

Logotype & Icon

We wanted to add more character to the existing Stoovo logo and at the same time to update the Stoovo icon while keeping it recognisable.

The transition



FORMER VERSION

Old version — logomark too illustrative, gradient use. While you can tell it is a head of the bird, it lacks clean form. Bland typography, overall not memorable except for the mascot figure.

NEW VERSION

Giving both the visual icon and the typographical part a personality with bold, sleek custom type and an icon that is reminiscent of a map pin at the same time.

Logo

Stoovo

Bold clean forms. Customized typography. We are keeping a lot of the round shapes to give our logotype a friendly, welcoming look.

Logo

Stoovo

Logomark (Icon)

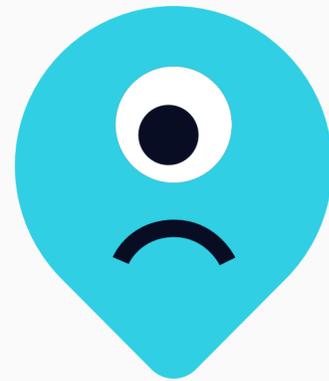


The new "Stoovo" icon — we created a simplified bird share, new icon looks like a map pin and a parrot at the same time.

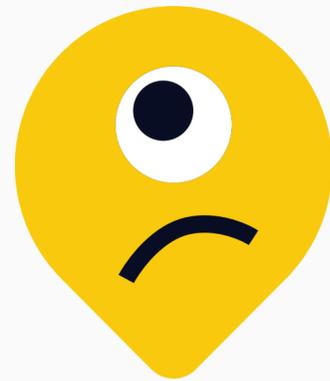
Logo emotions



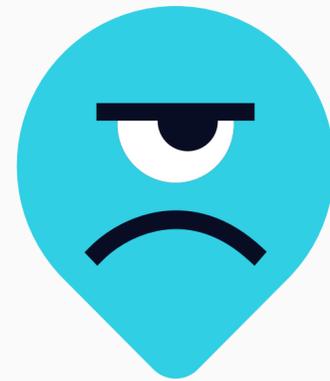
Funny



Sad



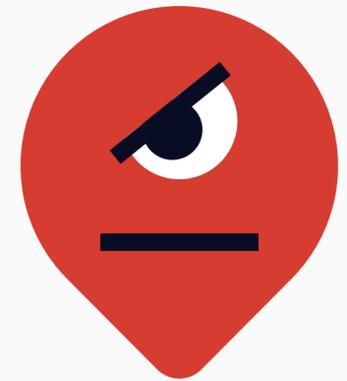
Worried



Angry



Cheeky



Mean

Lockup with logomark



Lockup with logomark



Lockup with brand claim

Stoovo

**STOP GUESSING.
GIG SMARTER.**

Stoovo

**STOP GUESSING.
GIG SMARTER.**

Logo in Color

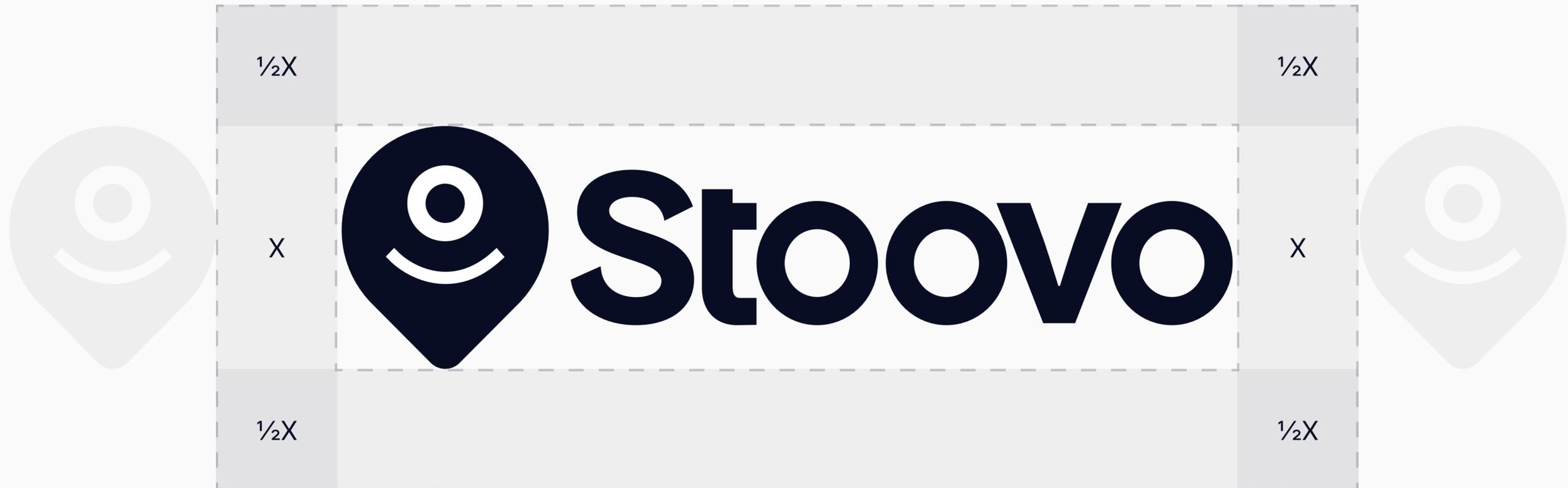


We are only using Stoovo logo with a colored logo icon on white or dark blue background.

Security Fields



Security Fields



Security Fields



Security Fields



Logotype No's

Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadow or any other effects



Do not use different colors



Do not re-create using any other typeface



Do not change the size or position and logotype



Do not rotate any part of the logo



Minimum Sizing for Use Logo

120 px wide,
approx.



Stoovo

360 px wide, approx.



Stoovo STOP GUESSING.
GIG SMARTER.

180 px wide,
approx.



 **Stoovo**

50 px
wide.



Minimum Sizing for Use Logo

30 mm wide, approx.



Stoovo

96 mm wide, approx.



Stoovo

**STOP GUESSING.
GIG SMARTER.**

46 mm wide, approx.



14 mm wide.

