



Starship Troopers

The 20th Anniversary

Brand Guideline

April 2018 | v1 .0

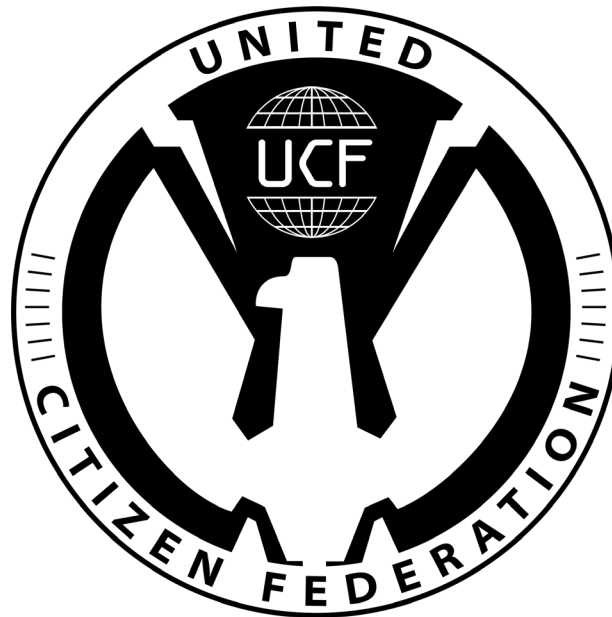
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Our Brand Identity

Starship Troopers brand identity system provides a unique yet consistent identity and can be represented as an overarching or “master brand” that spans the breadth of all our offerings. It makes it easier for customers, clients and other key audiences to recognize and remember us. Having a prominent identity also allows our employees to have something to represent and something to be proud of.

UCF Symbol



The UCF symbol is the mark of state of the art military strength. An iconic patch-style logo is a staple of militarism and a powerful reminder of what Starship Troopers has to offer. The simplistic image of the bird is used to invoke the feelings of war, imitating many similar designs from WWII. That, paired with the digital text and holo-globe, represents the futurism of the brand to tell the viewer that we are a sci-fi themed organization.



The Identity

Logo:
Primary Version

The text component of the logo is Starship Troopers and should always be present in a company document.

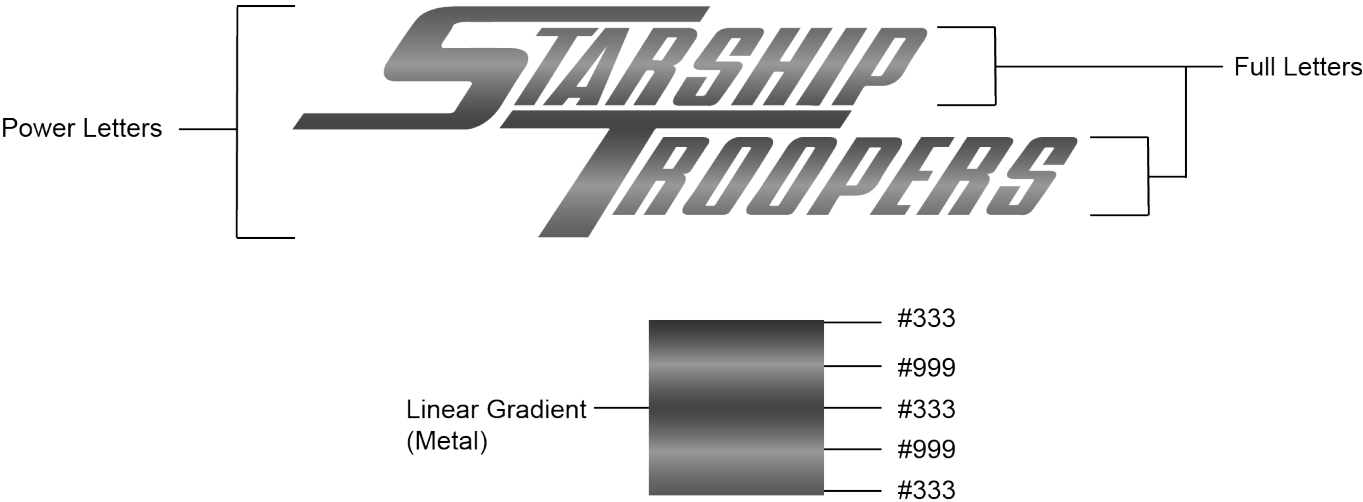
The secondary (styled) version of the logo should only be used when needed to seem “unexpected”.

“Starship Troopers” is the company name and should always be present.

There are two configurations for the logo. Each can be used depending on space available and how important the logo is for the project.

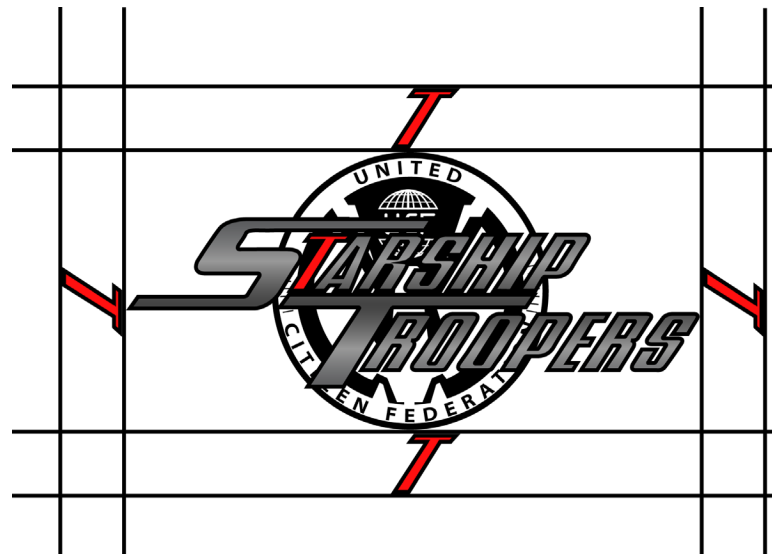
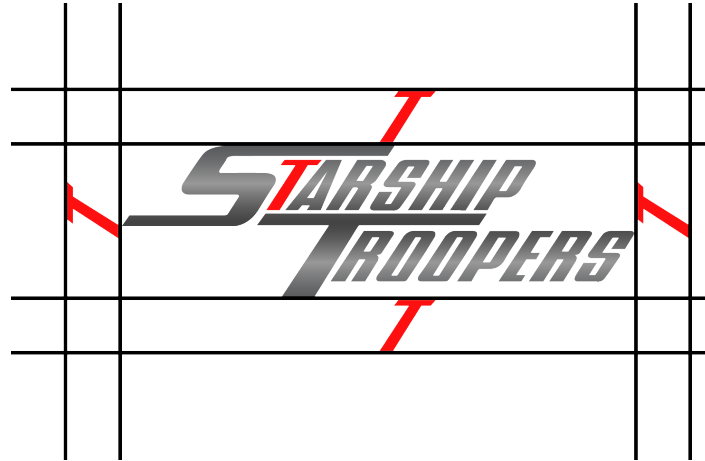
Use of the full-colour logo versions on a white background is preferred. Alternate versions and a usage guide are shown on pages 4 to 8.

Primary Version



Logo: Clear Space

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity. The capital letter “T” in the word “Starship” determines how large that space should be for both options.



Logo:**Secondary Version (Styled Version)**

The secondary version of the logo should only be used when the the primary logo seems over used for variation purposes

This version of the logo is meant to be seen the least by the visitors to seem like it is unusual.



Logo: Dos

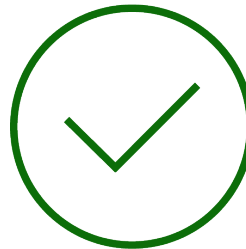
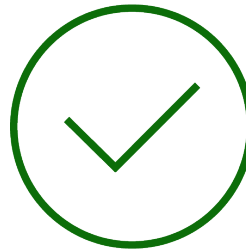
It is important to ensure clear recognition of our logo in all situations. The specifications on the right show general guidelines for ideal display scenarios.

-The primary logo on white is the typical state of the logo

-A white logo over a dark image can look very pleasing

-A white logo over one of our main colours can be considered when designing

-Consider using our specific an color as a background rather than a pure white

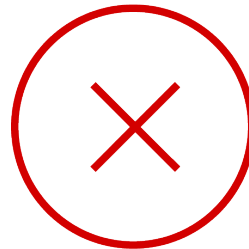
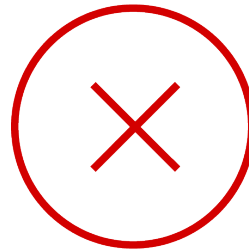
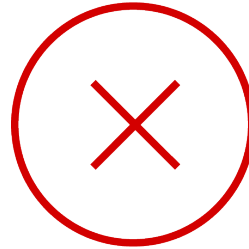
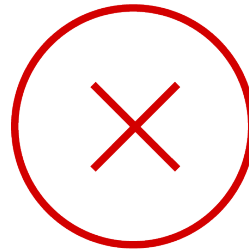


Logo: Do Nots

It is important to ensure clear recognition of our logo in all situations. The specifications on the right show scenarios that should never happen under any circumstances.

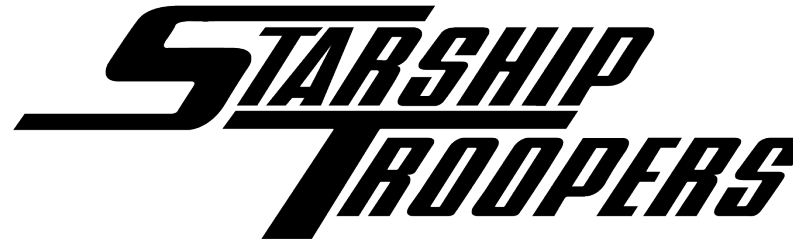
Never:

- Have the logo on an angle of any sort
- Sit a black logo over a dark image
- Sit a white logo over a light colour
- Sit a primary logo over a grey colour



Logo:**Alternate Greyscale Versions**

A number of alternate greyscale versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.

**Greyscale**

A 50% black version of the logo to be used when gradient unavailable

Black

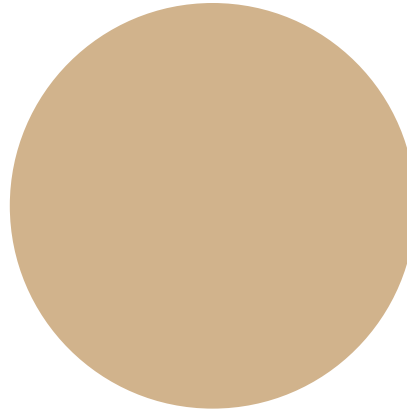
A 100% black version of the logo to be used on letterheads and one colour print

White

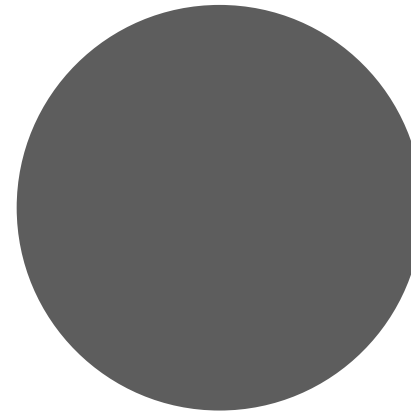
A 100% white version of the logo to be used on top of a dark colour or busy background

Brand Colours

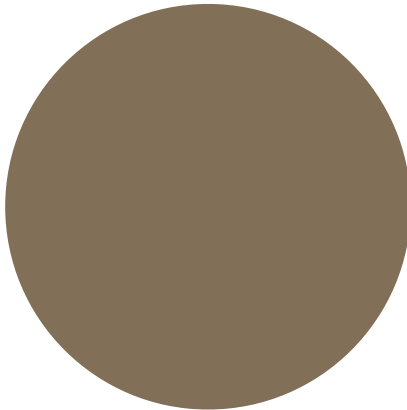
The primary palette should be used as much as possible in order to promote a militaristic theme in our colours.



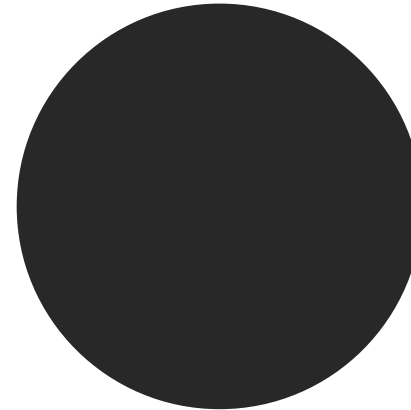
CMYK 18, 28, 48, 0
RGB 210, 180, 140
Hex #D2B48C



CMYK 62, 54, 53, 26
RGB 93, 93, 93
Hex #5C5C5C



CMYK 45, 49, 66, 18
RGB 131, 112, 88
Hex #826F57



CMYK 71, 65, 64, 68
RGB 40, 40, 40
Hex #282828

UCF Bird: Design Element

The UCF Bird can be used as a design element as long as it is used in conjunction with the Starship Troopers logo.

Note: *The logo must exist in its entirety on a document or within a video for the UCF Bird to become a design element.*



Brand Fonts

The primary font is Agency FB and is available in a number of weights and styles. This font can be used on titles, headings, and general sentences with less than 12 words.

Alternate font: For text-heavy areas of content, use Impact font.

Note: *In special circumstances an accent font may be used at the discretion a professional design team.*

Primary font family: Agency FB.

To be used on most headings.

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Example: Agency FB (shown at 24 pt.)

Aa

Regular

Aa

Bold

Secondary font family: Impact.

To be used on most communications.

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

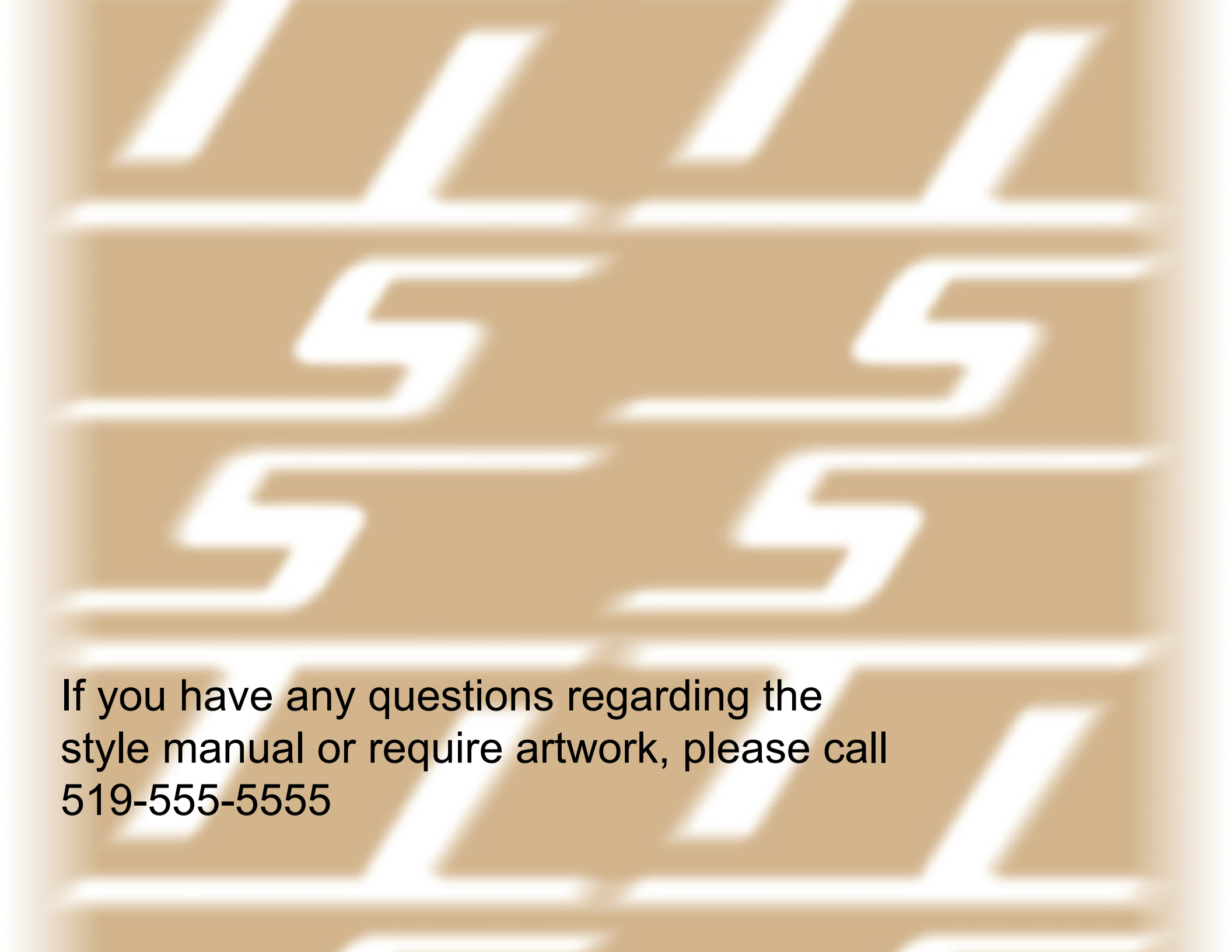
abcdefghijklmnopqrstuvwxyz

123456789

Example: Impact Regular (shown at 24 pt.)

Aa

Regular



If you have any questions regarding the
style manual or require artwork, please call
519-555-5555