

Style Guide

BlackStar Orbital Technologies Corporation

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BLACKSTAR ORBITAL LOGO USAGE

Part 01

BLACKSTAR LOGO USAGE

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



BLACKSTAR LOGO AND USAGE

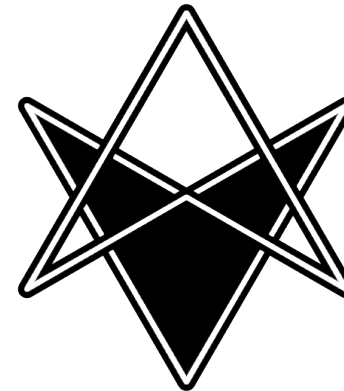
The official logo of the BlackStar Orbital Technologies Corporation Used for official Diocesan branding, events, and discourse.



LOGO PARTS

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

[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 CMYK.

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 CMYK 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%

CMYK 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 CMYK transparent dots overlap each other creating a wide spectrum of colors.

CMYK 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

Part 03

TITLES

Montserrat Bold

Aa

ABCDEFGHIJKLMN OPQRSTU
VWXYZ abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMN OPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz**

123456789[\$%#)({}?><^&@”:|\\!~

DOWNLOAD MONTSERRAT
FONT PACKAGE

BODY

Montserrat Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789[\$%#)({}?><^&@”:|\!~

TYPE HIERARCHY

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

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

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

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

POWERPOINT

Guidelines for PowerPoint Presentations and BlackStar PPT Template

Part 04

PRESENTATION

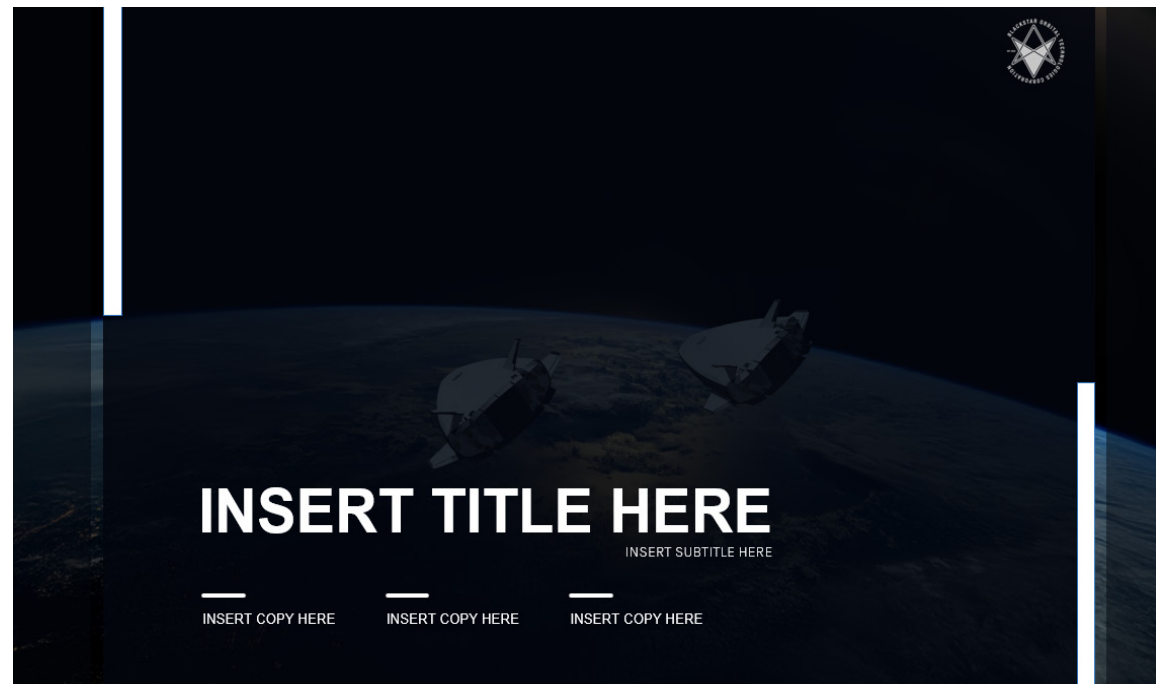
Template

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!



EMAIL SIGNATURE

Voluptam repe nus, odi doloratatem quamusa dic tem non debis nullaborro moloresciis millecto endia veruptat

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 Director 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.



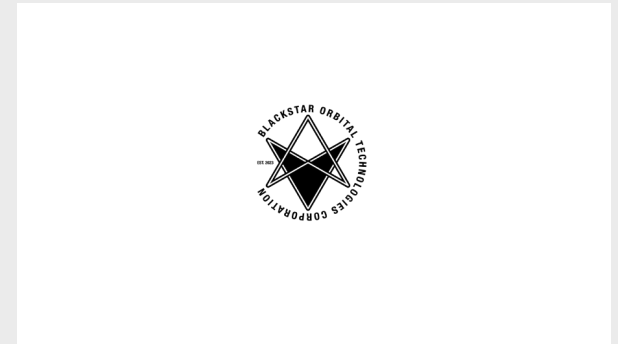
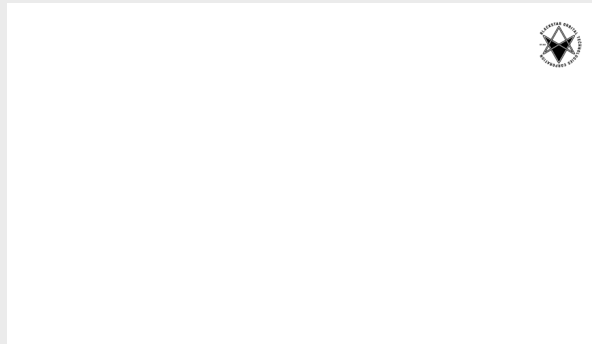
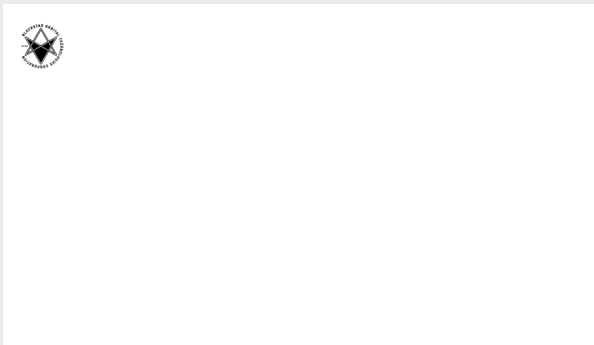
VIDEO BEST PRACTICES

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



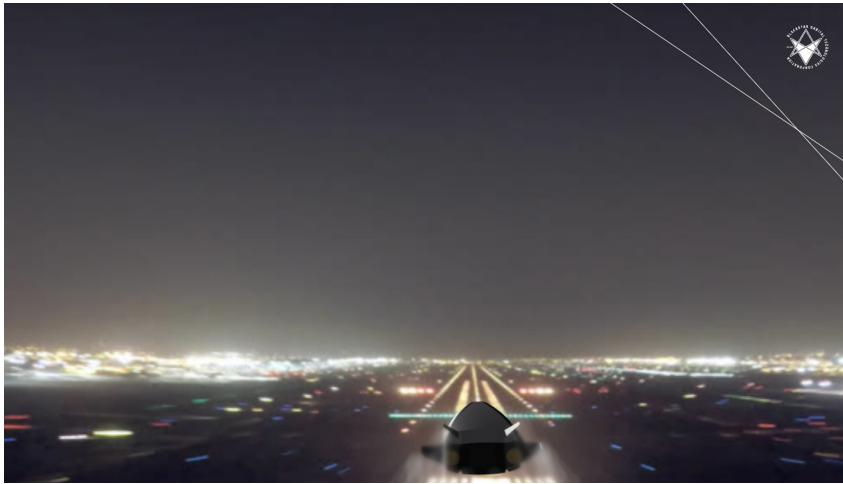
VIDEO DISTRIBUTION

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.