

*Star  
Scape*

**experiences**

**Brand Book**



*Star  
Scape* ✨

# Mission

StarScape is an experience that provides an accessible option to those who may not be able to fully enjoy the typical amusement park/thrill experience. With a futuristic setting, StarScape Experiences makes you feel like you are walking among the stars. There are many different thrill levels and types of experiences to cater to those looking for specific encounters. Different areas of StarScape are themed to fit the sensory experience individuals are looking for. You can also visit different areas for attractions based on your mobility level and how much accessibility is needed. This is a space for individuals to experience thrills or attractions they may never have before.

StarScape is for **everyone**.

# Visual Guidelines

Logo

Star  
Scape

Star  
Scape

Star  
Scape

Star  
Scape



**Do:**  
use proper color combinations

**Do:**  
use the proper logo

**Don't:**  
use a different font for the logo

**Don't:**  
place the logo over a photo

**Don't:**  
stretch or rotate the logo

**Don't:**  
remove any elements from the logo

# Logo Do's and Dont's

# Color Palette



**russian violet**  
**hex: #301b43**

RGB	CMYK	HSL
R: 48	C: 28	H: 272
G: 27	M: 60	S: 60%
B: 67	Y: 0	L: 18%



**y in mn blue**  
**hex: #3b54a4**

RGB	CMYK	HSL
R: 59	C: 64	H: 226
G: 84	M: 49	S: 64%
B: 164	Y: 0	L: 44%



**black**  
**hex: #000000**

RGB	CMYK	HSL
R: 0	C: 100	H: 0
G: 0	M: 100	S: 0%
B: 0	Y: 100	L: 0%



**st patricks blue**  
**hex: #292a67**

RGB	CMYK	HSL
R: 41	C: 60	H: 239
G: 42	M: 59	S: 60%
B: 103	Y: 0	L: 28%



**baby blue eyes**  
**hex: #98bce3**

RGB	CMYK	HSL
R: 152	C: 33	H: 211
G: 188	M: 17	S: 33%
B: 227	Y: 0	L: 74%




**white**  
**hex: #ffffff**

RGB	CMYK	HSL
R: 255	C: 0	H: 0
G: 255	M: 0	S: 0%
B: 255	Y: 0	L: 100%




# Secondary Colors




**independence**  
hex: #454458

RGB	CMYK	HSL
R: 69	C: 22	H: 243
G: 68	M: 23	S: 23%
B: 88	Y: 0	L: 31%



**rebecca purple**  
hex: #673b90

RGB	CMYK	HSL
R: 103	C: 28	H: 271
G: 59	M: 59	S: 59%
B: 144	Y: 0	L: 40%

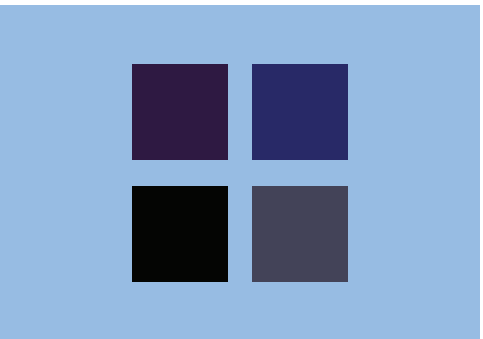
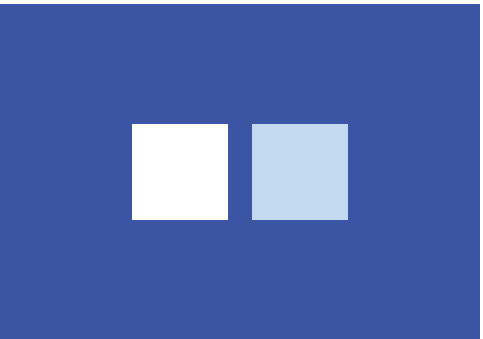
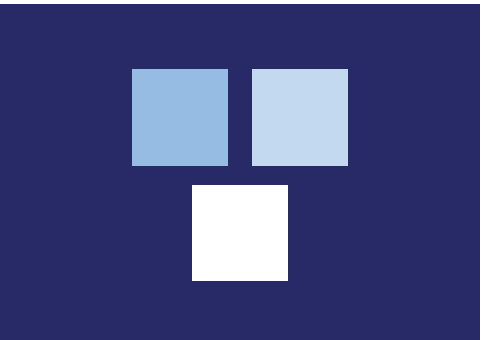
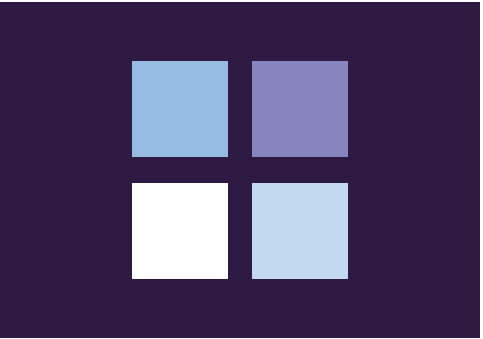


**middle blue purple**  
hex: #8885c0

RGB	CMYK	HSL
R: 136	C: 29	H: 243
G: 133	M: 31	S: 31%
B: 192	Y: 0	L: 64%

**beau blue**  
hex: #c5daf1

RGB	CMYK	HSL
R: 197	C: 18	H: 211
G: 218	M: 10	S: 18%
B: 241	Y: 0	L: 86%



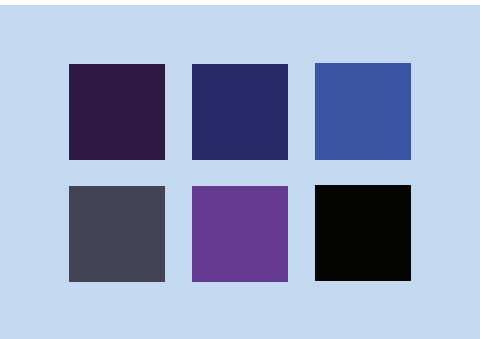
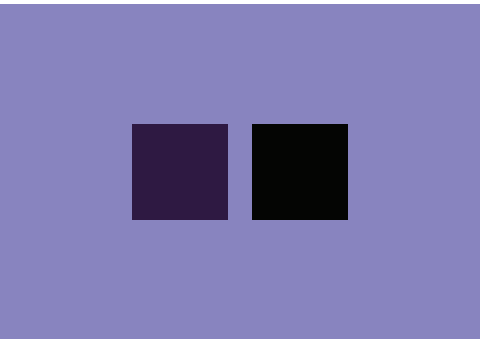
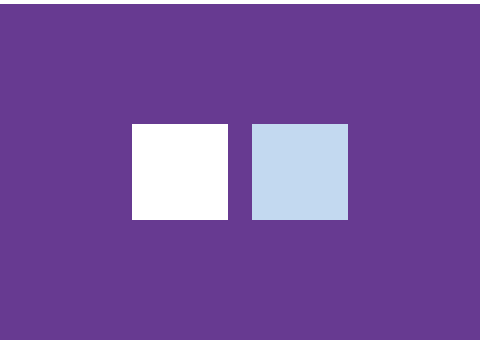
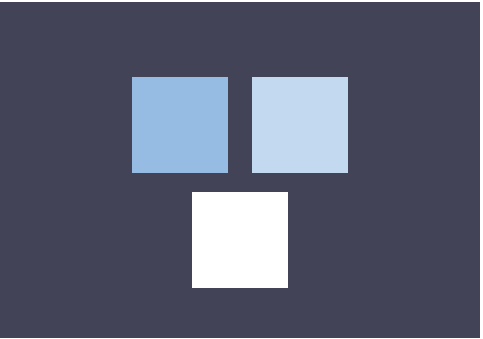
## Color Do's and Dont's

**Do:**  
use the color combinations shown here

**Do:**  
use the color palette

**Don't:**  
use colors not in the color palette

**Don't:**  
use color combinations not shown here



*Lust Script*  
*Regular*

*Used for logo only*

*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*

*abcdefghijklmnopqrstuvwxyz*

**Loos**  
**Extended**  
**Black**

**Used for titles**  
**or larger text**

**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**

**abcdefghijklmnopqrstuvwxyz**

Roboto  
Regular

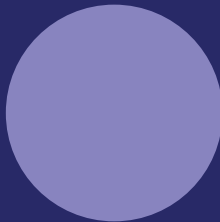
Used for body text

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

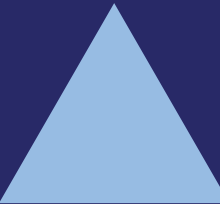
abcdefghijklmnopqrstuvwxyz

Typefaces

# Icons



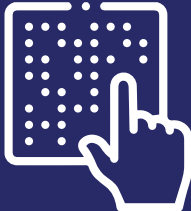
Purple circle icon denotes an attraction/experience that is both low thrill and high in accessibility.



Blue triangle icon denotes an attraction/experience that is moderate thrill and may have some restriction in accessibility.



White star icon denotes an attraction that is high in thrill and may have some restriction in accessibility or puts a high amount of force on the body.



Braille icon denotes the use of braille for individuals who are blind or may have limited vision.



International Symbol of Assistance (ISA) denotes area of improved access.



Universal Access icon denotes accessible features for everyone.



Standing icon denotes that a person must be able to walk or stand to be able to access the area/experience.



# Accessibility Information

StarScape provides different experiences for everyone's different needs and provides trained staff to help accommodate any needs or questions anyone may have. The icons presented on the page before this are put in place to help signify different areas and their level of thrill/accessibility. There is something for everyone! StarScape and its branding was created with accessibility in mind for anyone and everyone.

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**Course:** AXD 452 Graphic Design Capstone

**School:** University of Massachusetts Dartmouth

