

startelelogic brand book

startelelogic 

Welcome to our new brand

We've brought new life to our brand with a fresh design system, vibrant color palette, clean typographic style, and a fun graphic language that speaks to our mission with loads of personality.

We created this brand book to help you better understand the startelelogic brand and why we look and sound the way we do.

Brand code

What's the 'market space' for our brand to occupy?

As the world moves swiftly into metaverse and boundaries of technological advancements keep expanding, the push for digital first brands to pivot more to quickly respond to such changes is more than ever. While the goal is a better product, that's rarely the result. They are seeking solutions & partners to help them solve real problems and liberate them to focus on what matters. Enabling ambitious businesses identify & reach their own north star.

Startelelogic can champion this by differentiating itself from the competition and tell the full story of our offerings & expertise beyond software in a bold, compelling global brand. A repositioning opportunity that would better resonate with the technology industry and position Startelelogic as an innovative, dynamic and entrepreneurial company.

We need to strengthen our identity internally and externally—renewing customer and employee confidence in our credentials, our international focus is clear and create impact which take better care of humanity. The solutions we provide for our customers & society will be our north star.

What story captures this in a compelling manner – providing the ‘elevator script’ for the brand’s storytellers?

Startelelogic loves solving problems and help businesses grow. We’re proud to work with a huge variety of clients in multiple sectors around the world. Big or small, we’re open to talking to anyone, anywhere. There’s only one condition: We must be challenged.

In digital design, that way of thinking leads to two wonderful things: our clients will reach their goals, and their users will return for more. From sophisticated web apps and bespoke solutions to chatbots, artificial intelligence and augmented reality, we take on projects that others fear. Our blend of technical skill and creative thinking means we’re perfectly placed to create cutting edge digital product engineering. We craft service experiences which remove complexity from people’s lives. We partner with people who design the world we want to live in, one that works with humans and for humans.

And our employees, who are our real stars, are personalities that don’t fit mold. Our employees have one thing in common. They are as ambitious as we are.

What is the singular, powerful idea that will equip the brand to begin to respond to or create the opportunity?

**Enabling ambitious
businesses identify and
reach their north star.**

What nature does our brand need to embody and demonstrate to credibly and consistently deliver on the idea?

Always strive for excellence

Excellence in our work and our services. We seek to learn, turn insights into opportunities by engaging with our clients and to unlock potential. We seek a higher purpose in solving their problems and enabling their vision.

Practice for the greater good

Our practices are fueled by the underlying philosophy of bridge the gap between business, technology and users that make the society & world we live in. We focus on making every product experience joyful, from creation to consumption.

Embrace innovation

We see & use technology as the ultimate enabler for delivering relevant, engaging learning for work. We operate virtually and leanly. We make the cognitive leap to see the value in a seed of an idea.

Our team is our family

While we value independence, we rely on one another for collaboration, support, and honest feedback. We make better work when we work together. We value creating an environment where people actually want to work, grown and excel.

startelelogic brand archetype is the Sage. Brand as a person is an expert, providing useful information and deep knowledge wherever they focus their intellect. Brand's goal is to empower clients to become winners in their set goals.



The Sage Archetype Overview

The Sage archetype revolves around knowledge and truth. For the Sage, the key to success is collecting information and relentlessly pursuing the truth. This particular archetype believes that by gathering reliable, factual information and sharing it with others, we can make the world a better place. It's common for Sage brands to have raised levels of awareness, and to avoid uncertainty, misinformation, misleading assertions, and naivete—in others and/or in itself.

Sage's core motivation is to use intelligence and analysis to understand the world. After all, the truth will set you free.

Copywriting

Less is more. Bold and expressive. Brevity wins.

The way we talk about ourselves plays a large part in how we are perceived.

Although our services, products and interactions with customers are paramount in asserting our brand, it is the words we use that define our tone and style.

The tone of voice is essential in communicating the brand position and central in creating a coherent brand messaging and experience.

Our tone of voice is the reflection of brand values and personality.

Our tone is
Authentic
Confident
Expert
Friendly
Inspiring

Here are a few words that can make writing a little easier. Follow them religiously when you're feeling shaky, or cast them a glance now and then to remind yourself of how startelelogic's brand communication is supposed to be contextualized, framed and sound.

innovative / inspiring / confident / professional /
human / empathetic / showcasing the individuals
that make up the brand / impactful / friendly /
joyful experiences / creative / original / poised /
state-of-the art / cutting edge / dynamic / agile
/ progressive / global / fluent / connected / trust
/ transparent and authentic / simplicity / ever-
changing / always in beta / evolving / flexible /
inviting / open for interaction / collaboration /
expert / motivating / stimulating

Our style is how we use words to communicate our message.

Our style is
Cool
Direct
Motivating
Simple

Always make your writing bold and clear.

Tip

Use hemingwayapp.com to refine your web, social media and marketing copy.

**In a complex world.
Simple wins.**
Never use a complex
word when a simple
one would do.

Pattern language

Brand code

Copywriting

Icon & landmark

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Branding is about creating patterns, not repeating messages.

Find the right balance, but stay within the scope of the brand personalities, to secure a consistent brand voice across touchpoints.

Big picture vs. result

Use **technology and it's impact** when speaking big picture.

Big picture vs. solutions

Mention **pain point and show empathy** when speaking big picture.
State the **challenge and expertise** when speaking big picture.

Big picture vs. process

Use **business and technology** when speaking big picture.

Business vs. product

Use from **idea to production** when speaking from the business perspective.

Big picture vs. joyful experiences

Use from **consumption to greater impact** when speaking from a societal perspective.



Icon & brandmark

Our brandmark is clean, confident, modern and trustworthy.

Our brandmark is an essential part of our brand. It embodies our core proposition and acts as a recognizable signature that unites all of our communication.

On the pages that follow, you'll find the assets and guidelines you'll need to design for the startelelogic's visual identity. When used properly and consistently, the brand's visual identity should feel dynamic, technological and human.

Icon & Wordmark

The startelelogic's brandmark consists of an icon and a wordmark.

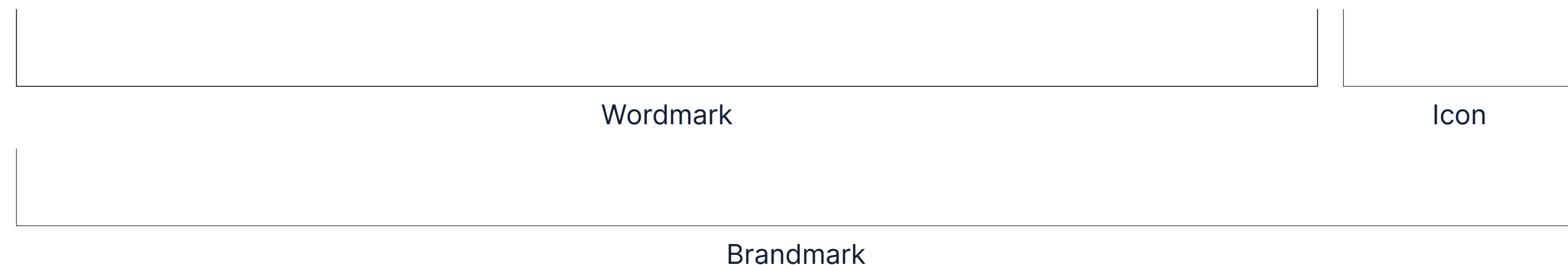
Icon

The icon reflects our brand idea of enabling ambitious businesses identify and reach their north star. The icon takes a visual cue from the word 'star' present in our brand name. But, it's visual expression packs a lot of meaning and intent—the arrow pointing upwards represents progressiveness and looking up to new possibilities all the time. The colours signify that we operate at the intersection of technology and society to drive connected outcomes for our clients.

Wordmark

The wordmark is changed to lower-case to give the brand an open, unified and welcoming tone. It's clean, sharp and projects us as the global tech company.

We use the recommended versions in this guideline document in print, on screen, and on the signage. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.



Icon

The startelelogic icon can live alone for applications where the full lock-up may not be as strong. Examples of this include avatars or product icons.



Wordmark

The wordmark can also live alone, however careful consideration should be given to its use. Think about brand awareness and context: Are people familiar with the startelelogic brand already or will this use-case be supported by other communication which include the icon? Example: our website, merchandising.

startelelogic

Colourways

Wordmark + Icon

Brand code

Copywriting

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When placing the brandmark on backgrounds, ensure there is sufficient contrast so that it remains visible and prominent. For clarity and legibility, brandmarks should be placed on plain, clean, breathable photographic backgrounds in areas that are uncluttered.

Ensure you strictly adhere to the colourways shown on this page. Please do not create alternative versions or place on any other colours except the ones demonstrated here, as it may severely affect overall brand sanity we all are working so hard towards.

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Clear space

Brand code

Copywriting

Icon & brandmark

Colour

Typography

Applications

It is important to keep the brandmark clear of any other graphic element and to ensure the brandmark is legible always. The supplied brandmark has an inherent clearspace built into the artwork files that must be adhered to at all times.

Shown right is a diagram outlining the construction of the minimum space. As shown, no imagery, type or graphic elements can encroach on this space when aligned to the brandmark.

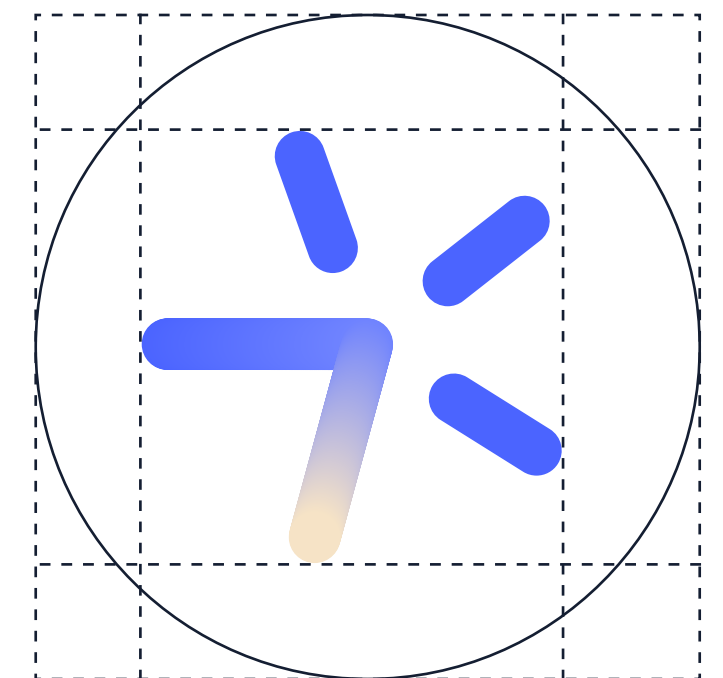
When using our horizontal lock-up, the clear space around it should be the letter 'o' from the brandmark as visually it allows to create perfect and equal spacing from all four sides of the brandmark.



Avatars

Our social presence

When short on space, use our icon to represent our brand. On social media platforms such as Instagram, Twitter, and Facebook, a square image is cropped to a circle. Please adhere to these guidelines to keep our icon balanced inside the circle format.



Colours

Color distinguishes our brand and helps us to create consistent experiences across marketing and product. We use color in meaningful ways in all expressions of our brand.

Our strong color palette infuses the brand with personality, and adds gravitas to our look & feel. The distinctive extended palette gives the brand room to breathe while fresh pops of color give us license to be bold. We can stand out as easily as we can step back.

Core

These are our primary & secondary brand colours; they are for digital space.

We maintain equal balance between the Tech & Human colour showcased here. Doing so reinforces our brand philosophy and the merge of technology and the humans behind it to create impact. It is widely known that blue represents tech, futurism, depth, stability, trust, loyalty, confidence, intelligence, while the cream lends a humanistic touch to our brand visual language.

When thinking about using color, think in ratios. One ratio is the duo palette, which has one lead color and one accent color used in a 3:1 ratio. Specific percentage usages are mentioned here and ensure that they are adhered to at all times.

The Secondary colour palette is a joyful supplement to the Primary colour palette. It is used for expressive graphics –such as the Information design, Iconography, Labels, Image backgrounds or simply as accent colours across all forms of communication.

Primary

Tech

R	75
G	100
B	255
#	4B64FF

35%

Primary

Human

R	246
G	227
B	198
#	F6E3C6

35%

Primary

Deep Tech

R	20
G	30
B	50
#	131F32

15%

Secondary

Neutral	R	243
	G	243
	B	244
	#	F3F3F4

Tech Lite	R	197
	G	225
	B	255
	#	C5E1FF

Tech Green	R	150
	G	240
	B	180
	#	96F0B4

15%

Typography

Typography is a critical component of our brand.

Our typefaces colours the words we use and helps shape their meaning. Our typography allows us to be professional, bold, and friendly in our marketing, and clear and focused with our products & services.

Aventa is our main brand typeface. It is recognizable and brings a clear, visual distinctiveness to our brand. Aventa should be used for display purposes (headlines, subheadlines) and can only be used for emphasis in core brand messaging.

Our typography system has been designed to communicate globally and across a wide media landscape. Its expression lies in its simplicity. Over time, it will become highly recognizable.

Aventa, designed by Ellen Luff, is an exciting geometric typeface with contemporary touches. It's born from strong elementary shapes, with clean circles interwoven with modern cuts and sharp edges. Its distinctive character makes it a versatile, stylish workhorse, great for interfaces and design.

Aventa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aventa Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Main typeface

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Inter is our secondary typeface and an ideal pairing for Aventa. Inter is a variable font family carefully crafted & designed for computer screens.

We use it primarily for body copy, small texts, user interface, infographics. Also for functional purposes such as in UI elements, buttons, captions, labels, etc. across web design.

Inter is a Google Font and a free and open source font family. These fonts are licensed under the Open Font License. You are free to use this font in almost any way imaginable in your products & projects - print or digital, commercial or otherwise.

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Inter Semi Bold

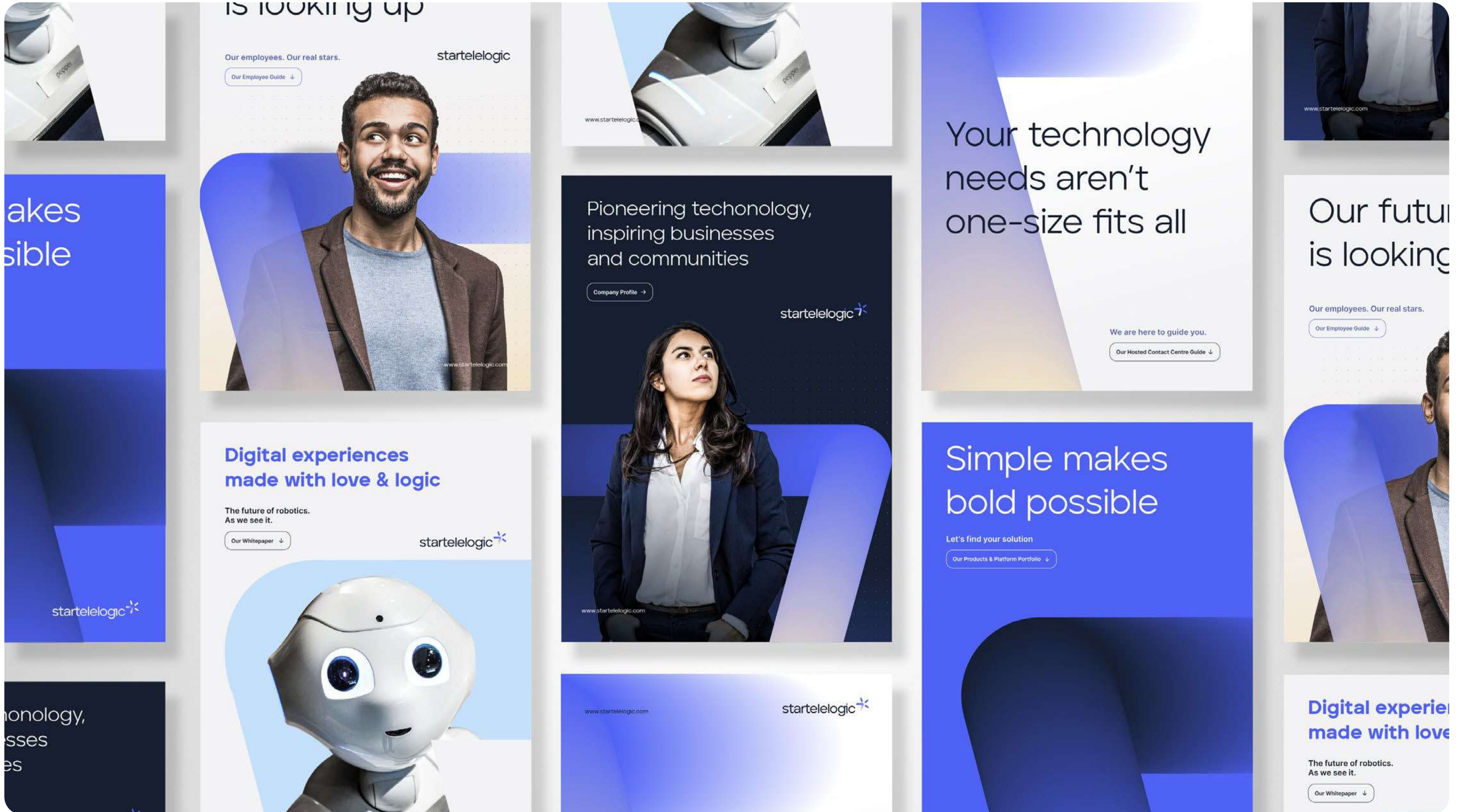
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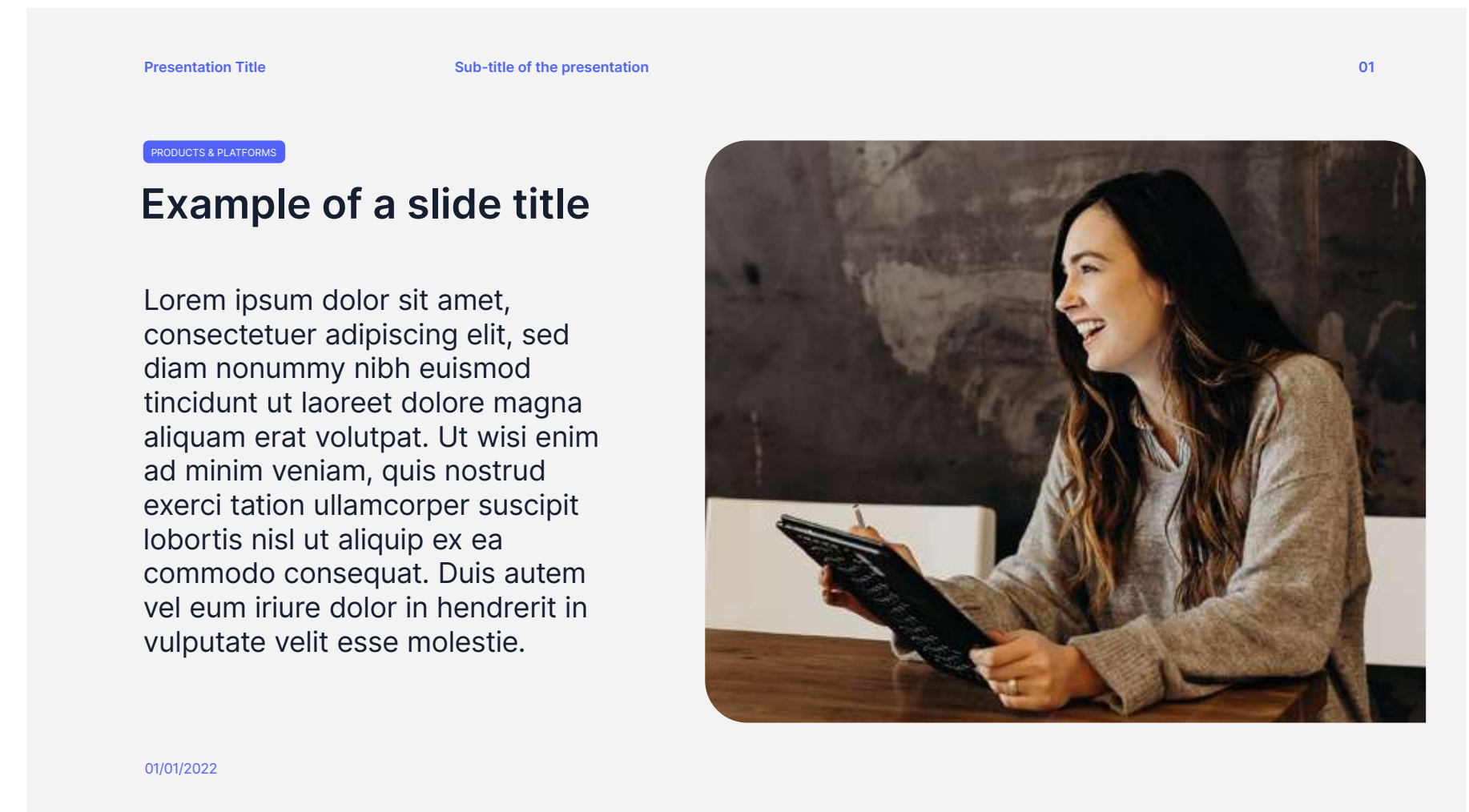
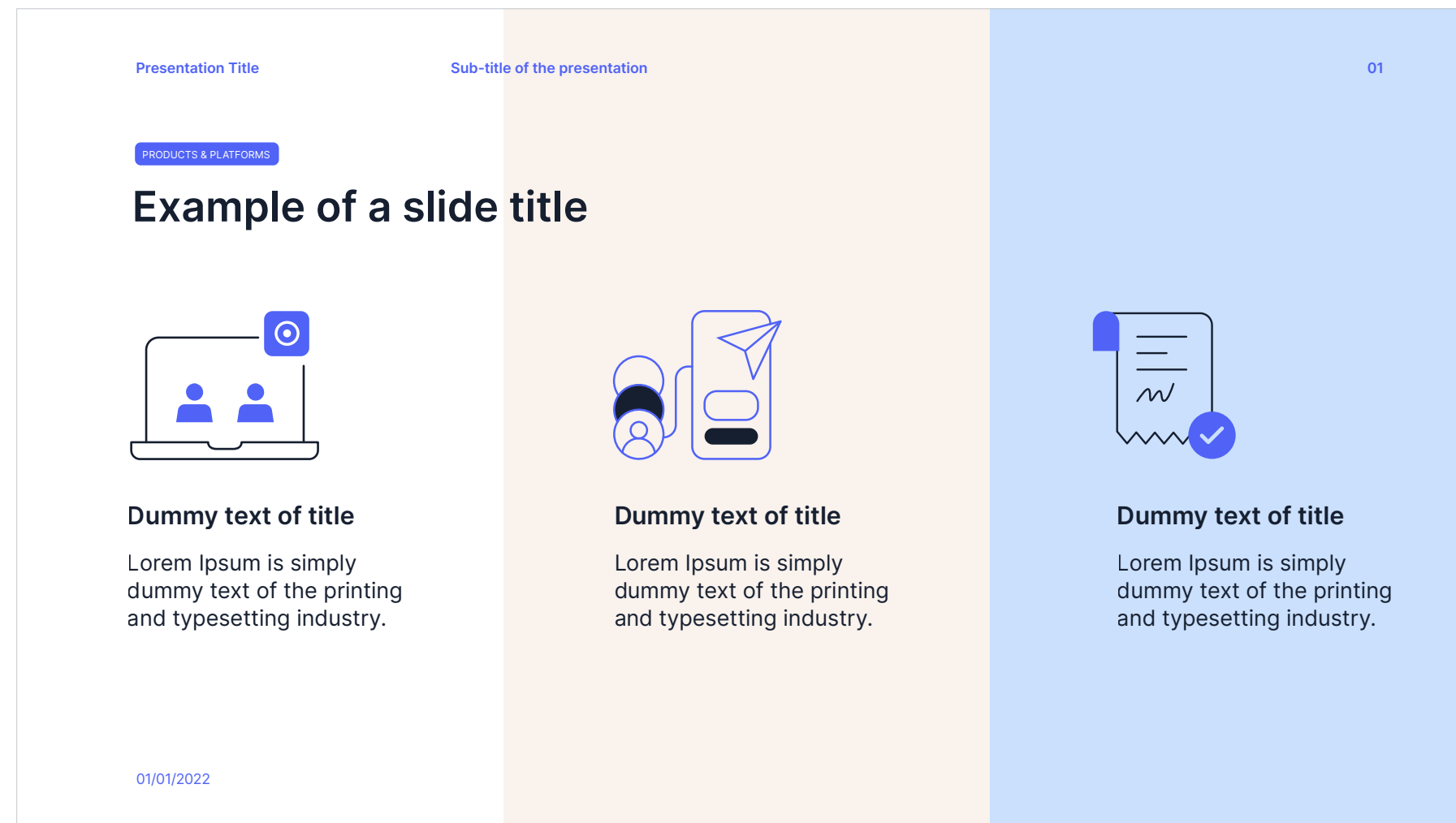
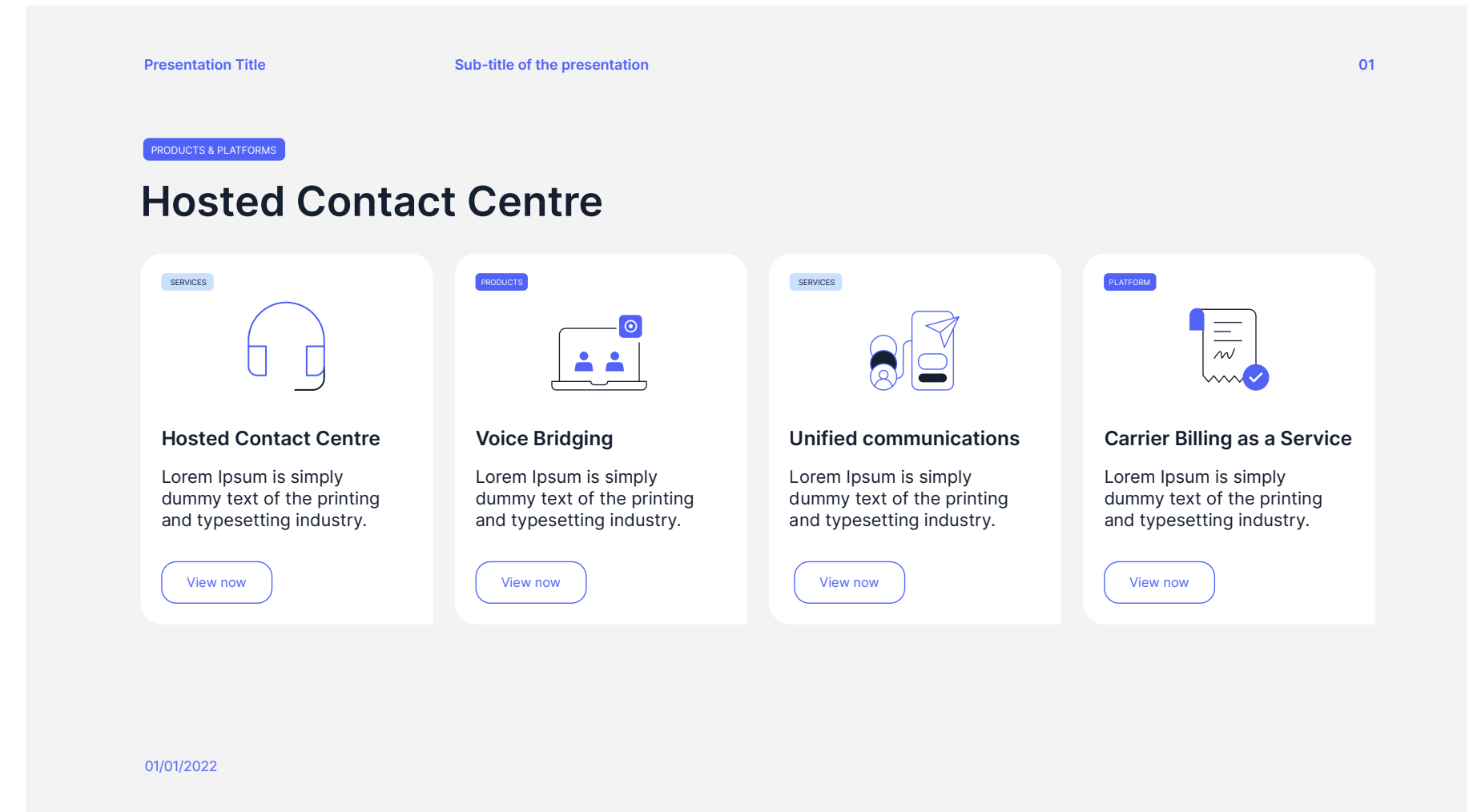
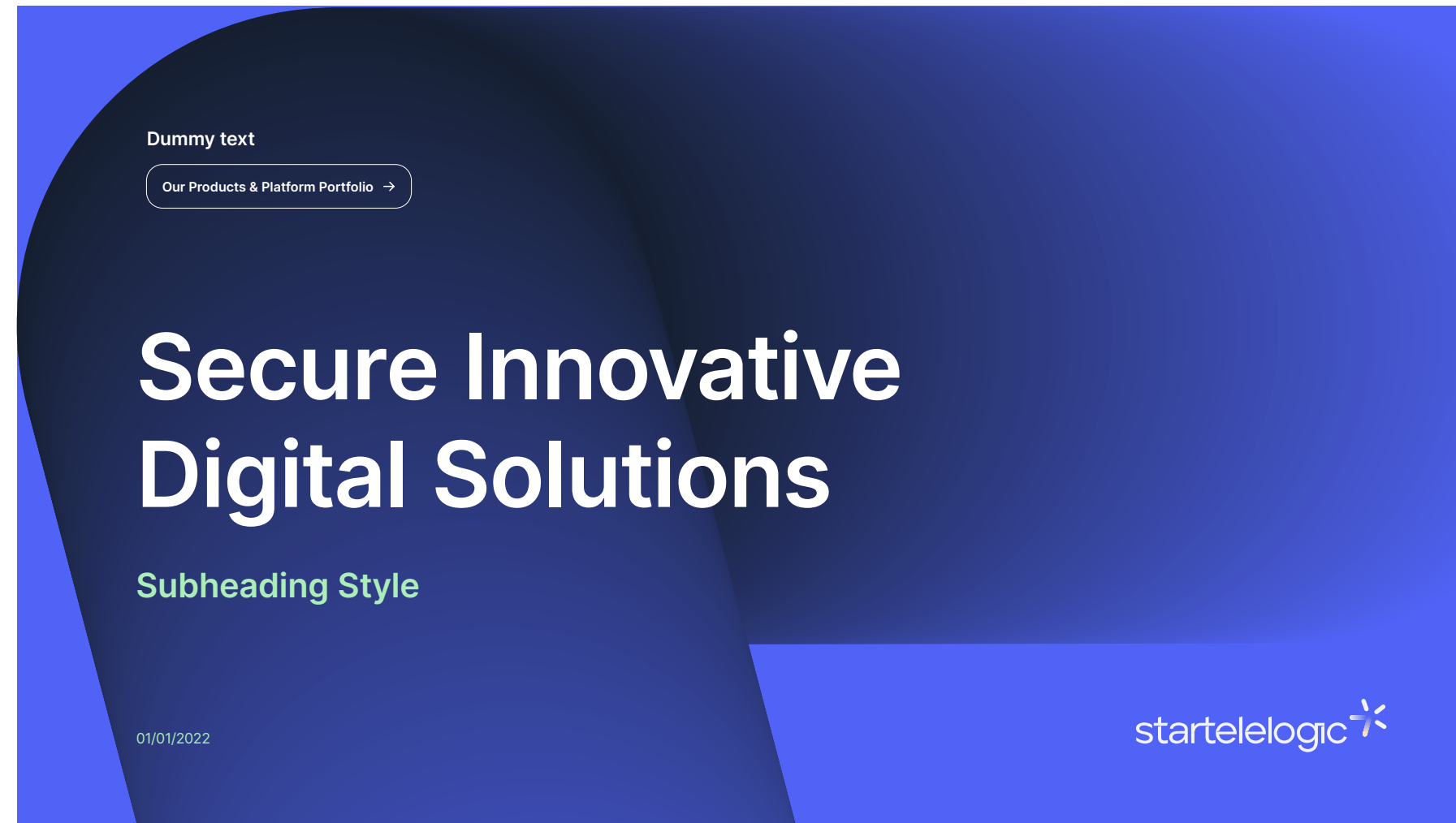
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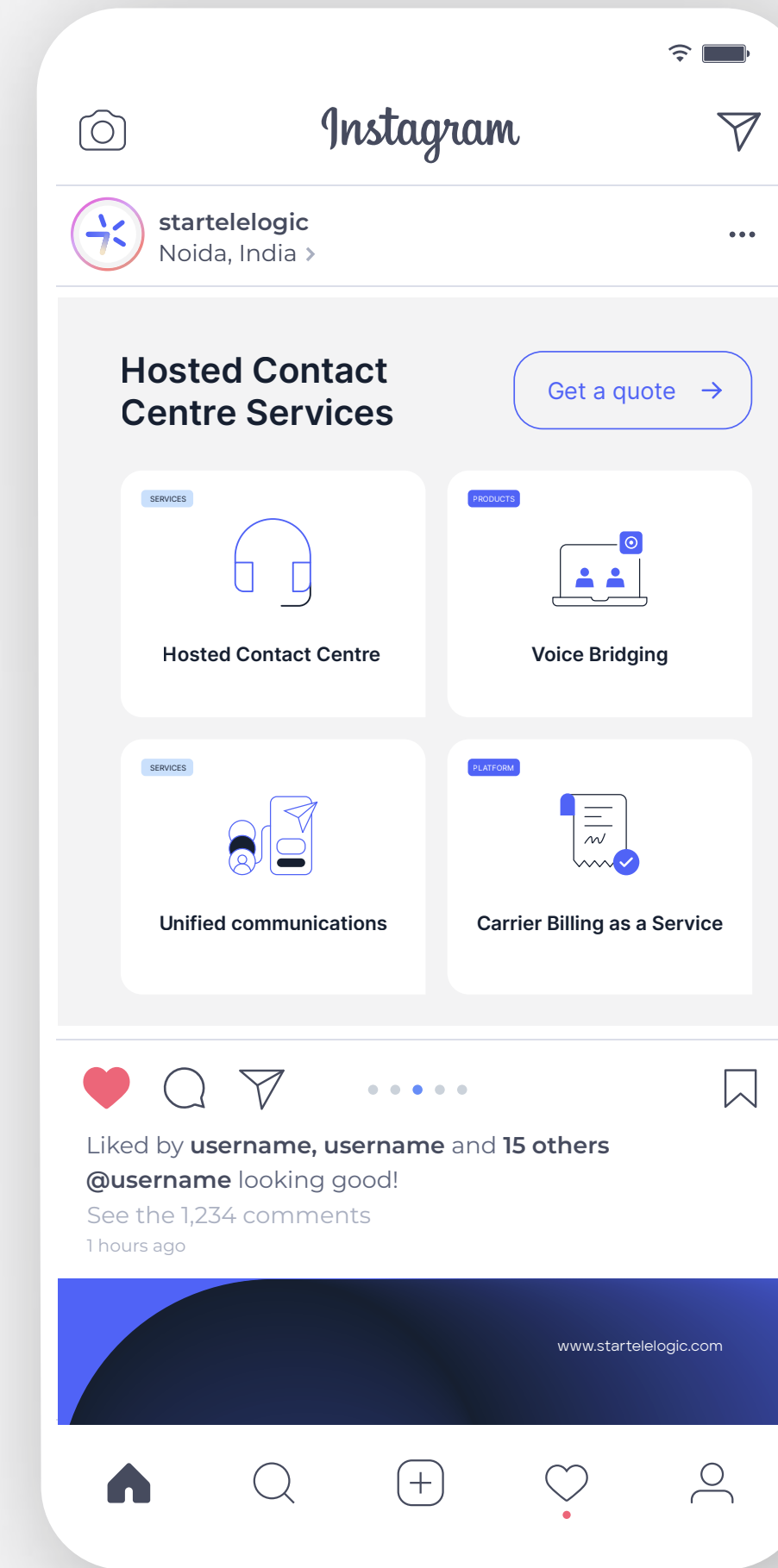
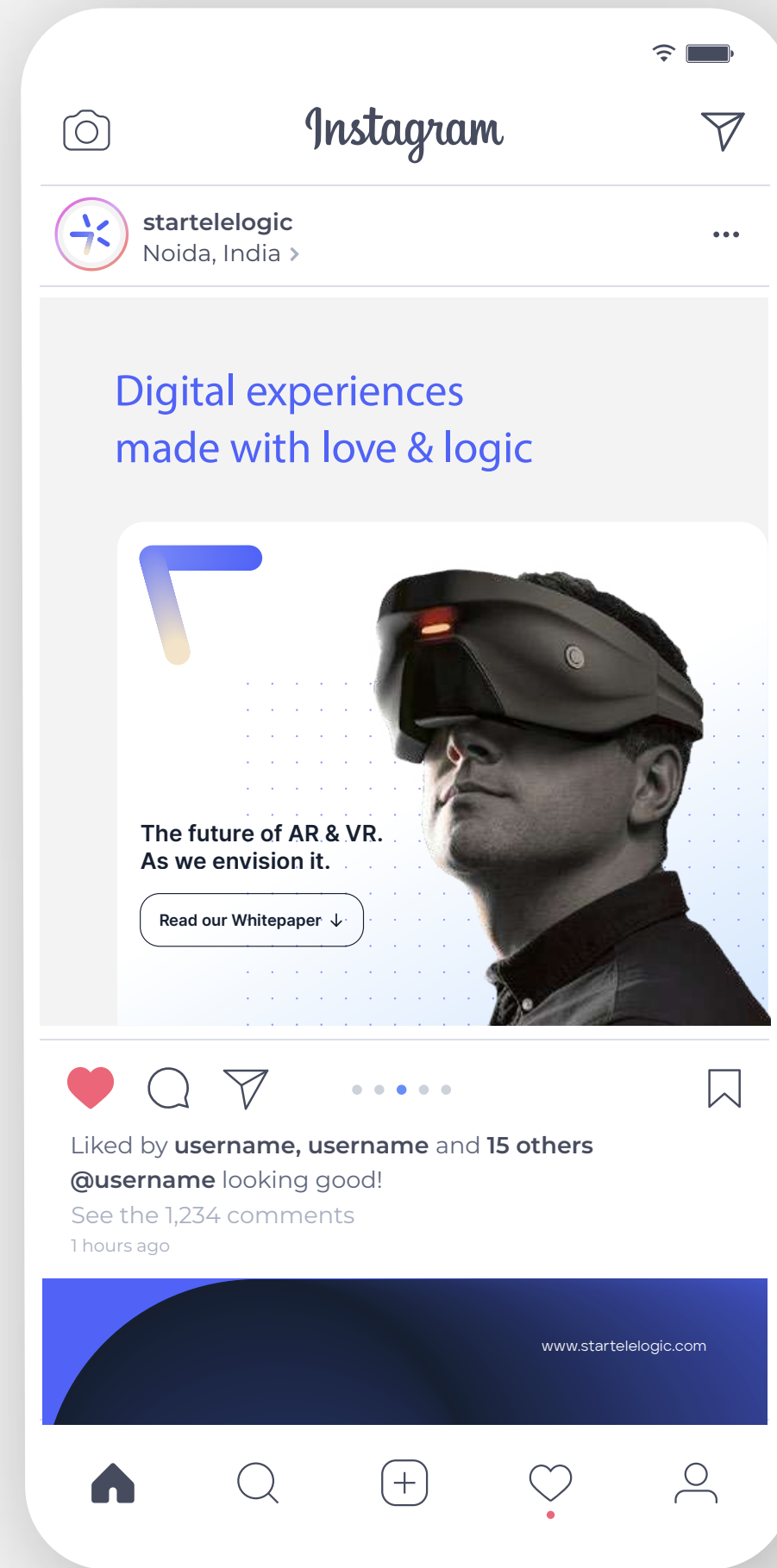
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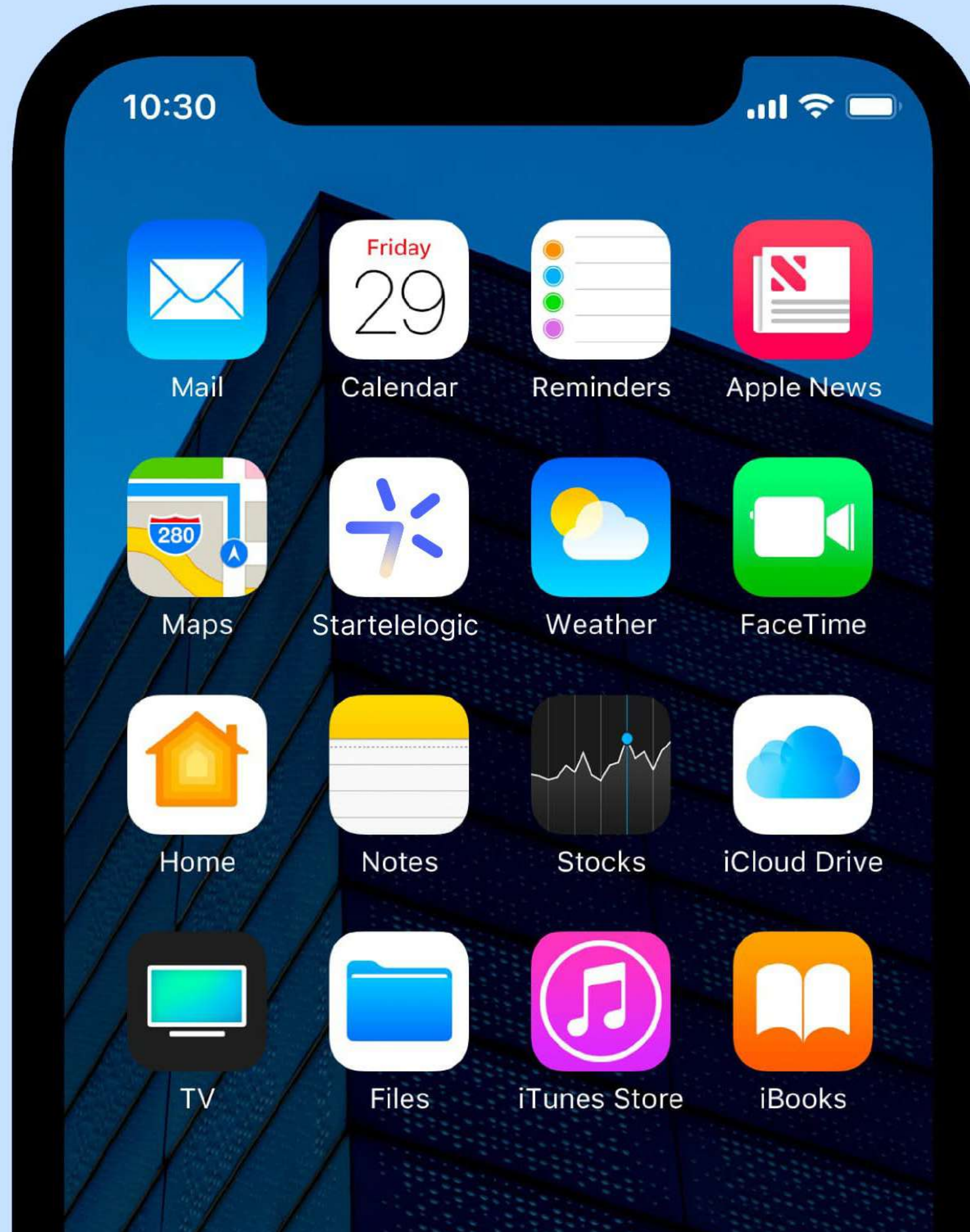


Applications









Thank you

