Brand Usage

→ How to use our product logos.

Questions?

If you have any questions
regarding our logos and
how to apply them call
Keir or Lee at Intuit Creative
on: 09 929 1211.

Master Logo

To maximise the power of our logo, we need to give it the respect it deserves. And that means making sure it's given enough space to do its thing.

The logo is always surrounded by a minimum clear space area which must remain free from other elements (type and graphics). The minimum clear space area is equal to the width and height of the STAR wording

Horizontal

STAR
Insurance Specialists

Clearspace Area

Stacked

STAR
Insurance
Specialists

Clearspace Area

Master Icon
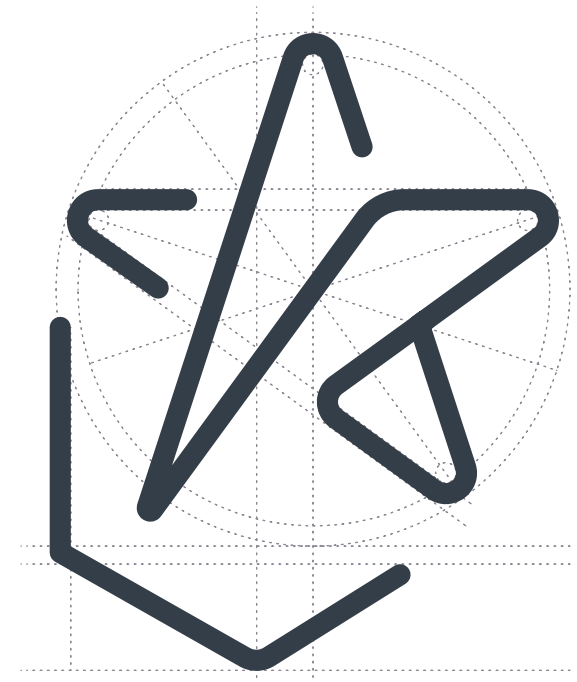
Minimum Size

Digital

Print

15mm

20mm

SIS Seal

Master Seal

Colours

ASPHALT

CREAM

BLACK

Minimum Size

30mm

Colour Guide

Colour is important to us. We've spent alot of time defining the personality of our products and colour is a key driver. When using our product logos please use colour correctly. If you're not sure reference the tips below.

Definition Key:

PMS:	**For specifying sign writing applications**
CMYK:	**For specifying print applications**
RGB:	**For specifying digital applications**
HEX:	**For specifying website applications**

Master Brand Colours

SIS ASPHALT
PMS 432C
CMYK 23/0/0/79
RGB 51/62/72
HEX #333E48

SIS CREAM
PMS 7534C
CMYK 5/5/15/8
RGB 209/204/189
HEX #D3CCBD

PRESTIGE GOLD
PMS 871C
CMYK 43/45/75/15
RGB 139/120/80
HEX #8B7850

Secondary Brand Colours

ENTHUSIAST BRONZE
PMS 7532C
CMYK 45/60/70/35
RGB 110/81/64
HEX #6E5140

CAMPERCARE RED
PMS 485C
CMYK 5/100/100/0
RGB 226/35/26
HEX #E2231A

MOTORCYCLE ORANGE
PMS 143C
CMYK 0/35/95/0
RGB 252/175/38
FCAF26

Prestige Logo

Minimum Size

10mm
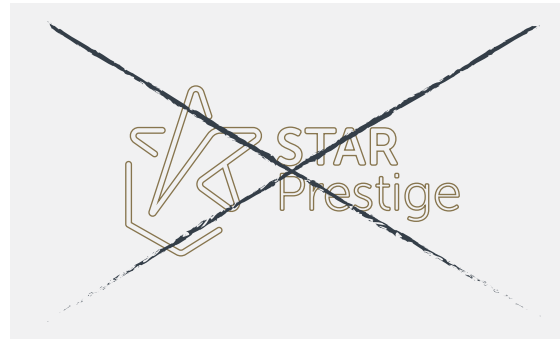
Logo dont's

Don't change colour of the logo.

Don't outline the logo.

Don't rotate the logo.

Don't distort the logo.

Don't place the logo on backgrounds images.

Don't place the logo inside shapes.