

## Brand Usage

---



How to  
use our  
product  
logos.

---

## Questions?

---



If you have any questions regarding our logos and how to apply them call Keir or Lee at Intuit Creative on: 09 929 1211.

---

## Master Logo

---

To maximise the power of our logo, we need to give it the respect it deserves. And that means making sure it's given enough space to do its thing.

The logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics). The minimum clear space area is equal to the width and height of the STAR wording

### Horizontal

---



### Clearspace Area

---



### Stacked

---

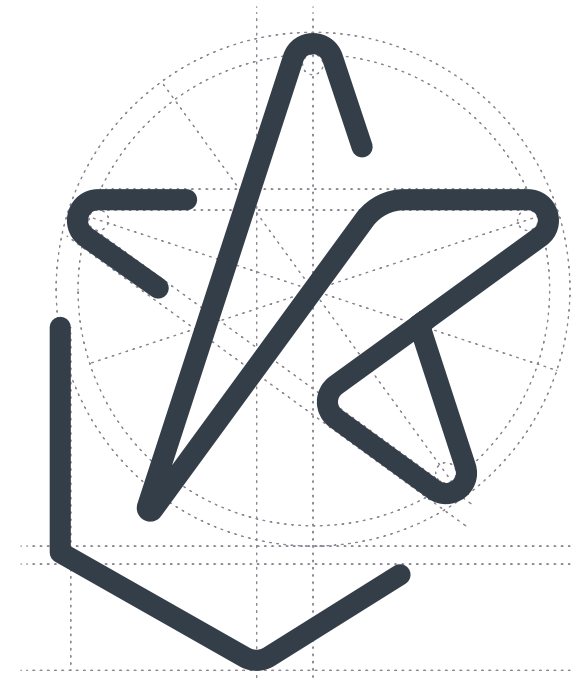


### Clearspace Area

---



# Master Icon



## Minimum Size

Digital

Print



15 mm

20 mm

## SIS Seal

---

### Master Seal

---

### Colours

---

### Minimum Size

---



30mm



ASPHALT



CREAM



BLACK

## Colour Guide

---

Colour is important to us. We've spent a lot of time defining the personality of our products and colour is a key driver. When using our product logos please use colour correctly. If you're not sure reference the tips below.

### Definition Key:

---

- PMS: For specifying sign writing applications
- CMYK: For specifying print applications
- RGB: For specifying digital applications
- HEX: For specifying website applications

### Master Brand Colours

---



PMS 432C  
CMYK 80/65/50/50  
RGB 51/62/72  
HEX #333E48



PMS 7534C  
CMYK 5/5/15/8  
RGB 209/204/189  
HEX #D3CCBD



PMS 871C  
CMYK 43/45/75/15  
RGB 139/120/80  
HEX #8B7850

### Secondary Brand Colours

---



PMS 7532C  
CMYK 45/60/70/35  
RGB 110/81/64  
HEX #6E5140



PMS 485C  
CMYK 5/100/100/0  
RGB 226/35/26  
HEX #E2231A



PMS 143C  
CMYK 0/35/95/0  
RGB 252/175/38  
HEX #FCAF26



## Everyday Logo

---



## Clearspace Area

---



## Minimum Size

---

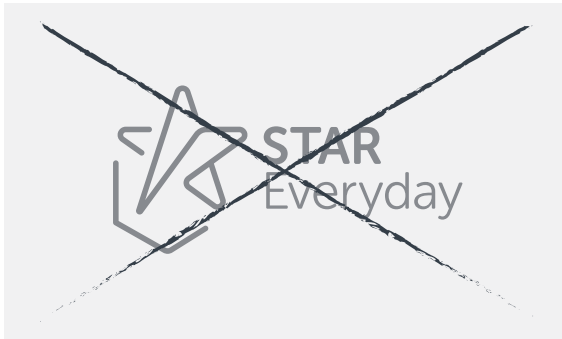




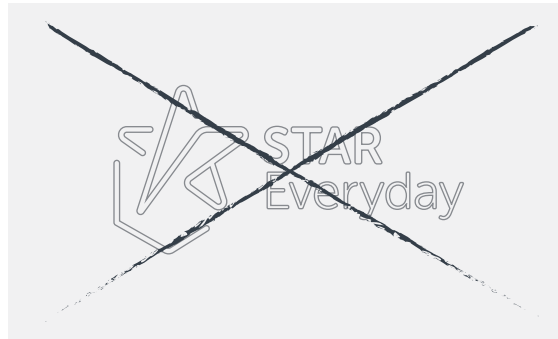
## Logo don't's

---

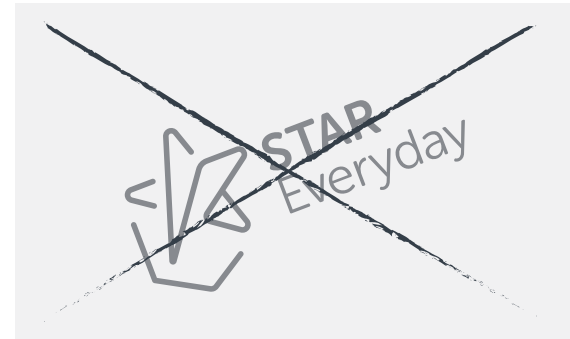
*Don't change colour of the logo.*



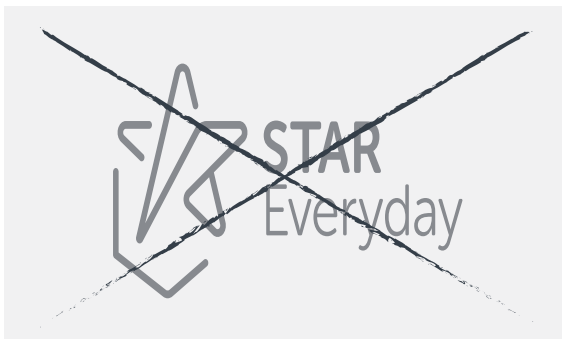
*Don't outline the logo.*



*Don't rotate the logo.*



*Don't distort the logo.*



*Don't place the logo on background images.*



*Don't place the logo inside shapes.*

