



Brand Guide

7/23

This document provides guidance for how to use (and how not to use) Near Earth's logo. Your conscientious recognition of this company standard is greatly appreciated.

Below, you may access logo files as needed. Your feedback is encouraged and greatly appreciated.

Logo Specifications and Format

The logo is the public expression of Near Earth's identity, character, and quality.

Please adhere to the specifications for use as outlined below. The "o" height is the safe space. Please keep other elements outside of this safe space.



Horizontal lock-up



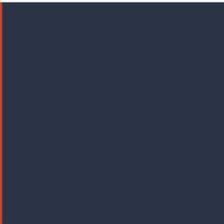
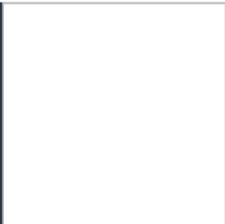
Vertical lock-up



Company Colors

Please adhere to the specifications for color provided below. RGB and HEX colors are for screen only and not intended for offset printing.

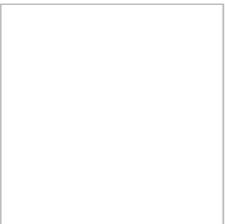


Foreground	Midground	Background
		
206, 70, 44	43, 52, 71	RGB: for screen only
CE462C	2B3447	HEX: for screen only



	
100% White	206, 70, 44
	RGB: Red background only



	
100% White	43, 52, 71
	RGB: Blue background only

Logo Sizes

In all applications, please maintain a consistent sizing of the logo. Different sizes have been provided.

Please contact PR@NearEarth.aero if you need a different size.

.8 in (20.32mm)



.5 in (12.7mm)



0.3125 in (7.9375mm)



How not to use Near Earth’s logo:

Please do not apply any of the following variations, effects, or distortions to the Near Earth identity.



Use the Near Earth logo in combination with a tagline or any other text unless it's predefined and provided.



Use a different typeface or color for the Near Earth logotype.



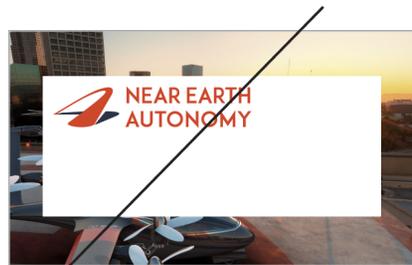
Use the wrong color or outline the Near Earth logo.



Combine the Near Earth logo with concept/product family logos.



Use the Near Earth logo in combination with another visual element such as a trademark or symbol.



Use the wrong framing or a specially created background.



Use an abbreviation for Near Earth Autonomy.



Use the logo as part of a sentence.



Alter, distort, or change the aspect ratio of the Near Earth logo.



Use the Near Earth logo in combination with a background image or on top of an illustration.



Use an effect such as a drop shadow with the logo.



Change the configuration, proportions, alter the shape of the path mark, or use the path mark by itself.