

Visual Identity Manual 4.1

March 2018



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1. VISUAL IDENTITY AND COMMUNICATION

The SSC visual identity and communication are made up of the components described in this section. You will find templates and guidelines for using these available for download on an ftp site. What follows is a summary of those guidelines.

SSC corporate logo

The SSC logo is the visual representation of our brand. It plays a key role in communicating who we are – and reflecting the high levels of quality and trust we have built for more than 40 years. The logo emphasizes both our area of operations and spirit. The circular spheres symbolize astronomical bodies that form a person connecting with space. Thus, our logo represents our customers realizing their fundamental goal.

The SSC logotype consists of three core elements: the SSC graphic matrix, the SSC name and the SSC circle. The logo has been adapted into a range of approved logotype versions available for different printing and visualization requirements (see next page). Consistent reproduction of these versions strengthens awareness of our brand.



Overview of all SSC logotypes

The preferred SSC logo

This logo version of the SSC logo is always preferred.

Preferred version



The logotype in color. A blue circle (SSC Corporate Blue) with white symbol and wordmark.

The preferred version of the logotype in color.

Alternative versions

There will be applications that require black and white reproductions of the SSC logotype, for example: photocopies, invoices, faxes and similar documentation. For these usages please use one of the alternative versions provided.

1. Positive logo on dark background

Reproduces in SSC Corporate Blue against colored backgrounds. A white line has been added to the SSC circle to provide visual clarity. This is preferred for all applications for clothing, badges, etc.

Alternative versions



1. The basic version of the logotype in color with white outline.



2. The solid version of the logotype has no tinted (lighter) upper section



5. The negative of the logotype.

2. Solid version

100% corporate blue circle only (no lighter upper section). For reproduction on white or very light background only.

3. Negative version

The negative version has been created to reverse white out of a background color. The example illustrates reversed white out of SSC Corporate Blue. For colored or photographic background.



4. Black and white.



5. Spot color, PMS 295

4. Black version

Prints in solid black. Used for brand packaging when the SSC Corporate Blue version cannot be used, or when printing in black and white.

5. Spot color

To be used in one color/spot color printing applications. PMS 295 is the correct spot color code for SSC Corporate Blue according to the Pantone matching system.

6. Signage

The circle and symbol has been given color gradients (dark to light shade of corporate blue) to achieve a sense of depth. Only for signage.



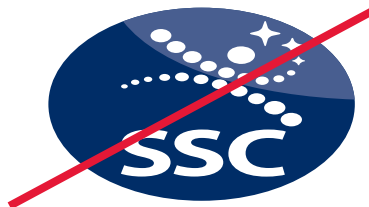
6. Color gradient version. For signs only.

Do not change or modify

The appearance of the SSC logo must never be altered in any way – under no circumstances. No translations, no use of other typography, no adding any other words or pictures or other additions or alterations of any other kind is permitted.

There is only one version of artwork for the logo. Artwork for the logo is supplied as an Encapsulated PostScript file (EPS) and can be downloaded at our intranet.

In every instance, it is essential that there is a good contrast between the logotype and the background. This is required to maintain the integrity of the logo and to ensure that it is easy to read and recognize. In most cases the logotype is positioned on a white background.



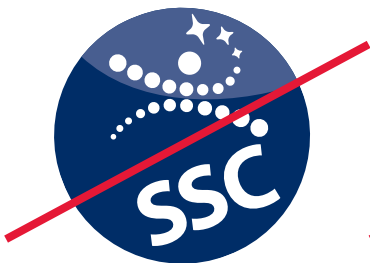
Never distort the logo.



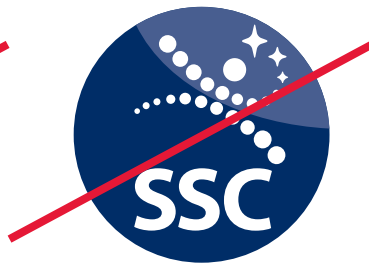
Don't crop the logo.



Never reproduce the logo on colors not present in the SSC color palette (see page 41).



Never rotate the logo.



Addition of names or words in near proximity to the logo is not permitted (see next page).



Do not reproduce over an image unless the background is plain and quiet.

Logotype sizes and free zone

It is important to keep a clear area around the SSC logos. As a guide, we have included rules for its placement, minimum size and exclusion zone around the SSC corporate logo.

Clear space

The figure below shows that when the height of the SSC logotype is taken as 100%, the distance between the logotype and the edge of the material must be at least 50% of the height.

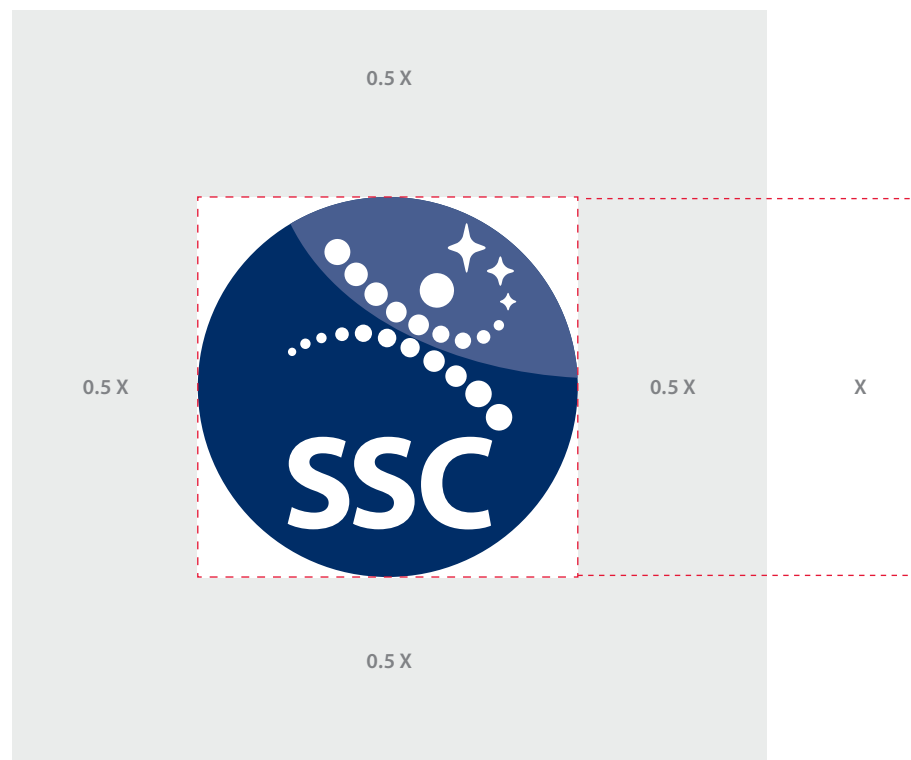
No other design elements should be present in this area.

Recommended sizes for the corporate logo

Paper size (mm)	Logo size (mm)
700 x 1000	60
500 x 700	40
A3, 297 x 420	30
A4, 210 x 297	20
Letter, 279 x 216, 11 x 8½	20
A5, 210 x 148	15
E65, 210 x 100	15
Business cards	13
For use on very small items only	5

Clear space

The minimum amount of clear space is equal to 50 % of the diameter of the logotype you use in the particular application.



Partner Branding

SSC partners with many organizations. To ensure consistent usage in our material, the SSC logotype should be positioned either to the left or above partner logos in the bottom-center of pages, slides, etc., as shown below. Recommended positions are shown below.

Horizontal Example

When SSC is the sender, the logo should be placed to the left of the partner brand.



Vertical Example

When SSC is the sender, the logo should be placed above the partner brand.



Color palette

Our colors are divided into two separate ranges – corporate colors and secondary colors. The corporate color range comprises the colors and tones in the SSC logo. The secondary range of colors is an extension of the corporate colors, offering separate color nuances for a wider use of colors in imagery (photography and illustrations).

Specifications for the colors are presented here. Note that the colors printed in this manual are reproduced in four-color offset. They must not be used as color references for printed matter.

Color Settings

CMYK-RGB:

RGB-settings can depend on which program you use and which color setting is in place.

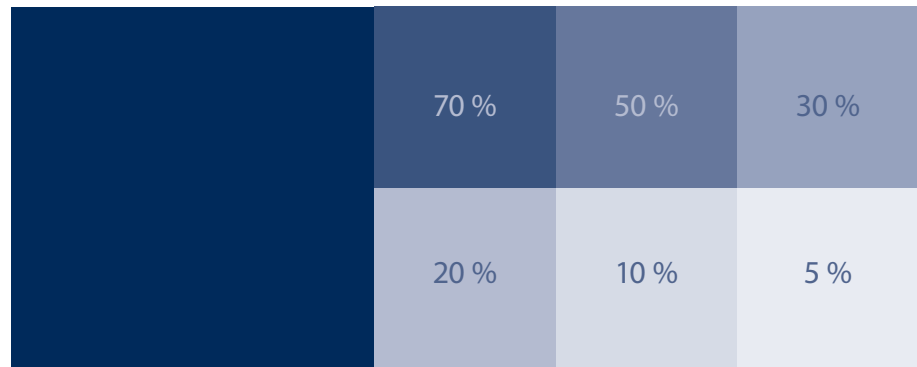
These RGB settings are found in Adobe CS and CC suites, Color setting "Europe General Purpose 3."

Presented CMYK and RGB values correspond to PANTONE® Plus Series Color Bridge (Revision 2014)

If you work with RGB, the program should be in RGB-mode.

If you work with CMYK, the program should be in CMYK-mode.

Corporate color range



Corporate Blue

PMS: 295
CMYK: 100, 70, 8, 54
RGB: 20, 37, 78

Secondary colors



Blue Green
PMS 3275
CMYK: 90, 0, 52, 0
RGB: 0, 162, 145



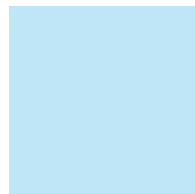
Highlight Green
PMS 7488
CMYK: 52, 0, 82, 0
RGB: 142, 193, 82



Orange
PMS 715
CMYK: 0, 54, 87, 0
RGB: 246, 141, 46



Purple
PMS Purple
CMYK: 40, 90, 0, 0
RGB: 167, 53, 139



Light Blue
PMS 290
CMYK: 23, 0, 2, 0
RGB: 205, 234, 250



Black
K: 100 *
PMS Black
RGB: 0, 0, 0



Black 52% **32%** **16%**
K: 52 K: 32 K: 16
RGB: 153, 153, 153 RGB: 194, 194, 194 RGB: 226, 226, 226


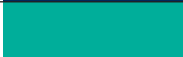

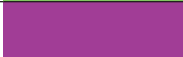

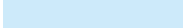
*For deep black with 250% ink coverage (common in 4-color offset printing) use CMYK: 60, 40, 30, 100

Color palette - intranet

These codes are used for the intranet and can be used in other digital media.










Hex (web)colors

Colors are presented as a result of mathematical calculations. Conversions may be inaccurate/approximate/useless. Always consult a professional and/or other publications before utilization. Beware colors can appear very different on different screens, printers, projectors etc.

Color	Use	Hex	Dec	Color
Corporate blue	Header/ background	#14254e	20, 37, 78	
Blue Green	Header/ background	#009999	0, 162, 145	
Highlight Green		#99cc66	142, 193, 82	
Purple	Header/ background	#993399	167, 53, 139	
Orange	Header/ background	#ff9933	246,141, 46	
Light Blue	backgrounds	#ccffff	205, 234, 250	

TellUs (intranet) colors

Additional colors being used for the SSC intranet, TellUs, as in page 31.


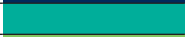




Color	Use	Hex	Dec	Color
Corporate blue	Main menu	#14254e	20, 37, 78	
Blue Green	Tbd	#009999	0, 162, 145	
Highlight Green	Calendar, Inks	#99cc66	142, 193, 82	
Purple		#993399	167, 53, 139	
Orange	Icons	#ff9933	246,141, 46	
Light Blue		#ccffff	205, 234, 250	
Blue	Webpart header	#3e6794	62, 103, 148	
Medium blue	GMS PA's	#91aece	145, 174, 206	
Cool grey		#e0dfdc	224,223,220	

Color palette - colors converted to NCS

These color codes are presented as a result of mathematical calculations. Conversions may be inaccurate/approximate. Always consult a professional and/or other publications before utilization. Beware colors can appear very different on different screens, printers, projectors etc.

Hex and NCS colors

Colors are presented as a result of mathematical calculations. Conversions may be inaccurate/approximate/useless. Always consult a professional and/or other publications before utilization. Beware colors can appear very different on different screens, printers, projectors etc.

Color	Hex	Dec	Color	NCS
Corporate blue	#14254e	20, 37, 78		6030-R80B
Blue Green	#009999	0, 162, 145		
Highlight Green	#99cc66	142, 193, 82		
Purple	#993399	167, 53, 139		2060-R40
Orange	#ff9933	246, 141, 46		1050-Y40
Light Blue	#ccffff	205, 234, 250		0520-R90B

Typography

Our approach incorporates two font sets (professional and office) that we will use globally for all media.

Typefaces for professionally-printed material

This set is for printed matters to be reproduced by professional printers and layout programs. Myriad Pro is the name of the typeface. It is a classic, universal and sans serif font that is well-suited to the SSC brand identity.

Neo Sans for headlines

The second set is for titles and short texts only. We use Neo Sans for headlines and phrases that can (or should) stand out. Neo sans is a modern sans serif with a 'high-tech' look and feel.

abcde 01234

Primary typeface

Myriad Pro is the typeface used for printed material such as business cards, brochures, advertisements, etc.

Use this typeface in its true form. This will guarantee a consistent, professional look across our communications. You can, of course, adjust letter spacing, kerning and leading for maximum readability. Do not condense, extend or otherwise distort type. Do not use extra letter spacing in titles, headlines or body text.

Myriad Pro light

AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%

Myriad Pro regular

AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%

Myriad pro bold

AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%

Myriad Pro italic

AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%

AaBbCcSs@012345

Headlines

Neo Sans is to be used for short but important texts only. Ideal for titles, headlines or eye-openers. It should be used sparsely but strategically.

Neo Sans regular

AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%

Neo Sans medium

**AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx-
YyZz0123456789%**

Neo Sans bold

**AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx-
YyZz0123456789%**

Typography

Our approach incorporates two font sets (office) that we will use.

Typefaces for office printing and digital presentations

The second set is for printed matters to be reproduced from Microsoft Office as well as for digital communications to be reproduced for Internet publication. We use Arial for headlines and shorter text, PowerPoint presentations, e-mails and websites, Times New Roman is used for letters and longer texts such as reports and proposals. Times New Roman for longer text in documents produced in Microsoft Office (or similar).

Typefaces for office applications

Arial, Arial Bold and Times New Roman are used for electronic material such as letters, PowerPoint presentations and e-mails.

AaBbCcSs012345

Arial regular

AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%

Arial bold

**AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%**

Times New Roman

AaBbCcDdCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789%

Typography scaling

Scaling typography size appropriately will help to clarify communications, provide emphasis and enhance visual effect. However, most communications applications must be tailored to suit various means of producing and reproducing forms of communications. Here are examples for professionally printed material.

Heading 1:

Neo Sans Medium, CAPS,
26/28 pt

HEADLINE 1

Heading 2:

Neo Sans Regular
PMS 295, 26/28 pt

Headline 2

Introduction:

Myriad Pro Semibold
10,5/15 pt

Quisit luptat la feum quat, se conseed ero odit nullam dolor ilisi. Ros do dolorper suscin hendiati amet lum ing et vullam, quam nulput. Ibh et ulput lumsandignim dip enim zzrit, quat.

Body text:

Myriad Pro Light
9/13 pt

Quisit luptat la feum quat, se conseed ero odit nullam dolor ilisi. Ros do dolorper suscin hendiati amet lum ing et vullam, quam nulput nibh eugait ipisit alisi.

Ibh et ulput lumsandignim dip enim zzrit, quat, quam zzriliquatio delit dolent lum dolent in hendre cor sit la feu faccum andrerilis dit wis ad minci eugiametum vel inis nibh exer si blan vel dolese dolore dolore modiam.

Subheading:

Myriad Pro Semibold
10,5 /13pt
PMS 295

Subheading

Quisit luptat la feum quat, se conseed ero odit nullam dolor ilisi. Ros do dolorper suscin hendiati amet lum ing et vullam, quam nulput nibh eugait ipisit alisi.

- Quisit luptat la feum quat, se conseed ero odit nullam dolor ilisi.
- Ros do dolorper suscin hendiati amet lum ing et vullam,

Marked words:

Myriad Pro Light Italic

Ros do dolorper suscin hendiati amet lum ing et vullam, quam nulput nibh eugait ipisit alisi.

Ibh et ulput lumsandignim dip enim zzrit, quat, quam zzriliquatio delit dolent lum dolent in hendre cor sit la feu faccum.



Caption:

Myriad P Pro Light
Italic 9/13 pt

Quisit luptat la feum quat, se conseed ero odit nullam dolor ilisi.

Imagery, photography & illustrations

We use imagery to communicate our offer in a compelling and immediate way to make a meaningful connection with our audiences. The imagery has to support our strategic intentions as well as meet practical communications needs. To support this in a purposeful manner, we have defined imagery to function across six categories;

- corporate imagery
- people pictures
- business area imagery
- solution pictures
- solution illustrations
- graphic elements

These categories are further explained in following pages.

Note: some of the images are not owned by SSC Group and are only for demonstration purposes.

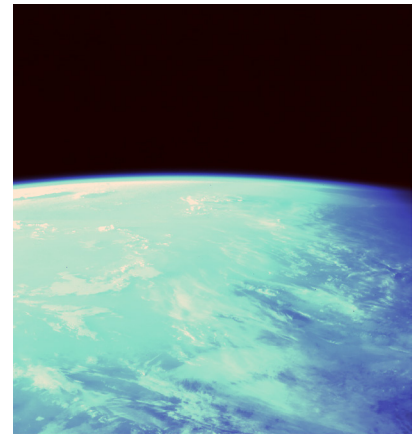
Corporate imagery

Main purpose

Create awareness and build our company reputation in overall business category.

Core theme

Circular spheres showing Earth, astronomical bodies as well as products or services that symbolize mankind connecting with space. These pictures are characterized by their beautiful, almost graphic nature. They have a feeling of closeness to Earth, to bodies in space and to nature, and give a sensation of movement.



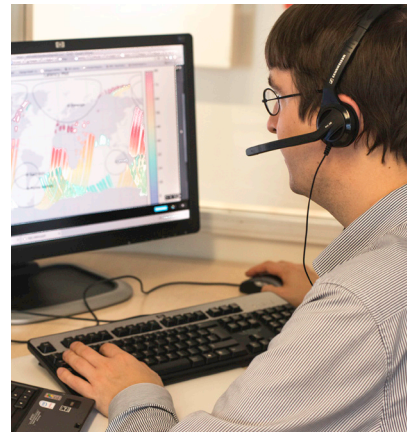
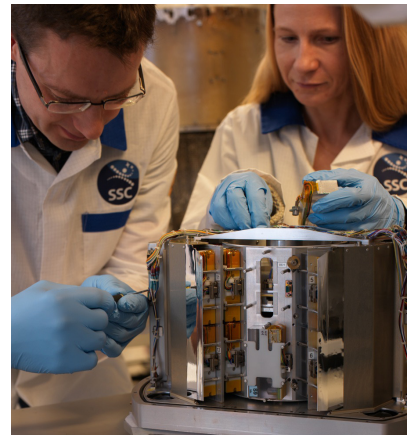
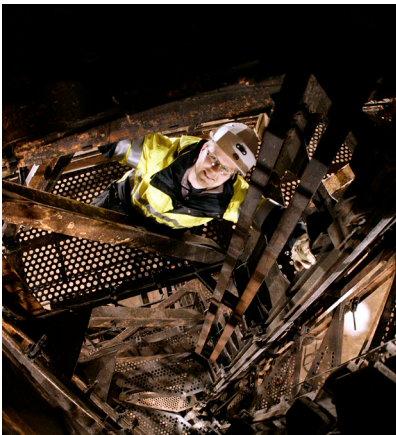
People pictures

Main purpose

Indicate our role as enablers, our competence and the can-do attitude of our employees.

Core theme

Our employees are always hard at work, whether partnering with customers, working in groups or alone. These are pictures of people characterized by strong, intense colors, bold contrasts, unexpected angles and varying depth of field. Importantly, these should show our employees engaged in work.



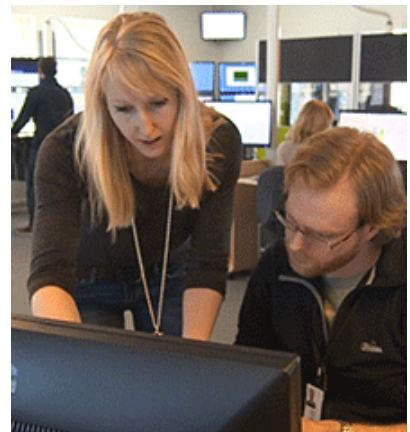
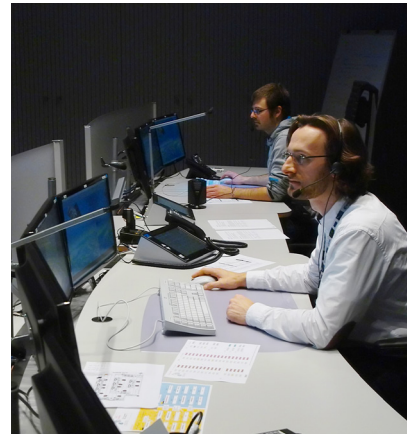
Business area imagery

Main purpose

Indicate the diverse offering throughout SSC.

Core theme

These pictures must clearly illustrate our activities. Like our corporate images, they are characterized by their beautiful, graphic nature whilst offering a sensation of movement.

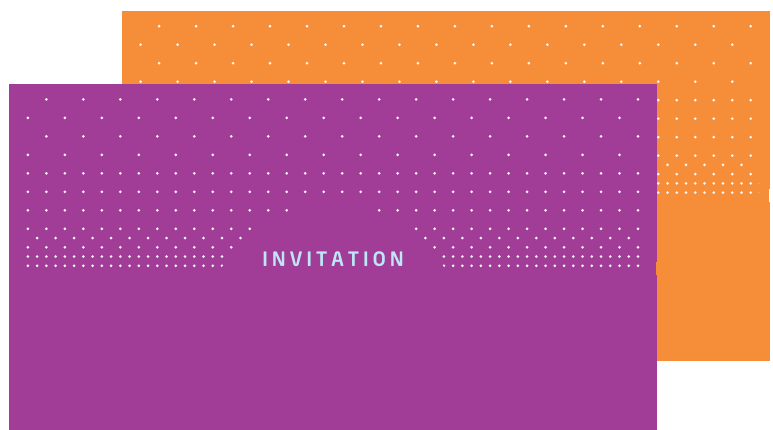
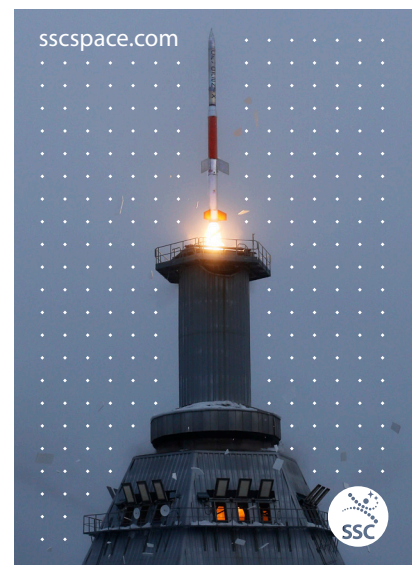
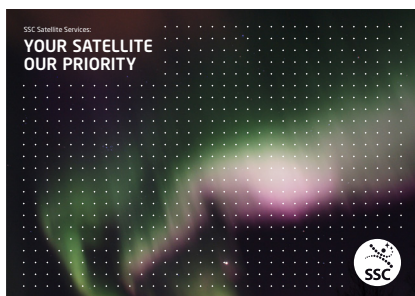
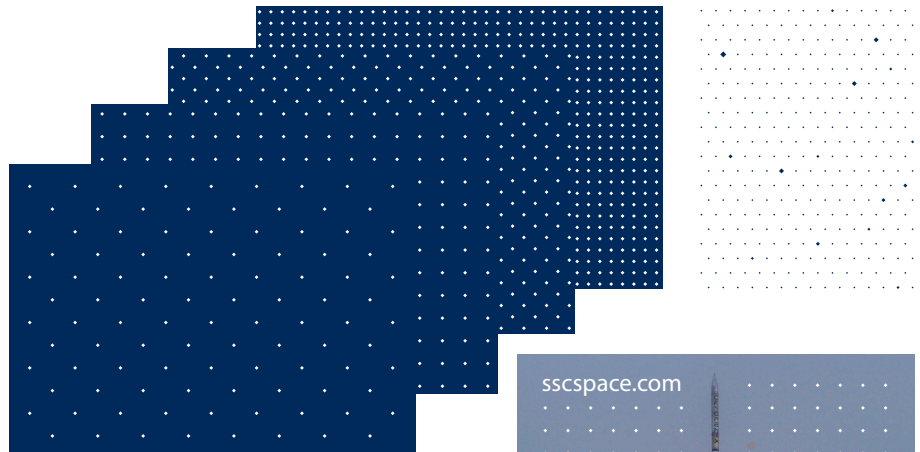


Graphic elements

The graphical expression, the eye-catching star patterns and the modern colors are essential elements in the marketing material for SSC and its strategic brands. These elements may be rotated and cropped.

Star patterns:

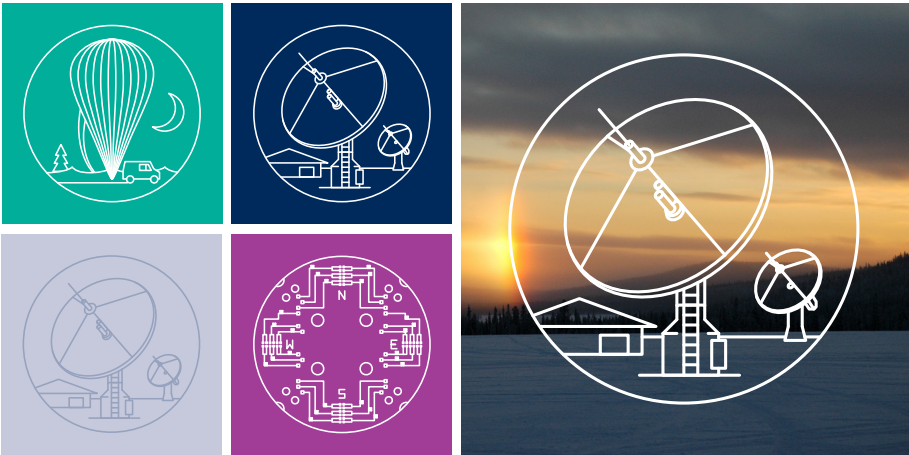
Raster patterns representing star sprangled skies. The patterns are made of small diamonds distributed regularly. Different raster frequency (number of dots per inch) can be used. The patterns can be combined or used separately. Works well used as “filter” over photographs or color backgrounds.



Iconography

Pictograms representing different business areas can be used in print as well as digital media. Icons are preferably used in digital media and for pushpins.

Pictograms:
Stylized graphic images based on Business Area Imagery. Preferably used as complement to photos, taking the visualization of the diverse offering throughout SSC one step further.



Icons:
Simplified graphic symbols. Commonly seen in modern short exposure media applications. Best used as identifiers, helping the reader navigate.



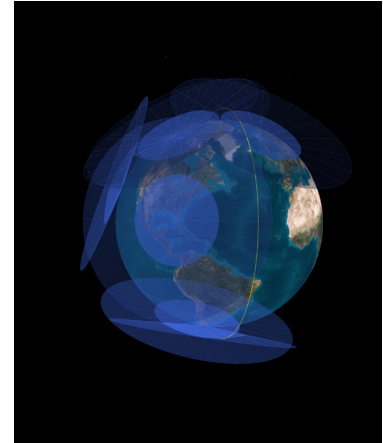
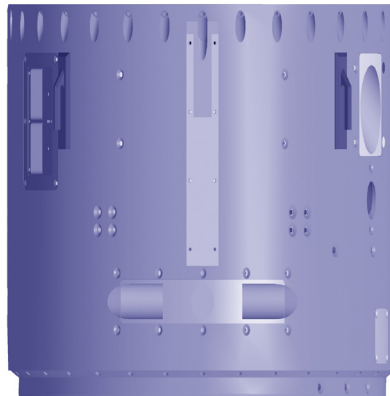
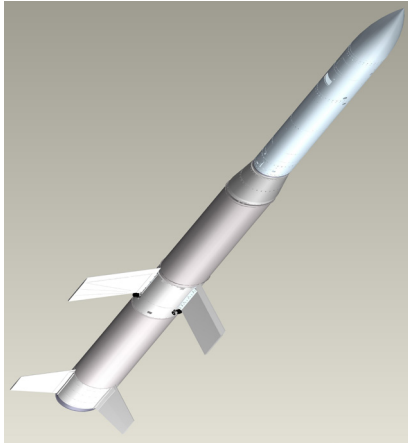
Solution illustrations

Main purpose

Present the details of our concepts and solutions (i.e. products and services) for customer usage applications

Core theme

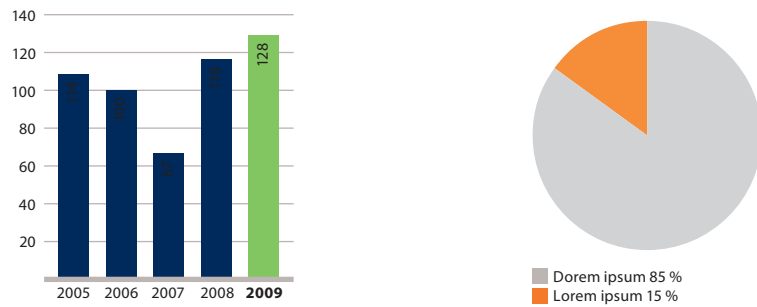
Use illustrations where photography is neither practical nor appropriate as well as to simplify complex content. Illustrations can be rendered both as 2D and as 3D illustrations or drawings. Illustrations for solutions should meet the same criteria as those for solution pictures in terms of reinforcing associations with safe, reliable, clean and efficient operations.



Infographics/charts

Infographics should have a simple and preferably flat design, using the SSC color palette.

Example of diagrams



The preferred worldmap to illustrate our ground station network. The map can be found on the Intranet.

SSC GLOBAL GROUND NETWORK





2. APPLICATIONS

This section demonstrates how the graphic design shall be implemented on printed office, digital and promotional material as well as exhibitions, signage and more. It is very important that these communication forms have a consistent identity all over the world.

Paper standards

The type of paper used is an important element when executing the SSC identity applications. Thus, it is always recommended to use the paper specified in this manual or a equivalent paper.

If the recommended paper is not available in your area, please ensure the correct paper type is chosen for your application. Detailed information about the suitable paper choice for your application can be found in the text below.

Coated paper is used for all applications such as: Stationary, brochures, posters etc.

Recommended paper weights for various applications:

Application	Paper weight
Business card	300g
Letterhead	90-120g
Correspondence cards	300g
Product sheets	170g
Brochure, insert	170g
Brochure, covers	250g

Business cards

Business cards are in horizontal format with the dimensions, typefaces and placement of elements as shown below. Only the corporate blue color is used.

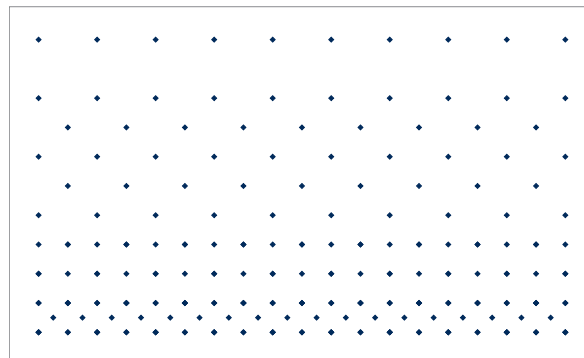
An example of a business card



Print Recommendations

For all stationery applications print the text with solid PMS 295 color (the Corporate Color).

Business cards should only be reproduced by a professional printer and in color – never print in a black and white printer; avoid reproducing photocopies of business cards whenever possible.

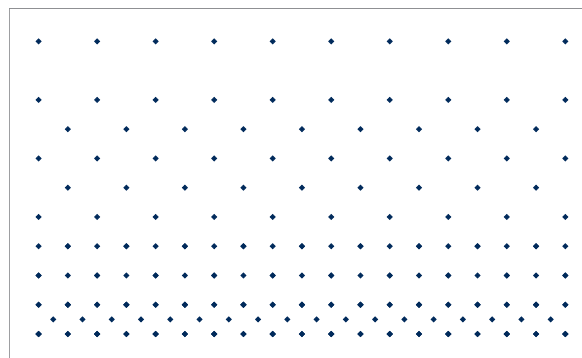


Examples, business cards

Example 1:
No division
No subsidiary

Example 2:
With academic title and division

Example 3:
Subsidiary
No division



E-mail signatures

All employees have an e-mail address following this basic structure: `firstname.secondname@xxxx.xxx`. If two or more persons have the same name, we add the middle initial: `firstname.mi.secondname@sscspace.com`.

The correct format for e-mails is shown below.

Official e-mail sent by employees of SSC should include a standard “digital signature.”

The e-mail signature may also feature a disclaimer after the contact details, which should appear in Arial Regular 7pt colored in black and follow this recommended template:

“This e-mail (including any attached documents) is intended for the named recipient(s) only. We also ask you to notify the sender by reply e-mail immediately and delete this message from your system. Thank you.”

The screenshot shows an email composition window with a signature template. The interface includes buttons for 'Skicka', 'Spara nu', and 'Stäng' at the top and bottom. The 'Till:' field is empty, and there are links for 'Lägg till kopia' and 'Lägg till hemlig kopia'. The 'Ämne:' field contains 'Bifoga en fil' and 'Infoga: Inbjudan'. A rich text editor toolbar is visible with options like Bold, Italic, Underline, and text color. The signature text is as follows:

Name
 Title
 XxxX XXXXXXXXXXXX

Company name
 division/department
 Address
 Visiting address: XXXXXXXXXXXX
 Switchboard: +x XXXXXXXXXXXX

Tel: +xx XXXXXXXX
 Fax: +xx XXXXXXXXXXXX
 Mobile/SMS: +xx XXXXXXXXXXXX
 E-mail: `firstname.secondname@xxxx.xxx`

Corporate id. no. xxxxxxxxxxxx
 www.sscspace.com/subsidiary name

Letterhead & continuation sheets

Letterhead and continuation sheets are always in vertical format and only the corporate color is used. The illustrations below highlight the typing field for the text area on the letterhead as well as continuation sheets.

Print Recommendations

For all stationery applications print the text with solid PMS 295 color (the Corporate Color).

Letters should preferably be printed inhouse using a color printer.

The diagram shows a vertical letterhead template. At the top left is the SSC logo. To its right is the date "22 November 2017". Further right is the recipient information: "Company", "Att: Firstname Lastname", and "Address". Below the date is the text "Your ref:". In the center is the word "Header". Below that is "Yours sincerely,". At the bottom left is the SSC logo. At the bottom center is the contact information: "SSC", "P.O. Box 4207, SE-171 04 Solna, Sweden", "Phone: +46 8 237 62 00, Fax: +46 8 98 70", and "www.sscspace.com".

Letterhead

The diagram shows a vertical continuation sheet template. It features the SSC logo at the top left corner. The rest of the page is blank, indicating the area for the main body of the letter.

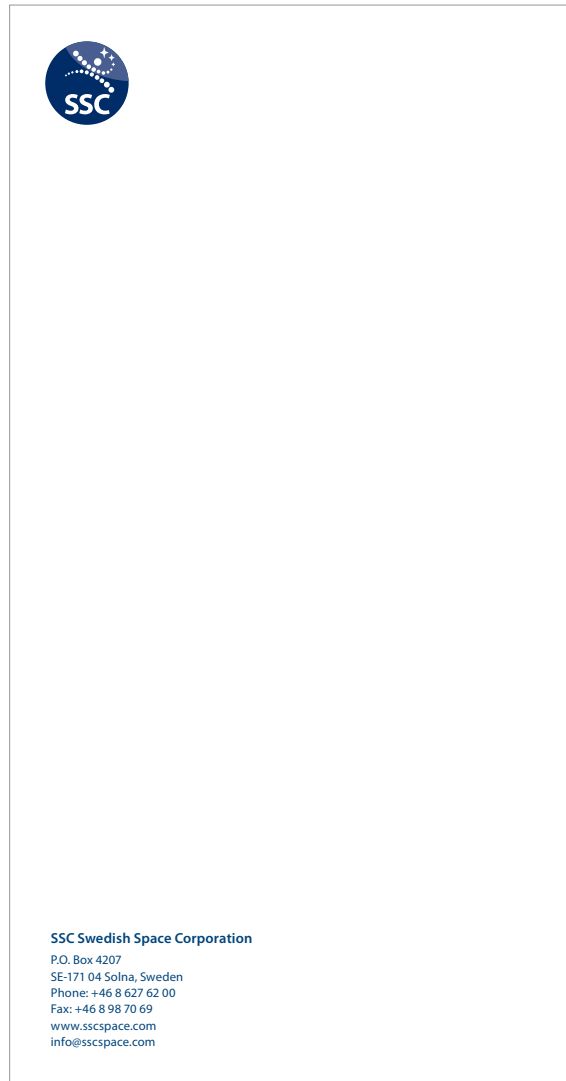
Continuation sheet

Correspondence cards

Correspondence cards are always in vertical format. Only the corporate blue color is used for the design of our correspondence cards. The illustration below highlights the area for hand-written notes and the address field.

Print Recommendations

For all stationery applications print the text with solid PMS 295 color (the Corporate Color).

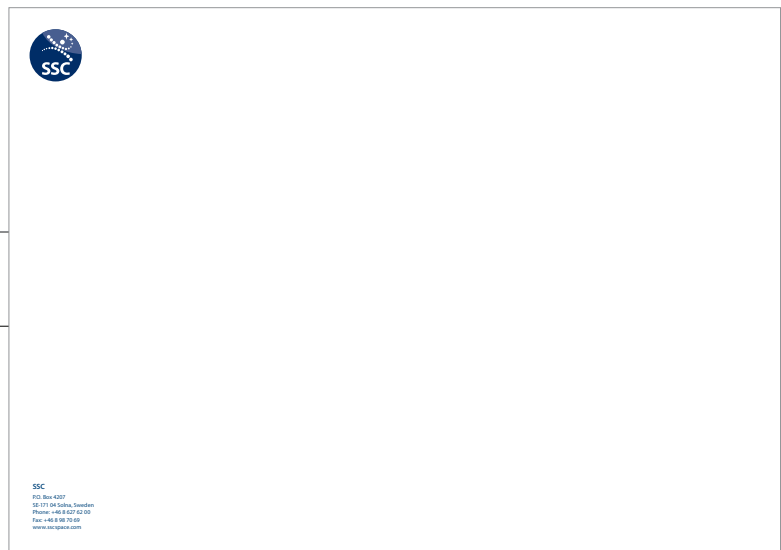
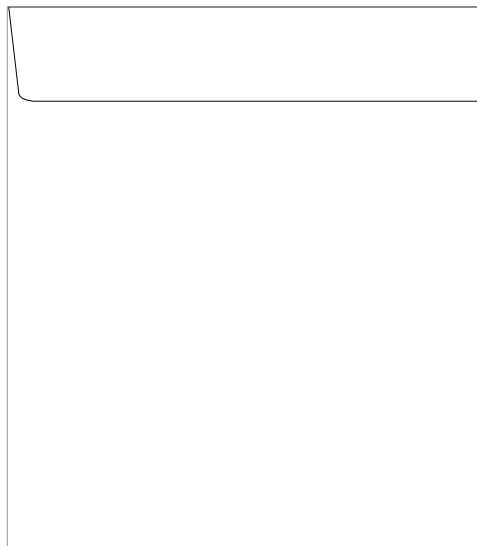


Envelopes

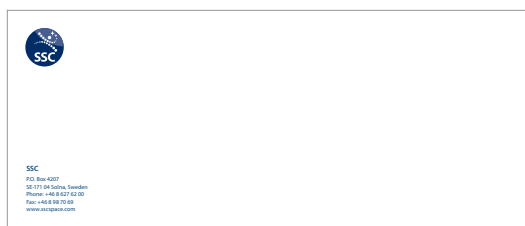
The design of our envelopes is consistent with that of our letterhead and continuation sheets. Only the corporate blue color is used.

Print Recommendations

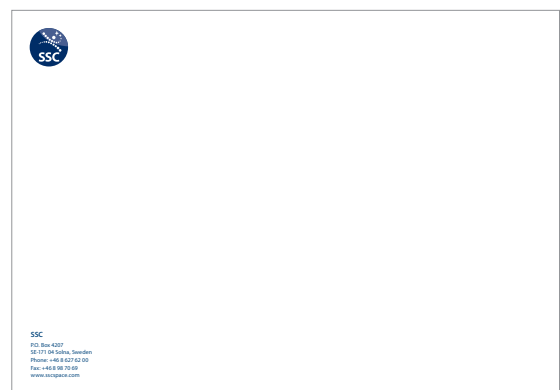
For all stationery applications print the text with solid PMS 295 color (the Corporate Color).



Envelope C4



Envelope Commercial



Envelope C5



Envelope E65

Notepad

Notepads are in vertical format. Only the corporate blue color or grey is used for the design of our notepads.

Note: There is an option to print a gray logo on a notepad



SSC basic folder

A basic folder can be used to organize and hand-out numerous documents. It features the SSC logotype, text and the star pattern. The illustration below highlights the field where a label and/or see-through window can be added, i.e. for the recipients address.

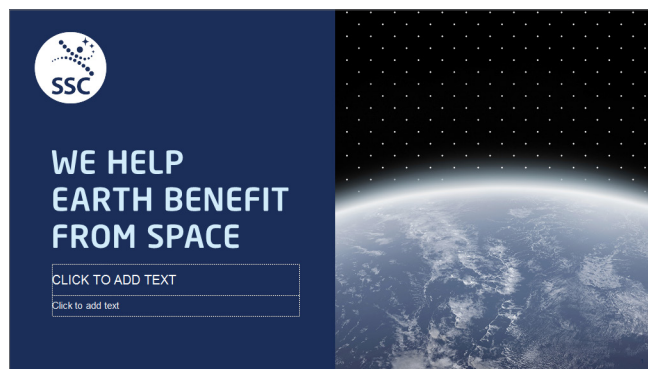


PowerPoint presentations

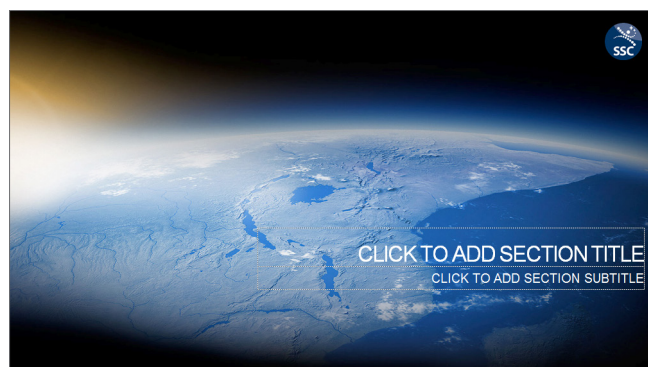
A standard overhead template must be used to ensure that one consistent face is shown to the market. For this purpose, we have created the “SSC PPT template” and a PPT tool box. They are to be used as the working tools and base for all PowerPoint presentations held by employees within SSC.

Create all your presentations from this file, which contains layouts and guidelines for:

- Title slides and section dividers without images.
- Title slides and section dividers with inserted images.
- Use only the Calibri typeface for PowerPoint presentations.
- The SSC logotype is always placed in the bottom righthand corner or in the top right hand corner.
- Use only colours from the colour palette.
- Do not clutter slides with too many images. Strive for a neat balance between text, diagrams and pictures.



To be implemented in 2018



Web

The SSC website (www.sscspace.com) has the following main purposes: marketing and sales, recruiting, news and contact information. Please see Appendix Brand Guide - Digital Meida.

SSC

Home Services SSC Worldwide News & Activities About SSC Career Contact

A WORLD OF ADVANCED SPACE SERVICES

Science & Launch Services

Satellite Ground Network Services

Spacecraft Operations & Engineering Services

SSC – Swedish Space Corporation – is a leading global provider of advanced space services. Since our start, pioneering scientific rocket launches in northern Sweden, we have grown into a full-service supplier of state-of-the-art space engineering, satellite and launch services to commercial and institutional customers worldwide.

[More about our Services >](#)

NEWS

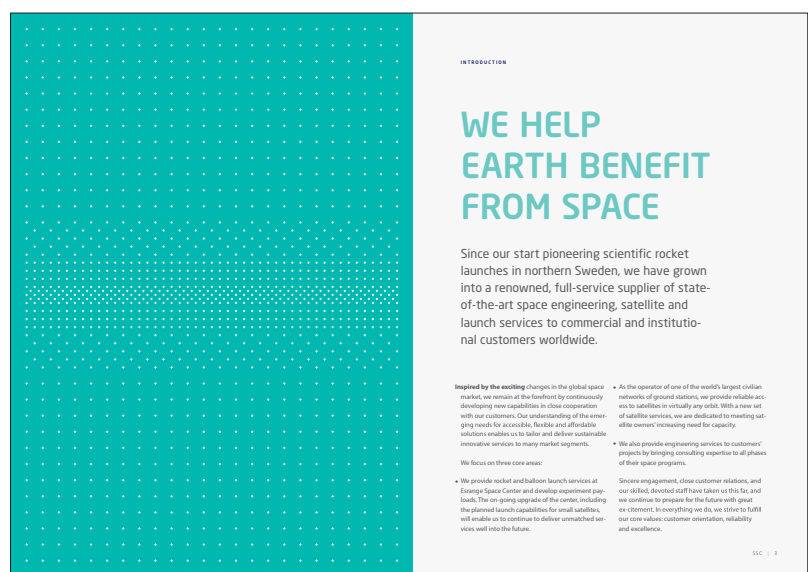
March 12, 2018	March 12, 2018	February 27, 2018	February 1, 2018
REXUS 24 launch	Welcome to SSC's new website	Future of space business hot topic at SSC customer event	Safety information Rocket Impact Area

Intranet

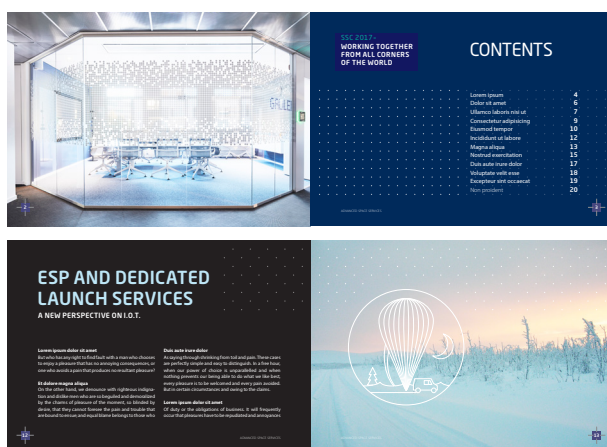
The intranet editors have separate guidelines for the intranet available. New branding and Intranet Brand Guide to be implemented during 2018.

Example prints

Brochure front and back covers should clearly present what our offering does for customers – in a memorable way. Creating effective front covers requires grabbing attention and being confident enough to use punchy, dynamic text and boldly executed visuals that engage and involve readers.



Use imagery, expressive typography and graphic elements to create interest and gain an SSC look and feel.



Brochures, inside content

An orderly, neat and tidy layout is key. Use a limited range of font sizes and different weights. Avoid the unnecessary use of italics and underlining. Use good typographic signposting like chapter section titles, page numbers, headers, sub-headlines, etc.

Signage

The SSC logo must be included on all signs. Facilities and subsidiaries, for example Estrange Space Center and SSC Space Chile, may add the name of the facility or subsidiary as shown in the example below. The web address is not compulsory.

Signage on buildings should welcome visitors to our offices and plants. It must clearly identify us, while at the same time make it easy for the visitor to find what he or she is looking for. This is particularly important for production units and sales offices, where strategic brands must be highly visible to ensure that all visitors and transport personnel quickly know they're in the right place.

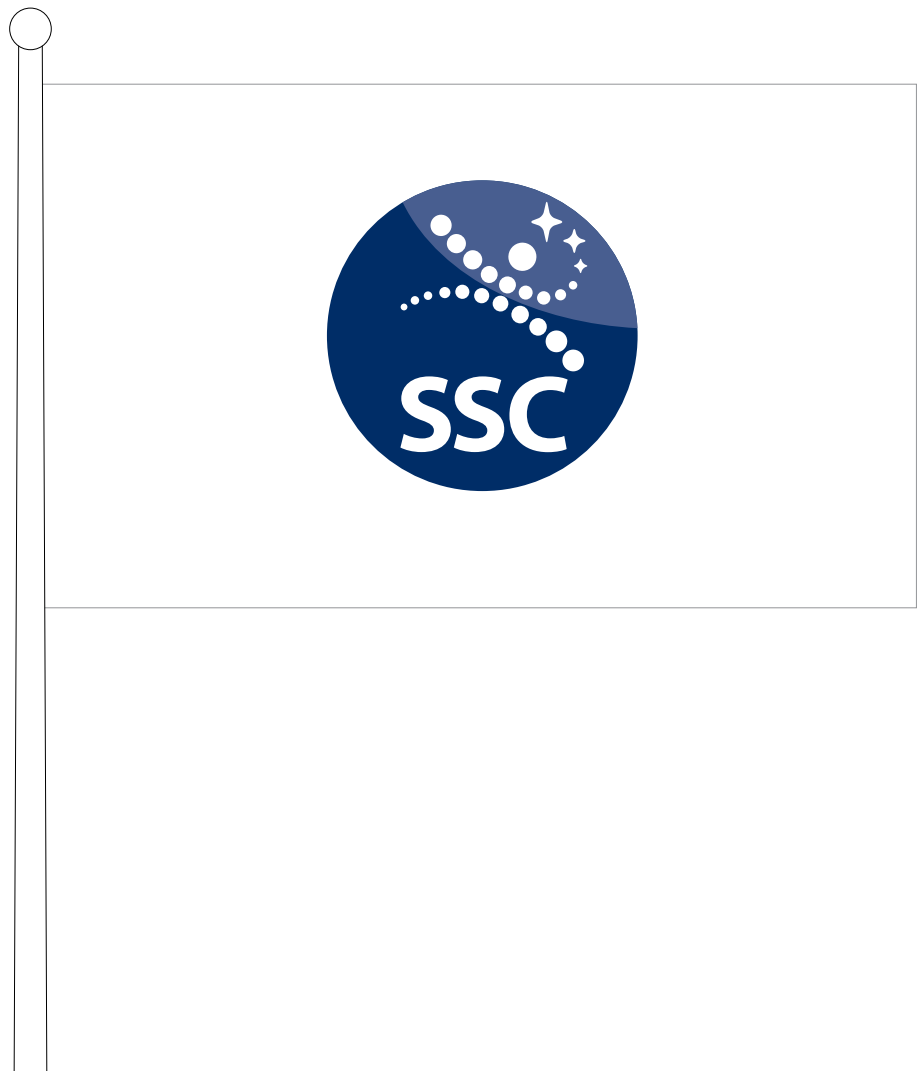
Divisions may not have their own signs.



Flags

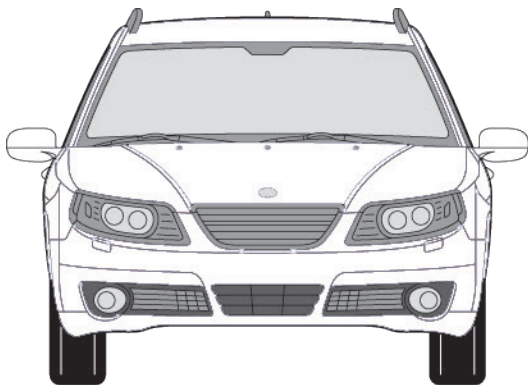
The SSC flag consists of the blue logotype on a white background, as shown below. The size can be increased or decreased, but the overall proportions must be correct. Particular care is also required to ensure correct reproduction of specified colors on various flag materials.

An example of a flag.



Vehicles

Examples of marking for different types of vehicles and the principles to be followed are presented below. Please note that the examples shown here have not been issued for use. They are presented for illustrative purposes only.



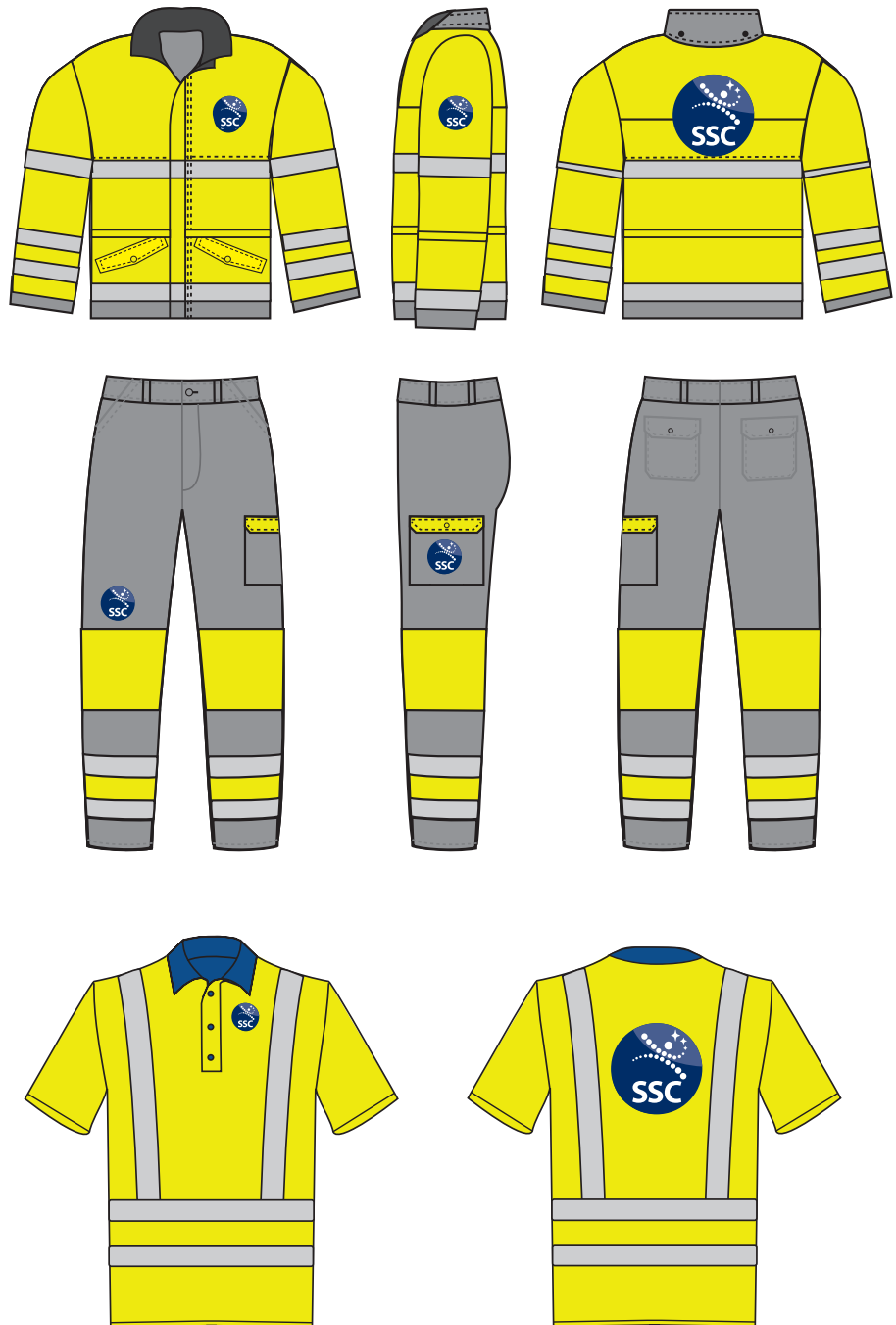
Clothing, indoor working

Garments feature the full color logo printed small on the front. As an option, these can be printed on the reverse of the garment. The full color logo is also featured on the front of caps.



Clothing, outdoor working

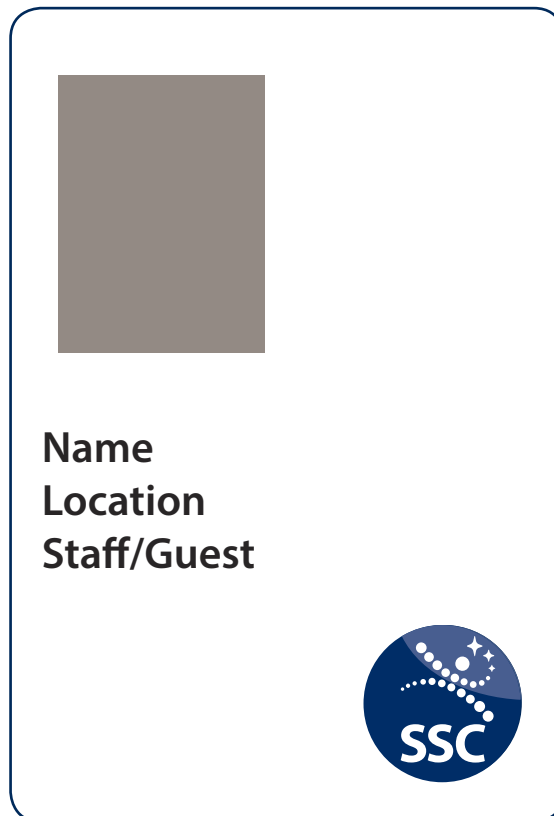
Typical examples of branded clothing are shown below.



Badges, identification card

The design of badges used at our premises should be based on the example below.

Example of ID badge.



Giveaways

The preferred colors are corporate blue and white. Examples of desirable giveaways showing appropriate placement of the SSC logotype. As long as our logotype is correctly applied, many different items are suitable as giveaways.



Giveaway (complimentary) items are an important means of promoting the SSC brand.

All giveaways should reflect:

- High quality.
- Simple yet smart design.
- Fresh, clean appearance.
- Functional style.
- Healthy lifestyle.

