

A space shuttle is shown launching vertically against a deep blue sky, with large, billowing white clouds trailing behind it. The shuttle is white with a dark nose cone and is positioned centrally in the upper half of the frame.

Brand Guidelines

For creativity and
consistency

2024

Navigation Page

Tip: Use links to go to a different page inside your presentation.

How: Select a tile on the table. Click on the link symbol on the toolbar, and select the page in your presentation you want to connect.

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Logo

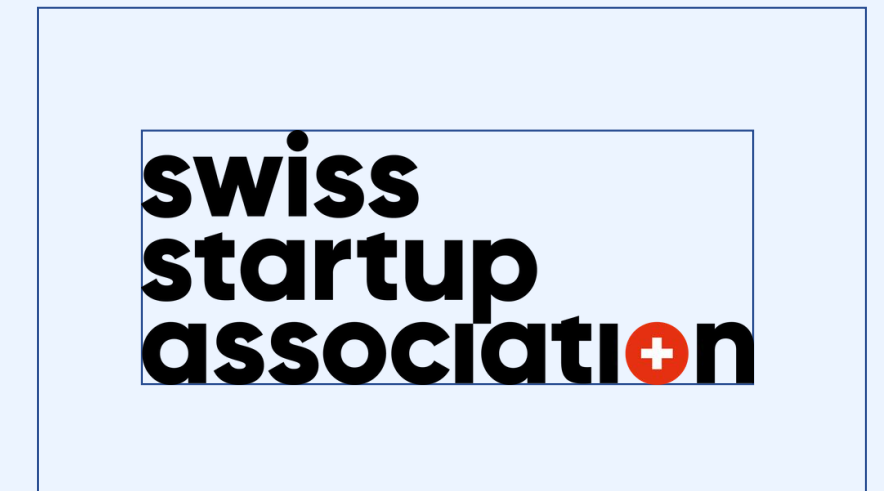
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APPLICATION GUIDELINES

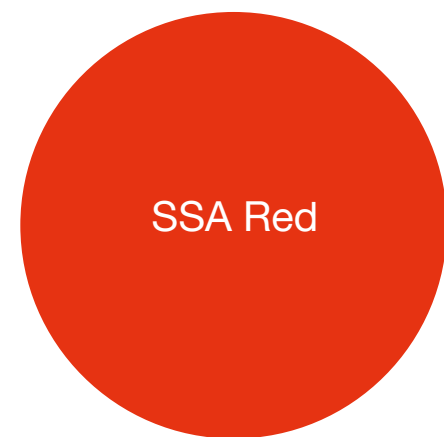
- Preferred Logo Versions:
 - Primary: Black logo with the red cross symbol
 - Secondary: Black logo with the red cross symbol
 - Optional: All-black or all-white versions
- Contrast Consideration:
 - Black logos should be placed on light backgrounds
 - White logos on dark backgrounds
- Placement Prioritization:
 - Primary: Top left-hand corner
 - Secondary: Bottom left-hand corner
 - Optional: Flexibility is allowed for alternative placements as necessary
- Background
 - Always be placed on clean background that does not effect the clarity of the logo
- Effects:
 - The logo must never have effects applied to it – i.e. changes to the transparency, shadows or tints

LOGO EXCLUSION ZONES



- To protect the clarity of the logo and ensure it has as much impact as possible, it should be surrounded by an area of space known as the exclusion zone.

Color Palette – Primary



SSA Red

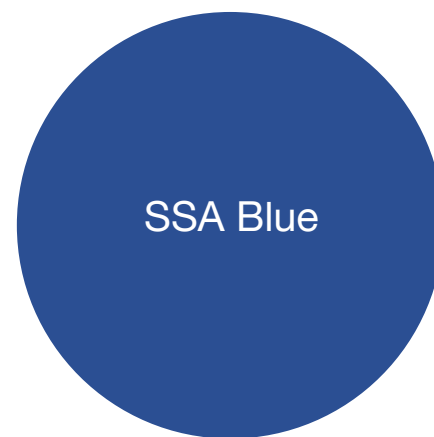
HEX CODE

#E63312

RGB

230, 27, 37

Use: Buttons, links,
CTAs, elements as
details



SSA Blue

HEX CODE

#2B4F93

RGB

43, 79, 147

Use: Subtitles, tags,
alternative for
elements
(background for
Founders Day)



SSA Sky

HEX CODE

#ECF4FF

RGB

236, 244, 255

Use: Background



SSA Gray

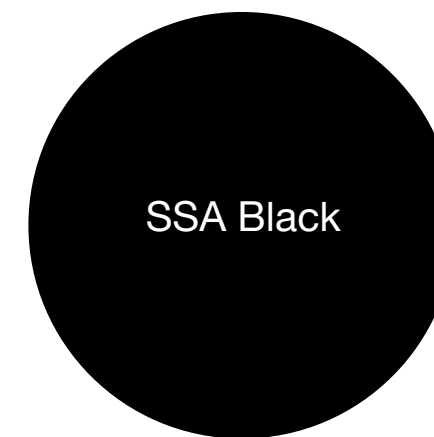
HEX CODE

#D5DCE9

RGB

213, 220, 233

Use: Underline,
alternative
background



SSA Black

HEX CODE

#151B25

RGB

21, 27, 37

Use: Headings,
navigation



SSA Carbon

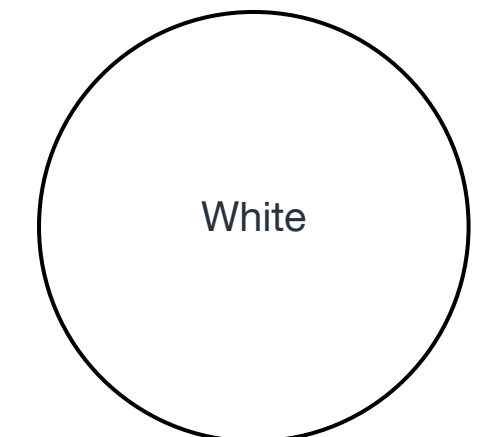
HEX CODE

#273240

RGB

30, 50, 64

Use: Running text



White

HEX CODE

#FFFFFF

RGB

255, 255, 255

Use: Text,
background

Color Palette – Secondary



SSA Green

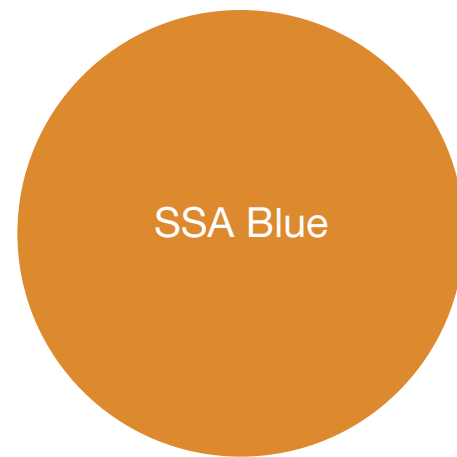
HEX CODE

#909C45

RGB

144, 156, 69

Use: when in need
for green



SSA Blue

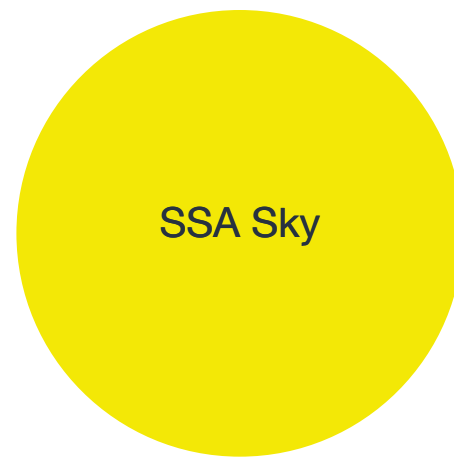
HEX CODE

#DD892D

RGB

221, 137, 45

Use: when in need
for orange



SSA Sky

HEX CODE

#F3E806

RGB

243, 232, 6

Use: when in need
for yellow

Typography

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FONT OVERVIEW

DM Sans

For running texts and headings

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

mnopqrstuvwxyz1234567890!@#\$%^&*()

Kite One

For quotes

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
vwxyz1234567890!@#\$%^&*()

TYPE APPLICATION

Heading

SUBHEADING/TAGS

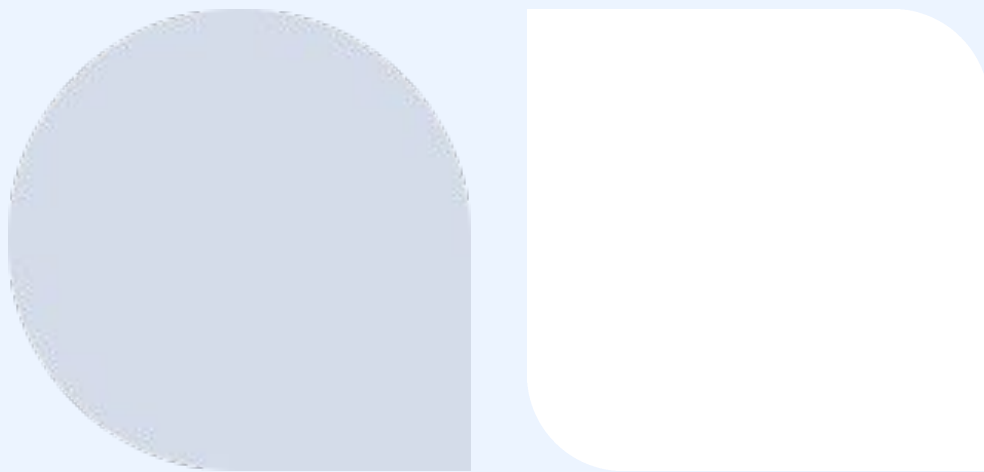
Body

Quotes

Elements & Shapes

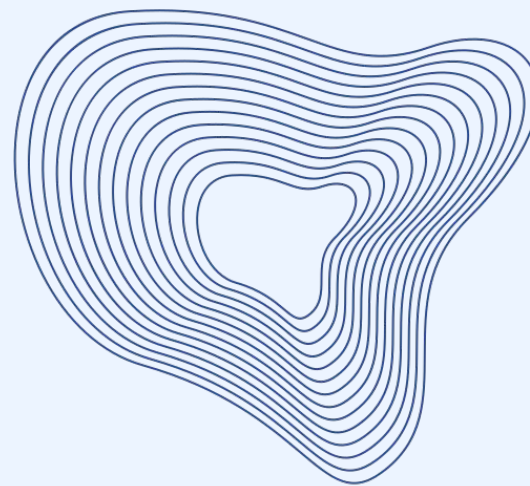
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SSA BALLOONS



Use: in any SSA
color, as an element
or pictures shape

SSA SPIRAL



Use: in any SSA
color, as an element
in free spaces

Icons

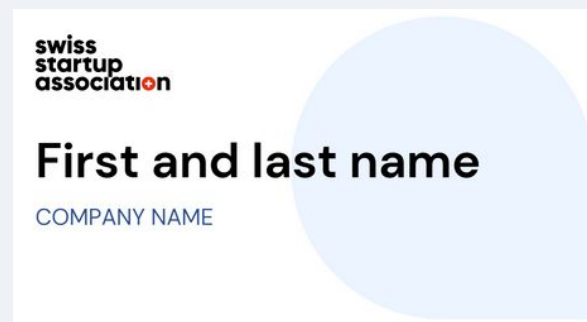
Our icons all have rounded designs, except for the balloon shape. They're colored with our brand colors. If you can't find a specific icon here, look for a similar one with the same rounded style



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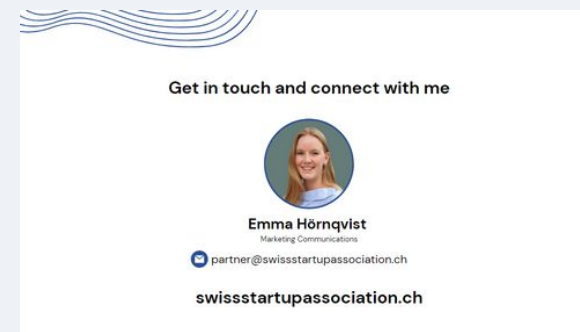
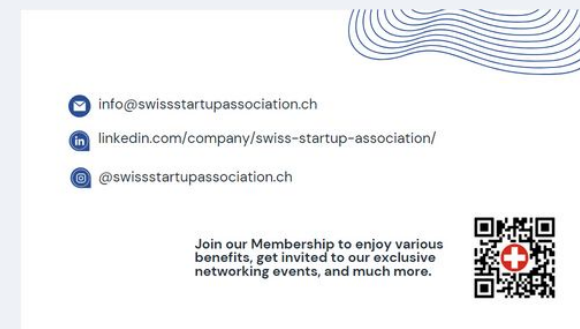
Printing samples

NAMETAGS



Template on Figma

BUSINESS CARDS



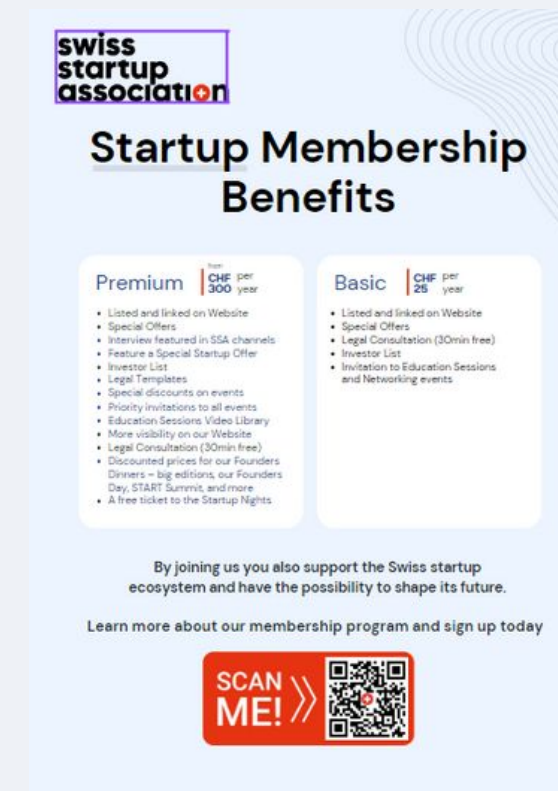
Template on
Canva

BANNERS



Template on
Canva

FLYERS



Template on
Canva

Thank you!

Contact us for more information



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