

Steezy 




BRAND GUIDELINES

Table of Contents

BRAND LOGO	01
BRAND COLOR	09
BRAND FONT	13
GRAPHIC ELEMENT	19
FOUNDER	25

BRAND LOGO

Logo Design & Concept

The italic wordmark expresses speed, movement, and skate energy.

The underline symbolizes Skate ramp, reflecting the product's relation to skateboard elements.

The star element represents skate style and individuality, connecting the brand to youth street culture.



Primary Logo

Represents the brand's core identity and should appear most often.



Logo Specification

The logo is built on a carefully designed grid with precise proportions, creating a balanced and complete visual form. Color, shape, and typography works together to bring out brand identity.

The spacing between elements is intentionally measured and aligned to create a clean, well-structured design.



MINIMUM SIZE

For print applications, the minimum height when scaling proportionately is 2cm.
whereas for digital purpose, it is 56px



Color Variation & Background Management

The logo can be used in various color versions to fit different backgrounds. On dark backgrounds, the logo changes to off-white for clear visibility. The original color version can be used on all light backgrounds.



Red logo on white background



Black logo on white background



White logo on black background



White logo on red background



Black logo on red background

Logo Do's

This page contains the guidelines and customs for use the logo.

These rules guarantee the brand's effectiveness, coherence, and consistency across all media and channels.



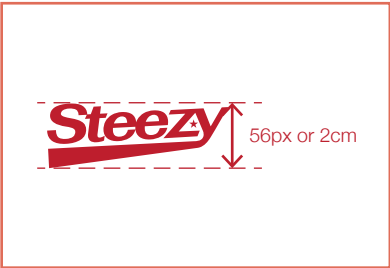
Use the logo vector file for scalability without loss of quality



Maintain the logo's original proportions to ensure it remains visually appealing and recognizable.



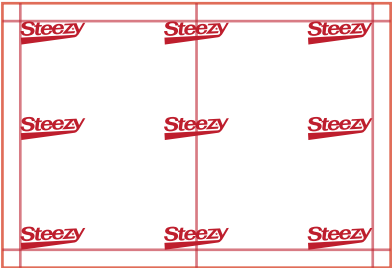
Leave enough clear space around the logo to ensure it stands out and remains visually distinct.



Maintain minimum size of the logo to ensure visibility and legibility.



Place the logo on a background that does not detract from its visibility or readability.



Position the logo in a prominent location where it can be easily seen and recognized.

Logo Don'ts

Relates to the typical errors and traps that should be avoided when utilizing the logos.

This entails staying away from unnecessarily intricate or cluttered designs, unreadable fonts, clichéd or generic images, and inconsistent or mismatched color schemes and patterns.



Do not modify the elements of the logos.



Do not stretch or distort the logo.



Do not use the logo on busy backgrounds, and keep away in close proximity to other elements.



Dont drop any shadows on the main logo.



Do not rotate or misalign the elements of the logo.



Do not alter the color of the logo. Except special edition

BRAND COLOR

Color Palette

The brand uses a three-color palette consisting of red, black, and white, with white serving as the secondary color.

Primary Color

Each color was carefully selected to reflect STEEZY's personality: bold, energetic, and authentic. The palette is inspired by skateboarding culture and streetwear aesthetics. The primary colors establish the brand's core identity, creating a strong and recognizable visual presence across all brand applications.

Fresh Red RGB 190, 30, 45 CMYK 17, 100, 91, 8 HEX #BE1E2D	Black RGB 100, 185, 230 CMYK 100, 100, 100, 100 HEX #000000	Off White RGB 255, 255, 255 CMYK 0, 0, 0, 0 HEX #FFFFFF
---	---	---

General Color Rules

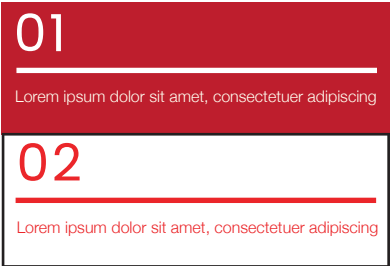
A color palette’s general rules of colors provide guidance for the effective and consistent use of color to convey a brand’s identity.



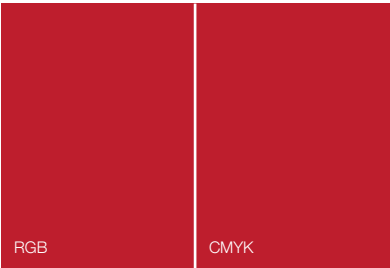
Respect the provided color palette and use the specified colors exclusively



Maintain consistency in color usage throughout the design.



Establish a clear hierarchy of colors to emphasize important elements. Utilize contrast effectively to create visual interest and improve readability.



Ensure that the RGB and CMYK versions of the colors are applied correctly in different platforms.

BRAND TYPOGRAPHY

For English typeface

Fahkwang bold

For Logo

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Poppins Bold

For heading and subheading

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Poppins

For body

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Picturama

For Tagline

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PIPPINS
TYPE CO LTD
WWW.PIPPINSTUDIO.COM
2019-2020

For Thai typeface

คณิต

For heading

คณิต

For primary and secondary typeface

กบคง

กบขคคขงจจชฌฌญญฐฏทฒณดตถ
ทรณบปผฝพฟภมยรลวศษฬออ

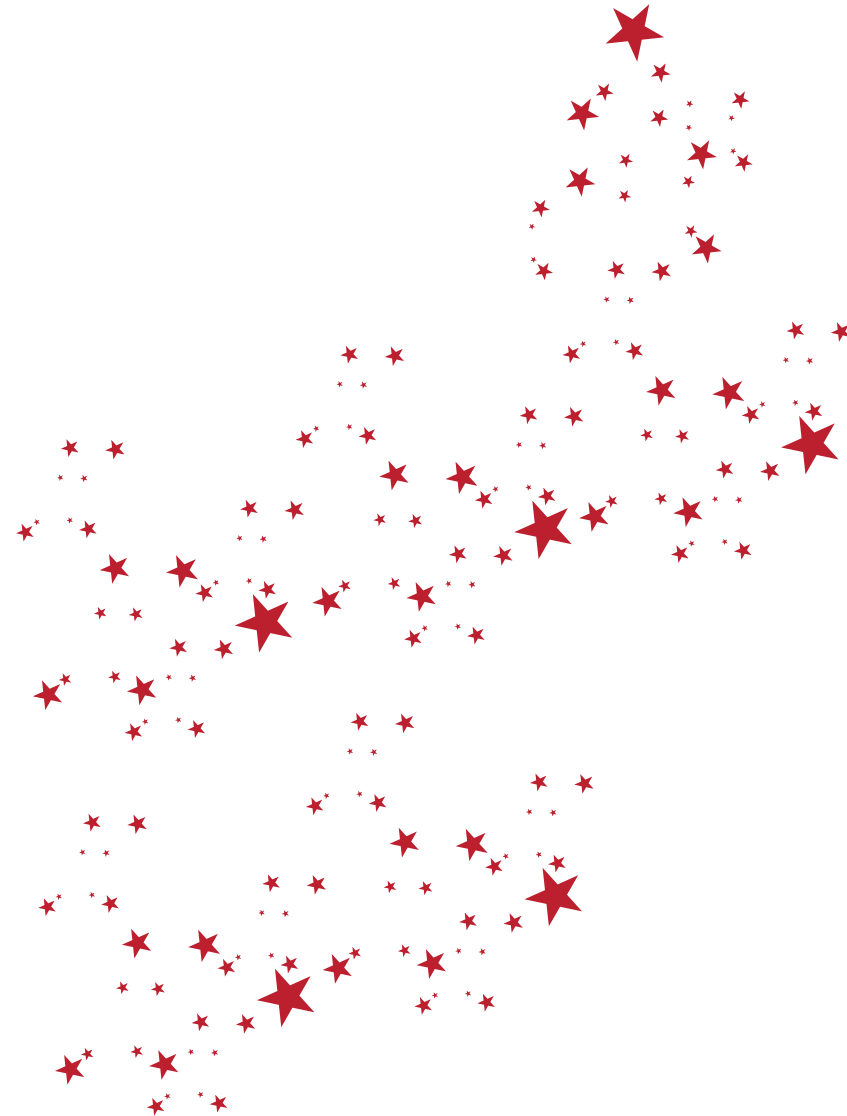
กบคง

กบขคคขงจจชฌฌญญฐฏทฒณดตถ
ทรณบปผฝพฟภมยรลวศษฬออ

Graphic Elements

Star Motif

The star is the most distinctive graphic element in the STEEZY identity. It is derived from the log and appears in various sizes and arrangements across brand applications. The star graphics create movement and energy while reinforcing brand recognition.



High-Contrast Imagery

Black-and-white skateboard photography and cutout-style images are used to create a raw and authentic visual style. This approach reflects the DIY aesthetic often found in skate magazines and zines.



Protective Skateboard Shoe Patch

This headline is used across all print media to clearly communicate what we are selling and instantly introduce the Steezy Shoe Patch. It helps capture attention, build brand recognition, and inform potential customers about the product's purpose and key benefit at first glance.

Protective

Skateboard

Shoe Patch

Tear Less, Skate More

The tagline “Tear Less. Skate More.” reflects Steezy’s core purpose helping skaters spend less time worrying about worn-out shoes and more time enjoying every session. The hand-lettered graphic gives the brand a bold, authentic skate aesthetic while making the message memorable and instantly recognizable across different media.



Founder

Prame Lertjaturaphat is a fourth-year undergraduate student at MUIC, majoring in the Communication Design Program (CDP).

Having grown up skateboarding, he developed a deep appreciation for skate culture, particularly its raw 90s-inspired graphics.

Although he has less time to skate today, his passion continues to inspire STEEZY's identity and design philosophy.

