

**STEWART/STAND**

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**STAINLESS  
STEEL WALLET**

since 2002 / style guide

# INTRODUCTION

STEWART/STAND®  
JANUARY 2002  
BROOKLYN, NEW YORK

STEWART/STAND® is a privately held design company established by brothers Theo and Paul Stewart-Stand and is now headquartered in San Diego, CA. The company designs, markets and sells design-led men's and women's accessories and other original lifestyle products to customers world wide. Through their flagship store and retail partners in the US, Europe and Asian markets, this American design company has expanded far beyond it's Brooklyn, NY origins - since 2002.

STEWART/STAND® has gained a reputation for producing innovative accessories for men and women with quality craftsmanship that is unmatched in material, interest + style.

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# CELEBRATE

FOCUS, VISION + A CLARITY  
FOR ORIGINALITY

Designed in 2005. The discovery, refinement and development of our signature stainless steel material coincided with the seminal exhibition at The Cooper-Hewitt National Design Museum in New York. The title of the exhibition: Extreme Textiles. Around the time of the exhibition we began developing the material for our specific applications and fell in love with both the touch and handle of the material. We sensed a tremendous opportunity at the intersection of fashion and technology. A patent titled, "Wallet Composed of Steel Fabric" 8.820.368 has been granted. As our exclusive right, we will continue to design, develop + innovate because we truly believe "the last thing the world needs is another leather wallet."

05

# THE BRAND

TEN YEAR  
RE-MIX

Ten exciting years! Celebrate with us as we roll out our re-brand. A decade of design yields a fresh new look at the stainless steel wallet + it's journey around the world and back.

It's been an adventure, we are grateful to all of our retail partners and distribution partners. Without these relationships we wouldn't have gotten this far.

"A great building must begin with the unmeasurable, must go through measurable means when it is being designed and in the end must be unmeasurable."

Louis Kahn

"Hope lies in dreams, in imagination + in the courage of those who dare to make dreams into reality."

Jonas Salk

04

# BRAND GUIDELINES

## OUR BRAND + CO-BRANDING

The following guidelines have been developed to ensure the consistent application of the visual identity system for the STEWART/STAND® STAINLESS STEEL WALLET brand. It is comprised of our logo artwork, selected typographic fonts, color palettes, and a distinctive imagery style.

This identity system has been developed specifically for STEWART/STAND. It is to be used across all our visual expressions, including publications, posters, advertising (print and electronic), online applications, signage, environments and more.

« [DOWNLOAD THE LOGO SUITE HERE](#) »

# VISUAL IDENTITY

## WORD-MARK + SUB TEXT

**LAYOUT** / The sub text “stainless steel wallet” should appear with the STEWART/STAND word-mark, never alone.

**BUFFER** / An empty or negative space should border the word-mark and sub text. The measurement for this buffer is exactly [the horizontal length of the first two characters in the word-mark](#). Do not factor the ® mark into the buffer measurement.

**COLOR** / The watermark should appear in 100% black, True Black (C50, M40, Y25, K100) or white. Choose the color according to the highest contrast. (100% White on Black + 100% Black or True Black on White).

**LOCATION** / Center the word-mark when the canvas is less than 2.5x the length + buffer. Left or right justify the word-mark when the canvas is more than 3x the length without the buffer. Left or right justification is decided by header dominance not right-reading.

07/

06/



WORD-MARK + SUB TEXT  
COOPERATIVE BRANDING

**ANOTHER COMPANY** *in cooperation with* **STEWART/STAND®**

09/

# VISUAL IDENTITY

COOPERATIVE  
BRANDING

**COOPERATION** / Cooperative branding should be noted with the words "in cooperation with". The note should proceed the words "STEWART/STAND®".

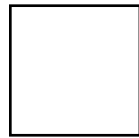
**TYPOGRAPHY** / Futura, designed by Paul Renner is a Geometric Sanserif. The font style is associated with the Bauhaus design movement + was developed at Bauer as a reinvention of the sanserif based on strokes of even weight, perfect circles and isosceles triangles.

The words "in cooperation with" should be displayed in Futura Medium Italic at 65% Black. The words "STEWART/STAND®" should be displayed in Futura Heavy in all capitals at 100% Black. The words "STEWART/STAND®" should be 2pt sizes larger than the note.

« [DOWNLOAD THE FONT SUITE HERE](#) »

08/

# FULL CONTRAST



100% White



50%C 40%M 25%Y 100% Black

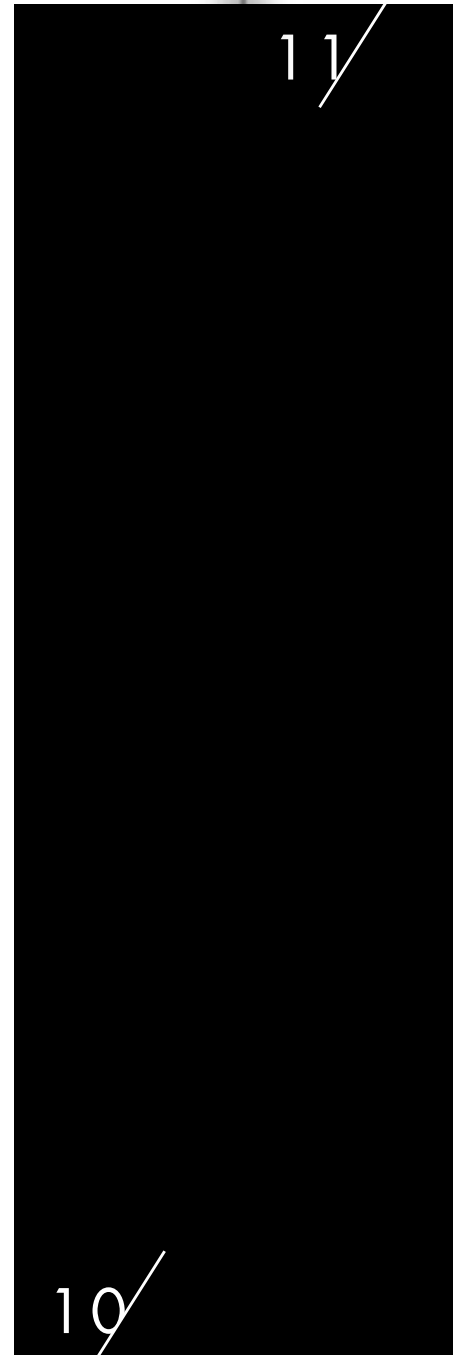


65% Black

We have parted with STEWART/STAND® blue + limit the brand graphics to True Black (50% C, 40% M, 25% Y, 100% Black) or 100% White.

When bridging another company through co-branding, the use of 65% Black defines the transition.

The only instance of color will be through our brand photography, product photography + editorial photography.



# MARKETING

## BROAD SPECTRUM

The Studio@ STEWART/STAND continues to assist with national and local ads, billboards, catalogs, TV + radio advertisements. Securing editorial space in prominent magazines and in newspapers, STEWART/STAND® is able to market to a broad spectrum of consumers.

Appearances in holiday gift-giving segments on The Today Show + Good Morning America have exposed our product to an estimated 6 million viewers/segment. These National Television Broadcasts create brand recognition and increase the consumer's confidence in our product.

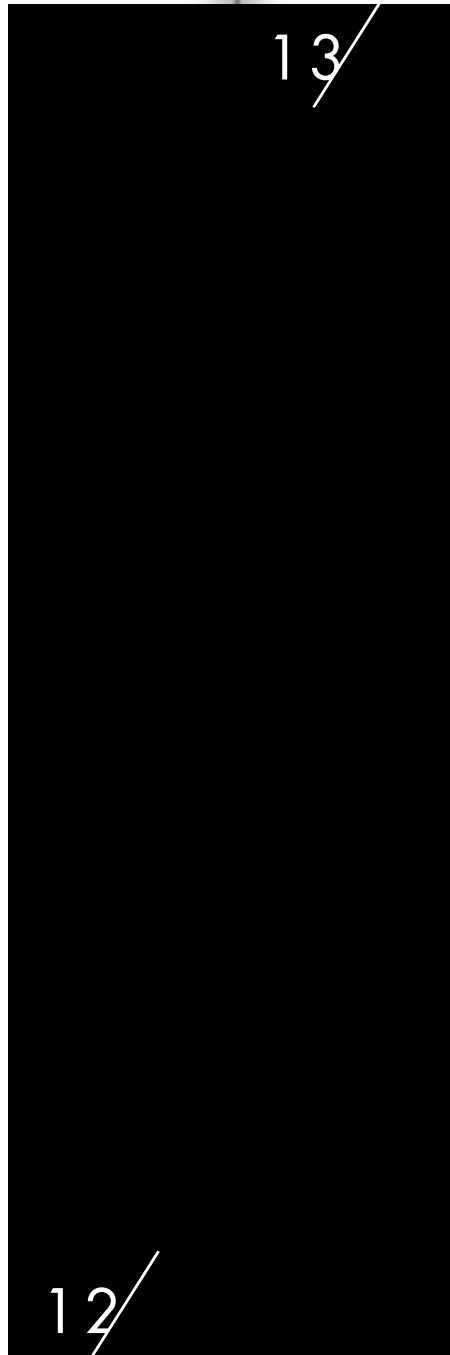
Increasingly important is our exposure across the internet with online catalogs, blogs, gift guides, digital newsletters and product review websites. The viral effects of participating in digital media blasts have earned STEWART/STAND a buzz, which we intend to maintain.

Through positive PR, Marketing + Advertising efforts, and

with our new + very much improved website launch, as well as our re-brand, STEWART/STAND will continue to grow and enhance its image in the coming years.

We provide all the assets necessary to support our retail partners in showcasing the STAINLESS STEEL WALLET brand. Ad Templates, Company Artwork, In-Store Signage, Press Clippings + Press Release Materials are available through The Studio@. With these resources retailers can create their own ads, billboards, duratrans, + more. If preferred, a member of The Studio@ will send a 'press ready' ad designed with their store logo, tailored to the media type. Also available is an extensive library of our print quality images.

Presentation is important. We would like to partner with our customers to make the most of in-store merchandising space. Custom or stock displays, signage and other in-store marketing materials are available upon request.



« PRODUCT PHOTOGRAPHY IMAGE BANK »

« EDITORIAL PHOTOGRAPHY IMAGE BANK »

« IN-STORE SIGNAGE »

« LARGE BRANDED BACKDROPS »

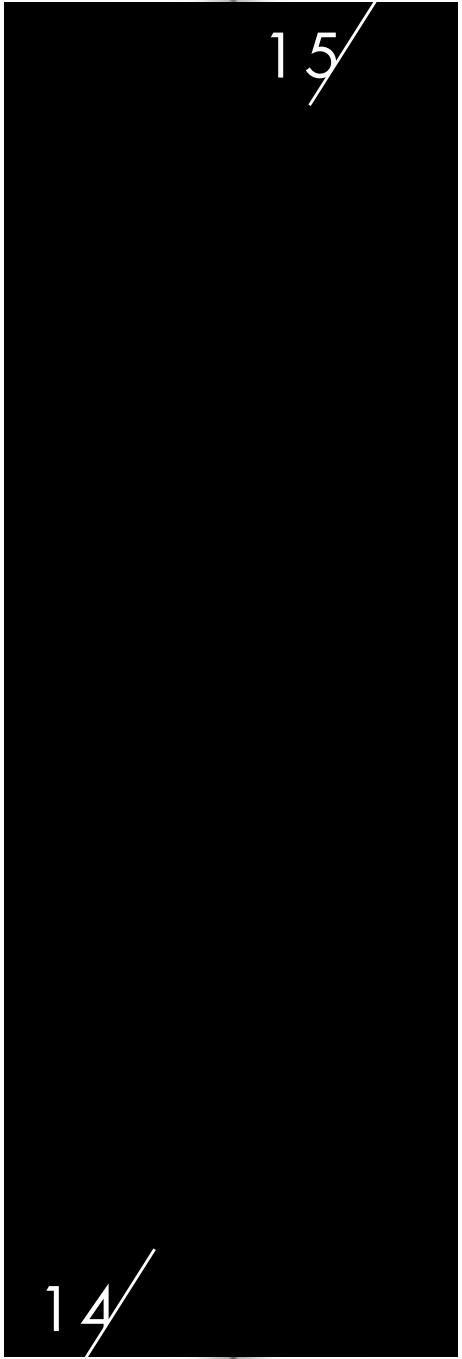
# PUBLIC RELATIONS

RELATIONSHIPS  
WE ARE PROUD OF

The Studio@ STEWART/STAND® is available to assist Professional Journalists with the assets they require. We are happy to provide a history of press, press releases + print quality image banks of product photography and editorial brand imagery.

We appreciate our relationships with the press professionals we have had the opportunity to work with in the past + are excited to form new relationships.

Please be candid about the assets you require, as the publishing industry changes so quickly we intend to stay relevant, helpful + ready.



« PRESS RELEASES »

« PRESS CLIPPINGS IMAGE BANK »

« OUR 1-PAGER »



## CONTACT US

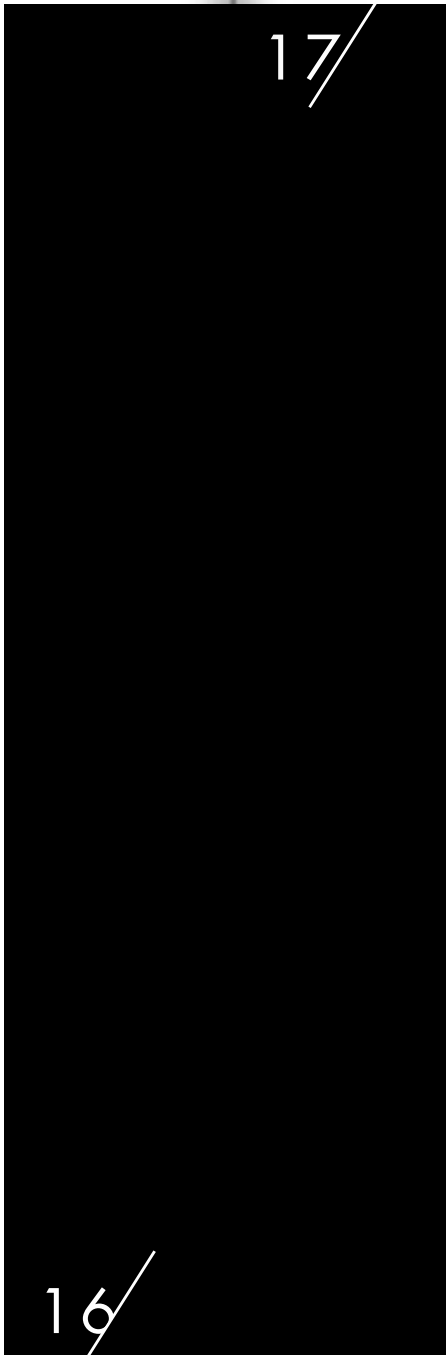
TO REACH THE CEO+  
FOUNDER FOR COMMENT

Paul Stewart-Stand  
EMAIL / paul@stewartstand.com  
PHONE / 760 827 1408

CONTACT THE STUDIO@  
STEWART/STAND® FOR ASSETS

CREATIVE DIRECTOR  
Nik Castronova  
EMAIL / nik@stewartstand.com  
PHONE / 760 827 1409

GRAPHIC + WEB DESIGNER  
Valerie Manne  
EMAIL / valerie@stewartstand.com  
PHONE / 760 827 1409



## FIND US

OFFICE +  
WAREHOUSE

6062 Corte del Cedro  
Carlsbad, CA 92011  
PHONE / 760 827 1400  
HOURS / 9am - 6pm

STEWART/STAND  
DESIGN STORE

141A Front Street  
Brooklyn, NY 11201  
PHONE / 718 875 1204  
HOURS / M-F 11 - 7p, Sat 10 - 7p, Sun 11 - 6p

**STEWART/STAND**  

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[www.stewartstand.com](http://www.stewartstand.com)