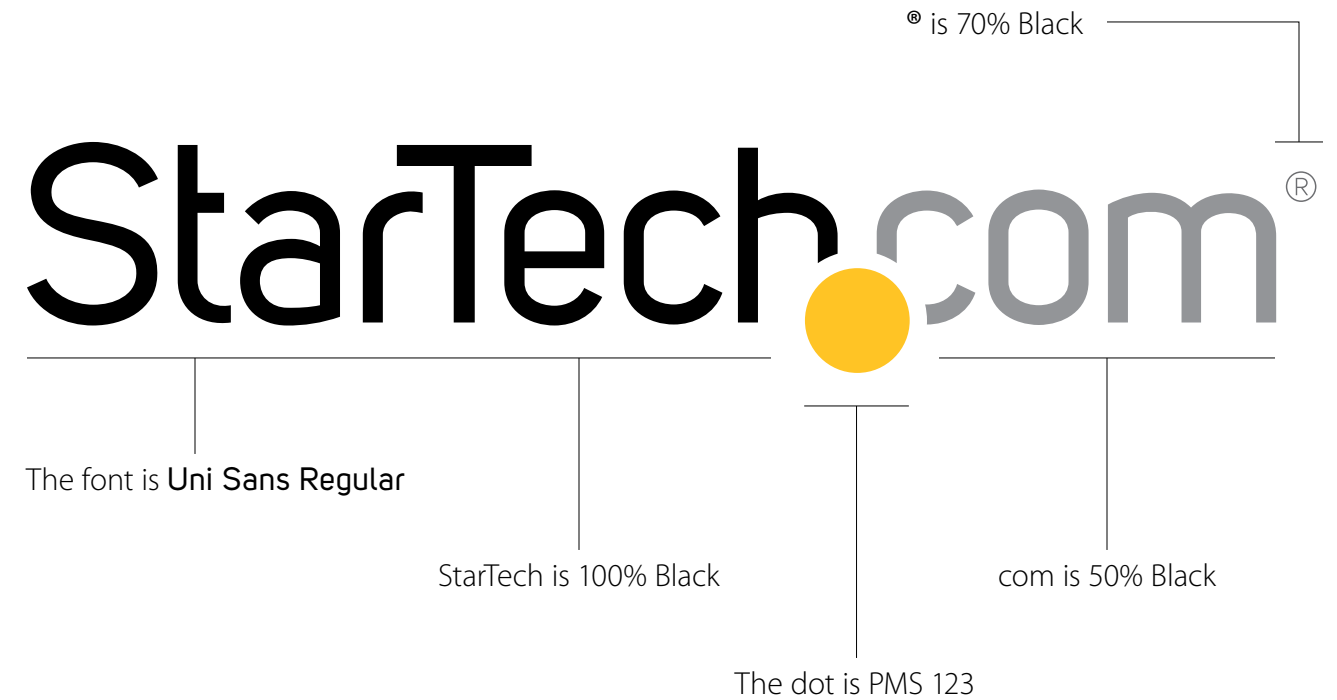


# Visual Identity

Our visual identity is a symbol of our company. Around the globe, wherever it appears, it must rapidly communicate our brand. With that in mind, it was designed to be the essence of simplicity. Clear, distinct, uncluttered, it will register instantly. And memorably.

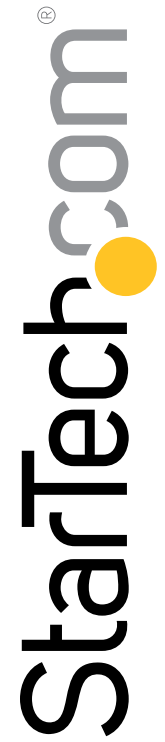
StarTech.com is a dot com company—and we've made the dot its visual focal point. The bright bold circle of yellow is our button. Our call to action. Our customers' starting point.

The foundation of our logo is our name. The font is contemporary and exceptionally readable, and it robustly adapts to any size or application. The yellow dot is an integral element of the design. It is an enduring, universal symbol that will be easily recognized around the globe.



**! Printing concerns:**

You must use PANTONE 115 U on uncoated stock for the best colour accuracy.



## Logo Usage

A successful logo has to be flexible. It must be effective on all applications, from business cards to exterior building signage. It should work well in colour and in black & white. And in every situation the identity must remain constant. The relationship between the elements—the type and the graphic 'dot'—are permanently fixed.



Colour logo. White background.



Greyscale logo. White background.



Solid black logo. White background.



Colour logo. Black background.



Greyscale logo. Black background.



Solid white logo. Black background.

Connecting our brand promise  
with our logo, completes our  
unique brand identity.



Logo. Sizing examples.  
With brand promise. Colour.



Logo. Sizing examples.  
Without brand promise. Colour.



Logo with  
brand promise.  
Various sizes.

Logo without  
brand promise.  
Various sizes.

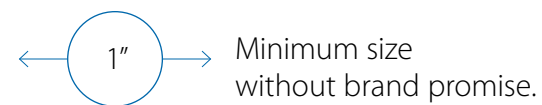
Logo. Sizing examples.  
Without brand promise. Greyscale.

StarTech.com®

StarTech.com®

StarTech.com®

StarTech.com®



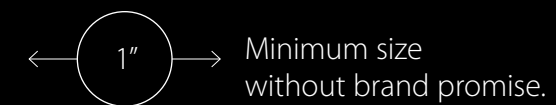
Logo. Sizing examples.  
Without brand promise. Greyscale.

StarTech.com®

StarTech.com®

StarTech.com®

StarTech.com®



Logo. Sizing examples.  
Without brand promise. Solid black.

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StarTech.com<sup>®</sup>

StarTech.com<sup>®</sup>

StarTech.com<sup>®</sup>



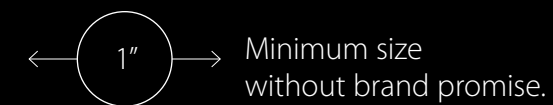
Logo. Sizing examples.  
Without brand promise. Solid white.

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StarTech.com<sup>®</sup>

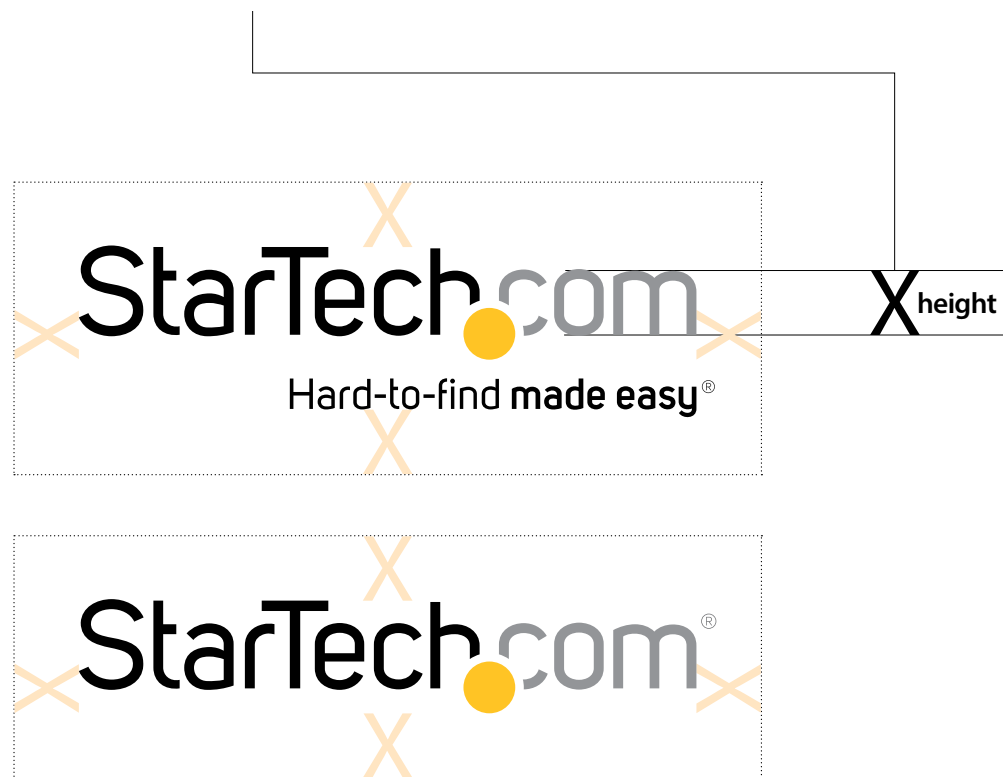
StarTech.com<sup>®</sup>

StarTech.com<sup>®</sup>



# Protected Logo Space

For maximum clarity in all sizes, a specific space must be maintained around the logo to protect it from surrounding text and graphics. The specified space is defined as the **x-height** of the logo, as shown below.



# Incorrect Logo Use

The consistent application of the logo and the brand promise is essential for establishing our brand identity. The type fonts and the graphic dot are locked together and they should never be redrawn, modified, or altered in any way. Only approved digital artwork should be used in documents or on the web. While not a complete list, the examples below illustrate some **incorrect** uses.

