



INTRODUCTION

This document is a comprehensive guide and reference of how to design for the Star Catcher brand. These guidelines are evolving as the brand grows but what has been outlined in this document are the requirements that must be met when working with the Star Catcher brand and assets.

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- 01.** Logo
- 02.** Colors
- 03.** Typography
- 04.** Iconography
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01. LOGO

01. LOGO | PRIMARY

Primary brand identity lockup is the stacked, 2-color logo.



01. LOGO | SECONDARY

Secondary layout is the horizontal logo mark in 2-colors.



01. LOGO | COLOR COMBINATIONS

The following color combinations have been created for alternate uses on different materials as needed.

For dark colored backgrounds, the color combination of Stellar Dust and Sol Yellow should be used.



All assets are available as the primary stacked version and the horizontal version.

If a monochromatic design has been created and a single color logo is needed, the logo in Stellar Dust can be used on all darker color materials.



A Deep Space colored logo is available for all light and white color materials.



Logos placed over imagery should be one color to ensure the identity mark does not get lost.



01. LOGO | SATELLITE

The logo's icon, referred to as the "satellite," can be used as a standalone element for the brand under certain circumstances.

When used alone, the satellite must always **keep its original angle.**



O1. LOGO | SATELLITE

The satellite can be used in any of the primary colors.

The satellite cannot be outlined as a stroke or with a stroke.



O1. LOGO | CLEARSPACE

Clearspace around the logo is to be proportional to the x-height of the letterforms of the final size of the logo.

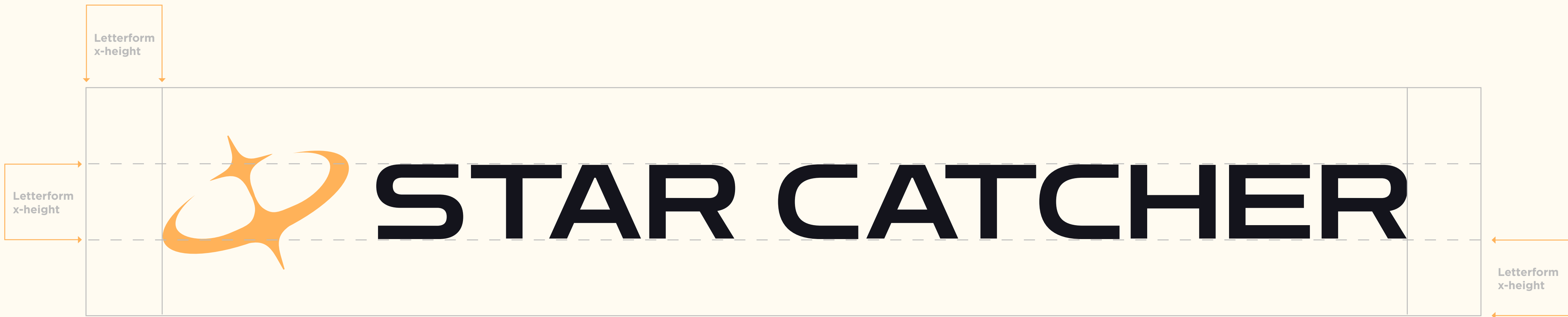
This is the minimum amount of spacing to consider for logo when dealing with margins and other elements on the page.



01. LOGO | CLEARSPACE

Clearspace around the logo is to be proportional to the x-height of the letterforms of the final size of the logo.

This is the minimum amount of spacing to consider for logo when dealing with margins and other elements on the page.



O1. LOGO | SATELLITE CLEARSPACE

Clearspace around the satellite is to be proportional to 15% of the final size of the satellite's width.

This is the minimum amount of spacing to consider for logo when dealing with margins and other elements on the page.



01. LOGO | MINIMUM SIZES

There are various minimum sizes for different formats. All minimum values are based on the width of the logo.



For printed materials: minimum width is 38mm
**Logo shown here is not to scale.*



For merchandise: minimum width is 25mm
**Logo shown here is not to scale.*



For screen: minimum width is 150px



For printed materials: minimum width is 20mm
**Satellite shown here is not to scale.*



For merchandise: minimum width is 20mm
**Satellite shown here is not to scale.*



For screen: minimum width is 50px

01. LOGO | ADDITIONAL LAYOUTS

This stacked version should be reserved primarily for use on merchandise and in other special occasions.

Clear space equal to the x-height of the letterforms still applies to this logo, as well as how it can be used on dark and light backgrounds.



O1. LOGO | ADDING A TAGLINE

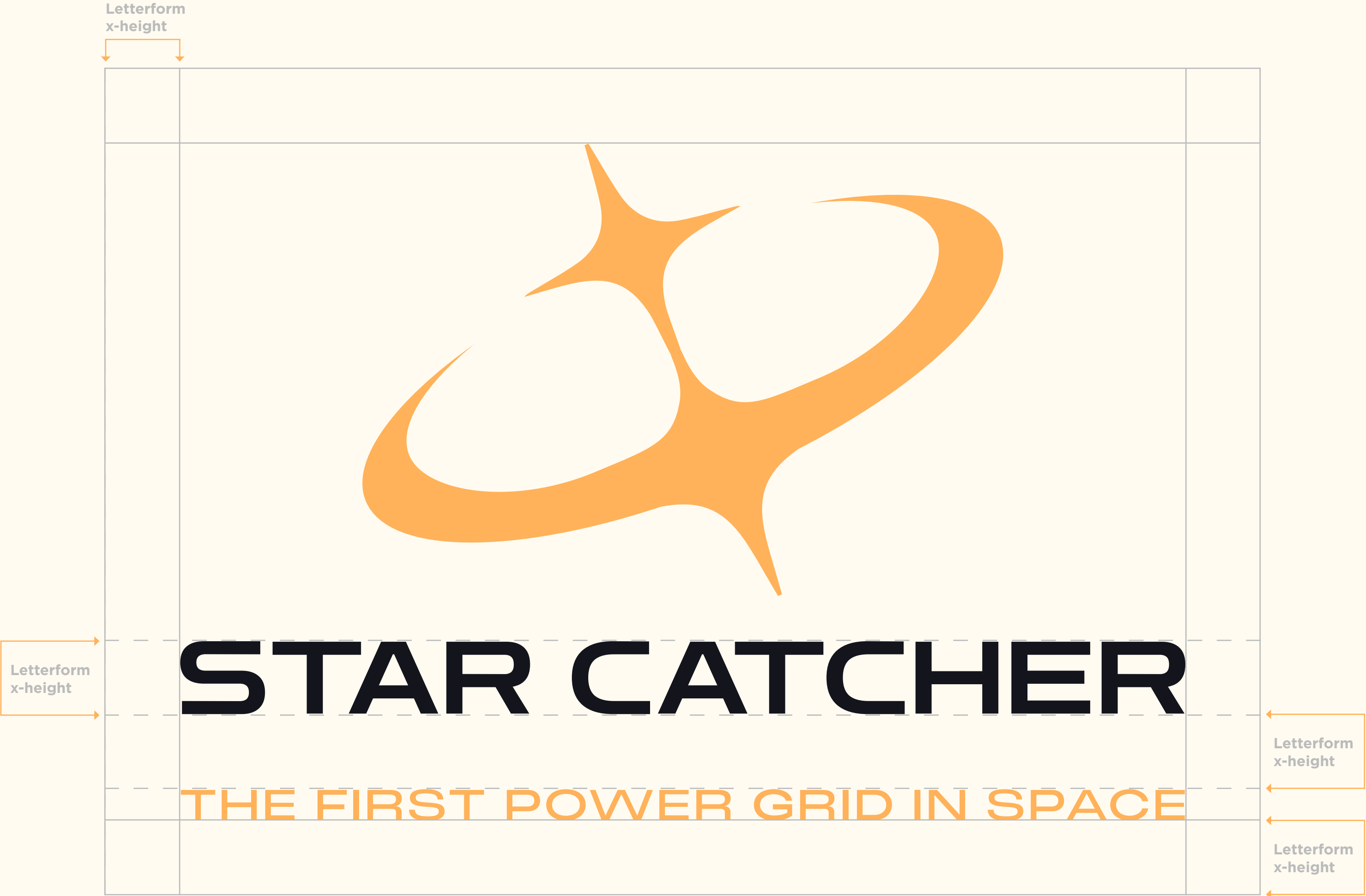
Any logo can be accompanied by a tagline. Below are the needed requirements when adding a tagline to a logo variation.

Taglines must be typeset using the primary font Monument Extended.

The tagline size can only be as wide as the Star Catcher letterforms. In the case of a tagline that is short; the tagline’s letterforms cannot be the same height or larger than the logo’s letterforms.

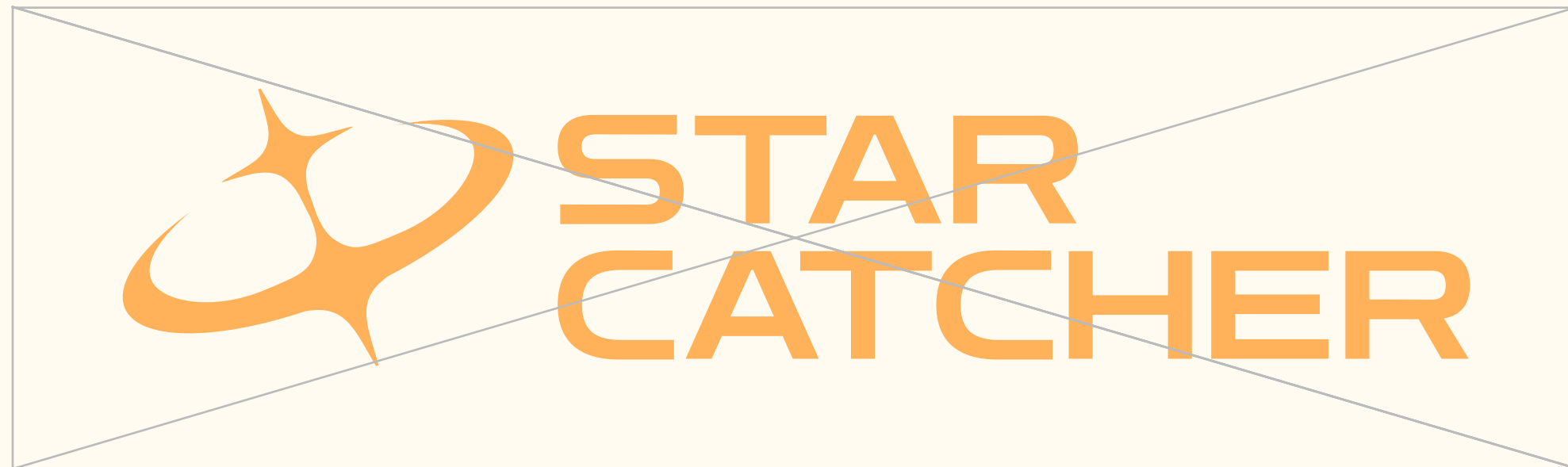
The tagline must be the color of the satellite icon.

The tagline must also follow the clearspace rules as seen on this page.



01. LOGO | DO NOT DO THIS

The Star Catcher logo variations are designed for specific uses to maintain brand consistency. Adjusting or adding elements to the logo is not acceptable.

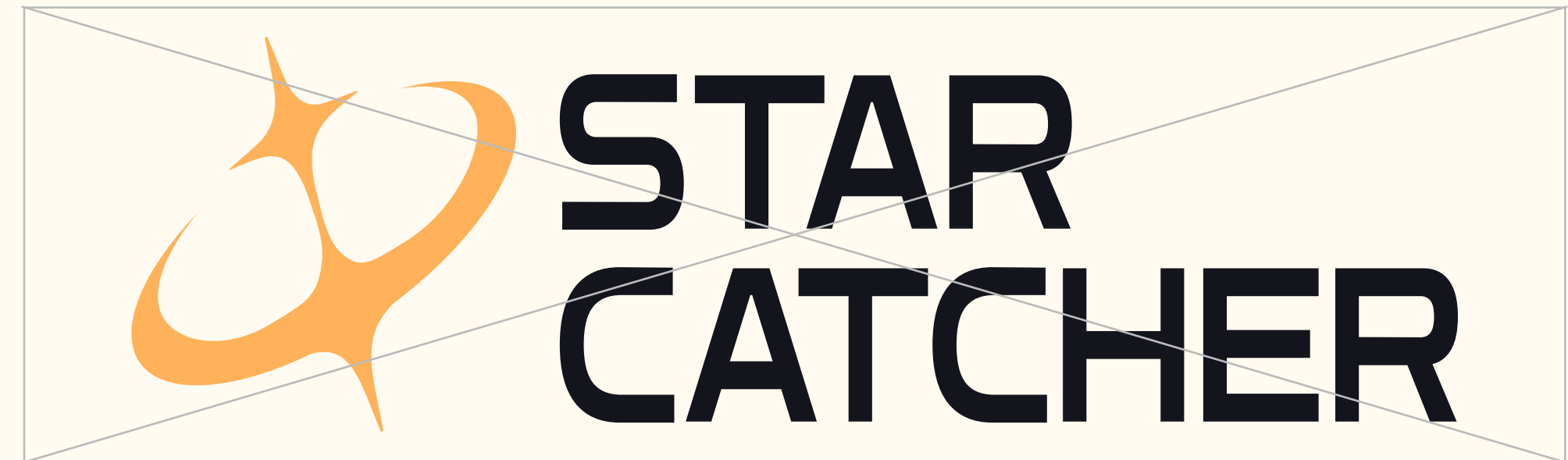


Do not change the color of the logo, even if it is done using the primary approved color palette.

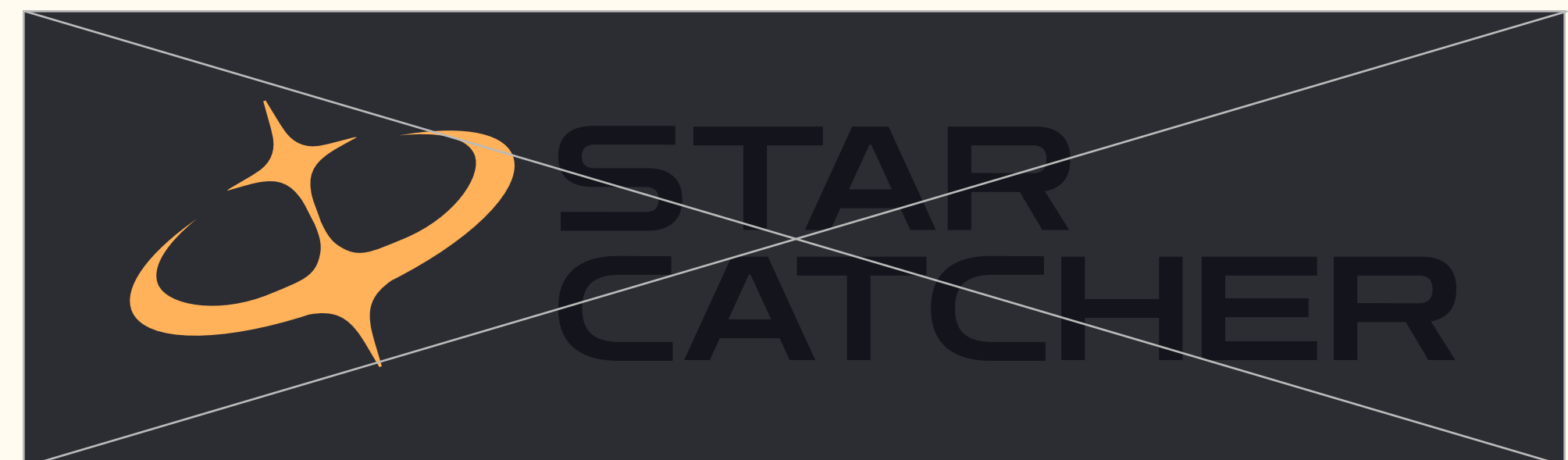


Do not add a drop shadow to the logo.

Below are a few examples of the most common adjustments that should not be done to the logo.



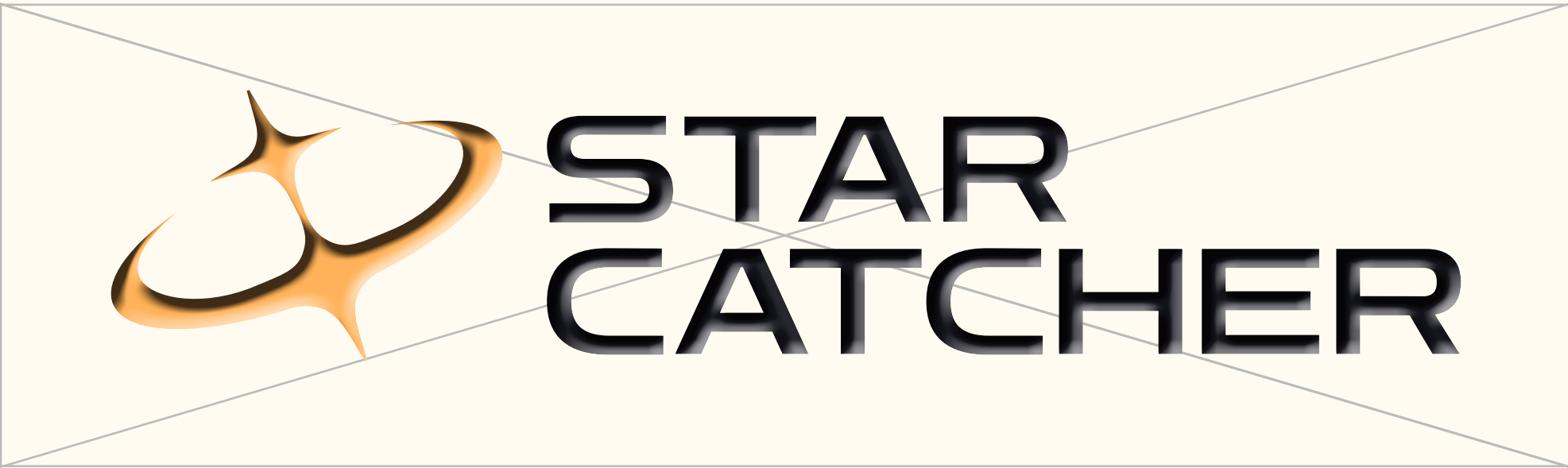
Do not stretch, squeeze, or distort the logo's original proportions.



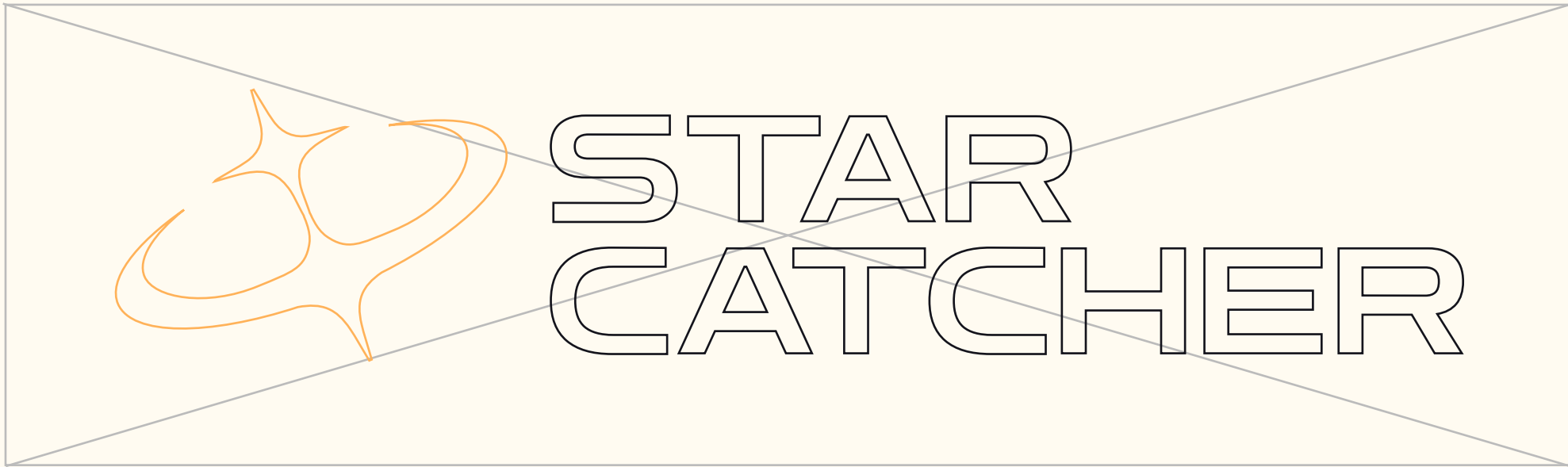
Do not place the logo on a similar colored background where either the satellite or the letterforms become lost.

01. LOGO | DO NOT DO THIS

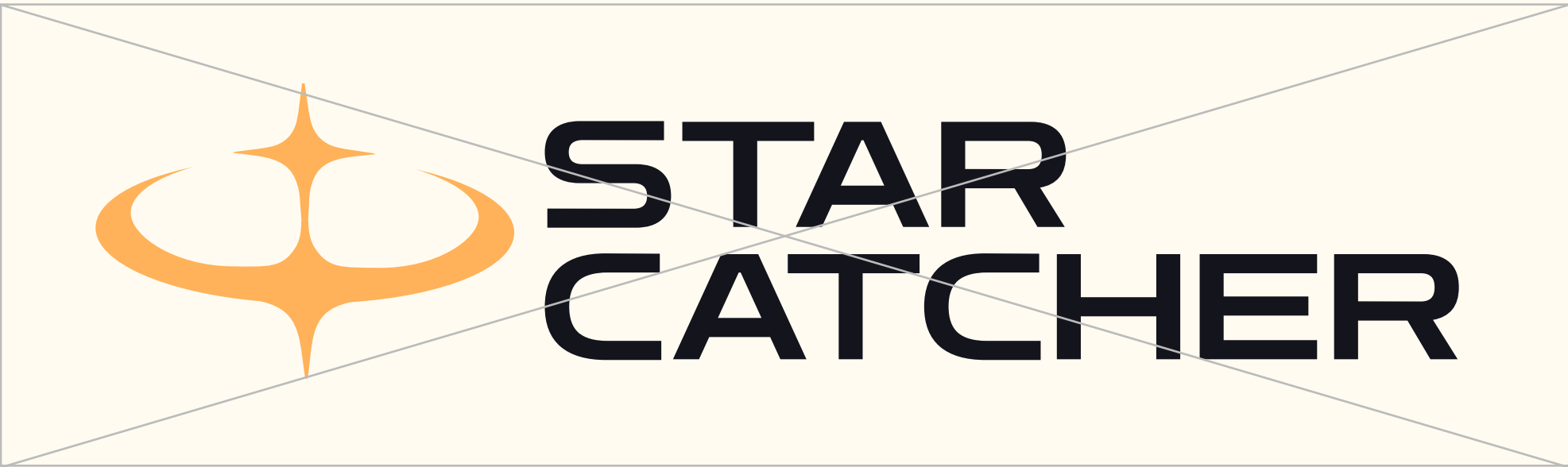
Continued examples of what not to do to the logo.



Do not bevel or emboss the logo.



Do not outline the logo.



Do not change the orientation of the satellite or the logo itself.

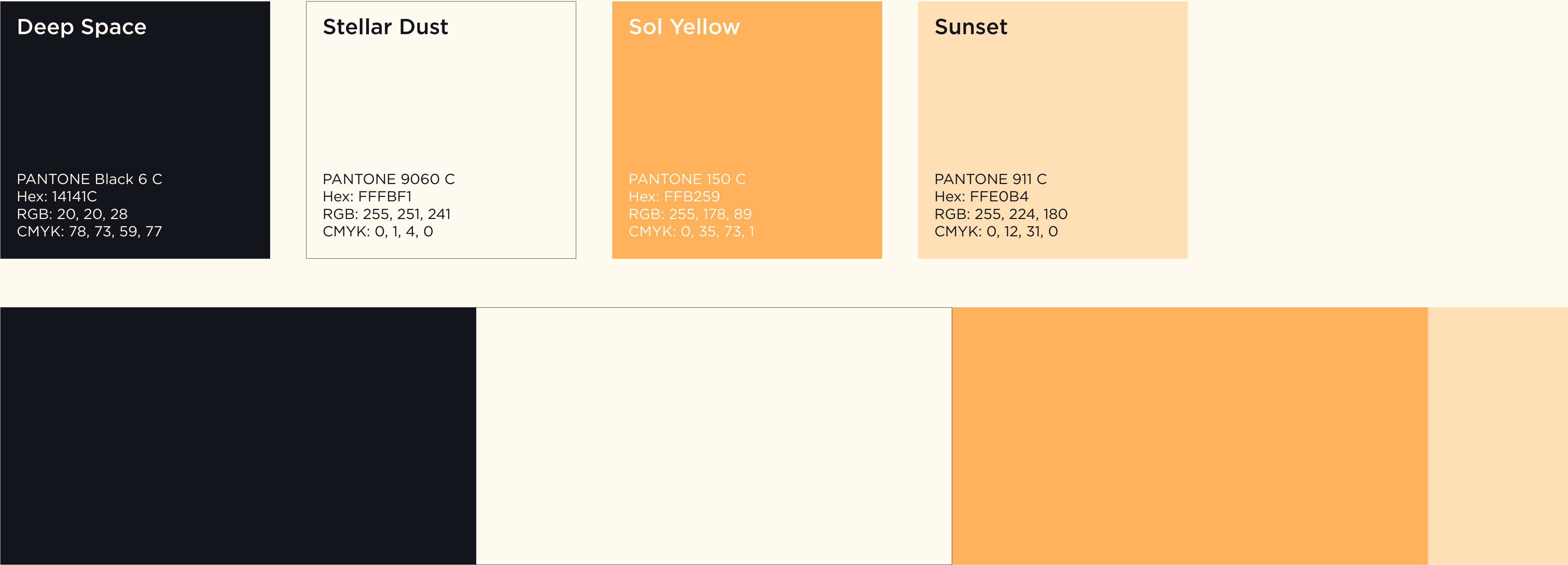


Do not place the logo over a busy photo, texture, or pattern where elements become lost or hard to view.

02. COLORS

02. COLORS | PRIMARY PALETTE

Primary palette with color use breakdown.



02. COLORS | SECONDARY PALETTE

Secondary palette should be used as accents and should never more prominent than the primary colors. Color use breakdown included for reference.

The **Electric Blue** color has a Pantone and CMYK breakdown but in most instances, the **vibrancy will only be achieved digitally**.

Aquatic

PANTONE 6142 C
Hex: 58BBA7
RGB: 88, 187, 167
CMYK: 61, 2, 43, 0

Aurora

PANTONE 7722 C
Hex: 025159
RGB: 2, 81, 89
CMYK: 96, 49, 59, 36

Crystal

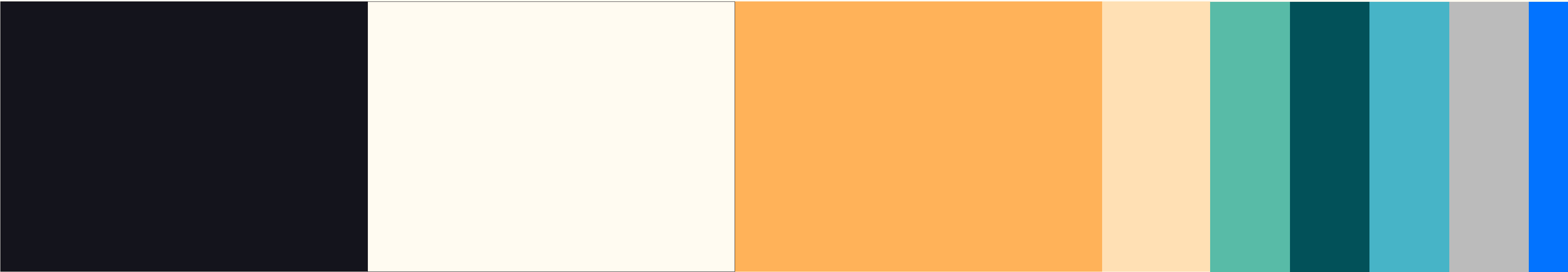
PANTONE 2227 C
Hex: 47B4C7
RGB: 71, 180, 199
CMYK: 62, 4, 20, 0

Moon Dust

PANTONE Cool Gray 4 C
Hex: #BBBBBB
RGB: 187, 187, 187
CMYK: 27, 21, 22, 0

Electric Blue

PANTONE: 3005 C
Hex: 0273FF
RGB: 2, 115, 255
CMYK: 100, 46, 2, 0



02. COLORS | TERTIARY PALETTE

The tertiary palette should only be used for very small accents and only when both primary and secondary colors are present. Color use breakdown included for reference.

The Star Catcher design team must approve use of these colors on any design collateral.

Core

PANTONE P 34-14 C
Hex: E77C46
RGB: 231, 124, 70
CMYK: 6, 68, 81, 0

Corona

PANTONE 6021 C
Hex: D75B26
RGB: 215, 91, 38
CMYK: 10, 78, 100, 1

Chromo

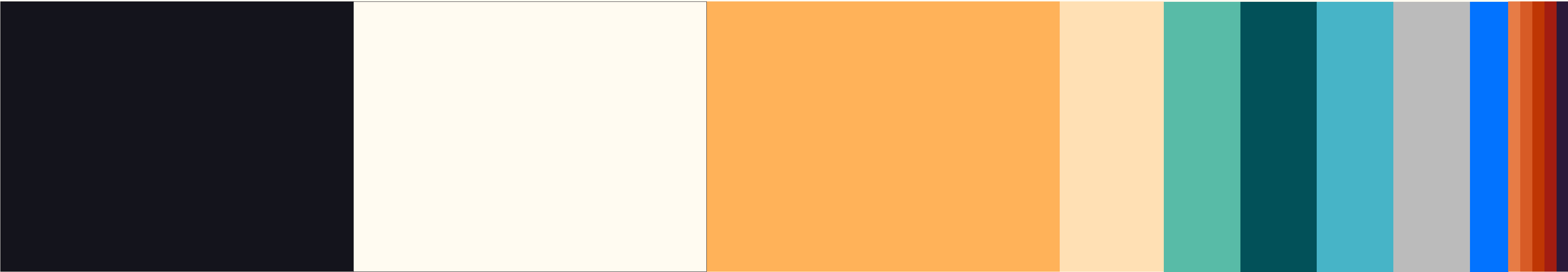
PANTONE 173 C
Hex: BF3604
RGB: 191, 54, 4
CMYK: 17, 91, 100, 9

Radiate

PANTONE 2350 C
Hex: A31D11
RGB: 163, 29, 17
CMYK: 24, 100, 100, 20

Mace

PANTONE 2695 C
Hex: 2B1939
RGB: 43, 25, 57
CMYK: 89, 96, 40, 43



03. TYPOGRAPHY

03. TYPOGRAPHY | PRIMARY

Monument Extended is a powerful quality extended typeface with great versatility. This extended font can be used for bold editorial statements and graphical punchiness to make our design stand out and feel unique.

Gotham is a modern typeface capturing the zeitgeist of the past while inspiring the present. With a wide range of letterform weights: light, book, medium, bold, and ultra and accompanying italics, this type family offers customized emphasis for design as well as expressive opportunities for tone. The open letterforms make it easy to use for both small text and larger headlines.

MONUMENT

Headlines / Sub-heads

Gotham

Body / Sub-heads

03. TYPOGRAPHY | PRIMARY

Headlines and body copy weights to use.

MONUMENT

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Gotham Ultra

*Rare use cases

03. TYPOGRAPHY | DIGITAL

Inter Tight is the default typeface for use in digital materials like slide decks and templates.

To ensure usability across all platforms and operating systems, Star Catcher only uses the regular and bold weights on materials.

Inter Tight Bold

Headlines / Sub-heads

Inter Tight Regular

Body / Sub-heads

03. TYPOGRAPHY | TEXT AND COLOR

High contrast colors should be considered for all materials. Below is an example of text on Stellar Dust.

HEADER/TITLE

Gotham is great for sub-headlines that can run a little larger than the body copy.

Gotham book is great for normal paragraph copy. Just see how easily you can read through this Star Trek filler text: These are the voyages of the Starship Enterprise. Its continuing mission, to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no one has gone before. We need to neutralize the homing signal. Each unit has total environmental control, gravity, temperature, atmosphere, light, in a protective field. Sensors show energy readings in your area. We had a forced chamber explosion in the resonator coil.

There's even a lighter weight to design with: Exceeding reaction chamber thermal limit. We have begun power-supply calibration. Force fields have been established on all turbo lifts and crawlways. Computer, run a level-two diagnostic on warp-drive systems. Antimatter containment positive. Warp drive within normal parameters. I read an ion trail characteristic of a freighter escape pod. Detecting some unusual fluctuations in subspace frequencies.

Need a statement bolded - here it is: Energy discharge in six seconds.

03. TYPOGRAPHY | TEXT AND COLOR

High contrast colors should be considered for all materials. Below is an example of text on Deep Space.

HEADER/TITLE

Gotham is great for sub-headlines that can run a little larger than the body copy.

Gotham book is great for normal paragraph copy. Just see how easily you can read through this Star Trek filler text: These are the voyages of the Starship Enterprise. Its continuing mission, to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no one has gone before. We need to neutralize the homing signal. Each unit has total environmental control, gravity, temperature, atmosphere, light, in a protective field. Sensors show energy readings in your area. We had a forced chamber explosion in the resonator coil.

There's even a lighter weight to design with: Exceeding reaction chamber thermal limit. We have begun power-supply calibration. Force fields have been established on all turbo lifts and crawlways. Computer, run a level-two diagnostic on warp-drive systems. Antimatter containment positive. Warp drive within normal parameters. I read an ion trail characteristic of a freighter escape pod. Detecting some unusual fluctuations in subspace frequencies.

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04. ICONOGRAPHY

04. ICONOGRAPHY | STAR CATCHER ICON SET

A set of icons specific to Star Catcher has been created for use. These elements can be recolored in the approved color palette as needed per project and background color.

Deep Space icons on Stellar Dust.



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A set of icons specific to Star Catcher has been created for use. These elements can be recolored in the approved color palette as needed per project and background color.

Stellar Dust icons on Deep Space.

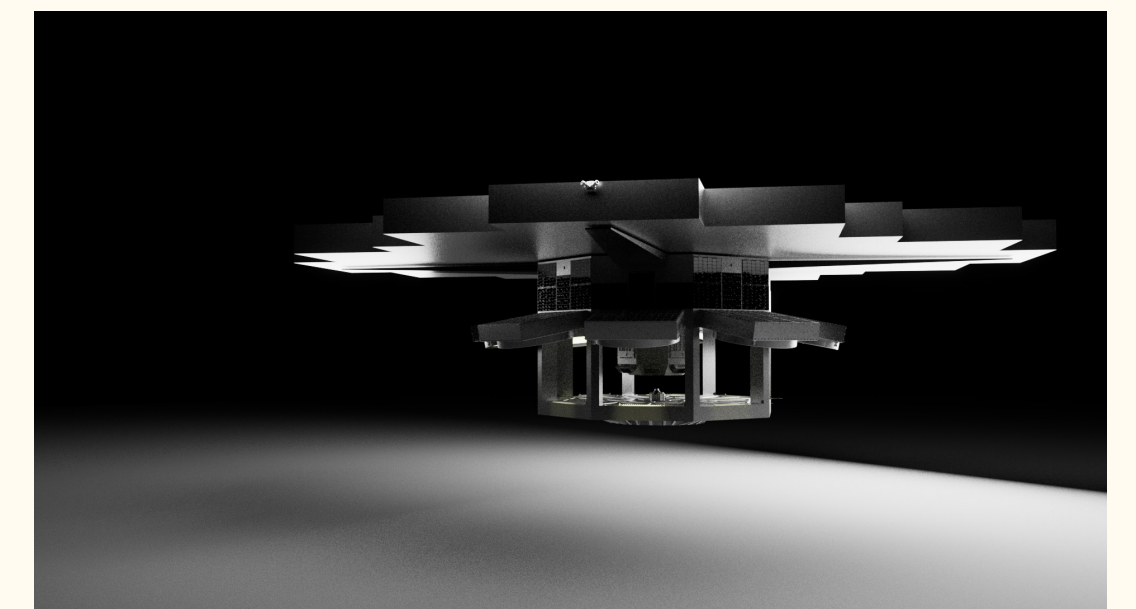
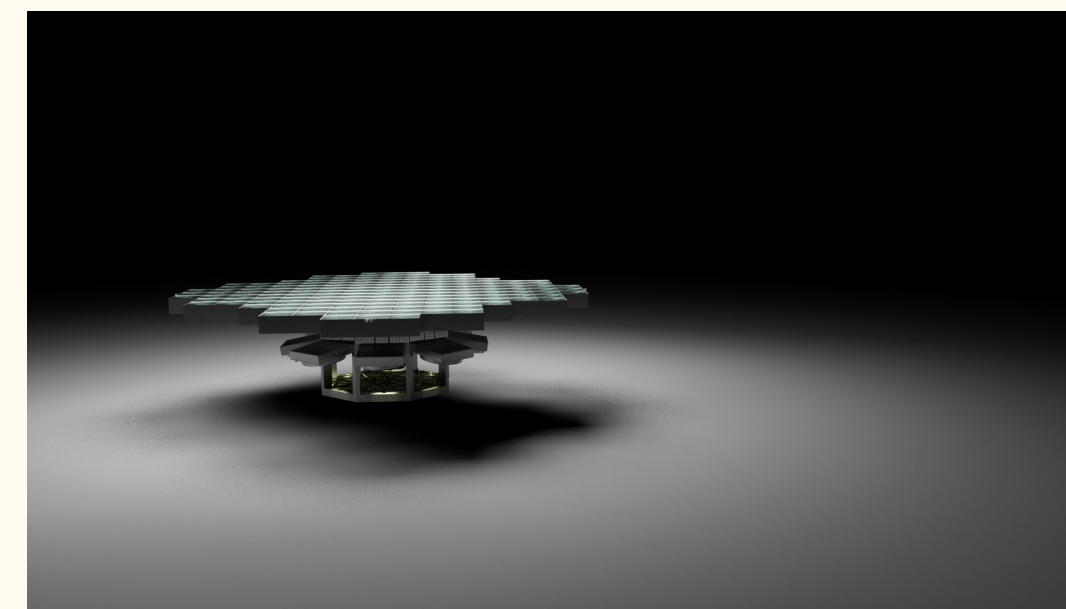
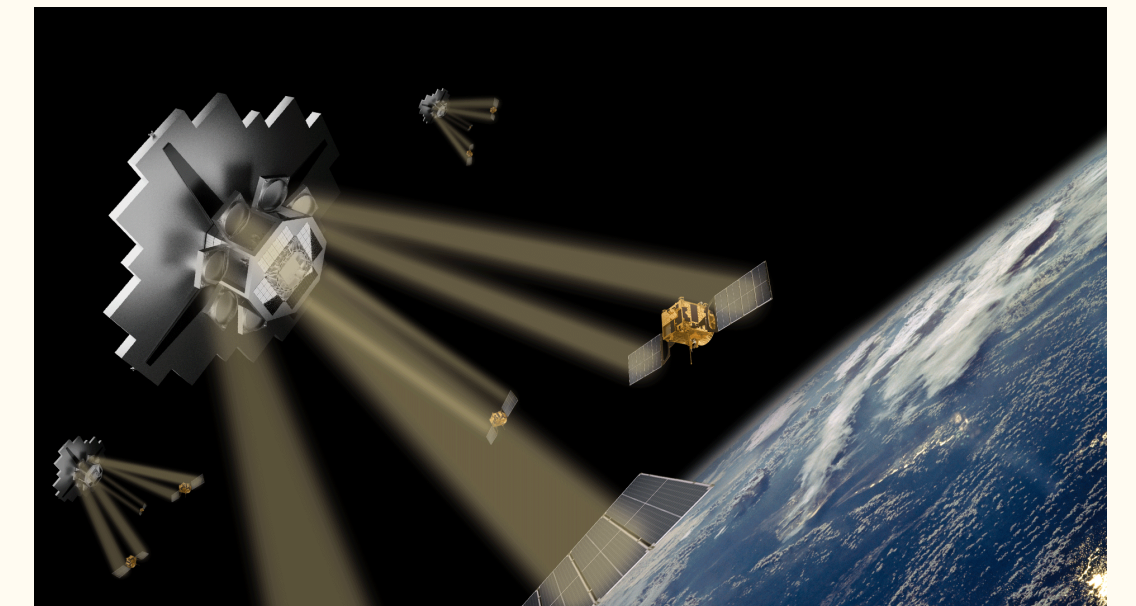
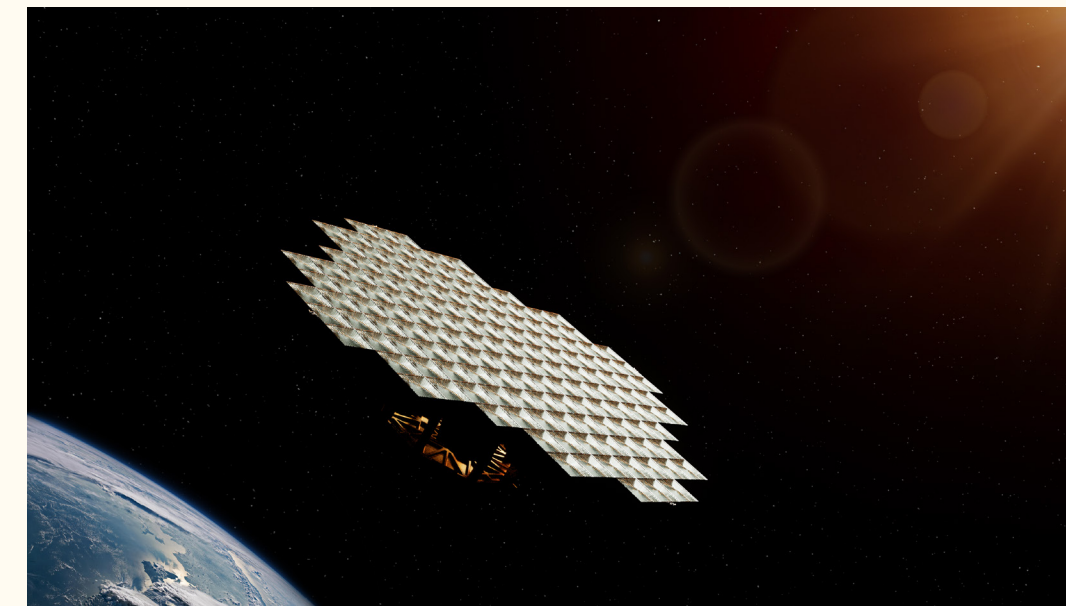


05. IMAGERY

05. IMAGERY | RENDER STYLES

Rendered assets should try to incorporate the three main elements of Star Catcher's identity; a power grid in space, with multiple power nodes or a single power node beaming to multiple clients, the Earth,

and the Sun or sunlight. Studio shots can showcase the power node as a standalone main subject without any of the other elements accompanying it.



05. IMAGERY | RENDER HERO IMAGE EXAMPLES

The following pages showcase how the logo and renders can be mocked up as a impactful branded graphic.



STAR CATCHER





THE WORLD'S
FIRST
POWER GRID
IN SPACE



05. IMAGERY | PHOTOGRAPHY STYLE

Star Catcher's photography should capture the technology and team with equal care and attention to detail. Action shots are encouraged, and images that highlight the technology in action are

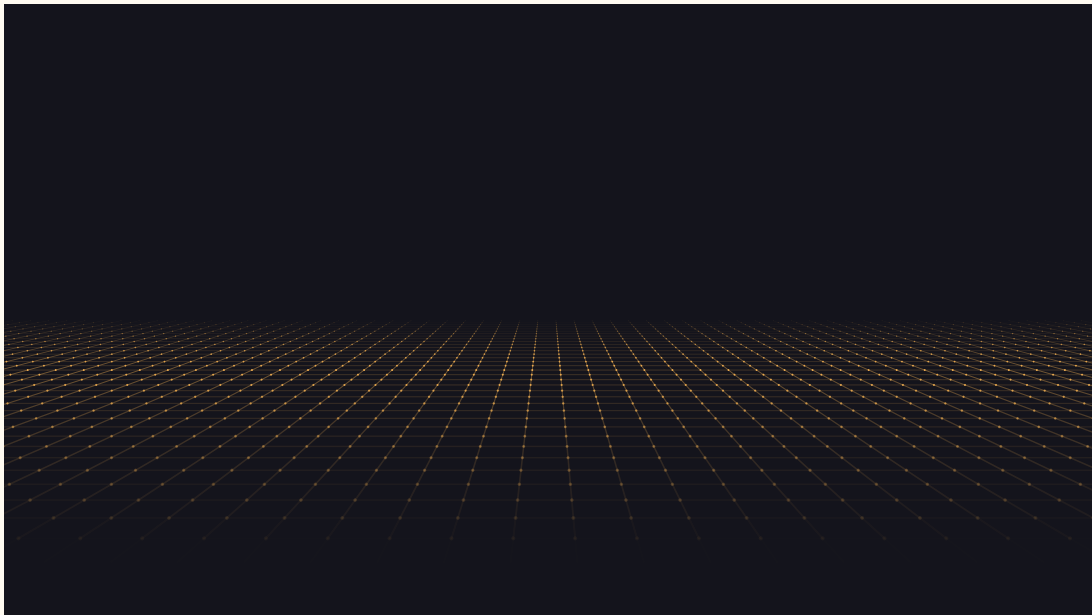
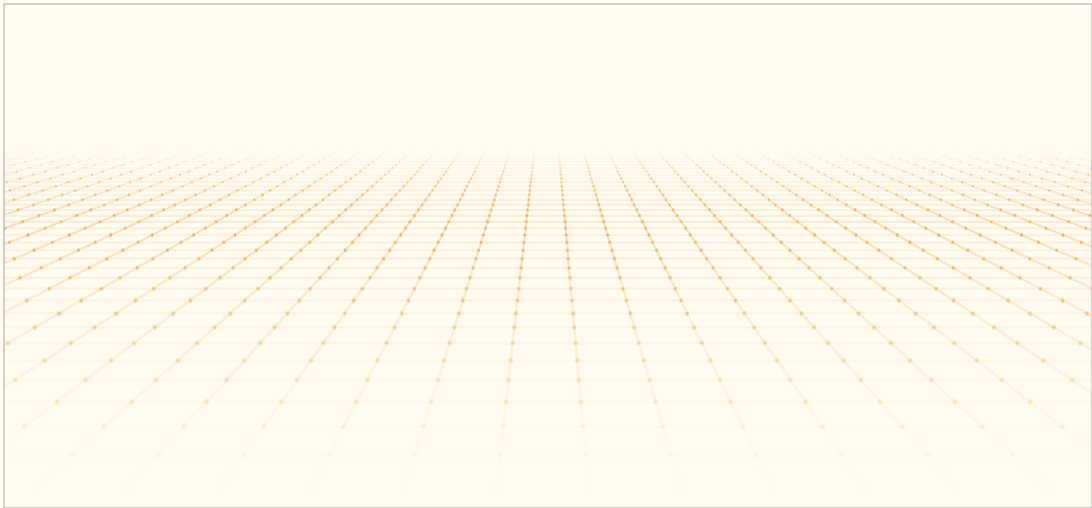
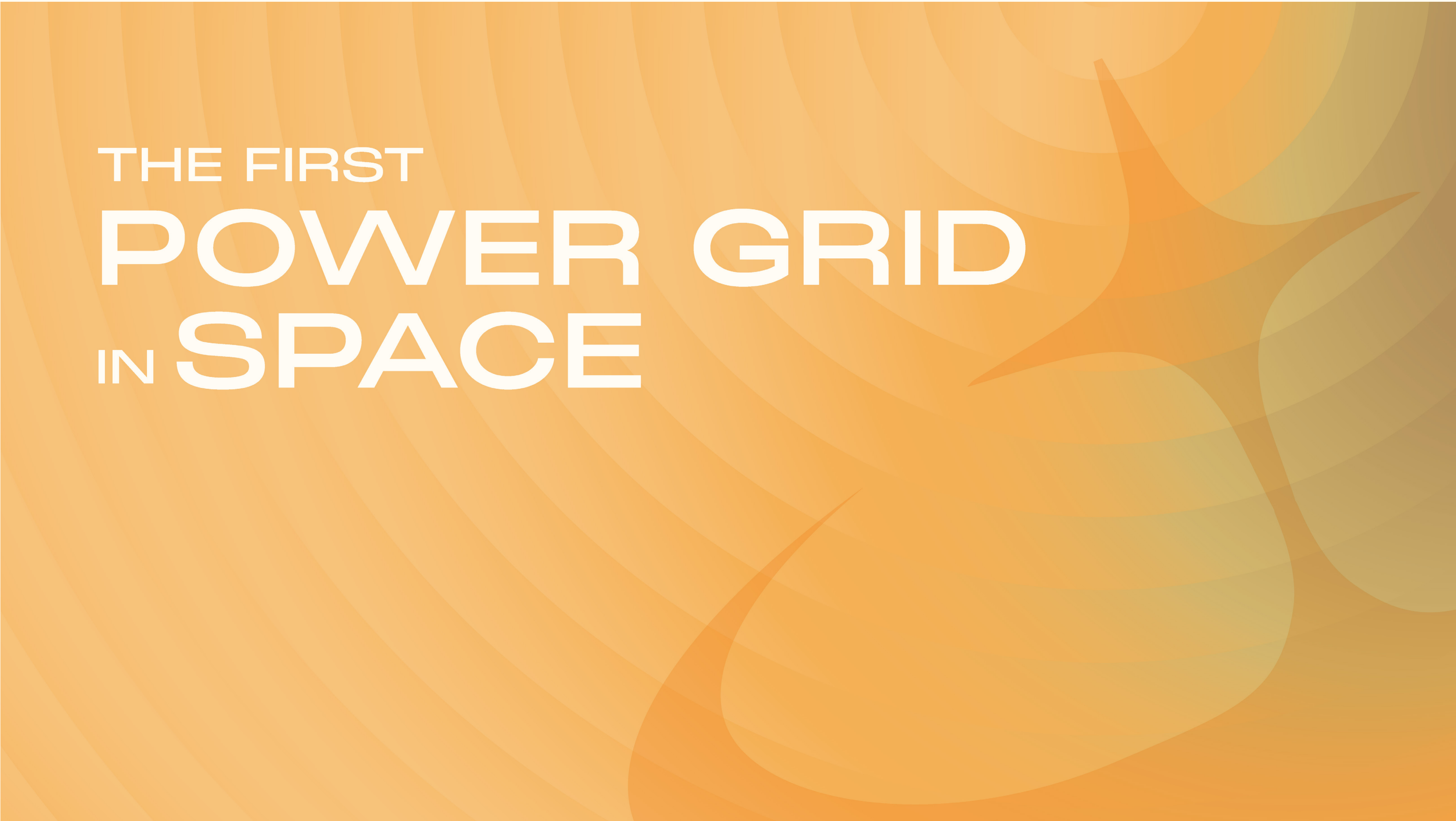
important highlights for the brand. All photos must be edited with a warm filter applied. The Sol Yellow should not be blown out during the editing process however.



05. IMAGERY | TEXTURES

To maintain brand integrity, all textural elements must be conceptually tied to Star Catcher’s mission and technological infrastructure. Patterns that mimic the concentric circles of a

Fresnel lens and utilizing graphical grid representations to reflect the power “grid” in space analogy are appropriate examples of what is considered a texture.





This document is meant to be a comprehensive guide and reference of the Star Catcher brand identity. These guidelines are evolving as the brand grows but what has been outlined in this document are requirements that must be met when working with the Star Catcher brand and assets.

THANK YOU!