

VISUAL IDENTITY GUIDELINES



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The brand identity up on the type of company and the qualities of the services it delivers to its clients - speed, efficiency and reliability.

LOGO. The logo carries the brand name - "**GRAPHICSTAR**", this delivers a straight message about what the company is and what it is all about rather than cryptic or artisric symbols.



GRAPHIC

STAR[®]



TYPE 1



TYPE 2



LOGO. The color BLUE reflects professionalism and sincerity in its dealings with its clientele, while ORANGE signifies how the company is bullish in its aspirations towards customer satisfaction as it maintains its core values and competencies in its brand of services.

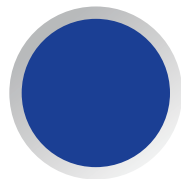
TYPE 1



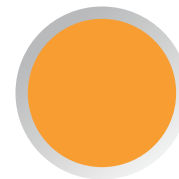
TYPE 2



PANTONE



BLUE
Pantone 072C



ORANGE
Pantone 716C

FULL COLOR. It is strongly recommended that all 4-color cmyk applications be used for print applications when budget and production capacities allow. As this is our principal brand identity and should be used when budget and production techniques allow. Accuracy must be strictly seen to. Please refer to the previous page for the exact breakdown of the CMYK color.

As a guide for non-print applications such as signage and embroidery, the Pantone specifications are also featured on the previous page beside the CMYK specifications. These serve as guides in finding the closest match for paints and or threads.

FULL COLOR**TYPE 1****TYPE 2**

BLACK. The black and white version appears as 100% black. This must be used for black and white collaterals like those to be printed over newsprint for print ads or fliers/posters. Grayscale version is not permissible.

BLACK & WHITE**TYPE 1****TYPE 2**

When there is a need to put the brand identity onto a colored background, the identity will be reversed in a white. Preferably, the brand identity should be reversed on the Graphicstar blue or orange colors.

TYPE 1

BLUE PANTONE 072C



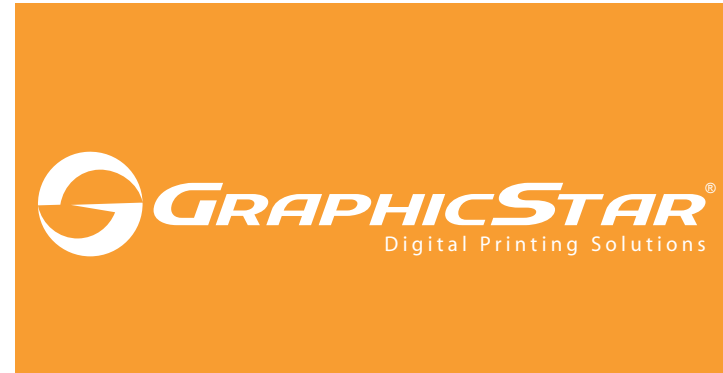
ORANGE PANTONE 716C

**TYPE 2**

BLUE PANTONE 072C



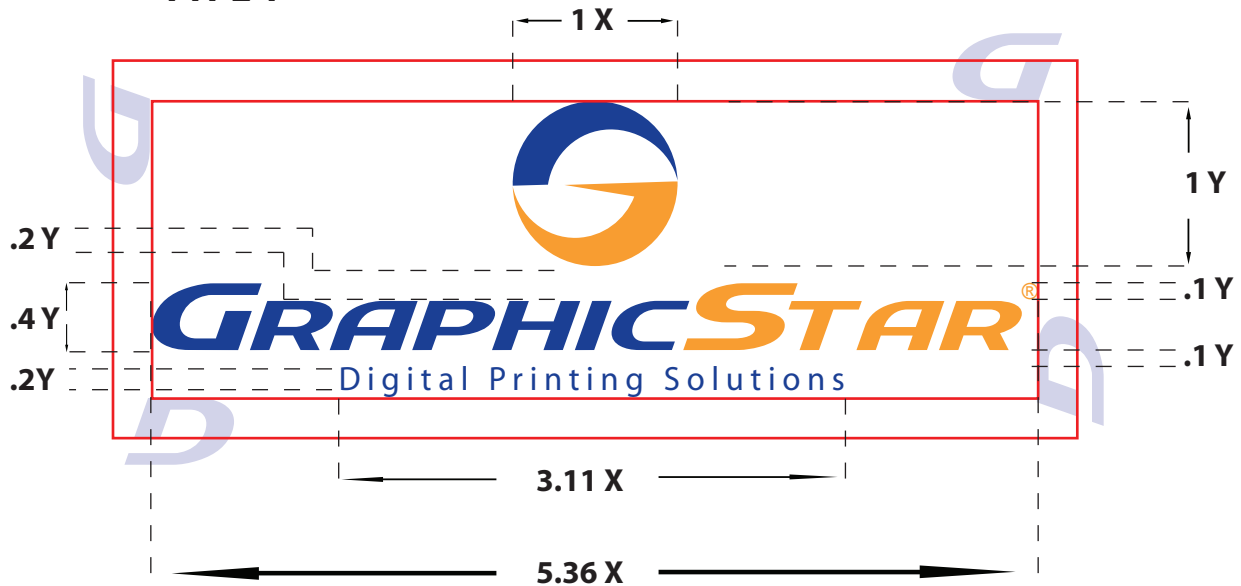
ORANGE PANTONE 716C



The area surrounding the Graphicstar identity should remain clear of graphic clutter to allow excellent readability.

The minimum size of the Graphicstar identity is 25mm. Applications smaller than the specified minimum sizes may render non-readability of the text. The swirl may be mistaken as an indistinct mark or misprint.

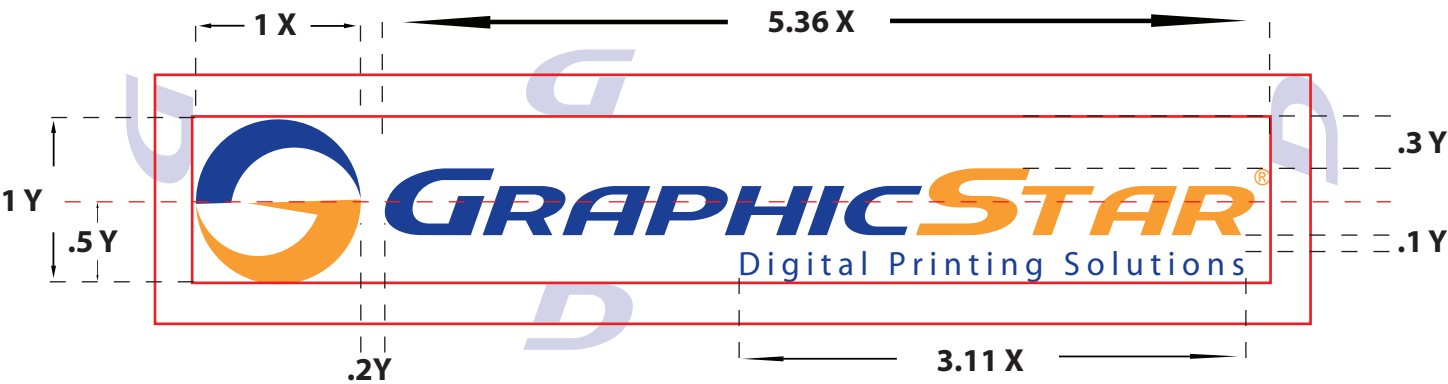
TYPE 1



25mm



TYPE 2



The Graphicstar identity MUST NOT BE ALTERED. The following examples show violations of brand identity usage.



X do not resize some other text



X do not stretch



X do not put outlines



X do not convert to outlines



X do not interchange the colors



X do not put shadows



X do not reverse the shear of the logo



X do not put colored background



X do not put image or texture on back



THE TYPEFACE. The logo uses a simple non-beveled font type QuickExpress - regular, uppercase for the **GRAPHICSTAR** and Myriad Pro - regular for the tag line “**Digital Printing Solutions**”.



QUICKEXPRESS - REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The secondary color palette is an extended palette to be used on all communication material and collaterals.



Pantone 2766C

C 100
M 90
Y 0
K 47

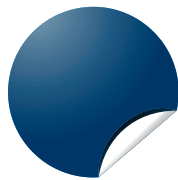
R 18
G 23
B 94



Pantone 3005C

C 100
M 43
Y 0
K 65

R 0
G 53
B 95



Pantone 540C

C 100
M 55
Y 0
K 55

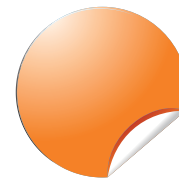
R 0
G 55
B 53



Pantone 179C

C 0
M 79
Y 100
K 0

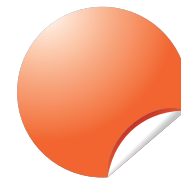
R 241
G 93
B 34



Pantone 158C

C 0
M 61
Y 97
K 0

R 245
G 128
B 37



Pantone Warm RedC

C 0
M 75
Y 90
K 0

R 242
G 101
B 49

The posters and banners shown on this page are a sample template on how to apply the Graphicstar logo.

POSTERS



BANNERS



