



BRAND GUIDELINES
MAY 2024

LOGO

NEBULA STAR

The star logo is the primary branding element.
It should only be used on a plain white background.

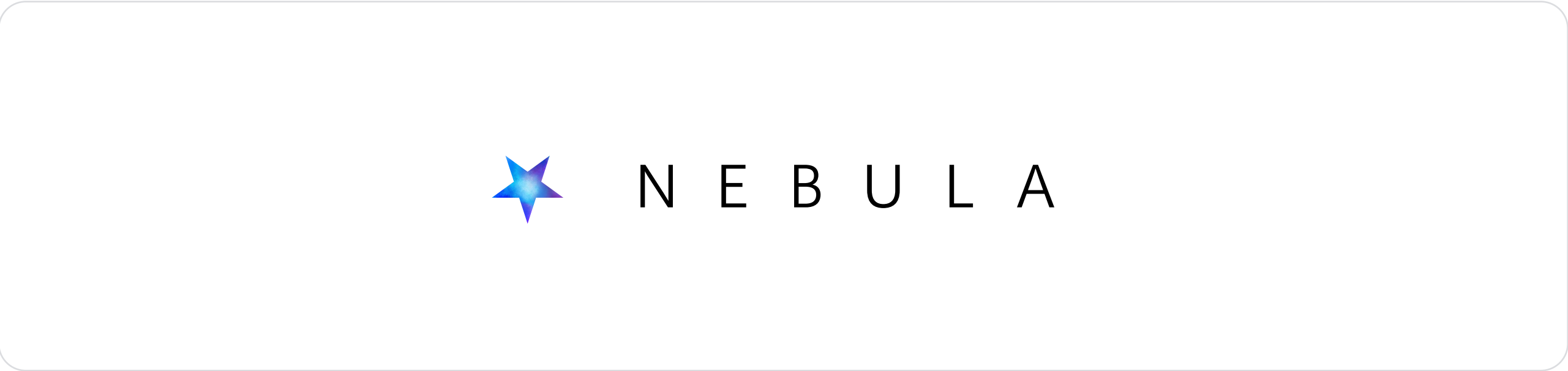


LOGO: VARIANTS

PRIMARY LOCKUP

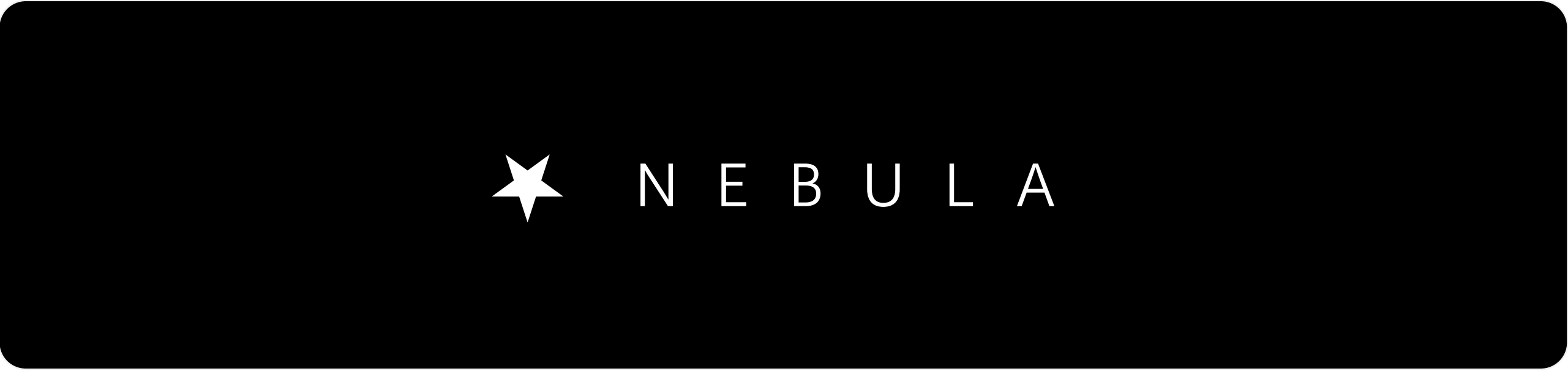
The color lockup is the preferred variant and includes both the wordmark and the star logo.

This version should only be used on a solid white background.



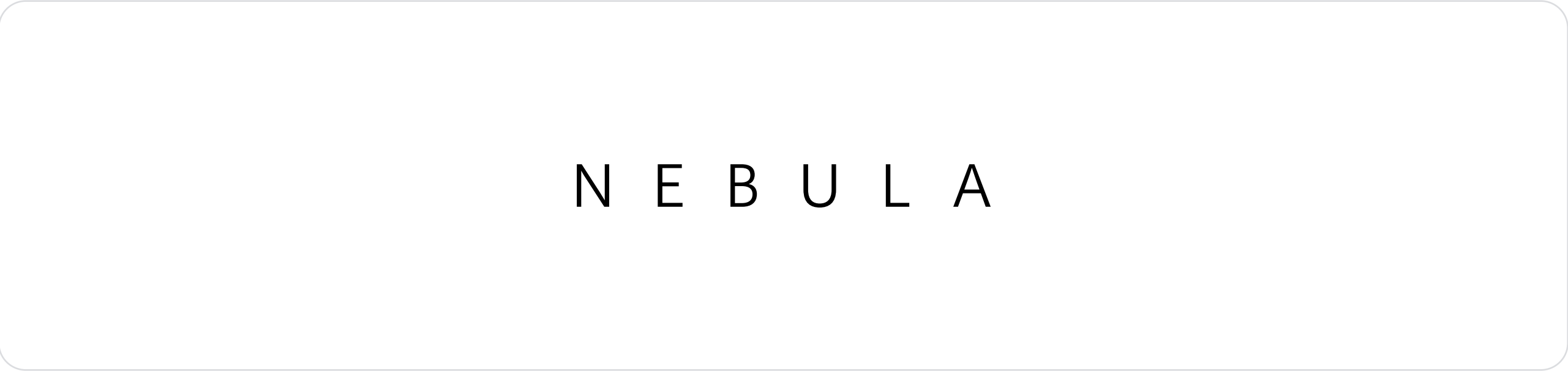
MONO LOCKUP

The mono lockup is for applications where a solid white background is not available. It should be used in white on dark backgrounds, or in black on light backgrounds.



NEBULA WORDMARK

The wordmark is available for use alone when it is unfeasible or impossible to include the star.

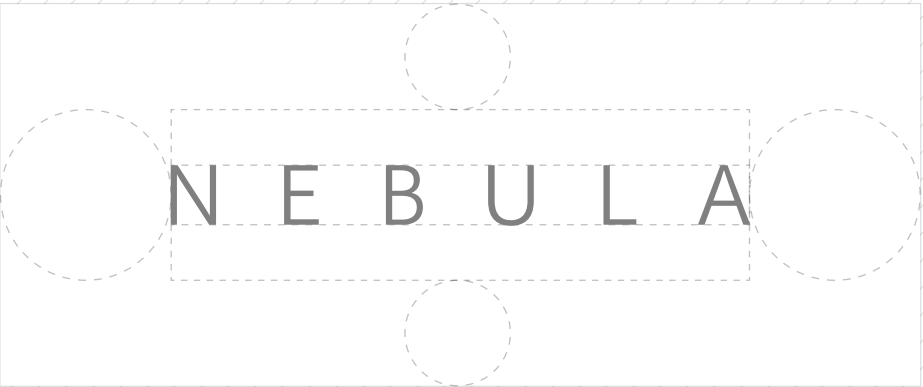
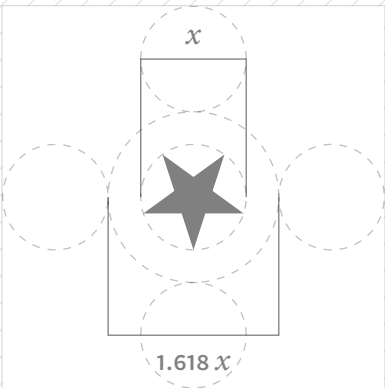


LOGO: CLEAR SPACE

ENSURING LEGIBILITY

Clear space helps ensure distance from other graphic elements that surround the logo and increases visibility.

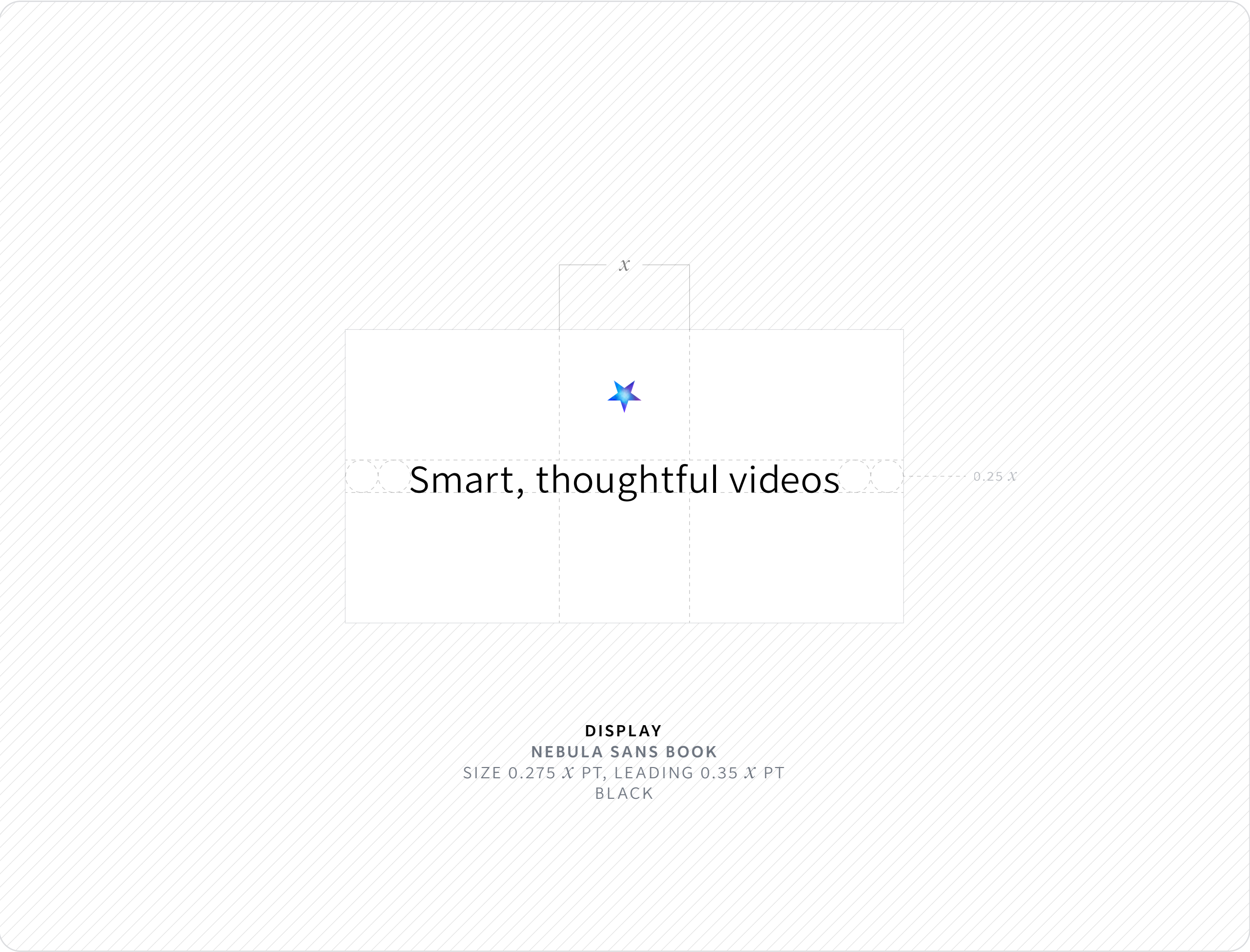
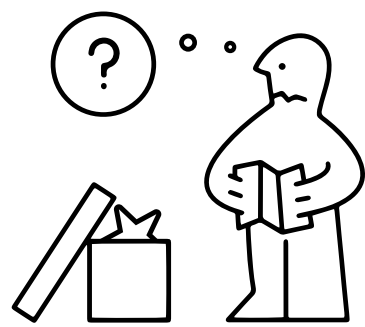
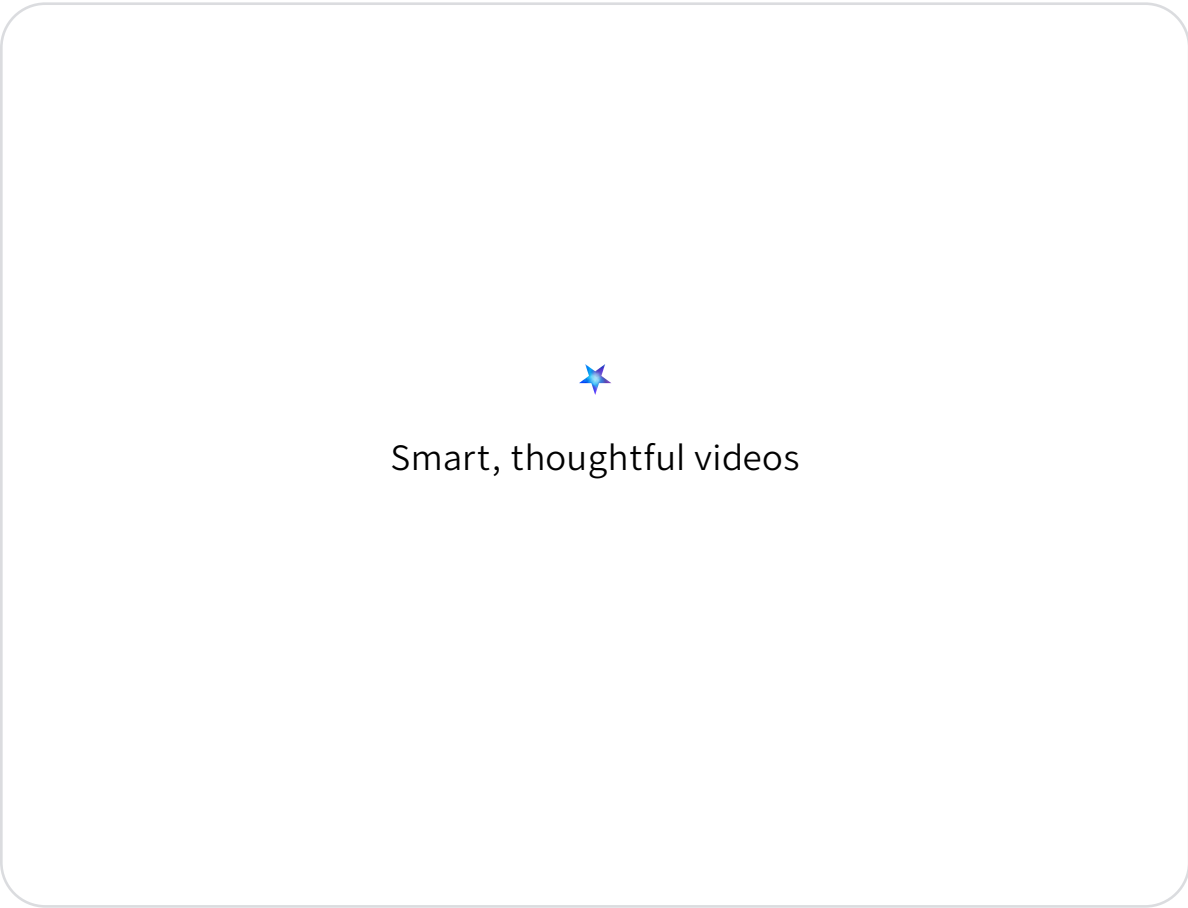
The brand assets are provided with clear space included to help with scaling and placement.



LOGO: COMBINING WITH TEXT

STACKED TEXT

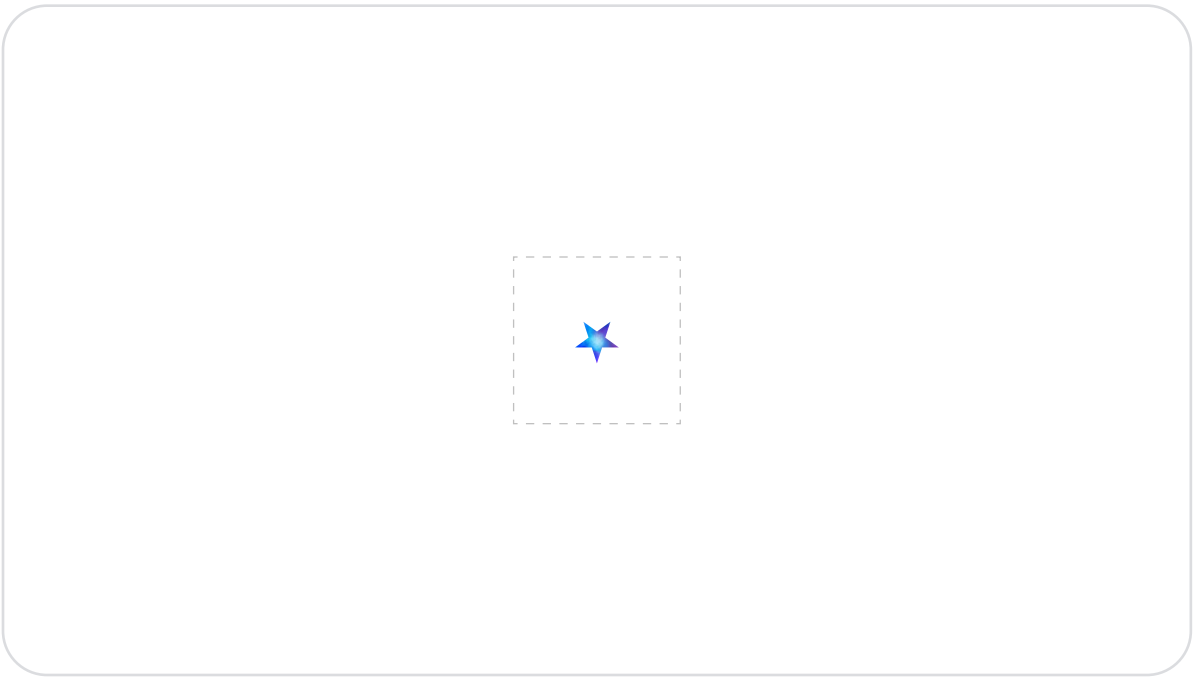
When necessary, the logo can be stacked with one or two lines of text. The relative size, position, and margins are derived from the dimensions of the logo asset (including its clear space).



LOGO: RELATIVE SIZES

MAXIMUM HEIGHT

The height of branding assets (including the clear space) should be no more than 25% of the length of the shortest edge of the page/screen.



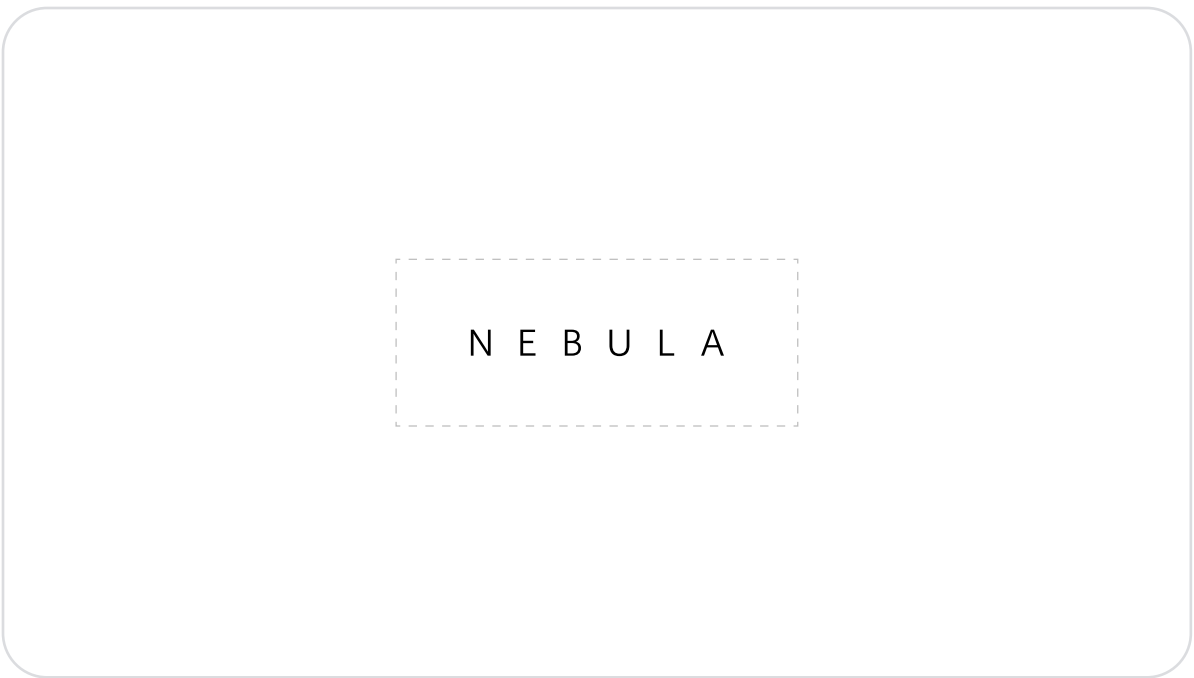
MAX. ASSET HEIGHT = 25% OF SHORTEST EDGE



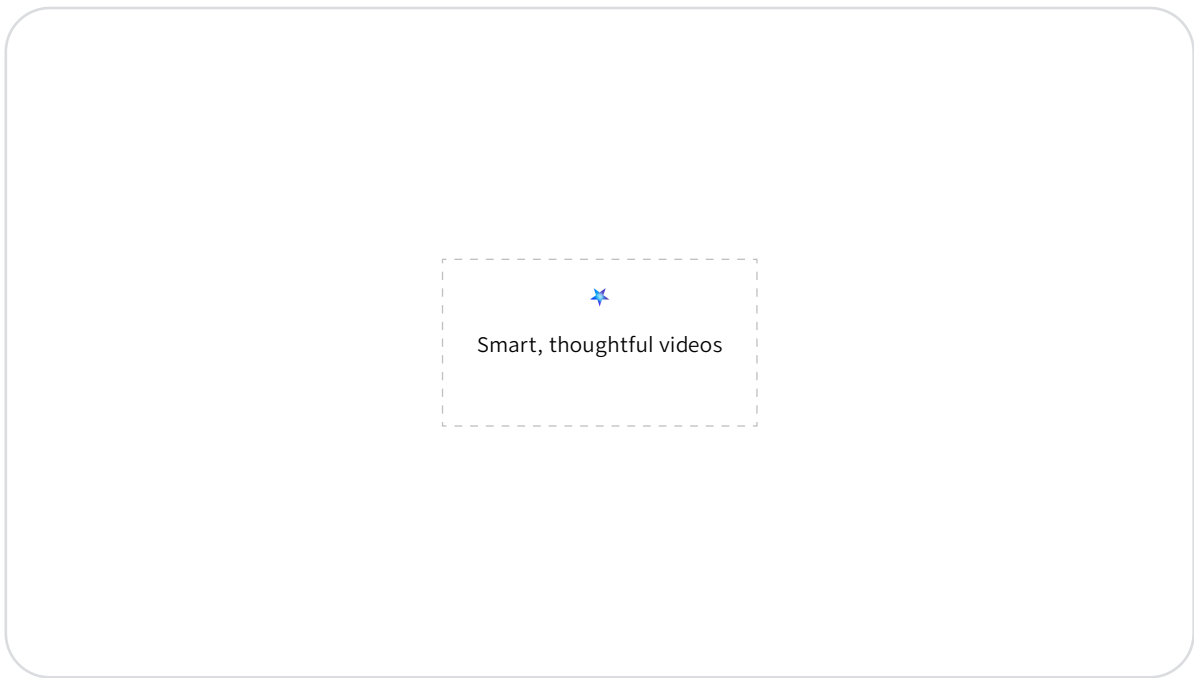
MAX. ASSET HEIGHT = 25% OF SHORTEST EDGE

PLACEMENT

Nebula branding should be horizontally and vertically centered whenever possible.



MAX. ASSET HEIGHT = 25% OF SHORTEST EDGE

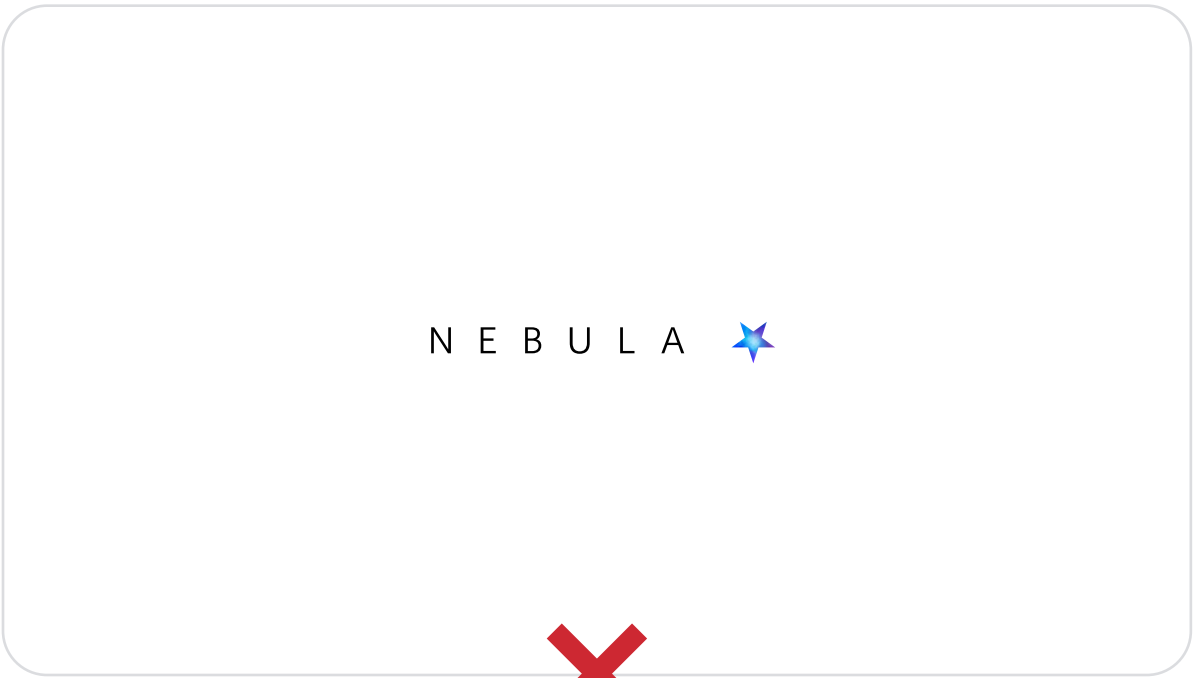


MAX. ASSET HEIGHT = 25% OF SHORTEST EDGE

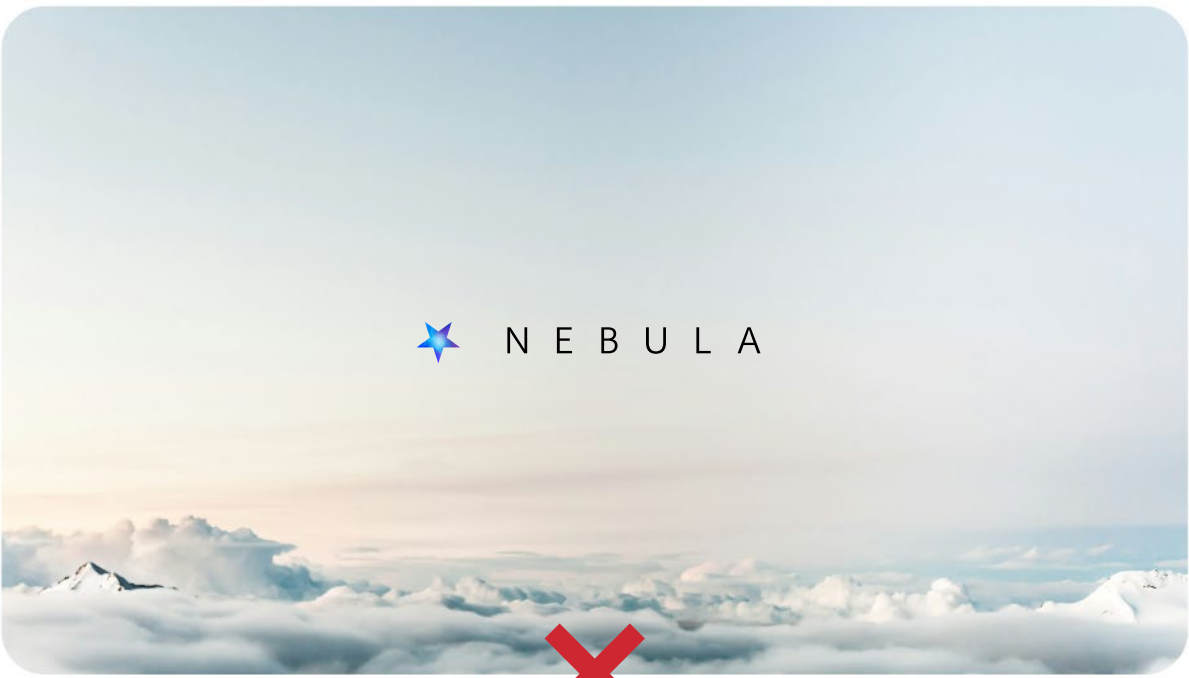
LOGO: ALLOWED USES

ALTERATION

The logo should only be used as supplied in the assets.
Do not modify or distort the logo, and do not alter the colors or fonts.



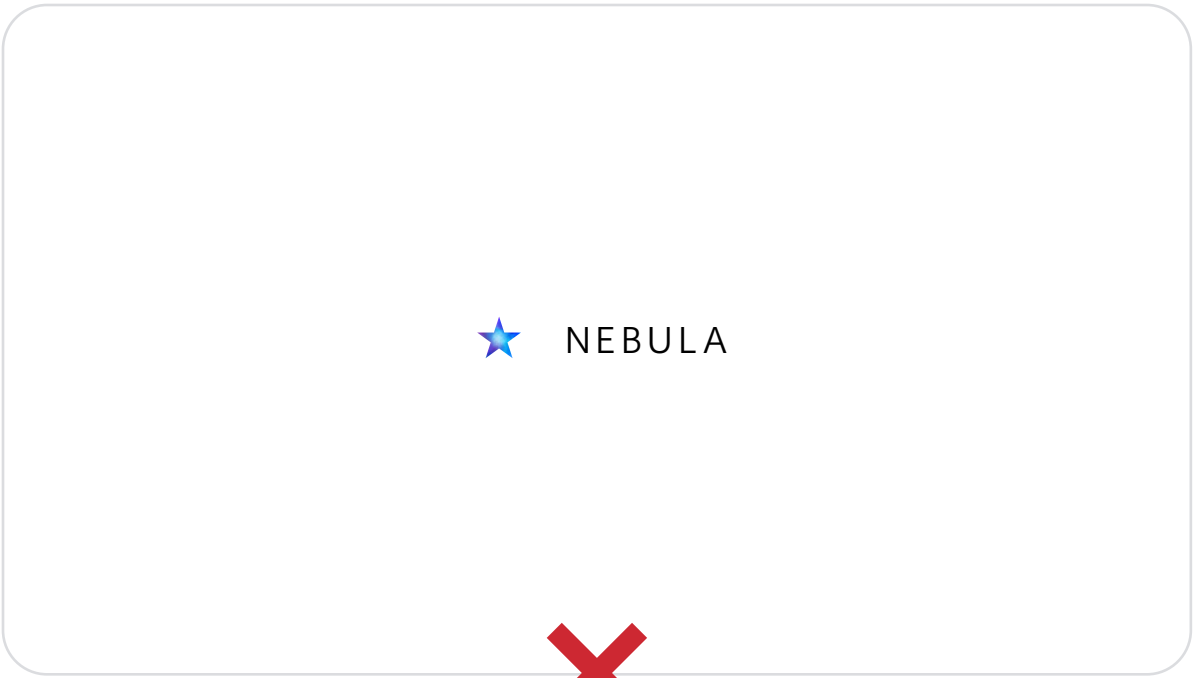
DO NOT REARRANGE ELEMENTS



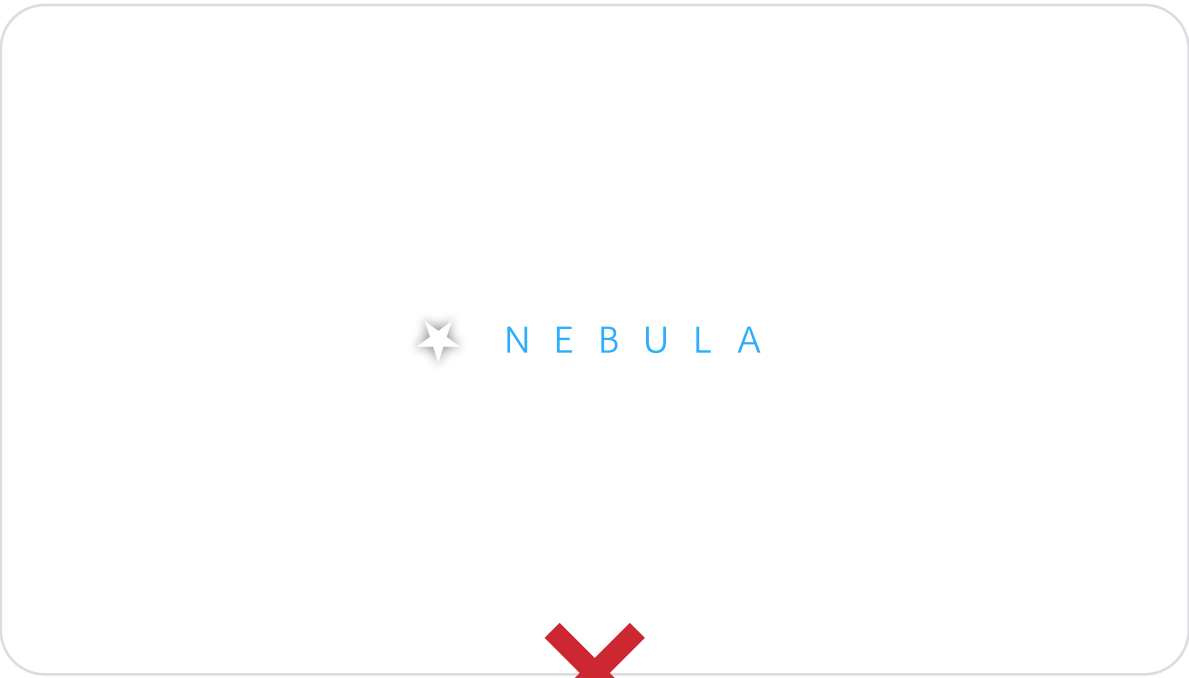
DO NOT USE THE COLOR LOGO ON
BACKGROUNDS THAT ARE NOT SOLID WHITE

ANIMATION

Approved logo animations are available for use.
The logo should not be animated in any other way.



DO NOT STRETCH, DISTORT OR ROTATE THE LOGO



DO NOT ALTER COLORS OR ADD STROKES/SHADOWS

TYPOGRAPHY

BRAND TYPEFACE

Nebula Sans

Nebula Sans is a versatile, modern, humanist sans-serif with a neutral aesthetic, designed for legibility in both digital and print applications.

Based on Source Sans by Paul D. Hunt for Adobe Fonts.

Aa

SECTION HEADING
NEBULA SANS BOOK
TRACKING +10%
GRAY

TITLE
NEBULA SANS MEDIUM
LEADING 125%
BLACK

HEADING
NEBULA SANS SEMIBOLD

TEXT
NEBULA SANS BOOK
LEADING 150%
BLACK

HANDGLOVES

Nebula Sans

Smart Indie Streaming
Who watches “Jeopardy!”;
Alex Trebek’s fun TV quiz game?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR PALETTE

USING COLOR

The Nebula branding makes minimal use of color outside of the star logo. Backgrounds should be white and text should be primarily monochrome.

The blue accent colour should be used sparingly to highlight elements or indicate interactivity.

000

BLACK

HEX
#000000

CMYK
C0 M0 Y0 K100

111188230

BLUE

HEX
#2CADFE

CMYK
C65 M20 Y0 K0

110117128

GRAY

HEX
#6E7580

CMYK
C0 M0 Y0 K66

255255255

WHITE

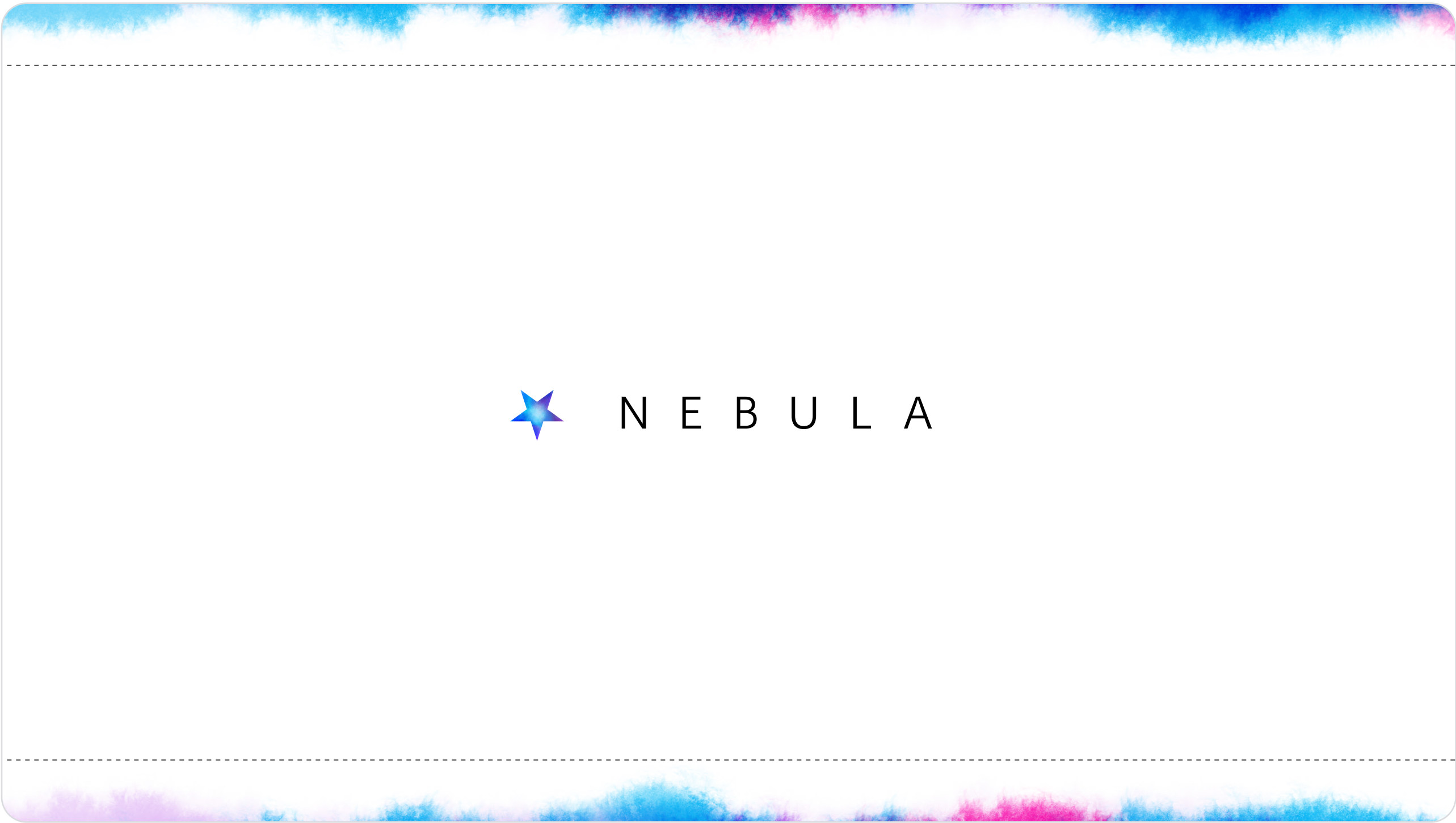
HEX
#FFFFFF

CMYK
C0 M0 Y0 K0

SUPPLEMENTAL ELEMENTS

WATERCOLORS

The watercolor elements can be used to complement the branding when a more colorful appearance is warranted. The maximum size of each asset relative to the display area should be respected.



MAX. ASSET HEIGHT = 7.5% SCREEN HEIGHT