



Identity and Branding Guidelines

July 26, 2020



Marketing - Paige Brunson, Emily Lê, D'Angelo Reyes, Rosalie Rubio



The Luminary

The foreign planet of Stargrove invites aliens and beings from all over the galaxy to celebrate the technological advancements of the century.

Stargrove is dedicated to exploring space and reimagining space travel, as symbolized in their flag, ***The Luminary***. Stargrove plays an important role in the intergalactic tech industry and brings forward many innovative ideas. Stargrove's iconic ***Luminary*** is easily recognized all over the galaxy.

The Luminary's design is streamlined and novel, much like the planet of Stargrove. The Luminary is abstract with some viewing it as a spaceship and others seeing a landscape, however, no matter the interpretation, the Luminary brings with it a positive association of the progressive planet of Stargrove.





Typography

CUBANO

A strong, sans serif typeface, that is clearly legible. Fitting for a retro futuristic aesthetic. The bold visual will be able to standout among various backgrounds as well as dominate on its own.

#00445B

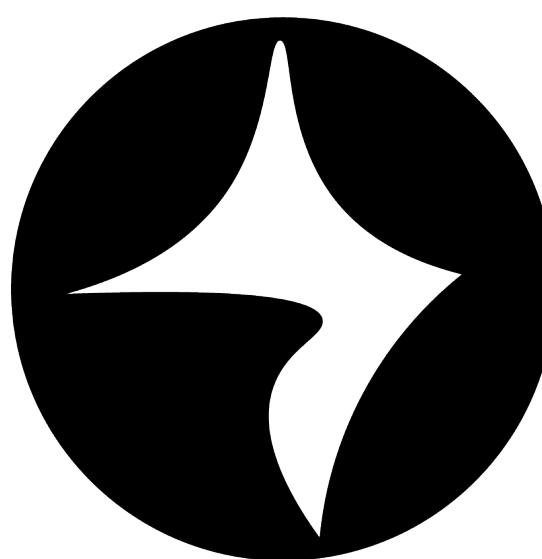
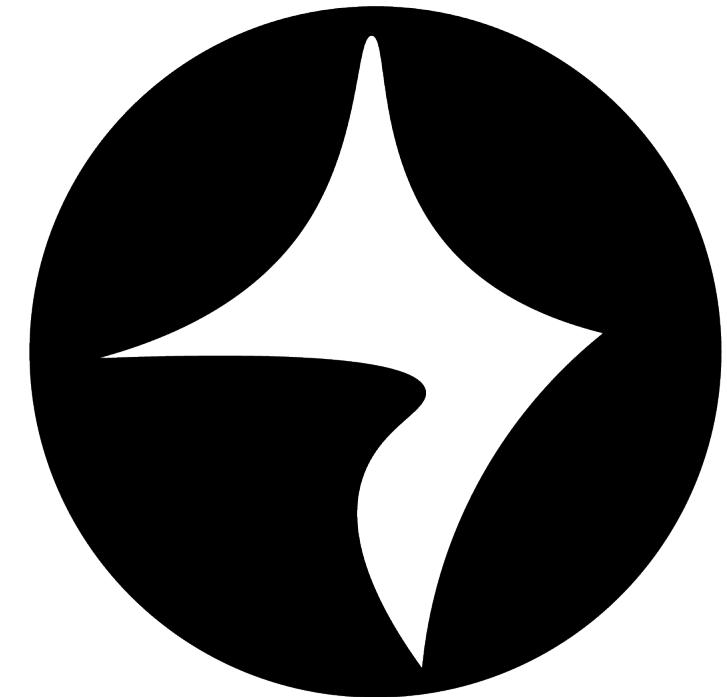
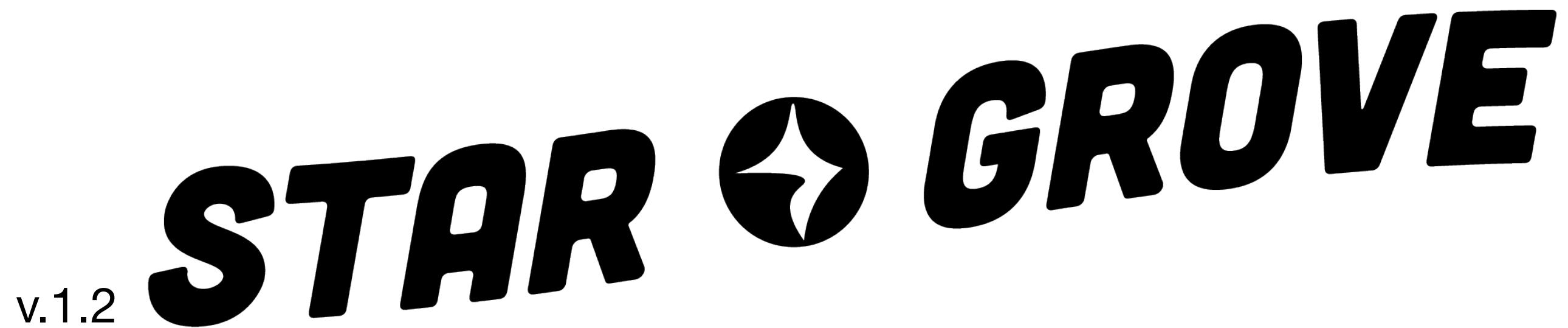
Terrestrial Teal

#F4DC51

Star Shine Yellow



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v.2.2 **STARGROVE**

v.3.2 **SG**

Black and White Iterations

Black and white versions should only be used when high contrast is not possible with the full color logo.

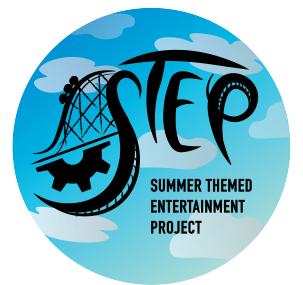
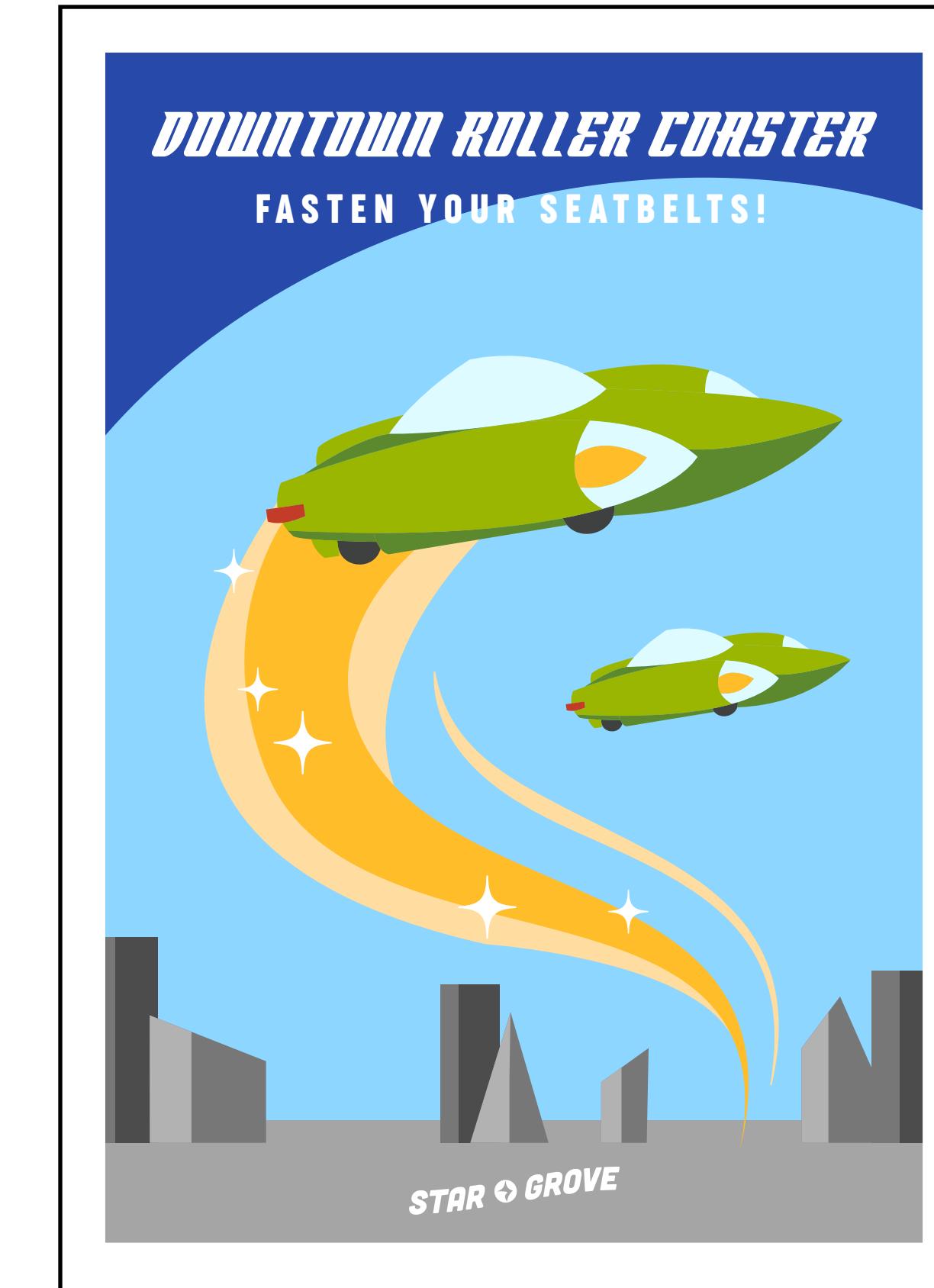
All white versions are also available.

With black and white versions, the middle starburst should be transparent.



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Examples of Use



Inappropriate Uses



Logotype should never be stretched, skewed or distorted in anyway.



STARGROVE



STARGROVE

Drop shadows and effects should never be applied to the logotype.



Logotype should never be angled or tilted out of its true form.



Logotype should never be recoloured in anyway outside of these standards.





**For questions and concerns,
please contact:**

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