

# STLR Brand Guidelines

# Table of Contents

---

# Brand Guidelines

- 01. Brand Overview
- 02. Brand Symbol
- 03. Brand Logo
- 04. Brand Colors
- 05. Brand Typography
- 06. Grid and Layout System
- 07. Iconography
- 08. Graphical Elements
- 09. Brand Application



1.0

# Brand Overview

---

## 1.0 Introduction

STLR is a dynamic company specializing in loyalty solutions and merchant aggregation, helping businesses build strong customer relationships. By offering innovative technology and customer-focused services, STLR enhances loyalty programs and drives business growth. With seamless integration and a commitment to excellence, STLR is .shaping the future of customer engagement

## 1.2 Brand Voice

We envision a future where our interconnected merchant network drives tangible benefits, fostering growth and success for all participants. Our goal is to create a mutually beneficial ecosystem that drives collective progress and innovation.

## 1.3 Values

*Adaptable*

*Passionate*

*Flexible*

*Professional*

*Agile*

*Transparent*

## 1.4 Brand Mission

At STLR, our mission is to empower businesses and merchants with innovative loyalty programs that drive growth, nurture lasting customer relationships, and enhance brand value. We are more than just a service provider; we are dedicated partners in your growth journey.

## 1.5 Brand Vision

We envision a future where our interconnected merchant network drives tangible benefits, fostering growth and success for all participants. Our goal is to create a mutually beneficial ecosystem that drives collective progress and innovation.



## Brand Overview





2.0

Brand  
Logo

---

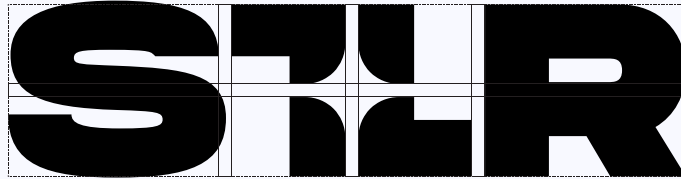
## 2.1 Logo Concept

Our logo is a modern interpretation of a four-armed thin star, symbolizing guidance, innovation, and connection. Inspired by celestial navigation, the star represents STLR's role as a beacon, helping businesses navigate their path to success through tailored loyalty solutions and merchant aggregation. The thin, sleek design reflects simplicity and sophistication, aligning with our brand's commitment to delivering streamlined and effective solutions. This versatile symbol captures the essence of our mission while maintaining a timeless and professional aesthetic that resonates across all brand touchpoints.



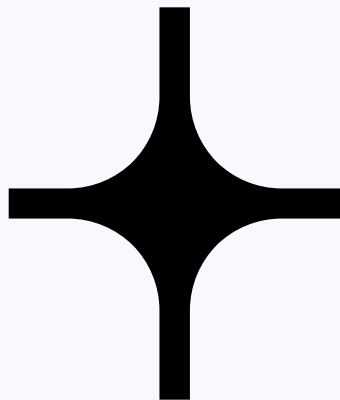
Brand Symbol

## 2.2 Primary Logo



Star Symbol

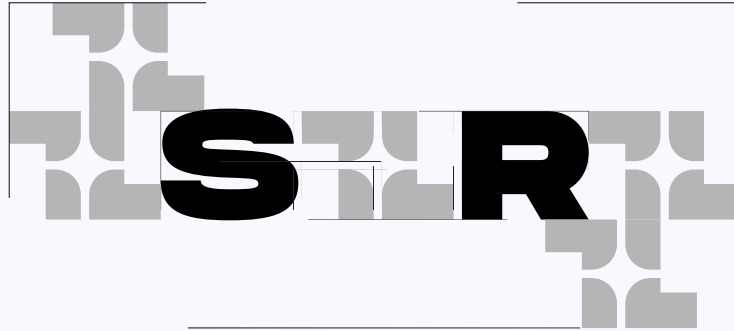
## 2.3 Secondary Logo



Original logo

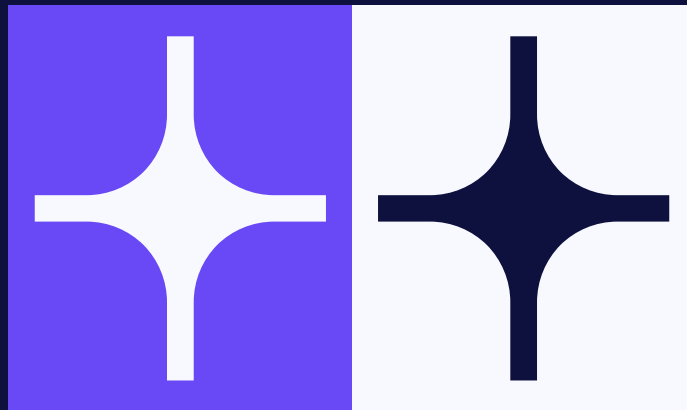
## 2.4 Logo Clear Space

The Icon sticked to the logo is the measuring unit to measure the clear space



Brand Symbol

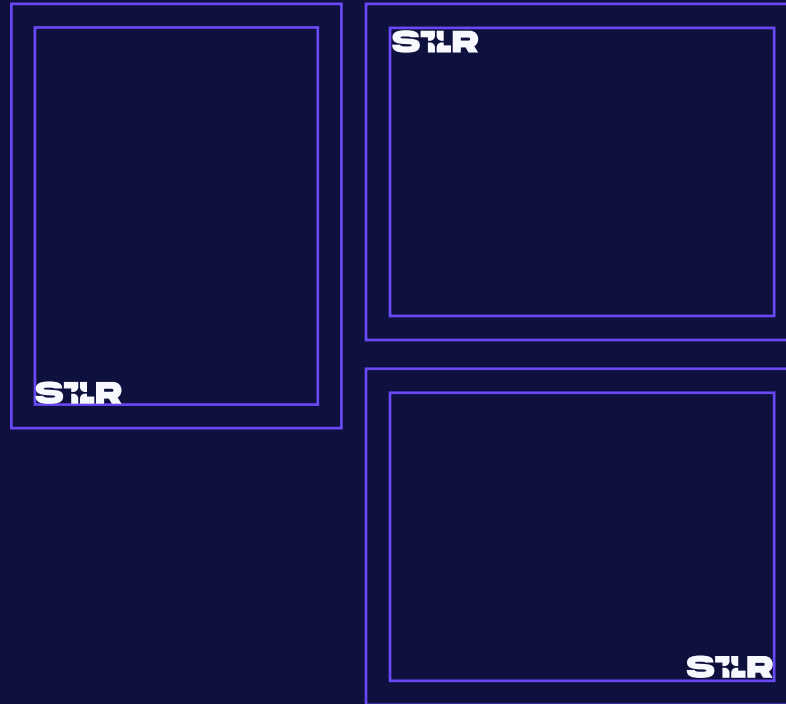
2.5 Logo colour





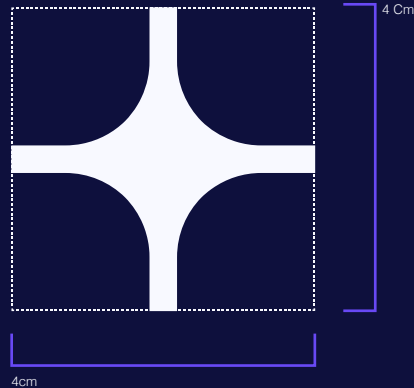
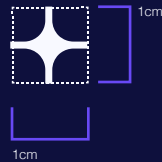
Brand Symbol

## 2.6 Logo Misuse



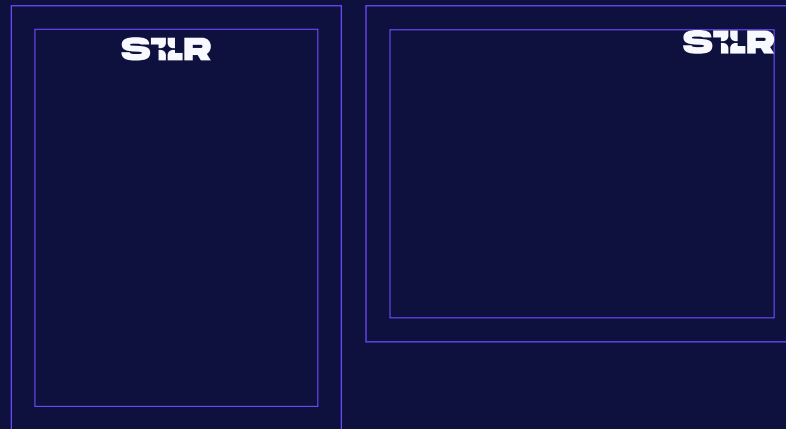
## 2.7 Brand Symbol Minimum Size

The minimum symbol size is set at 1 cm width for both print and digital applications to ensure clarity and legibility, with a recommendation to increase the size to 4 cm.



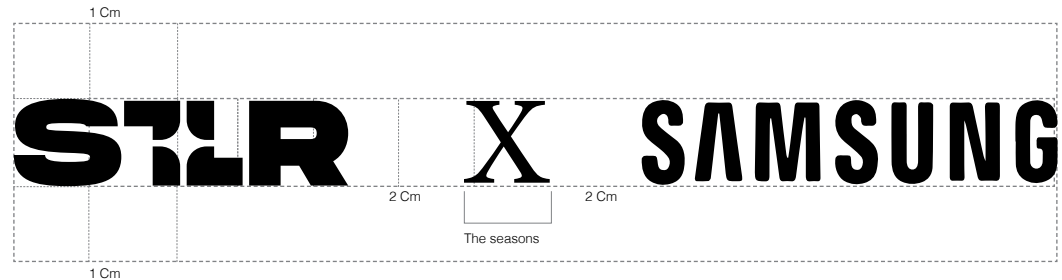
## 2.8 Brand Symbol Placement

Brand symbol is placed Top Right Corner This is the most common placement for brand symbol on websites and print materials. It aligns with how people typically read from left to right and top to bottom. The Logo could be placed in the middle with emboss effect with same color as the background.

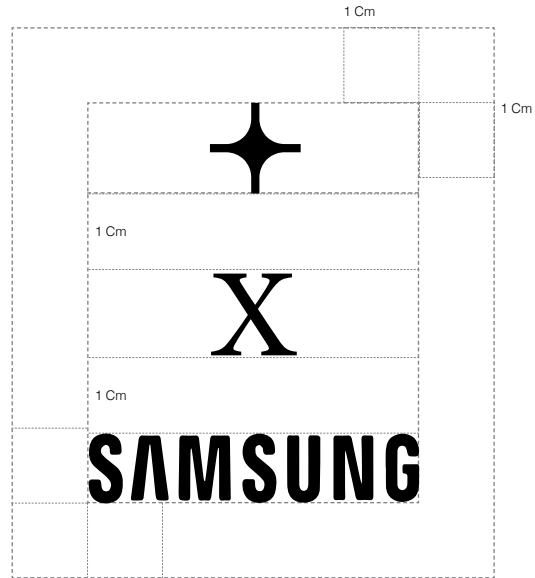


## 2.9 Logo x Partners and Sponsors

For a collaboration featuring Stlr's brand symbol alongside partner logos, it is essential to ensure that the brand symbol and partner logos are prominently displayed together. The partner logo should be positioned either vertically or horizontally, maintaining a consistent spacing of 1 cm between the two logos. To achieve visual consistency, choose either the Pen blue or Ghost White color for both logos. Following these guidelines will help create a cohesive and unified brand presence across all collaborative materials.



## 2.10 Logo x Partners and Sponsors



## 2.11 Special Logo

For special occasions, we've designed a unique gradient variation of our logo to add a sense of celebration and exclusivity. This gradient is reserved for standalone use, where the logo is the primary focus and not accompanied by other design elements, such as in presentations or branded materials. Its vibrant and dynamic tones highlight the brand's adaptability and elevate its visual impact during significant events or milestones.









3.0

Brand  
Colours

---

## 3.1 Colours Introduction

The STLR color palette is inspired by the hues of the sky, from the warmth of dawn to the depth of a starry night. These celestial tones reflect the brand's stellar concept, symbolizing guidance, connection, and infinite potential. The palette evokes a mood of wonder and trust, aligning STLR's visual identity with the timeless beauty of the stars and the sky's ever-changing journey.

## 3.2 Brand Colours

Brand Colours

## Pen Blue

#0E103D

RGB

14 | 16 | 61

CMYK

100 | 98 | 41 | 51

## Powder Blue

#b1aaff

RGB

177 | 170 | 255

CMYK

30 | 32 | 0 | 0

## Periwinkle

#dad6ff

RGB

218 | 214 | 255

CMYK

100 | 98 | 41 | 51

## Bitter Sweet

#FF5A5F

RGB

255 | 90 | 125

CMYK

0 | 80 | 55 | 0

## Ghost white

#f8f9ff

RGB

248 | 249 | 255

CMYK

2 | 1 | 0 | 0

## Majorelle Blue

#6849F5

RGB

104 | 73 | 245

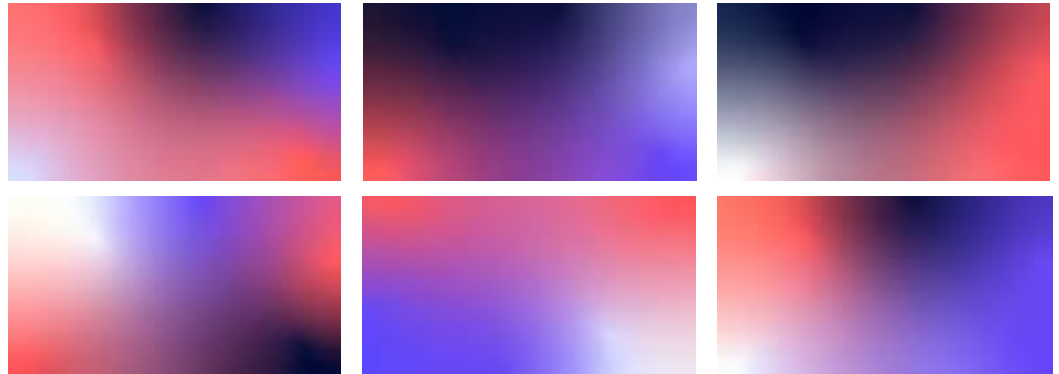
CMYK

72 | 72 | 0 | 0

3.4 Background Colours

<p>Pen Blue</p> <table><tr><td>HEX</td><td>RGB</td><td>CMYK</td></tr><tr><td>0E103D</td><td>14 16 61</td><td>14 16 61</td></tr></table>	HEX	RGB	CMYK	0E103D	14 16 61	14 16 61	<p>Periwinkle</p> <table><tr><td>HEX</td><td>RGB</td><td>CMYK</td></tr><tr><td>dad6ff</td><td>218 214 255</td><td>100 98 41 51</td></tr></table>	HEX	RGB	CMYK	dad6ff	218 214 255	100 98 41 51	<p>Ghost White</p> <table><tr><td>HEX</td><td>RGB</td><td>CMYK</td></tr><tr><td>f8f9ff</td><td>248 249 255</td><td>2 1 0 0</td></tr></table>	HEX	RGB	CMYK	f8f9ff	248 249 255	2 1 0 0
HEX	RGB	CMYK																		
0E103D	14 16 61	14 16 61																		
HEX	RGB	CMYK																		
dad6ff	218 214 255	100 98 41 51																		
HEX	RGB	CMYK																		
f8f9ff	248 249 255	2 1 0 0																		

### 3.5 Core Gradients



## Brand Colours

### 3.6 Text Colours

#### Ghost White

HEX	RGB	CMYK
#F8F9FF	248 249 255	2 1 0 0

#### Pen Blue

HEX	RGB	CMYK
#0E103D	14 16 61	14 16 61

#### Bitter Sweet

HEX	RGB	CMYK
#FF5A5F	255 90 125	0 80 55 0

## Loyalty Matters

Hey everyone thank you for joining stlr

STLR is a company specializing in loyalty solutions and merchant aggregation, designed to help businesses build stronger relationships with their customers. By offering innovative tools and seamless integration, STLR empowers merchants to enhance loyalty programs, improve customer retention, and drive growth. With a focus on clarity, efficiency, and customer-centric solutions, STLR aims to redefine the future of customer engagement, providing businesses with the tools they need to succeed in a competitive market.

## Loyalty Matters

Hey everyone thank you for joining stlr

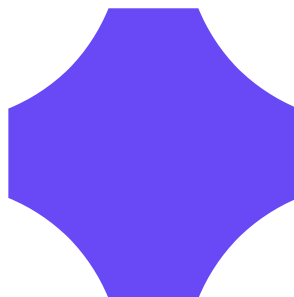
STLR is a company specializing in loyalty solutions and merchant aggregation, designed to help businesses build stronger relationships with their customers. By offering innovative tools and seamless integration, STLR empowers merchants to enhance loyalty programs, improve customer retention, and drive growth. With a focus on clarity, efficiency, and customer-centric solutions, STLR aims to redefine the future of customer engagement, providing businesses with the tools they need to succeed in a competitive market.

## Loyalty Matters

Hey everyone thank you for joining **stlr**

STLR is a company specializing in loyalty solutions and merchant aggregation, designed to help businesses build stronger relationships with their customers. By offering innovative tools and seamless integration, STLR empowers merchants to enhance loyalty programs, improve customer retention, and drive growth. With a focus on clarity, efficiency, and customer-centric solutions, STLR aims to redefine the future of customer engagement, providing businesses with the tools they need to succeed in a competitive market.

### 3.7 Graphical Elements Colours

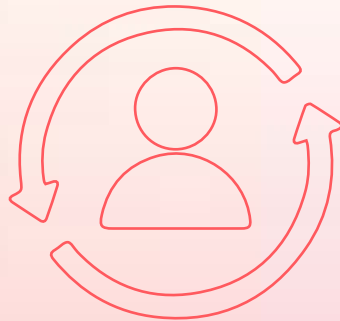


## Brand Colours

### 3.8 Iconography Colours

#### Bitter Sweet

HEX	RGB	CMYK
FF5A5F	255 90 125	0 80 55 0



#### Pen Blue

HEX	RGB	CMYK
0E103D	14 16 61	14 16 61



#### Majorelle Blue

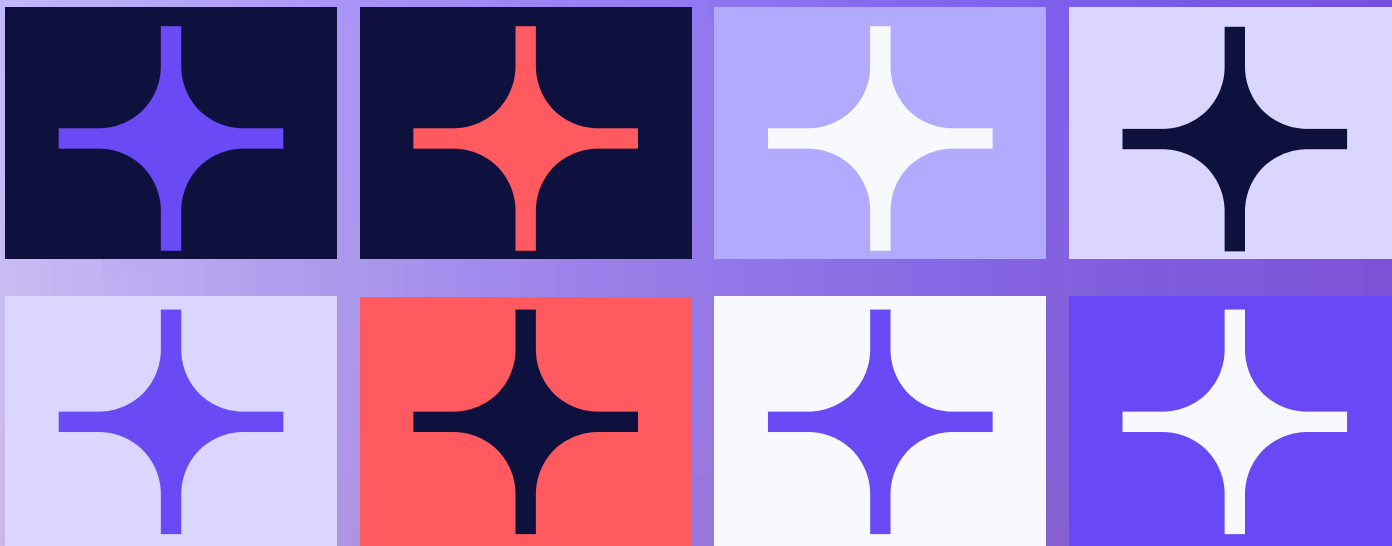
HEX	RGB	CMYK
6849F5	104 72 245	72 72 0 0





## Brand Colours

### 3.9 Best Colour Combos

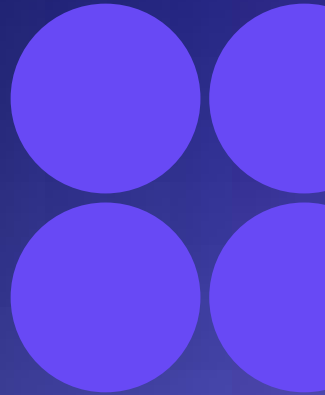




4.0

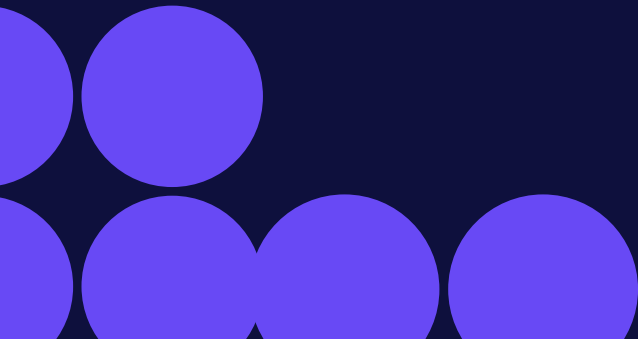
# Brand Typography

---



## 4.1 Typography Introduction

STLR's visual identity combines boldness, elegance, and clarity, inspired by the sky and stars. Variera Black for titles makes a strong statement, while The Seasons Light, a serif font, adds sophistication and trust. Helvetica Light ensures simplicity and readability in the body text. Together, these fonts create a cohesive, modern design that reflects STLR's innovative and approachable spirit.



# Guiding Loyalty

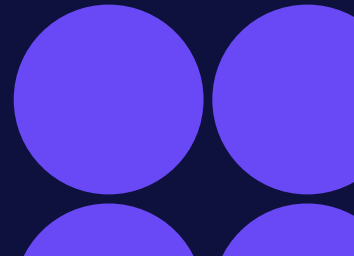
**Gilroy Heavy**

## Innovative *Loyalty* Solutions and Merchant Aggregation

Seasons italic

STLR is dedicated to transforming how businesses connect with their customers through cutting-edge loyalty solutions and seamless merchant aggregation. With a focus on fostering meaningful relationships, STLR provides the tools businesses need to enhance customer engagement, improve retention, and drive growth. Guided by innovation and a commitment to excellence, STLR creates a future .where businesses and customers thrive together

Helvetica Regular



## 4.3 Typefaces

Gilroy Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
0123456789  
!@#\$%^&\*()**

The seasons

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@#\$%^&\*()

## 4.4 Body Text

Helvetica Regular for Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@#\$%^&\*()

Helvetica Bold Accent in Body Text

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@#\$%^&\*()**

The seasons Light italic accent font for Subtitle font

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz  
0123456789  
!@#\$%^&\*()*

Gilroy Heavy

Titles

**Aa Bb Cc Dd Ee Ff Gg Hh Ii**  
**Jj Kk Ll Mm Nn Oo Pp Qq Rr**  
**Ss Tt Uu Vv Ww Xx Yy Zz**  
**0123456789**  
**!@#\$%^&\*()**

**Aa**



## The Seasons

Subtitles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0123456789  
!@# \$%^&\*()

Aa

## Typography

Helvetica Light

Body Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789  
V!@#\$%^&\*()

Aa



## The Seasons Light

Italic

Subtitles

*Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy  
Zz*

*0123456789*

*!@#\$%^&\*()*

*Aa*

Helvetica Bold

Body Text

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy  
Zz

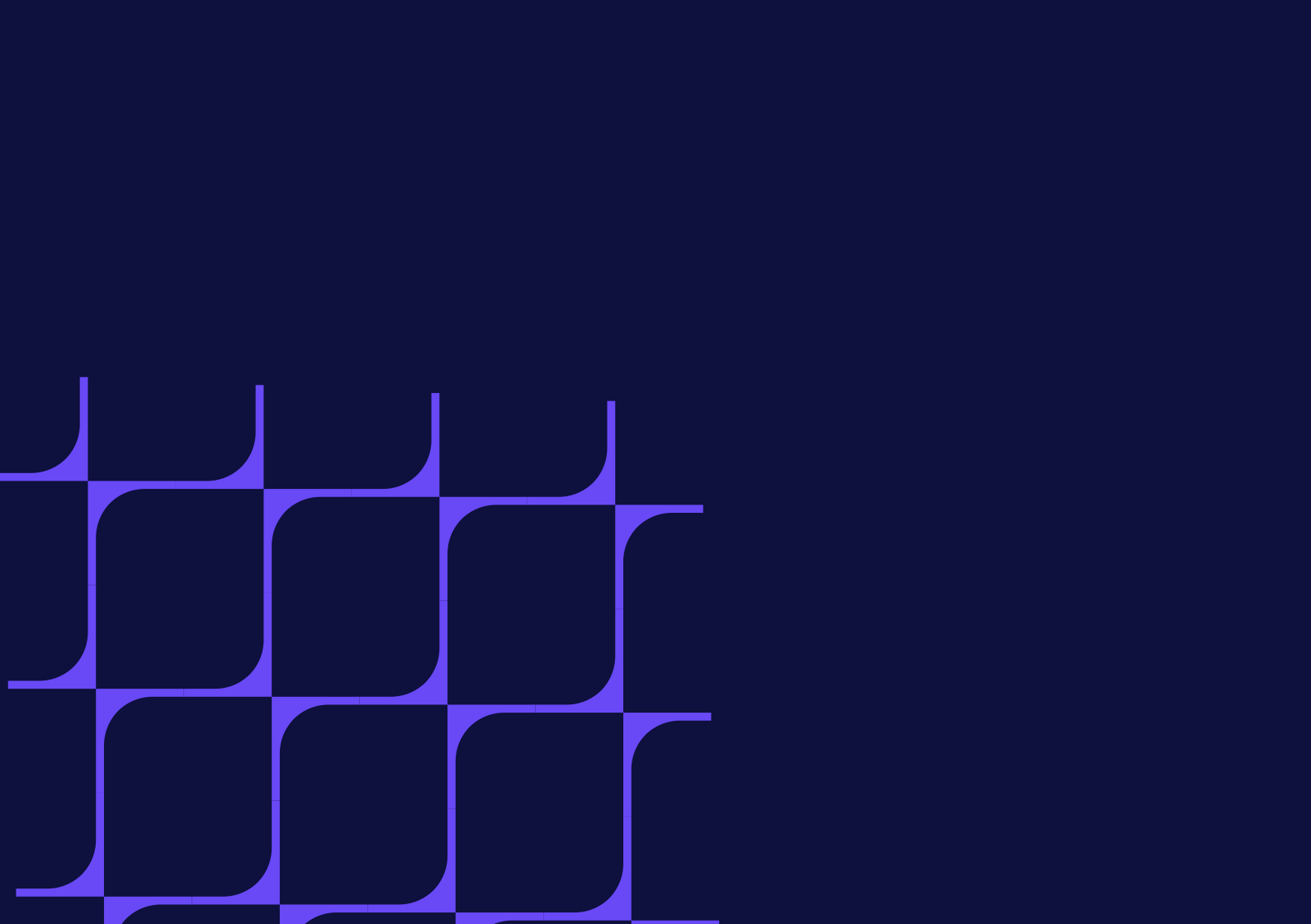
0123456789

!@#\$%^&\*()

Aa







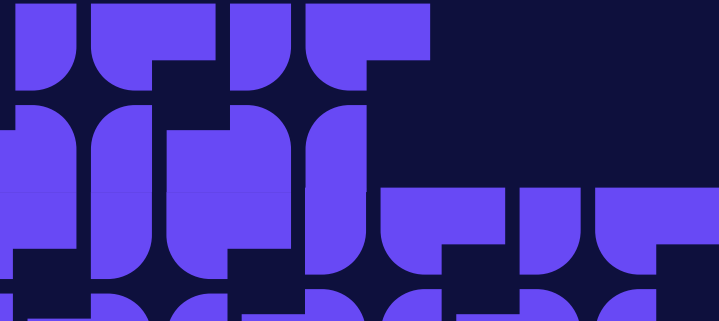
5.0

# Brand Grid and Layout System

---

### 5.1 Grid System and Layout System

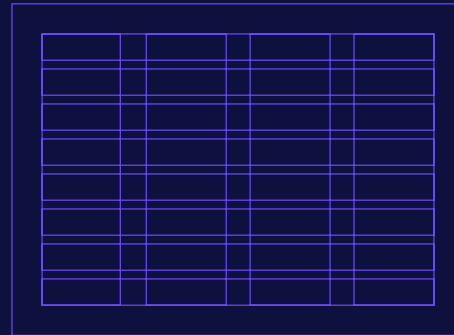
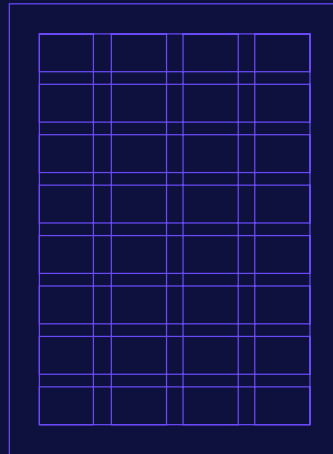
The STLR'S grid and layout system adopts a modular approach, ensuring both flexibility and consistency across various formats. By utilizing defined rows and columns, the system provides a structured framework for content placement, enhancing readability and visual alignment. This method not only maintains balance within the design but also allows for adaptability to meet diverse design needs. As a result, it creates a cohesive visual language that reinforces STLR's brand identity throughout all materials.





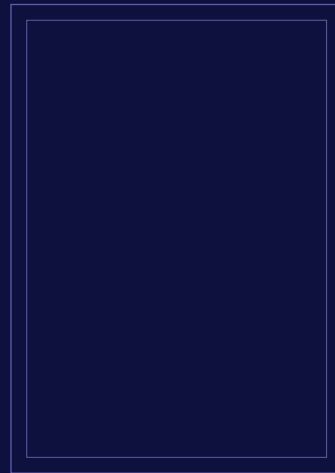
## 5.2 Columns and Rows

The A4 portrait format uses a grid system with 8 rows with 0.5 gutters and 4 columns, with 0.5 gutter ensuring structured content organization for printed materials.



### 5.3 Margin Construction

For the margin construction, there will be equal space for all sides of the margin. For 1 cm between each margin.



1cm Margin for A4 Landscapes



1cm Margin for A4 Landscapes

## 5.4 Logo Layouts

Brand symbol is placed Top Right Corner This is the most common placement for brand symbol on websites and print materials. It aligns with how people typically read from left to right and top to bottom. The logo could also be placed in the middle in some cases.



## 5.5 layout System

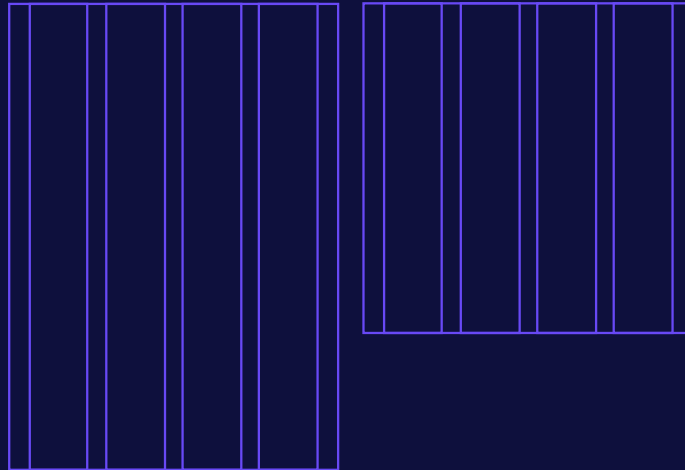
In STLR, text placement follows a clear and structured layout for consistency and readability. Titles can be positioned in any of the four corners of the grid, spanning 2 columns and 2 rows, ensuring a bold and eye-catching presence. The subtitle is placed in the 3rd row when the body text occupies 2 rows, or in the 4th row when the body text extends to 3 rows, maintaining a spacing of 3 to 4 rows between the title and subtitle for optimal hierarchy. The body text is positioned in the bottom 2 rows, extending to 3 rows when needed, and spans 3 columns, providing ample space for detailed content while balancing the overall composition. This layout ensures a cohesive and visually appealing design, aligning with STLR's professional aesthetic.





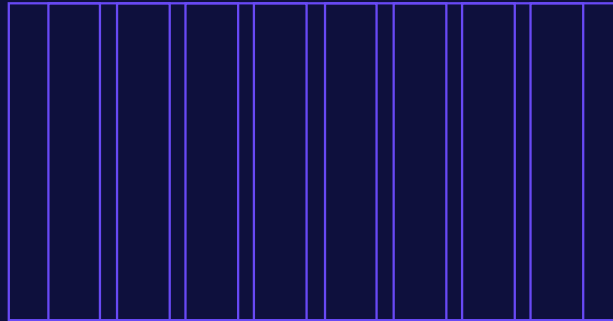
## 5.7 Digital display

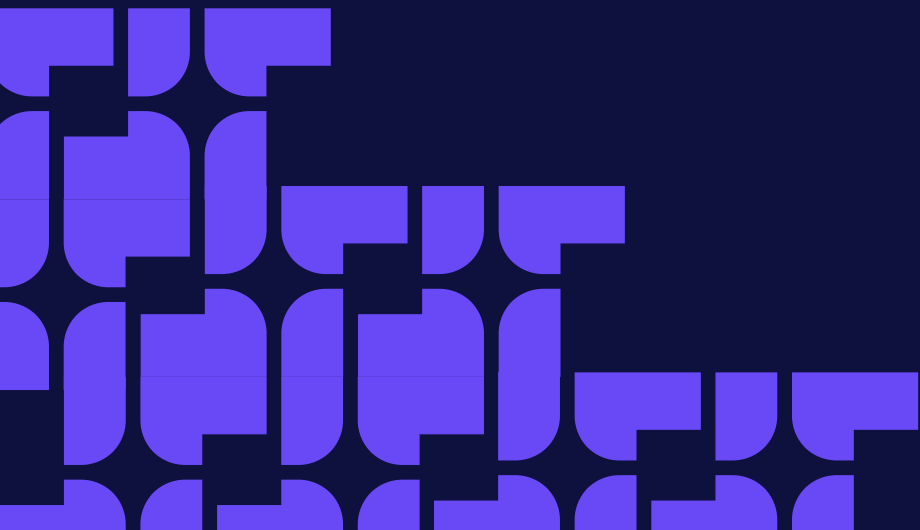
For STLR posts and stories, we maintain a 38-pixel margin around the edges to ensure a clean and balanced design. This margin creates a consistent frame for the content, enhancing its visual appeal and ensuring important elements are not cut off or obscured. Text, images, and other design components are carefully aligned within this margin, reflecting STLR's commitment to professionalism and aesthetic clarity.



## 5.8 Website

For the STLR website, we use an 8-column grid to structure the layout effectively, as rows are not necessary for web design. This grid system ensures flexibility and balance, allowing content such as text, images, and interactive elements to align consistently across the site. The column-based approach provides a clean, modern look while maintaining responsiveness, ensuring the website is visually appealing and user-friendly on all devices.







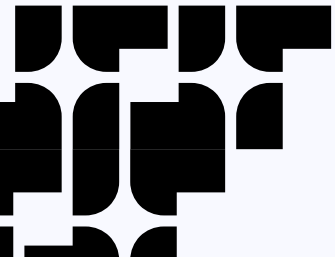
6.0

# Brand Graphical Elements

---

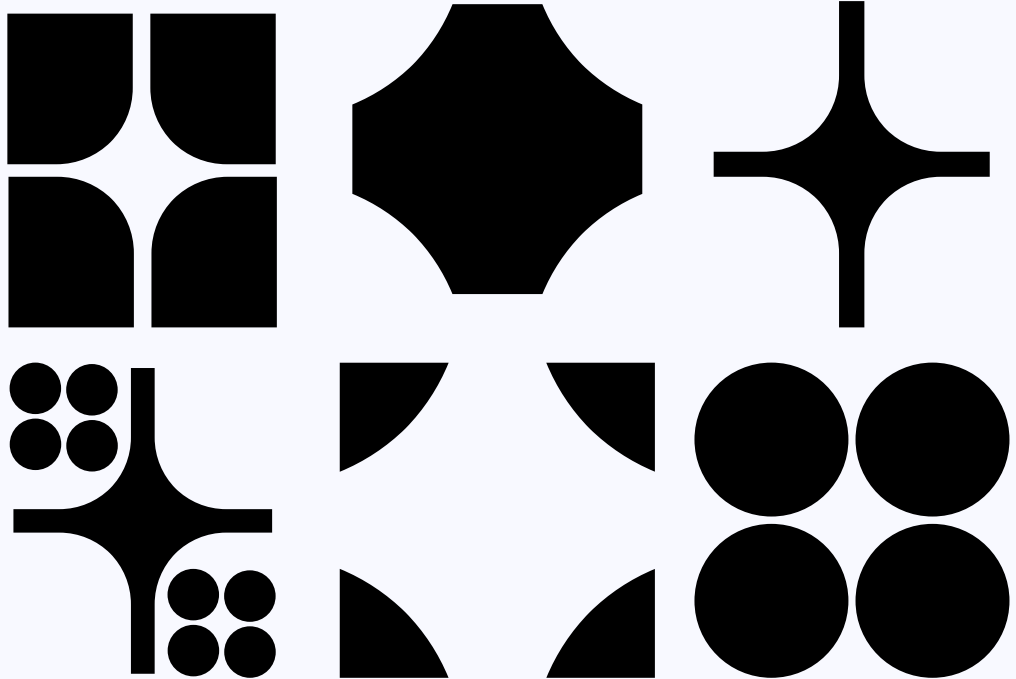
## 6.1 Graphical Elements

Inspired by the elegance and precision of our four-armed star logo. By extracting figures from the negative space, we've developed dynamic graphical elements that align seamlessly with our visual identity. This approach enhances our brand's modern and innovative aesthetic, creating designs that are both functional and visually compelling. The connection between these elements and our business reflects our commitment to simplicity, efficiency, and creativity in delivering loyalty solutions and merchant aggregation.



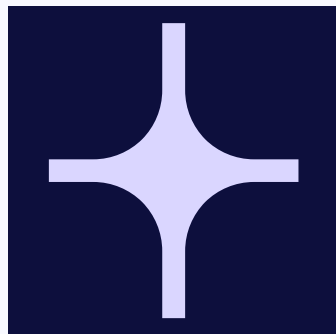
## 6.2 Graphical Elements Concept

Our graphical elements use negative space inspired by our four-armed star logo, creating dynamic, modern designs that enhance our brand's identity.

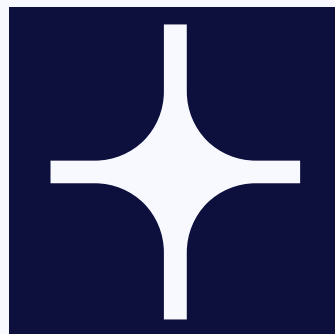


## Graphical Elements

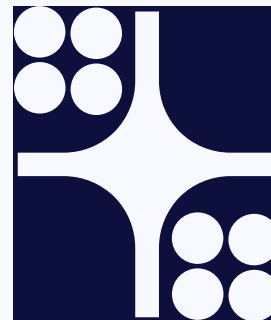
### 6,3 Graphical Elements Colors



Soft Lavender



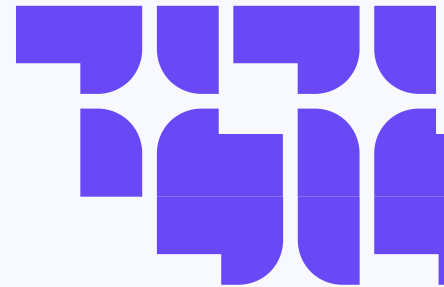
Dark blue



Light lavender

## 6.4 Graphical Elements In Use

Our graphical elements are designed to work seamlessly with our brand colors, utilizing light lavender, soft lavender, and dark blue to create a cohesive and striking visual identity. Light lavender brings a sense of modernity and elegance, while soft lavender adds warmth and approachability. Dark blue anchors the design, adding depth and a sense of reliability. Together, these colors enhance the impact of our graphical elements, ensuring they remain versatile and consistent across all applications, from digital assets to printed materials, while perfectly reflecting our brand's identity.



Opacity 35%

62







7.0

# Brand Iconography

---

## 7.1 Main Iconography

For STLR's icons, we adopt a minimalist outline style to ensure clarity and simplicity. This approach maintains a clean and modern aesthetic, aligning with the brand's professional identity. The outlined icons enhance visual communication without overwhelming the design, making them versatile and effective across various platforms and materials.

This icon symbolizes strategic outreach and brand awareness efforts.

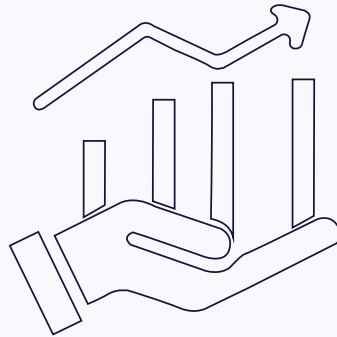


This icon represents building lasting connections and fostering customer trust.



## 7.2 Sub-iconography

This icon represents revenue growth and streamlined sales processes.

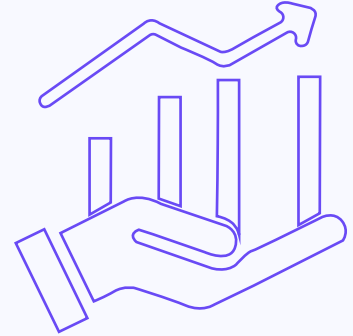


This icon reflects partnership opportunities and business expansion.



## 7.3 Iconography Colors

Icons come in three colours; Pen Blue, Bitter sweet and Majorelle Blue



### Bitter Sweet

HEX	RGB	CMYK
FF5A5F	255 90 125	0 80 55 0

### Pen Blue

HEX	RGB	CMYK
0E103D	14 16 61	14 16 61

### Majorelle Blue

HEX	RGB	CMYK
6849F5	104 72 245	72 72 0 0

Iconography



8.0

# Brand Imagery Style

---

## 8.1 Imagery Style Introduction

For STLR's imagery style, we begin with a stock image and transform it into black and white to establish a neutral base. We then apply our signature color, #6849f5 Galactic Violet, using the Multiply blending mode to seamlessly merge the color with the image. This technique enhances depth, creates a cohesive look, and aligns with STLR's modern and professional identity, ensuring consistency across all visuals.







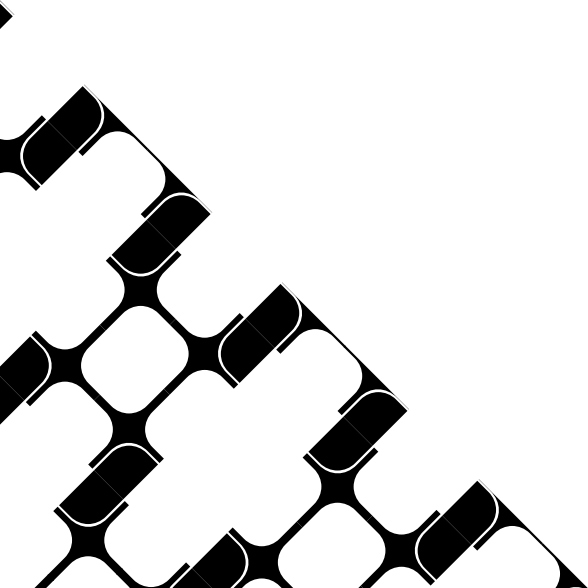
9.0

Brand  
Pattern

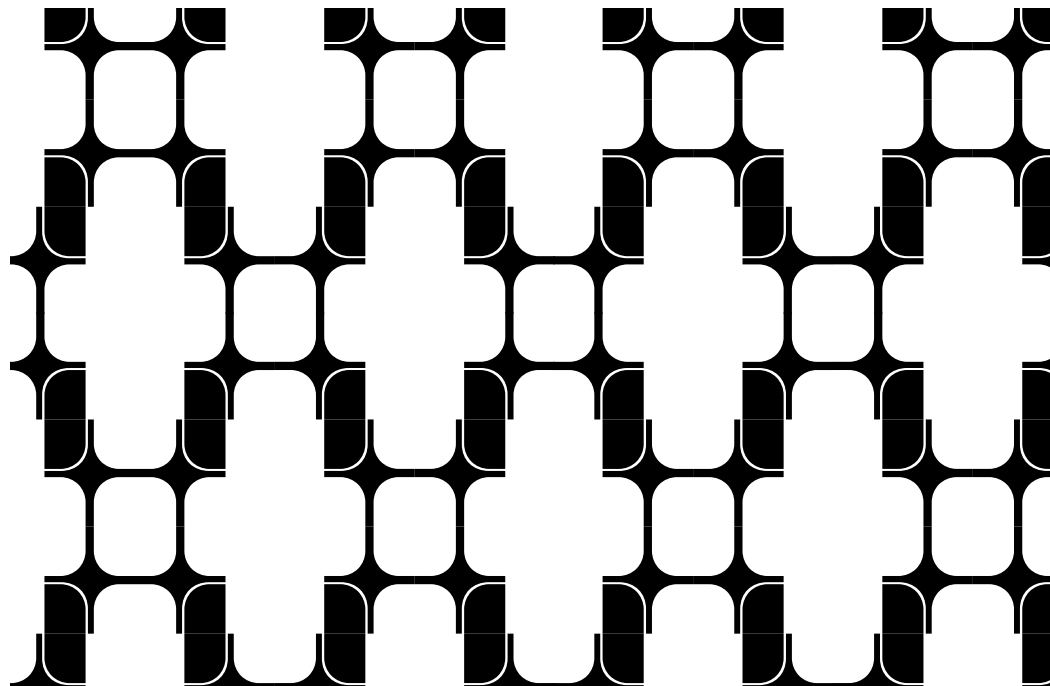
---

## 9.1 Pattern Introduction

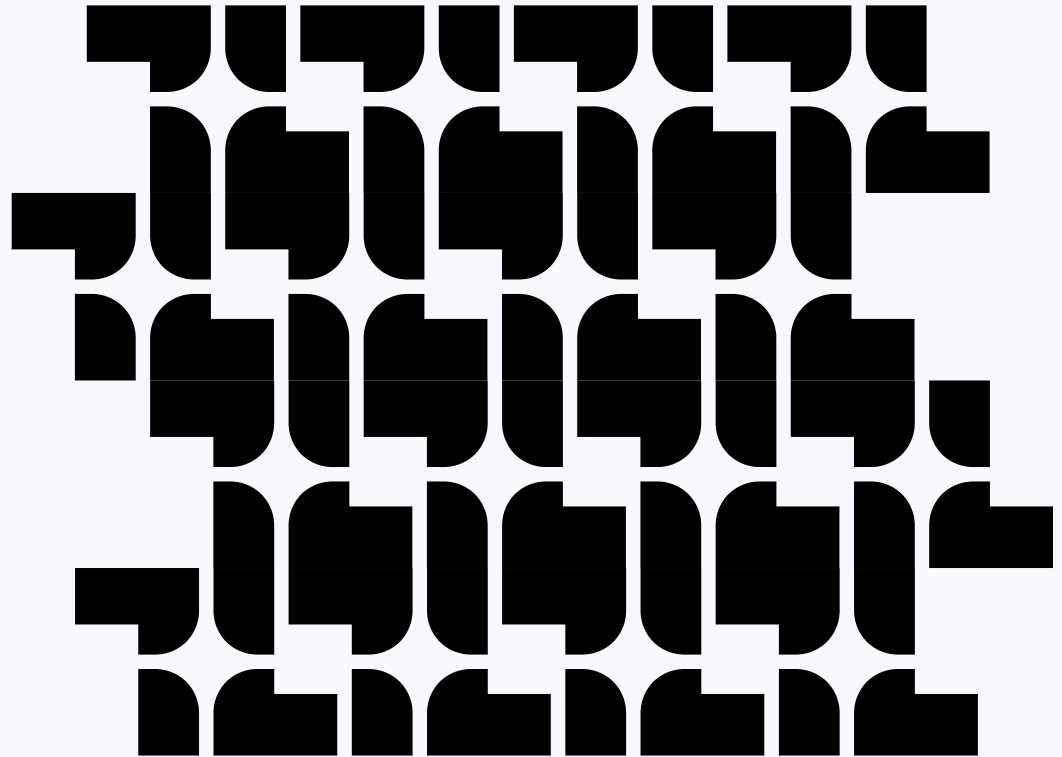
We explore the use of patterns as a key design element in our visual identity. By incorporating subtle yet impactful patterns, we create a sense of depth and movement, while maintaining the brand's core values of simplicity and innovation. These patterns are thoughtfully crafted to complement our color palette and logo, enhancing the overall aesthetic of our brand. They serve not only as decorative elements but also as a reflection of our commitment to creativity and attention to detail, reinforcing our mission to deliver tailored loyalty solutions and merchant aggregation.



## 9.1 Pattern Examples

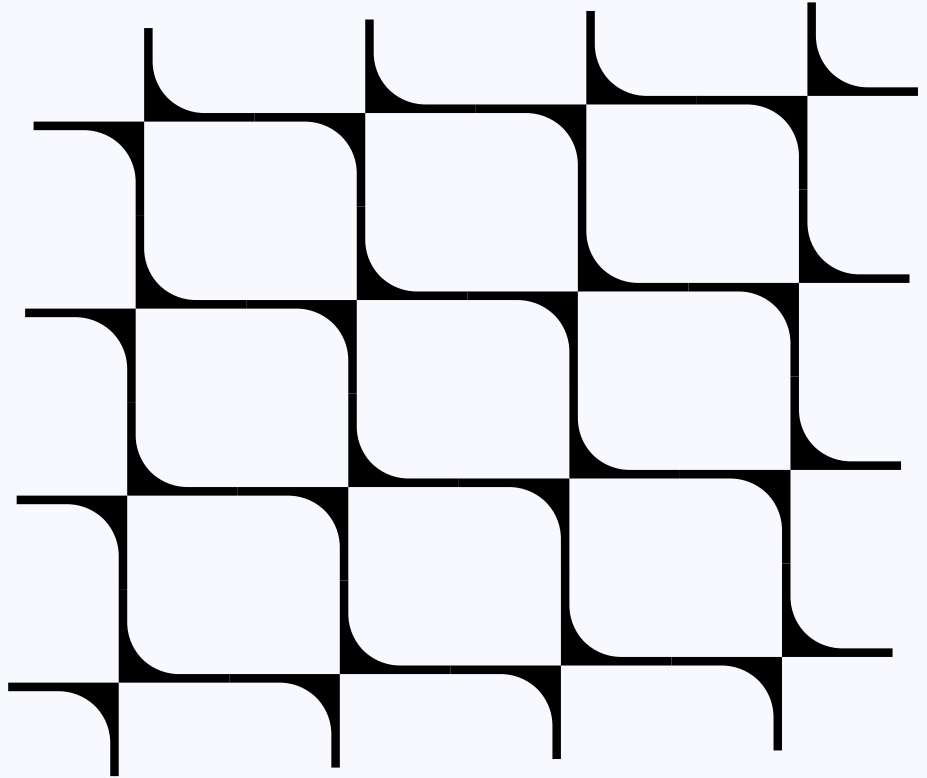


## 9.1 Pattern Examples

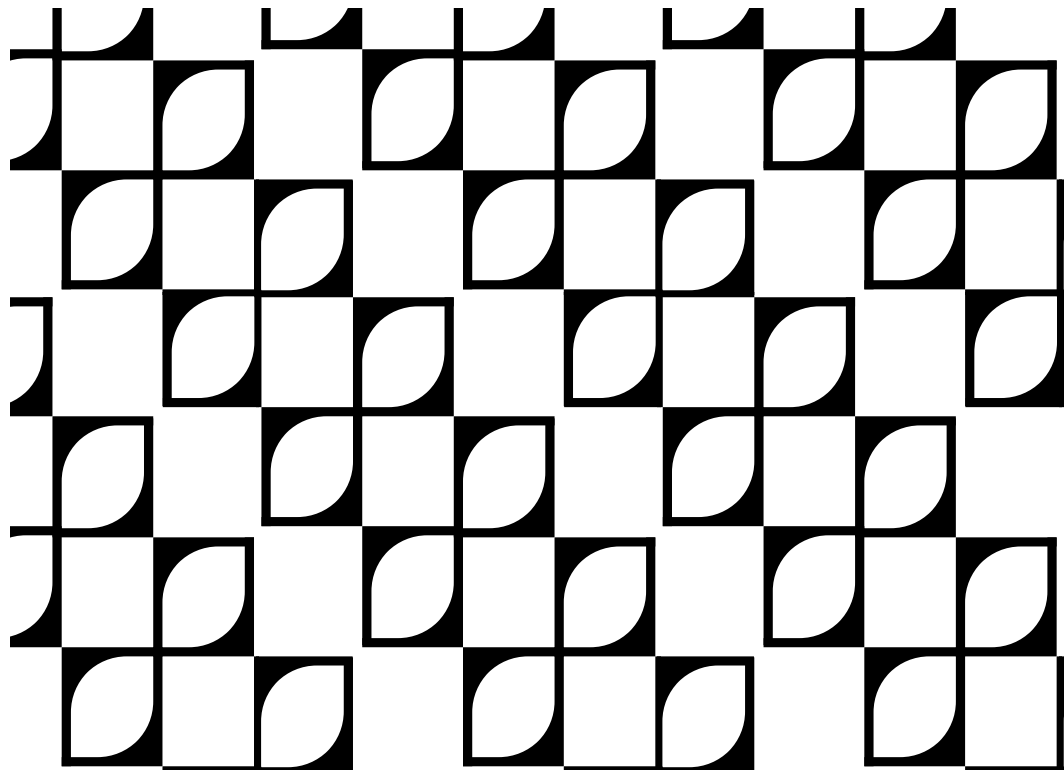


## Pattern

### 9.1 Pattern Examples



## 9.1 Pattern Examples





10.0

# Brand Applications

---







