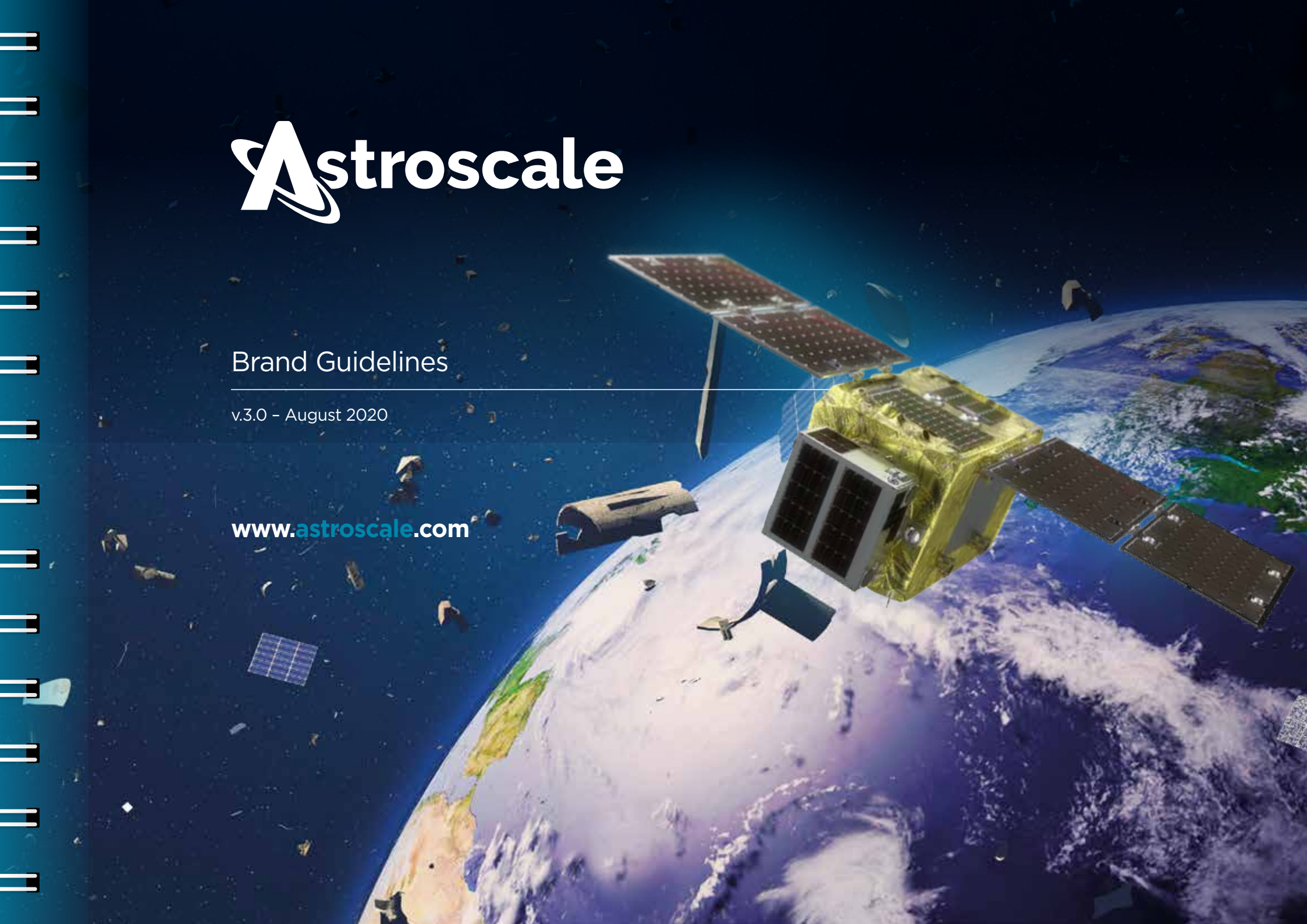




Brand Guidelines

v.3.0 - August 2020

www.astroscale.com



Welcome

This document provides information on the branding guidelines for Astroscale Group and outlines rules on how it should be applied by staff and external users. It also advises on how elements can be recreated consistently using consistently using the brand identity and supporting elements.

Please be aware that this guide is an evolving document. It will be regularly updated with additions from the ExComm team and will be expanded as the brand evolves. It will also reflect key feedback from its users.

If you need further guidance, please see the contact details at the end of this guide.

Thank you.



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1.0

Logo usage

One of the cornerstones of a strong brand identity is its logo. We want everyone who engages with Astroscale on a national or international basis, to recognise the business, know who we are, what we do, what we stand for.

To support this, it is important that we always use one logotype in a consistent manner and adopt behaviours that support it.

The Astroscale logo is consistent across all offices. We will in time have a strapline to accompany the logo, this will be introduced at a later date.

In the following pages we refer to the Astroscale logo as the logotype.

1.1

Primary & secondary logotype master brands

These guidelines have been developed to offer guidance and support for working with Astroscale's identity. This is the master brand. The brand informs the way our services communicate and engage with our audience.

Consistent and correct use of our identity is essential across all communications.

Astroscale's main logotype is to be used in the primary colour against white.

Astroscale has a secondary logo which should only be used when approved by the ExComm team. This is mainly for use when spacing is an issue.

Primary logotype



Secondary logotype



1.2

Exclusion zones and minimum sizes

The Astroscale brand must be communicated through consistent implementation.

If we mix brand expressions, we risk creating confusion, doubt and distrust. This will have negative influences on its business and its goals.

These exclusion zones must be adhered to at all times. It is imperative that any elements do not encroach these areas which would compromise the presence and clarity of the brand.

In addition, to protect the legibility of each logotype, they must not be used on printed or digital media smaller than 30/35mm wide respectively.

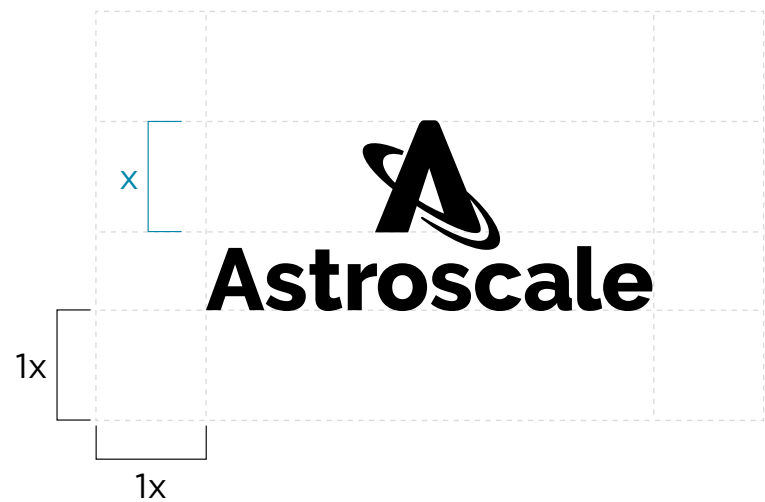
Exclusion zone (Primary) = height of Astroscale "A"



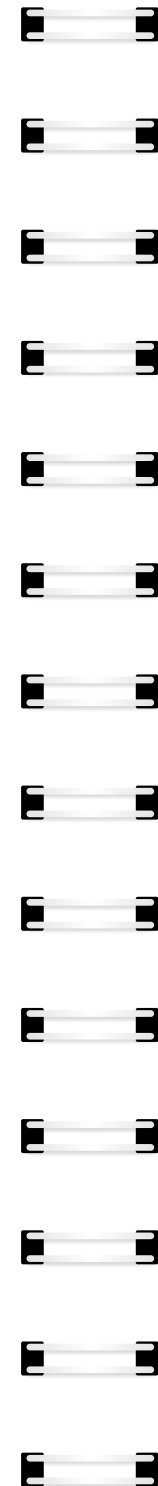
Minimum size (Primary)



Exclusion zone (Secondary) = height of Astroscale "A"



Minimum size (Secondary)



1.3

The Astroscale Symbol & Icon

The Astroscale 'A' Symbol

The Astroscale 'A' Symbol can be used to represent Astroscale only when the master logotype has been used beforehand. For example, on documents, presentations and social media activity, or as a marker when it is inappropriate to use the Astroscale master logotype.



Astroscale Symbol

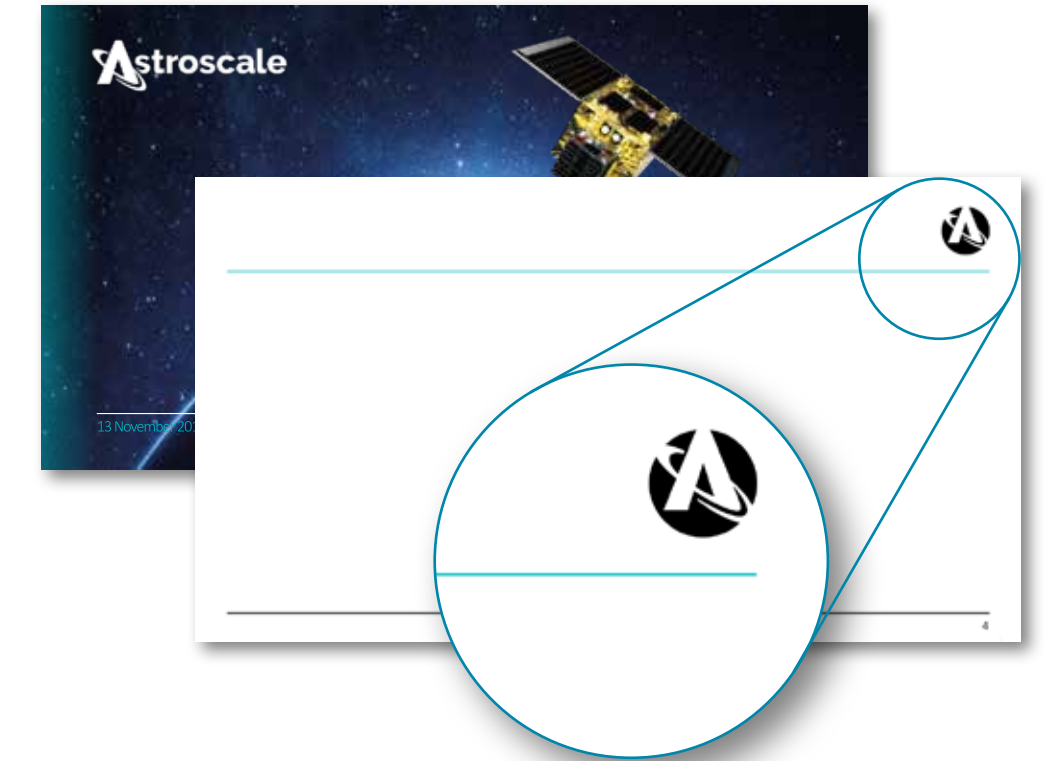
The Astroscale 'A' Icon

The Astroscale 'A' Icon can also be used to represent Astroscale, once the master logotype has been used beforehand. For example, on collateral, presentations and social media. As illustrated throughout these guidelines, the Astroscale icon can also be used as a background watermark graphic.



Astroscale Icon

Example of when to use Astroscale icon (Powerpoint slide)



1.4

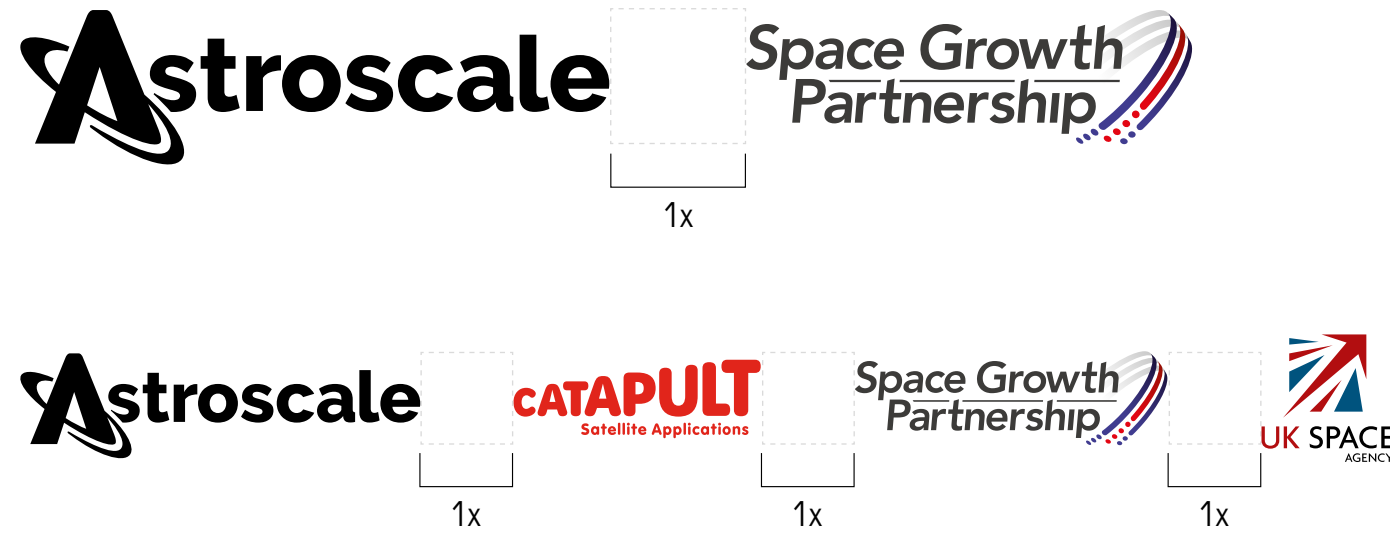
Alignment with other logos

There will be instances when the logotype will need to be aligned with other logos. This can be done centrally or vertically.

The exclusion zone should be no less than one exclusion square as shown here.

The logotype must always be placed to the left when aligned with other logos when featured on Astroscale literature.

As all logos vary in dimension and density and colour strength, the sizing of individual logos when grouped as an arrangement should be treated carefully to avoid bias towards any particular logo.



1.5

Logotype misuse

The logo must not be distorted or rotated in any way. The colour palette must not be altered and the background choice must always be carefully considered.

Here are just six examples. If you are in any doubt how to use the logo, please contact the Excomm team for additional advice.



1. Distort either horizontally or vertically
2. Rotate in any way - always use the logotype horizontally
3. Skew or warp
4. Alter the colours in any way
5. Apply a drop shadow
6. Place on a complicated photographic background



1.6

Positioning of the logotype

On printed items such as brochure covers and exhibition material, it is preferable that the Astroscale logo placed top left of the piece.

The logo must never be placed centrally or bottom left within the working space.

Please note that for our letterhead and press releases, the logo is always centre. This reference is for promotional collateral only.

If you are in any doubt how to place the logotype, please contact the Excomm team for additional advice.

Two examples of positioning Astroscale logotype correctly (A4 Brochure and Exhibition Panel)



2.0

Typography

Typography plays an important role in building a strong and consistent brand.

Used properly, type unifies the look of all our communications. This section features primary and secondary typefaces; their variations and their rules and guidance for usage.

2.1

Primary (and Online) typeface

Typography plays an important role in building a strong and consistent brand.

Used properly, type unifies the look of all our communications. This section features primary and secondary typefaces; their variations and their rules and guidance for usage.

When using the Gotham typeface within print applications, please ensure the tracking is set to -20 and horizontal condensing is set to 96%.

Aa

Gotham - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+[];'\"./

Aa

Gotham - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+[];'\"./

Aa

Gotham - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+[];'\"./

ⓘ Italic versions of the fonts shown above are also available and can be used to add emphasis or to add highlight to text.

2.2

Secondary typeface

Georgia can be used for headlines, subheadings, captions and call to actions and feature in any of the colours within the primary colour palette.

Please note: there are lots of different font companies producing variations of typefaces. These may have the same name but look very or slightly different. Please contact us using the details at the back of this guide if you require assistance.

Aa

Georgia - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+[];'\"./

Aa

Georgia - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+[];'\"./

ⓘ Italic versions of the fonts shown above are also available and can be used to add emphasis or to add highlight to text.

2.3

In-house typeface for Word and Powerpoint

Calibri can be used for body copy, headlines, subheadings, captions and call to actions and feature in any of the colours within the primary colour palette.

Please note: there are lots of different font companies producing variations of typefaces. These may have the same name but look very or slightly different. Please contact us using the details at the back of this guide if you require assistance.

Aa

Calibri - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+[];'\"./

Aa

Calibri - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+[];'\"./

Italic versions of the fonts shown above are also available and can be used to add emphasis or to add highlight to text.

3.0

Colour palettes

This section illustrates Astroscale's primary and secondary colour palettes and their rules for usage.

Please note that colours will vary on different screens, projectors and printed materials. This is due to the quality and configuration of screens and printers, and their ability to accurately reproduce the exact colour. Variations are not caused by the colour specifications.

Please contact the ExComm team if any assistance is required.

3.1

Primary colour palette

There are four primary colours for Astroscale which are used on all communications.

To support the primary colour palette, gradients may be used and it is proposed these are limited as shown here, to provide a strong structure across the colour application.

For quick reference we have named these colours as: Astro Blue, Navy, Black and Astro Grey in these guidelines.

Pantone® standards are shown in the current editions of the pantone colour publications. The colours shown here are not intended to match the pantone® colour standards. Pantone® is a registered trademark of pantone inc.

Astro Blue	Astro Navy	Astro Black	Astro Grey
100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%
CMY 83.30.22.5	CMY 100.81.47.56	CMY 0.0.0.100	CMY 0.0.14.63
RGB 50.132.166	RGB 1.35.60	RGB 0.0.0	RGB 128.127.116
Hex # 3284a6	Hex # 01233c	Hex # 000000	Hex # 807f74
Pantone® 7460c	Pantone® 289c	Pantone® Process Black	Pantone® WG10

3.2

Secondary colour palette

A secondary colour palette is available to supplement the primary colours.

For quick reference we have named these colours as: Astro Red, Orange, Gold and Astro Green in these guidelines.

Pantone® standards are shown in the current editions of the pantone colour publications. The colours shown here are not intended to match the pantone® colour standards. Pantone® is a registered trademark of pantone inc.

Astro Red	Astro Orange	Astro Gold	Astro Green
100%	100%	100%	100%
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%
CMY 0.100.71.0	CMY 0.76.100.23	CMY 0.20.100.34	CMY 53.0.86.52
RGB 229.36.59	RGB 190.83.28	RGB 193.160.30	RGB 68.105.61
Hex # e5243b	Hex # be531c	Hex # c1a01e	Hex # 44693d
Pantone® 199c	Pantone® 167c	Pantone® 7753c	Pantone® 7743c

4.0

Brand application

Samples of brand application are shown in this section. This consists of marketing material that has been produced to date.

- Letterhead & Business Card
- Brochure & Pull-up banner
- Powerpoint template
- Website

4.1

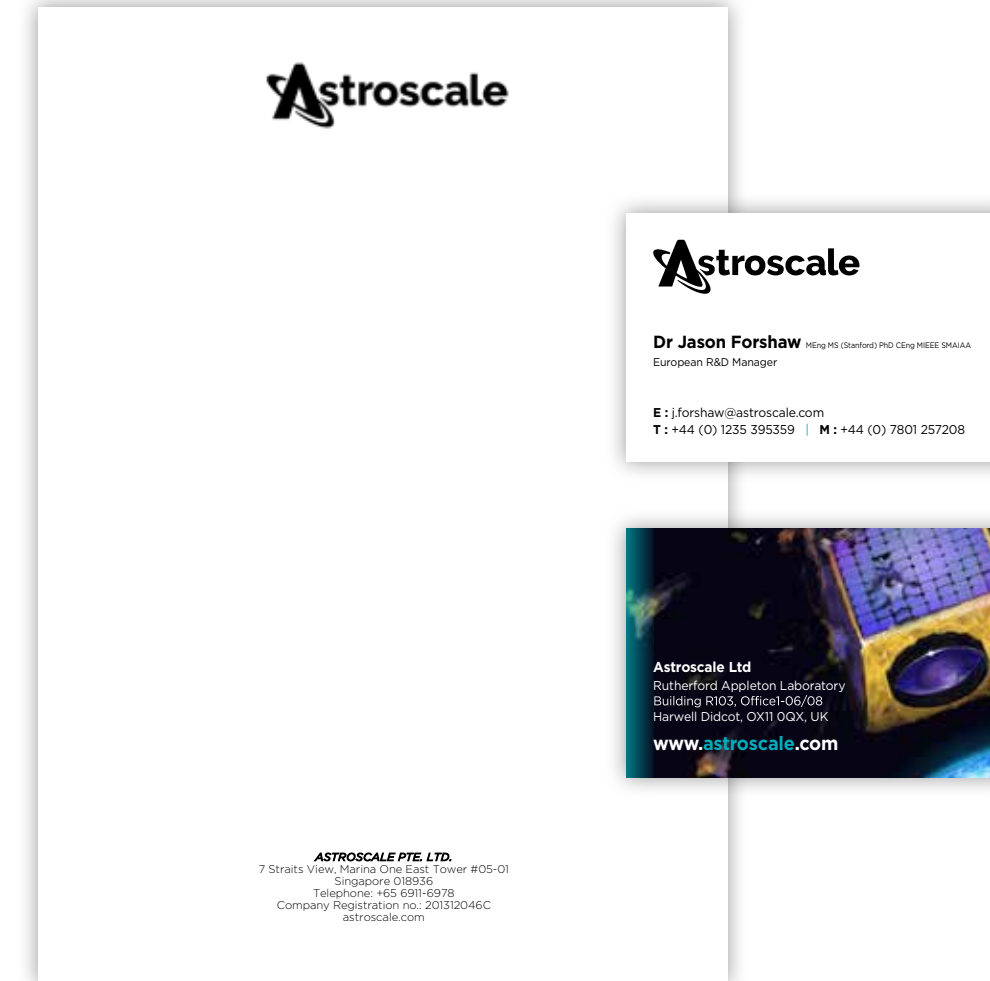
Letterhead & Business Card

Astroscale's A4 letterhead layout and business card layout are displayed here.

Letterhead paper stock to be used is 120gsm smooth white uncoated paper printed in CMYK colour to one side.

Please note: A template for the letterhead has been designed for online use. Please download from:

Business cards are provided through the local admin teams in each respective company. Please provide your details to your local admin teams.



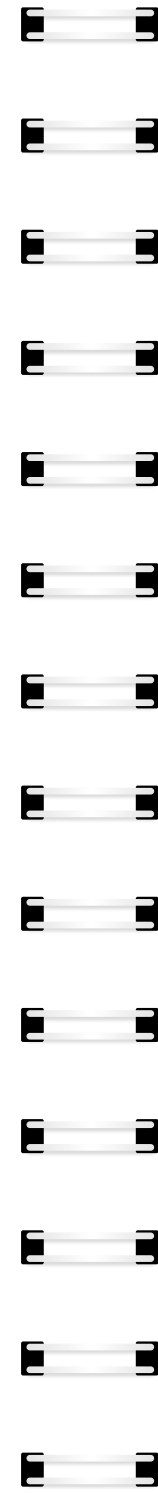
4.2

Brochure & Pull-up banner

All collateral, including brochures and leaflets should be developed and designed via the ExComm Team. An example of our overview leaflet and UK produced banners are displayed here.

The preferred system to use for these is the Barracuda 800 (WH321C-800A3) system. Example shown uses the 800 (w) x 2280 (h) mm option.

For more information please contact the ExComm team.



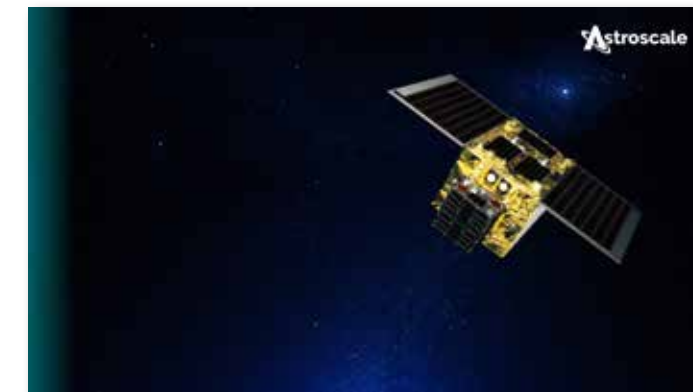
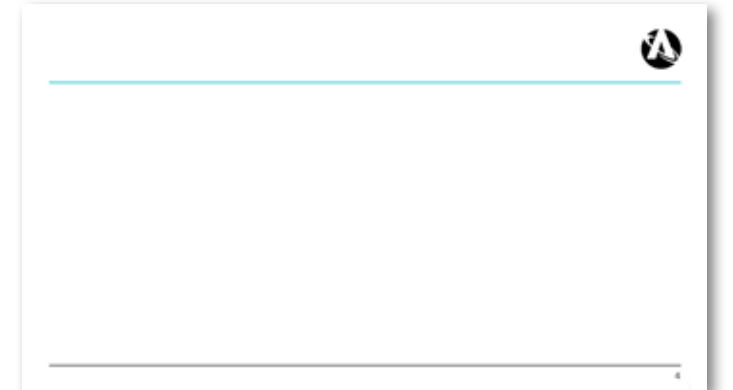
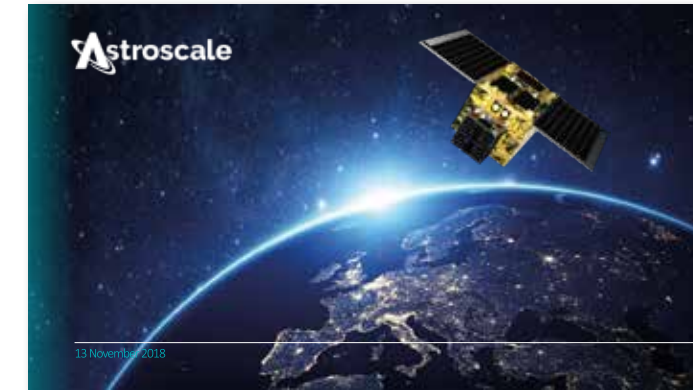
4.3

Powerpoint template

A set of Powerpoint templates have been designed for presentation use.

Arial is the typeface to be used throughout.

Slide templates
There are a selection of slide templates to choose from with or without imagery to allow flexibility and to help create a focus on content, while keeping a few common branding elements.



4.4

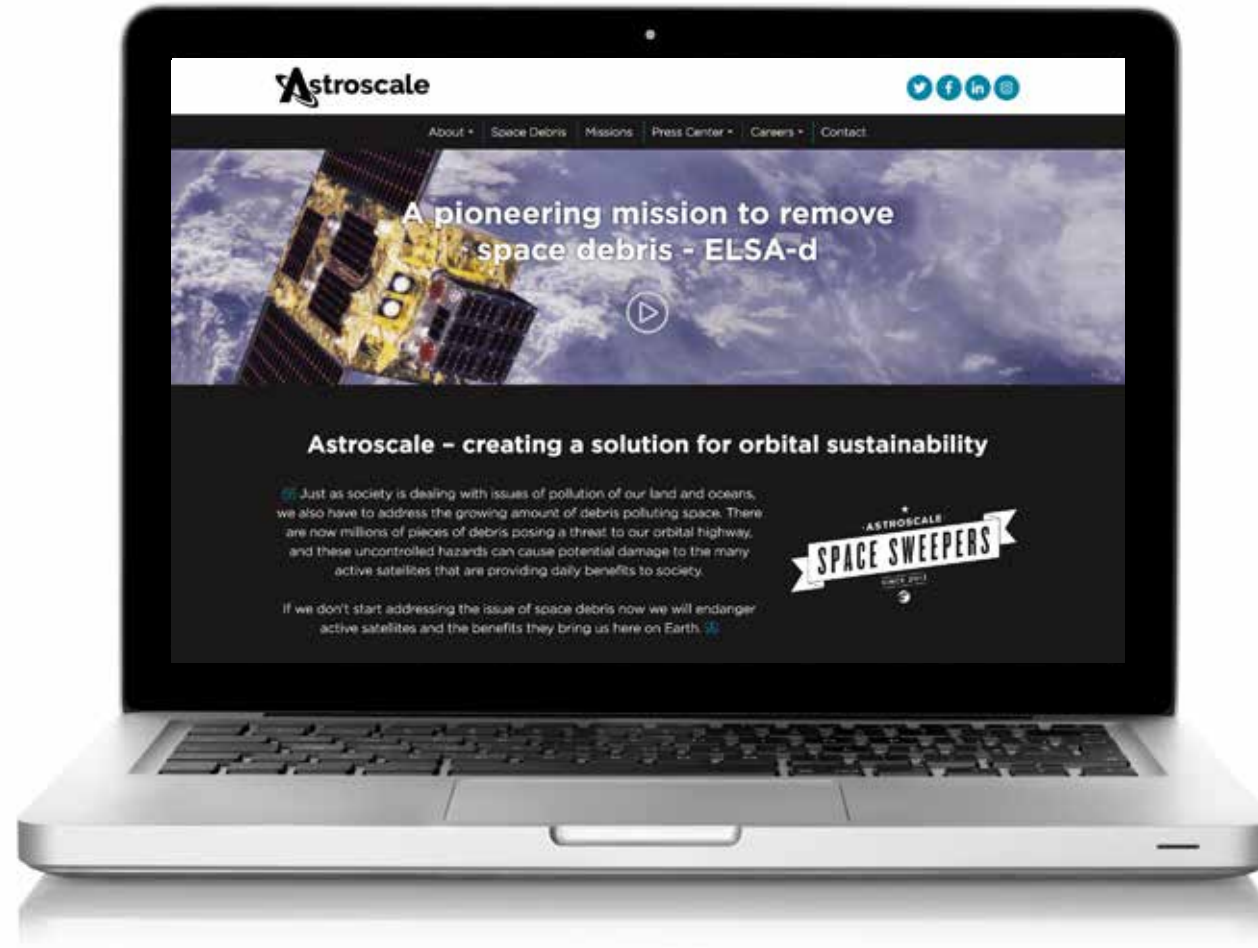
Website

As with all websites, content is ever changing and updating. The clean lines, efficient use of space and effective design gives flexibility for evolving without complication.

Gotham is the only typeface used throughout the website including all sibling (sub) pages.

The Astroscale website has been designed and developed to support the companies ethos of technological progress, clarity and scientific achievement.

www.astroscale.com



5.0

Photography & imagery

All communications – both onscreen and offline – should lead with high-quality, modern, business-like imagery.

On the following page we have offered guidance for sourcing and commissioning photography, as well as using and treating existing imagery. This will create a consistent look that will be synonymous with Astroscale.

5.1

Style and size

Style - Wherever possible, communications should lead with a 'hero' image. They should engage and inspire the reader/user whilst still communicating a professional and business-like voice.

Size - Original images should be as large as possible to allow for close-cropping. Every image must be at 300dpi at actual size when used for print.



Checklist - All images should:

- be natural, not posed
- be interesting crops with shallow depth of field
- be high quality, business focussed, clean and bright
- be free of clutter

Where possible, we try to use real life images of staff, rather than bought posed shots.

6.0

Contact

For further information and assistance, please contact the relevant people detailed below:

Astroscale Singapore Pte Ltd

Nicole Polii : Administration Manager

7 Straits View #05-01 | Marina One East Tower | Singapore 018936

Tel: +65 6911 6978

Mobile: +65 8111 2660

Astroscale Holdings Inc / Astroscale Japan Inc

Chie Noguchi : PR/Communication Manager

1-17-2 Kinshi Sumida-ku | TOKYO | 130-0013

Tel: +81 3 6658 8175

Mobile: +81 80 4148 4378

Astroscale Ltd

PR/Communication Manager

Harwell Innovation Centre | Building R173 | Curie Avenue
Oxfordshire | OX11 0QG | United Kingdom

Tel: +44 1235 395 359

Mobile: +44 7867 490237

6.0

Contact

For further information and assistance, please contact the relevant people detailed below:

Astroscale U.S. Inc

Dave Hebert: Director of Communications

1401 Lawrence St | Ste 1600 | Denver CO 80202

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Mobile: +1 202 744 8127

Astroscale Israel Ltd

Faye Lichter: Administration Manager

132 Manahem Begin | St. Azrieli Center 5 | 27th Floor | Tel Aviv Israel 6701101

Tel: +972 73 780 3505

Mobile: +972 50 974 0452