ARCA

ARCASPACE

BRAND GUIDELINES

Issue 1
20 October 2024

ARCASPACE LOGO

Structure

The ArcaSpace logo consists of a symbol of three stars with four tips, and the "ARCA" word-mark. Both the symbol and the word-mark are always used locked up together to form the ArcaSpace logo.

Symbol

Logo

Wordmark

Clear-space and margins

X

Use on backgrounds

The ArcaSpace logo is only red or white.
The ArcaSpace logo can be displayed only on white, black and red backgrounds as presented below.
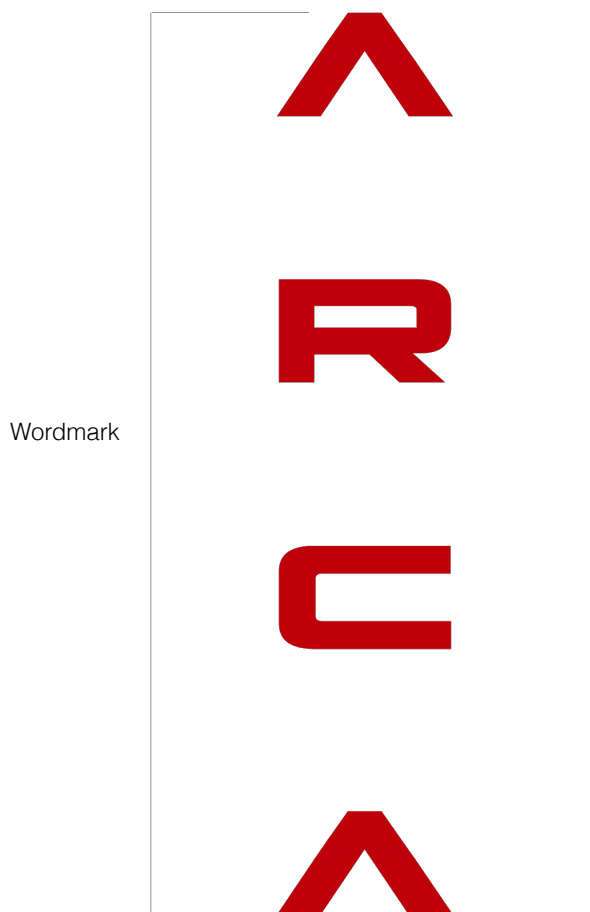The ArcaSpace red or white logo can also be displayed on images, without background.
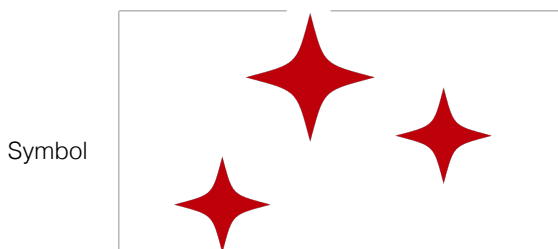
VERTICAL LOGO

The ArcaSpace vertical logo will be used only in red and exclusively on the first stage of ArcaSpace rockets.
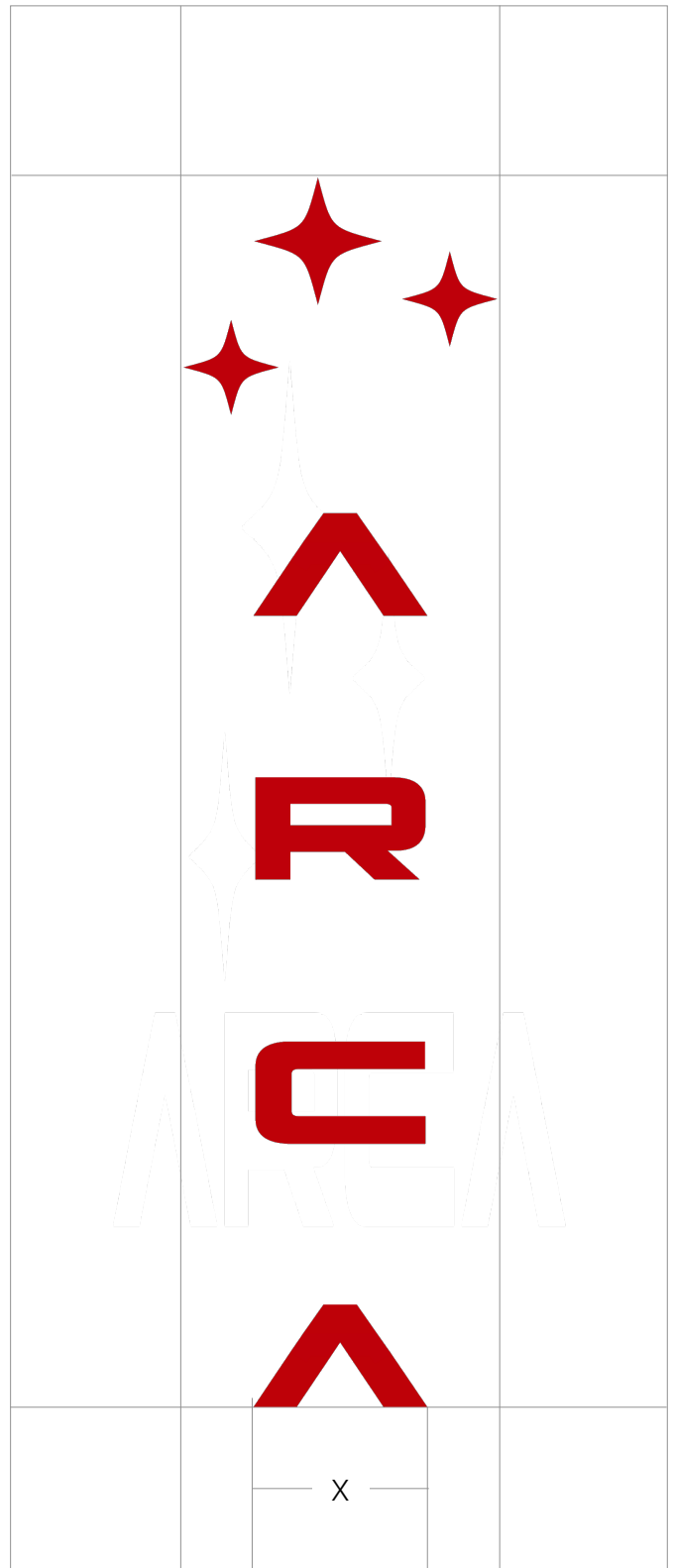
Structure

The ArcaSpace vertical logo consists of a symbol of three stars with four tips, and the "ARCA" word-mark. Both the symbol and the word-mark are always used locked up together to form the ArcaSpace vertical logo.
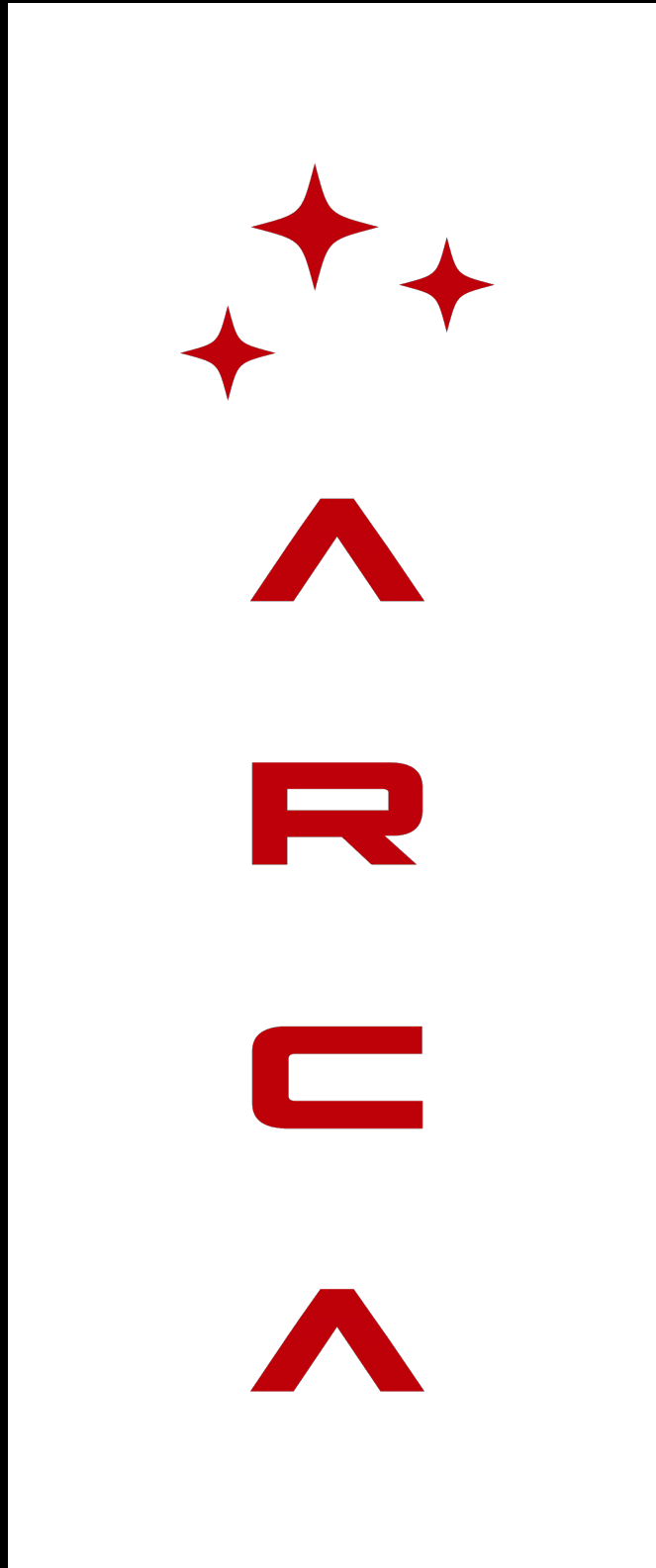
Symbol

Wordmark

Logo

Clear-space and margins

X

Vertical logo on backgrounds

The ArcaSpace vertical logo is only used in red and it can only be displayed on white backgrounds, exclusively on the first stage of ArcaSpace rockets. The ArcaSpace rockets are always painted in white.

Logo misuse

Don't crop the logo

Don't change the logo transparency

Don't use different colors

Don't distort the logo

Don't use shadow, outline, glow, or any other effect on the logo
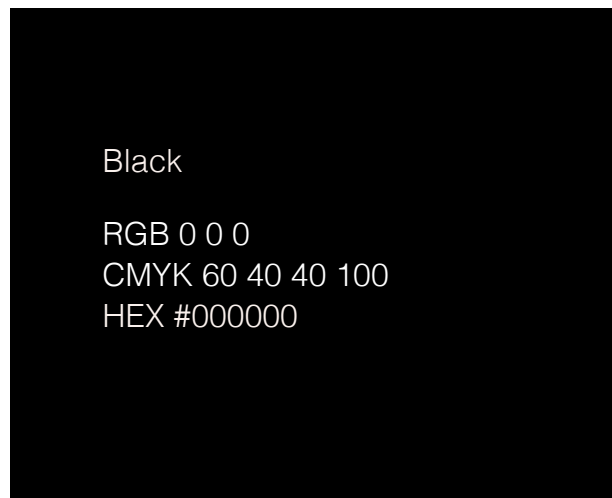
COLOR PALETTE

Red

RGB 190 0 10
CMYK 16 100 100 8
HEX #BE000A
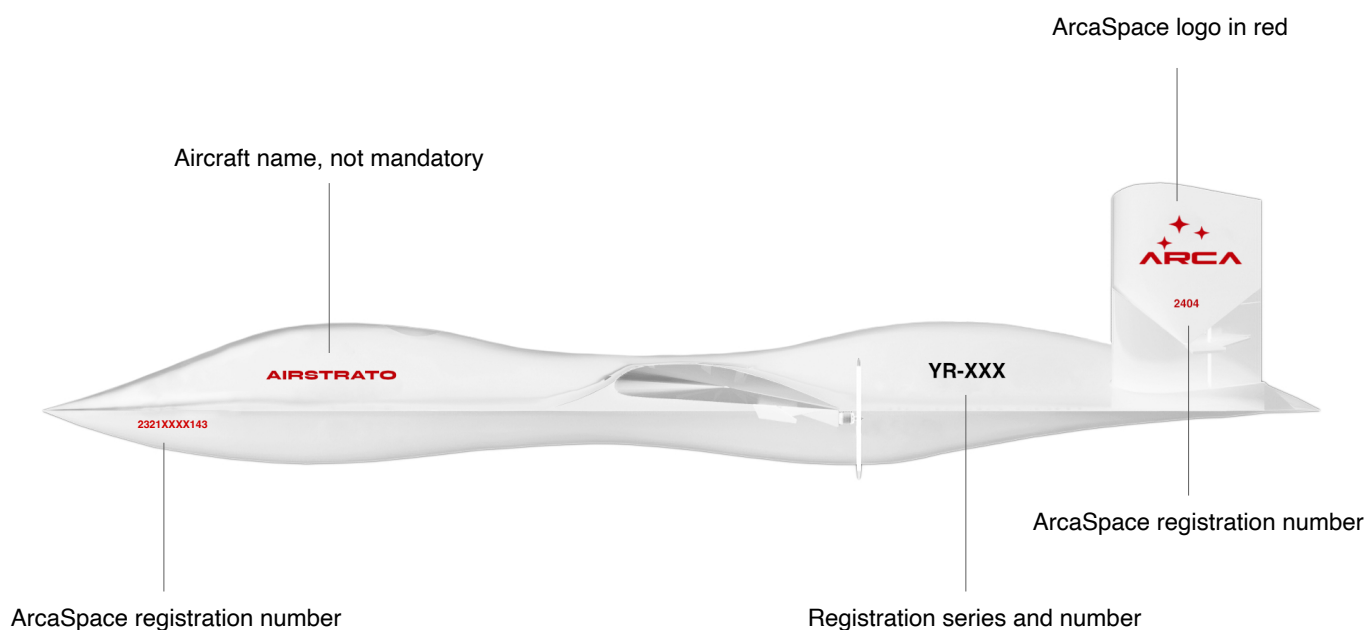
White

RGB 255 255 255
CMYK 0 0 0 0
HEX #FFFFFF

Black

RGB 0 0 0
CMYK 60 40 40 100
HEX #000000

ArcaSpace aircraft painting and marking

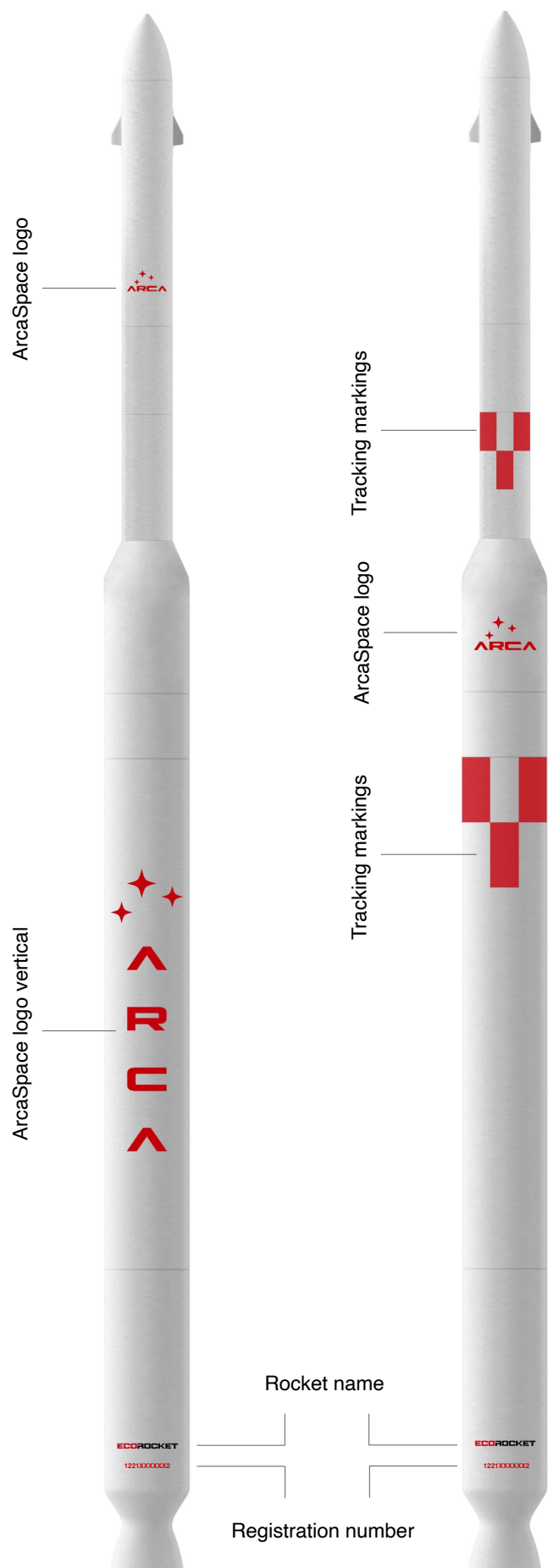Aircraft painting and marking guidelines:

• All ArcaSpace aircraft are painted in semi-gloss white;

• The ArcaSpace logo placed on ArcaSpace aircraft are painted in semi-gloss red;

• The ArcaSpace logo in red will be displayed on the vertical stabilizer. If such element doesn't exist, the ArcaSpace logo will be applied on the aircraft tail;

• The registration series and number will be applied on the tail, in black, as per the registering authority requirements;

• The aircraft registration number given by ArcaSpace will be displayed on the front and rear of the aircraft, written with Helvetica bold, in red. The height of the registration number should be half of the height of the letter "A" of the ArcaSpace logo;

• The aircraft logo or name, could be displayed at the front of the aircraft;

• The warning and maintenance labels will be displayed with Helvetica Bold in red;

• There will be no markings on the top and bottom of the aircraft, except for warning and maintenance labels;

• No sponsor, or other company logos will ever be displayed on ArcaSpace aircraft.

ArcaSpace logo in red

Aircraft name, not mandatory

AIRSTRATO

2321XXXX143

YR-XXX

2404

ArcaSpace registration number

ArcaSpace registration number

Registration series and number

ArcaSpace rockets painting and marking

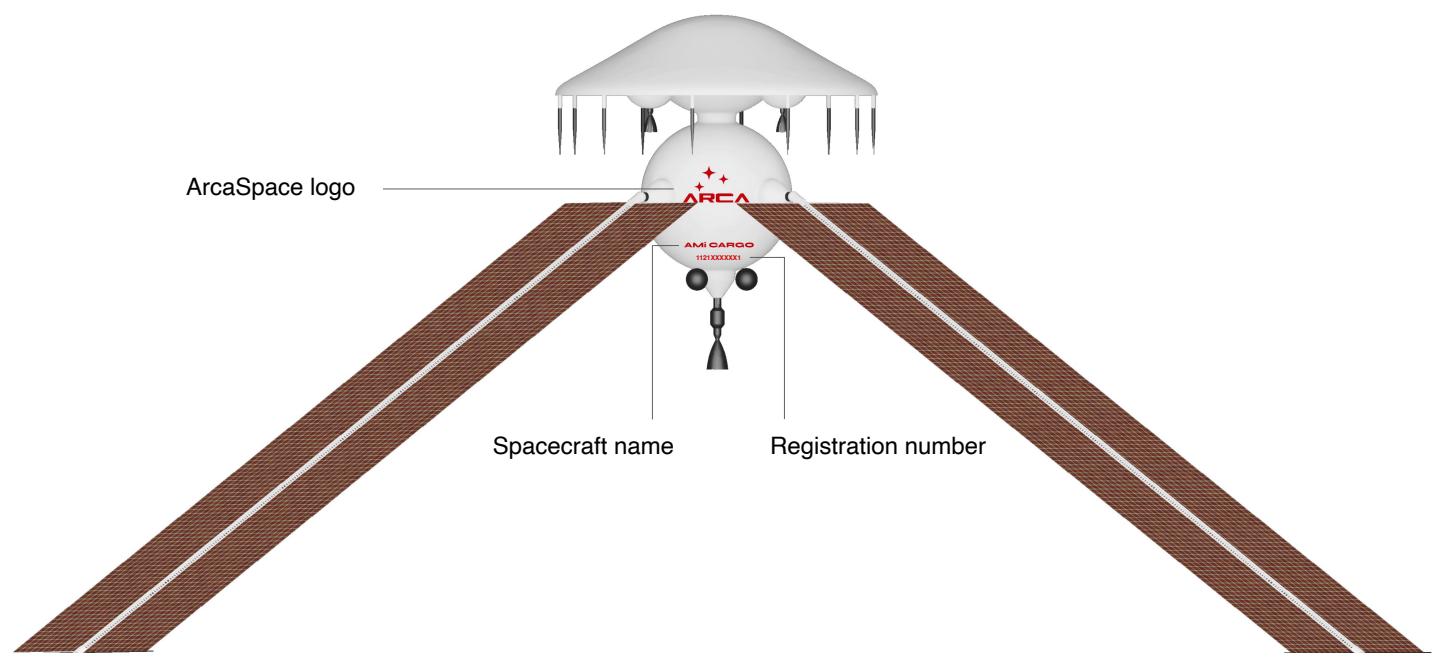Rockets painting and marking guidelines:

- All ArcaSpace rockets are painted in semi-gloss white;

- The ArcaSpace logo placed on ArcaSpace rockets are painted in semi-gloss red;

- The ArcaSpace logo in red will be displayed on the middle-top of the rocket;

- The ArcaSpace vertical logo in red could be displayed on the middle of the first stage. In this case, another horizontal ArcaSpace logo will be placed near the top;

- The rocket registration number given by ArcaSpace will be displayed on the bottom of the rocket, written with Helvetica bold, in red. The height of the registration number should be of the height of the letter "A" of the ArcaSpace logo;

- The rocket name, could be displayed at the bottom of the first stage, above the registration number;

- The warning and maintenance labels will be displayed with Helvetica Bold in red;

- Excepting for the warning and maintenance labels, there will be no markings on the nose-cone of the rockets;

- The engine nozzle's interior is always painted in red;

- Exclusively for testing purposes, sections designed for in-flight optical tracking could be painted in red or black;

- No mission patch will be displayed on the rocket;

- No sponsor, or other company will ever be displayed on ArcaSpace rockets.

ArcaSpace logo

ArcaSpace logo vertical

ECOROCKET

1221XXXXXX2

Tracking markings

ArcaSpace logo

Tracking markings

Rocket name

ECOROCKET

1221XXXXXX2

Registration number

ArcaSpace spacecraft painting and marking

Spacecraft painting and marking guidelines:

- All ArcaSpace spacecraft are painted in semi-gloss white;

- The ArcaSpace logo placed on ArcaSpace spacecraft are painted in semi-gloss red;

- The ArcaSpace logo in red will be visibly displayed on the spacecraft;

- The spacecraft registration number given by ArcaSpace will be displayed, written with Helvetica bold, in red. The height of the registration number should be half of the height of the letter "A" of the ArcaSpace logo;

- The spacecraft name, could be displayed above the registration number;

- The warning and maintenance labels will be displayed with Helvetica Bold in red;

- The engine nozzle's interior is always painted in red;

- Exclusively for testing purposes, sections designed for in-flight optical tracking could be painted in red or black;

- No mission patch will be displayed on the spacecraft;

- No sponsor, or other company logos will ever be displayed on ArcaSpace's spacecraft.

ArcaSpace logo

Spacecraft name   Registration number

TYPOGRAPHY

Brand headlines

ArcaSpace headlines are set in Syne Extra, all caps, shown below.
The primary headline color is red, while the white and black are secondary headline colors.
Line spacing is 1.

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0123456789

Brand subtitles

ArcaSpace subtitles are set in Syne Extra, shown below.
The primary subtitle color is black, while the white and red are secondary subtitle colors.
Line spacing is 1.
Do not set in all-caps or all-lowercase.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Brand text

ArcaSpace text is set in Helvetica, Light, Regular and Bold, shown below.
The primary text color is black, while the white and red are secondary text colors.
Line spacing is 1,2.
Do not set in all-caps or all-lowercase.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ARCASPACE NAME AND TYPOGRAPHY

The ArcaSpace name is typed:

ArcaSpace

or

ARCASPACE

Name misuse

ARCA

Arca

ARCASpace

ARCA Space
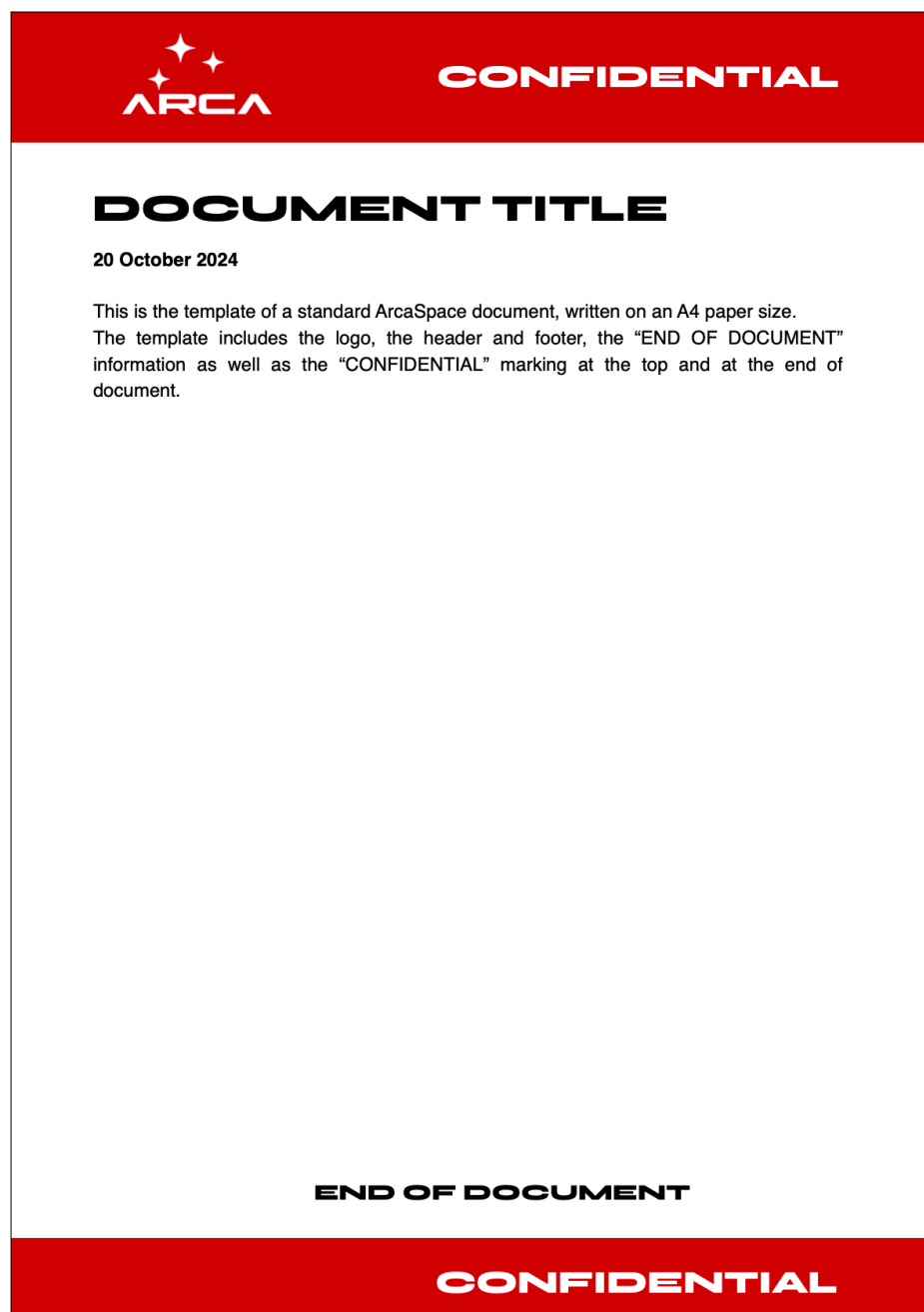
ArcaSPACE

Arca space

ARCASPACE's MOTTO

ArcaSpace's motto is:

Engineering the Future

PAGINATION

- The ArcaSpace documents are written on the A series International Standard paper.

- The documents have a red, 3cm header on the first page, and a 2cm footer on the last page;

- The header includes the white ArcaSpace logo;

- Above the footer, the "END OF DOCUMENT", information is displayed;

- The documents include the release date, the signatory, and track changes if applicable;

- The confidential documents will be clearly marked as "CONFIDENTIAL".

HARDWARE REGISTRATION

ArcaSpace registers its hardware based on:

- type of environment in which operates (space, air, sea and land);

- type of vehicle (spacecraft, rocket, aircraft, ship, land vehicle);

- type of control (manned or unmanned);

- type of application (civilian or military);

- date of successful completion of first Test Readiness Review; DD-MM-YY

- Number of manufactured unit from the type.

SPACE: 1   **SPACECRAFT: 1**
AIR: 2   **ROCKET: 2**
SEA: 3   **AIRCRAFT: 3**
LAND: 4   **NAVAL SHIP: 4**
                      LAND VEHICLE: 5

MANNED: 1
UNMANNED: 2

CIVILIAN: 1
MILITARY: 2

EXAMPLE:

In the case of EcoRocket Demonstrator for Mission 10:

SPACE: 1
ROCKET: 2
UNMANNED: 2
CIVILIAN: 1
DATE OF TRR: 16-10-21
UNITS: 1

12211610211

USAGE GUIDLINES

The ArcaSpace marks include the ArcaSpace its brands name, logo, motto, and any word, phrase, image, or other designation that identifies the source or origin of any of ArcaSpace's products.

Visual design of your website or application

- Please do not imitate the look and feel of ArcaSpace's sites and products when designing your own website and products;

- Please do not use, display, mirror or frame ArcaSpace's and its affiliated websites, or any ArcaSpace media resources without written consent;

- You must avoid suggesting your brand service or application is produced or supported by ArcaSpace.

Naming

Do not register a domain containing the word "ArcaSpace" or any variation thereof. Deliberate misspellings and transliterations are also not permitted.

Merchandise

Do not use the ArcaSpace assets or any other confusingly similar words or marks on any apparel, toy, product, or other merchandise.

You may not

- Modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by ArcaSpace, or in a way that confuses ArcaSpace with another brand;

- Use any logos or similar imagery to represent ArcaSpace other than the examples we have provided in the ArcaSpace Brand Guidelines, and with ArcaSpace's written consent;

- Use an ArcaSpace Asset as a substitute for your own;

- Use old versions or any other marks or logos to represent our brand;

- Distribute or otherwise make available our logos, marks, or assets.

MESSAGING

What is ArcaSpace?

ArcaSpace is a high-tech research non-profit that develops technologies for space exploration, aeronautics and defense, with the main focus on space resources exploitation, centered, unlike traditional aerospace industry, on eco-friendliness and cost-effectiveness, so we can open the access to the vast space resources and answer to humanity's pressing issue of resources depletion.

What is our brand promise?

By incorporating our vast experience of 25 years of aerospace and defense activity, we create unprecedentedly eco-friendly and cost effective space flight, space resources exploitation and strategic defense technologies.

What are our core values?

Our core values are innovation and determination.
The innovation led to the creation of ecological and extremely cost effective aerospace technologies and state of the art consumer products, while determination made us relentlessly push forward toward success.

What makes us different?

- We are a non-profit. We focus on technology development to be further implemented in commercial products by our commercial brands or third parties.

- Unlike traditional aerospace and defense players, we focus on eco-friendliness and cost-effectiveness in regard to the development of our aerospace and defense technologies.

- We are the only organization which develops in house the complete hardware solution for space resources exploitation, including the launcher and the spacecraft.

- We believe that in order to truly open the access to space, the space technologies should be cost effective with at least an order of magnitude compared to the current solutions.

- We develop the only cost effective strategic anti-ballistic and hypersonic missile interceptor, aiming at at least x100 cost reduction compared to the limited number of current solutions.

OTHER ARCASPACE AND AFFILIATED LOGOS

ArcaSpace is promoting the general Astronautics and the COSMOBAZA brands and logos. General Astronautics is a company which commercialize ArcaSpace's technologies, while COSMOBAZA is ArcaSpace's and General Astronautic's Flight Test and Development Centre.

GENERAL ASTRONAUTICS

The General Astronautics logo

COSMOBAZA

The COSMOBAZA logo

www.arcaspace.com