



Beyond *reach*.  
Within spec.

BRAND IDENTITY GUIDE / / / EXTERNAL EDITION

# What can't be made is where we begin.

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VISION

*“To be the first call when the future runs out of materials.”*

MISSION

Some frontiers can't be visited before the mission: the lunar surface, the fire of re-entry, the heat inside next-generation chips. We formulate the materials that bring those frontiers within reach: to test against, to build with, to fly. Where fixed materials end, ours begin.

# 01

## The mark.

The crystal-lattice mark: how it is said, built, spaced and protected.

# Stress the *second* syllable.

stro•se•ra

SAY: STROH-SEH-RAH ✗ STROSSERA ✗ STROKERA

In running copy the name is always “Strocera”, initial capital only. All-caps “STROCERA” lives in the logo, on labels and in the “STROCERA / / /” technical-heading language.

On first mention, the full legal name with “Strocera” in parentheses; thereafter “Strocera” alone.

✓ IN RUNNING COPY

Sample delivery was planned with the Strocera team within two weeks.

✓ TECHNICAL LABEL

STROCERA / / / SAMPLE KIT 02

✗ LOWERCASE AT SENTENCE START

strocera commissioned its new characterization line.

✗ MIXED CAPS

StroCera

✗ ALL CAPS IN BODY COPY

STROCERA produces advanced ceramic formulations.

# Geometry, not *guesswork.*

Every material begins as a lattice: atoms finding their order.  
The Strocera mark is that moment of order: a crystal lattice,  
drawn once, engineered forever.

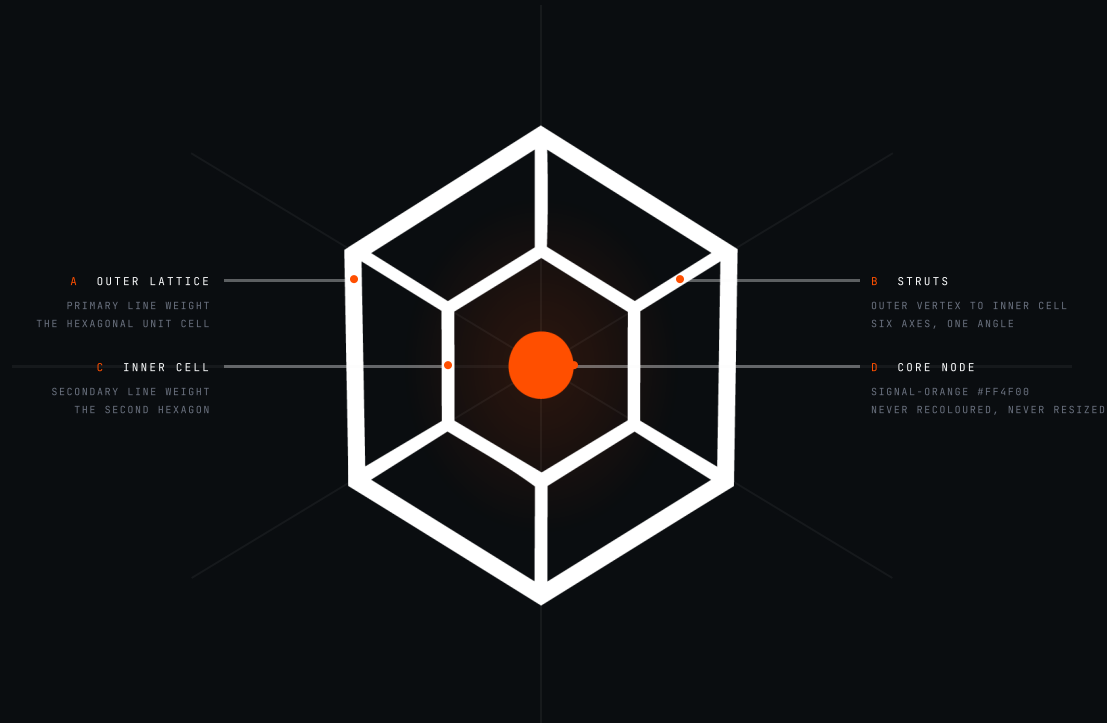
It stands for what we do: we don't shape materials; we  
arrange what they're made of.

## Give it room. Keep it *sharp.*

Clear space = half the mark's height (X) on every side. Nothing  
enters the zone. The mark is measured by height, the horizontal  
lockup by width.



ASSET LIBRARY: STROCERA.COM / MEDIA / BRAND / / / NEVER  
REDRAWN



# Five ways to *sign* it.

Dark grounds take the reversed version; light grounds take the full-colour original. On photography the mark sits in the quiet area, with real contrast, or not at all.

For favicons and very small UI, the mark signs alone, with no wordmark.



✓ PRIMARY · ON COOL-WHITE



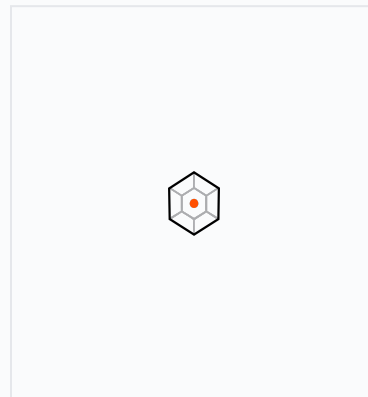
✓ REVERSED · ON ANTHRACITE



✓ REVERSED · ON SLATE



✓ ON PHOTOGRAPHY · QUIET AREA



✓ MARK ONLY · FAVICON / SMALL UI

The lockup and the mark never compete at the same scale on one surface: one leads, the other supports.

NEVER ON SIGNAL-ORANGE / / / SEE 07

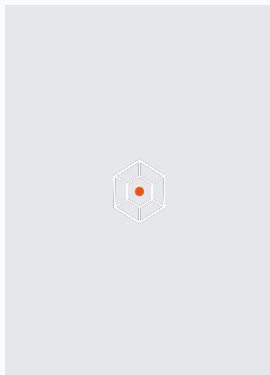
# What *breaks* the mark.

No effects, no rotation, no recolour, no distortion. The mark is reproduced from the master asset at full opacity, on grounds that give it real contrast.

If a surface can't meet these conditions, the surface changes, not the mark.

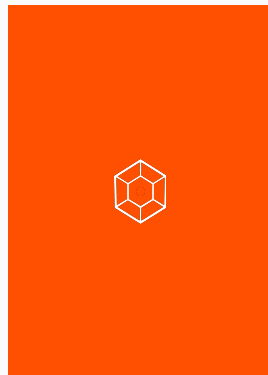


✗ DON'T DISTORT



✗ NO LOW CONTRAST

✗ DON'T RECOLOUR



✗ NEVER ON SIGNAL-ORANGE

✗ DON'T ADD EFFECTS



✗ DON'T CROWD CLEAR SPACE

✗ DON'T ROTATE



✗ NOT A WATERMARK

# Seven files, no *substitutes*.

The mark ships as seven files, each as SVG and PNG at 4x. SVG for every digital and print application; PNG only where SVG cannot be placed. Nothing is redrawn, retraced or rebuilt from a screenshot.

MASTER ASSET / / / STROCERA.COM / BRAND  
ASSET DOWNLOAD / / / STROCERA.COM / MEDIA / BRAND

| PREVIEW | FILE                | FORMAT        | USE                                                                                                                        | GROUND                                                    |
|---------|---------------------|---------------|----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
|         | strocera_black_main | SVG + PNG @4X | Primary lockup, two-tone. Datasheets, letterhead, web header, report covers.                                               | COOL-WHITE #FAFBFC<br>MINERAL #E5E7EB                     |
|         | strocera_black      | SVG + PNG @4X | Primary lockup reversed, two-tone. Dark covers, presentations, freight, dark web sections.                                 | SPACE-BLACK #0A0D10<br>ANTHRACITE #1B1F23 / SLATE #1F2D3D |
|         | strocera_white_main | SVG + PNG @4X | Solid lockup, no grey secondary lines. Photography, small sizes, and single-ink print, where the node converts to the ink. | ANY DARK GROUND<br>WITH REAL CONTRAST                     |
|         | strocera_white      | SVG + PNG @4X | Tile lockup, mineral ground baked into the file. Social avatar, presentation cover. Never the web header.                  | MINERAL #E5E7EB<br>BAKED IN                               |
|         | strocera_blue       | SVG + PNG @4X | Tile lockup, slate ground baked into the file. Social avatar, presentation cover. Never the web header.                    | SLATE #1F2D3D<br>BAKED IN                                 |
|         | strocera_icon       | SVG + PNG @4X | Icon alone, two-tone. Favicon, app icon, small UI, product labels.                                                         | LIGHT GROUNDS<br>COOL-WHITE / MINERAL                     |
|         | strocera_icon_white | SVG + PNG @4X | Icon alone, solid. Favicon and UI on dark, video bug, freight stencil.                                                     | DARK GROUNDS<br>PHOTOGRAPHY                               |

## CORE NODE

The core node is the mark's only point of colour: signal-orange #FF4F00. It is never recoloured, never resized, never removed. It scales with the mark and with nothing else.

● #FF4F00 / / / FIXED

## TILE VERSIONS

Tiles carry their ground in the file and are for social avatars and presentation covers. They never run in the web header, where the lockup sits on the page ground itself. Mineral and slate ship as files; the anthracite tile is built from the solid lockup on the same margins.



# 02

## Beyond the logo.

Expressive devices: three product-line tokens, and the lattice extended into pattern and icons.

# Three platforms, three *tokens*.

Each symbol is built inside the same hexagon cell as the master mark, with one signal-orange accent: a coherent token set, not three unrelated icons.

Use them as product wayfinding on the site, in datasheet headers and on packaging. They are identifiers, never a replacement for the company logo.



## Alpha Alumina Powder

SINTER-OPTIMIZED

A densified cell: the packed, sub-micron grain. Solidity stands for ballistic-grade structure.



## Adaptive Glass-Ceramic

TUNABLE CTE

Two facets pulling apart and together around the core: expansion tuned from negative to near-zero.



## Regolithia

APOLLO-TRACEABLE SIMULANT

The lunar surface in section: a horizon line over a bed of regolith grains, matched to Apollo 16/17 samples.

OFFICIAL PRODUCT NAMES / / / ALPHA ALUMINA POWDER • ADAPTIVE GLASS-CERAMIC • REGOLITHIA

SHORT FORM / / / "ALPHA ALUMINA" IS PERMITTED IN MONO TECHNICAL LABELS AND PRODUCT CODES ONLY • FULL NAME IN ALL RUNNING COPY AND ON PRODUCT LABELS

# The lattice, *extended.*

The pattern is the mark's unit cell, tiled, never invented freehand. As texture it stays at 6% opacity or below; it never competes with content.

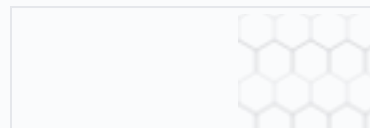
The icons share the mark's DNA: hexagon-first geometry, sharp miter corners, solid nodes as the only fills.



HAIRLINE • ON LIGHT



REVERSED • WITH NODES



BLEED • OFF THE PAGE EDGE



POWDER / GRAIN



EXPANSION



LUNAR SURFACE



DEFENCE



AEROSPACE



AI INFRASTRUCTURE



NAVIGATION



FORMULATION



CHARACTERIZATION



VALIDATION



DELIVERY



THERMAL SHOCK

# 03

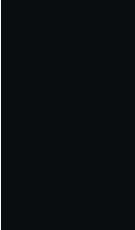
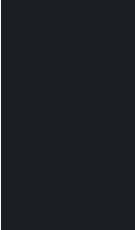
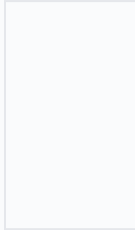
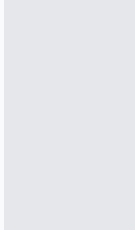
## The system.

Colour, type, hierarchy and two 12-column grids: the connective tissue of every Strocera surface.

# Eight tokens. One *signal*.

Cool-white surfaces carry; anthracite is the text. The dark tokens build poster moments and cards; steel speaks in labels and secondary lines.

Signal-orange is the single accent: the emphasized word, the call to act, the marker. Never a ground, never a paragraph.

|                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |  |  |  |
| <b>space-black</b><br>#8A8D10<br>10·13·16<br>38·19·0·94                           | <b>anthracite</b><br>#181F23<br>27·31·35<br>23·11·0·86                            | <b>slate-deep</b><br>#1F2D3D<br>31·45·61<br>49·26·0·76                             | <b>cool-white</b><br>#FAFBFC<br>250·251·252<br>1·0·0·1                              | <b>mineral</b><br>#E5E7EB<br>229·231·235<br>3·2·0·8                                 | <b>steel</b><br>#6B7280<br>107·114·128<br>16·11·0·50                                | <b>signal-orange</b><br>#FF4F00<br>255·79·0<br>0·69·100·0                           | <b>struts-grey</b><br>#ABACAF<br>171·172·175<br>2·2·0·31                            |
| Darkest ground:<br>covers, posters                                                | Primary text · dark<br>surfaces                                                   | Emphasis sections ·<br>cards                                                       | Page background ·<br>reversed text                                                  | Dividers · hairlines                                                                | Secondary text ·<br>eyebrows                                                        | The single accent · <b>max</b><br><b>5-10%</b>                                      | Mark secondary lines<br>only                                                        |

STRUTS GREY #ABACAF · MARK SECONDARY LINES ONLY

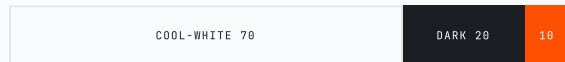
The secondary lattice lines inside the mark, and nothing else. The core node stays signal-orange #FF4F00 in every file.

# Do this. Not *this*.

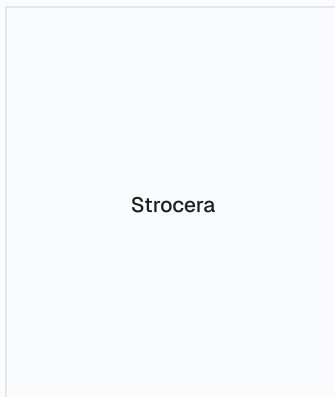
Roughly 70 / 20 / 10: most surfaces are cool-white with anthracite text; the dark tokens take about a fifth: emphasis sections, posters, footers.

Signal-orange is the final 5-10%: single emphasized words at display size, CTA fills, markers. It is an accent colour, not a text colour: body copy is always anthracite or cool-white. Rationale: the Dutch deep-tech school (ASML, TNO, SRON): orange as functional micro-accent, never a primary.

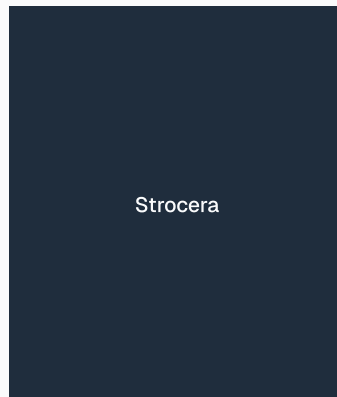
Exterior surfaces (web, datasheet, presentation, business card, freight) hold to the 5-10% accent rule without exception. Packaging and sealed interior surfaces follow a separate specification; contact brand management before applying signal-orange as a field.



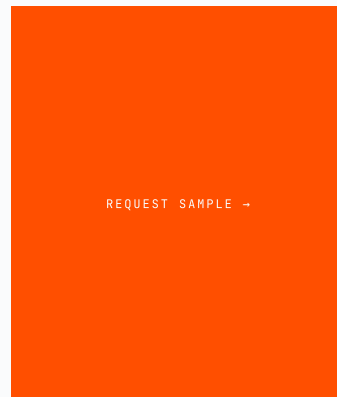
USAGE PROPORTION / / / REFERENCE



✓ ANTHRACITE ON COOL-WHITE • AAA



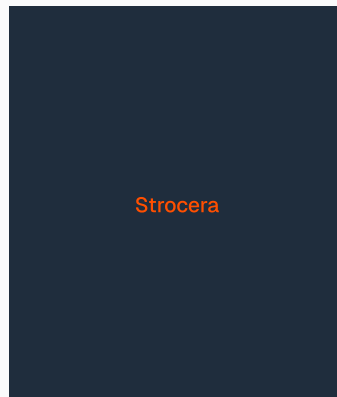
✓ COOL-WHITE ON SLATE • AAA



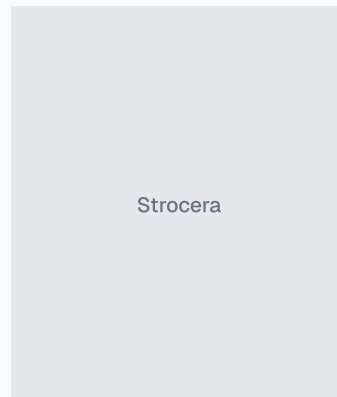
✓ CTA FILL • THE ONE ORANGE MOMENT



✗ ORANGE BODY TEXT • ≈3.3:1 FAILS AA



✗ ORANGE ON SLATE • LOW CONTRAST



✗ STEEL ON MINERAL • INSUFFICIENT

# Three families. Three *jobs*.

Fraunces speaks: headlines and signature lines only, in two weights. Geist explains: every paragraph and interface label. JetBrains Mono measures: specs, lot numbers, the “/ / /” language.

Crouwel discipline: at most three size/weight combinations per composition, and a strict scale.

Ag

FRAUNCES DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Headlines, pull-quotes, signatures • Light 300 • **SemiBold 600** • italics carry the orange word

Ag

GEIST BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Running text, UI, captions • Regular 400 • Medium 500 • deliberately quiet so Fraunces can carry tone

Ag

JETBRAINS MONO TECHNICAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 /↔

STROCERA / / / ALPHA ALUMINA • LOT 2607-A • Ø50 1.34 µm

# One ladder, top to *bottom.*

Hierarchy is built in three levels (label, display, body), with a spec line where the data lives. No intermediate levels.

The “/ /” language lives only in mono labels: section headings, product codes, footers. Every claim carries a number.

LABEL

STROCERA / / / ALPHA ALUMINA · AAP-99

DISPLAY

## Full density, fewer degrees.

BODY

Sinter-ready alpha alumina, formulated to reach 98%+ density at lower peak temperatures. Custom particle distributions on request.

SPEC

98%+ SINTERED DENSITY / / / D50 1.34  $\mu\text{m}$  / / / ASTM C1327

LABEL · JB MONO 12-13 / +.16EM / CAPS

DISPLAY · FRAUNCES LIGHT 56-120

BODY · GEIST 16-19 / 1.6-1.75

Test the Moon,  
before the Moon.



## Dark, cinematic, *macro.*

Single light source, dark ground, macro material texture. The strocera.com library is the primary source. New imagery enters the library only after brand-management approval, and must match the single-light-source system.

Grading stays in natural dark tones; duotone, if needed, is anthracite + steel. Signal-orange never touches a photograph: it lives in the graphic layer. Overlay text: max 7 words, Fraunces, always in the image's quiet area.



library > adaptive glass-ceramic



library > single light source

# 04

## The voice.

Tone, evidence and the fixed wording bank.

# Say the number. Skip the *adjective*.

Nuchter, direct, confident. Short declarative sentences with Dutch restraint: no superlatives, no adversarial rhetoric, every claim backed by a number or a standard.

Banned: “revolutionary”, “world’s best”, “cutting-edge” and their kin. If a sentence would survive in a datasheet, it survives in our marketing.

---

## THE POEHA TEST

Would a Dutch engineer read this and say “*te veel poeha*” (too much show)? If yes, cut it.

## ✗ WE AVOID

“Revolutionary next-generation ceramics.”

“The world’s best lunar simulant.”

“Cutting-edge thermal shock resistance.”

“Unbeatable, battle-winning armor.”

## ✓ WE WRITE

“98%+ sintered density. Weeks, not months.”

EVIDENCE: NUMBER

“95%+ concordance with Apollo 16/17 samples.”

EVIDENCE: REFERENCE SAMPLE

“800°C → 20°C water quench, video-documented.”

EVIDENCE: DOCUMENTED TEST

“Field-qualified in armoured ground-vehicle systems. ASTM C20, C1327.”

EVIDENCE: QUALIFICATION + STANDARD

# Never rewrite. *Copy.*

English is the primary language of every Strocera surface. Signatures are fixed: never shortened, never re-set, never re-written.

Copy comes from this bank, verbatim.  
Translations and any wording not listed here are supplied by brand management.

ROLE

EN · PRIMARY

MASTER · PRIMARY

Beyond reach. Within spec.

MISSION CLOSE

Where fixed materials end, ours begin.

MANIFESTO OPENING

What can't be made is where we begin.

REGOLITHIA

Test the Moon, before the Moon.

ALPHA ALUMINA

Full density, fewer degrees.

ADAPTIVE GLASS-CERAMIC

The material adapts. Your design doesn't.

FIXED SIGNATURES / / / COPY VERBATIM · REQUESTS: INFO@STROCERA.COM



Beyond *reach*. Within spec.

STROCERA.COM

BRAND CONTACT • INFO@STROCERA.COM

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