



**stars**<sup>®</sup>  
*a program of* **aashe**

# *the brand guidelines*

*All you need to know about  
the new STARS visual identity.*

# The STARS seals

The STARS Seal consists of the STARS logo including the “a program of AASHE” accreditation, surrounded by an outer ring containing the full program name and rating level.

The STARS Seal is for use exclusively by STARS rated institutions, active participants, charter participants and partners. The Seal may be used to publicize an institution’s, company’s or organization’s participation in AASHE’s STARS program and highlight its achievements and commitment to sustainability in higher education.

When used on a website, the Seal may link to the STARS or AASHE home page. You may not use it to link to other pages on your website or to link to any other third party websites.

The Seal must be used in its entirety and may not be altered in any way, including proportion, color, element, type, etc. except by express permission from AASHE .



# The STARS seals details

Never modify the size of the ® attached to the STARS Seals

In order to maintain visual impact, never use the STARS seals at less than 1.5" high.

There should always be an area of clear space around the STARS seal to ensure that it is always visible and is never cluttered by any materials. The recommended clear space around the STARS seal is "1x", where "x" is the height of the STARS type.



# STARS seals misuse

These examples show some of the possible ways the STARS seal might be misused. In order to maintain maximum effectiveness, apply the logo only in the approved manner throughout all communications.



**Don't** alter the logo or seal elements in any way



**Don't** lighten or darken the colors to change their value.



**Don't** animate, morph or in any other way distort the appearance of the logo or seal.



**Don't** use any colors or color combinations not specified in this guide.




**Don't** place the logo or seal over a photograph or image where the background competes with the mark.



**Don't** rotate the seal or logo.



**Don't** change the size, position or proportional relationships of the letters or elements.

This year  will partner with Miami University....

**Don't** use the logo or seal in the middle of a statement or sentence.

# About the STARS logo

The STARS (Sustainability Tracking, Assessment & Rating System) program logo has been much simplified with the addition of “a program of AASHE”.

The STARS program name should be fully spelled out in the headline or the first sentence of the body copy on any STARS communications (see next page).

The logo itself is built from the front section of the AASHE logo to further reinforce that STARS is from AASHE.



# Available STARS logos

## Full Color logo

The full color STARS logo is available in positive and reverse versions in both RGB for digital or screen applications and CMYK for printed applications.

This is the primary and preferred version of the STARS logo.



## Grayscale logo

The grayscale STARS logo is available in positive and reverse versions for printed applications only.

The grayscale logo is for single color printing, for example a newspaper ad.



## Black/White logo

The black/white STARS logo should only be used for very basic printing, for example tchotchkes – where color printing may not be an option.



## Spot color logo

The spot color STARS logo should only be used for very basic printing, for example tchotchkes or signage where quality color printing is not a viable option.



# Clear space and minimum size

There should always be an area of clear space around the AASHE and STARS logos to ensure that the logo is always visible and is never cluttered by any materials. There is a recommended clear space around both the AASHE and STARS logos of of "1x", where "x" is the height of the type in the logos.

In order to maintain visual impact, never use the AASHE or STARS logos at less than three-quarters of an inch (0.75") high.

Never modify the size of the ® attached to the STARS Logo or STARS Seals



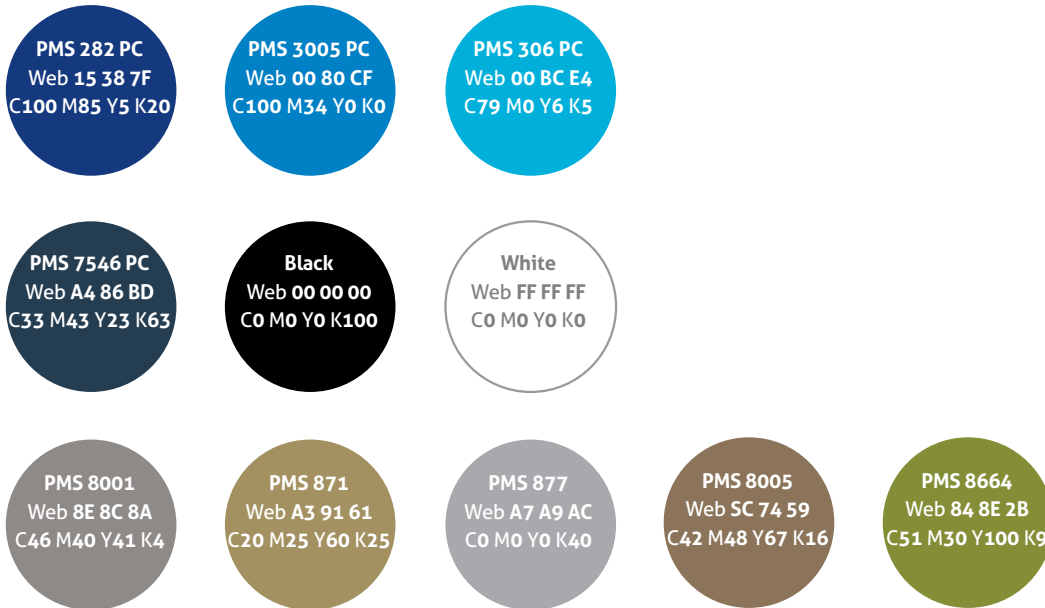
Clear space requirements



# STARS color palette

The STARS color palette is derived from the colors within the STARS logo gradient and the colors of STARS seals. The gradients were created using the PANTONE® Process Color (PC) colors to ensure a smooth gradients. With the exception of PMS 8664, the STARS seal colors are based on metallic spot colors.

For digital or other screen applications Web Safe equivalents have been specified. If you are using spot colors always use the correct Pantone color.





# Trademark usage

## Registered Trademark vs. Trademark

When referencing STARS trademarks and registered trademarks, always include the proper notation after the name and logo (® for Registered Trademarks and ™ for Trademarks). Failure to do so dilutes our trademark protection. When writing the full program name, Sustainability Tracking, Assessment & Rating System™ use ™. In text it is only necessary to annotate the first instance of the trademark in a given document or piece. After the first instance you may drop the ® or ™ after the word. Always include the ® when using the STARS Logos and seals.

## Trademarked Brand Names

Always use the full, proper, unaltered trademarked brand names in all communications. Never vary the spelling, change word order, or use a possessive or plural form of the STARS Brand. When using a STARS Logo or Seal, never modify the design, add or delete any elements or words, change any colors or proportions.

## Trademark Sizing

Never modify the size of the ® attached to the STARS Logo or STARS Seals (see below). When typing ® or ™ in association with STARS or Sustainability Tracking, Assessment & Rating System, make sure the trademark size is roughly ½ the height of the capital letters, superscript.

Correct sizing: **STARS®**      Incorrect sizing: **STARS®**