The International Star Trek Fan Association, Inc

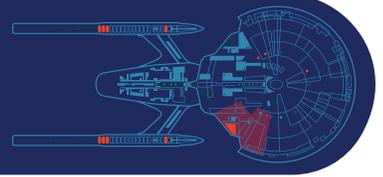# STARFLEET

The International Star Trek Fan Association, Inc.

Visual Standards

Manual

First Edition | 2026

INTRODUCTION

As STARFLEET continues to grow and strengthen its public presence, visual consistency remains essential for ensuring that our communications reflect the professionalism, heritage, and mission of the organization. These standards govern the proper use of the STARFLEET visual identity across all media and exist to:
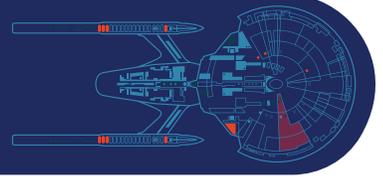
• Protect STARFLEET's brand integrity;
• Maintain compliance with CBS/Paramount trademark expectations;
• Ensure consistency in how members, chapters, regions, and auxiliaries present themselves; and
• Encourage creativity while minimizing legal risk.

This manual provides requirements, explanations, and examples for all official visual elements used within STARFLEET.

Please contact the Chief of Heraldry *heraldry@sfi.org*, should you need further instruction regarding the use of the visual identity or assistance developing your communications.

TABLE OF CONTENTS

Proper implementation of fonts helps ensure the consistency of design and messages, as well as the legibility of type across all communications.

In most cases, Eurostile is STARFLEET's preferred font for headlines and display copy. Designed in 1962 by Italian type designer Aldo Novarese, the typeface is particularly popular in science fiction artwork and media set or produced in the 1960s and '70s. Sturdily built, this retro-modern typeface emanates boldness of the future while also hearkening to the *Star Trek* fandom's history.

In addition to Eurostile, the Roddenberry font package may be used for *Star Trek* themed headlines and display copy. Roddenberry is the font designer, Pixel Saga's, version of the ever popular title logo of the original *Star Trek* television series, created by Gene Roddenberry for Desilu and NBC. This font includes full alphanumerics, extended punctuation, & euro text-types. The full package is available in regular, bold italic, and bold-italic weights and can be used with good taste.

Most any variation of Eurostile and its parent font, Microgramma, may be used with good taste, but the typeface should be strictly reserved for headlines or display copy (signs or posters, for example). If Eurostile is not available in your font package, Electrolize from the Google Font package can be used. These fonts should never be used in body copy. Body copy should instead use Arial Nova. If Arial Nova is not available, Helvetica is a suitable substitute, as is Jura from the Google Font package.

It is imperative that all document types and typefaces utilized in STARFLEET documentation adhere to compatibility standards with a diverse range of accessibility programs and software, ensuring inclusivity and ease of access for all members.

Fonts other than those defined in this document should not be used without proper approval from the offices of the CS and/or VCS.

Eurostile
Eurostile Bold
Roddenberry
Roddenberry Bold
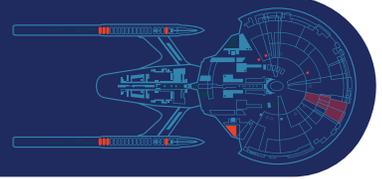Electrolize
MICROGRAMMA

Arial Nova
Arial Nova Bold
Helvetica
Helvetica Bold
Jura

The official STARFLEET symbols and insignia in current use should be applied in good measure and according to context and tradition. Any questions pertaining to the use of said symbols should be directed to the CS or VCS.

The visual identity outlined here in no way acts as a replacement for any pre-existing historic emblems or legacy designs. Instead, the new identity serves as replacement to these insignias in all works going forward.

Elements of the Visual Identity
The STARFLEET identity consists of different elements as described below — each one playing an integral part in the overall positioning of the organization's brand. Deviations from any of these elements jeopardize the fluid consistency of the STARFLEET identity and the organization's communications, and are not appropriate.

Figure 1 - Full Logomark

Figure 1 shows the trademarked, official icon of STARFLEET, the International *Star Trek* Fan Association, Inc.

Wordmark
While for legal purposes and contracts, the official name of this organization is STARFLEET, The International *Star Trek* Fan Association, Inc., common colloquial names used by our members include "STARFLEET," "SFI," and "STARFLEET International." When referring to the organization in text, members must refer to the organization as "STARFLEET" all in capital letters, to preserve the corporate name and to ensure that people do not mistake this organization for the fictional Starfleet referred to in *Star Trek*. When officially referring to the organization, STARFLEET, the International *Star Trek* Fan Association, Inc. is the official name and a parenthesized (SFI) is acceptable.

The words "The International *Star Trek* Fan Association, Inc." must always appear on any graphical reference to the organization. The text on our official logo appears boldly in gold, in the Eurostile Black typeface - a bold, sans-serif style typeface. The sans-serif typeface is foundationally strong to reflect the rich FLEET history.

Logo Background

The STARFLEET background image (Figure 3) is a modern rendition of a starfield with an octant grid overlaid across. As STARFLEET is an organization that is predicated on science-fiction, the image is meant to elicit the vision of a future in which each of the organization's members exists far beyond one's physical ability to see them. The starfield itself represents the chapters within the organization and the organization's global/international nature. The gold Delta at the center of the logo acknowledges the organization's place in the fandom of the fictional Star Trek universe. The laurel wreath surrounding all the elements represents the vision of that universe's creator, Gene Roddenberry, whose dream of peace and harmony for mankind operates as the organization's utmost principle.
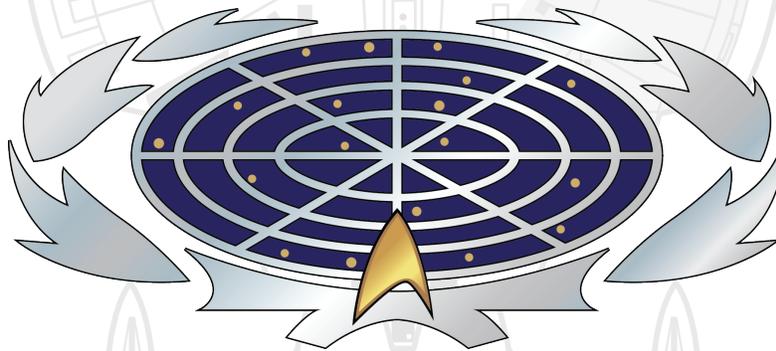
Figure 3 - Logo

Logomark

These two elements combined — the wordmark and logo — form the core of the STARFLEET identity, as shown in Figure 1. When used together, the logo should always be featured prominently, legibly, and correctly proportioned in a 2:1 scale.

A variant removing the gradient may be used only where it facilitates the creation and/or printing of items such as patches and coin reproductions of the logomark. For the logomark shown in Figure 4, the approved CMYK colors in the color palette following this section shall be used.
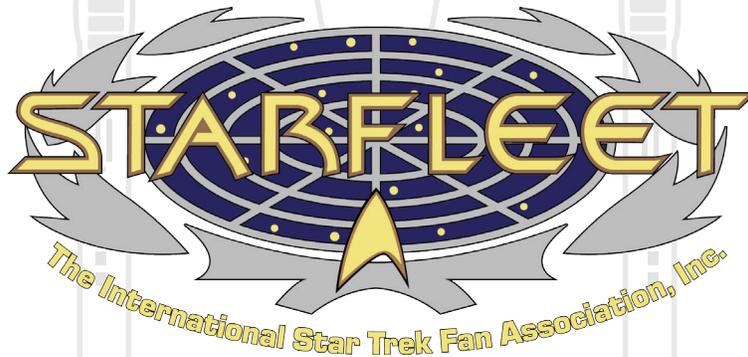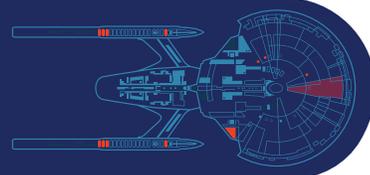
Figure 4 - No Gradient Logomark

Color Usage

The colors to be used in producing STARFLEET's publications, wordmark, and logomark are adopted to align with the fictional Star Trek universe. Using these official colors, without deviations or substitutions, represents uniformity across STARFLEET and will contribute substantially to an attractive, widely recognizable image for the organization. The following are color names defined by this guide indicating suggested use.

Primary Palette Options

LCARS Black

HEX: #000111
RGB: (0, 1, 17)
CMYK: C100, M94, Y0, K93

Commanding Red

HEX: #882211
RGB: (136, 34, 17)
CMYK: C0, M75, Y88, K47

Operational Gold

HEX: #FF9900
RGB: (255, 153, 0)
CMYK: C0, M40, Y100, K0

Scientific Blue

HEX: #4040FF1
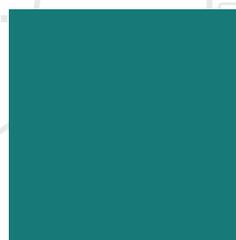RGB: (64, 64, 255)
CMYK: C75, M75, Y0, K0

Additional (Secondary) Palette Options

To further accentuate and enhance STARFLEET's communications, the following colors have been approved to use as secondary resources for design, matching letterhead, and other card and paper stock.

Announcement Purple

HEX: #CC77FF
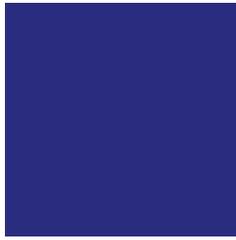RGB: (240, 119, 255)
CMYK: C20, M53, Y0, K40

Medicinal Teal

HEX: #009999
RGB: (0, 153, 153)
CMYK: C100, M0, Y0, K40

Physical Goods Palette Options

To assist in the use for physical media creations where a color gradient is unfeasible or unavailable.

Starfield Blue

HEX: #00008F
RGB: (0, 0, 143)
CMYK: C100, M100, Y25, K25

Delta Gold

HEX: #F2ED5C
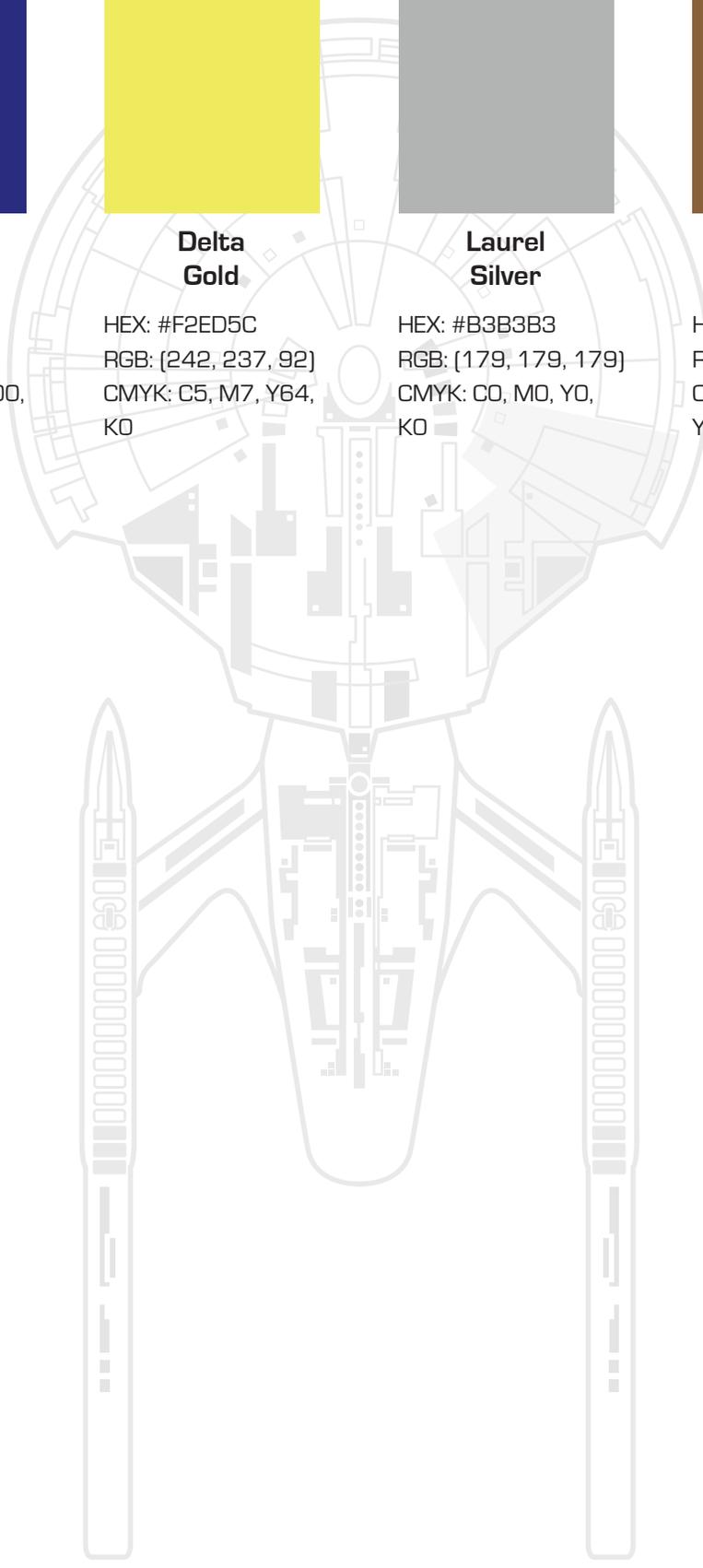RGB: (242, 237, 92)
CMYK: C5, M7, Y64, K0

Laurel Silver

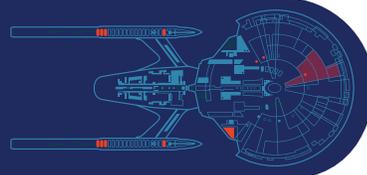HEX: #B3B3B3
RGB: (179, 179, 179)
CMYK: C0, M0, Y0, K0

Outline Brown

HEX: #87613B
RGB: (135, 97, 59)
CMYK: C36, M54, Y72, K17

When placing the logomark in a printed publication, it's important to maintain sufficient "white space" around the image so that it will stand out. Always use a space equivalent to the height of the halfway point of the STARFLEET Es around the logomark on every side as shown in *Figure 6*. This white space should remain free of other visual elements or page trim.
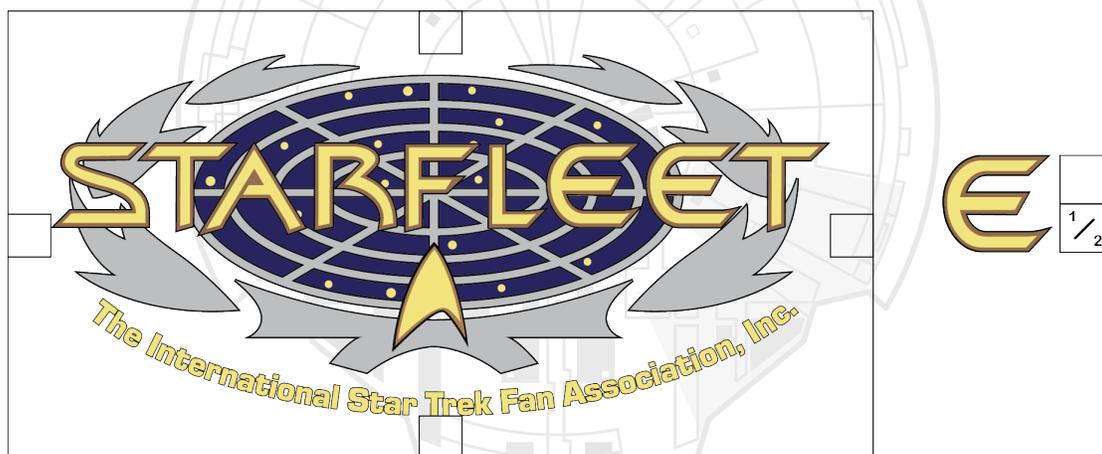

Figure 5 - White Space Spacing for Logomark
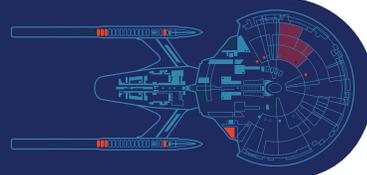
Use of Logomark on Solid Colors

To preserve the clarity and integrity of the STARFLEET Logomark, it is recommended that it be displayed on a solid, dark-colored background devoid of any visual distractions. This approach ensures optimal visibility and prominence of the Logomark, allowing it to stand out distinctly and maintain its intended impact and recognizability.

Figure 6 - Example of Solid, Dark-Colored Backgrounds for Logomark

One-Color Use of Logomark

For pieces using only one color, LCARS Black is the only official treatment of the logomark.

Figure 7 - Mono Color Logomark

Sizes And Proportions

To ensure legibility, any resizing of the logomark should maintain a 2:1 scale.
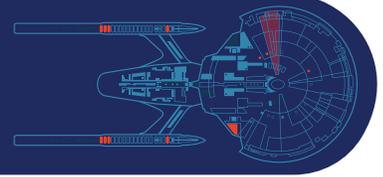
Use of Historical Logo

The historical STARFLEET logo, a revered emblem of the organization's past, is to be exclusively utilized on pre-existing print/created media, ensuring continuity and honoring our legacy. As we transition towards a unified visual identity with the new branding, this old logo will gracefully phase out over the next decade, and will not be featured on any new digital media or physical creations, this will maintain its presence in a historical sense while heralding the ushering in of a new visual era for STARFLEET. All existing digital and updated/reprinted media must be updated to the new logomark.

Signature

A "signature" is the logomark plus contact information for an individual, department, office, or ship. Signatures are used when specific contact information is necessary.

The signature should be placed centered below "The International *Star Trek* Fan Association, Inc." in the logomark, and contact information should appear in the following order (exempting any information not intended to be provided): street address, phone, Website URL and e-mail address. Unlike the rest of the visual identity, a signature may be created or modified, always using the Eurostile or Electrolize typefaces for the contact information (e-mail, Web/address, phone numbers).

When printing a signature, the signature should not be used at a size smaller than 4″ in length.
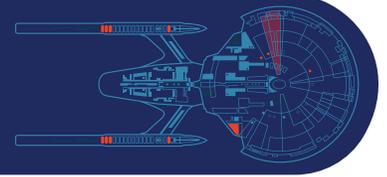
The creation of officially branded logos for STARFLEET Regions, Auxiliaries, Executive Committee Departments, and optional Chapter Logos are going to play a significant part in maintaining a cohesive visual identity for the organization along with a striking visual element for attendance of STARFLEET at public events.

1. **Regional Logos:**
   Design Elements: The Regional Logos are characterized by a distinctive Gold Ring Border, Gold Text, Black Ring, Gold Laurels, and a Custom Interior that can be designed by the Region, representing the uniqueness of each region within STARFLEET.
2. **Auxiliary Logos:**
   Design Elements: The Auxiliary Logos feature a Gold Ring Border, Silver Text, Black Ring, Silver Laurels, and a Custom Interior.
3. **Executive Committee Logos:**
   Design Elements: Executive Committee Logos are identified by a Silver Ring Border, Gold Text, Black Ring, Gold Laurels, and a Custom Interior.
4. **Chapter Logos (Optional):**
   Design Elements: Chapters have the option to create a logo if desired. The recommended design includes a Silver Ring Border, Silver Text, Custom Color Ring, Silver Laurels, and a Custom Interior, allowing flexibility while maintaining alignment with the overall branding.

It's important to note that while Chapter Logos are not mandatory due to the sentimental and historical significance of existing ship logos, the option is available for those who wish to have a distinct logo for their chapter.

All official logos, whether for regions, auxiliaries, executive committees, or chapters, should adhere to these design elements to ensure consistency in branding across STARFLEET International. These branded logos contribute to our organization's visual identity, fostering unity and recognition among our diverse entities while preserving the historical value of individual chapters' logos. The STARFLEET Corps of Engineers has the logo template ready and on-hand to help design any new logos for the organization.

REGIONAL LOGOS
Gold Ring Borders
Gold Text
Black Ring
Gold Laurels
Custom Interior

AUXILIARY LOGOS
Gold Ring Borders
Silver Text
Black Ring
Silver Laurels
Custom Interior

EXECUTIVE COMMITTEE LOGOS
Silver Ring Borders
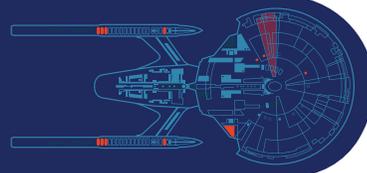Gold Text
Black Ring
Gold Laurels
Custom Interior

CHAPTER LOGOS
Silver Ring Borders
Silver Text
Custom Colour Ring
Silver Laurels
Custom Interior

Figure 8 - STARFLEET Logo Template

Vessels designated as the current Flagship shall display a specialized heraldic banner encircling their official logo. This banner will incorporate golden victory laurels and command stars positioned on each side to denote active Flagship status.

Upon completion of Flagship service, the banner shall be updated by extending the gold laurel border, signifying that the vessel has previously held the Flagship designation within STARFLEET's historical record.
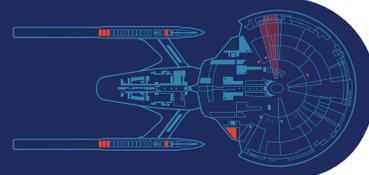

Figure 9 - Active Flagship Heraldry

Figure 10 - Former Flagship Heraldry

To remain compliant with CBS/Paramount expectations, the following rules must be observed in all heraldry, logos, promotional materials, or visual identity assets.

All visual elements intended for public display (particularly those visible to CBS/Paramount) must adhere to strict compliance considerations. Any design that closely resembles, implies, or evokes recognizable *Star Trek* intellectual property is not permitted within STARFLEET heraldry or iconography.

Starship Use

Detailed illustrations, renderings, or photographs of identifiable *Star Trek* hero starship designs are prohibited. The use of images sourced from online repositories, official promotional materials, licensed publications, or any copyrighted works is strictly forbidden.

Only starship imagery that has been ***substantially abstracted or transformed*** into an original artistic interpretation may be considered for use, and such designs are subject to case-by-case review to ensure compliance.

Examples of approved abstracted/transformative starships on current STARFLEET heraldry:
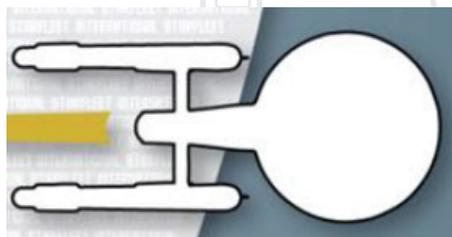
STAR TREK DELTA USE

Use of the *Star Trek* delta symbol requires heightened caution due to its trademarked status and associated legal restrictions. Trademarked delta shapes must not be used in any STARFLEET heraldry or visual materials. When a delta-inspired form is necessary, it must be visibly distinct from all officially trademarked versions.Similarly, the use of officially trademarked combadge images must not be used.

Acceptable differentiation may include, but is not limited to:

- Alternative colors or shading that depart from the traditional yellow/gold;
- Modified internal icons or symbols;
- Adjusted contours, proportions, or overall shape; or
- Application of visual effects such as outlines, glows, overlays, or textual treatments.

Any delta-inspired design must demonstrate clear stylistic divergence to avoid confusion with trademarked *Star Trek* assets.

Examples of different, approved deltas on current STARFLEET heraldry:

A review of the World Intellectual Property Organization (WIPO) database identifies multiple delta-shaped marks currently registered as of August 2024. In addition to these active registrations, numerous previously trademarked delta designs also exist. All such marks (current or historical) must be avoided. When assessing potential designs, prudent judgment should be exercised to prevent the use of any delta form that may reasonably resemble protected intellectual property.

Trademarked terms: STARFLEET ACADEMY, STAR TREK, and STARFLEET COMMAND should not be used on visual iconography. STARFLEET, likewise, should only be used in conjunctions with the full "TISTFA, Inc" language after it.

IN SUMMATION

These guidelines are especially important if chapter heraldry is included on items such as stationery, promotional materials, or items sold by the chapter.

Please Note: Any heraldry created by your chapter is recognized as your intellectual property. If any concerns or issues arise with the franchise owners regarding this heraldry, please be aware that these matters will be your responsibility to address. STARFLEET cannot assume liability for any disputes or legal challenges that may result from non-compliance with the established guidelines. While every effort has been made to ensure the completeness and accuracy of the advice provided, it is based on the best information accessible at the time of writing. The advice is limited by the search results and information available.

If you wish to future proof your design, then avoidance of any *Star Trek* reference is recommended.
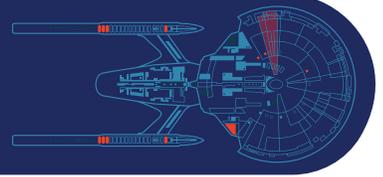
Examples:

As mentioned, the STARFLEET Corps of Engineers can assist you in adjusting your current design or help create a fully new design with you. *https://acad.sfi.org/coe/*

It is the policy of STARFLEET, the International *Star Trek* Fan Association, Inc., that artificial intelligence (AI)-generated imagery shall not be used in any official or public-facing materials, including but not limited to:

- Organizational logos or emblems,
- Departmental or auxiliary logos,
- Official publications, newsletters, promotional graphics, or merchandise, and
- Any other visual materials representing STARFLEET that may be used to promote STARFLEET at the organizational leadership, regional, or chapter level.

This restriction is in place to maintain the integrity of STARFLEET's visual identity, uphold copyright and intellectual property standards, and avoid potential legal and ethical concerns related to AI-generated content.

AI-generated art may be used informally and for personal or creative purposes within ships, chapters, or auxiliary units (e.g., for storytelling, social media fun, or member engagement), provided it is:

- Clearly identified as AI generated
- Clearly non-official
- Not presented as an official emblem, insignia, or publication of STARFLEET.
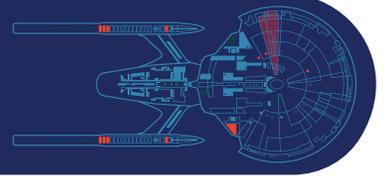
This section will be added at a later date to service the Education Services branding to their colleges. The currently proposed visual identity aims to evoke a sense of scholarly excellence and professionalism, aligning with STARFLEET's commitment to providing high-quality educational resources and attempting to foster a distinguished looking environment within the organization.