



IL STONE

EUROPEAN DESIGN & TECHNOLOGY

BRAND BOOK & GRAPHIC CHART



BRAND
BOOK 2025

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LOGOTYPE

HOW TO USE IT

MAIN LOGOTYPE

This is our main logotype. Please use this logo according to the further mentioned guidelines to maintain a clear and consistent language throughout all printed and digital materials.



SECOND OPTION

The second option is to use the Il stone logotype. Please only use this logotype if the overall design leaves room for it. For the sake of clarity this brandbook will focus on the above mentioned preferred logotype.



POSITIVE LOGOTYPE VERSION



NEGATIVE LOGOTYPE VERSION



Black & white logotype

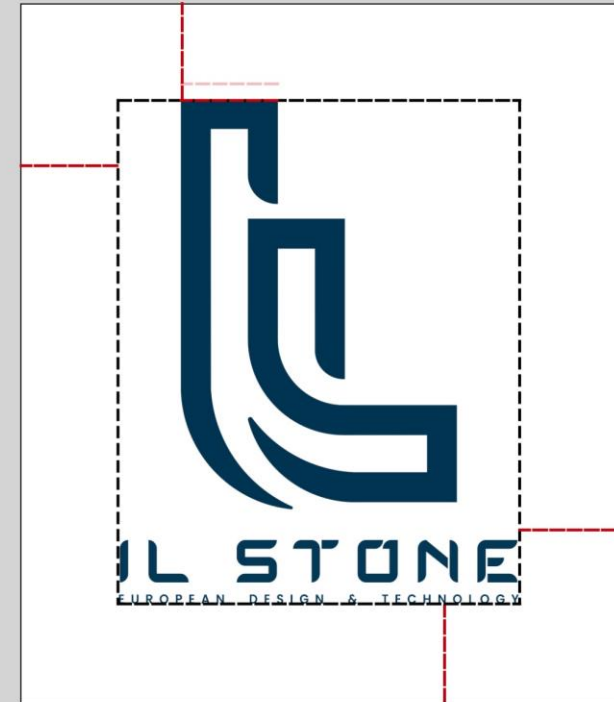


Please use these logotypes when the main logotype cannot be used due to legal or printing limitations.



SPACE AROUND THE LOGOTYPE

To ensure legibility, the logotype requires some white space around it. Please avoid placing anything in the free margin around the logotype. The free margin is created by considering the thickness of the letter (l) in the logo as a free area around the logotype.



SMALLEST SIZE

This is the smallest size of the logotype that can be used for it to still be legible



USE THE LOGOTYPE CORRECTLY

The logotype should always maintain the original proportions and colours. There should always be enough background contrast and the correct amount of free space around the logotype.

Do not distort, recreate, add any part of it separately, or change distance between logo elements.



proportions



background contrast





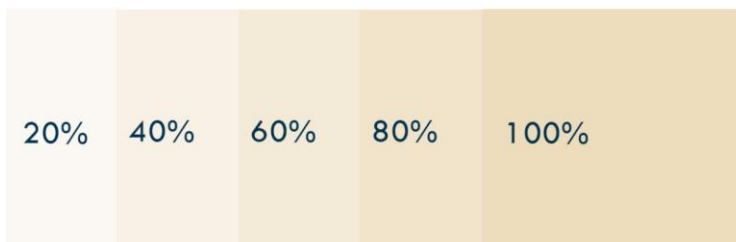
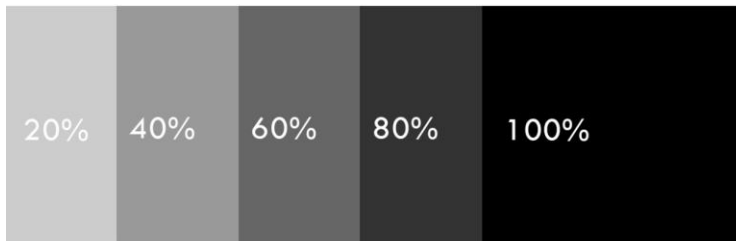
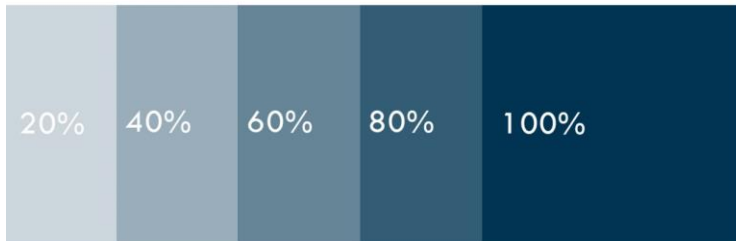
VISUAL
IDENTITY

VISUAL IDENTITY

THE BASICS & HOW TO USE THEM

COLOURS PRIMARY PALETTE

Using blue and white as main colours invoke a clear, fresh and recognisable feel. Use blue (and white) as main background or as a title colour.



#003452

RGB

R : 0
G : 52
B : 82

CMYK

C : 100
M : 78
Y : 43
K : 37

#ffffff

RGB

R : 255
G : 255
B : 255

CMYK

C : 0
M : 0
Y : 0
K : 0

#edddb2

RGB

R : 237
G : 221
B : 189

CMYK

C : 7
M : 11
Y : 27
K : 0

MAIN FONT

TwCenMTStd is the font used in both online and printed material such as flyers, brochures, and banners. For titles and subtitles we mainly use the Bold. The Extra Bold can sometimes be a bit overpowering. For body text and all other secondary information we use the Regular.

**DO NOT TAKE INTO ACCOUNT THE
LIFE THAT LIFE LAST WITHOUT LOVE.
WATER IS THE LIFE OF LOVE IN THE
HEART AND CAN BE REVIVED.**

TITLE | TwCenMTStd Extra Bold | 25 pt

**If the wise mind chooses to speak / It only chooses what it
can glance or peek
None can utter a worthy praise / Submit in awe and remain
amazed
Assesses wisdom as well as the soul / Our limited mind,
can't hold or control
With the tools of choice, and life and tongue / Praising the
Lord is feeble and wrong.
To all existence we must confess / Words with no action is
just pointless.
Always seek the path, while in praise / Study deeply, the
commanded ways.**

TITLE AND SUBTITLE | TwCenMTStd Bold | 15 pt

One of the ulemma of solid learning, having been asked for his opinion about waqfbread, answered: 'If it be accepted to insure tranquillity of mind from cares for food and to obtain leisure for devotion, it is lawful but if it be taken for maintenance it is forbidden.'
Bread is taken for the corner of devotion By pious men and not the corner of devotion for bread.

BODY TEXT | TwCenMTStd regular | 10 pt

SECONDARY FONT

This font should only be used if TwCenMTStd is not available. For example, in the case of PowerPoint, it can be used if TwCenMTStd is not an option. It is also currently used on our website and on social media.

**DO NOT TAKE INTO ACCOUNT THE
LIFE THAT LIFE LAST WITHOUT LOVE.
WATER IS THE LIFE OF LOVE IN THE
HEART AND CAN BE REVIVED.**

TITLE | Calibri bold | 25 pt

**If the wise mind chooses to speak / It only chooses what it
can glance or peek
None can utter a worthy praise / Submit in awe and remain
amazed
Assesses wisdom as well as the soul / Our limited mind, can't
hold or control
With the tools of choice, and life and tongue / Praising the
Lord is feeble and wrong.
To all existence we must confess / Words with no action is
just pointless.
Always seek the path, while in praise / Study deeply, the
commanded ways.**

SUBTITLE | Calibri Bold | 15 pt

One of the ulemma of solid learning, having been asked for his opinion about waqfbread, answered: 'If it be accepted to insure tranquillity of mind from cares for food and to obtain leisure for devotion, it is lawful but if it be taken for maintenance it is forbidden.'
Bread is taken for the corner of devotion By pious men and not the corner of devotion for bread.

BODY TEXT | Calibri regular | 10 pt



GRAPHIC
ELEMENT

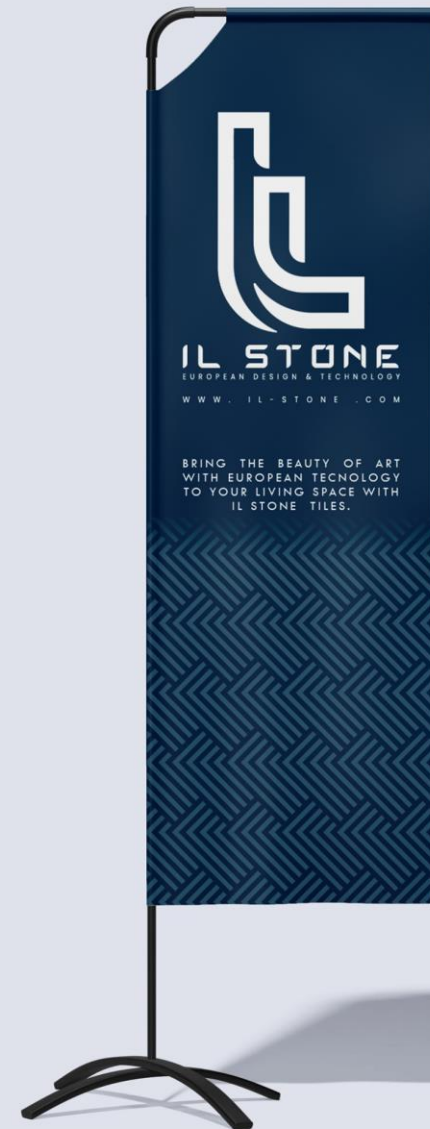
GRAPHIC ELEMENT

What is important in the main brand graphic is simplicity and purity, and more importantly, minimal design. The main theme should be placed in the main graphic axes without any unnecessary or additional elements.



GRAPHIC ELEMENT EXAMPLE

The dark blue background is a symbol of technology that should be present in all visual symbols of the brand. The use of curved lines and 90-degree lines in the brand's visual designs is a symbol of creativity in design.



• [How to use the 50/50 rule](#)



GRAPHIC WORKSHOP SET



PLEASE WEAR PIN ON YOUR SUIT JACKED LAPEL, LEFT SIDE.



OFFICE INTERIOR DESIGN AND BRAND SYMBOLS

In the interior design of spaces in contact with employees and customers, the organizational color should be used, and it is recommended to use wood material along with this color. The warm color of wood can neutralize the coldness of blue and create a balanced space for living and working.





OUT OF HOME
ADVERTISING

PROMOTIONAL CLOTHING

Public promotional clothing is an important tool for communicating with the public and can be very important for brand recognition.



PROMOTIONAL CLOTHING



PROMOTIONAL GIFTS

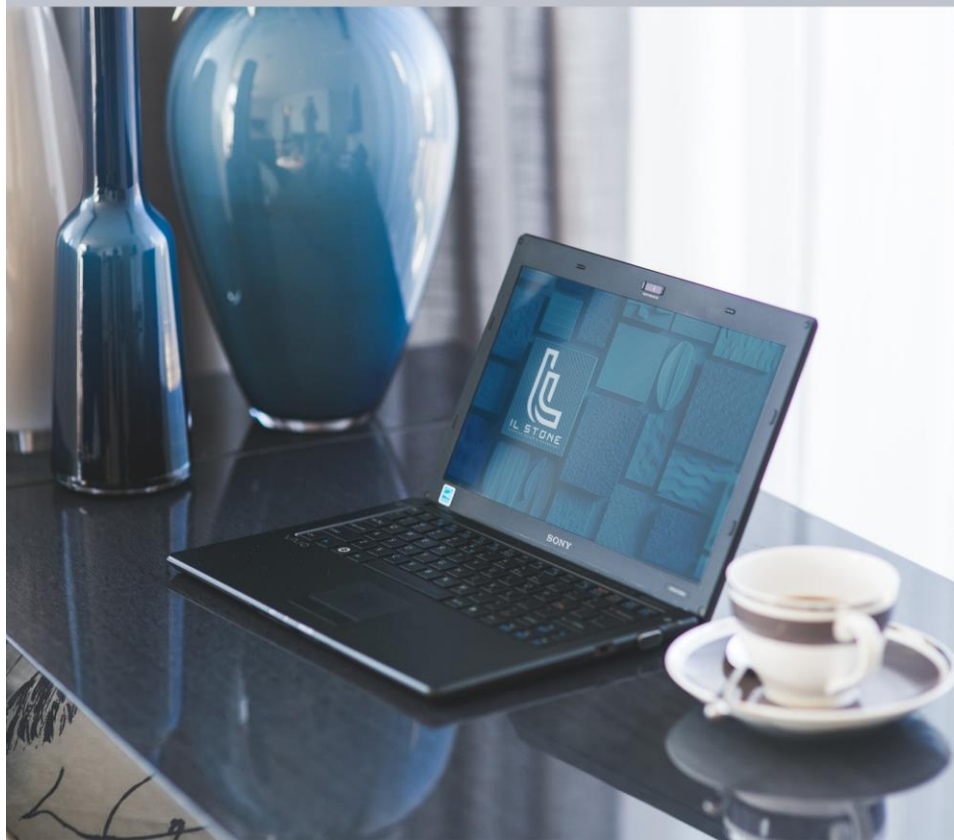
One of the best gifts we can offer to our guests is a notebook and pen in which they can write down their new ideas.



ADVERTISING CALENDAR

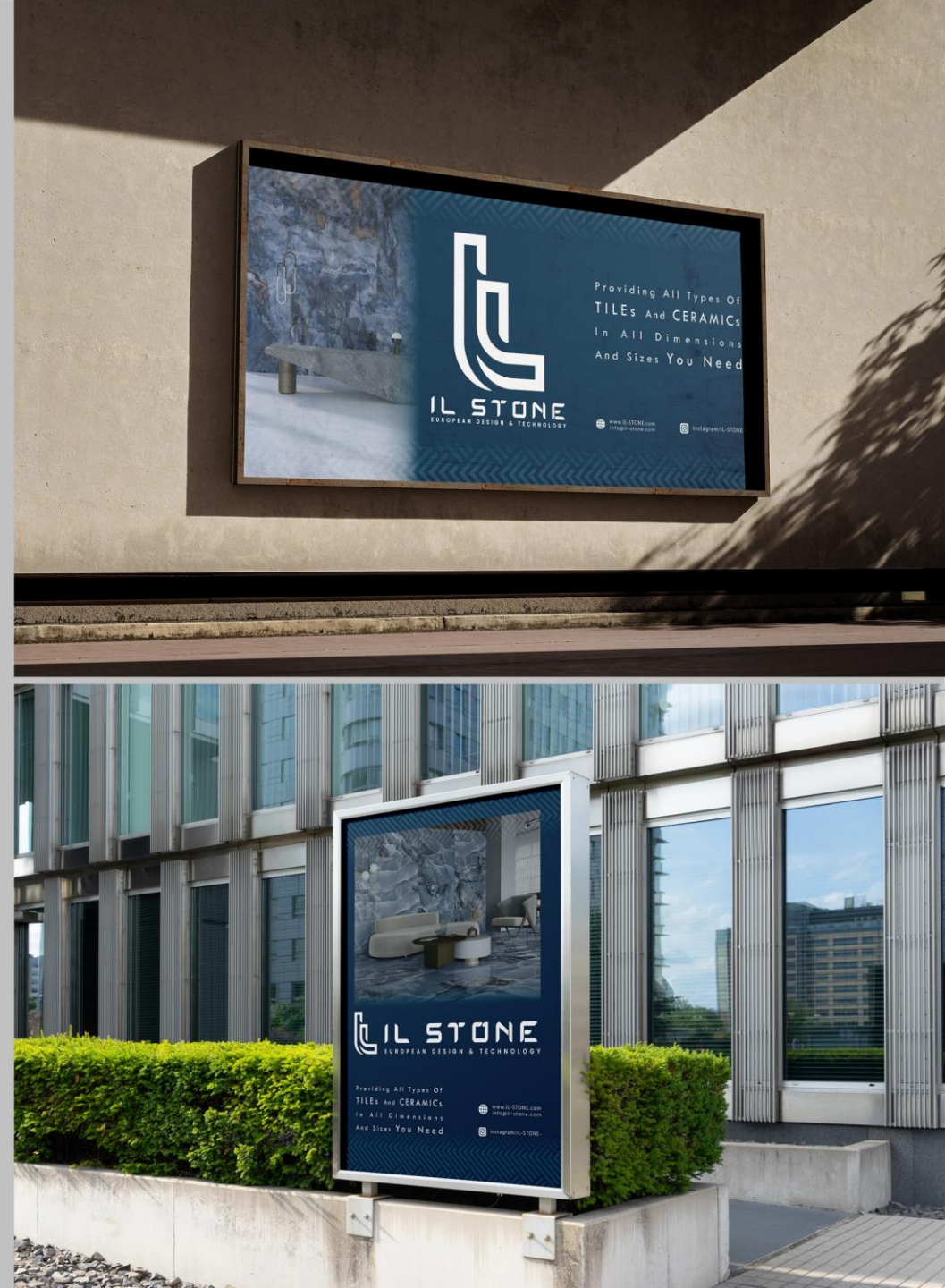


DIGITAL ADVERTISING



ADVERTISING BILLBOARD

Street billboard advertising is also an important way to increase brand awareness among people. The important thing is that choosing the right location for the billboard can increase its importance.





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TILES And CERAMICs
In All Dimensions
And Sizes You Need

www.il-stone.com
[instagram/il-stone](https://www.instagram.com/il-stone)



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