

LOGO, COLOUR, TYPOGRAPHY, BADGE, PATCH, STATIONERY

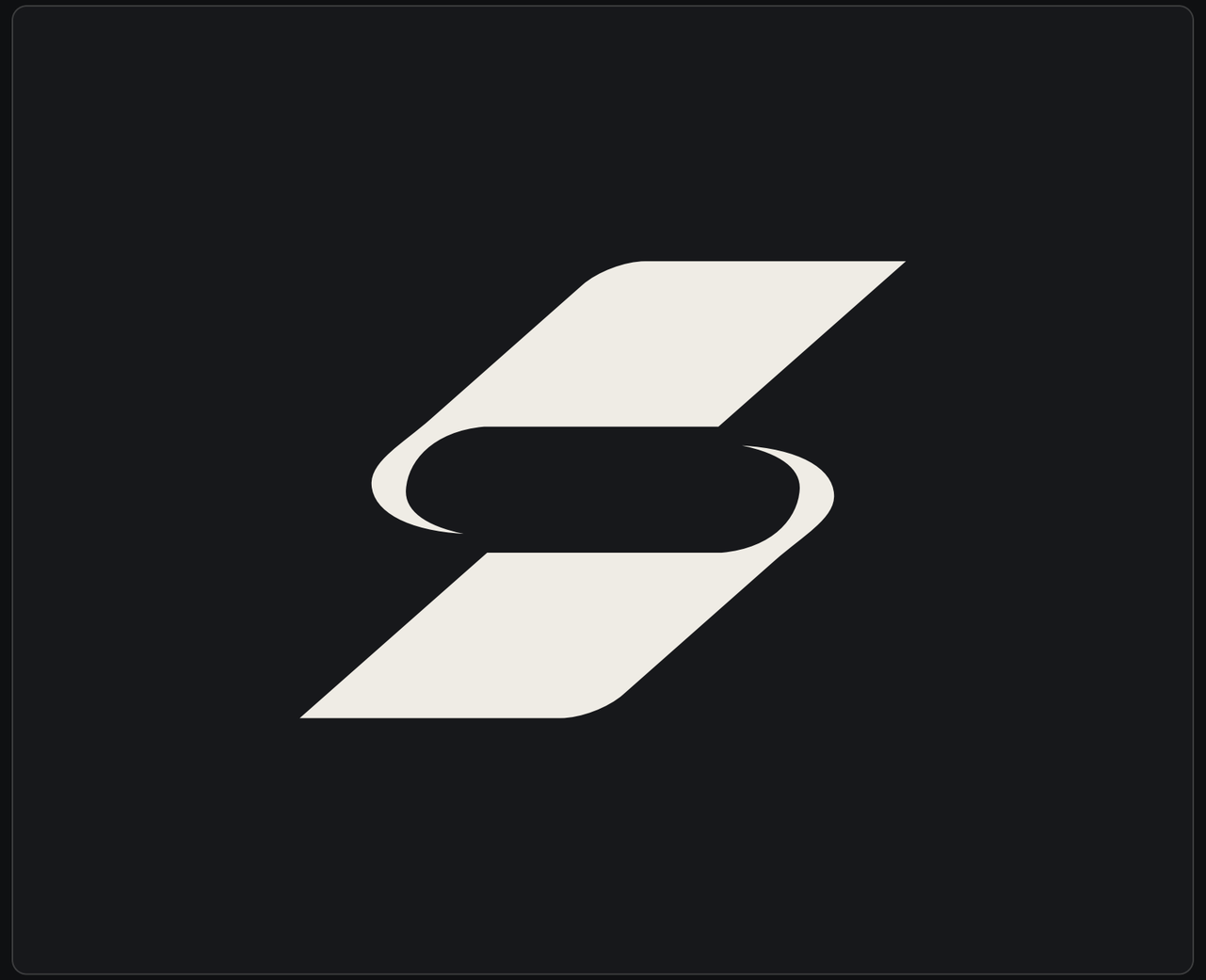
PROVE ONCE. DEPLOY EVERYWHERE.

Two plates, one open bay.

The symbol is an S built from two identical plates. One is turned 180 degrees. The same module used twice stands for a standard platform that flies again on every mission.

The slot between the plates is the payload bay. SATELYX provides the place, the customer brings the technology. A thin orbit line joins the two plates.

The slant of the symbol is the same 15 degrees as the italic wordmark, so both read as one piece.





HORIZONTAL / PRIMARY

SATELYX

WORDMARK



VERTICAL



SYMBOL

Which one to use

Horizontal	Default. Website header, documents, signage.
Vertical	Square and tall formats, merchandise, covers.
Symbol	Avatars, favicon, hardware, pins. Use when the name is already present.
Wordmark	Very wide or very small formats where the symbol would get lost.



HORIZONTAL LOCKUP



VERTICAL LOCKUP

Fixed proportions

The lockups are built from the symbol height H. Size and distance between symbol and wordmark never change. Always use the supplied files, do not rebuild the logo.

Horizontal	Wordmark height 5/8 H, gap 0.31 H, centred on the symbol axis.
Vertical	Wordmark height 5/12 H, gap 1/4 H, centred.
Slant	15 degrees on every stem of the wordmark.
Symbol	Lower plate is the upper plate rotated 180 degrees around the centre.



CLEAR SPACE: X = HALF THE SYMBOL HEIGHT

Clear space

Keep an empty zone of X on every side of the logo. X is half the height of the symbol. No text, edges or other logos inside it. For the wordmark alone, X is its cap height.

Minimum size

Horizontal	Print 24 mm wide	Screen 120 px wide
Vertical	Print 18 mm wide	Screen 90 px wide
Symbol	Print 6 mm wide	Screen 24 px wide (16 px as favicon)
Wordmark	Print 18 mm wide	Screen 90 px wide

Deep Black

70 %

HEX #0F1012
RGB 15 16 18
CMYK 0 0 0 100
RICH BLACK 60 40 40 100
PANTONE BLACK 6 C

Warm White

20 %

HEX #EFECE5
RGB 239 236 229
CMYK 5 5 9 0

Burnt Orange

10 %

HEX #F05A28
RGB 240 90 40
CMYK 0 78 90 0
PANTONE 172 C

Silver

METAL

HEX #C9CDD3
RGB 201 205 211
CMYK 20 14 12 0
PANTONE 877 C

Black is the base colour. Warm white is for backgrounds and text on black. Orange is the only accent: use it for one element at a time, for example a star, a line, a label or one surface.

Silver is only for metal and thread: pin plating, patch border. Small black text prints as 100 K. Use rich black for large solid areas. Pantone references are the nearest matches, check them against a swatch book before spot colour printing.



BLACK ON WHITE



BLACK ON WARM WHITE



WARM WHITE ON BLACK



BLACK ON ORANGE



ORANGE ON BLACK



WHITE ON ORANGE

These six combinations are the approved ones. On photographs, place the logo on a calm dark or light area and keep the clear space.



DO NOT STRETCH



DO NOT ROTATE



DO NOT RECOLOUR



NO OUTLINES OR EFFECTS



DO NOT REARRANGE



DO NOT RESIZE THE PARTS

HEADLINES

Archivo SemiBold

ARCHIVO, WEIGHT 600, WIDTH 112

TEXT

In-orbit demonstration for new space technology.
Prove once. Deploy everywhere.

ARCHIVO REGULAR, WEIGHT 400, WIDTH 100

LABELS AND DATA

MISSION SX-01
T+ 00:14:32

IBM PLEX MONO MEDIUM, UPPERCASE, TRACKING +6 TO +8 %

Headlines	Archivo SemiBold, width 112. Tight leading, sentence case.
Text	Archivo Regular. Leading 140 to 150 %.
Labels	IBM Plex Mono. Small, uppercase, for numbers, captions, coordinates.
Licence	Both families are free under the SIL Open Font License. Download from fonts.google.com. The wordmark is custom drawn and is not a font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

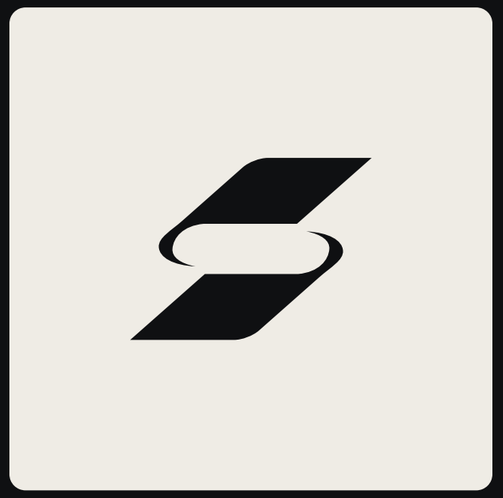
ABCDEFGHIJKLM 0123456789



AVATAR BLACK



AVATAR ORANGE



AVATAR WARM WHITE

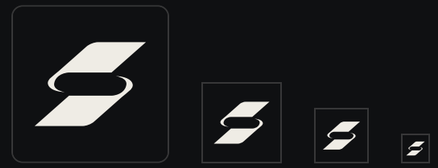


ROUND CROP

Avatars

The symbol takes half of the square, so it stays clear of a round crop on every platform. Supplied at 1080 and 400 px.

Favicon



favicon.svg, favicon.ico and PNG at 16, 32, 48, 192, 512 px, plus the 180 px Apple touch icon.