stack

Brand guidelines.

Version 1.0 · October 2026 · Harrison Greener · Student ID 214313327

Contents

What's inside.

01 The brand
02 Voice
03 Logo system
04 Clear space and sizes
05 Logo on backgrounds
06 Logo misuse
07 Partner lock-ups
08 Colour
09 Colour pairs
10 Typography
11 DJ Selector
12 Expressions and poses
13 Selector rules
14 Pixel emoji
15 Stickers
16 Merch
17 Applications
18 Developer rules

Own it.
Play it everywhere.

Stack is the home for the records people own. It turns a shelf of vinyl and CDs into a library you can play anywhere, share with family and sell on when you're done.

Warm

Sunset colours, wood, paper and analogue texture. Never cold or techy.

Collector

Respects the object: the sleeve, the pressing, the crackle.

Playful

DJ Selector, stickers and little surprises. Fun, never childish.

Honest

Your music is free. We only charge for sharing.

02 Voice

Talk like a friend who works in a record shop.

Short sentences. Plain words. Sentence case everywhere, no spaced-out capitals, no exclamation marks in product copy.

Say this	Not this
“Your records, everywhere.”	~~“Unlock your music across all devices!”~~
“Drop the needle.”	~~“Initiate playback.”~~
“Lent to Jordan until Sunday.”	~~“Asset temporarily transferred.”~~
“Sharing it is what you pay for.”	~~“Upgrade to Premium today!!”~~

Four marks, one family.

Lockup
The main logo. Use it wherever there’s room.

S mark
App icon, avatars, favicons and small spaces.

Wordmark
When the S already appears nearby.

Inverse S
Badges and patterns only. Never the main logo.

04 Clear space

Give it room to breathe.

Keep a clear space of at least **x** on every side, where x is the height of the S mark's inner swoosh, about a quarter of the mark. Nothing else enters this space.





Lockup minimum

24px tall on screen · 8mm in print

S mark minimum

16px on screen · 5mm in print

05 Backgrounds

The right logo for every background.

Brown on light, cream on dark. On photos, place the logo over a calm area or a solid panel.

Cream

Paper

Night

Espresso

Stack orange

White

Sky

Sunset red

On a photo, put the logo on a solid panel in a calm corner, never over faces or products.



06 Misuse

Things never to do.



Don’t stretch it



Don’t recolour it



Don’t rotate it



Don’t add effects



Don’t lower contrast



Don’t crowd it

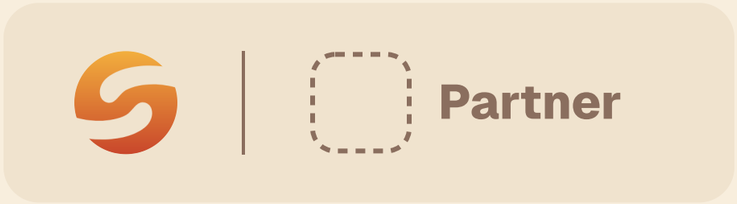
07 Partner lock-ups

Side by side, as equals.

When Stack works with a record shop, label or event, the two logos sit on one line, matched by visual height, divided by a thin rule.



- **Stack comes first** on Stack-led work: on the left, or on top when stacked.
- **Equal height.** Match the partner’s cap height to the Stack wordmark, never larger.
- **Divider:** a 2px rule in Cocoa, with 2x clear space on each side.
- **Partner-led work:** the partner leads, and Stack follows with “with Stack” or “Powered by Stack”.
- **Never** merge the marks, recolour the partner’s logo or put both inside one shape.



Compact: S mark with partner

The sunset palette.

Sunset gold
#F2AE3D
RGB 242, 174, 61
CMYK 0 28 75 5
Highlights, gradient start

Stack orange
#EF8B2C
RGB 239, 139, 44
CMYK 0 42 82 6
Primary accent, buttons

Sunset red
#C8452B
RGB 200, 69, 43
CMYK 0 66 78 22
Emphasis, gradient end

Mustard
#E9B949
RGB 233, 185, 73
CMYK 0 21 69 9
Stripe, small accents

Rust
#B6452C
RGB 182, 69, 44
CMYK 0 62 76 29
Stripe, warm shadows

Sky
#7FA7B7
RGB 127, 167, 183
CMYK 31 9 0 28
Stripe, calm contrast

Cream
#F0E3CE
RGB 240, 227, 206
CMYK 0 5 14 6
Main background

Paper
#F8EEDD
RGB 248, 238, 221
CMYK 0 4 11 3
Cards, light surfaces

Espresso
#3A2216
RGB 58, 34, 22
CMYK 0 41 62 77
Text, dark surfaces

Cocoa
#8A6E5E
RGB 138, 110, 94
CMYK 0 20 32 46
Secondary text

Night
#2A1A12
RGB 42, 26, 18
CMYK 0 38 57 84
Dark backgrounds

Sunset gradient
Gold → red, top to bottom
Headline accents, the S mark



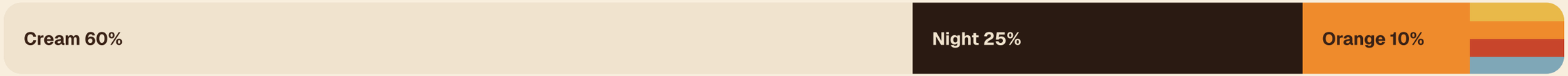
The sunset stripe: mustard, orange, red, sky. Always in this order.

09 Colour pairs

Readable on every background.

Text must meet WCAG AA: a contrast ratio of 4.5:1 for body text, 3:1 for large headings.

Aa #F0E3CE on #2A1A12 **13.2:1 · AAA**	**Aa** #F2AE3D on #2A1A12 **8.7:1 · AAA**	**Aa** #EF8B2C on #3A2216 **5.9:1 · AA**	**Aa** #3A2216 on #F0E3CE **11.7:1 · AAA**	**Aa** #C8452B on #F0E3CE **3.8:1 · AA large**
Aa #8A6E5E on #F8EEDD **4.1:1 · AA large**	**Aa** #FFFFFF on #EF8B2C **2.5:1 · Avoid**	**Aa** #3A2216 on #EF8B2C **5.9:1 · AA**	**Aa** #FFFFFF on #C8452B **4.8:1 · AA**	**Aa** #3A2216 on #7FA7B7 **5.7:1 · AA**



Balance on a page: mostly cream, some night, a little orange, a touch of stripe.

10 Typography

Geist for everything. Shrikhand for flavour.

Aa

Geist

Headings, body, interface. Weights 400, 600, 800.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 £ & ? !

Aa

Shrikhand

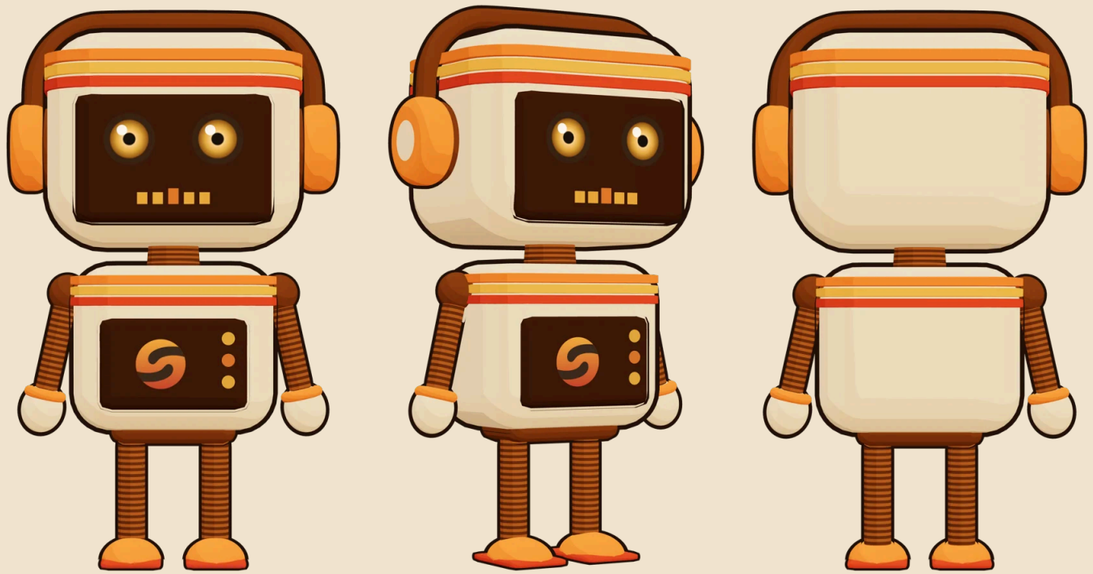
Rare accents only: quote marks, the odd sticker or headline flourish. Never body text.

Own it. Play it everywhere.

Display · 120 / 800 / −4%	**Own it.**
Heading · 64 / 800 / −3%	**Your records, everywhere.**
Title · 28 / 700	**Family Stack**
Body · 18 / 400 / 145%	Stream every record you own, anywhere, in lossless.
Label · 14 / 700	**Record Club · October**

Meet
DJ Selector.

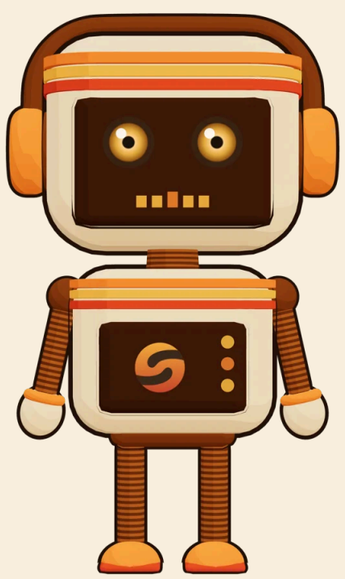
Stack’s robot DJ digs through your crate and picks the perfect record. He has headphones, a VU-meter face, a sunset headband and the S on his chest.



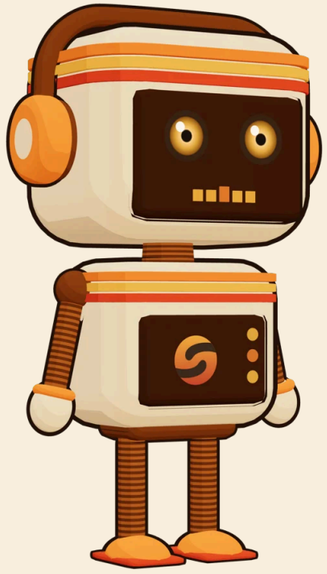
Front Three-quarter Back

The turnaround.

Always draw him from this model. Proportions are fixed: the head is wider than the body, the legs are thin coils, the shoes are orange.



Front



Three-quarter



Side



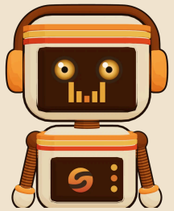
Back



Other side

12 Expressions

Moods
and poses.



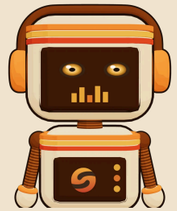
Happy



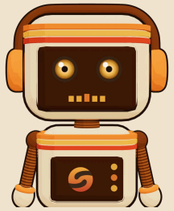
Joy



Talking



Thinking



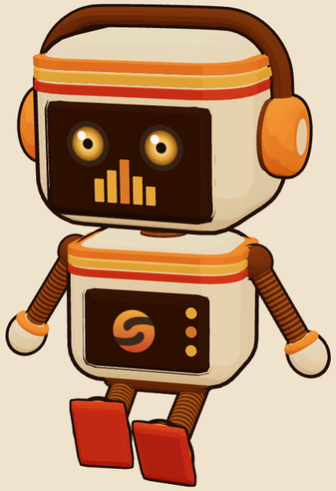
Neutral



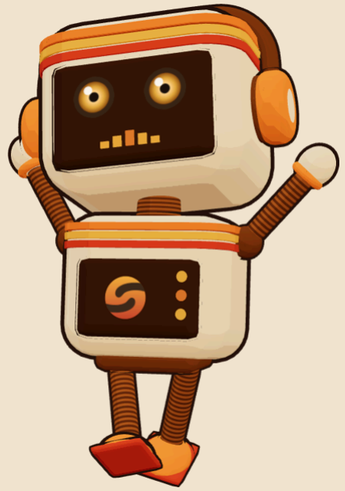
Shocked



Blinking



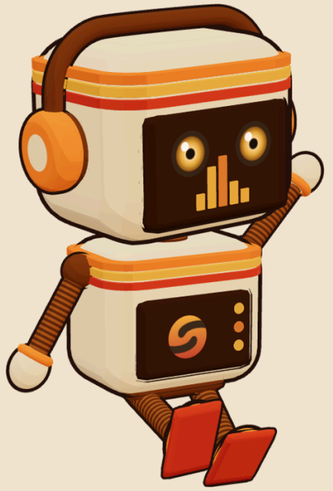
Sitting



Tumbling



Talking



Waving

13 Selector rules

Use him
like a guest star.



Do

- Use him for moments: a welcome, a pick, a tip, a celebration.
- Show him whole, feet and all, sitting on or interacting with real objects.
- Keep him smaller than the main content.
- Use one Selector per screen or page.

Don’t

- Redesign him, change his colours or add a blue headband stripe.
- Crop off his legs or squash his proportions.
- Put him on every page or behind body text.
- Distort his eyes or give him a scary expression.

14 Pixel emoji

The digital Selector.

For social, chat and anything that should feel online. Drawn on a 24 × 20 pixel grid with a 1px cream outline. Always scale in whole steps with hard edges.



Happy



Talking



Wow



Love



Wink



Shades





Wrapped is out!

Join me on Stack

15 Stickers

Stick it
on everything.

Die-cut with an even white border about a twelfth of the sticker’s width, printed on gloss vinyl. Slap them on at an angle.



16 Merch

Stack Supply.





Selector Bomber



Sunset S Shirt



Knit Polo



Sunset S Hoodie



Selector Tee



Corduroy S Cap

16 Merch

Record gear and the Puck.

Merch uses the S mark small and embroidered, or the big sunset S as a statement. Never slogans.



Sunset Slipmat



Birch Record Crate



The Stack Puck

17 Applications

On records.



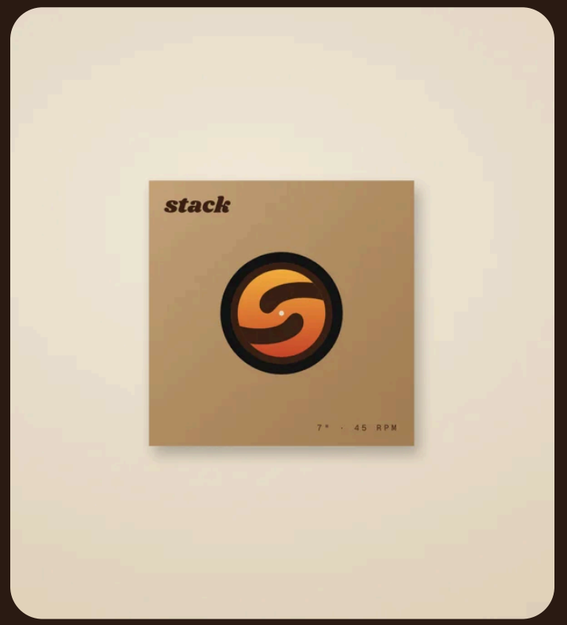
Vinyl sleeve



Record labels, side A and B



Coloured vinyl

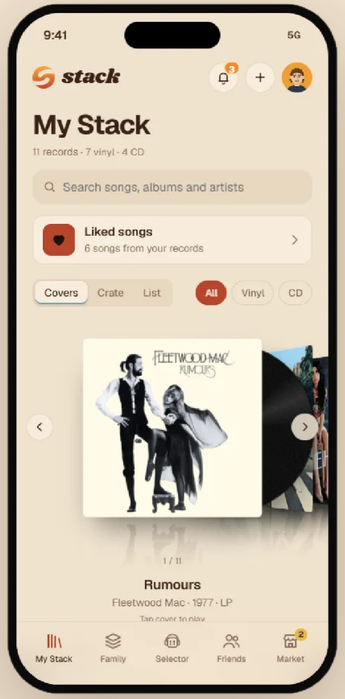


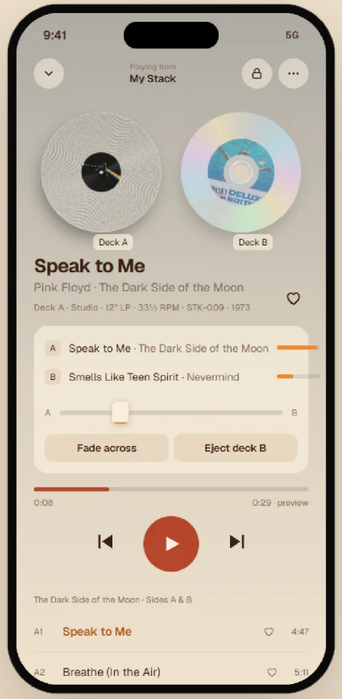
7″ single

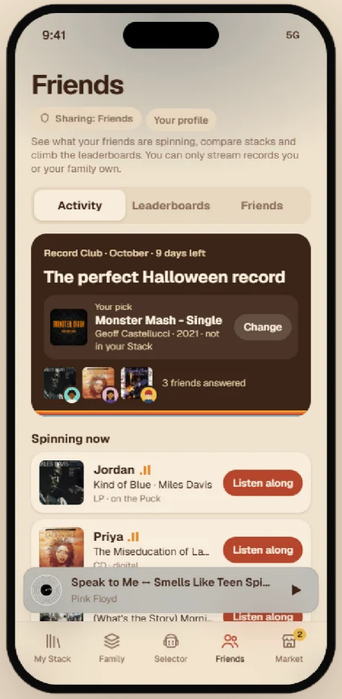
17 Applications

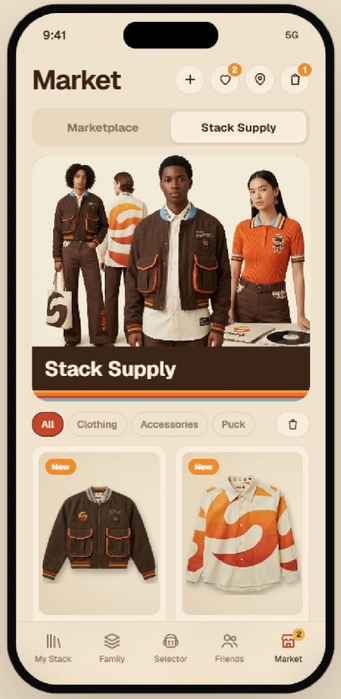
In the app.

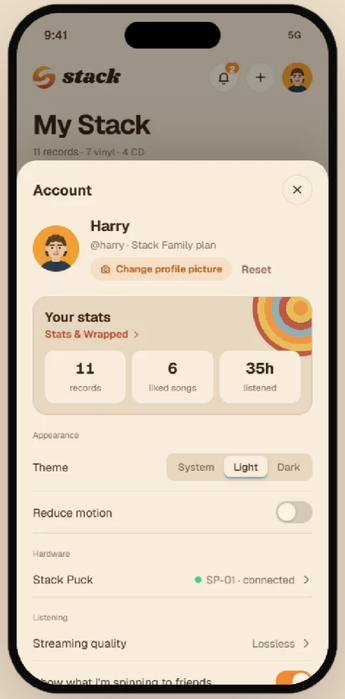
The app uses cream surfaces, rounded cards, one orange action per screen, and the stripe for moments of celebration.











18 Developer rules

Build it the Stack way.

Design tokens

```
:root{
  --orange: #EF8B2C;
  --red: #C8452B;
  --gold: #F2AE3D;
  --cream: #F0E3CE;
  --paper: #F8EEDD;
  --espresso: #3A2216;
  --night: #2A1A12;
  --cocoa: #8A6E5E;
  --radius-card: 20px;
  --radius-pill: 999px;
  --space: 4 8 12 16 24 32 48 72;
  --ease: cubic-bezier(.2,.8,.2,1);
  --font: "Geist", system-ui, sans-serif;
}
```

Layout

4px spacing grid. 24px page margins on phones, 1120px max content width on desktop.

Buttons

Pills. One primary orange-to-red action per screen; others are tinted or ghost.

Cards

20px radius on Paper, a soft 1–3px shadow. No hard borders.

Motion

200–400ms with the Stack ease. Records spin at 33⅓. Respect reduced motion.

Copy

Sentence case. No spaced capitals. No numbering in small labels.

Accessibility

WCAG AA contrast, 44px tap targets, every image described.

Own it.
Play it everywhere.

Brand files: harrisongreener.github.io/stackPitch/brand.html

Designed by Harrison Greener

