StarWind Style Guidelines

This document provides the guidelines for the use of the StarWind logo and the overall rules of the StarWind corporate graphic design.

The StarWind logo and design have been developed to represent and promote the StarWind Software, Inc. on the global software market and they are important corporate identity components. Therefore, it is strongly required to maintain their integrity across all media created for and about StarWind company, products, and services.
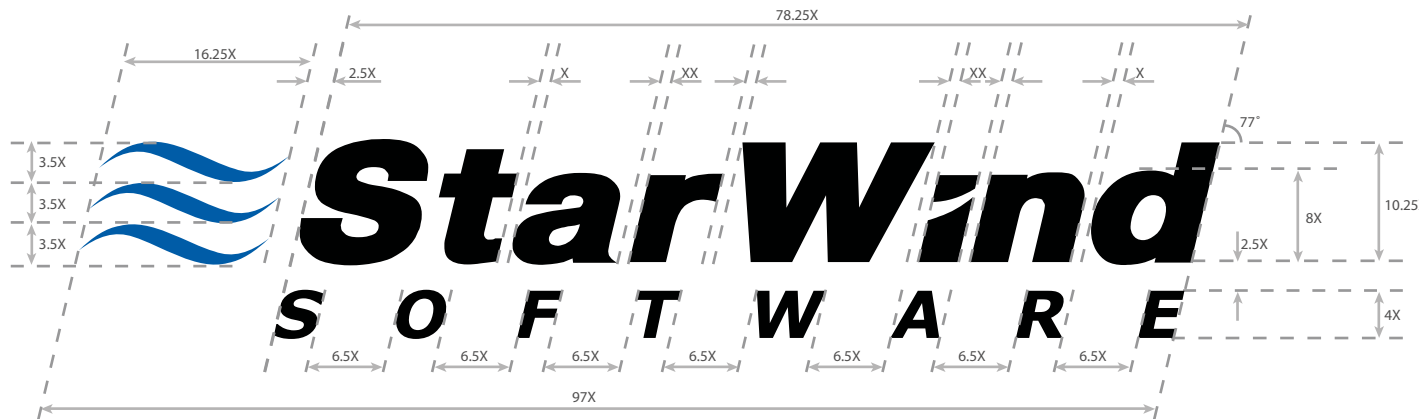
StarWind
S O F T W A R E

Corporate Logo Elements

The StarWind logo consists of two visual components representing our brand: the text and the symbol. The distinctive graphic features illustrated on this page make the StarWind logo unique and exclusive.

The StarWind logo should always be reproduced exactly as shown in the diagram, including correct spelling, spacing, and design.

Logo Guidelines

The components of the StarWind logo should be kept together, and it is very important to preserve their size, color, spacing, and proportions.

The space around the logo should be kept free and clean, and no other graphic elements or words should appear on and overlap the StarWind logo.

162px

28px

57.15mm

9.88mm

Logo for Printed and Web Media

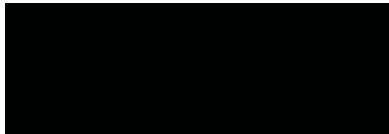We specified the minimum size guidelines so that any reproduction of the StarWind logo would be of perfect quality.

The minimum size of the logo differs for the printed and online materials, and is measured by the logo width and height.

Media	Height	Width
Web	28px	162px
Print	9.88mm	57.15mm

StarWind Corporate Colors

Pantone: 005CA6
CMYK: 96-69-3-0
RGB: 0-92-166

Pantone: 010101
CMYK: 75-68-67-90
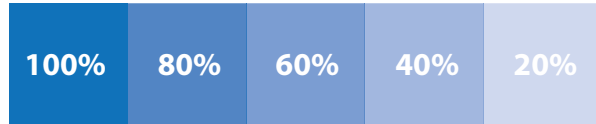RGB: 0-0-0

Corporate Colors

Color is one of the elements of the StarWind corporate identity. The colors approved for the StarWind design have been carefully selected to communicate a strong visual connection with the StarWind company and its products, and develop the brand-awareness. Therefore, StarWind Software Inc. strictly requires using the defined color palette in all kinds of web or print media, as well as for any reproduction of the StarWind logo.

The StarWind corporate palette includes two primary colors that are used consistently across all media shaping the strong brand identity:
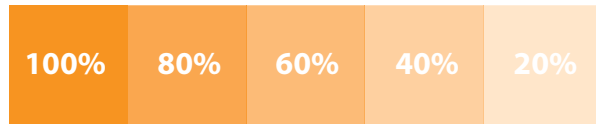
Blue
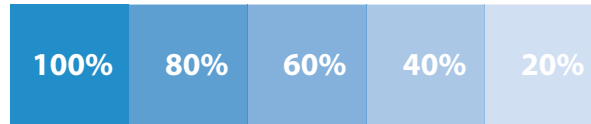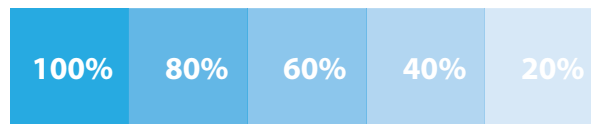**Black**

Secondary Colors

CMYK: 87-52-0-0

100%	80%	60%	40%	20%

CMYK: 0-50-98-0

100%	80%	60%	40%	20%

CMYK: 5-0-93-0

CMYK: 78-33-2-0

100%	80%	60%	40%	20%

CMYK: 70-15-0-0

100%	80%	60%	40%	20%

CMYK: 74-0-99-0

100%	80%	60%	40%	20%
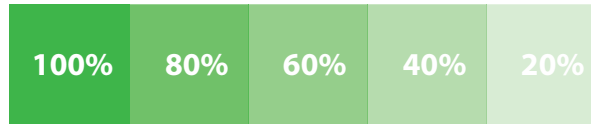
CMYK: 50-0-9-0

100%	80%	60%	40%	20%
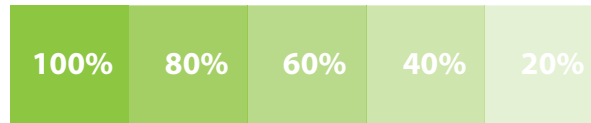
Secondary Colors

The secondary colors are primarily applied for web and printed publications as supplementary design elements. They are used to organize space, underline content, and emphasize the necessary details. In order to follow the corporate design and brand identity, secondary colors are used for small areas only, for tables' rows and columns, charts, and headings.

StarWind Corporate Fonts

For printed materials

Myriad Pro Light
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Myriad Pro Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Myriad Pro Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

For online materials

Arial Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Tahoma Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Tahoma Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghjklmnopqrstuvwxyz
1234567890

Corporate Fonts

Consistently applied fonts contribute substantially to brand-awareness. At StarWind Software, Inc., we adopt one font family as the corporate type that is used everywhere for online and printed collateral, including promoting and advertising documents and web content.
Generally, the Myriad Pro type family is used in printed materials.
Arial and Tahoma type families are used for the web media.

Type name	Used for
Myriad Pro Light, Regular, Italic	Body text
Myriad Pro Semibold	Headings 2,3
Myriad Pro Bold	Headings 1
Arial Regular	Online body text
Arial Bold	Headings 1,2,3,4
Tahoma Regular	Online body text
Tahoma Bold	Headings 1,2,3,4

StarWind Certified Partner Logos

The StarWind Registered Certified Partner logo is one of the benefits of the StarWind Partner Program. This level provides any Value Added Reseller (VAR) with access to the Partner Portal and becomes a starting point of business cooperation with StarWind Software, Inc.

The StarWind Gold Certified Partner logo is one of the benefits of the StarWind partner program. It enables VAR to get NFR keys and internal-use licenses, to access marketing programs and StarWind Partner Portal, to register deals and to use the Gold Partner logo.

The StarWind Silver Certified Partner logo is one of the benefits of the StarWind partner program. It enables VAR to get NFR keys and internal-use licenses, to access marketing programs and StarWind Partner Portal, and to use the Silver Partner logo.

StarWind Certified Partner Logos

The partners network is differentiated to provide more benefits and margin to the best partners of StarWind. The StarWind Channel Partner Program is divided into three partnership levels for resellers and consultants who want to take advantage of the StarWind exclusive partner program.