



BRAND GUIDELINES



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Starmaxx is a global tire brand built on real-world experience, engineering expertise, and a commitment to meet the everyday needs of professionals across multiple industries. From agriculture to transportation, from construction sites to challenging terrains, our products are developed to deliver consistent performance, durability, and reliability where they matter most.

Proudly developed and manufactured under Petlas Tire Corporation, Starmaxx benefits from a solid foundation of decades of tire engineering and manufacturing excellence. This background provides the knowledge, quality standards, and vision that allow Starmaxx to serve customers in more than 100 countries today — and to continue expanding with confidence.

Our brand is shaped by a practical understanding of our customers' challenges. We believe that the strength of a tire is not only measured by its design but also by how well it stands up to real conditions: long days in the field, heavy loads on the road, tough demands on every surface.

At Starmaxx, we focus on creating solutions that help our customers keep moving forward — reliably, efficiently, and with peace of mind. This Brand Identity Guide is designed to ensure that Starmaxx is represented consistently and professionally across every touchpoint.

It outlines our visual elements, communication principles, and brand values, helping us maintain a clear, unified image in every market we serve. By following these guidelines, we protect and strengthen the trust our brand has earned over time. Thank you for taking part in representing Starmaxx.

Welcome to Starmaxx.

WELCOME MESSAGE



Brand History

Starmaxx was created as an international brand of Petlas Tire Corporation to meet the increasing demand for high-quality, reliable tires across global markets.

Drawing on Petlas' strong heritage in tire manufacturing, Starmaxx was built to offer specialized solutions for a wide range of industries, including agriculture, transportation, construction, and defense.

Over the years, Starmaxx has expanded steadily, becoming a trusted choice in more than 100 countries.

Our history reflects a focus on understanding customer needs, responding to market demands, and maintaining consistent product quality, regardless of the terrain or challenge.

Mission

To deliver reliable, durable, and high-performance tire solutions that support industries and communities across the globe, while maintaining a strong focus on practical innovation, customer satisfaction, and responsible growth.

Vision

To be recognized as a trusted global brand that consistently meets the real-world challenges of its customers by providing practical, reliable, and enduring tire solutions

OVERVIEW OF STARMAXX AND ITS VISION FOR DEALERS

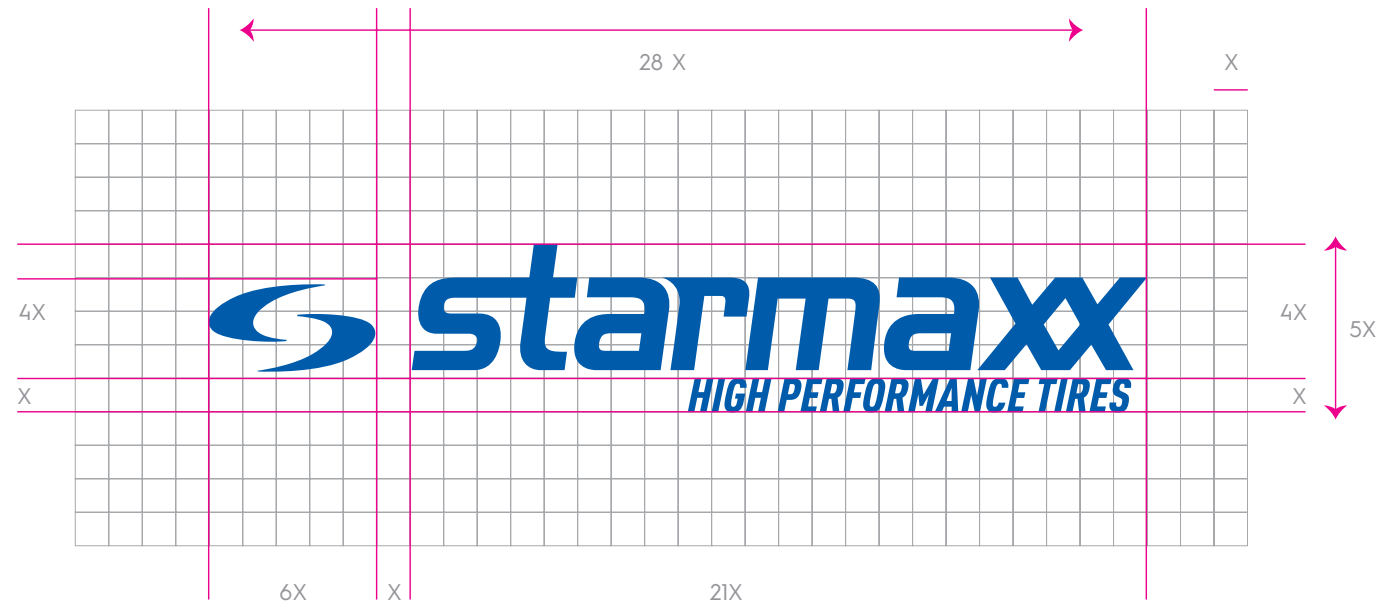


CORE BRAND ELEMENTS

CORE BRAND ELEMENTS

LOGO GUIDELINES

Logotype Structure



LOGO GUIDELINES

Logotype





LOGO GUIDELINES

Usage Size

The Starmaxx logo must never be used smaller than 0.5 cm in height. Using the logo below this minimum size can affect its readability and weaken brand visibility.



LOGO GUIDELINES

Safe Space

To maintain the visual integrity and impact of the Starmaxx logo, a minimum clear space must always surround it. This safe space is defined by the height of the letter “S” in the logo (Y). Respecting the safe space ensures that the logo remains clear, legible, and impactful across all applications.



LOGO GUIDELINES

Safe Space Motto

When the Starmaxx logo is used together with the “High Performance Tires” motto, the clear space must surround the entire logo and motto combination. The minimum required space (Y) is based on the proportional height defined in the visual guideline, ensuring balance and readability.



LOGO GUIDELINES

Product Line Logo

Starmaxx offers different logo versions to represent its main product groups across various sectors. These variations must be used exactly as provided, without modifying the typography, spacing, or alignment. All sub-brand logos must respect the same clear space and sizing rules defined for the main Starmaxx logo, ensuring consistency and brand integrity across all applications.



Y		Y
Y		Y
Y		Y

LOGO GUIDELINES

Vertical Use

In vertical use, the logo and tagline “High Performance Tires” must follow the provided format. Always maintain the correct alignment, spacing, and proportions to ensure a consistent and professional appearance.

LOGO GUIDELINES

Misuse

The Starmaxx logo must not be altered, recolored, distorted, outlined, or placed inside shapes. Always use the official logo files without any modifications to maintain brand consistency.





LOGO GUIDELINES

Proper Logo Usage on Images

The Starmaxx logo must not be altered, recolored, distorted, outlined, or placed inside shapes. Always use the official logo files without any modifications to maintain brand consistency.

LOGO GUIDELINES

Proper Logo Usage on Textiles

Ensure the logo is clearly visible, high-contrast, and correctly placed, as shown in the examples.



LOGO GUIDELINES

Incorrect Logo Usage on Textiles

The Starmaxx logo must always be applied on textiles without distortion, enclosure within shapes, or improper resizing. Only official logo versions should be used to maintain brand consistency and clarity.



BLUE	Pantone	CMYK	RGB	Websafe RGB
	2728C	C:100 M:70 Y:0 K:0	R:0 G:91 B:170	005bab

GRAY	Pantone	CMYK	RGB	Websafe RGB
	Cool Gray 7C	C:0 M:0 Y:0 K:50	R:147 G:149 B:152	939597

LOGO GUIDELINES

Application Examples





Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Bold Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// SemiBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Extra Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Extra Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,;:?!£\$&@*) 0123456789

// Light Italic

LOGO GUIDELINES

Primary Type

Starmaxx uses the **Montserrat** font families in all of its corporate identity elements. Depending on the appliation, some of the bold or thin options available in the font family can be used individually or in combination.



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Semibold

LOGO GUIDELINES

Supporting Type

Starmaxx uses the **Montserrat** font families in all of its corporate identity elements. Depending on the appliation, some of the bold or thin options available in the font family can be used individually or in combination.



LOGO GUIDELINES

Font Usage

Primary Font

Use Montserrat Font for headings and main text to maintain a consistent look.

Secondary Font

Sofia Sans can be applied to highlight elements or for supporting text.

Font Pairing

The primary and secondary fonts can be combined harmoniously to create a cohesive design.



LOGO GUIDELINES

Font Usage Guideline

Font Weights:

Use light, regular, or bold weights to emphasize text hierarchy. For example, primary fonts (headlines) should utilize bold for prominence, while secondary fonts (body text) may use regular or light weights for subtlety.

Size Guidelines

Maintain proportional text sizing to support visual balance and readability.

For example:

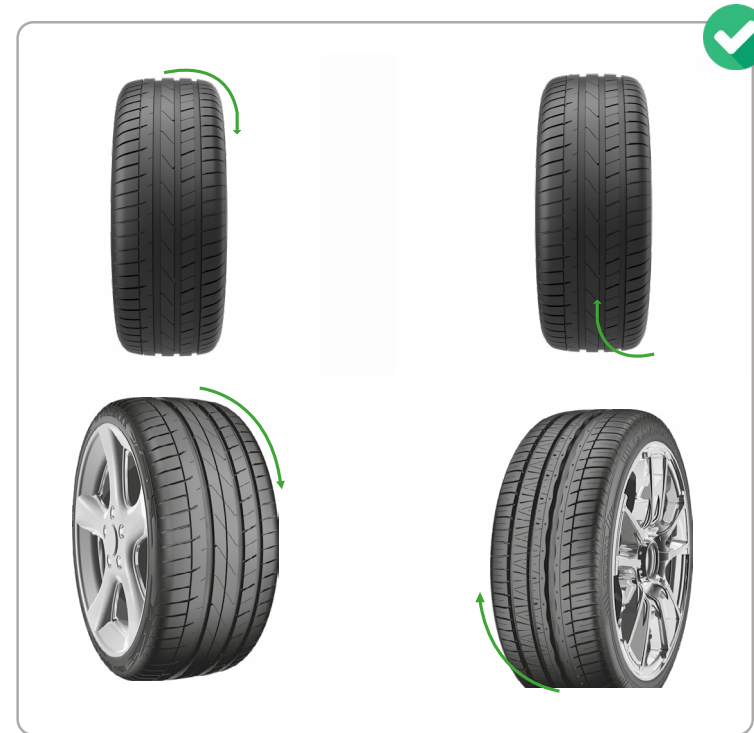
Headlines: Approximately 1.5x the body text size (e.g., 18pt if the body text is 12pt).

Subheadings: Between the headline and body text size (e.g., 14pt).

Body Text: 12pt or as per accessibility standards.

Color and Contrast

Always use the brand's color palette, ensuring adequate contrast between text and background for readability. Primary text (headlines) may use darker tones, while secondary text (body) can adopt lighter shades within the palette.



IMAGERY GUIDELINE

The Usage of Directional Tires

Use light, regular, or bold weights to emphasize text hierarchy. For example, primary fonts (headlines) should utilize bold for prominence, while secondary fonts (body text) may use regular or light weights for subtlety.

Asymmetrical or non-directional tire patterns can be displayed with the tread facing either direction in marketing and communication materials. See the examples below for proper representation.



IMAGERY GUIDELINE

Ensure all visuals reflect a dynamic and premium aesthetic, aligning with Starmaxx's brand identity. Use high-quality images with balanced composition, proper alignment, and a focus on performance-driven elements. Refer to the gridlines and examples for consistent execution.

CO-BRANDING GUIDELINES

CO-BRANDING GUIDELINES



Proportional Sizing and Prominence:

The Starmaxx logo must always be positioned as the primary brand element in all co-branded materials. This can be achieved through its size, placement, or central positioning, ensuring it maintains prominence over the dealer's logo.

Placement:

The Starmaxx logo should be placed above, alongside, or in a central position relative to the dealer's logo, but never below. Adequate spacing must be maintained to ensure a clean and balanced visual hierarchy.

Color and Alteration:

The Starmaxx logo must always appear in its original colors and proportions without modifications. Dealer logos should also remain unaltered but must align harmoniously within the design.

Background and Visibility:

Ensure both logos are placed on backgrounds that provide sufficient contrast for maximum visibility. Avoid busy or textured backgrounds that may compromise clarity.

Usage Guidelines:

All co-branded materials must comply with Starmaxx's branding standards for logo placement, size, and prominence. Final designs must be reviewed and approved by the Starmaxx marketing team to ensure alignment with brand guidelines.

CO-BRANDING GUIDELINES USAGE

Primary Usage of Starmaxx Logo



STATIONERY TEMPLATES

Ensure all visuals reflect a dynamic and premium aesthetic, aligning with Starmaxx’s brand identity. Use high-quality images with balanced composition, proper alignment, and a focus on performance-driven elements. Refer to the gridlines and examples for consistent execution.





STATIONERY TEMPLATES

Letter

Size: 210 mm x 297 mm
Color: Defined Starmaxx colors
Paper: 80 gr l. Dough
Font: Gotham Narrow
6-8 p



Color and Branding

Stick to the brand's color palette to maintain visual consistency. Use accent colors sparingly for emphasis without overpowering the design.

Content Clarity

Ensure all text is concise and to the point, focusing on key messages.

Include contact details, call-to-actions, or QR codes to encourage engagement.

Logo Placement

Position the logo prominently yet unobtrusively, following the branding guidelines.

Printing Specifications

Use high-quality printing to reflect the premium nature of the brand. Ensure colors and materials are consistent with the brand's standards.

STATIONERY TEMPLATES

Brochures and Flyers

Catalogs and flyers are essential tools for showcasing products and services while reinforcing the brand identity. To ensure consistency and effectiveness:

Design and Layout

Use a clean and organized layout to highlight key information.

Maintain a consistent visual style that reflects the brand's aesthetics.

Utilize the grid system to ensure alignment and balance.

Typography

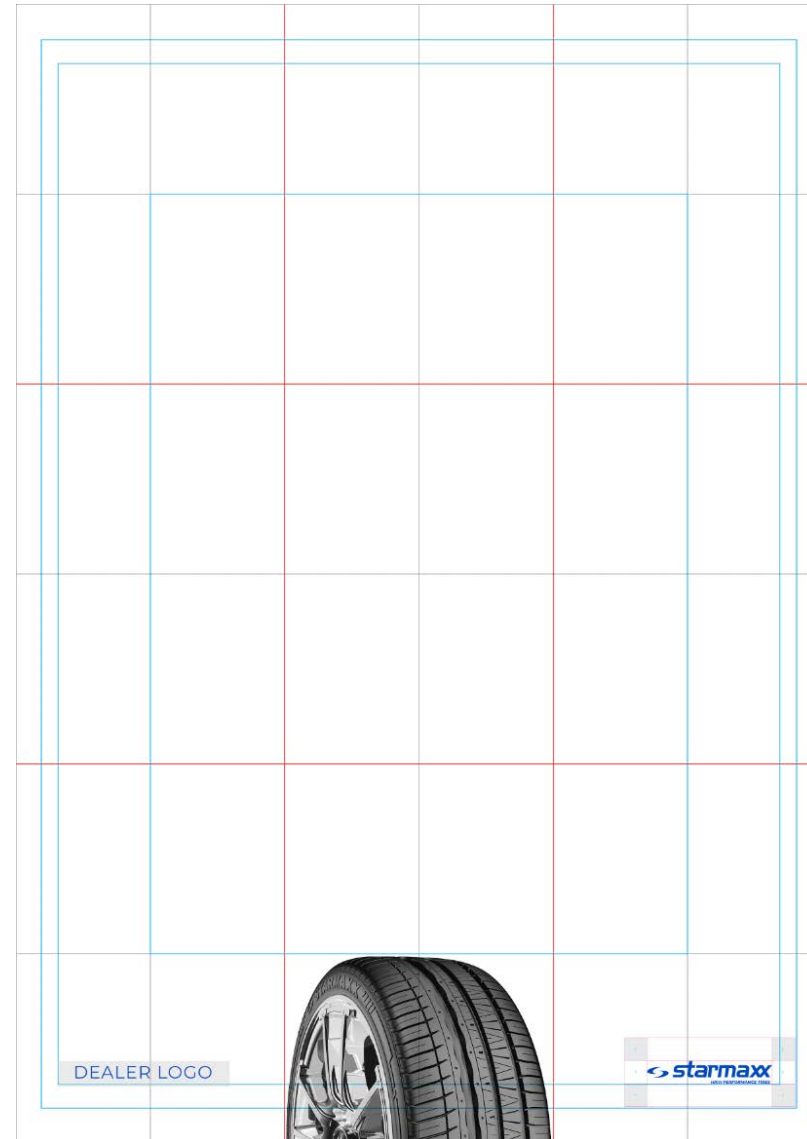
Use the primary and secondary fonts according to the typography guidelines.

Maintain a clear hierarchy with readable font sizes for headings and body text.

Imagery

Incorporate high-quality, brand-aligned visuals to complement the content.

Avoid clutter; allow space for images and text to breathe.



STATIONERY TEMPLATES

Posters/Prints Ads

Logo Placement

The logo must be positioned clearly and prominently in a designated area without dominating the design. Preferred positions for the logo are the top-right, top-left, or center of the layout, depending on the ad's composition.

Product Placement

Tires should be visually emphasized and placed in the lower sections of the ad:

Right Bottom: Best for dynamic and action-oriented layouts.

Left Bottom: Works well for balanced, informational designs.

Bottom Center: Ideal for creating focus and symmetry.

Design Guidelines

Adhere to the grid system to align visual elements for a polished look.

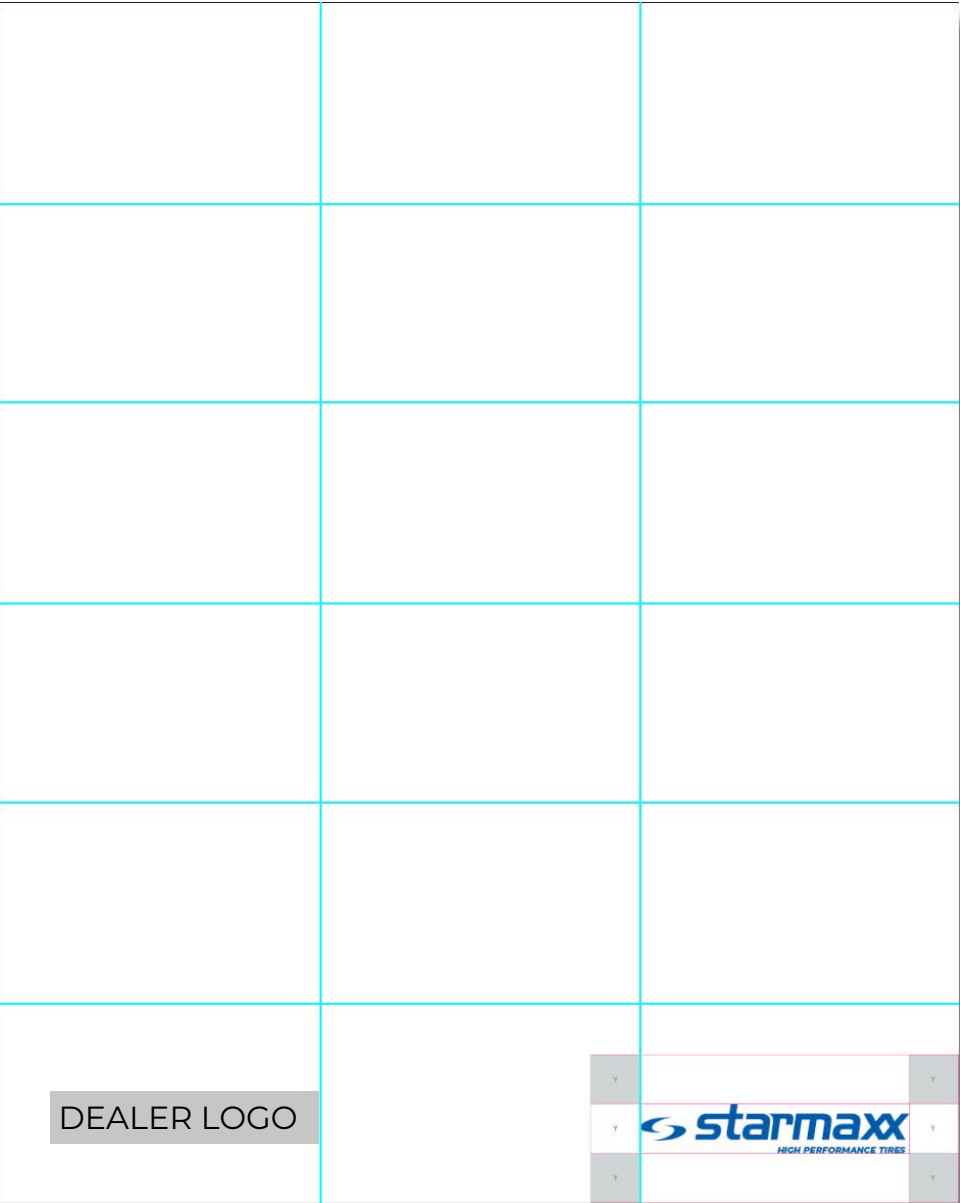
Use brand colors and typography to ensure alignment with brand identity.

High-resolution images of tires or related products should be used to maintain quality.

Key Messaging

Headlines and taglines should be concise, compelling, and legible.

Keep supporting text minimal, prioritizing clarity over detail.



STATIONERY TEMPLATES

Digital Marketing Assets

Digital marketing assets play a crucial role in promoting the brand online. To ensure consistency and effectiveness, follow these guidelines:

Design and Layout

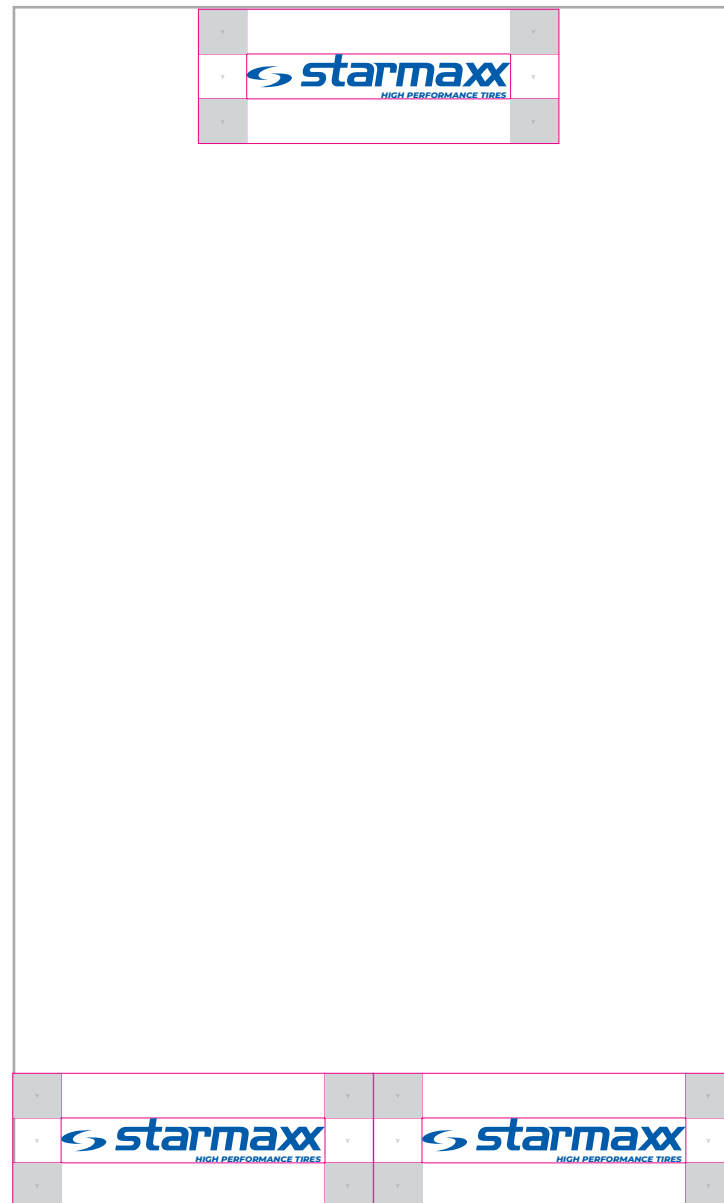
Maintain a clean, visually appealing layout optimized for digital platforms. Use the grid system for consistent alignment and spacing. Adapt designs to different formats, such as banners, social media posts, and email headers, while keeping a cohesive style.

Typography and Branding

Use the primary and secondary fonts as per brand guidelines. Keep text clear and concise, ensuring readability on smaller screens. Always incorporate the brand's logo and color palette prominently but unobtrusively.

Imagery and Graphics

Use high-quality visuals with appropriate resolution for digital displays. Avoid excessive elements; maintain focus on the key message or product. Include product images, such as tires, placed strategically to draw attention.

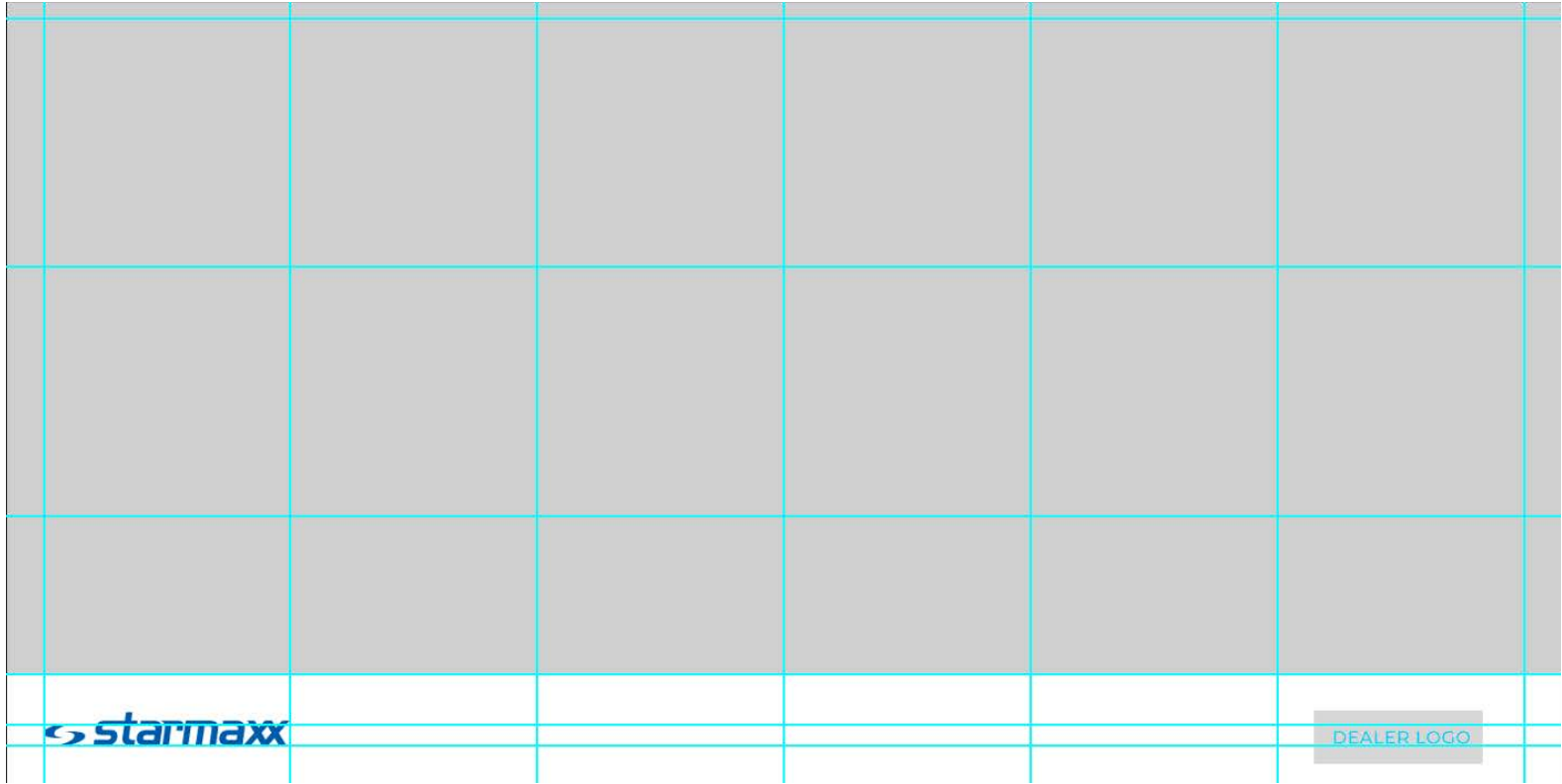


STATIONERY TEMPLATES



SIGNAGE AND OUTDOOR

Billboard Grid System





SIGNAGE AND OUTDOOR

Totem

Size: Various

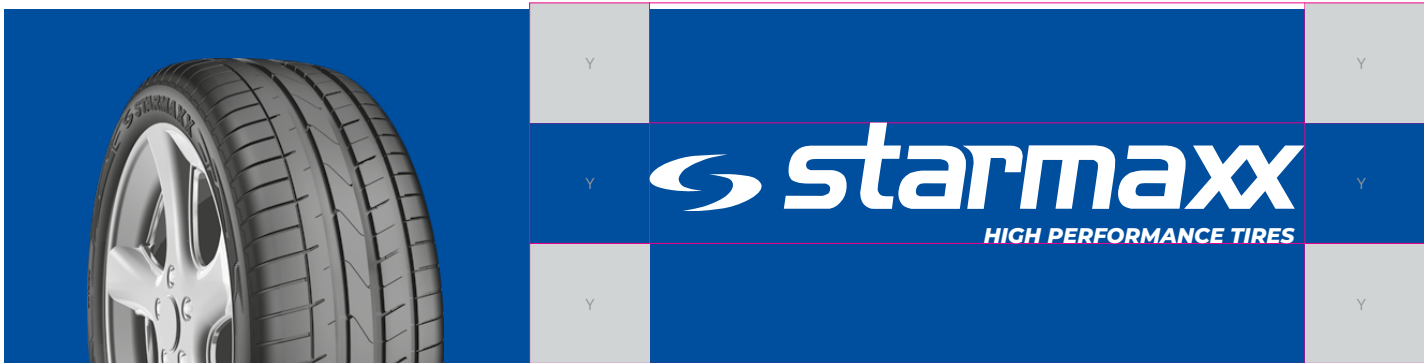
While designing the totem, the totem dimensions can be positioned in accordance with the design of the logo, aligned with the safety areas of the logo regardless of the design being done. The name of the dealer can be aligned with the logo within the safety area.



SIGNAGE AND OUTDOOR

Outdoor Sign

Ensure the Starmaxx logo is prominently displayed with proper spacing and alignment. Use high-quality tire imagery and a clean, high-contrast background for clear visibility. Text and elements must be readable from a distance. Follow the layout and design shown in the example for correct application.



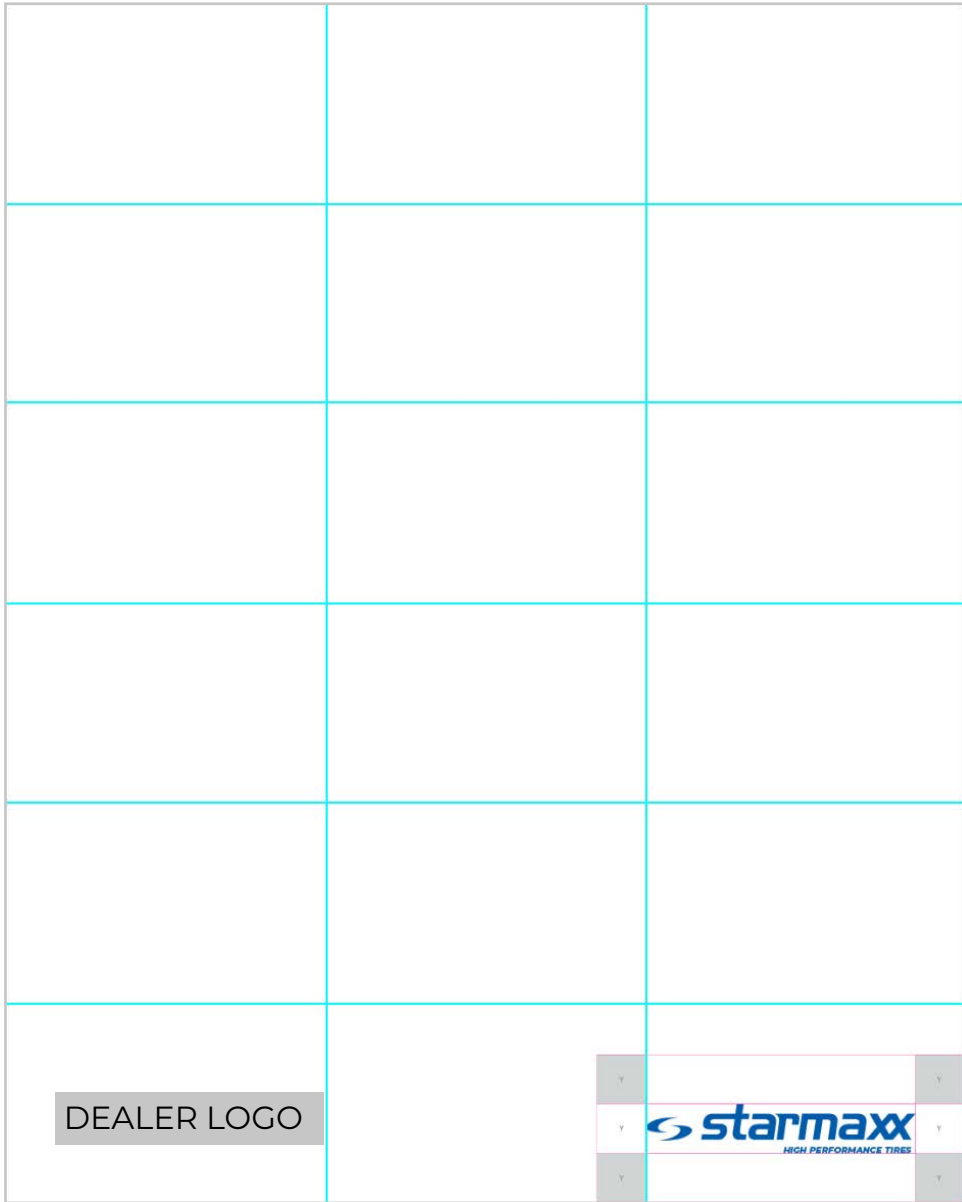


SIGNAGE AND OUTDOOR

Outdoor Sign

Size: 700x100

The Starmaxx logo must be prominently displayed. Ensure the dealer logo is clear and secondary to the Starmaxx branding. Use high-quality tire imagery and approved colors. Follow the examples for proper layout and alignment.



SOCIAL MEDIA TEMPLATES APPLICATIONS

Social media templates are designed to reflect the brand identity consistently and attractively across digital platforms. To ensure effective use of these templates, the following guidelines should be followed:

Design and Layout

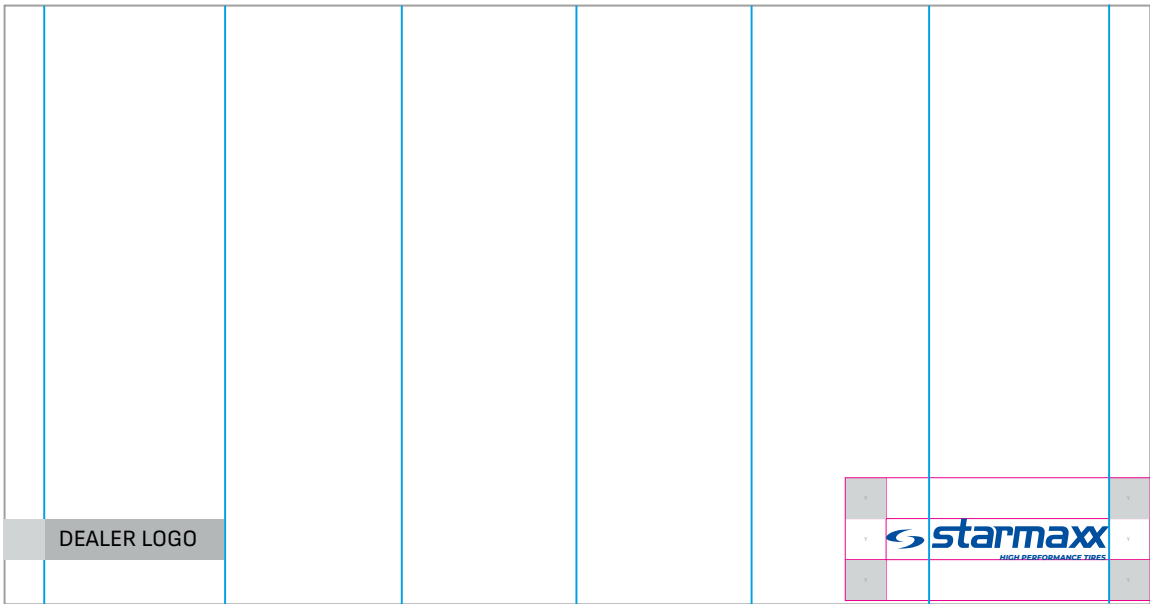
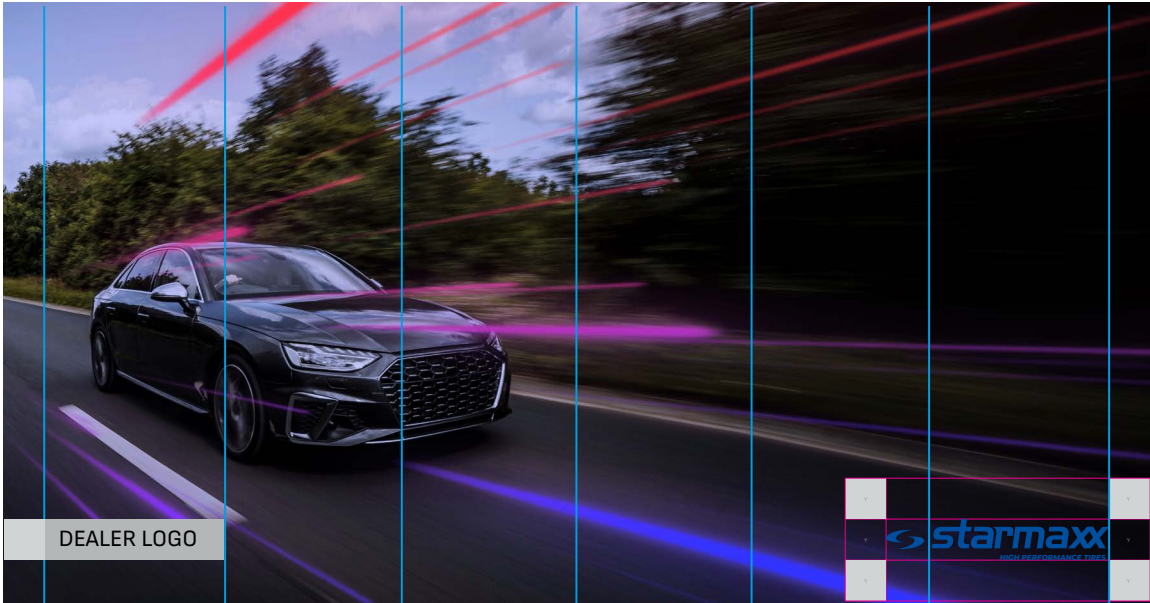
Templates must align with the brand color palette and typography guidelines. Utilize a grid system to achieve a clean and organized look. Balance text and visuals to avoid clutter and maintain focus.

Logo Usage

The Starmaxx logo must always be visible, appropriately sized, and well-positioned. The logo should never be distorted or overlap with the main visual elements of the template.

Text and Messaging

Messages should be short, clear, and engaging. The main message should be placed centrally or at the top of the visual for maximum readability. Calls-to-action (CTAs) should be distinct and easy to understand.



SOCIAL MEDIA TEMPLATES APPLICATIONS

Visual Selection

Images should be high-quality and aligned with the brand's aesthetic. Tires, roads, or other product-related themes can be used as key focal points.

Format and Platform Optimization

Templates should adhere to platform-specific aspect ratios (e.g., square for Instagram, horizontal for LinkedIn). Ensure templates look sharp and appealing on both mobile and desktop devices.

Consistency and Variety

All templates should maintain a cohesive overall look while offering variations for different content types (e.g., campaign announcements, product highlights, celebration posts). By following these guidelines, social media templates will effectively represent the brand while ensuring a professional and visually appealing presence across digital platforms.



Floor:



Wall:



Office Furniture



INTERIOR BRANDING

Color Scheme

Floors, walls, and furniture should adhere to the approved color palette:

Floors: Neutral tones (gray, white).

Walls: White, gray, or light gray for a clean and modern look.

Office Furniture: Use navy blue, gray and white accents to align with the Starmaxx brand identity.

Tire Stands and Fixtures

Use the approved tire stand designs to display products professionally. Ensure proper spacing between stands to avoid clutter and maintain a sleek appearance.

Follow the provided measurements and color specifications for uniformity.

Branding Elements

Include the Starmaxx logo prominently on tire stands, shelves, and other fixtures. Ensure the logo is in its original color and proportions without alterations.

Layout and Organization

Organize tires and products in a structured, visually appealing manner. Avoid overloading shelves or displays, maintaining a clean and spacious environment.

Visual Consistency

Ensure all branding and interior elements follow the provided examples and measurements. Maintain a harmonious balance between branding, product displays, and customer accessibility.

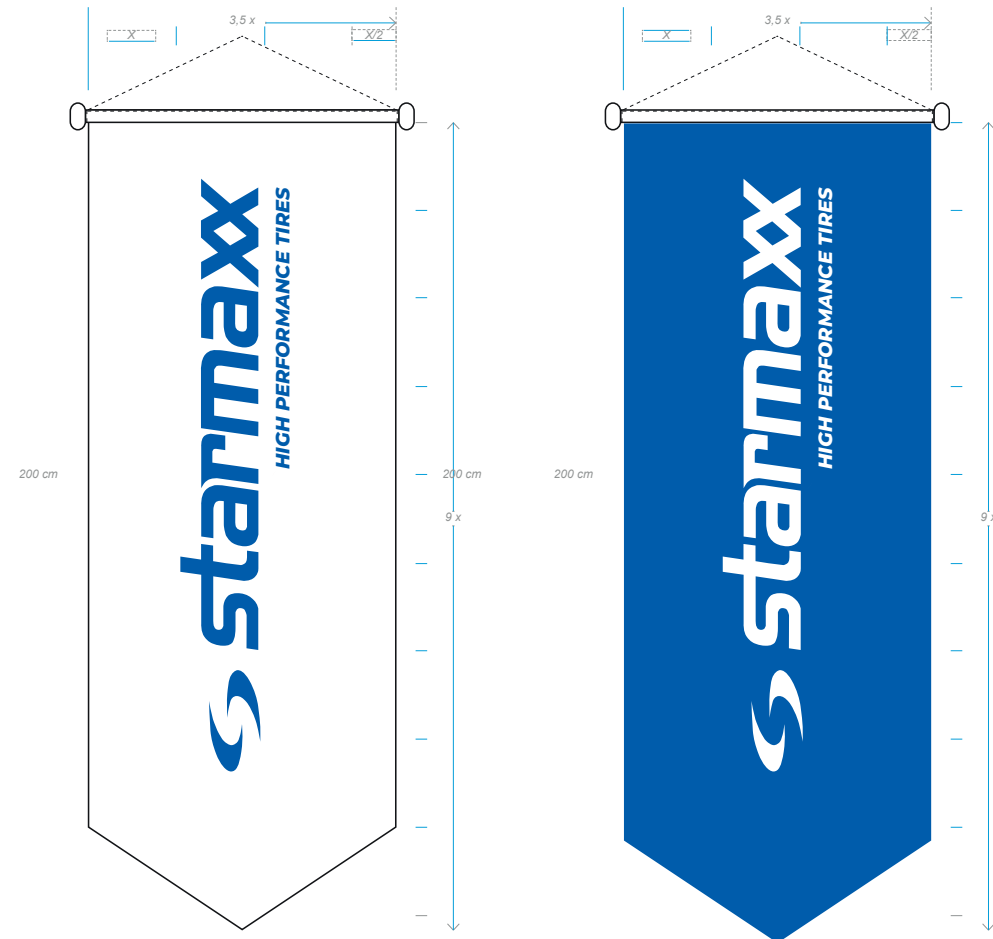


INTERIOR BRANDING STANDARDS

Tire Stands

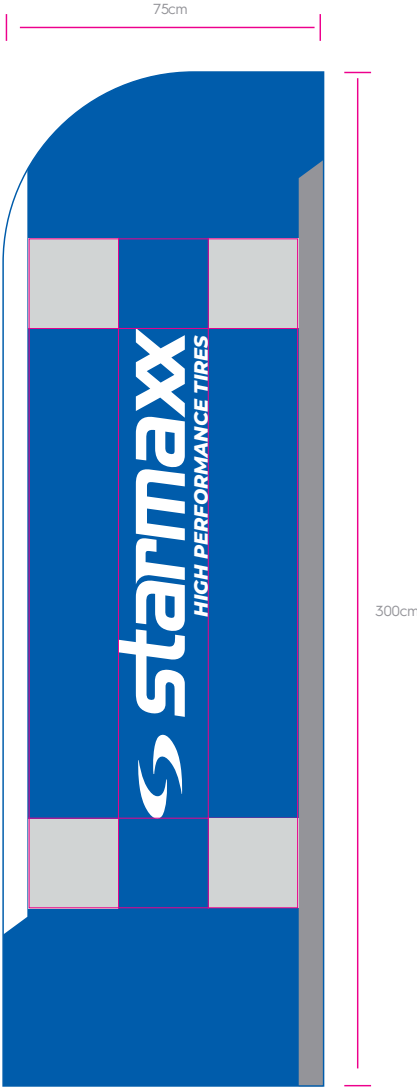


VEHICLE BRANDING TEMPLATES



PROMOTIONAL ITEMS

Pennants



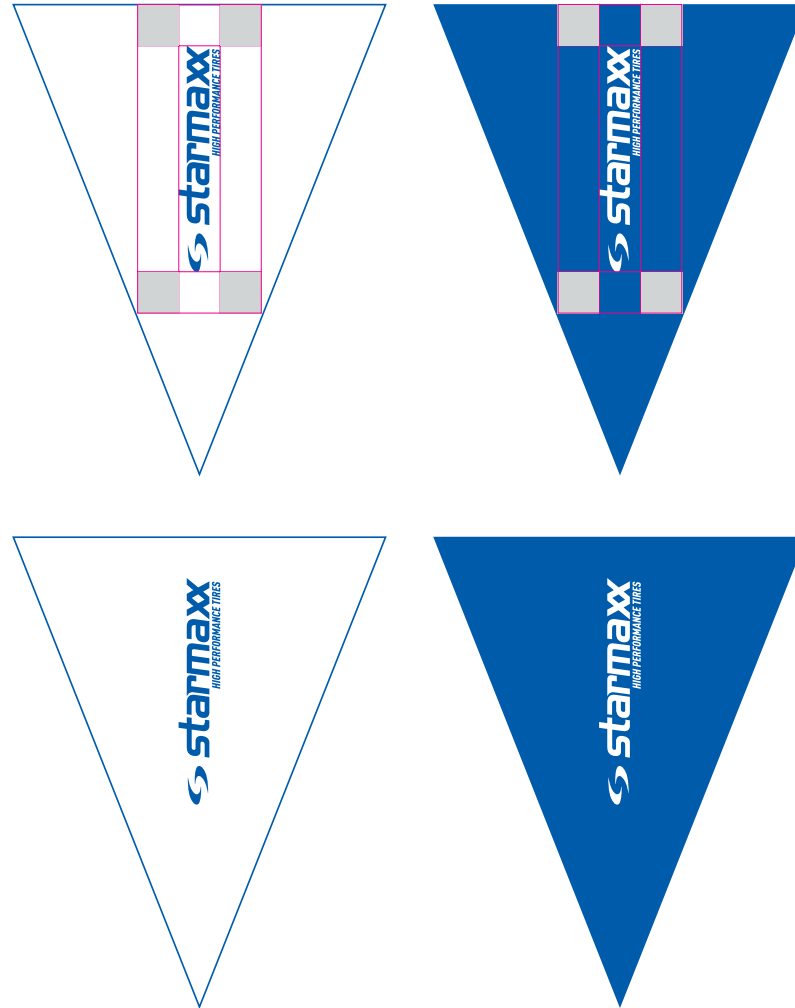
PROMOTIONAL ITEMS

Pennants



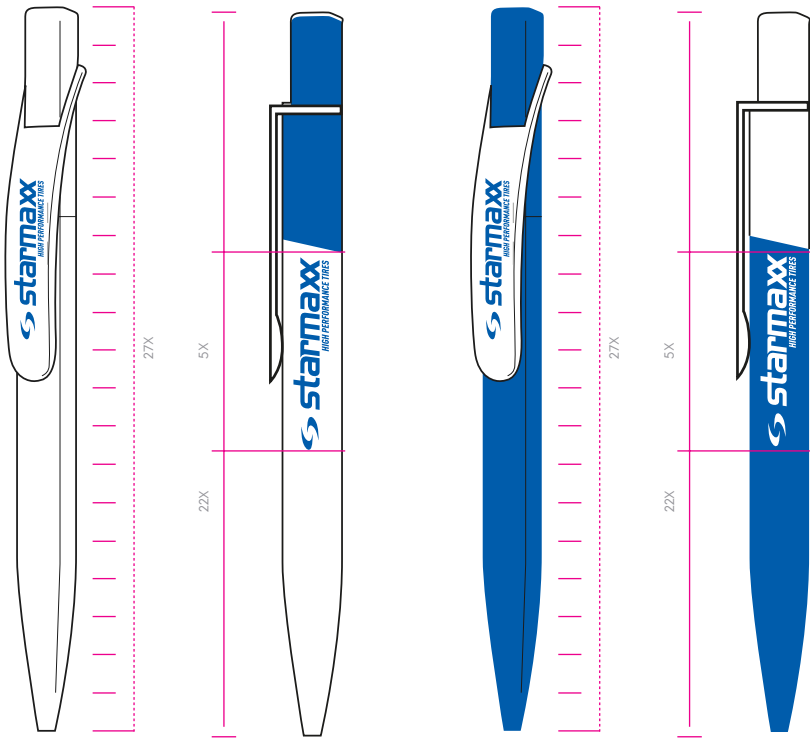
PROMOTIONAL ITEMS

Desk Flag



PROMOTIONAL ITEMS

Triangle Flag



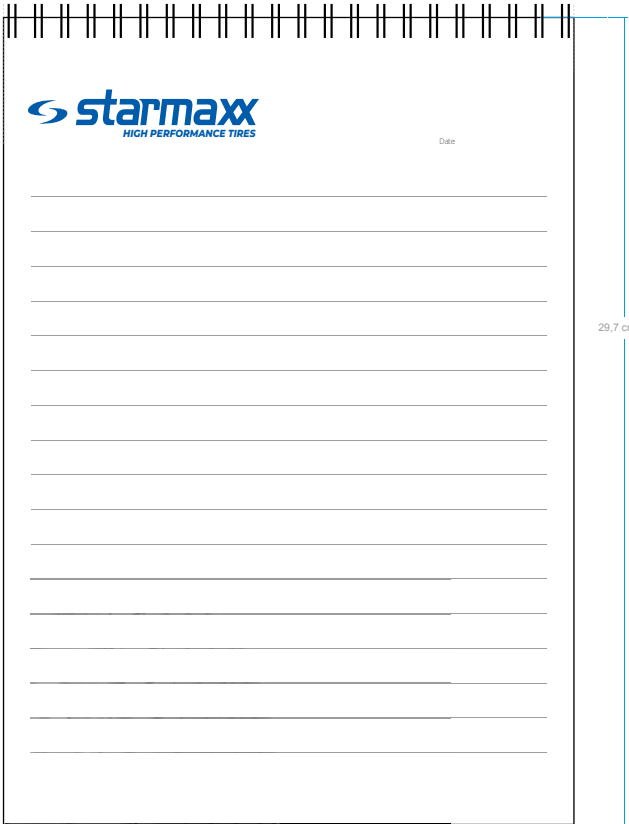
PROMOTIONAL ITEMS

Pen



PROMOTIONAL ITEMS

Notebook





PROMOTIONAL ITEMS

Backpack

PROMOTIONAL ITEMS

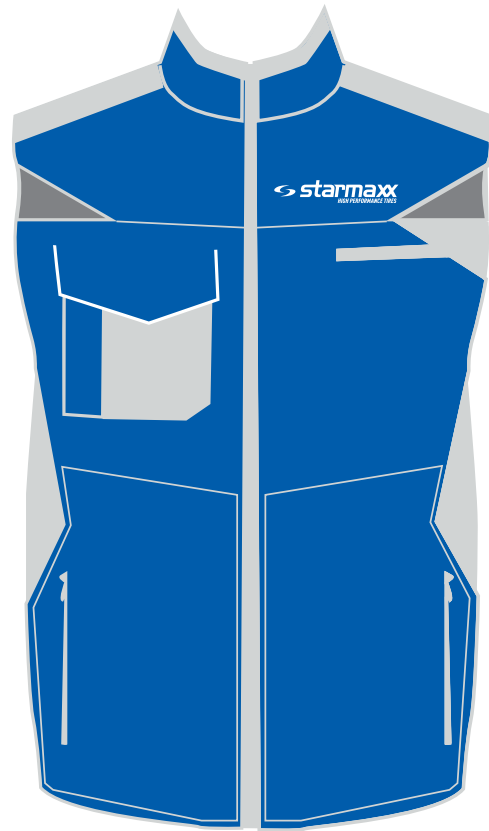
T-shirt



PROMOTIONAL ITEMS

T-shirt





PROMOTIONAL ITEMS

Clothing / Jacket

PROMOTIONAL ITEMS

Softshell Cap



PROMOTIONAL ITEMS

Keychain





CONTACT

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Cheyenne, WY 82001 USA

Approval Processes and Guidelines

To support a smooth and consistent creative process, we have prepared a collection of guideline templates to assist you in designing materials that align with Starmaxx's brand identity.

Guideline templates to assist you in designing materials that align with Starmaxx's brand identity. You can access these resources at the following link:

LINK



To ensure all materials represent the Starmaxx brand accurately and professionally, please follow the steps below:

Step 1: Submit Your Materials

Prepare your designs (such as signage, promotional visuals, or advertisements) in high-resolution formats (PDF, AI, JPEG) and send them to **[sema.oner@petlas.com.tr]**.

Please include a brief note explaining the intended usage of the material.

Step 2: Brand Review

The Starmaxx marketing team will review the submitted materials, focusing on brand consistency, logo usage, color application, and overall design quality.

Step 3: Feedback and Refinement

If adjustments are necessary, you will receive detailed feedback and recommendations to ensure the material meets Starmaxx branding standards.

Step 4: Final Approval

After the necessary refinements, once the design is fully aligned with brand guidelines, official approval will be granted for use across all platforms.