Brand Guidelines

Visual Identity

Stu—— Buddy

Sept 2024

INTRODUCTION

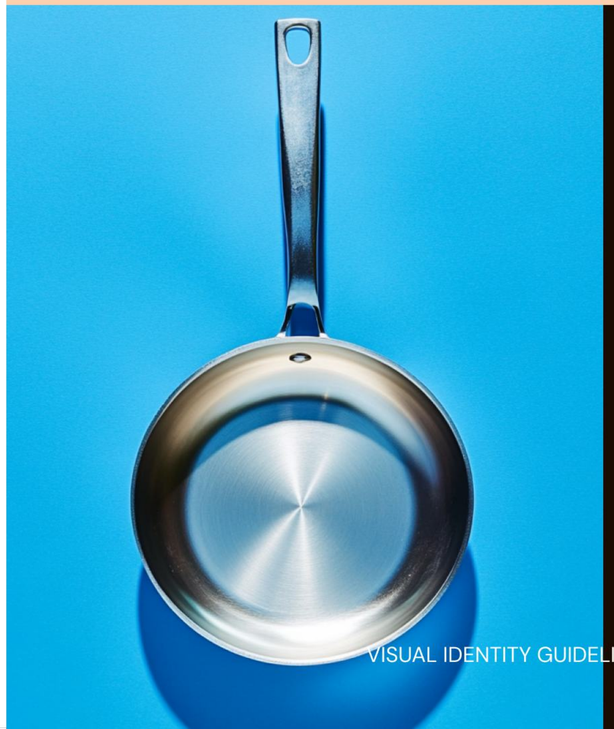
StuBuddy makes London feel like home for international students by providing essential home goods. This guide captures our youthful, dynamic brand identity, ensuring every element—from our vibrant logo to adaptable messaging—reflects the lively spirit of student life. Use it to keep StuBuddy's brand consistent, engaging, and aligned with our mission: Making London Feel Like Home.

Visual Overview

The Visual Overview provides a snapshot of StuBuddy's visual identity, showcasing the key design elements that bring our brand to life. This section highlights our primary logo, color palette, typography, and signature graphic elements, all reflecting our youthful energy and dynamic spirit. Together, these components create a cohesive look and feel that embodies our mission of ***Making London Feel Like Home*** for international students.

Stu—
Buddy





Stu-
Cookware
Stu-
Bedding
Stu-
Tableware
Stu-
Buddy
Stu-
Bathroom



Verbal Identity

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Sept 2024

INTRODUCTION

We speak with a warm, approachable tone that resonates with international students embarking on their London adventures. Our language is clear, concise, and infused with a playful enthusiasm, making every interaction feel like a conversation with a trusted friend. This section outlines the guidelines for our voice and tone, ensuring consistency across all platforms and touchpoints.

Our Voice

Our brand's writing style

Dynamic

StuBuddy's voice is dynamic, mirroring the energetic and ever-evolving lives of international students. We communicate with enthusiasm and adaptability, staying in tune with the latest trends and the changing needs of our audience. Our language is lively and forward-thinking, ensuring our messages resonate with students who are embracing new experiences and navigating life in a vibrant city like London.

Friendly

StuBuddy's voice is friendly, creating a warm and welcoming atmosphere for international students. We communicate with an approachable and supportive tone, making students feel comfortable as they settle into life in London. Our language is personable and relatable, fostering a sense of camaraderie and trust. By speaking as a helpful friend, we ensure that every interaction makes students feel at home, reinforcing our mission of making London feel like home.

International

StuBuddy's voice is international, celebrating the rich diversity of students from around the globe. We communicate with inclusivity and cultural awareness, ensuring our messages resonate regardless of background or origin. Our language is universal and accessible, bridging cultures and fostering a global community. By embracing an international perspective, we help every student feel connected and at home in London, truly living up to our mission of making London feel like home.

Our Tagline

A powerful and impactful statement about us.

The tagline “Comfort for Every Adventure” aligns with StuBuddy’s brand mission by emphasizing the journey international students embark on when moving to a new city. It speaks to providing essential home comforts while students navigate the exciting, sometimes challenging, adventure of settling into life in London.

This tagline encapsulates our role in making their experience both comfortable and fulfilling, no matter where their adventure takes them.

“Comfort For Every Adventure”

Wordmark and Logo

Stu—— Buddy

Sept 2024

Our logo is a stacked wordmark with “Stu-” on top and “Buddy” below, connected by a dash that symbolizes our connection with students. The dash extends horizontally to align with the end of the second word, emphasizing unity and continuity. We also have secondary logos for our product lines, like “Stu-Kitchenware” and “Stu-Bedding,” following the same structure. This consistent design reflects our dynamic, friendly brand and reinforces our mission of making students feel at home.

Meet your Logo

The wordmark is the most recognizable and widely used representation of the StuBuddy brand. It is critical to ensure that the wordmark is used with consistency according to these guidelines.

Our logo presents a distinctive stacked wordmark with “Stu–” positioned atop “Buddy,” connected by a vertical dash that unifies both words. This dash is more than a design element; it embodies the connection we foster with our students, signifying our role as a steadfast companion in their journey. The vertical extension through both parts of the name conveys continuity and cohesion, reflecting our brand’s dynamism and flexibility. This concept extends to our product lines with secondary logos like “Stu-Kitchenware” and “Stu-Bedding,” where the dash seamlessly links to the product name. This consistent use of the dash across all offerings reinforces the theme of connectivity, underscoring our commitment to being an integral part of the students’ experience as they make London feel like home.

Stu—
Buddy

Meet your Logo

Wordmark Usage

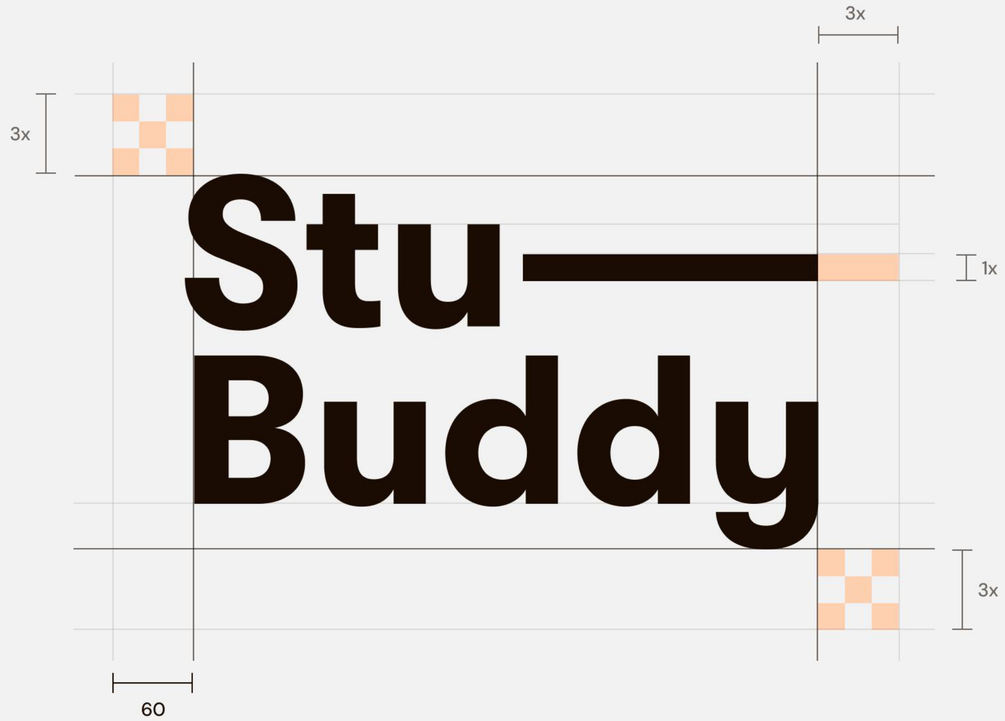
The StuBuddy wordmark must appear clearly and legibly in all applications.

Clear Space

The clear space is the area surrounding the entire wordmark and must be kept free of any visual elements—text, graphics, borders, patterns, other wordmarks, etc. This space should be equal to 3X, where X is the height of the dash "–" in our wordmark that connects "Stu–" and "Buddy".

Minimum Size

The minimum size is determined by principles of legibility rather than specific measurements. The StuBuddy wordmark should always be scaled large enough to ensure it is clearly seen and understood.



13mm minimum width suggested for print,
150 px minimum width suggested for digital

Flexible and Scalable

Secondary Logo

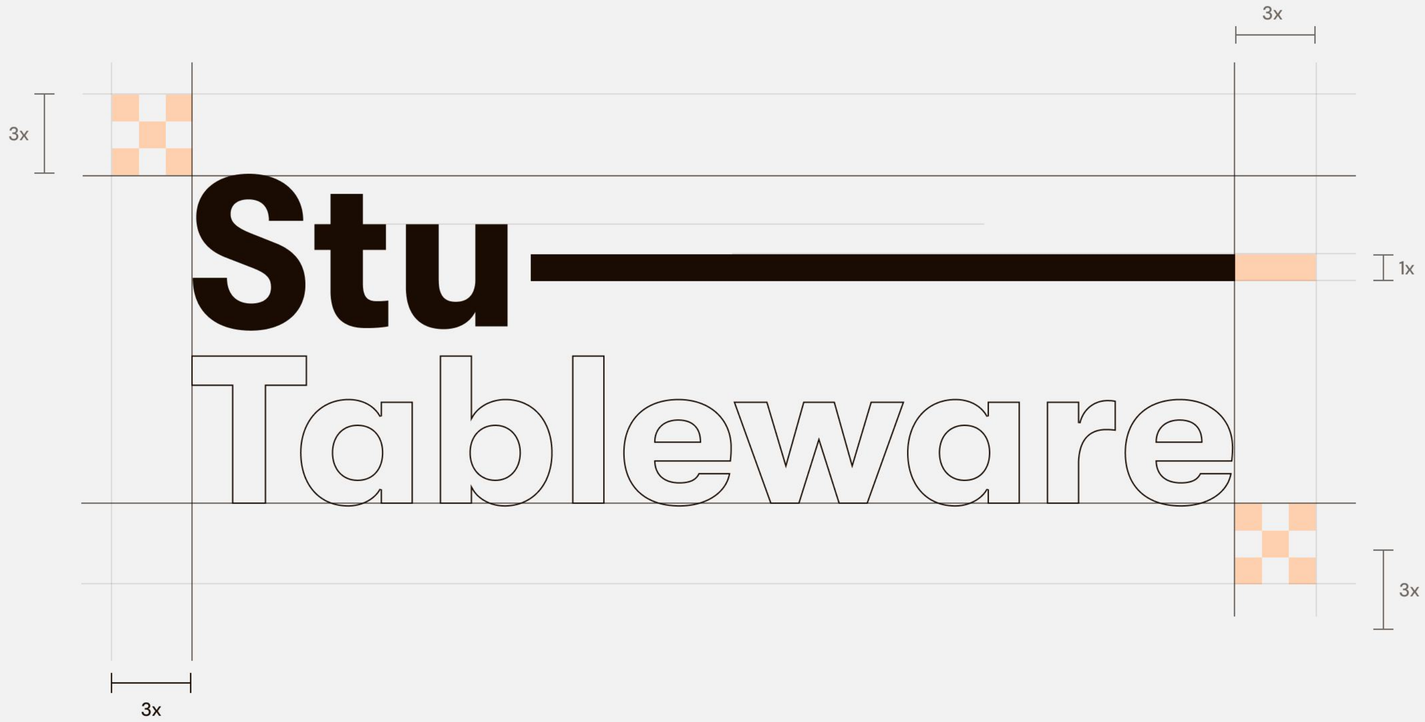
StuBuddy is a flexible brand and we want to give context and dynamism to our guests.

Our secondary logos build upon the primary “Stu-Buddy” wordmark to represent specific product categories like “Stu-Kitchenware” or “Stu-Bedding.” In these secondary logos:

“Stu-” remains filled in with color, just like in the primary logo.

The second word (e.g., “Kitchenware,” “Bedding”) is outlined and not filled in, providing a visual distinction from the primary wordmark.

This design choice emphasizes the specific product line while maintaining brand consistency. The vertical dash continues to connect “Stu-” with the outlined word below, symbolizing our strong connection with students across all offerings. By keeping “Stu-” filled and the second word outlined, we create a cohesive yet flexible branding system that highlights our diverse range of products while reinforcing the unity of the StuBuddy brand.



Dash extends to end of bottom word

VISUAL IDENTITY

Misuse of Logo

Examples of improper usage are demonstrated to provide essential guidance. It is important that the logo is never altered in any way and always presented consistently. It is essential that the logo appears in and on the approved colors with no visual effects applied.

DO NOT: Add hard shadows to logo

DO NOT: Rotate logo

DO NOT: Add containers

DO NOT: Outline Stu

DO NOT: Fill in bottom word of secondary logo

DO NOT: Use multiple colors



DO NOT: Place images over logo

DO NOT: Distort or warp logo

Color Palette

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Sept
2024

VISUAL IDENTITY

Color Library

StuBuddy's primary color is a vivid orange, symbolizing energy and enthusiasm, complemented by a secondary purple that adds creativity and vibrancy. However, given the boldness of these colors, they should be used extremely sparingly, especially in digital products. Our design approach emphasizes whitespace and product imagery, allowing the bold colors to serve as subtle accents that enhance the user experience without overwhelming it. This restraint ensures our visuals remain clean, modern, and focused on what's most important—making London feel like home for international students.

Stu—
Buddy

SHADES

#99460E
R153 G70 B14
C0 M33 Y55 K40

SHADES

#241066
R36 G16 B102
C26 M34 Y0 K60

White

#241066
R36 G16 B102
C26 M34 Y0 K60

CORE

#FF7518
R255 G117 B24
C0 M54 Y91 K0

#5B29FF
R91 G41 B255
C64 M84 Y0 K0

Gray

#756D67
R117 G109 B103
C0 M3 Y5 K54

TINTS

#FFD0B0
R255 G205 B176
C0 M18 Y31 K0

TINTS

#E4DBFF
R228 G219 B255
C11 M14 Y0 K0

Black

#1A0C02
R26 G12 B2
C0 M5 Y9 K90

Typography

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Buddy

Sept
2024

Meet Your Type

Primary font

We chose DM Sans because it is modern and clean, reflecting our dynamic and youthful brand personality. Its high legibility ensures clarity and readability across various mediums and sizes. Furthermore, its versatility allows it to work well for both display and body text, maintaining consistency throughout all communications.

DM Sans is utilized across a wide range of applications, including digital platforms like our website, mobile apps, email communications, and social media graphics. It is also employed in print materials such as brochures, flyers, business cards, packaging, and promotional materials. Additionally, DM Sans features in environmental graphics, including signage for kiosks and any physical spaces associated with StuBuddy.

DM Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Type Scale

A well-defined type scale is essential for creating a clear visual hierarchy and enhancing readability across all of StuBuddy's communications. Given our use of DM Sans and the brand's dynamic, friendly, and international personality, here's a suggested type scale.

FAMILY WEIGHTS

DM Sans Thin
DM Sans Light
DM Sans Medium
DM Sans Bold
DM Sans Black

Type Scale

A well-defined type scale is essential for creating a clear visual hierarchy and enhancing readability across all of StuBuddy's communications. Given our use of DM Sans and the brand's dynamic, friendly, and international personality, here's a suggested type scale.

HEADINGS

H1
DM Sans Bold
64px / 72px

H2
DM Sans Bold
48px / 56px

H3
DM Sans Medium
24px / 36px
All Caps / 2px spacing

H4
DM Sans Black
16px / 24px

Find your home essentials here

Find your home essentials here

FIND YOUR HOME ESSENTIALS HERE

Find your home essentials here

BODY

Large
DM Sans Medium
24px / 36px

From kitchenware to bedding, StuBuddy offers all the essentials you need to feel at home in London. Comfort and convenience, delivered right to you.

Default
DM Sans Medium
18px / 56px

From kitchenware to bedding, StuBuddy offers all the essentials you need to feel at home in London. Comfort and convenience, delivered right to you.

Small
DM Sans Medium
14px / 56px

From kitchenware to bedding, StuBuddy offers all the essentials you need to feel at home in London. Comfort and convenience, delivered right to you.

Print Mockups & Applications

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Sept 2024

Stationary

Business Card



VISUAL IDENTITY

Stationary

Letterhead



Wearables

T-Shirts and Tote Bag









Outdoors

Signage



Outdoors

Signage



Outdoors

Bus Shelter



Digital Mockups & Applications

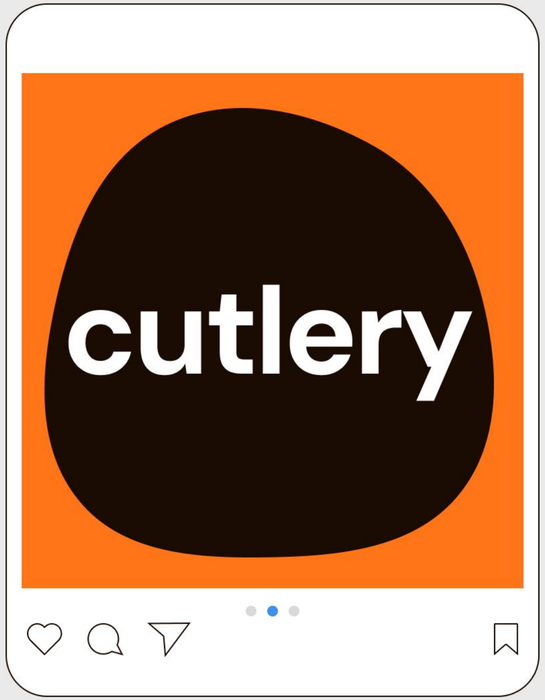
Stu—— Buddy

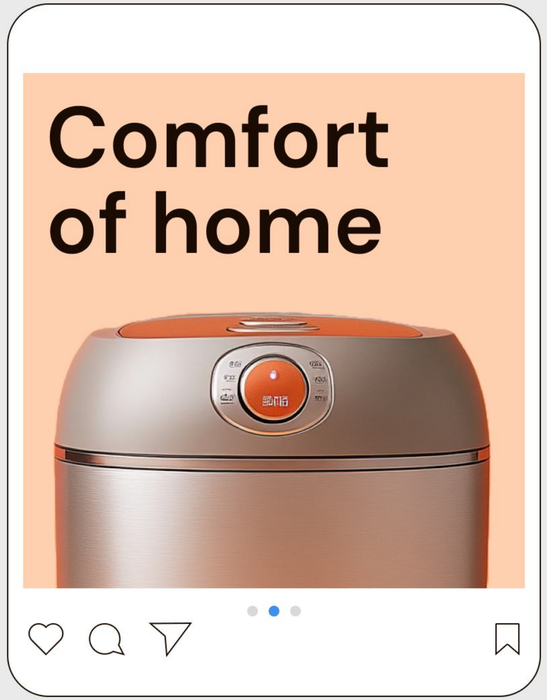
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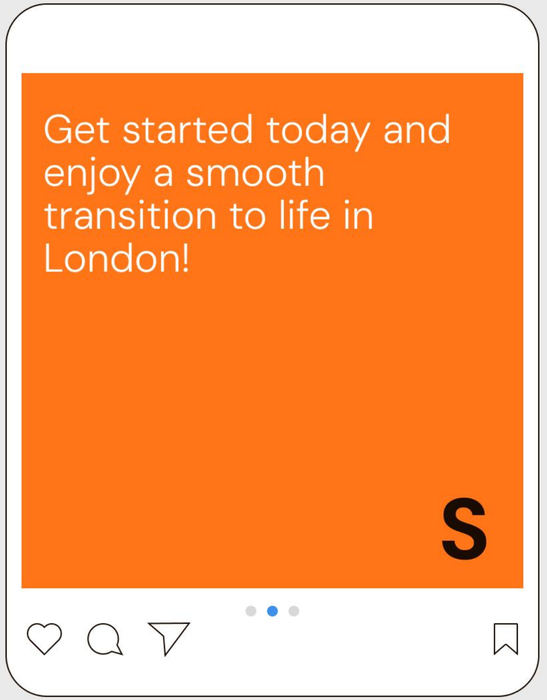
Category Cards



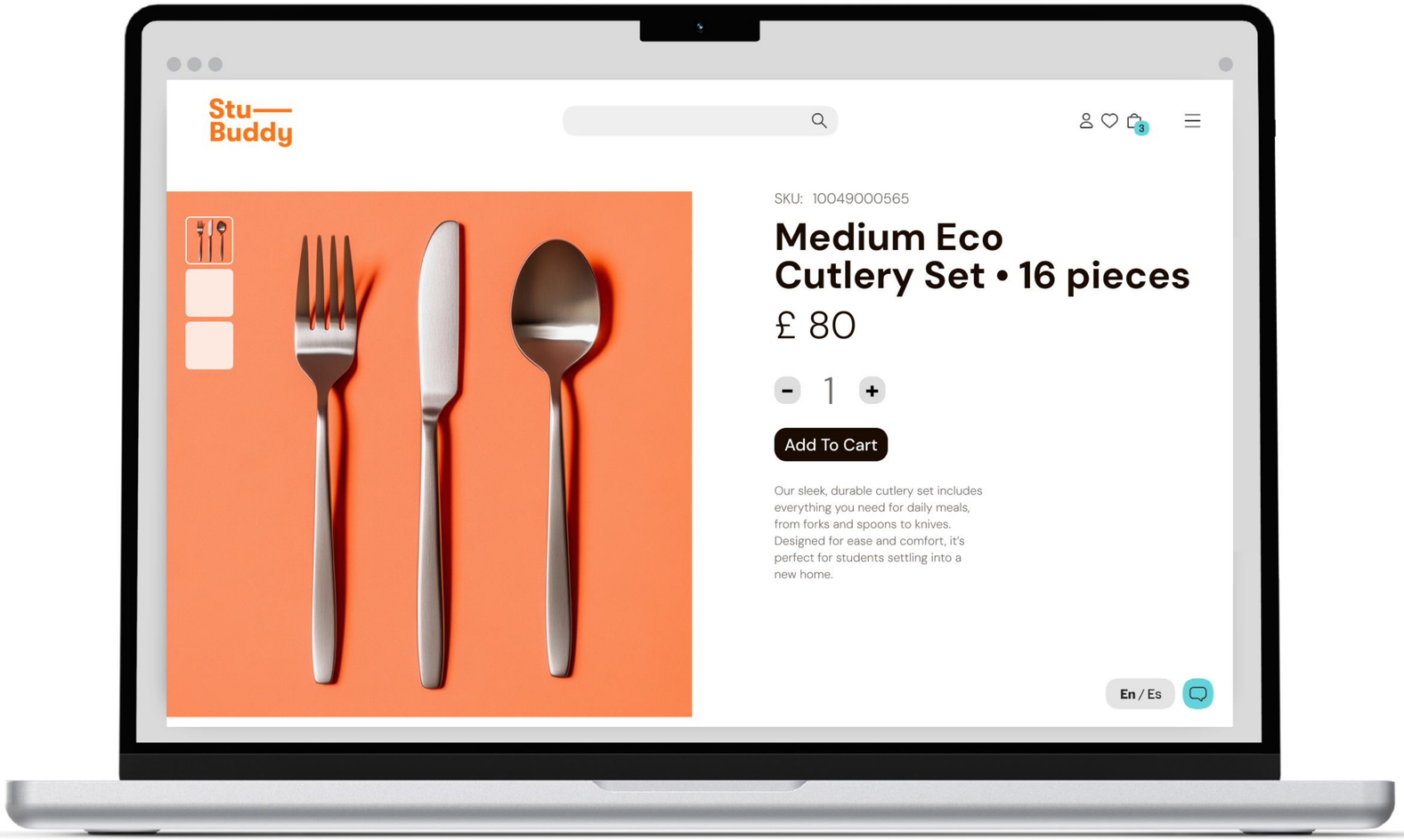
Brand Content







Product Detail



Contact

For further information, please contact the Brand Management team for assistance.
brandteam@stubuddy.com

Please keep in mind that there are also legal guidelines for how to use the Company trademarks and when to use the trademark registration symbols.

Stu—Buddy

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