# StellarXplorers Branding Guidelines

- StellarXplorers is written as one word, with a capital "S" and a capital "X"
- StellarXplorers is plural. It should never be written as "StellarXplorer"
- The official name of StellarXplorers is "The StellarXplorers Space STEM Program"
  - Programs within StellarXplorers include the National Space Design Competition, StellarCamps, and the StellarXplorers Alumni Network.
- StellarCamps is the name of the summer camp program.
  - StellarCamps is written as one word with the "S" and C" capitalized. A singular camp is called a StellarCamp.
- An individual participant should be referred to as a StellarXplorers participant, competitor, team director, etc. They should NOT be referred to as a "StellarXplorer".
  - If talking about a group of participants, refer to them as StellarXplorers participants, competitors, etc. They should NOT be referred to as "StellarXplorers."

# StellarXplorers Logo Specifications

### Core Logo Colors



CMYK: 80 / 30 / 0 / 0 RGB: 0 / 145 / 208 HEX: #0091d0



BLACK CMYK: 0 / 0 / 0 / 100 RGB: 35 / 31 / 32 HEX: #000000



GREY CMYK: 0 / 0 / 0 / 50 RGB: 147 / 149 / 152 HEX: #939598



## Typography

# AVIANO SANS LIGHT

# AVIANO SANS BOLD DIN MEDIUM

### Logo File Variations

### StellarX\_Circle\_1colorLogo

- Black only
- White only
- AFA Dark blue



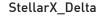




### StellarX Stacked

- 2Cprint: 2 color version file for printing with PMS spot colors
- CMYK: 4-color printing
- RGB: for screen use







StellarX\_Type



### $Stellar X\_Stacked\_1 color Logo$

- Black only
- White only
- AFA Dark blue





