

Incorporating our Logo into
a team-wide visual language

Design Guidelines



Our new Logo

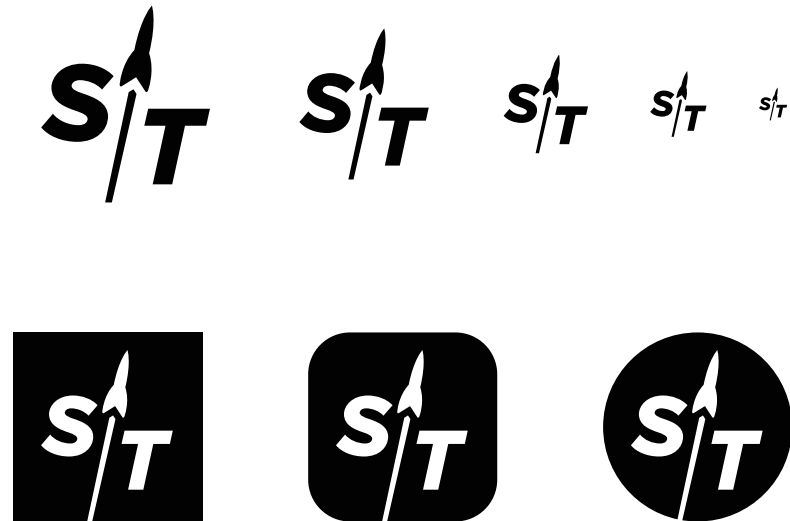
The new logo design represents our endeavor to incorporate the full name, our passion and a creative twist into the logo, while making it better suitable for real world applications – not just screen use. The design consists of a combined text and rocket symbol. Paired with a modern and easily readable sans serif typeface it together forms a figurative mark. The launching rocket in the center is the link between the *SPACE* and the *TEAM*, depicting our team evolving around our passion – aerospace projects. The rocket was chosen because of the team's distinctive roots and its relatively simple and self-speaking form, following the use in the preceding logo. A dynamic look is achieved through the use of italic type and the slant arrow, guiding the viewer and giving the rocket a visual catch. Launching the rocket through the "I" of *WIEN* underlines the team's heritage.



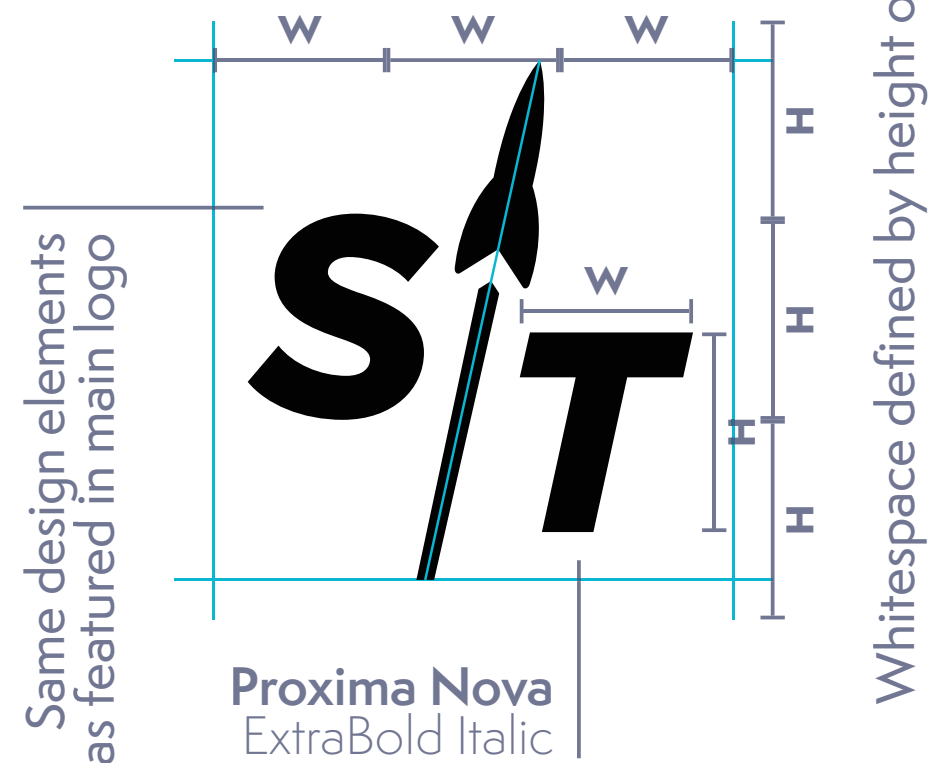


Our new *tiny* Logo

A novelty is also the introduction of a special logo variant exclusively for the use in small and tight spaces. This helps expand the use cases beyond the point where the reproducibility or readability of the standard logo ends – Favicons, profile pictures, tight spots on PCBs, engravings on parts and any small spots. Additionally, this version can also be placed on a background shape. In this case the trail must be aligned or extended onto the outline of the shape.



Square defined by width of »T«

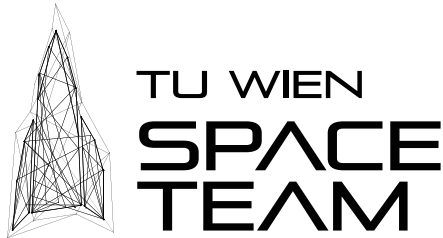


Whitespace defined by height of »T«

Logo Variants



Consistency is key for developing a brand identity



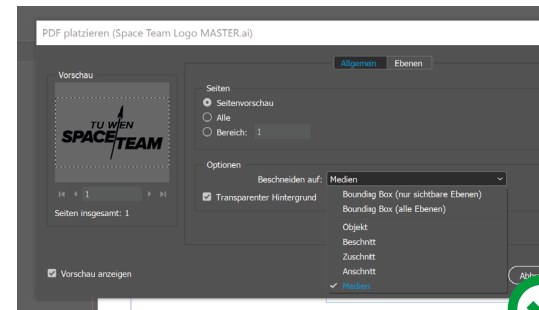
Since with this introduction the old logo is deemed obsolete, it should no longer be used for new designs



Use the new logo for all your new and coming designs. This guide shows which designs are possible and allowed



The logo must be surrounded by the defined minimum of white space – also called the area of isolation. This rule has to be considered at all times, especially in combination with other logos. Exceptions are only permitted if reasonably argued on a graphical standpoint



While working with designing applications, an easy trick to keep the correct minimum distance, is to set the cropping border of the placed logo to "Media", this way the frame will always be the correct size



Avoid placing the logo on busy backgrounds with high contrast or distracting details



Place the logo on a subtle and even background to get the viewers attention and avoid distractions



The following overview demonstrates a few unacceptable use cases and covers alternative and correct examples



Using the logo in black on a dark background leads to bad legibility



For dark backgrounds color the logo white to achieve a higher contrast and legibility



Changing or re-purposing the logo's design integrity to suit different applications or embedding it into other logos is prohibited



A possible way of representing a project can be to display the logo together with the mission patch. This emphasizes the connection to the family branding

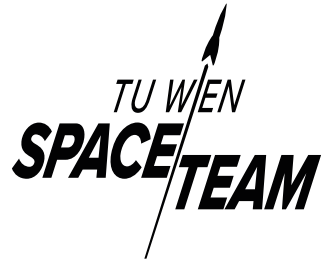


The tiny logo is not intended for large use cases



Where possible use the standard logo

Do not modify the logo



Do not distort the logo in any way



Never place the logo in outlines, choose the fitting black or white version



Avoid using unapproved logo colors and stick to the monochrome variants



Do not tilt the logo in awkward angles in relation to your design. An important design element is the diagonal rocket trail which must be preserved



Never apply photographic effects, drop shadows being an example



Do not enclose the main logo in an outline shape, creating a box

