

The background is a deep black space filled with numerous small white stars of varying sizes. Several thin, white, curved lines represent celestial orbits, sweeping across the frame. Two bright, glowing white circles are positioned in the lower half of the image, resembling planets or stars. The text is centered in the upper half.

BRAND GUIDE
3 WEEKS TO
MARS

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TYPE FACES

HELVETICA REGULAR ----- BI LINE / BODY
HELVETICA BOLD ----- SUB HEADER
AVENIR ----- HERO
AVENIR NEXT HEAVY

CHARACTERS

KERNING: Optical, All Fonts

TRACKING: -40 All Fonts

RATIO: 1.6, Biline/Body as baseline, Subheader is
1.6 the size of baseline, hero is 1.6 the size of sub header.

HERO DETAIL



BLACK FILL 100% OPA

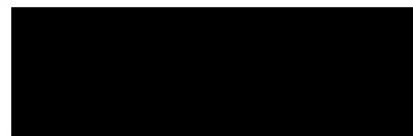
BLACK STROKE 75% OPA

BLACK STROKE 50% OPA

BLACK STROKE 25% OPA

SHADOW SPACING 5% OF
FILL HEIGHT

PALLETTE



BLACK CMYK: C30, M30, Y30, K100
BLACK RGB: R0, G0, B0
BLACK HEX: #000000



WHITE CMYK: C0, M0, Y0, K0
WHITE RGB: R255, G255, B255
WHITE HEX: #FFFFFF

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LOGO STANDARDS

LOGO STANDARDS
**3 WEEKS TO
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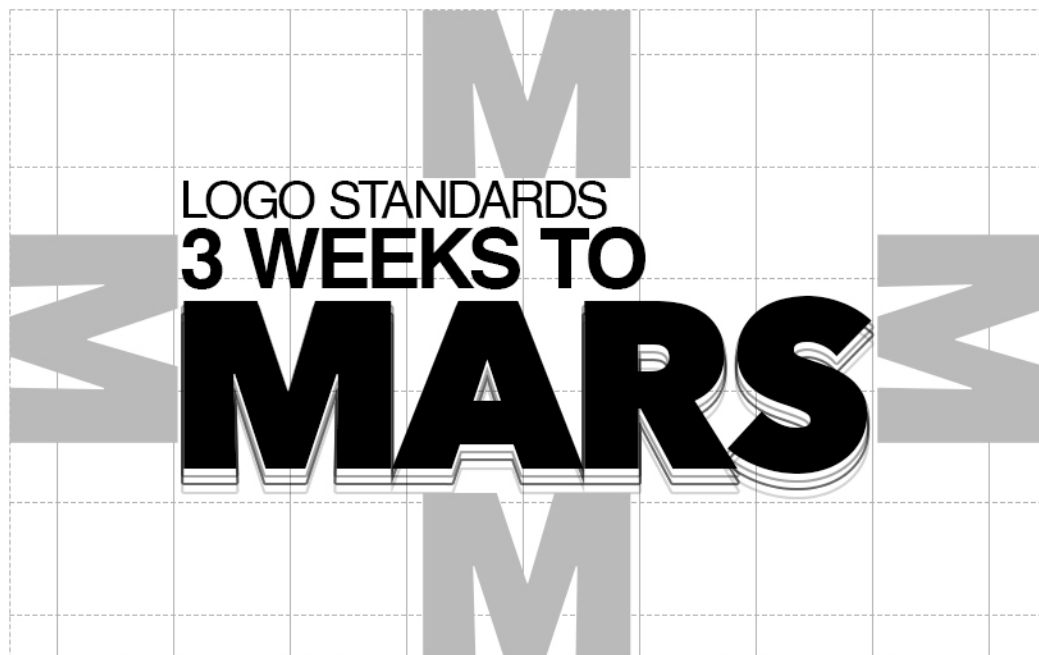
WHITE BACKGROUND

LOGO STANDARDS
**3 WEEKS TO
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BLACK/COLOR/PHOTO BACKGROUND

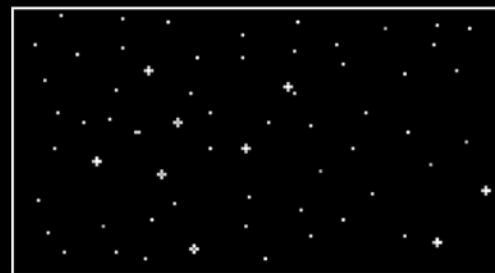
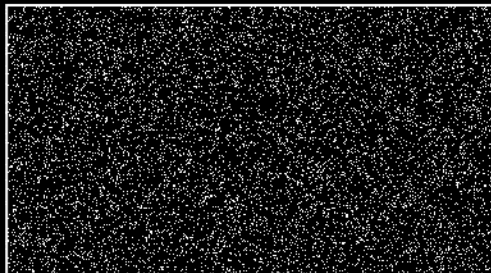
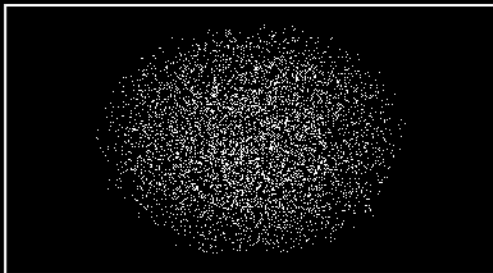
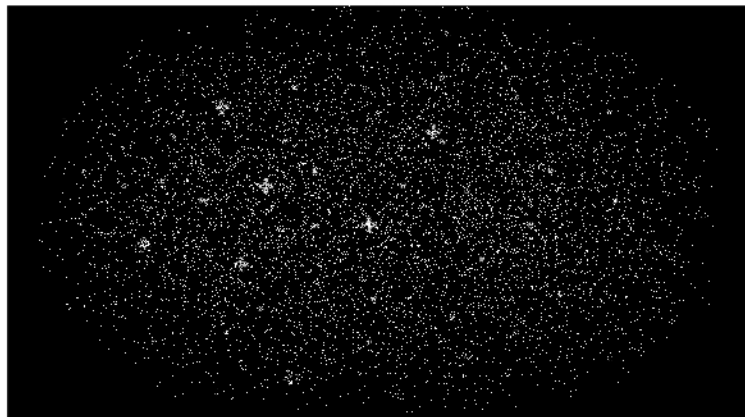
LOGO SPACING

MAINTAIN MINIMUM
DISTANCE FROM
ANY OTHER ELEMENT
NOT IN BRAND GUIDE



BRAND GUIDE 3 WEEKS TO MARS

STAR FIELD



LAYER 1:
BLEND NORMAL
OPACITY 100%
FILL 0%
CLEAR BACKGROUND
INNER GLOW DISSOLVE
GLOW OPACITY 100%
GLOW SIZE 250PX

LAYER 2:
BLEND DISSOLVE
OPACITY 10%
FILL 100%
WHITE BACKGROUND

LAYER 3:
JPEG BACKGROUND
STEP AND REPEAT

RINGS

GROUP STYLE
OR LAYER STYLE
OUTER GLOW
GLOW BLEND DISSOLVE
GLOW OPACITY 100%
GLOW CHOKE 1/10TH
GLOW SIZE VARIABLE
USE BEST JUDGEMENT
FOR DENSITY

