

ANNIVERSARY LOGO

PRIMARY LOGO

To celebrate 40 years of critical care, a special logo lockup was created to mark the anniversary year, 2025.

The primary logo consists of three elements: a wordmark, a graphic extension, and the Power of 40 numerals. The graphic features a heart beat, representing life and hope, and symbolizes the organization's dedication to critical care and their patients.

Use the logo lockup without the tagline when the logo is reduced to a size that compromises legibility.



SECONDARY LOGO

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



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.



MINIMUM SIZING

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

0.5"
36 px

LOGO COLOURS

LOGO COLOURS		COLOURS
		CRITICAL CARE RED RGB: 242 8 8 CMYK: 0 100 100 0 HEX # f20808
		HOPEFUL BLUE RGB: 145 222 207 CMYK: 45 0 27 0 HEX # 91decf
		MIDNIGHT BLUE RGB: 12 46 63 CMYK: 100 46 0 89 HEX # 0c2e3f



BRAND APPLICATIONS

THE POWER OF 40 NUMERALS

The numerals can be used independently from the Primary Logo.

In the examples on this page, the numerals are interacting in combination with the STARS Airbus H145 and they're playfully pulsing.

Refer to the additional pages in these guidelines for mock-ups to inspire other design applications.



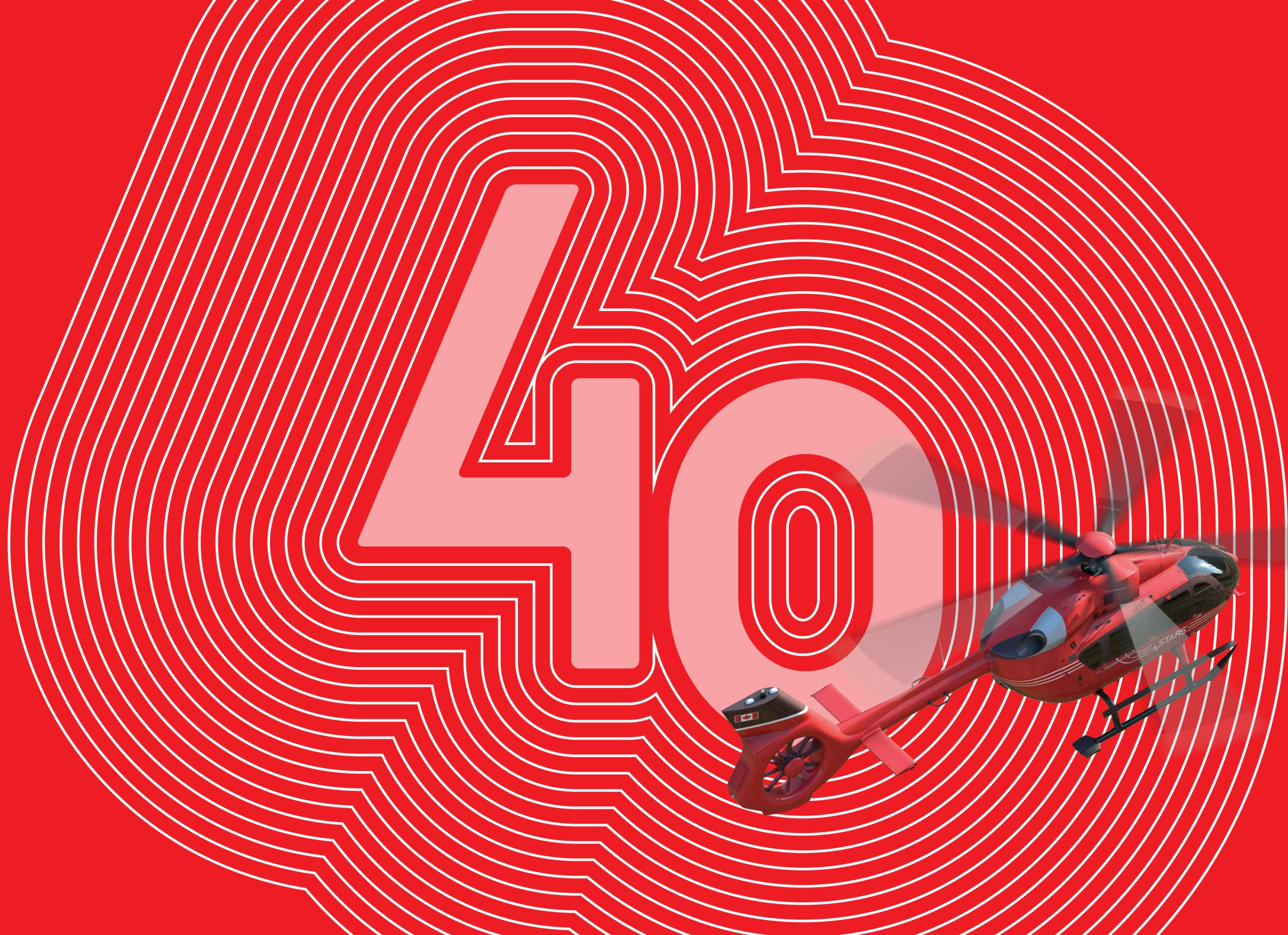
STARS® **40**
FORTY
YEARS.
ONE MISSION.



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**FORTY
YEARS.
ONE
MISSION.**





STARS Ambulance ✓

78K likes · 83K followers



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Intro

STARS provides life-saving critical care, anywhere: on the ground, in the air and virtually.

- Page** · Nonprofit organization
- 1441 Aviation Park NE, Calgary, AB, Canada, Alberta
- (403) 295-1811
- infostars@stars.ca
- calendar2025.stars.ca
- sk.starslottery.ca
- stars.ca
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Featured

STARS Ambulance ✓
 October 26, 2023

In an ongoing effort to help protect you and your loved ones from scams, STARS would like to remind everyone of the...

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FORTY
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40 AS40





**FORTY
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BE FRAUD AWARE

Direct calls are the number one method used for fraud.

STARS will NEVER ask you for money to claim a prize.

If you suspect a fraud call, hang up immediately.

Posts [Filters](#)

DIGITAL



THANK YOU, MANITOBA

STARS
HORIZONS

During this season of giving, we express our heartfelt gratitude to you for enabling us to ensure critical care is available for the next patient who needs it. Your kindness is truly making a significant impact—Thank You! See below for how your generosity is being put to work.

VERY IMPORTANT PATIENT

STARS[®] **40**

FORTY
YEARS.
ONE MISSION.

MERCH

