



STARSHIP *20th* *TROOPERS* *Anniversary*

STARSHIP TROOPERS

Brand Style Guide
Anniversary Edition

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Introduction



As the years go on, it will become important to build a consistent style to ensure the brand is recognizable yet noticable. To do this, the following style guide has been created to make future designs resume consistant.

Primary Logo



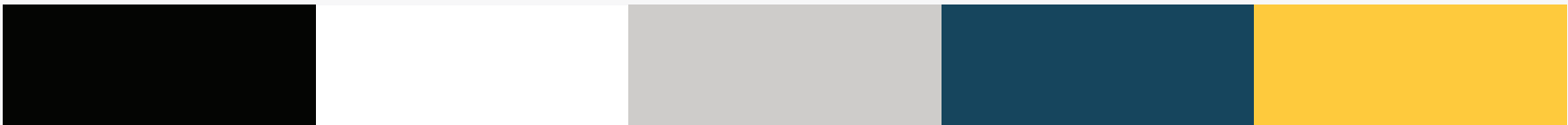
The primary logo is a stacked wordmark. The words consist of “Starship Troopers” and the year of the anniversary along with the word “Anniversary.” In future years only the 30th, 80th and 90th anniversaries get the tip of the number looped into the S of “Starship”. The logo is never to be stretched, or compressed to fit into areas. The logo's colours are never to be changed unless the whole logo is greyscale. Never place the logo near any other yellow to ensure the “20th anniversary” stands out.

Breathing Space



The logo requires proper spacing to ensure legibility and noticability. the logo needs more spade on the left and right sides, half that space on the top and bottom.

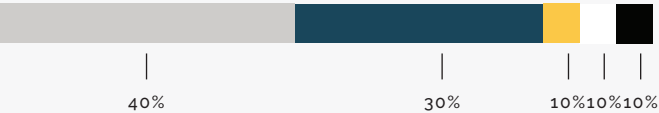
Colour Palette



| | | | | | | | | | |
|-------|-----------------|-------|----------------|-----------|----------------|-----------|----------------|-----------|----------------|
| Black | | White | | Colour 01 | | Colour 02 | | Colour 03 | |
| RGB | 00, 00, 00 | RGB | 255, 255, 255 | RGB | 204, 204, 204 | RGB | 19, 70, 92 | RGB | 255, 202, 62 |
| CMYK | 00, 00, 00, 100 | CMYK | 00, 00, 00, 00 | CMYK | 00, 00, 00, 20 | CMYK | 79, 24, 00, 64 | CMYK | 00, 20, 75, 00 |
| HEX | #000000 | HEX | #ffffff | HEX | #cccccc | HEX | #13465c | HEX | #ffc3e |

The colour palette consists of a black, white, grey, dark blue, and a golden yellow. the grey and dark blue are the colours recommended to be used most. the golden yellow is to be used as an accent in areas around the anniversary theme. The black and white keep a formal theme, the grey and blue create the feeling of technology and futuristic. The golden yellow brings a sense of happiness ensuring the customers don't feel upset around this style.

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):



Brand Typeface

The main fonts to be used are Orbitron, Audiowide and Do Hyeon.

Orbitron is used in high traffic areas and accent areas, such as links and subtitles because of its clean elegant face.

Audiowide is used in areas to catch the users eyes such as headings because of its bold detailed face.

Do Hyeon is used in areas with a lot of text such as paragraphs because of its simple sans-serif face.

ORBITRON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

AUDIOWIDE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

DO HYEON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%&*!?

Typeface Sample

Ruptae officient
mil magni quis niae.

Sed quiae. Lorruntion perspernam.
eles eiciam faceper chillorem que
qui omnis accullis moloria sam
repta dolore el eium volores nam.
venimin non nossus ea volo quaspis
aut aut lat illacia aut mo con cor
accat re voluptius eicipsum sunt et
volupta tionessunt. Id estius. Mo vent.
sedipsapit. consequid que non consed
ma dolest. que dellendae nullaut
omnimus daectatem quam. cuptaspe
voluptae sint.

Dundisios
quo quas
ducipidrum
rem fugit ut
qusda!

Document Summary



Over all, the starship troopers style guide has been designed to easily allow the stylization of starship trooper banded documents and items, specifically for anniversaries. It is very important to follow the guide to avoid any misbranding. If there are any questions, contact the main office before submitting for approval.

