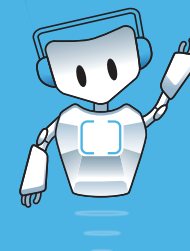


The logo features a stylized blue square bracket on the left, which contains a grayscale image of the Moon. To the right of the bracket, the word "LUNAR" is written in a large, white, uppercase, sans-serif font. Below "LUNAR", the words "MISSION ONE" are written in a smaller, white, uppercase, sans-serif font.

LUNAR MISSION ONE

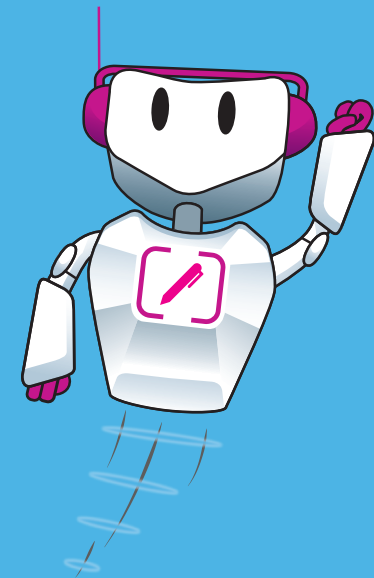


BRAND
GUIDELINES

OUR MISSION

Wherever in the world people experience chapters of Lunar Mission One, our communication is to demonstrate we are a single organization with the same goal.

It is important for both Lunar Mission One and Lunar Mission Everyone, to accurately portray their brand guidelines. This Style Guide is created to show examples of the approved versions of logos, appropriate typography, imagery, and icons, that preserve the integrity of the brand.



EXCITE

Pique people's interest and grab the
attention of a global audience



A night desert landscape with a full moon in a dark sky. In the foreground, a small fire burns in a metal container, casting a warm glow on the surrounding rocks and sand. The scene is set in a desert with large, rounded boulders and a clear horizon.

INSPIRE

Move people to consider what
stories they would put on the moon

A full moon is visible in the upper left quadrant of the image, partially obscured by a large, billowing cloud of white smoke and steam. To the right, a rocket is launching, with a bright, intense orange and yellow flame trail extending upwards. The background is a clear, pale blue sky. The overall scene is dramatic and evokes a sense of space exploration.

ENGAGE

Motivate participants to share their stories and store them on the moon

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BRANDMARKS

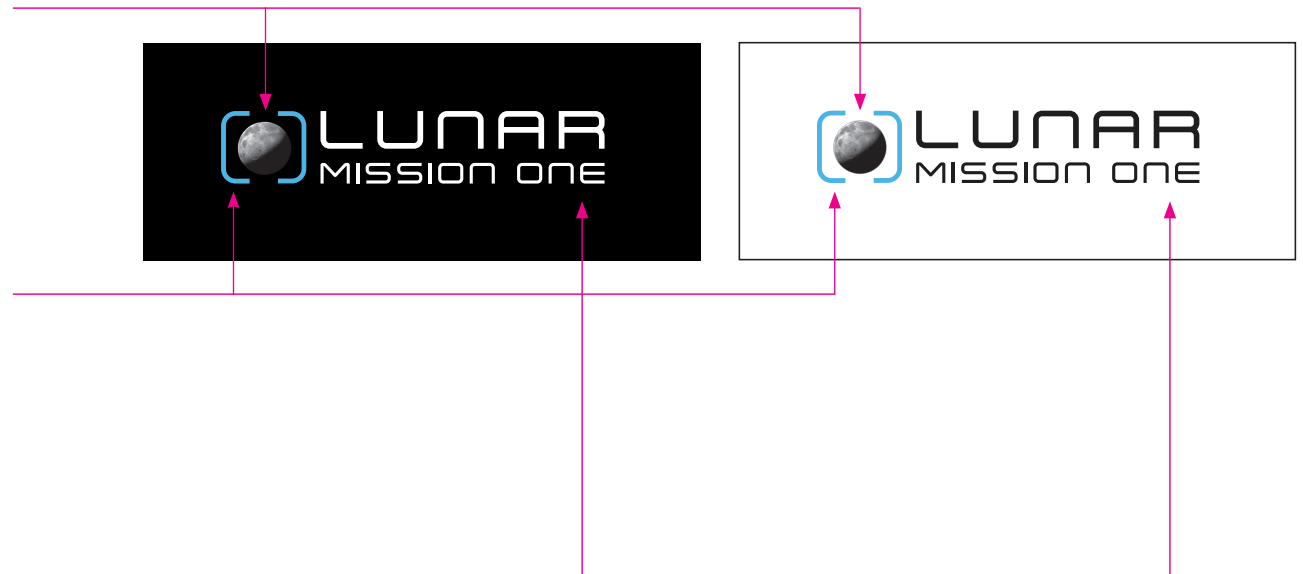
MASTER BRANDMARK

LUNAR MISSION ONE

An angled moon embodies aspiration, enamorment possibilities and curiosity when thinking about it.

The soft blue viewfinder encompasses the crescent moon and effectively illustrates the intentions of the overall mission of transferring and storing life data on the moon indefinitely. An important feature of the viewfinder is its subtle repetition throughout the brandmark as the typeface for "LUNAR" was created from the viewfinder itself remaining consistent with the original font chosen for the brandmark.

The Expansiva font chosen for the type of the brandmark is seen in all capital letters beneath the word "LUNAR", similar enough that there is no discernible disconnect. The brandmark was designed in a horizontal fashion in order to efficiently move the eye from imagery to type with little individual effort. As for the word "LUNAR," is intentionally prominent due to its uniqueness and informational importance over the words "MISSION ONE."



MASTER BRANDMARK

CLEAR SPACE

The negative space around the brandmark should be equal to the height and width of the viewfinder for maximum legibility.

The placeholder text below the mark is showing the minimum spacing required between the brandmark and other elements.



BRANDMARK USAGE

BRANDMARK COLOR

If put on any of the primary and secondary color palettes, excluding Starlight White, Nebula Green, Galaxy Blue, the original mark colors should not change.

If placed on Galaxy Blue or Nebula Green, the mark type and brackets will switch to white as illustrated here.

If placed on Starlight White, the brandmark type and brackets will all switch to Eclipse Black (or 70% Eclipse Black as a more subtle gray option), while the brackets keep the blue color.

When placing the logo on any color or texture aside from those demonstrated, best judgment should be used on both font and bracket color. The colors of the bracket must be either blue or white, while the text must be either blue, white, or black at all times.



BRANDMARK USAGE

BRANDMARK SIZING

The brandmark sizing is crucial due to the integrity of the mark can as it can easily compromised if not displayed correctly. If the brandmark must be scaled down, the minimum size for digital employment is 130 pixels wide and 1.3 inches wide to print for legibility purposes. The proportions of the logo, as always, must stay the same.

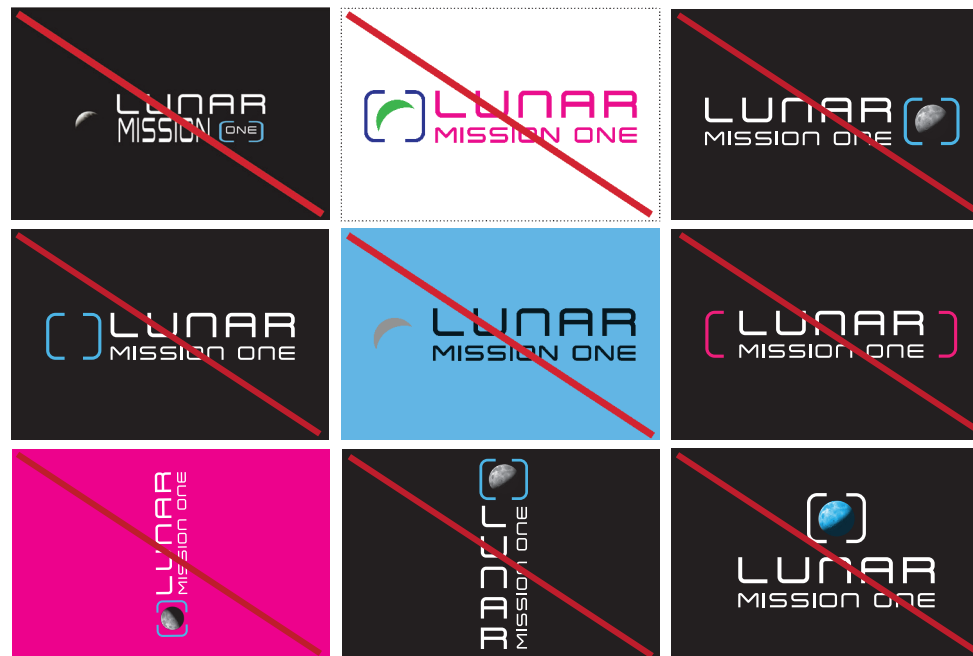


IMPROPER USAGE

IMPROPER USAGE

Improper usage includes the examples shown to the right:

- Modifying the organization of the brandmark elements
- Changing the color of the brandmark from black and white
- Moving the moon and brackets
- Removing any elements of illustration or type
- Rotation of the brandmark



MASTER BRANDMARK IN-SITUATION

THE BRANDMARK IN-SITUATION

These items which show the brandmark can be used as potential promotional products for Lunar Mission One as well as in professional settings such as offices and client meetings.

These pieces can also be used as a "Thank You" gift for donors and supporters of the program.



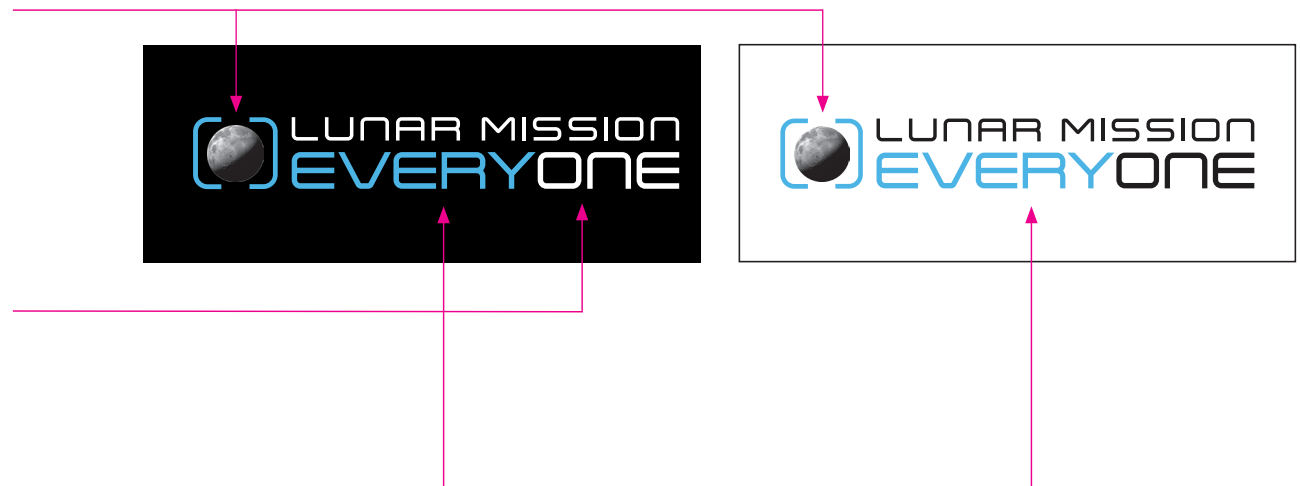
SUB BRANDMARK

LUNAR MISSION EVERYONE

To ensure brandmark consistency between the master and sub-brandmark, the utilization of the moon and viewfinder imagery is reused.

The blue color from the viewfinder is used in “EVERY” portion of the word “EVERYONE” to aid consistency between the type color for “LUNAR MISSION ONE,” while still emphasizing the universal aspect of the sub-brand’s educational project.

The composition of the type for the sub-brandmark is different, as the visual hierarchy emphasis has been switched from the top portion of the type to the bottom portion. The celebration of the word “EVERYONE” is important for the promotional aspects of the sub-brand’s school program initiative.



SUB BRANDMARK

CLEAR SPACE

The negative space (also known as clear space), around the brandmark should be equal to the height and width of the viewfinder for maximum legibility.

The placeholder text below the mark shows the minimum spacing required between the brandmark and other elements.



SUB BRANDMARK USAGE

SUB BRANDMARK COLOR

If put on any of the primary and secondary color palettes, excluding Starlight White, Nebula Green, Galaxy Blue, the original mark colors should not change.

If placed on Galaxy Blue or Nebula Green, the mark type and brackets will switch to white as illustrated here.

If placed on Starlight White, the sub brandmark type will switch to Eclipse Black, while the brackets keep the blue color.

When placing the logo on any color or texture aside from those demonstrated, best judgment should be used on both font and bracket color. The colors of the bracket must be either blue or white, while the text must be either blue, white, or black at all times.



SUB BRANDMARK USAGE

SUB BRANDMARK SIZING

The sub brandmark sizing is important because the integrity of the mark can be compromised if not displayed correctly.

If the brandmark must be scaled down, the minimum size for digital employment is 130 pixels wide and 1.3 inches wide for print for legibility purposes. The proportions must stay the same.



IMPROPER USAGE

IMPROPER USAGE

Improper usage includes the examples shown to the right:

- Modifying the organization of the landmark elements
- Changing the landmark color outside of black and white
- Moving the moon and brackets
- Removing any elements, such as illustration or type
- Rotation of the landmark



SUB BRANDMARK IN-SITUATION

SUB BRANDMARK IN-SITUATION

This item which shows the brandmark can be used as a potential promotional product for Lunar Mission Everyone.

The t-shirt is just one of many materials that can be used in an educational setting to promote the brand.

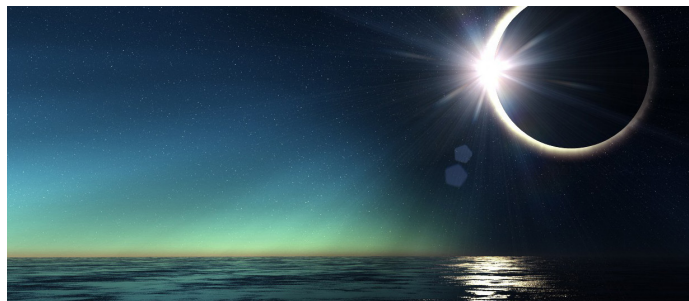


DESIGN SYSTEM

COLORS

PRIMARY COLORS

The primary color palette consists of Galactic Blue, Moondust Silver, Starlight White, and Eclipse Black. We derived these colors from imagery of an eclipse when the sun passes behind the earth. This creates a prominent blue horizon which is contrasted by the black endlessness of space and highlighted with notes of silver and white.



GALAXY BLUE

PMS 2915C

C:58 M:30 Y:0 K:0

R:91 G:180 B:229

#5bb4e5

MOONDUST SILVER

PMS 877C

C:47 M:38 Y:38 K:2

R:142 G:144 B:144

#8e9090

ECLIPSE BLACK

PMS None

C:40 M:0 Y:0 K:100

R:0 G:23 B:34

#001722

STARLIGHT WHITE

PMS None

C:0 M:0 Y:0 K:0

R:0 G:0 B:0

#ffffff

SECONDARY COLORS

The secondary color palette is comprised of Cosmic Pink, Nebula Green, and Solar Flare Yellow. These colors are indicative of various celestial occurrences known for their spectacular coloring. These colors are not to be used in either brandmark and may only be used for informational purposes such as marketing and icon differentiation.



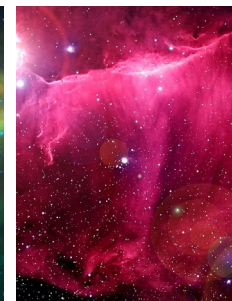
NEBULA GREEN

PMS 802C

C:50 M:0 Y:100 K:0

R:140 G:197 B:64

#8cc540

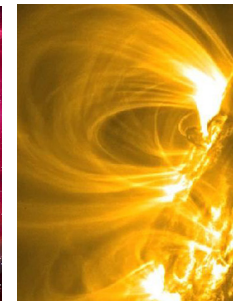


COSMIC PINK

PMS 806C

C:0 M:100 Y:0 K:0

R:237 G:0 B:140



SOLAR FLARE YELLOW

PMS 803C

C:0 M:23 Y:100 K:0

R:251 G:196 B:15

#fbc40f

ICONS

ICONS

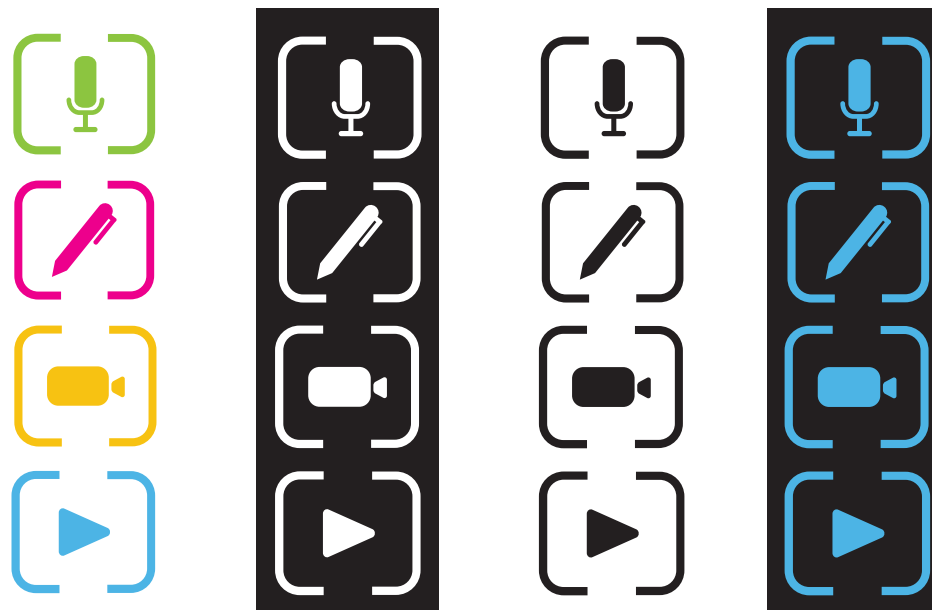
As a part of the Lunar Mission Everyone sub-brand, icons are used to signify the three mediums of contribution: capture, write, record.

Each utilize the viewfinder visual to remain consistent and are to be displayed alongside the sub-brand mark. These icons are to be used and implemented via marketing, programming and web and print design.

ICON COLORS

Each icon uses a secondary brand color to signify each medium:

Writing : Cosmic Pink
Audio : Nebula Green
Video : Solar Flare Yellow
Play : Galaxy Blue



ICON USAGE

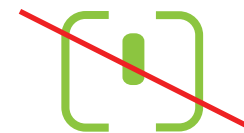
PROPER USAGE

Proper usage of the icon is shown on the right:

IMPROPER USAGE

Improper usage includes examples shown to the right:

- Changing or stretching of the dimensions of the icons
- Taking out or adding any elements
- Changing the color of the icon outside of black and white or as instructed in ICON COLORS
- Filling in the space indicated by the viewfinder that is the negative space surrounding the inner icon
- Overlaying the icons with other icons
- Placing two icons with no space between them



ARCHIE

Archie the Archive is the official Lunar Mission One Mascot. While some mascots represent specific regions, cultures, or ways of life, Archie acts as more of a friendly, encouraging face to collect the stories of the world.

ARCHIE'S MISSION PLAN

Archie's main mission is to act as your guide for collecting your stories about your life and community. He travels the globe collecting stories until he has gathered a perfect snapshot of the world as it is. Archie will then keep your stories safe on the moon for future generations.

While on the moon, Archie will settle into his extended stay where he will be storing the information for many generations to come. He was so glad that he was able to be a part of this big mission for Earth.

HEADPHONES

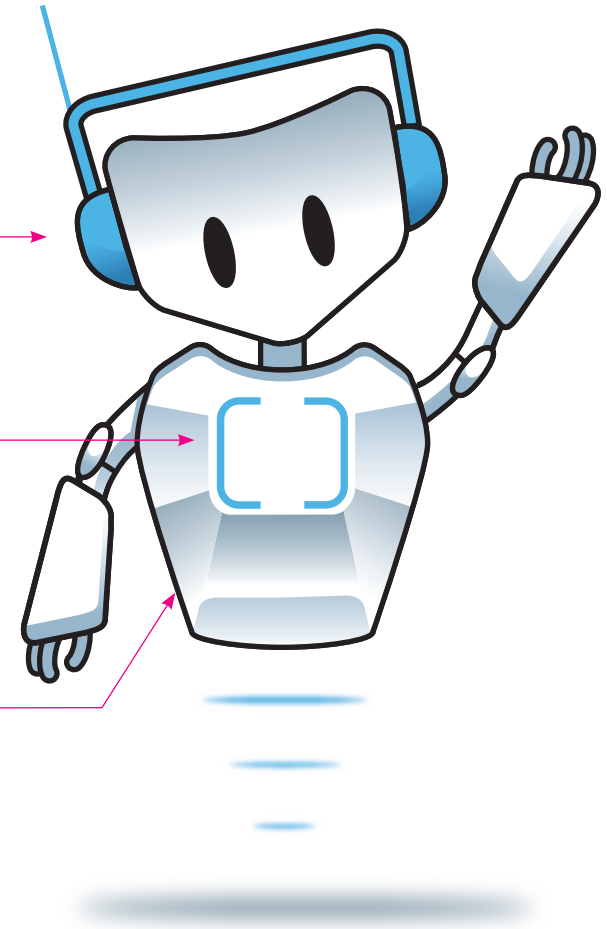
He wears headphones so he can receive and listen to the stories people submit.

VIEWFINDER

The viewfinder on his chest is the same shape used in the master brand, and has a screen for submitting information and playing it back.

BODY

His body is loosely based on a heart shape. It uses soft geometric angles to imitate protective armor.



ARCHIE

POSES

Archie's poses were designed in order to develop a consistent flow of body language for the lunar mission one mascot. There are six poses that are not to be modified or changed in any way.

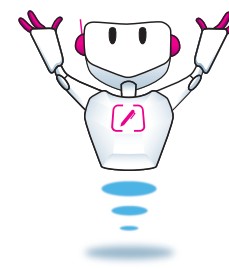
COLORS

The mascot Archie is to remain the original color in front of any background. The headphones can be altered to the secondary brand colors but any other addition or change in color is improper usage. The only conversion of Archie allowed is the use of Archie as an outline as shown. If using the outlined version, it must be on a one colored background, no imagery. Colors while in outline form are limited to black and white, including the headphones.

FRONT VIEW POSES



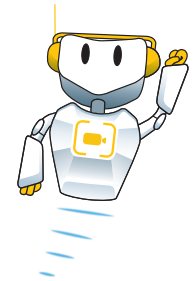
RESTING



CELEBRATING



GREETING

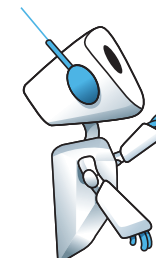


FLYING

SIDE VIEW POSES

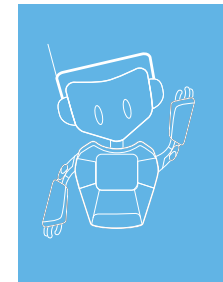
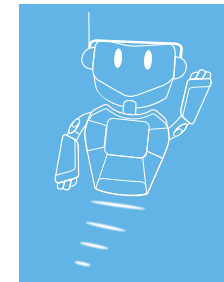


FLOATING



POINTING

OUTLINE



TYPOGRAPHY

TYPOGRAPHY

Our typeface was carefully selected and is to be used consistently to create a recognizable appearance across all branding platforms. **Frutiger** is a simple san-serif, highly legible and easily conveys the mission of Lunar Mission One.

The alternate typeface is **Arial** which should only be used when the preferred Frutiger typeface is unavailable.

Frutiger (PRIMARY)

Frutiger body copy should be set to 45 LIGHT.
and headlines should be set to 65 BOLD.

ABCDEFGHIJKLM nopqrstuvwxyz
1234567890

Fusce arcu nunc.

Vulputate sit amet bibendum sed, faucibus non
purus. Viva mus laoreet amet volutpat nunc.
Pellen tesque vel lacus erat.

Arial (ALTERNATIVE)

Arial body copy should be set to REGULAR.
and headlines should be set to BOLD.

ABCDEFGHIJKLM nopqrstuvwxyz
1234567890

Fusce arcu nunc.

Vulputate sit amet bibendum sed, faucibus non
purus. Viva mus laoreet amet volutpat nunc.
Pellen tesque vel lacus erat.

COLLATERAL

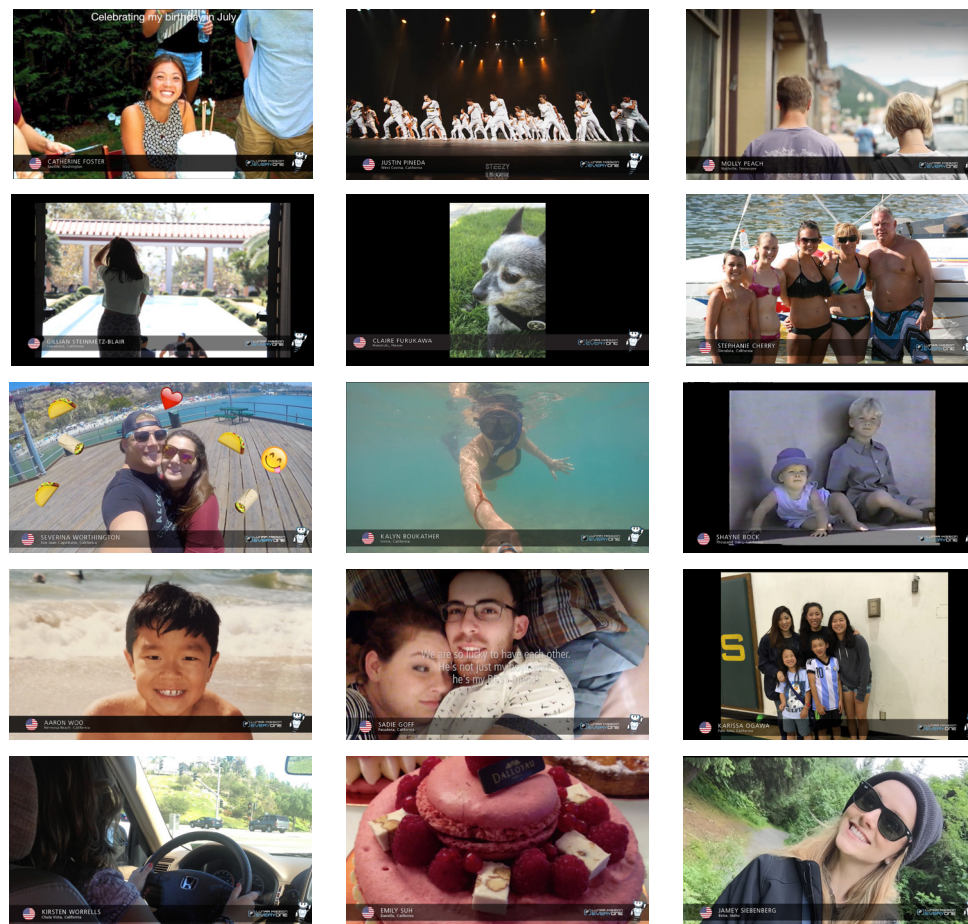
PROMOTIONAL VIDEOS

PROMOTIONAL VIDEOS

To highlight and encourage people to contribute their stories, a series of promotional videos will be released.

These videos act as examples of how and what to submit and each have a consistent title page and lower graphic, giving more detail on the contributor and their place of origin.

The graphics are for promotional use within each chapter only. Utilizing these graphics may engender a sense of competitiveness among pilot schools in different countries.



PROMOTIONAL VIDEO GRAPHICS

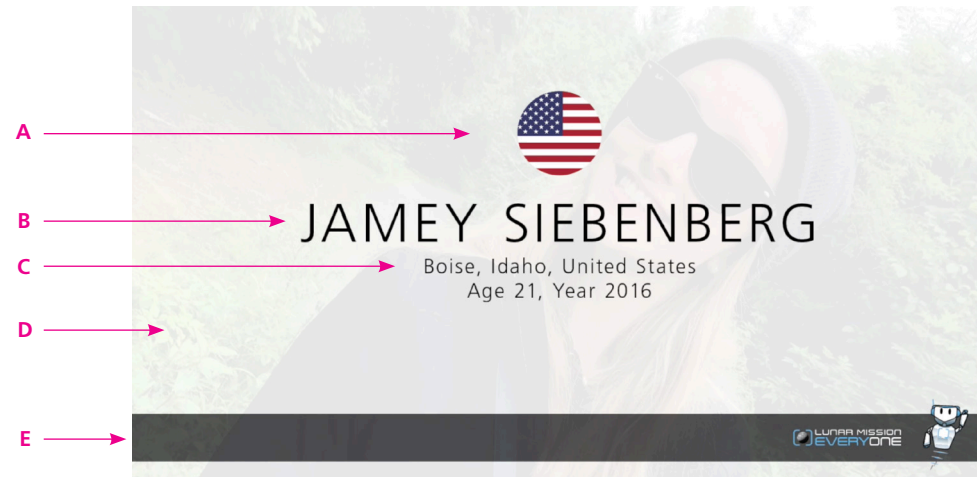
TITLE SCREEN

The title page of each video contains a circular shape flag representing the contributor's country of origin. Below the flag is the contributor's full name and more specific details, such as their hometown, state, country, age, and year of submission.

The bottom of the screen has a translucent black bar with the Lunar Mission Everyone Logo and Archie. The white background is transparent and fades into the film as it begins.

Callouts:

- A: Flag of Origin
- B: Name (Frutiger LT Std, 45 Light, 72 pt.)
- C: Hometown, country of origin, age, year of submission (Frutiger LT Std, 45 Light, 27 pt.)
- D: Transparent background (80%)
- E: Translucent bar with LME Logo and Archie on right side



PROMOTIONAL VIDEO GRAPHICS

LOWER THIRD GRAPHIC

In order to keep all submissions consistent, we have designed a horizontal bar of information that is located on the lower third of the screen for each video. This graphic includes the contributor's name, hometown, and country flag of origin. The personal information is on the left side of the graphic, while Archie and the Lunar Mission Everyone logo are on the right.

Callouts:

A: Flag of Origin

B: Name (Frutiger LT Std, 45 Light, 22 pt.)

C: Hometown (Frutiger LT Std, 45 Light, 13 pt.)

D: Logo and Archie (right side of translucent bar)



BUSINESS CARDS

BUSINESS CARDS

The business cards provide a tangible approach representing the LME brand. Name, title, contact information and tagline should all be set in "Frutiger."



DAVID IRON, Founder

+44 (0)20 3432 7303

DavidIron@LunarMissionOne.com

LunarMissionOne.com



DARRYL COOPER, Co-Lead



+44 (0)20 3432 7303

DarrylCooper@LunarMissionOne.com

LunarMissionOne.com



"Lunar Mission One is a space mission for science and exploration that will excite, inspire, and engage a worldwide generation to create an epic record of 'Life on Earth' below the Moon's surface."



"Lunar Mission Everyone will excite, inspire, and engage a generation to create a global archive of 'Life on Earth' and will empower the global youth to capture the imagination of the world with the inspirational stories of their everyday lives."



BUSINESS CARDS

BUSINESS CARD: LUNAR MISSION ONE

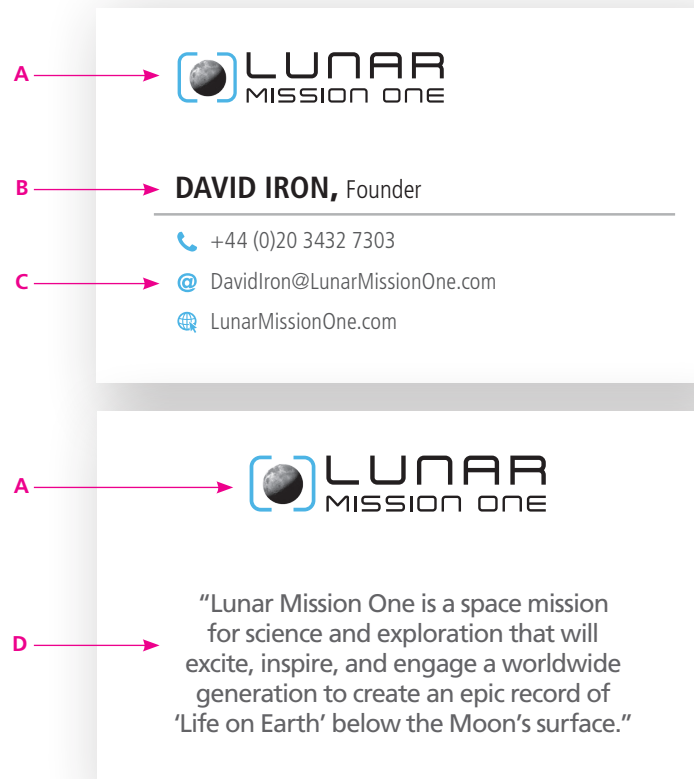
The following layouts illustrate the approved versions of the Lunar Mission One business cards. Changes outside of the variations given for each country should not be approved for any reason.

Because sizes for business cards vary in each country, the business card template will change based on this.

Paper must be thick, heavy weight uncoated paper.

Callouts:

- A:** Logo in Hero Position
- B:** Name and Title (may not exceed 1 line)
Names set in Frutiger 65 Bold 12pt
Titles set in Frutiger 47 Light Condensed 10pt
- C:** Contact Information
Contact information set in Frutiger 47
Light Condensed 9/16
- D:** Mission Statement set in Frutiger 55 Roman
10/11.85



COLORS



BUSINESS CARDS

BUSINESS CARD: LUNAR MISSION ONE

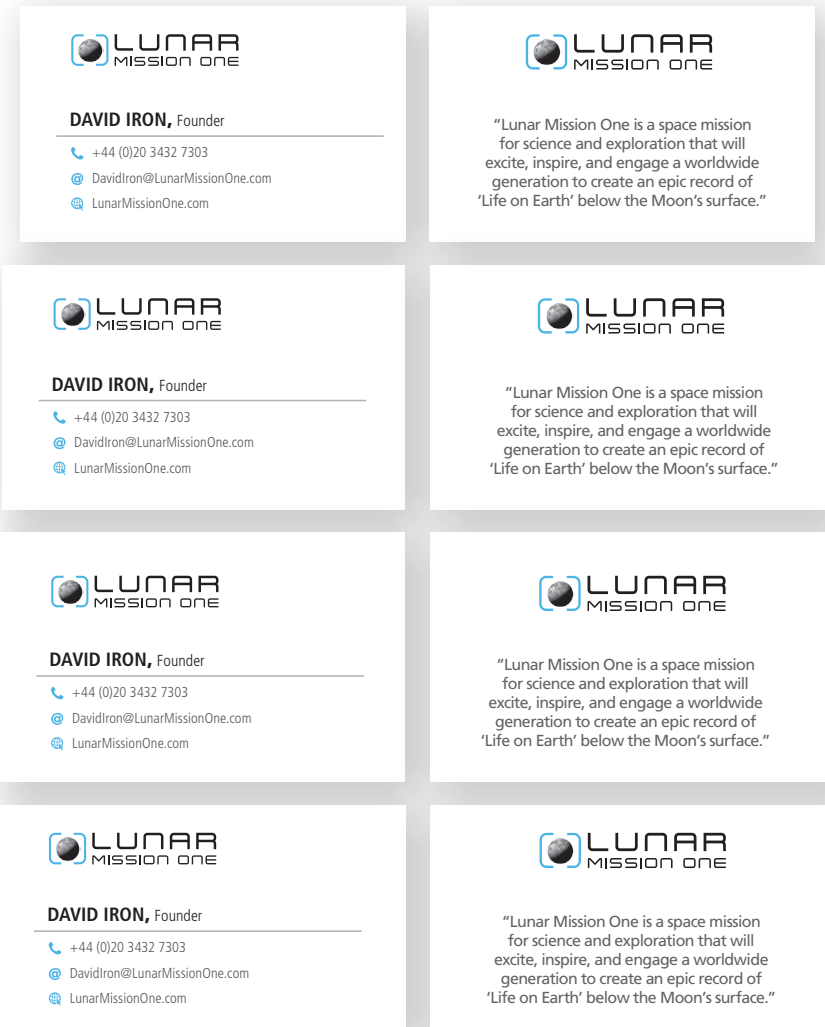
Because sizes for business cards in each country vary,
the business card template will change based on this.

France, UK, Belgium, Spain, Italy
85mm x 52mm
3.346 x 2.047 inches

U.S.A., Canada
88.9mm x 53.975mm
3.5 x 2.125 inches

India, Australia, Norway
90mm x 55mm
3.54 x 2.165 inches

South Africa, Romania, Malaysia, China, Estonia
90mm x 54mm
3.543 x 1.968 inches



BUSINESS CARDS

BUSINESS CARD: LUNAR MISSION EVERYONE

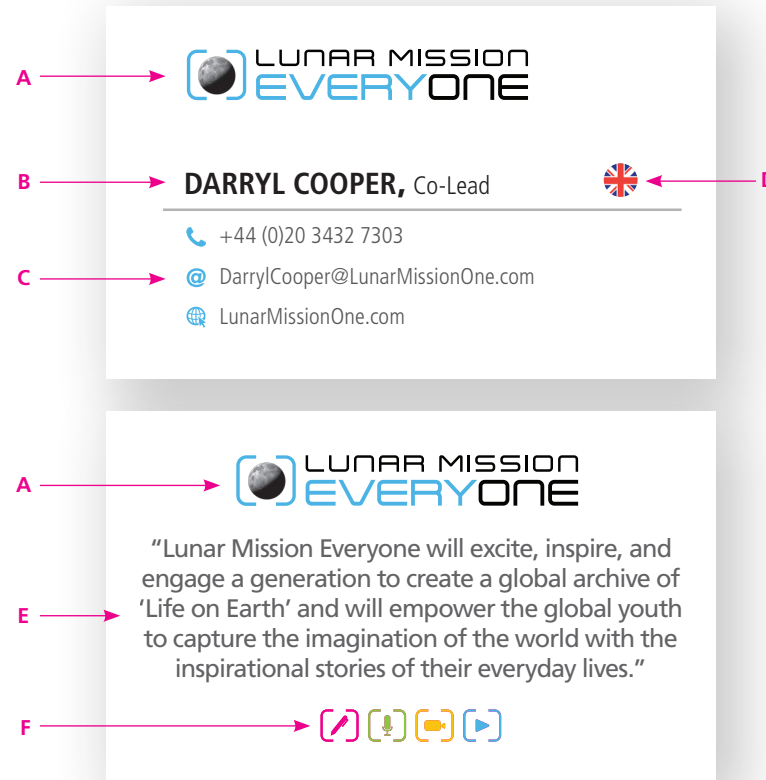
The following layouts illustrate the approved versions of the Lunar Mission Everyone business cards. Changes outside of the variations given for each country should not be approved for any reason.

Because sizes for business cards vary in each country, the business card template will change based on this.

Paper must be thick, heavy weight uncoated paper.

Callouts:

- A:** Logo in hero position
- B:** Name and Title (may not exceed 1 line)
Names set in Frutiger 65 Bold 12pt
Titles set in Frutiger 47 Light Condensed 10pt
- C:** Contact Information
Contact information set in Frutiger 47 Light Condensed 9/16
- D:** Flag of Chapter's Country
- E:** Mission Statement
Mission Statement set in Frutiger 55 Roman 10/11.85
- F:** Icons



COLORS



BUSINESS CARDS

BUSINESS CARD: LUNAR MISSION EVERYONE

Because sizes for business cards in each country vary, the business card template will change based on this. There will be a flag located on each card that will alter based on location.

France, UK, Belgium, Spain, Italy
85mm x 52mm
3.346 x 2.047 inches

U.S.A., Canada
88.9mm x 53.975mm
3.5 x 2.125 inches

India, Australia, Norway
90mm x 55mm
3.54 x 2.165 inches

South Africa, Romania, Malaysia, China, Estonia
90mm x 54mm
3.543 x 1.968 inches



PROMOTIONAL POSTERS

Promotional Posters: Pre Teens

The promotional posters will act as a means to encourage people to contribute to the Lunar Mission Everyone project. These posters will be 60.96cm x 91.44cm (2ft x 3ft) and are to be printed in full color.

The handwritten story on the poster is to be swapped out for a story relevant to the area where the poster will be displayed. This story should be hand written, scanned, and inserted into the poster in the same way it is presented here. All text needs to be translated into the country's predominant language. It must be set in Frutiger, and where not available a similar san-serif font.

This poster is to be displayed for pre-teens (12 years old and younger).

Callouts:

- A: Headline "Bring Your World to the Moon" in hero position
- B: Handwritten Story
- C: LME Icons: Capture, Write, Record
- D: Call to Action "What Will You Share?"
- E: Official Pilot School Seal
- F: Social Media Icons
- G: LME Logo



PROMOTIONAL POSTERS

Promotional Posters: Young Adults

The promotional posters will act as a means to encourage people to contribute to the Lunar Mission Everyone project. These posters will be 60.96cm x 91.44cm (2ft x 3ft) and are to be printed in full color.

The handwritten story on the poster is to be swapped out for a story relevant to the area where the poster will be displayed. This story should be hand written, scanned, and inserted into the poster in the same way it is presented here. All text needs to be translated into the country's predominant language. It must be set in Frutiger, and where not available a similar san-serif font.

This poster is to be displayed for young adults (13-22 years old).

Callouts:

- A:** Headline "Bring Your World to the Moon" in hero position
- B:** Handwritten Story
- C:** LME Icons: Capture, Write, Record
- D:** Call to Action "What Will You Share?"
- E:** Official Pilot School Seal
- F:** Social Media Icons
- G:** LME Logo



CERTIFICATE

CERTIFICATES

Certificates are a means to give thanks to those who contribute to Lunar Mission One and Lunar Mission Everyone. It also acts as a conversational piece that may further incite contributions from others.

Callouts:

A: Lunar Mission Everyone Logo

B: Contributor's Name

C: Signer's Signature

D: Signer's Name and Title



PROMOTIONAL T-SHIRTS

T-SHIRTS

T-Shirts are common promotional products that aid in the creation of a brand. All The Lunar Mission Everyone T-shirts must be printed on Pantone 534 C and contain restricted color requirements. Archie, the Lunar Mission Everyone mascot must appear in a white outline for maximum contrast.

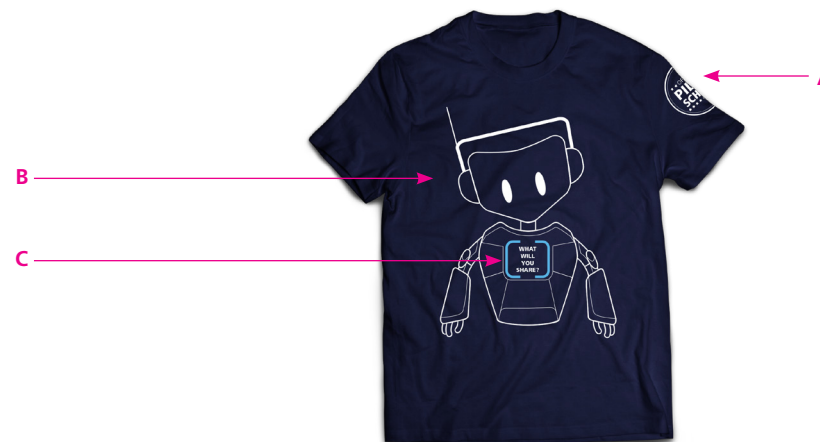
Within the Adobe Illustrator file there are three different layers to be taken into consideration. The first layer of the file contains objects to be printed white. The second layer is the Lunar Mission Everyone logo that will be placed on the back of the shirt. The third layer contains the moon image that will be printed using pantone 877C.

In addition the file holds three artboards. The first being the graphic which appears on the front of the shirt. The second is the Lunar Mission Everyone logo that will be placed on the back of the shirt. The third artboard is the seal that should appear on the left shoulder of the T-shirt.

Callouts:

- A:** Pilot School seal (left sleeve)
Size: 9.17cm x 9.17cm
- B:** Center Archie in white outline
Size: 19.3cm x 25.4cm
- C:** "What will you share?" inside of the brackets on Archie (Frutiger LT Std, 75 Black, 18.15 pt.)
- D:** Logo in hero position
Size: 28.93cm x 4.26cm

FRONT



COLORS

PMS None C:98 M:84 Y:36 K:27 R:29 G:53 B:94 #1d335d
PMS 2915C C:58 M:30 Y:0 K:0 R:91 G:180 B:229 #5bb4e5
PMS None C:0 M:0 Y:0 K:0 R:0 G:0 B:0 #ffffff
PMS 877C C:47 M:38 Y:38 K:2 R:142 G:144 B:144 #8e9090

BACK



