

**BRAND GUIDELINES**

03.08.2022



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# INTRODUCTION

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## ABOUT THIS DOCUMENT

Strong and consistent branding helps organizations to shape how people relate to and think and feel about them. This document provides background, context, and rules of use to help ensure consistency across all communications materials developed for/by STARS. These guidelines ensure we reach our audience with a unified voice that speaks to our values and mission.

## WHO IS STARS?

## WE GO FURTHER

STARS is where we push boundaries, break molds, and shatter limits—all in the name of our patients. A place to go further when it comes to providing critical care. And where we can give it. A place for risk-takers, leaders, and people whose hearts are filled with as much empathy as they are bravery. People who are courageous enough to question the way things have always been done, and unafraid of creating ways it can be done. STARS is where we each go further in our jobs, so we can take critical care further. Further in the training we do, further in the technology we use, and further into all parts of the country—all so we can do more to save lives. STARS is not a place to play it safe. It's a place to re-invent, make the impossible possible, and pour our hearts into everything we do. We go further every day because we know that's what it takes to be the best. We go further to take critical care further. Because critical care is for everyone, no matter where they are.

**LOGO**





## PRIMARY LOGO

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The primary logo is comprised of two elements: The wordmark and a graphic extension. The logo leads with a heart beat. A medical sign of life and hope. The heart beat also references STARS dedication to critical care and the patients they care for. We follow the beat to the wordmark: STARS.

The primary logo shouldn't be altered in any way that isn't included in this document.

PRIMARY LOGO

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## PRIMARY LOGO

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### THE HEART BEAT

The graphic leading into the wordmark is a representation of life. A symbol of the lives being saved and the teamwork and expertise that took to save it.



The logo can be used with the sign of life extended to the left edge of the application. This should generally be used at the bottom of an application.

## SECONDARY LOGO

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The secondary logo can be used in instances where a smaller logo is needed or for applications such as icons or avatars.

## LOGO VARIATION & USAGE

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On white or light backgrounds red should be the primary logo colour used followed by navy or any of the saturated brand colours.



On dark backgrounds such as black or red, white or light brand colours should be used for the logo.



On saturated or busy photos the white (or light coloured) logos should be used for best contrast.



On light or bright photos a dark logo should be used such as navy or red for best contrast.

## SIZING & REGISTRATION

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### CLEAR SPACE

The logo should be protected from other graphic material with clear space. No material other than a background should appear within this clear space.



### SCALING & REGISTRATION

The logo with the registration symbol can be scaled up or down. However, there is a recommended minimum size of 0.4in to ensure legibility of the registration symbol. Anything smaller than this the registration symbol should not be used with the logo.



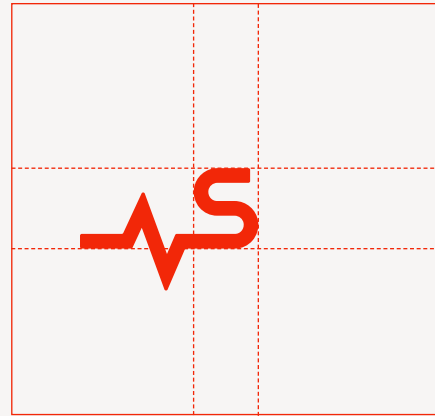
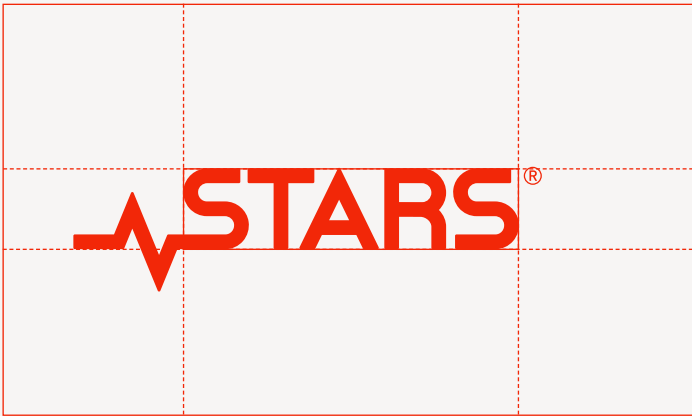
### MINIMUM SIZING

Recommended minimum sizes have been set to ensure legibility and maximum impact of STARS logos on all communications materials.



## PLACEMENT

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## CENTERING

When centering the logo on a page it must be aligned optically. The best way to center the logo is to center the 'text' portion of the logo. The 'heartbeat' will hang to the left. This creates an optical centered alignment.



# COLOUR



## COLOUR

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### Critical Care Red

RGB: 242 8 8

CMYK: 0 100 100 0

HEX # f20808

PMS: 485 C, Red 032 U

### Night Sky Blue

RGB: 26 28 38

CMYK: 80 73 57 71

HEX # 1a1c26

PMS: 296 C, 296 U

### Hopeful Blue

RGB: 145 222 207

CMYK: 40 0 24 0

HEX # 91decf

PMS: 325 C, 324 U

### Saving Grey

RGB: 224 217 209

CMYK: 11 11 15 0

HEX # e0d9d1

PMS: 406 C, 406 U

### Misty White

RGB: 247 245 244

CMYK: 2 2 2 0

HEX # f7f5f4

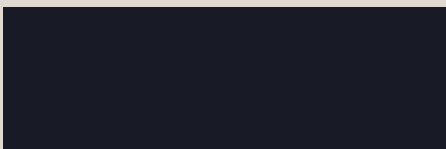
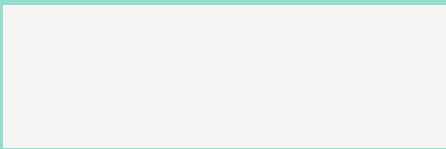
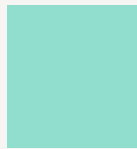
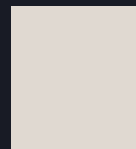
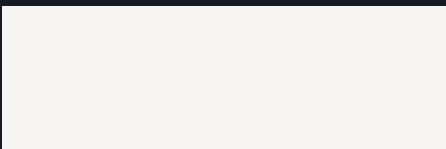
PMS: Cool Gray C  
Cool Gray U

# COLOUR ACCESIBILITY

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## COLOUR COMBO RECOMMENDATIONS

Always try to use high contrasting combinations when overlaying colours. Be especially conscious when working with type. Below are just some examples of good colour pairings for background and graphics/type.



# TYPOGRAPHY

Aa

## TYPOGRAPHY / HEADLINES

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### RUBIK

**THE QUICK  
BROWN FOX  
JUMPS OVER  
THE LAZY DOG**

**The quick brown  
fox jumps over  
the lazy dog**

Rubik is the primary typeface for headlines and should be used for all STARS materials whenever possible.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Semi-Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Bold

## TYPOGRAPHY / BODY COPY

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### HEEBO

The quick brown  
fox jumps over  
the lazy dog

Heebo is the primary typeface for body copy and should be used for all STARS materials whenever possible.

Illeitur, sus dolo officat quaecto molorum sit  
evercim iliciendunt et iusdae velest, sitiae lique  
volut aditatur, tet vel ipsam ulparci volorunt  
arum doluptae. Ratatib usantotatur?

Omniatur as sitiumq uiamend entiis illaborem  
ute vollese quaeperum et asitlta ea quat ut  
quo ium voluptatenet accusam facescipsus dit  
peri ipsapic iantium quid quistias magnimus,  
omnistior sa coreium, volenie ndignimus  
doluptat alignatatium volliqu oditiberer.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

## TYPOGRAPHY SUBSTITUTIONS

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### AVENIR

**THE QUICK  
BROWN FOX  
JUMPS OVER  
THE LAZY DOG**

Illentur, sus dolo officat quaecto molorum sit  
evercim iliciendunt et iusdae velest, sitiae lique  
volut aditatur, tet vel ipsam ulparci volorum  
arum doluptae. Rataatib usantotatur?

Omniatur as sitiumq uiamend entiis illaborem  
ute vollese quaeperum et asitlta ea quat ut quo  
ium voluptatenet accusam facescipsus dit peri  
ipsapic vollese.

In the case that the primary brand fonts can not be used, Avenir can be used as a substitute.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Black

# CRITICAL CARE, ANYWHERE.

STARS SAVES LIVES. ANYWHERE.

Ugit quis sinvele ctassum quam sitatqui quunt, se evenest, sinctius sum ne offic toreren dianimus dicimperum sin non rehenimos sus, to delit aut expernam explit que voluptat officitem alia voluptam, nus es sim ant ma ni num es incipientem quide omnienihil illes pra eos excerspit prorum veribus eossiti dolut alibus dolupti cuscim.

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# PHOTOGRAPHY



## PRIMARY PHOTOGRAPHY

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### FULL COLOUR



Hero or main images should be used in full colour.



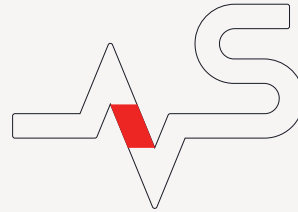
## FRAMING & GRAPHICS

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65.5°



An angled frame can be used. This angle is taken directly from the logo mark.



114.5°



The angle can also be used to divide a page or crop an image.

# FRAMING & GRAPHICS



The pathway graphic can be used to stylistically frame photos. These can be portraits or other photos.





## SECONDARY PHOTOGRAPHY

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Secondary photography can be used as background or to add texture. These are not hero or portrait images. They are used as brand elements.





## DUOTONE PAIRS

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Dark

Light



Dark

Light



Dark

Light



Dark

Light



Dark

Light



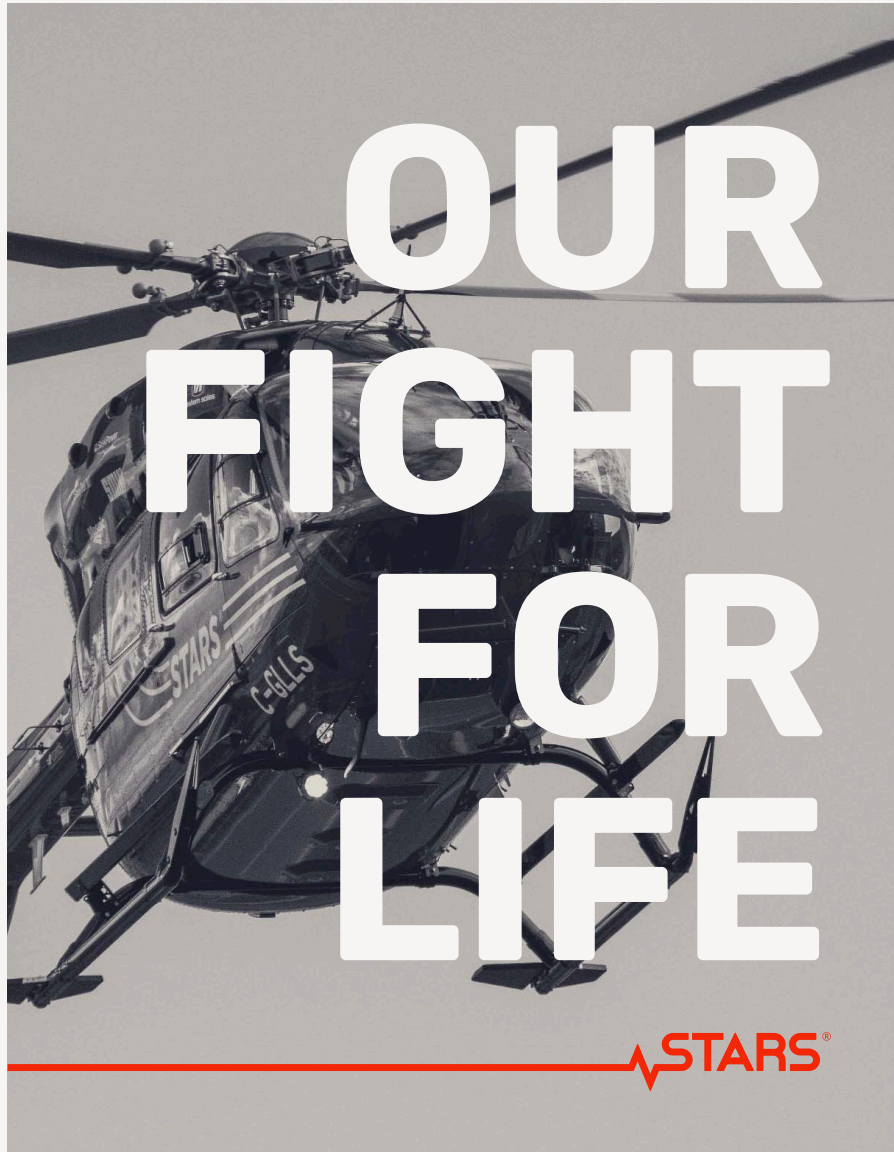
Dark

Light



## SECONDARY PHOTOGRAPHY EXAMPLES

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## SECONDARY PHOTOGRAPHY EXAMPLES

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# ANY- WHERE

CRITICAL CARE, ANYWHERE.

Odit parum laut ea nam hicitiis aceatia  
comnimeter reritaecae velibusam, num  
uta eiuntis destiasse conse volenda que  
postrum qui volupta sperovidel i.

**STARS**<sup>®</sup>



# VISUAL BRAND ELEMENTS



## ICONS

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### STARS ICON STYLE



Icon style is simple with mono-weight lines. The lines have a slight rounding to the corners to align with the logo. Icons can be used in any of the brand colours.

### CRITICAL CARE ICONS



THE CARE



THE PEOPLE



THE RESPONSE



THE TECHNOLOGY

## ILLUSTRATION

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Illustrations demonstrate the integral part STARS plays in a rescue. Being the critical connecting piece between injury/illness and safety. Saving lives and providing care along the way.

This illustration style uses the same line weight as the logo. The line is a continuous path (reminiscent of a heart beat monitor). There is opportunity to animate these illustrations as well.



## SUPPORTING GRAPHICS

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Supporting graphics can be used as decoration, to add visual interest or to tell a story.

### PATHWAY TO HELP & HEALTH

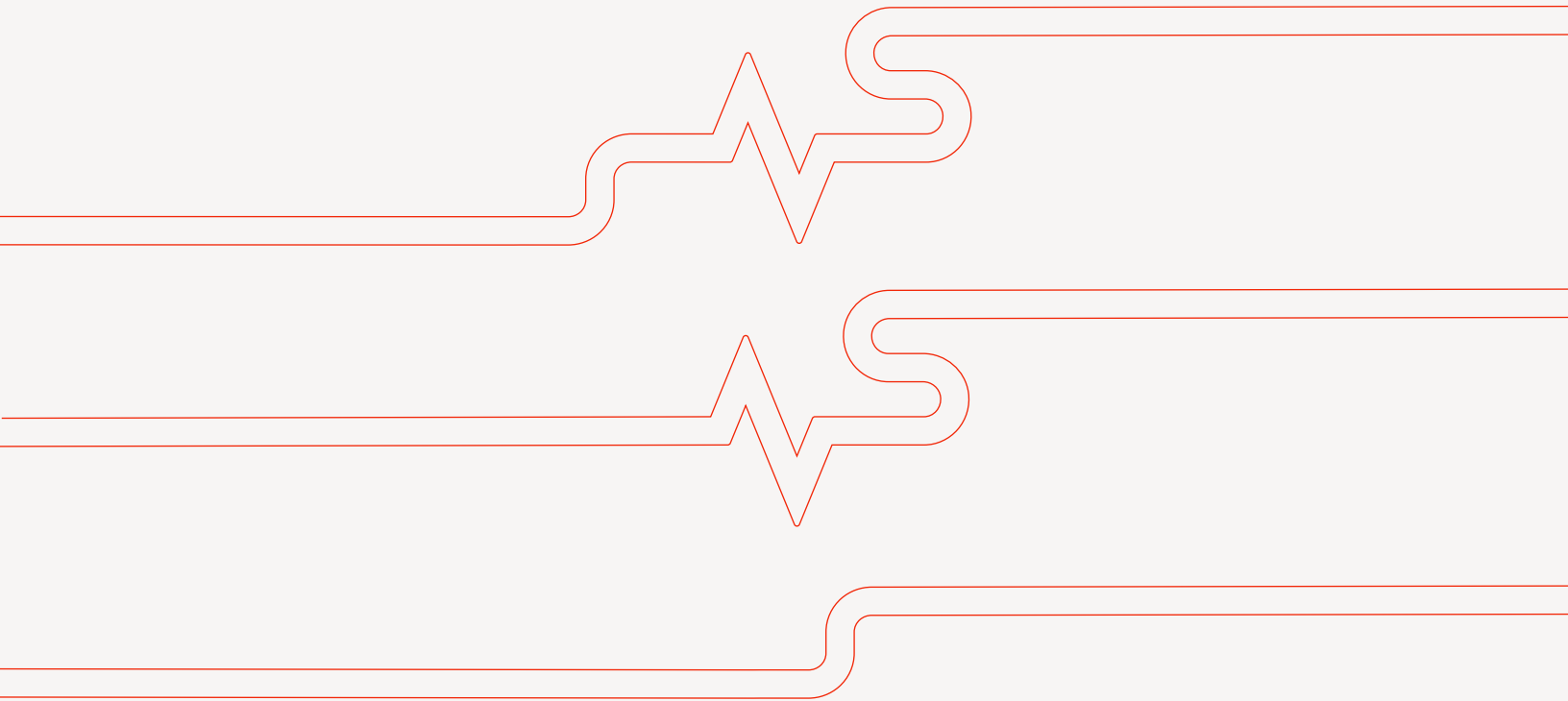
This graphic represents a pathway. The complex journey to health, recovery, and life. Emergency situations are not easy or straight forward. With the help and expertise of STARS life can get back on track.

The two lines represent STARS and the patient. From rescue to critical care, STARS is there the whole way guiding, caring, and healing.



## PATHWAY TO HELP & HEALTH: HOW TO

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The pathway is created from the line width of the logo (it is the logo outlined and extended). A thin line weight should be used for this graphic.

The path should always be horizontal, from left to right on the application. Sign of life cannot run vertically.

### HEADLINES OR CALL-OUTS

Headlines or call-outs can be inserted into the pathway.

## PATTERN

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# USING THE SYSTEM

  
Precision  
DRILLING

FERNO



## LAYOUT EXAMPLES




# THANK YOU FOR HELPING US SOAR.

When you support STARS, you ride along with us on every mission. You put the most advanced tools in our hands. You help ensure our crew receives the top training. With you by our side, we are all STARS.

**JOIN OUR FIGHT FOR LIFE**


**STARS.CA**



## STARS IN YOUR COMMUNITY

**JOIN THE FIGHT FOR LIFE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.





## LAYOUT EXAMPLES



### THE FIGHT FOR LIFE

## JOIN THE FIGHT FOR LIFE

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THE CARE      THE PEOPLE      THE RESPONSE      THE TECHNOLOGY

### CRITICAL CARE

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## STARS IN YOUR COMMUNITY


### JOIN THE FIGHT FOR LIFE

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## LAYOUT EXAMPLES


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### STARS IN YOUR COMMUNITY

#### JOIN THE FIGHT FOR LIFE


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erat volutpat.



### STARS IN YOUR COMMUNITY

#### JOIN THE FIGHT FOR LIFE

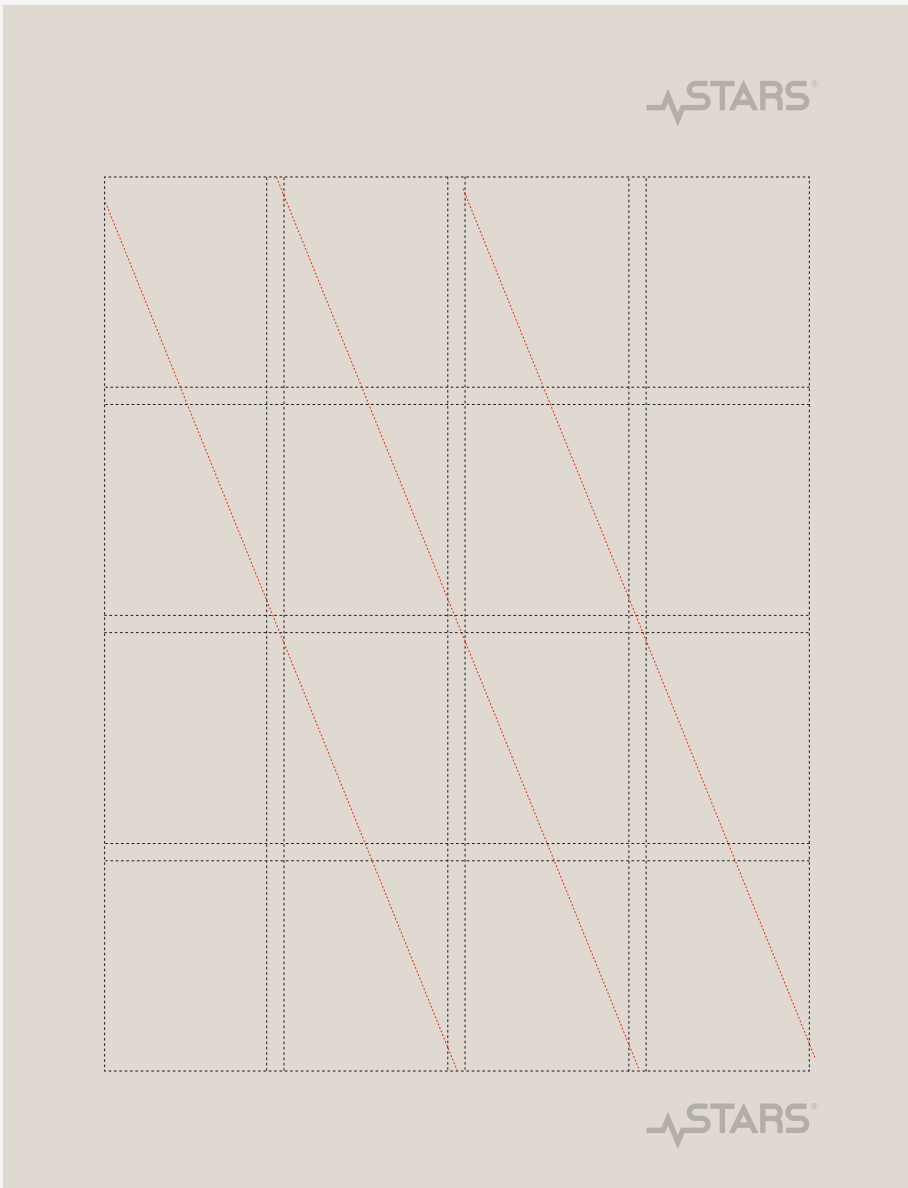
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam  
erat volutpat.



## GRID GUIDELINES

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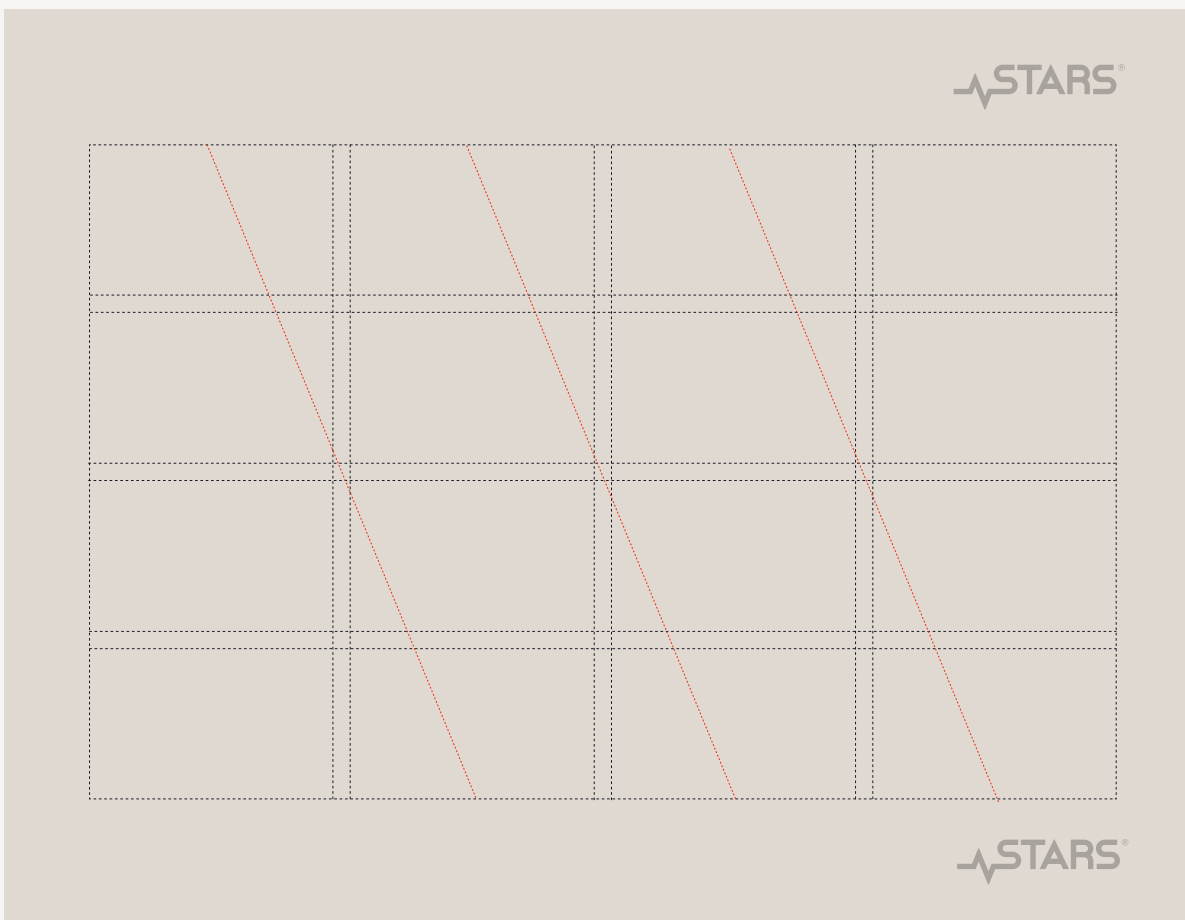
### VERTICAL



## GRID GUIDELINES

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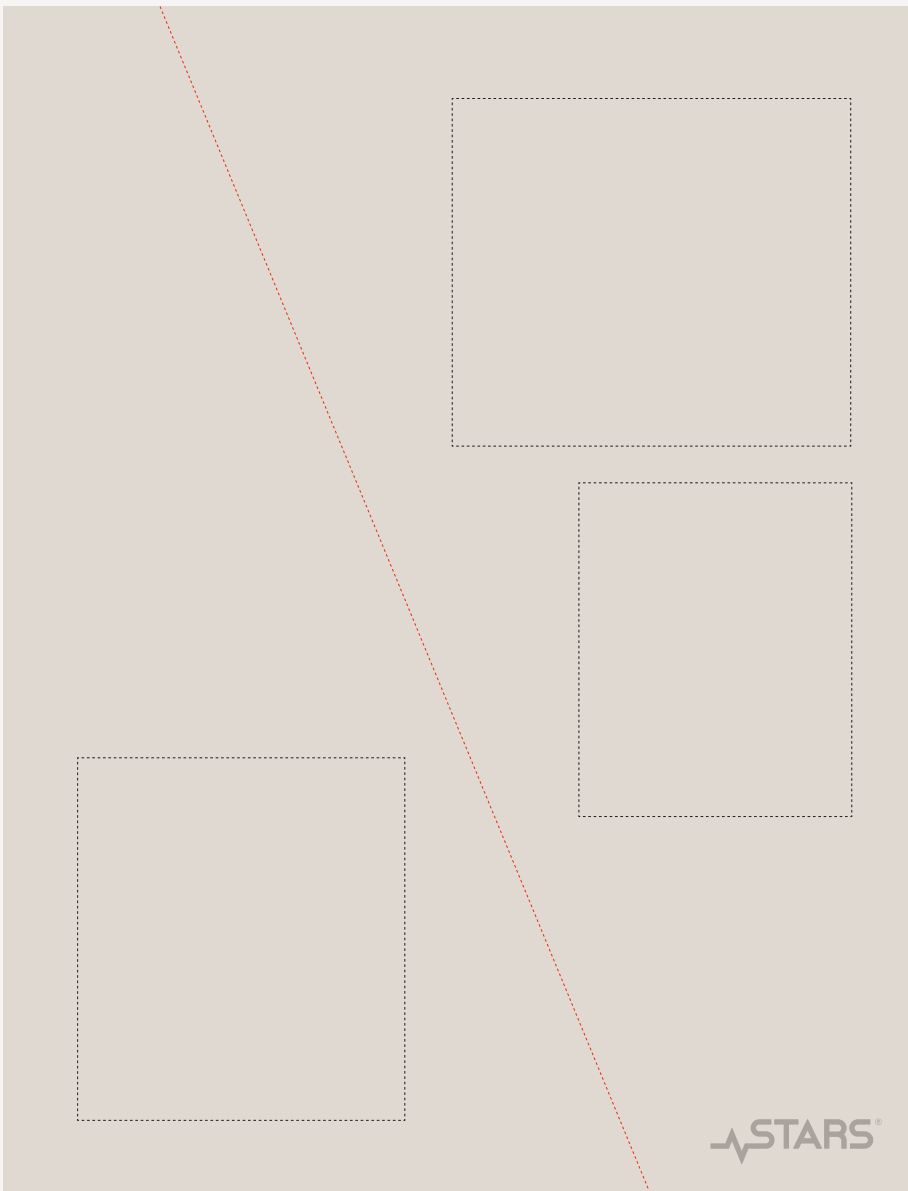
### HORIZONTAL



## GRID GUIDELINES

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### ANGLE LAYOUT: VERTICAL



## GRID GUIDELINES

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### ANGLE LAYOUT: HORIZONTAL



# APPLICATIONS

WSTARS®

# APPLICATIONS





## APPLICATIONS

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## APPLICATIONS

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