

STARMAST

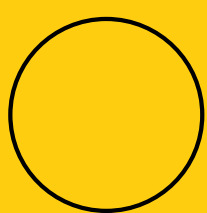
Marketing

Social Media

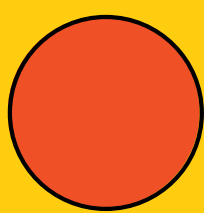


Branding

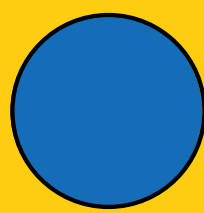
PRIMARY COLORS



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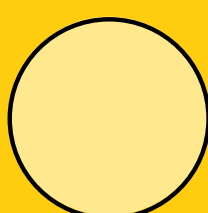


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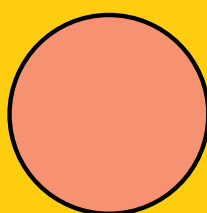


#3F68B6

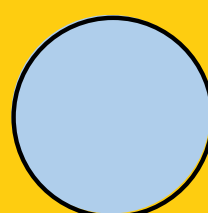
SECONDARY COLORS



#FFE991



#FF9677



#COD6FF

Logo Process



STARMAST

Accessibility

Our design choices reflect STARMAST's goal of making mathematics accessible to everyone.

- Font (**Arial/Helvetica**—as per British government guidelines regarding accessible documents).
- Primary colour scheme (accommodating to colour blindness).

Analytics

STARMAST uses Google Analytics to measure relevant metrics including:

- Monitoring website usage and traffic patterns
- Analysing user behaviour to enhance site experience
- Using insights to improve website visibility and attract more users