



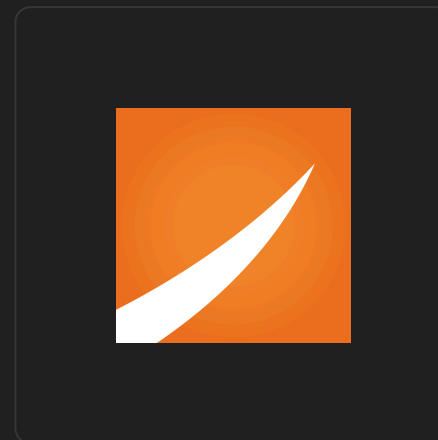
BRAND GUIDELINES

Logo

The Stoeffel-Media logo is set in Outfit. "Stoeffel-" appears in white, "Media" in the brand orange. The signature stroke beneath adds direction and movement. Consistent proportions and clear space must be maintained across all applications.



PRIMARY LOGO



SYMBOL / ICON

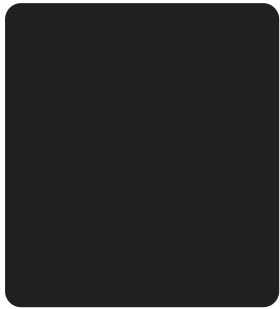


ON LIGHT BACKGROUND

- ✓ Dark backgrounds only (#202020 or darker)
- ✓ Maintain clear space equal to the height of the "S"
- ✗ Do not change the logo colours or proportions
- ✗ Do not add effects, shadows or outlines to the logo
- ✗ Do not place on busy or low-contrast backgrounds

Colour Palette

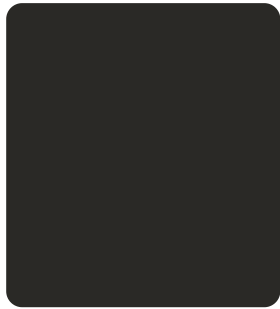
Our palette is built around a dark foundation with a warm orange accent. Use these colours consistently across all touchpoints.



Dark

HEX: #202020
RGB: 32, 32, 32
CMYK: 0, 0, 0, 87

Backgrounds, dark sections



Text

HEX: #2a2926
RGB: 42, 41, 38
CMYK: 0, 2, 10, 84

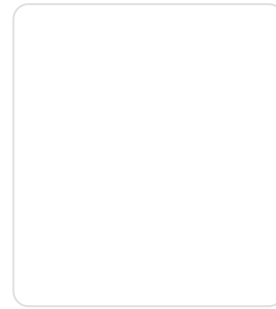
Body text, headlines on light



Accent Orange

HEX: #f08932
RGB: 240, 137, 50
CMYK: 0, 43, 79, 6

Brand accent, CTAs, highlights



White

HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

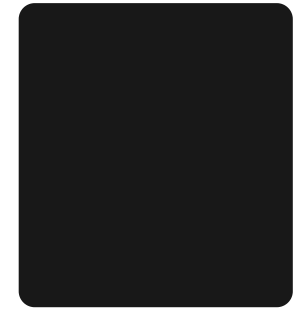
Text on dark backgrounds



Grey

HEX: #8e8e8e
RGB: 142, 142, 142
CMYK: 0, 0, 0, 44

Secondary text, captions



Deep Dark

HEX: #181818
RGB: 24, 24, 24
CMYK: 0, 0, 0, 91

Cards, sections, depth

Typography

Outfit

GOOGLE FONTS – VARIABLE WEIGHT 300 TO 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & ? ! @ # % ()

The quick brown fox Light – 300

The quick brown fox Regular – 400

The quick brown fox Medium – 500

The quick brown fox SemiBold – 600

The quick brown fox Bold – 700

TYPE HIERARCHY

HEADLINE H1 – 48-98PX / WEIGHT 400 / SPACING -2PX

We Craft Digital Stories.

ACCENT / KEYWORD – OUTLINE STROKE 1.5PX / USE TO HIGHLIGHT ONE WORD PER HEADLINE

We build digital brands.

HEADLINE H2 – 26-48PX / WEIGHT 400 / SPACING 1PX

Design, Web & Marketing.

BODY – 17PX / WEIGHT 300 / SPACING 2PX / LINE-HEIGHT 1.8

Good design pays for itself. We build websites, run campaigns, and create brand identities that work.

LABEL – 14PX / WEIGHT 500 / SPACING 4PX / UPPERCASE

GRAPHIC DESIGN · WEB DESIGN · MARKETING

BUTTON PRIMARY – 16PX / WEIGHT 600 / SPACING 2PX / UPPERCASE / PILL

GET IN TOUCH →

In Use

ON DARK BACKGROUND

Strategy first. Pixels second.

Your website is your best salesperson. We build fast, clean websites for real use. Static or dynamic, fully responsive, and handed over ready to go. No loose ends, no unfinished business.

ON LIGHT BACKGROUND

Built different. On purpose.

Logos, brand identities, visual systems, print design, and digital assets. We build assets that make your business look credible: consistent, professional, and built to last.

QUICK REFERENCE

PRIMARY FONT
Outfit

FONT SOURCE
Google Fonts

HEADLINE WEIGHT
Regular (400)

BODY WEIGHT
Light (300)

LABEL WEIGHT
Medium (500)

CTA WEIGHT
SemiBold (600)

BRAND COLOURS



DARK BACKGROUND
#202020

ACCENT ORANGE
#f08932

TEXT ON DARK
#ffffff

TEXT ON LIGHT
#2a2926

SECONDARY TEXT
#8e8e8e

WEBSITE
stoeffel-media.com.au