



Branding guidelines

01. Logo

Our logo makes us stand out from the crowd.
It's a confident first impression.
An invitation to get to know us. It builds brand
personality and sets us apart.

Logo

Logo

The logo minimum width is 125px on screens or
35 mm for print.



Logo

Logo

The full-color logos should be used on white or space blue background.

Avoid using full-color logos on photographs unless the logo is situated on a black (dark) or white (bright) area of the image.



Logo

Logo Appropriate Clearance

In order to give our logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. Use enough space, equal to the width or the height of the favicon. This gives the logo prominence and ensures that it will not be obscured or diminished by other surrounding elements.



Logo

Monochrome color

Use this version (space blue) if you print in black and white.

Useful for partners needing a grayscale/monochrome version.



Logo

Stacked logo

The horizontal logo is the main logo and should be used in most cases.

The stacked logo is for large-scale use.

Avoid using at small sizes, as it can become illegible.

Also useful for partners if needed a square or rounded format.



Things to avoid



Don't change the position of the colors



Only use it on dark or bright backgrounds.



Don't use the (old) Stardekk orange and black



Don't use other colors than space blue or white for one-color version.



No rotation allowed



Provide enough white space



Don't use drop shadow



Don't resize the favicon



Don't box it.

02. Color

We want our color palette to look warm, welcoming and a little playful. But also professional and reliable.

We use a lot of white and soft background colors.

Whitespace is key in every design. It reflects our open attitude for connectivity.

Less is more.

Color

Primary colors

The Stardekk space blue is our main color. It is softer and more pleasant to read than black. It can also be used as a background color. This dark blue is also used in the branding of Bookingplanner and Cubilis.

The Stardekk orange should only be used to for call to actions (buttons) which direct to “contact Stardekk”. For example a button with ‘start for free’. We don’t use the orange as a text or background color. The orange is slightly brighter than the old Stardekk orange.

***White** is our base color. It reflects our open attitude. It keeps the design fresh and clean. But we don’t want it to make our communication look cold, boring or uninspired.



Stardekk space blue

10285C
R16 G40 B92
C100 M83 Y39 K31
Pantone 648 C

Stardekk orange

FF6200
R255 G98 B0
C0 M70 Y100 K0
Pantone 165 C

White

FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

Logo

Greys & tints

Some of them can be used as background color.
Other for copy.
Useful for infographics or visuals.

19193A
Dark blue

10285C
Stardekk space blue

283E6C
body text

283E6C
body text light

1264A3
text link blue

99ACC2
lighter text

#B9C7DB
extra light text

#E3EBF6
Border grey

#FAFBFE
Background soft blue

#FFFFFF
White

Color

Secondary colors

Our new favicon has 4 colours. These bright colours represent the wide variety of Stardekk software solutions and create a sense of playfulness. We may have been around for 20 years - and thus have tons of experience 😊 - but we certainly ain't boring!

Can be used to refer to the different features in the products like: PMS, channel manager, booking engine, ...
Or differentiate chapters in a presentation.

Use these colors well dosed.

<div># 6C64FD Stardekk purple</div>	<div>FOEFFF Stardekk purple soft</div>
<div># FF2661 Stardekk pink</div>	<div># FFE9EF Stardekk pink soft</div>
<div># 009EF9 Stardekk blue</div>	<div># E5F5FE Stardekk blue soft</div>
<div># FFA319 Stardekk yellow</div>	<div># FFF8EE Stardekk yellow soft</div>

Color

Ratios

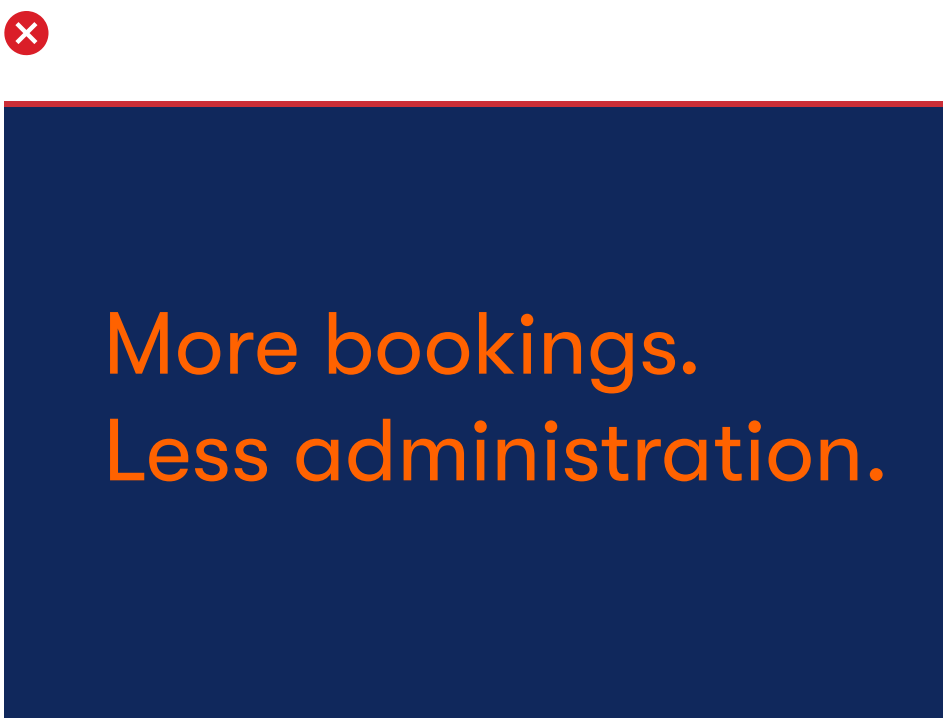
In most cases, designs should be more than 50% white in combination with soft background colors.

Use pops of Stardekk orange or secondary colors to help to highlight key information.

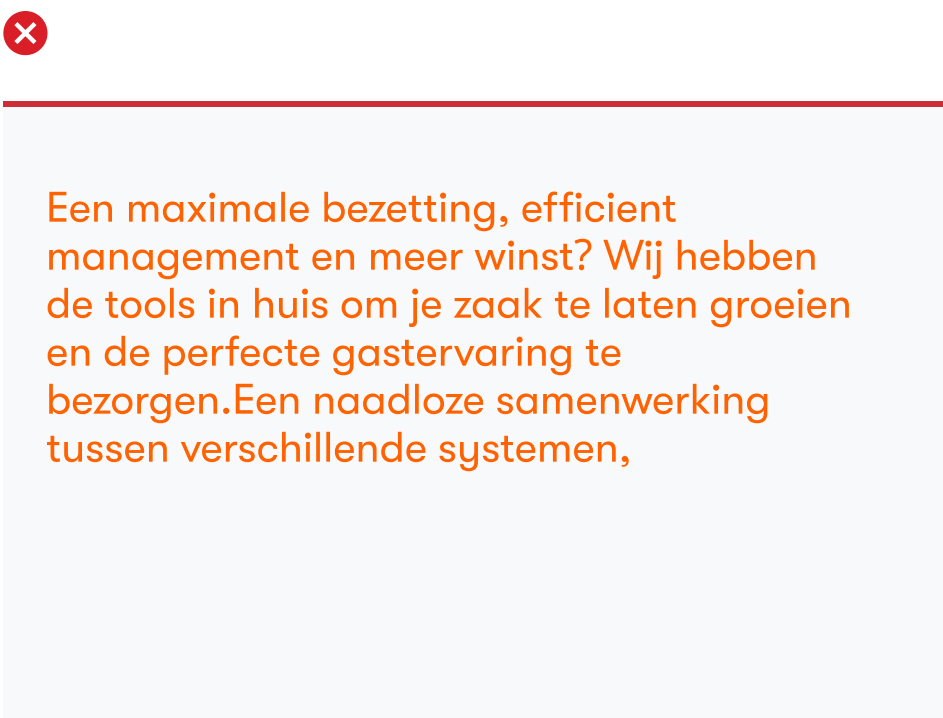
Color

Things to avoid

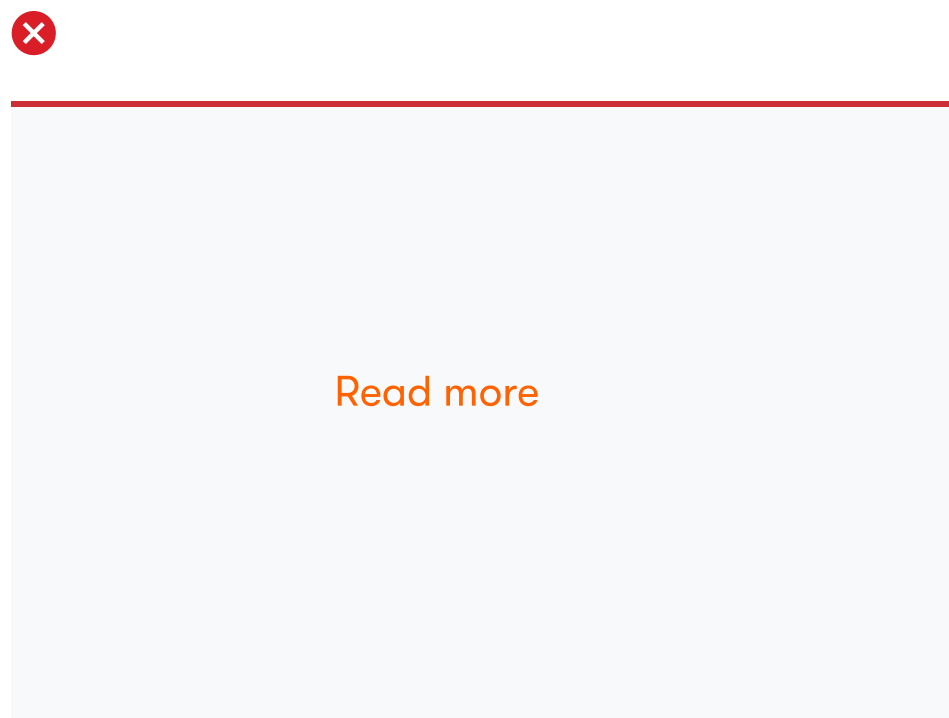
Primary colors are used in the Stardekk logo and should also be used to attract attention to something of importance.



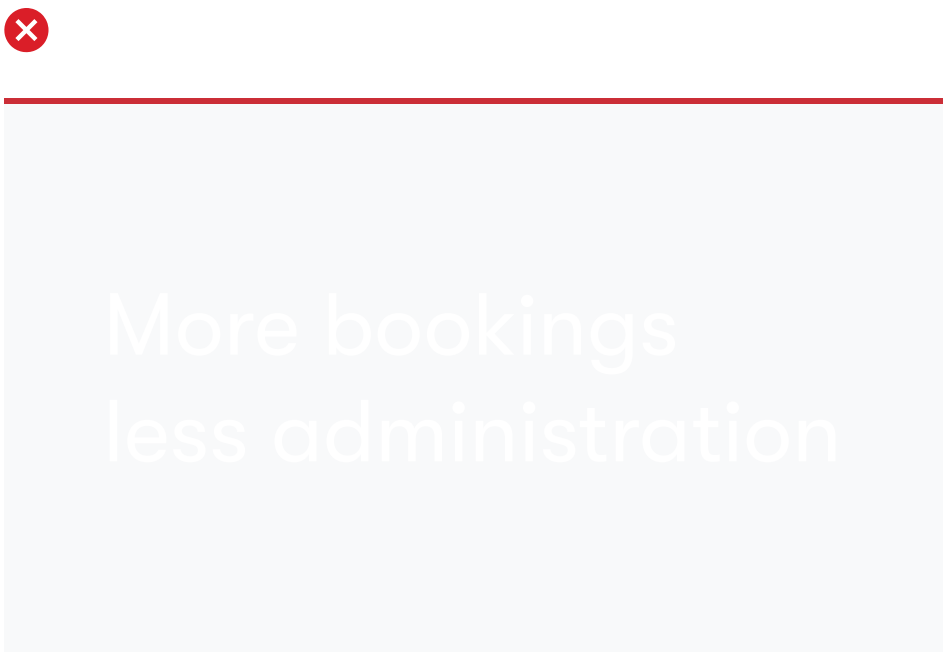
Avoid the stardekk orange on the space blue



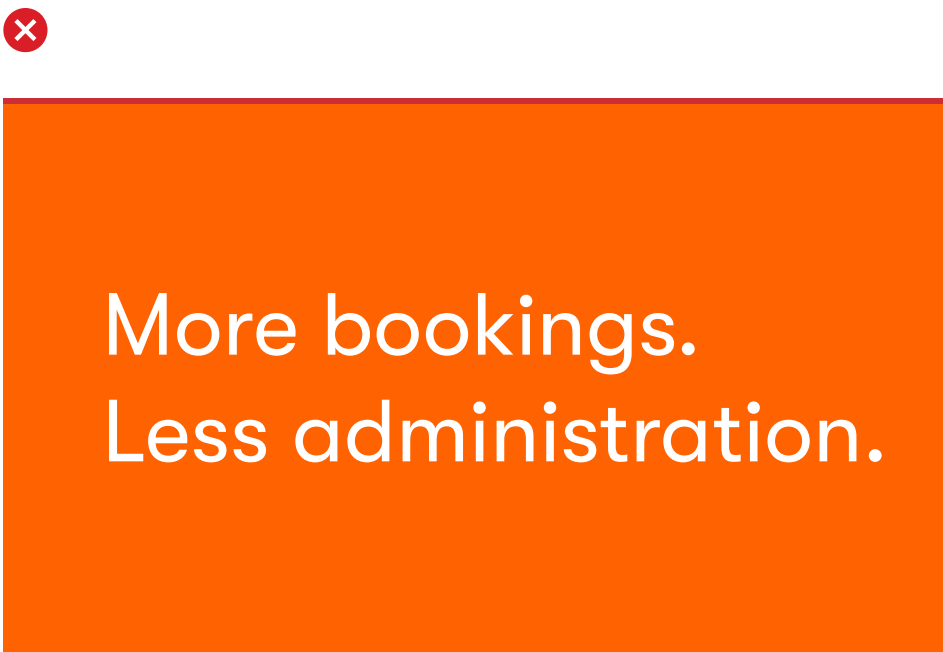
A lot of text in orange



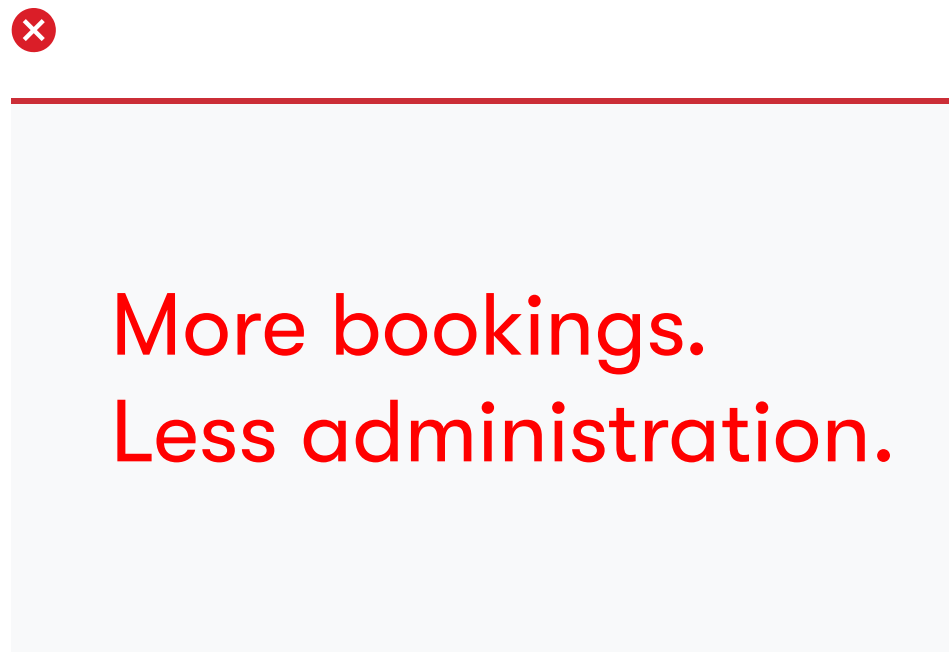
Textlink in orange



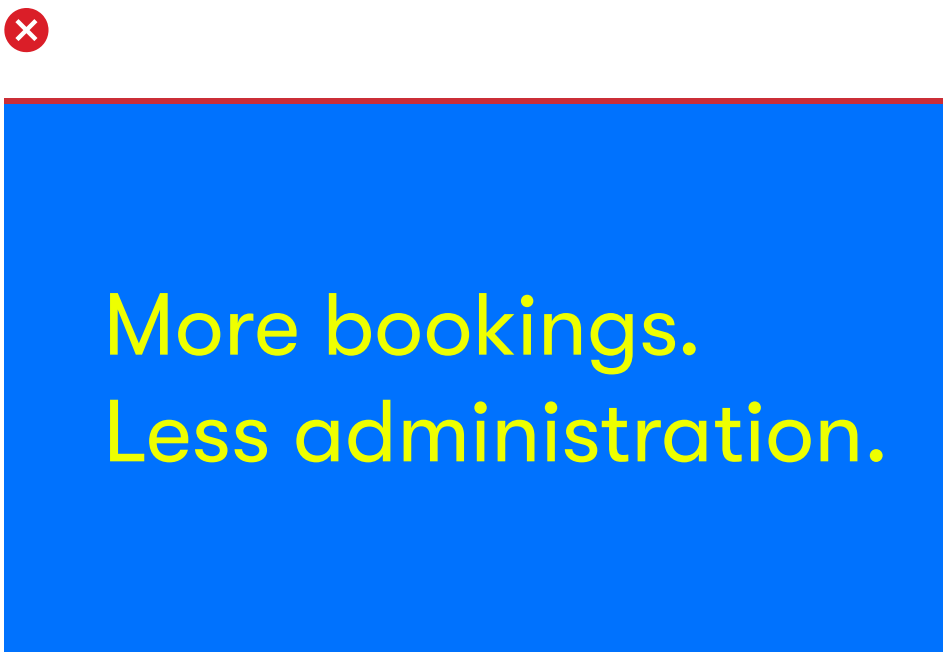
Never use white copy on light background colors



Never use orange as background color



Red text indicates an alert or that something is wrong.



Don't use color text on top of color backgrounds. Always use white text on color backgrounds.



We don't use black



We don't use black

03. Typography

We introduce GT Walsheim font in marketing communication. We choose GT Walsheim as primary font to add more personality to our communication and show we are innovative.

The rounded style is friendly and open. It gives the text a positive vibe.

Typography

Primary font

GT Walsheim is a geometric sans-serif typeface. It has a lot of interesting characteristics that distinguish it from other geometric sans, such as the bar that juts outward on the uppercase G.

GT Walsheim is inspired by the poster lettering of Otto Baumberger (1889–1961). Baumberger created a lot of tourism posters with the Swiss Alps in the starring role. And created by Grill type.
<https://gt-walsheim.com/>

Regular
Medium
Thin BETA
Light BETA

Semi Bold
Bold
Extra Bold
Black



The user interface (UI), in the industrial design field of human–computer interaction, is the space where interactions between humans and machines occur. The goal of this interaction is to allow effective operation and control of the machine from the human end, whilst the machine simultaneously feeds back information that aids the operators' decision-making process. Examples of this broad concept of user interfaces include the interactive aspects of computer operating systems, hand tools, heavy machinery operator controls, and process controls. The design considerations applicable when creating user interfaces are related to or involve such disciplines as ergonomics and psychology.

Generally, the goal of user interface design is to produce a user interface which makes it easy (self-explanatory), efficient, and enjoyable (user-friendly) to operate a machine in the way which produces the desired result. This generally means that the operator needs to provide minimal input to achieve the desired output, and also that the machine minimizes undesired outputs to the human.

Contact Data
Businessstoy
Shop Preview
Automatic ink
Zenith zone
Frame/Group
Feedback day
MONTH/DAY
Minute 360
Grafik Design

GT Walsheim

Ag

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$%^&*()
Regular italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$%^&*()
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$%^&*()
Bold italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$%^&*()

Title

Article Title

Lead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad.

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

Link

→ Option 1 → Option 2

Button

Call to action