CLAVIUS

AEROSPACE / IMAGERY / EXPLORATION

Identity and application guide

A visual identity for an imaging aircraft concept. The following pages carry the material study into a model viewer and a printed exhibition card.

Design study by Alex Witek

Identity board and aircraft model





Color and surface

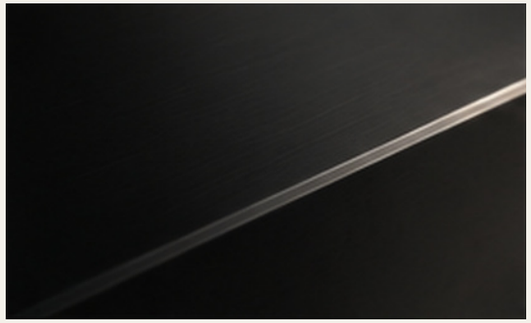
Void
#090B0B
Deep graphite

Gunmetal
#303334
Charcoal

Mineral
#DED8D1
Warm off-white

Signal
#B8A78D
Warm tungsten

Scan
#9FB0BA
Pale blue



Black anodized aluminum

A low-reflectivity metal finish for the exterior shell.



Satin graphite polymer

Fine-grained texture for the molded housing.



Smoked optical glass

A dark optical aperture framed by the camera housing.



Warm leather handle trim

A stitched, warm-colored surface at the hand grip.

Screen values are sRGB samples taken at the center of the five original swatches. Material images are details from the supplied board.

PROPOSED APPLICATION RULES

Wordmark placement





At small sizes

Start at 220 px wide on screen or 55 mm in print. Proof the fine strokes at the intended viewing size.

Working type

Tenor Sans for display titles.
Arial for explanatory text.
Source Code Pro for short labels.

Page rhythm

Align the title, caption and image to one edge. Keep metadata outside the aircraft silhouette.

Wordmark contours sampled from the supplied identity board. Size, spacing and type rules are proposed for the applications shown.

PROPOSED WEB APPLICATION / DESKTOP

The aircraft on screen

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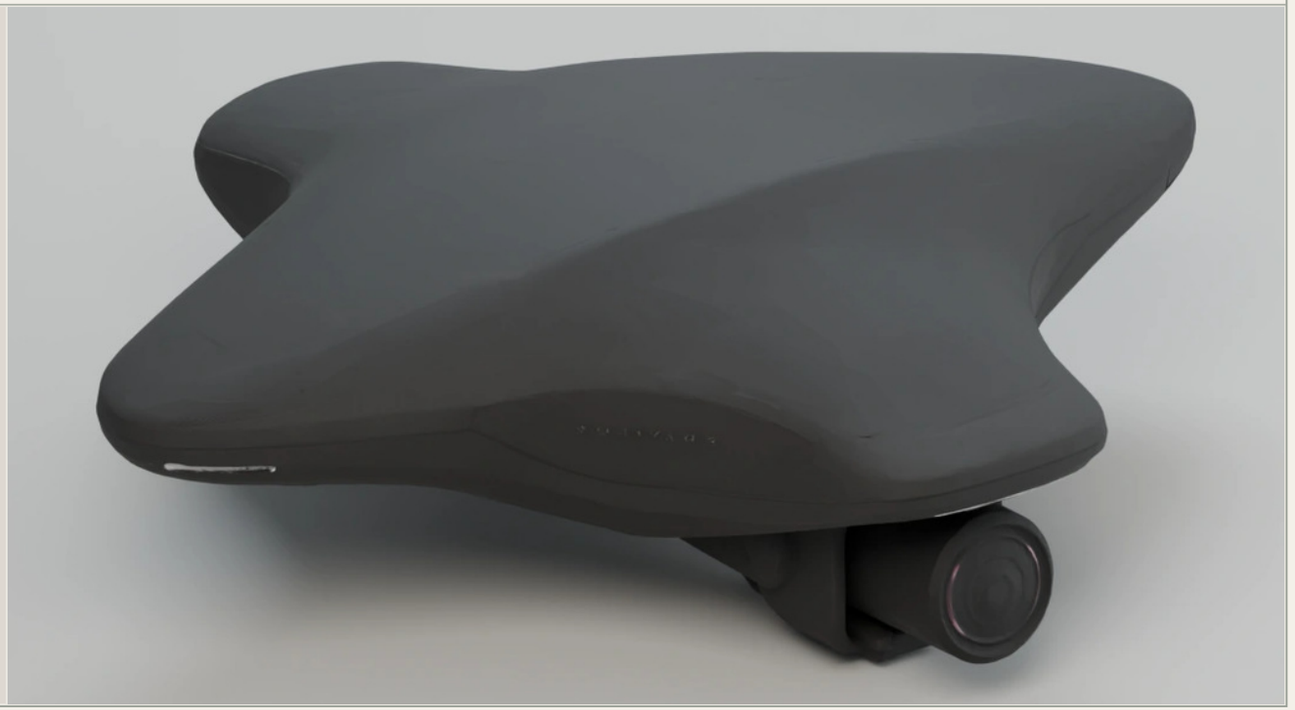
FORM STUDY

IMAGING AIRCRAFT

Explore the airframe.

Inspect the shell and camera housing from the front, sides and underside.

Orbit the model



An uncluttered first view

Use the three-quarter studio render as the poster. Keep the full camera housing inside the crop.

One deliberate action

On narrow screens, stack the copy above the viewer. Offer orbit controls once the model is loaded.

Desktop composition shown at reduced scale. The aircraft image is a studio render of the same GLB used in the portfolio viewer.

PROPOSED PRINT APPLICATION / EXHIBITION

A card beside the model

FRONT



REVERSE

CLAVIUS / FORM STUDY

Surface notes

Shell	Black anodized aluminum
Housing	Satin graphite polymer
Aperture	Smoked optical glass
Grip	Warm leather handle trim

Visual material study

Handoff to print

A6 landscape, 148 × 105 mm at trim.
Add 3 mm of bleed on each edge and keep live text at least 6 mm inside trim.

Production check

Use the printer’s stock profile to convert color.
Proof the dark glass detail and reversed lettering together on the intended paper.

The cover image is a detail of the supplied identity board. The front and reverse layouts are proposed exhibition materials.

Alex Witek / Clavius