

StudiTracker

Logo variations and digital-use guide for mobile and web

A clean reference for consistent use of the StudiTracker identity across websites, dashboards, mobile apps, app stores, social profiles and product interfaces.

LOGO SYSTEM

Core logo variations

Use the primary horizontal lockup whenever space allows. Choose the stacked or icon version only when the available area is compact.

01 - PRIMARY HORIZONTAL / LIGHT



Best for web headers, documents, presentations and light UI surfaces.

02 - PRIMARY HORIZONTAL / DARK



Use on dark navigation, footers, hero sections and presentation covers.

03 - STACKED LOGO



Use where the available space is closer to square than horizontal.

04 - ICON ONLY



Use when the StudiTracker name is already visible or understood in context.

FLEXIBLE IDENTITY

Alternate marks

These variants keep the identity legible across single-colour printing, compact navigation, badges and small digital surfaces.

MONOCHROME DARK



Black-and-white documents, stamps and restricted colour printing.

MONOCHROME GRAY



Low-emphasis applications and neutral supporting surfaces.

WHITE-ON-DARK



Use when a single light mark is required on a dark surface.

WORDMARK ONLY



Text-led navigation, product mastheads and narrow layouts.

LETTERMARK



Compact profile images, shortcuts and branded interface markers.

COMPACT DARK LOGO



Compact dark cards, splash areas and small-format digital branding.

DIGITAL DEPLOYMENT

Mobile and web assets

Keep the mark simple at small sizes. Icon-only versions are preferred for launchers, favicons and social avatars.

MOBILE APP ICONS



Yellow app icon

Primary launcher icon



Blue app icon

Alternative blue treatment



Navy app icon

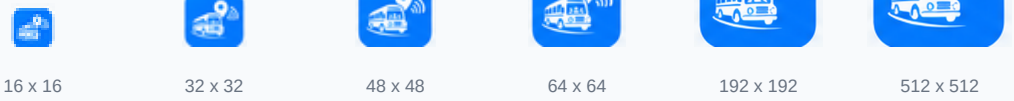
Dark-mode contexts



Light app icon

Neutral light contexts

WEB FAVICON AND PWA SIZES



16 x 16 · 32 x 32 · 48 x 48 · 64 x 64 · 192 x 192 · 512 x 512

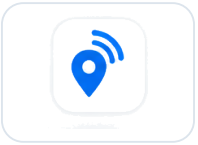
For very small browser favicons, use the simplest icon-only artwork. Avoid shrinking the full wordmark into 16-64 px spaces.

SUPPORTING DIGITAL MARKS



Social profile mark

Square or circular profile crops.



Minimal navigation icon

Compact navigation and UI chrome.



Badge mark

Partner collateral and branded seals.

COLOUR AND CONSISTENCY

Brand palette and usage rules

These colours come directly from the StudiTracker identity sheet. Keep colour relationships consistent so the logo remains recognisable.

CORE PALETTE

School Bus Yellow
#FFC107

Trust Blue
#007BFF

Deep Navy
#0B2545

Text Gray
#687280

Light Background
#F8FAFC

PRACTICAL USAGE

Maintain clear space

Keep surrounding text, icons and interface elements away from the logo. Use the pin height as a practical minimum clear-space reference.

Use the correct contrast

Use the light logo on dark surfaces and the full-colour or dark logo on white and pale surfaces. Avoid visually busy backgrounds.

Do not distort the artwork

Scale proportionally. Do not stretch, skew, rotate, redraw or separately recolour parts of the mark outside approved variants.

Use compact marks at small sizes

For browser tabs, app launchers and small controls, use the icon or lettermark instead of shrinking the full wordmark.

Safety / visibility **Tracking / technology** **Trust / structure**