

# Space42 brand guidelines

# Contents



## **BRAND PLATFORM**

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## **LOGO, ICON, AND LOGO LOCKUPS**

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## **BRAND COLOUR**

- Primary brand colours
- Secondary brand colours

## **TEMPLATES, FONTS AND ICONS**

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

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# Brand Platform



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

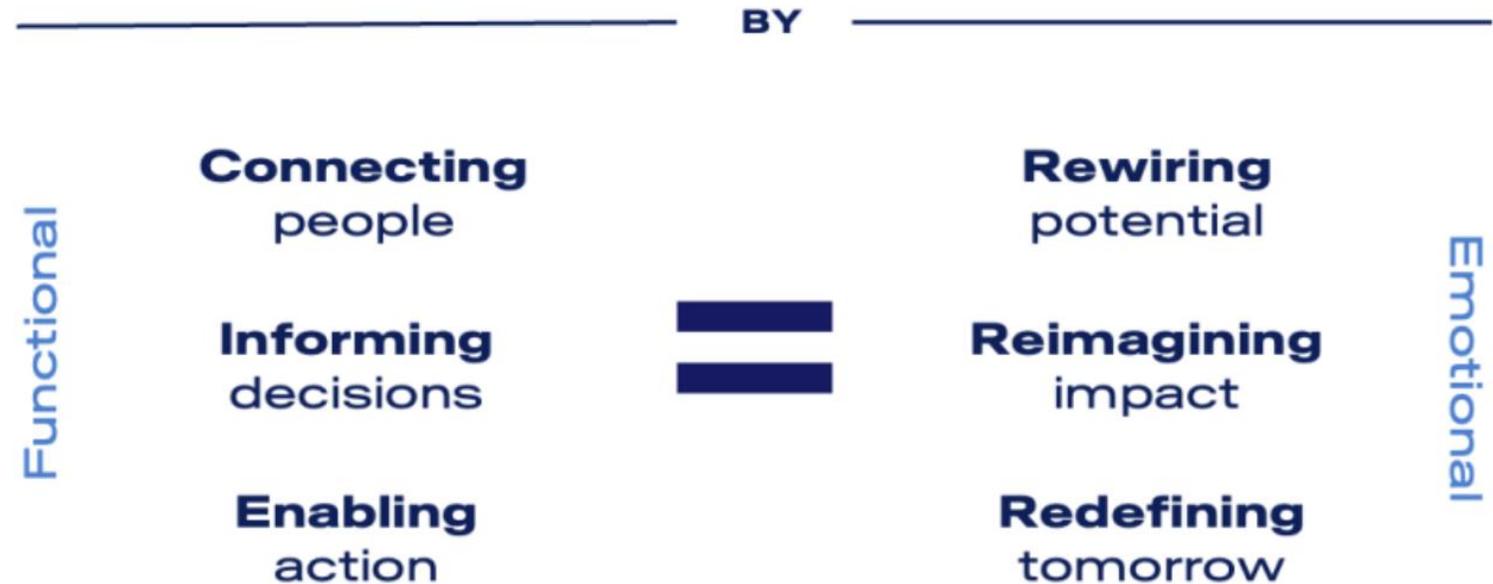
## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Our mission

**To enlighten the Earth from space**



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Our values

## Pathfinder

As pathfinders, we push the boundaries and ignite the future by embracing breakthrough thinking, intelligent risk, and redefining in space and AI.

## Principled

Principled at our core, we lead with precision, ethics and trust. Driven by integrity and data discipline, we build confidence and accountability everywhere we operate.

## Achiever

We are achievers at our core, scaling change by translating vision into action and delivering outcomes that uplift people, partners and the planet.



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

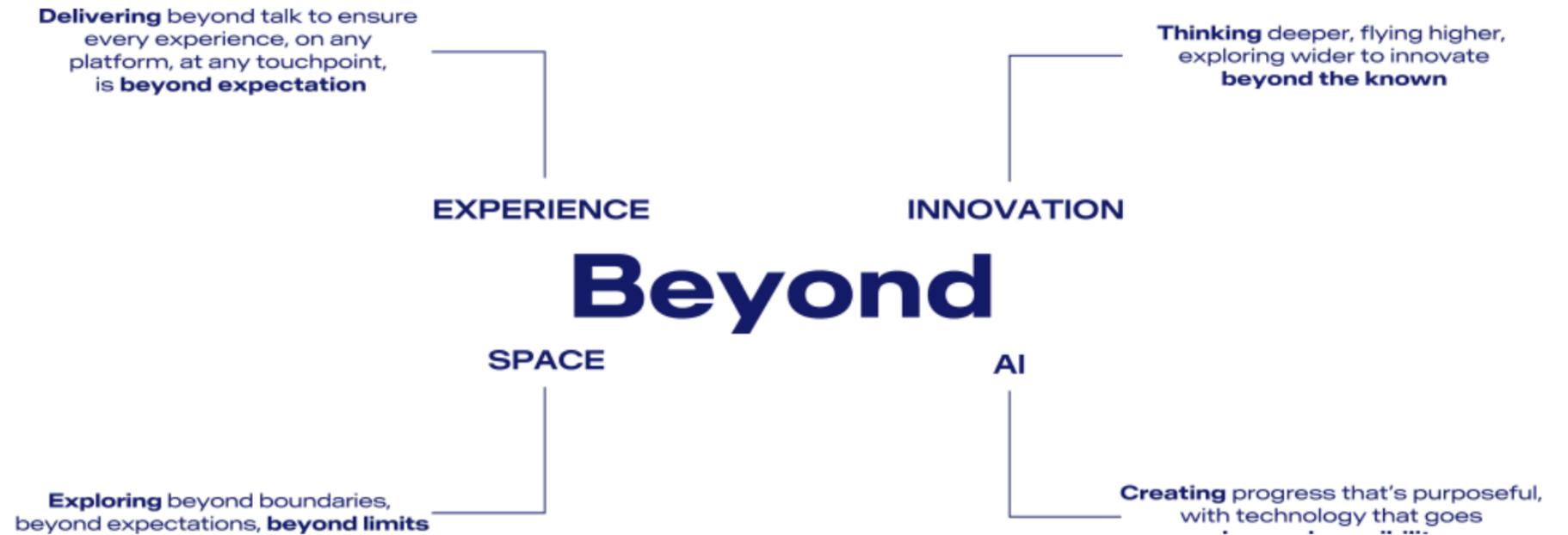
- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Our positioning



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

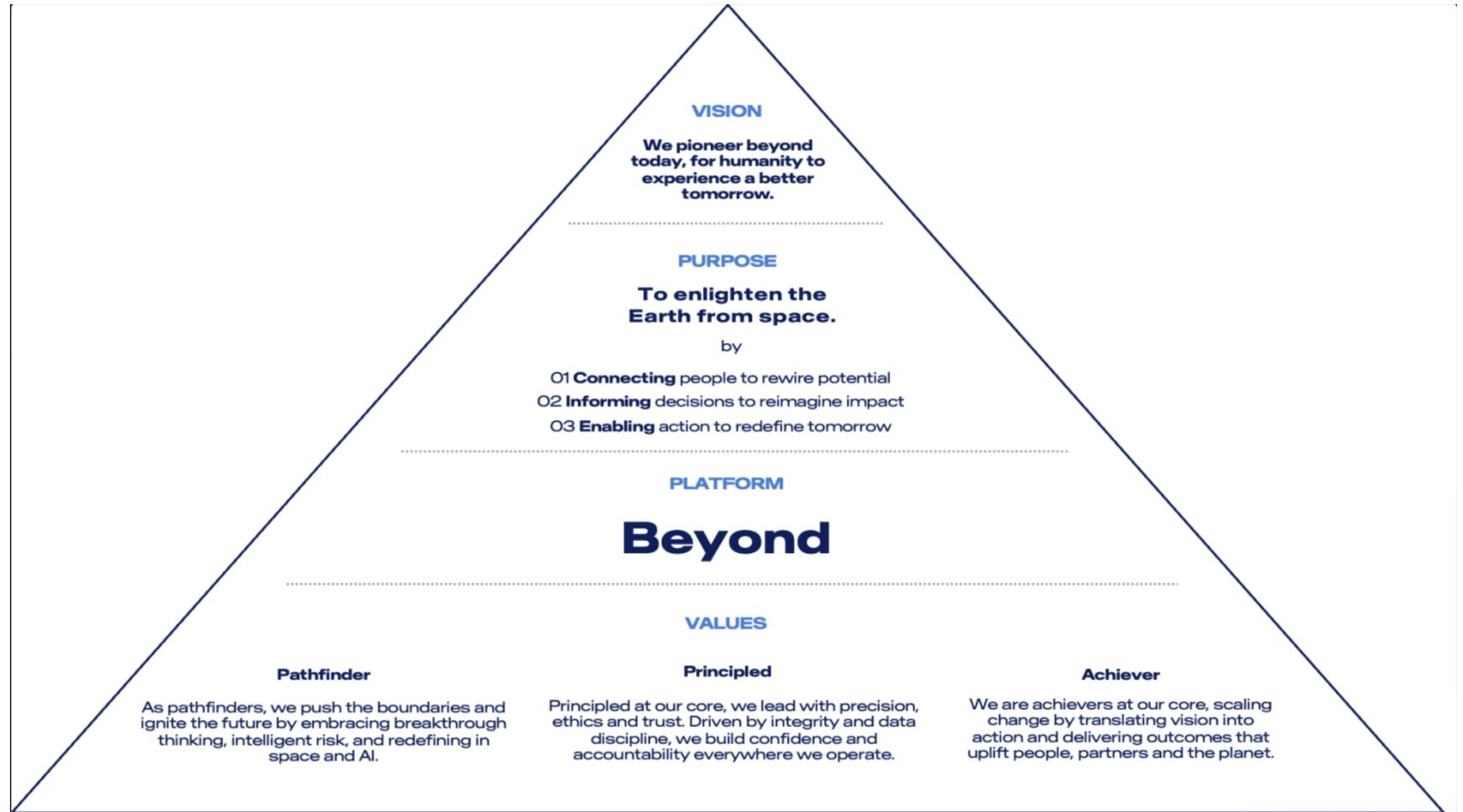
- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Our essence



## BRAND PLATFORM

Our mission  
Our values  
Our positioning  
Our essence  
Our story and tagline  
Our voice

## LOGO, ICON AND LOGO

### LOCKUPS

Space42 logo and icon  
Logo creation  
Icon creation  
Logo and icon colour  
application  
Logo architecture and  
lockup applications  
Logo and icon don'ts  
Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

PPT template  
Word templates  
Business card template  
Space42 font  
Iconography

# Our story and tagline

## Beyond

It's what our entire country has been built on: the ambition to go beyond what's possible.  
50 years ago, we were a young nation, now we're a shining star on the global map.  
We created a vibrant nation, sent men and women into space, explored the frontiers for  
Mars, and charted unmatched ambitions, and it's all been driven by the ambition to  
pioneer beyond expectations & the realm of possibility.

# Enlighten the Earth from space



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
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## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Our voice

## Concise

Clarity of thought is at the centre of what we do, we keep things short, sharp and to the point.  
We do: every day language, simplicity  
We don't: use jargon, dumb it down, boring, generic, blunt

## Approachable

A lot of what we do may not always be understood now - and we appreciate that, but most of what we do is made accessible with our open and approachable tone.  
We do: human, purposeful  
We don't: cold, impersonal

## Illuminating

With sharp wit, innovative and future thinking, we bring a magic and wonder to illuminate  
We do: inspiring, motivational, electric, possibility  
We don't: over intellectualise, confuse

## Bold

What we aim to achieve goes beyond what can be done today. Naturally, who we are and what we intend to do will be unexpected. Our tone should be just as boundary-pushing.  
We do: thought provoking, brave, pioneering, bold  
We don't: offend





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# Logo, icon and logo lockups



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Space42 logo

## Logo creation and unit of measure



## LOGO AND ICON

The entire logo is spaced out and created using the unit of measure. The logo is also encapsulated within a 1x5 bar from the icon.

## LOGO CREATION

The entire logo is spaced out and created using the unit of measure. The logo is also encapsulated within a 1x5 bar from the icon.

## UNIT OF MEASURE

The height of 1 bar from the icon is the unit of measure, which is x.

All constructions must be based on this unit of measure.

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- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Space42 icon

## Icon inspiration and creation



## ICON INSPIRATION

The equal sign icon is derived directly from the Space42 logo.

## ICON CREATION

These were the steps taken to create the icon, starting from a 1x1 square block into the final icon.

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- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

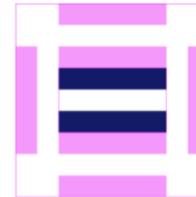
- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Space42 logo and icon

## Spacing and sizing



Logo



Icon



Print - 20mm  
Digital - 150px



Print - 3mm  
Digital - 20px

## CLEAR SPACE

Clear space around the logo is essential for clarity and brand integrity. Use a minimum of 3x units on all sides of the logo; for the icon, use 3x top/bottom and 2x on the sides to form a perfect square.

## MINIMUM SIZES

Minimum size guidance for our logo and icon protects legibility across all uses. Sizes vary for screen vs print, and should be followed wherever possible; especially in digital and social placements where different device screens can affect readability.

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- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Space42 logo and icon colour application



## COLOUR APPLICATION

Our logo and icon must be applied in full colour, blue on white or white on blue wherever possible.

There are certain instances where this won't be achievable and may require the use of a black and white version.

## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Logo architecture: development and evolution

## Space42 brand timeline

Merger of two business, to create one wholistic Space Tech authority

**>Nov 2024**



A MERGER OF BAYANAT & YAHSAT

Space42 logo, anchoring itself in its history

**Nov 2024**

Space42 logo, cementing the new wholistic brand, updated through all communications

**May 2025**



## BRAND PLATFORM

Our mission  
Our values  
Our positioning  
Our essence  
Our story and tagline  
Our voice

## LOGO, ICON AND LOGO LOCKUPS

Space42 logo and icon  
Logo creation  
Icon creation  
Logo and icon colour application  
Logo architecture and lockup applications  
Logo and icon don'ts  
Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

PPT template  
Word templates  
Business card template  
Space42 font  
Iconography

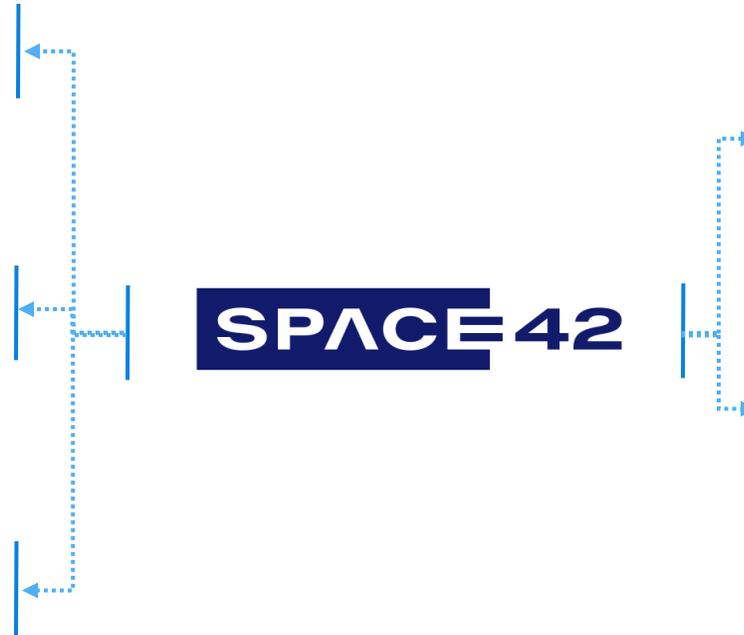
# Logo architecture: The organizing principle

One platform, one authority, one narrative

Space42 is the source of **trust, authority, and long-term vision**

Sub-brands explain capability, not identity

Partnerships do not dilute ownership of the platform



Space42 is always the primary brand signal.

All other names explain how Space42 expands, where, or with whom.

This aligns fully with:

- Space42 brand platform (pioneering beyond today, sovereign capability, long-term vision)
- Visual discipline already established in the logo lockups and colour hierarchy

## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

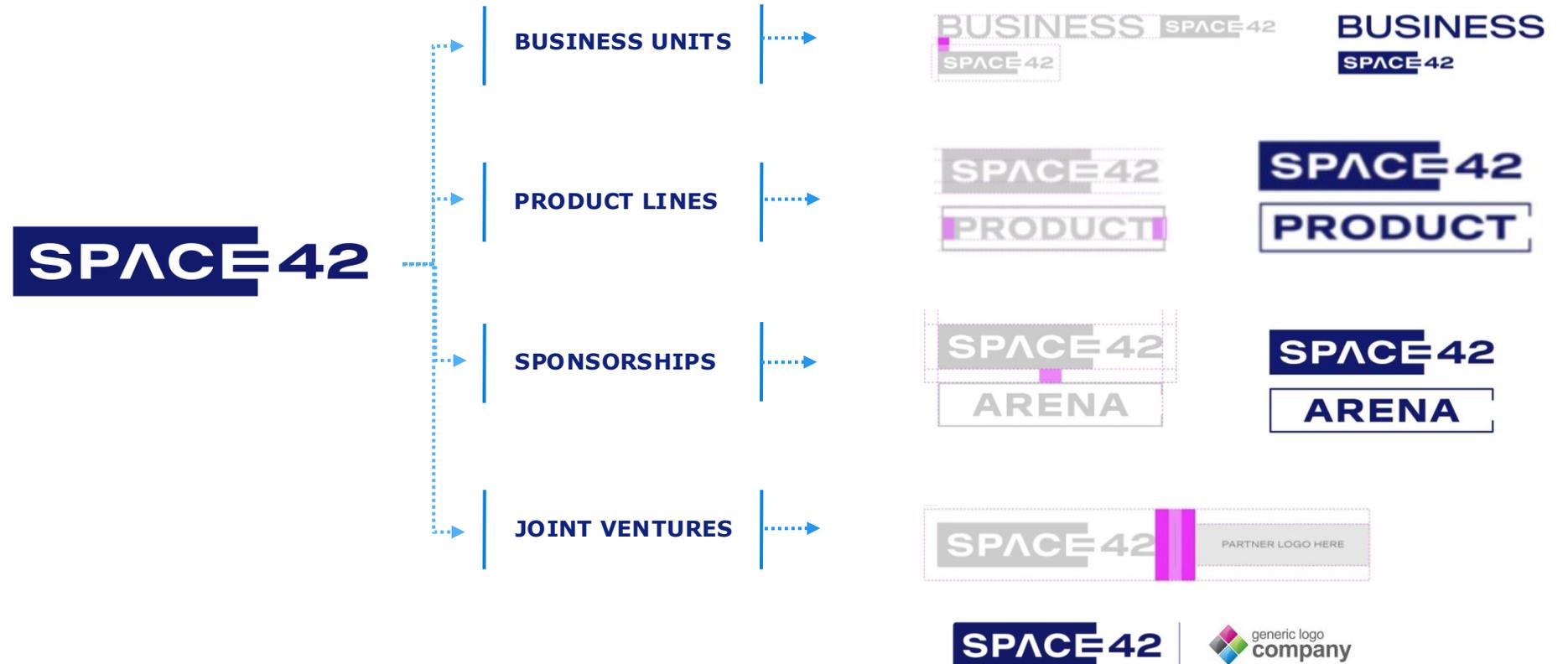
## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Logo architecture: application rules

Foundational rules defined at brand inception stage



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

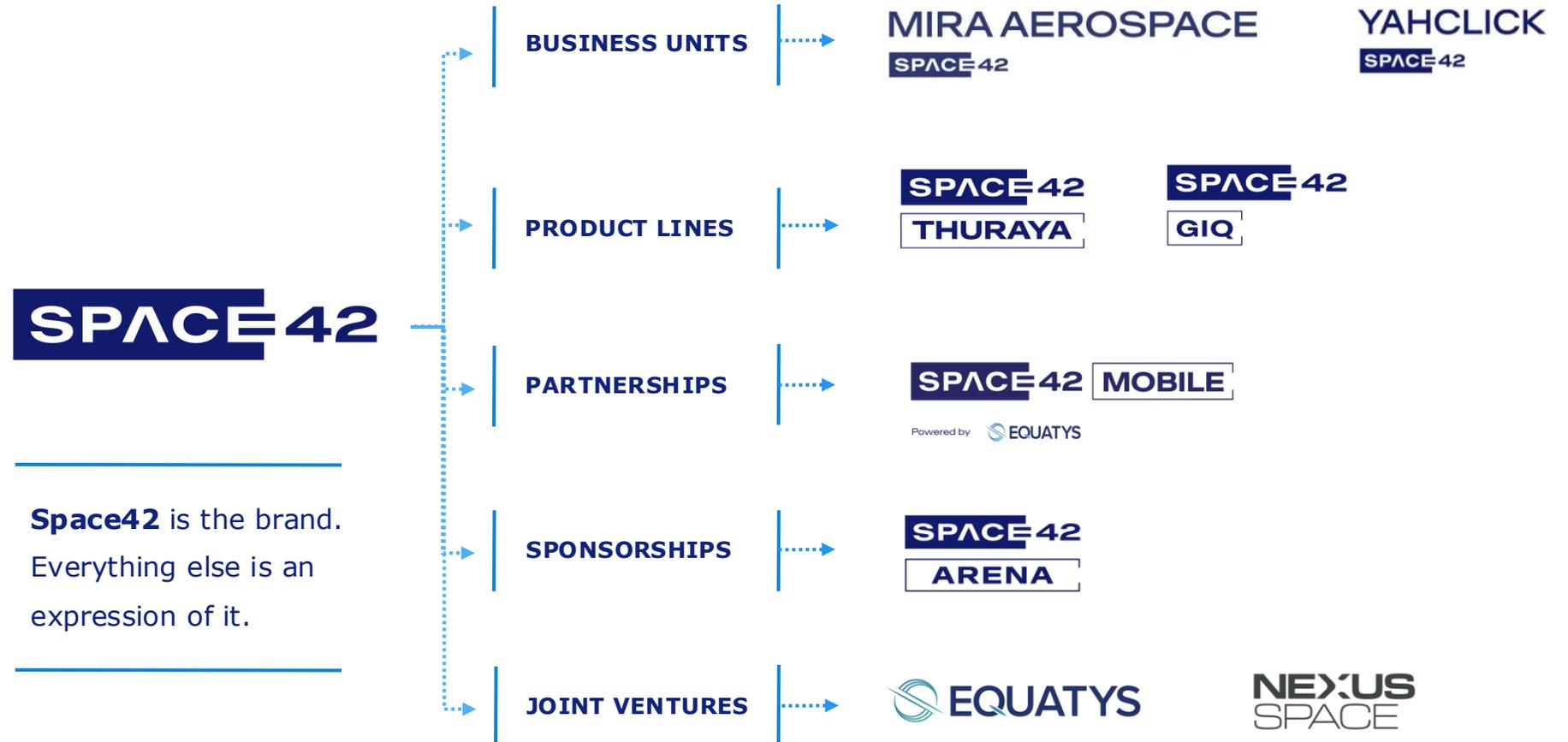
## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Logo architecture: application

A monolithic operating model for scale, trust, and autonomy



## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Logo architecture: application

## Product branding detail

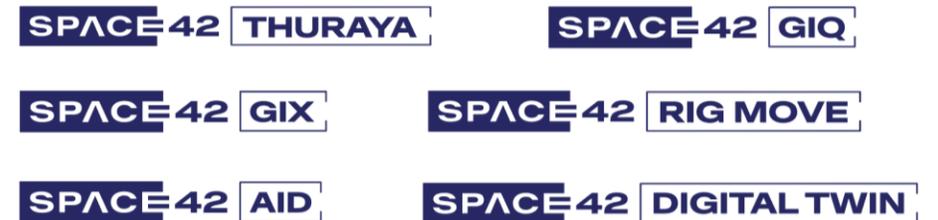
**SPACE42**

### PRODUCT LINES

### PREFERRED LAYOUT



### ALTERNATIVE AVAILABLE LAYOUT



**Space42** product line branding evolution



## BRAND PLATFORM

Our mission  
Our values  
Our positioning  
Our essence  
Our story and tagline  
Our voice

## LOGO, ICON AND LOGO LOCKUPS

Space42 logo and icon  
Logo creation  
Icon creation  
Logo and icon colour application  
Logo architecture and lockup applications  
Logo and icon don'ts  
Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

PPT template  
Word templates  
Business card template  
Space42 font  
Iconography

# Logo and icon DONTs



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Our logo and icon is integral to our visual identity and should not be misrepresented in any way.

Though somewhat obvious, representing the logo and icon properly is essential to maintain the integrity and gravitas of the brand.

1. Don't squash
  2. Don't change colours
  3. Don't use a gradients
  4. Don't outline
  5. Don't use a drop shadow
  6. Don't rearrange or separate
-

## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Logo animations

## LOGO ANIMATION IN



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There are 4 colour variations of the logo animation in.

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## LOGO ANIMATION IN AND OUT



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There are 4 colour variations of the logo animation in and out.

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## LOGO ANIMATION OUT



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There are 4 colour variations of the logo animation out.

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## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Brand colour

## PRIMARY BRAND PALETTE

Blue42



White



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## SECONDARY BRAND PALETTE

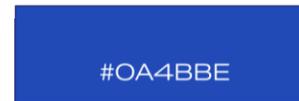
Blue O1



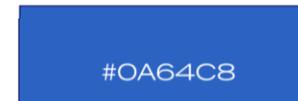
Blue O2



Blue O3



Blue O4



Blue O9



Blue O5



Blue O7



Blue O6



Blue O8



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## BRAND PLATFORM

- Our mission
- Our values
- Our positioning
- Our essence
- Our story and tagline
- Our voice

## LOGO, ICON AND LOGO LOCKUPS

- Space42 logo and icon
- Logo creation
- Icon creation
- Logo and icon colour application
- Logo architecture and lockup applications
- Logo and icon don'ts
- Logo animations

## BRAND COLOUR

## TEMPLATES, FONTS AND ICONS

- PPT template
- Word templates
- Business card template
- Space42 font
- Iconography

# Templates, fonts and icons

## TEMPLATED BRAND STATIONARY



## PRIMARY BRAND FONT

ANTARCTICA

AaBbCc 123  
SPACE 42

Light  
Regular  
Medium  
SemiBold  
Bold

Expanded Light  
Expanded Regular  
Expanded Medium  
Expanded SemiBold  
Expanded Bold

## SECONDARY BRAND FONT

VERDANA

AaBbCc 123  
SPACE 42

Regular  
Bold

For open files to any of the available templates, fonts and icons, contact brand marketing lead at:

[dana.stancu@space42.ai](mailto:dana.stancu@space42.ai)

The image shows a view of Earth from space, with the planet's horizon curving across the frame. The sky is a deep blue, and the Earth's surface is visible, showing some cloud cover and city lights. The logo "SPACE42" is centered in the middle of the image. The word "SPACE" is in a bold, white, sans-serif font, and the number "42" is in a similar font but smaller and positioned to the right of "SPACE". The "42" is partially enclosed by a white rectangular box that extends to the left, creating a stylized effect.

**SPACE42**