BRAND GUIDELINES

2024

SIDUS SPACE®

SPACE ACCESS **REIMAGINED**™

Sidus Space: Logo Usage

Main Logo (Horizontal)

Main Logo (Stacked)

Logo Mark

SIDUS SPACE

Word Mark

Logo Variation

Right Usage

Wrong Usage

Incorrect logo uses include logos with added effects such as: outlines, drop shadows, colors outside the Sidus color palette, bevels, embossed, 3D, italicized, and/or any filter that distorts brand identity.

Sidus Space: Logo Selection and Brand Colors

Logo Color Selections

- White Background: the logotype may be shown in Sidus Multicolor (Purple, Gray and Black), Gray or Black.
- Very Light Value Background: Against a very light background, the logotype should always be shown in full black.
- Black or Very Dark Value Background: Against a black or very dark color background, the logotype should always be shown in white.
- Medium Background: the logotype may be shown in either black or white, depending on which is more appropriate.

Logo Color Location Examples

Brand Colors and Variation Combos