

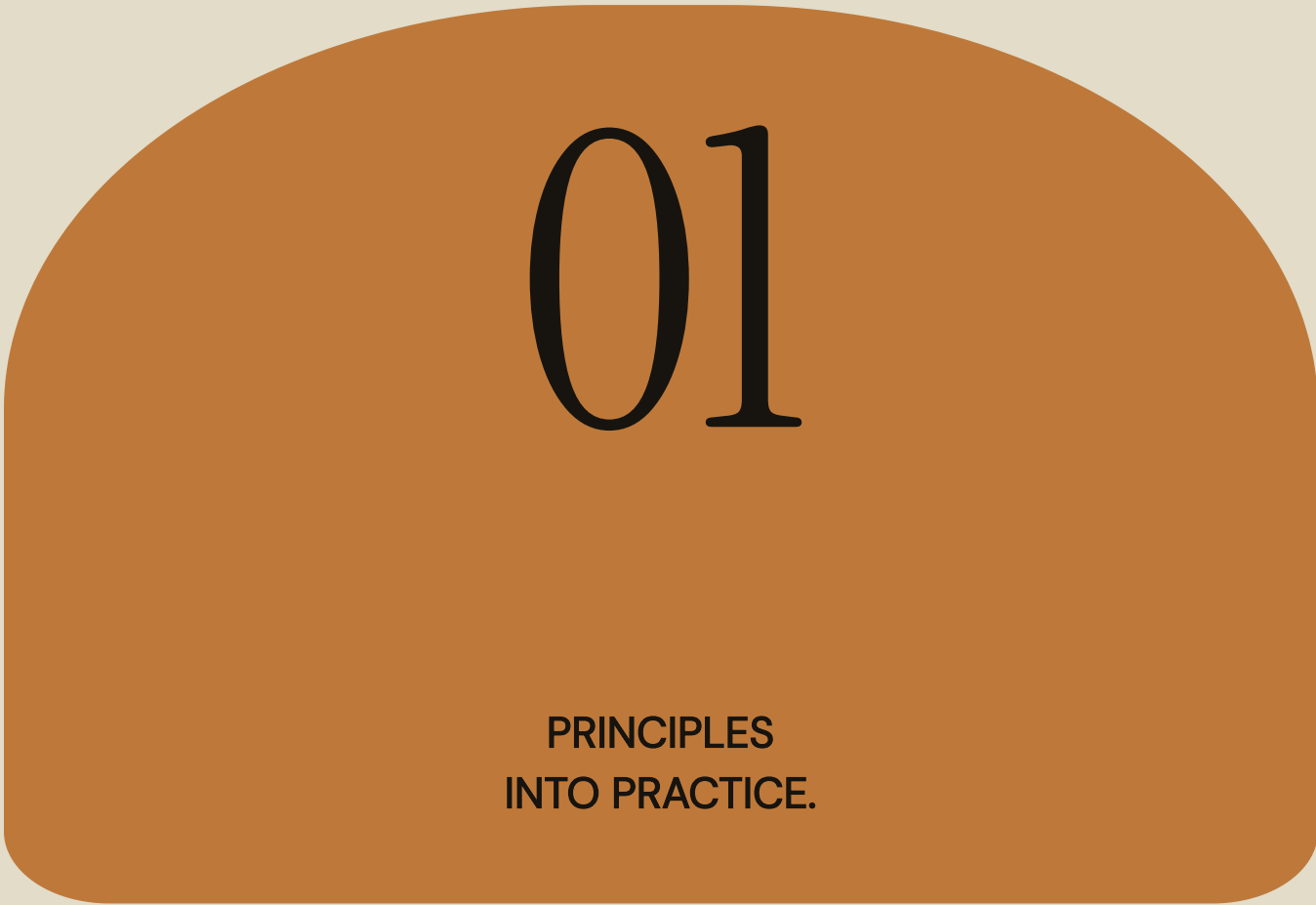
A WORKING BRAND FIELD MANUAL

STILLFIELD / BRAND IN PRACTICE

Make complex work easier to understand, one considered decision at a time.

STILLFIELD

An original fictional studio identity. All copy and the text wordmark are synthetic.



AN INTENTIONAL POINT OF VIEW

CLEAR THINKING. ROOM TO MAKE.

Teams doing thoughtful work

A clear explanation of the next decision.

Boundary: Do not promise certainty where the evidence is incomplete.

People joining the conversation

A welcoming route into unfamiliar material.

Boundary: Avoid assuming shared vocabulary or prior context.

THE PRINCIPLES BEHIND THE WORK.

01

MAKE IT LEGIBLE

Give people a direct route to the point and the next action.

clear

02

LEAVE ROOM FOR PEOPLE

Explain the work with respect for the reader's context.

human

03

SHOW THE BASIS

Let claims travel with the evidence and their limits.

grounded

SOUND LIKE THE SAME ORGANIZATION.

QUALITY	WHAT IT MEANS	WHAT TO AVOID
Clear	Lead with the concrete point and use familiar words.	Abstract slogans in place of a useful explanation.
Considered	Name the context and leave room for questions.	A rushed tone or a forced sense of urgency.
Grounded	Separate what is known from what is proposed.	Unqualified claims about results.

KEEP THE IDENTITY RECOGNIZABLE.

- Use the supplied text wordmark without decorative distortion.
- Leave clear space equal to the cap height around the wordmark.
- Confirm approval before replacing the text wordmark with an image asset.

STILLFIELD

Supplied text wordmark · editable type

GIVE EVERY COLOR A JOB.

bone / #E2DCC9

Working paper

Quiet backgrounds and long-form reading.

ink / #17140F

Near-black ink

Primary text and strong structural rules.

earth / #A45132

Terracotta

A small, deliberate accent.

green / #356B5C

Field green

Secondary emphasis and calm wayfinding.

These swatches use the supplied values. Label color is selected for contrast; other color pairings require their own review.

LET HIERARCHY DO THE EXPLAINING.

INSTRUMENT SERIF / 64PX

STILLFIELD

Make complex work easier to understand, one considered decision at a time.

Body: DM Sans / 22px · both font families are bundled locally.

Use display type for a clear hierarchy and body type for explanation. Keep emphasis selective.

MAKE EACH PRINCIPLE OBSERVABLE.

PRINCIPLE	DO	AVOID
clear / Make it legible	Use concrete words and a visible information hierarchy.	Decorative complexity that hides the decision.
human / Leave room for people	Use a calm, specific invitation to participate.	Pressure, artificial urgency or exclusive language.
grounded / Show the basis	Attach a source or label an assumption.	Implying more certainty than the material supports.

APPLY THE RULE TO REAL COPY.

Website introduction

clear

BEFORE

We unlock next-generation transformation.

AFTER

We help your team explain the next design decision.

The revised line names the work and the reader.

Review invitation

human

BEFORE

Act now or miss the opportunity.

AFTER

Bring one question to the review when you are ready.

The revised invitation respects the reader's context.

Case-study claim

grounded

BEFORE

Our method always delivers better results.

AFTER

In this supplied example, the team could identify the next owner.

The revised claim stays inside the stated evidence.

CHOOSE ASSETS WITH THE SAME INTENT.

- Use original or explicitly licensed material with a recorded source.
- Prefer images that explain the work rather than decorate a claim.
- Keep any caption and usage permission with the asset.

Keep asset permissions with the project. This package generates a text-based playbook; it does not include third-party logos or photographs.

GIVE THE REVIEWER CLEAR QUESTIONS.

REVIEW QUESTION	OWNER	EVIDENCE TO INSPECT
Can a new reader identify the point and next action?	Content reviewer	The actual headline, body copy and call to action.
Does the example follow its named principle?	Brand steward	The supplied rule and the before/after application.
Are claims and assets supported by records?	Project owner	Source locators, assumptions and asset permissions.

A LIVING SET OF WORKING RULES

KEEP THE PRINCIPLES USEFUL.

Who maintains it

Fictional studio brand steward

When to revisit it

A new channel, recurring review issue or changed audience need.

How changes are agreed

Propose a concrete example, review it against the principles, and record the agreed revision.

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