



# BRAND GUIDELINES

**V 1.2**

## **WELCOME TO THE STARK GROUP BRAND**

STARK Group is a united company of many local builders merchants. We share the strong belief that we build our future by helping others build theirs. To do this, requires trust. Mutual and unquestionable trust. This isn't new to us. We have built trust since 1896 and today, continue our commitment to build the future with trust. This is our promise to each other, our customers and partners.

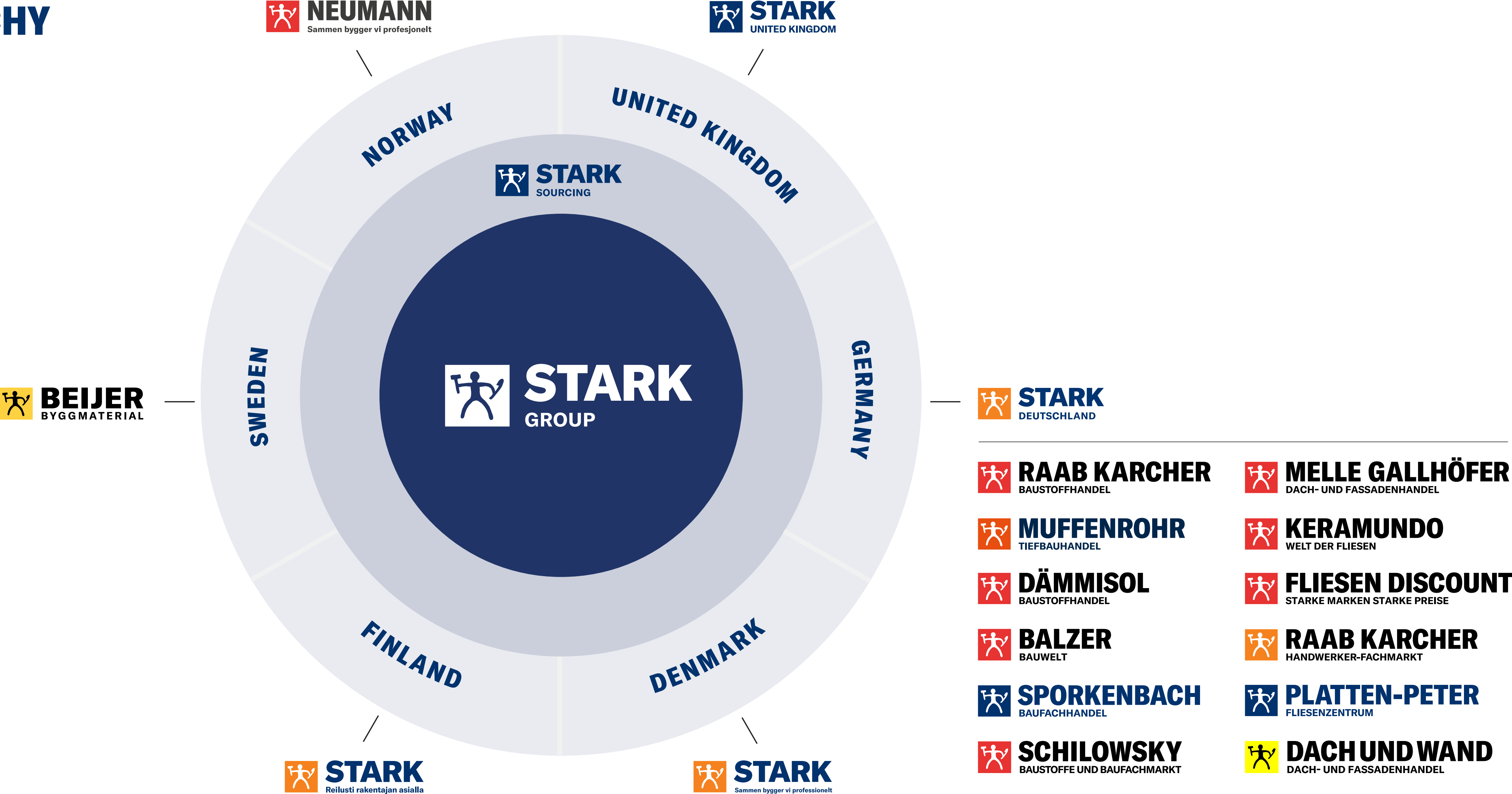
Our ability to deliver on our promise, relies heavily on how we meet people – the impression we leave them with – in person, in store and online, must be one of assurance and trust. Our brand plays an important role in ensuring this. When we build our brand with the same respect and attention that we pay people, we will come across as composed and confident, which in turn will instil trust and generate loyalty.

The STARK Group brand is a strong brand that has stood the test of time. For our brand to continue growing from strength to strength, we must manage it with care and discipline, applying it correctly and consistently across all brand experiences.

You are probably reading this, because you are working with our brand. Everything you need is set out in these guidelines. You will find standards that define how our brand experiences should look and feel, and the tools necessary to create them.

We trust that you will treat our brand in accordance with these guidelines and invite you to contact Group Communications if you have any questions.

# STARK GROUP HIERARCHY



# BUSINESS UNIT LOGO SYSTEM

## LOGO, UP TO SIX LETTERS

GT AMERICA BLACK



GT AMERICA BLACK



## LOGO, MORE THAN SIX LETTERS

GT AMERICA CONDENSED BLACK



GT AMERICA CONDENSED BLACK



GT AMERICA BLACK



# BUSINESS UNIT TAGLINE SYSTEM

## NAMES UP TO SIX LETTERS

TAGLINE CAN BE SENTENCE CASE OR ALL CAPS

TAGLINE FOLLOWS WIDTH OF LOGO



LOREM IPSUM DOLORIT AMIT NUNQUAM

TAGLINE FOLLOWS WIDTH OF LOGOTYPE



LOREM IPSUM DOLORIT

## NAMES GREATHER THAN SIX LETTERS

TAGLINE CAN BE SENTENCE CASE OR ALL CAPS

TAGLINE PUSHES UP THE LOGO AND IS ALIGNED TO BOTTOM OF THE SYMBOL



TAGLINE IS PLACED UNDER THE DESCRIPTOR



TAGLINE IS PLACED UNDER THE LOGOTYPE



LOREM IPSUM DOLORIT AMIT

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# LOGO

# THE GROUP LOGO

The logo is the focal point of our identity — an instantly recognisable symbol of STARK Group.

It consists of an icon and a simple and modern wordmark.

The icon is a square box containing a petroglyph, that represents craftsmanship as well as our nordic heritage. It symbolises perfectly our purpose: to build our future by helping others build theirs, and the trust that is a fundamental part of doing it.

**We are STARK Group**

In running text, STARK Group is always written with STARK in upper case letters and Group in lower case letters with a capital G. This conforms to the logotype and ensures the name is strong and legible.



The icon



The wordmark



# LOGO VARIANTS

The logo exists in the three variants shown here.  
Please do not use any other variants.

Main versions: these versions should be  
prioritised in all communication.

Black and white version: this version is only used  
in situations where it is not possible to use colour.

Icon: In situations where space does not allow for  
both the icon and the wordmark, it is possible to  
only use the icon. Situations include favicons and  
app icons.

Main version, positive



Icon, positive



Main version, negative



Icon, negative



Black and white version



Icon, black and white



# EXCLUSION ZONES AND MINIMUM SIZE

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements.

The preferred space for this is defined by the icon symbol in width and height. If needed, there's also a minimum clear space area that is defined by half of the icon's width and height.

## MINIMUM SIZE

To ensure legibility, the smallest size the logo can be applied at is 25 pixels or 5mm in height.



— Preferred exclusion zone    — Minimum exclusion zone

Minimum size  
Height: 25 px / 5 mm



# LOGO MISUSE

It is important to ensure consistency in the appearance of the logo.

The logo should not be altered, modified or added to. Its orientation, colour and composition must remain as indicated in these guideline.

Some of the common mistakes are shown on this page.



**STARK**  
GROUP

Don't make a stacked version of the logo, or in any other way change the relationship between the icon and the wordmark.

**STARK**  
GROUP

Don't use the wordmark without the icon.



Don't stretch the logo in any way.



Don't rotate the logo in any way.



Don't outline the logo.



Don't change the colours of the logo.



Don't remove the box from the icon.

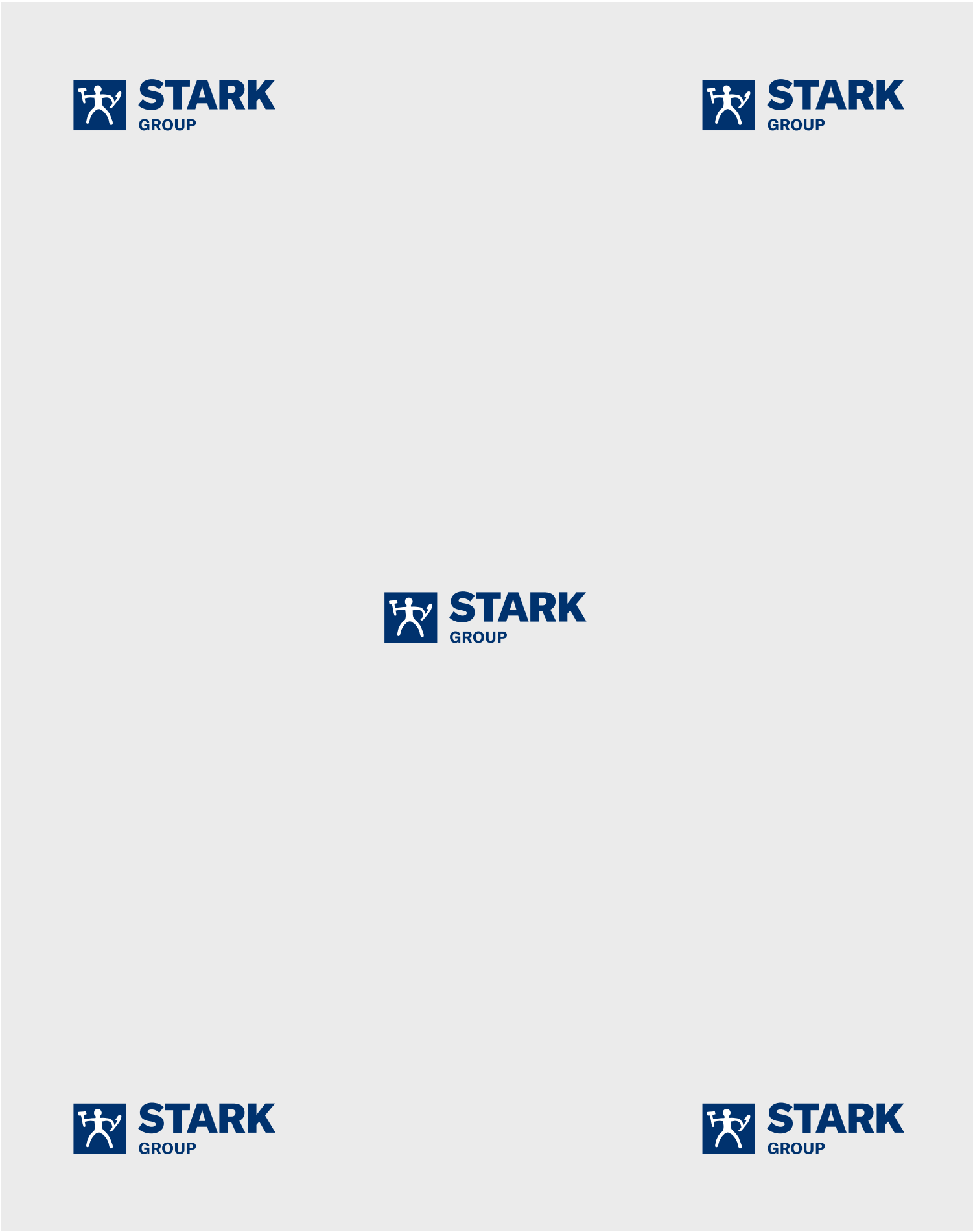


Don't place the logo on busy backgrounds. Use our logo box, as described on page 11 instead.

# LOGO PLACEMENT

To keep the logo placement consistent and simple, but with a degree of freedom and flexibility, it can be placed in five different locations on communications material.

The location are: top left corner, top right corner, centered, bottom left corner and bottom right corner.





# LOGO BOX

To ensure legibility and impact of the logo on busy images, we have introduced a white boundary box. The logo box should never be used in situations, where the main versions of the logo (see page x) are legible.

We recommend using a boundary box that has the same proportions as the exclusion zone (see page 8).

The logo box should preferably sit at the top of the bottom. It must be flush with the outer edge and inside the horizontal margins (see page 25). If it fits the layout better, it is also possible to place the logo in the bottom left corner and bottom right corner.





# LOGO BOX MISUSE

It is important that the appearance of our logo box remains consistent.

The logo box can only be used as shown on page 11. Some common mistakes are shown here.



Don't add opacity to the logo box.



Don't add effects, such as drop shadows to the logo box.



Don't place the logo box at the middle of the page. It should always be cropped vertically.



Don't use other colours than white for the logo box.



Don't make the larger than the exclusion zone describes.



Don't make the smaller than the exclusion zone describes.



Don't rotate the box and the logo.



Don't place the logo box cropped to the side of the page. It should always be cropped vertically.

# **2 COLOURS**

# COLOUR CODES

The STARK Group colour palette is simple and impactful, comprising dark blue, orange, electric blue, white, black and gray. Shown here is the preferred percentage of colour use. Use mainly dark blue and orange, a bit of electric blue and keep white, black and gray to a minimum.

All colours can be tinted for elements such as graphs and backgrounds.

## Dark blue

This is the main colour and conveys STARK Group's spirit of trustworthiness. It is used for elements such as backgrounds, headlines and icons.

## Orange

Orange reflects passion and energy. This colour is used primarily as a highlight colour on buttons, call-to-actions and text outlines.

## Electric blue

This colour reflects technology and innovation. Where necessary electric blue can be used as a secondary and supplementary colour to dark blue and orange on elements such as graphs and infographics.

## White and grays

White and grays are primarily used as backgrounds.

## Black

Black is mainly used only for typography.

<b>DARK BLUE</b>		<b>ORANGE</b>	
RGB	0/50/110	RGB	245/130/30
HEX	#00326E	HEX	#F5821E
CMYK	100/75/0/40	CMYK	0/60/100/0
PMS	294	PMS	144
RAL	5026	RAL	2000
		<b>ELECTRIC BLUE</b>	
RGB	11/90/200	RGB	11/90/200
HEX	#0B5AC8	HEX	#0B5AC8
CMYK	100/75/0/0	CMYK	100/75/0/0
PMS	300	PMS	300
RAL	5002	RAL	5002
<b>WHITE</b>		<b>LIGHT GRAY</b>	
RGB	255/255/255	RGB	232/232/232
HEX	#FFFFFF	HEX	#E8E8E8
CMYK	-	CMYK	0/0/0/10
PMS	-	PMS	COOL GRAY 1
		<b>DARK GRAY</b>	
RGB	135/135/135	RGB	135/135/135
HEX	#878786	HEX	#878786
CMYK	0/0/0/60	CMYK	0/0/0/60
PMS	COOL GRAY 8	PMS	COOL GRAY 8
		<b>BLACK</b>	
RGB	0/0/0	RGB	0/0/0
HEX	#000000	HEX	#000000
CMYK	0/0/0/100	CMYK	0/0/0/100
PMS	PANTONE PROCESS BLACK	PMS	PANTONE PROCESS BLACK





# TYPOGRAPHY

# TYPEFACES

## GT America

GT America is our primary font for print and digital media.

GT America can be purchased here:  
[www.grillitype.com/typeface/gt-america](http://www.grillitype.com/typeface/gt-america)

Necessary font weights are: GT America Condensed Black, GT America Condensed Bold, GT America Regular, GT America Medium, GT America Bold and GT America Black as a minimum.

## Roboto

If it is not possible to use GT America, please use Roboto as fallback font.

Roboto is availble free of charge here:  
condensed weights:  
[fonts.google.com/specimen/Roboto+Condensed](https://fonts.google.com/specimen/Roboto+Condensed)  
standard weights:  
[fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)

## Arial

Arial is used for Microsoft Office templates, excluding powerpoint. It is a system font, and therefore available on every computer with Microsoft Office installed.

GT AMERICA

GT America Condensed Black

GT America Condensed Bold

GT America Regular

GT America Bold

GT America Black

ROBOTO

Roboto Condensed Bold

Roboto Regular

Roboto Bold

Roboto Black

ARIAL

Arial Regular

Arial Bold

# TYPOGRAPHIC HIERARCHY

A typographic hierarchy has been established to create a solid and trustworthy expression, while allowing the reader to easily find what they are looking for in the text.

Descriptors are used to highlight pieces of text or a number. As such, they are set in a text box and in all capital letters. Please see page 21 for guides on how to create and use a text box.

For body copy, please use GT America Regular, unless if it's white text on a dark background, where you should use GT America Medium.

Descriptor

LOREM

GT America  
Black

Heading

LOREM IPSUM dolor sit  
amet consectetur

GT America  
Condensed Black

Subheader

Lorem ipsum dolor sit amet

GT America  
Condensed Black

Lead paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut labore et dolore  
magna aliqua. Ut enim ad minim veniam quis nostrud.

GT America  
Regular

Tertiary header

Lorem ipsum dolor sit amet

GT America  
Bold

Body copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod  
tempor incididunt ut labore et dolore magna commodo consequat.

GT America  
Regular



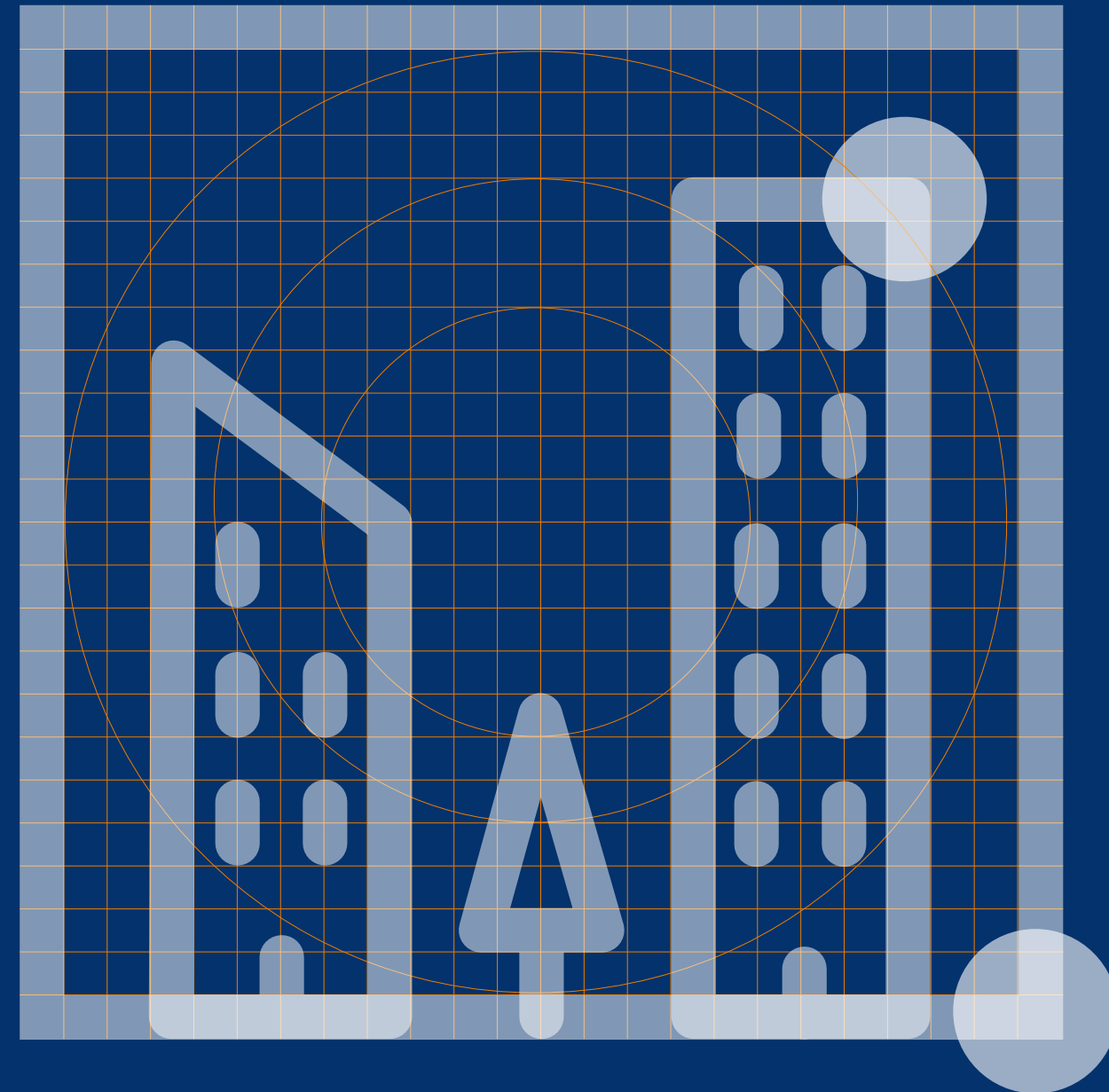
# GRAPHIC ELEMENTS

# ICON GRID

The visual identity for STARK Group includes a uniform style for icons used across communication platforms.

The style of the icons is inspired by the design of the logo – with a square outer shape and a soft inner shape.

- Use a grid of 24 x 24 squares to design the icons. This will ensure icons can seamlessly be scaled up and down in size.
- Use a monolinear stroke with a uniform thickness.
- The outer shape of the icon should always have miter joints, creating a sharp 90° angle on all corners.
- The inner shape of of the icon should always have round joints and stroke endings.



**STARK**  
**GROUP**

# ICON EXAMPLES

The set of icons shown here represents and defines the style for all STARK Group icons. All new icons should be drawn to match this design.



Scale



Acquisition



Results



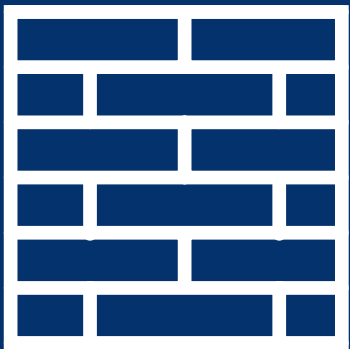
Quote



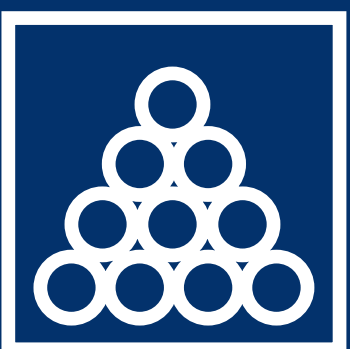
Urbanisation



Employees



Bricks



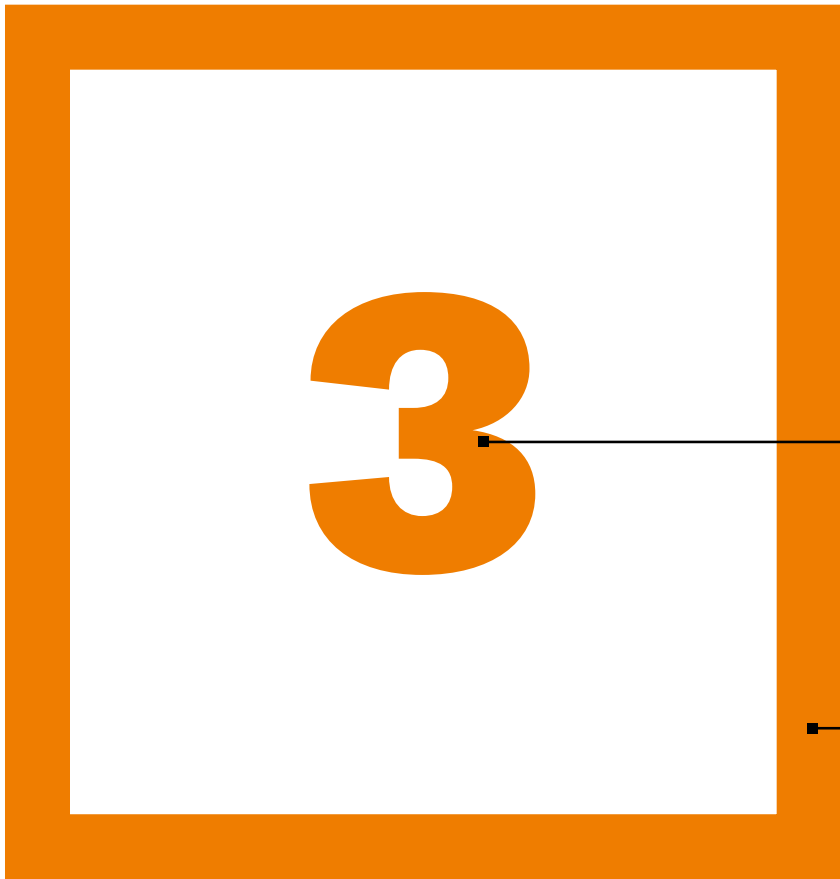
Tubes

# TEXT BOX

Please use a type box to visually highlight a piece of text or a numer.

It is important that the stroke of the box has a degree of solidity. To achieve the right balance between text and stroke, please divide the size of the type with 6 to achieve the correct stroke weight. E.g. using type size 75 pt, divide it by 6, to achieve a 12.5 pt. stroke.

It is important to achieve a correct and spacious balance between the box and the text within it. Please use the height of the type to define the space between the text and the outer edge of the box.



Type size: **75 pt.**

Stroke weight: 75 pt. / 6 = **12.5 pt.**



# UNDERLINE

Where the text box is for descriptor text, an underline can be used to highlight text within a headline. The underline can only be used for large headlines not body copy text.

To achieve the correct stroke weight, we please divide the size of the type with 8 to achieve the stroke size. E.g. using a type size 60 pt, divide it by 8, to achieve a 7.5 pt. stroke.

It is important that the underline is set at the correct distance from the text above it. The distance from the text. To measure this, use the height of the underline and add the same space to the underline.

When using the underline, it can be the same colour as the text, or to highlight it even more, it can be another colour, e.g. an orange underline on dark blue text. It should only be used in larger sizes, and as such only dark blue or orange.

**WE ARE AN INTERNATIONAL GROUP**

Underline: 60 pt. / 8 =  
**7.5 pt.**

Type size: **60 pt.**

**VISITORS**

The underline can be  
either orange or dark  
blue



Offset the underline  
by the height of the  
underline

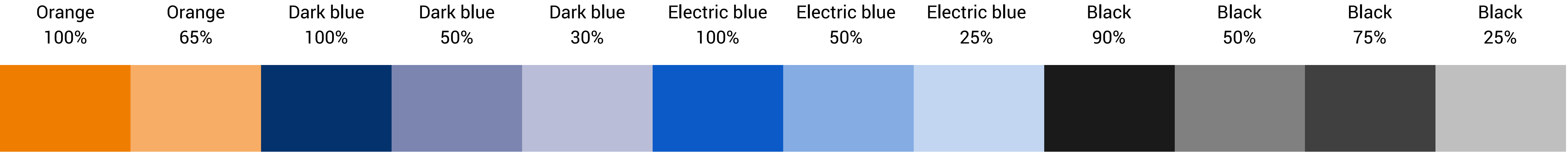
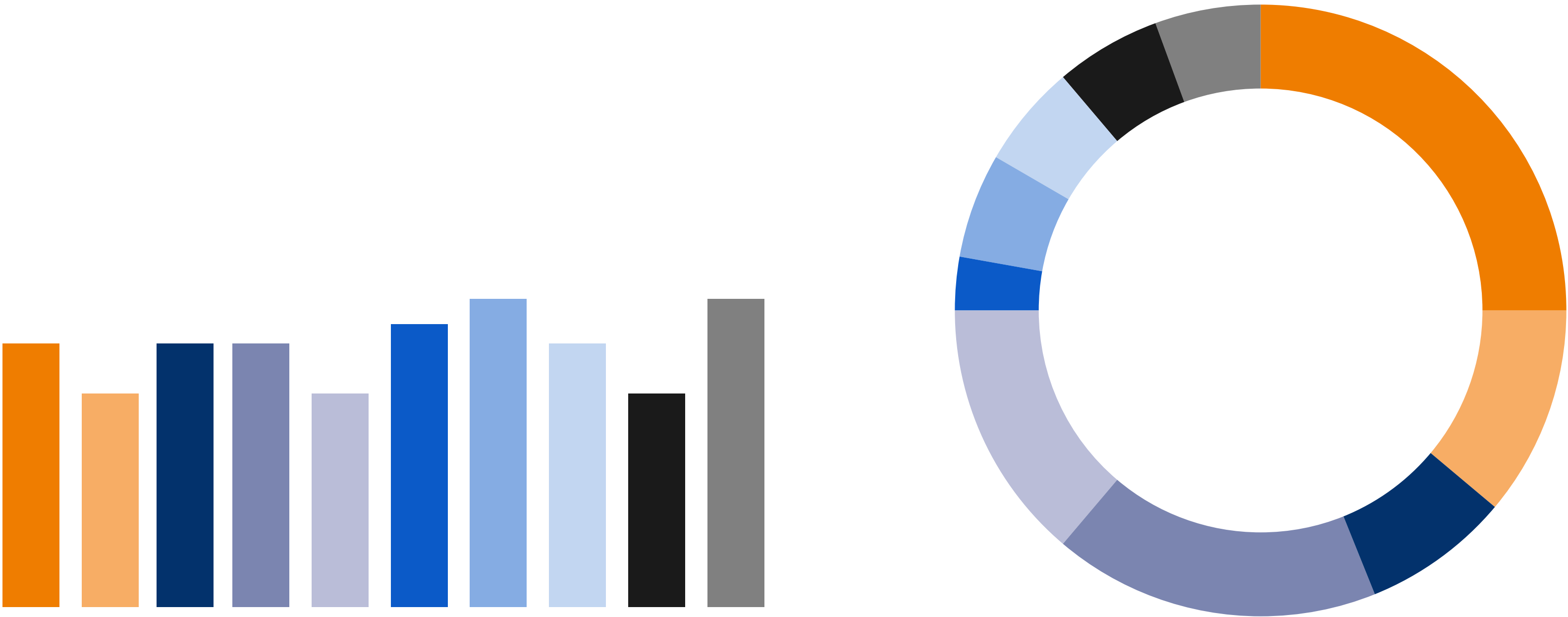


# CHARTS AND GRAPHS

The graphs and charts shown here represent and define the style used in communication material.

**Colour hierarchy**

There are 12 colours available with some being tints of the STARK Group colour palette.



# **5 LAYOUT**

# LAYOUT GRIDS

All communication material is created using a six or twelve column grid. This allows for a consistent visual expression with a high degree of flexibility.

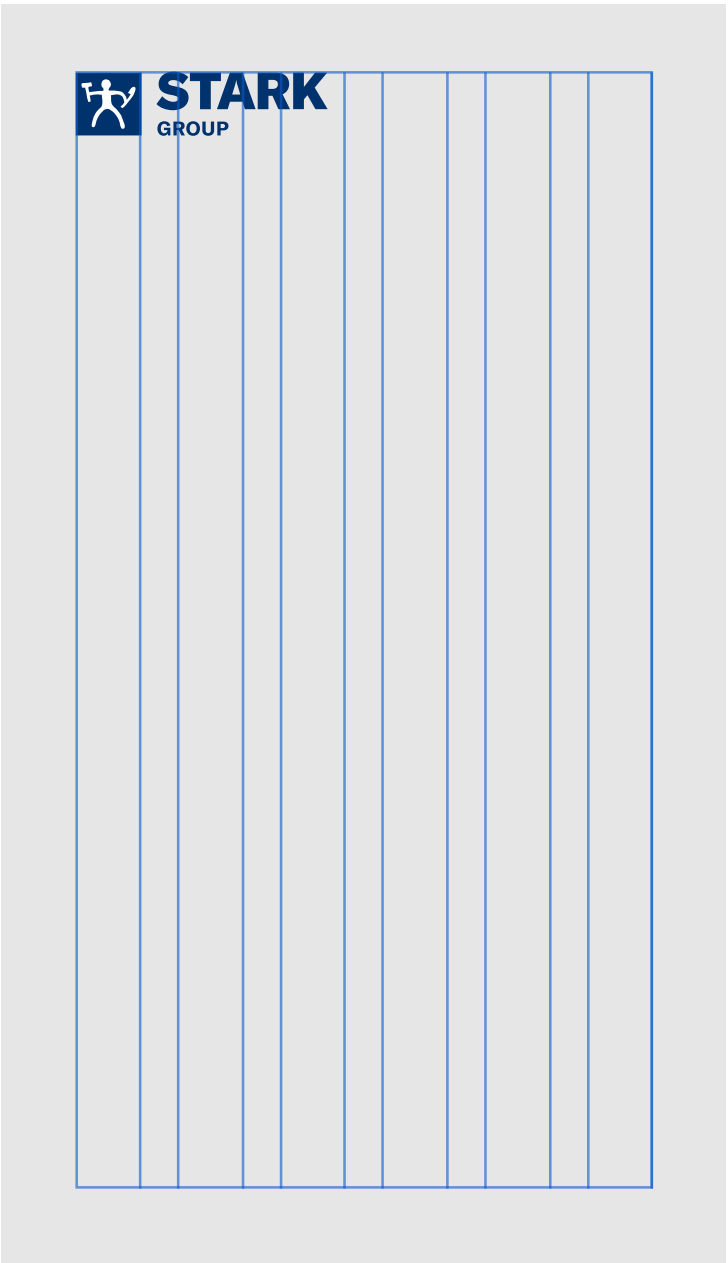
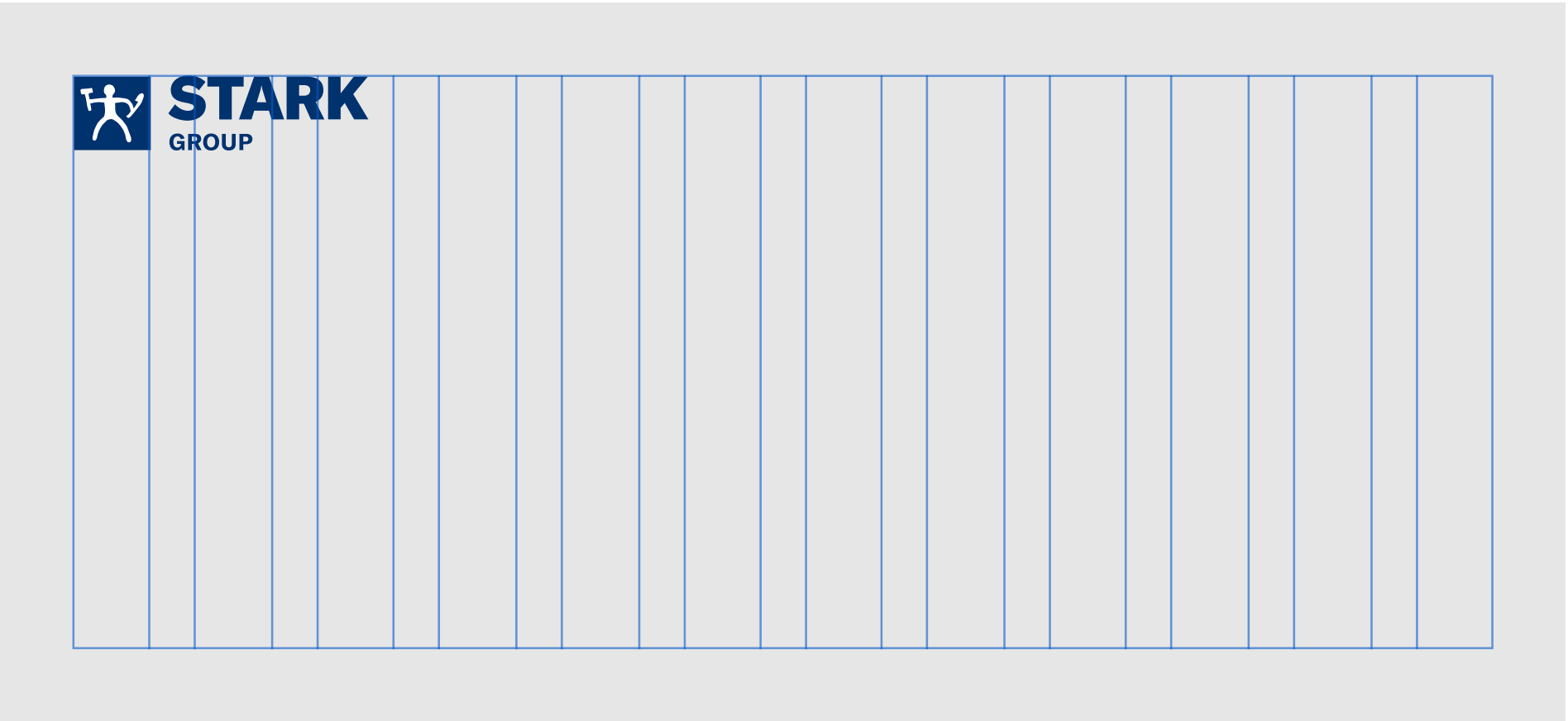
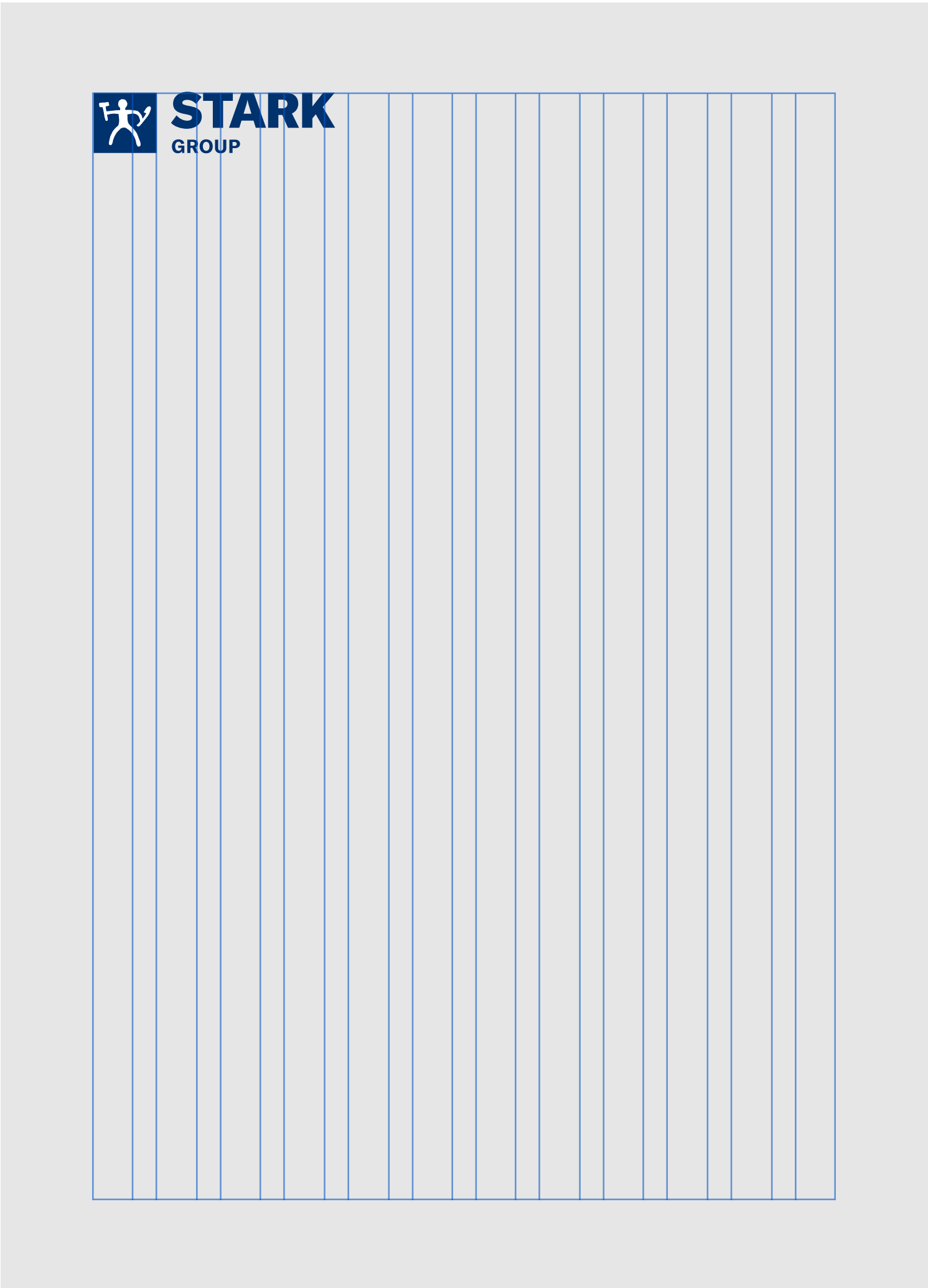
Please use the twelve column grid where possible. However, for small, compact layouts, the six column grid can be used.

### Margin

Margins are calculated to 10% of the shortest side of the format.

### Logo size

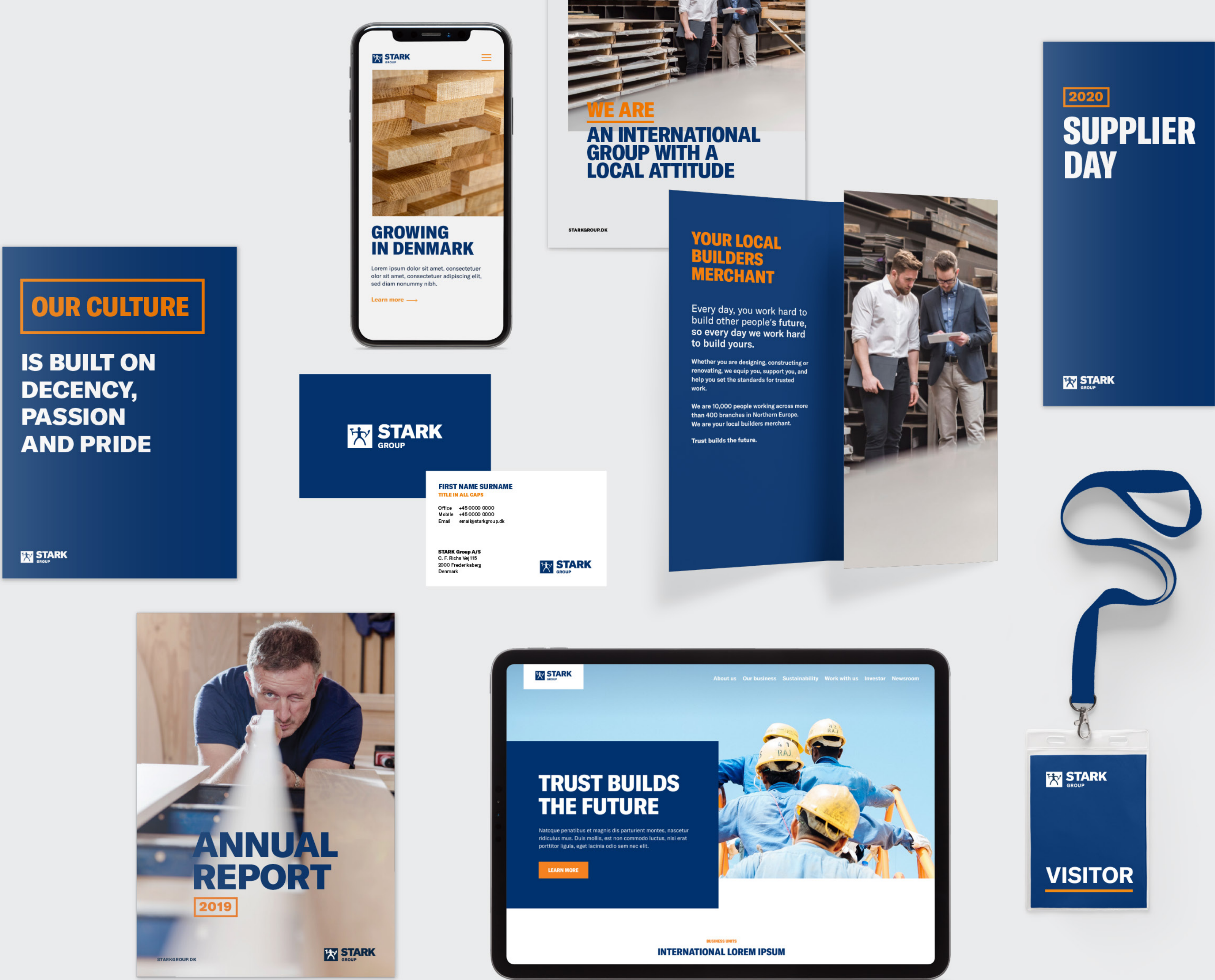
Please use a logo size that is one column and one gutter wide. For smaller sizes, use a logo size that is one column wide. Always check that the logo adheres to the exclusion zone described on page 8.



# **EXAMPLES**

# EXAMPLES

Here are examples of the design applications showing how the graphic elements described in this guideline work together.



# THANK YOU

For any brand inquiries contact  
[kommunikation@starkgroup.dk](mailto:kommunikation@starkgroup.dk)