

A*STAR

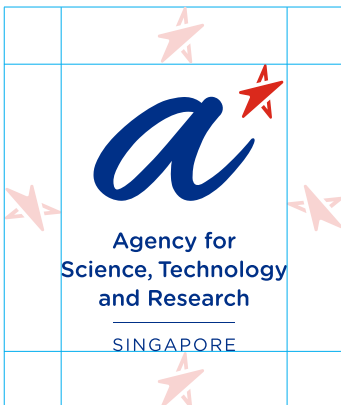
Corporate Identity Quick Guide

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.

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.

Minimum Size

HORIZONTAL LOCK-UP



VERTICAL LOCK-UP



LOGOMARK



Primary Font

Gotham Rounded (Bold)
Gotham Rounded (Medium)

Secondary Font

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

Primary Colours



A*STAR BLUE

A colour of trust, steadfastness, dependability and maturity.

Pantone 287 C
RGB 0 | 48 | 135
CMYK 100 | 81 | 0 | 23
HEX #003087



A*STAR RED

A colour of passion, confidence and energy.

Pantone 485 C
RGB 218 | 41 | 28
CMYK 0 | 95 | 100 | 0
HEX #DA291C

RECOMMENDED COMBINATION OF COLOURS



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

Secondary Colours



ORANGE

A colour of friendliness and innovation.

Pantone 165 C
RGB 255 | 103 | 32
CMYK 0 | 68 | 96 | 0
HEX #FF6720



PURPLE

A colour of wisdom.

Pantone 2597 C
RGB 92 | 6 | 140
CMYK 82 | 100 | 0 | 4
HEX #5C068C