



Brand Guidelines

01

Brand Overview

Introduction

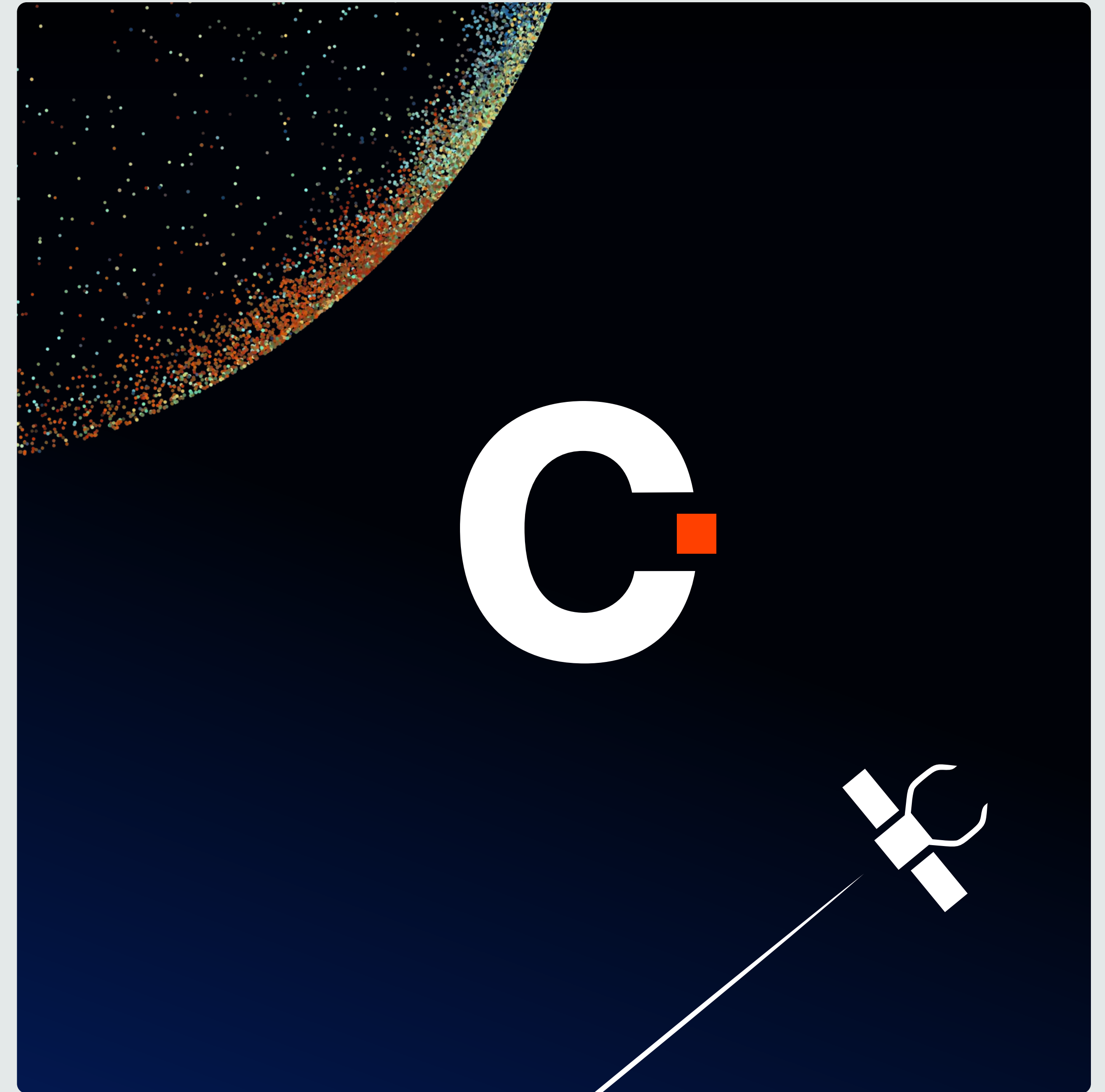
Our brand at ClearSpace is more than just a logo or a name—it's the sum of every idea, image, and message we share. It captures who we are as an organization and everything we stand for.

What follows is a clear breakdown of the core elements that make up our brand identity. By adhering to these guidelines—whether you're presenting on behalf of the company, submitting abstracts, creating designing visuals or participating in events—we ensure a unified voice and vision.

Our aim is to keep our communications consistent and recognizable as a thought leader in the space industry across every medium, from presentations to social posts .

The result? Anyone who engages with us will quickly understand what ClearSpace is all about: Sustainability is in every parts of our company, and ClearSpace is providing innovative space operations.

Allow us to introduce the most valuable asset we own: One crew, One Mission. Here comes our Brand.



Revolutionize the way space missions are conducted by bringing maintenance and operations to services directly in orbit, thereby enabling a circular space economy.

The brand

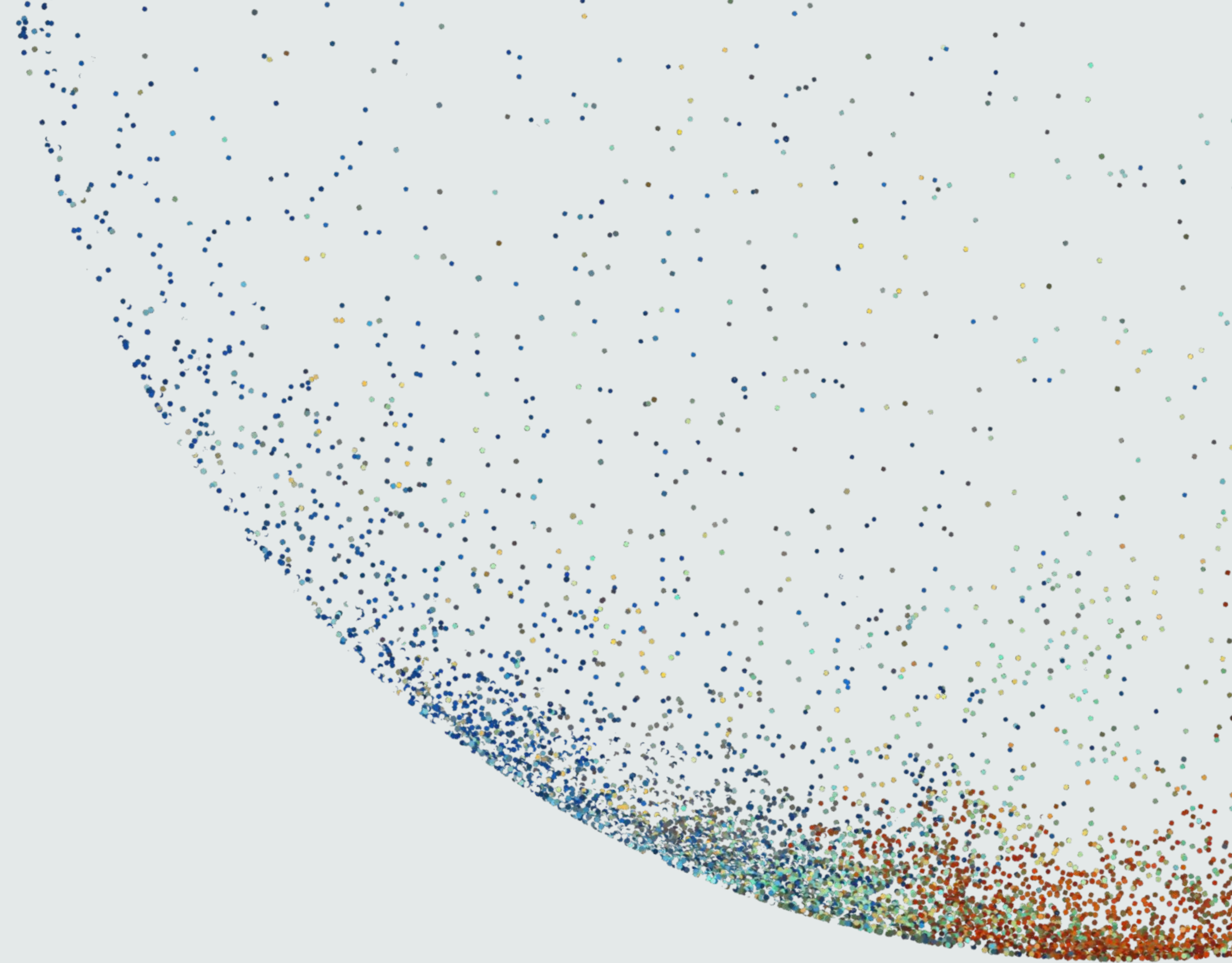
Mission Statement:

To deliver transformative in-orbit services to enable a vibrant, accessible, resilient, and sustainable space economy

We:

- Pioneer ground-breaking debris removal missions and advanced Rendezvous and Proximity Operations (RPO).
- Scale these services globally, streamlining costs and timelines for satellite operators.
- Enable new commercial services by 2030: Disposal, Orbital Maintenance, Inspection, Refuelling, Repair

We communicate these missions simply and powerfully, with visuals of Earth from orbit and robotic arms capturing space objects. Our brand story is one of optimism, cutting-edge technology, and responsibility for Earth's orbital environment.

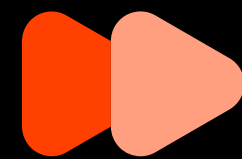


Values



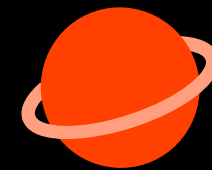
One Crew, One Mission!

Together, we learn, grow, and thrive – success is a journey shared by all, and we have fun along the way!



Learn at the Speed of Light

Speed is our edge – quick to learn, test, adapt, and deliver. We simplify, focus and embrace change, turning challenges into opportunities to stay ahead.



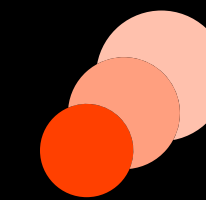
Explore Beyond Boundaries

Curiosity propels us forward. We are bold, we take risks, we question assumptions, embrace new ideas, and remain open to different perspectives, always seeking ways to accelerate our journey.



Get It Done

With attention to detail, we own our work and deliver results by overcoming obstacles to achieve our mission.



Create Stellar Experiences

We create beautiful designs and stellar experiences for everyone whose life we touch.

Tone of Voice

Our tone is bold, visionary, and grounded in expertise. It balances technical credibility (we talk about “Rendezvous,” “Dock,” “Service,” and “Scalable Platform Architecture”) with a sense of urgency and inspiration about preserving Earth’s orbit for future generations.

Professional & Knowledgeable

Always reflect ClearSpace’s expertise in technology.

Approachable & Engaging

Keep communications clear, friendly, and accessible.

Innovative & Customer-Centric

Focus on how our solutions drive value for clients and stakeholders.

02

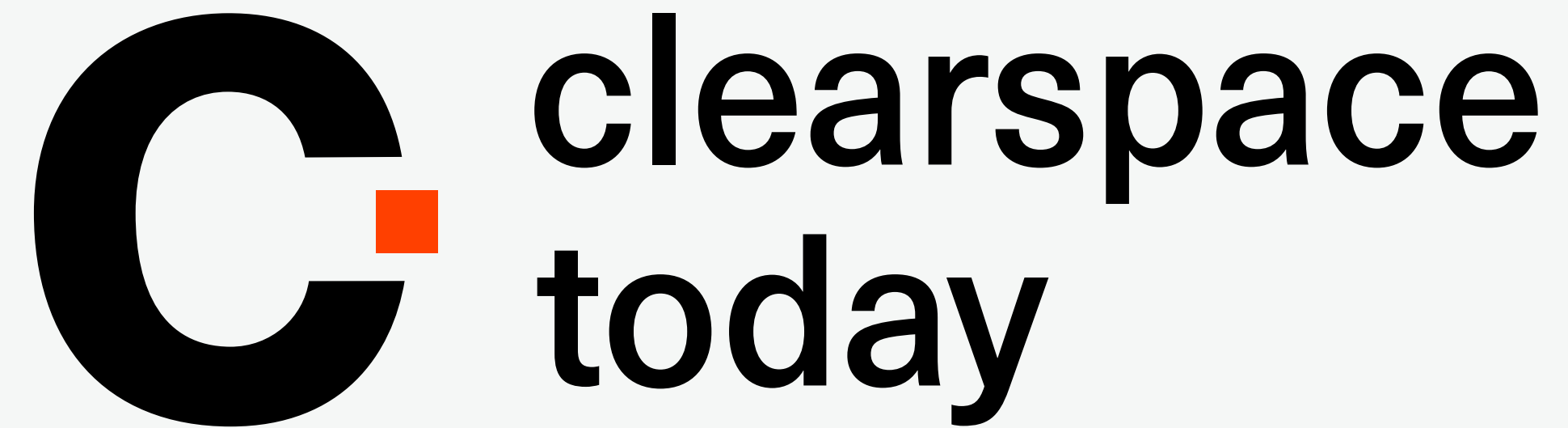
Logo Overview

The Logo

Our primary logo is the ClearSpace “C” combined with the wordmark “clearspace today” which itself suggests the concept of simplicity and openness and urgencies of the matter we are tackling.

The “C” shape may use clean, minimalist elements to reinforce our commitment to minimalise and focus, and it symbolizes the importance of giving the design room to breathe. It suggests that in an often cluttered world, ClearSpace values clarity and straightforwardness.

“ClearSpaceToday” is more than just a name—it’s a reflection of the brand’s core philosophy of bringing clarity and simplicity now, not later. By incorporating “Today” into the logo, we emphasize the urgency and immediacy of the solutions ClearSpace offers. It’s a reminder that clarity and focused, uncluttered spaces aren’t something to wait for—they are something we can create and experience today. The inclusion of “Today” aligns with the brand’s mission to empower individuals or organizations to act swiftly, embrace simplicity, and experience the benefits of clear, focused spaces immediately. Our website domain is clearspace.today in the same motivation. It’s a call to action, urging people to take control of their environment and mindset without hesitation.



LOGOMARK

WORDMARK

LOCKUP

Logo Usage

Primary Placement:

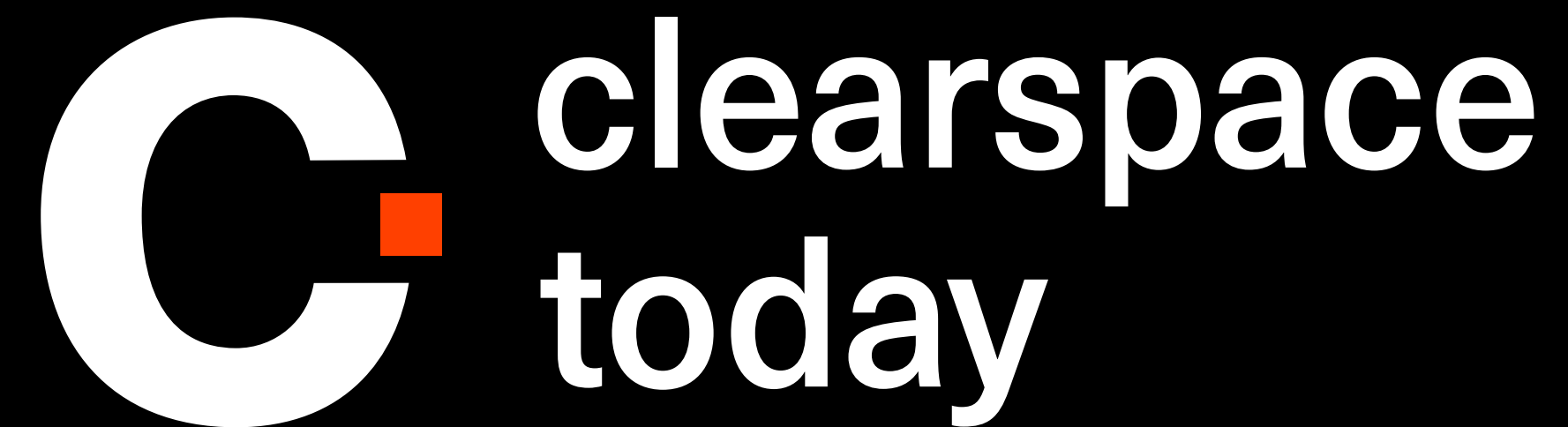
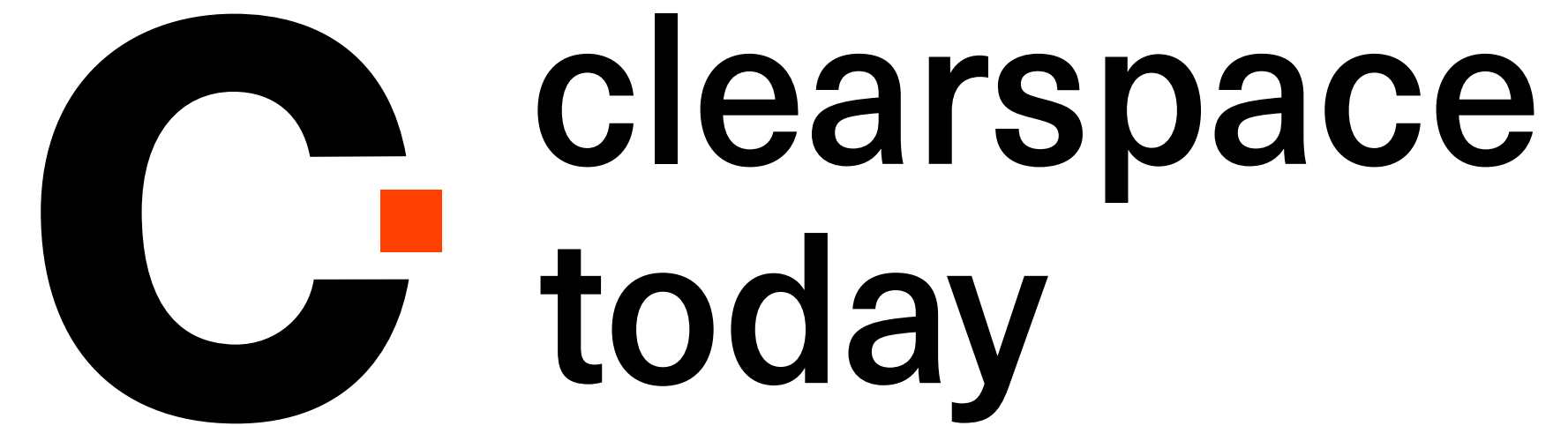
On official materials—like presentations, pitch decks, website headers—place the full mark for maximum brand clarity.

Secondary Placement:

When used within busy visuals (e.g., mission highlights, achievements slides), ensure the brand remains visible without competing with other content.

Dark vs. Light:

Use the white wordmark when on a dark background, on multiple images or on coloured background; use the black wordmark when on light backgrounds.



Logo Usage

In addition to the standard horizontal logo, a vertical (portrait) version is available for situations where a stacked format fits better (for example, on narrow or tall layouts).

The vertical logo typically places the symbol above the wordmark. Both horizontal and vertical logos come in black and white versions to ensure visibility on different backgrounds.



Safe zone

To maintain logo legibility and impact, always surround the logo with sufficient space. Safe zone is the protected area around the logo that must remain free of any other text, graphics, or disruptive elements. The minimum clear space ensures the logo isn't crowded and stands out prominently.

Minimum safe zone: Maintain a clear area around the logo equal to at least 50% of the logo's height on all sides. In practice, this can be measured by using the height of the capital "C" in the ClearSpace logotype: no other element should enter an area at least half a "C"-height around the logo. (For example, if the logo is 2cm tall, leave a margin of at least 1cm on each side.) This guideline follows standard branding practice to preserve logo integrity.

Placement: Whenever possible, position the logo in a clean, uncluttered part of your layout. It's often ideal to place it in a corner or centered with ample breathing room. Avoid positioning the logo too close to page edges or other logos. On digital interfaces (like the website header or a social media avatar), make sure the safe zone rule is observed so the logo doesn't appear cramped.

By respecting the clear space, we ensure the ClearSpace logo is always instantly recognizable and not lost in surrounding content.



Misuse

The ClearSpace logo must be used in a consistent and correct way. Altering or misusing the logo can dilute the brand identity or cause confusion. Do NOT do any of the following with ClearSpace's logo:

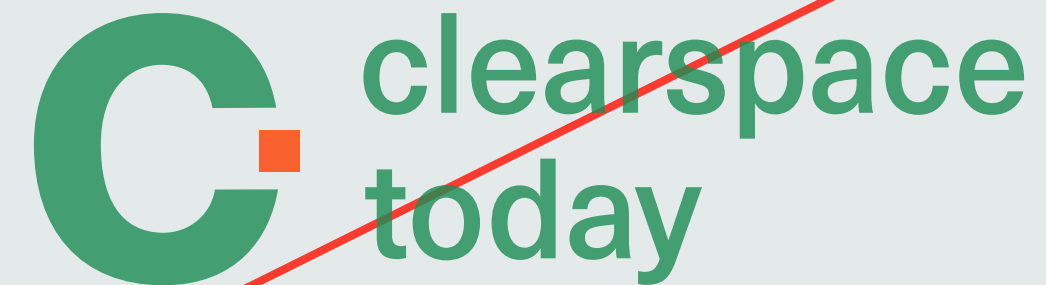
Approved colors for the logo are :
Black : #000000
White : #FFFFFF
Orange : #FF4000

By avoiding these incorrect uses, we maintain the integrity and professionalism of the ClearSpace brand mark. When in doubt, always use the master logo files and consult these guidelines.

Don't use any other font for the logotype.



Don't use unapproved colors for the logo.



Don't outline any part of the logo.



Don't apply effects to the logo.



Don't rotate the logo.



Don't stretch or skew the logo.



Naming

Incorrect Name Usage:

The company's name should always appear as "ClearSpace" – written as one word with a capital C and capital S. It is a single word, just like in the logo. Do not write it as "Clearspace" (with a lowercase "s") or "Clear Space" (with a space between "Clear" and "Space").

These variants are incorrect and dilute the brand identity. For example, on first reference in any document or publication, use ClearSpace. Ensuring the consistent spelling of the brand name reinforces brand recognition and legal trademark protection. In all communications, from press releases to social media, double-check that the spelling and capitalization are correct. (The same rule applies in spoken communication – it should be referred to as "ClearSpace")

ClearSpace



~~Clear Space~~

~~clearspace
Clearspace~~

03

Brand Palette

Primary Palette

Below is a brief description and usage note for each color in ClearSpace's defined palette. The primary palette captures the core brand identity—these colors should dominate overall communications—while the secondary palette provides additional flexibility, including specific accent colors for the Luxembourg, UK, and Switzerland divisions.

Oxford Blue

HEX #03152C
RGB rgb(3, 21, 44)
CMYK

Moon Stone

HEX #8EB2B8
RGB rgb(142, 178, 184)
CMYK

AeroSpace

HEX #FF4000
RGB rgb(255, 64, 0)
CMYK

Concrete

HEX #E4E9E9
RGB rgb(228, 233, 233)
CMYK

Black

HEX #000000
RGB rgb(0, 0, 0)
CMYK

White

HEX #FFFFFF
RGB rgb(255, 255, 255)
CMYK

Secondary Palette

Luxembourg

Lochinvar

HEX #0F9995
RGB rgb(15, 153, 149)
CMYK

United Kingdom

Steel Blue

HEX #0471AA
RGB rgb(4, 113, 170)
CMYK

Switzerland

Firebrick

HEX #B6112C
RGB rgb(182, 17, 44)
CMYK

Germany

Gravel

HEX #413D47
RGB rgb(65, 61, 71)
CMYK

Raven

HEX #70798C
RGB rgb(112, 121, 140)
CMYK

Turbo

HEX #F8D112
RGB rgb(248, 209, 18)
CMYK

Royal Blue

HEX #0C50FF
RGB rgb(12, 80, 255)
CMYK

Usage

Primary Palette

Oxford Blue

A deep, confident navy that underpins ClearSpace's visual identity.

Emotional Connotation:

Conveys trust, reliability, and forward-thinking technology.

Usage:

Ideal for prominent backgrounds (e.g., website header, print cover pages), large color blocks, and text overlays in white. Oxford Blue establishes the brand's core tone of professionalism and innovation.

HEX #03152C
RGB rgb(3, 21, 44)
CMYK

AeroSpace

A bold, high-energy orange that adds vibrancy to the brand.

Emotional Connotation:

Signals urgency, dynamism, and innovation.

Usage:

Use sparingly as an accent color for buttons, key callouts, or important highlights. It can be used in illustration sparingly. Its vivid hue instantly draws attention, so it's perfect for CTAs in presentations.

HEX #FF4000
RGB rgb(255, 64, 0)
CMYK

Usage

Primary Palette

Moon Stone

A cool, sophisticated shade reminiscent of a lunar surface.

Emotional Connotation:
Suggests calmness and modernity

Usage:
Works well for secondary backgrounds, infographics, or subtle highlights. Great for complementing Oxford Blue in layouts, especially as a lighter contrast.

HEX #8EB2B8
RGB rgb(142, 178, 184)
CMYK

Concrete

A subtle, light gray that creates an airy, modern backdrop.

Emotional Connotation:
Clean, minimal, and supportive—symbolizing technical precision without overshadowing main brand colors.

Usage:
Ideal as a neutral background for documents, section dividers, and to offset stronger tones (like Oxford Blue or AeroSpace) in layouts.

HEX #E4E9E9
RGB rgb(228, 233, 233)
CMYK

Usage

Secondary Palette

Lochinvar

HEX #0F9995

RGB (15, 153, 149)

CMYK

Lochinvar

A vivid teal dedicated to ClearSpace Luxembourg.

Usage:

Highlight key Luxembourg-focused sections (web pages, brochures). Use this color for local office signage, event materials, or any content specifically tied to Luxembourg initiatives.

Can be use as background or highlight.

Steel Blue

HEX #0471AA

RGB (4, 113, 170)

CMYK

Steel Blue

A strong, cool blue set aside for ClearSpace UK.

Usage:

Feature on UK-specific channels (web subpages, presentations). Can be used for accent backgrounds, headers, or callouts linked to ClearSpace's UK operations, ensuring local identity within the broader brand.

Can be use as background or highlight.

Firebrick

HEX #B6112C

RGB (182, 17, 44)

CMYK

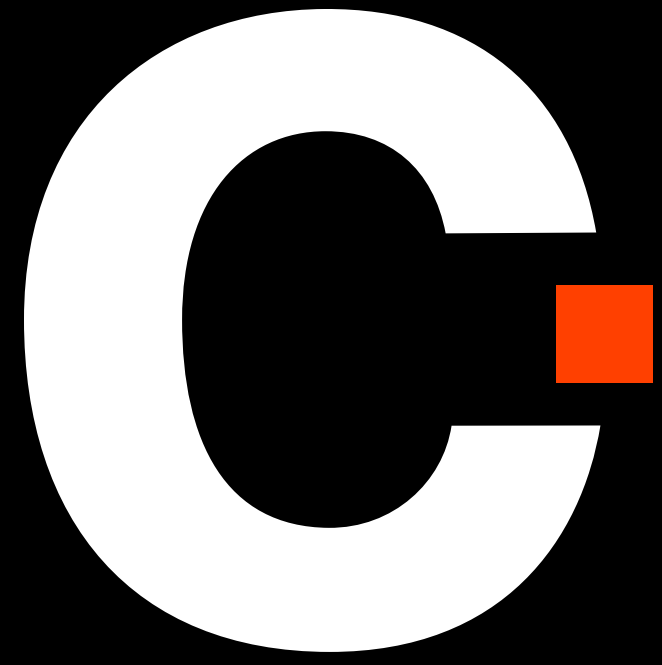
Firebrick

A bold red representing ClearSpace Switzerland.

Usage:

Deploy for Swiss-specific materials—like special Swiss announcements, webpage, office collateral, or co-branded event visuals.

Can be use as background or highlight.



Brand Guidelines

This Brand Guideline has been reviewed and updated in February 2025 to reflect the latest developments in our business and branding strategy. As our company evolves, this document will be updated regularly to ensure it accurately represents our brand identity and aligns with our business goals.

For any further inquiries or clarifications, please reach out to the editor.

Last updated: February 2025

Editor: Hyeonsook Hong Kaiser, Head of Marcom

Design by: David Piccinelli - spineagency.ch