

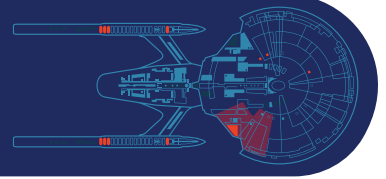
The International Star Trek Fan Association, Inc.



Visual Standards Manual

First Edition | 2024

INTRODUCTION



As an ever-growing and changing organization, the need for STARFLEET to clearly and effectively communicate the organization's ideals to new audiences becomes especially strong. Our visual presence, as outlined in this manual, demonstrates the brand recognition representative of an organization of this caliber and size. The standards in this manual are intended to provide basic guidelines for the concise communications style we wish to use in order to convey the proper visual uniformity within the organization, with the intention of presenting consistent, coherent messages about the organization and its mission.

Using This Manual:

These visual guidelines are simple to follow and will help make your communication efforts easy, attractive, and effective.

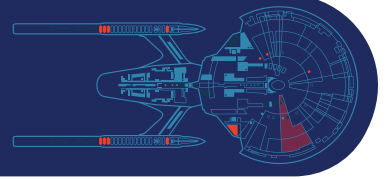
In This Manual, You Will Find:

- An explanation of the elements of the official STARFLEET visual identity;
- Guidelines for the use of these elements;
- Guidelines for the use of additional support elements.

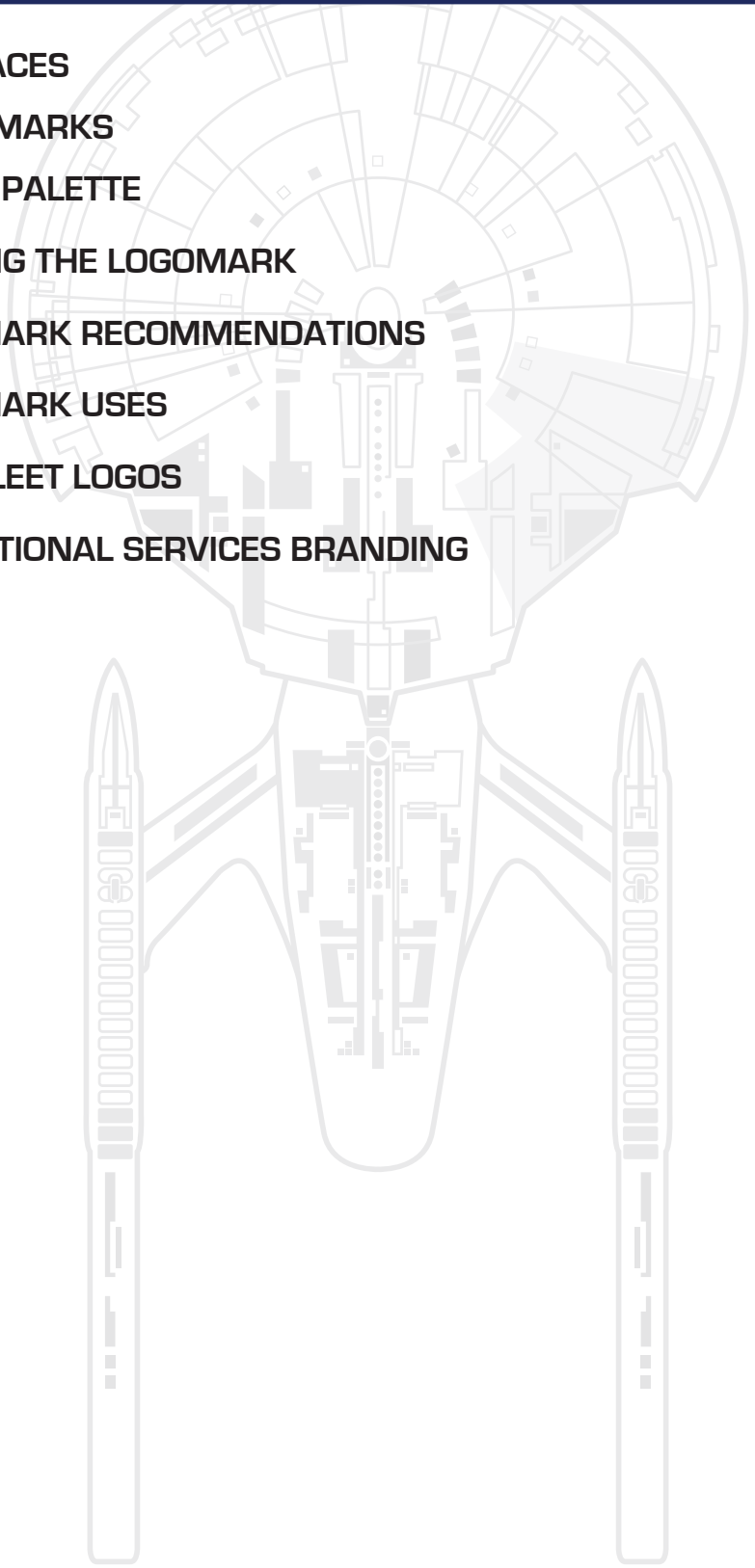
Please contact the Commander, STARFLEET (CS) or Vice-Commander, STARFLEET (VCS) at cs@sfi.org or vcs@sfi.org, respectively, should you need further instruction regarding the use of the visual identity or assistance developing your communications.

Star Trek and all related marks, logos and characters are solely owned by CBS Studios Inc. This fan organization is not endorsed by, sponsored by, nor affiliated with CBS, Paramount Pictures, or any other *Star Trek* franchise.

TABLE OF CONTENTS

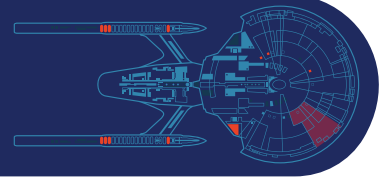


SECTION 1 - TYPEFACES	3
SECTION 2 - TRADEMARKS	4
SECTION 3 - COLOR PALETTE	7
SECTION 4 - PLACING THE LOGOMARK	9
SECTION 5 - LOGOMARK RECOMMENDATIONS	10
SECTION 6 - LOGOMARK USES	12
SECTION 7 - STARFLEET LOGOS	13
SECTION 8 - EDUCATIONAL SERVICES BRANDING	15



SECTION 1

TYPEFACES



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 alphanumeric, 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.

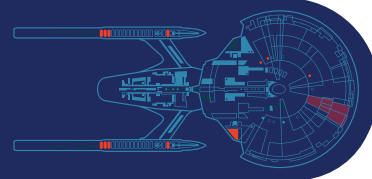
Eurostile

Eurostile Bold

Roddenberry

Roddenberry Bold

Electrolize



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.



The International Star Trek Fan Association, Inc.

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 names used by our members include “STARFLEET,” “SFI,” and “STARFLEET International.” Wherever possible, members are encouraged to 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*.

The words “The International *Star Trek* Fan Association, Inc.” appear 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.



The International Star Trek Fan Association, Inc.

Figure 2 - Wordmark

Logo

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.

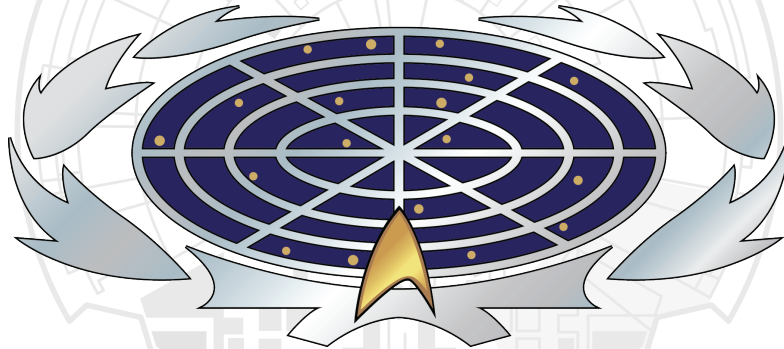


Figure 3 - Logo

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.

Logomark Variation

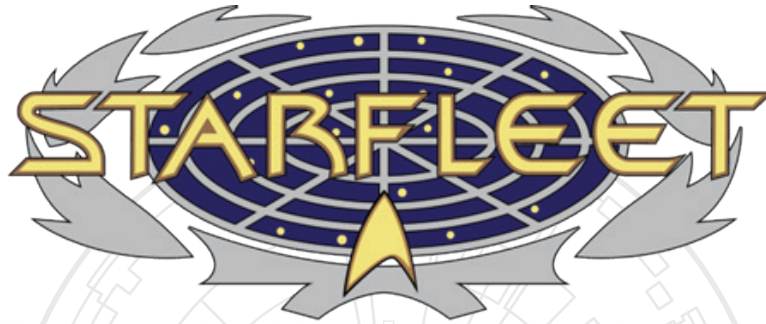
A variation logomark (*Figure 4*) where the shorthand name of the organization, STARFLEET, is used is approved for use.

This variation may be used and/or presented only in a scenario where a STARFLEET member will be present for its entirety of its presentation so they may be able to readily and fully explain the purpose of the organization. This is to avoid any confusion with the fictional *Starfleet* of the *Star Trek* franchise.

For example, a member may create a flag, table runner, or shirt using the variation as long as it is for their (or their chapter's) use while present at an event. It should not be used to create fliers, coin designs, merchandise, or any official communication banners as it does not fully represent the organization.

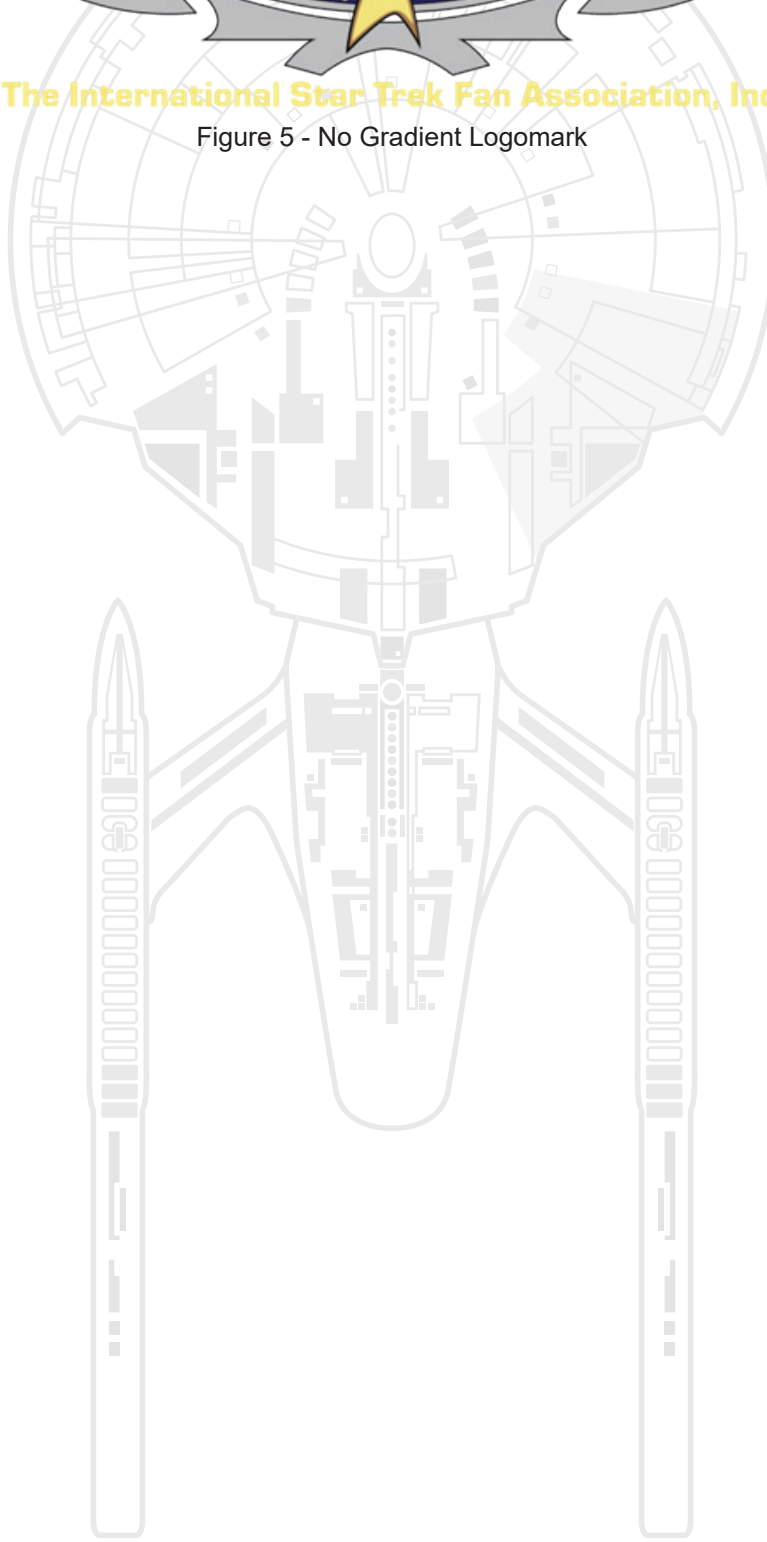


Figure 4 - Logomark Variation

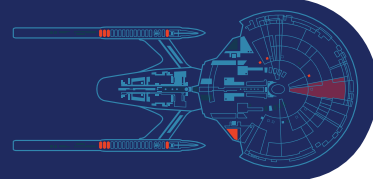


The International Star Trek Fan Association, Inc.

Figure 5 - No Gradient Logomark



SECTION 3 COLOR PALETTE



Color Usage

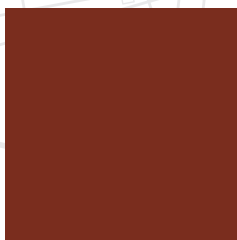
The colors to be used in producing STARFLEET's publications, wordmark, and logomark are adopted to align with the fictional *Star Trek* universe. Using these official colors, without deviations or substitutions, represents uniformity across STARFLEET and will contribute substantially to an attractive, 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

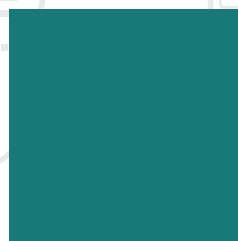
Additional (Secondary) Palette Options

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



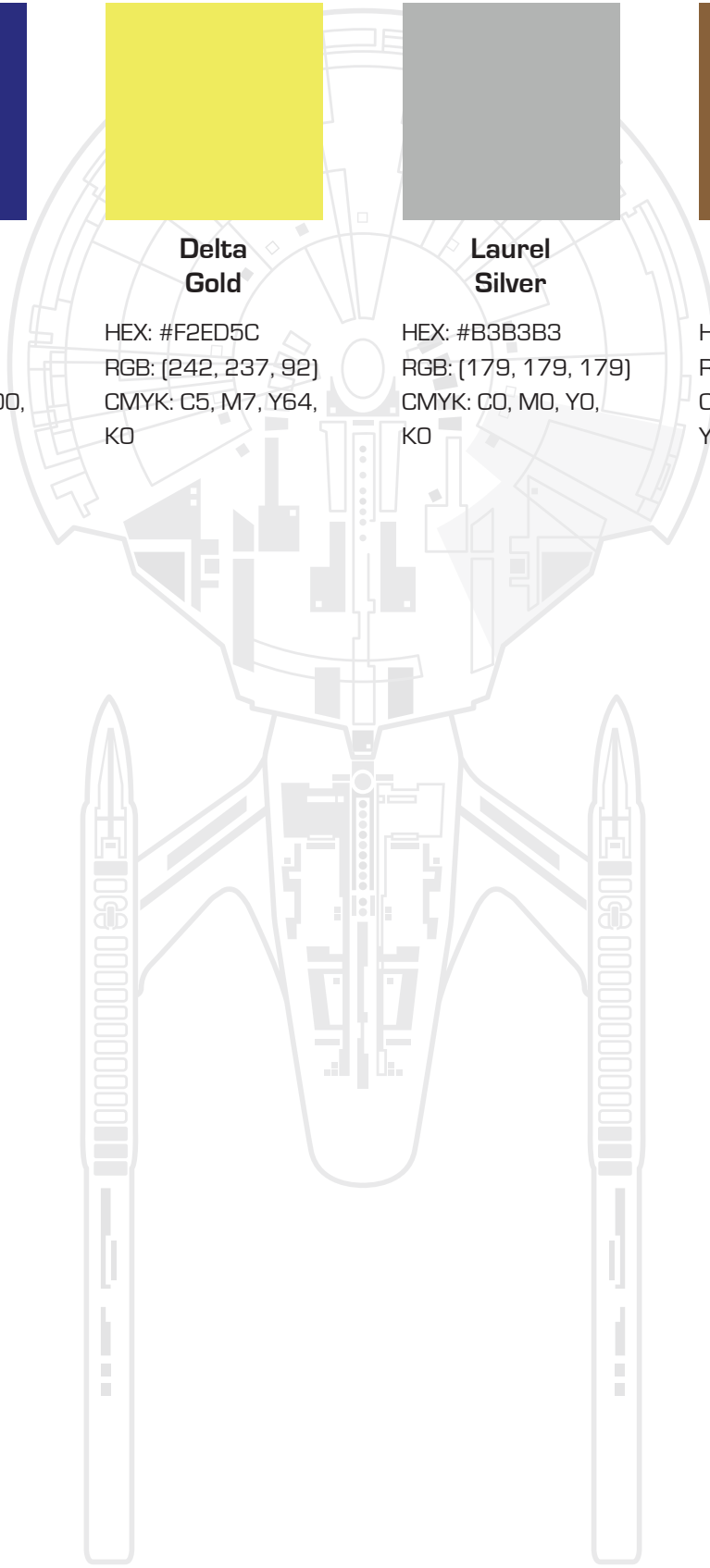
**Laurel
Silver**

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

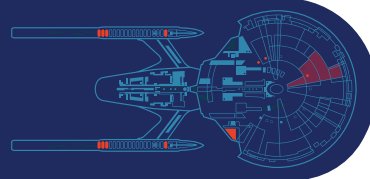


**Outline
Brown**

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



SECTION 4 PLACING THE LOGOMARK

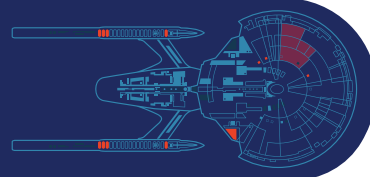


When placing the logomark in a printed publication, it's important to maintain sufficient “white space” around the image so that it will stand out. Always use a space equivalent to the height of the halfway point of the STARFLEET Es around the logomark on every side as shown in *Figure 6*. This white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



Figure 6 - White Space Spacing for Logomark

SECTION 5 LOGOMARK RECOMMENDATIONS



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.

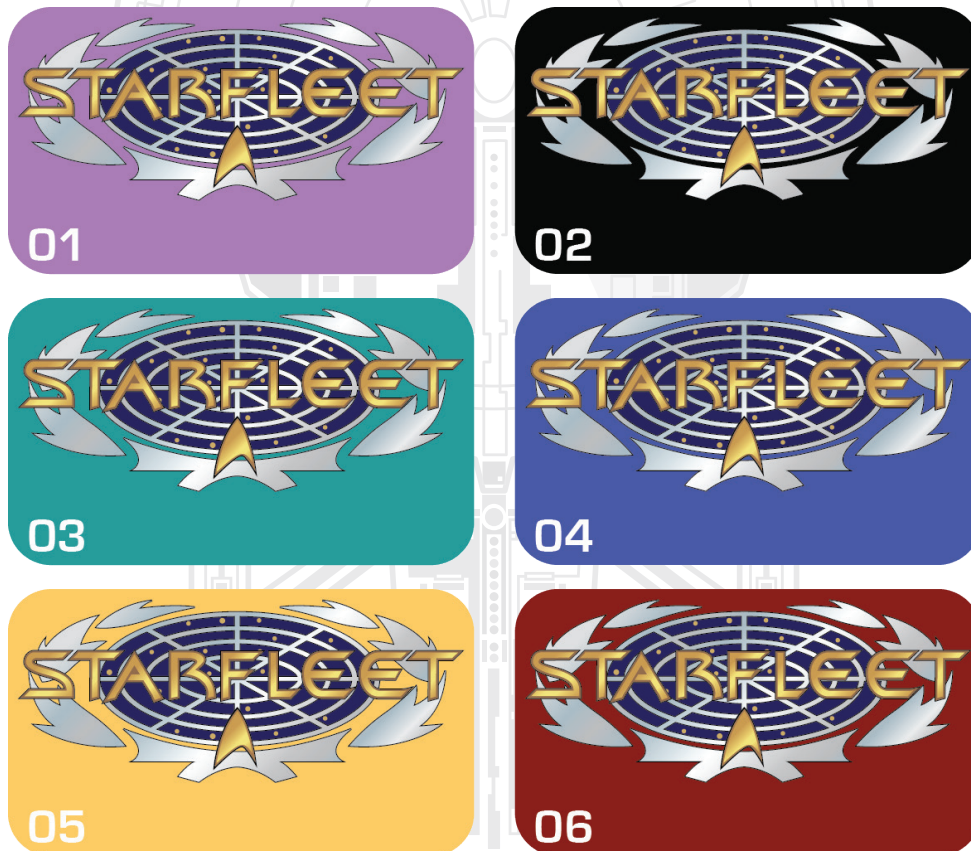
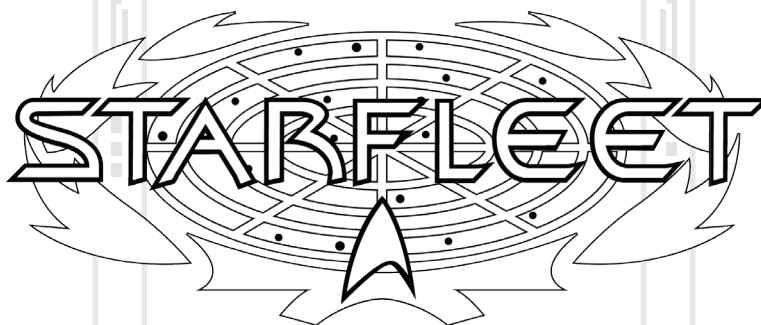


Figure 7 - Example of Solid, Dark-Colored Backgrounds for Logomark

One-Color Use of Logomark

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



The International Star Trek Fan Association, Inc.

Figure 8 - Mono Color Logomark

Recommendations for Ship Uses of the Visual Identity

Occasionally, a ship may wish to add its name to the logomark as an identifier. In such cases, the ship name must be set to an all-capped version of Eurostile Black or Electrolize font and placed center beneath “The International *Star Trek* Fan Association, Inc.” For example, in Figures 9 and 10, an example ship name, the “USS *STARFLEET*” in the two approved typefaces, appear beneath the full logomark. Further uses of the ship name can (and should) be used alongside the heraldry of the organization, however, care should be taken when working in any further text alongside the logomark.



The International Star Trek Fan Association, Inc.

USS STARFLEET

Figure 9 - Eurostile Shipname



The International Star Trek Fan Association, Inc.

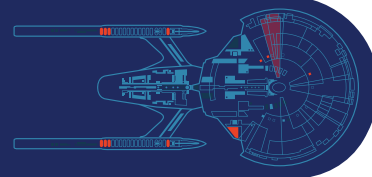
USS STARFLEET

Figure 10 - Electrolize Shipname

Sizes And Proportions

Occasionally, a ship may wish to add its name to the logomark as an identifier. In such cases, the ship name must be set to an all-capped version of Eurostile Black or Electrolize font and placed center beneath “The International *Star Trek* Fan Association, Inc.” For example, in Figures 9 and 10, an example ship name, the “USS *STARFLEET*” in the two approved typefaces, appear beneath the full logomark. Further uses of the ship name can (and should) be used alongside the heraldry of the organization, however, care should be taken when working in any further text alongside the logomark.

SECTION 6 LOGOMARK USES



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.

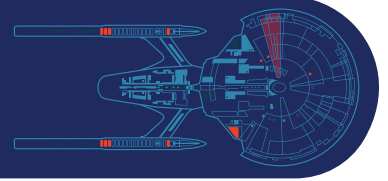
The signature should be placed centered below “The International *Star Trek* Fan Association, Inc.” in the logomark, and contact information should appear in the following order (exempting any information not intended to be provided): street address, phone, Website URL and e-mail address. Unlike the 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).



Figure 11 - Example Signature

Figure 11 shows how the standard signature would look for Commander, STARFLEET onboard the USS *STARFLEET* located at a fictional address.

SECTION 7 STARFLEET LOGOS



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.

Requests for work, can be made via the online form located on the Corps of Engineers website <https://coe.sfi.org/product-project-request/>



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



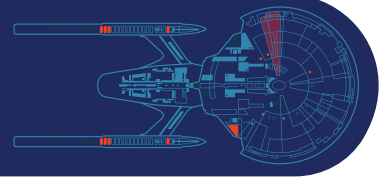
CHAPTER LOGOS

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



Figure 12 - STARFLEET Logo Template

SECTION 8 EDUCATIONAL SERVICES BRANDING



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.

