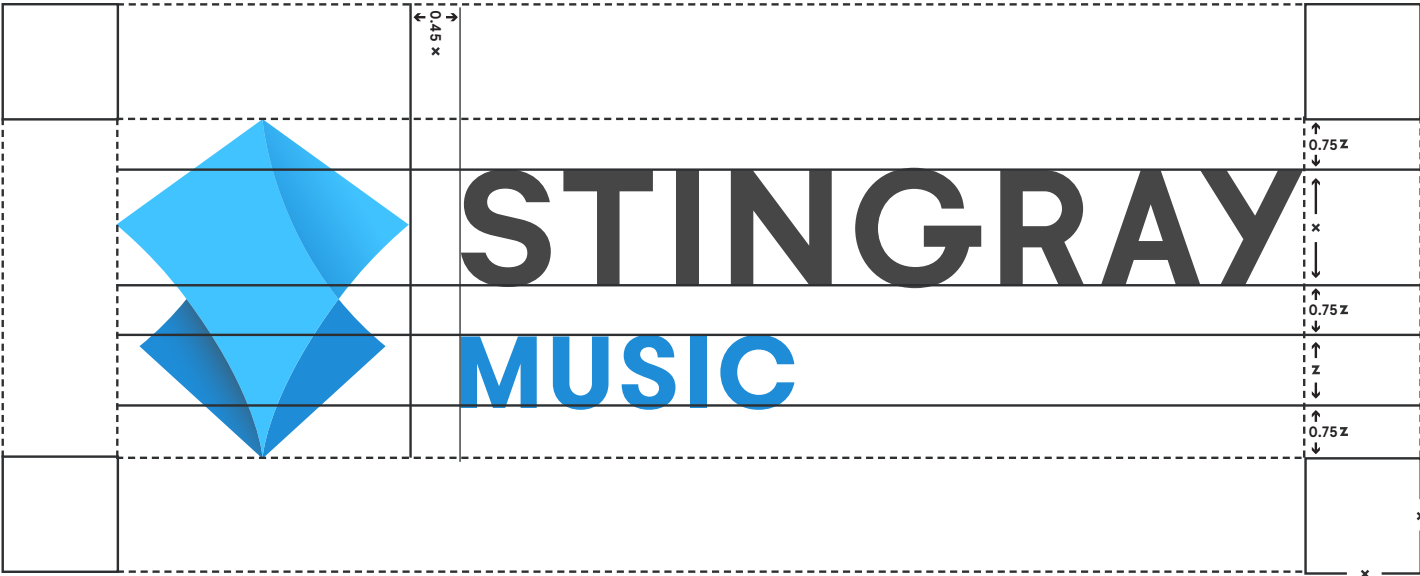
The proportions of the logo have also been noted, and it is important that these are respected as they are in the official logo files.

## Minimum Size

The icon should never be used at under 0.5" in length, as this is the smallest size at which it is properly visible.

# Logo Proportions

Full Logo Horizontal + Product



## Safe Zone

The safe zone is equidistant to the space denoted by 'x', which in this layout is the x-height of 'Stingray'. To make sure that the logo lives well in all spaces, it is required that the safe zone be kept clear of any other elements, including copy, images and other logos. The purpose of this standard is to ensure maximum readability of the logo regardless of its surroundings by providing a uniform space free of interference.

The proportions of the logo have also been noted, and it is important that these are respected as they are in the official logo files.

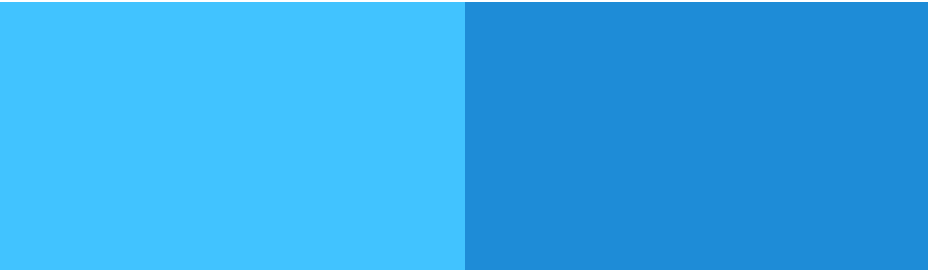
## Minimum Size

The icon should never be used at under 0.5" in length, as this is the smallest size at which it is properly visible.



# Colors

RGB, CMYK & PMS



**R** 65

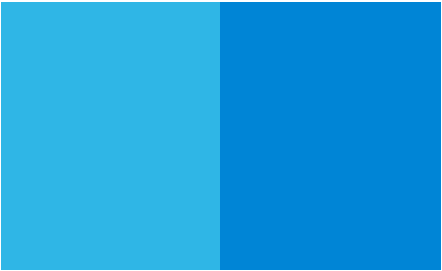
**G** 195

**B** 255

**R** 30

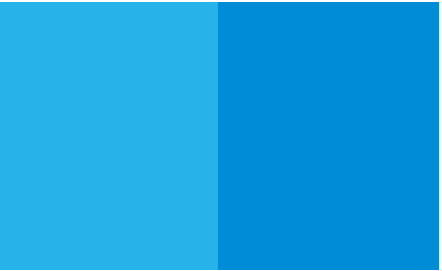
**G** 140

**B** 215



**Pantone**  
2190 C

**Pantone**  
2173 C



**Pantone**  
2190 U

**Pantone**  
2194 U



**C** 70

**M** 5

**Y** 0

**K** 0

**C** 85

**M** 30

**Y** 0

**K** 0



**R** 240

**G** 240

**B** 240

**R** 70

**G** 70

**B** 70



**\* Use K 5**

**Pantone**  
432 C



**\* Use K 5**

**Pantone**  
546 U



**C** 2

**M** 0

**Y** 0

**K** 5

**C** 50

**M** 35

**Y** 25

**K** 65



**C** 0

**M** 0

**Y** 0

**K** 5

**C** 0

**M** 0

**Y** 0

**K** 85



**R** 30

**G** 90

**B** 175

**R** 65

**G** 195

**B** 255

## RGB

For all of the brand’s digital applications, whether it is to be displayed on a TV screen or a computer screen, it is **obligatory** to use the RGB branding elements. This means that the correct RGB logo must be applied, as well as the above RGB recipes for any color fill. No CMYK or Pantone elements should appear on screen.

## PMS

The Pantone options are the best alternative for printing, as they will have brighter and sharper results. Always use the Matte Coated colors, which are shown on the right side of this column. We do not recommend Glossy Coated Pantone printing, but if circumstances necessitate it, the appropriate color mixes are listed on the left side of this column.

## CMYK

The CMYK color space is meant for small print runs, and should only be used when Pantone printing isn’t an option. If CMYK is being used, both the logo and the color fills should be in the appropriate CMYK colors.

## Black & White

Occasionally, the logo will have to be printed in black and white. In this case, it is important to use the grayscale logos, as well as the two above color mixes for any color fill spaces.



## Typography

Main Font

**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % ? & \* ( ) [ ]**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**  
**! @ # \$ % ? & \* ( ) [ ]**

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### Typography

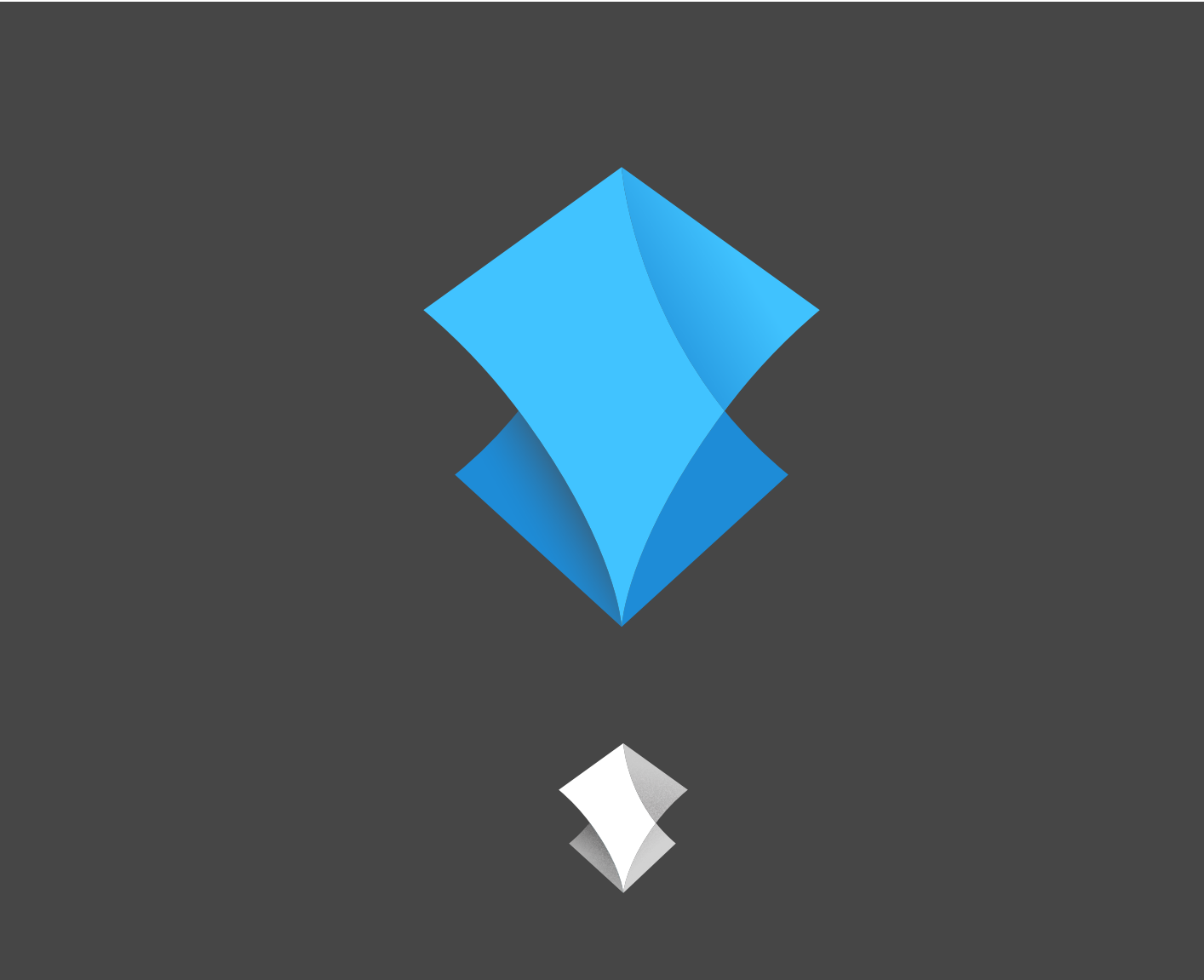
Stingray's main font is GT Walsheim Bold, and it can be used in both uppercase and lowercase letters.



# 02. Logo Variations

# Logo Variations

Icon



## Where to use

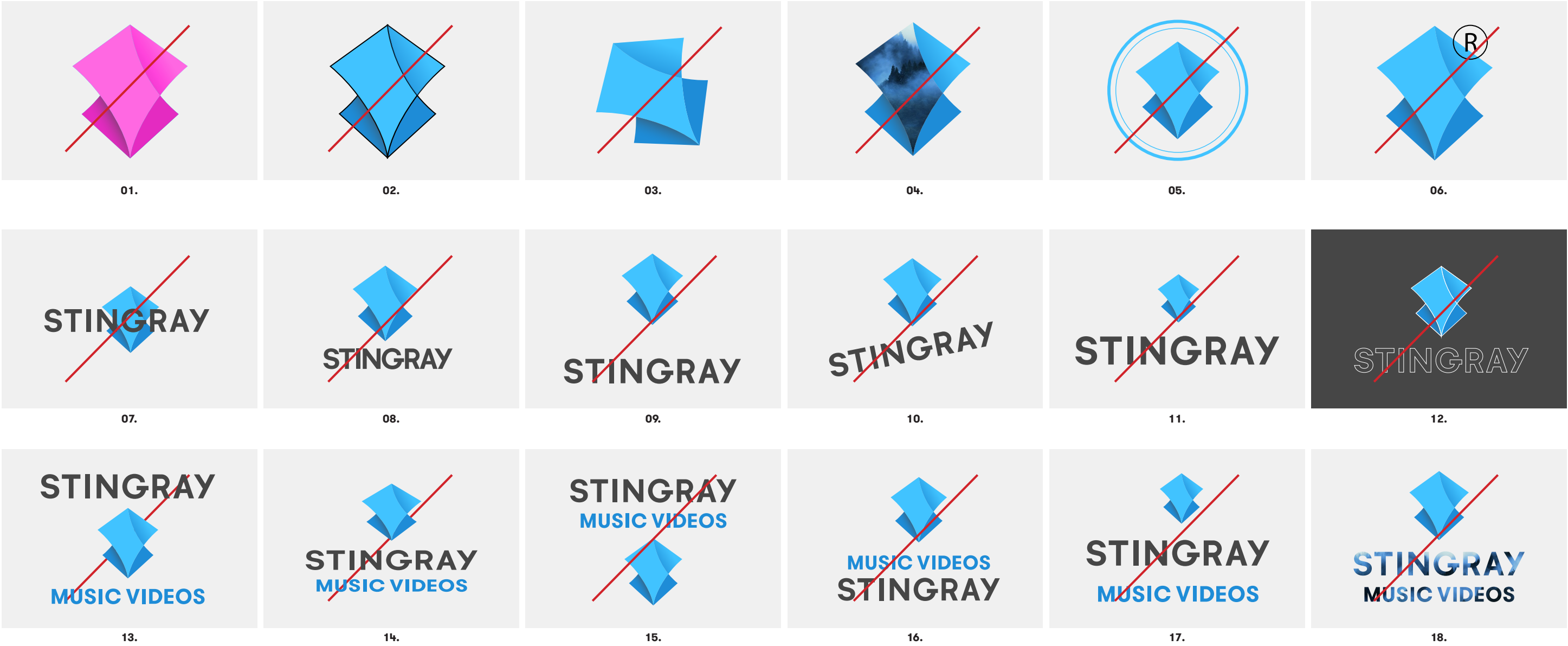
The single icon logos should be used sparingly, in instances where it is a supporting graphic, or where it would be redundant to use the full logo twice in a row (i.e. front & back of an employee tshirt).

## How to use

The blue icon can be used on all backgrounds including light gray, dark gray, white, and black. The white icon can only be used on dark gray or black backgrounds, and the black logo can only be used on light gray or white backgrounds.

Logo Variations

To be avoided



Applications to be avoided

**01.** Do not change the icon's color. **02.** Do not outline the icon. **03.** Do not change the icon's orientation. **04.** Do not add images to the icon. **05.** Do not add graphic elements to the icon or logo. **06.** Do not add graphic elements on the icon. **07.** Do not put the logo on top of the icon. **08.** Do not change the kerning of the logo. **09.** Do not change the spacing between the logo and the icon. **10.** Do not change the orientation of the logo. **11.** Do not change the proportional size of either the icon or the logo. **12.** Do not outline the icon or logo in order to put it on the incorrect background color. **13.** Do not change the order or placement of the logo or

product in regard to the icon. **14.** Do not deform the logo, icon or product. **15.** Do not change the placement of the logo or product in regard to the logo. **16.** Do not place the product above the logo. **17.** Do not change the proportions of the spacing between the icon, the logo, and the product. **18.** Do not add images to the logo or product.

## Logo Variations

Full Color Vertical Logo + Products



# STINGRAY



### Where to use

The full color logos should be the most frequently used, with the vertical version being used in appropriate web productions, television spots, as the Stingray digital television signature, and in full-color printing.

### How to use

This logo is intended for light gray, or if necessary, pure white backgrounds, and it should never be found on a dark or photographic background. As on p. 8, 10 & 12, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.

## Logo Variations

Full Color Horizontal Logo + Products



### Where to use

The full color logos should be the most frequently used, with the horizontal version being used in appropriate web productions, television spots, as the Stingray digital television signature, and in full-color printing.

### How to use

This logo is intended for light gray, or if necessary, pure white backgrounds, and it should never be found on a dark or photographic background. As on p. 9, 11 & 13, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.

## Logo Variations

Full Color Vertical Logo + Products



# STINGRAY



### Where to use

The full color logos should be the most frequently used, with the vertical version being used in appropriate web productions, television spots, as the Stingray digital television signature, and in full-color printing. (Consult p. 9)

### How to use

This logo is intended for dark gray, or if necessary, pure black backgrounds, and it should never be found on a light or photographic background. As on p. 8, 10 & 12, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.



## Logo Variations

Full Color Horizontal Logo + Products



### Where to use

The full color logos should be the most frequently used, with the horizontal version being used in appropriate web productions, television spots, as the Stingray digital television signature, and in full-color printing. (Consult p. 11)

### How to use

This logo is intended for dark gray, or if necessary, pure black backgrounds, and it should never be found on a light or photographic background. As on p. 9, 11 & 13, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.

## Logo Variations

Black & White Vertical Logo + Products



# STINGRAY



### Where to use

The black and white logos should be used only when full-color printing or full-color display is unavailable. The vertical version of this logo should be used whenever possible.

### How to use

This logo is intended for light gray, or if necessary, pure white backgrounds, and it should never be found on a dark or photographic background. As on p. 8, 10 & 12, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.

## Logo Variations

Black & White Horizontal Logo + Products



### Where to use

The black and white logos should be used only when full-color printing or full-color display is unavailable. The horizontal version of this logo should be used only when it is not possible to use the vertical version.

### How to use

This logo is intended for light gray, or if necessary, pure white backgrounds, and it should never be found on a dark or photographic background. As on p. 9, 11 & 13, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.

## Logo Variations

Black & White Vertical Logo + Products



# STINGRAY



### Where to use

The black and white logos should be used only when full-color printing or full-color display is unavailable. The vertical version of this logo should be used whenever possible.

### How to use

This logo is intended for dark gray, or if necessary, pure black backgrounds, and it should never be found on a light or photographic background. As on p. 8, 10 & 12, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.

## Logo Variations

Black & White Horizontal Logo + Products



### Where to use

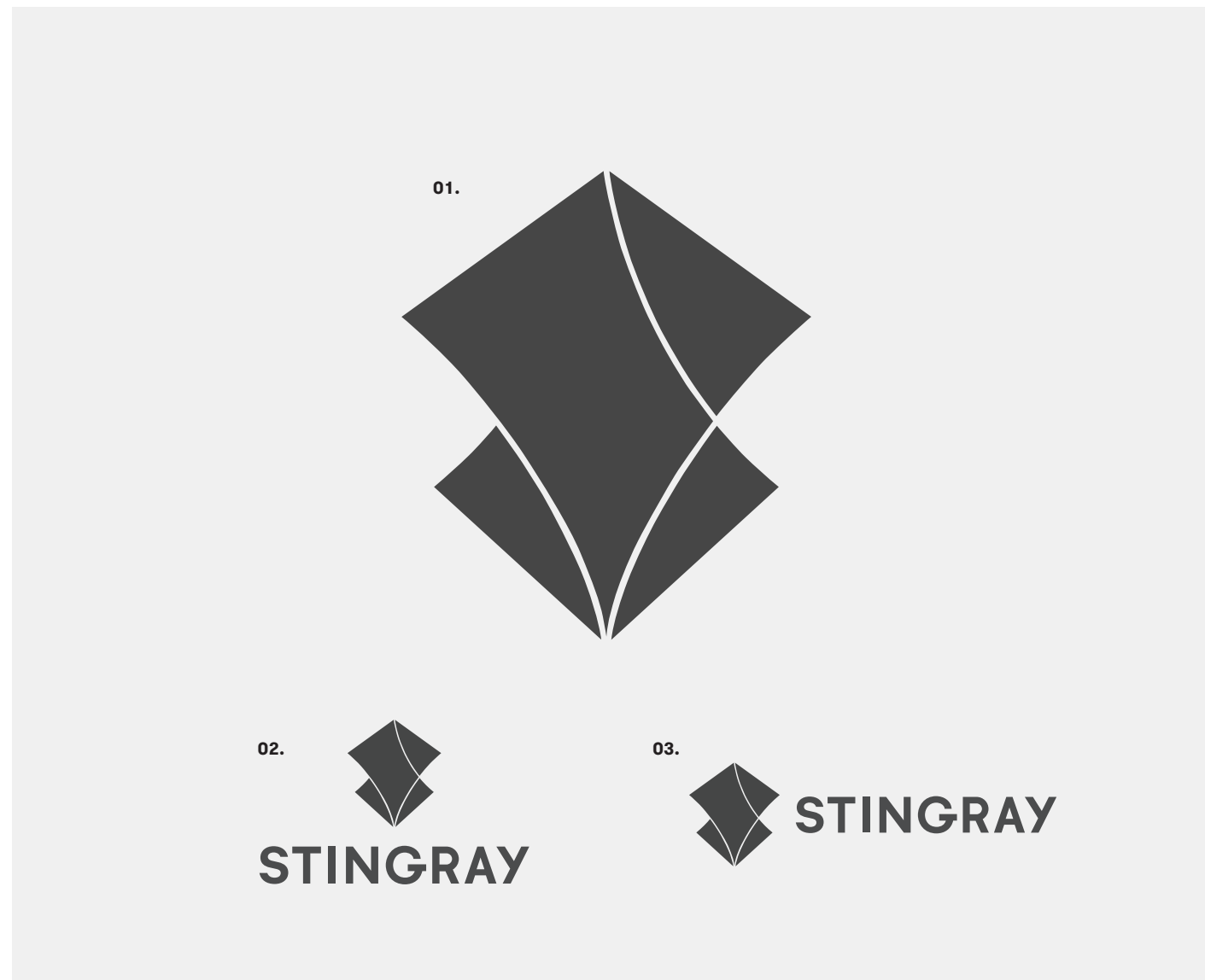
The black and white logos should be used only when full-color printing or full-color display is unavailable. The horizontal version of this logo should be used only when it is not possible to use the vertical version.

### How to use

This logo is intended for dark gray, or if necessary, pure black backgrounds, and it should never be found on a light or photographic background. As on p. 9, 11 & 13, the logo's safe zone and minimum size must be respected, and they must be used in their appropriate color space, as explained on p. 16.

## Exceptional Use Logos

Single Color Logos + Blue Background Logos



### Single Color Logos

These logos should be used only when single color production is the only available option (i.e. foil stamping).

- 01.** The icon can be used alone where appropriate, and must follow the same safe zone & minimum size as listed on p. 7
- 02.** The vertical logo can be used where appropriate (i.e. baseball cap), and must follow the same safe zone & minimum size as listed on p. 8
- 03.** The horizontal logo is to be used only where the vertical logo cannot be (i.e. a pen), and it must follow the same safe zone & minimum size as listed on p. 10

### Blue Background Logos

These logos are to be used exclusively when the logo must be used multiple times over, and can be included as a variation to avoid redundancy and repetition in a layout. These logos must never be printed, and can be used only for digital applications. For the exact colors to be used for the background, please refer to the RGB section of p. 16. It is recommended that radial gradients be used instead of linear gradients.



Exceptional Use Logos

Watermark Logos



Where to use

These watermark logos are to be used only for digital applications where the logo needs to be placed atop a TV show, television spot, or any other digital imagery. This logo is to be used as neither the full color nor black and white logos are to go atop any photographic backgrounds.

How to use

As shown above, this logo is usually found on the bottom right or bottom left of a television screen, and the horizontal version is recommended for us. An exception to this rule is the 'Ambiance' product which can be used in either the horizontal or vertical format. These logos must respect the safe zones and minimum sizes as listed on p. 12 & 13.

