

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



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

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

Pantone Blue - 280

Solutions - Dark Gray  
K - 60%  
Pantone Cool Grey 11

Star - Light Gray  
K - 30%  
Pantone Cool Grey 6

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

Star - Black  
K - 100%

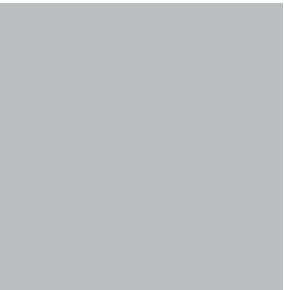
Primary Colors



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

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

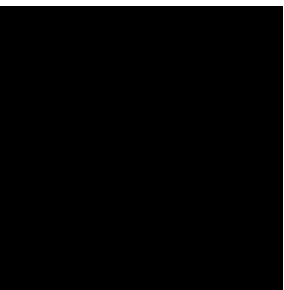
Pantone Blue - 280



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



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



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 & Helvetica Neue

Easy to read, contemporary sans serif design. These typefaces contain more humanist characteristics than many of their 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 these faces a less mechanical appearance. 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**

Helvetica Neue (TT) Thin  
SeaStar Solutions

Helvetica Neue (TT) Light  
SeaStar Solutions

Helvetica Neue (TT) Regular  
**SeaStar Solutions**

Helvetica Neue (TT) Medium  
**SeaStar Solutions**

Helvetica Neue (TT) Bold  
**SeaStar Solutions**

Helvetica Neue (TT) Condensed 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 or Helvetica Bold - 16pt with 20pt leading  
**SeaStar Solutions**

Arial or Helvetica Black - 16pt with 20pt leading  
**SeaStar Solutions**

**Sub Headings**  
Arial or Helvetica 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