

CORPORATE IDENTITY

Perhaps the time's definition of a precious stone is diamond. But for Asian Star, with time, our identity is deposited into an equally precious homogeneous representation of legacy and vitality, rejuvenating the spirit of tradition with a dynamic energy. The new visual identity conveys the vital message that the company is set on a trailblazing path to embrace innovation. The design is modern and young, and makes a simple and strong statement.

FORM



DIAMOND REFERENCE



LETTER 'A' REFERENCE

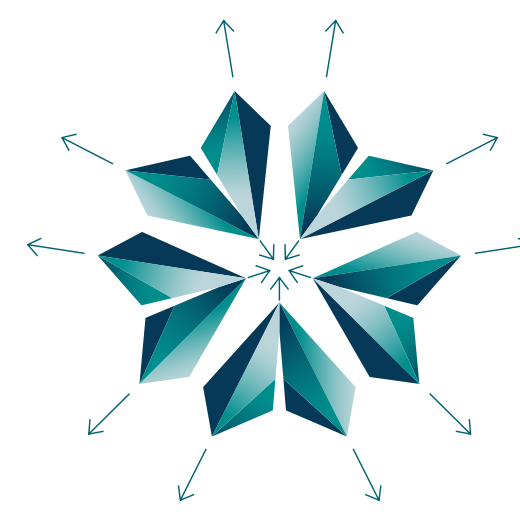
The logo construction is a simple coalition of five diamond-shaped elements that creates a distinct brand identity with just a glance. The identity highlights three strong references - the letter 'A', the diamond facets and the white space inner star, all coming together to reinforce the brand name and perception, and its connection to the diamond industry.

Moreover, the connotation of arrows expanding inwards and outwards indicates seamless growth into the diamond ecosystem.

The overarching message 'ESTD 1971' that straddles the icon reaffirms the company's experience and legacy of trustworthiness that it carries with the name.



WHITE SPACE STAR REFERENCE



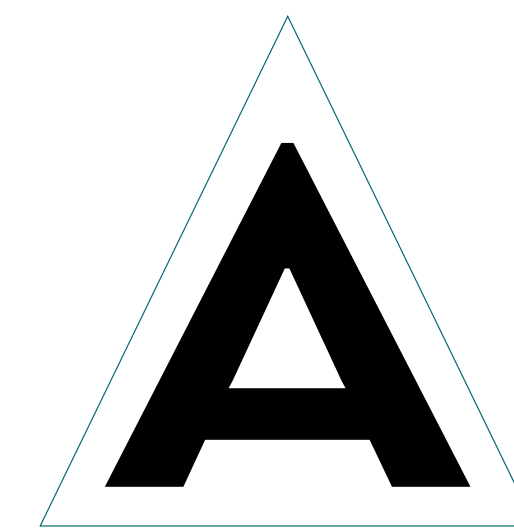
DYNAMIC DIRECTIONS REFERENCE



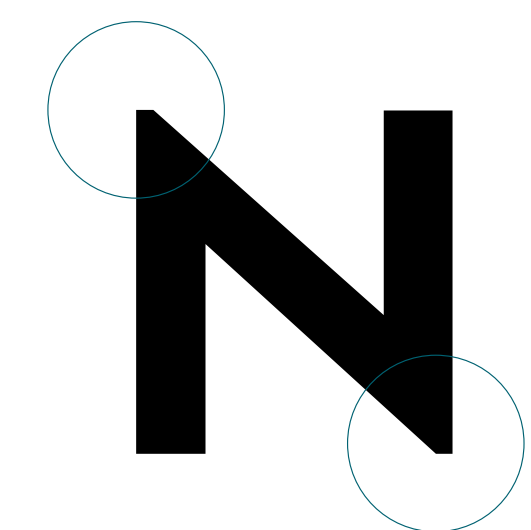
FONT

Arquitectura Type Family has been especially selected for its sharp geometric typeface with humanist proportions. Its sharp cut corners bear a resemblance to the sharpness and definition needed in a diamond cut.

Arquitectura puts forward a powerful and trustworthy appearance due to its well balanced forms.



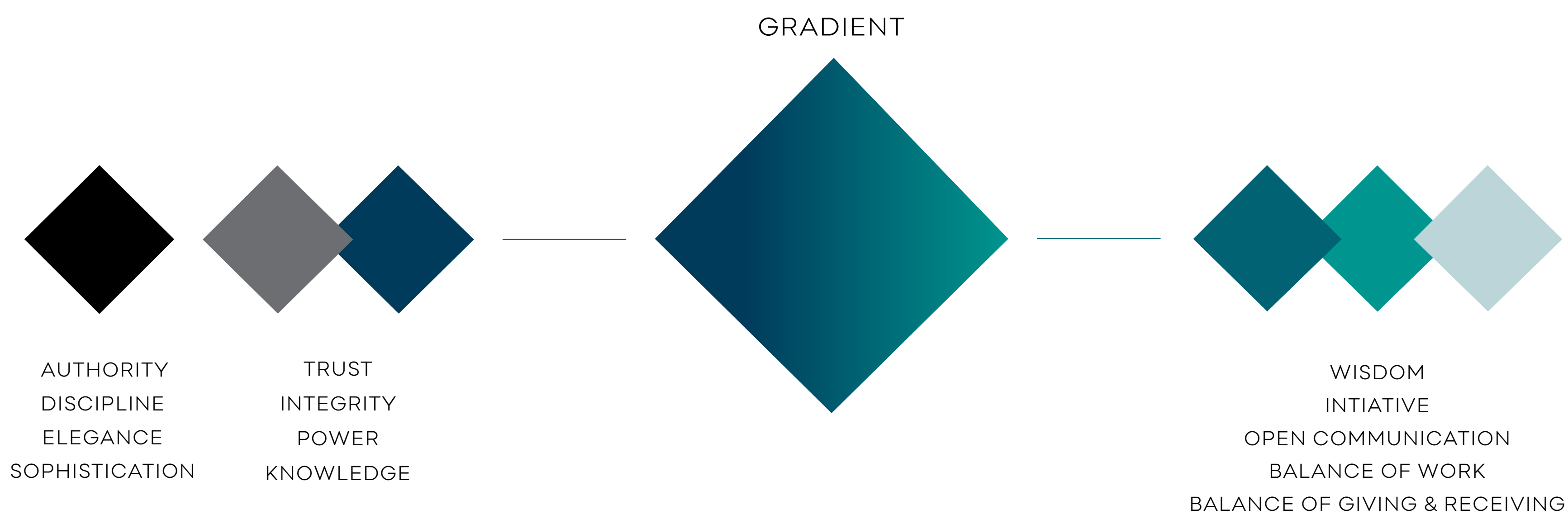
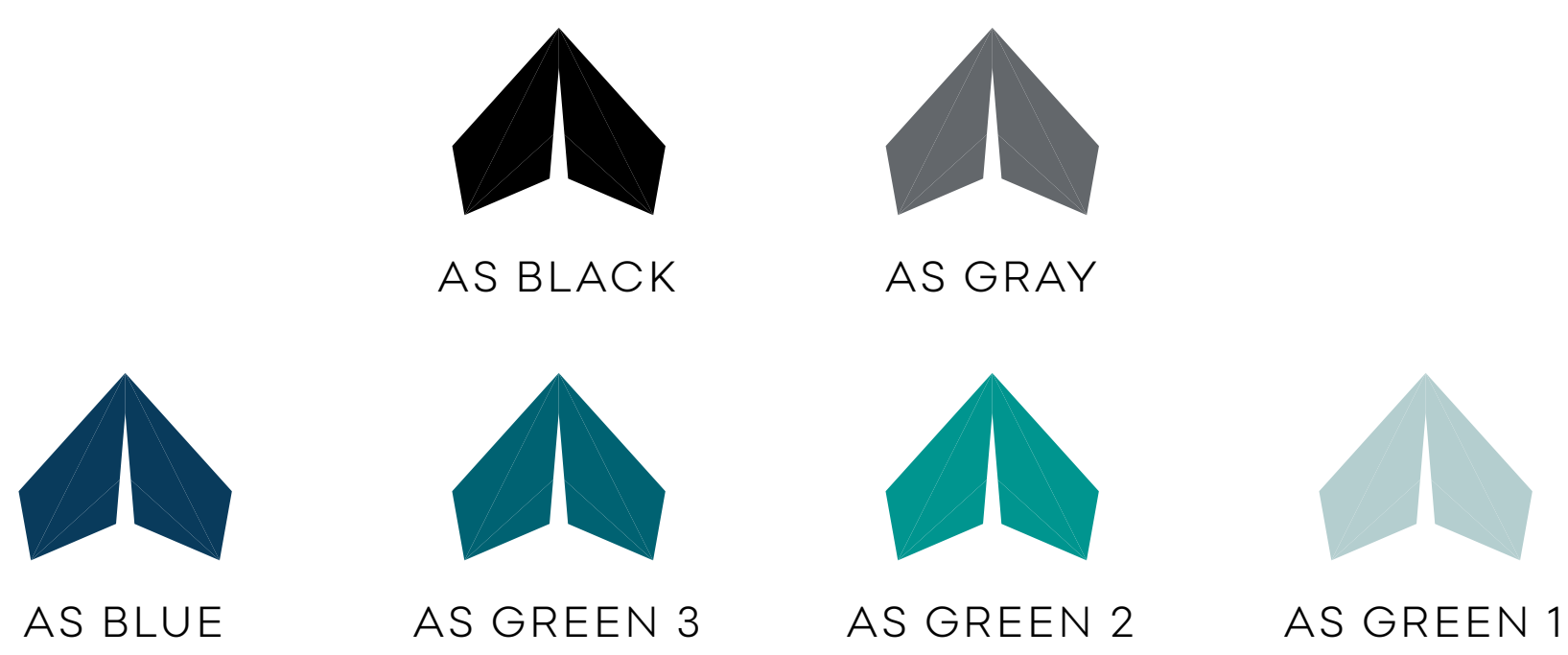
STEADY & MODERN GEOMETRIC STRUCTURE



SHARP YET ELEGANT CORNERS

COLOUR

The four-pronged archetype of the brand - Innocent, Creator, Ruler and Sage is depicted strongly through a curated blend of colours. The functional black juxtaposed with gray creates a unique distinction in the colour usage to show power and elegance. The blue and greens blend into a smooth gradient that signifies a constant transition as power, integrity and knowledge seamlessly converge towards innovative thinking and unwavering commitment.



To conclude, the simple yet strong logo unit visually props up our passion towards the work we do, and our belief in the pursuit of excellence.