INVICTUS INTERGALACTIC FEDERATION

Branding Guide

January 2022

Statement

Invictus Intergalactic Federation was founded on strong military values. Formulated with over 30 years of combined experience, our military members have poured out their knowledge and skills from real experiences. We are focused around Star Citizen™ and are constantly evolving around the ever changing space sim.

This branding guide was created to help inform you about all of the proper ways to implement our logo into your work. As well as all nessesary information regardging colors, typography, and more.

Our Logo

The Invictus Intergalactic Federation logo was conceived from a variety of real world military branches. This logo is to be used on websites, mobile apps, print, or any other digital platform.

This is our full color logo. This logo is to be placed on bright backgrounds. This is a official seal. Its to be used sparingly and for official cases/works only.

Do not use the full color logo where the background clashes with the logo colors.

Logo Mark

We have 3 variations of our logo. The Navy Blue and Black logo are prefered to be used on brightly colored back-grounds.
The white logo is to be used on dark backgrounds, that also includes our Navy Blue color.

Navy Blue

Black

White

Alternate Logo Marks

Although these are alternates, they are to be used sparingly. These two variations include the patch style, as well as the simplified version of the logo.

Navy Blue

Black

White

Word Mark

The INVFED word-mark is a moniker of the full organization name. The full name is Invictus Intergalactic Federation.

INVFED

Logo Lock-up

We have two logos that utilize our brand in a more formal and official capacity. These are to be used on official documents, letterheads, or to display/promote the organization in a positive light.

The two variations include the stacked logo and the horizontal logo.

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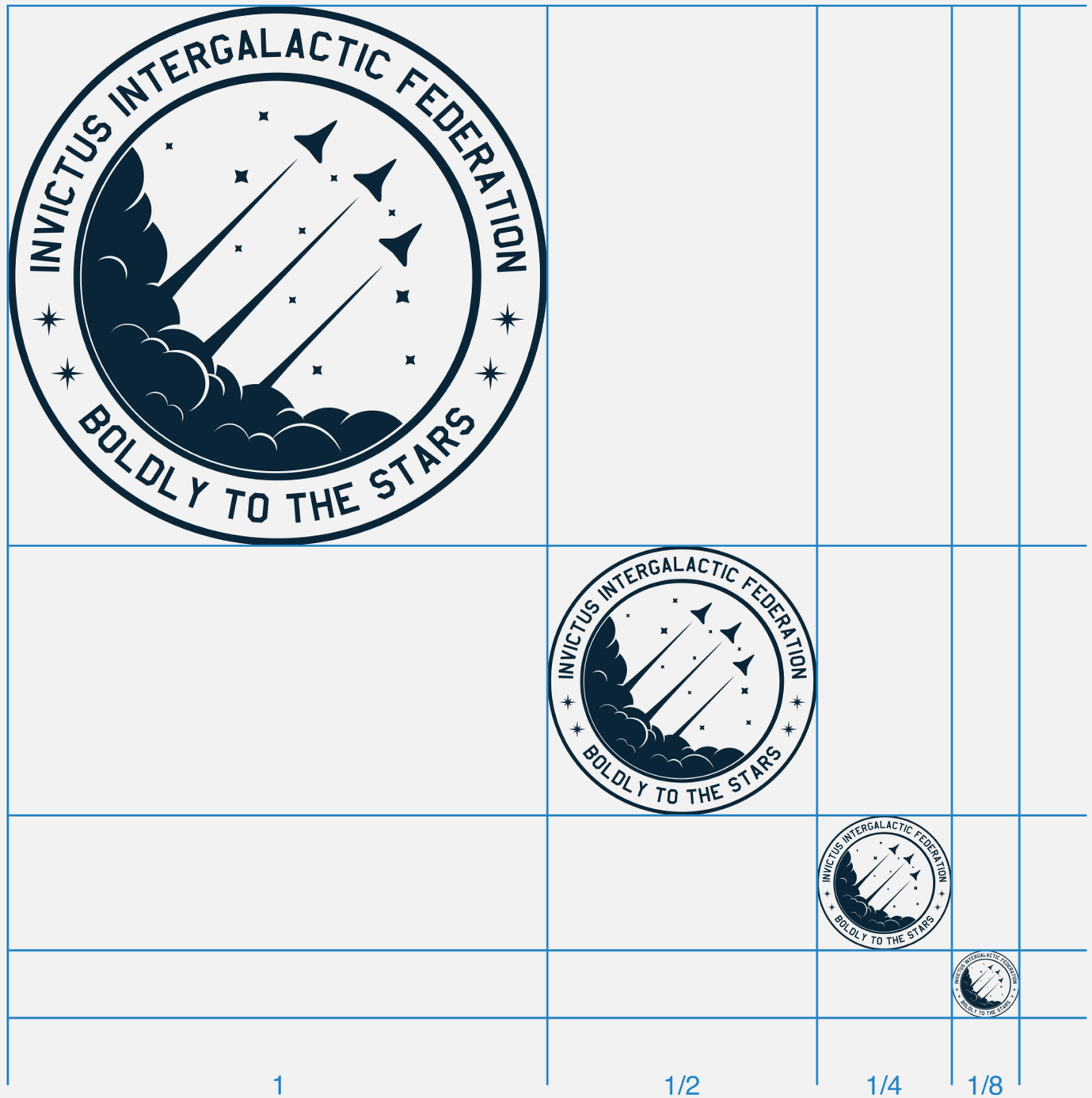
Introducing our scale

We have a strict scale format that we require everyone to follow.

The logo scales down in halves, down to a 1/8th. Please reference this scale for all further scales' in this guide.

The letters are also a good scaling tool and can be used for reference. The larger "P" is half the size of the logo and should only be used for main titles or partnership names.

The smaller "p" is a quarter of the full logo size. This is to be used as sub-text, usually placed below the main title/text. The only exception is the full organization name.



Logo lock-up scale

There must be a minimum space surrounding the stacked and horizontal logos.

The bottom text is half the size of the logo, and the top is 1/4th. Combined, you must center them on the logo.

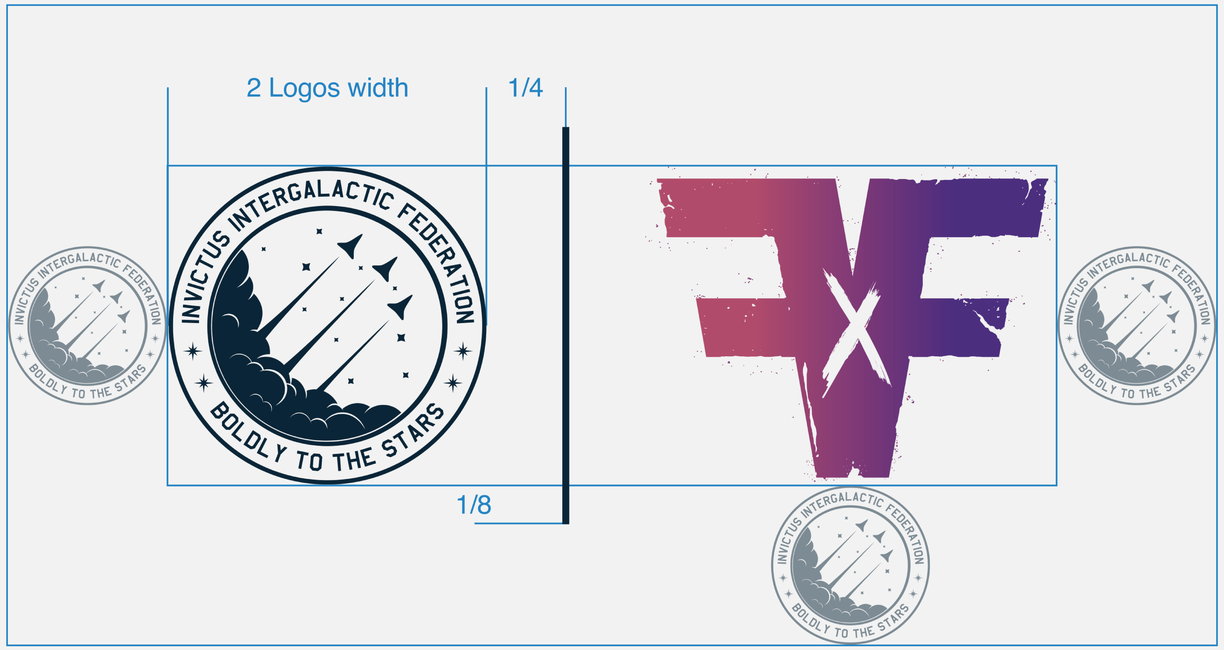
Logo | Partner lock-up scale

For all partner lock-ups, it is required that you leave half a logo-width of space between all edges of the logo lock-up.

The “2 logo width” is showing that 2 smaller logos should be able to fit within the main logo size. This is to keep consistency between all works. For more information about scale, please reference the page “Introducing our scale.”

Here are two examples of different variations of logos you may encounter. A simple horizontal logo should always be scaled to the vertical height of our logo.

When using a simple logo, all elements (including small particles that may be apart of the logo) are to be scaled down to the vertical height of our logo.

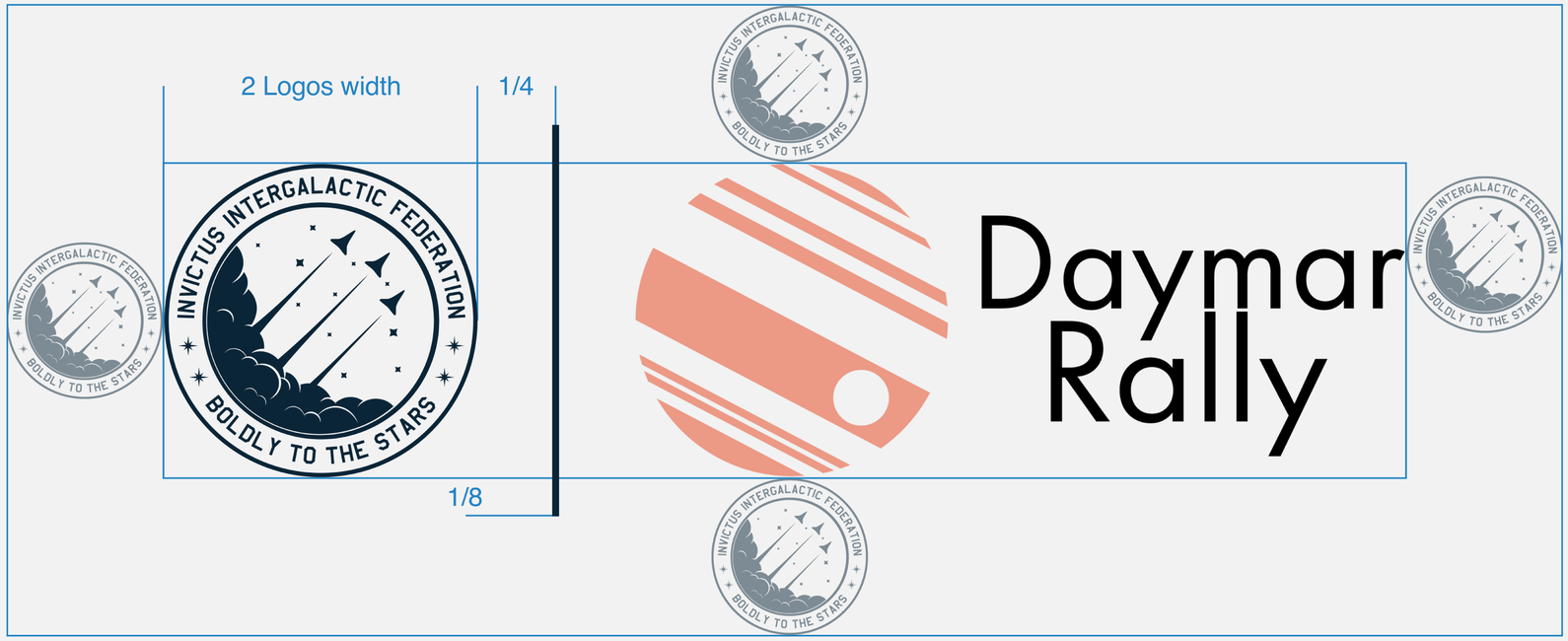


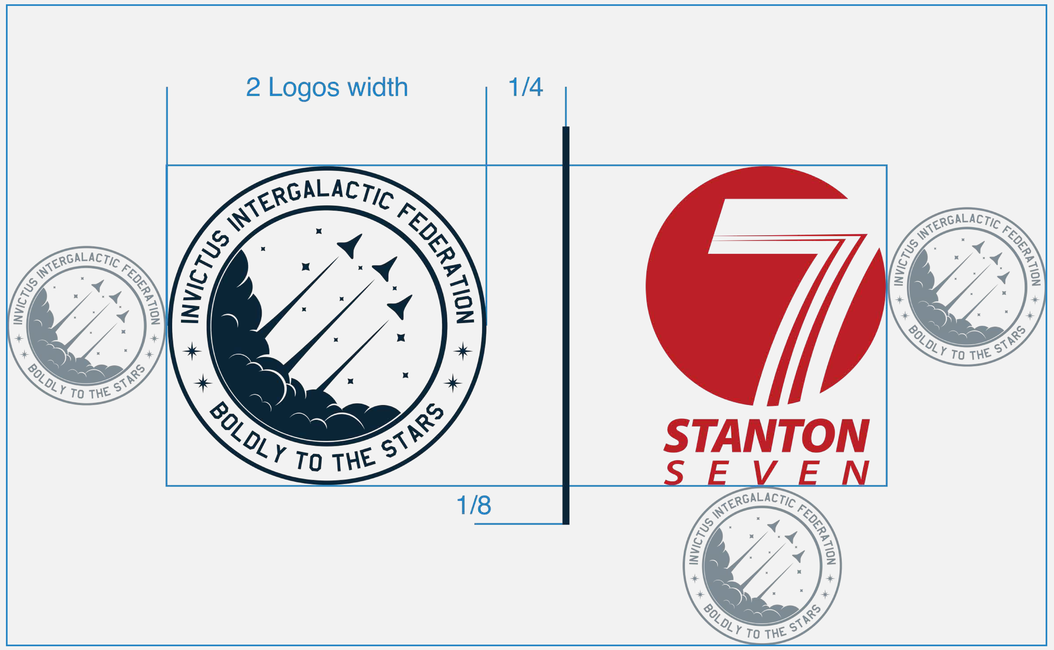
Logo | Partner lock-up scale

For horizontal logos and word-mark logos, the same guidelines apply. The logo must be scaled down to the vertical height of our logo.

Stacked logos must also be scaled down to the vertical height of our logo so that the logos are the same size in thier entirety.

To keep all things simple, you must scale down your logo, no matter the width and height, down to the vertical height of our logo.





Logo | Partner white lock-ups

It is our preference that our white logo be used in conjunction with our partners logos on a dark or black background. If it's to be used on a image, please reference the Logo | Partner lock-up scale page.

It is encouraged that when using a white logo, the partners logo be white as well to have continuity throughout.

The divider size shall not exceed 10px

Logo | Partner color lock-ups

When displaying the logo along with our partners logos, it is acceptable to use their colors. Only display on bright backgrounds. That does not include images or video(s) unless approved.

The divider should always be the color of the logo or black/white.

Logo misuse

Don’t alter or misuse the logo. You have better things to do.

To keep consistency between all brands and partnerships, we do not allow alterations to the logo. This also applies to the partner logos when next to the INVFED logo.

All posibilities are not listed and common sense should be used.

changing shape

unofficial colors

shadows

combining logos

personalizing

flipping

embossed

wrong orientation

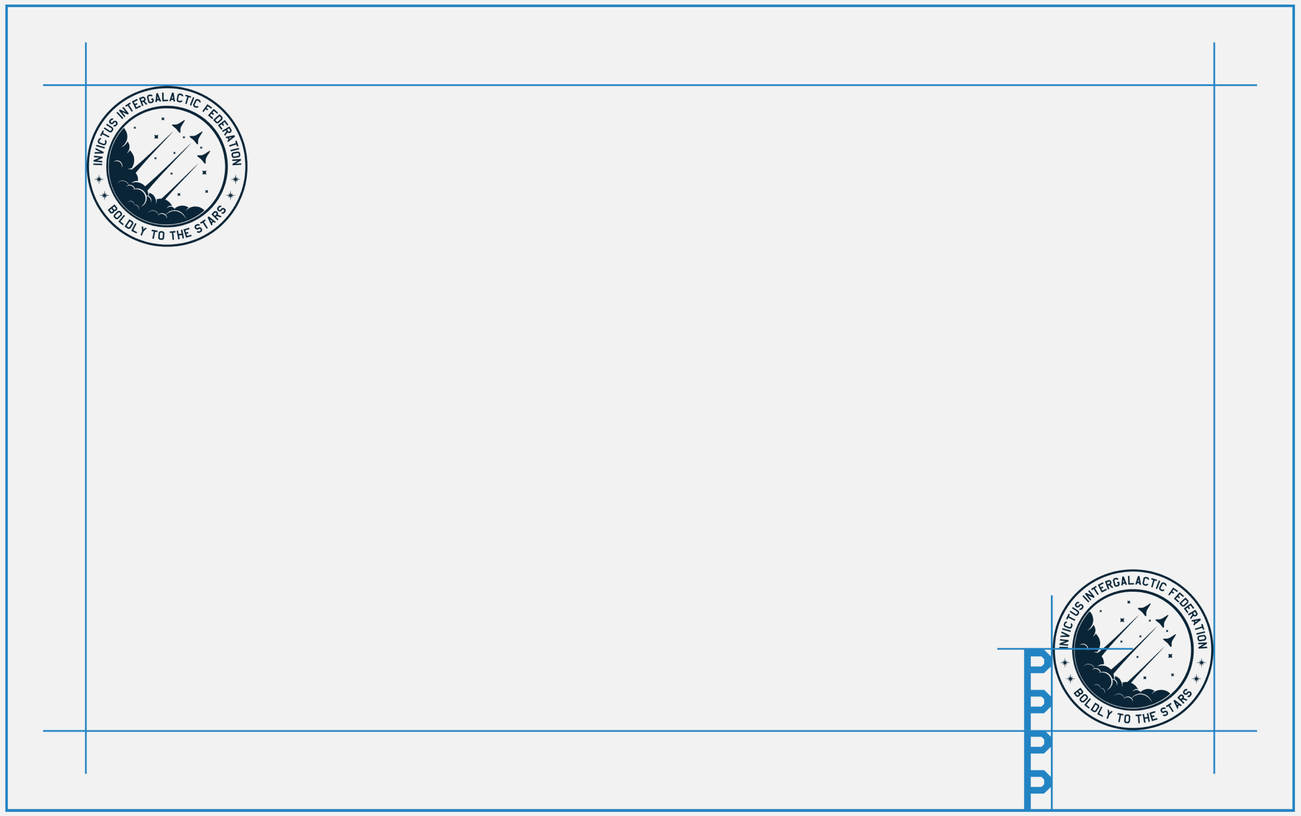
skewing

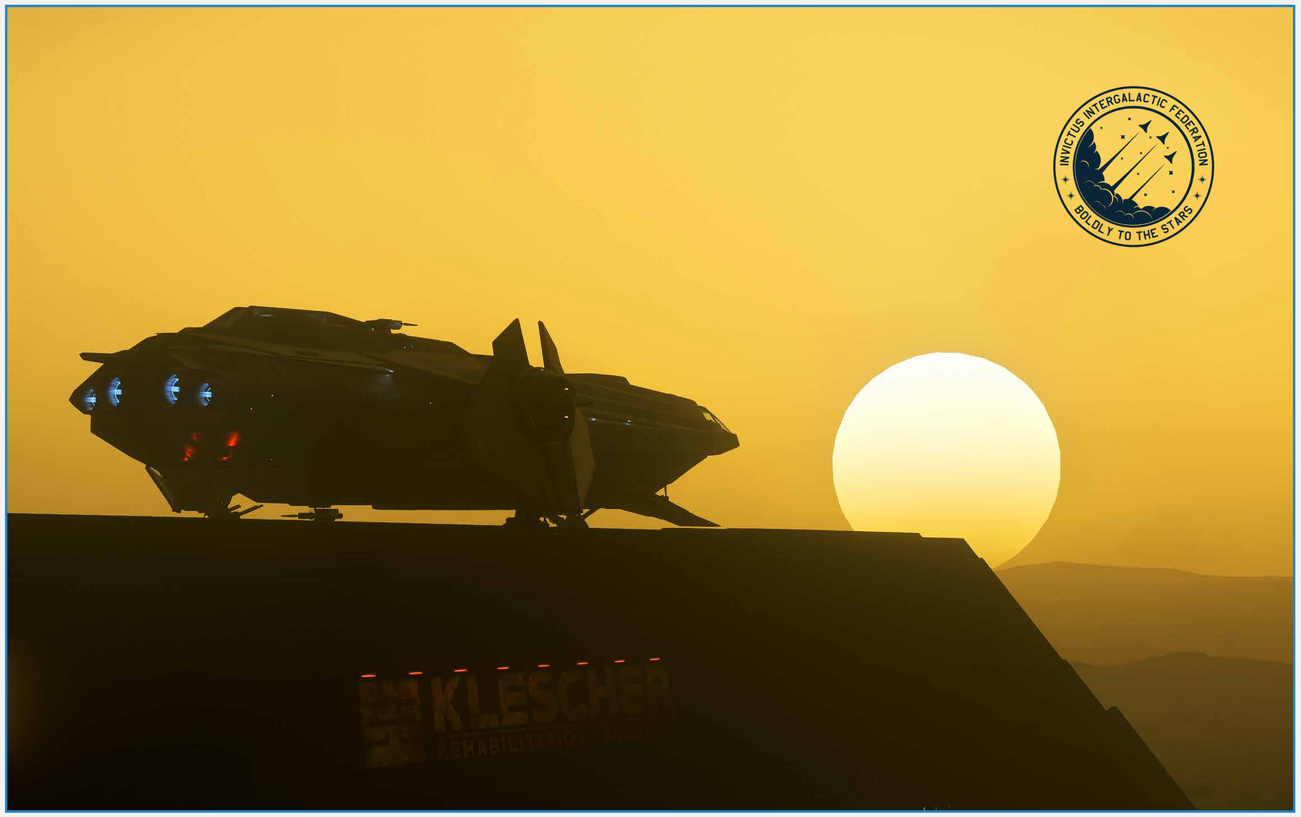
Digital presentation

When properly displaying the logo on digital work, the logo placement must be 2 smaller letters, or half the logo width. For more information on scale, reference our “Introducing our scale” page.

The three prefered placements are top left, top right, and bottom right. If nessesary, it is acceptable to place the logo on the bottom left.

It is our recomendation that when selecting a logo to use, consider the color of the logo. Do not allow the colors of the logo / word-mark to clash with the background of the image or work its being placed on.





Meet our colors

Navy Blue was selected as our primary color. Blue and Sky Blue are accent colors, and should be treated as such. Black and White are universal, and were implimented to keep consistency.

Black	Navy Blue	Blue	Sky Blue	White
#black	#0a2537	#2384c4	#d6efff	#white

Typography
Primary typeface

We use San Francisco Pro as our primary typeface.

We love that it strikes a balance between being a well-crafted, instantly recognizable brand typeface and one that has a friendly character.

Inspired by the location where it came from, it is recognized across the world. Its shape is global, approachable, and timeless.

San Francisco comes in the following weights that can be utilized for your work.

Bold
Regular
Light

ABCDEFGHINVFED
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#$%^&*(-_+)

San Fransisco Pro

Typography
Reserved typeface

We use Amarillo USAF as our Reserved typeface.

Inspired by the United States Air Force aircraft lettering, Amarillo USAF was selected to be our reserve typeface.

Only to be used for Official use cases which may include titles, logo word-mark, headers, and approved documents.

This font only comes in bold.

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

USAF

AMARILLO

Access GitHub files
For more information
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