



## Logo Usage Guide.

These guidelines help you use the STAR12 logo on a computer to create interactive and print documents for internal and external usage.

August 19, 2010



# Logo Usage Guide.

## Purpose.

The STAR12 logo represents our corporate brand identity and its integrity must be strictly maintained in order to continue to build and protect our brand. It represents STAR12 and the products and services we provide.



- When our logo is being used with other company logos or identities it should be equal or larger and placed prominently
- The STAR12 logo must always be accompanied by ® symbol.
- In order to preserve a consistent image, new designs or marks should not be created as it will cause confusion and dilute our identity.
- Always use capital letters for “STAR” when in body copy. The ® should appear at the first most prominent mention in text (but not in headlines or titles, for aesthetic reasons).

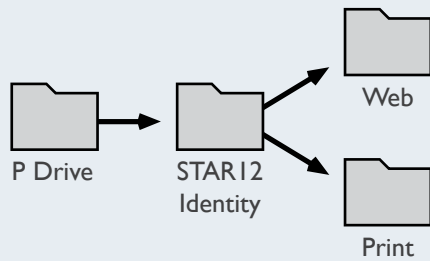
## Uses:

The STAR12 logo should be used as follows:

- Corporate Identity: As the corporate signature on STAR12 business cards, stationery and e-mail sign offs.
- Marketing Materials: As our corporate identifier placed prominently on all materials, including:
  - Printed materials
  - Web including [www.mystar12.com](http://www.mystar12.com) and [www.star12members.com](http://www.star12members.com)
  - External training programs/workshops
  - Other communications to Members:
    1. Direct marketing programs such as e-mails and newsletters
    2. Materials relating to sales programs
- Presentations: Use as the opening and closing mark and as the corporate identifier on slides, overheads, video and electronic presentations.
- Promotional Items: As the corporate signature on all promotional items.
- Event Materials: booth graphics, back of the room materials, signage, etc.
- STAR12 Programs, Publications and Internal Groups: All other STAR12 communications including press releases, internal departmental communications and documentation.

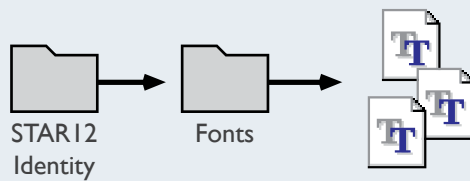
## General Guidelines/Location.

Below are general guidelines and the location of the STAR12 logo in many different standard formats.



### Location

The STAR12 logo is located on the P Drive within a folder called STAR12 Identity. Once there, select either Web or Print to locate the necessary file. Digital files for each treatment should require no manipulation (except for sizing).



### Fonts

The STAR12 fonts are located on the P Drive within a folder called STAR12 Identity. Once there, select the Fonts folder and locate the necessary file.

The STAR12 Font is "Skia".

Usage	Horizontal	Vertical
Print	28mm	21mm
Web	100 pixels	95 pixels

### Minimum Size

- The minimum size of the STAR12 logo will depend on the type of communication vehicle.
- The STAR12 logo must always be accompanied by ® symbol



## Logo Versions: Preferred Format.

This is the preferred format for the STAR12 logo and should always be used unless there is insufficient space. The STAR12 logo must always appear exactly as shown. The letters and spacing are shown in the correct design and proportions. No text or graphic may touch the edges of the logo.

Fig 1.1 - Color on white background



Fig 1.2 - Positive on white background



Fig 1.3 - Grayscale on white background



Fig 1.4 - Reverse on black background



Fig 1.5 - Color on black background



Fig 1.6 - Color on white background, shadow



## Logo Versions: Stacked.

The STAR12 logo must always appear exactly as shown. The letters and spacing are shown in the correct design and proportions. No text or graphic may touch the edges of the logo.

Fig 2.1 - Color stacked on white background



Fig 2.2 - Positive stacked on white background



Fig 2.3 - Grayscale stacked on white background



Fig 2.4 - Reverse stacked on black background



Fig 2.5 - Color stacked on black background



Fig 2.6 - Color stacked on white background, shadow



## Logo Placement.

Correct placement of the STAR12 logo.

Fig 3.1 - Padding: Observe the ascender above the crossbar on the letter t, and the width of the character l.

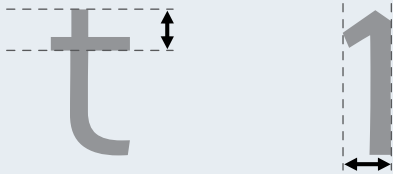


Fig 3.2 - Minimum Padding for the STAR12 logo is the width of the l on the horizontal axis and the height of the ascending crossbar on the letter t.



Fig 3.2 - Minimum Padding for the STAR12 logo is the width of the l on the horizontal axis and the height of the ascending crossbar on the letter t.



## STAR12 Color Palette.

Below is the STAR12 color palette.

Fig 4.1

<p><b>Mark Black</b></p> <p>R: 0            C: 100 G: 0            M: 100 B: 0            Y: 100                   K: 100</p> <p>#FFFFFF</p> <p>Pantone: Black</p>	<p><b>Gary White</b></p> <p>R: 255        C: 0 G: 255        M: 0 B: 255        Y: 0                   K: 0</p> <p>#000000</p> <p>Pantone: White</p>	<p><b>MacPherson Gray</b></p> <p>R: 88            C: 0 G: 89            M: 0 B: 91            Y: 0                   K: 80</p> <p>#58595B</p> <p>Pantone: Black 80%</p>
<p><b>Mary Green</b></p> <p>R: 35            C: 70 G: 31            M: 3 B: 32            Y: 94                   K: 0</p> <p>#52B24F</p> <p>Pantone: 362 U</p>	<p><b>Huie Blue</b></p> <p>R: 0            C: 100 G: 82            M: 71 B: 123          Y: 32                   K: 9</p> <p>#00527B</p> <p>Pantone: 295 U</p>	<p><b>Hilmer Orange</b></p> <p>R: 241          C: 0 G: 90            M: 80 B: 41            Y: 95                   K: 0</p> <p>#F15A29</p> <p>Pantone: 158</p>
<p><b>Karen Purple</b></p> <p>R: 102          C: 75 G: 45            M: 100 B: 145          Y: 0                   K: 0</p> <p>#662D91</p> <p>Pantone: 526</p>	<p><b>Toth Blue</b></p> <p>R: 20            C: 86 G: 119          M: 48 B: 181          Y: 5                   K: 0</p> <p>#1477B5</p> <p>Pantone: 746 l</p>	<p><b>Marr Red</b></p> <p>R: 160          C: 35 G: 37            M: 100 B: 50            Y: 90                   K: 10</p> <p>#A02532</p> <p>Pantone: 1805</p>



# Logo Usage Guide.

## Logo Colors.

STAR12 logo color specifications are determined by the medium in which it is presented and/or the method by which the logo is produced.

## Full Color Logo Treatments.

The full color logo is preferred.

Fig 5.1 - Web Color/RGB Treatment





## Background Colors.

Ideally the full color logo should only be placed on a white or gray background. If the STAR12 Logo is to be placed on a patterned or graphically complicated background, use a white box and the minimal clear area to help distinguish the logo.

Fig 6.1 - Correct Usage



Fig 6.2 - Correct Usage



Fig 6.3 - Incorrect Usage



Fig 6.4 - Incorrect Usage



## Unauthorized Logo Treatments.

In order to build and reinforce our brand image it is vital to maintain consistency in our logo treatments. The following are examples of INCORRECT treatments and SHOULD NOT be used.

Fig 7.1 - Incorrect Usage



Altered Proportions



Logotype without star



Alternate colors



Incorrect fonts



Squished logo



Smoothed logo



Logo missing ®



Altered star



Incorrect I color logo



Altered colors



## Appendix 1.0

### Logo Customization Guide.

These guidelines help you edit the STAR12 logotype on a computer to create a custom user experience.



# Logo Usage Guide.

## Purpose.

Appendix I.0 of The STAR12 Logo Usage Guide outlines editing our logo to represent a special event such as a holiday, anniversary or occasion. All guidelines from "The STAR12 Logo Usage Guide" apply unless otherwise stated.

Any editing of the logo must be approved by the STAR12 brand manager and art director.



## When to Edit:

The following are good examples of when to edit the logotype:

- A Holiday.
- An anniversary of STAR12
- An important news occurrence



# Logo Usage Guide.

## Logo Colors.

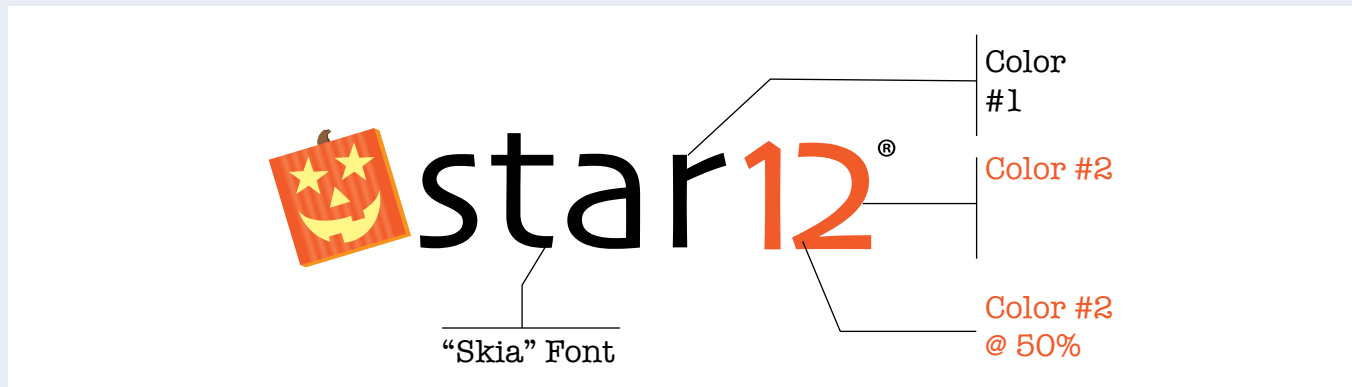
When customizing The STAR12 logo, The colors can be edited to fit the theme of the project. "star" will be one color and "12" will be a different color, with the ® remaining black or white to contrast with the background color.

## Logo Fonts.

The official STAR12 logo typeface is Skia and should not be changed when editing the logo.

## Graphic Mark.

The Graphic Mark for The STAR12 logo can be changed when editing the logo. Conceptually it should tie into the themes of the event being designed for. When possible, it should reference the star shape.





## Appendix 2.0 Enterprise Learning Solutions Logo Guide.

These guidelines help you use the STAR12 Enterprise Learning Solutions logo on a computer to create interactive and print documents for internal and external usage.



# Logo Usage Guide.

## Purpose.

Appendix 2.0 of The STAR12 Logo Usage Guide outlines The STAR12 Enterprise Learning Solutions logo. This logo represents our corporate brand identity and its integrity must be strictly maintained in order to continue to build and protect our brand. It represents STAR12 Enterprise Learning Solutions and the products and services it provides.

All guidelines from "The STAR12 Logo Usage Guide" apply unless otherwise stated.



## Uses:

See "The STAR12 Logo Usage Guide".

## Logo Versions: Preferred Format.

This is the preferred format for the STAR12 Enterprise Learning Solutions logo and should always be used unless there is insufficient space. The STAR12 logo must always appear exactly as shown. The letters and spacing are shown in the correct design and proportions. No text or graphic may touch the edges of the logo.

Fig 9.1 - Color on white background



Fig 9.2 - Positive on white background



Fig 9.3 - Grayscale on white background



Fig 9.4 - Reverse on black background



Fig 9.5 - Color on black background





## Logo Versions: Stacked.

The STAR12 logo must always appear exactly as shown. The letters and spacing are shown in the correct design and proportions. No text or graphic may touch the edges of the logo.

Fig 10.1 - Color stacked on white background



Fig 10.2 - Positive stacked on white background



Fig 10.3 - Grayscale stacked on white background



Fig 10.4 - Reverse stacked on black background



Fig 10.5 - Color stacked on black background



## Logo Colors.

STAR12 logo color specifications are determined by the medium in which it is presented and/or the method by which the logo is produced.

## Full Color Logo Treatments.

The full color logo is preferred.

Fig 11.1 - Web Color/RGB Treatment

