

# STAR Procurement Style Guide

# STAR

P R O C U R E M E N T

# Introduction

---

**Our logo is an important asset that we use to make our communications instantly recognisable.**

**You can find detailed instructions on how to use the logo in this guide. The points below provide a summary on how to use the logo correctly.**

- 1. Do not stretch or distort the logo in any way.**
- 2. Do not place the logo on cluttered or patterned backgrounds**
- 3. Wherever possible the logo should always appear in the same position – the top left.**
- 4. There must always be clear space around the logo.**
- 5. You must always use one of the digital master copies of the logo and not redraw it or re-create it in any way. (the files can be found at: R:\IBU\Corporate\CorporateProcurement\STaR Procurement\STaR Logo Files)**
- 6. Do not use the logo on any publication that could damage STaR Procurement's reputation.**
- 7. If in doubt about which logo to use please contact xxxxxxxxxxxx**

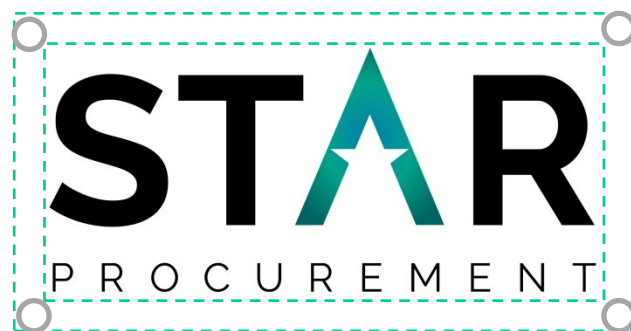
# Our logo

**Our logo is made up of the word 'STAR' with the stylised 'A' reflecting the range of corporate shades of Stockport, Trafford and Rochdale Councils and includes the suggestion of two points of a five pointed star within in. The word 'PROCUREMENT', in black letters, underlines the word STAR. The two words should not be separated: 'STAR' should not appear without the work 'PROCUREMENT' beneath it.**

Our logo must always have clear space surrounding it that corresponds to the size of the capital 'O' in the word 'PROCUREMENT'.

No text, graphic or material should appear in this space.

The logo can be placed over imagery as long as it is done appropriately and does not affect the quality of our logo in any way.



# Logo versions



The grey scale, black and white versions of the logo are the versions that should be used in the majority of situations for routine print media.

The colour of the background can be changed to fit the design.

The full colour logo should be used for official communications, such as letterheads, signage, business cards etc.

It should also be used on the majority of digital platforms including the STAR Procurement website, Twitter feed, and email signatures.

On letter headed paper and official documentation, the crests of Stockport, Trafford and Rochdale must be included within the footer of the document.



**ROCHDALE**  
BOROUGH COUNCIL



**TRAFFORD**  
COUNCIL



**STOCKPORT**  
METROPOLITAN BOROUGH COUNCIL



The default/preferred position for our logo is the top left hand corner.

Please consult with xxxxxxxxx if you would like to use the logo in a different position.



# Logo position

# Incorrect use

**DO NOT** alter the logo in any way.

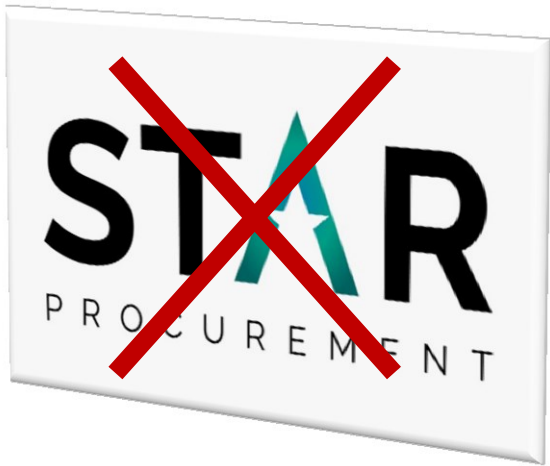
**DO NOT** use the logo without the word 'Procurement' underneath.

**DO NOT** rotate the logo.

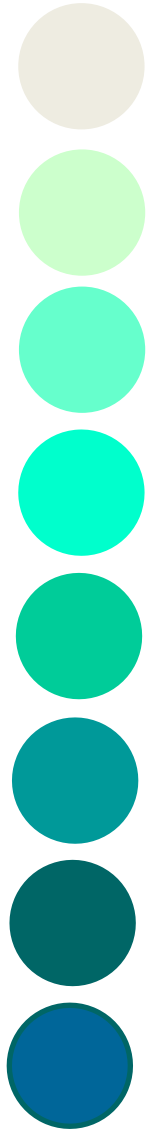
**DO NOT** apply any effects to the logo.

**DO NOT** stretch or distort the logo.

**DO NOT** recreate the logo yourself.



# Main palette



The colour palette for the STAR logo has been set by the three corporate colours of Stockport, Trafford and Rochdale. These are of similar hues varying from deep petrol blues and turquoise greens and the STAR palette compliments these shades and tones. All coloured materials and media that we produce will reflect this palette.

# Typography

---

Tahoma is STAR Procurement's preferred typeface for documents and promotional materials produced in-house.

It is already installed and available on all of STAR Procurement's computers and laptops.

Where Tahoma is not available you should use the Arial font family.

Tahoma can be used in a number of variations:

Regular, *Italics*, **Bold**, SMALL CAPS

**Example text 12pt**

Consul soluta elaboraret his ex. Id eum illum neglegentur de nitionem. Id est a ert vulputate. Mel simul sadipscing ut, assueverit contentiones eam ex. An essent patrioque eam, quod ullum philosophia nam te.

**Example text 11pt**

Consul soluta elaboraret his ex. Id eum illum neglegentur de nitionem. Id est a ert vulputate. Mel simul sadipscing ut, assueverit contentiones eam ex. An essent patrioque eam, quod ullum philosophia nam te.

**Example text 10pt**

Consul soluta elaboraret his ex. Id eum illum neglegentur de nitionem. Id est a ert vulputate. Mel simul sadipscing ut, assueverit contentiones eam ex. An essent patrioque eam, quod ullum philosophia nam te.

---

## Digital Communications

---

Your email signature should follow the format below:

**Ian MacArthur**  
**Business Improvement Manager**  
Email: [ian.macarthur@star-procurement.gov.uk](mailto:ian.macarthur@star-procurement.gov.uk)  
Mobile: 07773 216483



STaR Procurement | Trafford Town Hall 1st Floor Extension | Talbot Road | Stretford | Manchester | M32 0TH

General Enquiries | Tel: 0161 912 1616 | Email: [procurement@star-procurement.gov.uk](mailto:procurement@star-procurement.gov.uk)

STaR Procurement advertises contract opportunities via an e-Business portal The Chest suppliers can register online via the Suppliers' Area to receive email updates on opportunities that match their capabilities.  
If you want to register your company on the system, [register free now!](#)

# Co-branding

**We will always seek to work with partners.**

When we are acting as the lead partner, our logo should take prominence. If we are not the lead partner our logo can appear smaller than that of the primary organisation.

When using our logo alongside another please remember to use the clear space rule.

