



Digital Brand Guidelines

Brand Guidelines

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for StarView's materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Last updated June 8, 2021

Logo Mark

StarView logo mark consists of the custom Star designed with our brand feel in mind.



Mark

Logotype

The StarView logotype features a bespoke serif that has an energetic quality, yet added strength, that defines our brand.



The logotype consists of the words "StarView" and "Outdoor" stacked vertically. "StarView" is rendered in a large, bold, dark blue serif font. "Outdoor" is rendered in a smaller, lighter blue serif font, positioned directly below "StarView".

Logotype

Lock-ups

This is the primary visual form in which StarView will be experienced by customers. It's important, especially in the beginning stages, to associate the name with the mark, and vice versa.

Only after the brand has been established can you begin to use them separately, but until then this is your bread and butter.



Horizontal Lock-up

Logo Color

The color logo options are the primary logo colorways to be used. The full color logo is the preferred version and should be used whenever possible.

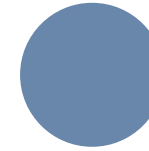
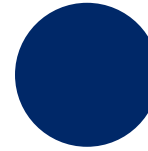
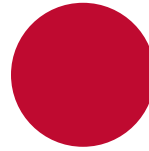
When a limited number of colors are available, choose the single color version. Only black or white should be used.



Color Palette

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

Primary Palette



Hex	#BF0A30	#92A0B6	#6986AB
RGB	191, 10, 48	146, 160, 182	105, 134, 171
CMYK	17, 100, 86, 7	45, 31, 18, 0	64, 42, 18, 1

Information

This document serves as a foundational guide to using this brand identity. These guidelines are for the use of the StarView team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us!

Thank you.

