



BRAND STYLE GUIDE

STRELLA PROJECT





WELCOME TO STRELLA!

Today's Agenda

- Group members.
- The story behind our project.
- The purpose of our project.
- Strella logo.
- Strella font.
- Strella colors.



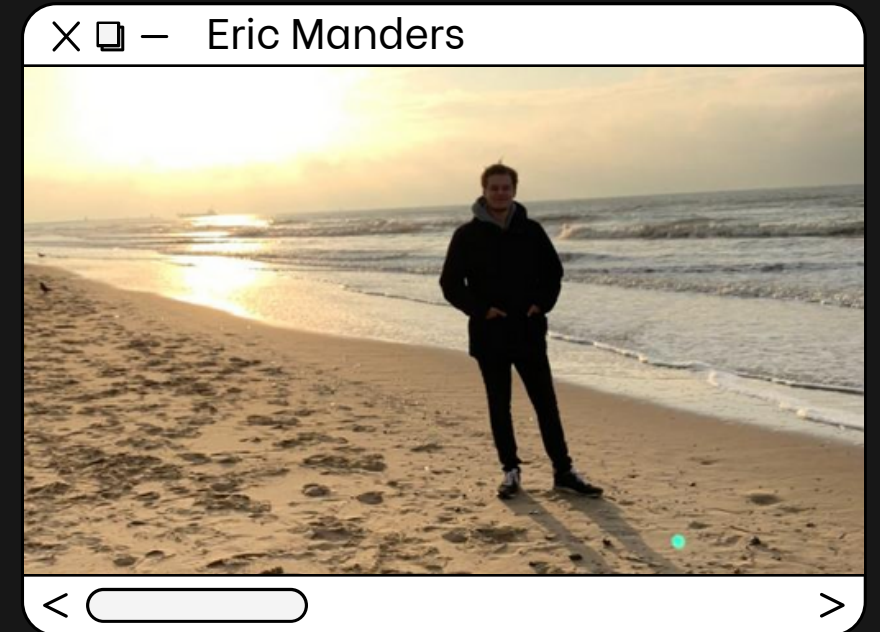
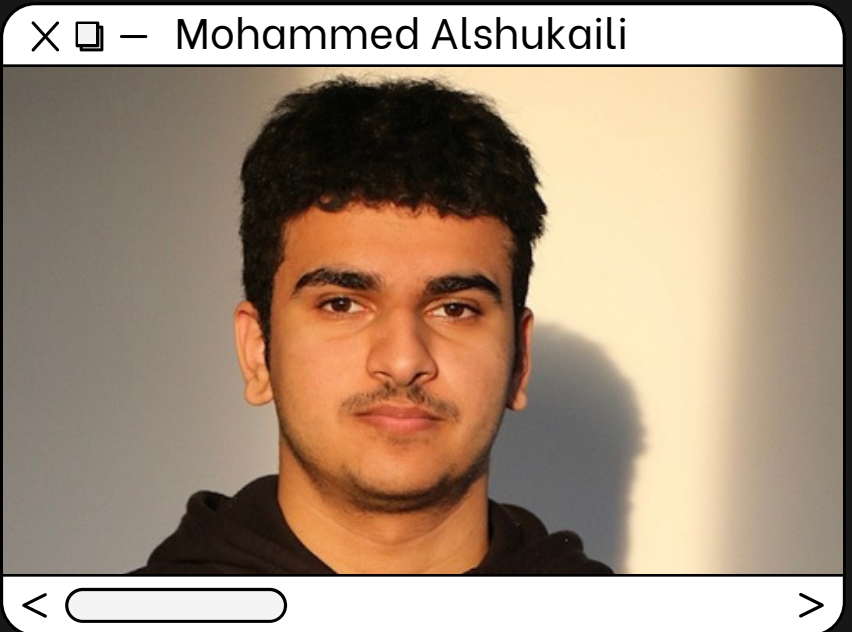
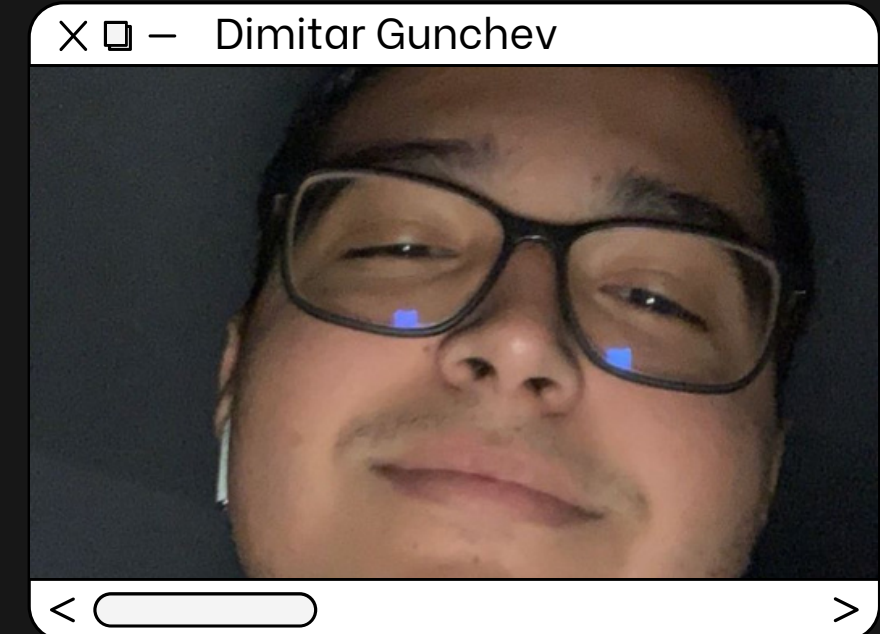
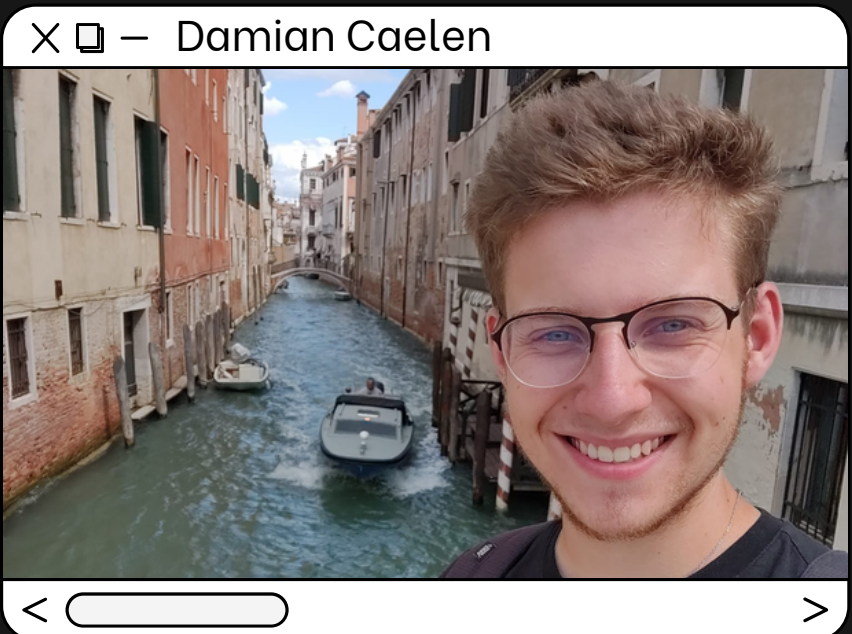


STRELLA MEMBERS



003

GROUP MEMBERS





OUR STORY

Strella was founded in the light of a new project opportunity.

We aim to create solutions for IT problems related to website design and visual design.

Explore our concept!



STRELLA LOGO



LIGHT BACKGROUND LOGO



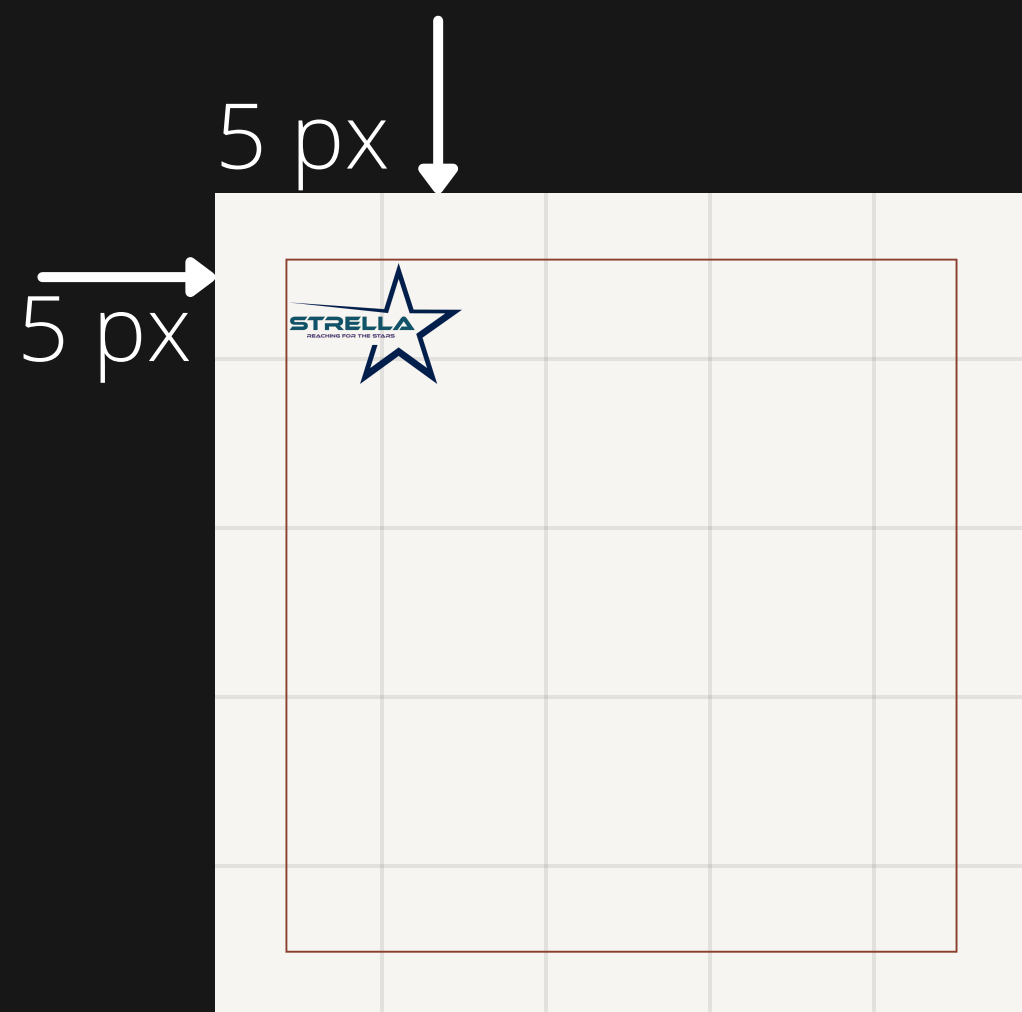
DARK BACKGROUND LOGO



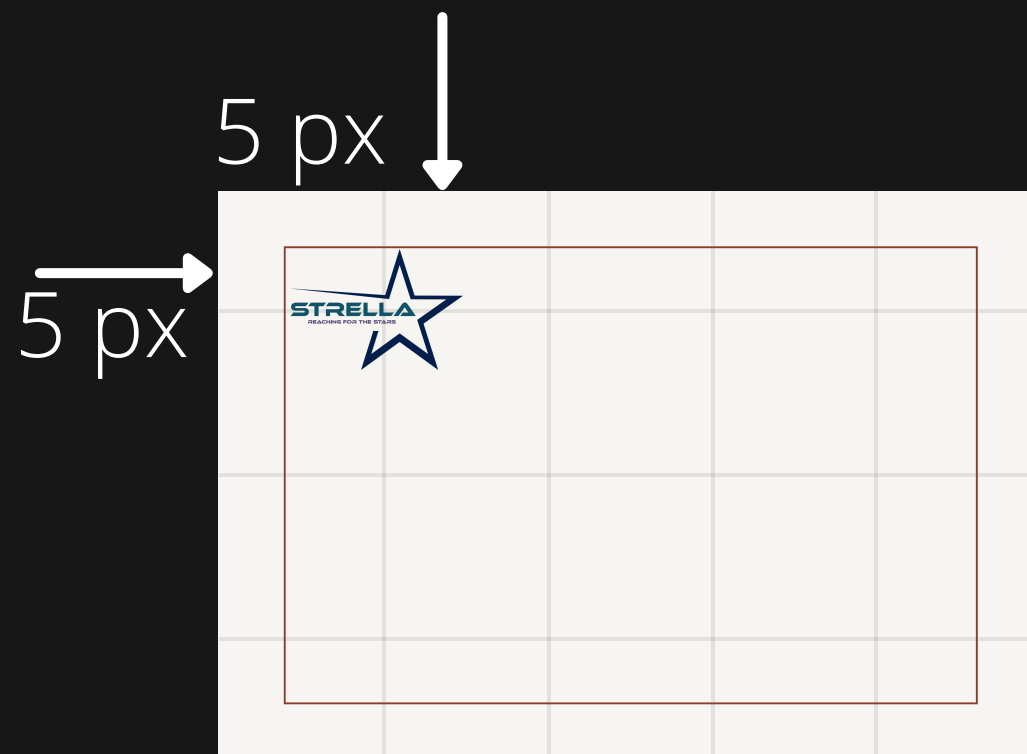
Logo Positioning

THE SAFE DISTANCE TO PUT YOUR LOGO IN

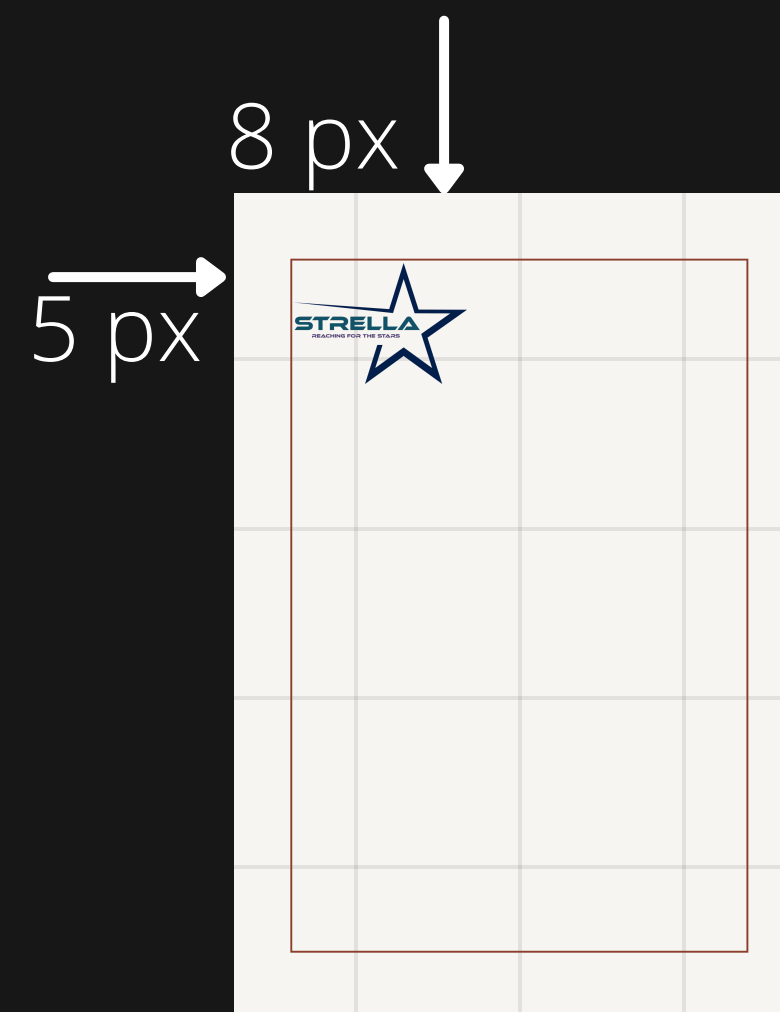
The logo can be placed based on where it is best suited depending on application and tone.



Square



Landscape



Portrait



DON'TS

RULES ON LOGO USE TO KEEP IN MIND



DO NOT change the color of the logo. Use only the colors in the palette.



DO NOT crop the logo.



DO NOT add shadows or effects.

DON'TS

RULES ON LOGO USE TO KEEP IN MIND



DO NOT rotate the logo.



DO NOT put over another illustration.



DO NOT use tint or opacity.

OUR COLOR PALETTE FOR LOGO USAGE

010

LIGHT LOGO

#021f4b

#115268

#4c3b71

DARK LOGO

#6f1316

#ffdf00

#25537b

THESE ARE THE COLORS THAT WE USED FOR THE LOGO.

Logo Font

ETHNOCENTRIC

OUR OFFICIAL LOGO FONT

**WE USED THIS FONT FOR OUR LOGO. IT GOES PERFECTLY
WITH THE COLORS AND THE STAR.**



STRELLA PROJECT MEDIA DESIGN SEMESTER 3

012

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