



INTRO

TOPE

LOGO

FONTS

COLORS

THE SKY IS NOT THE LIMIT

SOCIETY OF AERONAUTICS AND ROCKETRY BRANDING GUIDELINES

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1 | INTRODUCTION

WHO ARE WE?

The **Society of Aeronautics and Rocketry (SOAR)** at the University of South Florida is a student-led, non-profit engineering organization dedicated to hands-on aerospace innovation. Since our founding, we've been united by one belief: **the sky is not the limit.**

SLOGAN

THE SKY IS NOT THE LIMIT

OUR ORIGIN

SOAR was established in **2013** by a small group of ambitious undergraduate engineering students who wanted more than classroom theory. They dreamed of designing, building, and launching rockets that could compete with the best in the nation. With little more than determination and teamwork, SOAR's first rocket programs ignited what has now become one of USF's most technical and innovative engineering organizations.

OUR MISSION

SOAR's mission is to **aid and encourage the safe pursuit of aerospace and rocketry through hands-on projects.** We give students the chance to apply classroom knowledge in real-world scenarios, face complex engineering challenges, and grow as leaders, innovators, and collaborators.

OUR VALUES

SAFETY. No launch, test, or post is worth a shortcut.

TEAMWORK. We win together: ask, teach, help.

PERSISTENCE. Build, test, learn, improve.

RESPECT. Be professional, kind, and inclusive.

OUR NAME

Official Name: Society of Aeronautics and Rocketry

Short Name: SOAR

OUR VISION

BUILD ROCKETS.

BUILD PEOPLE.

BUILD COMMUNITY.



2 | TONE OF VOICE

If we want students, sponsors, and faculty to trust us, our writing has to feel like our work: safe, collaborative, persistent, and respectful. Use plain language first, then add the technical detail.

DO'S

- Explain acronyms once (NASA Student Launch (NSL)).
- Use active verbs: build, test, measure, learn, share, thank.
- Include one proof point (date, metric, result).
- Credit teammates and sponsors.
- Add safety context when relevant.

DONT'S

- Hype with no data.
- Insider jargon without explanation.
- ALL CAPS/emojis on LinkedIn.
- Promise results we don't have yet.



CLEAR

CONFIDENT

WELCOMING

PROFFESIONAL



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3 | LOGO

THE LOGO

The SOAR logo consists of two elements: the icon and the wordmark. It's an instantly recognizable brand element and should be represented consistently throughout our product and marketing efforts. In no way should the logo be modified, distorted, or redrawn



THE ICON

Our standalone brand symbol. Use it when space is tight or as a subtle badge.

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THE WORDMARK

The typographic part of our logo. Use **with** the icon in most cases.

BACKGROUND

For **light/white backgrounds**: Use the full-color logo (Green + Gold) by default whenever color printing or display is available.

- Use the black version only when you're limited to true black-and-white reproduction.

For **dark / colored backgrounds**: If you're limited to true black-and-white, use the white (knockout) logo on dark backgrounds.

- When the photo is busy, place the logo on a solid white or green chip for contrast.

For **gold backgrounds**: Use the black version on gold to keep strong readability.

- Do not use the gold-only logo on gold or similar shades.



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4 | FONT/TYPOGRAPHY

TYPOGRAPHY

Primary Pair

- Titles, Subtitles, Headings, Section Header: Roboto Mono
 - Look: technical, precise, easy to scan.
 - For Titles, use **BOLDED**, **GREEN**
 - For Subtitles, use **BOLDED**, **GRAY**
 - For Headings 1, use **BOLDED**, UNDERLINED, **GREEN**
 - For Section Header, use *ITALICIZED*, **GRAY**
- Body / Long text: Times New Roman
 - Look: classic, readable, available everywhere.

Roboto Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (: ; - - / + =)

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (: ; - — / + =)

TITLE

SUBTITLE

HEADING 1

SECTION HEADER

SUB-HEADING

Body

Caption



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PRIMARY COLORS

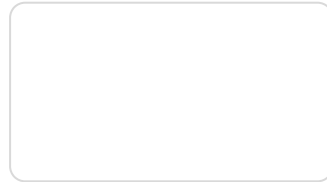
Our core palette: SOAR Green, SOAR Gold, and White.



SOAR GREEN
HEX: 006747



SOAR GOLD
HEX: CFC493



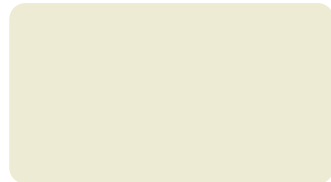
WHITE
HEX: FFFFFFFF

SECONDARY COLORS

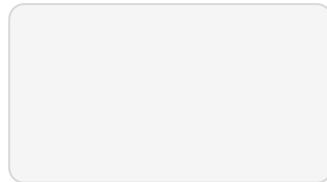
Use these as gentle, on-brand alternates to the primaries.



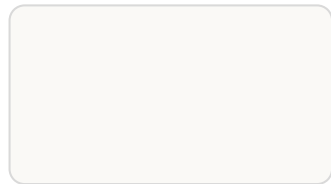
EVERGREEN
HEX: 005432



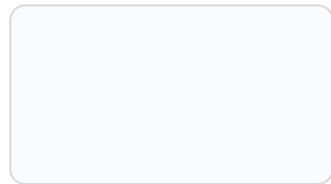
SAND
HEX: EDEBD1



WHITE SMOKE
HEX: F5F5F5



OFFWHITE
HEX: FAF9F6



AZURE WHITE
HEX: F9FCFF

ACCENT COLORS

Use these as gentle, on-brand alternates to the primaries.



LIME
HEX: 005432



SEAGLASS
HEX: EDEBD1

NEUTRALS COLORS

Our core palette: SOAR Green, SOAR Gold, and White.



GRAY
HEX: 7E96A0



SLATE
HEX: 466069



SOFT BLACK
HEX: 303434

*Color palette is adapted from the USF color palette; used to represent our affiliation with the university.