Clear Space

HORIZONTAL LOCK-UP

VERTICAL LOCK-UP

CLEAR SPACE
The full height of the ★ is used to define the required minimum clear space around the logo.
Whenever possible, leave more clear space around the logo than the minimum clear space.
The A*STAR logo should not be altered in any way.

Minimum Size

HORIZONTAL LOCK-UP

VERTICAL LOCK-UP

LOGOMARK

Primary Font

Gotham Rounded (Bold)
Gotham Rounded (Medium)

Primary Colours

A★STAR BLUE
A colour of trust, steadfastness, dependability and maturity.

Pantone 287 C
RGB 0 \(i\) 48 \(i\) 135
CMYK 100 \(i\) 81 \(i\) 0 \(i\) 23
HEX #003087

A★STAR RED
A colour of passion, confidence and energy.

Pantone 485 C
RGB 218 \(i\) 41 \(i\) 28
CMYK 0 \(i\) 95 \(i\) 100 \(i\) 0
HEX #DA291C

RECOMMENDED COMBINATION OF COLOURS

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>A★STAR BLUE</td>
</tr>
<tr>
<td>30%</td>
<td>A★STAR RED</td>
</tr>
<tr>
<td>10%</td>
<td>ORANGE</td>
</tr>
<tr>
<td>10%</td>
<td>PURPLE</td>
</tr>
</tbody>
</table>

The A★STAR blue should still remain the core colour of A★STAR.

Colour Versions

LOGOMARK

The logomark can be used for digital platforms (FB / IG) and merchandise only when specified.
Only use the black and white version when there are no other alternatives.

Secondary Font

Open Sans (Bold)
Open Sans (Semibold)
Open Sans (Regular)

Secondary Colours

ORANGE
A colour of friendliness and innovation.

Pantone 165 C
RGB 255 \(i\) 103 \(i\) 32
CMYK 0 \(i\) 68 \(i\) 96 \(i\) 0
HEX #FF6720

PURPLE
A colour of wisdom.

Pantone 2597 C
RGB 92 \(i\) 6 \(i\) 140
CMYK 82 \(i\) 100 \(i\) 0 \(i\) 4
HEX #5C068C

Updated as of April 2021