

VISUAL IDENTITY

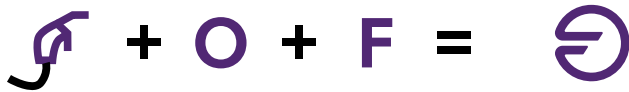


TERMINOLOGY

Our logo consists of:

Brandmark – or colloquially the Orb

Our icon is an O and F and fuel inlet combined (some also say it looks like the Death Star)



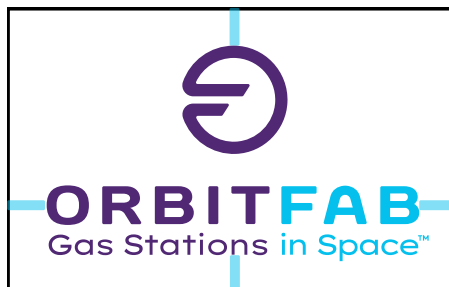
Wordmark – words that say Orbit Fab

Tagline – our trademark Gas Stations in Space™

ORBIT FAB LOGO

The Orbit Fab logo consists of 8 main variations. Horizontal vs. Vertical; For Light vs. Dark backgrounds, and with vs. without the tagline.

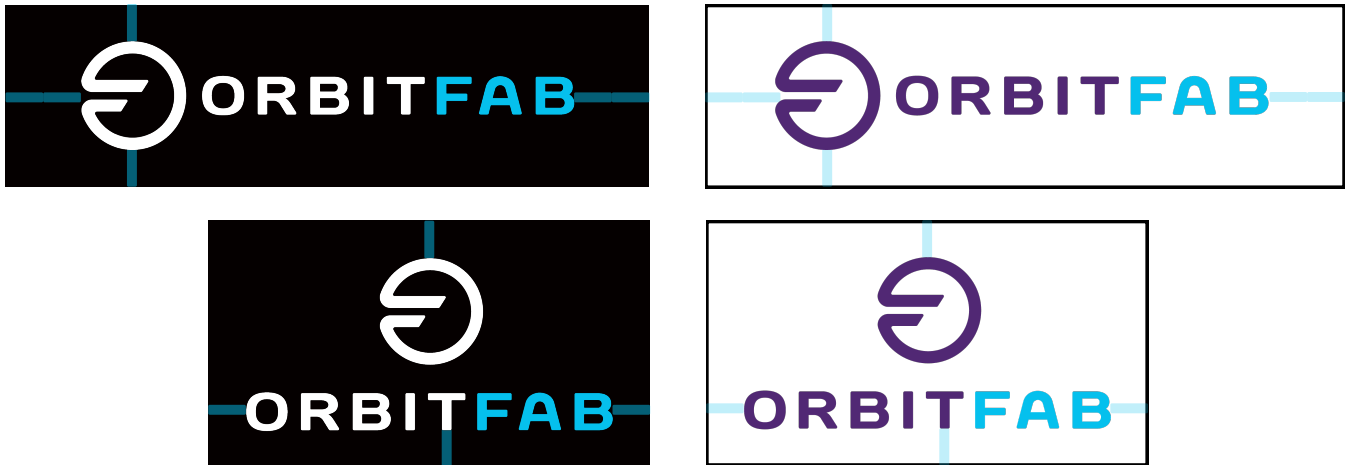
Preference is given to the horizontal logo with tagline wherever possible. Use the other logos in situations where they are appropriate. Always respect the clearspace around the logo, and do not stretch or modify the logo in any way. Additionally, do not place the logo on top of busy images.



■ OFI Purple:
#512874
PANTONE 3555C

■ OFI Blue:
#05c0ed
PANTONE 306C

Suggested clearspace and examples on light and dark backgrounds with tagline



Suggested clearspace and examples on light and dark backgrounds without tagline

RESPECTING OUR TRADEMARK

Orbit Fab Inc. owns U.S. Federal trademark for GAS STATIONS IN SPACE.

We don't sell "gasoline" and it's not a "station". Gas Stations in Space™ is a useful metaphor for people to easily get a grasp on what we do.

Because it is a trademark, the tagline must be used as an adjective and always have ™ at the end.

ex. We are building Gas Stations in Space™ [brand] propellant depots

[CORRECT] – Orbit Fab, the Gas Stations in Space™, recently announced...

[WRONG] – We are building Gas Stations in Space™. This is used incorrectly as a noun

Gas Stations in Space™ by itself (not in a sentence) is OK

Gas Stations in Space™ may not be used to describe any other services other than Orbit Fab's. If Gas Stations in Space™ is used, it must be reasonably associated with Orbit Fab, and/or must always be given explicit credit.

ORBIT FAB IN WRITING

The correct way to refer to Orbit Fab in writing is "Orbit Fab", with the space in between. Our rarely used but approved acronym is OFI (Orbit Fab Inc.).

Never use OF as an acronym for Orbit Fab.



TYPOGRAPHY

Headers:

LEXEND TERA WITH -5.5% TRACKING

Paragraph:

Kumbh Sans

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque vehicula malesuada placerat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Interdum et malesuada fames ac ante ipsum primis in faucibus. Etiam non purus nibh. Phasellus venenatis iaculis massa a molestie. Sed volutpat est ut augue dapibus accumsan. Pellentesque tempor justo ac tellus ullamcorper, at placerat massa convallis.

COLORS

