

myStrom Brandmark

Application Guidelines

Brandmark Use

Use one myStrom brandmark per layout or video. Place the brandmark in a subordinate position to the image or main message so that it isn't the dominant artwork. Don't modify, angle, or animate the myStrom brandmark.

Use the Basic Brandmark only in contexts where the myStrom brand is known or obvious, e. g. on the edge of a page or a video treating myStrom products.

Use only the brandmark artwork provided in these guidelines or available with the link at the bottom. Don't use icons, logos, graphics, or images from mystrom.com or mystrom.ch to promote a product. Never use the myStrom brandmark in place of the word myStrom.

Graphic Standards

Minimum clear space is equal to one-quarter the height of the badge. Don't place photos, typography, or other graphic elements inside the minimum clear space. Minimum brandmark height is 30 mm for use in printed materials and 80px for use onscreen. Select a size that is clearly legible but not dominant in the layout. Do not modify the brandmark in any way other than scaling.

Monochrome application is restricted to printed materials printed with a restricted color palette. Therein, myStrom Green may be replaced by a single color, with myStrom dark grey being preferred. If that's not possible, the brandmark can be printed in an ink color used on the layout, as long as it provides sufficient contrast.

Full Brandmark

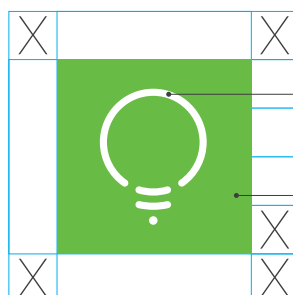
Color application



Monochrome application



Basic Brandmark



White

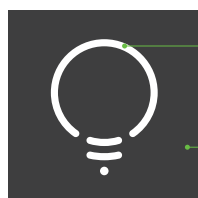
CMYK 0 0 0 0

Web #ffffff

myStrom Green

CMYK 63 0 100 0

Web #5ab42e



White

CMYK 0 0 0 0

Web #ffffff

myStrom Dark Grey

CMYK 0 0 0 90

Web #1a1a1a

Download the myStrom brandmark from

mystrom.com/press