MAVION

2026

Brand Guidelines

Corporate Office:

135 W118Th St Fl 1
New York, NY 10026-1840

Online:

www.mevion.com

PROJECT OVERVIEW

Mavion develops the quiet infrastructure for space mobility systems that support research, commercial operations, and long-term orbital sustainability. Which orbits focus on launch, they build what comes after the backbone of our ability to live and work in space for decades to come.

Mavion develops the quiet infrastructure for space mobility systems that support research, commercial operations, and long-term orbital sustainability. Which orbits focus on launch, they build what comes after the backbone of our ability to live and work in space for decades to come.

They partner with launch and satellite operators to transitioning companies, forward-thinking concepts into enduring mission systems that inspire trust and longevity.

MEVION 2025 | MOVING FORWARD
2025, All Rights Reserved

The Foundations of Our Identity. The Brand Guidelines

These guidelines establish the framework for how Mavion Moving Forward communicates its identity across all brand touchpoints. They define the visual, verbal, and structural elements that ensure consistency and clarity in how the brand is presented and perceived, reinforcing its mission to develop the quiet infrastructure for space mobility systems that support research, commercial operations, and long-term orbital sustainability.

Our mission drives this guide from our vision and core values to ensure every application reflects our commitment to precision, trust, and long-term thinking. Consistent application of these guidelines ensures that Mavion's identity remains recognizable, credible, and aligned with its role as a foundational infrastructure provider for the space ecosystem.

"Since the beginning of time, humanity has looked to the heavens, recognizing the stars as guides for navigation, exploration, and understanding our place in the universe. Today, we are at a new frontier, where the skies are not just a boundary but a vast expanse of opportunity. Our mission is to ensure that this expansion is sustainable, responsible, and beneficial for all humanity. We are building the infrastructure that will support this new era of exploration and discovery."

Contents

01. Introduction
About
Mission
Vision
Values
Promise

02. Our Logo
Logo Usage
Logo on Dark Background
Logo Clear Space
Logo Sizes
Minimum Size
Placement
Incorrect Usage
Logo Colors
Logo Typeface

03. Color Usage
Primary Colors
Secondary Colors
Tertiary Colors

04. Typography
Typeface Family
Hierarchy Guidelines

05. Graphic System
Grid System
Layout

06. Frame Of Voice
Tone Voice

07. Mediterrary
Photography
Illustration
Icons

08. Digital Application
Web
Mobile

09. Social Media
Linkedin
Instagram Post

10. Arrangey email Contiand
Arrangey Signature

11. Brand in Environment
Mockups

01. Introduction

01 About Page 4
02 Mission Page 5
03 Vision Page 6
04 Values Page 7
05 Promise Page 8

About

Who we are

Space infrastructure is just ours.

We're on a mission to develop the quiet infrastructure for space mobility systems that support research, commercial operations, and long-term orbital sustainability. Our focus is on transitioning companies, forward-thinking concepts into enduring mission systems that inspire trust and longevity. We partner with launch and satellite operators to transitioning companies, forward-thinking concepts into enduring mission systems that inspire trust and longevity.

What We Build

Orbital mission infrastructure coordination and control for in-orbit operations and mobility.

Available beyond the orbital environment, supporting research, commercial operations, and long-term orbital sustainability.

Foundation for interoperable, vendor-neutral mission systems that support long-term operations.

Mission

Our mission is to develop and deploy orbital mobility infrastructure that enables safe, coordinated, and sustainable operations in space. We aim to provide the foundation for reliable navigation, coordination, and control, so that operators can focus on their missions without worrying about the underlying systems that make it possible. We are committed to building systems that are open, interoperable, and designed to last, ensuring that the infrastructure we create supports not just today's missions, but those that will follow for years and decades to come.

We are not building a satellite or a single product. We are building the infrastructure that will support many missions, many operators, and many years of operation. Our work is guided by the belief that long-term sustainability in space must be built into the system from the start, not added later as an afterthought.

We are also inspired by the boundless potential of space and the opportunity to contribute to a future where humanity can explore, discover, and operate beyond Earth with confidence and responsibility.

Vision

Our vision is our North Star. It creates the conditions for Mavion to develop and deploy orbital mobility infrastructure that enables safe, coordinated, and sustainable operations in space. We envision a future where operators can focus on their missions without worrying about the underlying systems that make it possible. We envision a future where the infrastructure we build supports not just today's missions, but those that will follow for years and decades to come. We envision a future where space is treated as a shared environment that must be protected and stewarded responsibly, and we are committed to ensuring that our work contributes to that future. We envision a future where the infrastructure we build is open, interoperable, and designed to last, so that future generations can inherit a space environment that is still usable, still safe, and still worth exploring.

Without our vision, we would be building systems without a clear purpose or direction. We would be tempted to optimize for short-term goals that may not serve the long-term health of the space environment. The vision keeps us accountable to our mission and ensures that every decision we make is aligned with the future we are trying to create.

"To develop and deploy orbital mobility infrastructure that enables safe, coordinated, and sustainable operations in space, ensuring that future generations can inherit a space environment that is still usable, still safe, and still worth exploring."

Values

At Mavion, our values guide how we think, how we make decisions, and how we work with our partners and the broader space community. They are not aspirational statements on a wall. They are the standards we hold ourselves to when we are designing systems, when we are making trade-offs, when we are deciding what to build next, and when we are working with our partners and customers.

Our values directly reflect the challenges we are solving and the kind of work our mission requires.

- **Precision** — Because orbital mobility systems must operate safely and predictably in a shared orbital environment.
- **Trust** — Because long-term sustainability depends on operators being able to rely on the infrastructure they are building on.
- **Long-term thinking** — Because the decisions we make today will shape the space environment for decades to come.
- **Stewardship** — Because space is a shared environment that must be protected and stewarded responsibly.
- **Openness** — Because interoperability and vendor-neutrality are essential for a healthy ecosystem.
- **Resilience** — Because the systems we build must be designed to last and to support missions that will follow for years and decades.

Promise

Our promise is to deliver the quiet infrastructure that makes safe, coordinated, and sustainable operations in space possible. We provide the foundation for reliable navigation, coordination, and control, so that operators can focus on their missions without worrying about the underlying systems that make it possible. We are committed to building systems that are open, interoperable, and designed to last, ensuring that the infrastructure we create supports not just today's missions, but those that will follow for years and decades to come. We are also committed to ensuring that our work contributes to a future where space is treated as a shared environment that must be protected and stewarded responsibly, so that future generations can inherit a space environment that is still usable, still safe, and still worth exploring.

Without our promise, our work would be scattered and lose its direction. We would be tempted to optimize for short-term goals that may not serve the long-term health of the space environment. The promise keeps us accountable to our mission and ensures that every decision we make is aligned with the future we are trying to create.

"To develop and deploy the quiet infrastructure that makes safe, coordinated, and sustainable operations in space possible, ensuring that future generations can inherit a space environment that is still usable, still safe, and still worth exploring."

02. Our Logo

01 Logo Usage Page 10
02 Logo on Dark Background Page 11
03 Logo Clear Space Page 12
04 Logo Sizes Page 13
05 Minimum Size Page 14
06 Logo Placement Page 15
07 Incorrect Usage Page 16
08 Logo Colors Page 17
09 Logo Typeface Page 18

Logo Usage

Logo and branding are an important in the overall brand identity of a company. It represents a logo — and a company's reputation and credibility.

Logo is the face of our company. The design has been created from the ground up to be unique and memorable. Our logo can be seen in use in a variety ways as we have created a flexible design system. Our logo can be used in black and white, on dark backgrounds, and in a variety of sizes. Our logo should always be used in accordance with the rules and guidelines contained in this document.

Logo on dark Background

Logo on dark background should be used in accordance with the rules and guidelines contained in this document.

The Icon

We can use an icon as a standalone brand element in situations where the full logo would be too small or too busy, such as favicons, app icons, or social media profile pictures.

The icon should be used only after the full logo has been established in context, so that it can be recognized as part of the Mavion brand. Avoid using the icon in place of the full logo in formal or external-facing materials.

Wordmark

The wordmark is our logo with the mark removed. It is used when space is limited or when the mark is not yet recognizable enough to stand on its own. It should always be used in accordance with the rules in this guide.

- Use it on surfaces or in settings where the full logo is too small or too busy.
- Avoid using it in place of the full logo in formal or external-facing materials.
- Do not separate the wordmark from the mark in any way.

The wordmark is set in Montserrat Bold and should not be altered, stretched, or recolored outside the approved variations.

Keep the letter spacing and capitalization as shown. Do not add taglines, slogans, or any other elements to the wordmark.

If there is any doubt about whether the wordmark is being used correctly, refer to the full logo and the rules in this guide.

Clear space

The clear zone around the logo defines the minimum space that must remain free of other elements, so that it can be seen and recognized. Mavion uses a clear zone equal to the height of the letter M in the wordmark. Keep at least this distance on all sides.

Fig. 1 Trace example to illustrate the clear space around the logo. Keep the clear space free of other elements. Not to scale.

Minimum size

To ensure legibility and recognition, the logo should not be used below a minimum size. Mavion uses a minimum height of 10 mm for the full logo. Below this, the wordmark is unreadable and the mark loses its identity. Do not reproduce the logo at a smaller size than the minimum specified in this guide.

Full logo
Minimum height: 10 mm
Use the full logo only when space allows and the wordmark can be read at a glance.

Icon
Minimum height: 10 mm
Use the icon only when the full logo is too small or too busy, such as favicons or app icons.

Placement

Place the logo where it is visible and has enough space around it to remain legible and recognizable. Avoid placing it on busy backgrounds or in areas where other elements may compete for attention. Keep the clear zone defined in this guide free of other elements. Do not crowd the logo with other elements.

Primary use
Use the full logo in most cases.

Icon
Use the icon only when space is too tight or when context makes the full logo redundant.

Logo on dark
Use the dark version of the logo when the background is too dark for the standard version.

Avoid
Do not place the logo on busy or low-contrast backgrounds, near other elements, or in any way that makes it difficult to read or recognize.

Partner & Sponsors

When combining our logo with other logos, it's important to make sure there is enough spacing provided between the logos. The logos should be separated by a (2px) gray stroke.
When the Logo is shown alongside the logos of partner organizations, all logos should appear to be approximately the same size.
Be sure to follow the specifications on minimum size and space around the logo.

Unacceptable Use

9. Do not add texture

10. Do not make 3D

11. Do not blur

12. Do not change to any off brand colors

13. Do not place wordmark above symbol

14. Do not place wordmark over a symbol

15. Do not use gradient

16. Do not warp

Logo Variations

To maintain brand integrity and resilience across all applications from digital platforms to physical hardware our identity system includes several logo variations. Each variation is engineered for a specific context, ensuring our mark is always clear, legible, and consistent.

1. Primary Logo (Full Lockup)
2. Logo Mark (Symbol)
3. Logo Type (Wordmark)

01

02 03

Logo construction

10

The Mavion logo is an engineered mark, defined by precise geometric relationships. Its construction is not arbitrary but is built upon a rigid grid system to ensure perfect balance, scalability, and consistency across all applications.

The proportions of the sphere, the exact angle and weight of the transiting vector, and the negative space between these elements are all mathematically defined by a base unit, This modular construction ensures that the mark can be faithfully reproduced at any scale, from a hardware engraving to a large format display.

This rigorous approach is a direct reflection of our brand's core values: a system built with purpose, rigor, and a clear, foundational logic.

03. Color Usage

0.1	Primary colors	Page 23
0.2	secondary colors	Page 24
0.3	Tertiary colors	Page 25

Primary colors

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition

Pantone
Pantone: 656 C

CMYK

Cyan: 75
Magenta: 68
Yellow: 67
Black: 90

RGB
Red: 219
Green: 238
Blue: 255

Hex

Hex: DBEEFF

Pantone
Pantone: 3005 C

CMYK

Cyan: 87
Magenta: 61
Yellow: 0
Black: 0

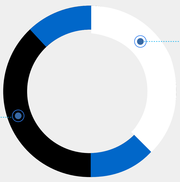
RGB
Red: 0
Green: 103
Blue: 200

Hex

Hex: #0067C8

Secondary colors

We've also developed a secondary color palette to complement our primary colors. These colors help play up our progressive, yet classic vibe, but also help differentiate our products.
They should be used sparingly and only with accordance to these guidelines.



Tertiary Color

Tertiary color is a combination of primary and secondary colors. It is created by mixing a primary color with a secondary color. Tertiary colors are used to add more variety and depth to a design. The tertiary color palette includes colors such as red-orange, yellow-green, blue-violet, and so on. These colors are used to create a more nuanced and sophisticated design.

04. Typography

Primary typeface

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

Google Fontsfont

Aa

REGULAR

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

MEDIUM

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

BOLD

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

Space grotesk Regular — abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+?

Space grotesk Medium — abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+?

Space grotesk Bold — abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+?

Secondary Typeface

Sans serif fonts are a type of typeface that lack decorative strokes or serifs at the ends of letters. They are characterized by their clean and simple design, making them easy to read and aesthetically pleasing.

MONTSERRAT

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

Aa

REGULAR

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

MEDIUM

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

BOLD

Montserrat is a versatile and modern sans-serif typeface that is commonly used in various design projects. It is known for its clean and geometric shapes, making it a popular choice for a wide range of applications, including branding, web design, and typography.

Arial Normal Regular — abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+?

Arial Normal Medium — abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+?

Arial Normal Bold — abcdefghijklmnopqrstuvwxyz ABC-DEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()_+?

05. Graphic System

Icongraphy

Icongraphy is a type of visual communication that uses icons and other graphic elements to convey information and ideas. It is a form of visual language that can be used to communicate with people from different cultures and languages. Icongraphy can be used in various contexts, such as in signs, maps, and user interfaces, and it can be a powerful tool for communicating complex information in a clear and concise way.

Patterns

The pattern section of a brand guidelines document typically includes information on the use of patterns in the brand's visual identity. This section may include guidelines on the use of patterns in various contexts, such as in the design of logos, packaging, and marketing materials. The pattern section may also include information on the brand's pattern library and how to access and use the pattern library.

06. Tone of Voice

Our Tone

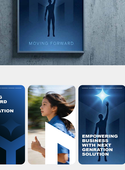
Our tone is the way we communicate with our customers and the world. It is important to be consistent in our tone of voice across all channels and touchpoints, including our website, social media, and customer service. The tone of voice should be friendly, professional, and approachable, with a focus on being helpful and providing value to our customers.

Our tone should also be tailored to the specific audience we are speaking to, taking into account their needs and preferences. We should be mindful of the language we use and avoid using jargon or technical terms that may be unfamiliar to our customers. The tone of voice should also be consistent with our brand values and mission, and should reflect our commitment to sustainability and social responsibility.

WHAT TONE WE ARE ADVOCATE TO

- Be friendly and approachable: We want our customers to feel comfortable and welcomed when they interact with our brand.
- Be professional: We want our customers to trust our brand and feel confident in our expertise.
- Be helpful: We want our customers to feel that we are there to help them and provide value to their lives.
- Be consistent: We want our customers to recognize our brand and feel familiar with our tone of voice across all channels and touchpoints.
- Be mindful of our audience: We should be mindful of the language we use and avoid using jargon or technical terms that may be unfamiliar to our customers.
- Be sustainable: The tone of voice should be consistent with our brand values and mission, and should reflect our commitment to sustainability and social responsibility.

07. Stationary



08. Digital Application

09. Social Media

10. Imagery & Content

0.1 Brand Photography Page 47

Brand Photography

Our photography is an extension of our brand. It must be as intentional, precise, and rigorously composed as our engineering. We are not selling a fantasy; we are showcasing the quiet confidence of real, foundational technology. Every image should feel grounded, intelligent, and authentic.

Subject Matter: The "Quietly Powerful"
Our imagery focuses on the "how" and "what" of our work, not just the "wow."

Focus on the Process: Show focused, authentic moments of work. This includes engineers collaborating over a schematic, a technician meticulously assembling a component.

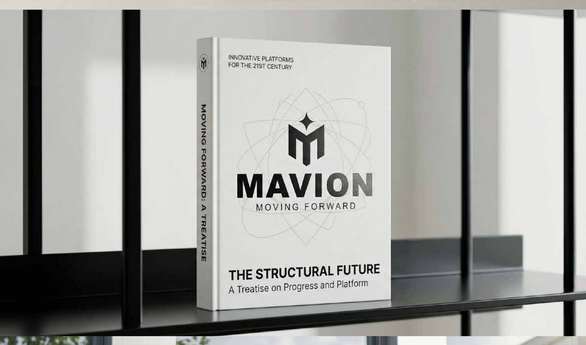
Highlight the Product: Use macro photography to emphasize the quality of our infrastructure. Show the precision of a welded joint or the modularity of interlocking components.

Show the System: When showing our technology in context (e.g., CAD models, orbital diagrams, server rooms), the focus should be on the system the clean, logical, interconnected-ness of the infrastructure.

Authentic People: Avoid sterile, "corporate" stock photos. If people are shown, they should be genuinely engaged in their work. We photograph builders, thinkers, and collaborators, not models.

11. Brand in Environment

0.1 Mockups Page 49 - 52



10. Imagery & Content

0.1 Brand Photography Page 47

Brand Photography

Our photography is an extension of our brand. It must be as intentional, precise, and rigorously composed as our engineering. We are not selling a fantasy; we are showcasing the quiet confidence of real, foundational technology. Every image should feel grounded, intelligent, and authentic.

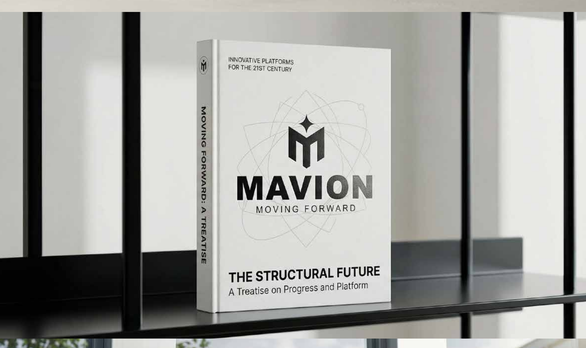
Subject Matter: The "Quietly Powerful"
Our imagery focuses on the "how" and "what" of our work, not just the "wow."

Focus on the Process: Show focused, authentic moments of work. This includes engineers collaborating over a schematic, a technician meticulously assembling a component.

Highlight the Product: Use macro photography to emphasize the quality of our infrastructure. Show the precision of a welded joint or the modularity of interlocking components.

Show the System: When showing our technology in context (e.g., CAD models, orbital diagrams, server rooms), the focus should be on the system the clean, logical, interconnected-ness of the infrastructure.

Authentic People: Avoid sterile, "corporate" stock photos. If people are shown, they should be genuinely engaged in their work. We photograph builders, thinkers, and collaborators, not models.

11. Brand in Environment

0.1 Mockups Page 49 - 52