Welcome to Solstar Brand Center

Logo
Our Logo is our soul, however, alone it does not describe our brand identity. Learn which assets compose Solstar´s corporate image and how to combine them with our official logo

Typo & Colors
How we express ourselves influde in the company perception from our customers. Learn how we make it work by keeping it simple.

Brand Architecture
Not only our Logo and Typography conform our brand, learn which other assets Solstar uses to keep it´s corporate image constant

Brand Usage
Are you interested in selling Solstar Merch? Would you like to display our logo on a commercial element? Here is all you need to know about how to do it.

Solstar Space Co.

Solstar Logo

Solstar Logo is the only logo authorized for Solstar Internal/External communications and allowed third party representation.

This section gives details on size, proportions, colors and non authorized uses of Solstar´s logo.
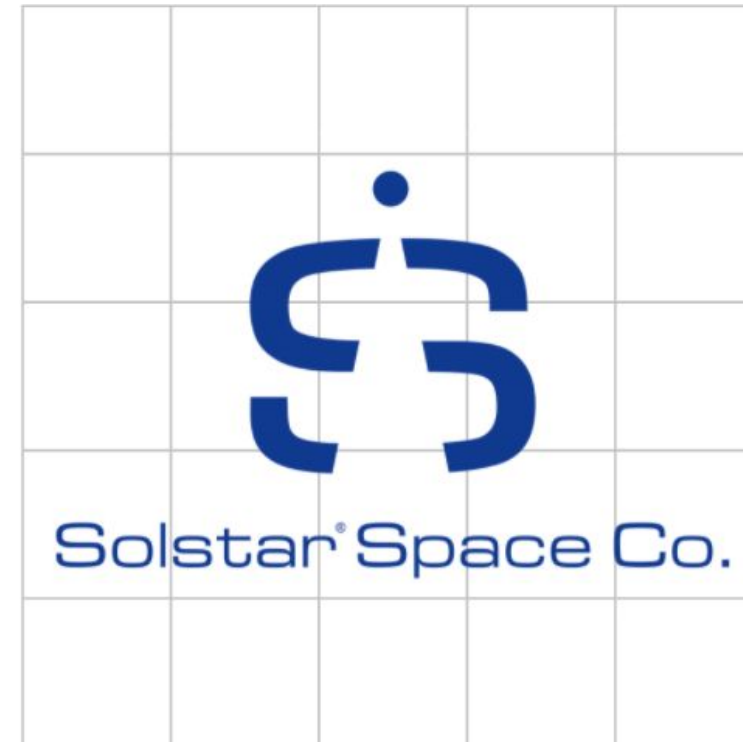
Our logo is preferred on a white, neutral surface or with light color

This must be the proportion of the Logo at all times.

Color codes are the following:

Blue: C100 M63 Y0 K41 | R0 G56 B150 | #003896

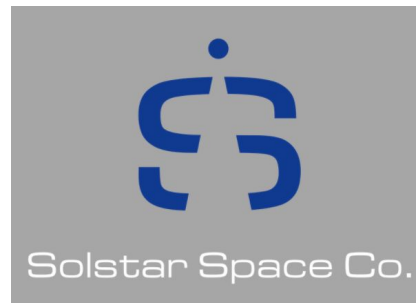White: C0 M0 Y0 K0 | R255 G255 B255 | #FFFFFF

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Propper Logo Usage

Never Edit, Stretch, Flip or Alter the proportions and colors of our Logo in any way.

It is also not allowed to move the text, remove it, add vectors or backgrounds to the logo specifically or change the dimensions between the image and the text

Solstar´s Authorized logos:

Solstar Space Patch

Our patch is the physical representation of our brand, used in future Solstar Missions and Collaborations you can find the downloadable version at Solstar´s Brand Center.

The patch was designed when Solstar was created and since then it has been an icon of the brand. It is available for purchase at Solstar´s Merch store

Brand Typography

At Solstar we keep it simple, that means among other elements, that we only use two different typographies for our brand depending on the context or the situation:

For *Highligting, Headers, and other Relevant content*, **Arial** must be used.

Aa

Arial Light

Arial Bold

Arial Cursive

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Solstar Space Co.

Brand Typography

At Solstar we keep it simple, that means among other elements, that we only use two different typographies for our brand depending on the context or the situation:

For *Subheaders, Body or Picture footer*, **Times New Roman** must be used.

Aa

Times New roman Light

Times New Roman Bold

Times New Roman Cursive

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
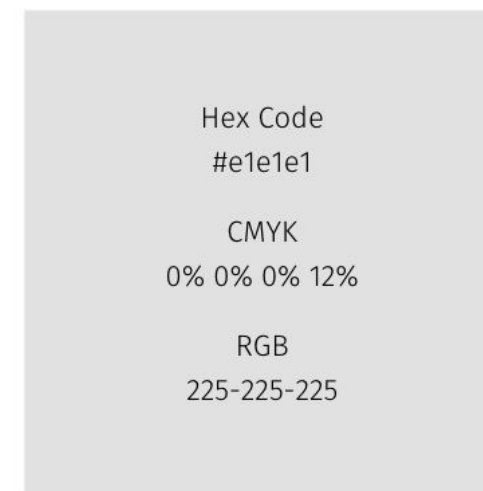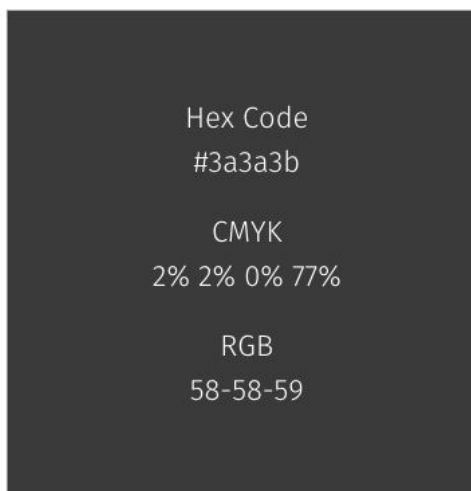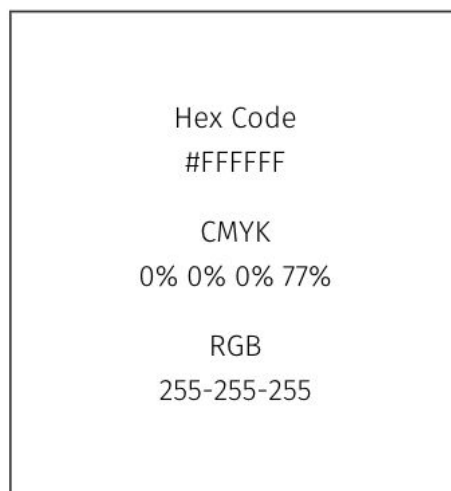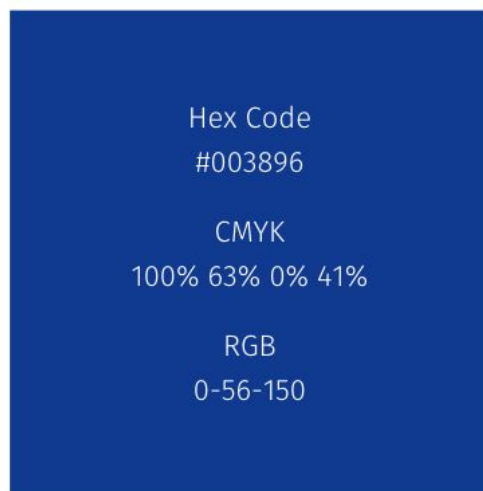Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Solstar Space Co.

Corporate Colors & Codes

Solstar Corporate colors divide into main and secondary colors, always prioritize the main unless it is completely impossible to be used in the design.

Hex Code	Hex Code	Hex Code	Hex Code
#003896	#FFFFFF	#3a3a3b	#e1e1e1
CMYK	CMYK	CMYK	CMYK
100% 63% 0% 41%	0% 0% 0% 77%	2% 2% 0% 77%	0% 0% 0% 12%
RGB	RGB	RGB	RGB
0-56-150	255-255-255	58-58-59	225-225-225

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Proper Imagery

Create Cohesiveness among all the elements used, prioritize "Earth from Space" videos/pictures in busy backgrounds

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Overview of Patterns - Backdrops

Our backdrop patterns follow a cohesion representing different activities that Solstar is included in or working for.

Solstar uses these images as backgrounds for the Title page of internal presentations and on a different format, for corporate presentation closings.

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Digital Applications and Branding

When using Solstar Image or logo on digital displays, keep it simple, follow the same rules as for logo applications.

Solstar image should not be used for branding purposes without a previous branding agreement or authorization.

Should you have any questions about brand usage:

Send us an email to Carlos@Solstarspace.com

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