



The Nasstar Brand

Nasstar has grown through acquisition over the years, and a rebrand in 2021 enabled us to look at our brand identity and how we can evolve this to become a brand that stands out in the market.

We did more than just create a new logo and website though. We started to create a new culture, unite disparate employees and establish processes and systems that would work for everyone in the business, no matter where they came from.

Brand Values

Simplicity

We communicate confidently and professionally in plain English; we go above and beyond to make the complex simple.

Collaboration

We support one another, communicate with an open mind and act as one committed team.

Quality

We take ownership, keep our promises and are committed to providing the best service possible.

Integrity


We are honest, authentic and stay true to our values.

Transformative

We are experts in our field, always looking for a better way and finding solutions to challenges.

To help you understand the Nasstar brand identity further, we used some scenarios to create some useful videos.

You are at an event and you are asked 'where do you work and what do they do?'

Here's what you should say 



NASSTAR

When you work for Nasstar, one of the first questions you will be asked is 'do you know bits of your logo are missing?!'

[Yes we do, find out why here](#) →

You've heard a bit about the Nasstar tone of voice, but do you really understand what we're trying to achieve or how you can help it bring the brand to life?

[MD of Cloud Services, Mark Lee, reveals all here](#) →

You can also learn more about the Nasstar brand behaviours on the [Marketing Hub](#). →

