

**A&R Star Partners, LLP**

# **Brand Guidelines**

Version 1.0 – 2025



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## **Introduction**

Welcome to the official brand guidelines for A&R Star Partners, LLP. This document provides the essential information needed to use our brand assets correctly to establish a credible and consistent brand presence.

A&R Star Partners, LLP is a professional services firm whose visual identity is designed to convey trust, partnership, and excellence. Our mission is to communicate authority and prestige, giving clients immediate confidence in our professional stature.

## **Logo Usage**

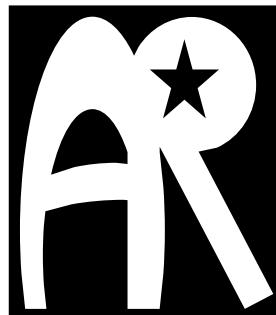
Our logo is the primary identifier of our brand. It creatively merges a stylized "A" and "R" with an impactful star icon, directly referencing the firm's name.

- i. Primary Logo / Full Color Logo:



This is the preferred version of the logo and should be used whenever possible. It is an icon only to be used in light and white backgrounds.

- ii. Logo Variation (Reversed)



For use on dark or brand-colored backgrounds, the reversed (all white) version of the logo should be used to ensure visibility and contrast.

## Incorrect Logo Usage / Don'ts

To maintain brand integrity, never use the logo in the following ways:

- ✗ Do not stretch or distort the logo.



- ✗ Do not rotate the logo.



- ✗ Do not change the colors of the logo.



- ✗ Do not outline or add effects to the logo.



## **Clear Space & Minimum Size**

Always maintain a minimum clear space around the logo equivalent to the height of the star icon. This ensures visibility and prevents crowding.

Minimum Size:

- Print: 25mm width
- Digital: 120px width



## Color Palette

Our primary color is a deep, professional navy, supported by neutral tones to convey trust and prestige.

Color	HEX	RGB	CMYK
Star Partners Navy	#0E2841	RGB(14, 40, 65)	C78 M38 Y0 K75
White	#FFFFFF	RGB(255, 255, 255)	C0 M0 Y0 K0
Black	#000000	RGB(0, 0, 0)	C0 M0 Y0 K100

## **Typography**

Consistent typography helps unify our brand's voice. We recommend using a classic, high-contrast serif font family to complement the brand's authoritative and prestigious feel.

Primary Typeface: Playfair Display

(This is a suggestion. Playfair Display is a free option from Google Fonts that has an elegant, traditional feel that pairs well with your logo.)

Playfair Display Bold - For Headlines

This is a Headline

Playfair Display Regular - For Body Copy

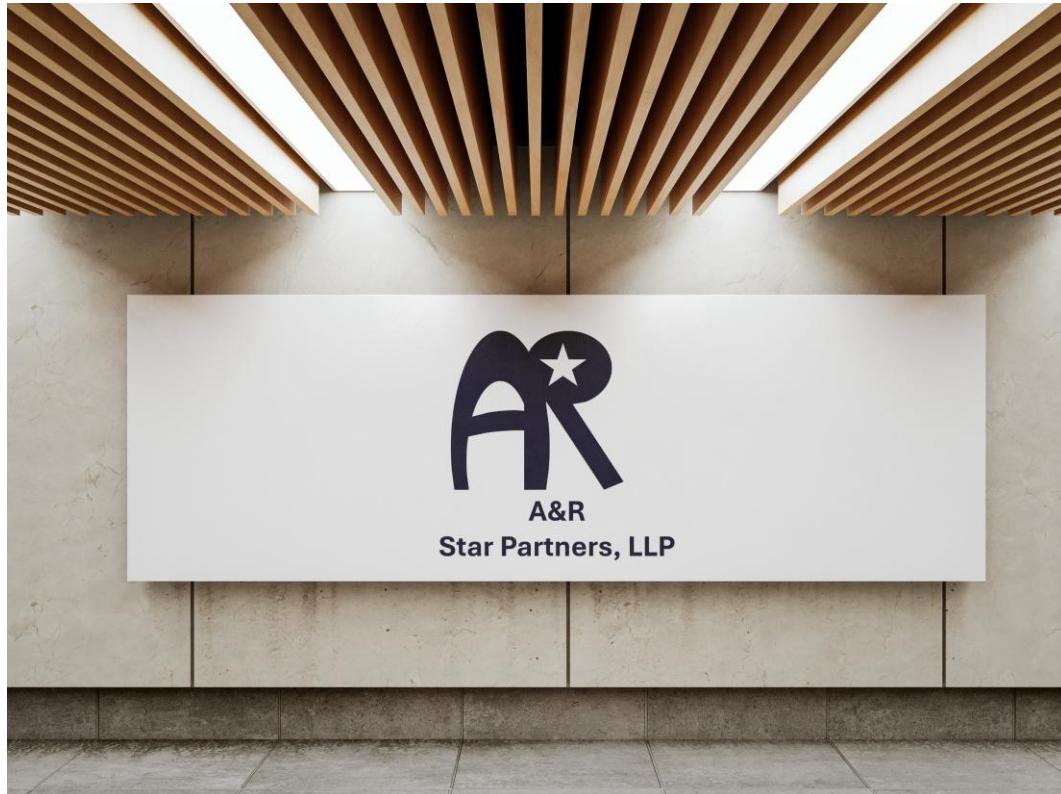
This is for paragraphs and longer text. It is clean, legible, and professional, making it perfect for reports, corporate communications, and marketing materials.

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## **Brand Applications**

Our logo, colors, and typography should be applied consistently across all branded materials to communicate the firm's authority and prestige. Example applications include:

- Exterior Signage
- High-end Corporate Interior Signage
- Corporate Communications.





## **Contact Information**

For approvals, logo files, or brand-related inquiries, please contact:

Brand Manager – Mistireselassie Taddese Wuebet

Email: changesat2021@gmail.com

Phone: +251919981116