

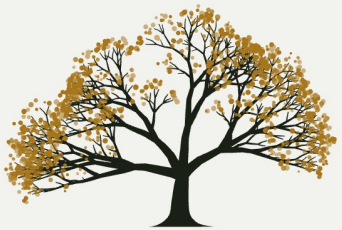
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Logo guidelines

Stomra · November 2026 · stomra.com/logos

Four logos, one oak

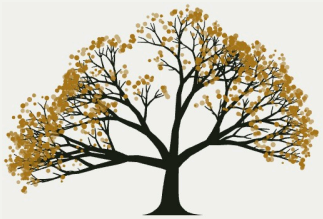
The oak is drawn by code: the same seed always grows the same tree, on the website and in every file here. Use the horizontal lockup unless another fits better.



Mark The oak alone: app icons, avatars, stamps and small spaces.
`1-mark/`

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Wordmark The name alone, where the oak is shown nearby or does not fit.
`2-wordmark/`


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Horizontal lockup The oak and the name side by side: headers, documents, signatures. The usual logo.
`3-horizontal/`


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Stacked lockup The oak over the name: covers, title slides, posters, merchandise.
`4-stacked/`

Colourways

Every logo comes in four colourways, in RGB for screens (SVG, PNG) and CMYK for print (PDF, EPS).



Full colour On birch, white and light grounds. The leaves keep their three tones.
`…-full-colour.svg`



Full colour, reversed On night and other dark grounds.
`…-full-colour-reversed.svg`



Black In one colour, the leaves solid: faxes, stamps, engraving, single-colour print.
`…-black.svg`



White In one colour, the leaves solid, on photographs and dark grounds where full colour cannot be used.
`…-white.svg`

Colours

Bog oak

HEX #1b2016
RGB 27 32 22
CMYK 72 60 74 69

The oak's trunk and branches, and the word, on light grounds.

Oak gold

HEX #a8771c
RGB 168 119 28
CMYK 10 39 95 24

The leaves, and the word's gold part, on light grounds.

Birch

HEX #f2f3ee
RGB 242 243 238
CMYK 4 2 4 0

The light ground.

Pale birch

HEX #e9ece4
RGB 233 236 228
CMYK 7 4 7 0

The oak and the word on dark grounds.

Light gold

HEX #d2a03a
RGB 210 160 58
CMYK 6 30 90 9

The leaves and the word's gold part on dark grounds.

Night

HEX #11140f
RGB 17 20 15
CMYK 75 66 68 77

The dark ground.

CMYK from sRGB with Apple's Generic CMYK profile. For a press run, convert from the RGB values with the printer's profile.

Type

Familjen Grotesk sets the wordmark and headings, in its regular and bold. Labels and code are set in IBM Plex Mono. Both are free under the SIL Open Font License.

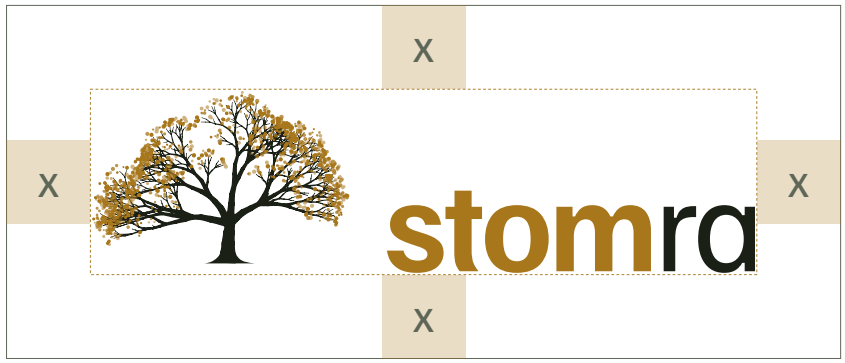
Aa
Regular

Aa
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ ÅÄÖ
abcdefghijklmnopqrstuvwxyz åäö
0123456789 & @ / ( ) – .,:;

Clear space

Keep a space of **x**, the height of the capital E, clear on every side of the logo: no text, edge or other logo within it.



Smallest sizes

	On screen	In print
Horizontal lockup	24 px high	8 mm high
Stacked lockup	80 px high	20 mm high
Mark	32 px high	10 mm high
Wordmark	16 px high	5 mm high

Below 48 px, use the icons in `5–icons/`: the favicon's oak has fewer branches and stays legible.

What not to do

Use the files as they are, and scale them only in proportion.



✕ Stretch or squash it



✕ Rotate it



✕ Recolour it



✕ Add shadows, outlines or effects



✕ Put full colour on a mid-tone ground



✕ Resize or move its parts

What is in the kit

Logos

`1-mark/` to `4-stacked/`, each in four colourways: `rgb/` holds SVG and transparent PNGs at 512, 1024 and 2048 px; `cmyk/` holds vector PDF and EPS.

Icons

`5-icons/`: favicon.svg and favicon.ico, the Apple touch icon, 192 and 512 px icons, a maskable icon for Android and a transparent 512 px icon.

Social images

`6-social/`: an 800 px avatar, a 1200 × 630 share image and a 1500 × 500 banner, on light and dark grounds.

Animated

`7-animated/`: GIFs of the oak growing, of the oak swaying in a seamless loop, and of the stacked logo growing, on light and dark grounds.

Colours

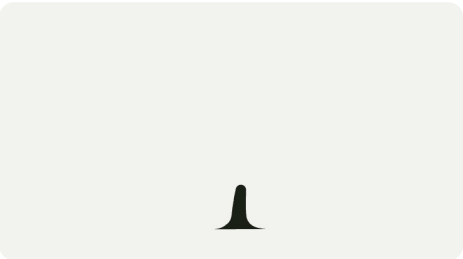
`colours/`: the values as text, JSON and CSS, and an Adobe swatch file (.ase) for Illustrator, InDesign and Affinity.

Which file?

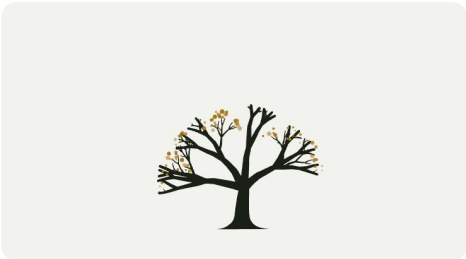
Web and apps: SVG. Slides and documents: PNG. Print: the CMYK PDF; EPS where a sign maker or printer asks for it.

The oak grows

In the GIFs the oak grows from its trunk outwards in 2.2 seconds, its leaves come last, and then it sways in a light wind.



0.7 s



1.3 s



1.8 s



2.2 s