TECHSTAR
WESTERN

BRAND GUIDELINES

VER 1.0 - JANUARY 2025

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This document provides an overview of Techstar brand identity system and its core components, as well as guidance to use them effectively.

BRAND LOGO



Techstar Western's primary logo consists of a star-shaped Logo Mark and Logo Type "TECHSTAR WESTERN".

LOGO MARK

The star icon is composed of three triangular shapes in Azure Blue, forming a dynamic, propeller-like design. This symbolizes movement, innovation, and advanced drone technology, which are core aspects of Techstar Western's aerial surveying expertise.

The rounded corners of the shapes aim to create a more approachable, user-friendly look, and highlight the brand's commitment to environmental sustainability.

LOGO TYPE

The brand name "Techstar Western" is written in a all-cap modern sans-serif typeface, emphasizing a distinctly tech-driven and futuristic aesthetic.

The Logo Type use 2 official color variations: True Black and True White.





Azure Blue

RGB (16, 113, 255) CMYK (94, 56, 0, 0)

HSL (216, 100, 53) HEX (#1071FF)

True Black

RGB (0, 0, 0) CMYK (0, 0, 0, 100)

HSL (0, 0, 0) HEX (#000000)

True White

RGB (255, 255, 255) CMYK (0, 0, 0, 0)

HSL (0, 0, 100) HEX (#FFFFFF)

Logo - Primary Variants

Techstar Western's logo is designed with two primary variations to ensure versatility and adaptability across different backgrounds and applications.

For consistent branding, it is essential to use these two logo variants as default across all Techstar Western branding and communication materials.

BLACK TEXT LOGO

The black text exudes strength, professionalism, and authority, complementing the vibrant blue star shape. This version is best suited for for light or neutral backgrounds.

WHITE TEXT LOGO

The white text conveys a clean, modern, and tech-driven aesthetic. This version works well on dark overlays or bold backgrounds.





Logo - Monochrome Variants

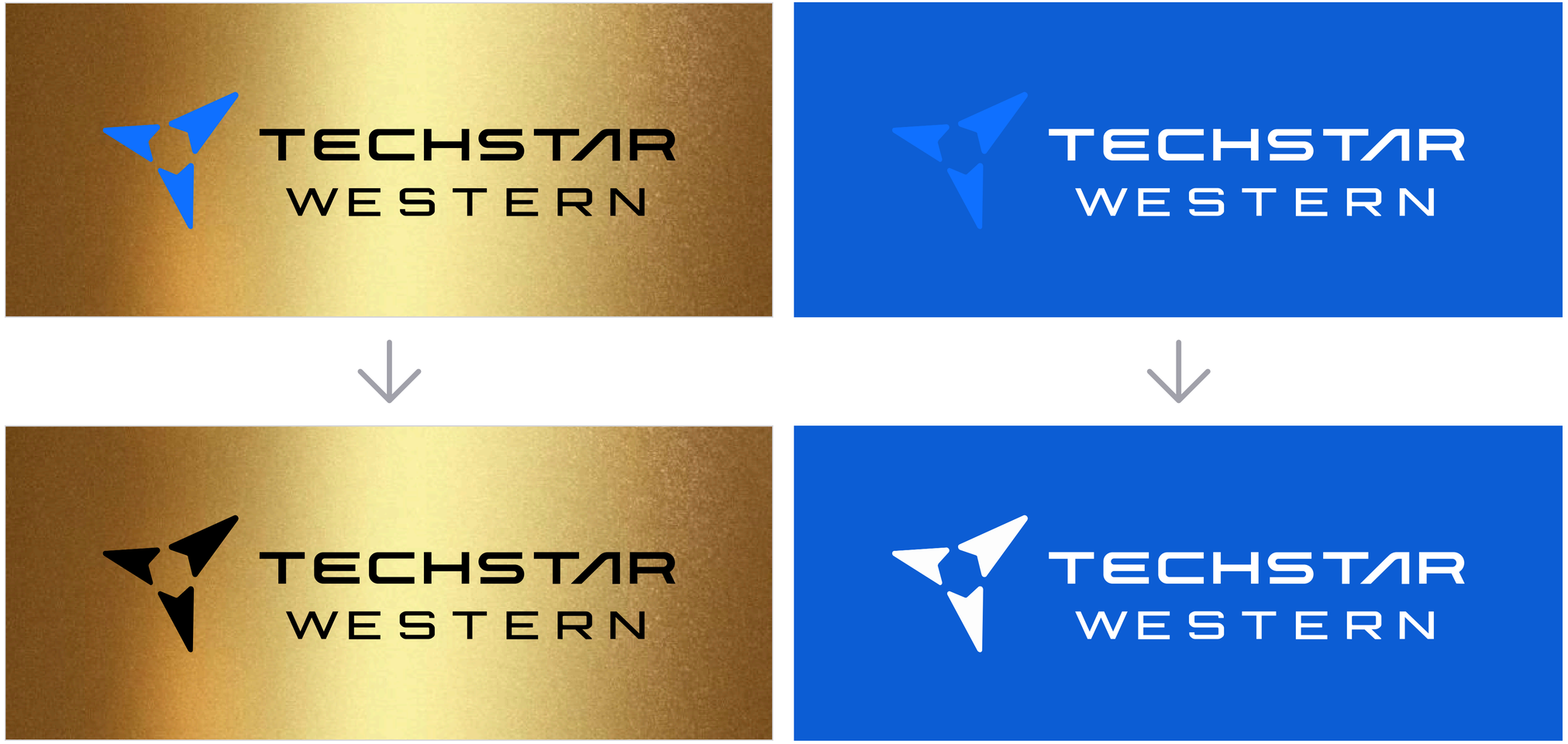
In situations where the primary logo variants do not provide sufficient contrast against the background, the color creates visual clutter, or when a good quality reproduction cannot be guaranteed, it is recommended to use the monochrome logo versions. These versions ensure optimal visibility and legibility in any context.

FULL BLACK LOGO

Use on lighter backgrounds.

FULL WHITE LOGO

Use on darker backgrounds.



Demo: Examples of situations using logo monochrome variants for better readability.

Logo - Star Logo Mark

In specific applications, the Star Logo Mark can be used independently and aesthetically from the Logo Type. However, the Logo Type can never be used without the Star Logo Mark.

Usage:

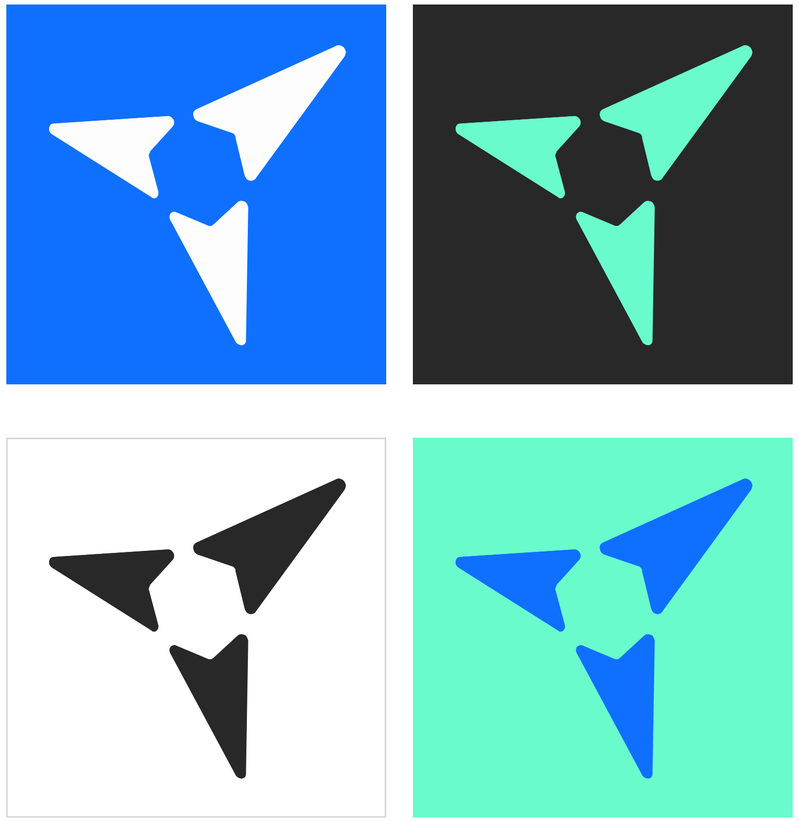
The Star Logo Mark can be used in scenarios where the full logo might be too large or unnecessary.

Common applications include: social media avatar, website favicon, visual design patterns and overlays, brand merchandises, and more.

Note:

Make sure the Star Logo Mark remains clear and recognizable, and apply appropriate color variants to maintain contrast and brand consistency.





Logo - Exclusion Zone

To ensure the Techstar Western logo remains clear, legible, and impactful, an exclusion zone must be maintained around it. This space protects the logo from being crowded by other elements such as text, images, or graphics.

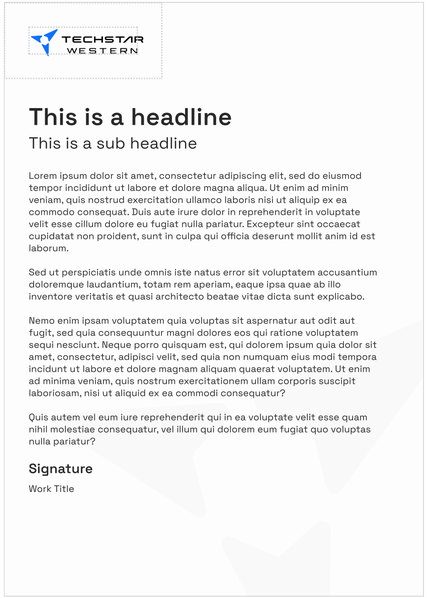
Usage:

The minimum clear space of the exclusion zone is defined by the height of the Star Logo Mark. No other design elements or text should encroach upon this space, ensuring the logo has room to breathe and remains visually distinct.

Whenever possible, the minimum exclusion zone should be expanded to enhance the logo's visibility and strengthen its overall impact.



X = Height of Star Logo Mark



Demo: Exclusion zone on A4 Letterhead



Demo: Exclusion zone on square social post

Logo - Minimum Size

To ensure proper detail and legibility, the logo should never be used in sizes smaller than these minimum definitions.

DIGITAL APPLICATION

Primary Logo

The logo should not be smaller than 24 pixels in height.

Star Logo Mark

The mark should not be smaller than 16 pixels in height.

PRINT APPLICATION

Primary Logo

The logo should not be smaller than 10mm in height.

Star Logo Mark

The mark should not be smaller than 8mm in height.

Digital Applications

24px



16px



Print Applications

10mm



8mm



Logo - Incorrect Usages

The following examples demonstrate the incorrect usages of Techstar Western logo.

If you are at all unsure about a particular proposed usage of the logo, please contact the Techstar Western team for support.

X



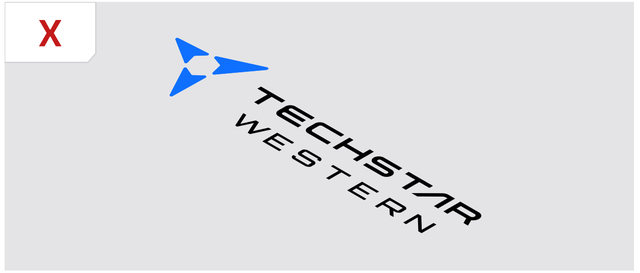
Don’t stretch, compress, or distort the logo’s proportions vertically/horizontally.

X



Don’t add or remove any elements of the logo.

X



Don’t rotate, flip, or angle the logo in any way.

X



Don’t apply shadows, outlines, or any other effects that alter the logo’s original appearance.

X



Don’t separate the Logo Type from the Star Logo Mark, or rearrange the elements of the logo.

X



Don’t change the typography in the logo.

X



Don’t use unapproved colors for the logo or its components. Always use the official color variations.

X



Don’t place the logo on backgrounds with insufficient contrast, overly busy, textured, or visually distracting.

X



Don’t place text, graphics, or other design elements within the designated exclusion zone.

COLOR PALETTE



Color Palette - Inspiration

Techstar Western's core color palette combines professionalism, clarity, and innovation with a modern and eco-conscious appeal, to reflect the brand identity as a leader in aerial surveying, committed to delivering precise, sustainable, and reliable solutions.

Innovation

Pioneering





Precision

High-tech

Safety

Clarity



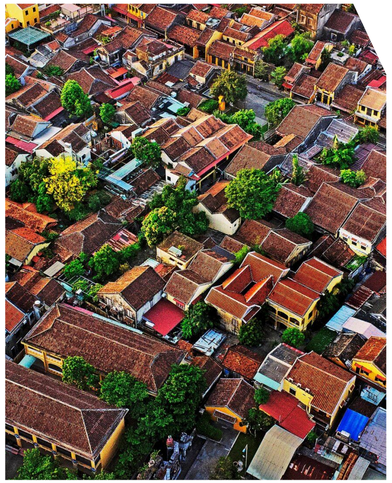


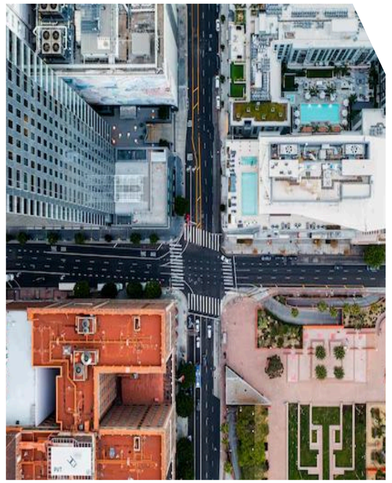
Energy

Sustainability

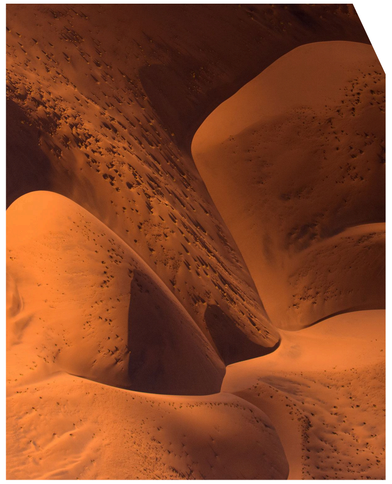
Color Palette - Inspiration

Techstar Western's color palette also draws inspiration from the natural landscapes and environments captured through aerial surveying. The colors reflect Techstar Western's connection to nature and community, as well as strengthen the brand's identity and commitment to sustainability.






Techstar Western's color palette is divided into two categories: Primary Colors and Secondary Colors.

PRIMARY COLORS

Primary Colors form the core of the brand identity, ensuring every communication is distinctly recognizable as Techstar Western, and establishing a strong foundation for our visual presence.

SECONDARY COLORS

Secondary Colors aim to bring versatility and creativity by adding more depth and expression to visual elements like system interfaces, data visualizations, infographics, charts, icons, and more.

Note:

Techstar Western's palette doesn't use Pantone colors. When no Pantone colors can be used for print, the CMYK breakdown can be used. The RGB, HEX and HSL code should only be used for digital applications.

Primary Colors

Azure Blue

RGB (16, 113, 255)
CMYK (94, 56, 0, 0)
HSL (216, 100, 53)
HEX (#1071FF)

Jet Black

RGB (41, 41, 41)
CMYK (0, 0, 0, 84)
HSL (0, 0, 16)
HEX (#292929)

Cloud White

RGB (253, 253, 253)
CMYK (0, 0, 0, 1)
HSL (0, 0, 99)
HEX (#FDFDFD)

Celeste Green

RGB (105, 251, 204)
CMYK (58, 0, 19, 2)
HSL (161, 95, 70)
HEX (#69FBCC)

Secondary Colors

Field Green

RGB (184, 246, 154)
CMYK (25, 0, 37, 4)
HSL (100, 84, 78)
HEX (#B8F69A)

Moss Teal

RGB (11, 93, 99)
CMYK (89, 6, 0, 61)
HSL (100, 84, 78)
HEX (#0B5D63)

Sky Blue

RGB (173, 223, 255)
CMYK (32, 13, 0, 0)
HSL (203, 100, 84)
HEX (#ADDFFF)

Ocean Blue

RGB (21, 61, 148)
CMYK (86, 59, 0, 42)
HSL (221, 75, 33)
HEX (#153D94)

Dawn Violet

RGB (88, 47, 149)
CMYK (41, 68, 0, 42)
HSL (264, 52, 38)
HEX (#582F95)

Dusk Pink

RGB (239, 121, 138)
CMYK (0, 49, 42, 6)
HSL (351, 79, 71)
HEX (#EF798A)

Roof Red

RGB (195, 27, 27)
CMYK (0, 86, 86, 24)
HSL (0, 76, 44)
HEX (#C31B1B)

Rock Orange

RGB (245, 133, 63)
CMYK (0, 46, 74, 4)
HSL (23, 90, 60)
HEX (#F5853F)

Earth Brown

RGB (149, 81, 38)
CMYK (0, 46, 74, 42)
HSL (23, 59, 37)
HEX (#955126)

Solar Yellow

RGB (255, 236, 75)
CMYK (0, 7, 71, 0)
HSL (54, 100, 65)
HEX (#FFEC4B)

Azure Blue is Techstar Western's signature color, symbolizing confidence, innovation and reliability. Reflecting the hue of expansive skies and empowering technology, Azure Blue embodies trust and excellence, making it a cornerstone of the brand identity and a key element in all communications.

Usage:

Azure Blue needs to be prominently featured across all touchpoints, from logos and marketing materials to digital platforms, ensuring a consistent and recognizable presence.

Azure Blue

Techstar Western Signature Color







Color Palette - Primary Colors

Techstar Western's primary colors establish recognition and reinforces familiarity. The selected colors convey a sense of reliable, tech-savvy and confident presence across all branded materials.

Usage:

To maintain consistency, these values must be reflected in all communications, designs, and visual representations of Techstar Western, ensuring a unified and professional brand identity.

Azure Blue

RGB (16, 113, 255)

CMYK (94, 56, 0, 0)

HSL (216, 100, 53)

HEX (#1071FF)

Jet Black

RGB (41, 41, 41)

CMYK (0, 0, 0, 84)

HSL (0, 0, 16)

HEX (#292929)

Cloud White

RGB (253, 253, 253)

CMYK (0, 0, 0, 1)

HSL (0, 0, 99)

HEX (#FDFDFD)

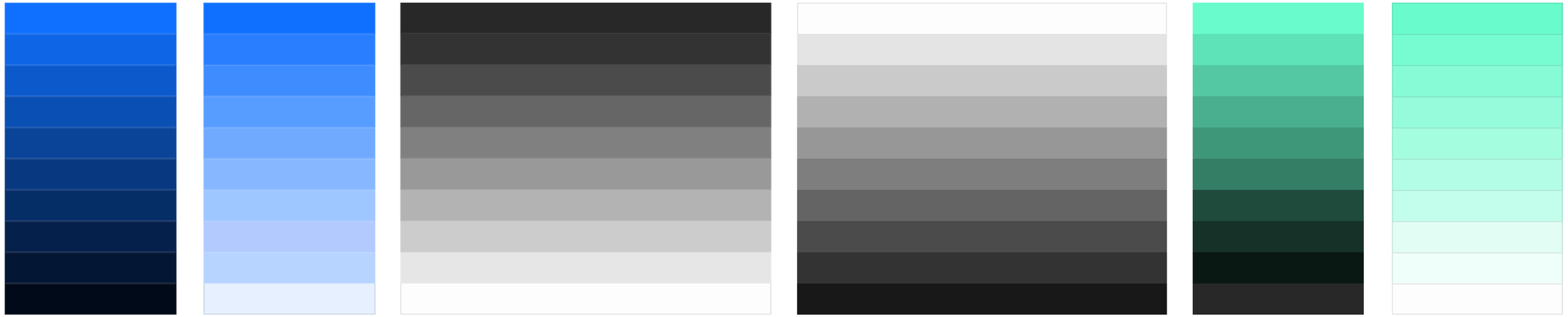
Celeste Green

RGB (105, 251, 204)

CMYK (58, 0, 19, 2)

HSL (161, 95, 70)

HEX (#69FBCC)



Color Palette - Primary Colors : Usage

To ensure accessibility and compliance with WCAG AA standards, Techstar Western's primary colors need to maintain legibility across all brand's communications.

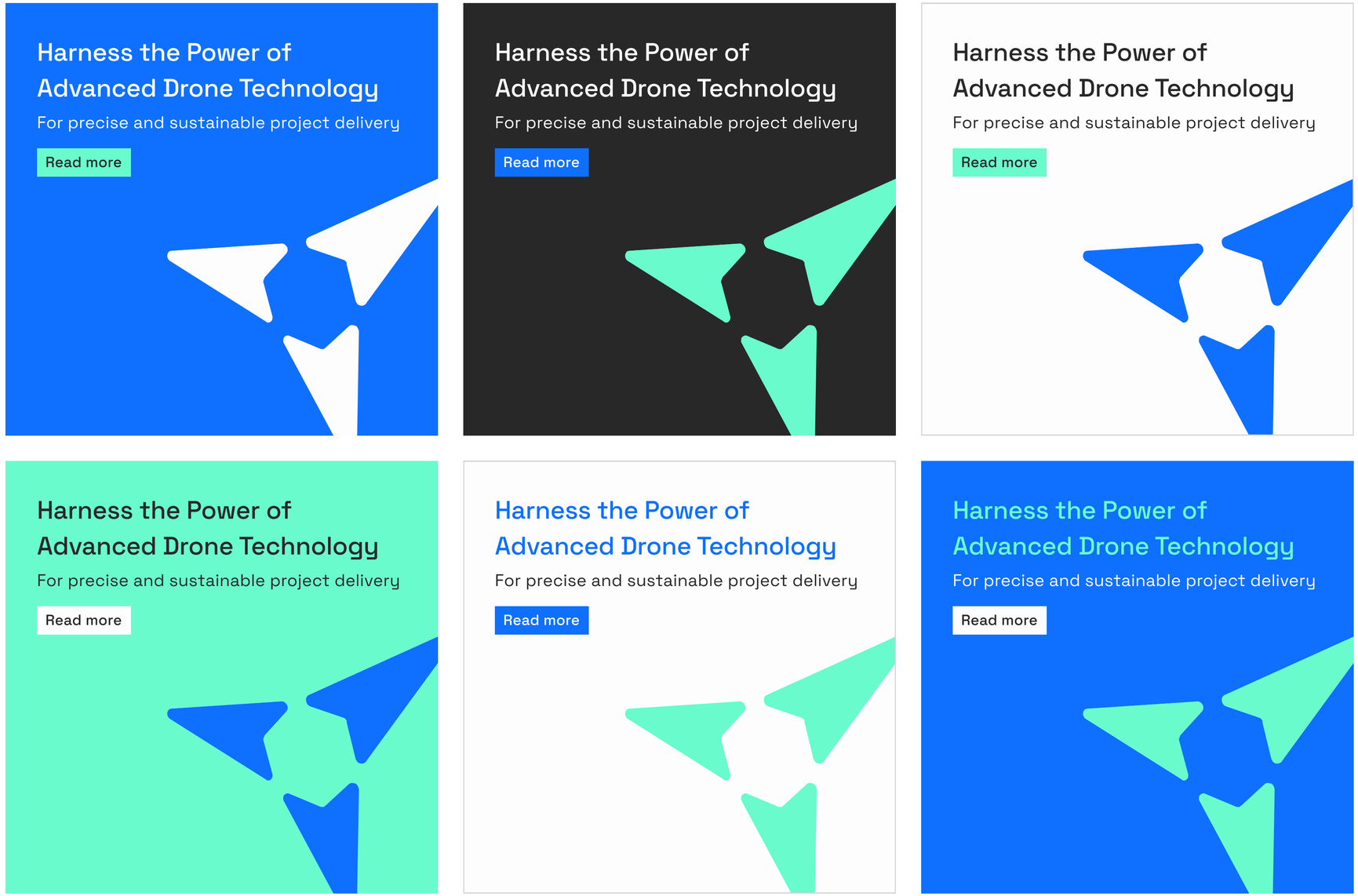
The examples on this page gives an indication of how primary colors can appear in Techstar Western brand.

Brand Consistency:

Use these colors combinations when using text and colors in Techstar Western brand.

Contrast Ratio:

Always use color combinations that meet or exceed the minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text.



Color Palette - Secondary Colors

Techstar Western's secondary color palette complements the primary colors by adding versatility and depth to our visual identity.

While the primary colors anchor the brand's core identity, the secondary palette introduces supporting tones that reflect our innovative and eco-conscious approach. By using these colors strategically, we maintain consistency while bringing vibrancy and clarity to our designs.

Usage:

These colors enhance creative expression and provide flexibility across various applications such as user interfaces, data visualizations, infographics, charts, and icons.

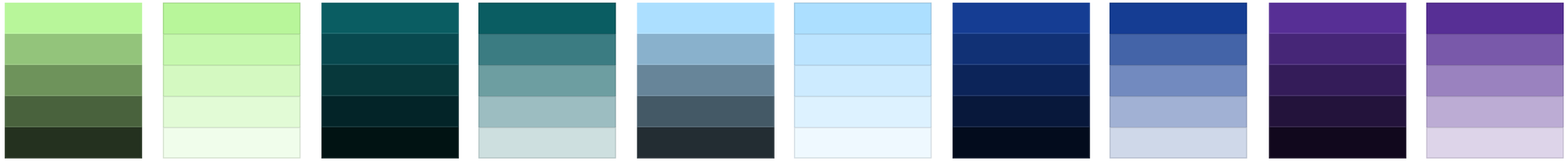
Field Green
RGB (184, 246, 154)
CMYK (25, 0, 37, 4)
HSL (100, 84, 78)
HEX (#B8F69A)

Moss Teal
RGB (11, 93, 99)
CMYK (89, 6, 0, 61)
HSL (100, 84, 78)
HEX (#0B5D63)

Sky Blue
RGB (173, 223, 255)
CMYK (32, 13, 0, 0)
HSL (203, 100, 84)
HEX (#ADDFFF)

Ocean Blue
RGB (21, 61, 148)
CMYK (86, 59, 0, 42)
HSL (221, 75, 33)
HEX (#153D94)

Dawn Violet
RGB (88, 47, 149)
CMYK (41, 68, 0, 42)
HSL (264, 52, 38)
HEX (#582F95)



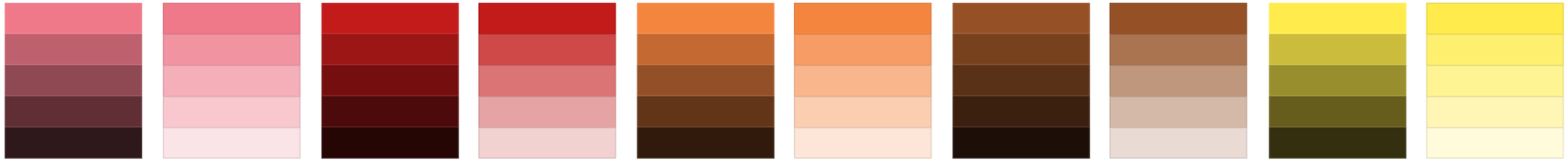
Dusk Pink
RGB (239, 121, 138)
CMYK (0, 49, 42, 6)
HSL (351, 79, 71)
HEX (#EF798A)

Roof Red
RGB (195, 27, 27)
CMYK (0, 86, 86, 24)
HSL (0, 76, 44)
HEX (#C31B1B)

Rock Orange
RGB (245, 133, 63)
CMYK (0, 46, 74, 4)
HSL (23, 90, 60)
HEX (#F5853F)

Earth Brown
RGB (149, 81, 38)
CMYK (0, 46, 74, 42)
HSL (23, 59, 37)
HEX (#955126)

Solar Yellow
RGB (255, 236, 75)
CMYK (0, 7, 71, 0)
HSL (54, 100, 65)
HEX (#FFEC4B)



Color Palette - Secondary Colors : Usage

Secondary colors should be used sparingly to maintain a clean and professional aesthetic while allowing for creative flexibility.

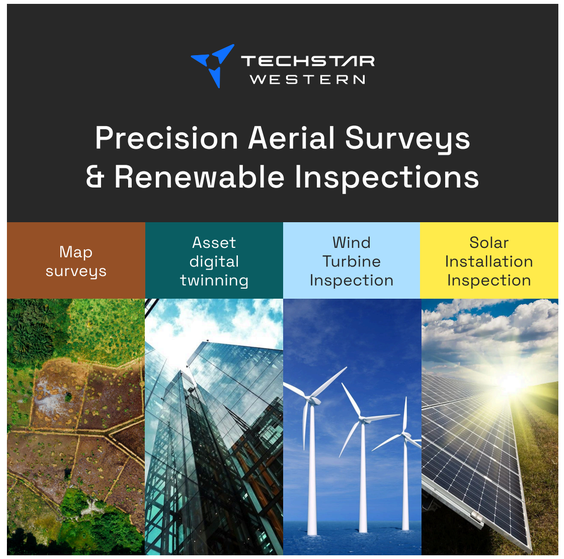
The examples on this page gives an indication of how secondary colors appear in Techstar Western brand.

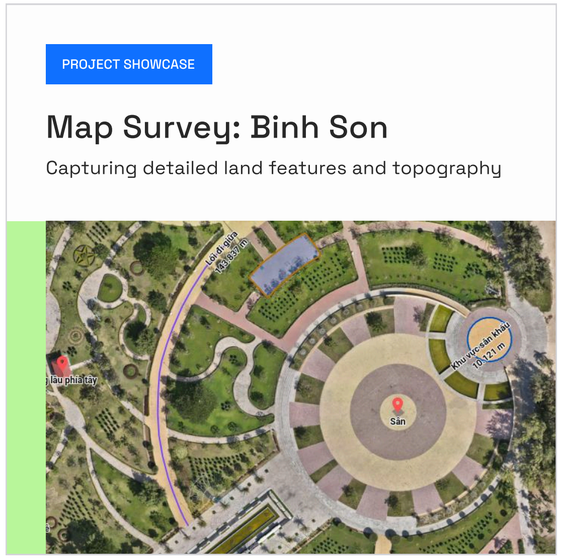
Color proportion:

The 60-30-10 rule (60% primary foundation - 30% primary highlight - 10% secondary accents) can be applied to help maintain a visually balanced and cohesive design.

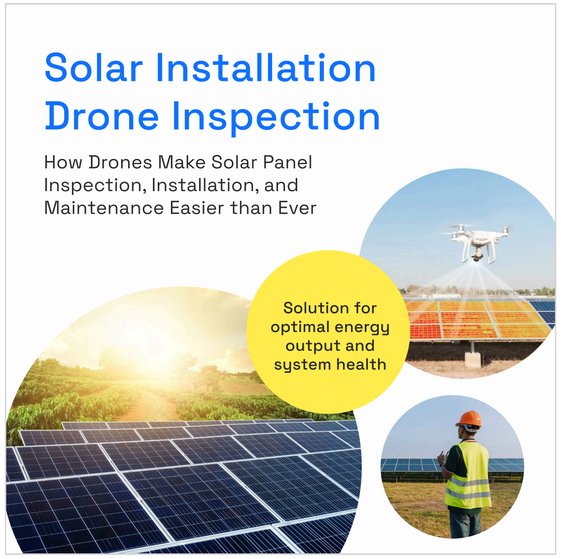
Contrast Ratio:

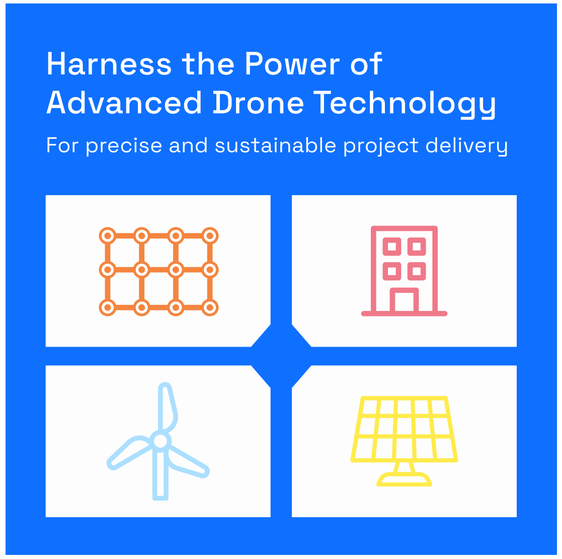
Always ensure legibility and sufficient contrast, especially for text, by adhering to WCAG AA Standards (ratio of 4.5:1 for normal text and 3:1 for large text).











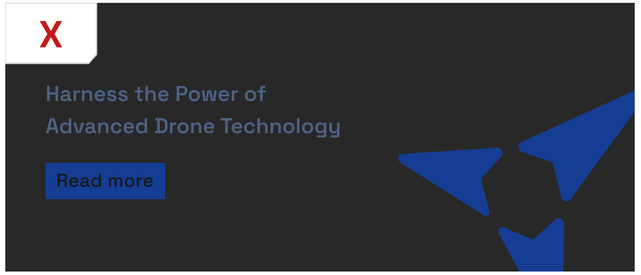


Color Palette - Incorrect Usages

The following examples demonstrate the incorrect usages of Techstar Western color palette.



Don’t use unapproved color shades or tones that are not part of the primary or secondary color palette.



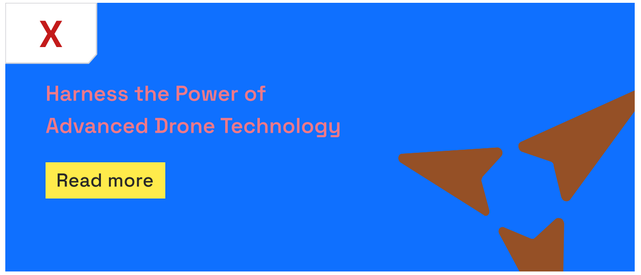
Don’t apply colors with insufficient contrast, especially between text and background.



Don’t substitute or alter essential brand colors, such as those used in the logo.



Don’t create visuals that use no primary colors or rely excessively on secondary colors.



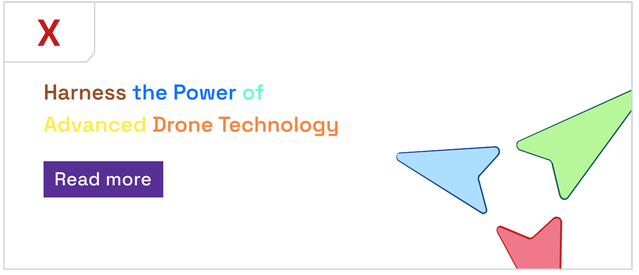
Don’t place colors on clashing backgrounds. Ensure primary and secondary colors are used harmoniously.



Don’t apply transparency inappropriately to avoid compromising the design clarity or legibility of texts.



Don’t ignore the color hierarchy between primary colors and secondary colors.



Don’t use an excessive number of colors in a single visual, unless for special occasions or campaigns.



Don’t overuse gradients unless for special occasions. Prioritize flat visuals that fits the brand’s aesthetic.

TYPOGRAPHY



Techstar Western uses Space Grotesk as primary typeface, reflecting the brand's modern, technological, and innovative identity.

This typeface, available through Google Fonts, supports both English and Vietnamese, ensuring seamless accessibility and optimized performance across digital and print platforms.

Space Grotesk offers five versatile weights—Light, Regular, Medium, Semi-Bold, and Bold—making it highly adaptable for both headings and body copies.

SPACE GROTESK

Techstar Western Brand Typeface

Light

Aa

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

Regular

Aa

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

Medium

Aa

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

Semi-Bold

Aa

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

Bold

Aa

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

To establish a clear and cohesive typography system, a thoughtful combination of font weights, proportional type scaling, and a well-defined hierarchy is essential.

Here are some ways these elements can be applied effectively in visuals:

FONT WEIGHTS

Bold: Main headings, titles, and impactful statements.

Semi-Bold: Section headers or highlighting key points.

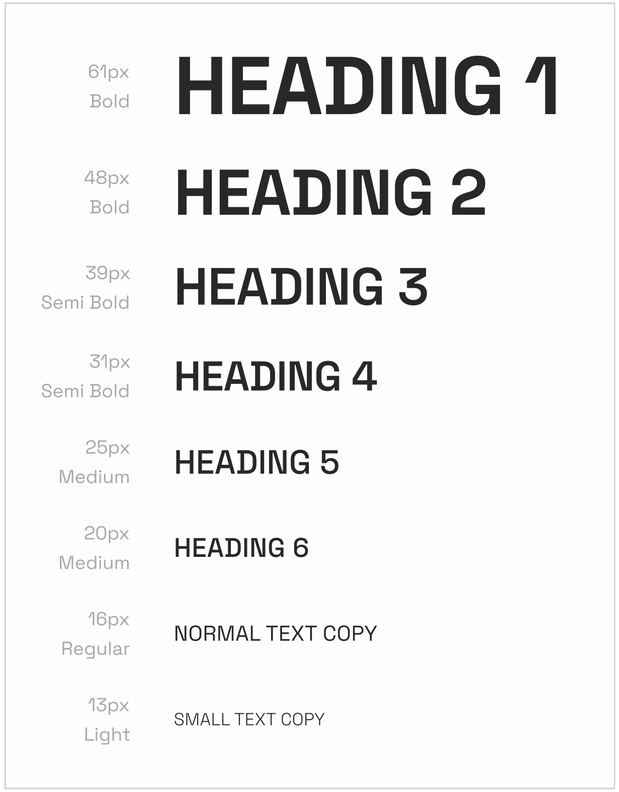
Medium: Subheadings, emphasis within body text, UI labels.

Regular: Body text, paragraphs, standard content.

Light: Subtle captions, fine print, minimal supporting text.

TYPESCALE

For a monospace-inspired font like Space Grotesk, it is recommended to use a consistent type scale and large line-height to create a harmonious and readable typography system.



Demo: Example of combining font weights with a ”Major Third” type scale (ratio ~1.25) to establish a typography system.



Demo: Example of a typography system combines with a color hierarchy.

A hierarchy can be established by creating a number of text levels that feel proportional and appropriate to the communication.

The examples on this page gives an indication of how different font sizes and weights can be implemented for various purposes.

The Power of Drone Technology

HEADLINE

Bold or Semi Bold

Introducing: Solar Installation Drone Inspection

LARGE SUBTITLE

Semi Bold or Medium

Map survey : Step 1

SMALL SUBTITLE

Semi Bold or Medium

Techstar Western has been at the forefront of aerial surveying since 2018, harnessing advanced drone technology for precise, sustainable, and secure project delivery.

BODY

Regular or Medium

TECH INSIGHT

SMALL CAP

Medium or Semi Bold

Note: We rigorous comply with Vietnamese aviation regulations.

SMALL NOTE

Regular or Light

When designing for visuals with 2 or more languages, it is essential to establish a clear hierarchy, with one language as main and the other as sub. This approach helps prevent visual competition between the languages while maintaining clarity.

MAIN LANGUAGE

Use the main language as the focus with larger font size, bold weight, or prominent placement and color.

SUB LANGUAGE

The sub language should be used as complementary to the primary by being smaller, lighter in weight, subtler in color to create contrast and improve readability.





Demo: Example of creating visual hierarchy with copies in English and Vietnamese, using Space Grotesk font for both headline and body.

Layouts are typeset using either left or center alignment to maintain clarity and visual balance.

TECH INSIGHT

How drone services revolutionize smart city development

Harness the Power of Advanced Drone Technology for Detailed Insights

www.techstarwestern.com

TECHSTAR WESTERN

Precision Aerial Surveys & Renewable Inspections

Harness the Power of Advanced Drone Technology for Detailed Insights & Sustainable Project Delivery

Read more

TECHSTAR WESTERN

TAKE THE FIRST STEP

towards advanced aerial data analysis for your project.

Get started

Typography - Incorrect Usages

The following examples demonstrate a variety of ways that Techstar Western brand font should not be used.

X

The **Power** of
Drone Technology

Don’t use too many font weights in headlines and subtitles.

X

Introducing:
Solar Installation
Drone Inspection

Don’t use inaccessible combinations of color and type.

X

Solar Installation
Drone Inspection

How Drones Make Solar Panel Inspection,
Installation, and Maintenance Easier than Ever

Don’t use unapproved font types in Techstar Western brand visuals.

X

TECHSTAR
WESTERN

How drone services revolutionize smart city development

Understanding Drone Services in Smart Cities

Get started

Don’t use inconsistent, unapproved or mixing alignments for type.

X

PRECISION AERIAL SURVEYS & RENEWABLE INSPECTIONS

HARNESS THE POWER OF ADVANCED DRONE TECHNOLOGY FOR DETAILED INSIGHTS & SUSTAINABLE PROJECT DELIVERY.

Don’t use excessive all caps text in one visual.

X

Harness the Power of Advanced Drone Technology for Detailed Insights

Techstar Western has been at the forefront of aerial surveying since 2018, harnessing advanced drone technology for precise, sustainable, and secure project delivery.

Don’t overuse decorative effects like shadows, outlines, gradients that make text look outdated or distracting.

GRAPHICS



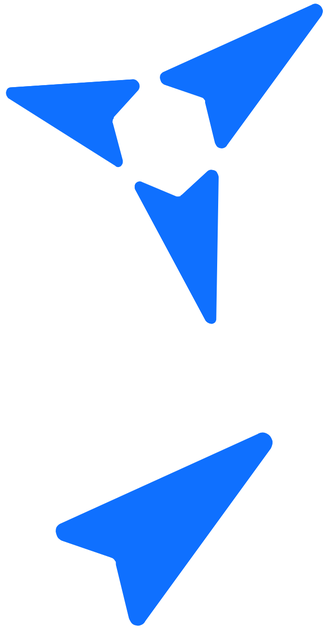
Techstar Western Star Logo Mark can be used as brand graphic devices by using the entire mark or dividing into triangular shape (the arrow shape).

The examples on this page gives an indication of how brand graphic devices can be implemented for various purposes.

Usage:

The brand graphic devices can only be used with primary or secondary color palette. It can also be used as image frame. The opacity of the graphic devices can be adjusted for visibility.

When using the arrow triangular shape independently, the pointing head need to always face upward to maintain positive brand image.





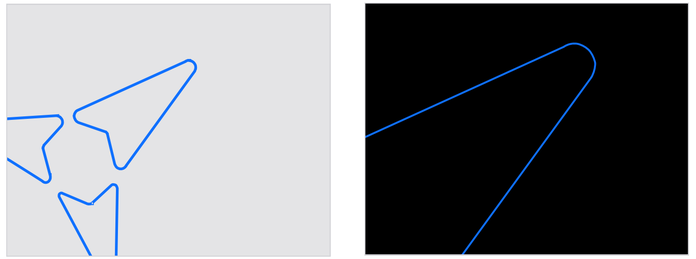
As icons and symbols



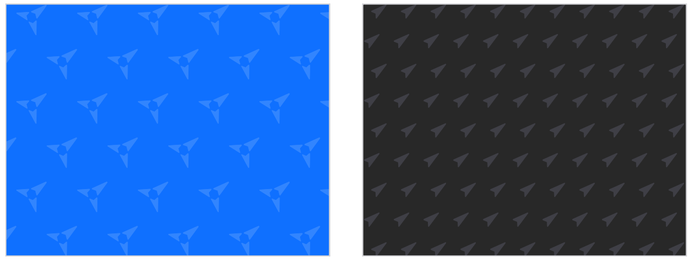
As partial cropped graphics



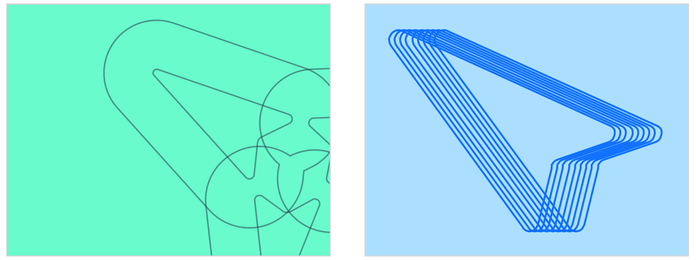
As image frames



As line-based graphics



As patterns



As visual foundations

Alternatively, drone tech-inspired graphics can be utilized to enhance visuals and reinforce the innovative and forward-thinking aspects of the brand.

Inspiration for graphics can comes from anything related to brand services and activities: drone trajectories, camera eyes, aerial flights, light rays, topographic maps, digital data, and more.

The examples on this page gives an indication of how some graphic devices can be implemented for various purposes.

Usage:

When using tech-inspired graphics, it is essential to maintain balance, ensuring they complement rather than overwhelm the core design.

The graphics can be in primary or secondary color palette. The opacity can be adjusted for visibility.

