

Your guide to the future of energy.

**ASTRON ENERGY BRAND IDENTITY TOOLKIT.
V.01: APRIL 2020**





**ASTRON
ENERGY
TOOLKIT**

V1.0

April

2020

BRAND ASSETS

Logo
Colour
Typography
Pattern
Iconography
Photography
Layout

BRAND APPLICATIONS

Stationery
Shopping Bags
T-shirt

ACTIVATION APPLICATIONS

Posters & Flyers
T-shirt
Cap
Soccer ball
Bumper Sticker

FORECOURT

Canopy
Pylon/Flag
Pump Island
Directional signage
Regulatory signage
Branded Items

BRAND ASSETS



logo

LOGO

An icon for the future of energy.

We have two logo lock-ups, one vertically stacked, and one horizontal. Our brand also has two primary colours and the logo makes use of them in three ways.

A: Red and blue

This is our primary version of the logo used in advertising and printed materials.

B: White and blue

This version of the logo has been created for use on a red background or on image backgrounds. Used mainly on branded stationery.

C: White and red

This version is the least used version of the logo and was created for use on items of our attendants uniforms like the blue peak cap and winter jacket.

A



B



C



Our logo
likes it's
personal
space.

Yes, we are an inviting brand, but for us to create that feeling of openness, we need to establish a rule of clear space that gives our logo some breathing room, no matter where it's used.

The graphic on the right shows the simple rule making use of the intersecting triangles in the logo icon.





colour

Ownable
new
colours.



**Future
Energy
Red**

Pantone: 485c
C: 0 **M:** 95 **Y:** 100 **K:** 0
R: 218 **G:** 41 **B:** 28
Hex: DA291C
RAL: 3020 (Traffic Red)
Isacord: 1703

**Deep
Space
Blue**

Pantone: 541c
C: 100 **M:** 60 **Y:** 0 **K:** 45
R: 0 **G:** 60 **B:** 113
Hex: 003c71
RAL: 5010 (Gentian Blue)
Isacord: 3353



typography

Our font is called Avenir Next

Our font is called Avenir Next. Random fact, Avenir is French for Future.

Avenir Next has 52 styles. Four of which are perfect for Astron Energy. They are Avenir Next bold, medium, regular and ultra light.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:/'_+!@#\$\$%^&*()**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:/'_+!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:/'_+!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.,:/'_+!@#\$\$%^&*()

Make it
bold and
concise.

Try using the fewest amount of words to communicate. Bold can be used to highlight certain words. We only use left align our copy.

Avenir Next Bold is our headline font.



Avenir Next Regular is our bodycopy font. Minimum font size is 8pt, leading 11 and kerning 0. This is a general rule based on an A4 full page ad.

Bodycopy can be scaled up for different platforms and formats. **Avenir Next Bold** can be used to highlight specific words or create hierarchy in long copy.

Visit astron.com for more info on the future of energy.

YOUR HEADLINE CAN ALSO BE UPPERCASE AND STACKED.

Avenir Next Regular is our bodycopy font. Minimum font size is 8pt, leading 11 and kerning 0. This is a general rule based on an A4 full page ad.

Bodycopy can be scaled up for different platforms and formats. **Avenir Next Bold** can be used to highlight specific words or create hierarchy in long copy.

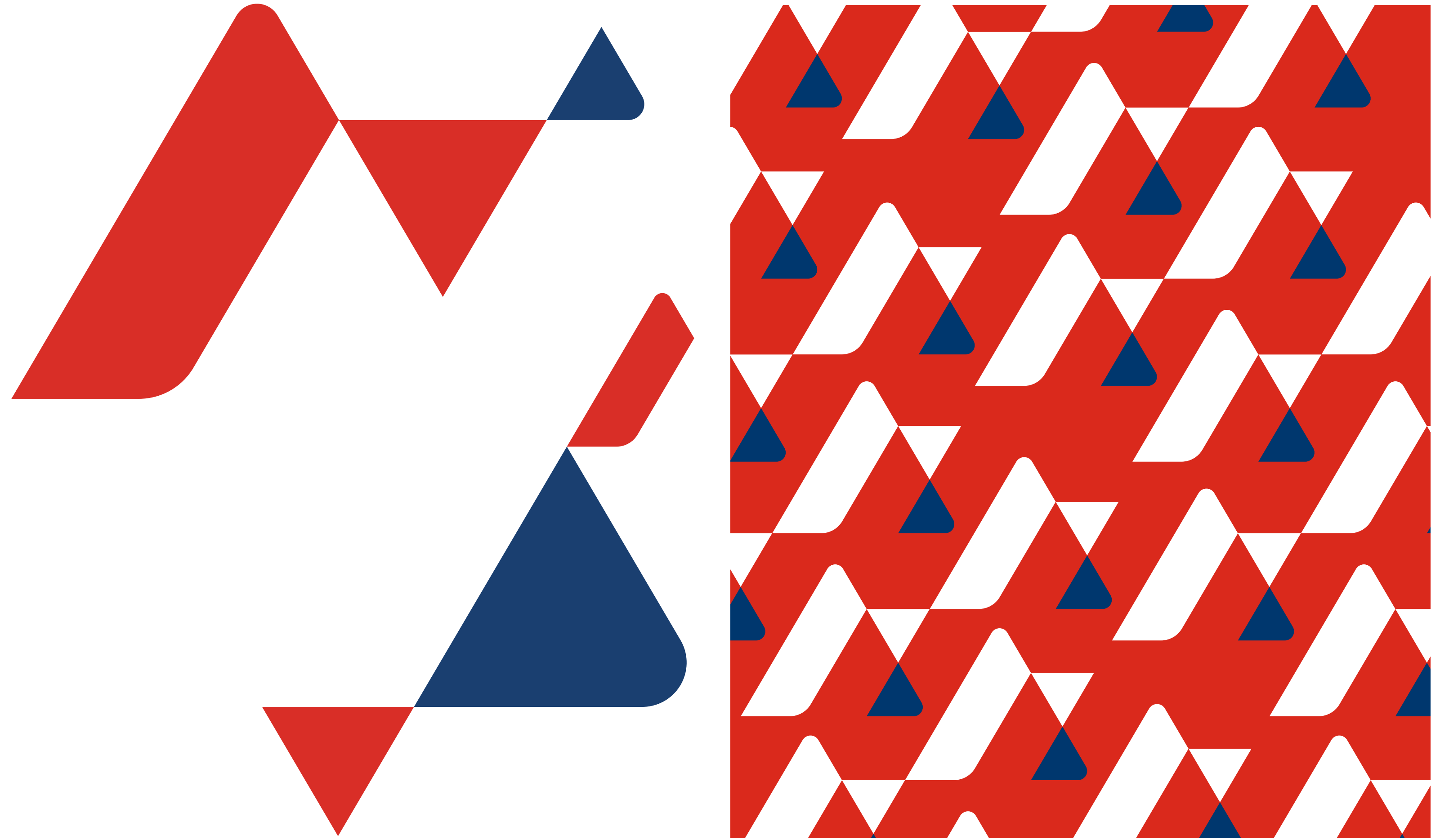
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pattern

Dynamic patterns

Create a seamless pattern by stitching the logo together or scale the individual shapes that make up the logo icon to create endless to give new life to our brand.

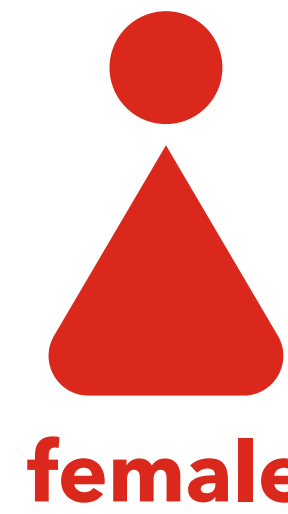




iconography

A unique set of icons created from our logo grid.

These icons are used in all sorts of branded elements from signage to informative posters.





photography

Some reference images for our brand.

Yes, we're all about the future of energy, but until we're all commuting on hoverboards and driving flying cars, we'll have to feature the vehicles people are filling up today.

Showing cars in our brand ads may seem a bit literal, however you may find this useful for communicating road safety, tyre check-ups and other transport related topics.



USING MOTION BLUR TO CREATE A FOCAL POINT



THE ROAD LESS TRAVELLED



CREATING DEPTH WITH A FOREGROUND ELEMENT



USE OF BRAND COLOURS IN SHOOT

PHOTOGRAPHY: JOURNEY

Capturing the adventure.

Astron Energy plays a big part in all the journeys that people go on daily. It's important we capture the beauty and reality of these journeys. All the moments of preparation, to the long drive sing-a-longs, to the adventures that await just around the next bend.



INTERESTING USE OF DEPTH



PEOPLE FOCUS



VEHICLE POV



MOMENTS OF JOURNEY

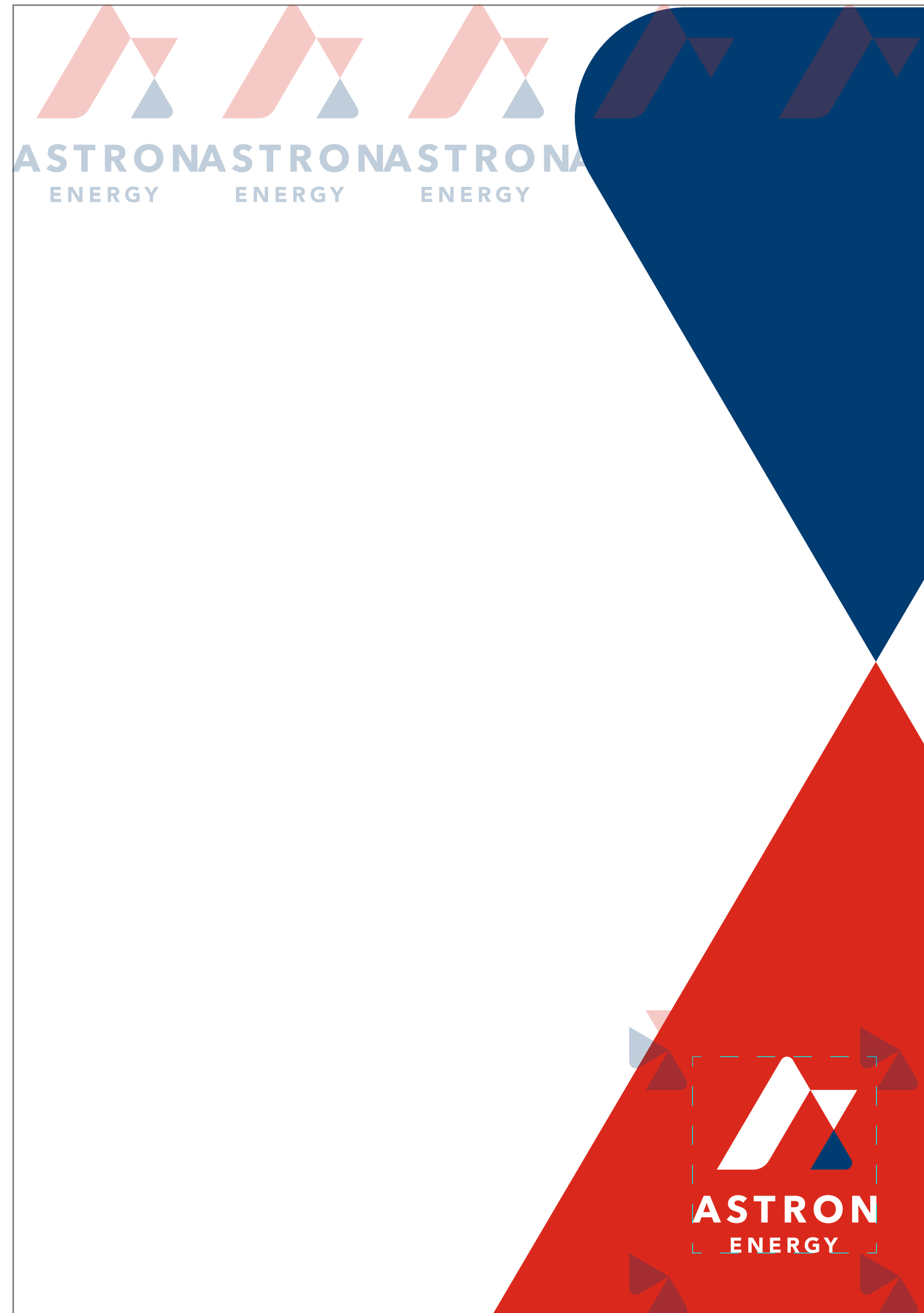


layout

We're
big on
posters.

**Logo size: Posters,
A3 and upwards.**

Our primary layout system makes use of the dynamic intersection device that comes from our logo. The two intersecting triangles become a holding shape for the logo and can also scale independently from one another. Logo always goes on the red background.

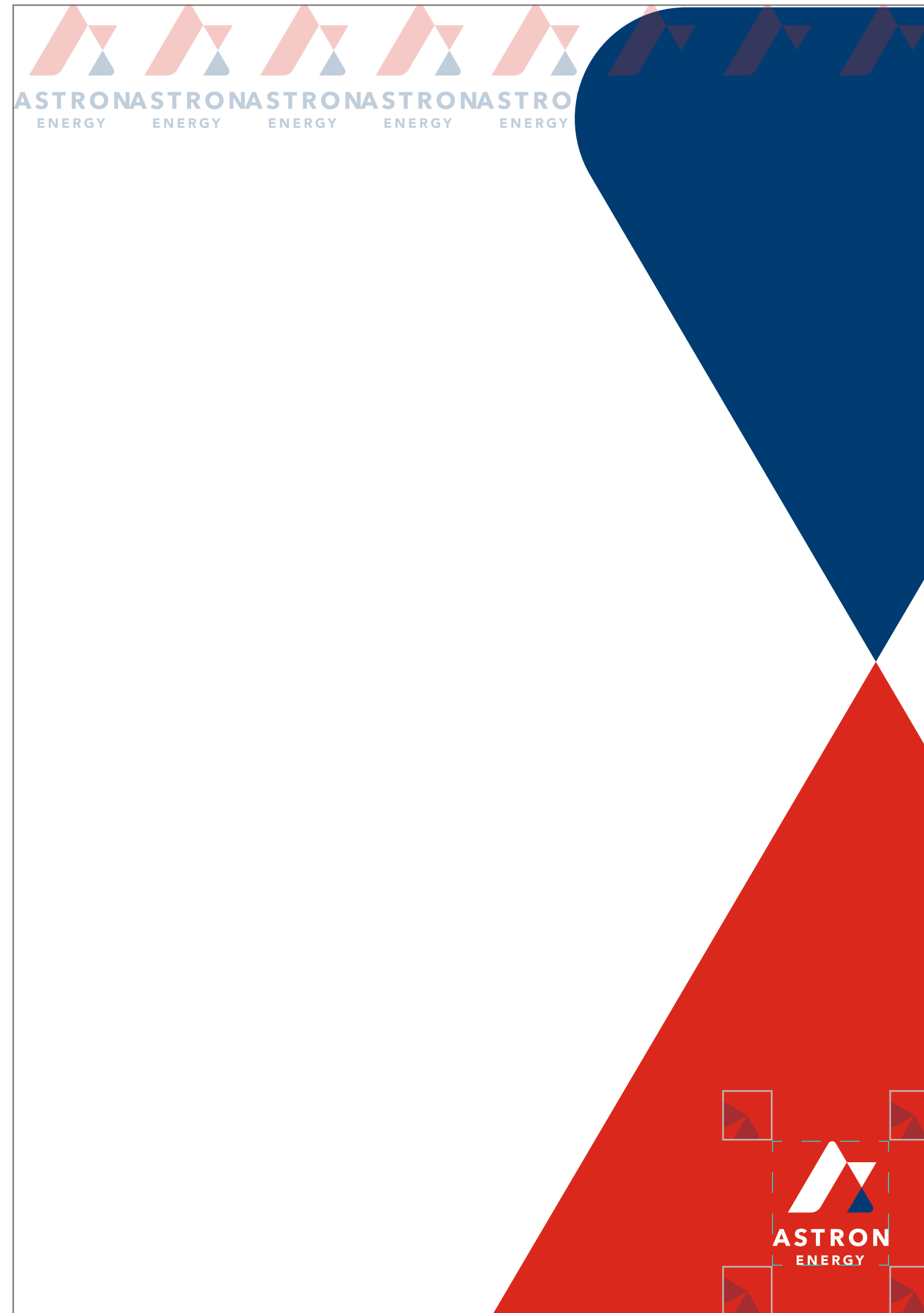


← **Logo size equation:
5x logo = width of the layout**

Smaller on print ads.

**Logo size: Print advertising.
Roughly A4 Full page.**

Our primary layout system makes use of the dynamic intersection device that comes from our logo. The two intersecting triangles become a holding shape for the logo and can also scale independently from one another. Logo always goes on the red background.



← **Logo size equation:
8x logo = width of the layout**

Just a few simple examples.

Here are a few examples of our layout system in action. It's quite flexible, so feel free to play within these guidelines.

