



Brand Identity and Guidelines





Contents



1. Logo

1.1 Astro And Max

1.1.1 Logo Details and Usage

1.1.2 Logo Styles

1.1.3 Logo Colour Specifications

1.2 Astro And Max: Save the Solar System (Storybook)

1.2.1 Logo Details and Usage

1.1.2 Logo Colour Specifications

2. Typography

2.1 Font Styles

2.2 Typography in Us





Astro and Max



1.1.1 Logo Details & Usage

The primary logo contains both Astro and Max looking happy, smiling and waving. The key emotions conveyed are happiness and excitement and bright colours are used to grab attention. Fonts used are Atma SemiBold and Happy Monkey which create the excitement aesthetic and add an element of child-ish fun.

Details

Clearance Space:

Grey box indicates the safe area where other graphical elements can be safely positioned.

Blue indicates the clear space. The clear space must be kept clear of all other visual elements.

Minimum clearance space is defined by the "y" measurement (equal to the height of the word "Astro").



Usage



Background:

The logo must appear on either a white or dark blue background. When the logo appears on a white background, the text should be written in the dark blue color. On lighter backgrounds, the text should be white. In both versions text must have a neon green drop shadow (100% opacity. 0.01 in X-offset, 0.01 Y-offset, 0

Banner VS. Badge:

Use banner for:

- Poster or banner
- Headings
- Websites

Use badge for:

- Poster or banner
- Icons and badges
- Documentation





Astro and Max

1.1.2 Logo Styles



<p>Banner</p>		
<p>Badge</p>		
<p>Greyscale</p>		
<p>Black & White</p>		






Astro and Max

1.1.3 Logo Colour Specifications



	#002140 C100 M84 Y44 K52 R0 G33 B64
	#41FC27 C58 M0 Y100 K0 R65 G252 B39
	#F9154B C0 M98 Y64 K0 R249 G21 B75
	#703714 C36 M77 Y100 K42 R112 G55 B20
	#F7AE72 C1 M36 Y60 K0 R247 G174 B114
	#FFEA00 C3 M2 Y98 K0 R255 G234 B0
	#CECECE C18 M14 Y15 K0 R206 G206 B206





Storybook



1.2.1 Logo Details & Usage

The Astro and Max: Save the Galaxy logo contains a rocket blasting off from a red planet surrounded by moons to create the sense of excitement and adventure present in the story. "Astro and Max" appears in Atma SemiBold to reinforce the Astro and Max brand identity, while the subtitle appears in the Happy Monkey font.

Details

Clearance Space:

Grey box indicates the safe area where other graphical elements can be safely positioned.

Blue indicates the clear space. The clear space must be kept clear of all other visual elements.

Minimum clearance space is defined by the "y" measurement (equal to the height of the word "Astro").



Usage



Background:

The logo must always appear on the dark blue background if possible so that the glowing effect on the graphic elements is visible. In circumstances where it is not possible it should appear on the dark blue oval badge (left).

The logo should only be used at large size.





Storybook

1.2.2 Logo Colour Specifications



#002140
C100 M84 Y44 K52
R0 G33 B64



#41FC27
C58 M0 Y100 K0
R65 G252 B39



#F9154B
C0 M98 Y64 K0
R249 G21 B75



#972536
C27 M96 Y75 K23
R151 G37 B54



#E2CF64
C13 M13 Y74 K0
R226 G207 B100





Typography

2.1 Font Styles



When to use:

Atma SemiBold is the primary font used for the logo and brand identity.

It can also be used for headlines, primary heading, big display text or story caption in the app.

Do not use for body copy, navigation, or menus.

Atma (SemiBold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

When to use:

Happy Monkey is the secondary logo and brand font.

Also used for subheadings, titles, or dialog text in the app.

Do not use for body copy, navigation, or menus.

Happy Monkey

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()

When to use:

Open sans is the default font for all other use-cases. Use it for paragraph text on documents, webpages, etc. It should be paired with either Atma (SemiBold) or Happy Monkey as headings for brand consistency.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()





Typography

2.2 Typography in Use



Atma SemiBold

When to use:

In the Atma SemiBold is used for the Character names "Astro" and Max" in the logo. Unless appearing in paragraph or dialog text, the names should always use Atma Semi



When to use:

In the story book logo, the entire "ASTRO AND MAX" line uses Atma SemiBold





Typography

2.2 Typography in Use



Happy Monkey

When to use:

Happy Monkey is used in the logo on the word, "and" to accent the character names and add an element of childishness to the brand.



When to use:

In the story book logo, the entire the subtitle uses in Happy Monkey to stand out.

