

Starshipit Brand Guidelines

Logos



Horizontal logo



Vertical logo

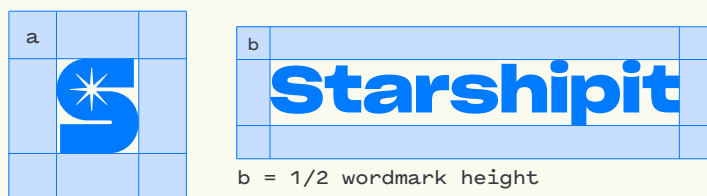


Icon

The logo mark is a bold icon that calls to mind a journey or path a package takes from retailer to customer.

Please use the wordmark and icon logo where possible and the icon only when space doesn't allow for the full logo.

Clear space and minimum sizes



a = 1/2 logomark height

□ = exclusion area



Minimum size for
print and web.



Minimum size for
favicon/social symbol.

For legibility purposes, follow the clear space guidelines around the Starshipit logomark and wordmark. Clear space is defined by 50% of the height of the logo. No elements should be placed within the exclusion area.

Please do not alter, stretch, or recolour the logo in any way. Please place it on a high contrast background for legibility.

Colours

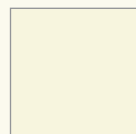
Primary colours



Blue
R0 G123 B255
C100 M20 Y0 K0
#007BFF
PMS 2173C



Light Blue
R199 G223 B255
C18 M5 Y0 K0
#C7DFFF
PMS 2717C



Cream
R248 G244 B222
C3 M2 Y14 K0
#F8F4DE
PMS NA

Secondary colours – to be used sparingly as highlight



Yellow
R237 G255 B0
C0 M0 Y100 K0
#EDFF00
PMS 394C



Pink
R255 G222 B255
C0 M20 Y0 K0
#FFDEFF
PMS P76-1C

Text colour



Charcoal
R56 G61 B66
C9 M0 Y0 K90
#3f3f3f
PMS 432C

Fonts

Sharp Grotesk Light

Sharp Grotesk Book

Pitch Sans Semibold

Arial Regular

Arial Bold

Sharp Grotesk Light is used for headlines and quotes. For smaller body copy, Sharp Grotesk Book is used instead to aid legibility.

Pitch Sans is used for subheadings, captions and short paragraphs.

Arial Regular and Arial Bold to be only used when the brand fonts are not available. For example, emails or web applications.