



STO Corporate Logo Usage Guide

STO Corporate Identity

The STO Corporate Logo is a combination of two key and distinct elements; STO Dhoani Emblem and STO Wordmark.

STO Corporate Logo should always be accompanied by STO Blue or White Background.

Never under any circumstance, should the logo be altered or recreated.

Logo Variations



Incorrect Usage



Don't change the color of the logo



Don't stylize the logo



Don't outline the logo



Don't resize the elements of the logo



Don't change the wordmark typeface



Don't rotate, twist or skew the logo

Logo Color

Primary Color



Pantone 301 C

CMYK 100, 80, 0, 20

RGB 2, 63, 136

Hex #023F88

Nippon Cosmic Navy