

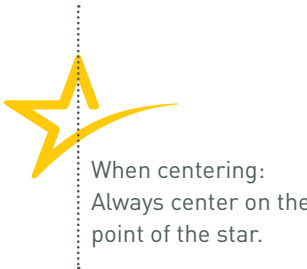
# STARMARK BRANDING | Visual Identity

Starmark brand basics for the agency’s brand mark, color palette and fonts are to be strictly followed in all communications. This is to ensure a unified look and consistency within all documents, presentations, letters, promotional items, etc.

## BRANDMARK & ICON

The Starmark logo represents who we are and where we came from as an organization. It is a visual depiction of the agency name, with a rising “swoosh” mark to symbolize our forward thinking. It is a recognizable mark that has become synonymous with the Starmark brand itself, and should be featured on all communications. The tagline summarizes our essence and can be used for positioning purposes on advertising, collateral, etc.

The star icon may be used on its own as a design element, and is suited for digital, social media, and premiums.



### DOs & DON'Ts

- ✓ **DO** only use the logo and icon options provided
- ✓ **DO** link in PDF logos for all printed documents
- ✓ **DO** leave empty space between the logo or icon and all other elements equal to at least half the height of the star
- ✓ **DO** place the logo or icon to the right edge of the page or screen
- ✗ **DON'T** attempt to recreate the logo or icon
- ✗ **DON'T** stretch or distort the logo or icon
- ✗ **DON'T** use web-sized files for printed documents
- ✗ **DON'T** place the logo on the left edge of the page or screen when possible

## COLOR PALETTE

Starmark’s brand colors, gray and yellow, were chosen because they symbolize specific characteristics of our corporate culture. The palette inspires original thought and inquisitiveness, and represents our Big Ideas mantra.

Note that BLACK is not an approved color in our color palette. All type should be gray instead of black. If printing on a black & white printer, use a tint of 80% black to make gray.

### STARMARK GRAY

PMS: 425 C/U  
8402 C (metallic)  
CMYK: 68/49/54/28  
K ONLY: 0/0/0/80  
RGB: 79/95/93  
HEX: #4F5F5D

### STARMARK YELLOW

PMS: 123 C  
115 U  
CMYK: 0/20/100/0  
RGB: 255/204/0  
HEX: #FFCC00

### DOs & DON'Ts

- ✓ **DO** use only these colors. Tints/screens of these colors are permitted
- ✓ **DO** use gray as a main type color
- ✓ **DO** use yellow as an accent color for rules, borders, underlines, callouts
- ✗ **DON'T** use unapproved colors
- ✗ **DON'T** type body copy in yellow
- ✗ **DON'T** use black whenever possible

## FONTS & STYLES

Our brand font, DIN OT conveys the agency’s sophistication and technology focus. As such, it is very important to our brand to use it properly and consistently. DIN OT should be installed on your agency computer and on any other computer you use to make agency communications.

DIN OT Regular  
*DIN OT Italic*  
**DIN OT Bold**  
***DIN OT Bold Italic***

### HEADLINE OR CLIENT | Subhead or Title

The headline above is 18pt DIN OT Bold, all Uppercase, in gray. The client name may also be typed here in this way. The subhead or title is 18pt DIN OT Regular, Title case, in gray. The headline and the subhead are separated by a space and a vertical line and another space. The vertical line is 18pt DIN OT Regular in yellow. The title, vertical line, and subtitle should not be smaller than 18pt, but may be as large as 48pt.

This body copy is DIN OT Regular 10pt type with 14pt line spacing. Body copy may be as small as 9pt and as large as 11pt. Color should be gray.

### THIS IS A SECONDARY SUBHEAD.

The subhead above is 12pt DIN OT Bold, all Uppercase, in gray. The font size of the secondary subhead should always be the same or up to 50% larger than the copy size, yet must be smaller than the headline size.

### DOs & DON'Ts

- ✓ **DO** follow all size guidelines for headlines, subheads, and copy
- ✓ **DO** type your headline and secondary subheads in ALL UPPERCASE
- ✗ **DON'T** use ANY font other than DIN OT in the weights specified above.

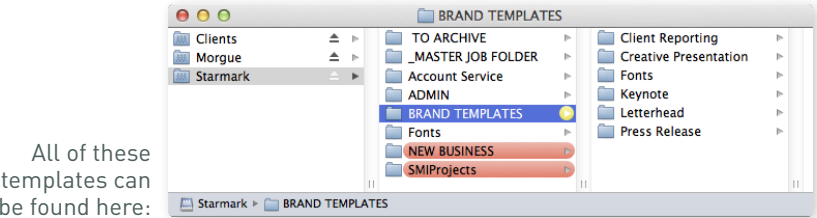


In order to maintain consistency and retain branding when a document is sent to a client or other external recipient, it **MUST** be converted into a PDF. If tracking changes is necessary, a **WORD** document may be sent.



# STARMARK BRANDING | Template System

The Starmark template system was created to ensure all documents that originate from within the agency adhere to the standards demonstrated on this page. This includes internal communication as well as client facing documents.



All of these templates can be found here:

## COVER PAGE



The cover template should be used for creative client presentations. It is customized per client and job and should only be created by Creative or Studio personnel. If a cover page is needed, it should be requested via Studio Request. It will then be appended to your document's PDF.

### FILE TYPES



### SIZES

8.5x11 Letter	8.5x11 Letter	11x17 Ledger/Tabloid
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### DOs & DON'Ts

- ✓ **DO** always include a custom cover page for creative presentations
- ✓ **DO** submit a Studio Request for cover creation
- ✓ **DO** provide Studio with your document as a PDF to which the cover can be appended
- ✗ **DON'T** attempt to create your own custom cover

## FIRST PAGE (NO COVER)



The first page template has a footer displaying our full logo, capabilities, and URL. It should be used on the first page only in documents that are not creative in nature and do not have a cover page. Font styles for titles, subtitles, and copy is included. Margins and column styles are also preset.

### FILE TYPES



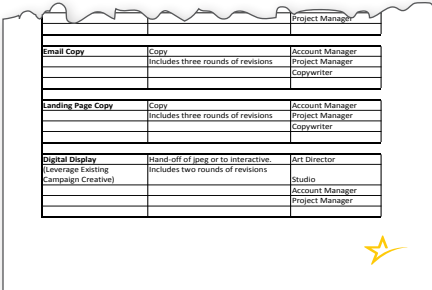
### SIZES

8.5x11 Letter	8.5x11 Letter	11x17 Ledger/Tabloid
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### DOs & DON'Ts

- ✓ **DO** use **Agency** for all correspondence & letters
- ✓ **DO** pick up the template and save a new document before editing
- ✓ **DO** use the font styles, margins, & column styles set in the document
- ✓ **DO** lock document by sending the file outside the agency as a PDF only.
- ✗ **DON'T** edit the footer in any way
- ✗ **DON'T** use for multiple pages within the same deck
- ✗ **DON'T** attempt to add the client's logo to the footer or title

## INTERIOR PAGE



The interior page template has a footer displaying our star icon only. It should be used on the bottom of Page 2 through the end of your document. Optionally, internal-only documents may use this on every page. Font styles, margin styles, and columns are preset. If a cobranded template (client logo + star) is needed, it must be made by Studio personnel.

### FILE TYPES



### SIZES

8.5x11 Letter	8.5x11 Letter	11x17 Ledger/Tabloid
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### DOs & DON'Ts

- ✓ **DO** use **Agency** for all correspondence & letters
- ✓ **DO** pick up the template and save a new document before editing
- ✓ **DO** use the font styles, margins, & column styles set in the document
- ✓ **DO** lock document by sending the file outside the agency as a PDF only.
- ✗ **DON'T** edit the footer in any way
- ✗ **DON'T** attempt to add the client's logo to the footer or title

## BACK COVER



The back cover template has our full logo, capabilities, and URL centered on the page. It is mandatory for any document with a cover page, and optional for any other deck that is 5 pages or longer. Microsoft EXCEL does not have the capabilities to produce a back page, therefore a PDF is offered instead to print or append.

### FILE TYPES



### SIZES

8.5x11 Letter	8.5x11 Letter	11x17 Ledger/Tabloid
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### DOs & DON'Ts

- ✓ **DO** use as the final page of any deck with a cover page
- ✓ **DO** lock document by sending the file outside the agency as a PDF only.
- ✗ **DON'T** edit the page in any way
- ✗ **DON'T** attempt to add the client's logo to the footer or title

## LETTERHEAD



The letterhead template should be used for correspondence ONLY. There are two options: The pre-printed template should be used on official letterhead paper; the electronic template should be used when emailing a PDF. Both versions have a first sheet and a second sheet.

### FILE TYPES



### SIZES

8.5x11 Letter
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### DOs & DON'Ts

- ✓ **DO** use **Agency** for all correspondence & letters
- ✓ **DO** use the letterhead for correspondence
- ✓ **DO** use the font styles and margins set in the document
- ✓ **DO** lock document by sending the file outside the agency as a PDF only.
- ✗ **DON'T** print the electronic template on letterhead paper
- ✗ **DON'T** use for any document that is not correspondence

## PRESS RELEASE



The press release template is designed to be in line with PR industry standards. It should not be used for any documents other than press releases. The template includes the Starmark boilerplate. An HTML version is also available in the signature settings of your Mail program.

### FILE TYPES



### SIZES

8.5x11 Letter
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### DOs & DON'Ts

- ✓ **DO** use the font styles and margins set in the document
- ✓ **DO** lock document by sending the file outside the agency as a PDF only.
- ✗ **DON'T** use for any document that is not a press release

