

star



BRAND IDENTITY GUIDELINES

02 ***Logo & secondary symbol***

03 ***Usage***

05 ***Colours***

08 ***Don'ts***

09 ***Digital***

LOGO



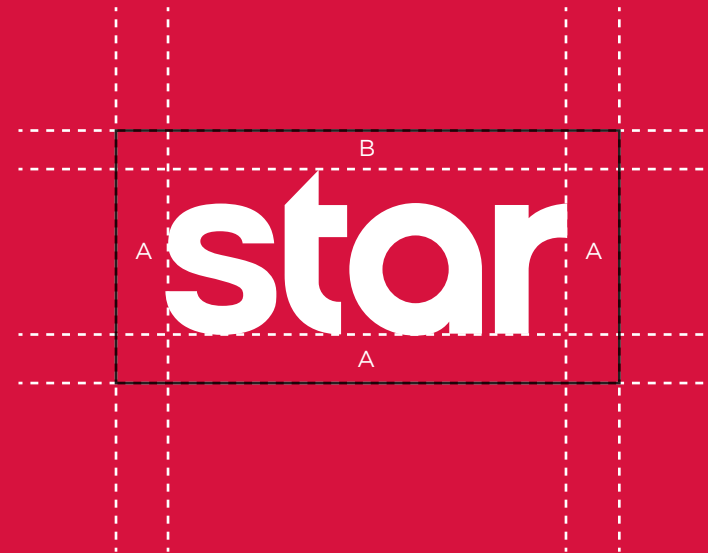
star

SECONDARY
SYMBOL



EXCLUSION ZONE

The logo has an exclusion zone around that stops other graphic elements interfering with the STAR logo.



LOGO AND SIZES

Under the size of 35mm the logo changes in order to look the same.



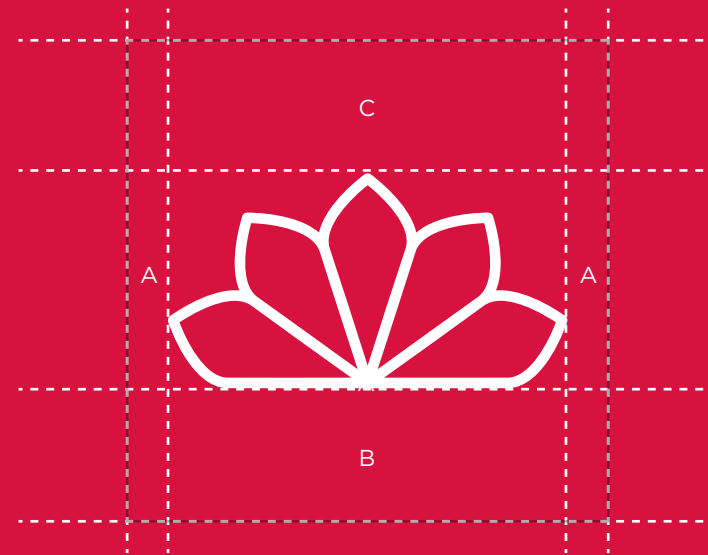
MINIMUM SIZE

The logo should never be too small to read. The minimum size of the logo is 20mm.



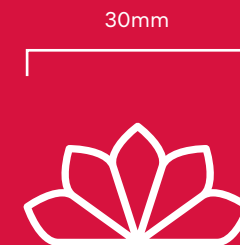
EXCLUSION ZONE

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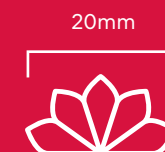
LOGO AND SIZES

Under the size of 30mm the logo changes in order to look the same.



MINIMUM SIZE

The logo should never be too small to read. The minimum size of the logo is 20mm.



Only use of negative logo on colourful backgrounds.

Master (primarily) logo colour



Secondary logo colours



CMYK

For process color (CMYK) simulation, the following formulas should be used

RGB

For screen color (RGB) simulation, the following formulas should be used

PANTONE

If you are using the PANTONE® Matching System for printing inks, you may substitute the following colors

Master colour






 0% C - 100% M - 70% Y - 10% K






 183 R - 18 G - 52 B

 PANTONE 200C

Secondary colours

 100% C - 70% M - 10% Y - 50% K
 5% C - 50% M - 20% Y - 15% K
 80% C - 30% M - 10% Y - 10% K
 35% C - 5% M - 40% Y - 15% K
 0% C - 35% M - 100% Y - 0% K

 0 R - 47 G - 95 B
 197 R - 133 G - 143 B
 48 R - 149 G - 180 B
 158 R - 178 G - 143 B
 238 R - 175 G - 0 B

 PANTONE 295C
 PANTONE 500C
 PANTONE 7459C
 PANTONE 7494C
 PANTONE 7409C

Monochrome logo



Monochrome secondary symbol



When using the logo on a color background, both the symbol and logotype should appear white. The logotype or the symbol should never appear in gray.

×



You should never use the positive for of the logo or the symbol,

×



×



Do not change the colours of the logo or symbol

×



×



Do not rotate the logo.



Do not stretch the logo.



Do not stretch or rotate the symbol.



Digital logo
for Facebook
Instagram & YouTube



If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact info@about.com.gr

Thank you