



BRAND GUIDELINES · VISUAL IDENTITY

Stadmay
盛德迈

Roundabout China · 环游中国 — the visual identity system for a 27,198 km sustainable expedition around China's borders.

The Brand

Stadmay (盛德迈) is the company behind **Roundabout China (环游中国)**, a sustainable overland expedition tracing the full 27,198 km of China's border highways — the G219, G228 and G331. Our identity is built to feel premium, editorial and expedition-grade: warm, earthy and confident, never loud.

PERSONALITY

EDITORIAL

Considered typography and generous space. We read like a field journal, not a brochure.

EXPEDITION-GRADE

Rugged and dependable. Every choice suggests distance, endurance and craftsmanship.

WARM & EARTHY

Terracotta, gold and cream over deep charcoal — the tones of dusk over mountain roads.

Logo

The primary logo pairs the Stadmay wordmark with the winding-road-and-mountains mark. Use the full-colour logo on light backgrounds and the white logo on dark or photographic backgrounds.



Primary — light backgrounds



White — dark backgrounds

CLEAR SPACE & MINIMUM SIZE

Always keep clear space around the logo equal to the height of the letter “S” in the wordmark. Never display the logo below 24 px tall on screen or 12 mm in print to preserve legibility.

USAGE

DO

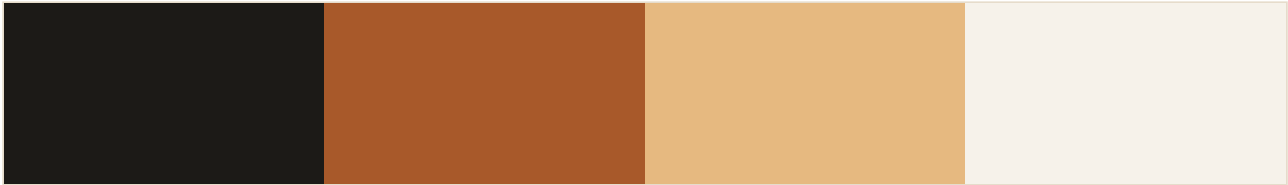
- Use approved colour or white versions
- Keep ample clear space
- Place on calm, uncluttered backgrounds
- Scale proportionally

DON'T

- Recolour, add shadows or gradients
- Stretch, rotate or distort
- Place on busy or low-contrast imagery
- Rebuild the wordmark in another font

Colour

Four core colours define the brand. Charcoal grounds the system; terracotta and gold provide warmth and accent; cream carries body text and open space.



Charcoal

#1C1A17
RGB 28·26·23
Backgrounds, text

Terracotta

#A8592A
RGB 168·89·42
Primary accent, buttons

Gold

#E6B980
RGB 230·185·128
Highlights, numerals

Cream

#F6F2EA
RGB 246·242·234
Page base, body copy

SUPPORTING TINTS

Corridor accents may be used sparingly for the three highways: G219 red **#C0392B**, G228 green **#1E7A5A**, G331 amber **#B8860B**. Card borders use **#E6DCCB**; muted text uses **#6B6456** and **#8A8172**.

Typography

An editorial serif carries headlines and display numerals; a clean sans-serif handles body text, labels and UI. Headlines are set in a high-contrast serif; labels are uppercase with generous letter-spacing.

Around the Edge of a Nation

Display Serif — headlines, numerals, editorial titles

Sustainable expedition · 27,198 km

Sans-serif — body copy, labels, interface text

HIERARCHY

Lead with a large serif headline, support with a short sans lede, and separate sections with a 54 px terracotta rule. Uppercase sans kickers (letter-spacing ~4 px, gold or terracotta) introduce sections.

Imagery & App Icon

Photography is cinematic and warm: wide landscapes, mountain roads, dusk light and authentic expedition moments. Favour natural tones that sit comfortably beside the charcoal-and-cream palette; avoid over-saturated or cold-blue images.

APP & SOCIAL ICON

For small square contexts (app icon, avatars) use the compact badge mark rather than the full wordmark, so the identity stays legible at tiny sizes. Keep it on the charcoal background with the gold ring.

BILINGUAL LOCKUP

The brand operates in English and Simplified Chinese. Pair **Stadmay** with 盛德迈 and **Roundabout China** with 环游中国. Never translate the Stadmay wordmark itself.

CONTACT

For logo files, additional formats or questions on usage: press@electricloopchina.com