

STONEHENGE

Stonehenge is a family urban style, bright graffiti among the low-rise buildings and a real urban jungle.

Feel the balance between active life in a big city and tranquility in your cozy apartment.



Primary Logotype

STONEHENGE



Primary Logotype on a dark background

STONEHENGE



Logo versions

STONEHENGE



STONEHENGE
by **SEGREX**

STONEHENGE

Logos for buildings I, II & III

STONEHENGE



Avatar for social media

STONEHENGE



In textual use of the project name, follow single standard of writing:
The name is always written in **CAPITALS**.

Bold or italic selection is allowed.

For example:

STONEHENG by SEGREX Development

STONEHENG by SEGREX

SH by SEGREX Development

SH by SEGREX

Main color
for the Logo

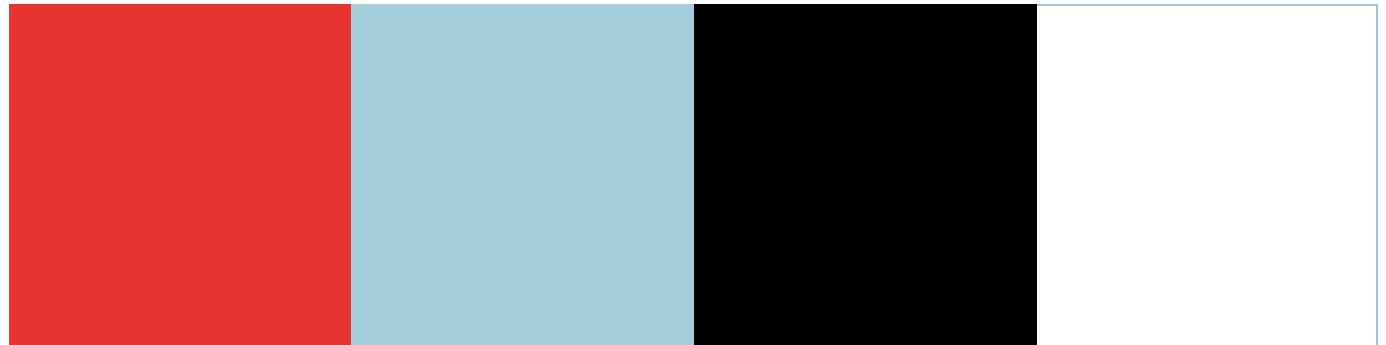


C70 M0 Y0 B65

R53 G92 B114

#355c72

**Secondary
colors**
for design elements
and advertising



C0 M90 Y80 B0

R199 G55 B53

#c73735

C35 M0 Y7 B10

R176 G205 B219

#b0cddb

C0 M0 Y0 B100

R0 G0 B0

#000000

C0 M0 Y0 B0

R255 G255 B255

#ffffff

Aa

Montserrat (Google Fonts)

For use in display type (display copy) at large sizes for titles, headings, pull quotes, and other eye-catching elements

Montserrat Regular

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890
‘?’“!”“(%)[#]{@}/&\<-+÷×=›®©\$€£¥₵::,*

Montserrat Bold

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890
‘?’“!”“(%)[#]{@}/&\<-+÷×=›®©\$€£¥₵::,*

Aa

PT Sans (Google Fonts)

For body text

PT Sans Regular

ABCĆĆDĐFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđfgijklmnopqrsštuvwxyzž
1234567890
‘?’“!”“(%)[#]{[@]}/&\<-+÷×=>®©\$€£¥¢::,*

PT Sans Bold

ABCĆĆDĐFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđfgijklmnopqrsštuvwxyzž
1234567890
‘?’“!”“(%)[#]{[@]}/&\<-+÷×=>®©\$€£¥¢::,*

Aa

Arial

(Системный шрифт)

For body text if PT Sans is not available

Arial Regular

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890
“?”“!”“(%)#[{@}\/&\<-+÷×=>®©\$€£¥¢:,..*

Arial Bold

ABCĆĆDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcććdđefghijklmnopqrsštuvwxyzž
1234567890
“?”“!”“(%)#[{@}\/&\<-+÷×=>®©\$€£¥¢:,..*

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space



Logo. What not to do with a logo

STONEHENGE

Don't rotate the logotype



Don't compress the logotype



Don't stretch or extend the logotype



Never change the proportions
of the logotype



Don't use other fonts

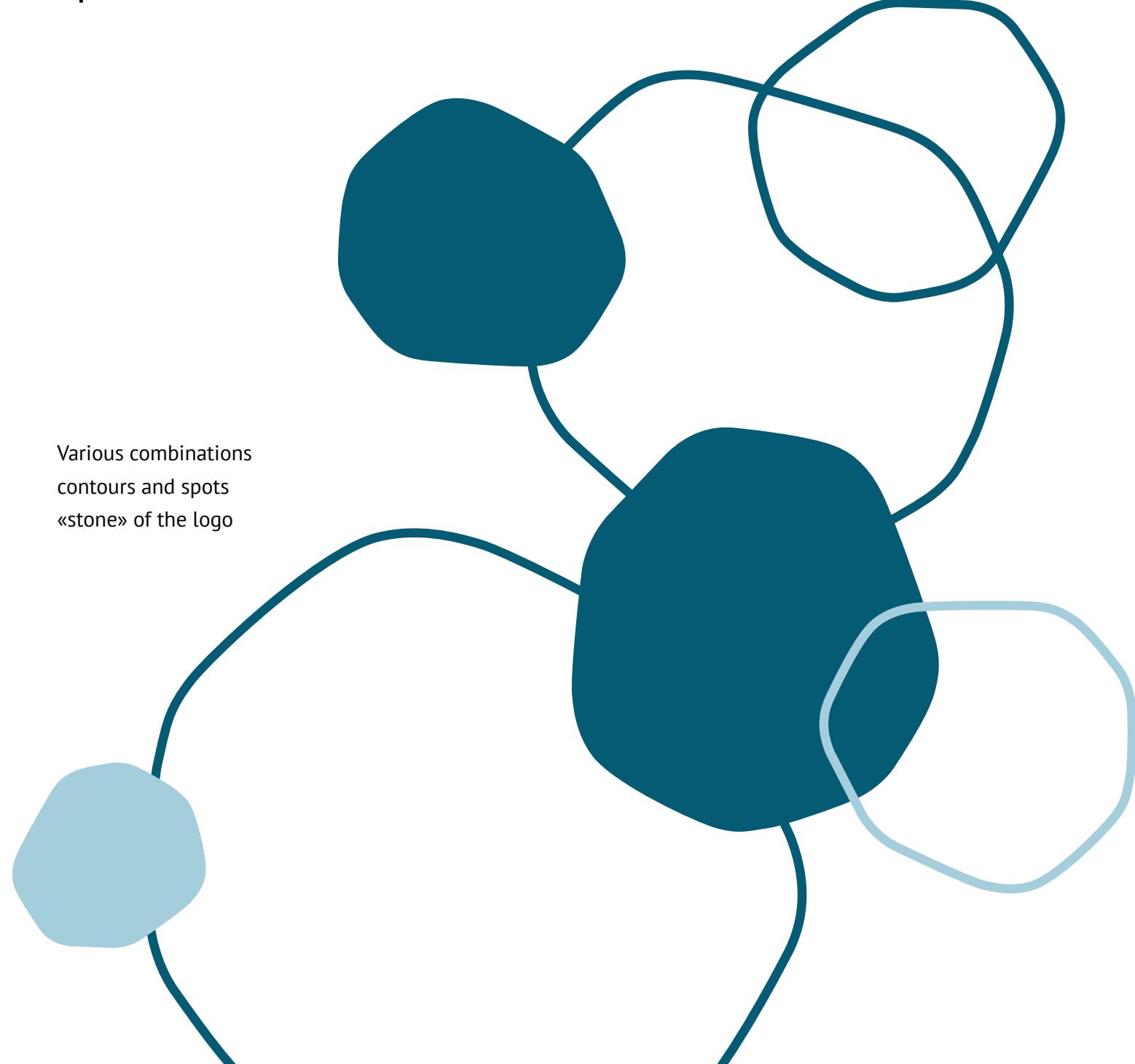


Do not use other colors except main color



Design elements. Graphics

STONEHENGE

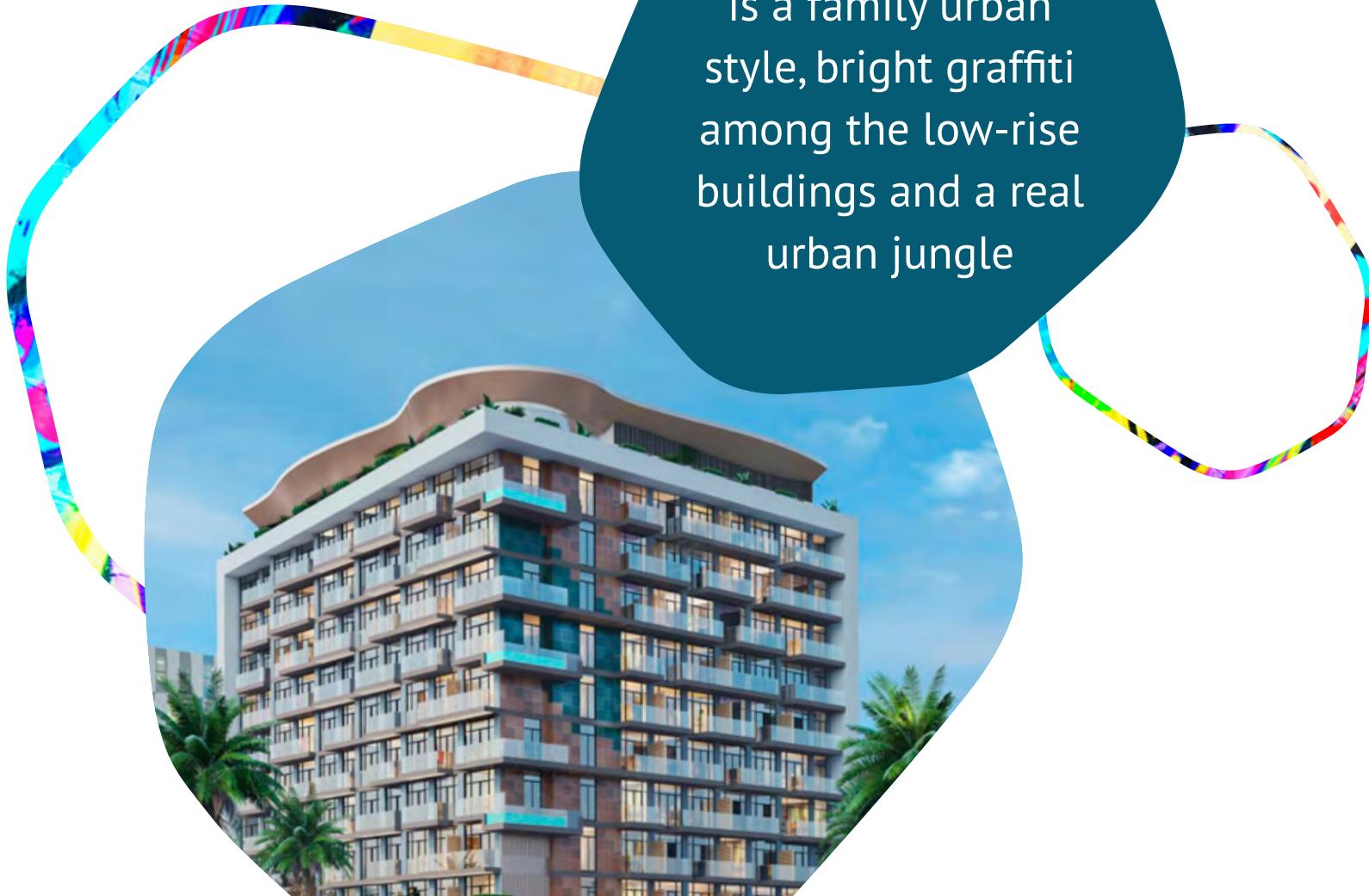


Various combinations
contours and spots
«stone» of the logo

«Stone» of the logo
used as image mask
and background for text

NEW

STONEHENGE
is a family urban
style, bright graffiti
among the low-rise
buildings and a real
urban jungle



Inspirations for design

STONEHENGE



Logo on colored background

STONEHENGE

Basic rule:

a dark logo is placed on a light background,
a white logo on a dark background.

Try to choose a contrasting uniform
background for placing the logo.

Do not apply filters, effects, shadows, etc.
to the logo.



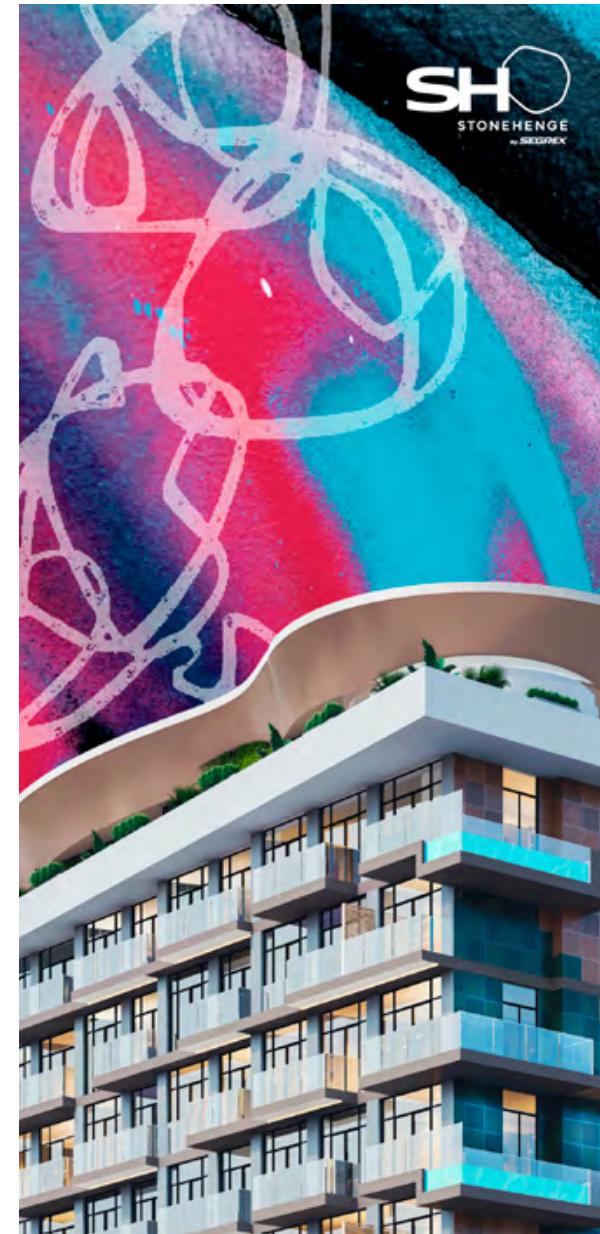
Design elements. Graphics

STONEHENGE

v. 2023

IDENTITY GUIDELINES

19



Design elements. Banners

STONEHENGE





Use the corporate fonts, colors and graphics,
and also graffiti elements, image fragments, calligraphy, etc.

