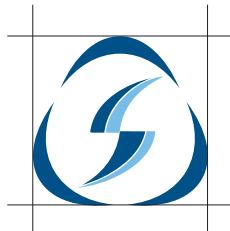


Asian Star: A Multidimensional Metamorphosis

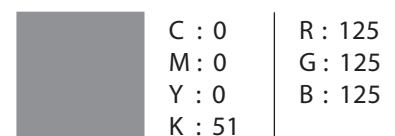
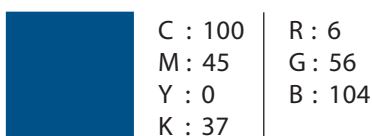


Change is constant, as they say. It is a sign of evolution an organization shows when it grows exponentially. Taking this ideology in consideration, Asian Star set out to acquire a corporate identity that reflects its international presence, formidable reputation and corporate strength.



Form

Based on the central philosophy of Asian Star - Perfection from within - a dynamic graphic element of a tri-pronged mnemonic was chosen which denotes the consistent effort that allowed Asian Star to achieve the pinnacle of excellence. The central, stylized 'S' form symbolizes vibrancy & progress. Moreover, coupled with the corporate design element of waves, the logo reflects our vision of leadership through innovation and a penchant to stay ahead by reinventing ourselves.



Colours

As an important aspect of the corporate identity, strong typographical components and a specific color palette was selected to fluently express all the shades of brilliance that Asian Star as a company owns. The 'Binary Synergy' of two colors – Deep Sea Blue and Slate Grey – for the font, is juxtaposed with the affable sky blue tone in the graphic element; the fresh sky blue representing growth & progress, the darker blue representing leadership & governance, and grey representing reliability.

Thus the logo identity lock-up presents Asian Star as a stable, successful, progressive & proactive company.