



# Design Guidelines

It all starts here. Use this guide as a high-level overview of how the Standy brand comes to life.

# Our Philosophy

At Standy, we celebrate our beautifully diverse global customers and embrace our brand's evolution. With an innovative design system, we artfully blend beauty and expression, exuding serene confidence, optimism, and the unmistakable Standy spirit. The iconic S-Line logo, expanded pinks, and harmonious typefaces unite seamlessly, guiding every customer interaction with purpose and unity.

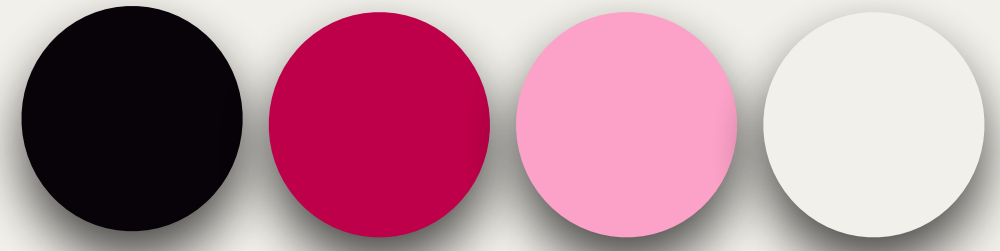
We believe in the power of AI technology to help people in their explorations. Our creative expression fuses artistry with personalized assistance, meeting you where you are, empowering your journey with AI-powered precision, and redefining exploration.

# Logo

The “S” is the first letter of our name and when it meet with our logo it transforms to a road.

The preferred approach is to use the S-Line logo by itself, unlocked from the wordmark. This allows flexibility to present the S-Line with greater prominence while maintaining a considered, open and modern presentation.

# S-Line



# Wordmark



**STANDY**

# Color

Our pink is iconic. Visible for blocks. It's our most identifiable asset, from the color of our aprons to our logo.

We're leaning into a family of pinks to leverage brand recognition. Fresh and inviting, this expanded palette nods subtly to our heritage and propels us into a global future. We always ensure a presence of brand pinks, either within the composition or through the presence of a logo.

# Brand Colors

**STANDY PINK**

**#E91E63**

**LIGHT PINK**

**#FCA1C7**

**WARM NEUTRAL**

**#F2F0EA**

**HOUSE PINK**

**#AD104A**

**BLACK**

**#000000**

**WHITE**

**#FFFFFF**

# Voice

The Standy voice is evolving to unite our brand and meet our audience's needs.

We're confidently turning down the volume of competing messages to elevate experience, removing obstacles in the way of people finding exactly what they seek at Standy. By using both functional and expressive voices, we'll create more space for brand relevance, connection and joy.



# Functional vs. Expressive

## Functional

At Standy, we understand that functional means helpful. Our design ethos organizes things in a clear and intuitive manner, anticipating our audience's needs, and ensuring our customers have a seamless and enjoyable experience both in-store and online. Primarily used for wayfinding and ordering, our copy is seamlessly integrated, allowing the products to shine without distraction. We believe that functional doesn't equate to sterility; it embodies clarity and simplicity, making every interaction with Standy a delightful journey.

## Expressive

We believe in the power of expressive copy to reveal our brand personality, creating day-making thoughts for our customers. Embracing these expressive moments, we infuse focal products with a fresh, relevant, and interesting presentation of their unique truths. Whether we have ample space to share a passionate coffee story or just a few words to captivate, our copy aims to make you smile at every interaction. With a keen understanding of our audience's context, we ensure every word counts, crafting delightful narratives that resonate wherever you connect with us.

# Typography

**We're using two fonts with endless possibilities:  
Product Sans and DIN Condensed.**

As we transition from hand-lettering, we embrace a new era of typography at Standy. Our typefaces carry a refined charm, and we proudly introduce custom modifications where an artful touch is required. This tailored approach allows us to infuse each design with a distinctive flair, ensuring our brand's personality shines through in every aspect of our creative expression.

# Product Sans

Choose what do you want to do then select an area. Then let the magic happen.

S A D  
T N Y  
T E C H

**Have you ever stopped and say “Where should we go now?”. We answer this question with AI routes and special routes.**

# DIN Condensed

**SWIFT DECISIONS.  
AI-POWERED  
PRECISION.  
REDIFINING YOUR  
DISCOVERY.**

**FE  
CE  
FE**

**STANDY  
ROUTES**