

Stark Fractional Group

Brand Guidelines

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Overview

01

Overview

Brand Vision

At Stark Fractional Group, we empower small to mid-sized business leaders to achieve seamless operational excellence and strategic growth, bridging the gap between ambition and sustainable success. With a foundation built on practical experience and real-world outcomes, our brand stands as a beacon of clarity, trust, and action in the crowded landscape of executive leadership services. We embrace values of authenticity, collaboration, and tenacity, reflecting our commitment to cut through complexity and deliver definitive, measurable results.

Our vision is to be the transformative partner that founders and CEOs turn to when they need more than advice; they need experienced operators who roll up their sleeves and drive their businesses forward. We believe in fostering a direct, approachable, yet professionally grounded environment that transcends traditional consulting, making a tangible difference in the daily grind of entrepreneurial challenges.

We achieve this through the dual mechanisms of Fractional CEO/COO services and Executive Coaching, offering tailored engagement levels that align with our clients’ unique growth phases and aspirations. Our model allows us to be a flexible yet powerful alternative to traditional full-time executive hire, ensuring founders have the strategic leadership necessary to navigate their companies through growth, scale, and exit scenarios.

Our ultimate objective is to illuminate the path for entrepreneurs, enabling them to sidestep costly mistakes and maximize their vision’s potential. By leveraging our founder-to-exit expertise, we not only solve immediate operational bottlenecks but also build enduring organizational capabilities. Stark Fractional Group is where trust meets execution, and where ambition finds its clear, distinct path to extraordinary success.

Brand Voice

Clear and Direct: We cut through the noise, delivering straightforward, actionable solutions that propel your business forward. Our communication is incisive and no-nonsense, focusing on what works and what doesn’t.

Trustworthy and Experienced: Drawing from real-world success, our voice exudes confidence and reliability. We’ve navigated the same challenges you face and emerged stronger, and we’re here to share that journey with you.

Approachable and Relational: We connect with fellow founders as peers. Our empathy for the entrepreneurial struggle makes us accessible, genuine, and invested in your success.

Results-Focused and Hands-On: We are operators, not spectators. Our language is about rolling up sleeves and partnering in your business transformation for tangible, measurable outcomes.

Bold and Confident: Our voice is assertive and assured, reflecting our deep expertise and the impactful changes we foster. We’re not afraid to challenge norms to achieve exceptional growth.

Grounded and Human: While we are serious about results, we maintain a grounded tone that is human and understanding, recognizing the personal and professional journeys our clients undertake.

Visionary yet Practical: Balancing strategic foresight with realistic execution, we inspire confidence in your path forward, knowing the right steps to take today can shape a prosperous tomorrow.

This brand voice resonates with founders and CEOs seeking operational excellence and transformative leadership without the fluff of traditional consultancy.

Logo

02

Logo



Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



stark.
FRACTIONAL GROUP

Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

Logo Mark

Here are the logo mark variations. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.



Primary



Secondary

Logo Clearspace



The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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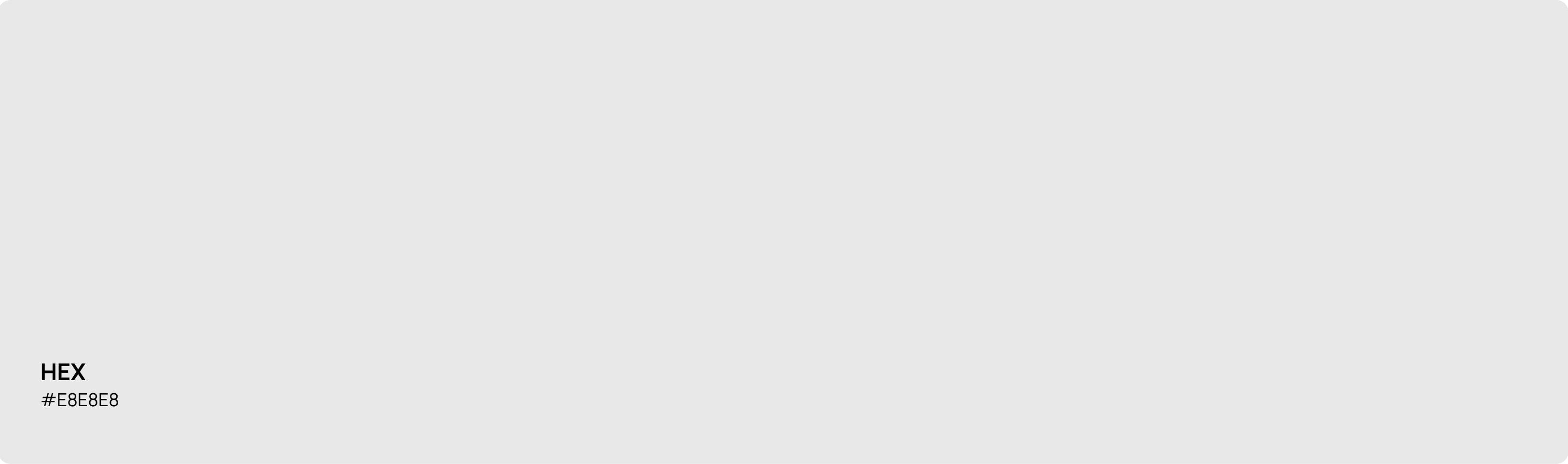
Colors

03

Colors

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.



Colors

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

Grayscale Color - 01

Cloud

HEX
#EDEFF7

Grayscale Color - 02

Smoke

HEX
#D3D6E0

Grayscale Color - 03

Steel

HEX
#BCBFCC

Grayscale Color - 04

Space

HEX
#9DA2B3

Grayscale Color - 05

Graphite

HEX
#6E7180

Grayscale Color - 06

Arsenic

HEX
#40424D

Grayscale Color - 07

Phantom

HEX
#1E1E24

Grayscale Color - 08

Black

HEX
#000000

Typography

04

Typography

This font represents the brand’s primary typography and should be used across all communications to ensure a consistent and professional visual identity.

Manrope

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#\$%&?@)
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)
ExtraBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#\$%&?@)

Typography

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.

Type Scaling

64 Px

Heading 1

48 Px

Heading 2

32 Px

Subheader 1

24 Px

Subheader 2

18 Px

Paragraph 1

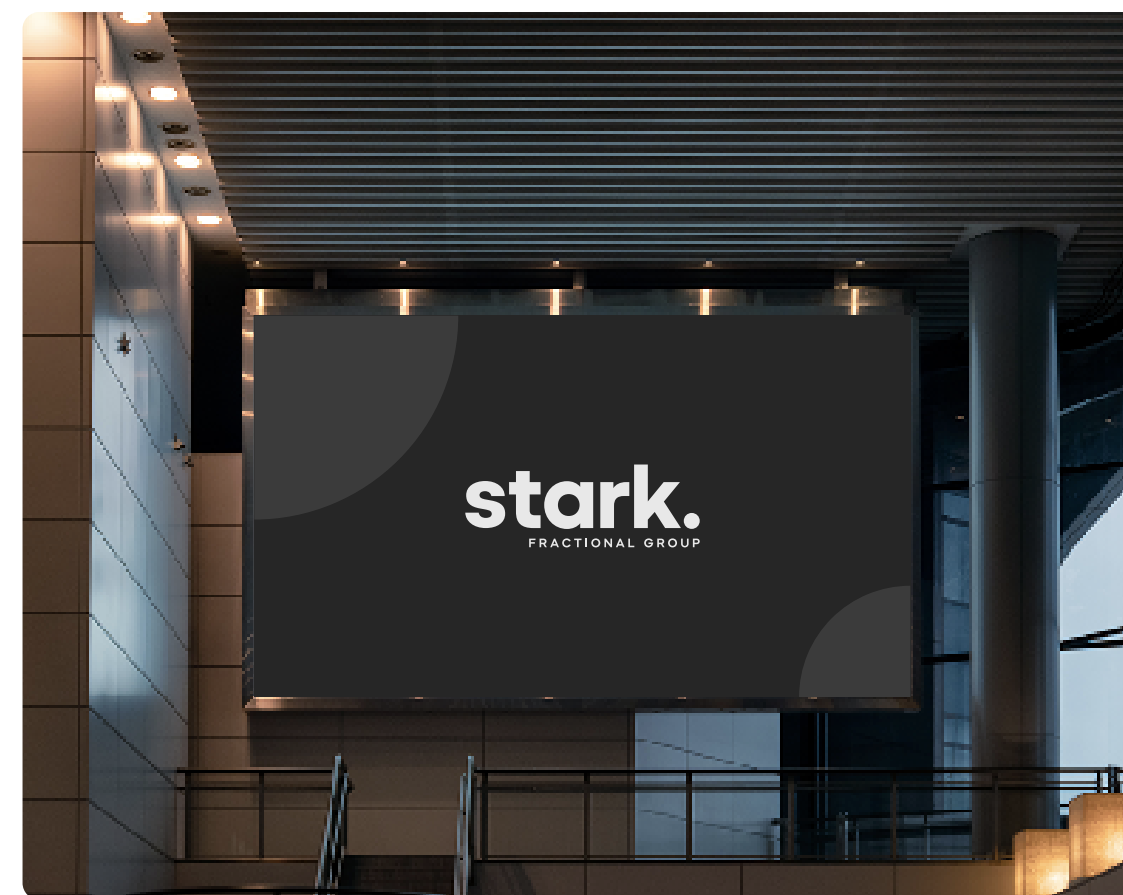
16 Px

Paragraph 2

Applications

05

Applications



This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

Thank You