

Star Insure

2021

Brand Usage Guidelines

Version 1 | September



These guidelines are intended to tell you all about the Star Insure brand; what it means and how to use it.

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Our Brand

1.0



We believe...

**We make insurance
happiness happen!**

Naming conventions for written and spoken context

1. Product Names

For product names, our convention is "Star" + "Product name", as in;

- Star CamperCare
- Star Enthusiast
- Star Prestige
- Star Motorcycle
- Star Plus

2. Brand Sign Off

When we are signing off from the brand in marketing collateral such as print adverts, email and direct marketing, and radio advertising, we refer to:

Star Insure

That is, two words, each word capitalised.

For example, in this print advert sign off;

It's why owners of specialist vehicles choose Star Insure.

3. Formal Company Reference

When we are referring to the company, and in more formal communications including terms and conditions, we refer to the full company name;

Star Insurance Specialists

For comparison:

- > **Full company name:**
(the one to use legally)
 - Star Underwriting Agents Limited
- > **Full trading name:**
(the one to use publicly)
 - Star Insurance Specialists
- > **Abbreviated trading names:**
 - Star
 - Star Insure

For example, when we reference the credentials of the company in this copy from a direct mail piece;

Star Insurance Specialists is a New Zealand owned and operated company created especially for Kiwis and their vehicles

Here's how it looks when the company is referred to in these terms and conditions;

Star Insurance Specialists and Star Insure are trading names of Star Underwriting Agents Ltd (Star). Star is an agent for Vero Insurance New Zealand Limited (Vero). Star policies can only be purchased from Star directly or from Star authorised and approved insurance brokers, insurance advisers and vehicle dealers. Vero is the licensed insurer for all Star policies. Vero has been given an A+ Insurer Financial Strength Rating by Standard and Poor's. The rating outlook is stable.

Some further examples:**Here is the formal company reference in terms and conditions, including Standard & Poors;**

Star Insurance Specialists and Star Insure are trading names of Star Underwriting Agents Ltd (Star). Star is an agent for Vero Insurance New Zealand Limited (Vero). Star policies can only be purchased from Star directly or from Star authorised and approved insurance brokers, insurance advisers and vehicle dealers. Vero is the licensed insurer for all Star policies. Vero has been given an A+ Insurer Financial Strength Rating by Standard and Poor's. The rating outlook is stable. The rating scale is: AAA Extremely Strong; AA Very Strong; BBB Good; BB Marginal; B Weak; CCC Very Weak; CC Extremely Weak; SD Selective Default; R Regulatory Supervision and NR Not Rated. Ratings from 'AA' to 'CCC' may be modified by the addition of a plus (+) or minus (-) sign to show relative standing within the major rating categories. The rating scale above is in summary form. The full version of this rating scale can be obtained from <https://starinsure.co.nz/sis/financial-strength-rating>

Here is the formal company reference with Standard and Poors, shortened version;

Star Insurance Specialists and Star Insure are trading names of Star Underwriting Agents Ltd (Star). Star is an agent for Vero Insurance New Zealand Limited (Vero). Vero is the licensed insurer for all Star policies. Vero has been given an A+ Insurer Financial Strength Rating by Standard and Poor's. The rating outlook is stable. The rating scale above is in summary form. The full version of this rating scale can be obtained from <https://starinsure.co.nz/sis/financial-strength-rating>

Here is the formal company reference only;

Star Insurance Specialists and Star Insure are trading names of Star Underwriting Agents Ltd (Star). Star is an agent for Vero Insurance New Zealand Limited (Vero). Star policies can only be purchased from Star directly or from Star authorised and approved insurance brokers, insurance advisers and vehicle dealers.

Here is the formal company summary waiver;

This is a summary of some of the insurance and benefits provided by Star Insurance Specialists and is for general information purposes only. It is important to note that limits, excesses, terms and conditions, and exclusions apply. Not all benefits apply to all insurance policies. Please refer to your individual quote and policy document for details.

Star Insurance Specialists and Star Insure are trading names of Star Underwriting Agents Ltd (Star). Star is an agent for Vero Insurance New Zealand Limited (Vero). Star policies can only be purchased from Star directly or from Star authorised and approved insurance brokers, insurance advisers and vehicle dealers.

4. Informal Brand Reference

When we are referring to how the brand behaves – its personality and its people – the brand can be represented with one word:

Star

For example, referring to how the company treats its customers;

More Kiwis all over the country enjoy the Star treatment

And describing the lengths the staff at the company go to;

The team at Star design extraordinary policies for extraordinary vehicles

Our Logo

1.1



Our Logo

Corporate

Horizontal Logo



Minimum Size



Print minimum size
no less than 20mm

Our Logo

Corporate

Clear Space Area
Horizontal Logo



Our Logo

Corporate

Stacked Logo



Minimum Size



Print minimum size
no less than 20mm

Our Logo

Corporate

Clear Space Area
Stacked Logo



Typography

1.2



Typography

Corporate

Headline
Print and online

**Gabriela
Stencil
Black**

Weighting

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@ \$%&+**

Typography

Corporate

Headline and Body Copy
Print and online

Museo Sans Rounded

Weighting

100 300 500 700 **900 1000**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@\$\$%&+

Typography

Corporate

Type in use
Headline example

Gabriela Stencil Black | 60pts / 60pts

Special insurance
from the classic car
specialists

Museo Sans Rounded 900 | 60pts / 60pts

Our Colours

1.3



Our Colours Corporate



Asphalt

PMS 5395
CMYK 80/65/50/50
RGB 43/56/6
HEX 2B3844



Teal

PMS 3248
CMYK 55/0/35/0
RGB 111/199/182
HEX 6FC7B6



Sandy Beach

PMS Warm Grey 1 ●
CMYK 5/5/8/0
RGB 239/235/229
HEX efebe5

Our Products

2.0



Products

Meet the Stars



Page 22



Page 26



Page 30



Page 34



Page 38



Page 42



Page 46

Our Colours **Product**



CamperCare

PMS 485
CMYK 5/100/50/0
RGB 227/31/38
HEX E31F26



Motorecycle

PMS 130
CMYK 0/35/100/0
RGB 252/175/23
HEX FCAF17



Star Plus

PMS 1595
CMYK 0/75/100/8
RGB 223/94/31
HEX df5e1f



Auctions

PMS 2925
CMYK 75/35/0/0
RGB 58/140/203
HEX 358CCB

Our Colours **Product**



Prestige

PMS 871
CMYK 45/45/75/15
RGB 139/120/80
HEX 8B7850



Enthusiast

PMS 476
CMYK 45/60/70/35
RGB 110/81/64
HEX 6E5140



Everyday

PMS 877
CMYK 0/0/0/55
RGB 138/140/142
HEX 8A8C8E

Camper Care

2.1



Products

Camper Care

Horizontal Logo



Minimum Size



Stacked Logo

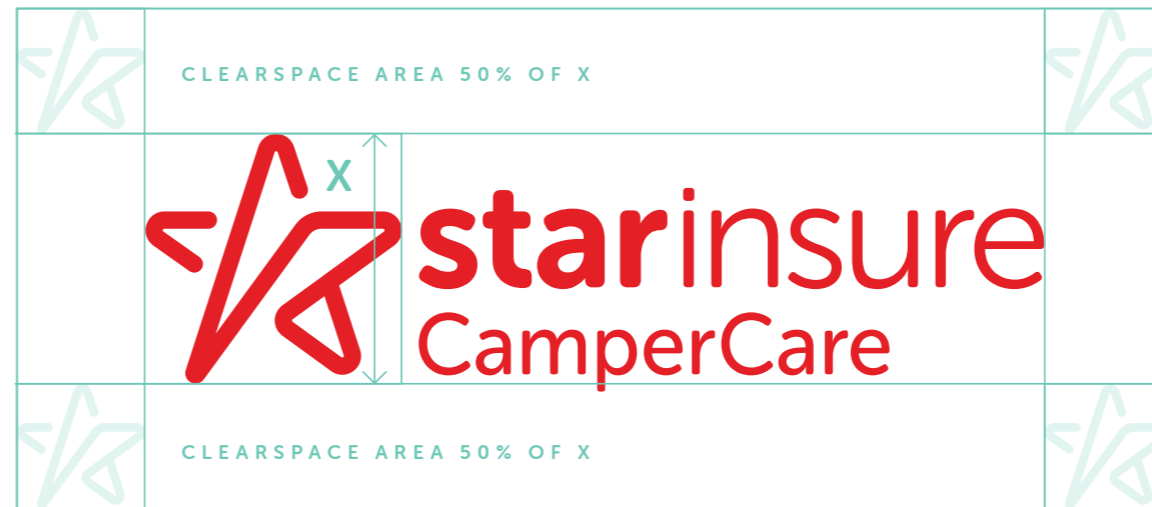


Minimum Size



Print minimum size
no less than 20mm

Clear Space Area
Horizontal Logo



Clear Space Area
Stacked Logo



Motoreyele

2.2



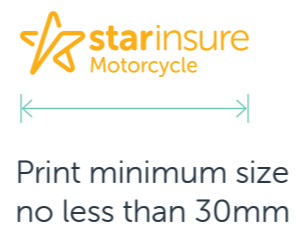
Products

Motorcycle

Horizontal Logo



Minimum Size



Stacked Logo

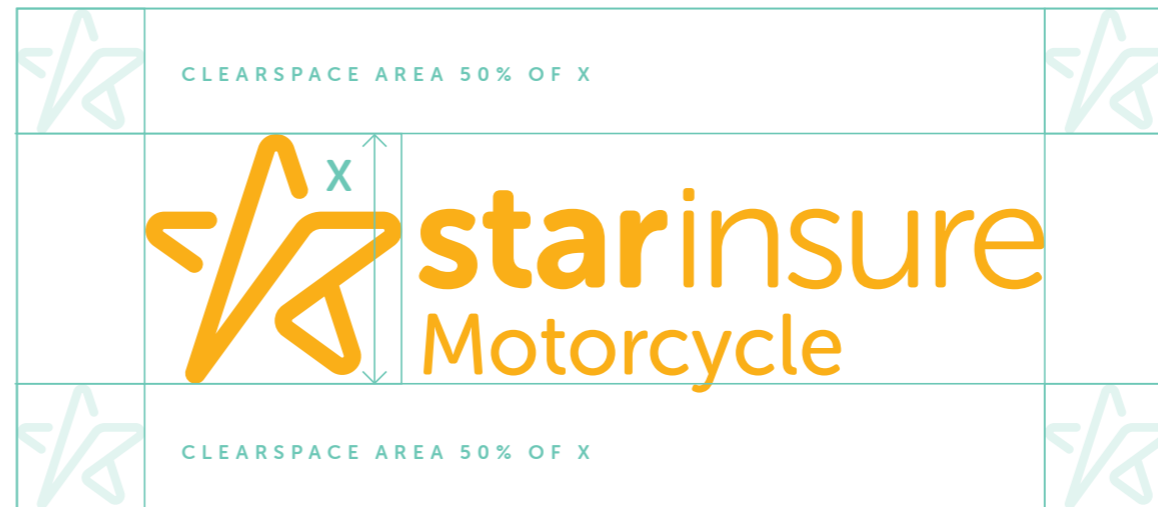


Minimum Size



Print minimum size
no less than 20mm

Clear Space Area
Horizontal Logo



Clear Space Area
Stacked Logo





Prestige

2.3

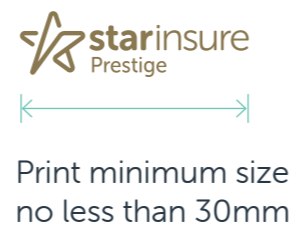
Products

Prestige

Horizontal Logo



Minimum Size



Stacked Logo



Minimum Size



Print minimum size
no less than 20mm

Clear Space Area
Horizontal Logo



Clear Space Area
Stacked Logo





Enthusiast

2.4

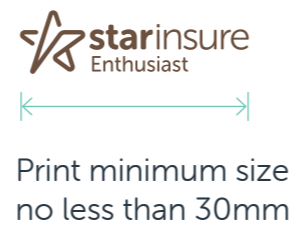
Products

Enthusiast

Horizontal Logo



Minimum Size



Stacked Logo



Minimum Size



Print minimum size
no less than 20mm

Clear Space Area
Horizontal Logo



Clear Space Area
Stacked Logo



Everyday

2.5



Products

Everyday

Horizontal Logo



Minimum Size



Print minimum size
no less than 30mm

Stacked Logo



Minimum Size



Print minimum size
no less than 20mm

Clear Space Area
Horizontal Logo



Clear Space Area
Stacked Logo



StarPlus 2.6



Products

StarPlus

Horizontal Logo



Minimum Size



Print minimum size
no less than 30mm

Stacked Logo



Minimum Size



Print minimum size
no less than 20mm

Clear Space Area
Horizontal Logo



Clear Space Area
Stacked Logo



Auctions 2.7



Products

Auctions

Horizontal Logo



Minimum Size



Print minimum size
no less than 30mm

Stacked Logo



Minimum Size



Print minimum size
no less than 20mm

Clear Space Area
Horizontal Logo



Clear Space Area
Stacked Logo



Our Photography

3.0



Photography **CamperCare**



Contact Intuit Creative for a complete photography contact sheet and usage approval.

Photography **Motorecycle**



Contact Intuit Creative for a complete photography contact sheet and usage approval.

Photography *Prestige*



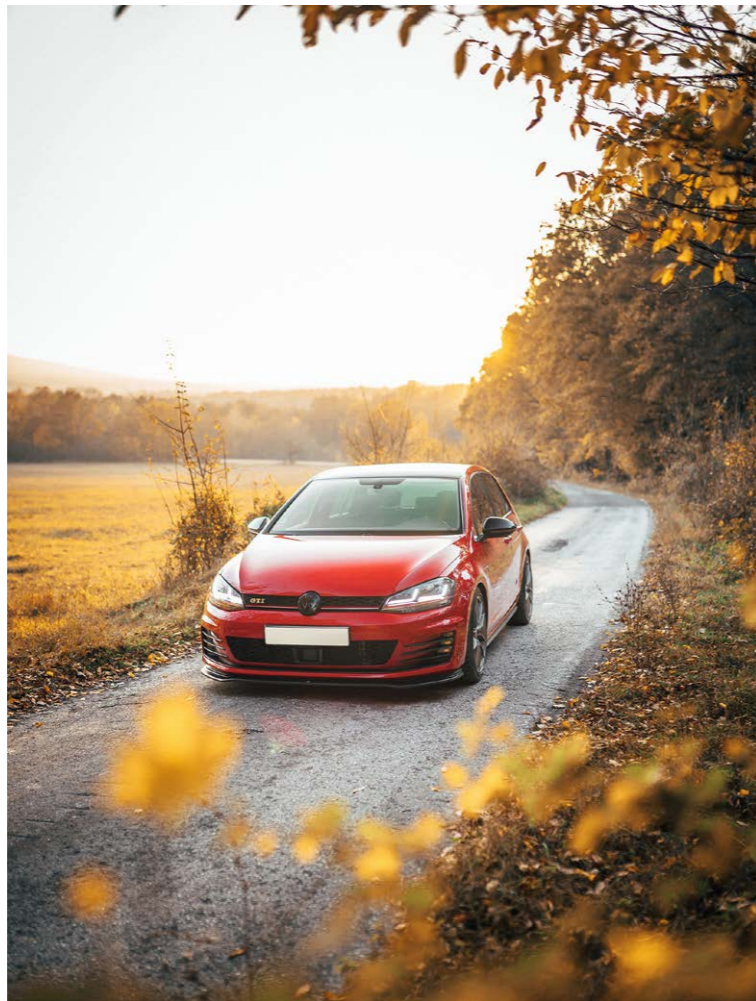
Contact Intuit Creative for a complete photography contact sheet and usage approval.

Photography Enthusiast



Contact Intuit Creative for a complete photography contact sheet and usage approval.

Photography Everyday



Contact Intuit Creative for a complete photography contact sheet and usage approval.

Photography **Star Plus**



Contact Intuit Creative for a complete photography contact sheet and usage approval.

Our Layout

4.0



Layout

- 1 Content Area
- 2 Product Logo
- 3 Headline
- 4 Product photography
- 5 Star Insure base plate
- 6 Contact details
- 7 Star Insure logo
- 8 Call us today roundal

Overview

The advertisement layout includes the following elements:

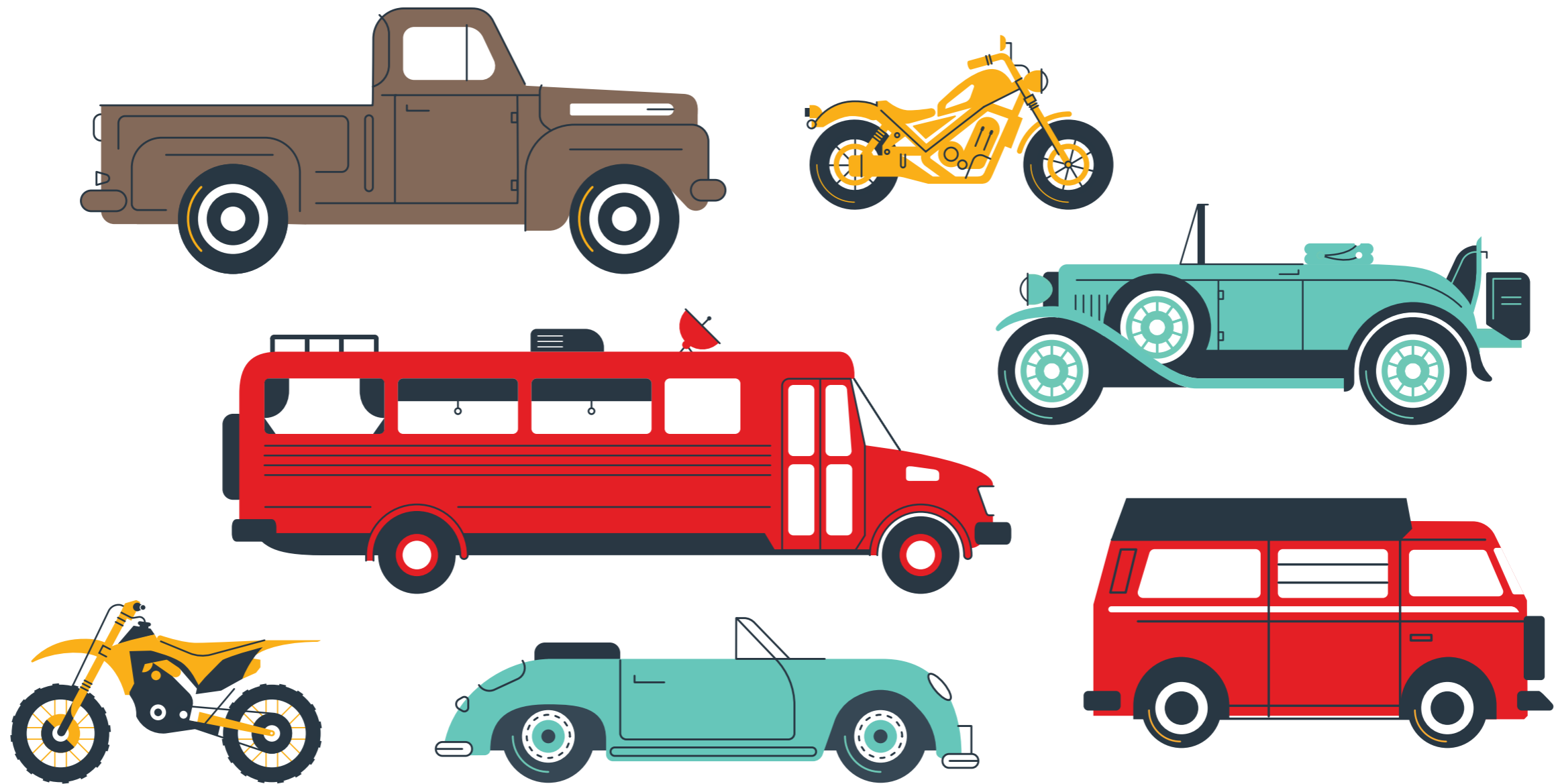
- 1 Content Area:** The main body of the ad containing the headline and sub-headline.
- 2 Product Logo:** The Star Insure logo at the top left.
- 3 Headline:** "Vehicle insurance with more muscle".
- 4 Product photography:** The image of a man leaning on a classic truck.
- 5 Star Insure base plate:** The dark footer area containing contact information and the logo.
- 6 Contact details:** The text "Visit starinsure.co.nz Call 0800 250 600".
- 7 Star Insure logo:** The logo in the bottom right corner of the footer.
- 8 Call us today roundal:** A circular icon with a phone handset and the text "CALL US TODAY 0800 250 600".

Illustration

Adventures



Illustration Vehicles



Illustration

Digital



Make a Claim



You're Covered



Get Your Policy Options



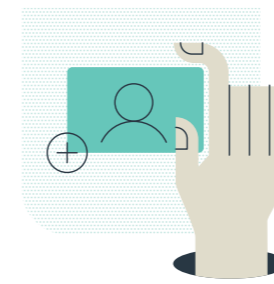
Personal Information



Find a Broker



Buy Your Policy






































Additional Driver



We've Got Your Details

Iconography Digital

 Quotes (New)	 Quotes (Old)	 Get Quote	 Quote Metrics	 Individual Metrics	 Customers (New)	 Customers (Old)	 Policies	 Pay Account
 TradeMe Payment	 View Payments	 Blacklist	 Claims (New)	 Claims (Old)	 Rego Search	 Phone Rec Search	 Phone Rec (Old)	 Car Jam
 Email to Txt	 Email to Text Bulk	 CIN Cards	 Manual Invoicing	 Broker Finder	 Report Builder	 Example Filters	 Admin/Settings	 Website Content
 Automailer Log	 Txt Message Log	 Admatic	 Broker Portal	 Agent Portal	 Customer Portal	vero Vero Portal	 Currency Certificate	 Eglobal (External)

Contact

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