

Brand Guidelines

VAST

Introduction

Welcome to the Vast Brand Guidelines. Here, you'll find everything you need to apply our brand identity, including assets and methodology. These guidelines are dynamic and will evolve alongside our brand. Please ensure you are using the most recent version.

- 1. Logo
- 2. Typography
- 3. Color

Logo



Wordmark

Overview

The Vast wordmark stands as the most recognizable asset of our brand, embodying both evolution and homage to our previous visual identity. With its rounded corners and square terminals, it strikes a balance between engineering precision and human sensibility, while subtly nodding to sci-fi aesthetics.

VAST

Wordmark

Color Usage

The Vast wordmark should exclusively be used in meteorite black or white. When placing the wordmark over imagery, it must always be in white to ensure visibility. Please ensure sufficient contrast between the wordmark and the image for clear legibility at all times.

Application note: For specific applications such as merchandise, the logo can be used in warm white, warm gray, and moonrock.

Imagery note: For photography, the logo should appear in meteorite black only when necessary for legibility.

VAST

VAST

VAST

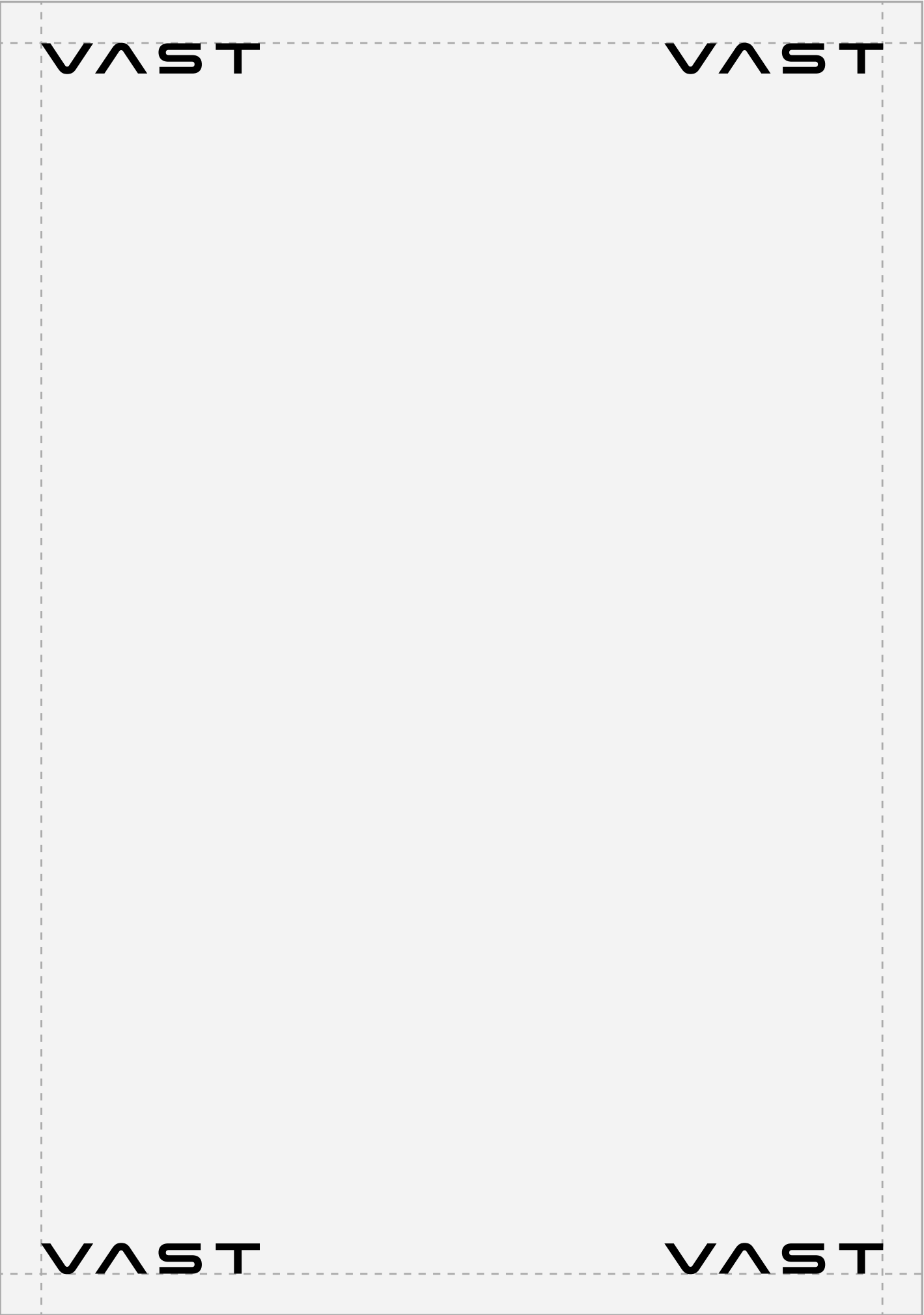
VAST

Wordmark

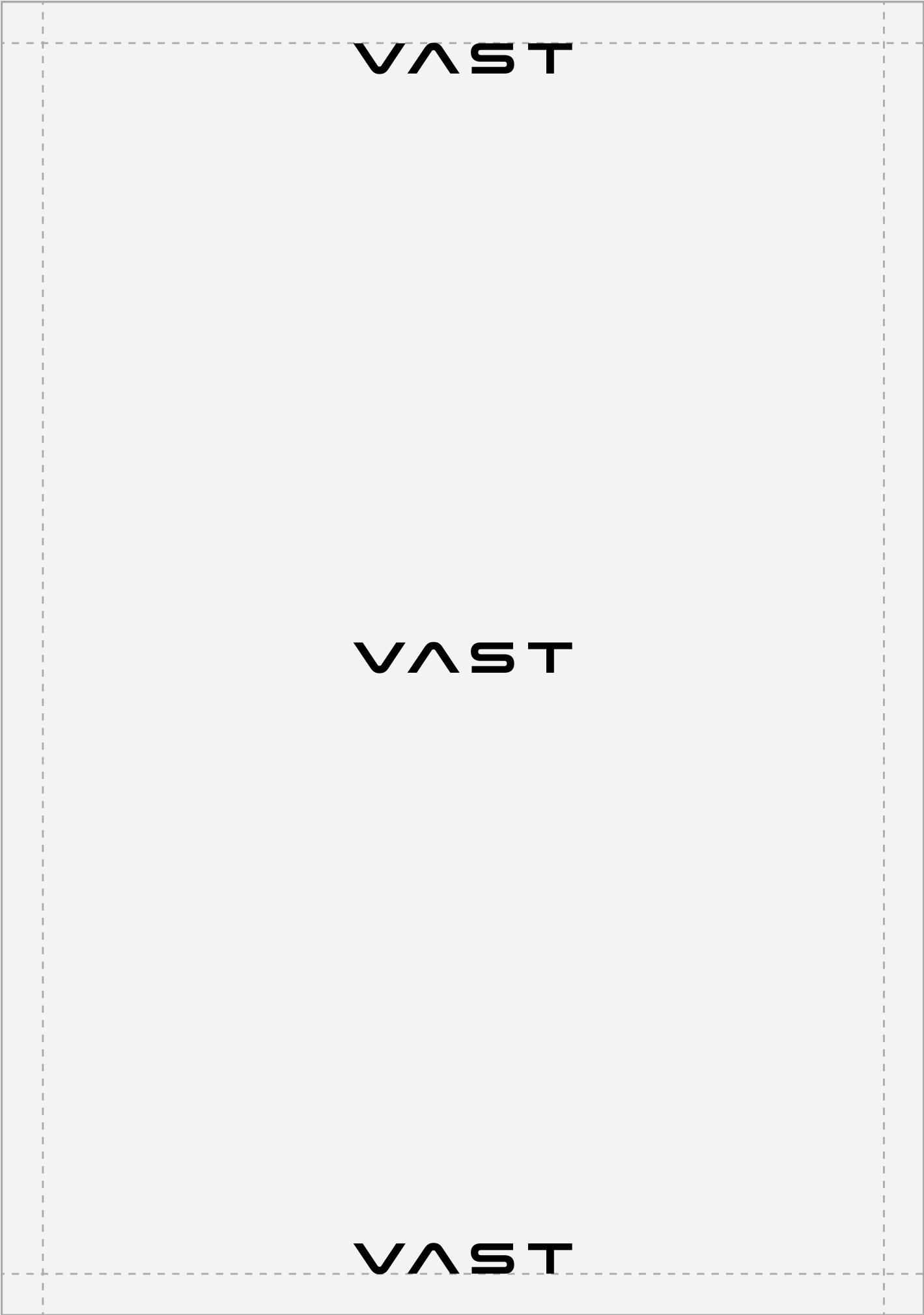
Positioning

Regardless of communication size or composition, the wordmark should always be placed in one of the opposite outlined locations. This keeps wordmark placement simple and consistent, while offering enough flexibility to accommodate a variety of layouts.

CORNER LOGO POSITIONING



CENTER LOGO POSITIONING



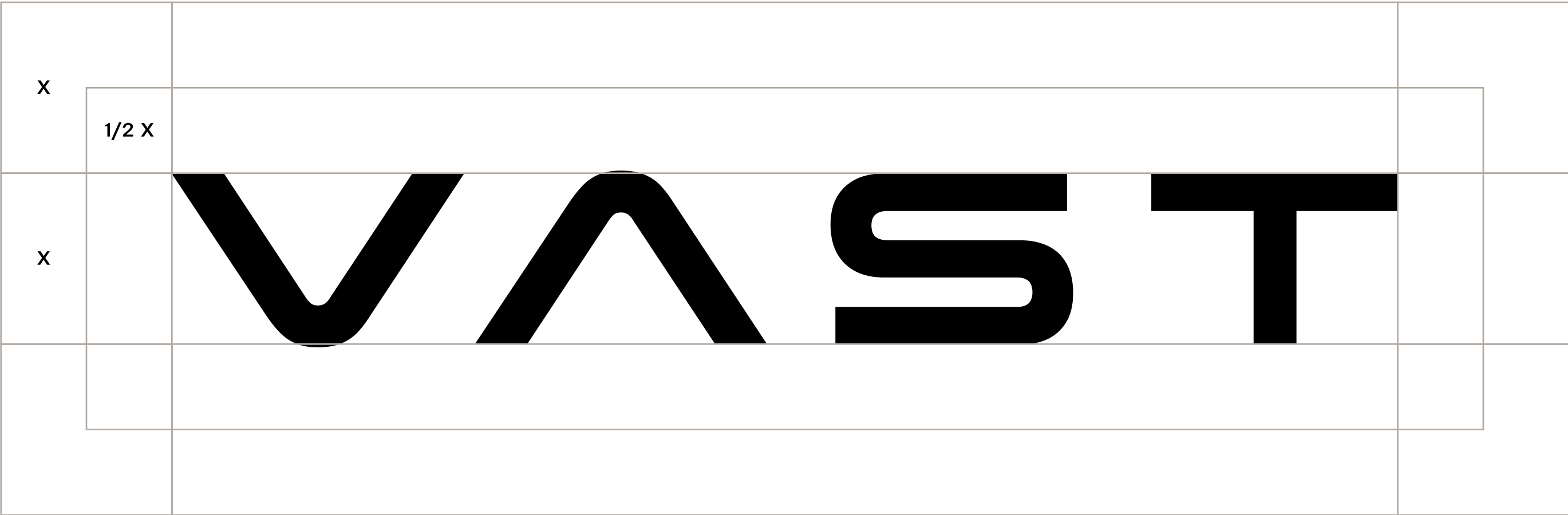
Wordmark

Clearspace and Minimum Size

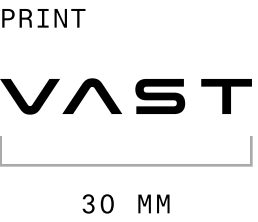
When applying our wordmark, it is paramount that it is given enough space from the margins and the other elements on the page. Depending on the size of the mark, two clearspaces that shift in size have been developed.

For both screen and print applications, the minimum width required for legibility of the wordmark is noted opposite. It is imperative to never use a size smaller than indicated to maintain the wordmark’s readability.

LOGOTYPE CLEAR SPACE



MINIMUM SIZES



Symbol

Overview

Our brand utilizes a symbol across design communications. The symbol can be used as an endorsing mark, or as a sign-off. However, the symbol should only be used if/when the Vast context is already evident.

The symbol is the secondary logo option and should be used sparingly. Please use the Vast wordmark in most instances.

Please never alter/modify, use with non-brand colors, or combine the symbol with any non-approved graphic elements. Do not create a new symbol.

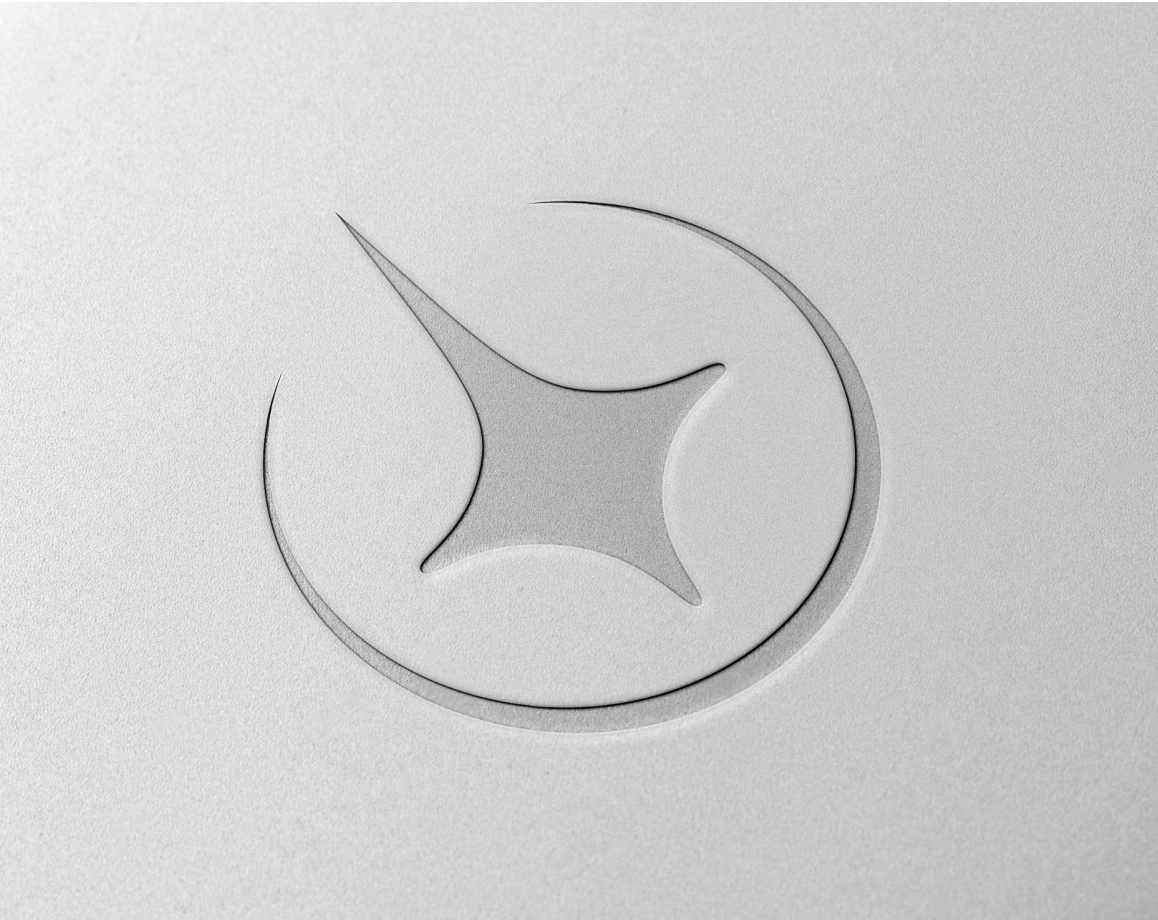


Symbol Usage

Demonstrated opposite are examples of how the symbol may be used as an endorsing mark, or as a sign-off.

The symbol should never be used as a lockup with the wordmark, or as the primary logo.

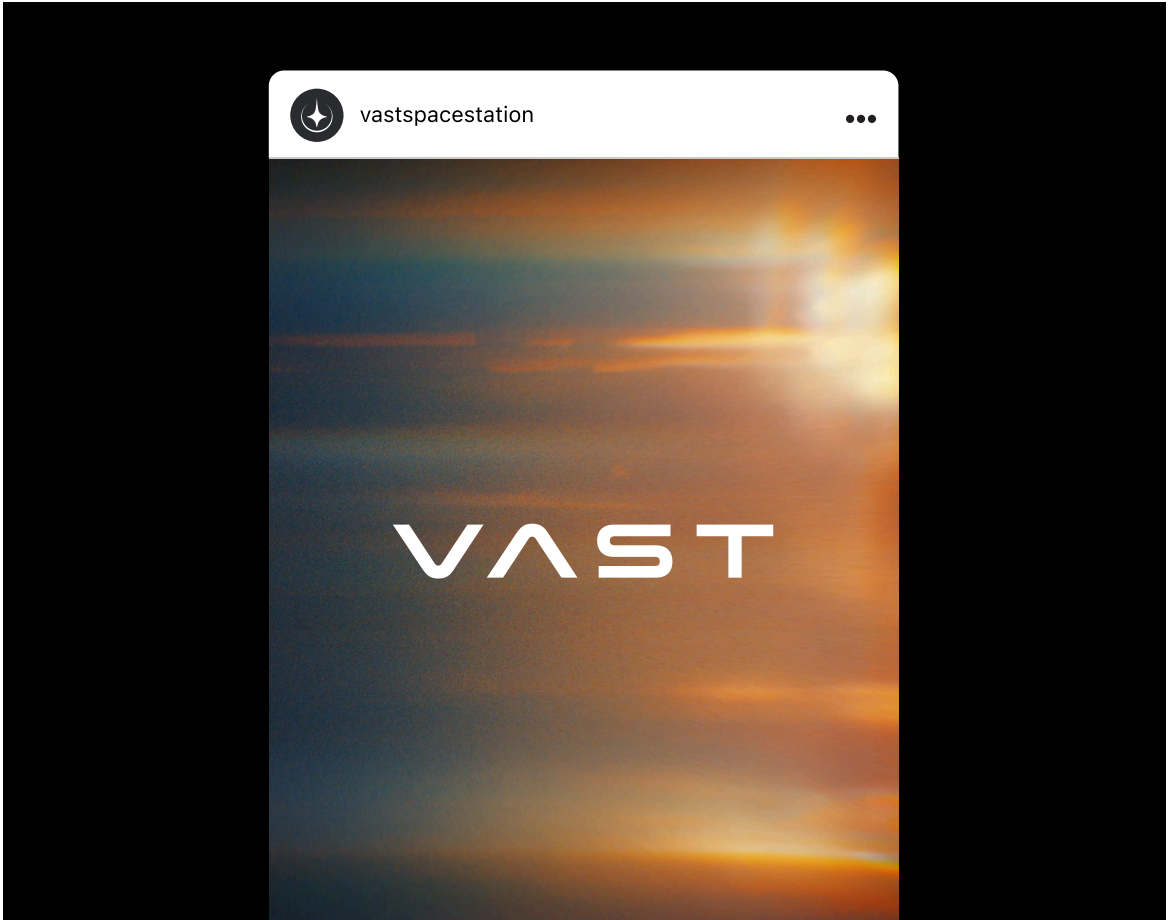
✓ SYMBOL USED AS SIGNAGE AT HEADQUARTERS



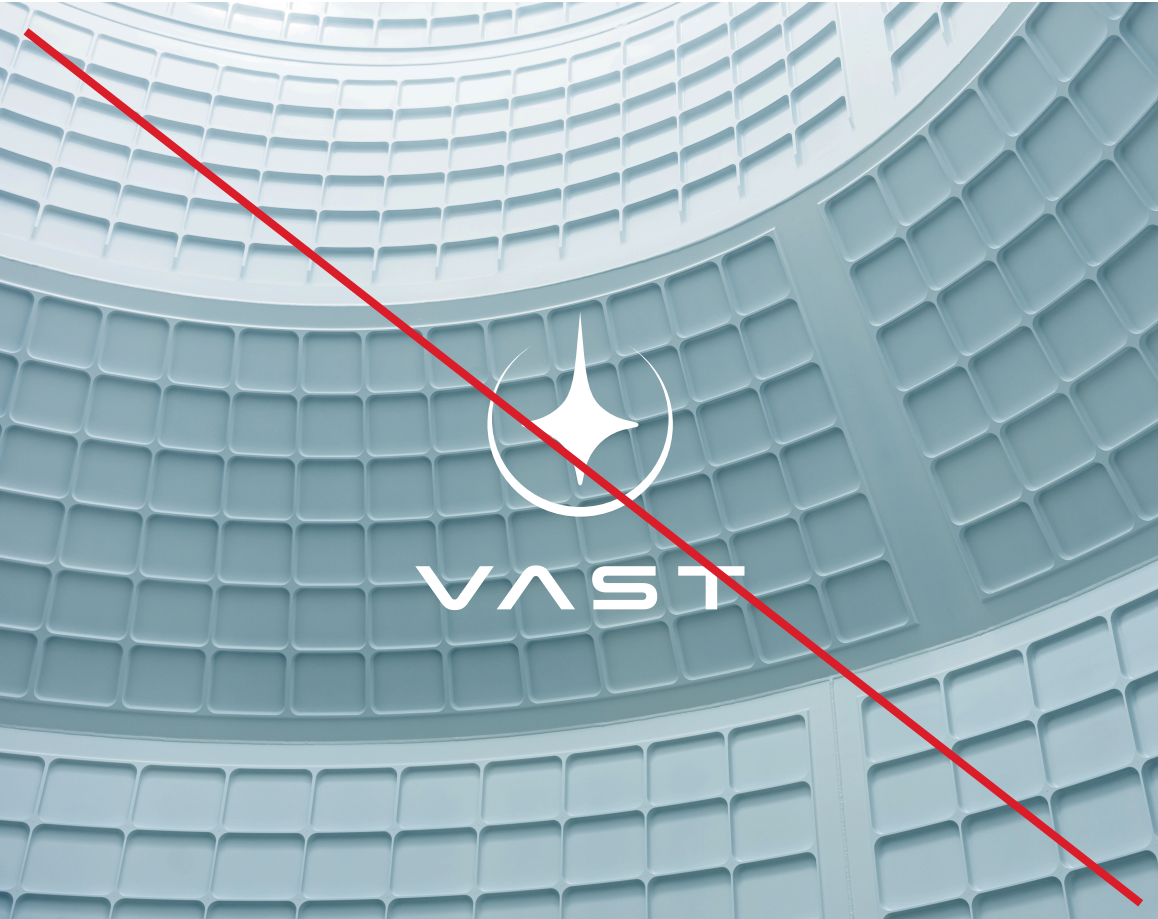
✓ SYMBOL USED ON STATIONERY AS A SIGN OFF



✓ SYMBOL USED AS A PROFILE AVATAR



✗ SYMBOL APPLIED AS A LOCKUP WITH THE WORDMARK



✗ SYMBOL USED AS LOCKUP ON COMMUNICATION



✗ SYMBOL USED AS THE PRIMARY LOGO



Symbol

Color Usage

The Vast symbol should exclusively be used in meteorite black or white. When placing the symbol over imagery, it must always be in white to ensure visibility. Please ensure sufficient contrast between the symbol and the image for clear legibility at all times.

Application note: For specific applications such as merchandise, the symbol can be used in warm white, warm gray, and moonrock.

Imagery note: For photography, the symbol should appear in meteorite black only when necessary for legibility.



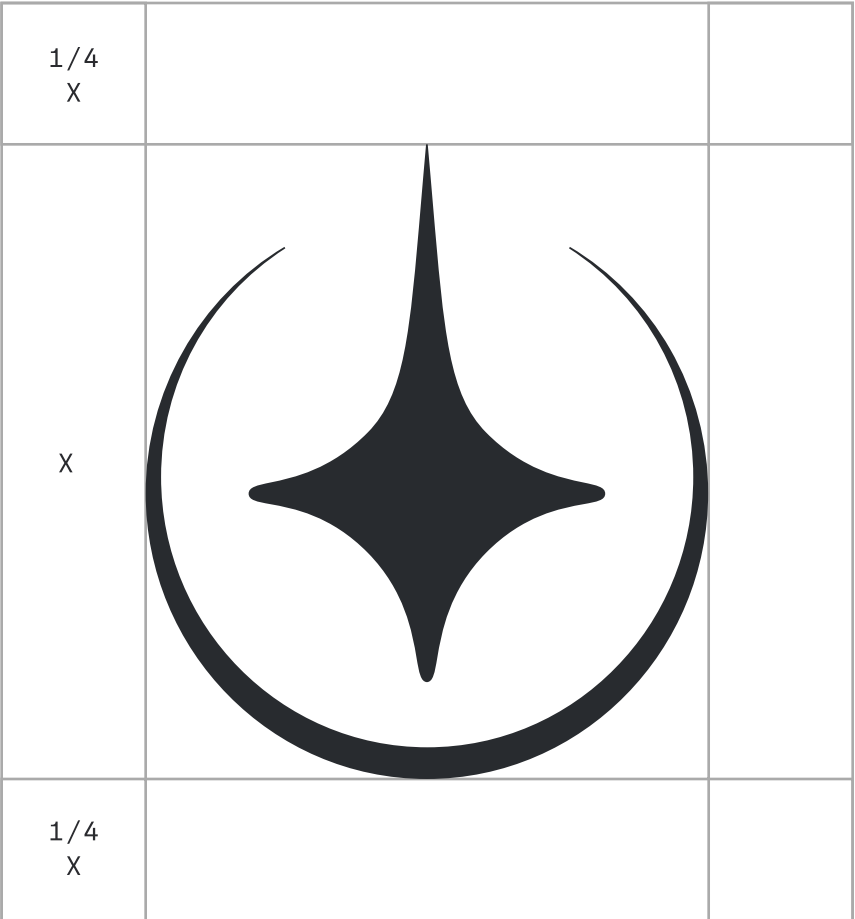
Symbol

Clearspace and Minimum Size

When applying the symbol, it is crucial to ensure it has adequate space from page margins and other elements. A clearspace rule equivalent to a quarter of the symbol's height should be consistently applied on all sides, across all versions of the symbol.

For both screen and print applications, the minimum width required for legibility of the symbol is noted opposite. It is imperative to never use a size smaller than indicated to maintain the symbol’s readability.

SYMBOL CLEAR SPACE



SYMBOL - MINIMUM SIZES

SCREEN



40 PX

PRINT



12 MM

Typography



S



Typography

Overview

Typography is a central component of our brand identity, serving as both a functional device for verbal communication and a contributor to our visual tone and voice.

Our brand utilizes two styles of typefaces, each fulfilling a unique role within our system. When used together, the typefaces create a unique and dynamic visual tone.

PRIMARY TYPEFACE
HEADLINE AND BODY COPY

Owners
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890&?!

SECONDARY TYPEFACE
CTAS, EYBROWS AND CAPTIONS

Phonic Mono
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890&?!

Typography

Hierarchy

It’s important to create effective hierarchy using typography for messaging. Please refer to the following type styles as a general guideline when setting type. Sizes for letter and line spacing should be adjusted based on media and reading environment.

HEADLINE	OWNERS (MEDIUM) 100-110% LEADING 0-3% TRACKING TITLE CASE
SUBHEAD	OWNERS (MEDIUM) 110-120% LEADING 0-3% TRACKING SENTENCE CASE
BODY COPY	OWNERS TEXT (REGULAR) 110-120% LEADING 0% TRACKING SENTENCE CASE
EYEBROW	OWNERS (MEDIUM) 110-120% LEADING 20% TRACKING UPPER CASE
STAT	OWNERS (MEDIUM) 100-110% LEADING 0-3% TRACKING TITLE CASE
CAPTION	PHONIC MONO (REGULAR) 120-130% LEADING 4% TRACKING UPPERCASE (PRIMARY) OR SENTENCE CASE (SECONDARY)
CTA	OWNERS (MEDIUM) 100-110% LEADING 0-3% TRACKING TITLE CASE
LINK	PHONIC MONO (REGULAR) 110-120% LEADING 4% TRACKING UPPERCASE

A New Kind of Space

One where you can feel right at home, millions, even billions of miles from home.

They say earth is finite. Limited by its resources and our human capabilities. We believe Earth is more expansive than anyone could imagine. We are extending what’s possible so earth never has a limit. Our mission is to expand humanity, our habitat and our resources infinitely.

HABITUAL VOLUME

3.7 kW

MISSION:
SEVEN-METER DIAMETER MODULE THAT PROVIDES
UNPARALLELED POTENTIAL FOR IN-SPACE ACTIVITY
INCLUDING ARTIFICIAL GRAVITY ENVIRONMENTS.

Reserve

MORE FEATURES →

Typography

Usage

Demonstrated opposite are examples of how Owners and Phonic should be used together, as well as typographic treatments to avoid.

✓ OWNERS FOR HEADLINE AND PHONIC FOR CAPTIONS

Primary Headline

Subheading lorem ipsum.

CAPTION TEXT LOREM IPSUM DOLER

VASTSPACE.COM

✓ OWNERS FOR HEADLINE AND STATS

Haven-1

Diameter	3.8 m
Height	10.1 m
Pressurized Volume	80 m³
Mass	13,200 kg
Power	13,200 W
Orbit	51.6°, 500 km
Crew	4

✓ PHONIC USED AS CAPTIONS IN FOOTER

CONTACT

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LONG BEACH
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INFO@VASTSPACE.COM

COMPANY

ROADMAP

UPDATES

TEAM

CAREERS

CONTACT

MEDIA ASSETS

✗ DON'T SET HEADLINES IN PHONIC

Headline Set in Phonic Mono.

Caption set in owner

vastspace.com

✗ DON'T SET HEADLINES IN ALL CAPS

ALL CAPS HEADLINE

VASTSPACE.COM

✗ FOLLOW TRACKING SET IN GUIDELINE

Headline with loose tracking.

CAPTION TOO TIGHT TRACKING

VASTSPACE.COM

Typography

Google Fonts

Owners and Phonic Mono must be consistently utilized in all Vast communications. When using Google programs such as Google Slides, Google Docs, or interfaces like mission control, please replace Owners and Phonic Mono with Google fonts Instrument and Azeret. These fonts are available for free download from Google.

PRIMARY TYPEFACE
HEADLINE AND BODY COPY

Instrument Medium
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890&?!

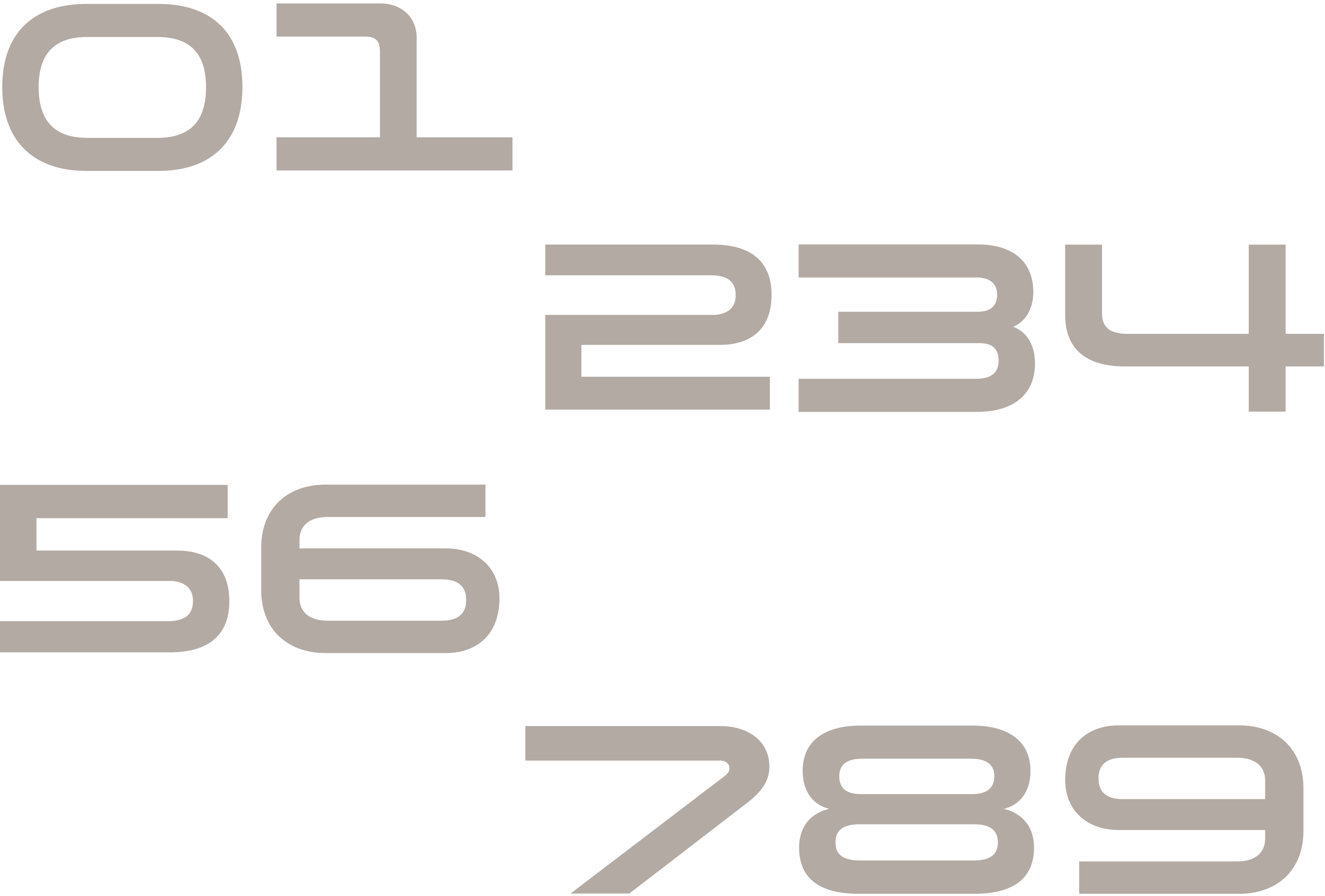
SECONDARY TYPEFACE
CTAS, EYBROWS AND CAPTIONS

Azeret Mono Light
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890&?!

Custom Numerals

Overview

Custom numerals, designed from the logo's letterforms, have been developed for applications needing numbers, offering more expressive possibilities. The following pages illustrate the use of these bespoke numerals.

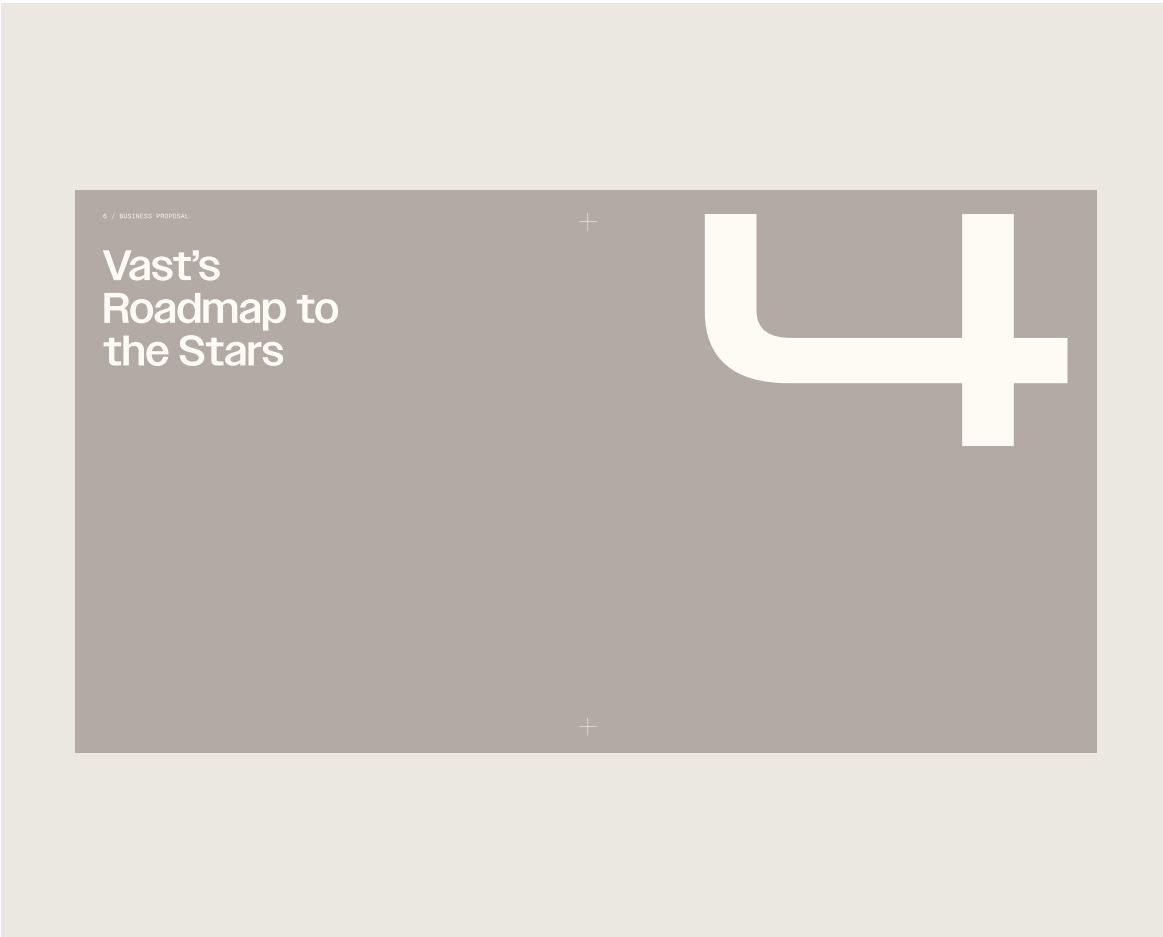


Custom Numerals

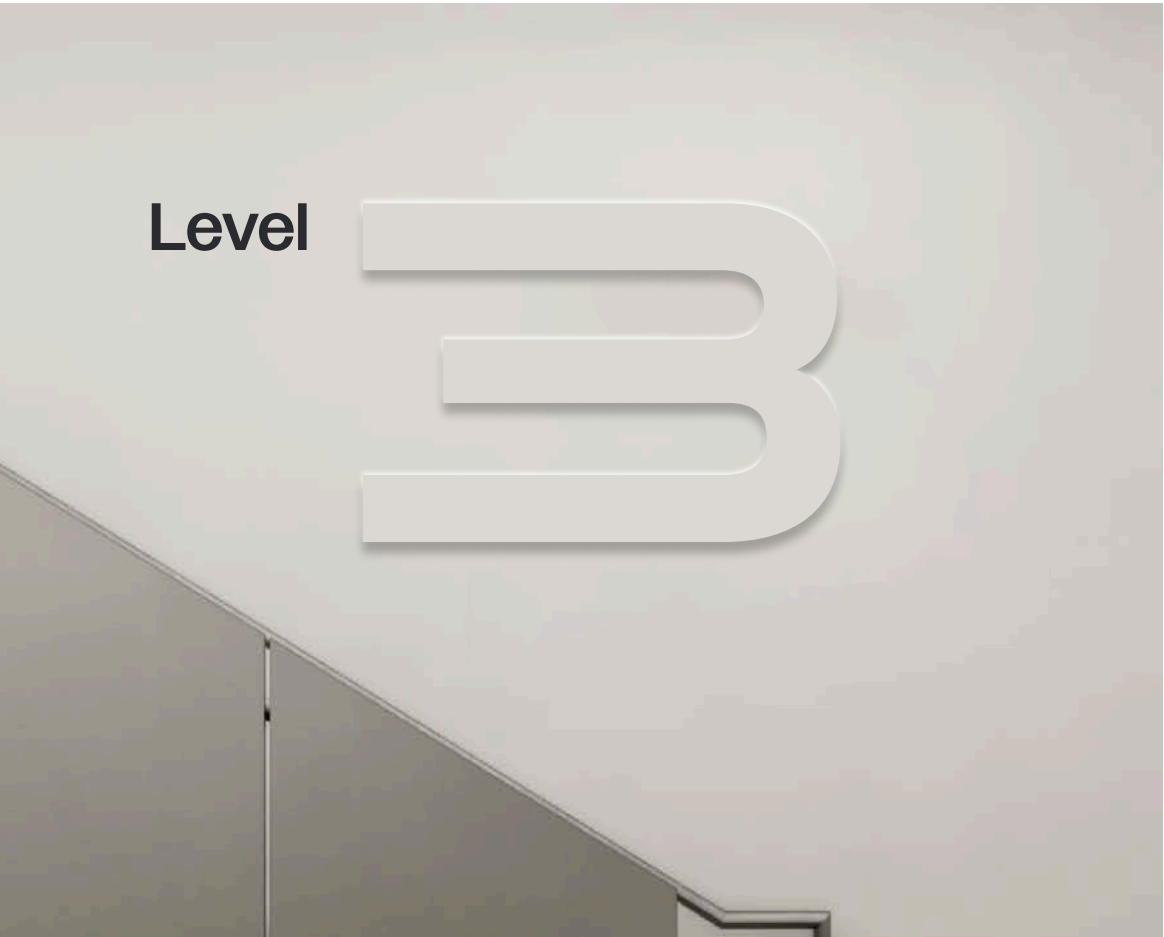
Usage

The custom numerals work best for large display sizes. The examples on the right show where and how to use the custom numerals, and where they should not be used.

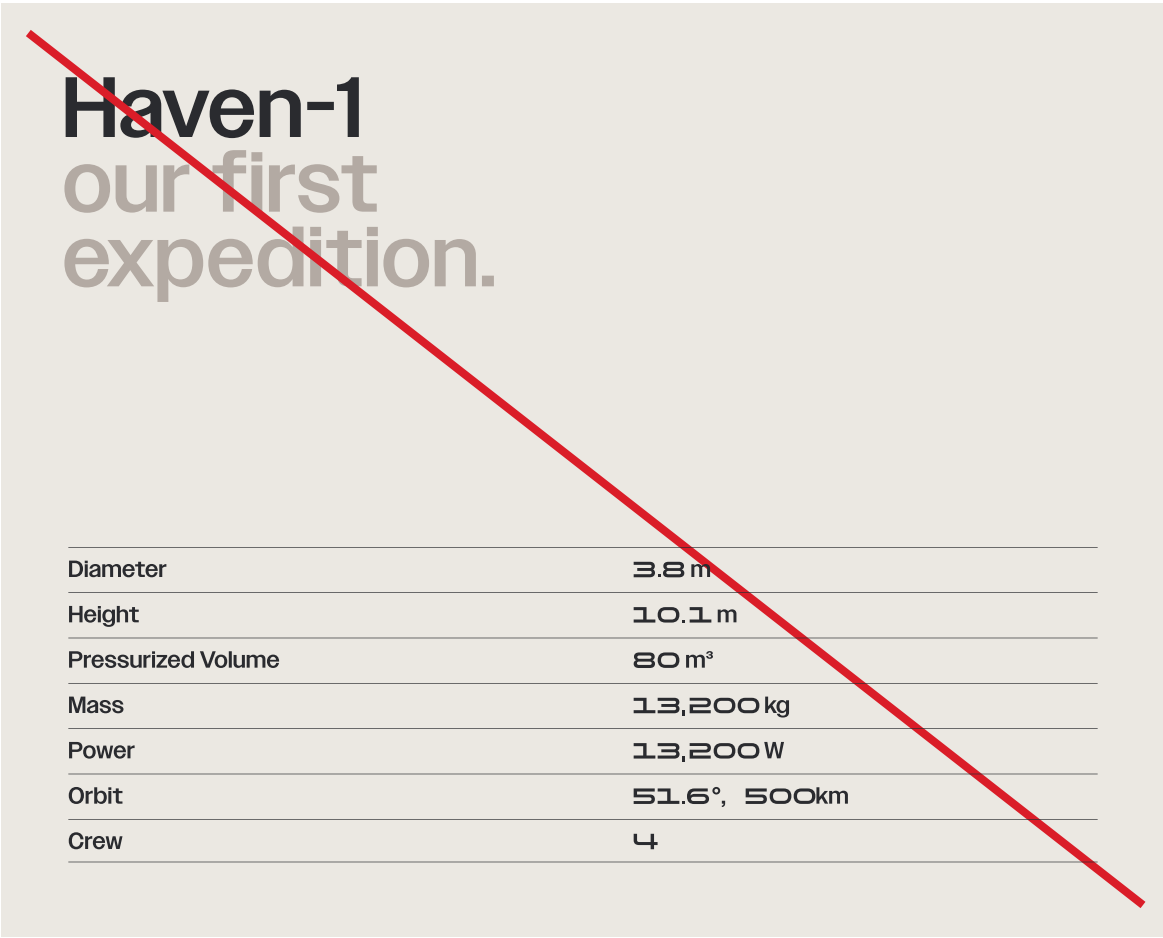
USE AS A SECTION DIVIDER



USE AS LARGE SCALE SIGNAGE



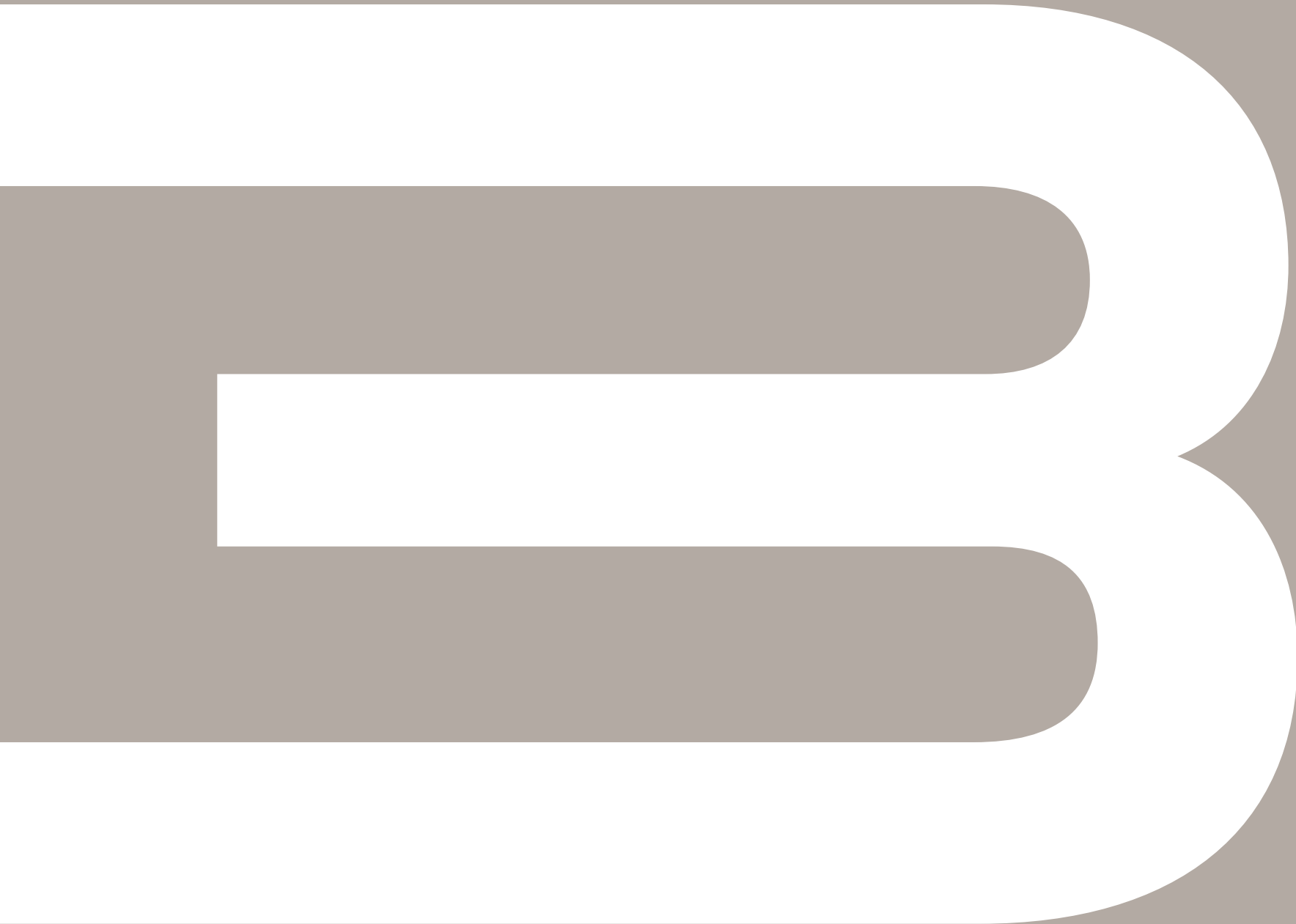
DO NOT USE FOR SMALL FUNCTIONAL DATA



DO NOT USE INLINE WITH OTHER TEXT



Color



Color Palette

Overview

The Vast brand colors consist of a series of warm, neutral tones that allude to both the colors of outer space, as well as the interior finishes of Haven-1.

The primary Vast brand accent color is solar orange, a reference to the warm glow of the sun that illuminates everything in the solar system.

<div>Meteorite Black</div> <div>HEX 42, 44, 47 RGB 73, 65, 61, 63</div> <div>PANTONE</div> <div>Black 7 C Black 7 U</div> <div>19-0508 TCX Peat</div>	<div>Moon Rock</div> <div>HEX #B3ABA3 RGB 179, 171, 163 CMYK 0, 6, 10, 35</div> <div>PANTONE</div> <div>Warm Gray 6 C Warm Gray 6 U</div> <div>15-0000 TCX Dove</div>	<div>Warm Gray</div> <div>HEX #ECE8E3 RGB 236, 232, 227 CMYK 6, 7, 9, 0</div> <div>PANTONE</div> <div>2330 C 2330 U</div> <div>12-4302 TCX Vaporous Gray</div>	<div>Warm White</div> <div>HEX #FDFCF4 RGB 253, 252, 244 CMYK 0, 0, 3, 0</div> <div>PANTONE</div> <div>9100 C 9100 U</div> <div>11-4300 TCX Marshmallow</div>	<div>White</div> <div>HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0</div>	<div>Solar Orange</div> <div>HEX #FF5623 RGB 255, 86, 35 CMYK 0, 81, 93, 0</div> <div>PANTONE</div> <div>172 C 1655 U</div> <div>17-1361 TCX Scarlet Ibis</div>
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Color Palette

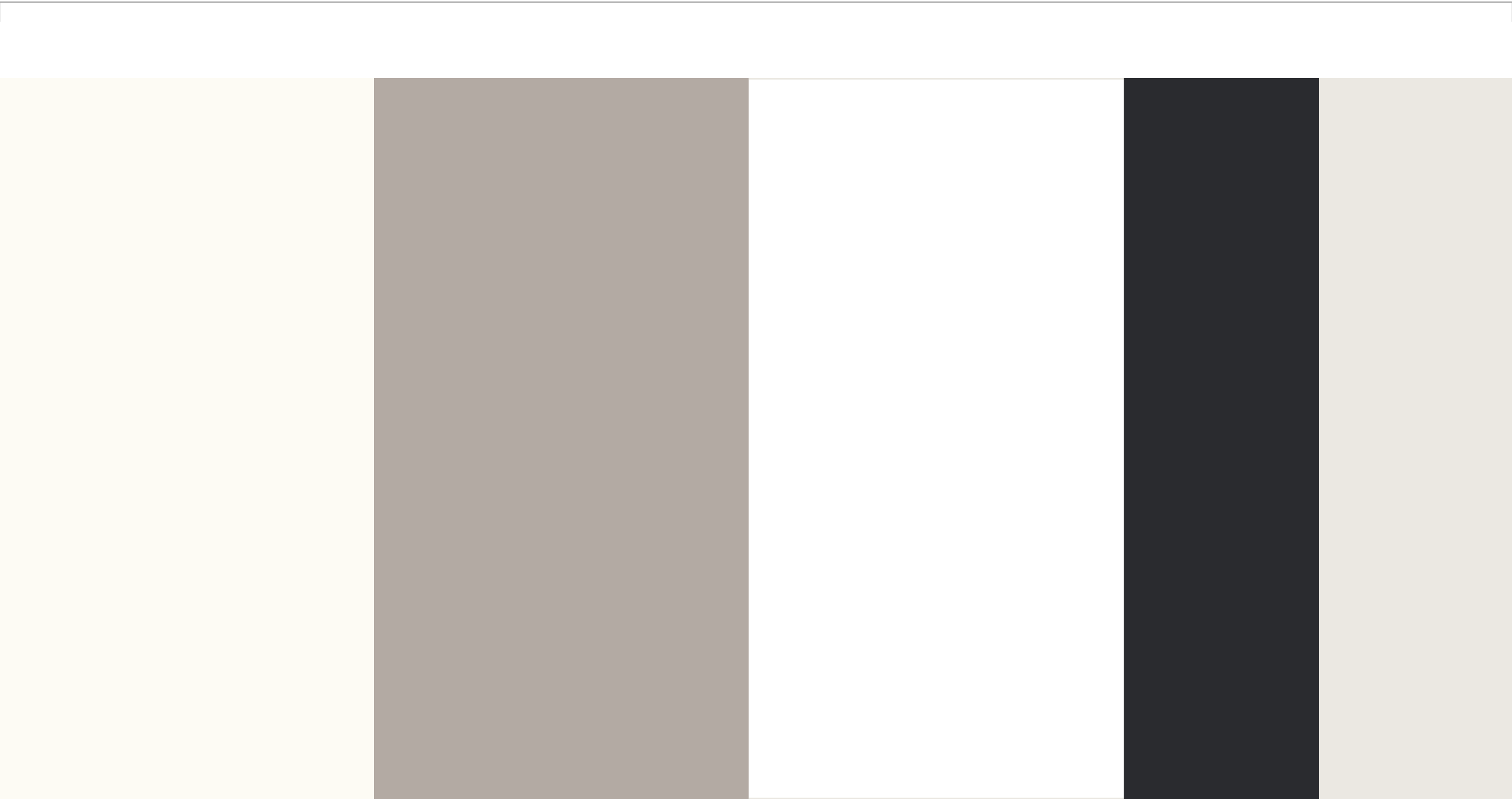
Color Hierarchy

When using color within the Vast brand, please refer to the color hierarchy chart.

The primary neutral colors are used most frequently, leading with warm white, moon rock, and white. Meteorite black and warm gray are used sparingly to keep the overall brand tone warm and light.

Solar orange is used only in select moments to create visual contrast and a pop of color. Please see the next page for a more in-depth look at how to use solar orange.

PRIMARY NEUTRALS



SOLAR ORANGE

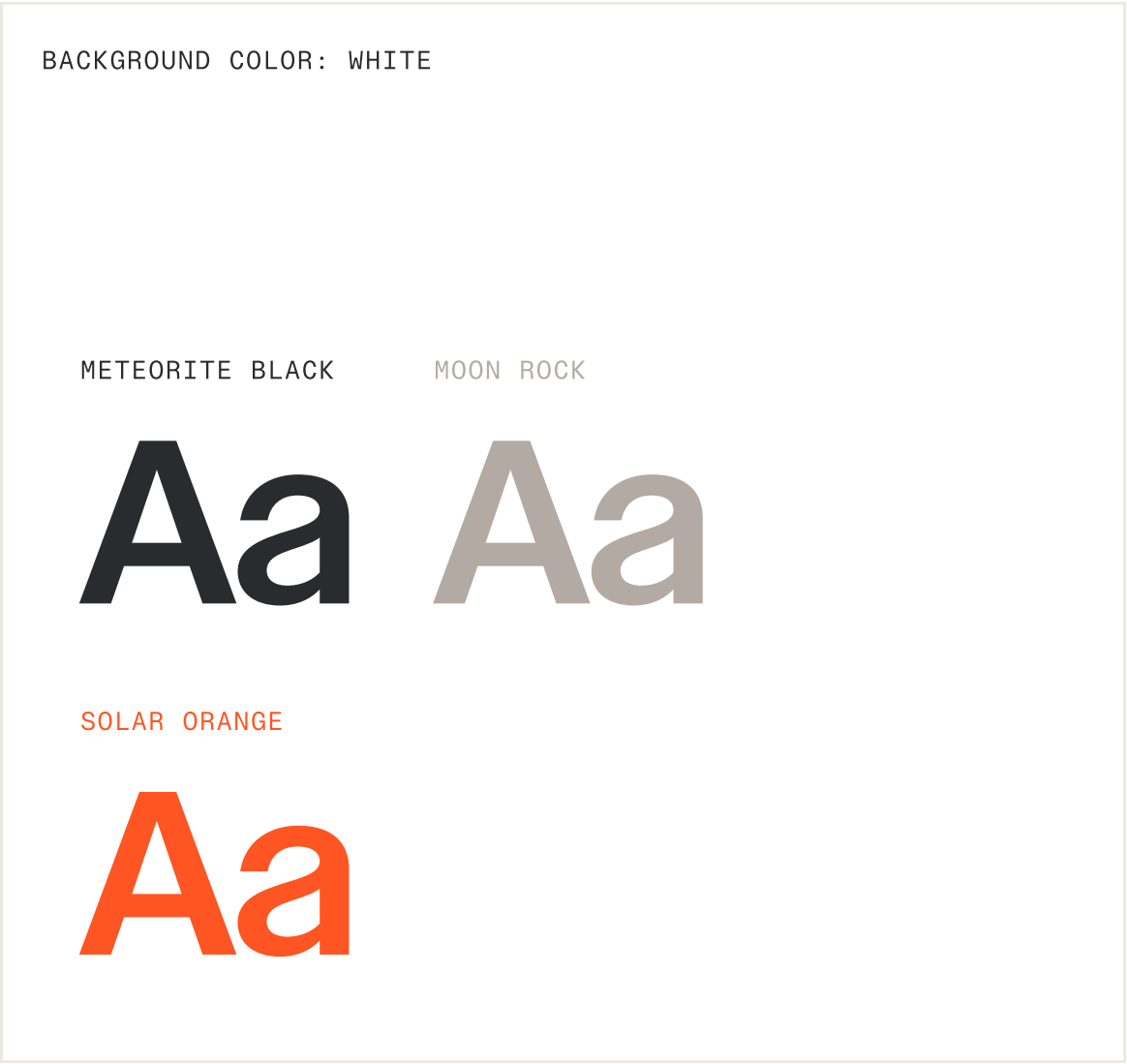


Color Palette

Primary Color Pairings

It is important to create sufficient contrast for optimum legibility when typesetting. These examples show color and type combinations on backgrounds that provide the right amount of contrast.

Solar orange should not be used for large areas of color, but for details where emphasis is needed.



Color Palette

Color and Type

Color is used to distinguish typographic hierarchy or provide emphasis where needed.

The following examples show how color can be used within text and statistics.

TEXT: PRIMARY COLOR USE
(SOLAR ORANGE HIGHLIGHT ON EYEBROW)

EYEBROW COLOR: SOLAR ORANGE

What We Are Building

Haven-1
Scheduled to be the world’s first commercial space station in orbit, Haven-1 will accelerate access to space exploration.

TEXT: SECONDARY COLOR USE
(MOON ROCK ON BODY COPY)

BODY COLOR: MOON ROCK

What We Are Building

Haven-1
Scheduled to be the world’s first commercial space station in orbit, Haven-1 will accelerate access to space exploration.

TEXT: TERTIARY COLOR USE (ON DARK BACKGROUND)
(MOON ROCK ON BODY COPY)

BODY COLOR: MOON ROCK

What We Are Building

Haven-1
Scheduled to be the world’s first commercial space station in orbit, Haven-1 will accelerate access to space exploration.

STATS: PRIMARY COLOR USE
(METEORITE BLACK)

STAT COLOR: METEORITE BLACK

254

MILES FROM EARTH

STATS: SECONDARY COLOR USE
(SOLAR ORANGE - WHERE EMPHASIS IS NEEDED)

STAT COLOR: SOLAR ORANGE

254

MILES FROM EARTH

STATS: TERTIARY COLOR USE (ON DARK BACKGROUND)
(WHITE)

STAT COLOR: WHITE

254

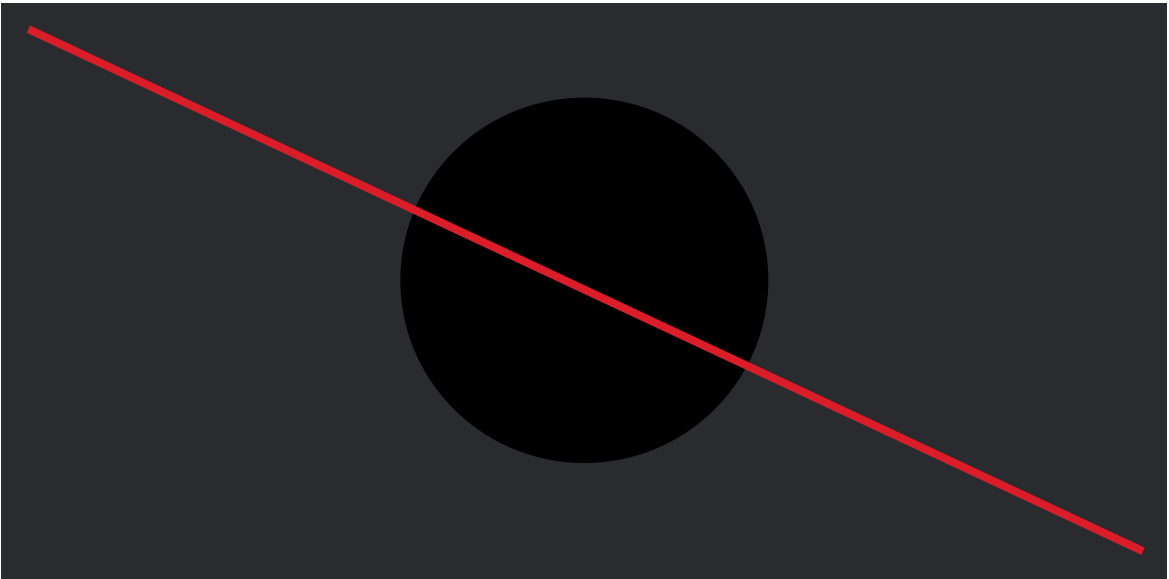
MILES FROM EARTH

Color Palette

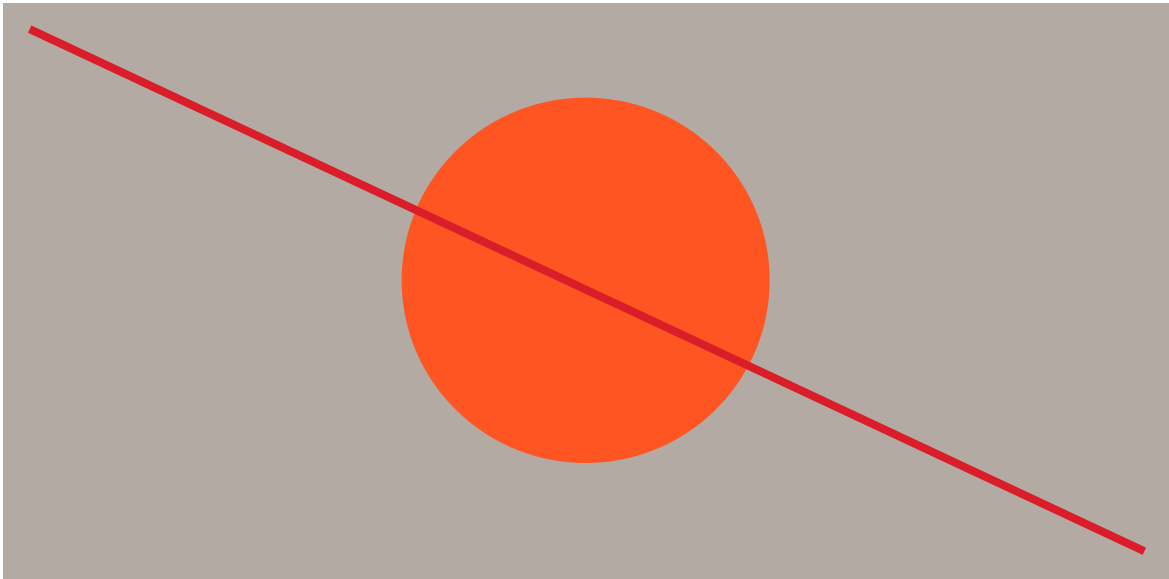
Color Misuse

It is important that the application and appearance of Vast colors remain consistent. The examples on this page show some common incorrect usages of our color system.

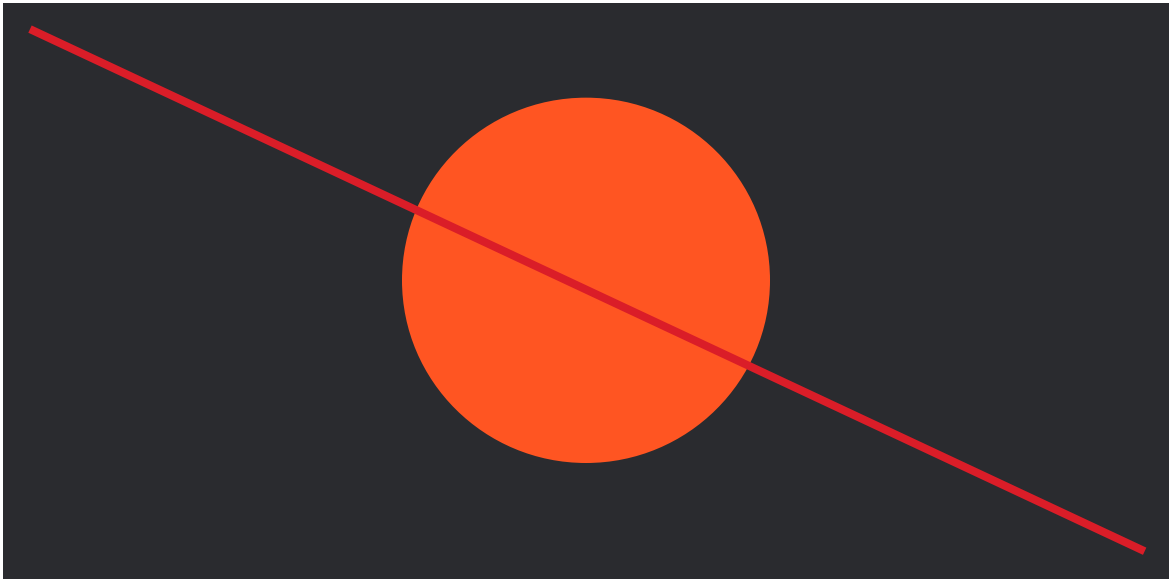
DO NOT USE 100% BLACK FOR GRAPHICAL DEVICES



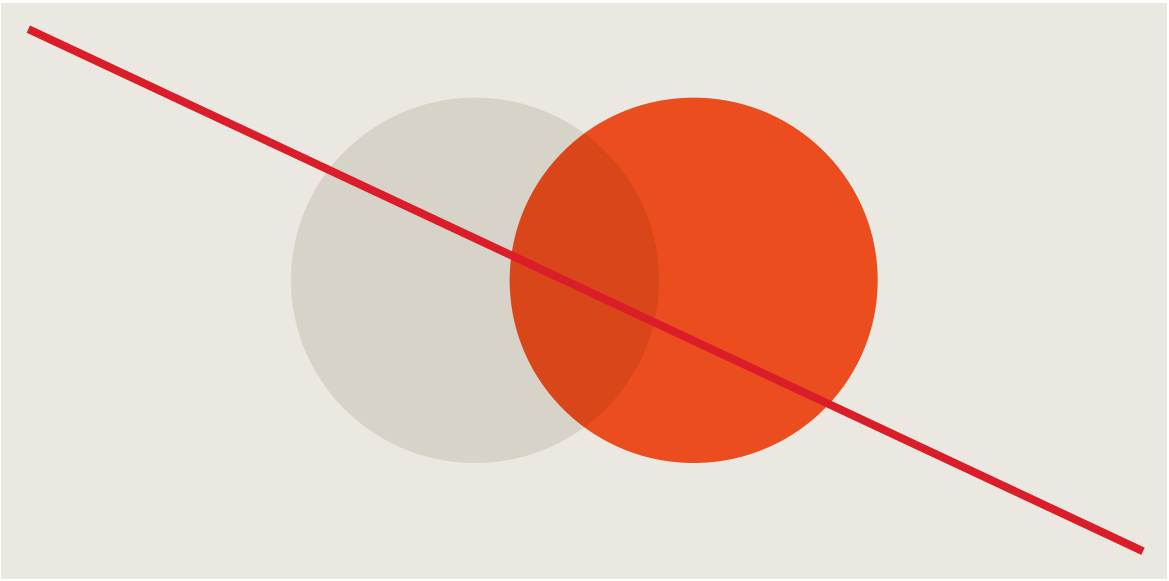
DO NOT USE COLORS THAT VIBRATE TOGETHER



DO NOT USE ORANGE ON BLACK



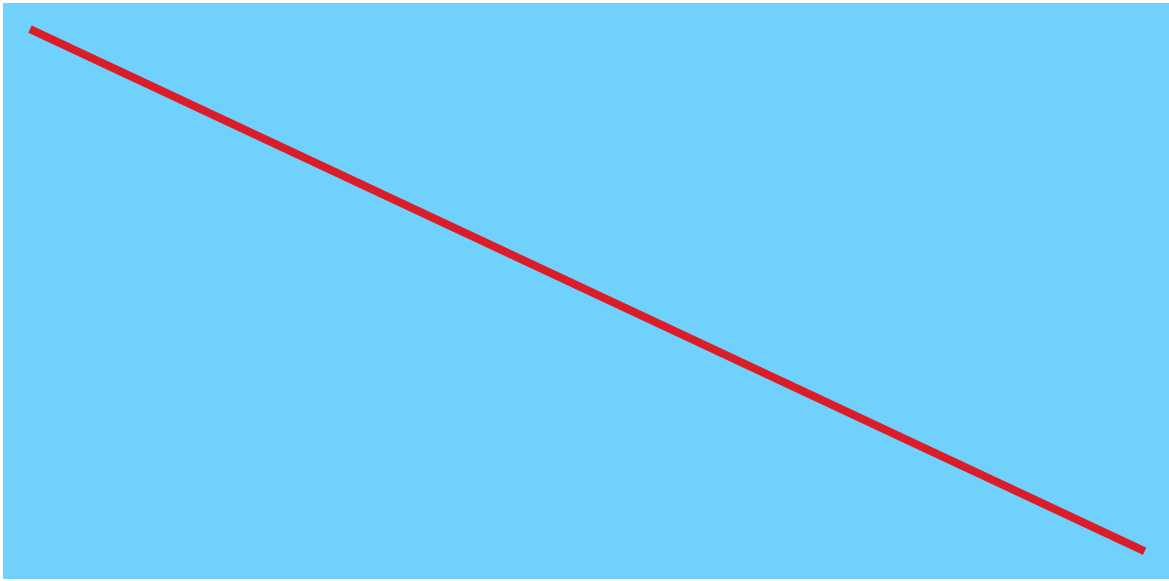
DO NOT USE THE MULTIPLY EFFECT



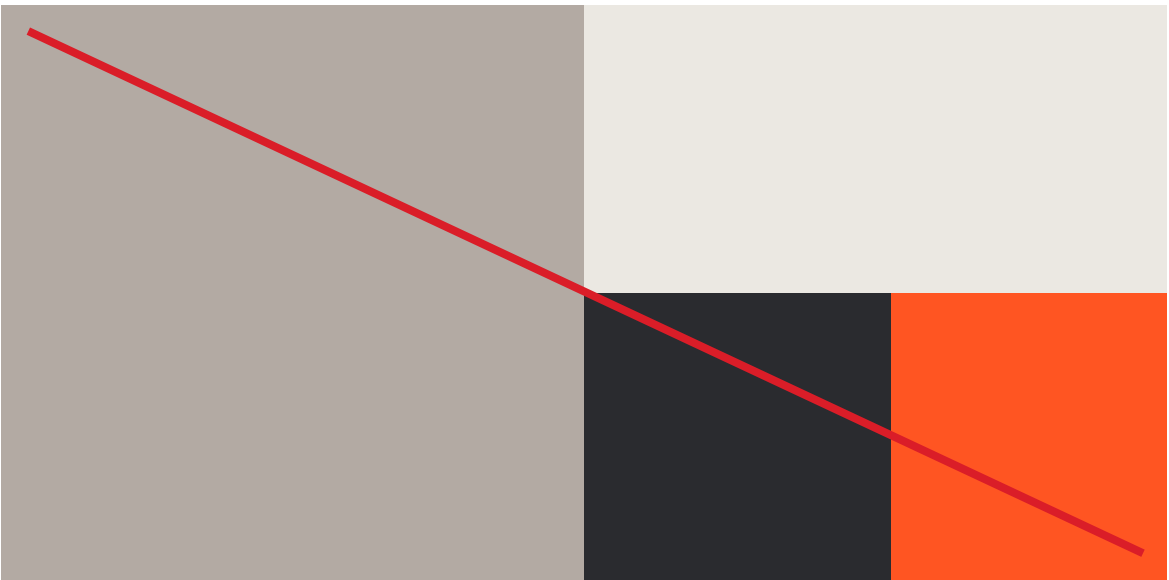
DO NOT USE SOLAR ORANGE AS LARGE FIELDS OF COLOR, IT SHOULD ONLY BE USED AS AN ACCENT



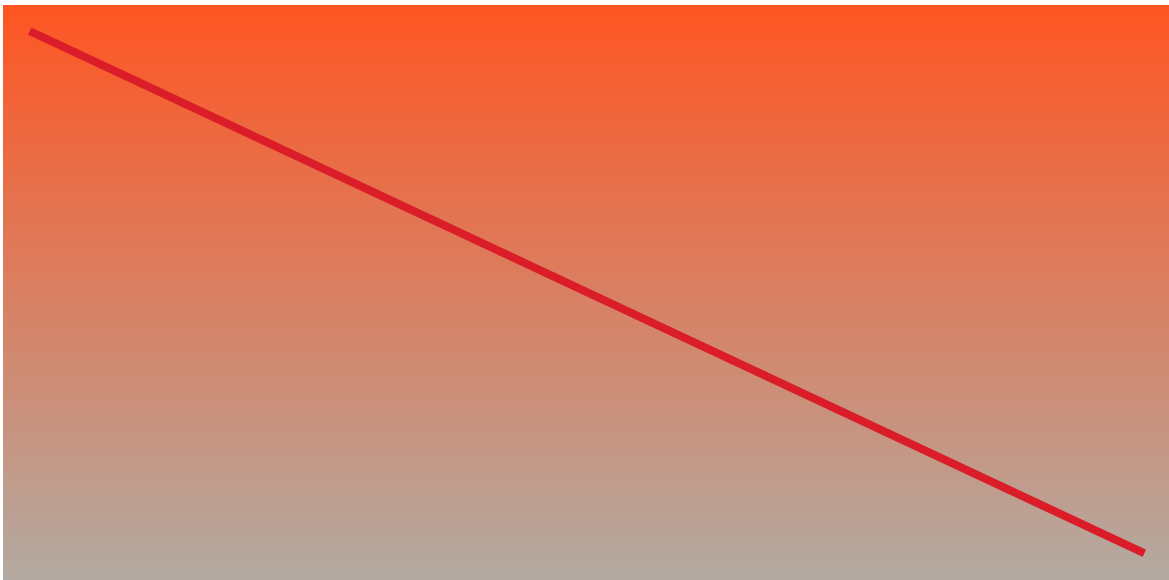
DO NOT INTRODUCE NEW COLORS



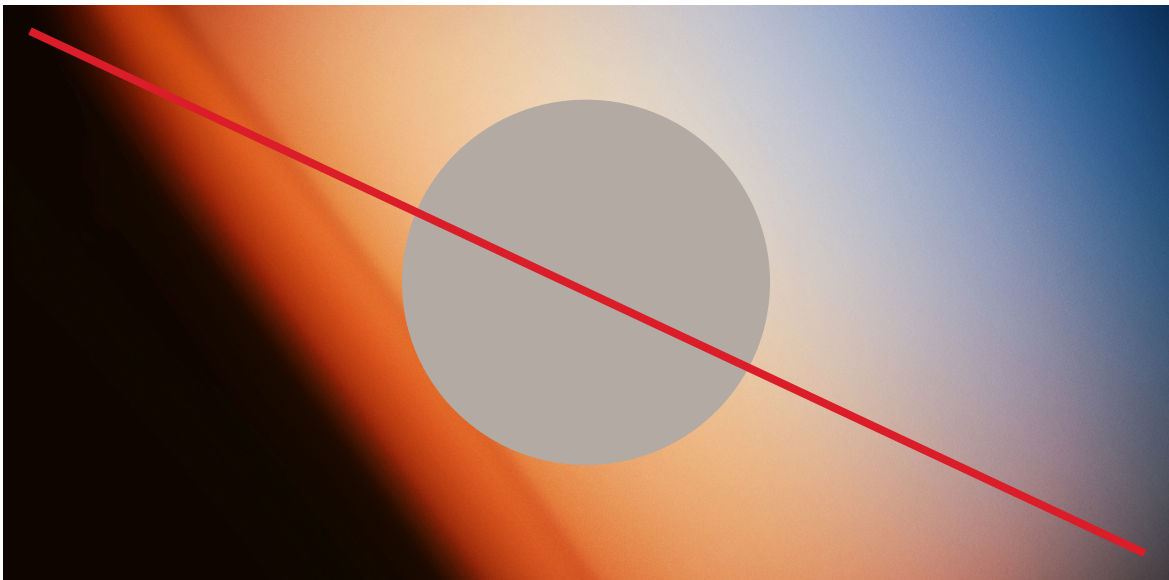
DO NOT COMBINE TOO MANY COLORS TOGETHER



DO NOT CREATE GRADIENTS WITH BRAND COLORS



DO NOT USE ANY COLOR OTHER THAN WHITE ON IMAGES



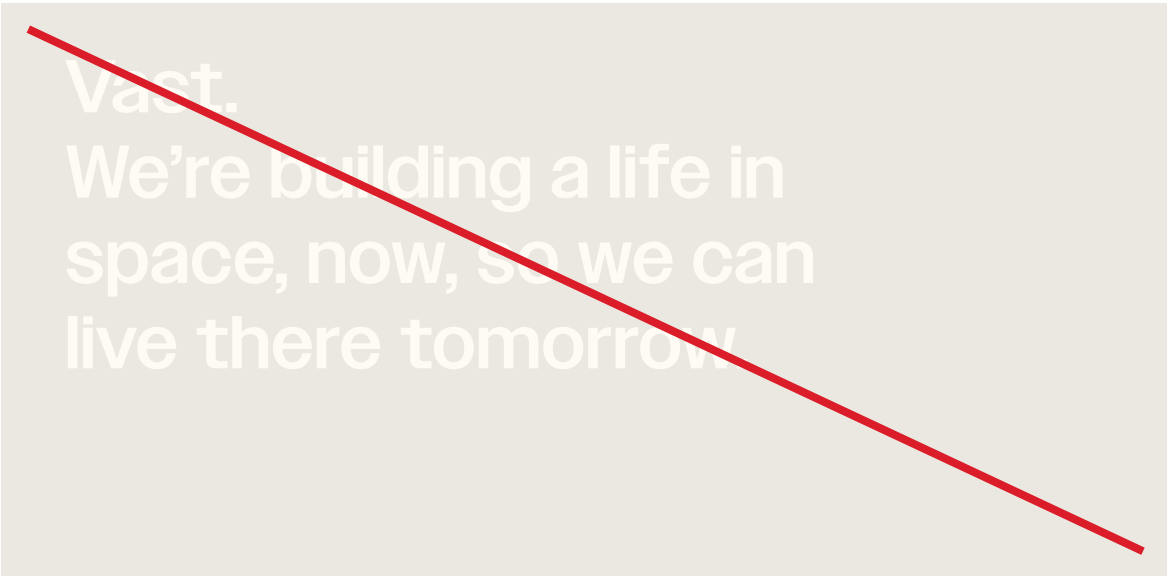
Color Palette

Color and Type Misuse

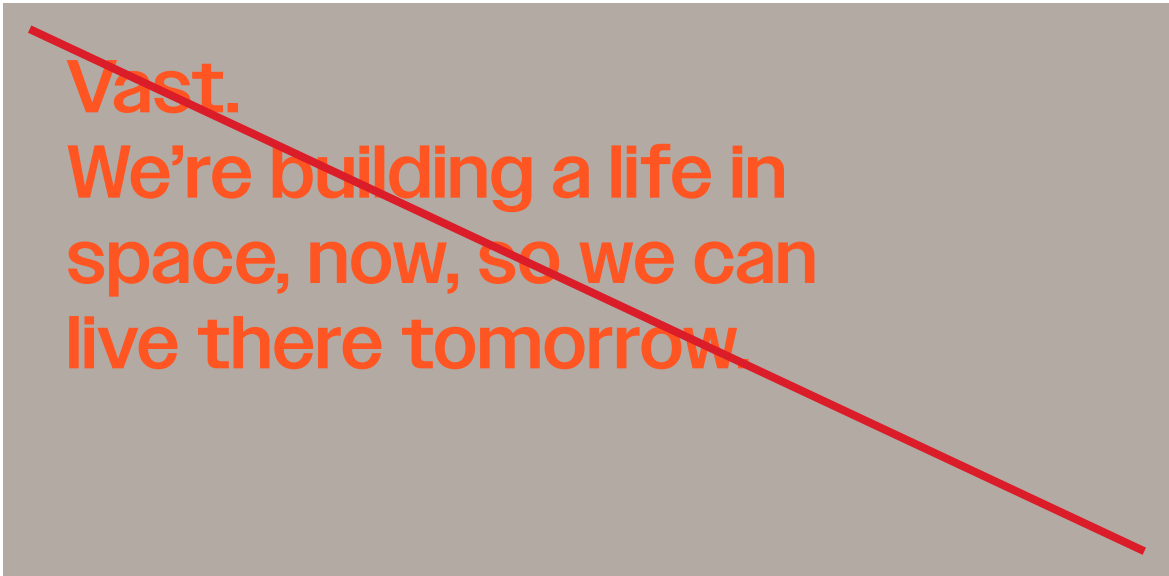
It is important that the application and appearance of Vast colors remain consistent. The examples on this page show some common incorrect usages of our color system.



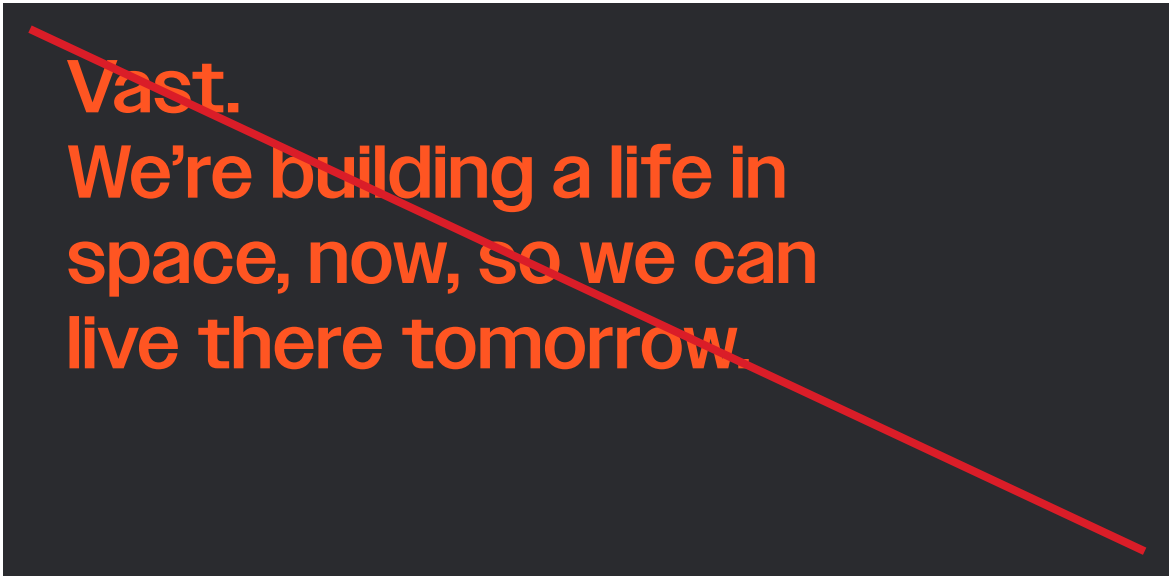
DO NOT USE LIGHT COLORS ON LIGHT BACKGROUNDS



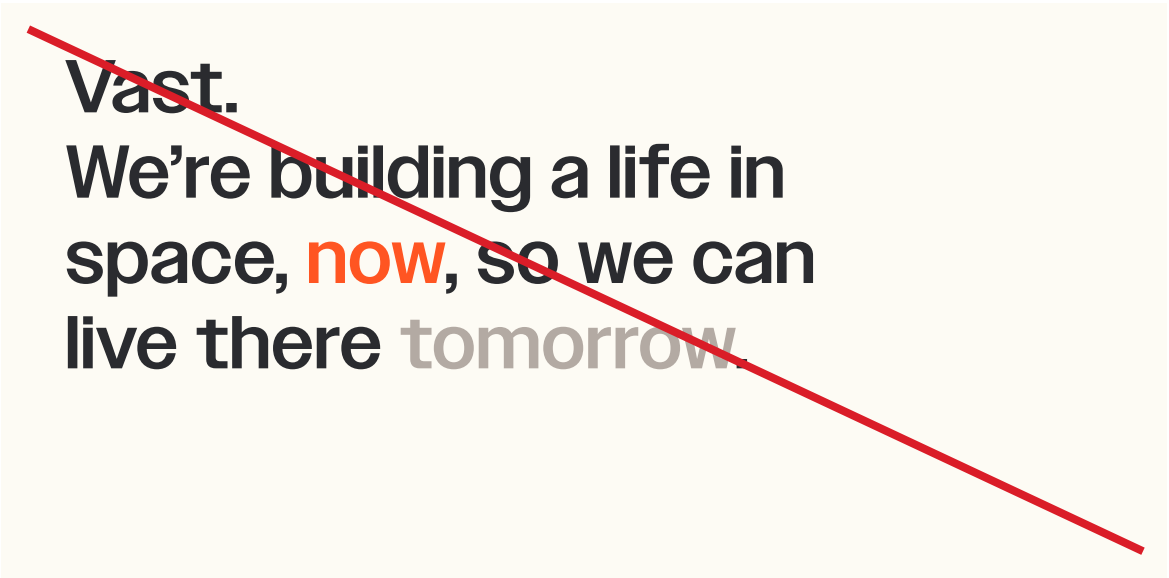
DO NOT USE COLORS THAT VIBRATE TOGETHER



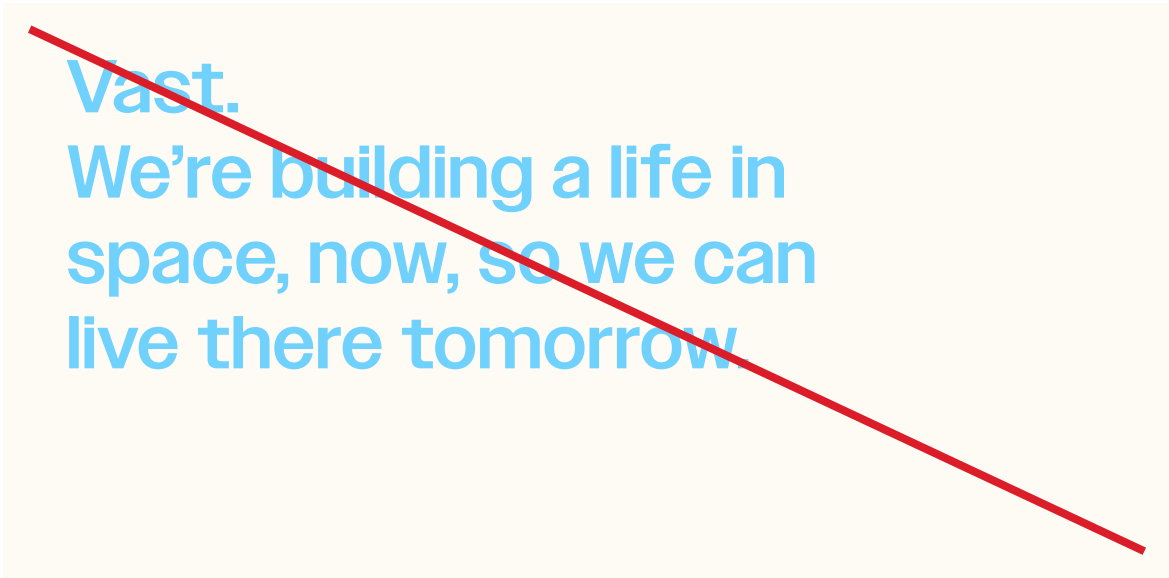
DO NOT USE ORANGE TEXT ON BLACK BACKGROUNDS



DO NOT USE TOO MANY COLORS TOGETHER



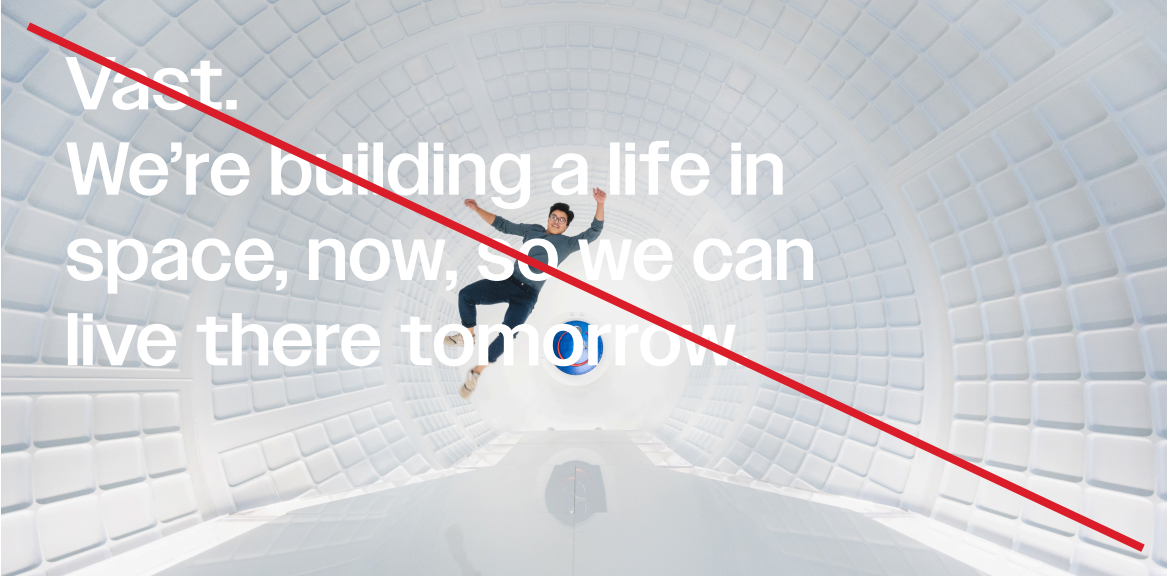
DO NOT INTRODUCE NEW COLORS



DO NOT USE ANY COLOR OTHER THAN WHITE ON IMAGES



DO NOT USE TEXT ON IMAGES WITH INSUFFICIENT CONTRAST



Thank You

