

our identity



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.

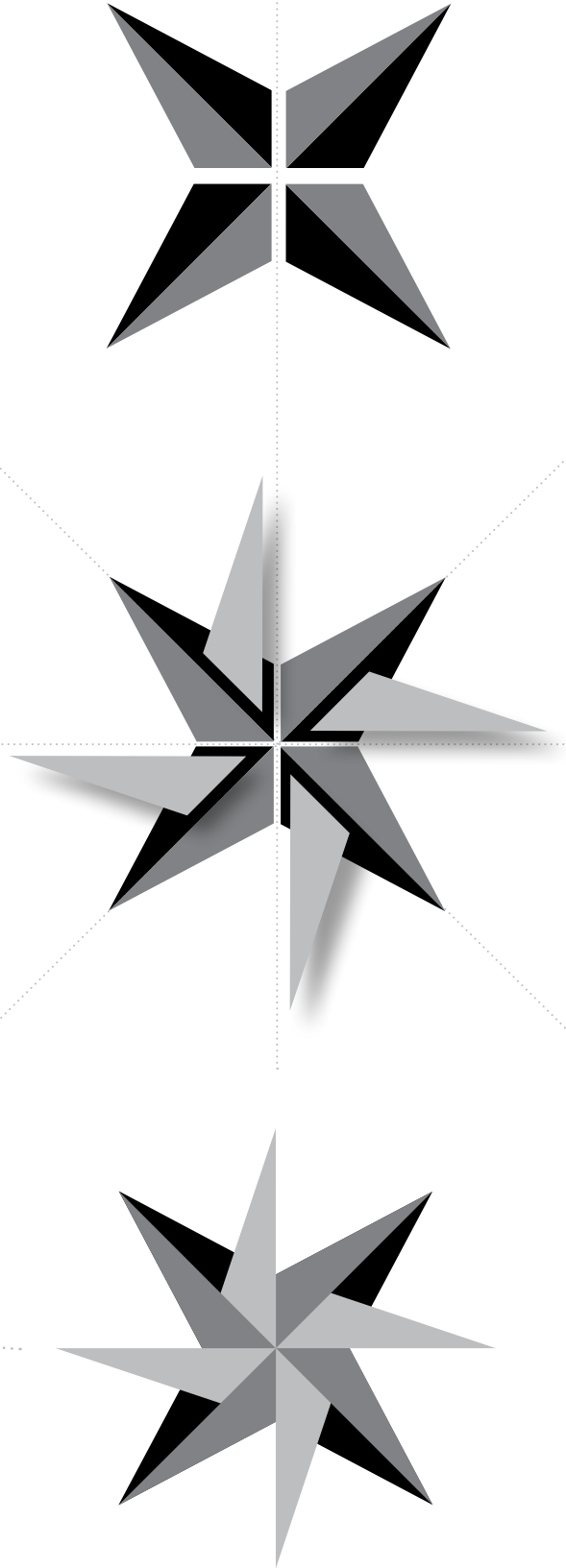
Our SeaStar Solutions® logo is the mark of our visual identity.

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.

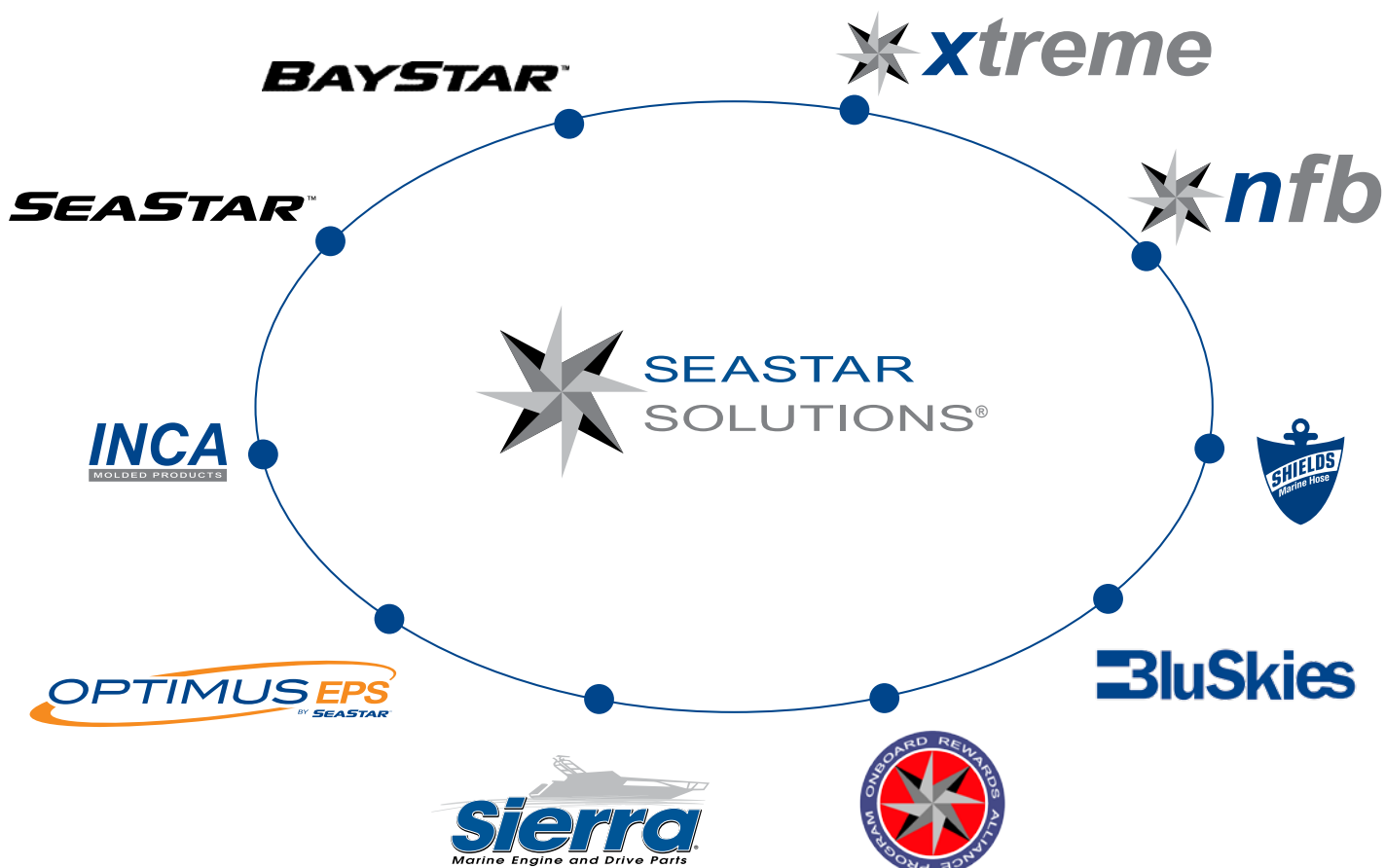


BluSkies
 Marine Fuel tanks and fuel systems.

our brands

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

precision
parts



isolation area

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



Protective area - allow free space around logo



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, losing the impact, clarity and purpose of the identity.



color program

Primary Colors

SeaStar - CMYK - Blue

C - 100%
M - 75%
Y - 0
K - 20%



CMYK - Blue

C - 100%
M - 75%
Y - 0
K - 20%

RGB - Blue

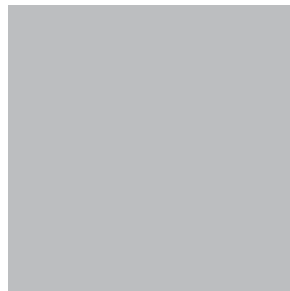
R - 0
G - 69
B - 140

Pantone Blue - 280

Pantone Blue - 280

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

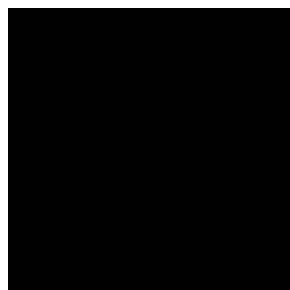


Dark Gray

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

Star - Dark Gray

K - 60%
Pantone Cool Grey 11



Black

K - 100%

Star - Black

K - 100%

Complementary Colors



CMYK - Orange

M - 55%
Y - 100%

RGB - Orange

R - 246
G - 139
B - 31

Pantone Orange - 021

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



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:

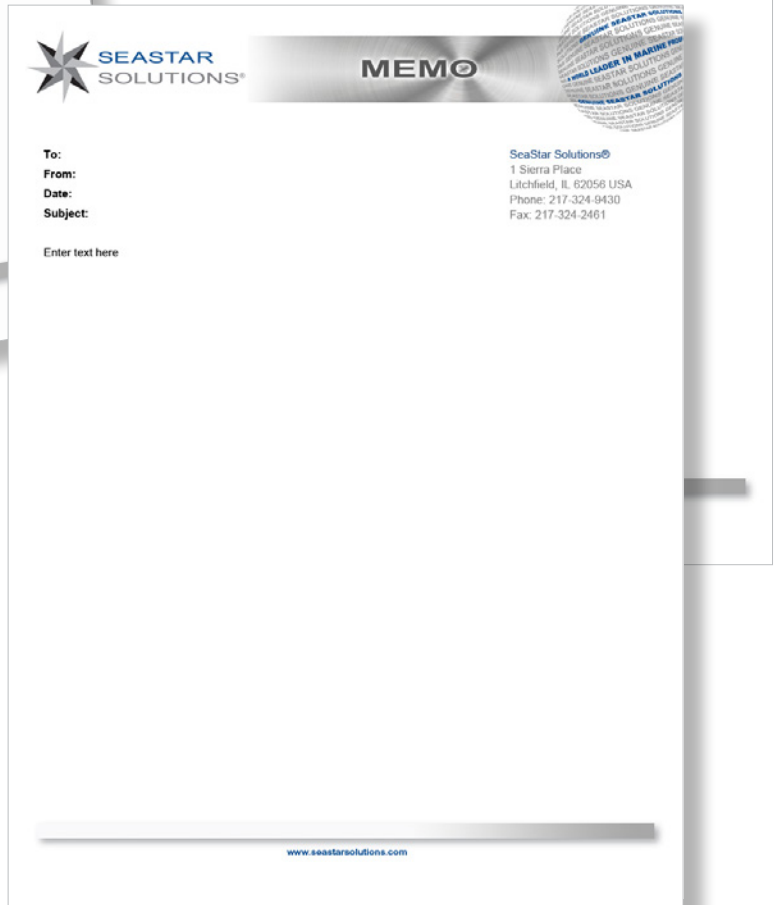
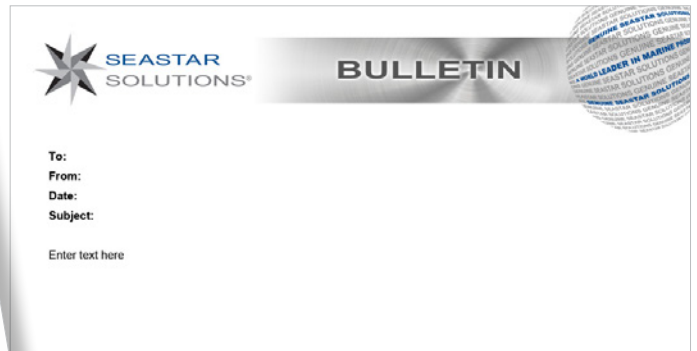
Word doc letterhead

Word doc Bulletin

Word doc Memo

Internal News Bulletins

Printed Business cards



see layouts/stationery 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



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 lose 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



using the 'globe' logos

Our genuine globe logo's are used for product endorsement, primarily for packaging but can also be added to product technical information, data sheets and product brochures.

The genuine globe logo's are designed to give reassurance to customers that they're using a quality, well built product.

SeaStar



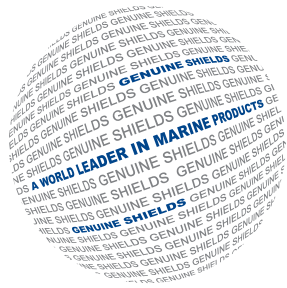
Examples of good use of a GENUINE SEASTAR globe (not to scale)

For backgrounds
Use as a 10-20% tint of black



genuine products

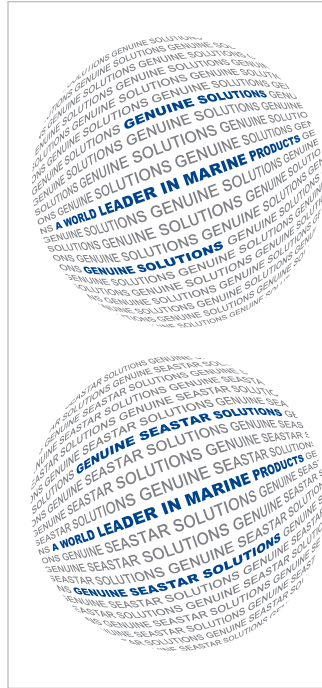
Shields



Sierra



All 4 globe logos are available in color and single color versions



Genuine Solutions

Genuine SeaStar Solutions



Solid Black

Genuine Products are endorsed with our Original Equipment logo

White reversed



Pantone 280 Blue



the symbol as a graphic device

You can use the 'Star' symbol on its own.

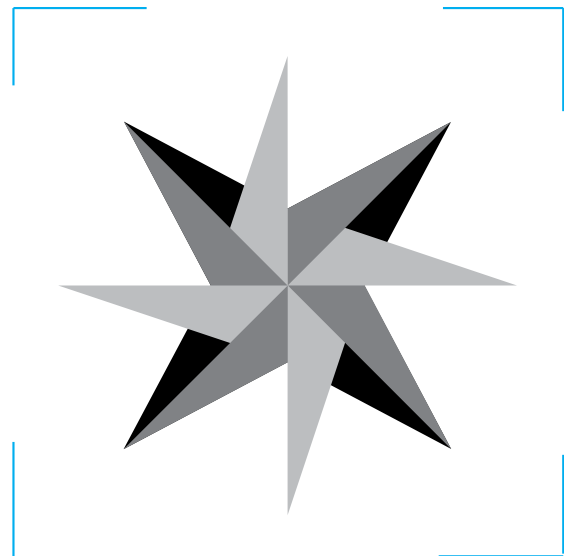
Use the same guides and principles for the symbol as the identity. Please refer to page 17-18 for do's and don't's.

The symbol requires an area of isolation when used as a main component but can be used in the background as a graphic element.

Using the symbol on its own

As the 'Star' becomes more widely recognized it can be used independently of the full identity.

Some examples of good use of the 'Star' logo:



Protective area - allow free space around logo



don't



the symbol as a graphic element

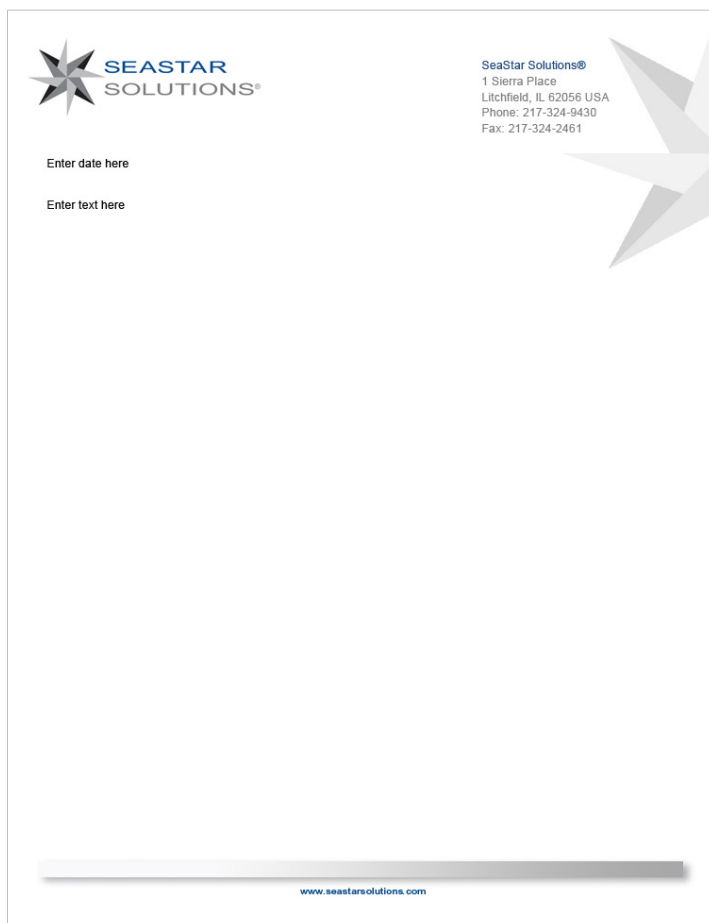
Graphic element

Some examples of good use of the 'Star' logo as a graphic element set to 20% of solid.



Graphic element

Some examples of good use of the 'Star' logo as a graphic element.



our mechanical steering brands



You will see the 'Star' brand across our Mechanical steering packaging and products.

Easy to recognize as part of the SeaStar Solutions® family using the colors and typeface according to these guidelines pages 7-8.



Where the logo's are restricted in size use the smaller versions for clarity.

Logo pack contains various colors and sizes.

making
our mark



Dark Gray text



Star ref page 7 Blue ref page 8



uniformity

Star	Text
icon	Logo Type - Based on Arial bold italic
Black 30%	bespoke adjustments
Black 60%	Black 60%
Solid Black	Blue C100 M75 Y0 K20



hydraulic steering brands

SEASTAR™

Under the SeaStar Hydraulic Steering brand there are specific logo's to use for specific products.

Use the supplied logos in the logo pack.

OPTIMUS EPS
BY SEASTAR

Follow the same guidelines as the SeaStar Solutions Logo pages 7-8.

OPTIMUS 360
BY SEASTAR

BAYSTAR™

BAYSTAR™

CAPILANO™

BAYSTAR™

SEASTAR™
FA



SEASTAR™
PRO

SEASTAR
JACKPLATE

sierra & sierra product brands



Under the Sierra brand there are specific logo's to use for specific products.

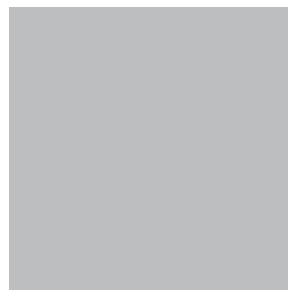
Use the supplied logos in the logo pack.

Primary Colors



CMYK - Blue **RGB - Blue**
 C - 100% R - 0
 M - 75% G - 69
 Y - 0 B - 140
 K - 20%

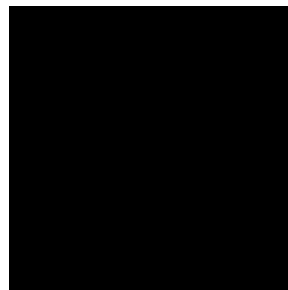
Pantone Blue - 280



Light Gray
 K - 30%
 Pantone Cool Grey 6
 Use for the Sierra and Shields Grey Logos



Dark Gray
 K - 60%
 Pantone Cool Grey 11



Black
 K - 100%

Complementary Colors



CMYK - Orange
 M - 55%
 Y - 100%

Pantone Orange - 021

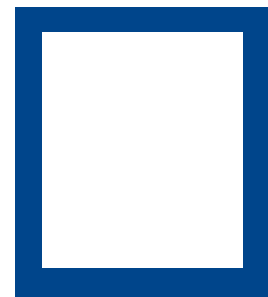
RGB - Orange
 R - 246
 G - 139
 B - 31

shields



Shields Hoses are key to the SeaStar Solutions® extensive product range. Use the colors according to these guidelines page 26.

Logo pack contains various colors and formats.



inca molded products



INCA Molded Products, INC. is an acquisition by SeaStar Solutions®. Use the colors according to these guidelines pages 7-8.

Logo pack contains various colors and formats.



BluSkies Marine Fuel tanks and fuel systems

The BluSkies logo is displayed in a vibrant blue color. It features a stylized 'B' icon followed by the words 'luSkies' in a bold, sans-serif typeface.

BluSkies is a recent acquisition for SeaStar Solutions®. Use the colors according to these guidelines pages 7-8.

Logo pack contains various colors and formats.

The BluSkies logo is shown in black. It consists of a stylized 'B' icon and the text 'luSkies' in a bold, sans-serif font.The BluSkies logo is presented in a light grey color. It features a stylized 'B' icon and the text 'luSkies' in a bold, sans-serif font.The BluSkies logo is shown in white, set against a solid blue rectangular background. It includes a stylized 'B' icon and the text 'luSkies' in a bold, sans-serif font.