Brand guidelines

October 2023 - External

Naming standards

The official full name of the Charter is:

The International Charter: Space and Major Disasters

This name, including the colon, should be used when referring formally to the Charter. Hyphens, dashes or other punctuation should not be used in place of the colon.

Following the use of the official full name, the Charter can also be referred to more briefly where appropriate as:

• the Disasters Charter
• the Charter
• the International Charter

Typography

The Charter's primary typeface is Roboto, which should be used where possible. Roboto Light should be used for body text.

Where Roboto is not available, Calibri (available widely) may be used.

Roboto

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Colour palettes

The primary colours are the blue and orange.

Use the primary colour palette for the majority of communications. Tints may also be used.

The secondary palette may be used occasionally to complement the primary colour palette.
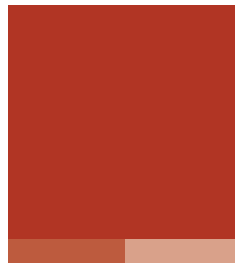
Primary palette

#006aa5

#e4803f

Secondary palette

#A53B00c

#00A58D

#3FA3E4

#E43F51

Logo

The Charter's master logo is blue and orange, and should primarily be used on a white background.

Black and white versions of the master logo are also available, for use on coloured backgrounds and on images.

The black version of the logo should only be used on light backgrounds, while the white version should only be used on dark backgrounds.

Particularly busy backgrounds should be avoided.

Do not alter the logo's colour, typeface, dimensions or proportions, and do not stretch the logo or remove elements from it.
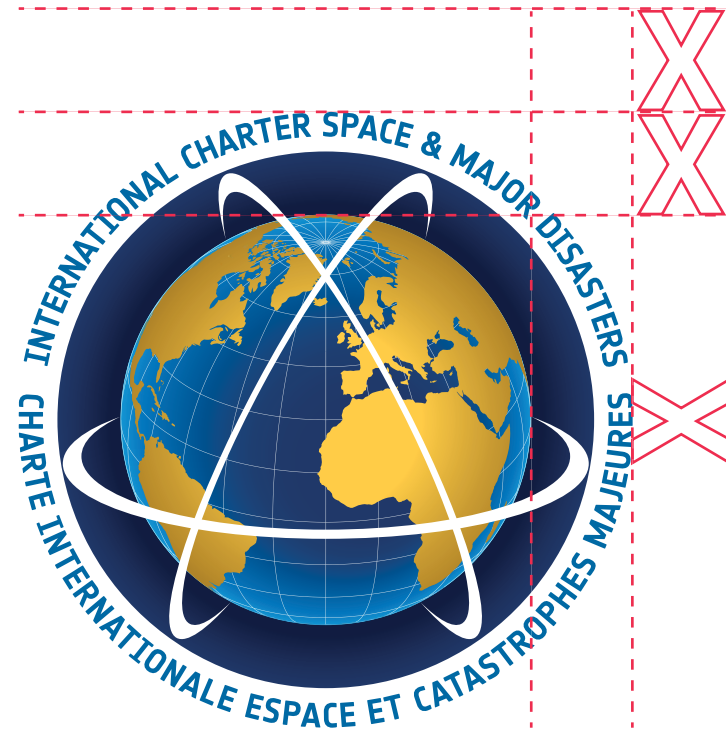
Logo

Exclusion zone

The exclusion zone ensures the logo is not compromised by other elements and helps it stand out.

The exclusion zone should be equivalent to the distance between the surface of the Earth and the top of the outer lettering. This is the minimum space that must be left clear between the logo and other graphic elements, text or the edge of the page. Whenever possible, leave more space.

Logo

Minimum sizes

Minimum size for print

To make sure the logo is clear and legible, it should never appear smaller than a width of 30mm in print.

Minimum size for digital

The logo should never appear smaller than 70mm on-screen.

(Logo not shown to scale).