



star
global

Brand Identity Guidelines

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CREATIVE PROCESS

The concept of this logo explores immense success attached with the core business of Star Global.

The overall objective of the star is to identify the company with excellence in their field of commodity trading.

The ability to identify a star in the sky is a privilege and the overall intention is to express the accomplishments of Star Global - which are luminous and prodigious.



star
global

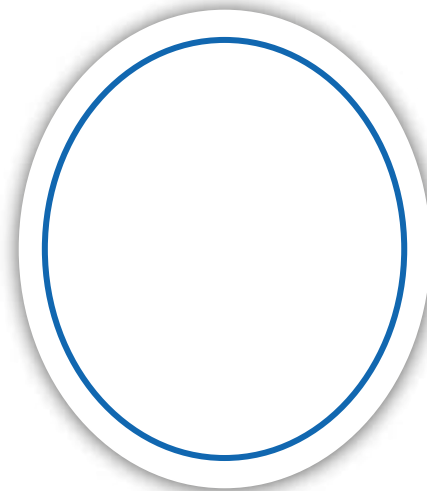
LOGO

Adding to the feeling of the global approach, the two concentric circles which house the star, gives an image of the holistic quality that the company's trading involves.

The Blue color used in the logo signified depth, loyalty and confidence that the company is trying to inculcate within its customers. Blue is a profound signifier of positivity and also wisdom that helps in identification of stability and faith.

The color grey contributes to the industrial touch to the logo as it depicts the elements that the trading specializes in. Grey has always been an ornamental color and here has been considered to symbolize the company's pride in the rich multi sector business opportunities.

The element of white within the circle adds the sense of purity and also is essential in order to avoid negative logo spacing.



LOGO

The typography selected has been constructed from demolition of various fonts to make sure that it does not compete with the logo, rather is provides the encompassing feeling that is embedded within the circular yet block alphabets.

This helps compliment the sophistication of the logo.

The logo consists of the word "star" in a blue, lowercase, sans-serif font, positioned above the word "global" in a grey, lowercase, sans-serif font. The letters are blocky and have a consistent weight, with the "g" in "global" having a distinctively rounded bottom curve.

LOGO COLOR VARIATIONS

Color variations and reversed versions are used for different applications.

FULL COLOUR



REVERSED



SINGLE COLOUR



REVERSED



LOGO

EXCLUSION ZONE

X-BOUNDING BOX MEASURE

The minimum free space required for the bounding box surrounding the logo is the height of x, equal to the height of the x-height (lower case alphabet). This must be maintained when scaling the logo at any size, proportionately. The surrounding area, as demonstrated, is the 'no-go'zone. Visual elements should not be placed within this area.

MINIMUM SIZE

The minimum size measured according to the width of the core logo mark is 320 mm wide relating to print applications and is 75 px wide relating to digital applications. The logo must not go any smaller than this size in any circumstance.

EXCURSION ZONE



MINIMUM SIZE

320mm



MINIMUM SIZE [DIGITAL]

75px



LOGO: DO's AND DON'Ts

PROPER LOGO USE

Please refer to examples,
on the right,
of PROPER LOGO USE.

A - WHITE BACKGROUND



B - BLACK BACKGROUND



C - LIGHT COLOURED BACKGROUND



D - DARK COLOURED BACKGROUND



E - MINIMUM SIZE USAGE



3 cm wide



4.5 cm wide

F - PHOTOGRAPHY USAGE



IMPROPER LOGO USE

Never alter the icon or logo in any way.

Do not animate, colour, rotate, skew, or apply effects to the logo outside of the brand guidelines.

Do not separate any elements of the logo. Never attempt to recreate the logo yourself, change the font, or alter the size or proportions.

Please refer to examples, on the right, of IMPROPER LOGO USE.

A - DO NOT SEPARATE PARTS



B - DO NOT REMOVE PARTS



C - DO NOT DISTORT



D - DO NOT CHANGE COLOURS



E - DO NOT PLACE LOGO AT ANGLE



F - DO NOT SACRIFICE VISIBILITY



COLOUR PALETTE

The choice of colors represent the Visionary and Leadership of the brand Star Global

Blue = Loyalty, strength, wisdom and trust

Gray = Meanings of industrial, sleek, high-tech, and modern

PRIMARY COLOUR PALETTE



C0 M0 Y0 K100
R29 G29 B27



PANTONE - 285 C
C89.06 M55.86 Y0 K0
R17 G102 B176



PANTONE - Cool Gray 10 U
C0 M0 Y0 K60
R135 G135 B135

TYPOGRAPHY TYPEFACE FAMILIES

PRIMARY TYPEFACE - PRINT

DUBAI - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

DUBAI - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

DUBAI - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

SECONDARY TYPEFACE - PRINT

TAMIL MN - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

TAMIL MN - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()

PRIMARY TYPEFACE - DIGITAL

DUBAI - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

DUBAI - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

DUBAI - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

SECONDARY TYPEFACE - DIGITAL SYSTEM FONT

FIRA SANS - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

FIRA SANS - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

FIRA SANS - ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

ARIAL - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

ARIAL - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

ARIAL - ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&*()

Stationary

LETTERHEAD

LETTERHEAD SIZE: W-21 CM H-29.7 CM

FONT: DUBAI

COLOR:



PANTONE - 285 C
C89.06 M55.86 Y0 K0
R17 G102 B176



C0 M0 Y0 K60
R135 G135 B135



C0 M0 Y0 K100
R29 G29 B27

LOGO SIZE: W-5.5 CM H-2.5 CM

FONT SIZE: DUBAI LIGHT

ADDRESS- DUBAI LIGHT 10.26 PT

CLEAR SPACE FOR LOGO:



BUSINESS CARD

BUSINESS CARD SIZE: W-9 CM H-5.5 CM

FONT: DUBAI

COLOR:



PANTONE - 285 C
C89.06 M55.86 Y0 K0
R17 G102 B176



C0 M0 Y0 K60
R135 G135 B135



C0 M0 Y0 K100
R29 G29 B27

LOGO SIZE: W-2.86 CM H-1.36 CM

FONT SIZE: NAME-DUBAI REGULAR 9PT

DESIGNATION- DUBAI REGULAR 7.5 PT

ADDRESS- DUBAI LIGHT 7.5 PT

CLEAR SPACE FOR LOGO:



Abcdefgh Ijklmnop
Abcdefgh-Ijklmnop

P.O. Box No. 83175, 508, Al Dana Centre, Al Maktoum Street, Deira, Dubai, UAE
M: +XXX XX XXXXXXXX T: +971 4 2955402 extn:XXX F: +971 4 2955403
E: abcdef@starglobal.ae www.starglobal.ae



DL ENVELOPE

DL ENVELOPE SIZE: W-22 CM H-11 CM

FONT: DUBAI

COLOR:



PANTONE - 285 C
C89.06 M55.86 Y0 K0
R17 G102 B176



C0 M0 Y0 K60
R135 G135 B135



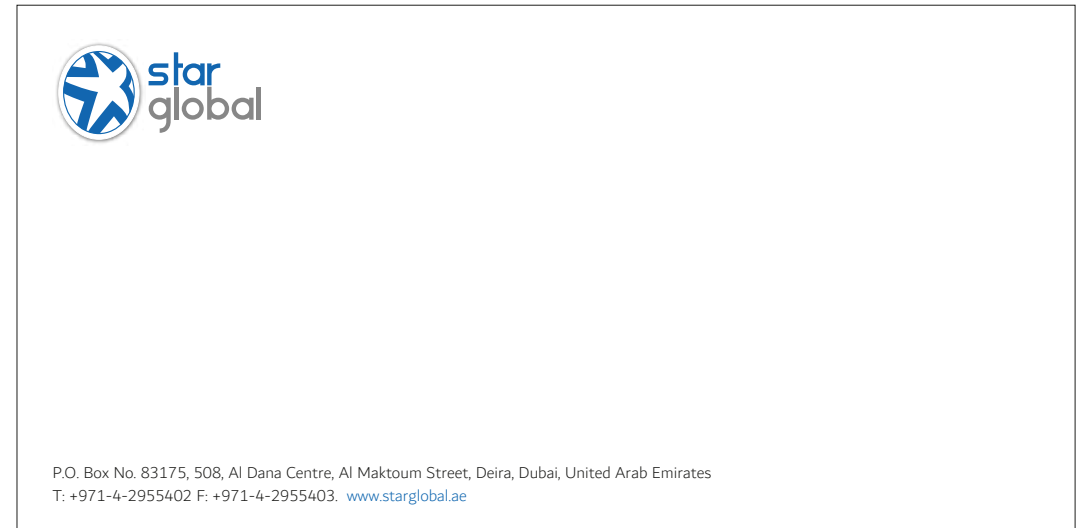
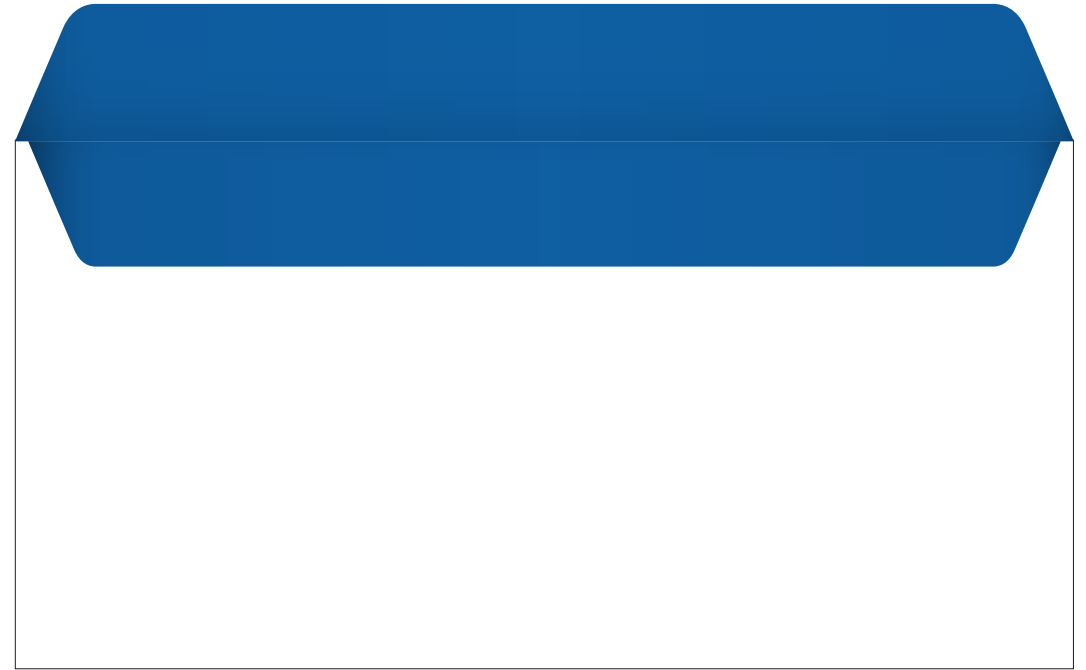
C0 M0 Y0 K100
R29 G29 B27

LOGO SIZE: W-4.23 CM H-2 CM

FONT SIZE: DUBAI LIGHT

ADDRESS- DUBAI LIGHT 10 PT

CLEAR SPACE FOR LOGO:



A4 ENVELOPE

A4 ENVELOPE SIZE: W-29.7 CM H-21 CM

FONT: DUBAI

COLOR:



PANTONE - 285 C
C89.06 M55.86 Y0 K0
R17 G102 B176



C0 M0 Y0 K60
R135 G135 B135



C0 M0 Y0 K100
R29 G29 B27

LOGO SIZE: W-5.5 CM H-2.6 CM

FONT SIZE: DUBAI LIGHT

ADDRESS- DUBAI LIGHT 11 PT

CLEAR SPACE FOR LOGO:

