



STVEBAILEY.ME
THE GOOD STUFF STAYS HANDMADE

Brand Guidelines

The Ember — logo, palette, type and usage for SteveBailey.me.

The mark

Fire runs through everything: the campfire at the lake, the wood-fired oven, the section of the site called Around the Fire, and the idea of tending something slowly rather than rushing it. The Ember is a flame over two logs. It reduces to a silhouette that still reads at sixteen pixels and in one colour.

The visual language around it is the National Park travel poster — flat vector, confident geometry, a warm limited palette, and a fine grain so it reads as printed rather than rendered.

Two lines, two jobs

“The good stuff stays handmade.” The brand line. It travels alone — logo lockup, footer, business cards, social bios.

“Nothing good gets rushed.” The site’s hero headline. It needs a page around it. Do not swap them.

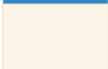
Logo variants

Four shapes, each in four treatments. Use colour wherever the background allows; monochrome exists for one-colour printing, embroidery and engraving — not as a style choice.

	ON LIGHT	ON DARK	MONO BLACK	MONO WHITE
Primary				
Square				
Icon Mark				
Wordmark				

Colour

Cream is the default ground, navy is the anchor, and coral is the only true accent — used sparingly so it keeps its punch.

	NAME	HEX	RGB	CMYK	USE
	Ember Coral	#E9633C	233, 99, 60	0, 58, 74, 9	Flame, the .ME, buttons, links
	Late Sun	#FFC24D	255, 194, 77	0, 24, 70, 0	Inner flame, highlights on dark
	Deep Navy	#16376B	22, 55, 107	79, 49, 0, 58	Anchor. Hero, panels, app tile
	Navy Deep	#0F2650	15, 38, 80	81, 52, 0, 69	Footer, deepest ground
	Lake Blue	#2E86C8	46, 134, 200	77, 33, 0, 22	Secondary blue, water
	Paper Cream	#FCF5E7	252, 245, 231	0, 3, 8, 1	Preferred light ground
	Pine	#1F6152	31, 97, 82	68, 0, 15, 62	Scenery, foliage
	Ink	#1B2A3A	27, 42, 58	53, 28, 0, 77	Body text, wordmark on light

On the CMYK values. These are a straight arithmetic conversion — fine for office printing and digital proofs. For anything commercially printed, give the printer the HEX and let them convert against the actual paper and press profile. The coral in particular sits outside a lot of coated CMYK gamuts and prints muddy if nobody is watching for it.

Typography

Anton for display, sentence case, never all caps. **Nunito** for body (400) and labels (800, uppercase, .2em tracking). Both free from Google Fonts.

Anton ships in a single weight. There is no bold. Requesting Anton 700 gets a synthesised fake that thickens strokes unevenly and muddies the letterforms. Load 400 only.

Using it

Clear space: a margin equal to the height of the flame on all sides, with nothing in it.

Minimum sizes: icon 16px / 8mm · primary 120px / 30mm · square 100px / 25mm · wordmark 140px / 35mm.

Do	Don't
• Use the colour version whenever the background allows • Switch to white on anything dark — never colour or black • Scale proportionally, always • Drop to the icon mark rather than shrinking a lockup past legibility • Give it cream, navy, or a quiet part of a photograph	• Recolour the flame outside the palette • Add shadows, gradients, outlines, glows or bevels • Stretch, squash, skew or rotate • Rebuild the lockup by retyping the name beside the mark • Place it over a busy part of a photograph • Shrink the primary below 120px — the tagline turns to mud

File formats

SVG is the master — infinitely scalable, tiny, and it opens natively in Illustrator, Figma and Affinity. **PDF** is the same artwork for print and for vendors. **PNG** is transparent raster at 300/600/1200px. **JPEG** has no transparency, so every JPEG has a background baked in — colour and black on white, white on navy.

Asked for Illustrator files? Modern .ai files are PDFs underneath. Illustrator opens both the SVGs and the PDFs here with fully live editable paths — no tracing, no loss. If a vendor insists on the extension, open the PDF and do File → Save As → Illustrator.

The type is outlined — every letter is a vector path, so nobody needs the fonts installed and no print shop can substitute the wrong one. The words cannot be retyped; if the wordmark changes, the files are regenerated.