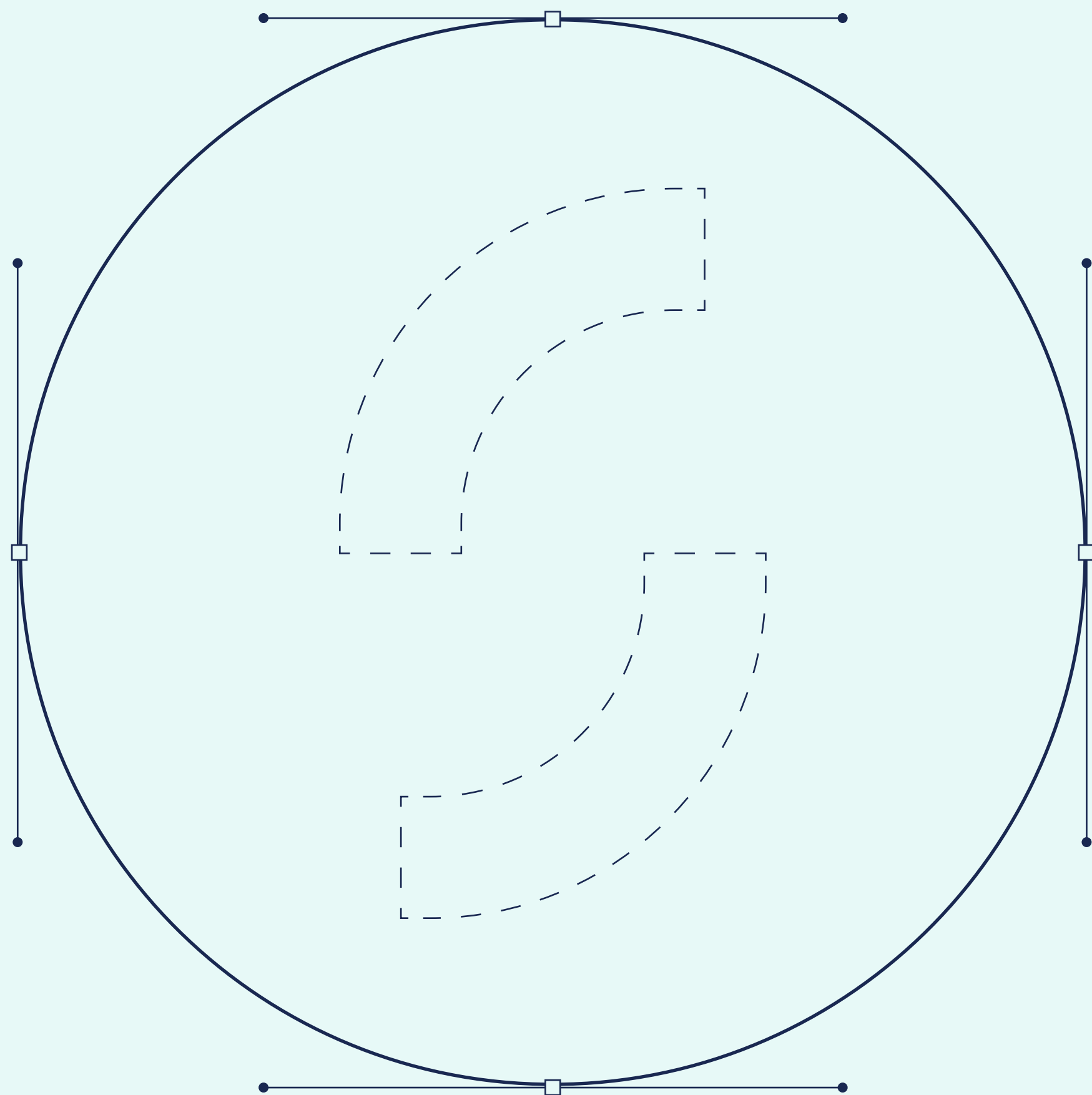




Brand Guidelines

Version 2.1



This document gives guidance on our logo suite and brand colours. It deals specifically with online use.

Download our logos [here](#).

Logo Horizontal

Our logo is based on simple shapes and is carefully constructed to maintain legibility at different sizes and applications.

Logo should be no smaller than 20px in height.



Starling
Bank

Logo Clearspace

Clearspace around the logo is equal to one half of the 'S' mark.



Horizontal logo Colourways

Where possible our logo should be used in the primary colourway on a white background. Additionally, for light coloured backgrounds the primary colourway can also be used. For dark backgrounds use the light colourway and for bright backgrounds use the white colourway. Please use discretion when choosing the best colourway.

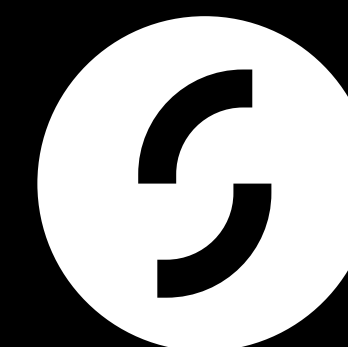


Starling
Bank

MONOCHROME



Starling
Bank



Starling
Bank

Logo Vertical

Our vertical logo should be used with discretion but works well when aligned centrally or standing on its own with lots of clear space around it.

Logo should be no smaller than 60px in height.



Starling
Bank

Logo Clearspace

Clearspace around the logo is equal to one half of the 'S' mark.



Vertical logo Colourways

As with the horizontal logo where possible our vertical logo should be used in the primary colourway on a white background. Additionally, for light coloured backgrounds the primary colourway can also be used. For dark backgrounds use the light colourway and for bright backgrounds use the white colourway. Please use discretion when choosing the best colourway.



MONOCHROME



Colour palette



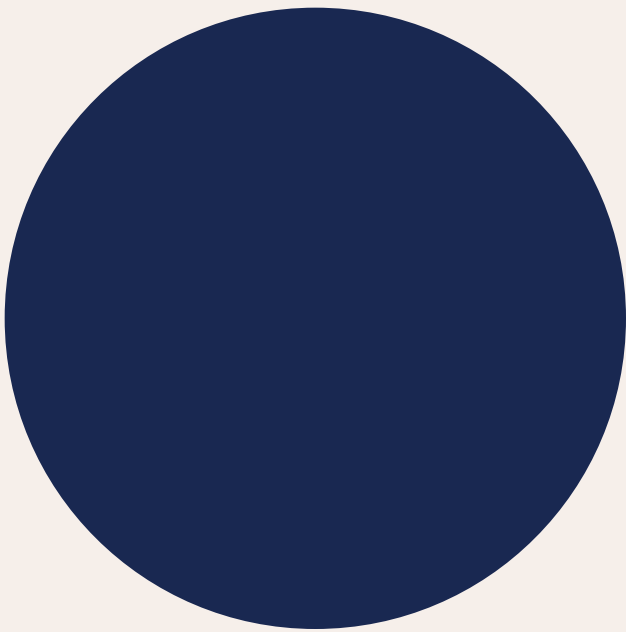
Starling Purple

RGB: 105, 53, 211
HEX: #6935D3
CMYK: 80, 80, 0, 0



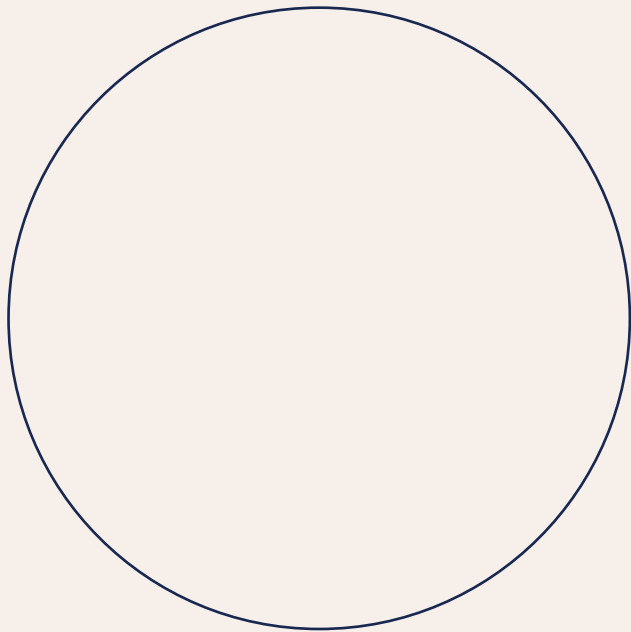
Starling Teal

RGB: 104, 217, 207
HEX: #68D9CF
CMYK: 56, 0, 27, 0



Starling Navy

RGB: 25, 40, 81
HEX: #192851
CMYK: 100, 89, 38, 35



Starling Sand

RGB: 246, 239, 234
HEX: #F6EFEA
CMYK: 0, 59, 66, 0



Starling Orange

RGB: 240, 131, 87
HEX: #F08357
CMYK: 0, 59, 66, 0

..... Core

---- Neutral ----

.... Accent

**If you have questions regarding
usage please contact:
mark.day@starlingbank.com**