

The STARS Brand

A GUIDE FOR THIRD-PARTY USAGE OF STARS VISUAL ASSETS

STARS relies on the support of our community allies every day to ensure we can deliver critical care to the next patient that needs us most. Frequently we are asked to supply STARS visual assets for use on third-party posters, event promotion materials, silent auction items and the like.

As a not-for-profit with a highly recognizable presence in the community, it is necessary for us to protect one of our most important and valuable assets: the STARS brand. The STARS logo is a registered trademark, and we are required to enforce its protection and proper use to uphold that trademark.

This handy guide is intended to provide guidance for third-party usage of our visual assets: our logo, our brand colours, STARS images, and all other visual assets. The majority of these assets are available via the STARS Brand Toolkit that we'll be happy to share with you.

Usage

The STARS brand may not be used by a third-party in a way that gives the impression, explicitly or implicitly, that STARS has ownership of the event, article, merchandise, or other material or non-material good without express consent and collaboration with STARS.

Whenever possible, we suggest using the IN SUPPORT OF STARS visual assets (seen at right). These lockups allow our allies to use their own designs, colours, layouts, etc. while including a STARS brand asset to tell the world of your support.



The In Support Of lockup has been created to provide a useful visual tool for third-party allies to use to promote their event or article in support of STARS. It is available in multiple file-formats in white-on-red, red-on-white and black-on-white versions. Changing of the colours is not permitted.





Minimum sizing

In order to conform with the STARS brand, the IN SUPPORT OF STARS lockup should maintain a minimum width of 1.53"/3.9cm for printed use, and 146px minimum width for digital use.



Maximum sizing

The maximum size limit of the IN SUPPORT OF STARS lockup is a width of 12". Anything larger begins to look like what it's being applied to is a STARS owned good, regardless of the size of the IN SUPPORT OF language above it.

Don'ts

We ask that you use the IN SUPPORT OF STARS visual asset as it's been supplied without changing colours, orientation, order of elements, etc. Keeping a consistent representation of this asset allows for easy recognition for the public. When resizing the assets, please take care to scale the resize to keep the same ratio so as not to compress, squish or skew the image.



Final notes

STARS does reserve the right to request changes made to the presentation of our visual assets by third-parties. We are committed to helping third-party events succeed, because your success translates to our success. We are more than happy to collaborate with our allies to ensure a consistent brand is presented to the public. Please reach out to your STARS contact if you have any questions or wish to discuss unique opportunities.

Thank you for your support. Without our allies, we are unable to continue pushing the boundaries of ensuring our patients receive critical care, anywhere.



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