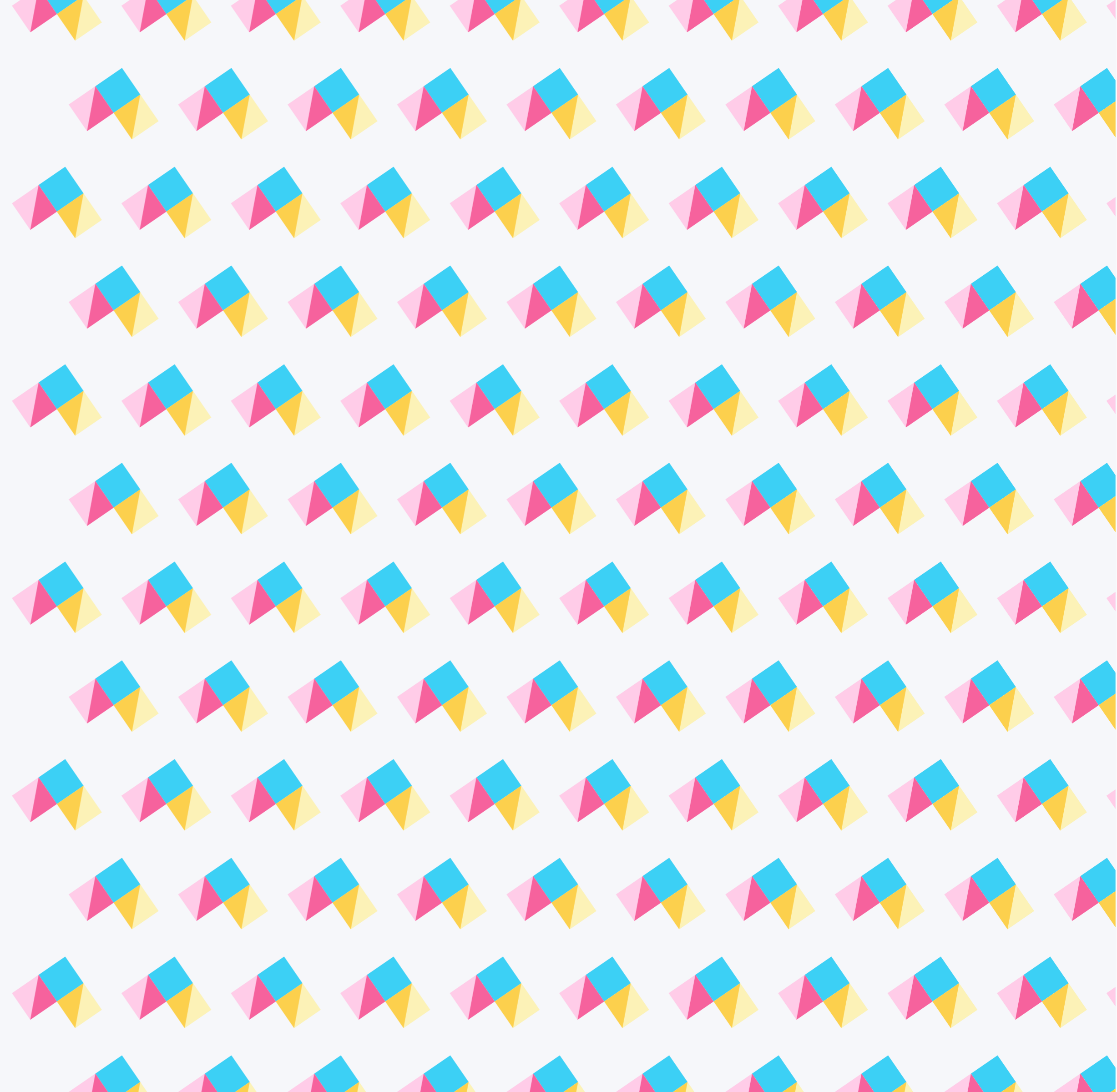


Step Logo Guidelines



Logo Guidelines

The Step logo is simple and modern. The rounded letters and vibrant colors are friendly and approachable.

Pick the right version for the context. Maximize contrast for increased legibility.

When possible, it's preferred that we use the full stacked Step logo for brand recognition.

The chevron logomark is the most identifiable element to the Step brand.

The wordmark should be used only when there isn't space for the full logo.

STACKED



LOGOMARK



WORDMARK

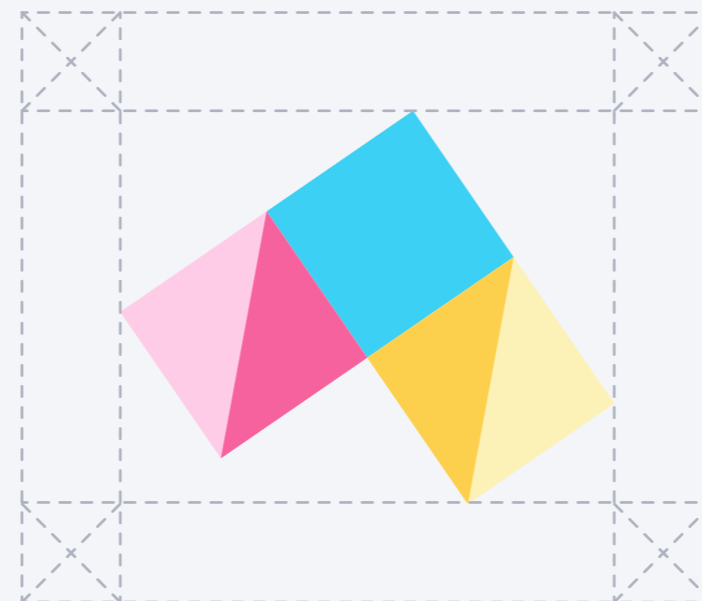


Logo Clearspace

The Step logo should always have space to breathe.

Make sure there's enough space around the Step logo to avoid competition with other visual elements and to maintain its visual impact.

The logo should have a margin of $\frac{1}{4}$ of it's height around the entire logo in all cases and media.



Logo Colors

The Step logo come in four colors: color on white, color on dark, black, or white.

The dark versions are used on light backgrounds.

The light version is used on medium and dark backgrounds.



Avoid

- Don't change the logo colors.
- Don't use the logo on a background with poor contrast.
- Don't tilt the logo on an angle.
- Don't squeeze, stretch, modify or distort the logo.
- Don't change the proportion of the logotype and the logomark.
- Don't add drop shadow or any other stylization.
- Don't break up the logomark or logotype lockup.
- Don't add fill or other objects and characters to the logo.
- Don't outline the logo.

