




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

		
PMS BLUE 2925	BLACK	GREY
CMYK: 80 / 30 / 0 / 0	CMYK: 0 / 0 / 0 / 100	CMYK: 0 / 0 / 0 / 50
RGB: 0 / 145 / 208	RGB: 35 / 31 / 32	RGB: 147 / 149 / 152
HEX: #0091d0	HEX: #000000	HEX: #939598



Typography

AVIANO SANS LIGHT
AVIANO SANS BOLD
DIN MEDIUM

Logo File Variations

<p>StellarX_Circle_1colorLogo</p> <ul style="list-style-type: none">• Black only• White only• AFA Dark blue			
<p>StellarX_Stacked</p> <ul style="list-style-type: none">• 2Cprint: 2 color version file for printing with PMS spot colors• CMYK: 4-color printing• RGB: for screen use		<p>StellarX_Delta</p> 	<p>StellarX_Type</p> 
<p>StellarX_Stacked_1colorLogo</p> <ul style="list-style-type: none">• Black only• White only• AFA Dark blue			