

Identity Guidelines

Basic elements
to working with
our visual identity.

This guide provides the essentials for working with our visual identity.

Applying our brand correctly
ensures a consistent,
professional, and impactful
presence across all platforms.

Our Logotype

Our logotype is made of up two core elements.

Our Logotype

1. Symbol

2. Word Marque



Stylonvar
Aerospace

Our Symbol

Our symbol reflects our spirit of adventure and innovation. The globe represents exploration and embodies our name, 'Stronvar,' while the 'shuttle' symbolises aerospace and the evolution of current and future air travel technologies.



Maintaining Clarity

To ensure clarity and maximum impact, always maintain a 'safe zone' around the logotype. The 'Symbol' within our logotype serves as the guide for creating the ideal safe zone.

Following these safe zone guidelines keeps the logotype looking clear, balanced, and professional—whether it's showcased on a website, social media, or printed materials.



When it needs to appear smaller....

We suggest using the 'logotype' as a stack for more clarity at a smaller scale.



20mm
recommended
minimum size



Stack version
at 20mm

Always use master artwork provided.

NEVER create your own version of the logo.

Our logotype has been carefully crafted in all formats. (EPS, PNG, JPG, SVG)
Using them will ensure consistency and clarity for both print and on-screen.

Master

SA_MASTER_CMYK
SA_MASTER_RGB
SA_MASTER_PMS



Master Reversed

SA_MASTER_REV



Alternative logotype layouts

Below are two additional approved logotype layouts. These should **only** be used when the master layout is not practical to use, such as in small applications or narrow, elongated spaces where the master layout cannot fit.

Stack



SA_STACK_PMS
SA_STACK_CMYK
SA_STACK_RGB

SA_STACK_REV

Linear



SA_LINEAR_PMS
SA_LINEAR_CMYK
SA_LINEAR_RGB

SA_LINEAR_REV

Best Practice

Below is a quick guide to working with our logotype.



Do use the original artwork files created



Do use a reversed on dark backgrounds



Keep the Symbol and word marque in correct proportions



Do only use the reversed version when placed on photography, or dark abstract backgrounds.



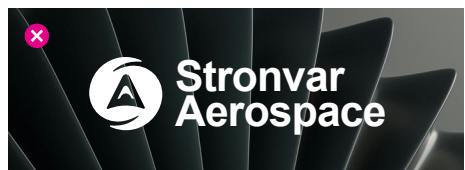
Don't change the colours of the brand



Don't exclude or relocate the symbol



Don't stretch or distort the logo



Don't recreate the word marque with another type style

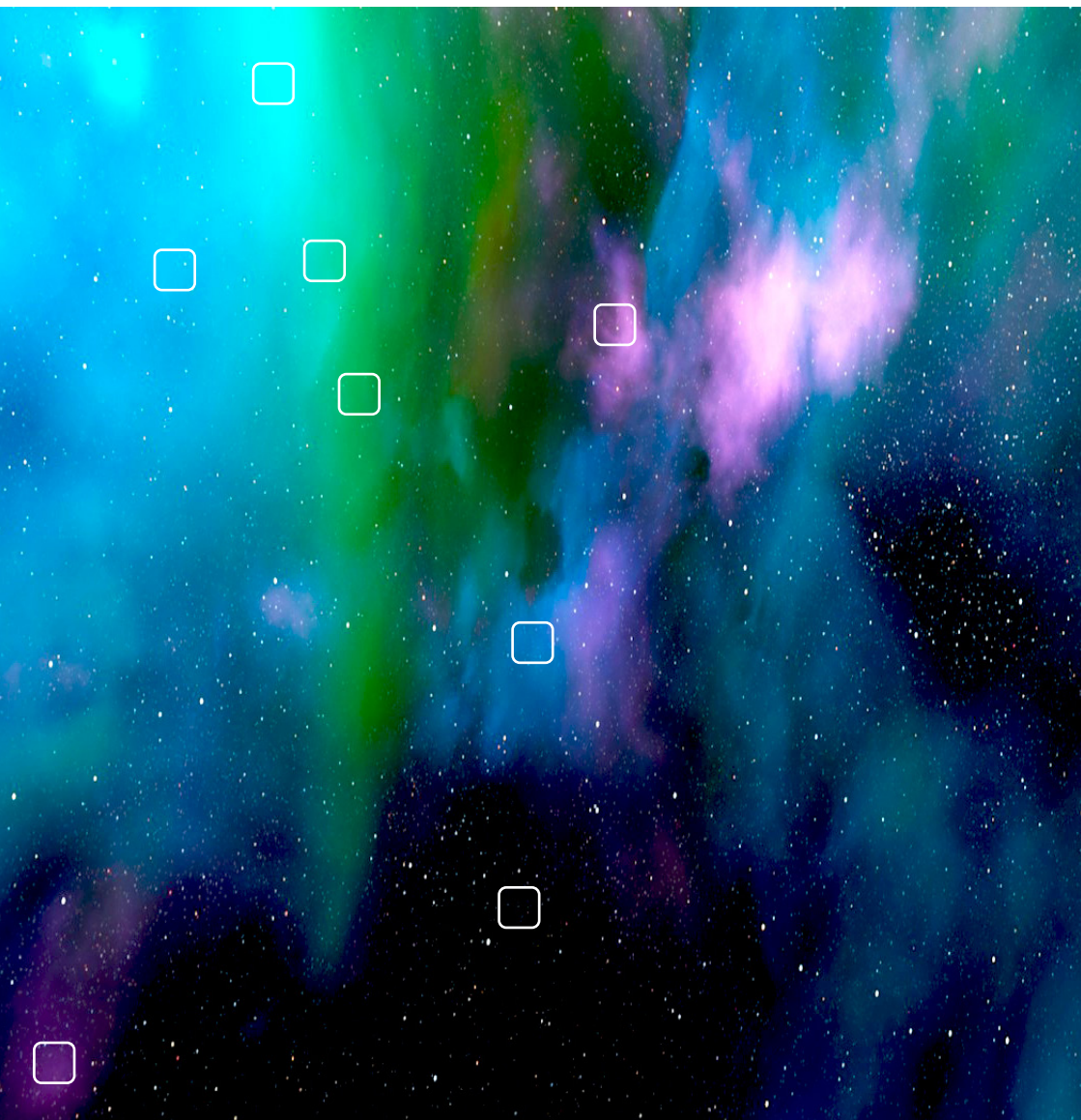
Brand in use

Here are examples of our brand at work—each one unique yet rooted in the core principles of our identity.



Our Colours

The primary and secondary colours of our brand identity are inspired by the vastness of space and the spirit of exploration, blending celestial tones and bold accents to evoke a sense of adventure and innovation.



Primary Colours

Our primary colour palette forms the foundation of our brand identity, ensuring consistency and recognition across all communications.

Dark Matter Blue

sRGB 0 30 98
HEX #001E62
CMYK 100 83 0 47



Lunar Grey

sRGB 205 210 209
HEX #CDD2D1
CMYK 14 8 4 0



Orbit Blue

sRGB 0 87 183
HEX #0057B7
CMYK 100 63 0 0



Secondary Colours

The secondary colour palette enhances versatility and visual appeal while complementing the primary brand colours. It is mainly used for online applications and presenting information, such as infographics and charts.

Nebula Violet

sRGB 76 7 140
HEX #4c078c
CMYK 85 100 0 0
Pantone® Medium Purple C

Celestial Pink

sRGB 153 0 204
HEX #9900CC
CMYK 60 90 0 0
Pantone® 2592

Planetary Jade

sRGB 0 184 36
HEX #00B824
CMYK 85 0 98 0
Pantone® 354

Aurora Emerald

sRGB 21 234 62
HEX #15EA3E
CMYK 62 0 71 15
Pantone® 802

Cosmos Cyan

sRGB 0 204 255
HEX #00ccff
CMYK 100 12 0 13
Pantone® 311

Orbital Azure

sRGB 19 231 244
HEX #13e7f4
CMYK 55 0 1 0
Pantone® 305

Principal Typeface

We use the principal font style for core brand communications, including headings, subheadings, and body text, to maintain a consistent and professional look across all platforms.

Roobert

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz1234567890*(£\$!

Roobert Light

Roobert Regular

Roobert Semi Bold

Roobert bold

Secondary font

In certain situations, using the Principal Typeface may not be possible. In such cases, Arial should be used as a substitute.

This substitution should primarily be limited to internal applications but can also be applied to email signatures and PowerPoint presentations when the recipient's device does not have a license for the Principal Typeface.

Arial Regular

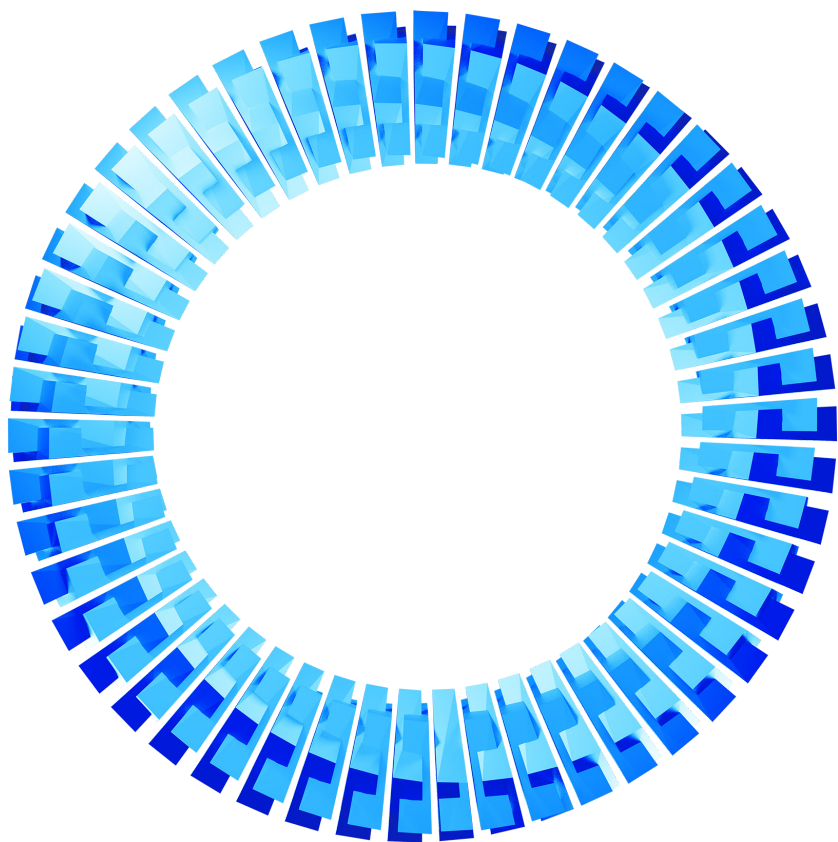
Arial Regular Italic

Arial Bold

Arial Bold Italic

Visual Element

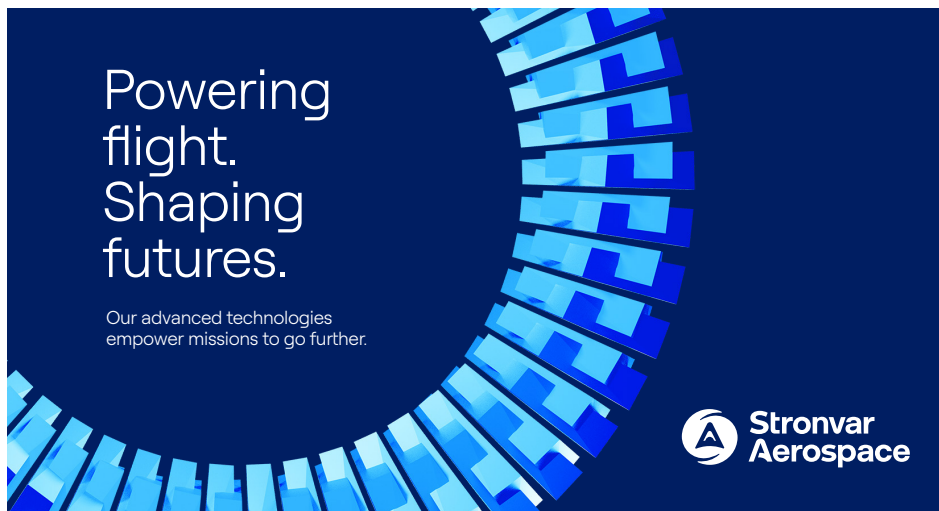
Our visual element supports our brand identity across all communications, from print to digital. It's perfect for adding interest to solid backgrounds when photography isn't available and for creating focal points within layouts.



Visual element in use

Incorporating our visual element into corporate materials reinforces our visual identity, creating a cohesive and professional look across all communications.

PPT slides



Social posts



On screen/Animation





For further guidance on
applying our visual identity,
please contact us at:
sales@stronvaraerospace.com