

stecman
brand documentation

Fonts

Also called type faces.

logo based on

Myriad Pro

abcdefghijklmnopqrstuvwxyz
0123456789

'digital' text (see Stecman Digital logo)

ORATOR STD MEDIUM (NO CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

on teh interwebz

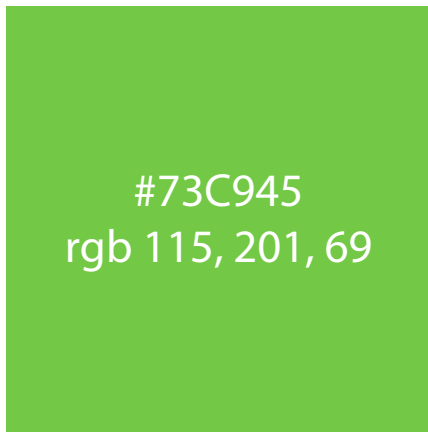
font-family: Arial, Helvetica, sans-serif;

abcdefghijklmnopqrstuvwxyz
0123456789

Colours

This is where the colours are.

green



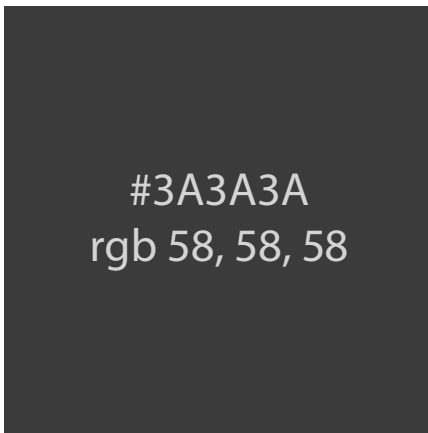
orange



white



#3A3A3A
rgb 58, 58, 58



dark grey

#575757
rgb 87, 87, 87



mid grey

#D3D3D3
rgb 211, 211, 211



light grey

Logos

Full text, color.

stecman

Full text, colour, on light.

stecman

Full text, colour, on dark.

Logos

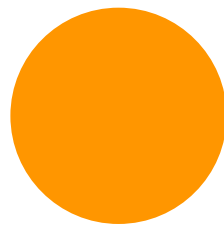
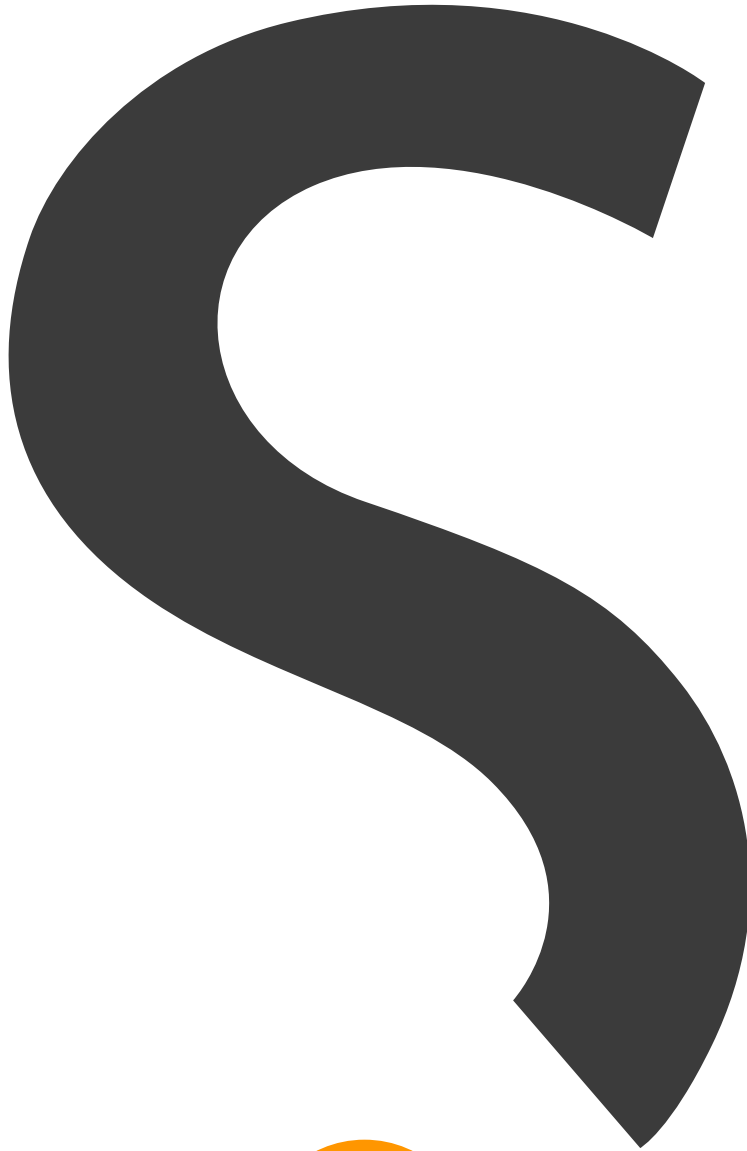
Stecman Digital

stecman
DIGITAL

stecman
DIGITAL

Logos

The big S (and some little ones).



favicon



icon variations

Web Header/Logo

it has six more characters than the other one.

stecman.co.nz

stecman.co.nz

stecman.co.nz

ASCII Art Logo

Description and application

As a super-secret mark on websites made by Stecman, a plain text (ASCII art) version of the logo is to be placed as an HTML comment at the **start of browser HTML output on every page**.

The HTML comment containing the text logo must come first; before ALL markup.

Do not render this text logo in any other code segments (it's meant to be seen, so a server-side script comment isn't much good)!

```
;;JJwwZZCZZZwwJJ
weRRRZZZZMZZZZRRMntt
ZZRRZCZZRRRRRARRRZZRRS;
kkRRZZZMZ"" ;;ttZZRR
aRZZZZRR
""RnZZRRkk
""RRSRRRkk
""RRZTZRR
RRZZEZZZZ
ttRRZCZZZZRRwwat
JJRRNZZZZZZRNRRkk
;;ZARRRRZZZZSZRRR
n;wwRRRRZTZZZRR
wwRREZZZZRRww
ttRCZZZZRR
wwMRZZRR""
""RAZZRR""
JJRRNZRR""
RRZZSRR
RRRRtk
""MM

JJJJtt
JJ2010JJ
JJ0102JJ
JJJJ""

-->
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://
w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta content="text/html; charset=utf-8" http-equiv="Content-Type" />
<link href="stecman.css" type="text/css" rel="stylesheet" />
<script type="text/javascript" src="jquery.js"></script>
<script type="text/javascript">
$(document).ready(function () {
drop=false;
downtoggle').click(function () {
slideToggle('fast');
});

```


ASCII Art Logo

Really big copy with labels and highlighting

diagonal 'stecman' lines

```
      ; ; JJwwZZCZZZwwJJ
    ww eRRRZZZZZMZZZZRRMn tt
      ZZRRZCZZRRRRRRARRRZZRRs ;
kkRRZZZZMZ" "      ; ; ttZZRR
aRZZZZRR                      ; ;
" "RNZZRRkk
" "RRSRRRkk      website by stecman
" "RRZTZRR      http://stecman.co.nz
RRZZEZZZZZ
ttRRZCZZZZRRwwat
JJRRMZZZZZZZZRnRRkk
; ; ZARRRRZZZZSZRRRR
      n ; wwRRRRRZTZZZRR
          wwRREZZZZRRww
          ttRCZZZZRR
          wwMRZZRR" "
          " "RAZZRR" "
          JJRRNZRR" "
          RRZZZSRR
          RRRRtk
          " "MM

      JJJJtt
      JJ2010JJ
      JJ0102JJ
      JJJJ" "
```

eight character spacing

date of site creation
(YYYY MM DD)