

# SPACE

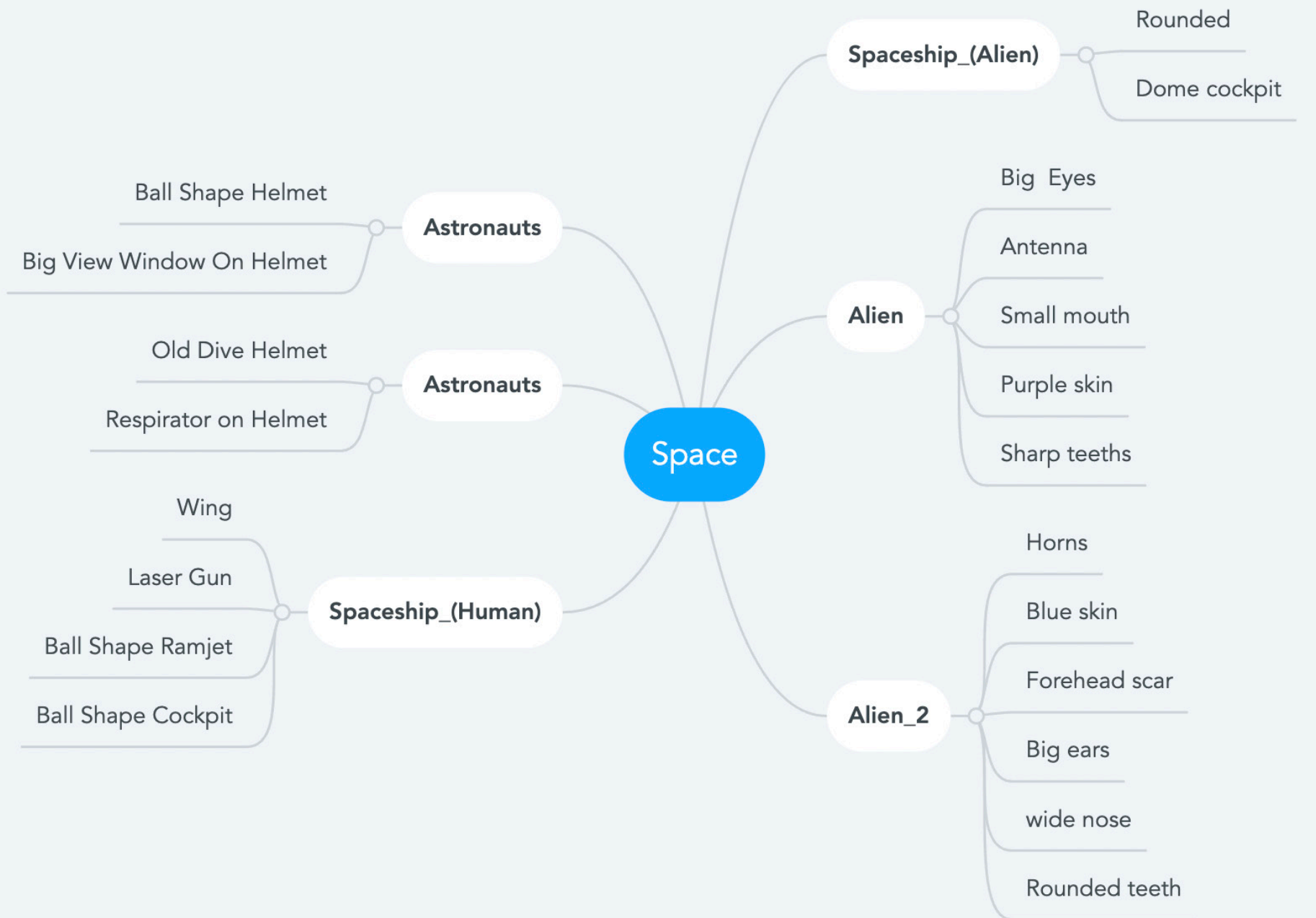
## INM 201 SBB

### Icon Brand Book

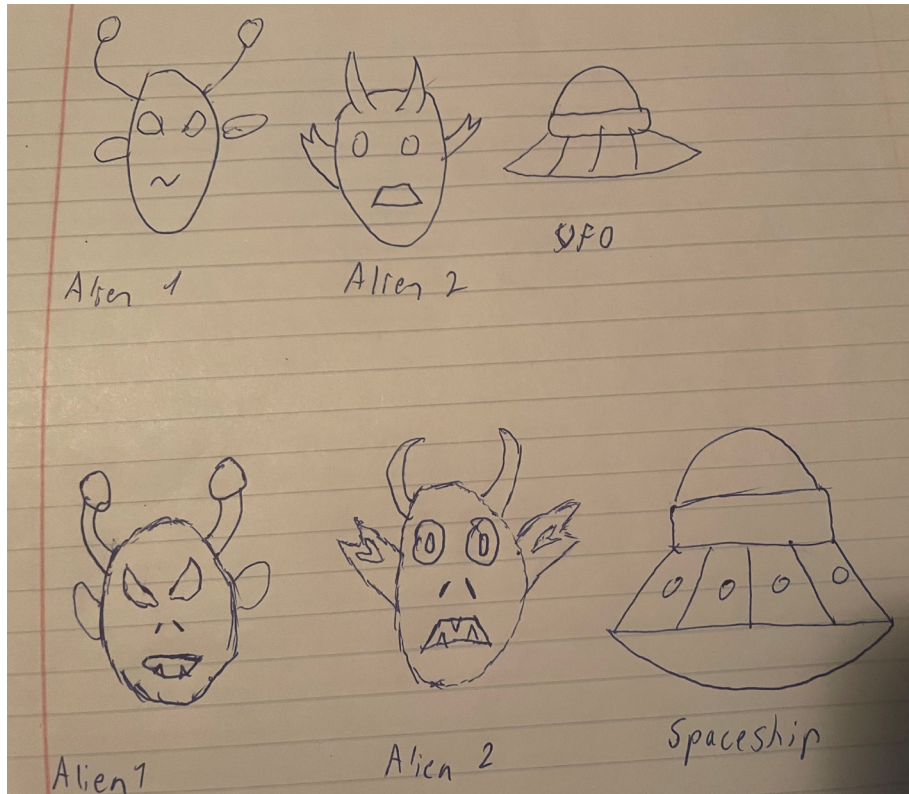
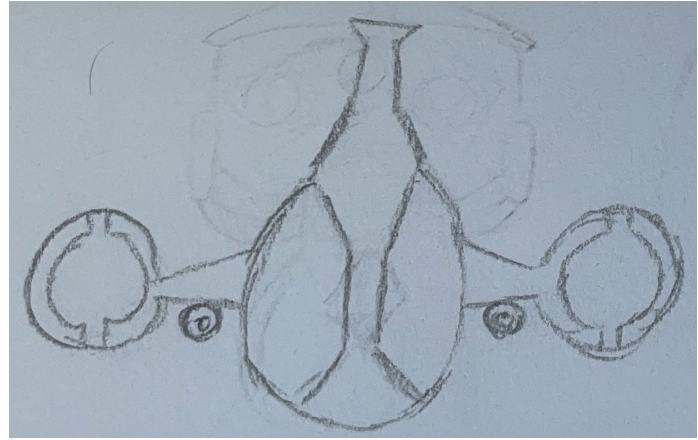
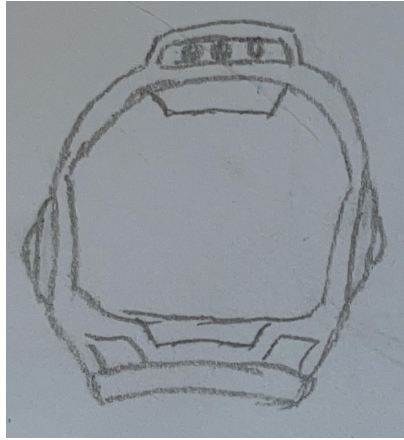
Wai Him Fung

Ljsly Bernard

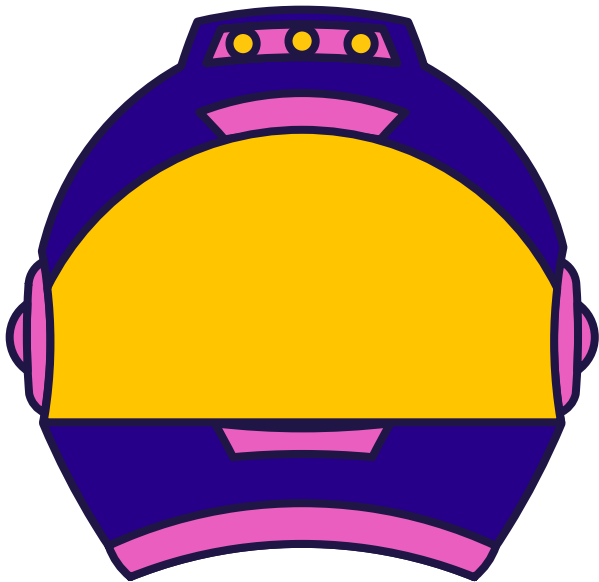
# MIND MAP



# SKETCHES



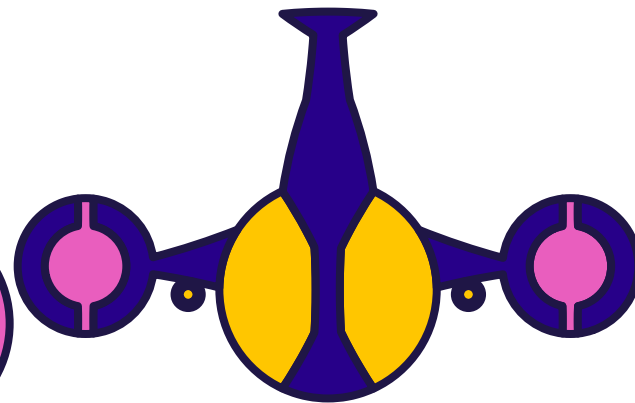
ICON



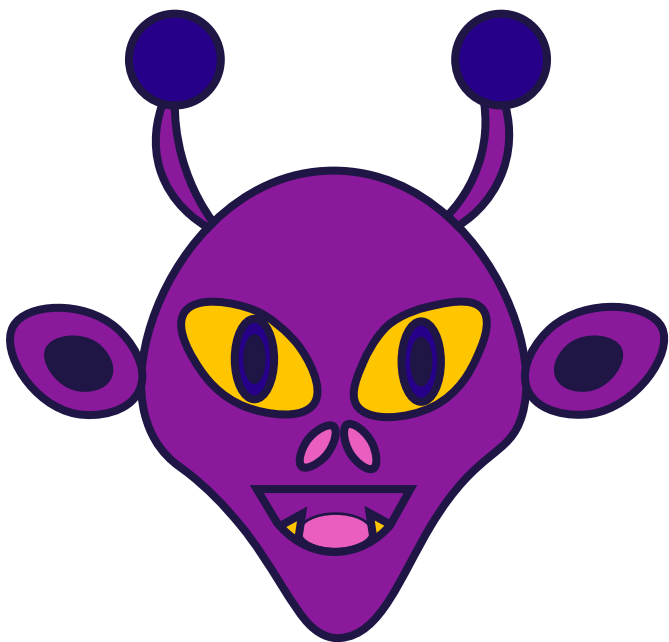
ASTRONAUT



ASTRONAUT



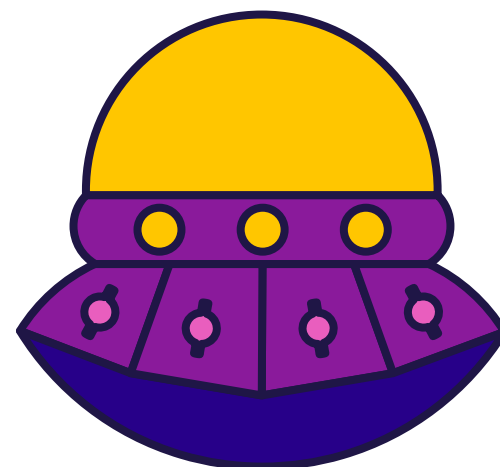
SPACESHIP



ALIEN

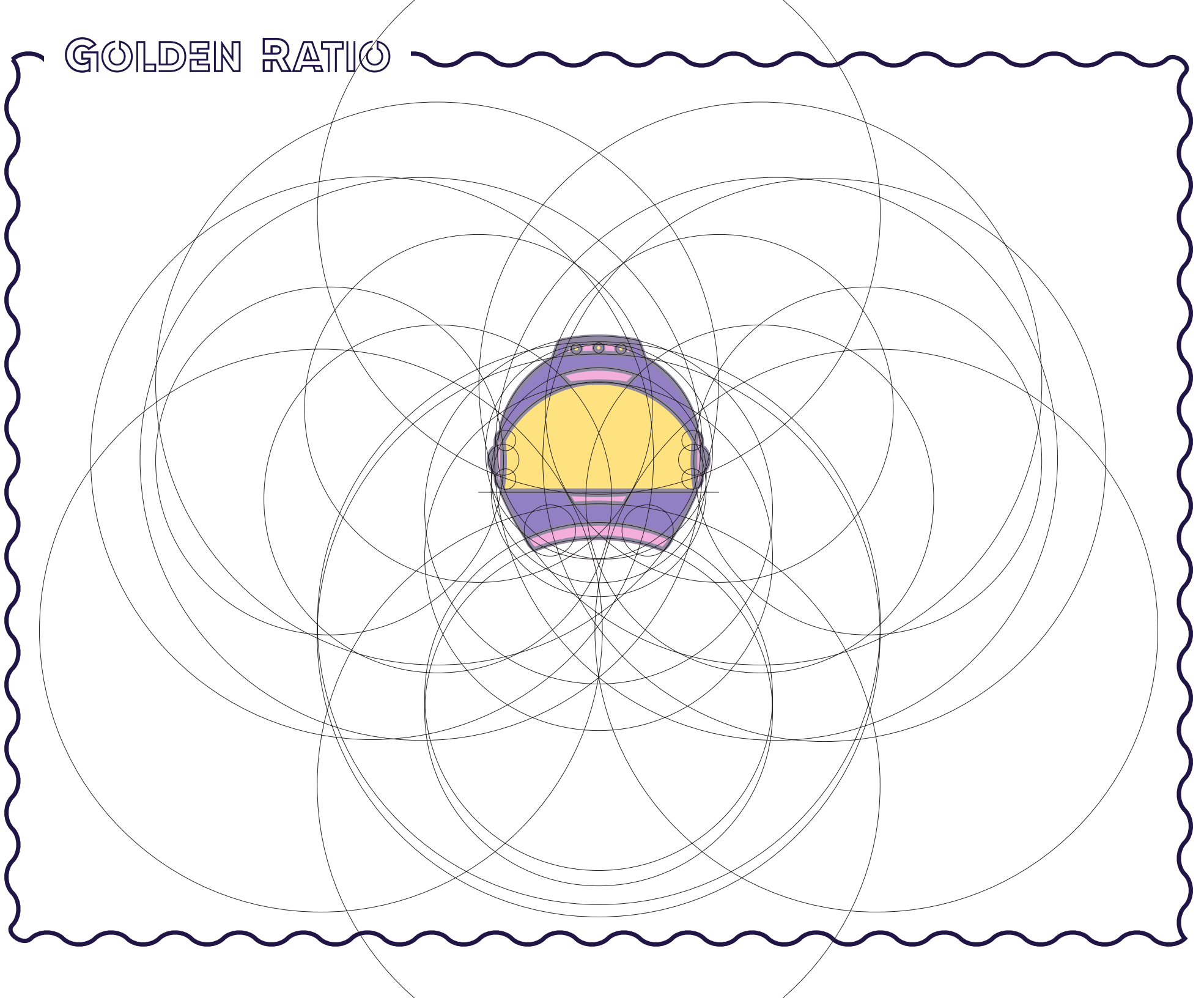


ALIEN

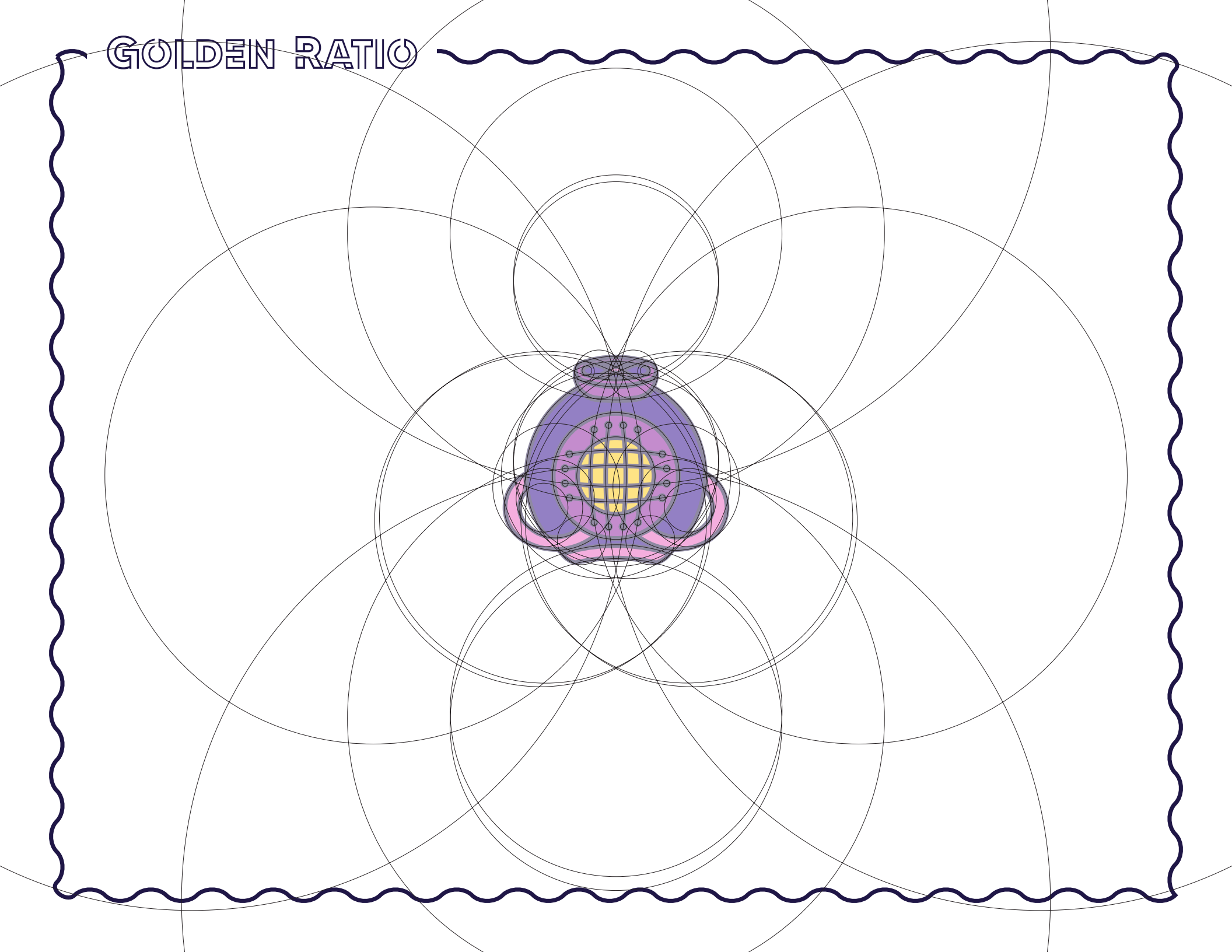


UFO

# GOLDEN RATIO

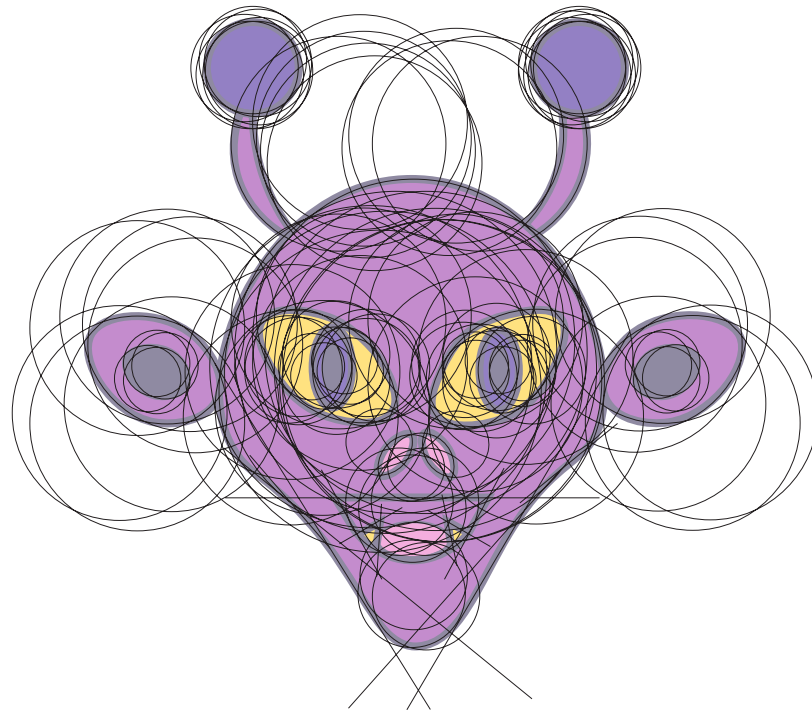


# GOLDEN RATIO

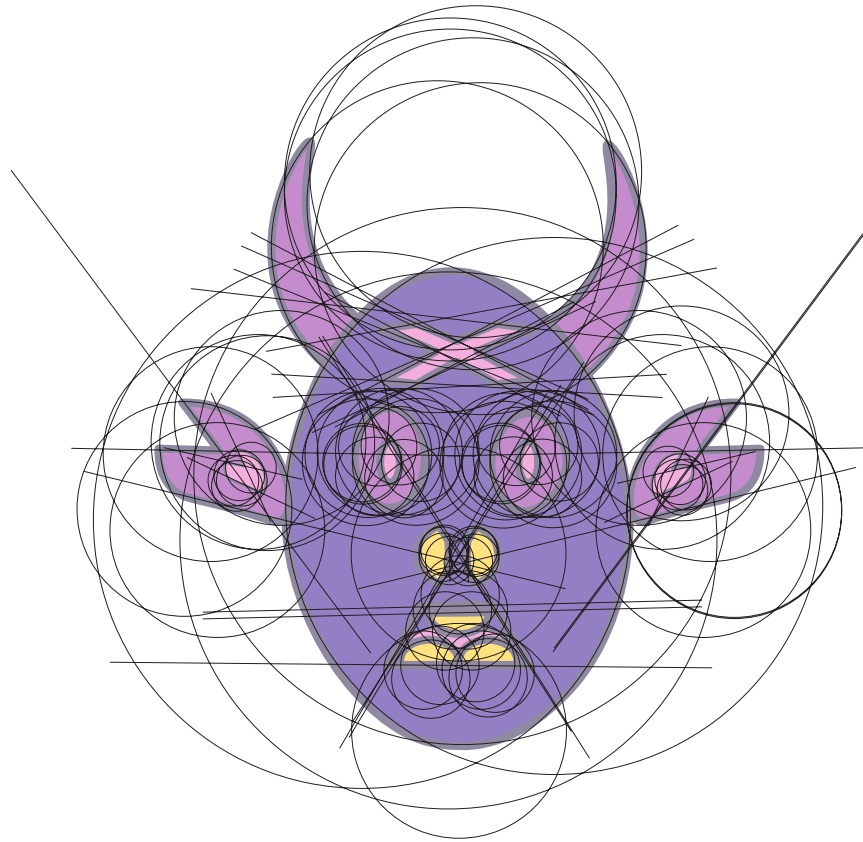




# GOLDEN RATIO

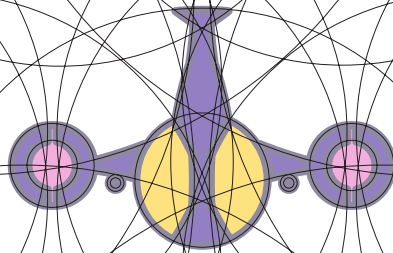


# GOLDEN RATIO

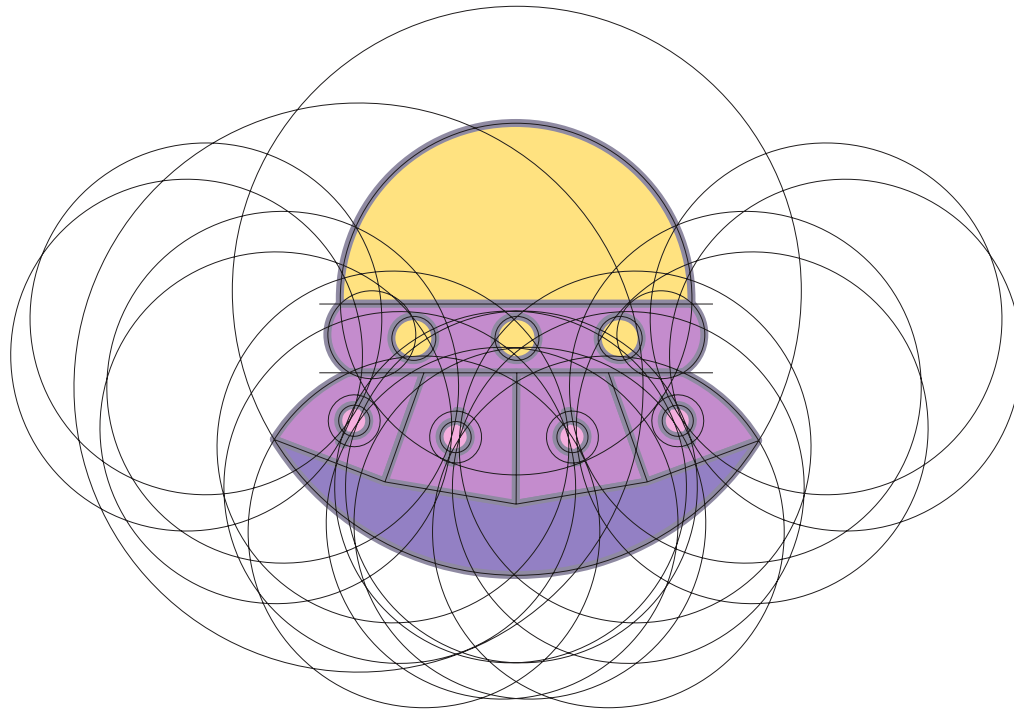




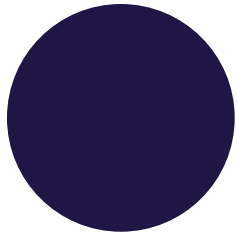
# GOLDEN RATIO



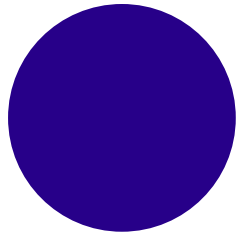
# GOLDEN RATIO



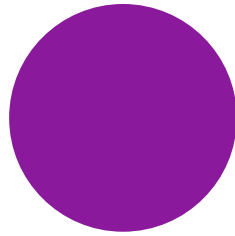
# COLOUR CODES



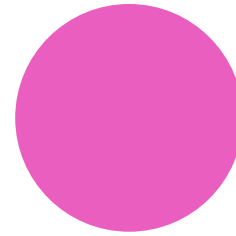
Hex: #1F1646  
RGB: 31 22 70  
CMYK: 97 99 38 45  
Pantone: 2765 C



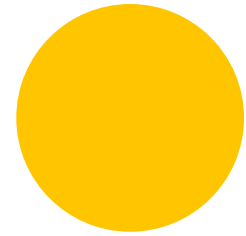
Hex: #270089  
RGB: 39 0 137  
CMYK: 98 100 9 10  
Pantone: 2735 C



Hex: #8A1A9B  
RGB: 138 26 155  
CMYK: 57 99 0 0  
Pantone: 2602 C

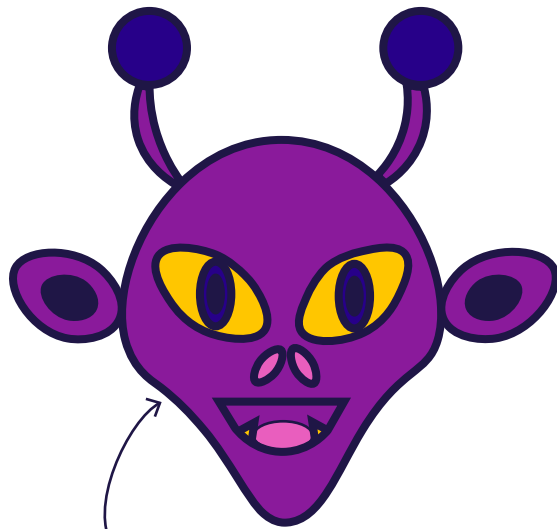


Hex: #E95EBE  
RGB: 233 94 190  
CMYK: 12 75 0 0  
Pantone: 238 C

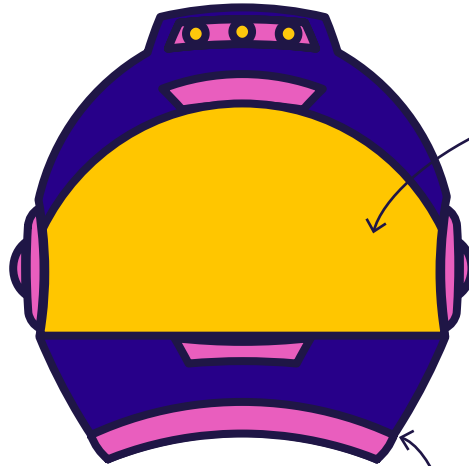


Hex: #FFC600  
RGB: 255 198 0  
CMYK: 0 23 100 0  
Pantone: 7548 C

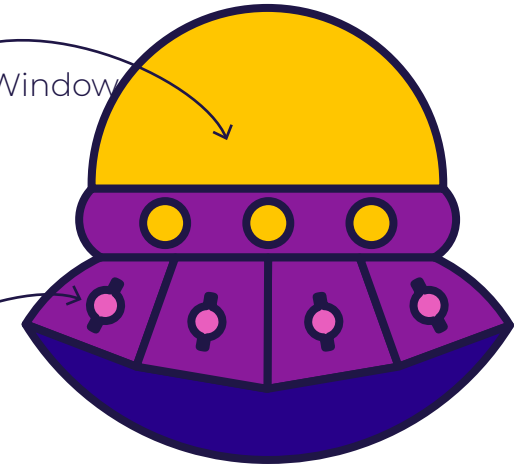
# SIMILARITIES



Similar Narrow Shape for Alien

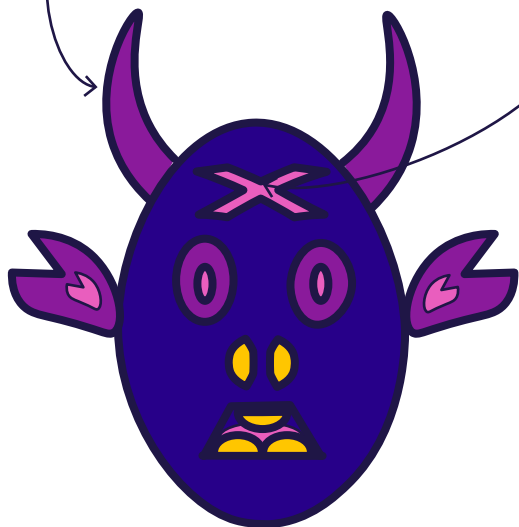


Similar Shape for Astronaut

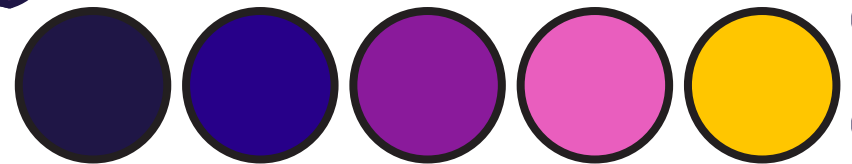
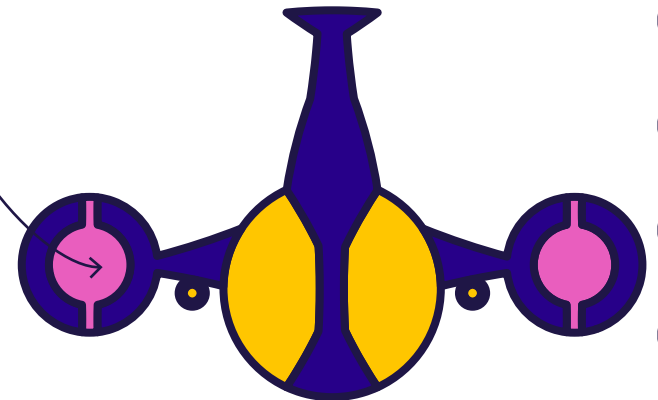


Same Circle for Window

Same Pattern in Spaceship

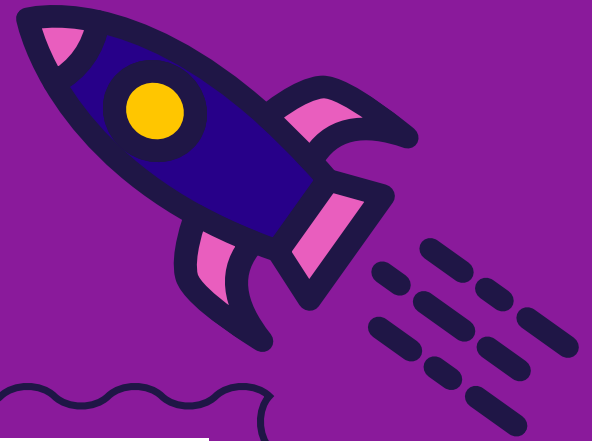


Same Pattern in Astronaut and Alien



Same Stroke Width for all Icon (3px)

Same Colour Palette for all Icon



THE END  
THANK YOU