VOYAGER

Brand Guidelines

PREPARED ON: **11/26/21** FOR: **VOYAGER** VERSION: **1.3** **BY GODLING STUDIO, LLC**

WELCOME

This is the brand guidelines book for Voyager, Version 1.3. Crafted by Godling Studio alongside the Voyager team and delivered on 12.01.2021.

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TRAITS

Traits capture the pillars of the brand linguistically. They are the fundamentals held dear and the base structure for all representations of a brand.

Confident

Bold

High-end

Luxurious

Cutting-edge

Timeless

Clean

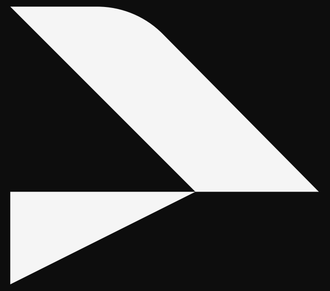
Dramatic

Romantic

Intellectual

VOYAGER

Brandmark



Logotype

VOYAGER

Logo lockup

VOYAGER

LOGO SIZING

We recommended using the Voyager logo in size no smaller than 22px to maintain the wordmark's legibility.

200px in height

100px in height

22px in height [minimum size]

LOGO SIZING

We recommended using the Voyager wordmark in size no smaller than 15px to maintain the wordmark's legibility.

180px in height

90px in height

15px in height [minimum size]

LOGO SPACING

A minimum area of space must always surround the the logo and logomark. This area of clear space allows for the logo to stay visually distinct from the elements around it.

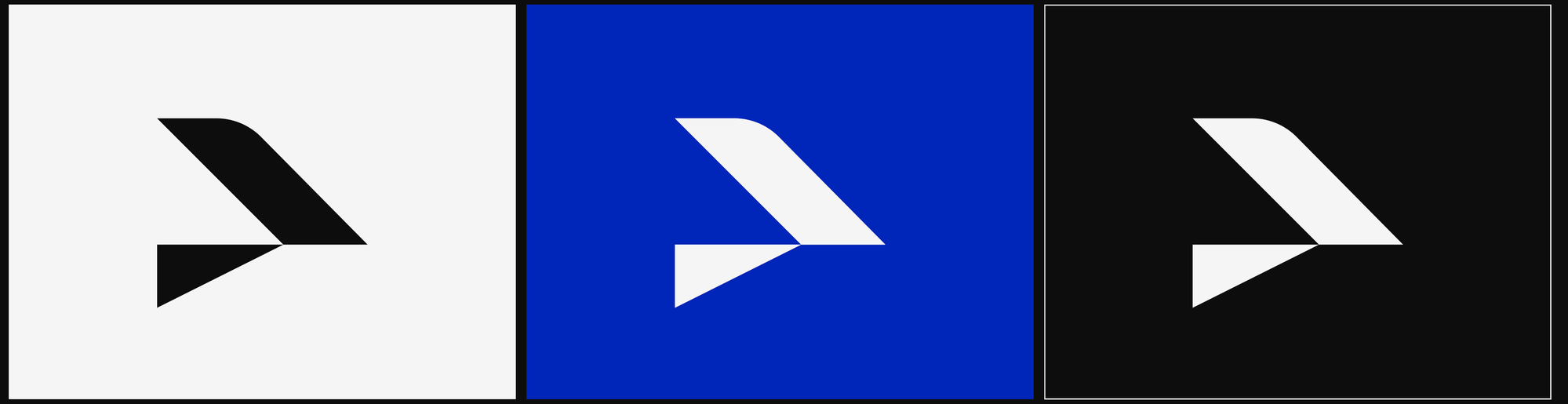
These rules apply to all brand lockups.

LOGO USAGE

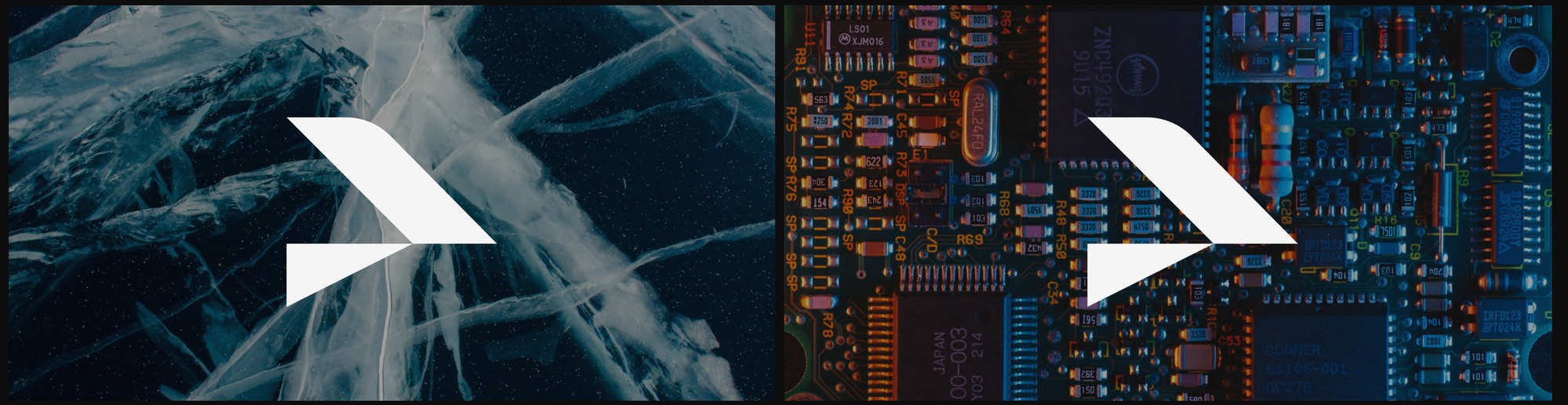
The Voyager logo is adaptable for a wide variety of situations and backgrounds. Below are some common logo treatments.

These rules apply to all brand lockups.

Solid color background



Photographic background



If necessary, a black (#0D0D0D) overaly of 40% opacity can be applied.

LOGO MISUSE

These rules apply to all brand lockups.

Do not invert mark and logotype

Do not flip

Do not adjust the spacing

Do not skew

Ensure enough contrast between foreground and background

Do not use colors outside of the brand

COLORS

The brand colors of Voyager are carefully selected to help communicate their mission and tone.

Black

RGB	13 / 13 / 13
CMYK	0 / 0 / 0 / 95
HEX	0D0D0D
PANTONE C	Black 6 C

Snow

RGB	245 / 245 / 245
CMYK	0 / 0 / 0 / 4
HEX	F5F5F5
PANTONE C	Cool Gray 1 C

Blue

RGB	0 / 37 / 184
CMYK	100 / 80 / 0 / 28
HEX	0025B8
PANTONE C	286 C

Sand

RGB	235 / 227 / 223
CMYK	0 / 3 / 5 / 8
HEX	EBE3DF
PANTONE C	7527 C

Stone

RGB	229 / 229 / 230
CMYK	0 / 0 / 0 / 10
HEX	E5E5E6
PANTONE C	663 C

TYPOGRAPHY

We recommend Maison Neue to serve as the brand font for the Voyager family. Maison Neue is is a forty font superfamily including subtly condensed original version, an extended counterpart, a mono-spaced alignment—giving us a wide range of typographical optionality for the brand across all business units.

Maison Neue

Released in 2012. Revised in 2017.
V. 3.002

Aa

Maison Neue has been meticulously redrawn to be less formulaic and have a stronger focus on optical criteria to create a distinct grotesque paying greater attention to harmony, rhythm and flow.

Maison Neue was designed by Timo Gaessner as part of Milieu Grosque foundry. The core set of typefaces will cost around $1,188 GBP (~$1650 USD)

Bold **Demi** Book

48px

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

32px

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

20px

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

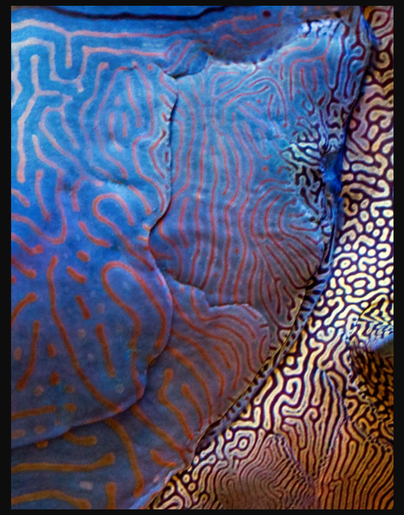
12px

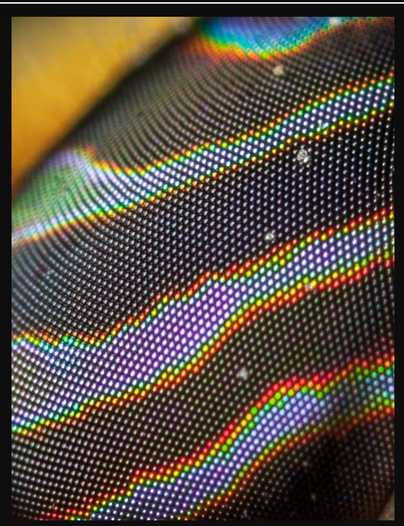
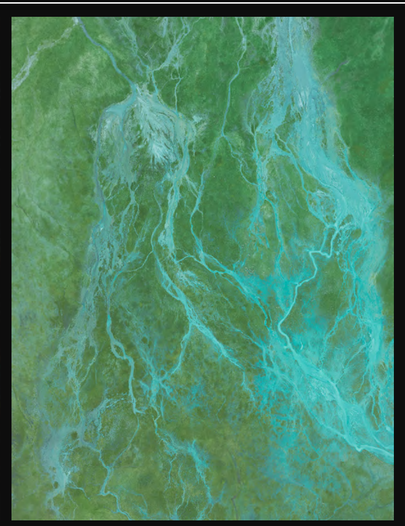
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

IMAGERY

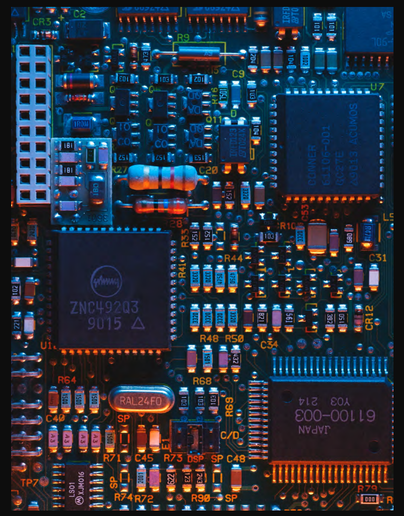
Voyager uses photography frequently to reinforce the brand values and traits. Voyager DOES NOT engage in trite imagery of “sustainability”.

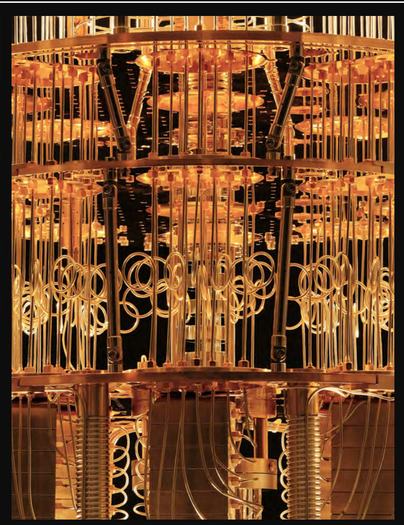
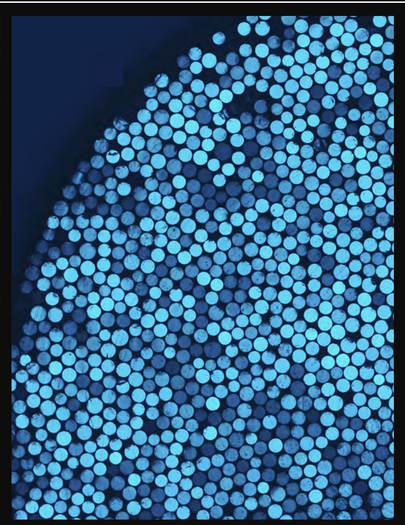
Seeing nature in new ways.



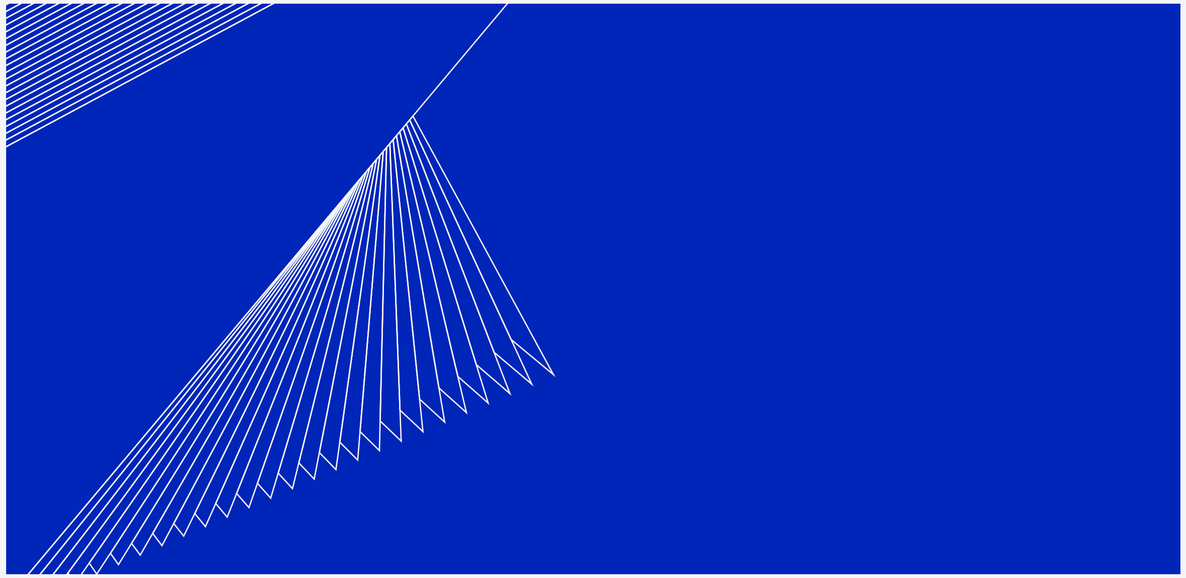
Patterns and complexities of foundational technology.

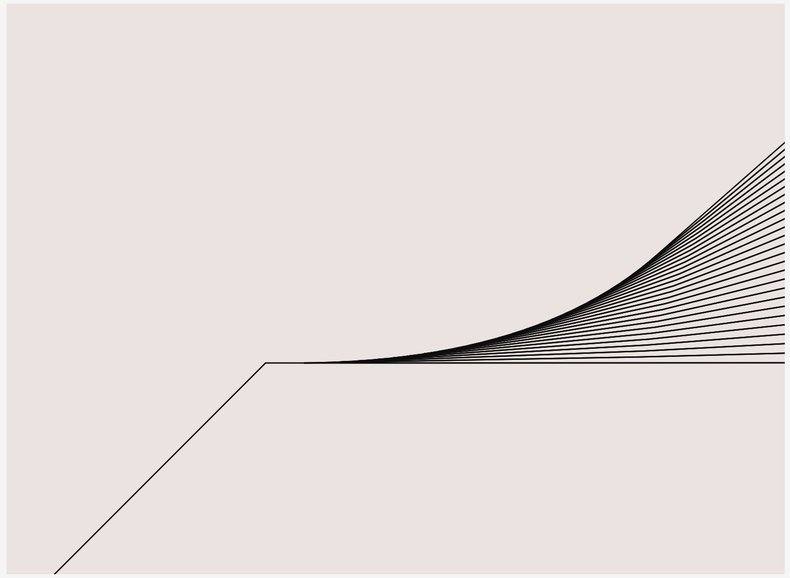


BRAND ELEMENTS

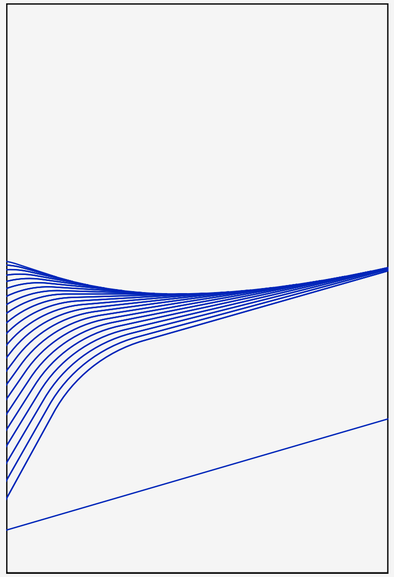
To convey motion, the mark can be used to create intricate, structured, and dynamic structures that can be used decoratively. This can be used in collateral from print to digital, and is a recognizable brand element.

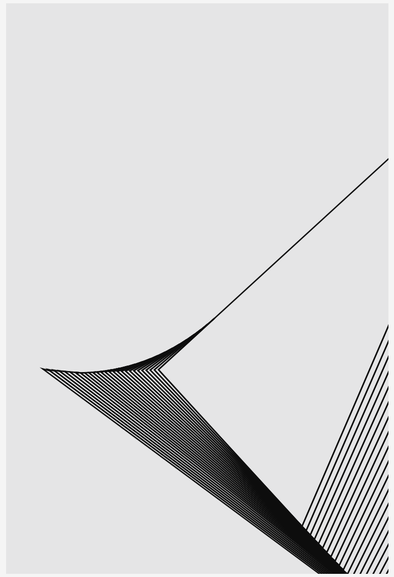


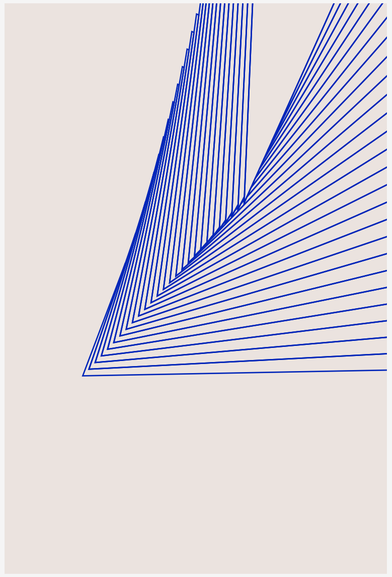


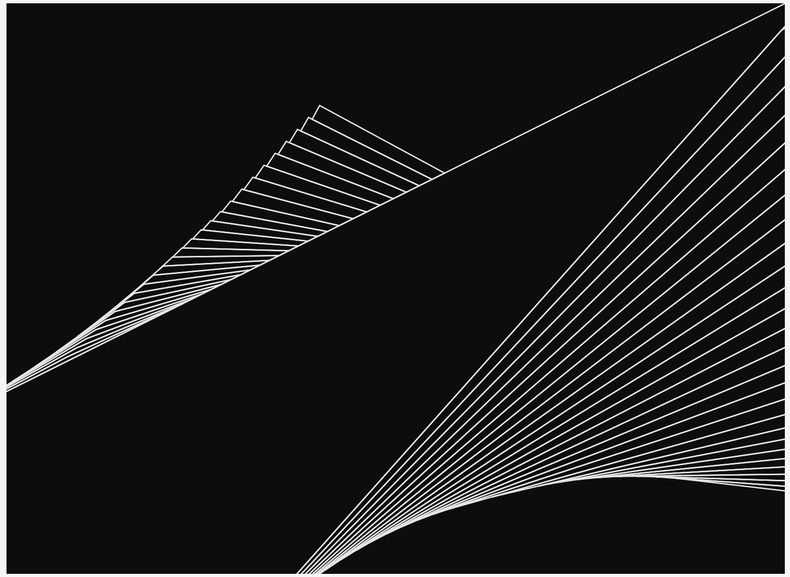
To recreate this effect in Adobe Illustrator 2022
Object → bled options → specified steps → 20
Blend → make

To outline path and use it
Object → expand (make sure Object, Fill, and Stroke are checked)
Pathfinder → trim









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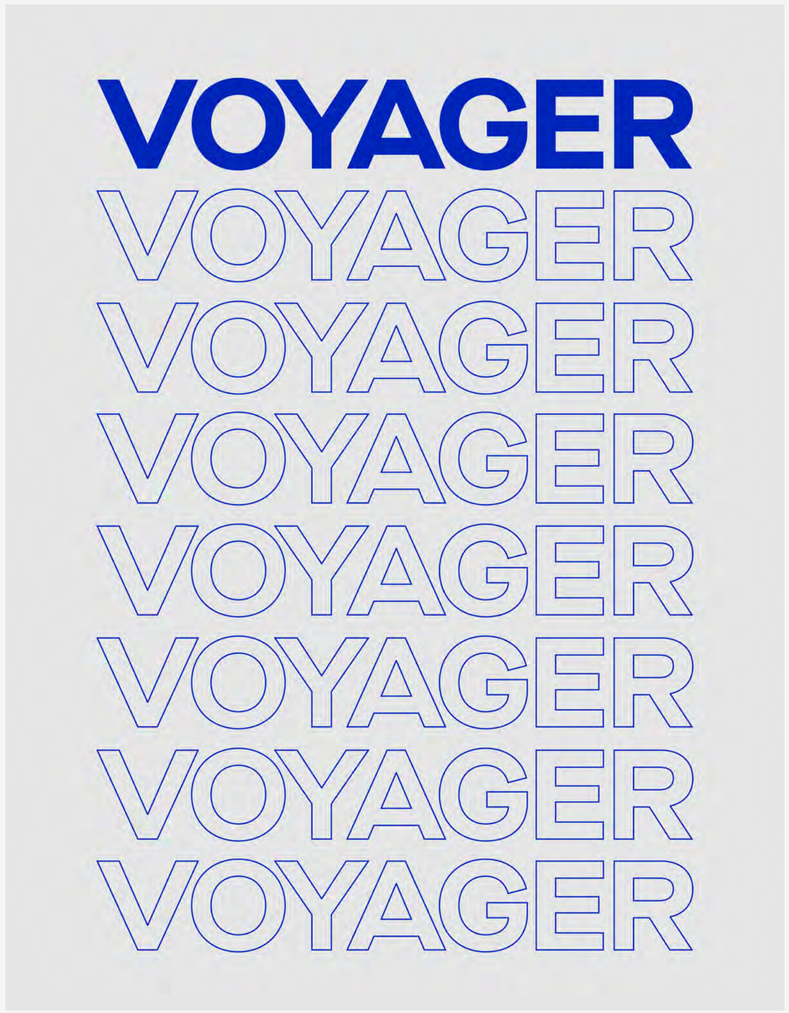
We invest in visionary founders building a sustainable future.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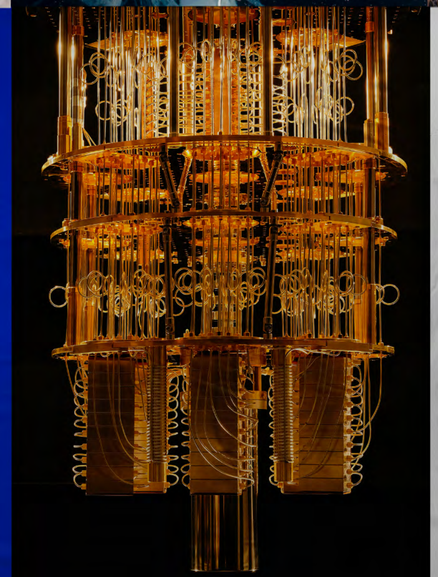

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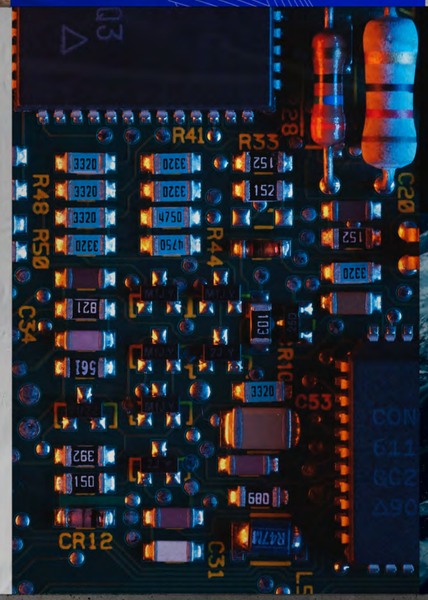

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Quisque sed pellentesque elit, a pharetra elit. Curabitur a ante hendrerit est luctus e id ante. Ut bibendum leo sit amet feugiat semper. Pellentesque in mi ante. Nulla feugiat, eros quis commodo condimentum, lorem libero rhoncus sem, ac tincidunt est nisl a lacus. Curabitur sit amet arcu neque. Proin hendrerit volutpat nulla sed ullamcorper. Sed ut gravida lacus, nec dictum velit. Nam eget ullamcorper urna. Aenean ligula orci, commodo eu consectetur eu, dignissim eu mi. Fusce eget quam at purus porttitor fermentum. Vivamus faucibus pharetra odio id varius. Suspendisse potenti. Etiam ultricies vulputate dolor, at fermentum justo ornare a. Donec turpis tortor, pellente in massa eu, iaculis hendrerit dolor. Duis vitae felis libero.
Vestibulum in massa blandit, suscipit ligula quis, euismod libero. Duis semper, urna nec efficitur tristique, massa nulla pharetra nisl, in euismod nisi tortor non metus. Suspendisse in metus felis. Aenean gravida lacinia tempus.
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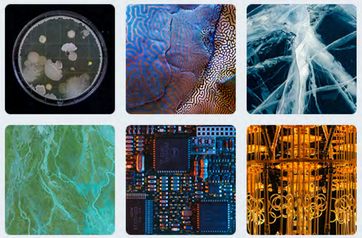
34 Photos and videos



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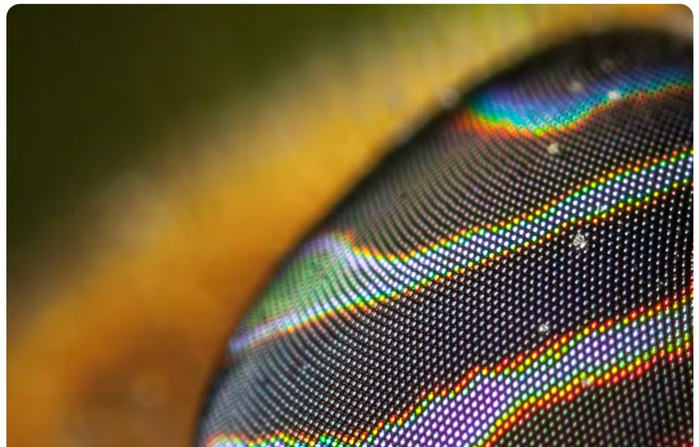

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