



STORIX[®]
EMPOWERING BUSINESS CONFIDENCE.

Brand Guidelines

Storix[®] Brand Guidelines - 2025



These brand guidelines are designed to ensure a consistent look and consistent tone in all of it's communications.

The following pages will help you understand our brand, what it standds for and how to express it the best possible way.



STORIX[®]
EMPOWERING BUSINESS CONFIDENCE.



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01

Our Brand



Our Brand

Company and Mission

Storix is a modern, forward-thinking technology company specializing in Point-of-Sale (POS) systems that redefine reliability, security, and user experience.

We are driven by a clear mission: to help businesses operate with confidence through elegant, intuitive, and innovative technology.

At Storix, we believe that trust is earned through precision. Our solutions are designed to enhance efficiency and elevate daily operations while maintaining the highest level of consistency and integrity.

Importance of a Brand Identity

Brand identity is the multifaceted representation of a business's personality and values. It encompasses visual elements like logos and color schemes, as well as the intangible aspects, such as the brand's voice, messaging, and core beliefs. This cohesive identity not only helps customers recognize and remember the brand but also cultivates trust and an emotional bond. It serves as the foundation for all marketing efforts, making them more efficient and effective.

A strong brand identity is not only a visual representation; it's a promise to customers that a business will consistently deliver on its values and offerings, fostering loyalty and long-term success.



Our Brand

Our Philosophy

Our brand identity reflects who we are — dependable, modern, and innovative. Every visual element, every word, and every interaction communicates trust, clarity, and elegance.

A consistent brand is not just a visual asset — it's the cornerstone of our reputation. These guidelines ensure that Storix is always presented with precision and professionalism.

Our Values

Trust: The foundation of every relationship we build.

Innovation: Constantly advancing to deliver smarter solutions.

Elegance: Refined design that balances beauty and function.

Commitment: Reliable service that businesses can depend on.

Clarity: Simplicity and transparency in every detail.



Our Brand

Brand Positioning

Storix positions itself as the trusted partner in digital transaction technology, merging advanced software with human-centered design.

We empower companies to manage their business efficiently, securely, and beautifully.

And that's where our tagline came from:

EMPOWERING BUSINESS CONFIDENCE.

Target Audience

Storix serves a professional clientele:

Retail and hospitality businesses seeking reliable POS systems.

Enterprises requiring modern, scalable, and intuitive management tools.

Corporate clients valuing stability, support, and technological sophistication.

02

Our Logo



Our Logo

Logo



The **Storix**® logo represents precision and direction. Its bold typography conveys strength and trust, while the green arrow motif symbolizes growth, movement, and innovation — pointing forward to progress and possibility.

It is the signature of our brand, the mark of our promise:

EMPOWERING BUSINESS CONFIDENCE.



Our Logo

Our Logo

This is our logo. We use it on most of our products.
The logo type should be used without the tagline. Unless it's used in partnerships.

Our Logo with Tagline

This is our logo with the tagline, we use it in partnerships with other companies, primary partnership or secondary, either way, it must be used properly while maintaining tagline legibility

Our Logomark

This is our logomark, icon, favicon. It is used in small spaces on all backgrounds and colors.

Logo



STORIX®

STORIX®
EMPOWERING BUSINESS CONFIDENCE.





Our Logo

Black and White Logo

STORIX[®]

STORIX[®]
EMPOWERING BUSINESS CONFIDENCE.



STORIX[®]

STORIX[®]
EMPOWERING BUSINESS CONFIDENCE.





Our Logo

Logo Usage





Our Logo

Clear space and minimum size requirements

Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logo mark. This space is determined by the height and width of the through-hole on each side. This same clear space is required for the secondary mark. All logo files have been built with this clearspace. Please do not crop images to logo to avoid removing the provided clearspace.



Logo Usage

Minimum Size

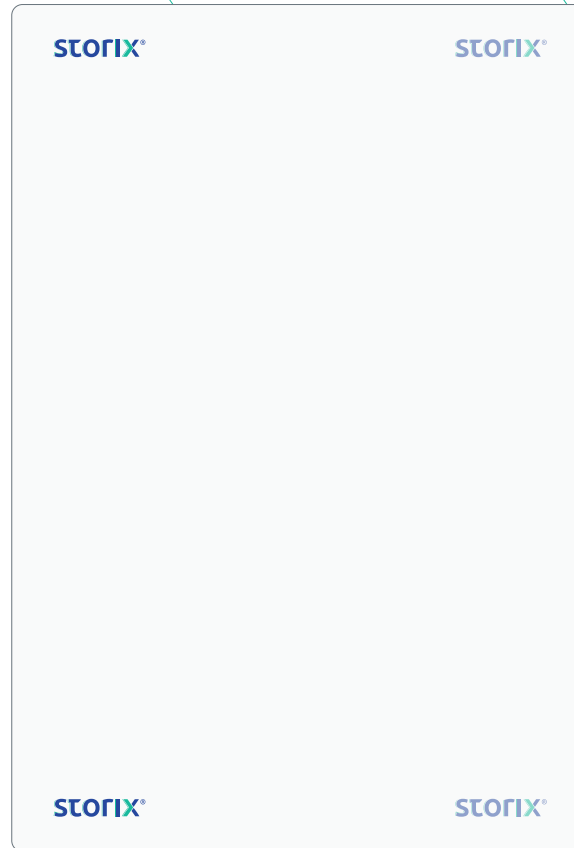
Avoid using the logo at a size smaller than what has been specified.



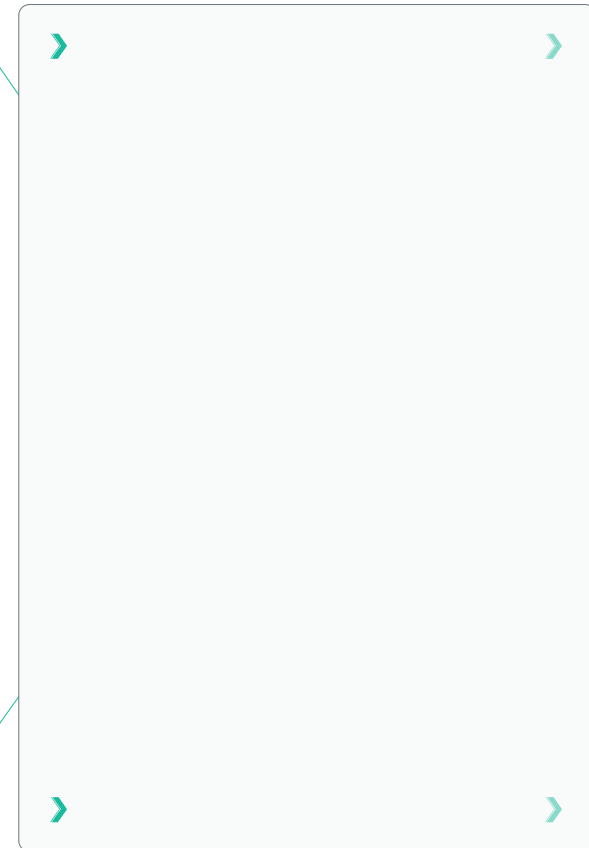


Our Logo

For all communications, the logo should be placed at the top-left corner or at the bottom-left corner. If this isn't possible, you can use the other two right-hand corners.



Logo Postisioning

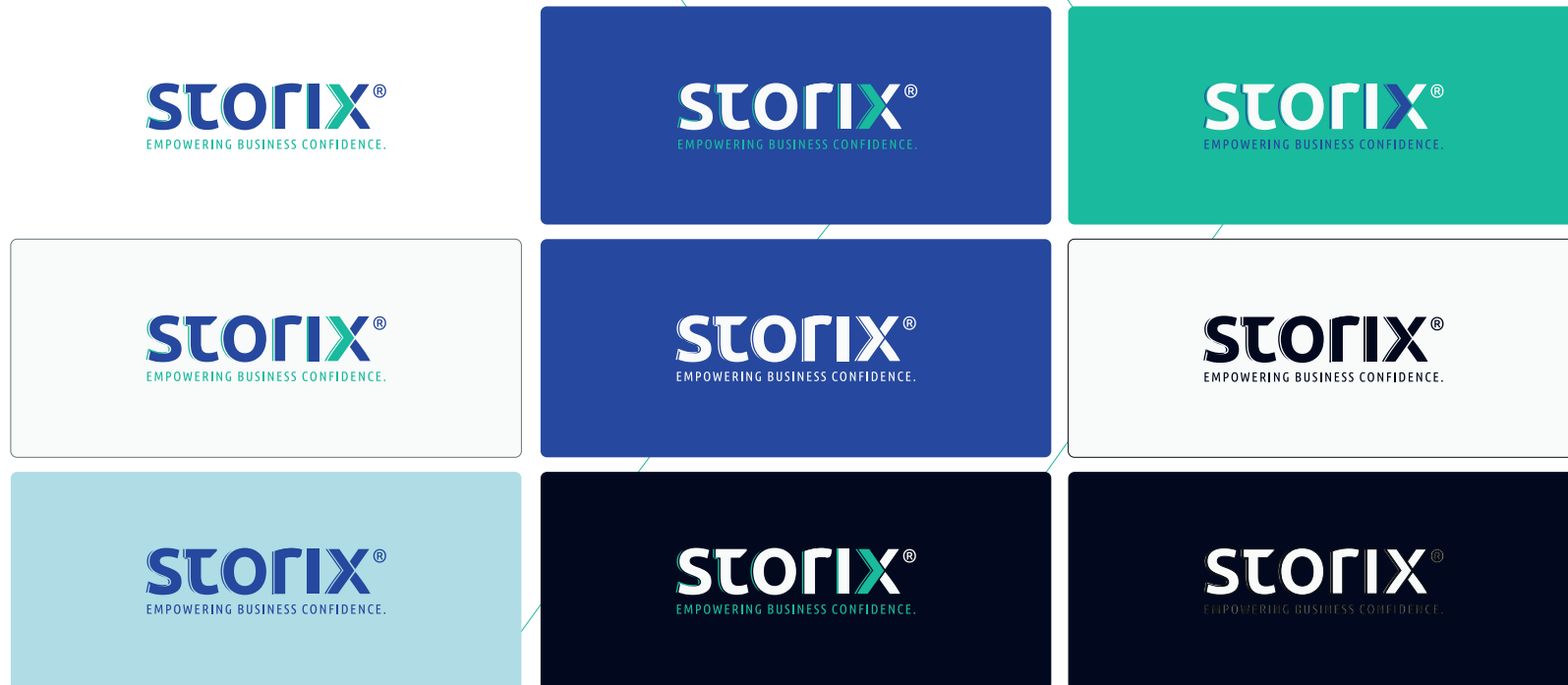




Our Logo

Wherever possible, try to use the complete logomark. If horizontal space prevents the full mark from being used, the token should be placed in the corner of the layout. Keep the contrast between the background color and the logo high. Use only one logo for each application.

Logo Application





Our Logo

Don't Tilt, Skew, Pull, Pinch, Rebuild, Change the Color, Add Effects, or do anything other than what is shown in this Guideline:

- Don't Change the Logo in an Undetermined Color or Color Combination
- Don't Scale, Stretch, or Proportionalize the Logo
- Don't Use the Logo Other Than Horizontally
- Don't Rebuild the Logo
- Use the Logo as a Repeated Pattern
- Don't Apply Graphic Elements Like Drop Shadow or Glow
- Do Not Change The Composition Of The Logo





Our Logo

Equal partnership

When you're an equal partner with **Storix®**, the two logos should be side by side, with an equal distance between them. The logos should have an optically similar weight and size.



Partnerships

Equal partnership

Any other logo should follow the same sizing guidelines, but without any extra separation.





Our Logo

Primary partner

When you're a primary partner with **Storix®**, you'll want to place all of your subsidiary logos below the main logo, following the below clearance guidelines. As a rule of thumb, your subsidiary logo should be %50 smaller (optically) than the main logo.

Secondary Partnership

When a secondary partner is **Storix®**, our logo is positioned below the primary partner and scaled optically to about %70. Take their specific clearance guides into account when building lock-ups. If none are outline, please use the following as a guide.

Partnerships



03

Our Colors



Our Colors

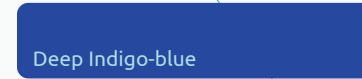
Color is one of the most powerful ways to communicate and play an important part in our identity. We have a wide selection of curated colours that you can use to communicate in a variety of tones. A consistent approach to colour is essential.

The color palette can be divided into primary, secondary, and neutral. The primary colors can be used in color fields, backgrounds, rules and in other graphic devices.

The secondary colors can also be used as graphic elements in brochure covers and page dividers, in promotional folders, in charts or graphs, in display or on signage.

The neutral colors can serve as flood colors across your communication.

Primary Colors

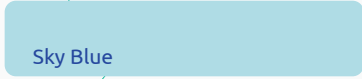


HEX# 2f3c90
RGB 47, 60, 144
CMYK 95, 84, 0, 0



HEX# 2eb298
RGB 152, 178, 48
CMYK 72, 0, 50, 0

Secondary Colors



HEX# 4b2e88
RGB 75, 46, 136
CMYK 86, 94, 0, 0



HEX# e3432a
RGB 227, 67, 42
CMYK 3, 83, 85, 0

Neutral Colors



HEX# f8fafb
RGB 248, 250, 251
CMYK 2, 1, 1, 0



HEX# 0a1421
RGB 11, 21, 33
CMYK 98, 82, 53, 77

Color Palette





Our Colors

Colour needs to be applied consistently in order to communicate in harmony with our relaxed, clean and uncomplicated style.

Here are a few examples of 3 ,2 and 4-colour combinations.

2-Color Pairings



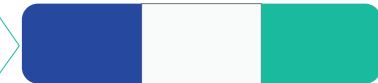
3-Color Pairings



4-Color Pairings



Valid Pairings



04

Typography



Typography

Typography is one of the most important elements in creating a unique personality and is an integral part of our visual identity. Since **Storix®** is a modern tech company, we must differentiate from what already exists. We must have our own memorable style. That's why we chose Ubuntu font.

ubuntu

Ubuntu Regular
Ubuntu Medium

Primary Typface

Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+=<>/;:'"

Ubuntu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+=<>/;:'"



Typography

Ubuntu Sans is the secondary Typeface for **Storix®**.

Ubuntu Sans

Ubuntu Sans Thin
Ubuntu Sans ExtraLight
Ubuntu Sans Light
Ubuntu Sans Regular

Ubuntu Sans Medium
Ubuntu Sans SemiBold
Ubuntu Sans Bold
Ubuntu Sans ExtraBold

Ubuntu Sans Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "

Ubuntu Sans ExtraLight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "

Ubuntu Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "

Secondary Typeface

Ubuntu Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "

Ubuntu Sans Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "

Ubuntu Sans SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "

Ubuntu Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "

Ubuntu Sans ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = < > / ; : ' " " "



Typography

Ubuntu Sans Condensed is the Tertiary Typeface for **Storix®**.

Ubuntu Sans Condensed

Ubuntu Sans CondensedThin
Ubuntu Sans Condensed ExtraLight
Ubuntu Sans Condensed Light
Ubuntu Sans Condensed Regular

Ubuntu Sans Condensed Medium
Ubuntu Sans Condensed SemiBold
Ubuntu Sans Condensed Bold
Ubuntu Sans Condensed ExtraBold

Ubuntu Sans CondensedThin
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"

Ubuntu Sans Condensed ExtraLight
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"

Ubuntu Sans Condensed Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"

Tertiary Typeface

Ubuntu Sans Condensed Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"

Ubuntu Sans Condensed Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"

Ubuntu Sans Condensed SemiBold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"

Ubuntu Sans Condensed Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"

Ubuntu Sans Condensed ExtraBold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#%&*()_+<>/:;'"



Typography

These are some recommendations for the use of different font weights.

1. **Heading:** Ubuntu Regular/ **Bold** or **Ubuntu Sans Bold/ ExtraBold** to emphasise a word in the heading.

2. **Subhead or emphasised text:** **Ubuntu Sans SemiBold**.

3. **Body Copy:** As a general rule, body copy shall be written in Ubuntu Sans regular. When we wish to emphasise text, we will do so in **Ubuntu Sans Medium/SemiBold** and apply *italic* text for the names of works, foreign words, etc.

Line spacing: the use of automatic line spacing is recommended in all cases.

Font Use Hierarchy

Main Heading

Main Heading

Subhead or second-level emphasised information

Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent malesuada mauris eu pretium mollis. Donec sit amet dictum justo. Aliquam erat volutpat. In placerat consequat est, id rutrum ex gravida nec. Aliquam sed augue rhoncus, posuere ante a, fermentum velit. Vestibulum nec eros vel est egestas porta. Maecenas malesuada nulla id velit fringilla consequat.

05

Communications



Communications

The voice of Storix is a harmonious blend of approachability and professionalism, mirroring our commitment to bridging the gap between cutting-edge technology and user-friendly simplicity. It's a voice that speaks to our audience with clarity and empathy, understanding the intricacies of their needs.

In our messaging, we promise not just words but exceptional experiences, where every interaction is infused with a sense of trust and reliability. Whether it's the clarity of our product descriptions, or the precision of our technical guidance, our messaging reflects our core belief: that efficiency and innovation should always go hand in hand to empower our customers. And of course...

EMPOWERING BUSINESS CONFIDENCE.



Communications

Our preferred photography style is dynamic, aiming to capture intricate detail, depth, and dimension. This approach yields a clean, modern, and professional appearance that captivates the viewer's eye. While incorporating color is encouraged, it should be used thoughtfully and sparingly to avoid excessive saturation. Ensure that subjects are sharply in focus.



In this Photography section, it is imperative that all images maintain a professional standard in both capture and post-production.

06

Brand Applications



Brand Applications

Our email signature consists of a straightforward design incorporating the Horizontal logo, as well as our Tagline.

Regards,

Anis
General Manager
M: +213 5 xx xx xx xx

STORIX[®]

EMPOWERING BUSINESS CONFIDENCE.

Email Signature

Regards,

Anis
General Manager
M: +213 5 xx xx xx xx

STORIX[®]

EMPOWERING BUSINESS CONFIDENCE.





Dashboard

Messages 3

Account

Chart

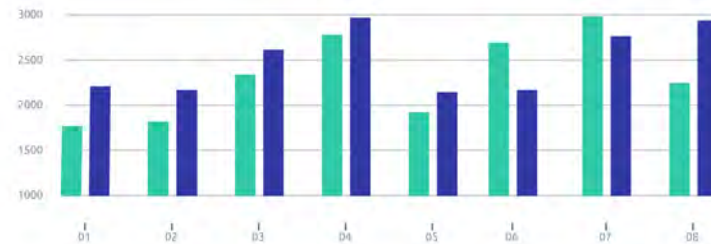
Reports

Log Out

Overview

Export

Average Charts



Calculation

Earnings

\$ 3,124
*lorem ipsum dolor

Downloads

1,340,230
*lorem ipsum dolor

Favorites

135,020
*lorem ipsum dolor

Maps



Analitycal



Recent Update

13/03/2026

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis.





January

Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

STORIX[®]
EMPOWERING BUSINESS CONFIDENCE.

DL
DESK CALENDAR
MOCKUP

prepared and brought to you by mockups-design.com





STORIX[®]
EMPOWERING BUSINESS CONFIDENCE.

MANAGEMENT SOFTWARE OF THE YEAR 2026

Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit.

