



# BRAND GUIDELINE

2025



e-mail:  
[info@starlingads.com](mailto:info@starlingads.com)

Contact:  
+971 55 331 9970

Visit Us:  
[www.starlingads.com](http://www.starlingads.com)

# 01

## **Our Story, Our Soul**

Starling Ads began with a simple idea — to craft emotions and tell stories that truly connect. More than an agency, we're a voice that speaks to hearts, not just markets. This brand guideline is our blueprint — a glimpse into who we are, how we create, and the essence we carry forward.

# INTRO

# Welcome to Starling Ads

We're thrilled to have you here.

This brand guideline is more than colors, fonts, and logos — it's the heart of our identity. It captures our voice, our vision, and the emotions we aim to spark in every project. Whether you're part of our team or collaborating with us, this guide ensures that every touchpoint feels unmistakably Starling.

Let's create something unforgettable together.



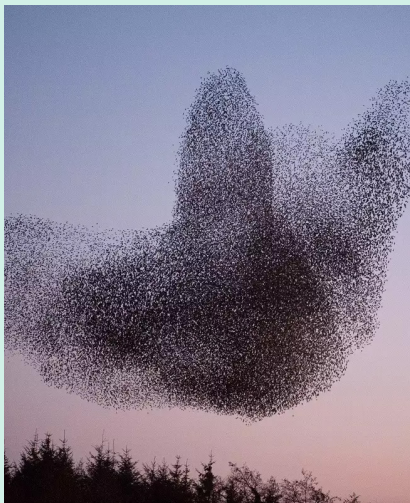
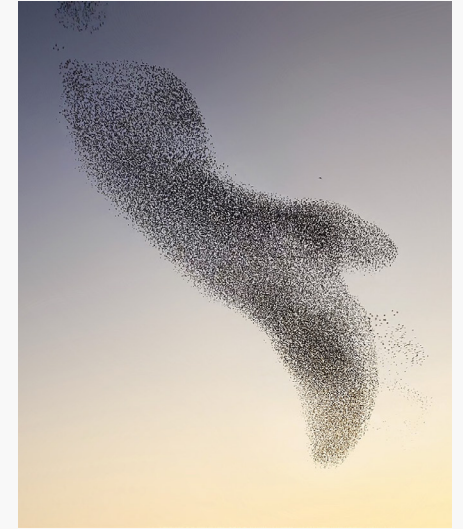
“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— Maya Angelou

# Our Values

## Our Mission

To craft emotionally-driven, story-led branding and marketing solutions that connect deeply with people — not just audiences. We help brands find their voice, tell their story, and leave a lasting impression through creative, strategic, and meaningful communication.



## Our Vision

To become the world's most emotionally intelligent advertising agency — where creativity meets strategy, stories inspire action, and brands are built on genuine human connection.

# 02

## **Our logo is more than a symbol — it's the face of our story.**

Inspired by the starling bird, known for its unity, grace, and mesmerizing flight patterns, our logo represents collective creativity, adaptability, and movement with purpose. Just like a murmuration of starlings, we believe in the power of collaboration and storytelling in motion. Every curve, line, and space in the logo is crafted to reflect our values: elegance, emotion, and strategic clarity.

This is not just a mark — it's our signature.

# LOGO

# The Story of Our Logo

At the heart of Starling Ads is movement — the kind that stirs emotions, sparks ideas, and brings stories to life. Our logo, inspired by the elegant and synchronized flight of the starling bird, symbolizes creativity in motion, unity in vision, and the seamless fusion of strategy and storytelling.

To ensure adaptability across platforms and maintain consistency in diverse contexts, we've developed four distinct logo variations, each crafted with purpose:



## 1. Logo + Name (Horizontal)

Meaning: This is our primary identity — clean, balanced, and versatile.

Usage: Ideal for websites, presentations, letterheads, email signatures, and full-width placements.



## 3. Logo Only (Icon)

Meaning: A powerful, standalone mark that reflects our brand's essence in its simplest form.

Usage: Best used for favicons, profile pictures, mobile apps, watermarks, and social media icons.



## 2. Name as Logo

Meaning: A bold, confident representation that lets our name shine as a brand on its own.

Usage: Suitable for minimalistic designs, branded merchandise, social media banners, and when clarity of name takes priority.



## 4. Logo + Name (Vertical)

Meaning: A compact and elegant layout that maintains balance while saving horizontal space.

Usage: Perfect for posters, packaging, vertical layouts, digital ads, and small-scale prints where space is limited.

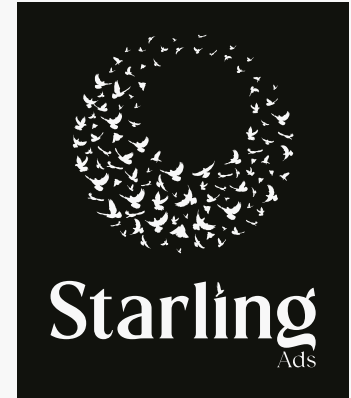
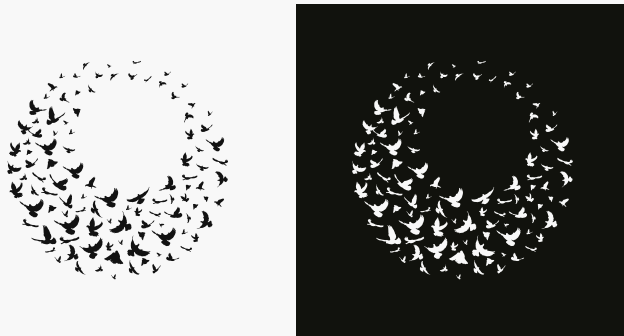
LOGO TYPO

Erstoria Regular - Starling  
Distrampler Regular - Ads



**Starling**  
Ads

Each variation keeps our visual identity intact, ensuring Starling Ads always looks sharp, strategic, and emotionally engaging — no matter where it appears.



# 03

## The Voice in Our Letters

Typography is more than just design — it's how our brand speaks when words take form. Every letter, every line carries intention. At Starling Ads, our typography reflects who we are: confident, creative, and human. It's the rhythm of our storytelling, guiding the reader with clarity, emotion, and style. Whether bold or subtle, our type choices ensure our voice is always heard — and felt.

# TYPOGRAPHY

# 1. Typography Style Guide: Font Stack

From large headlines to small text, each size serves a specific purpose.

## Headings:

'Recoleta Regular DEMO',  
Style: Bold, Retro-Modern Serif  
Backup fonts: 'Recoleta', 'Georgia', serif

## Body:

Font: Inter (Regular, Medium, Light)  
Style: Clean, Minimal Sans-Serif  
Backup fonts: 'Inter', 'Helvetica Neue', 'Arial', sans-serif

## Design Application Tips

- Use Recoleta sparingly to maintain impact
- Inter Regular for 90% of written content
- Keep body text left-aligned, avoid justifying
- Maintain ample white space for luxury feel
- Use consistent line heights for readability

## Usage by Platform

Platform	Font Usage
Website	Recoleta for titles, Inter for all content and UI
Social Media	Recoleta for impactful headers, Inter for supporting info
Print	Use Recoleta for brand storytelling, Inter for clarity
Pitch Decks	H2 in Recoleta, body in Inter, keep clean margins
Stationery	Inter Medium for contact info, Recoleta for name/logo
Email Templates	Inter only (Recoleta not supported in all email clients)

## 2. Headings: Minimal. Modern. Premium

Font Sizes(Web Optimized –  
Clean & Small Layout)

TEXT STYLE | SIZE (PT)

FONT | WEIGHT

USE CASE

# Hero Title (H1)

60 pt Line height | 1.3

Recoleta - Regular

Homepage title, hero banners

## Section Title (H2)

36 pt Line height | 1.4

Recoleta - Regular

About, Services, Page Headings

### Subheading (H3)

24 pt Line height | 1.4

Recoleta - Regular

Cards, Feature blocks

# 3. Body:

## Minimal. Modern. Premium

Keep body text at 11–12px for a sophisticated editorial look, like Apple's micro layouts.

<u>TEXT STYLE   SIZE (PT)</u>	<u>FONT   WEIGHT</u>	<u>USE CASE</u>
Body Text (P) 11-12 pt Line height   1.6	Inter - Regular	Paragraphs, content, articles
Small text 10 pt Line height   1.4	Inter - Light	Labels, UI, secondary info
Captions/Footnotes 10 pt Line height   1.4	Inter - Light	Legal notes, footer, fine print
Button Text 11 pt Line height   1.2	Inter - Medium	CTA, navigation, form actions



# We're Up All Night To Get Funky

Daft Punk - Get Lucky  
(ft. Pharrell Williams & Nile Rodgers)

OMG, I'm so Retro!  
**Cerveza Fría**  
Dungeons & Dragons



SINCE **Blend** 1894

КОФЕЙНЫЙ МАГАЗИН

Rasmus Andersson

# Inter

Lorem Ipsum is simply dummy text  
of the printing and typesetting industry

Sans-Serif

# 04

## The Color Story of Starling Ads

At Starling Ads, we don't just create brands—we craft emotions and tell stories. Our colors are not just chosen for aesthetics; they embody the very essence of our brand's luxury, creativity, and impact. Each shade reflects confidence, strategy, and engagement, ensuring that every touchpoint, from digital to print, radiates excellence.

# COLOR

# 1. The Core Identity: Timeless & Luxurious

Every brand needs a foundation, and for us, it's built on a balance of elegance and boldness.

## Primary Colors:

The Pillars of Our Brand

**Porcelien Smoke** (#F8F8F8)  
Clarity & Openness



**Deep Black** (#121212)  
Deep, Bold, and Timeless.



## Secondary Colors:

The Story Tellers

**Velvet Crimson** (#8B1E3F)  
Passion & Determination



**Emerald Noir** (#014034)  
Trust & Strategic Thinking



**Royal Sapphire** (#1F3C88)  
Depth & Vision



## Contrast Colors:

The Balancers

**Mint Whisper** (#D2F0E7)  
Freshness & Innovation



**Blush Mist** (#F2D3D8)  
Soft Sophistication



**Golden Cream** (#F4E4C1)  
Warmth & Approachability



Each of these colors complements the primary palette while adding character to various brand touchpoints.

These tones work best in backgrounds, accents, and contrast applications where a touch of softness is needed.

## 2. Neon Accents: The Bold Side of Starling Ads

While our core palette represents luxury and trust, our neon accents represent the electric energy that fuels our creativity. These colors are used exclusively for social media, promotions, and digital highlights to command attention and create dynamic engagement.

Neon Accent	Best Background Match	Vibe	
Crimson Pulse #FF2955	#121212 (Deep Black)	Energy, urgency, action	
Lava Orange #FF6B1C	#014034 (Dark Green)	Heat, excitement, creativity	
Volt Yellow #E4FF00	#1F3C88 (Deep Blue)	Alertness, futuristic glow	
Neon Green #90ff00	#8B1E3F (Rich Red)	Freshness, digital vibrance	
Cyber Cyan #00F0FF	#121212 (Deep Black)	High-tech, sleek modernity	
Violet Shock #C94BFF	#D2F0E7 (Soft Mint)	Playfulness, boldness	<b>How to Use These Neons:</b> Social Media Headers & Posts Call-to-Actions (CTAs) & Digital Ads Interactive Elements & Gradients.
Magnetic Magenta #FF3EC8	#F2D3D8 (Blush)	Unapologetic, eye-catching allure	

# 3. Gradient Magic: The Fusion of Luxury & Energy

Our gradients blend the luxurious sophistication of our main colors with the high-energy vibrance of our neon accents.

## Luxury Gradient

(For Branding & Corporate Materials)



Deep Black      Velvet Crimson

## Ideal for website banners, post

backgrounds, or CTA buttons.



Velvet Crimson      Emerald Noir



Deep Black      Volt Yellow

## Neon Power Gradient

(For Social Media & Bold Campaigns)



Lava Orange      Crimson Pulse

website headers, interactive content,  
and stationery backgrounds.



Royal Sapphire      Mint Whisper



Royal Sapphire      Violet Shock

## Futuristic Tech Gradient

(For Digital & Interactive Design)



Cyber Cyan      Royal Sapphire

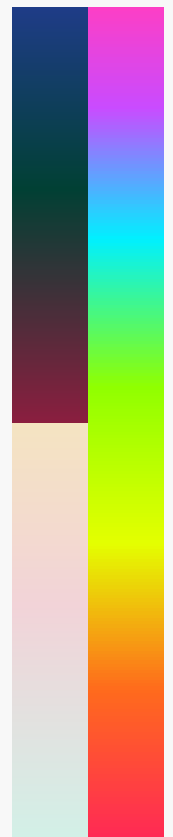
stationery, background accents,  
and social media posts



Golden Creme      Blush Mist



Crimson Pulse      Blush Mist





Website. Digital



Social Media

# 05

Our brand lives across many touchpoints — from screens to print, packaging to pixels. Consistent application ensures our identity stays strong and recognizable. Whether it's a website, social media post, business card, brochure, or billboard, every application is a chance to tell our story, reflect our values, and leave a lasting impression.

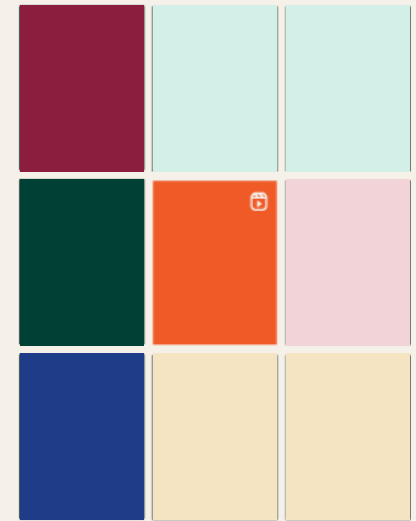
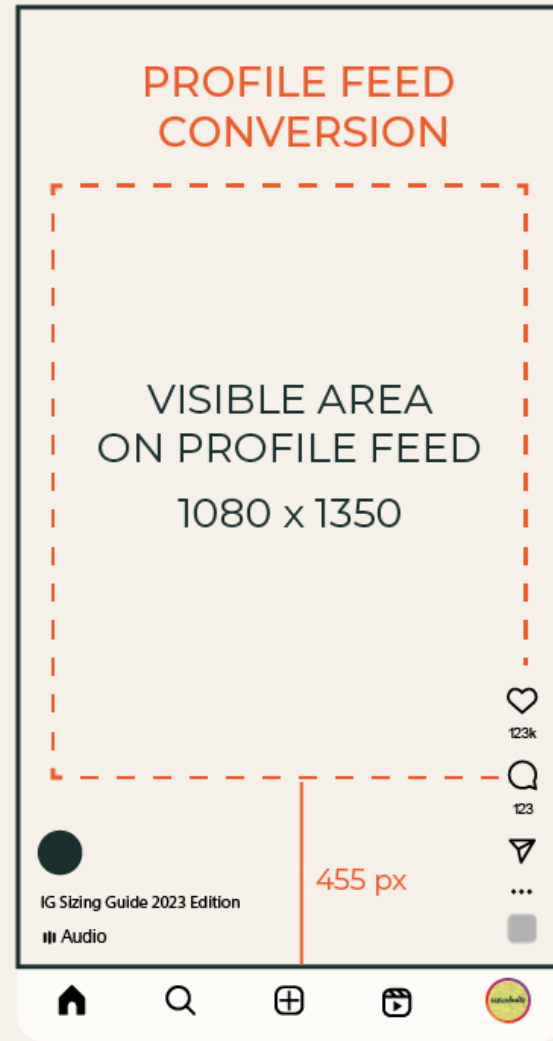
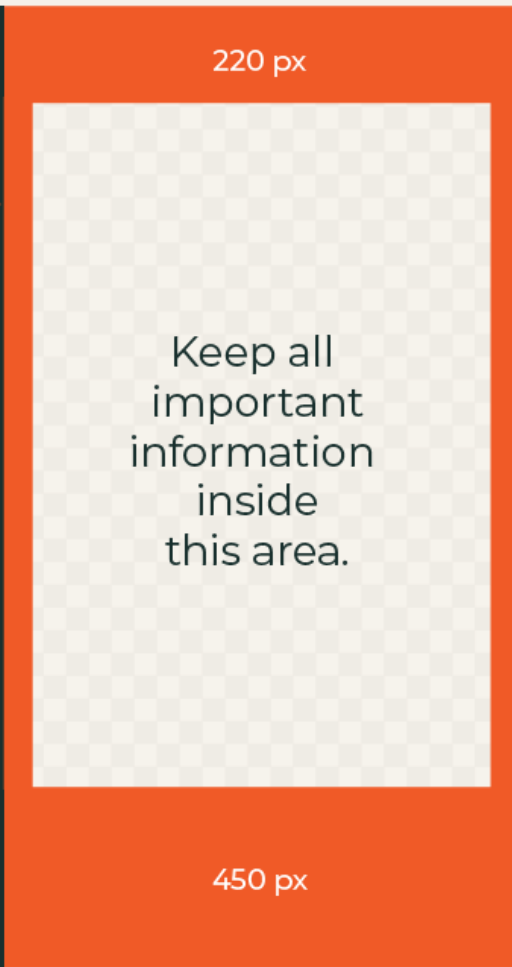
# APPLICATIONS

e-mail:  
[info@starlingads.com](mailto:info@starlingads.com)

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# REELS

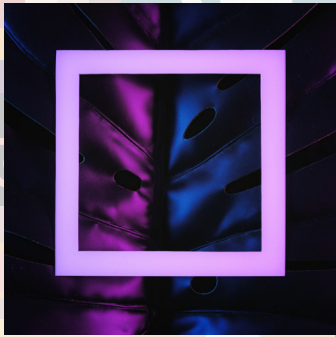


# 06

## The Emotion Behind the Visuals

Imagery is the soul of our storytelling. At Starling Ads, we use visuals that evoke emotion, spark curiosity, and connect deeply with our audience. Every photo, texture, or visual element should feel intentional — aligned with our tone, values, and message. Whether bold or subtle, our imagery always aims to inspire, not just inform.

# IMAGERY



# CONTACT

This is just the beginning of our journey together. Whether you're designing, creating, or collaborating with us, we're here to support you every step of the way.

Have questions, ideas, or need guidance? Let's connect — great things happen when we stay in touch.



Starling ADS  
Digital Marketing & Branding Experts

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   starlingads