

Stillwater

Brand guidelines

A familiar, dignified identity for care that comes home.

Identity · Colour · Typography
Applications · Voice



AI-assisted identity application mockup.

A recognisable signature.



The dashed boundary illustrates clear space, not a printed element. Use the editable SVG supplied with this guide.

- Keep the serif wordmark in title case; place the care descriptor on its own line.
- Reserve one capital-S height of clear space. Minimum width: 140 px digitally or 35 mm in print.
- Use petrol on ivory or sand, and ivory on petrol. Keep light accent colours out of small text.
- Do not compress the wordmark or sacrifice readability to decorative effects.

A colour for every role.



Petrol

#23464C

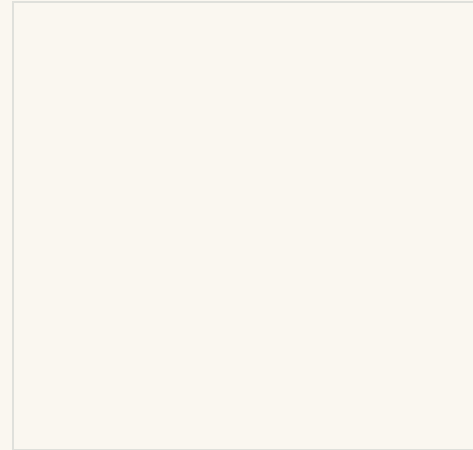
Wordmarks, headlines and functional text.



Sand

#E5D5B9

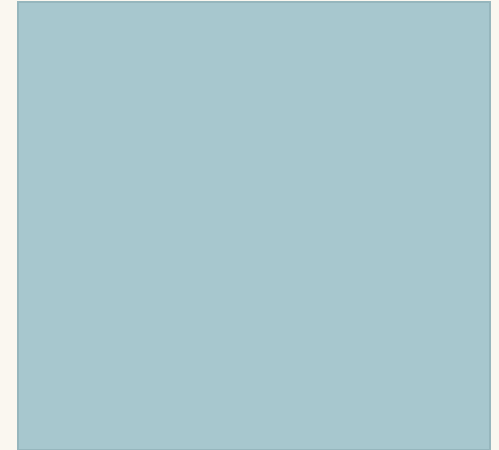
Folders, cover panels and quiet background areas.



Ivory

#FAF7F0

Letters and large-print reading surfaces.



Soft blue

#A7C7CE

Horizon details and supporting environmental accents.

Use the hex values for digital work. For print, ask the production partner to convert with the intended stock and colour profile, then approve a physical proof. Keep small text on a high-contrast solid surface.

Type gives the brand its voice.

Aa

A familiar rhythm. Room
for you.

Georgia / Display

Use for the wordmark and principal headlines. Keep sentence case and a clear hierarchy. Avoid decorative effects.

Arial / Supporting text

Use for body copy, labels and practical details. Start at 16 px for digital body text and adjust for the context; use comfortable line spacing.

One clear headline.

A short introduction.

Then the detail that helps someone act.

The editable wordmark references Georgia. Install the typeface before editing; outline the final approved lettering for production.

The system in everyday use.



Application mockup: a visual study of materials and placement.

A fine horizon rule and a soft blue band anchor the lower edge of stationery. Leave generous space above for useful information.

Family welcome folder

A simple document sequence explains the service and points families towards the right contact, with ample room for clear headings.

Visit planner

Use large type, generous writing spaces and clearly separated dates; offer an accessible format suited to the reader.

Care-team identification

A consistent header and strong contrast make approved staff details easy to locate; keep decorative bands away from key information.

Stay consistent. Stay human.

Voice principles

- Speak directly to the person receiving care, with respect and clarity.
- Use familiar language to explain visits, choices and contact options.
- Avoid infantilising expressions, urgency tactics or promises of independence or recovery.

Respect the individual. Calm typography, legible practical information and a consistent visual rhythm guide every touchpoint.

Before you publish

01 / Check the wordmark proportions and clear space.

02 / Use the specified colour roles and readable contrast.

03 / Keep text clear of patterns and photographs.

04 / Confirm names, dates and contact details.

05 / Proof printed materials at their actual size.

Stillwater is a fictional practice created for an independent Branding Pioneers identity study; it is not a commissioned client project. Visual mockups are AI-assisted; this document defines the editable identity system. Edition 1.0 / October 2026.