MAVION

2026

Brand Guidelines

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PROJECT OVERVIEW

Mavion deveiops the quiet infrastructure for space modular systems that support research, oxporimontation, and lo ng term orbital sustainability. Which others focus on launch, they build what comes after the backbone of real science and lasting progress beyound Earth.

Mavion deveiops the quiet infrastructure for space modular systems that support research, oxporimontation, and long term orbital sustainability. Which others focus on launch, they build what comes after the backbone of real science and lasting progress beyound Earth.

This project embodies our team's commitment to transforming complex, forward-thinking concepts into enduring visual systems that inspire trust and longevity.

MEVION 2026 / MOVING FORWORD

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The Foundations of Our Identity The Brand Guidelines

These guidelines establish the framework for the Hitchhiker Orbital brand. They are designed to ensure our communications are as precise, resilient, and consistent as the systems we en gineer. Our brand is the first impression of our company, communicating a core commitment to quiet infrastructure and long-term impact, not spectacle.

Each element within this guide-from our logo and color palette to our tone of voice-is a component with a specific role. When used in unison, they build a cohesive, credible, and powerful identity. The following pages detail our brand's foundation, what we stand for, and how to express that identity with clarity across all platforms, whether engaging with research partners, investors, or new team members.

Treat this document as the schematic for our identity. Understanding and adhering to these guidelines is essential for building and maintaining a consistent and enduring experience of our company. This precision ensures that every communication accurately reflects the quality and foresight of the infrastructure we are building for the future.

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01. Introduction

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About

who we are

Quiet Infrastructure for a Load Future

We're not chasing headlines we're building the systems that make them possible. At Mevion orbital, we design modular platforms for orbital research, expermentation, and long-term sustainability. Our enclosures are engineered for adaptability, resilience, and seamless integration into the evolving architecture of space operations.

What We Build

Modular Research Enclosures: Conigiurable platforms for in-orbit experimentation, data collection, and payload hosting.

Scalable Systems for Orbital Maintenance: Quietly advancing the tools and protocols that will underpin long-term orbital sustainability.

Inerfaces for Collaboration Desingned to support partnerships with universities, private labs, and government agencies.

Mission

Our mission is to engineer and deploy the modulat, resilent, and quiet infrastructure that underpins sustainaible progress, resarch, and innovation in orbit. This mandate defines what we do every day. We are a company of builders, grounded in technical rigor and focused on deploying tangible, operational systems. Our product philosophy centers on modularity for adaptability, resilence for the long haul, and " quiet" technology that funcotion are the essential, reliable framework without fanfare.

We are not the headline; we are the foundation, enabiling the " real science, real data, and real progress' for our partners within our specialized domain of orbital operations.

Vision

Our vision is our North Star: to create the foundation ecosystem for a sustainable off-planet future, where progress is measured not by spectacle, but by the quiet, relentless capacity for innovation and reasearch. This is the "why" behind ar mission. Our long-term goal is larger than any single product; we aim to build the interconnected, reliable "backbone" that will allow a permanent and productive presence in space to flourish. We believe that next chapter is about presence, not just visits, and we will enable a future where breakthroughs are not rare events, but the constant, reliable output of a mature and stable infrastructure.

At Mevion, our values are built on substance Over Spectacle, prioritizing quiet, foundational work and measurable impact above all else. We operate with Rigor in Execution, ensuring every component is engineered with techincal and regulatory precision. We Desing for Endurance, building modular, resilient systems meant for the long haul.

"We are defined by a commitment to substance over spectacle, executing with rigorous precision and deisgning resilient, interconnected systems built for a sustainable future in orbit.'

Values

At Mevion, our values are built on a foundationof Substance Over spectacle. We are fundamentally driven by the measuable impact of you work, not the volume of its applause. This core belief informs everythings we do, translating into an unwavering Rigor in Execution where every system is engineerd with exacting techincal and regulatory precision, in our domain, reliability is non-negotiable. This rigor enables our commitment to Design for endurance.

We are not building for a single mission but for the long haul, creating modualr, sustainable platforms that will serve as the stable backbone foa an evolving orbital future.

Our values directly reflect the messages we want to comminicate in our written and visual content:

- Impact over applause.
- Precision in everything we build.
- Engineer for the long haul, not the launch.
- See the whole system, not just the part.

Promise

Our promise is to deliver the quiet, enduring, and meticulously engineerd infrastructure that empowers your mission-allowing you to focus on impact, not spectacle. This is our core commitment to every partner. We provide the "how" so you can achieve the "what." rhsi means we are responsible for the complex, foundational systems that work realiably in the background. Our platforms are built with foresight and precision, designed to be modular and resilient so they integrate seamlessly and endure for the long haul. When you partner with Mevion, you are partnering with a team that values your results a much as you do.

1. we deliver reliable, foundational systems that just work.
2. We are the partner that enables your science, your data, your progress.
3. Our focus on quiet infrastructure allows you to focus on real-world impact

Why
We believe the future of space i built on quiet, durable infrasturcture, not spectacle.

How
We perate with substance over spectacle, priortizing measurable impact.

What
We engineer and deploy modular platforms for Mevion operations.

Whom
We work with the serious builders, researchers, and thinkers who prefer impact over applause.

02. Our Logo

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Logo Usage

Logo and branding are so important. In a big part of the world, people cannot read French or English - but are great in remembering sings

Our log is the face of our company. The primary visual expression that we use to identify ourselves, meaning that we must be careful to use it correctly and do so consistently. The logo is designed to convey strong, positive messages about who we are. The logo is the combination of the icon and the wordmark. These two elements are the circles which we call our symbol and the workmark.

LOGO MARK

WORD MARK

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FULL LOGO

Logo on dark Background

We can ensure a good readability through using a white logo version against a dark background

LOGO MARK

WORD MARK

MAVION
MOVING FORWARD

FULL LOGO

The Icon

We use our symbol as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

The icon should be used as the reduced form of our logo in tight spaces. Using it associated with blue, our primary brand color, should always be the favorite option. For any other use cases, a monochrome version is allowed too.

Wordmark

We prefer to use our logo with icon included. However, some use cases will steer you towards the sole use of the wordmark. For example, this may happen when Icon is used elsewhere in the layout. Here are four ways of using our wordmark.

1. Black wordmark on a White background Preferred option.

2. White wordmark on a dark blue background To be used when option one is not working out.

3. White wordmark on a black background. Whenever incorporating blue is not an option, one should always fall back on a white version of the wordmark on a black background.

Note that for smaller sizes we have optimized the kerning to increase legibility. This would be used for placement below 80px x 23.58px.

4. Blue wordmark on a white background used when a white version of the wordmark is not working.

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Clear space

The gray area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations, and borders. This is to ensure that the logo retains a strong presence wherever it appears.

The "x" measurements in this diagram are used to indicate equal spaces, the height/width of the logo

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Minimum size

Establishing a minimum size ensures that the impact and legibility of the Logo are not compromised in the application. Due to the higher resolution available in print vs that of screen-based media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration.

Digital:
To ensure legibility and impact, the (HITCHHIKER ORBITAL) Logo should never be reproduced smaller than 150px in any digital communication.

Print:
To ensure legibility and impact, the (HITCHHIKER ORBITAL) Logo should never be reproduced smaller than 52mm in any print communication.

Print
52mm / 2.05in

Digital
150px

Print
20mm / 0.8in

Digital
57px

Placement

When it comes to logo placement, we have a few options listed on this page. Wherever's possible, place the logo centered in the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus moving the logo elsewhere. In this scenario, here are a few examples on how to work with it:

1. Portrait
Our default option would be to place our logo in center-bottom of the layout.

2. Logo animated
When working with animated and masked compositions, we prefer to keep the logo in the centre to give them maximum visibility.

3. Landscape
When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.

Partner & Sponsors

When combining our logo with other logos, it's important to make sure there is enough saving provided between the logos. The logos should be separated by a (2px) grey 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 transit-ing vector, and the negative space between these elements are all math-ematically 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.

O3. Color Usage

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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

A tertiary color is a third level of a color palette that combines primary and secondary colors. A favorable reference point for the use of these colors is 10% of the entire color palette. Even though tertiary colors are not used often, they are still useful in adding diversity to the palette. Charts and graphs are good examples of usage of both secondary and tertiary colors.

04. Typography

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Primary typeface

Typography is the use of type to advocate, communicate, celebrate, edu-cate, elaborate, illuminate, and disseminate. Along the way, the words and pages become art

SPACE GROTESK

Space Grotesk is a contemporary sans serif typeface family which comes in a wide variety of weights-from Light to Black and is available via an open source license.

Aa

REGULAR

Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidungt odio sed dolor consectetur interdum. Aliquam in varius eros, viverra semper enim. Nunc gravida tristique metus vel feugiat consectetur.

MEDIUM

Tomorrow is a love arcu libero. Maecenas said, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Now neither fauci Curabitur auctor, odio sit ame dignissim vulputate, diam metus pretium orci, ut auctor est quam

BOLD

Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra. Cras dignis-sim accumsan felis, laoreet malesuada ligula mattis sed. Nunc ultrices vel tellus consequat tempus. Aliquam metus augue tincidunt

Space grotesk Regular	abcdefghijklmnopqrstuvwxyz ABCDEF-GHIJKLMNOPQRSTUVWXYZ 1234567890&@#$%*:;.!?
Space grotesk Medium	abcdefghijklmnopqrstuvwxyz ABCDEF-GHIJKLMNOPQRSTUVWXYZ 1234567890&@#$%*:;.!?
Space grotesk **Bold**	**abcdefghijklmnopqrstuvwxyz ABCDEF-GHIJKLMNOPQRSTUVWXYZ 1234567890&@#$%*:;.!?**

Secondary Typeface

Our secondary type is Area Normal and it is ideal for large amounts of text, detailed information, and where space is limited. We never use Area Normal for our main mes-sages such as Headlines, or product names on packaging.

AREA NORMAL

Montserrat is a contemporary sans serif typeface family which comes in a wide variety of weights-from Light to Black and is available via an open source license.
It combines simplicity and elegance and conveys accessibility and inclu-sion-values integral. When Montserrat is not available, it is acceptable to use Arial.

Aa

REGULAR

Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidungt odio sed dolor consectetur interdum. Aliquam in varius eros, viverra semper enim. Nunc gravida tristique metus vel feugiat consectetur.

MEDIUM

Tomorrow is a love arcu libero. Maecenas said, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Now neither fauci Curabitur auctor, odio sit ame dignissim vulputate, diam metus pretium orci, ut auctor est quam

BOLD

Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra. Cras dignissim accumsan felis, laoreet malesuada ligula mattis sed. Nunc ultrices vel tellus consequat tempus. Aliquam metus augue tincidunt

Area Normal Regular	abcdefghijklmnopqrstuvwxyz ABCDEF-GHIJKLMNOPQRSTUVWXYZ 1234567890&@#$%*:;.!?
Area Normal Medium	abcdefghijklmnopqrstuvwxyz ABCDEF-GHIJKLMNOPQRSTUVWXYZ 1234567890&@#$%*:;.!?
Area Normal **Bold**	**abcdefghijklmnopqrstuvwxyz ABC-DEFGHIJKLMNOPQRSTUVWXYZ 1234567890&@#$%*:;.!?**

05. Graphic System

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Icongraphy

Our icons are used across different brand touch-points from marketing, and environment to a product.
They provide symbolism, conceptual clarity, and visual interest in simplistic shapes and forms.
Our iconography style is clean and minimal, the designs are based on simple line art style icons,
Here are some samples of how our illustration style looks like.

Patterns

Our brand pattern is a stylized, technical schematic of our operational domain. It is composed of clean, geometric "paths" that represent orbital trajectories, and mini-malist "nodes" that symbolize celestial bodies and key assets within that system. This is not a literal depiction of a galaxy, but a "systems-map an engineered diagram that reinforces our values of quiet, interconnected infrastructure and "systems-first" thinking.

06. Tone of Voice

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Our Tone

The Mevion tone of voice through verbal and written communication represents the way we are recognized and distinguished in the field of orbital technology and space infra-structure.

Mavion reflects who we are engineers, dreamers, and builders of quiet infrastructure that enables the future of sustainable orbit. Our tone is calm, intelligent, and deliberate never loud, never exaggerated. Every word we use is chosen with precision and purpose.

We communicate with clarity and intent. What we say matters more than how beauti-fully we say it. Our language mirrors our engi-neering structured, minimal, and exact. We value lucidity above flourish. Be clear, be concise, and ensure every sentence carries meaning. Avoid noise, filler, and unnecessary complexity.

If words don't serve a purpose, they don't belong.

We don't rely on buzzwords or inflated prom-ises. We don't claim to revolutionize or disrupt we build, we refine, we enable. Our communi-cation should feel grounded, measured, and quietly confident.

We avoid clichés and hyperbole. Our tone reflects balance and control the discipline guiding our orbital systems. We speak like engineers who care deeply about what they build and the responsibility that comes with it.

Here's what we are (and aren't):

- Confident (never arrogant)
- Visionary (never speculative)
- Technical (but always human-centered)
- Measured (never dull or distant)
- Calm (but never indifferent)
- Minimal (but never empty)
- Clear, precise, and grounded.

Tone is more than just the words we choose. It's the way we communicate our philosophy the balance between engineering precision and human understanding.
Tone of voice is how we express what we believe: that the future of orbit must be built with intention, care, and quiet innovation.

Despite the complexity of technology, our tone remains simple:
Be clear. Be thoughtful. Be quietly visionary.

07. Stationary

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08. Digital Application

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09. Social Media

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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

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10. Imagery & Content

0.1 Brand Photography Page 47

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