



# Brand Guidelines



# Brand Guidelines

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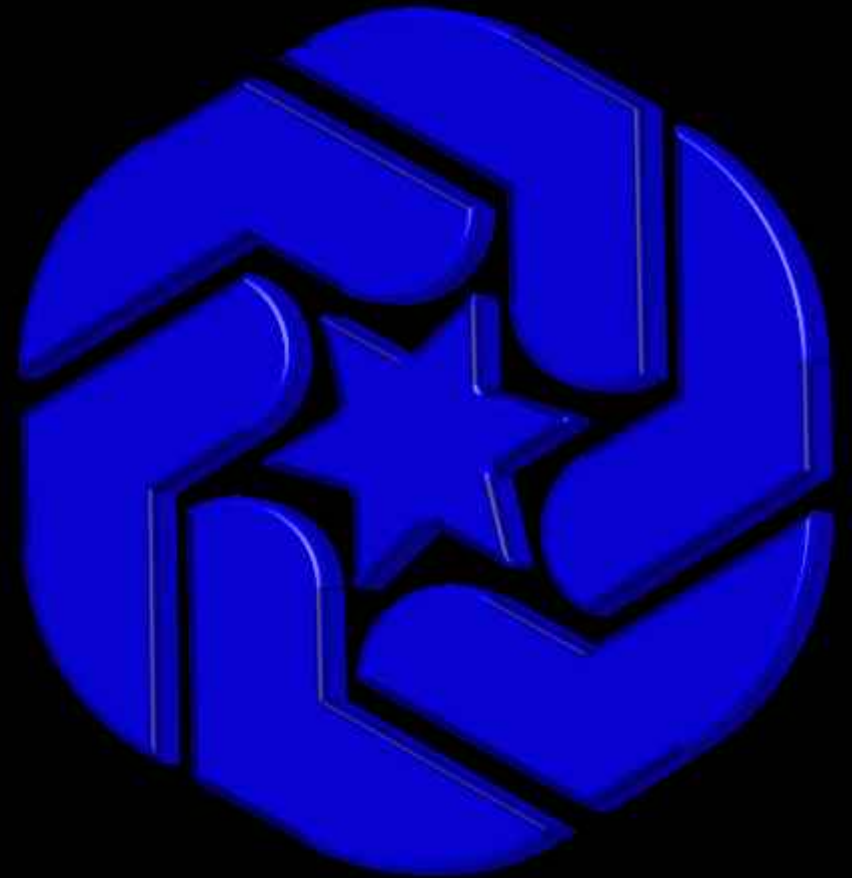
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# Brand Guidelines

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## Introduction:

- About
- Mission
- Vision





# About Us

Welcome to StarUnity, where we believe in the power of community and collaboration. Founded with a vision to unite individuals under a common goal, StarUnity is more than just a logo—it's a symbol of our shared commitment to shine together. We strive to foster connections, inspire creativity, and celebrate diversity within our vibrant community.



## Mission

Our mission at StarUnity is to create a space where every voice is heard, every idea is valued, and every member feels empowered to reach for the stars. Through mutual support and collective effort, we aim to build a community that uplifts, motivates, and brings out the best in each other. Together, we shine like stars, illuminating the path towards a brighter future.



# Vision

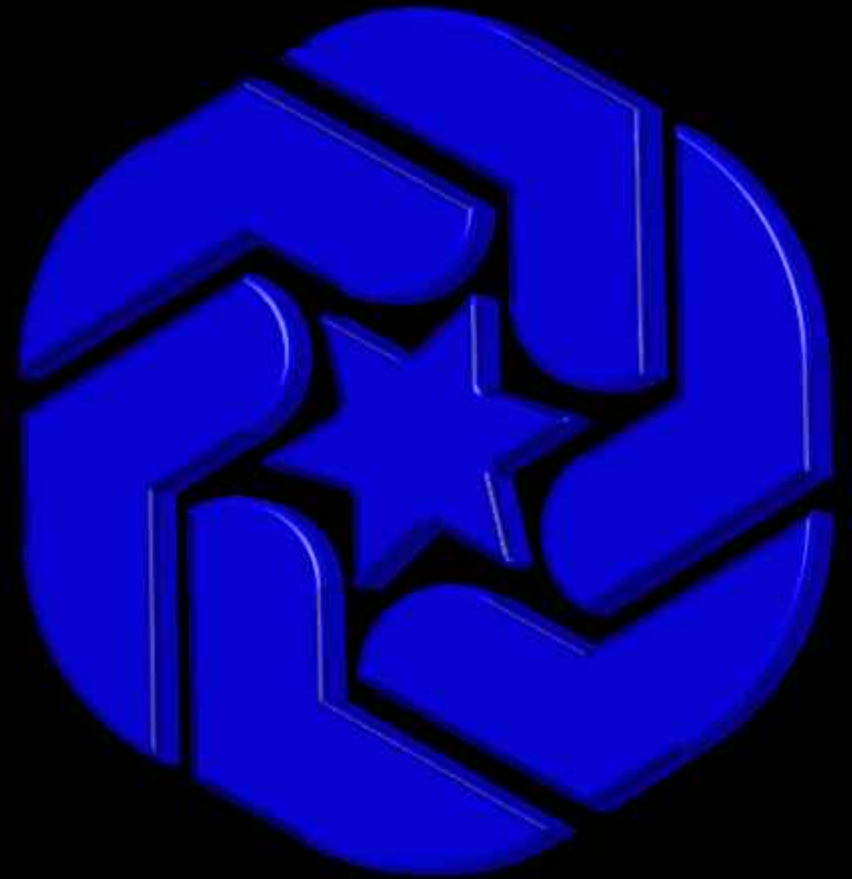
At StarUnity, we envision a world where collaboration transcends boundaries, where unity triumphs over division, and where every individual feels a sense of belonging. We aspire to be a beacon of hope, guiding people towards a shared destiny of progress, prosperity, and mutual respect. With our unwavering commitment to inclusivity and solidarity, we strive to inspire positive change and leave a lasting impact on generations to come.

# Brand Guidelines

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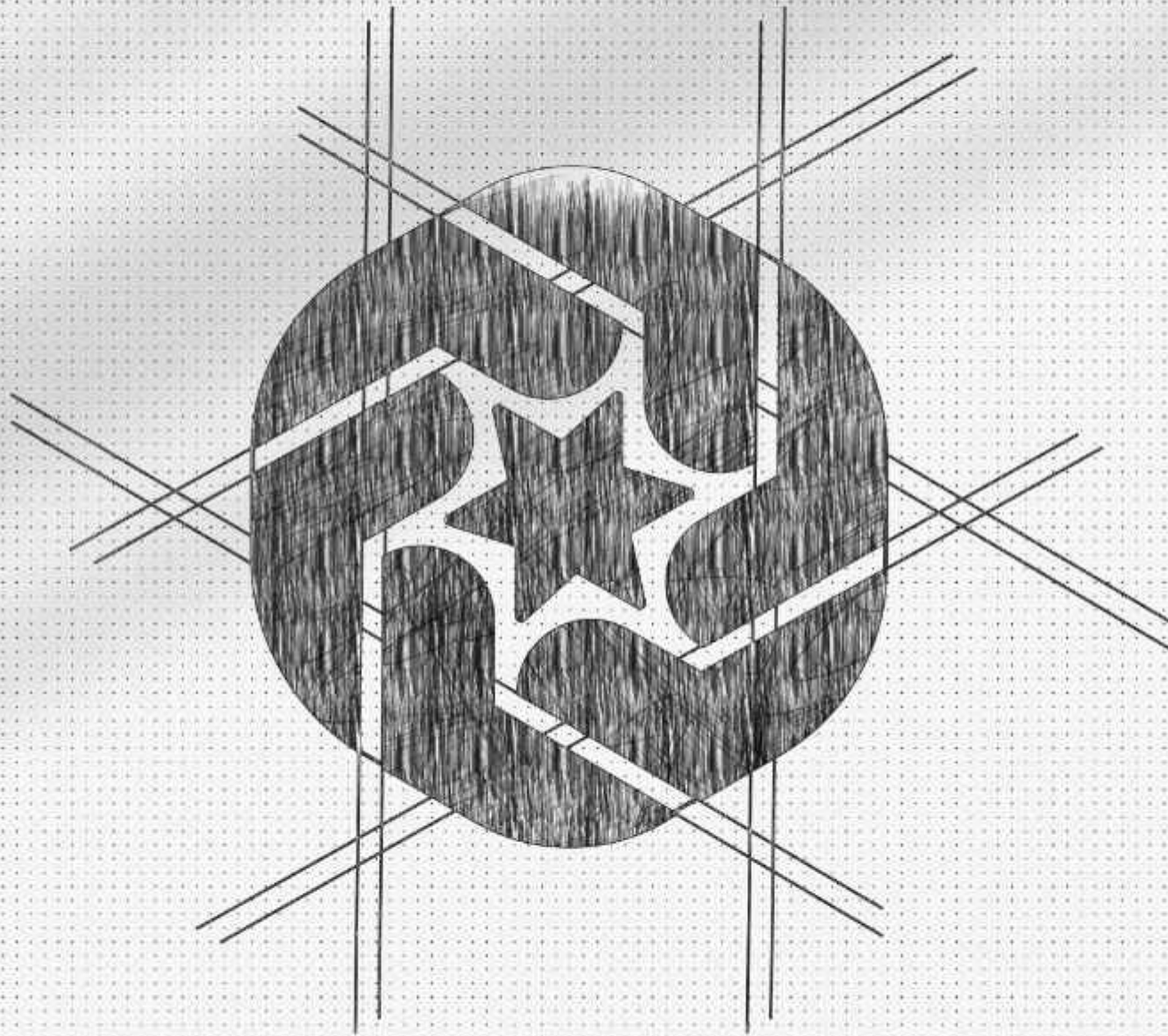
## Logo Guides:

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# Logo Sketch

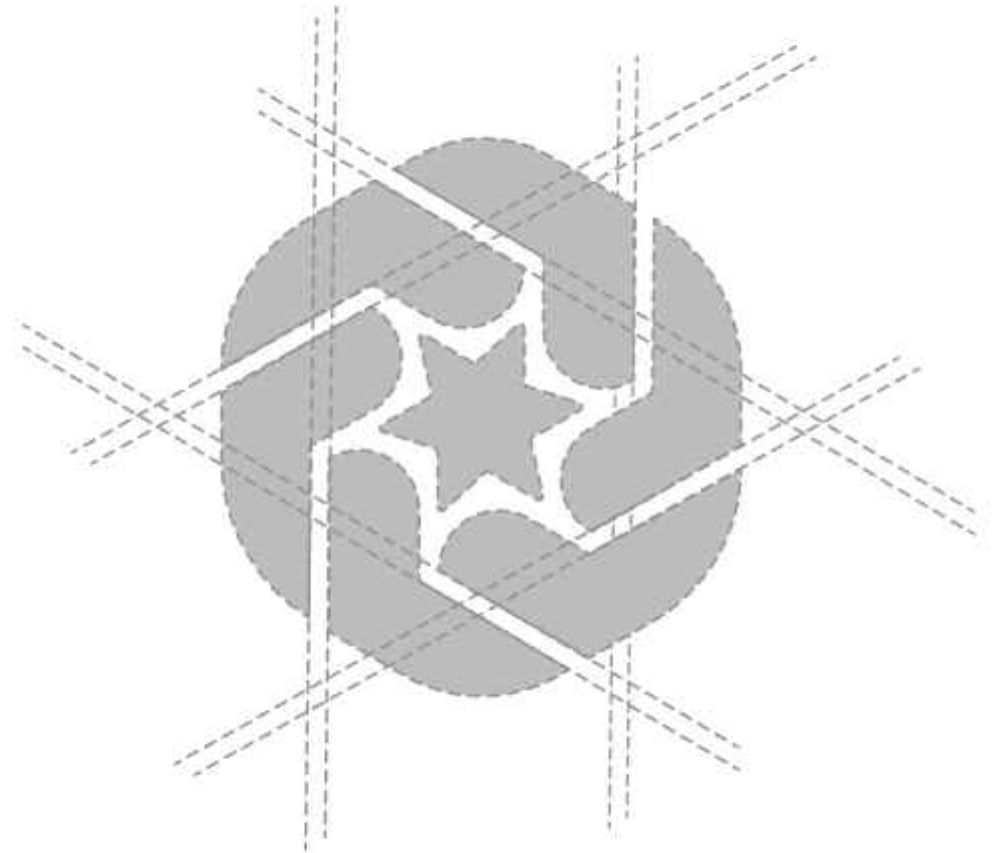
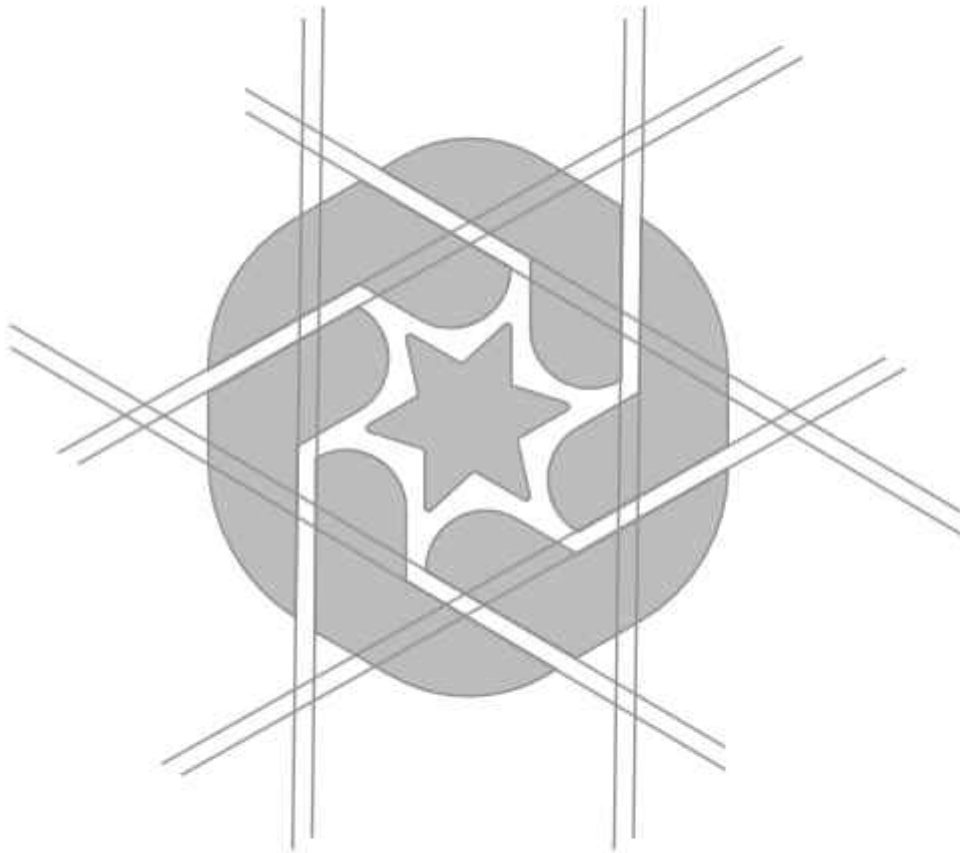
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# Logo Structure

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- This Logo mark is made by Polygon & Star Shape

Exclusion Zone

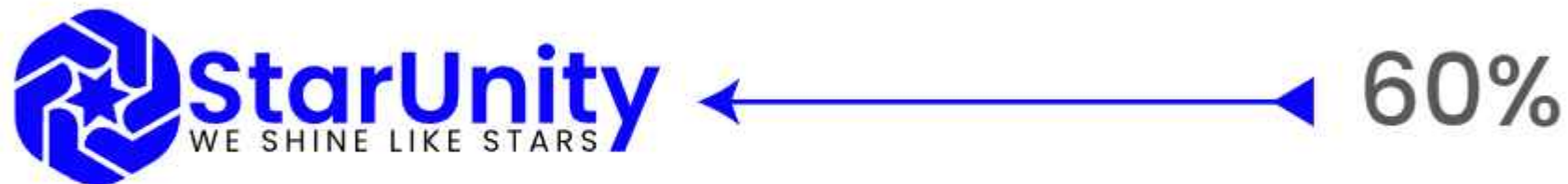
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**StarUnity**  
WE SHINE LIKE STARS

## Logo Size

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# Logo Variation

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**StarUnity**  
WE SHINE LIKE STARS



Vertical



**StarUnity**  
WE SHINE LIKE STARS



Horizontal

# Not Acceptable

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✘ Do Not Use any Stroke or Outline.



✘ Do Not Blur The Logo.



✘ Do Not Distort The Logo.



✘ Do Not Use any Shadow or Effects.



✘ Do Not Wrap The Logo.



✘ Do Not Reduce opacity of The Logo.

# App Icon

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# Color Variation

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# Brand Guidelines

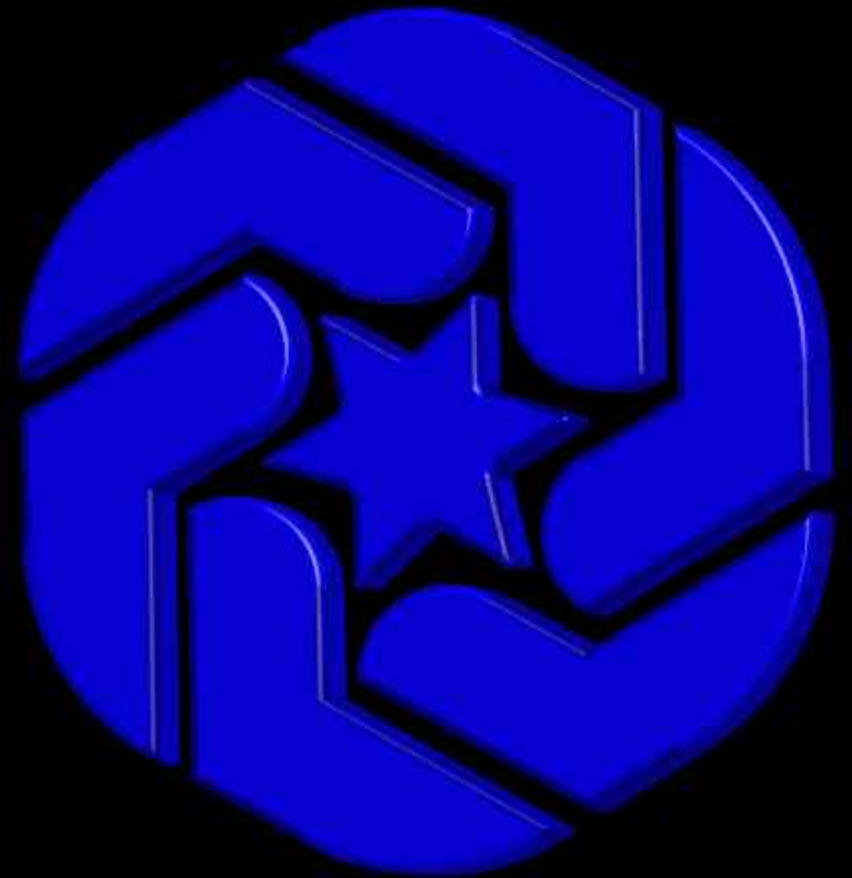
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## Brand Color:

- Primary Palette
- Secondary Palette

## Brand Typeface:

- Typography

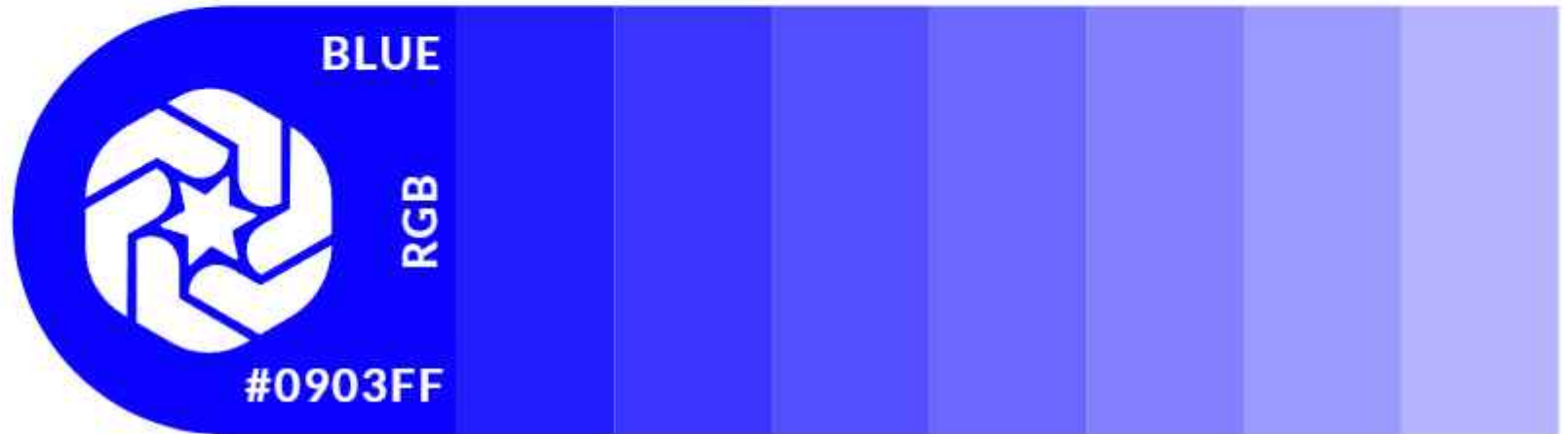




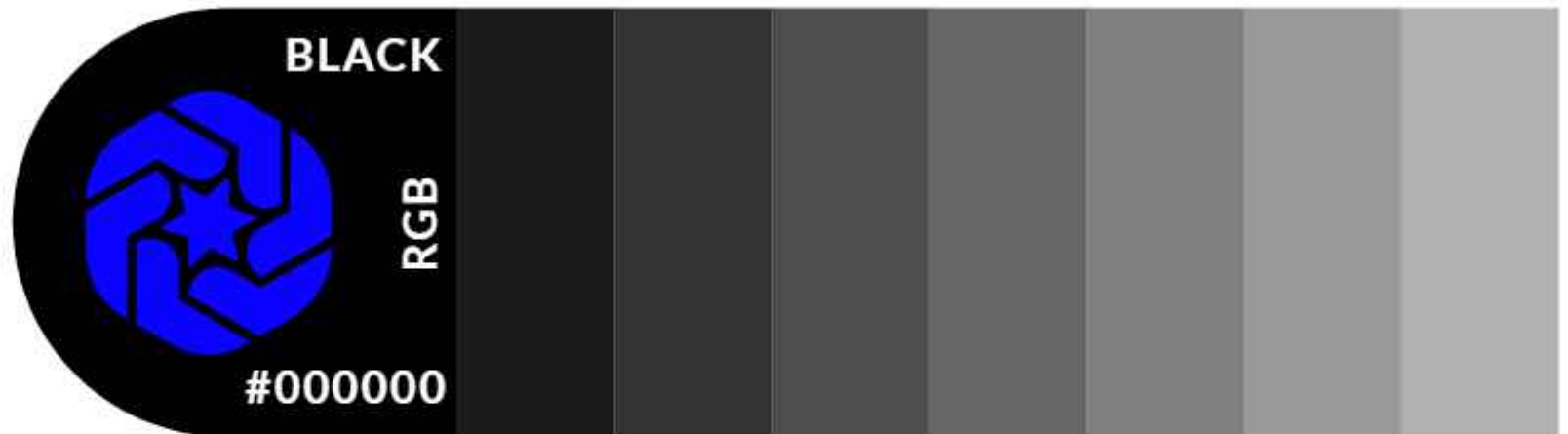
# Color Palette

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## Primary PALETTE



## Secondary PALETTE



# Color Palette

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# Poppins

**Aa**

## SemiBold

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## Regular

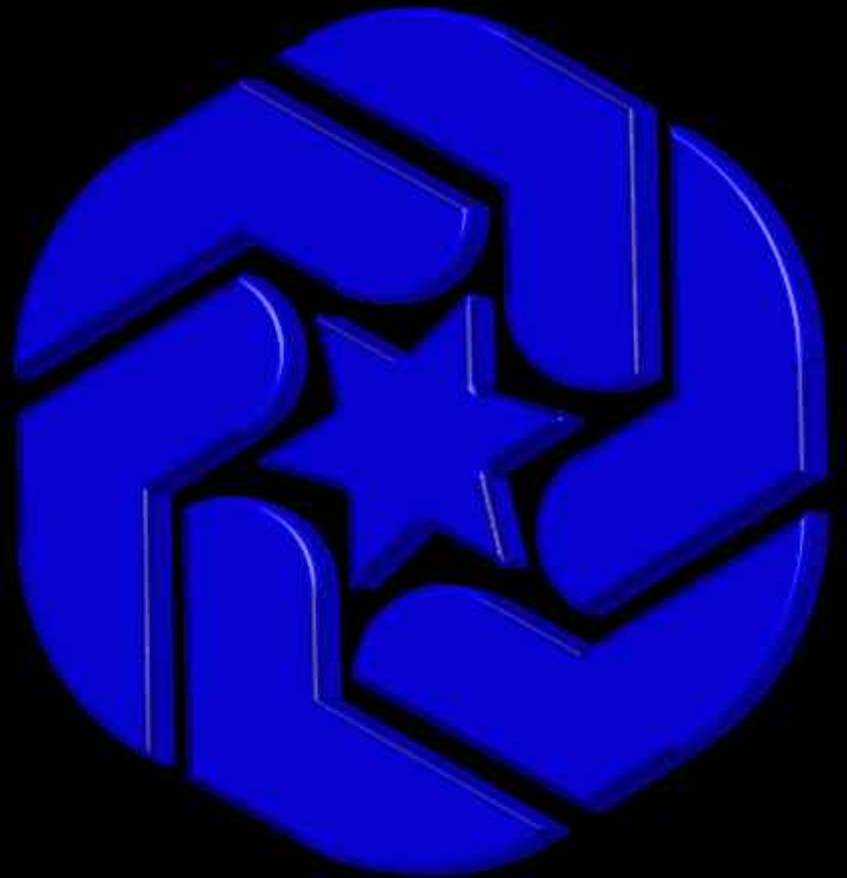
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## Stationary:

- ID Card
- Business Card
- Letterhead & Envelope
- Full Stationary Item



# ID Card

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# Business Card

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# Letterhead & Envelope



# Full Stationary Item



# Brand Guidelines

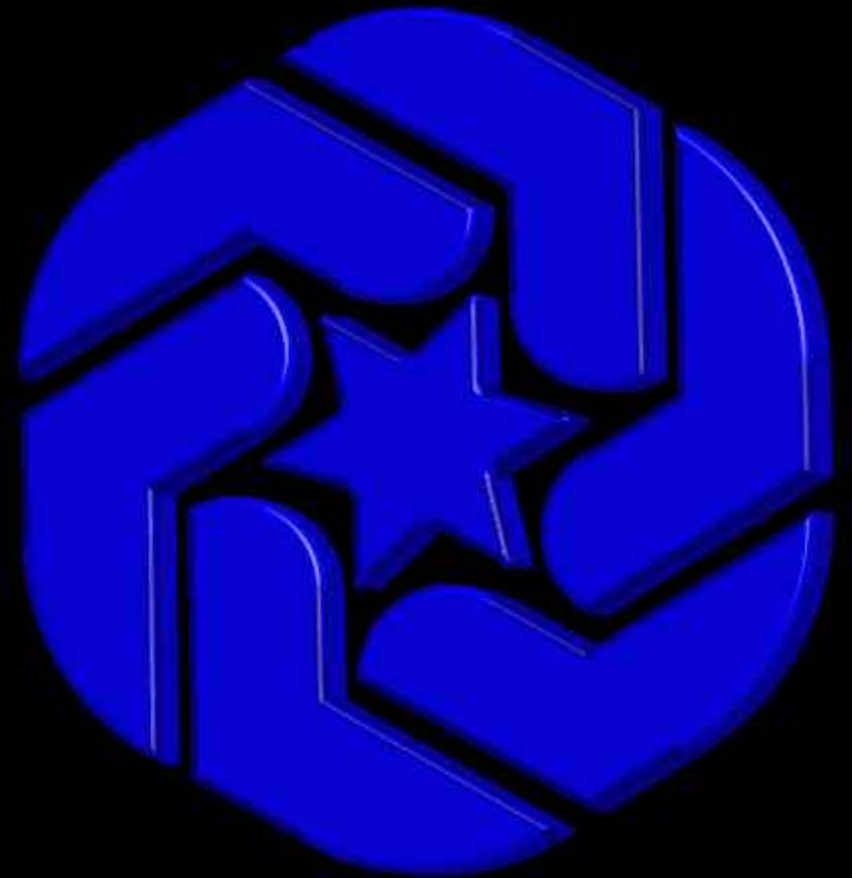
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## Merchandise:

- Logo on Bag
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## Mockups:

- Logo on Different Types of Mockups.







**StarUnity**  
WE SHINE LIKE STARS







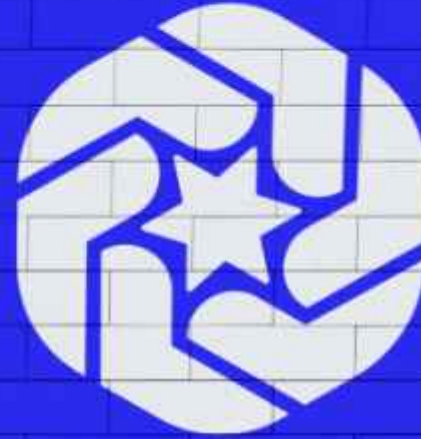
**StarUnity**

United States



**100k Like**

1 HOURS AGO



**StarUnity**  
WE SHINE LIKE STARS





**StarUnity**  
WE SHINE LIKE STARS