Astrulite
FROM IDEA TO PRODUCT

Brand Guideline

CONTENTS

01 Logo

02 Brand Colors

03 Typography

04 Brand In Use

05 Social Media

06 Stationary

1. Logo

CLEAR SPACE

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up outside this space. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement ‘X’ (equal to the height of the uppercase letters, known as the ‘cap-height’. The width is equal to the height.



IN BACKGROUND

When placing the logo on an image, color, or pattern, it is crucial to ensure sufficient contrast between the logo and the background to maintain visibility and brand integrity. The logo must not be placed on backgrounds that distract from or compete with its design. Ideally, the logo should be displayed on a clean, white background to ensure clarity and prominence. However, when using other backgrounds, care must be taken to select those that provide adequate contrast and do not interfere with the logo's legibility or impact. Below are examples demonstrating the preferred and acceptable uses of the logo on various backgrounds, highlighting the importance of maintaining a professional and cohesive appearance.




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MONOCHROME LOGO

The monochrome black-and-white logo version is specifically designed for situations where full-color printing is not possible or practical. This version ensures that the brand remains recognizable and maintains its integrity in such cases. The black version is ideal for use on light or neutral backgrounds, while the white version is suited for dark or colored backgrounds, ensuring proper contrast and visibility. By adhering to these guidelines, the monochrome logo provides a clean, professional representation of the brand, even in limited printing or reproduction scenarios.





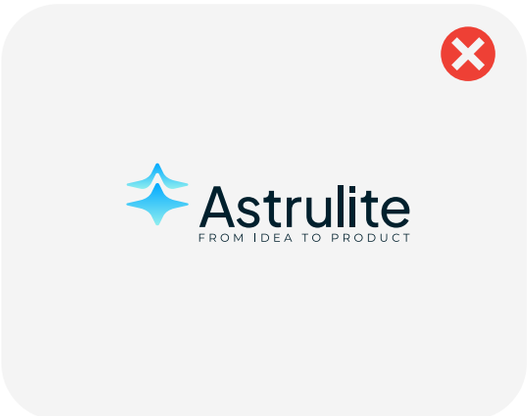

2


2


11:00
2
TUE
15

LOGO MISUSE

It is essential to avoid using the logo in ways that compromise its integrity or visibility. The logo should never be distorted, stretched, or altered in any way that affects its proportions. It should not be placed on busy or complex backgrounds that make it difficult to read or distract from the design. Additionally, the logo should not be used with inappropriate colors, or have filters, gradients, or shadows applied to it. The logo must also not be rotated or flipped, as this can confuse its identity. Below are examples of incorrect logo usage to help guide the proper application of the brand's visual identity. Always adhere to the guidelines to maintain a professional and consistent brand appearance.



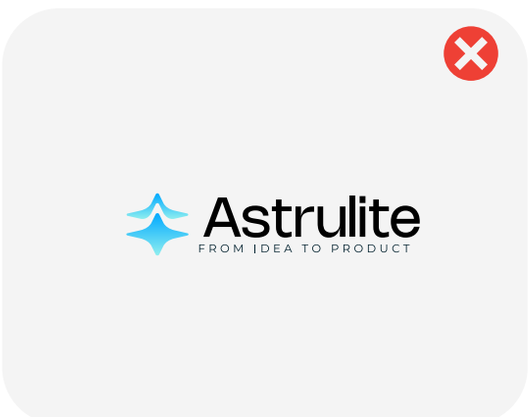
Positioning
DO NOT change the size or position of the logo mark. Only use logos listed in these guidelines.



To colour
DO NOT change the colors even if they look similar. Use the official color specifications described in these guidelines.



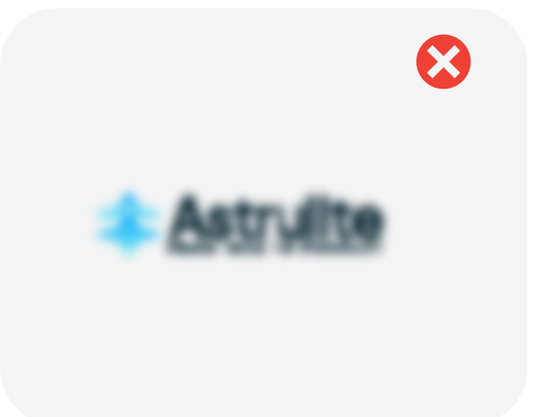
Background
Do not use a logo on a different colored background.



Fonts
DO NOT use a different font for the main logo, no matter how close it looks to Keep Calm.



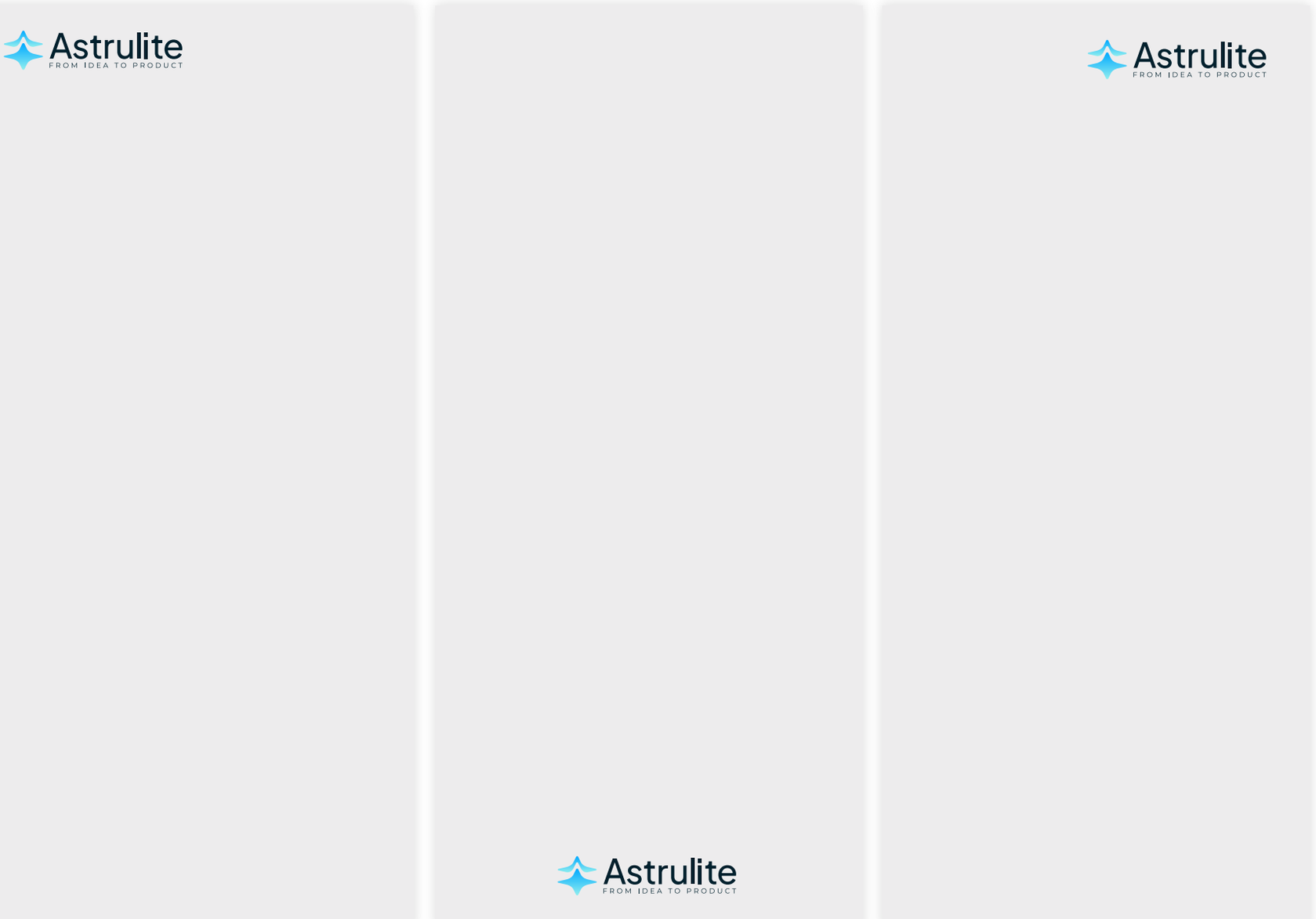
Sizing
DO NOT stretch or squash the logo. Any size change must be proportionate.



Brightness
Do not blur, feather, or add other visual filters to the logo.

LOGO POSITIONING

Proper logo positioning is essential for maintaining brand consistency and ensuring maximum visibility. The logo should be placed in a location where it is easily recognizable and does not compete with other elements. Typically, the logo is positioned at the top left or center of a page or screen for optimal exposure, but it may not be a perfect match when placed on other sides. The logo can be used on the left, right, or center, but placing it on other areas may not align with the design in a balanced way. Below are some examples showing the correct positioning of the logo. Always ensure there is sufficient clear space around the logo, and that it does not get crowded by other design elements. The placement should align with the overall layout, reinforcing the brand's identity while maintaining a clean, professional appearance.



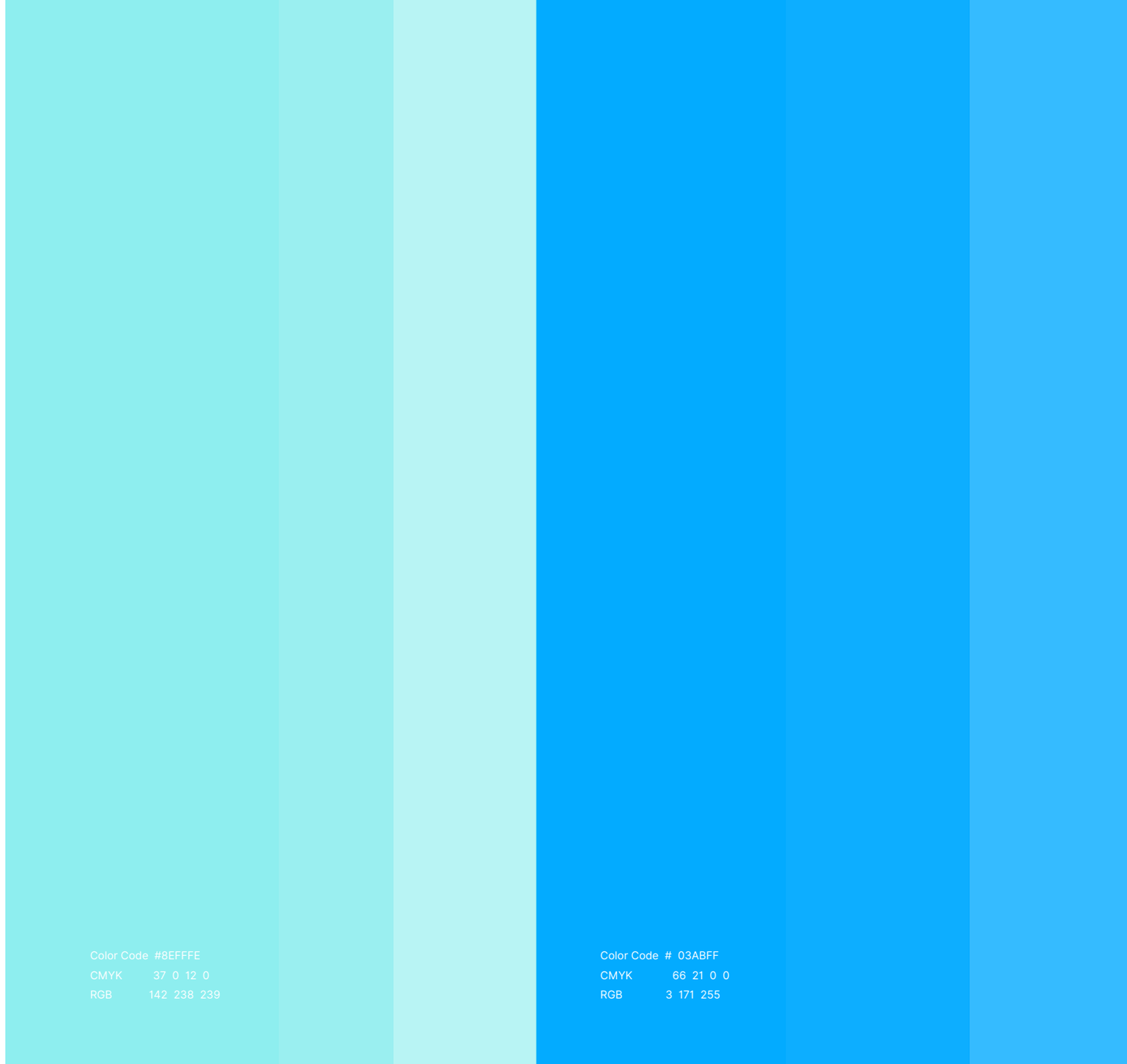
2. Colors

Color Pallete

Color palettes are important because they can help communicate a brand's message, evoke emotions, and create a visually appealing design.

A color palette can help establish a brand's visual identity and communicate its values. Colors can increase brand recognition by up to 80%

Colors can evoke emotions in users. For example, warm colors like red and orange can create a sense of energy, while cool colors like blue and green can convey calmness.



3.Typography

Brand Typeface

Plus Jakarta Sans is a highly versatile, geometric sans-serif font created by Tokotype for the Jakarta City branding. It is best used for clean, modern UI/UX design, corporate branding, and responsive web development, offering excellent legibility and a friendly, contemporary alternative to fonts like Montserrat

Logo Font –Plus jakarta sans

Heading

For Headline

Aa

Plus jakarta sans- Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Ww Yy Zz

For Headline

Plus jakarta sans-Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Ww Yy Zz

For Headline

Plus jakarta sans- Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Ww Yy Zz

4. Brand In Use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Astrulite
FROM IDEA TO PRODUCT
Astrulite
FROM IDEA TO PRODUCT


Astrulite
FROM IDEA TO PRODUCT


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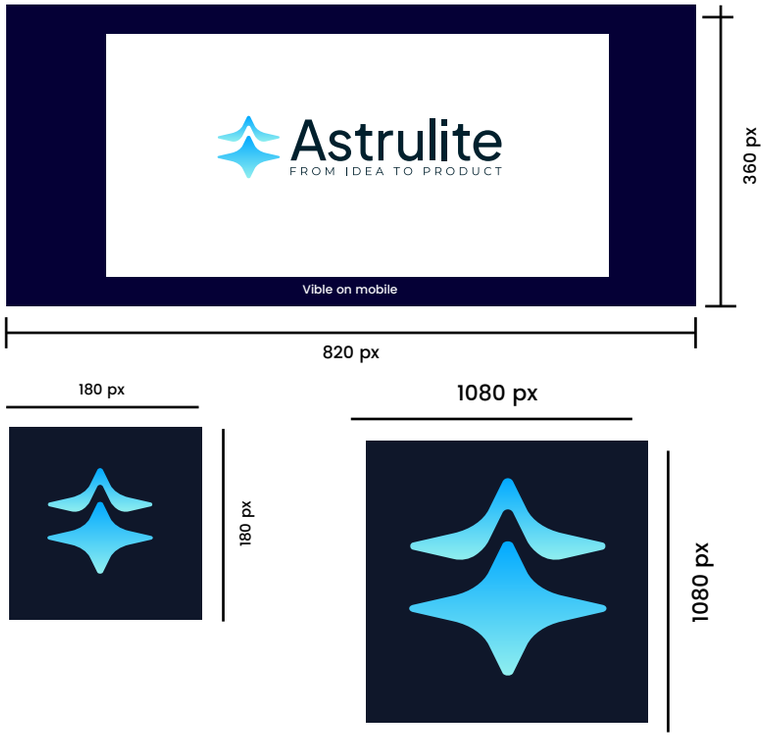
5. Social Media

Social Media / Instagram post





Facebook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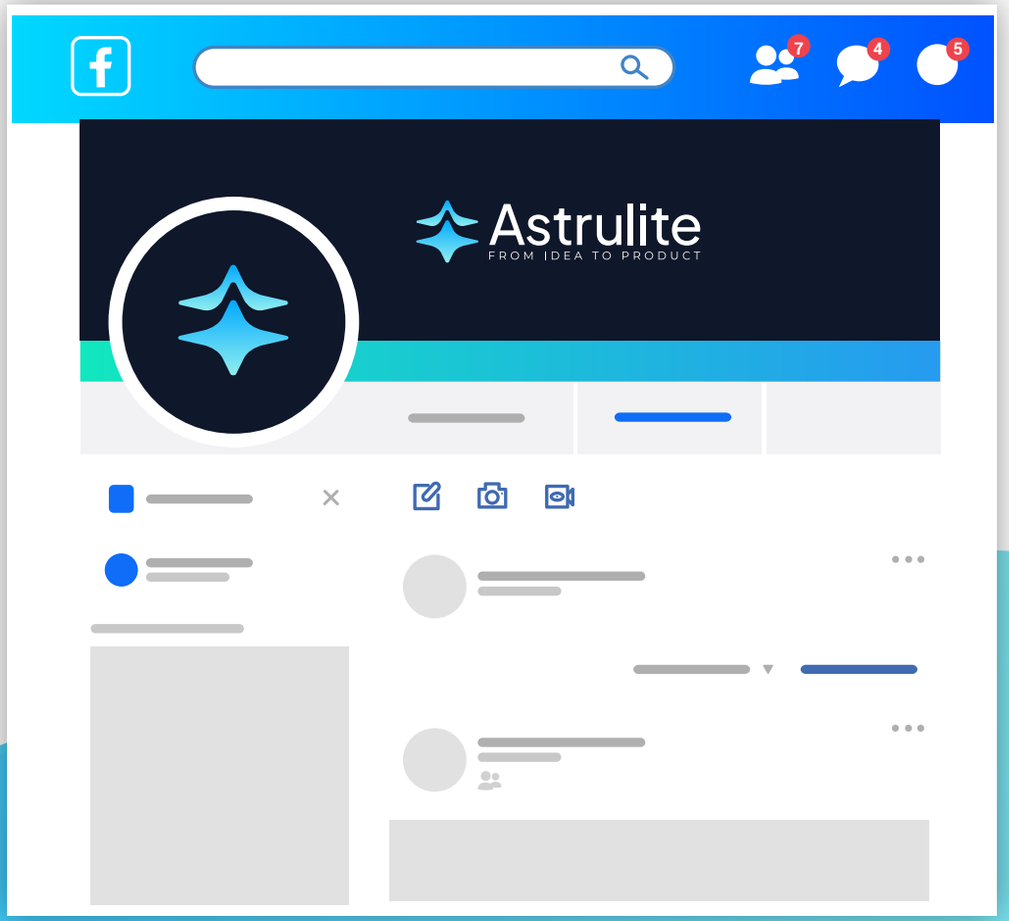
Vible on mobile
360 px
820 px
180 px
180 px
1080 px
1080 px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6. Stationary


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Howland Liva
Founder, Astrulite
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Howland Liva
Founder, Astrulite
founder@astrulite.com
https://astrulite.com
Astrulite
PROM IDEA TO PRODUCT
Astrulite
Date: 10 jun 2026
HOWLAND LIVA
HOWLAND LIVA
FOUNDER



Thank You