STARSHIP TROOPERS

Brand Guidelines

2018 - v0.1

WOULD YOU LIKE TO KNOW MORE?

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THE
INTRODUCTION

The year is 2018 and the movie Starship Troopers is celebrating it's 20th Anniversary.
A commemorative website is being launched to celebrate this moment and this Brand Guide was issued to serve as orientation for the use of the Starship Troopers brand in this commemorative reissue of the film.

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LOGO
& USAGE

The logo is from the original 1997 film, however it was redesigned as a Scalable Vector Graphic (SVG), for better use across different medias.

A special edition logo for the 20th Anniversary is also included.

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MAIN LOGO

The main Starship Logo is comprised of the wording "Starship Troopers". The font is has straight edges and is slightly inclined, giving a futuristic feel to the logo. The letter S and T are bigger with elongated extremities, involving the remaining of the letters, making the logo an unique element.

LOGO VARIATIONS

The Main Logo uses the Dark Blue of the Starship Troopers color palette, but it can also be presented in Black, White and Grayscale.

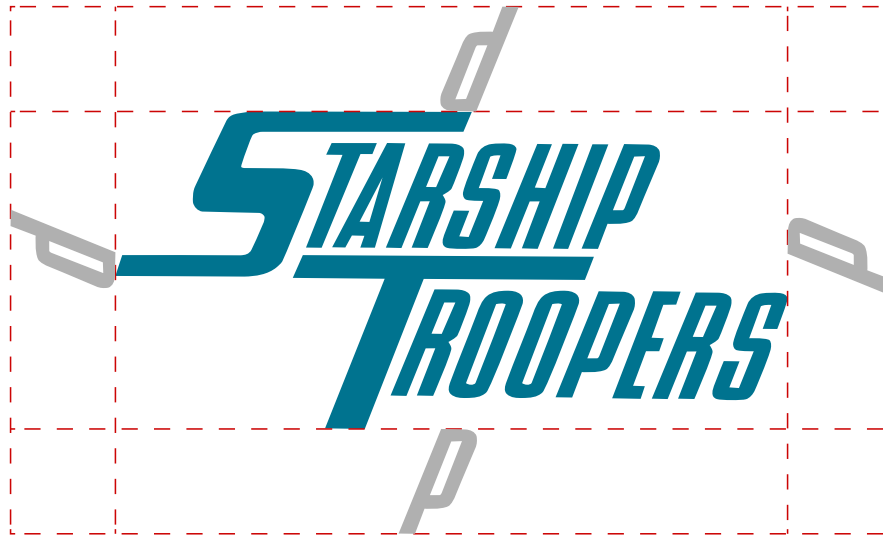## LOGO CLEARSPACE

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to it.

SYMBOL

The symbol for the movie is the Federation badge, comprised of an circle with thick borders and a stylized eagle at the center. The symbol can be used in the same colors as the main logo. The symbol can't be used as the main form of identification for Starship Troopers, but can be used as a complement to the brand.

INCORRECT APPLICATIONS

The main logo and the symbol should never be manipulated or altered in any way and it must only appear as outlined in this guide.

Do not reproduce the logo in unauthorized colors.

Do not change the size of the graphic elements

Do not change the position of the graphic elements

Do not position the logo on angles.

Do not add unauthorized elements to the logo

PRIMARY BRAND COLORS

Color plays an important role in the brand that can affect user emotional preferences.
A palette of primary colors has been developed, consistent use of these colors will contribute to the cohesive and harmonious look of the Starship Troopers brand identity across all relevant media.
The color palette was sampled from the original movie to keep consistency with the colors of the costumes and background.

The colors informed in this guide are recommendations for various media.

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DARK BLUE

PANTONE 547 C
FOR WEB: R0 G67 B87 #004354
FOR PRINT: C100 M20 Y0 K67

LIGHT BLUE

PANTONE 314 U
FOR WEB: R5 G114 B142 #05728E
FOR PRINT: C96 M20 Y0 K44

LIGHT GREY

PANTONE P 179-1 C
FOR WEB: R245 G245 B245 #F5F5F5
FOR PRINT: C0 M0 Y0 K4

BLACK

PANTONE Black C
FOR WEB: R0 G0 B0 #000000
FOR PRINT: C0 M0 Y0 K100

TYPOGRAPHY

The primary font is the Rajdhani with a condensed appearance for a technical and futuristic look. This font was chosen because of the similarity with the fonts used in the original movie.

The font used for body elements is the harmonic and elegant Lato, a font with traces evoking stability and seriousness and a family of weights to be used in several types of media.

A special guest font was selected for use on the website for its similarity with the Rajdhani font, but for its slightly wider size and better use on headings. The Electrolize is a squarish geometric typeface with humanistic proportions and accurate techno character.

FONTS

PRIMARY FONT

Rajdhani
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

SECONDARY FONT

Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

WEBSITE GUEST FONT

Electrolize
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

SPECIAL EDITION LOGO

A special edition logo was designed for use on the website and related merchandise for the 20th Anniversary Edition of the movie.
The logo includes the sentence "20th Anniversary Edition" at the bottom and is presented with a metallic texture to complement the futuristic look of the movie and the of the spaceships.

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INSPIRATION

The special edition logo as well as the color palette used for the branding of the Starship Troopers was created using inspiration from the original movie, as well as futuristic and space-related elements, such as blue and grey colors and metallic textures.

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PROMOTIONAL
MATERIALS

For the celebration of the 20th Anniversary of the movie, a special box with unique and limited assets is being released. The box include a two disc blu-ray edition, a limited edition T-shirt and one 24" x 36" Exclusive Anniversary Celebration Poster.

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DVD BOX

T-SHIRT

POSTER

www.starship20years.com