



DESIGN MANUAL

2024

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

INDEX

03	INDEX
04 - 13	LOGO
14 - 16	CI COLORS
17 - 18	TYPOGRAPHY
19	ICONS
20 - 23	STYLE ELEMENTS
24	LAYOUT STRUCTURES

LOGO SYSTEMATICS

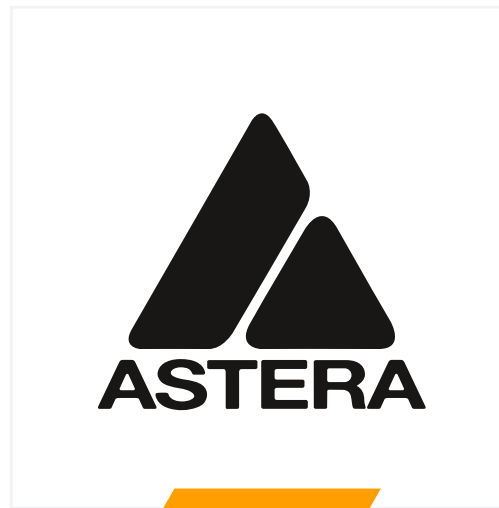
The logo impresses with its clear shapes. The figurative mark in brand colors makes the logo memorable and thus guarantees a high recognition value.



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.

CIRCLE LOGO



The circle logo, as an extension of the main logo, is used for placing on colored areas or pictures. For areas or backgrounds with more than 10% opacity, the 4c variant must be used. The degree of the main logo to the circle is fixed and must not be changed.



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

LOGO PLACEMENT



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

LOGO STRUCTURE

FIGURATIVE MARK



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 (see Astera datasheets). Also, the figurative mark can be used if the logo can only be placed so small that the word mark would no longer be readable.

If the figurative mark is used, it can be placed without the circular surface, whether full flat or just contoured, at any position in any gradient.

WORD MARK

ASTERA

The sans serif lettering is set in capitals and single lines. It must only be used in the specified shade of grey and exclusively in combination with the figurative mark.

LOGO FIGURATIVE MARK COLORS



4c Figurative mark



1c Figurative mark black

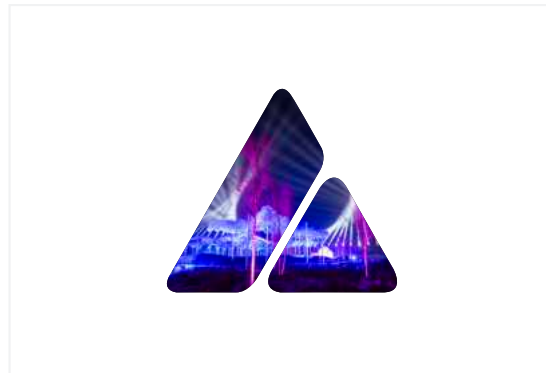


1c Figurative mark white

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.

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).

LANDSCAPE LOGO

This variant is intended for use on extreme landscape formats. The figurative mark is placed to the left of the word mark and is always aligned with the lower edge of the lettering.

The following also applies here:
For areas or backgrounds with more than 10% opacity, the figurative mark must be placed on the circle. For black backgrounds the font color of the word mark is white.

The horizontal logo is always used when the width-height ratio does not allow the use of 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.

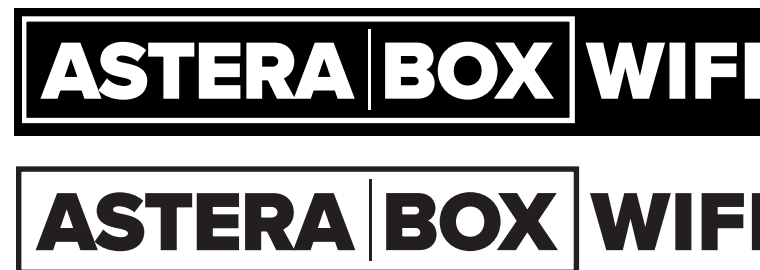
Product logos



Accessoires



Logos are available in black and white. On white and gray backgrounds, the black logo should be used. On colored and dark backgrounds, the white logo is used.



CI COLORS

BRAND COLORS

Purple			Orange			Grey		
C 79	R 126	HEX	C 0	R 255	HEX	C 49%	R 133	HEX
M 99	G 53	#7e35af	M 54	G 158	#ff9e00	M 37%	G 136	#85888e
Y 0	B 175	RAL	Y 88	B 0	RAL	Y 33%	B 142	
K 0		310 40 40	K 0		060 70 70	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, textually or as a color for e.g. style elements.

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.

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.

Therefore, the Pantone and RGB colors look very similar. Also, the CMYK and RAL colors are quite similar. A combination of these respective color systems is therefore possible.

Since the color difference will be visible, it means conversely that the following color systems must not be combined with each other within the same design: Pantone and RAL as well as CMYK and RGB.

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

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

Dark grey

Coated
445 C

Pantone Uncoated

Black

Uncoated
Black U

Pantone Uncoated

Dark grey

Uncoated
447 U

TYPOGRAPHY - USED FOR ADVERTISEMENT, WEBSITE, OFFICIAL DOCUMENTS

HEADLINE, SUBLINE, TEXT

HEADLINE

Proxima Nova
ExtraBold - used in capital letters for Titles.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subline

Proxima Nova
Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Text

Proxima Nova
Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

For multiline texts, a standardized line spacing is used.
It is calculated from the font size + 20%.

Headlines may be set freely and creatively, but only to the extent
of CI. This calculation is only for orientation.

Example:

Font size	Spacing
9pt	10,8pt
11pt	13,2pt
15pt	18pt

TYPOGRAPHY - IF YOU DO NOT HAVE PROXIMA NOVA FONTS INSTALLED.

HEADLINE, SUBLINE, TEXT

HEADLINE

Calibri
Bold - used in capital letters for Titles.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subline

Calibri
Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Text

Calibri
Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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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 USP_s



Max. 20h



App



Wireless DMX



IP65

STYLE ELEMENTS

CORPORATE DESIGN ELEMENTS



Astera - 100% Wireless

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.



Astera - Battery

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.



DIRECTIONS

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



STYLE ELEMENTS

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.



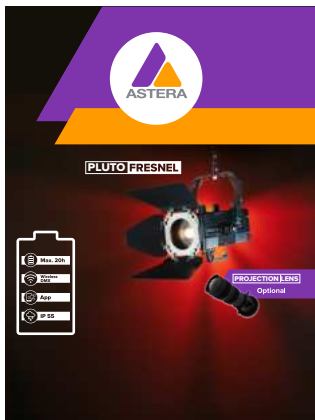
Advertisement

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

1 TITAN LED ENGINE

2 TITAN LED ENGINE

3 100% WIRELESS

4 17W LED PER DRAW
WIRELESS + WIRED DMX
LIGHT MODIFIERS FOR FULL FLEXIBILITY

5 HYDRA PANEL
MOUNT ANYWHERE, LIGHT ANYTHING

6 Foldable foot for setup on flat surfaces
Cold Shoe for third-party accessories and to attach on cameras
BabyPin included for mounting on stands and via SuperClamp
Combine units to build a bigger panel

7 www.astera-led.com/hydrapanel

8 ASTERA



(((100% WIRELESS

GET IN TOUCH

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