ASTAR

Digital Brand Guidelines

01

Brand Logo

The heart, soul and center of our brand identity

Our logo is how our users tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

Primary
Lockup

The brand logo identifies the Astar brand as a whole.
Always refer to this logo as the primary way of
communicating the brand.

This logo is a carefully created piece of locked artwork
that should not be altered in any way.

Colour Variations

Brand logo lockup has three color variations for use on different background types, tones, and colors. When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

COLOUR

POSITIVE

NEGATIVE

A Scalable
Identity System

Trying to fit the same mark simultaneously on different materials can be a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce our brand recognition across multiple touchpoints.

PRIMARY LOCKUP

ICON ONLY

WORDMARK

Icon Lock-up

When subtlety is desired, the Astar icon can be used in place of a full brand logo lockup.
When this mark is used, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce brand recognition.

32 px

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is 32px for digital applications.

Wordmark Lock-up

When space is at an ultimate premium, the Astar wordmark can be used in place of a full brand logo lockup.

This logo is designed for small spaces and imprints that are infamous for legibility issues.

ASTAR

ASTAR ⌶ 16 px

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height 16px for digital applications.

Logo Size

MINIMUM SCALING

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.
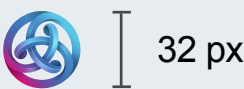
Never reproduce the logos smaller than the minimum sizes listed on this page.

ASTAR | 32 px

32 px

ASTAR | 16 px

PRIMARY LOCKUP

Minimum height is 32px for digital applications.

ICON ONLY

Minimum height is 32px for digital applications.

WORDMARK

Minimum height is 16px for digital applications.

Clear space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.
At a minimum, there should be clear space equal to the width of the Astar icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size of the logo.

Try to maintain the same clear space unit on all of the other logo variation lockups.

Background Control

Contrast is the name of the game when considering placing the logo on any background. Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.

Placement of the logo on canvas is vital to a consistent visual style.

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.

On the web

On the Astar website, the logo will be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.

FAVICON

Our favicon - a 32px x 32px icon that is displayed in the browser next to the url— is the only other approved usage of our icon in solid form.

DEVICE ICON

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size is 192px x 192px.

On social media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides. We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may used to address special cases.

ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.

Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common executed errors.

Brand Colours

Color sets us apart & helps to invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

E6007A	703AC2	0070EB	0297FB	0AE2FF
2F0D72				

FFFFFF

2F0D72
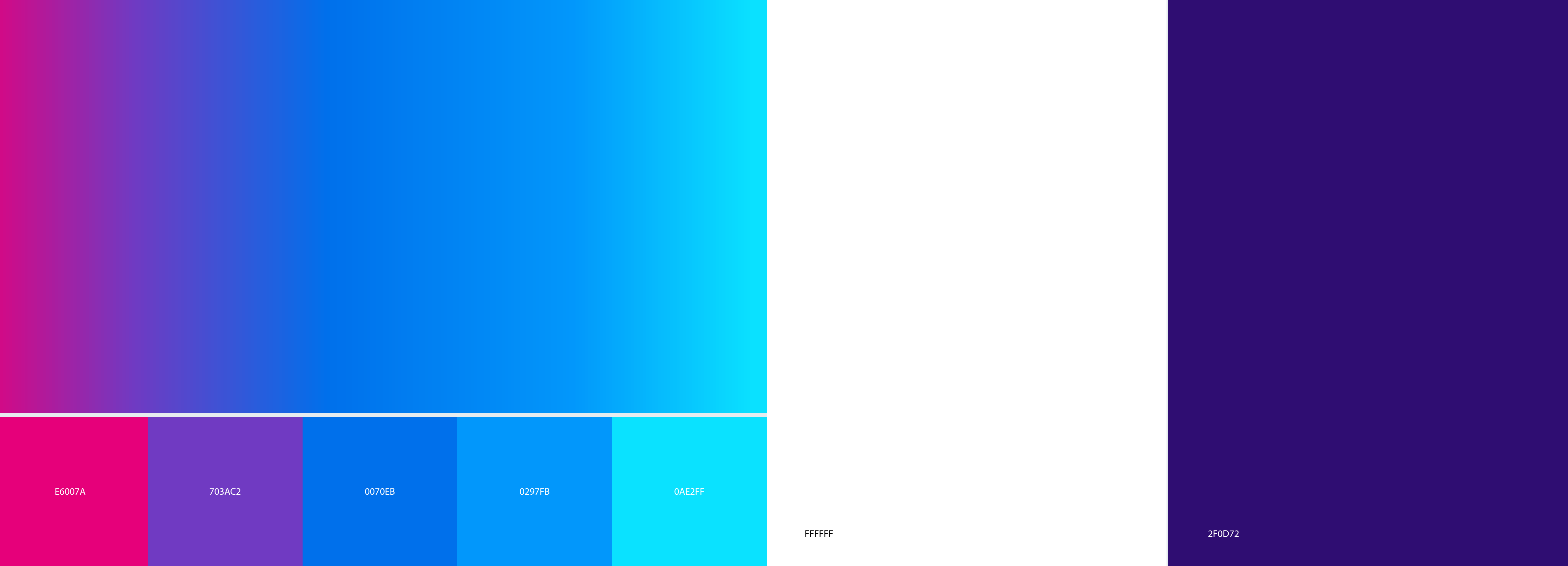
Colour Palette

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

Use of the Pantone Matching System is highly recommended to ensure color consistency across any and all touchpoints. If Pantone color matching is not available or out of budget, please take great care to match the hues above precisely.

Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

Objektiv

The typeface we chose for headings on all brand executions.

The Objektiv font family has been published in the second half of 2015. With Objektiv, Brazilian type designer Bruno Mello has created a typeface based on mathematical principles and with an eye for harmonious proportions. Like no other, this sans serif typeface combines accurate design with a humanist touch. All proportions and characters have been designed based on a well balanced harmony with one another.

The family can be used for a variaty of applications including print and web. That's why you can get this straight geometric sans serif as both webfont and desktop font.