



cinderstone

# WELCOME TO cinderstone.

Through our motto, "Innovation for the Betterment of All", we strive to maximize our commitment to the improvement body, mind, and spirit in all aspects of our community. Cinderstone employees have always been at the forefront of bringing the best solutions to modern problems.

We've spearheaded programs locally in Romuth in order to unlock the full potential of technology, often through our famed internship program. To our new interns, thanks for joining us, and it's going to be a great year!



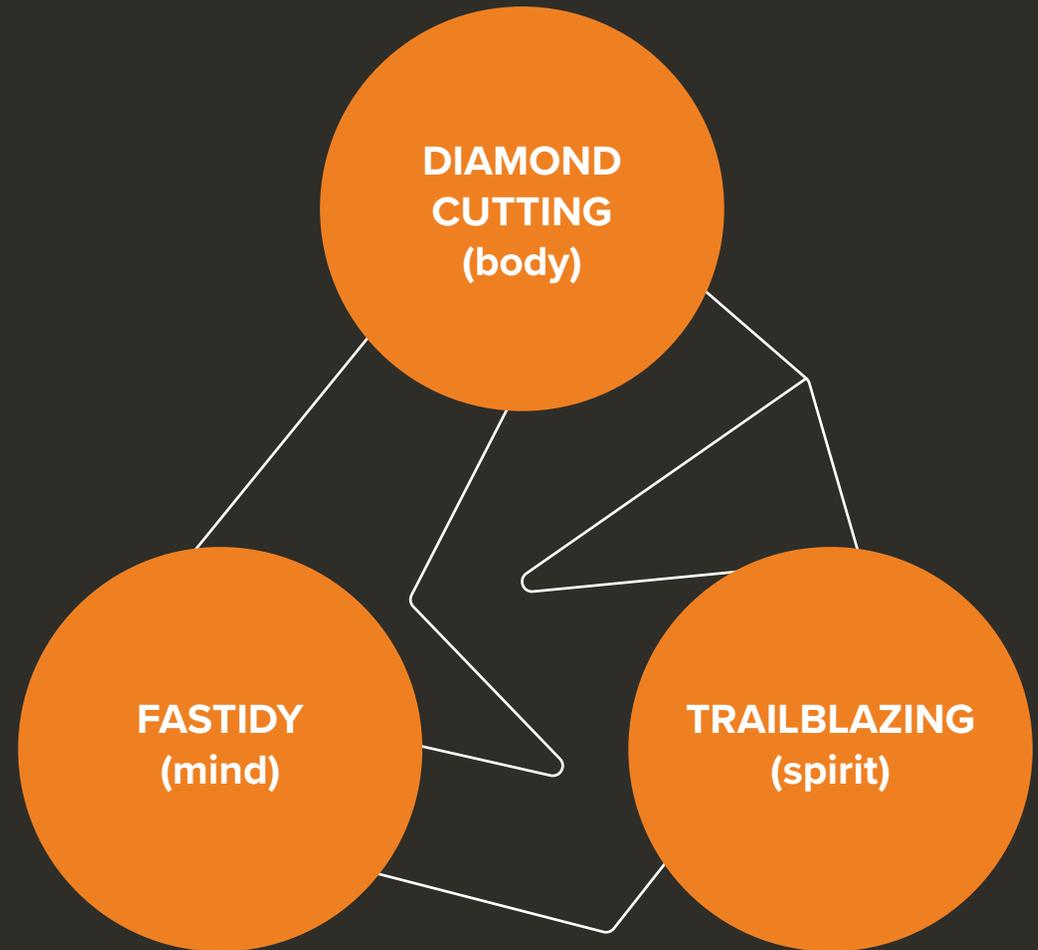
# BRAND IDENTITY

Core Concept:  
Betterment through Innovation

As a pioneer of technology to accessibility, Cinderstone has a very strong brand core concept.

The dedication to improvement ("diamond cutting"), attention to detail ("fastidy"), and willingness to go where nobody else has gone before ("trailblazing") has coalesced into the three facets of Cinderstone's ideology.

The maintenance of this brand identity is absolutely essential to stand against the test of time.



## BASIC BRAND ELEMENTS

Cinderstone's brand system is composed of the logo, colors, and fonts.

The logo carries the concept as a literal symbol of the hewn jewel of innovation.

The colors are simple and straightforward enough to be memorable by all users.

The font conveys a friendliness of accessibility that encourages everyone to not only use, but improve themselves with our products.

Brand Logo

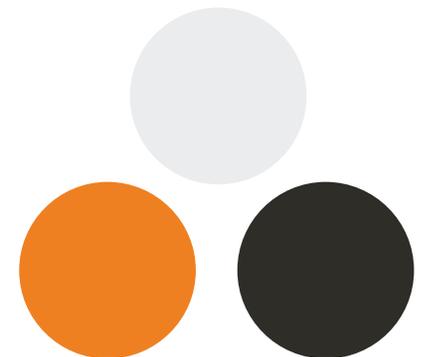


Brand Font

**Proxima Nova Bold**  
Proxima Nova Medium  
Proxima Nova Regular

**Charter Black**  
**Charter Bold**  
Charter Roman

Brand Colors



## BRAND LOGO

The logo is the smallest unit that shapes any brand image in overall visual performance.

Cinderstone has enjoyed a brand recognition that is duly owed to its history of contributing to the mapping and polishing of the rough-hewn seaside community of Romuth.

Vertical



Horizontal



## BRAND LOGO APPLICATIONS



## PRODUCT FAMILY LOGOS



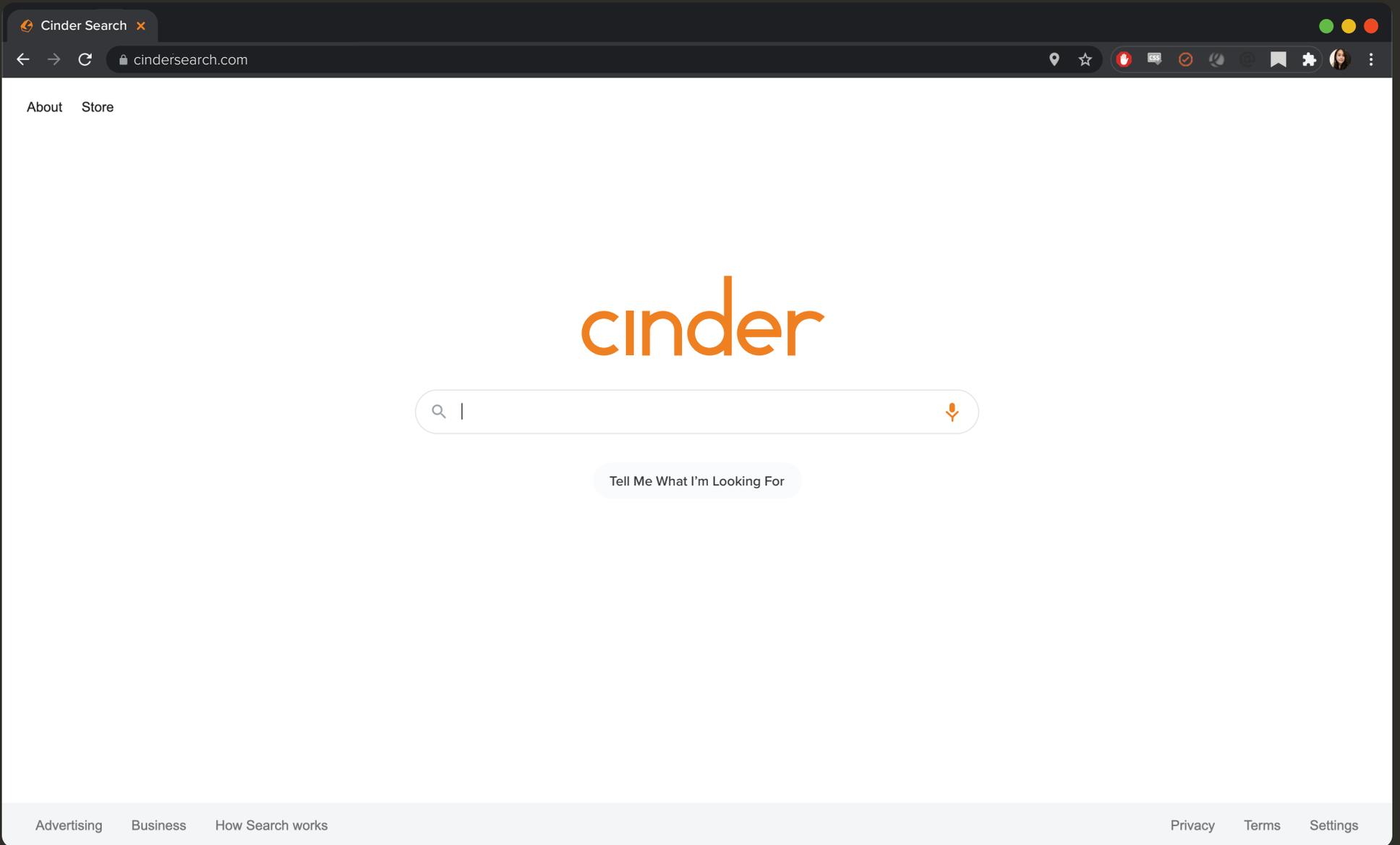
cindermaps



cinderboats

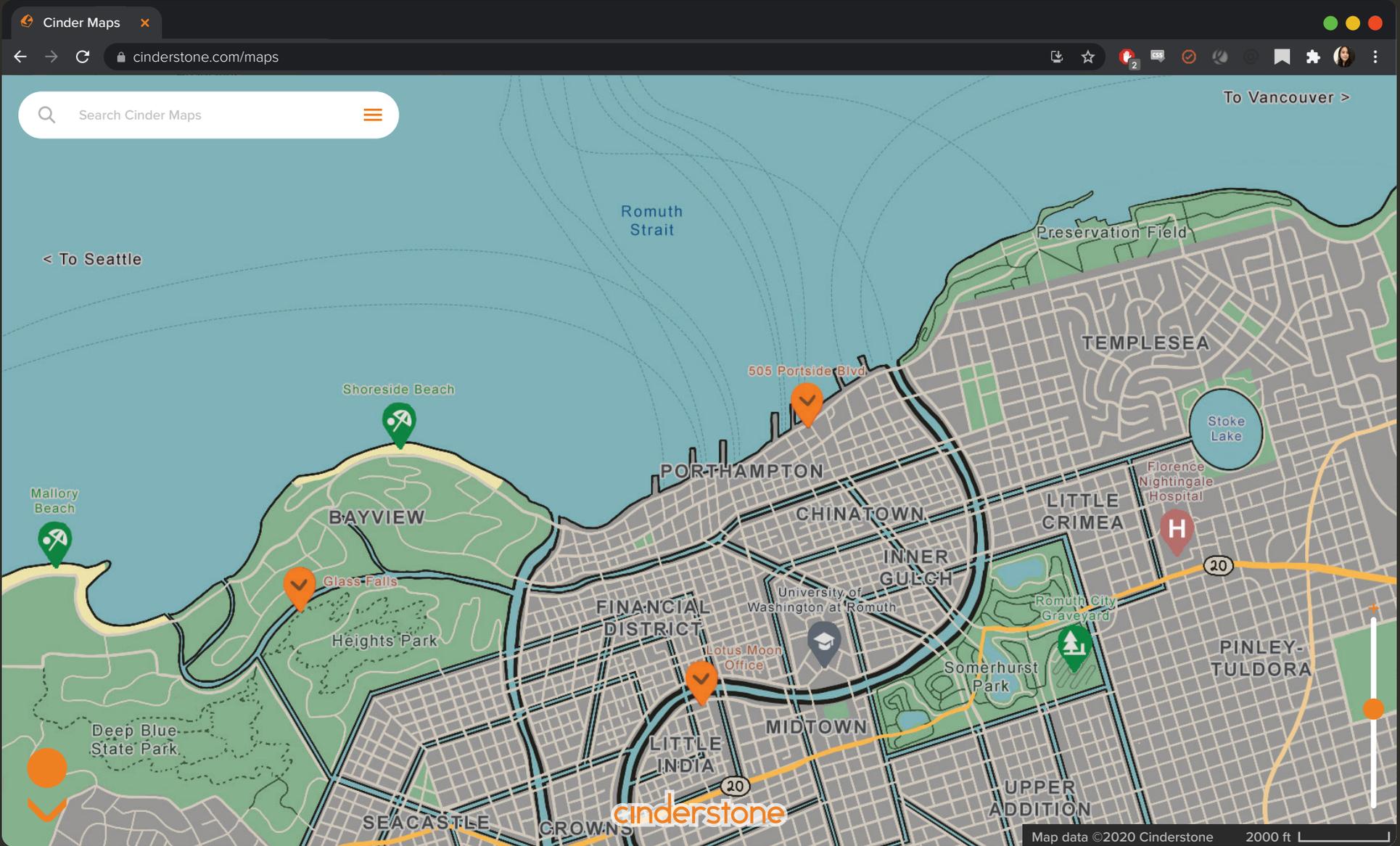


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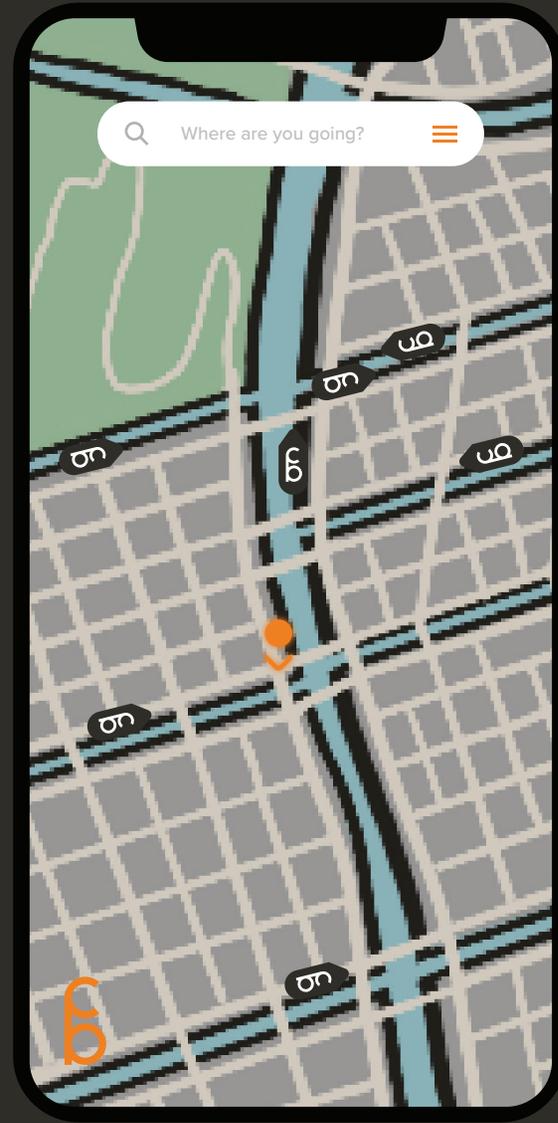
Cinder Search





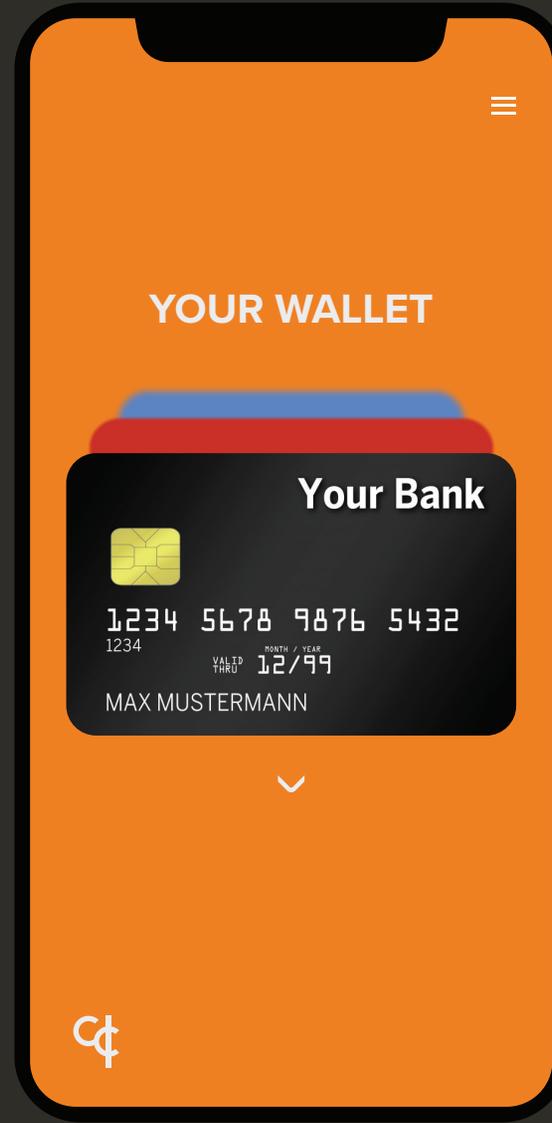
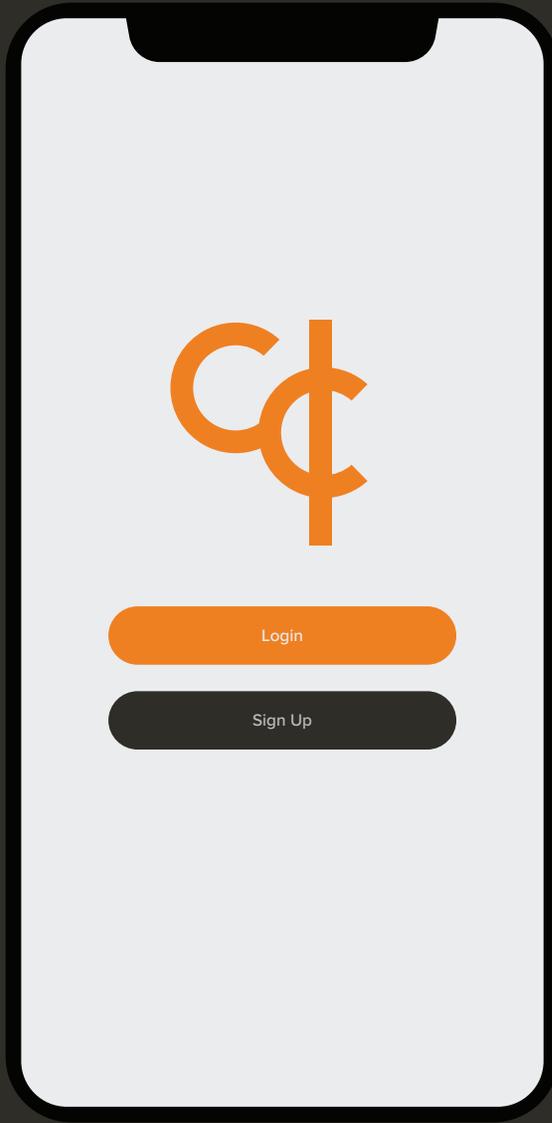
Cinder Maps





Cinder Boats





Cinder Cash

