# our identity

**SEASTAR SOLUTIONS®**

| Star | Text |
|---|---|
| icon | Logo Type - Based on Arial Regular |
| Black 30% | bespoke adjustments |
| Black 60% | SEASTAR - C100 M75 Y0 K20 |
| Solid Black | SOLUTIONS - Black 60% |

## making our mark

**SeaStar Solutions® logo.**

The eight sided Star is designed specifically to provide a cohesive center point for our brands.

SeaStar® is a recognized trade mark throughout the marine industry.
Strong graphic elements reinforce direction and movement.

Our SeaStar Solutions® logo is the mark of our visual identity. The usage of the basic elements should always be in accordance with the guidelines outlined in this Design Manual. Each visual element can strengthen or weaken our public image. Therefore, it is essential that we produce all visual communication under the direction of the outlines set out in the following pages, in order not to compromise our identity.

# graphic engineering

Precision engineered elements collectively create quality
performance when working together

## precision
## parts
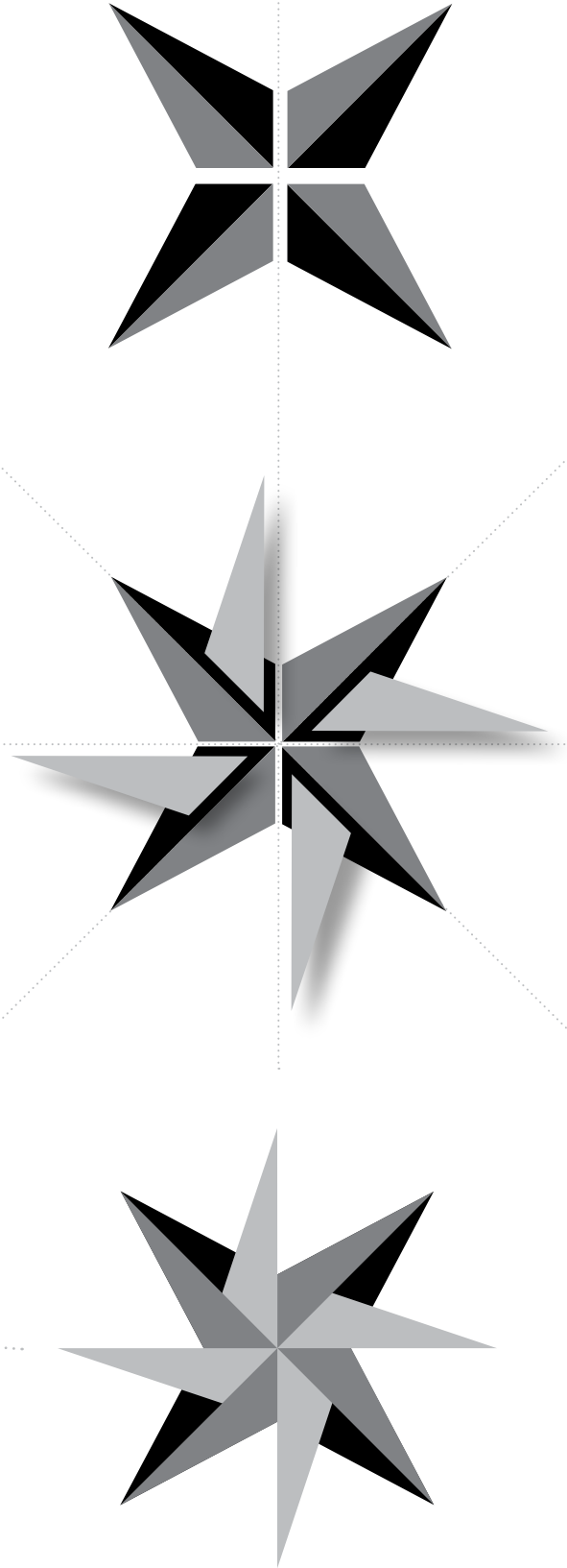
# our operating marine businesses

**Hydraulic Steering Systems**
**Engine and Drive Parts**
**Shields Hose**
**Mechanical Steering**
**Controls and Cables**

**our ethos**
**making**

## Sierra Marine Engine and Drive Parts
Over 6000 parts.

## SeaStar
Superior outboard hydraulic steering systems.

## BayStar
Hydraulic steering for lower powered outboards.

## Optimus EPS
High performance hydraulic steering systems.

## Xtreme Mechanical Steering
The best mechanical steering systems.

## NFB
Our registered 'No Feed Back' Logo, for mechanical
steering systems.

## Shields Hose
The best quality marine hoses.

## OnBoard Rewards
Dealers build reward points through our OnBoard Rewards
program.

## INCA Molded Products INC
Manufacturers of the first permanently installed cross-linked
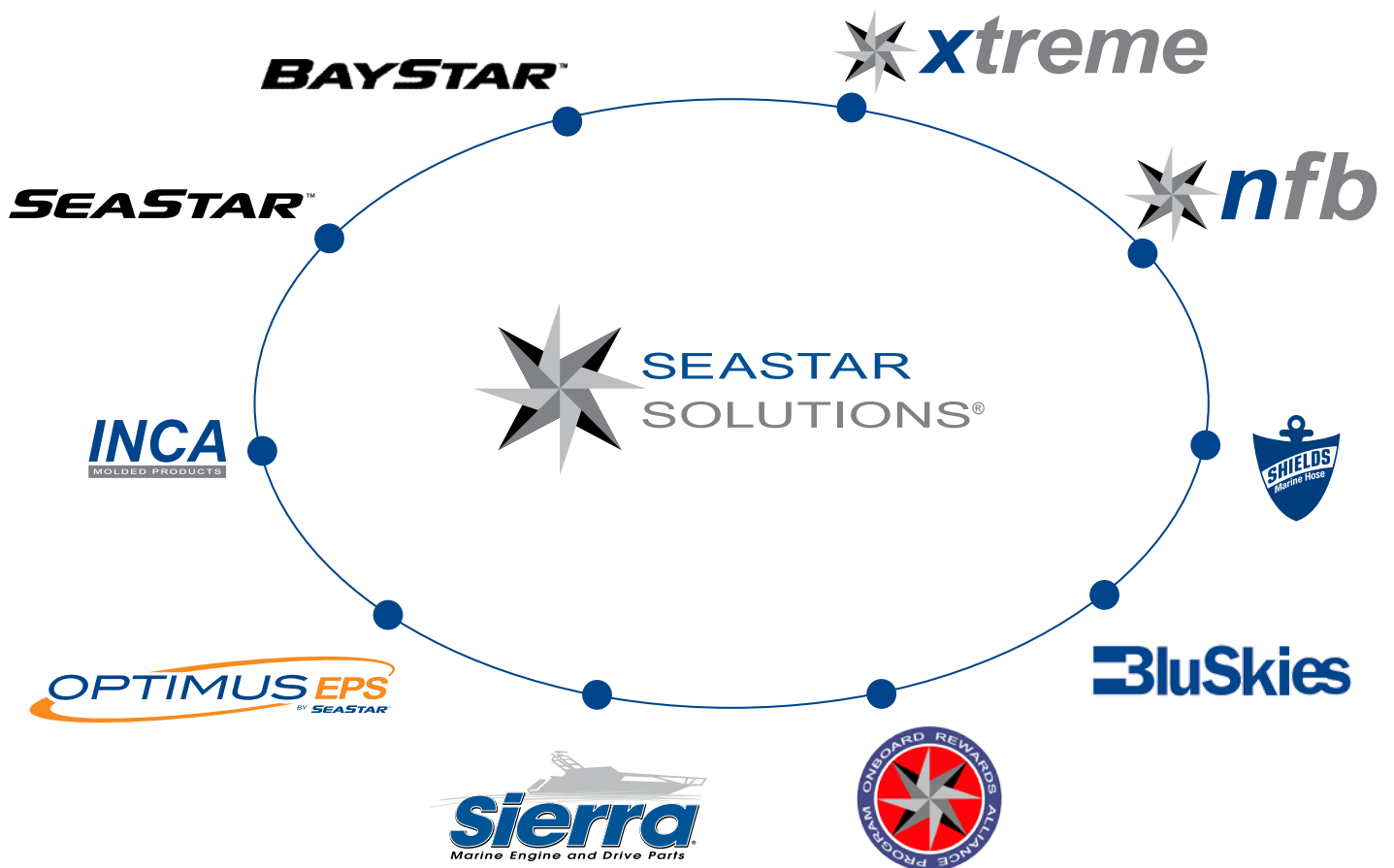polyethylene fuel tank in the marine industry.

## BluSkies
Marine Fuel tanks and fuel systems.

# our brands

SeaStar Solutions® provides a cohesive center point for our core businesses.

## precision parts

# isolation area

Protective area - allow free space around logo

CMYK Preferred use of the logo.

The Logo should not be
reproduced less than 1" width
If you have a requirement for a
smaller logo contact:
SeaStar Solutions

## allowing space

Here is an example of how the isolation area
protects the way a logo is viewed.
If the logo is crowded with text, images or
graphics it can become lost or overpowered,
loosing the impact, clarity and purpose of the
identity.

# color program

## Primary Colors

**SeaStar - CMYK - Blue**
C - 100%
M - 75%
Y - 0
K - 20%

Pantone Blue - 280

**CMYK - Blue**
C - 100%
M - 75%
Y - 0
K - 20%

Pantone Blue - 280

**RGB - Blue**
R - 0
G - 69
B - 140

**Solutions - Dark Gray**
K - 60%
Pantone Cool Grey 11
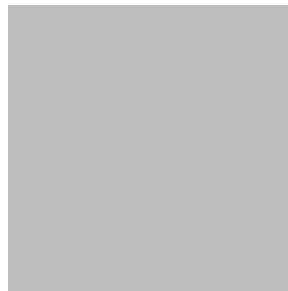
**Light Gray**
K - 30%
Pantone Cool Grey 6
Use for the Sierra and
Shields Grey Logos
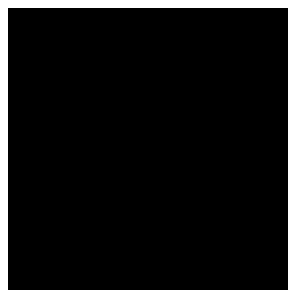
**Star - Light Gray**
K - 30%
Pantone Cool Grey 6

**Dark Gray**
K - 60%
Pantone Cool Grey 11
Also for all other single
color Grey logo's

**Star - Dark Gray**
K - 60%
Pantone Cool Grey 11

**Star - Black**
K - 100%

**Black**
K - 100%

## Complementary Colors

**CMYK - Orange**
M - 55%
Y - 100%

Pantone Orange - 021

**RGB - Orange**
R - 246
G - 139
B - 31

# single color

When a single color version is required we have provided 4 colors, Black, Blue, Gray and White.

**Black**
K - 100%

**Pantone Blue** - 280

**Gray -** 60% Black or
Pantone Cool Gray 11

**White reversed**

# dark backgrounds - 'keyline' logo

SEASTAR SOLUTIONS®

With a dark background use the 'Keyline' version.
The area of isolation still applies. Avoid text and elements interfering with the logo.

adding
impact

# typography - general use

**Arial** - Easy to read, contemporary sans serif design. Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with modern thinking and styles. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Terminal strokes are cut on the diagonal which helps to give the face a less mechanical appearance. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising, promotions and digital media.

Arial Regular
## SeaStar Solutions

Arial Italic
## *SeaStar Solutions*

Arial MT Pro Medium
## SeaStar Solutions

Arial Bold
## **SeaStar Solutions**

Arial Bold Italic
## ***SeaStar Solutions***

Arial Black
## **SeaStar Solutions**

### Titles
Arial MT Pro Medium - 25pt with 30pt leading - (preferred)
## SeaStar Solutions

### Headings
Arial MT Pro Medium - 16pt with 20pt leading - (preferred)
### SeaStar Solutions

Arial Bold - 16pt with 20pt leading
### **SeaStar Solutions**

Arial Black - 16pt with 20pt leading
### **SeaStar Solutions**

### Sub Headings
Arial Bold - 12pt with 15pt leading
**SeaStar Solutions**

### Body Text
Arial Regular - 9pt with 15pt leading - (preferred)
SeaStar Solutions

Arial MT Pro Medium - 9pt with 15pt leading
**SeaStar Solutions**

# typography - designers

## Titles adjusted type

Vertical scale 80%

Horizontal 100%

Tracking set to 0

Arial MT Pro Medium - 25pt with 25pt leading - (preferred)

# SeaStar Solutions

## Headings adjusted type

Vertical scale 80%

Horizontal 100%

Tracking set to 0

Arial MT Pro Medium - 16pt with 16pt leading - (preferred)

## SeaStar Solutions

Arial Bold - 16pt with 16pt leading

## SeaStar Solutions

Arial Black - 16pt with 16pt leading

## SeaStar Solutions

## Sub Headings

Arial Bold - 12pt with 15pt leading

**SeaStar Solutions**

## Body Text

Vertical scale 100%

Horizontal 100%

Tracking set to 0

Arial Regular - 9pt with 15pt leading - (preferred)

SeaStar Solutions

Arial MT Pro Medium - 9pt with 15pt leading

**SeaStar Solutions**

arial, easy to read

# identity position - why top left

Western language users read left-right, top down. This has also transposed to website designs. The other common analogy, a store front still (mainly) has the logo at the top.

It's therefore important to establish common usage to create a cohesive outward impression.

Stationary items should consistently show the logo in the top left
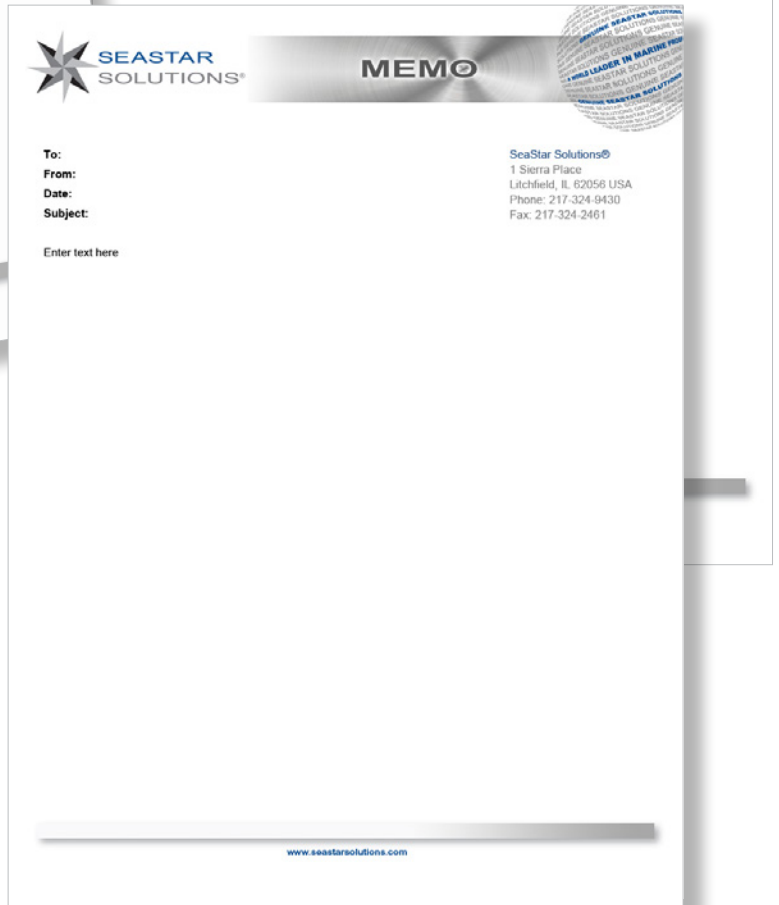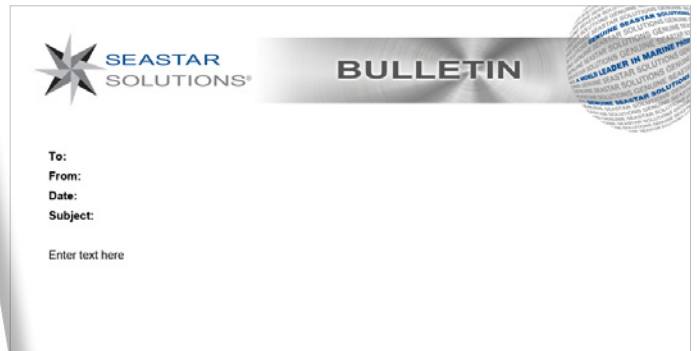
Examples include:

Word doc letterhead

Word doc Bulletin

Word doc Memo

Internal News Bulletins

Printed Business cards

**see layouts/stationary for full grid specifications section 2 p43**

# identity position - centered

There will not be many instances where we use the identity in a centered position. Used mainly when you want to draw attention to the identity as the key feature ie: a corporate advertisement about SeaStar Solutions.



**A STAR IS BORN**

SEASTAR
SOLUTIONS®

The new SeaStar Solutions 'Star' will provide energy and core strength to support its brands and products.

www.seastarsolutions.com

# incorrect use of the identity

Simple do's and don't's will help maintain the clarity of the identity. These are some of the more obvious ways in which the identity can be badly misrepresented.

**don't**



**Don't use the identity over a background that's darker or dominant**



**Don't use the single color identity when printing in 4 color process**



**Don't write or apply graphics over or around the identity**



**Don't place the identity over imagery**



**Don't use the identity where definition is not clear**



**Don't use the identity under 1" width**

# correct use of the identity

## do ▶

Basic principles should be adhered to, for example the identity should be clear and defined against backgrounds. Below are examples of how to correctly apply the identity.



▶ **Use the 4 color identity where the background is adjusted**



▶ **Use the 'Keyline' identity where the background is darker or dominant**



## Don't write
▶ **Always keep to the area of isolation**



▶ **Use the single color identity only when printing in single color**



▶ **Use the 'Keyline' identity for clarity**



▶ **Use the 'Mini logo at 100%' for small scale applications**

# incorrect use of typography

**don't**

# don't use other typefaces

# don't use other colors

# too much information..

In a brochure or advertisement can put the customer off.
Overload of technical information without illustrations and/or
images to reinforce points of interest will loose customers
attention.

# correct use of typography

## do ▶

In modern times, typography has been put into motion.
In film, television and online broadcasts adding emotion to mass communication.
With good typography, text is composed to create a readable, coherent, and visually satisfying whole that works invisibly, without the awareness of the reader. Even distribution of typeset material, with a minimum of distractions and anomalies, is aimed at producing clarity and transparency.

**see layouts/brochures
for examples section 2 p32**

In typography, color is the overall density of the ink on the page, determined mainly by the typeface, but also by the word spacing, leading and depth of the margins.
Text layout, tone or color of the set text, and the interplay of text with the white space of the page in combination with other graphic elements impart a "feel" or "resonance" to the subject matter.

Typographers are also concerned with binding margins, paper selection and printing methods when determining the correct color of the page.

Legibility 'refers to perception'
Readability 'refers to comprehension'
Typographers aim to achieve excellence in both.

## IMPACT HEADING

Use our color range with typography.
60% black heading.

• **Bullet points**
• **Keep it simple and concise**
• **Features and benefits**

Body Text:
Arial Regular - 9pt with 15pt leading - (preferred)
SeaStar Solutions

Arial MT Pro Medium - 9pt with 15pt leading
**SeaStar Solutions**