Style Guide

BlackStar Orbital Technologies Corporation

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TABLE OF CONTENTS

BLACKSTAR ORBITAL LOGO USAGE

BLACKSTAR LOGO USAGE

The official logo of BlackStar Orbital Tecnologies Corporation. Used for official BlackStar documents and statements from the BlackStar team to the public.

BLACKSTAR LOGO AND USAGE

The official logo of the BlackStar Orbital Technologies Corporation Used for official Diocesan branding, events, and discourse.

LOGO PARTS

The different pieces of the BlackStar logo can be used independently and in combination for BlackStar branding.

BLACKSTAR ORBITAL TECHNOLOGIES CORPORATION
EST. 2023

DOWNLOAD BLACKSTAR LOGO PACKAGE

CORRECT LOGO PLACEMENT

The BlackStar Logo should be placed in the upper-left, upper-right, or upper-center of a title page.

Logo placement in photos

The BlackStar Logo should be placed in the lower right hand corner of branded photos. (Example below).

COLOR PALETTE

The color palette of the BlackStar Orbital Technologies Corporation

Part 02

PRIMARY COLOR PALETTE

Color palette for all materials created for the BlackStar Orbital Technologies Corporation.

When to use HEX, RGB, or CYMK.

Hex colors are a way of representing colors from various models through hexadecimal values. These hexadecimal integers can be in a range of 00 to FF to specify the intensity of the color. A simple example of this is #000000. This color is pure black. Modern browsers now support transparency, providing 4,294,976,296 color codes. HEX colors are suited for on screen purposes, primarily in web design.

RGB is a color gamut of light using red, green, and blue to render colors on screen. RGB colors are suited to digital applications only — for instance, social media content and online fliers. Although RGB colors are vibrant on screen, they tend to give disappointing results when used for printing.

HEX	#000000
RGB	R0 G0 B0
CYMK	C100 M100 Y100 K100

HEX	#2C70B8
RGB	R44 G112 B184
CMYK	C84 M54 Y0 K0

HEX	#200164
RGB	R32 G1 B100
CMYK	C99 M100 Y20 K30

| 22% | 52% | 72% | 100% | 22% | 52% | 72% | 100% | 22% | 52% | 72% | 100% |

CYMK is also called a four-color process. It is a printing method using a combination of tiny transparent dots of four-ink (cyan, magenta, yellow, and black) are printed. Different combinations of small and large CYMK transparent dots overlap each other creating a wide spectrum of colors.

CYMK is suited for printing applications that are not one solid color.

TYPOGRAPHY AND LETTERING

The approved typefaces and hierarchy of fonts for branded BlackStar communications

TITLES

Montserrat Bold

Aa

ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789[$%#)(}?><^&@":|\!~

**DOWNLOAD MONTSERRAT
FONT PACKAGE**

BODY

Montserrat Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789[$%#)(}?><^&@":|\!~

TYPE HIERARCHY

MONTSERRAT BOLD — H1   Size 32 font or H1 for online, lead titles

MONTSERRAT BOLD — H2   Size 26 font or H2 for online titles

MONTSERRAT REGULAR — H3   Size 22 font or H3 for online subtitle

MONTSERRAT REGULAR — BODY   Size 12-18 font preferred for PPT copy

POWERPOINT

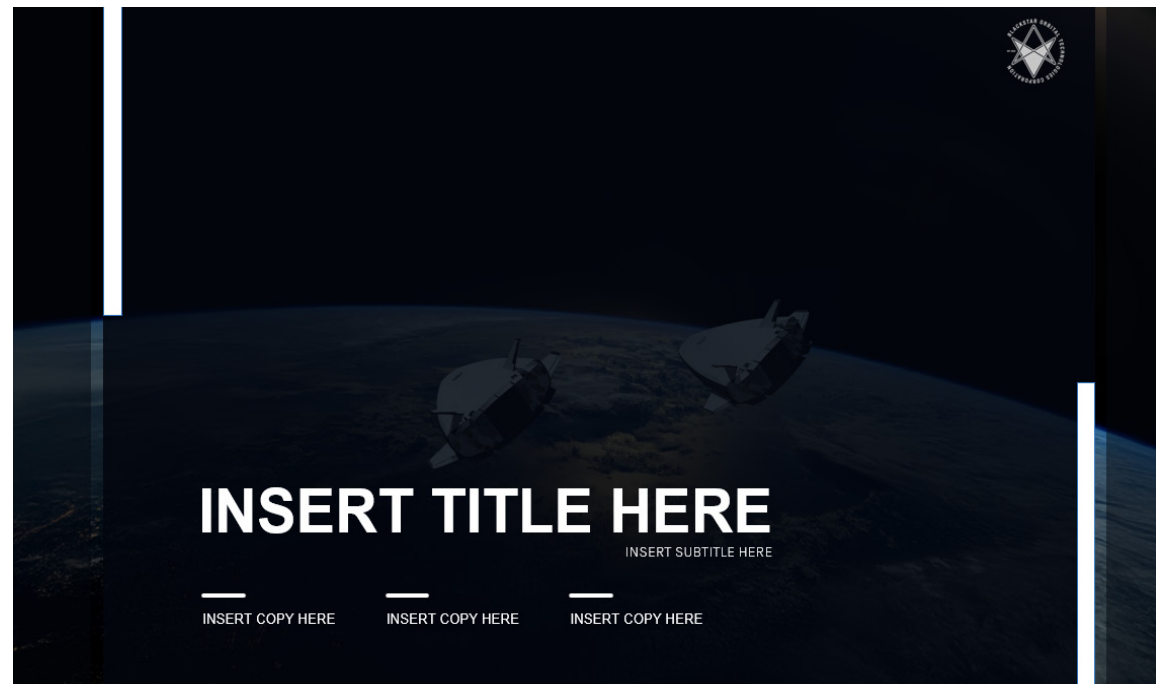Guidelines for PowerPoint Presentations and BlackStar PPT Template

Part 04

PRESENTATION

Template

The BLACKSTAR PowerPoint Template provides a foundation for all Diocesan presentations. Including the diocesan color palette, logo, and typeface, this template provides a head start when developing your Diocesan presentation.

DOWNLOAD PPT TEMPLATE

Guidelines for Presentations

1. Establish the presentation's goal and stick to it!
2. Keep the text to a minimum
3. Use large BLACKSTAR approved fonts
4. Decide on visuals
5. Be consistent with styling
6. Use the BLACKSTAR color palette
7. Use animations sparingly
8. Keep it simple!

INSERT TITLE HERE
INSERT SUBTITLE HERE

INSERT COPY HERE   INSERT COPY HERE   INSERT COPY HERE

EMAIL SIGNATURE

Ensure all email signatures maintain a professional and consistent format, including name, title, company logo, contact information, and any approved disclaimers, following the BlackStar Orbital brand guidelines.

SIGNATURE

Email signature for the staff and official representatives of the BlackStar Orbital Technologies Corporation using an @spacedrone.io email address.

Copy/Paste

Christopher "CJ" Jannette
CEO, BlackStar Orbital
321-446-3128
www.spacedrone.io

OFFICIAL TEAM TITLES

A guide for referencing the BlackStar Orbital Team

TEAM AND TITLES

NAME: Christopher Jannette
TITLE: President/CEO

NAME: Kit Carson
TITLE: CTO/Chief Engineer

NAME: Sean Hollis
TITLE: Chief Operations Officer

NAME: Elizabeth Christensen
TITLE: VP Business Development

NAME: Phillip Loiacono
TITLE: Chief Marketing Officer

NAME: Phil Hoegel
TITLE: Public and Media Affairs

OFFICIAL ADVISORS

A guide for referencing the BlackStar Orbital Team

ADVISORS

NAME: Terry Virts
TITLE: Technical Advisor - Advanced
         Space Flight

NAME: Don Platt, PhD.
TITLE: Technical Advisor - Vehicle
         Systems Engineering

NAME: Michael D. Leinbach
TITLE: Aerospace Engineer -
         former Shuttle Launch Di-
         rector at NASA's JFK Space
         Center, Florida

NAME: Cyrus Miryekta
TITLE: National Security Advisor

VIDEO GUIDELINES

Guidelines for the development and distribution of BlackStar Videos.

VIDEO TITLE TEMPLATES

The different pieces of the BLACKSTAR logo can be used independently and in combination for Diocesan branding.

DOWNLOAD BLACKSTAR LOGO PACKAGE

VIDEO STANDARDS

The official seal of the BlackStar Orbital Technologies Corporation. Used for official BlackStar documents and statements from the BlackStar team to the public.
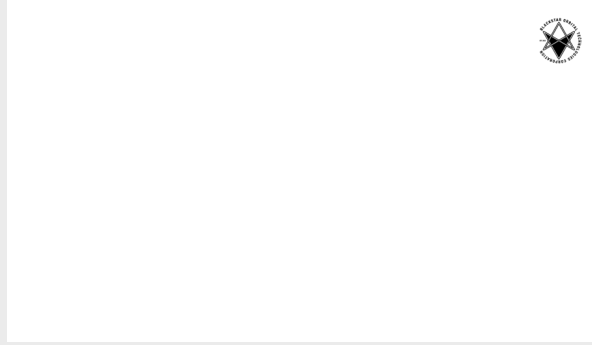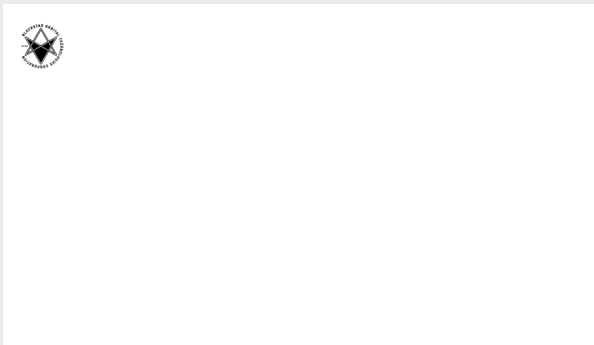
VIDEO BEST PRACTICES

The official logo of the BlackStar Orbital Technologies. Used
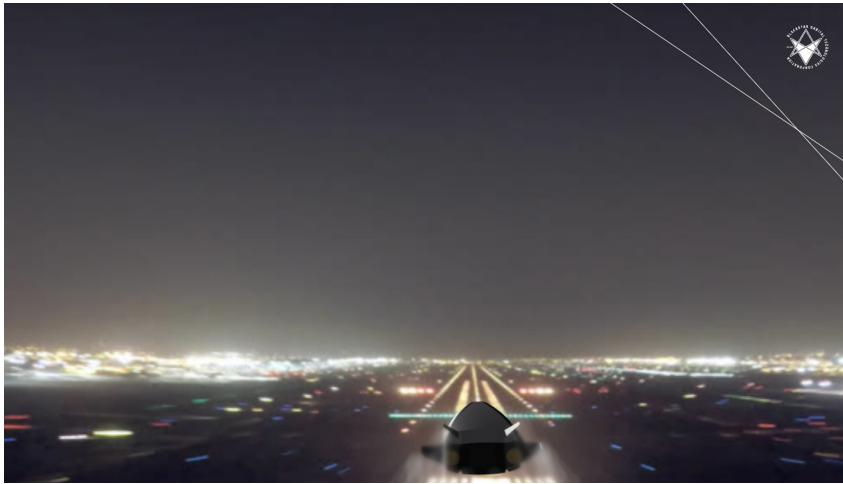for official BlackStar branding, events, and discourse.

VIDEO DISTRIBUTION

The BlackStar Logo should be placed in the upper-left, upper-right, or upper-center of a title page.

EXAMPLE PLACEMENT

The BlackStar Logo should be placed in the upper left/right hand corner or center for full screen.

THANK YOU

For any additional questions please email "Marketing@spacedrone.io".