



# STARBASE

visual identity 2017



# THE LOGO

main form



The main objective of this work was to renew the image of the company without losing its essence. The main form was maintained and the problems we have found in the previous version were fixed.

# THE LOGO

symbol + lettering



Our symbol and lettering are unique and a distinctive brand signal. It should never be redrawn, rearranged or distorted. It should be used only in the colour variants available in this document.

# starbase

# THE LOGO

variations



The brand has two signature variations, the main one being the horizontal version.



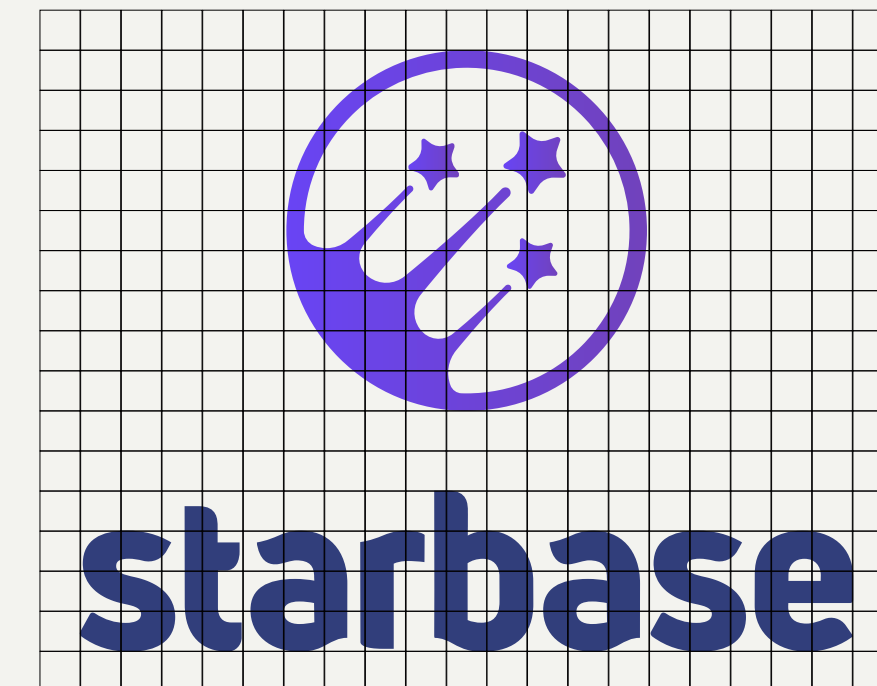
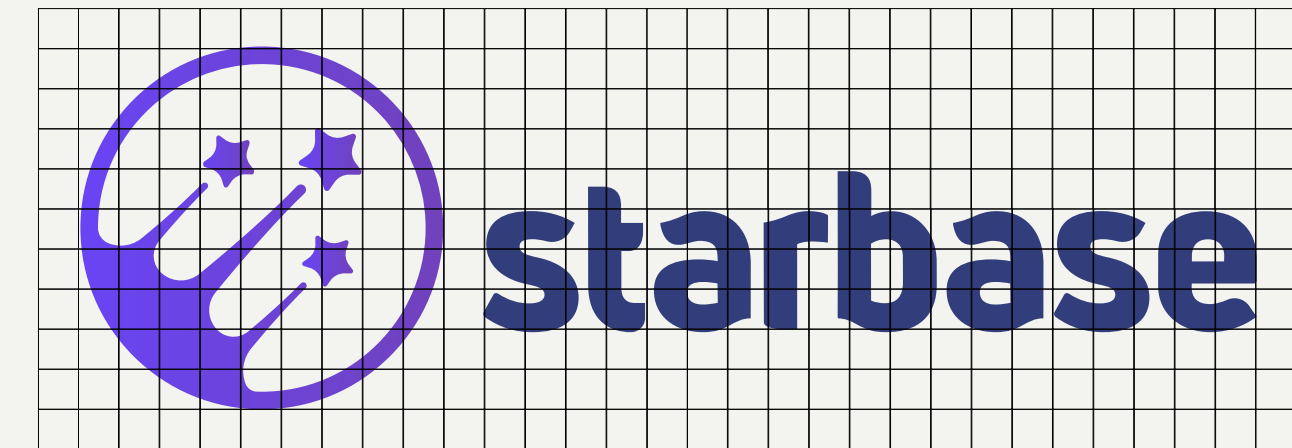
The horizontal version must only be used when it is necessary because of its application requirements.

# THE LOGO

## variations

The design of the brand is based on the relationships between its elements: the distances and the established alignments provide a visual sensation of balance, harmony and stability.

The following diagrams make it possible to visualize the geometry of the mark and the check grid establishes the proportions between the elements.



# THE LOGO

## variations

The protection area aims to preserve the visibility and reading of the mark, avoiding the excessive approximation of other elements. Therefore, no information or graphic element (texts, other signatures, etc.) can exceed the space delimited by the dotted line.



# THE LOGO

variations



To help cover all circumstances, we have developed an all white signature, a one color signature and an all black signature.

# COLOR

rgb palette



The logo was designed for the digital medium, so its colors were also chosen for this channel. The main color palette is in RGB and should be applied as specified.

R:96      G:70      B:239  
#6046EF

R:102      G:68      B:183  
#6644B7

R:56      G:64      B:120  
#384078

R:229      G:185      B:58  
#E5B93A

R:197      G:95      B:109  
#C55F6D

R:131      G:192      B:218  
#83C0DA



# COLOR

## gradient palette

The logo was designed for the digital medium, so its colors were also chosen for this channel. The main color palette is in RGB and should be applied as specified.



# COLOR

cmyk palette



For use in print media, a color palette has been chosen that supports the CMYK format. The colors adapt to the new palette, undergoing some changes without losing the communicative unity.

C:82      M:81      Y:11      K:0  
#534F95

C:77      M:91      Y:11      K:0  
#5A3D84

C:91      M:89      Y:31      K:1  
#384078

C:12      M:41      Y:89      K:0  
#D9A73B

C:9      M:80      Y:58      K:0  
#CB6361

C:55      M:0      Y:29      K:0  
#9BCCCA



# COLOR

## gradient palette

For use in print media, a color palette has been chosen that supports the CMYK format. The colors adapt to the new palette, undergoing some changes without losing the communicative unity.

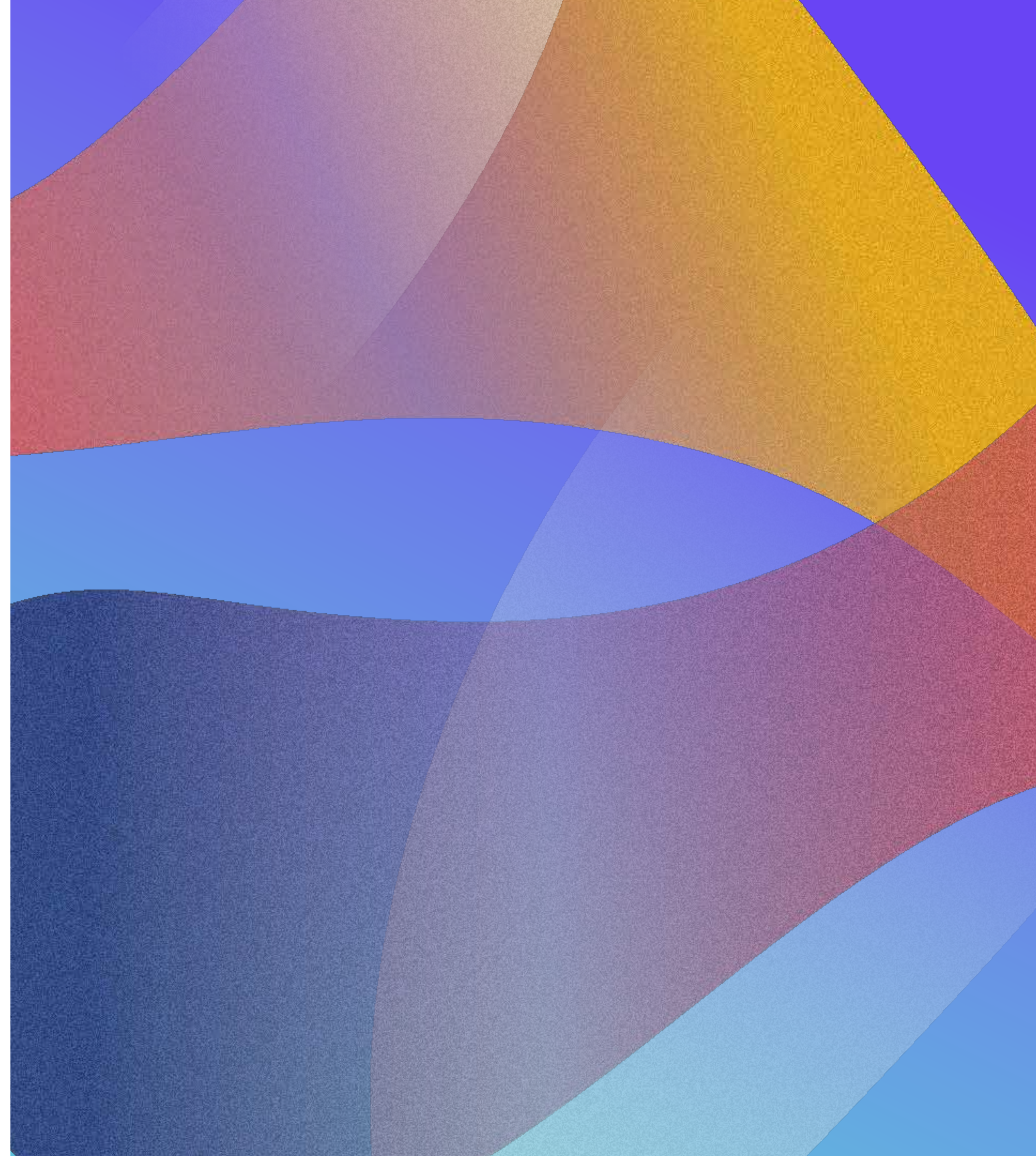




# COLOR

texture

Colors should be combined in gradients using fluid and circular forms. There is no right order of colors and shapes.





# TYPOLGY

variations

## KELSON SANS

bold  
regular  
light

There are specific ocasions for use of each type weight. Legibility and ease of use by the viewer are our primary concern, so please read our recommendations carefully. Kelson Sans is our preferred default screen font.

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqr

stuvwx

1234567890,./<>?;':"

[]{}!@#\$%&\*()-\_+=^~

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqr

stuvwx

1234567890,./<>?;':"

[]{}!@#\$%&\*()-\_+=^~

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopqr

stuvwx

1234567890,./<>?;':"

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