DESIGN MANUAL

ASTERA

PREFACE

The corporate design is the central element of a company's identity and significantly shapes the visual appearance. It is characterised by the consistent use and optimal interaction of the four basic elements color, typography, logo and layout.

The individual guidelines are clearly and simply structured so that they can be easily applied. The design guidelines laid down in this manual are binding for all further implementations and are valid for every appearance.

Many thanks for your support,

Your Astera - Team

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LOGO SYSTEMATICS

The logo impresses with its clear shapes. The figurative mark in brand colors makes the logo memorable and thus guarantees a high recognition value.

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LOGO COLORS

4c (main logo)

1c black

1c white

The Astera logo is always placed in the CI colors. Further placement possibilities on different colors (> 10% grey scale) are shown on page 7. The placement of the logo on white backgrounds is always direct and without additional background elements.

In 1c-documents the logo is placed inverted. On white backgrounds, the logo is only placed in black and on black backgrounds only in white. For reasons of visual uniformity, it is not allowed to use the logo in another color. The logo protection space and the logo protection zone are transparent. No other color variations are possible here either.

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CIRCLE LOGO

If the main logo cannot be used, e.g. because the background color is too similar to the logo, the circle logo may be used. The circle logo itself is fixed and may not be changed.

The 1c colored variants are used if the intended use does not permit otherwise.

LOGO PLACEMENT

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LOGO DONT´S

No rotation

No change in proportion

No color change

No omission

Do not cut

No changes

No style change

No new text addition

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LOGO STRUCTURE

FIGURATIVE MARK

WORD MARK

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The shape of the figurative mark reflects the „A" of Astera – with this message the figurative mark acts as a unique and memorable element.

In exceptional cases, the figurative mark can also be used without the word mark. For example, the figurative mark can be used as background or watermark, if the main logo is integrated somewhere else on the document. Also, the figurative mark can be used on merchandise items that are aimed at people that know that the pyramid stands for Astera.
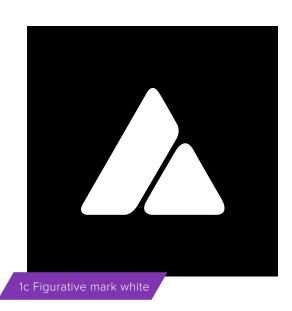
The sans serif lettering is set in capitals and single lines. It must only be used exclusively in combination with the figurative mark.

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LOGO FIGURATIVE MARK COLORS

4c Figurative mark

1c Figurative mark black

1c Figurative mark white

The Astera signet is always placed in the CI colors. Further placement possibilities on different colors (>10% grey scale) are shown on the next page. The placement of the logo on white backgrounds is always direct and without additional background elements.

In 1c-documents the signet is placed inverted. On white backgrounds the logo is placed in black only and on black backgrounds in white only. For reasons of visual uniformity it is not allowed to use the logo in any other color. The signet protection area and the signet protection zone are transparent. No other color variations are possible here either.

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LOGO FIGURATIVE MARK PLACEMENT

The figurative mark of Astera is always used when the logo in the image becomes too small. It can also be used as a design element in all designs.

Separate guidelines on color and placement apply here (see page 5).

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LANDSCAPE LOGO

A popular alternative to the main logo is the landscape logo. It can be used for wider surfaces or if the ASTERA word mark would become too small to be readable.

The figurative mark is placed to the left of the word mark and is always aligned with the lower edge of the lettering. The landscape logo can be used with and without circle, just like the main logo.

GENERAL PRODUCT AND ACCESSORY LOGOS

The logos must not be changed in structure and color. The product and accessory logos are available as vector graphic on request.

When combining Astera logo and Product logo, we only use the Astera word mark. The logos for this are also available since early 2025.
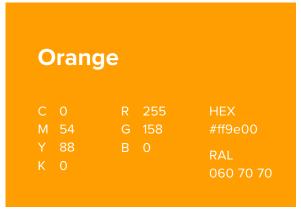
TITAN TUBE

TRACK PIN
COMPACT

LUNA BULB

LUNA BULB

QUIK SPOT

ASTERA

CI COLORS

BRAND COLORS

Purple

C	79	R	126	HEX
M	99	G	53	#7e35af
Y	0	B	175	
K	0			RAL
				310 40 40

Orange

C	0	R	255	HEX
M	54	G	158	#ff9e00
Y	88	B	0	
K	0			RAL
				060 70 70

Grey

C	49%	R	133	HEX
M	37%	G	136	#85888e
Y	33%	B	142	
K	15%			

Purple, orange and grey are the brand colors for Astera. Purple and orange can be combined flexibly and can be used creatively for any theme. Grey is mainly used in the logo or in the background. Gray is not used for key elements of any design but can be used as backup if orange and purple are not enough.

We have optimized our print-colors to look perfectly when illuminated with a color temperature of 4800K. 4000K and 5500K are also acceptable but not perfect.

Due to the color production, the colors purple and orange look slightly different within the different color systems.

For any booth designs please make sure to use the Pantone colors (see page 15). If that's not possible, please use the CMYK colors listed above.

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CI COLORS

PANTONE BRAND COLORS

Pantone Coated

Purple

Coated
267 C

Pantone Coated

Orange

Coated
715 C

Pantone Coated

Grey

Coated
Cool Gray 8 C

Pantone Uncoated

Purple

Uncoated
Medium Purple U

Pantone Uncoated

Orange

Uncoated
144 U

Pantone Uncoated

Grey

Uncoated
424 U

ASTERA

CI COLORS

SECONDARY COLORS
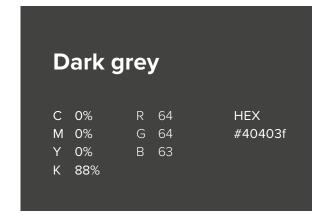
Black

C	0%	R	24	HEX
M	0%	G	23	#181716
Y	0%	B	22	
K	100%			

Dark grey

C	0%	R	64	HEX
M	0%	G	64	#40403f
Y	0%	B	63	
K	88%			

PANTONE SECONDARY COLORS

Pantone Coated
Black

Coated
Black C

Pantone Coated
Dark grey

Coated
445 C

Pantone Uncoated
Black

Uncoated
Black U

Pantone Uncoated
Dark grey

Uncoated
447 U

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HEADLINE, SUBLINE, TEXT

HEADLINE

Proxima Nova
ExtraBold - used in capital letters for Titles.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Subline

Proxima Nova
Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Text

Proxima Nova
Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

For multiline texts, a standardized line spacing is used.
It is calculated from the font size + 20%. (Font size 9pt ➜ 10.8pt spacing)

Headlines may be set freely and creatively, but only to the extent of CI.

When a product name is in capital letters, there must be a gap in between the 2 words.
Example: QuikSpot ➜ QUICK SPOT (space should be kept at a minimum, e.g. 5pt)

When writing in Chinese, we use the Microsoft YaHei font.

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HEADLINE, SUBLINE, TEXT

HEADLINE

Calibri
Bold - used in capital letters for Titles.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Subline

Calibri
Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Text

Calibri
Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

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ICONS

The icon style is composed of linear shapes, as partly full-surface elements with rounded edges. The icons can be set in the specified CI colors purple or orange as well as in black or white. Please have a look at our icon pack.

Each element consists of the icon and the circle outline. The size of the contour to the logo is fixed and must neither be changed in color, omitted or made thicker.

The textual explanation of the icons is centered below or right centered to the icons. The text size may be adjusted here depending on the format and size of the icons.

Note that not all lights are IP65, as of 2024, NYX Bulbs are IP44 and Fresnels are IP55. If you advertise these lights, adjust the IP rating, if you promote the entire range, keep the IP65.

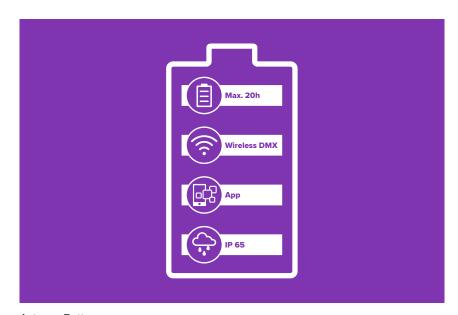## MAIN USPs

| Max. 20h | App | Wireless DMX | IP65 |

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CORPORATE DESIGN ELEMENTS

Astera - 100% Wireless

Astera - Battery

100% Wireless is a fixed style element. Its structure must not be changed. The waves and 100% are always set with full color. Wireless is set here with an outline. The outline thickness is predefined and must not be changed. It can be set in the specified CI colors.
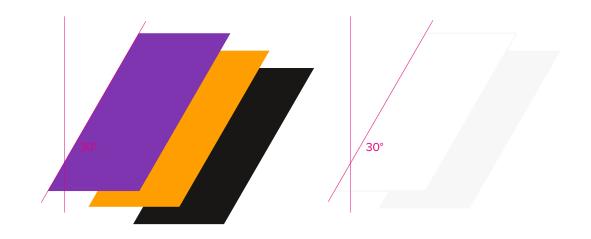
The battery symbol is also a fixed style element of Astera that can be used at exhibition booth backgrounds. It is used in white on colorful backgrounds.

STYLE ELEMENTS

SLANTS

The slants can be combined with each other in the CI colors purple and orange as well as black and white. They can be used as design elements.

For catalogues or other layouts with lots of text on a white background, the slant should be used as a design element in the background. It is always set in Astera grey with 7% transparency.

30° 30°

DIRECTIONS

Slants are always pointing from bottom left to top right. A small add-on pointing in the other direction can be added.

30°

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REQUIREMENTS FOR STYLE ELEMENTS

All advertising material must include the two colors purple and orange. Both colors should be displayed as areas, not just lines or fonts. If colors and pictures do not cover the entire page, the background is white color. Ideally, color areas are shown as Parallelogram or as a box where one side is cut off with a 30° angle. Round areas or boxes with rounded corners are not allowed.

Mood images can be used to form a large part of an artwork. Cut-out Product Pictures can also be used on white background are highlighted with a colored Parallelogram placed behind them.

For advertisement purposes, text is placed onto colored areas. On purple background, text is always displayed in white fonts. On orange background, titles and headlines use white fonts, continuous text uses black fonts. Purple font is not allowed on orange background and vice versa.

Advertisement

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STYLE ELEMENTS

APPLICATION EXAMPLES - HANGING BANNER

APPLICATION EXAMPLES - BACKWALL BANNER

LAYOUT STRUCTURES

1. Background image
The product is part of a background image which covers a large part of the page.

2. Titan LED Engine
Whenever a product has the Titan LED Engine installed, the graphic must be inserted on the ad.

3. 100% Wireless and Core Icons
Both elements must be displayed prominently, ideally on either one of the top corners.

4. Features & Key Specs
Features and Key specs are often shown as a succession of full text and outlined text.

5. Product name, Slogan & Teaser Text
All 3 elements are placed in one colored box for maximum visibility.

6. Pictured features & accessories
Some features require a picture for explanation. Also, some accessories are important to understand the product. These pictures are shown in the lower third and are highlighted by orange and purple parallelogram areas. Below are title and explanation.

7. URL
Ideally, the URL is shown at the bottom of the page.

8. Astera Logo
The Astera Logo is displayed prominently with space around it at the bottom right side of the page.

AD ELEMENTS

ASTERA

(((100% WIRELESS

GET IN TOUCH

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