



Start
Campus

As **Start Campus prepares to emerge as one of the foremost sustainable data centers in Europe, it is essential that a brand of equal **stature, consistency, and impact** accompanies this significant milestone. In alignment with this vision, we are proud to present a comprehensive brand refresh and refinement that will serve as a source of **inspiration and drive**.**

This new direction is designed not only to reflect the values of innovation and sustainability but also to establish Start Campus as a leader in both technological excellence and environmental stewardship. With this refreshed brand identity, we aim to set a new standard in the industry, fostering trust, recognition, and long-term impact.

Logo



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Logo Guidelines & Responsiveness

In addition to the main logo, alternative versions can be created for different digital platforms. This flexibility allows for quick adaptation across media while enhancing the brand's visibility with its vibrant design.

We've established a guideline for logo usage at various scales, including three proportions: vertical and horizontal logos with equal weight, the original icon, and the simplified thunderbolt. These alternatives ensure consistent branding across all media formats.

Primary Logo



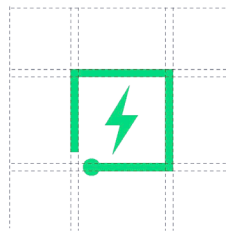
Usage applied in resolutions **higher** than 600 x 600px

Secondary Horizontal Logo



Usage applied in resolutions **smaller** than 600 x 600px

Favicon with Line



Usage applied in resolutions **smaller** than 50 x 50px

Colors

Carbon Core Black

Print

CYMK
0, 0, 0, 89

PANTONE
Neutral Black C

Web

Hex
#1c1c1c

Websafe
#333333

RGB
28, 28, 28

HSL
0, 0, 11

HSB
0, 0, 11

Eco Green Tech

Print

CYMK
100, 0, 90, 0

PANTONE
347 C

Web

Hex
#12bd64

RGB
18, 189, 100

Websafe
#00cc66

HSL
149, 83, 41

CSS
149%, 83%, 41%

HSB
149, 90, 74

Cloud White

Print

CYMK
4, 4, 0, 0

PANTONE
-

Web

Hex
#f4f4ff

RGB
244, 244, 255

Websafe
#ffffff

HSL
240, 100, 98

HSB
240, 4, 100

Quantum Dark Green

Print

CYMK
57, 5, 0, 78

PANTONE
5463 C

Web

Hex
#183538

RGB
24, 53, 56

Websafe
#003333

HSL
186, 40, 16

HSB
186, 57, 22

Typeface

Sustainable Data

light

Sustainable Data

regular

Sustainable Data

medium

Sustainable Data

semibold

Sustainable Data

bold

Sustainable Data

extrabold

Sustainable Data

black

Thank You

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