



Brand book

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1.1 Introduction

At Startar our goal is to build a successful global brand across all our regions maintaining a unified message across the many different cultures.

A strong, consistent message reinforces not only who we are and why we exist, but also drives recognition, trust, success, and of course, ultimately, business growth.

The following pages in this guide illustrate how we visually represent Startar to our customers. It covers all our key brand elements, and plays an important role in building our brand identity. Please take the time to read and understand these messages so our brand is consistent all around the world.



1.2 VISION & GOALS



Our vision:

Create environments where people and companies come together and do their best work.

Our goals:

- provide maximum working flexibility to the people
- open up a range of opportunities for business networking and collaborations
- enhance the experience of employees(Wi-Fi, computers, network security)
- help people maintain a perfect work-life balance

1.3 BUYER PERSONA



- Age: 18-48;
- Gender: any;
- Role: student, worker, freelancer;
- Unmotivated and disconnected working from home;
- Has regular video calls;
- Needs cozy seating space with all conditions(Wi-Fi, other tools).

VISUAL IDENTITY



2.1 OUR LOGO: MAIN & SUPPORTING FORMATS



Primary logo for use on white backgrounds, Internet content, printing & promotional products



Used only for monochrome printing

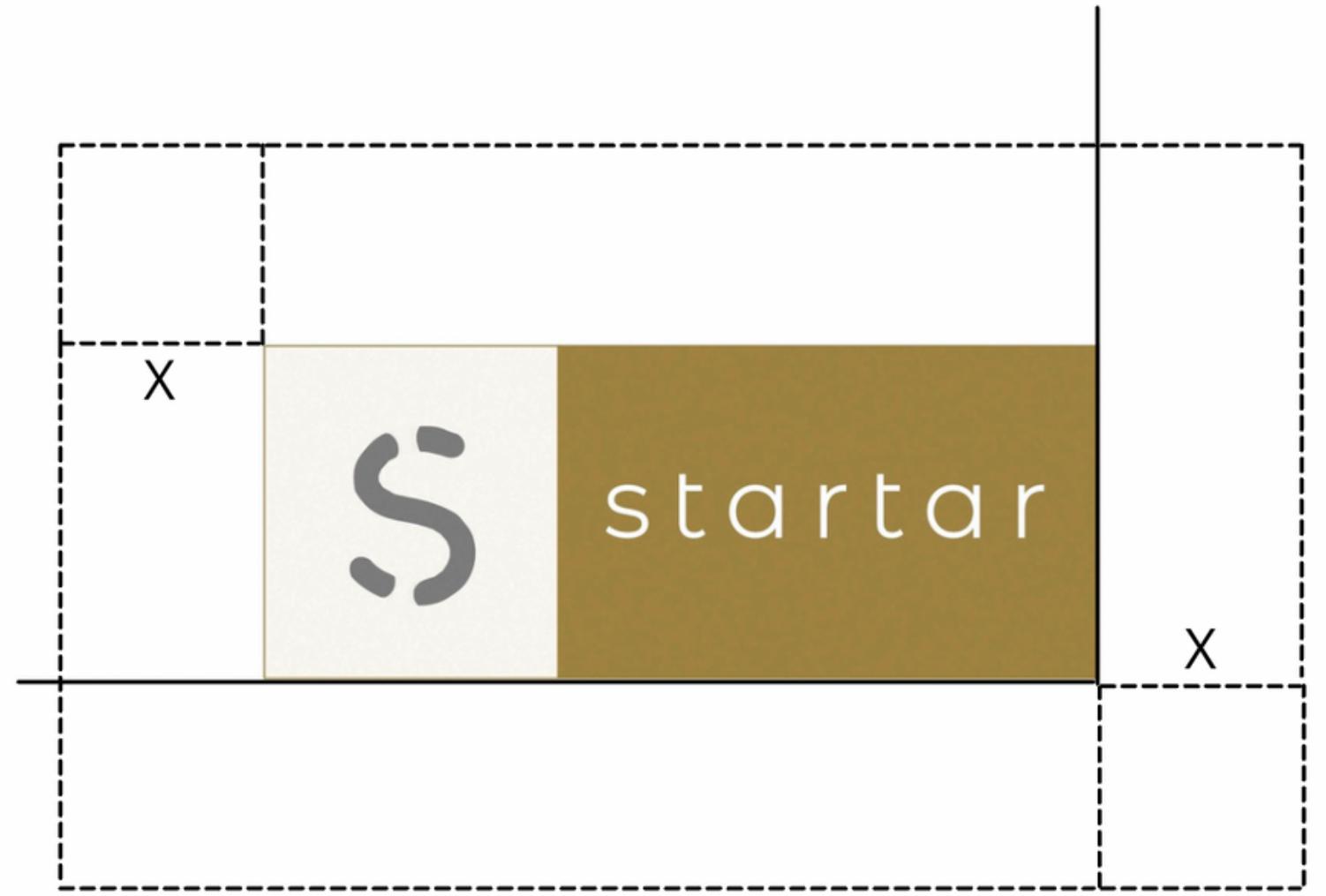


Permissible Color/Background Combination



The first letter of the logo can be used as an independent sign

2.1 OUR LOGO: CLEAR SPACE WITHOUT STRAPLINE



To ensure greater recognition of the logo on various media, it is necessary to use a "protective field" aka clearspace around the logo. The width of the clearspace is equal to the width of "S" emblem.

The clearspace is the minimum allowable space around the logo. In most cases, the space around the logo should be larger than the clearspace. The minimum size (width) of the logo is 25 mm. This size makes it easy to identify the logo. **Using a smaller size is not recommended!**

2.2 LOGO MISUSE



It is not permissible to change the logo proportions horizontally or vertically



It is not permissible to rotate the logo



It is not permissible to use on a colored background (except corporate colors)



It is not permissible to add text elements within the clear space of the logo



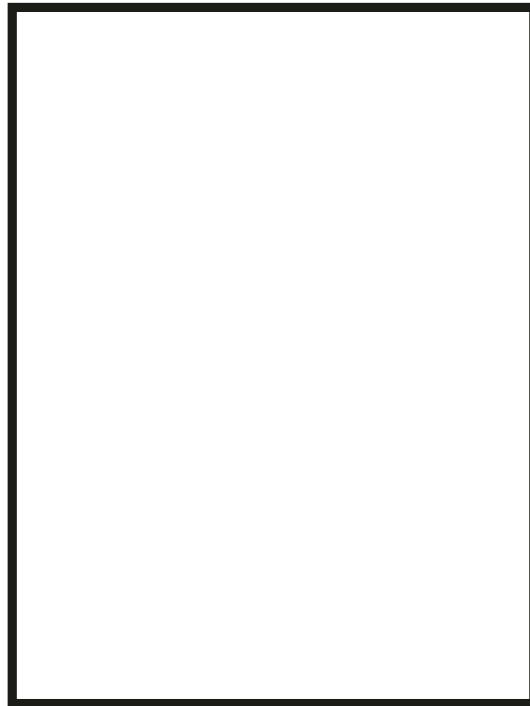
It is not permissible to change the logo color scheme



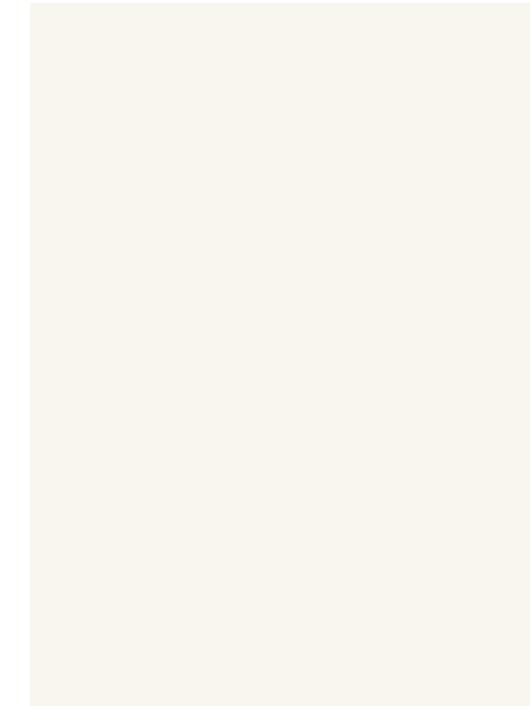
It is not permissible to apply special effects to a logo (shadow, transparency, etc.)

2.3 BRAND COLORS

Primary colors



RGB: 255 255 255
HEX: #FFFFFF



RGB: 249 246 240
HEX: #f9f6f0



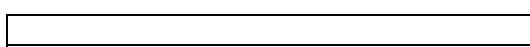
RGB: 158 132 65
HEX: #9e8441



RGB: 64 100 119
HEX: #406477



RGB: 125 124 123
HEX: #7d7c7b



used in the logo as a background color



used in the logo as background color & typography



used in the logo, as a background color



used in the logo, as a background color



used in the logo, corporate pattern

2.4 TYPOGRAPHY

Miracle

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Corbel

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

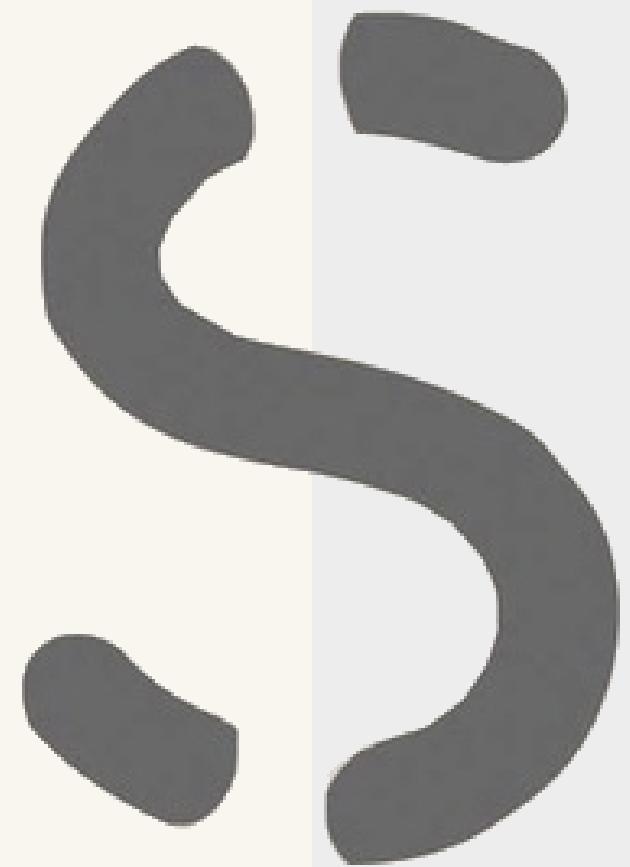
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

s t a r t a r

s t a r t a r

Guidelines for the use of logo



STAR

COME AND MAKE YOUR DREAMS REAL



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COME AND MAKE YOUR DREAMS REAL

SUINDIKOVA TYNYSHTYK

SALES MANAGER

ALMATY CITY, UALIKHANOVA ,24 , MEDEU REGION
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startar

