

STOR-HY
Identity Guidelines

STOR-HY

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01. **The logotype**

The logotype
**The masterbrand
logo**

STOR-HY aims to minimize operational costs and environmental impacts for innovative pumped storage projects.

The shape of the letter 'S' has been modified to recall the reversible idea behind the project.

The logotype for STOR-HY features the word "STOR-HY" in a bold, dark blue, sans-serif typeface. The letter "S" is uniquely designed as a circular arrow, with the top half of the curve pointing clockwise and the bottom half pointing counter-clockwise, symbolizing a reversible process. The hyphen is a simple horizontal line, and the "Y" has a distinctive angled tail.

The logotype
Scaled sizes

Scaled version

The image shows the STOR-HY logotype in its largest scaled version. The 'S' is a stylized blue icon with a circular arrow, followed by 'TOR-HY' in a bold, dark blue, sans-serif typeface.

x/2

The image shows the STOR-HY logotype at a medium scale, labeled 'x/2'. It maintains the same visual elements as the larger version: a blue stylized 'S' icon and the text 'TOR-HY' in a bold, dark blue, sans-serif font.

x/4

The image shows the STOR-HY logotype at a small scale, labeled 'x/4'. It is a smaller version of the same design, featuring the blue stylized 'S' icon and the text 'TOR-HY' in a bold, dark blue, sans-serif font.

The logotype **Clearspace**

The logo should maintain its proportions at all times.

It should always keep a clearspace around. This area is equivalent to an X width&height (as shown in the image).



Elements
Color.
Main palette

The three main brand colors are two shades of blue and a bright yellow.

Blue Water	Blue Investigation	Yellow Innovation
90%	90%	90%
80%	80%	80%
70%	70%	70%
60%	60%	60%
50%	50%	50%
40%	40%	40%
30%	30%	30%
20%	20%	20%
10%	10%	10%
CMYK 90 71 0 0	CMYK 100 91 35 27	CMYK 17 0 67 0
HEX #542EB	HEX #01C63	HEX #E8FE74
RGB 5 66 235	RGB 0 28 99	RGB 232 254 116

Elements

Typography

Used on the web.
Indivisible.
Distilled from
neo-grotesque and
geometric influences,
Indivisible is a general
purpose sans serif from
designer Eric Olson.

Used on the documents
and social media.
Arial is an accesible
font that works nicely
both on big sizes, as
well as on print.

Typography for the web

Indivisible

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,:;*)+ - /

Typography for documents and social media

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789&?!%,,:;*)+ - /

Logo versions
Negative version

The image shows the 'STOR-HY' logo in a negative version. The logo is centered on a dark blue rectangular background with rounded corners. The text 'STOR-HY' is rendered in a white, bold, sans-serif typeface. The 'S' is stylized with two curved arrows forming a circular path around it. The 'T' is a simple vertical bar with a horizontal crossbar. The 'O' is a simple circle. The 'R' has a vertical stem and a curved shoulder. The 'H' is composed of two vertical stems connected by a horizontal crossbar. The 'Y' has a vertical stem and two diagonal strokes meeting at a point.

Logo versions
Black and white
versions

A large black rounded rectangle containing the logo in white. The logo consists of a stylized 'S' with a circular arrow around it, followed by the text 'TOR-HY' in a bold, sans-serif font.

STOR-HY

A large white rounded rectangle containing the logo in black. The logo consists of a stylized 'S' with a circular arrow around it, followed by the text 'TOR-HY' in a bold, sans-serif font.

STOR-HY

Logo versions
Negative version
on a background
or image



Logo versions
Incorrect uses



~~STOR-HY~~

The logo is shown with a red diagonal line crossing it out. The 'S' has been modified to have a circular arrow around it, which is not the original design.

Don't modify the original
logo (elements, type)



~~STOR-HY~~

The logo is shown in a dark blue color on a black background, with a red diagonal line crossing it out. This is a low-contrast option that makes the logo difficult to see.

Avoid low-contrast options



~~STOR-HY~~

The logo is shown with a red diagonal line crossing it out. The 'S' has been stretched vertically, making it taller than the original design.

Don't change
the proportions



~~STOR-HY~~

The logo is shown with a red diagonal line crossing it out. The entire logo has been stretched horizontally, making it wider than the original design.

Don't stretch the logo



Don't place the colored
version on cluttered
background images



~~STOR-HY~~

The logo is shown with a red diagonal line crossing it out. The 'S' and 'TOR' are on one line, and 'HY' is on a separate line below them, which is not the original design.

Don't modify the position
of the logo

02. **Application samples**

Application samples **Lockup relationships**

When coexisting with other brands, the vertical logo is used in large sizes, and the horizontal logo is used in smaller sizes. When the other logos are used in one ink, one ink is also used for the redysign logo.





Application
samples
**Conference
badges**

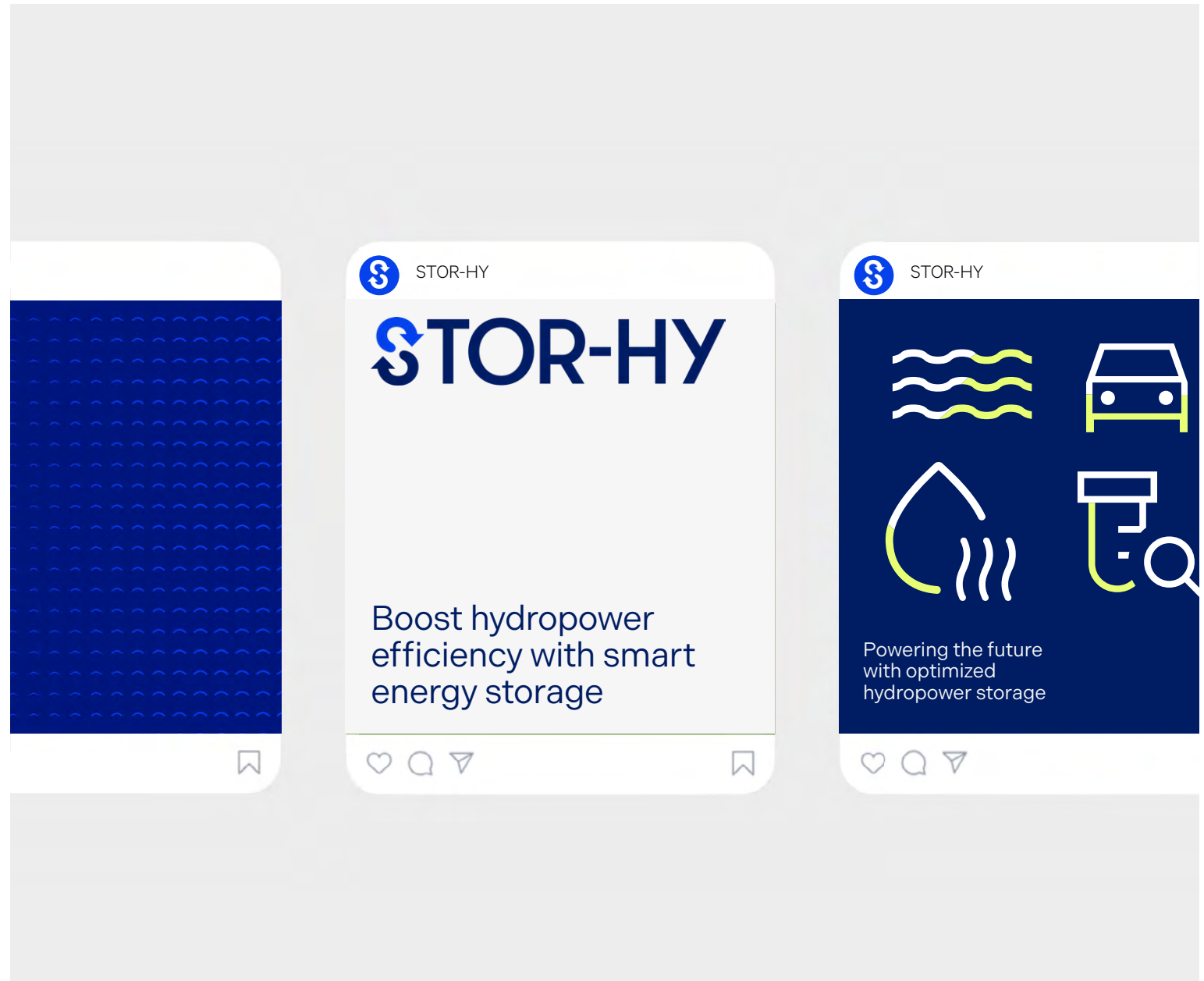


Application
samples
Rollup



Application samples **Social identity 1**

The letter 's' from the logo will be used by itself only in cases where the logo needs to be really small. For example as the profile picture on social media, in every other case like Instagram or Twitter cards always use the full logo.



Application
samples
Social identity 2

