

# Starship Troopers



## Brand Guideline

April 2018 | v1.0

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## Our Brand Identity



Starship Troopers' brand identity system provides strength to the movie by the special font and size. The original design of this logo looks almost like this with only color change. The red color of this logo is for the website of full red system.

Both S and T are the capital letter to show obviously to audiences the main ideas of this story happened in the universe.

**STARSHIP TROOPERS**

# The Identity System

**Logo:****Alternate Colour Versions**

A number of alternate colour 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.

**All Red**

If only one color is available, it is preferable to use the all red option.

**Two-colour**

This option has two optional colors: dark red and light blue.

**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 "S" in the word Starship determines how large that space should be.



**Logo:****Alternate Colour Versions**

A number of alternate colour 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**

**Logo:****Alternate Colour Versions**

A number of alternate colour 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.

**Black**

**Logo:****Alternate Colour Versions**

A number of alternate colour 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.

**White**

### Brand Colour:

The primary palette should be used as much as possible in order to promote red as the overarching colour.



CMYK 16, 99, 99, 0  
RGB 220, 10, 24  
Hex #dc0a18

This red means  
fight and blood.



CMYK 90, 76, 0, 0  
RGB 29, 49, 221  
Hex #1d31dd

This blue means  
universe.

## Brand Fonts:

The primary font is Lustria and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

Alternate font: when Lustria is not available, use Arial.

Primary font family: Lustria.  
To be used on most communications.

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t v w x y z

1 2 3 4 5 6 7 8 9

Example: Arial Regular (shown at 24 pt.)

|   |   |   |    |   |   |   |   |
|---|---|---|----|---|---|---|---|
| ! | " | # | \$ | % | & | ' | ( |
| ) | * | + | ,  | - | . | / | 0 |

## Primary font family: Arial.

To be used on most communications.

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t v w x y z

1 2 3 4 5 6 7 8 9

Example: Arial Regular (shown at 24 pt.)

Aa

Aa

Aa

Aa

Regular and  
Regular Italic

Bold and  
Bold Italic

If you have any questions regarding the style manual or require artwork, please contact your Marketing Officer in Reputation and Brand Management.