strymon
STYLE GUIDE
®

2023 & 2024

Our Philosophy

We want to build uncompromising products and push the limits of technology in music.

We want to make gear that sounds better than anything you've ever heard.

Simply put, we want to inspire you to create amazing music.

Our Voice

Positive, **Inclusive**, **Supportive**, **Passionate**, **Professional**, **Confident**, **Humble**, **Appreciative**, **Capable**, **Knowledgeable**

Contacts

Sean Halley | Head of Marketing
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Nick Casale | Senior Designer
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Typography

These are the two fonts we use in all marketing and advertising materials.

DIN OT

The font we rely on most, often used to create headings, subheadings and body text through adjustments to font size and weight. Note: We do not use DIN OT Light.

DIN OT Black
DIN OT Bold
DIN OT Medium
DIN OT Regular
DIN OT Light

Gotham Rounded

A key font used across our product range and frequently used in marketing materials as an alternative to Din OT. Note: We only use Gotham Rounded Medium and Bold.

Gotham Rounded Bold
**Gotham Rounded Medium**
Gotham Rounded Book
Gotham Rounded Light

Typography Use & Misuse

1. Text should stay neutral in color and prioritize contrast and clarity.
2. Do not hyphenate body/paragraph text.
3. Do not lower Opacity, keep 100% opaque.

4. Do not add gradients or additional effects such as stylized glows, embossing, etc.
5. Subtle drop shadows / neutral glows are ok to help with contrast where needed.

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Our Logo

The Strymon wordmark (below) is the only logo we use.
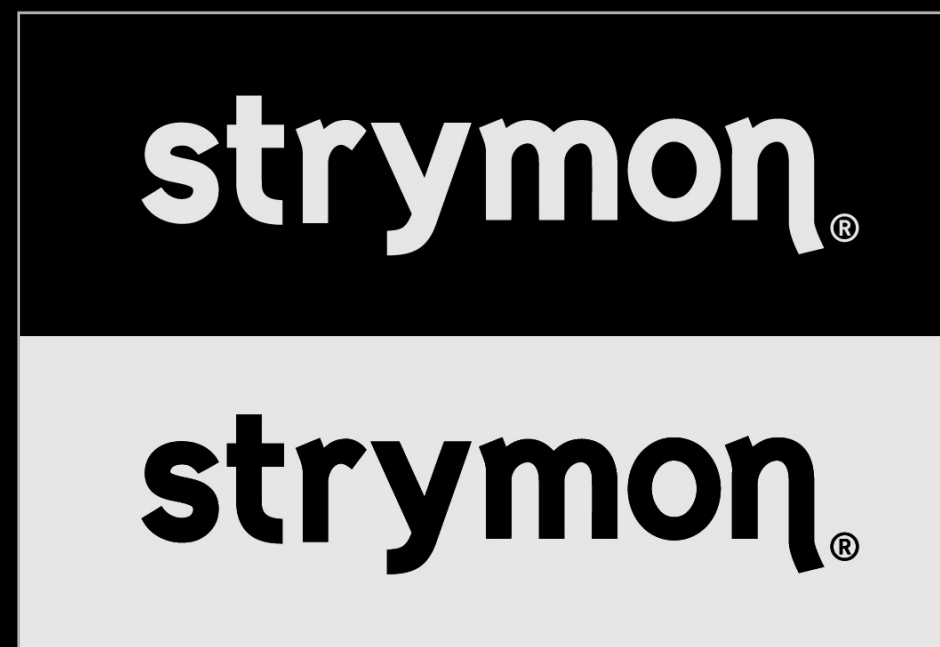
Logo Alignment

Because of the © symbol in the wordmark, the technical center isn't the visual center. Please align using gray center axis below.

Logo Exclusion Zone

Please allow a **minimum** exclusion zone of exactly half the wordmark's x height. Note: The © does not affect logo padding.

Social Media Logo Use

If social media logo inclusion is necessary, please use single color square options only.

It's ok to modify the color these provided these changes are in line with provided color guidelines in this style guide.
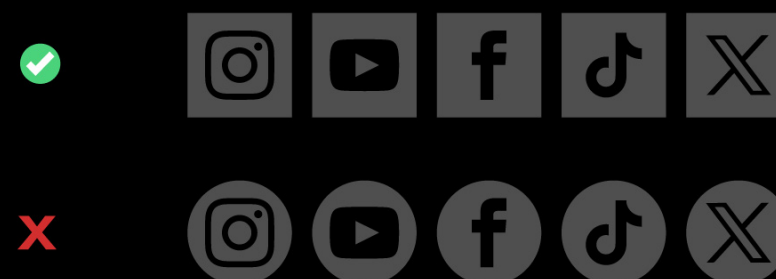
Logo Use & Misuse

1. Only present the logo in a single, solid neutral color (black, white, gray). Note: check Color section for guidance if needed.

2. Don't stretch/distort logo proportions.

3. Don't convert the logo to outlines.

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Logo Use & Misuse (continued)

4. Always keep logo Opacity at 100% or fully opaque. Don't use in a translucent manner.

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5. Don't rotate, distort and/or skew logo. It should always be displayed horizontally.

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6. Only include one instance of the logo per deliverable. Note: This does not include on-product logos.

✓ [SUNSET pedal — INSTANT GRATIFICATION — strymon]

Sunset gives you the best of the best classic overdrive circuits, custom voiced for instantly gratifying control. We studied six circuit types found in many truly iconic overdrive and boost pedals, and put our takes on all six of them in a single two-channel unit. Learn more at strymon.net/sunset.

✗ [SUNSET pedal — INSTANT GRATIFICATION — strymon]

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7. Don't add gradients, imagery and/or overly stylized effects to logo.

Note: A neutral, subtle Drop Shadow and/or Outer Glow solely to increase legibility and contrast is OK.

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(Number 7 Continued)

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8. Don't obscure or cover the logo.

✗ strymon® PEDALS

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Color

Logo and type colors should stick to a simple, neutral palette with an emphasis on contrast and legibility.

This direction allows for color impact to come solely from products, key artwork and photography.

Note: Please avoid use of bright white (#ffffff) in anything for digital mediums.

○ #000000 | R0 G0 B0

● #171717 | R23 G23 B23

● #4F4F4F | R79 G79 B79

● #A8A8A8 | R168 G168 B168

○ #E5E5E5 | R229 G229 B229

Color Examples

LEAVE YOUR AMP AT HOME

For the first time ever, the authentic sound and feel of a real tube amp driving a perfectly-matched speaker cabinet in a great-sounding room is available in a pedal-sized enclosure. With no menus to dive through, IR-based speaker cabinets and mono or true stereo operation, your path to getting killer tones when going direct just took a major shortcut.

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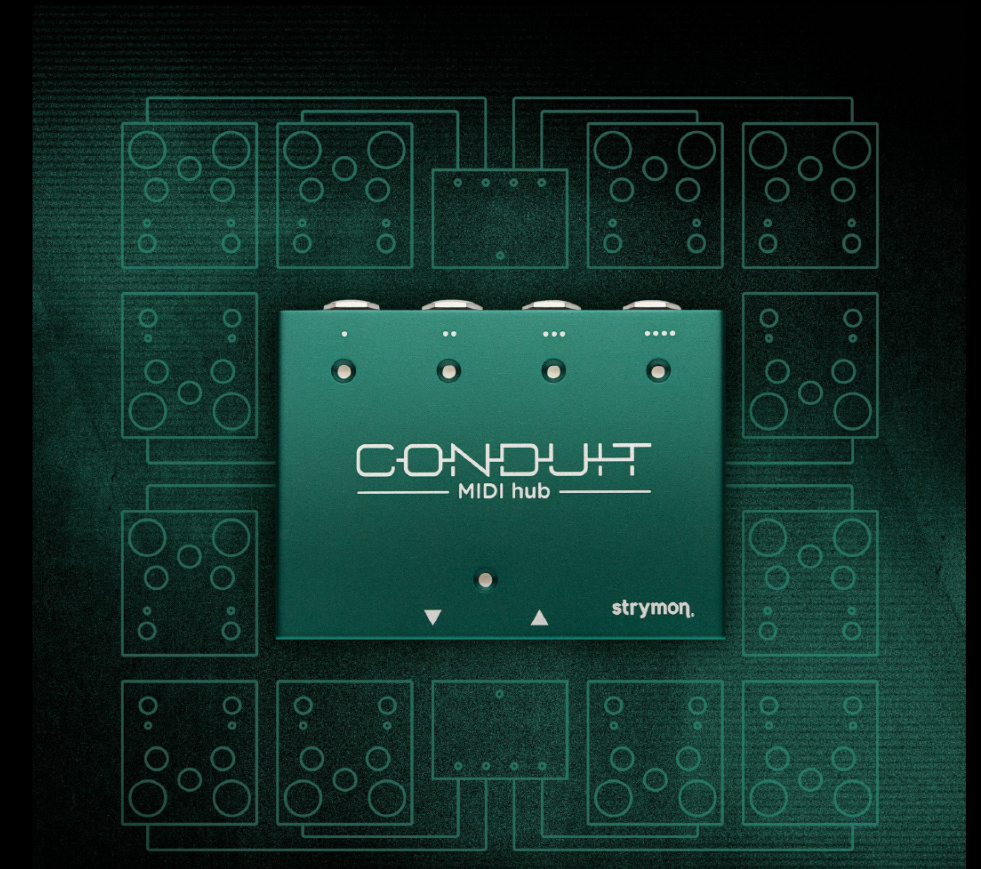
SMALL BUT MIGHTY

Sometimes amazing things come in small packages! Don't let Conduit's small size fool you - hidden inside is a professional 5-port USB MIDI interface, capable of sending and receiving MIDI data to and from your Strymon pedals using a single TRS jack. Learn more about how we've solved MIDI for your pedalboard at www.strymon.net/conduit.

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Note: Additional examples can be found in the Brand Examples section.

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Key Artwork

Only use official key artwork provided by us. Don't edit or change key artwork without approval. Don't generate new or original key art without approval.

Note: Key artwork is available in a variety of sizes and in a "background only" format.

Key Artwork Use & Misuse

1. Use only **high resolution** key artwork wherever possible.

2. Don't edit or alter the appearance of key artwork in any way.

3. Maintain center alignment of key art

4. Scaling is allowed but don't stretch or distort proportions of key artwork.

5. Only use in a full color format.

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Photography

Use only officially provided Press and Lifestyle photography.

Note: Photography is available in a variety of resolutions and Press photos are also available as high quality transparent files.

Lifestyle

Press

Photography Use & Misuse

1. Only use high resolution photography options wherever possible.

2. Maintain center alignment of product in both Press and Lifestyle photos.

3. Don't stretch/distort image proportions.

4. Don't modify the appearance of provided photography without approval.

5. Only pair transparent Press photos with a subtle and neutral Drop Shadow(s) and/or Outer Glow(s).

6. Don't use transparent Press photos over unofficial imagery.

Brand Examples

Ultraviolet Key Artwork

Ultraviolet & Cloudburst Video Thumbnail

Ultraviolet Key Artwork

Ultraviolet Video Thumbnail

Ultraviolet Social Banner

Ulraviolet Email Newsletter Graphic Elements

Cloudburst Video Thumbnail

Brand Examples (continued)

Cloudburst Video Thumbnail

Additional Cloudburst Video Thumbnails

Cloudburst Social Banner

Cloudburst Full Page Print Ad

Brig Key Artwork

Brig Video Thumbnail

Brand Examples (continued)

Brig Video Thumbnail

Brig Social Banner

Brig Email Newsletter Header

V2 Pedal Refresh Key Artwork

V2 Pedal Refresh Social Banner

V2 Pedal Refresh Full Page Print Ad

Questions?

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