※ Starburst

Brand Guidelines

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Table of Contents

Starburst

Brand Guidelines

Section 1

Defining our brand

About our brand

The Starburst Brand is the sum of all our parts: Products, Services, and People. It's the impression our customers and potential customers have when they interact with us. It's how our customers feel when they use our product, or talk to our people. It's our reputation.

We seek to be innovative, geeky, helpful, and delightful.

We are fun, friendly, and approachable, while providing exceptional technical substance.

Starburst

Brand Guidelines

Section 2

Design elements

Our Logo

The Starburst logo is composed of the Burst and logotype.

The Burst and logotype are always placed horizontally next to each other.

The logo should not be placed too close to another element: leave room for the height of the capital "S" on all sides of the logo.

Always use the logo files provided. Do no re-create or change colors.

Logo Misuse

Do not change the size or position of the Burst

Do not flip the colors of the Burst

Do not change the transparency of the logo

Do not use the logotype without the Burst

Do not distort the logo in any way.

Do not use any effects on the logo, such as drop shadows.

Do not outline the logo.

Do not use colors other than those provided in the Logo Pack

Color Palette

Use these color proportions in any layout or collateral design.

Fusion Fuschia, Pulsar Purple, and Starlight Blue can be used as accent colors in the proportions shown here.

We also use Midnight Medium (#06184c) as a hover states in the website and product UIs.

White
HEX   #fff

Midnight
RGB   0-10-44
CMYK   100-77-0-83
PMS   296
HEX   #000a2c

Starburst Teal
RGB   0-10-44
CMYK   81-0-23-0
PMS   7710
HEX   #00a7b5

Midnight Medium
HEX   #06184c

Fusion Fuschia
RGB   184-53-161
CMYK   0-71-13-28
PMS   240
HEX   #b835a1

Pulsar Purple
RGB   141-41-184
CMYK   23-78-0-28
PMS 2592
HEX #8d29b8

Starlight Blue
RGB   22-95-242
CMYK   91-61-0-5
PMS   2172
HEX   #165ff2

Typography: Montserrat

Headlines are set in Montserrat Semibold

Headlines should always be in sentence case.
Do not set in all-caps or all-lowercase.

Where necessary, Montserrat Regular may be used.

No other weights may be used.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Montserrat Semi-bold 600

The quick brown fox jumps over the lazy dog.

Montserrat Regular 400

The quick brown fox jumps over the lazy dog.

Typography: Barlow

All other text, other than headlines, set in Barlow Regular.

To bold text, Barlow Semi-bold should be used

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Barlow Semi-bold 600

Barlow Regular 400

The **quick brown fox** jumps over the lazy dog.

Starburst

Brand Guidelines

Typography: Example

Montserrat
Semi-bold 600

Make faster & better decisions

Barlow
Regular 400

Analyze all your data, wherever it lives, with the tools your team already has.

Montserrat
Semi-bold 600

A single point of access to all your data

Barlow
Regular 400

Starburst Enterprise, based on open source Presto, is the fastest SQL-based MPP query engine. We give your team a common query tool, abstracted from the systems that store your data, that gives them the ability to run analytics on data where it lives. No data movement or copies required.

Typography: G Suite

Both Montserrat and Barlow are available in Google products.
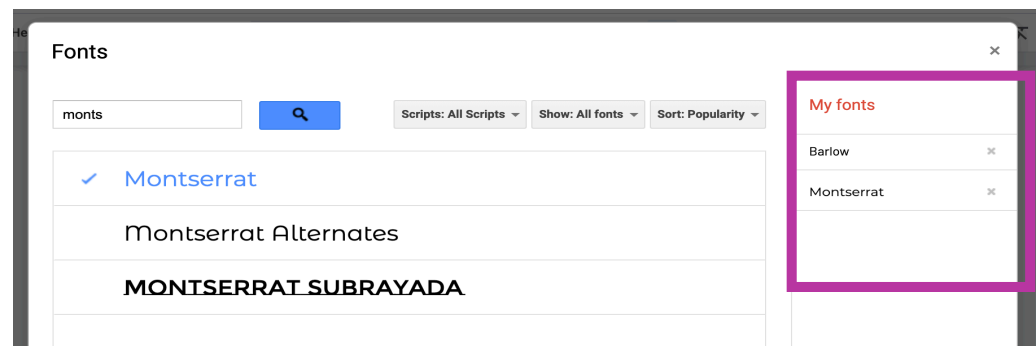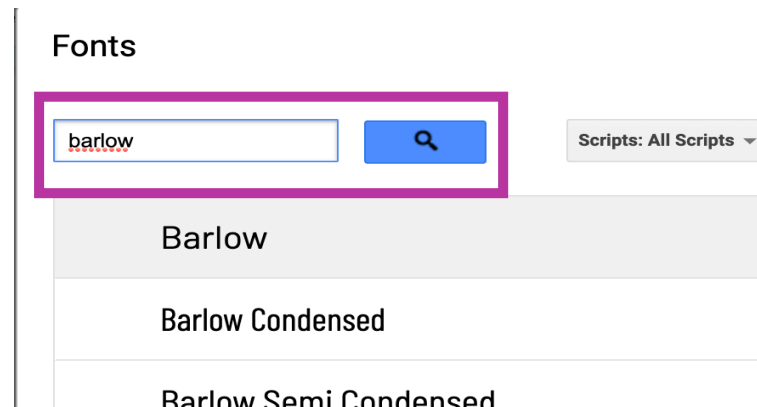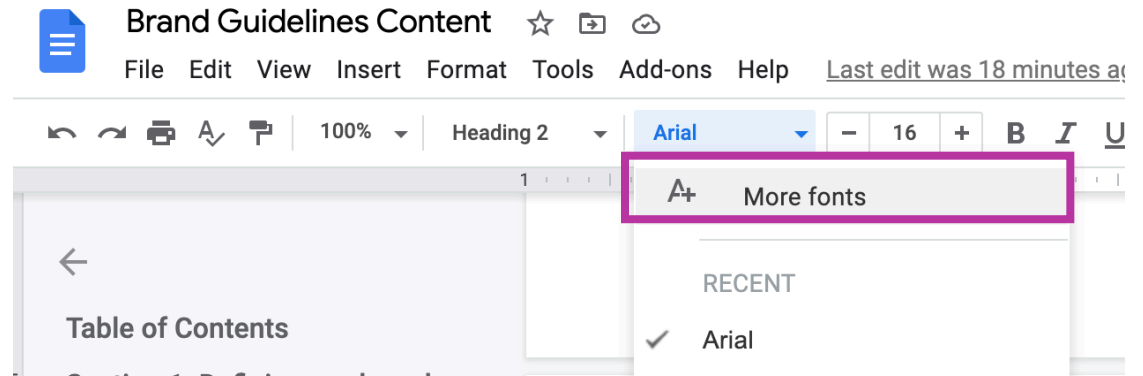
Our brand fonts should always be used when creating documents or collateral.

For first-time setup, go to the "Fonts" dropdown on any Google file, as shown to the right.

Click on "More Fonts".

In the search bar, type "Barlow" and "Montserrat".

Click on the first result for both. You should see the two fonts listed in the "My Fonts" panel on the right. Click "OK" to save your changes.

Photography: Nebulas

Nebula imagery is used as a large-scale background for important elements, such as title slides and home pages.

Only use one version of the nebula per piece of collateral, and use it sparingly.

Nebula Teal

Nebula Pink

Photography: Galaxies

Three galaxies are provided in the brand asset pack.

Galaxy graphics should always be cropped and off-centered so that the center is not showing.
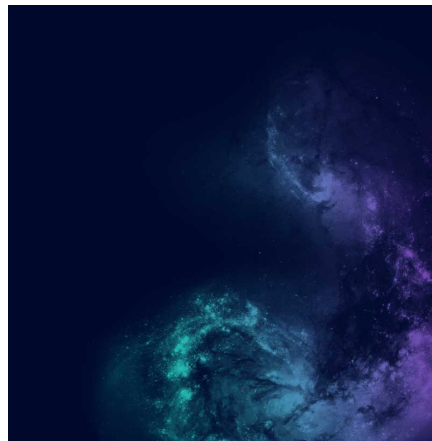
Galaxies can be placed on White or Midnight backgrounds only.
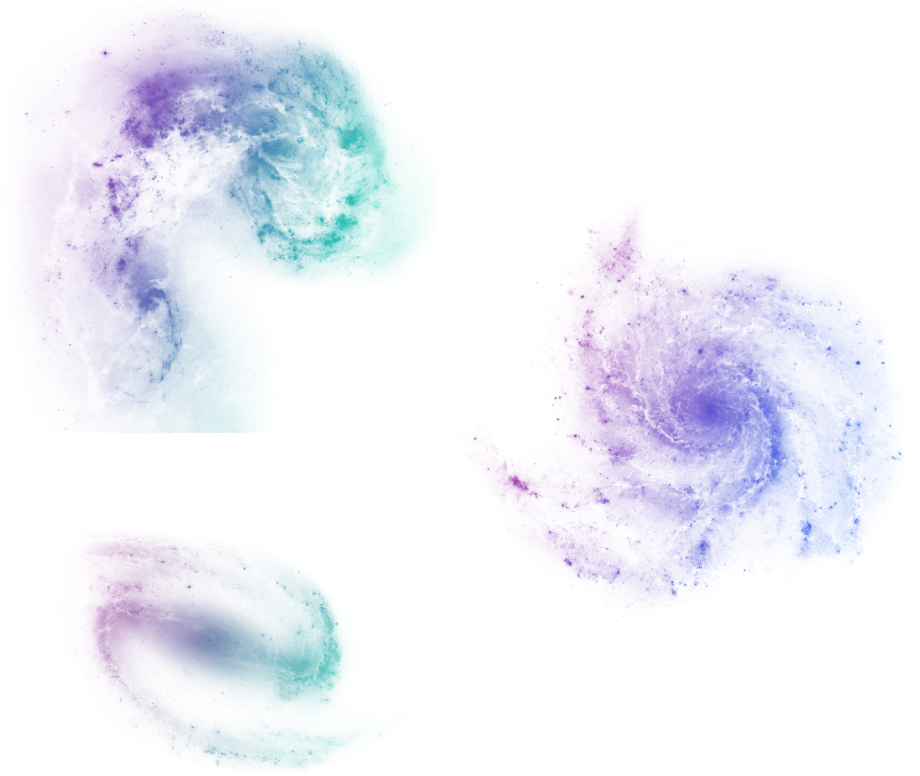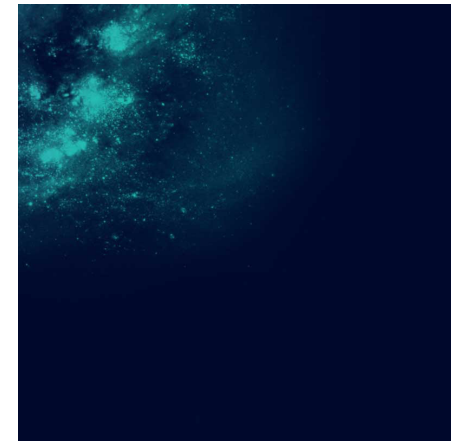
Example use cases:

White Dust

Galaxy Multi

Galaxy Purple

Galaxy Teal

Photography: Stardust

Stardust images should be used in lieu of gradients wherever possible.

Stardust images use Midnight Blue and transition into a secondary color, such as Fusion Fuschia, Starburst Teal, and Starlight Blue.

If you are creating a document or creative asset, select one color of stardust and use throughout. Do not use more than one color.
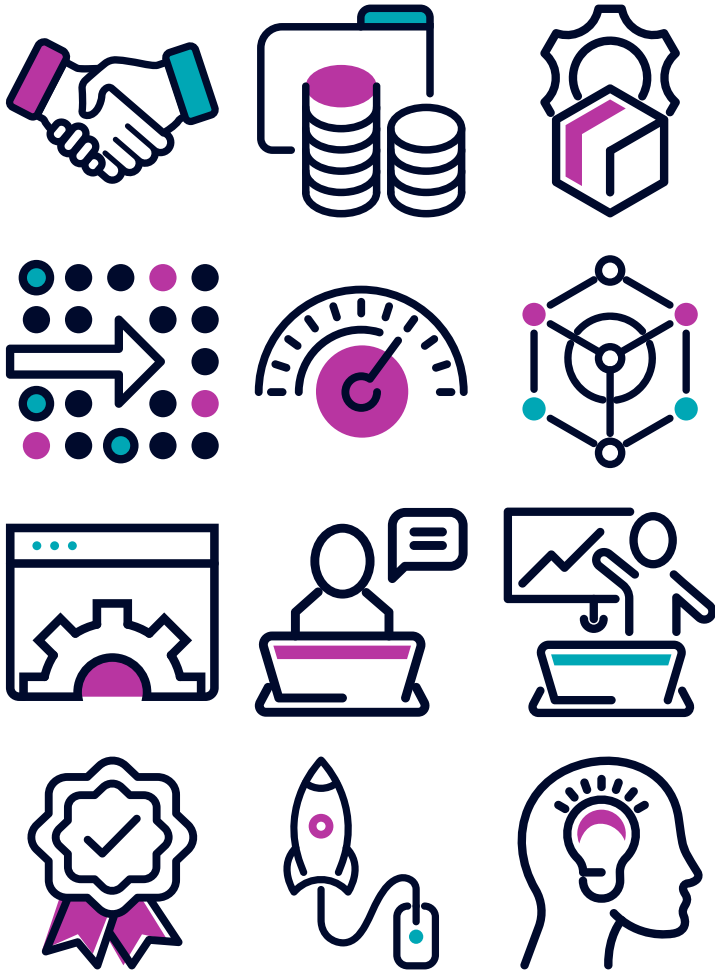
Stardust Pink

Stardust Teal

Stardust Blue

Iconography

A collection of iconography is provided in the Brand Assets pack.

If you require additional icons, please reach out via the #marketing slack channel.

All Starburst icons have a base color of White or Midnight. For accents, Fusion Fuschia and/or Starburst Teal is used. Colors may not be changed or adjusted.

Sub Brands: Starburst Enterprise

The Starburst Enterprise logo should be used when speaking specifically of the Starburst Enterprise platform.

It should be used in lieu of a Starburst brand logo where specification is required. Avoid using both the Starburst Enterprise logo and the Starburst brand logo together.

A previous version of our Brand Guidelines referenced a logo for "Starburst Enterprise Presto". Please note that logo has been retired, and the "Starburst Enterprise" logo should always be used in its place.

Note: Additional sub brand logos should not be created without marketing approval. For more information on which brand names receive sub brand logos, please reach out on the #marketing slack channel.

Sub Brands: Starburst Orbit

The Starburst Orbist logo should be used when speaking specifically of the Starburst Orbit partner program.

It should be used in lieu of a Starburst brand logo where specification is required. Avoid using both the Starburst Orbit logo and the Starburst brand logo together.

Note: Additional sub brand logos should not be created without marketing approval. For more information on which brand names receive sub brand logos, please reach out on the #marketing slack channel.

Sub Brands: Datanova

The Datanova conference branding builds upon the Starburst brand.

The Starburst color palette is expanded to add two additional secondary colors: Aurora Teal and Lunar Blue.

The Datanova sub brand has a more vibrant feel: secondary colors are used with more frequency.

The Datanova sub brand expands upon the Starburst brand imagery, leveraging the Data Flow graphic (pictured to the right).

Aurora Teal
RGB   20-217-181
CMYK   91-0-17-15
PMS 2239
HEX #14d9b5

Lunar Blue
RGB   20-220-242
CMYK   91-9-0-5
PMS   311
HEX   #16dcf2