



Digital Brand Guidelines



Colour variations

There are three variations of brand logo lockups that can be used for different types of backgrounds.

When in doubt, use the one that is most obvious against the background.

For printed materials, care should be taken to ensure the legibility of the logo depending on the media and other factors that will be used in the end.

01

Brand Logo

Core of our brand.

Our logo is what users use to identify us, and it is a promise of quality, reliability, and consistency.

Therefore, our logo needs to be used correctly at all times. This section is a guideline for doing so.

Any use of our logo that is inconsistent with the content in this section is not permitted.



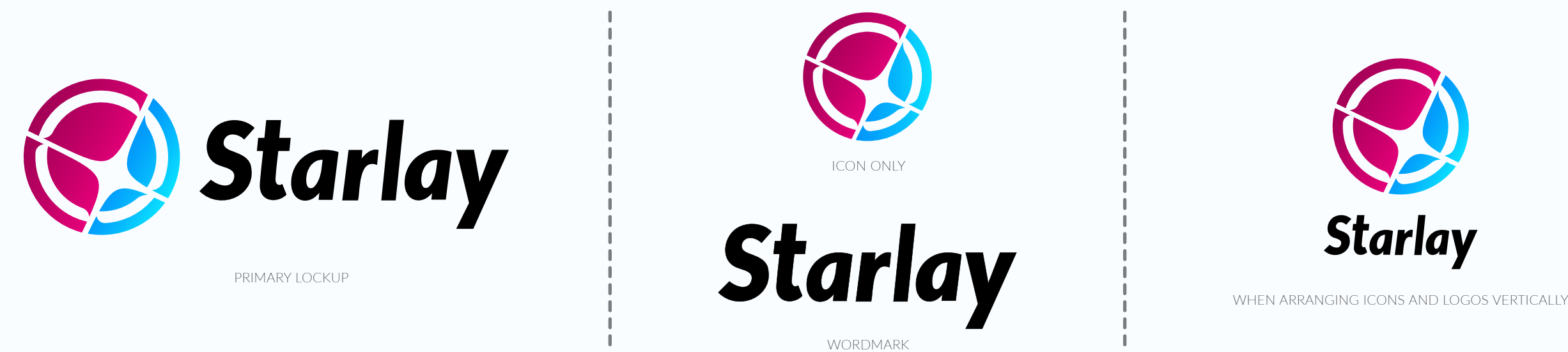


Major lock-up

The brand logo is what identifies the Starlay brand.

Always refer to the brand logo as the first means of communicating the brand.

This logo is a locked artwork and should not be altered in any way.



A scalable identity system

Our logo is designed for brand recognition.

We offer a variety of logo lockups to cover the use of the logo in different cases.

Try out different logo versions to maximize the readability of the logo.



32px

MINIMUM SIZE

If you want to use a smaller icon,
the minimum height is 32px
for digital applications.

Icon lock-up

If you use only the icon, please put our brand name near the icon or use the icon in such a way that it can be identified as our brand.



Wordmark lock-up

If space is limited, the Starlay wordmark can be used instead of the locked-up logo.

This logo is designed to improve readability at a certain small size.

MINIMUM SCALING



PRIMALY LOCKUP

The minimum height is 32px
for digital applications



ICON ONLY

Minimum height is 32px
for digital applications.



WORDMARK

Minimum height is 16px
for digital applications.

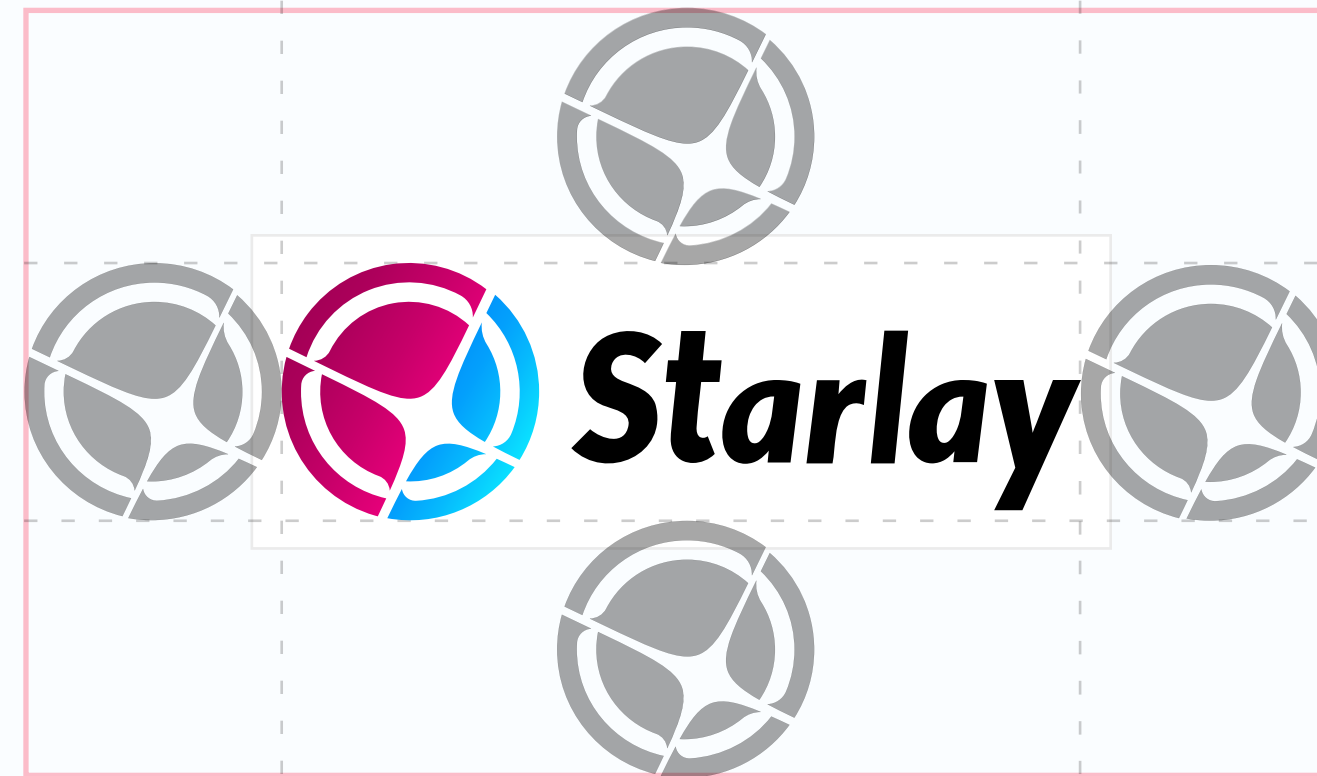
Logo size

Maintaining a legible logo size is essential for brand recognition.

The appropriate logo size will vary from case to case, but to maintain readability, use the maximum size that is comfortable for each logo version.

In some situations, use the minimum size.

Do not use a size smaller than the minimum size listed on this page.



Clear space

Clear space is the area without any elements.

The clear space around the logo makes the logo stand out.

In general, the more clear space there is around the logo, the better. At the very least, the four sides of the logo should have the same amount of space as the Starlay icon you used.



Background

Whatever background is used, the readability of the logo should not be compromised.

Use a logo lockup that is easy to read depending on the background.

02

Logo placement to maintain a consistent visual style.

A consistent visual style is essential for brand recognition.

Where you place our logo will change the visual style of your brand.

This section explains where to place the logo in different media.

As a general rule, the logo should not be centered, but should generally be left-aligned and aligned with the major grid lines.



DEVICE ICON

If you have our website bookmarked and saved on your home screen, this graphic will be displayed on some mobile devices.
Default size is 192px x 192px.



FAVICON

Our favicon - a 32px x 32px icon that is displayed in the browser next to the url

On the web

On the Starlay web site, the logo is placed in the upper left corner.

Please do not place the logo in the middle of the screen, even on small screens.



ICON AVATAR

Avatars can be used on all platforms.
Can use any approved color.

On social media

When used as a social network icon, an icon-only logo needs to create appropriate space on all sides.

The layout of the avatar should not be altered, but in some cases, approved secondary brand colors can be used.



General errors

Note: These are examples of undesirable logo uses.

Please do not use unapproved colors or compromise the legibility of the logo.

Please use the logo while maintaining its readability.

Brand colours

Colour is one of the elements that make us who we are.

The brand colors we choose are one of the elements that help people recognize us.
Therefore, it is very important to reproduce and combine our colors correctly.
In this section, we will explain the precautions to be taken in color schemes when using our logo.

Do not use colors other than the ones listed in this section.



Colour Palette

The use of accurate colors is crucial for brand recognition.

Our brand logo should be represented by one of the colours listed on this page.

Do not use any colors that are not permitted.

Typography

We are also particular about the beauty of our typography.

Nothing communicates more clearly about a brand than letters and numbers.
Typography is very much about striking a balance between legibility and fit for our brand.

Do not change the typeface of the wordmark with the use of the logo.

05

Objective

The typeface we chose for our logo.

The Lato we used for our logo is a sans-serif typeface family created in 2010 by Lukasz Dziedzic from Warsaw. (Lato means “summer” in Polish.)

He used classical proportions to give the letters a familiar harmony and elegance. At the same time he created a sophisticated sans-serif look that makes it clear that Lato was designed in 2010.