stampd

STAMPD BRAND GUIDE

The logo, the colours and the typefaces of Stampd, and how to use them.

UPDATED 21 NOVEMBER 2026

LOGO FILES: STAMPD.IO/BRAND



Proof it existed.

THE LOGO

The logo is the stamp itself: one solid block with a ruled edge, and the name cut out of it. The paper shows through the letters, the way it does under a rubber stamp.

The primary logo carries `EST. 2014` as the date line inside the block, and the tagline "Proof it existed." below it.

WHICH VERSION TO USE



SMALLEST: 240 PX / 45 MM WIDE

PRIMARY

Large uses: link previews, print, slides. It carries the date line and the tagline.



SMALLEST: 160 PX / 30 MM WIDE

DATE LINE

Where the tagline is already written next to the logo.



SMALLEST: 72 PX / 14 MM WIDE

BLOCK

Site headers, e-mails and everyday use.



SMALLEST: 24 PX

SYMBOL

Avatars and app icons, from 24 px up.



SMALLEST: 16 PX

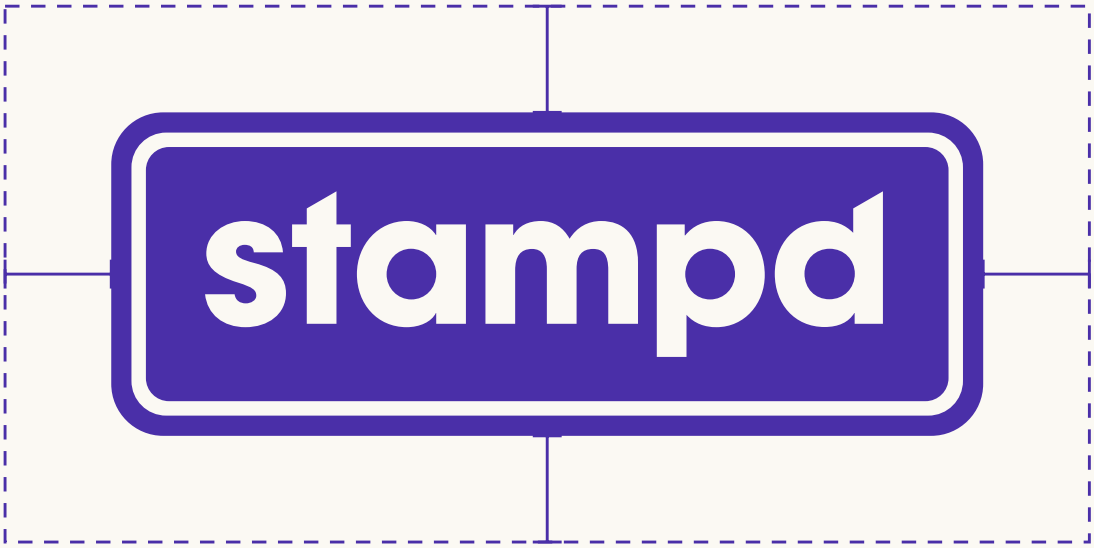
SMALL SYMBOL

Favicons and anything under 24 px. It has no ruled edge.

SPACE AND SIZE

CLEAR SPACE

Keep a margin around the logo equal to the height of the "s" in "stampd". Nothing else goes inside it.



SMALLEST SIZES

Each version is shown here at its smallest size on a screen. Below that, use the next version down.



PRIMARY · 240 PX



DATE LINE · 160 PX



BLOCK · 72 PX



SYMBOL · 24 PX



SMALL SYMBOL · 16 PX

COLOUR

Paper, ink and one stamp-pad violet. Violet is the only saturated colour: if something needs emphasis and is not the logo, an action or a link, give it weight, not another colour.

LOGO COLOURS

VIOLET
HEX #4A2FA8
RGB 74, 47, 168

The logo on light backgrounds. Actions and links.

NIGHT VIOLET
HEX #B4A5FF
RGB 180, 165, 255

The logo on dark backgrounds.

PAPER
HEX #F2EEE4
RGB 242, 238, 228

Light background.

NIGHT PAPER
HEX #17151B
RGB 23, 21, 27

Dark background.

INK
HEX #1D1B22
RGB 29, 27, 34

Text, and the logo in one colour on light backgrounds.

SUPPORTING COLOURS

RAISED SHEET
HEX #FBF9F3
RGB 251, 249, 243

Panels and inputs on paper.

PRESSED VIOLET
HEX #3A2386
RGB 58, 35, 134

Hover and pressed states.

VIOLET WASH
HEX #EBE6F6
RGB 235, 230, 246

Selection and highlighted rows.

PENCIL GREY
HEX #5D5965
RGB 93, 89, 101

Labels and captions.

HAIRLINE
HEX #D8D1C2
RGB 216, 209, 194

Rules and borders.

BONE INK
HEX #ECE7DC
RGB 236, 231, 220

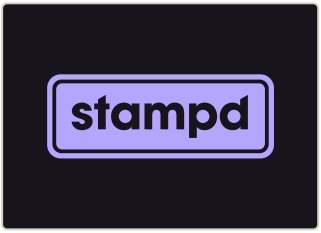
Text on night paper.

THE LOGO ON A BACKGROUND

The name and the date are real holes in the block, so the background shows through them. Put the logo only on a flat background.



VIOLET ON PAPER



NIGHT VIOLET ON NIGHT PAPER



INK ON WHITE, FOR ONE COLOUR



THE S ON A VIOLET TILE, 32 PX AND UP

Measured contrast: violet on white 9.3 to 1, violet on paper 8.0 to 1, night violet on night paper 8.4 to 1.

For print, match the HEX values. CMYK and Pantone values have not been set yet.

TYPE

The logo has its own lettering. Everything else is set in three typefaces, all open source under the SIL Open Font License.



THE LOGO

ITC Avant Garde Gothic Bold, lowercase, with the tops of the t and the d cut at 30 degrees. It appears only in the logo. The logo files are outlines, so no font is needed: never retype the name, the date or the tagline.

AA BB CC 0123

BARLOW CONDENSED

Headings and labels, in capitals, weights 600 and 700. Like the words on a rubber stamp.

The file never leaves your browser.

PUBLIC SANS

Running text, weights 400 and 600, at 16 px or larger. Plain and official, like a printed form.

21 NOV 2026 · 14:05
9f86d081884c7d65…

IBM PLEX MONO

Dates, hashes, chain names and code, weights 500 and 600. The numbering stamp.

NAME AND TAGLINE

THE NAME

In a sentence, write **Stampd**, with a capital S and no e. The lowercase form belongs to the logo. The website is **stampd.io**.

THE TAGLINE

Proof it existed.

"Proof it existed." is written in sentence case, with its full stop. Below the logo it is part of the primary version: use that file instead of setting the words in another typeface.

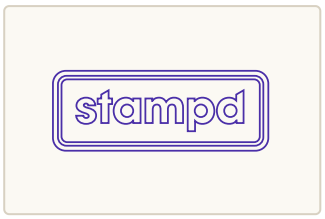
WHAT NOT TO DO



DON'T STRETCH IT



DON'T ROTATE IT



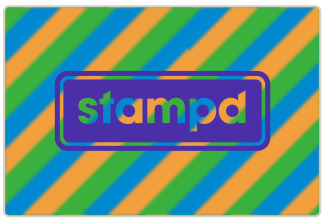
DON'T OUTLINE IT



DON'T ADD A SHADOW



DON'T FILL THE LETTERS WITH A SECOND COLOUR



DON'T PUT IT ON A PHOTO OR A BUSY BACKGROUND



DON'T USE THE PRIMARY LOGO UNDER 240 PX WIDE

- Don't change the colours.
- Don't redraw the tagline or the date in another typeface, or drop the full stop from the tagline.
- Don't add any other company name to the logo.

FILES

Download the logo files and the latest version of this guide at **https://stampd.io/brand/**

USING THE STAMPD LOGO

You may use these files to refer to Stampd, for example in an article, a review or an integration. Please don't change them, and don't use them in a way that suggests Stampd made or endorses your product or service.

Questions about using the logo: info@stampd.io.