STARS PRIMARY LOGO

VISUAL IDENTITY USAGE GUIDELINES

The STARS visual identity is one of the pillars of our visual identity. There are two main variants of the logo for use, our Critical Care Red and our White. We've exported vector and bitmap images for use as needed for print and digital use. For more details please see the STARS Brand Toolkit (toolkit.starshorizons.ca).

If you have any questions about how to use this identity, the STARS MarComms team is here to help!

Please note

For Microsoft Office programs, you can use the .SVG file to ensure a clean, non-pixellated image, regardless of what size you use. Please make sure to scale the logo with the correct proportions intact (in other words, don't squish it!).

Usage variants

Typical usage
(for use on white/light backgrounds)
(available in print/CMYK and digital/RGB formats)

Mono/white usage
(for use on dark/photo backgrounds)
(available in print/CMYK and digital/RGB formats)

Safe space and minimum sizing needs



Safe space ensures our brand is seen as a distinct mark on a background or in a layout.



1.5"/ 381mm/144px minimum width

Identity core colours

STARS CC RED
CMYK 0.100.100.0
RGB 242.8.8
HEX #F20808

MIDNIGHT NAVY
CMYK 100.46.0.89
RGB 12.46.63
HEX #0C2E3F

HOPEFUL BLUE
CMYK 45.0.27.0
RGB 145.222.207
HEX #91DECF

SAVING GREY
CMYK 5.8.10.16
RGB 224.217.209
HEX #E0D9D1