Starlings Technology

brand guidlines

Starlings Technology

Typography

STARLINGS USES THE BARLOW FONT FAMILY FOR ALL OF ITS TYPOGRAPHY. HEADINGS ARE SET IN BARLOW SEMIBOLD*, IN HI-VIS BLUE, ALL CAPS, AND WITH KEY WORDS EMPHASIZED IN WHITE.

Subtitles are the same size as headings but set in Barlow Medium Italic with normal capitalization.

Body text is Barlow Regular with a tracking value of 10 points (.01em letter-spacing in CSS). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Cras ultricies ligula sed magna dictum porta. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

*Headers also have a tracking of 25 points (.025em letter-spacing in CSS).
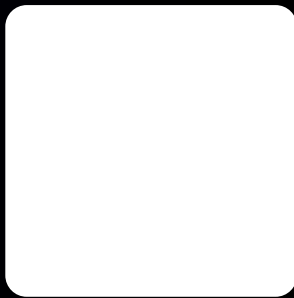
Color Palette

Nightscape Gradient Backdrop
primary background for most digital usage

Midnight Blue
#1b1464

Black
#000000

Hi-Vis Blue
for graphics and headings
#0071ff

White
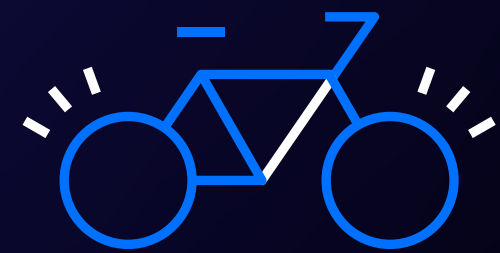for body text, emphasis, and details
#ffffff

Black
#000000

Plumage Purple
#281d3d

White Backdrop
for most print and exhibition usage

Plumage Purple
for most things on white
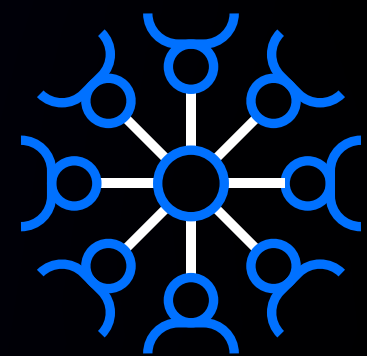#281d3d

Hi-Vis Blue
for emphasis and details
#0071ff

Iconography

Visibility

Sustainability

Safety

Community

Joy