

Artemis Visual Identity

Horizon Visual, 3D Supplements,
Moonscapes Asset Suite

July 2021

Asset suite organized by image size

Set 1 – Small

Small-scale
Digital and Print Materials
(e.g., reports, presentation)
JPG format

Approx. image size and resolution

15.169” x 8.533” at 300ppi (horizontal)

Example filename convention

Artemis_SingleHorizon_60-Diagonal_Cool_**Small**.jpg

Set 2 – Medium

Medium-scale
Print (e.g., posters)
TIFF format

Approx. image size and resolution

113.775” x 64” at 80ppi (horizontal)

Approx. 9’-6” x 5’6”

Example filename convention

Artemis_SingleHorizon_60-Diagonal_Cool_**Medium**.tif

Set 3 – Large

Large-scale
Print (e.g., pull-up banners, backdrops)
TIFF format

Approx. image size and resolution

227.55” x 128” at 80ppi (horizontal)

Approx. 18’-11.5” x 10’-8”

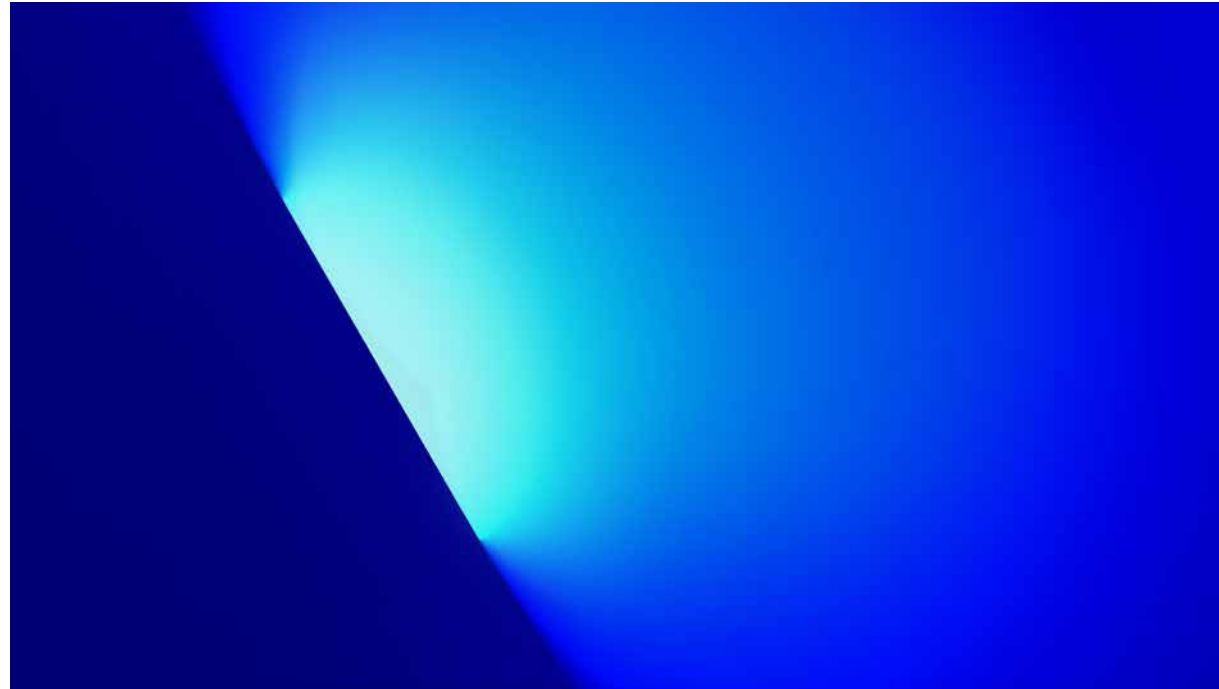
Example filename convention

Artemis_SingleHorizon_60-Diagonal_Cool_**Large**.tif

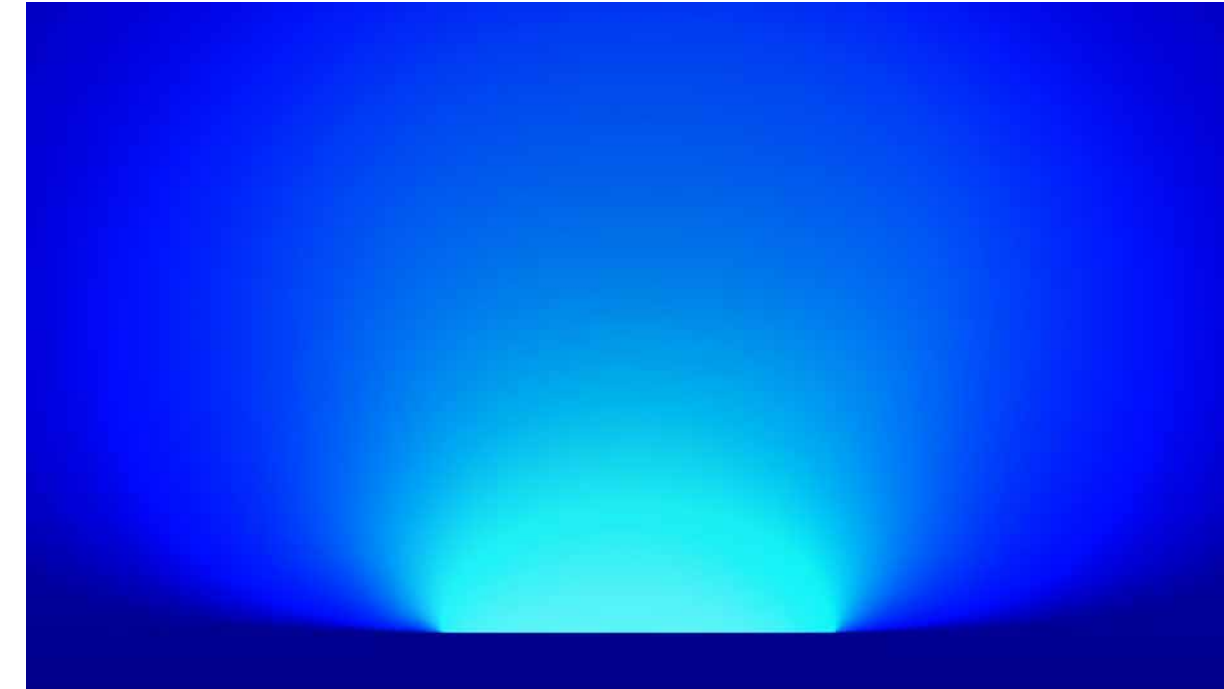
Note: the banner for the VAB or equivalent should use the large-scale file size. Vendor can evaluate the file and recommend best process for image interpolation and print production.

Horizon Visual

Cool Core



Diagonal
Artemis_SingleHorizon_60-Diagonal_Cool

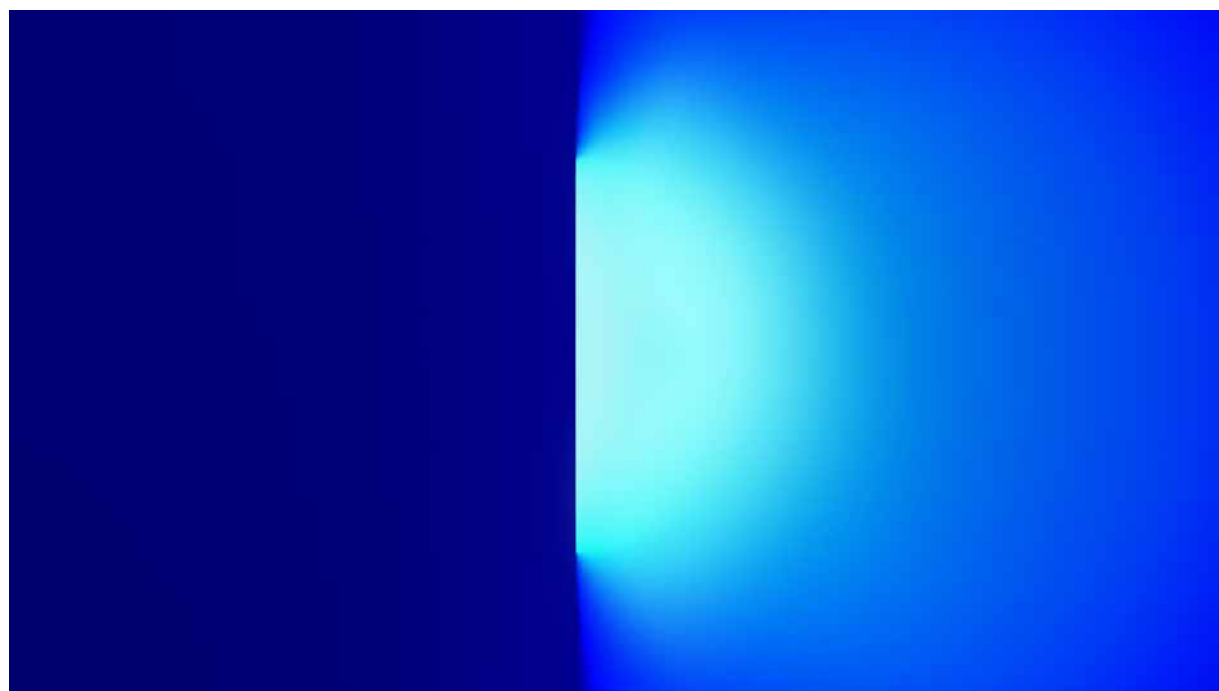


Horizontal
Artemis_SingleHorizon_0-Horizontal_Cool

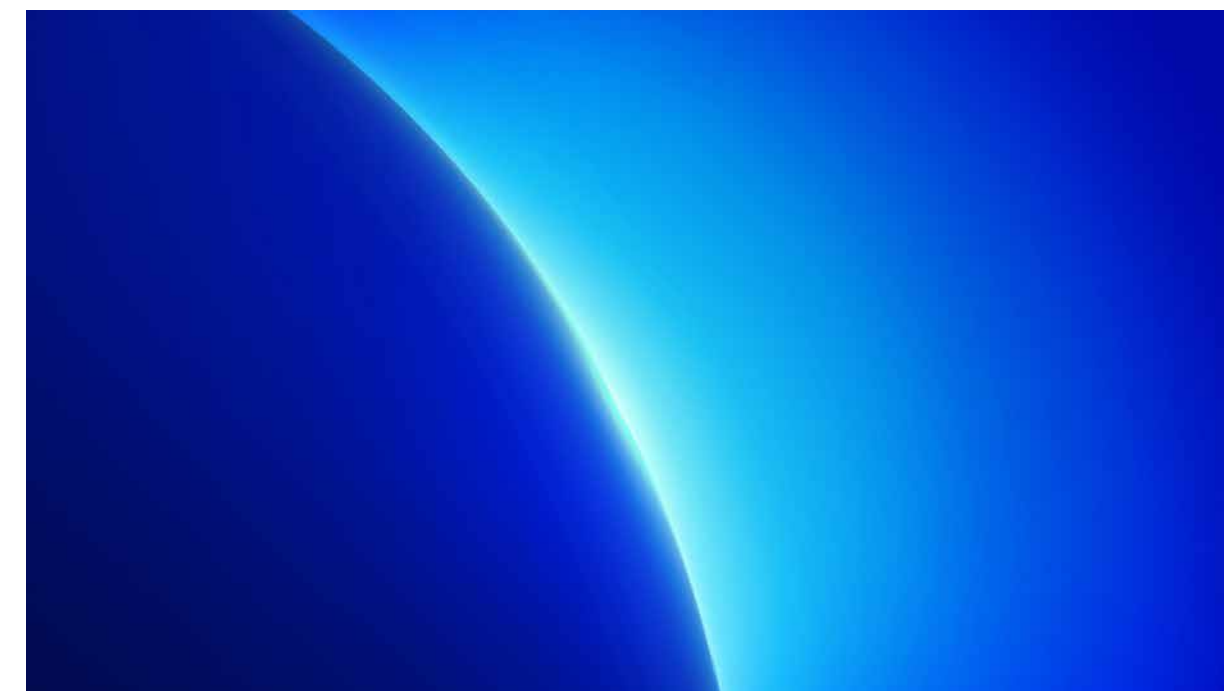
Cool Extended



Curvature Extended
Artemis_SingleHorizon-Extended_Curvature_Cool



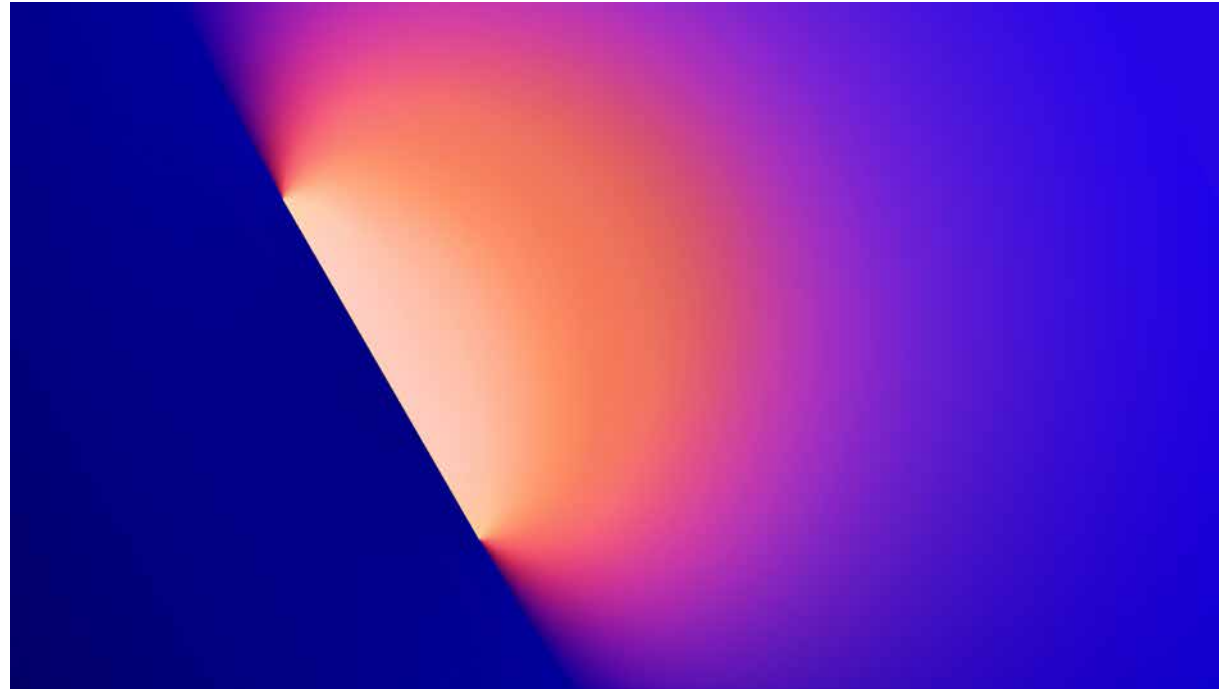
Vertical
Artemis_SingleHorizon_90-Vertical_Cool



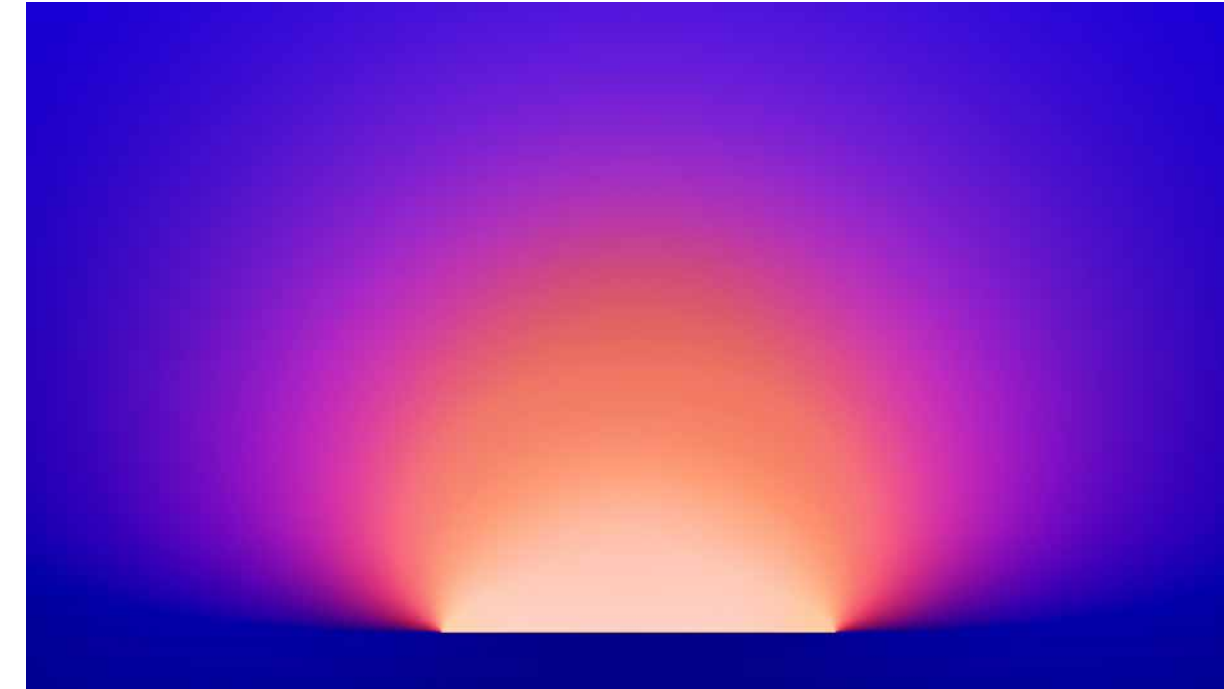
Curvature
Artemis_SingleHorizon_Curvature_Cool

Horizon Visual

Warm Core

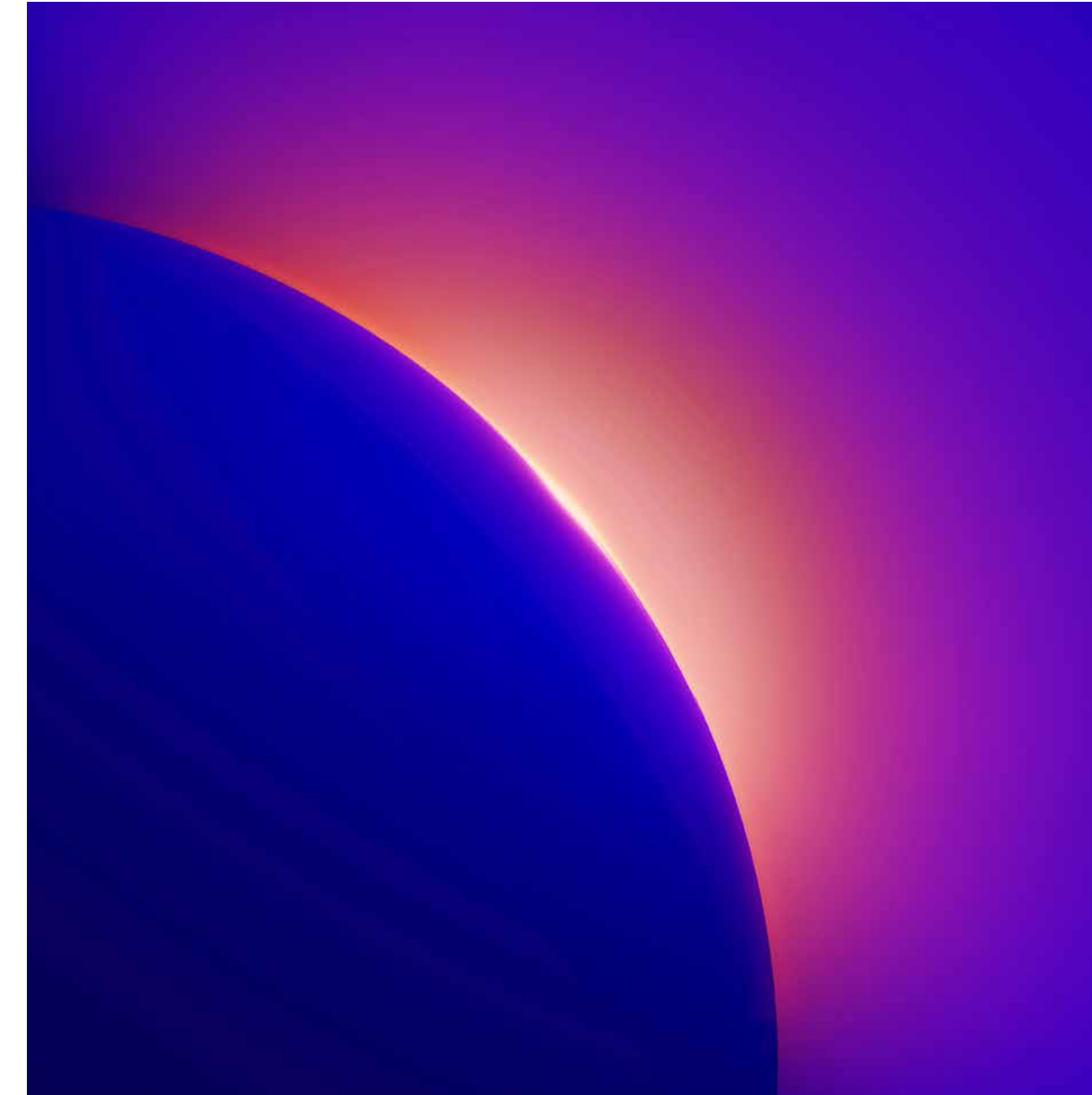


Diagonal
Artemis_SingleHorizon_60-Diagonal_Warm

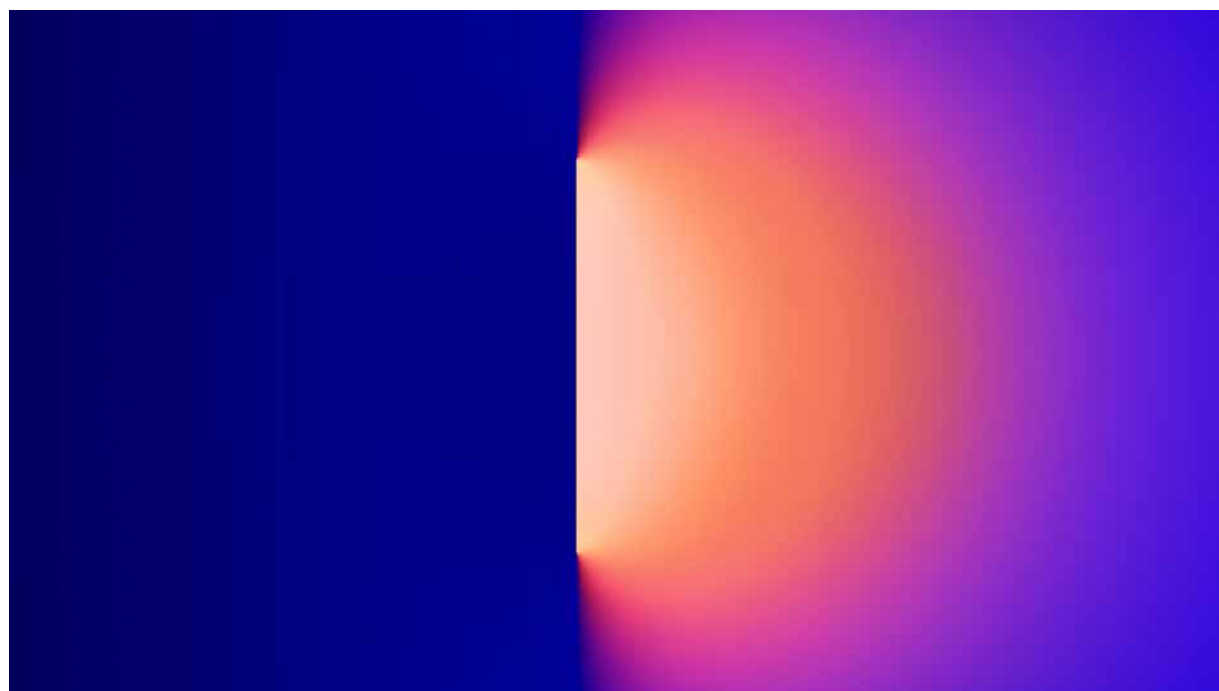


Horizontal
Artemis_SingleHorizon_0-Horizontal_Warm

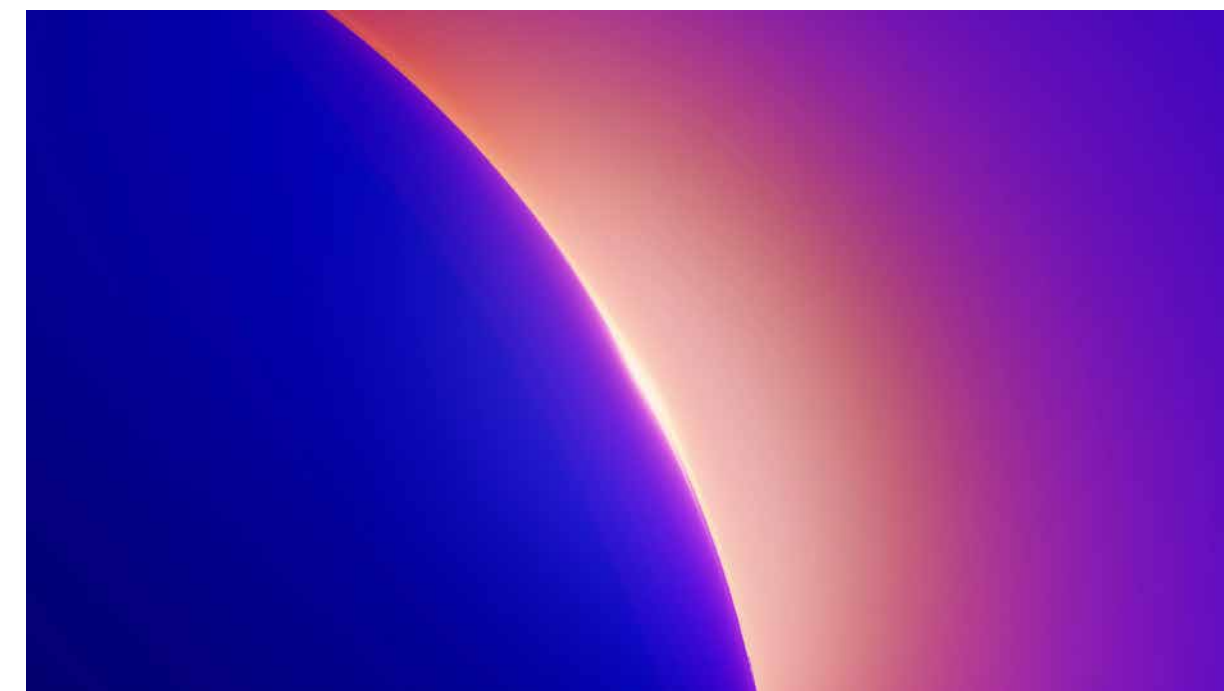
Warm Extended



Curvature Extended
Artemis_SingleHorizon-Extended_Curvature_Warm



Vertical
Artemis_SingleHorizon_90-Vertical_Warm



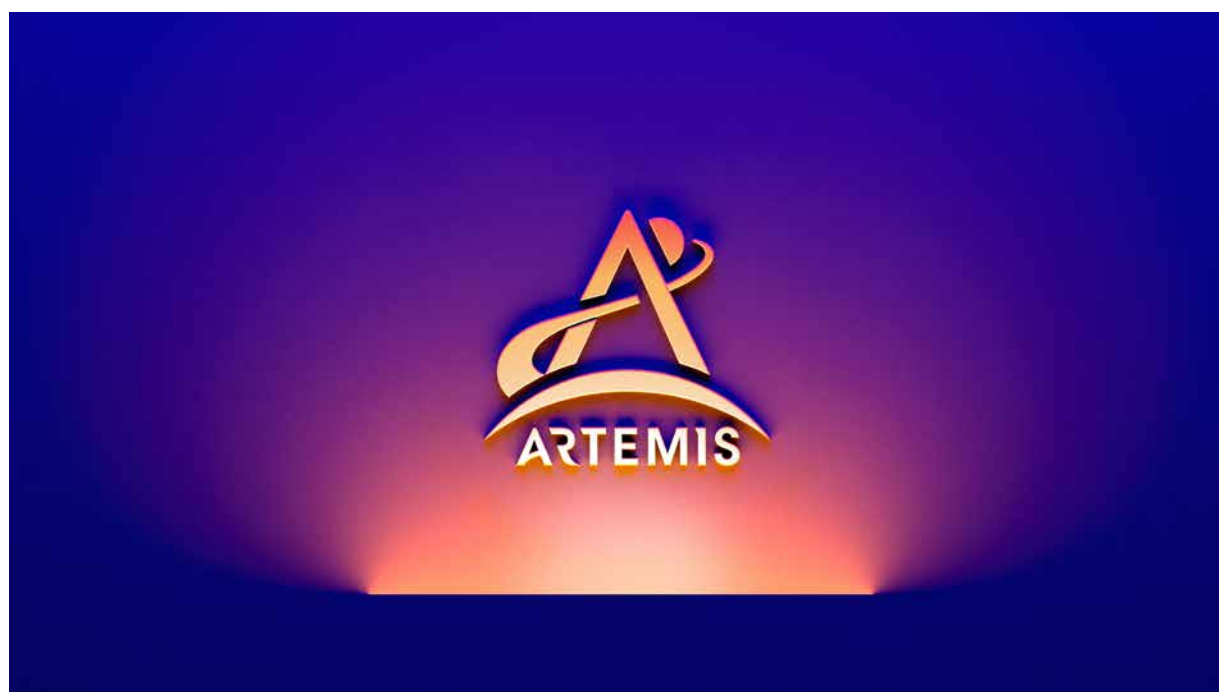
Curvature
Artemis_SingleHorizon_Curvature_Warm

3D Supplements

3D Logo Badge

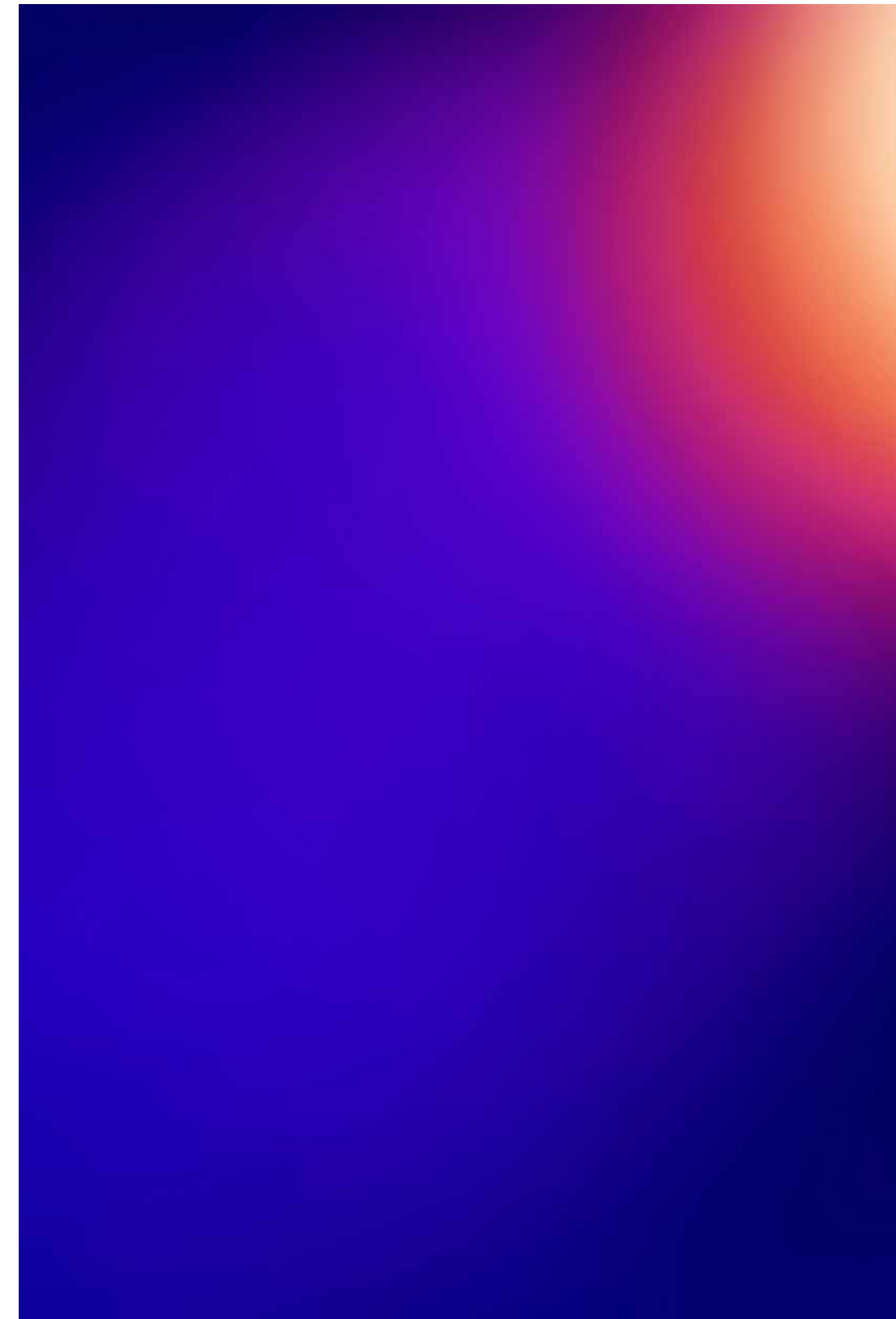


Cool
Artemis_LogoBadge_Cool



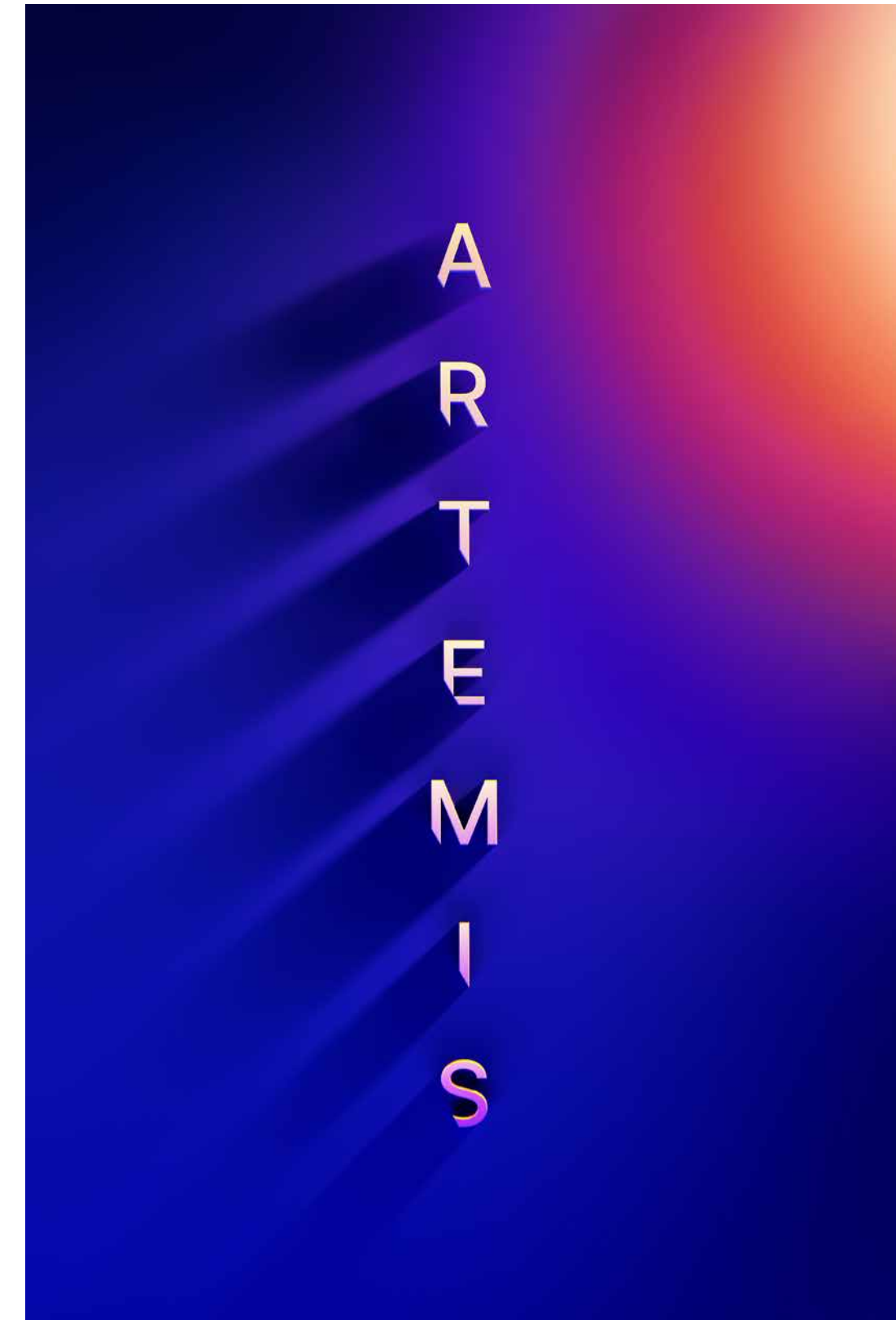
Warm
Artemis_LogoBadge_Warm

Artemis Vertical Color Background

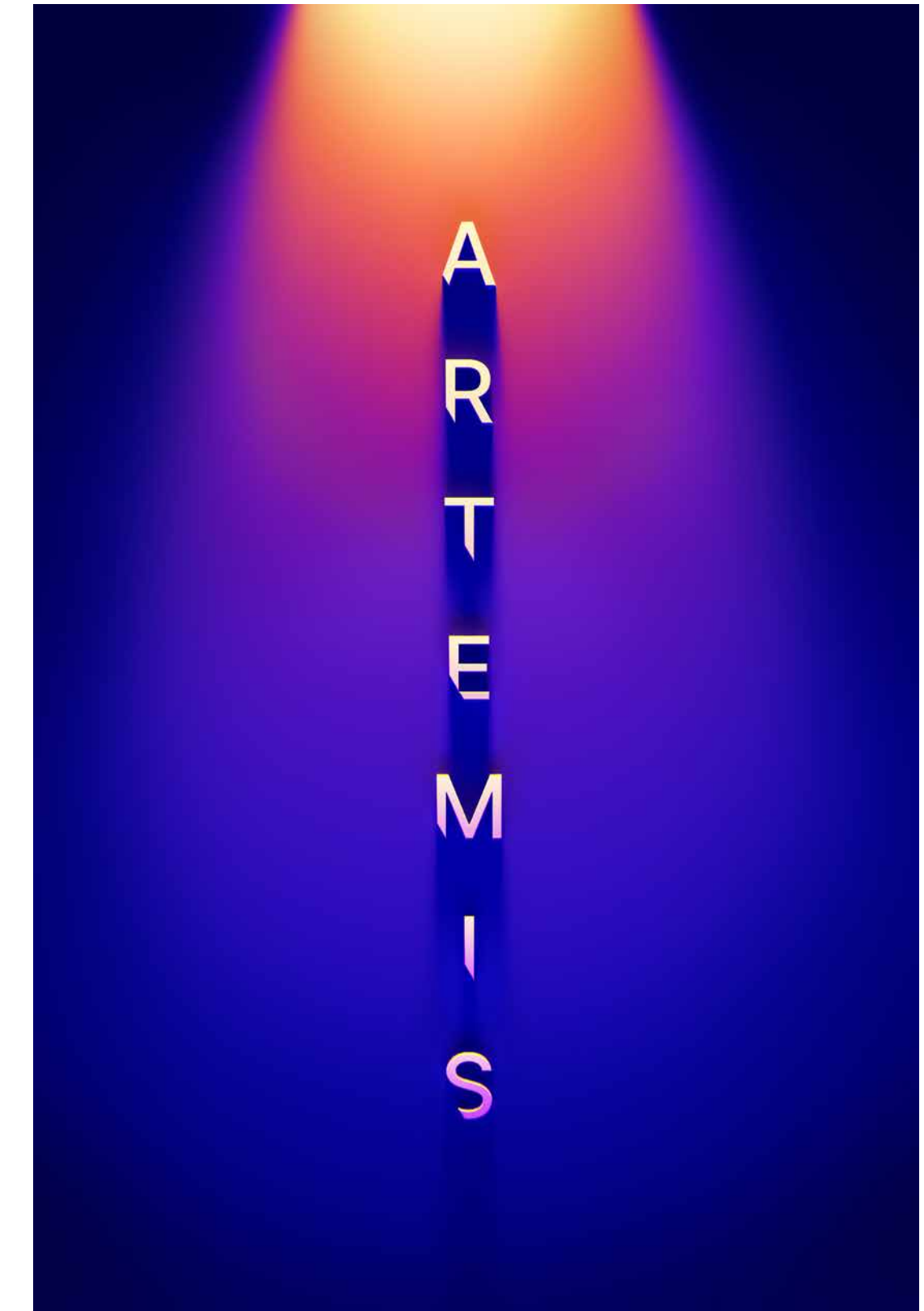


Artemis_Vertical-Angle-Illumination-Background_Warm

Artemis Vertical Inter Font



Artemis_Vertical_Inter_Angle-Illumination_Warm



Artemis_Vertical_Inter_Top-Illumination_Warm

3D Moonscapes

Moonscape Horizontal

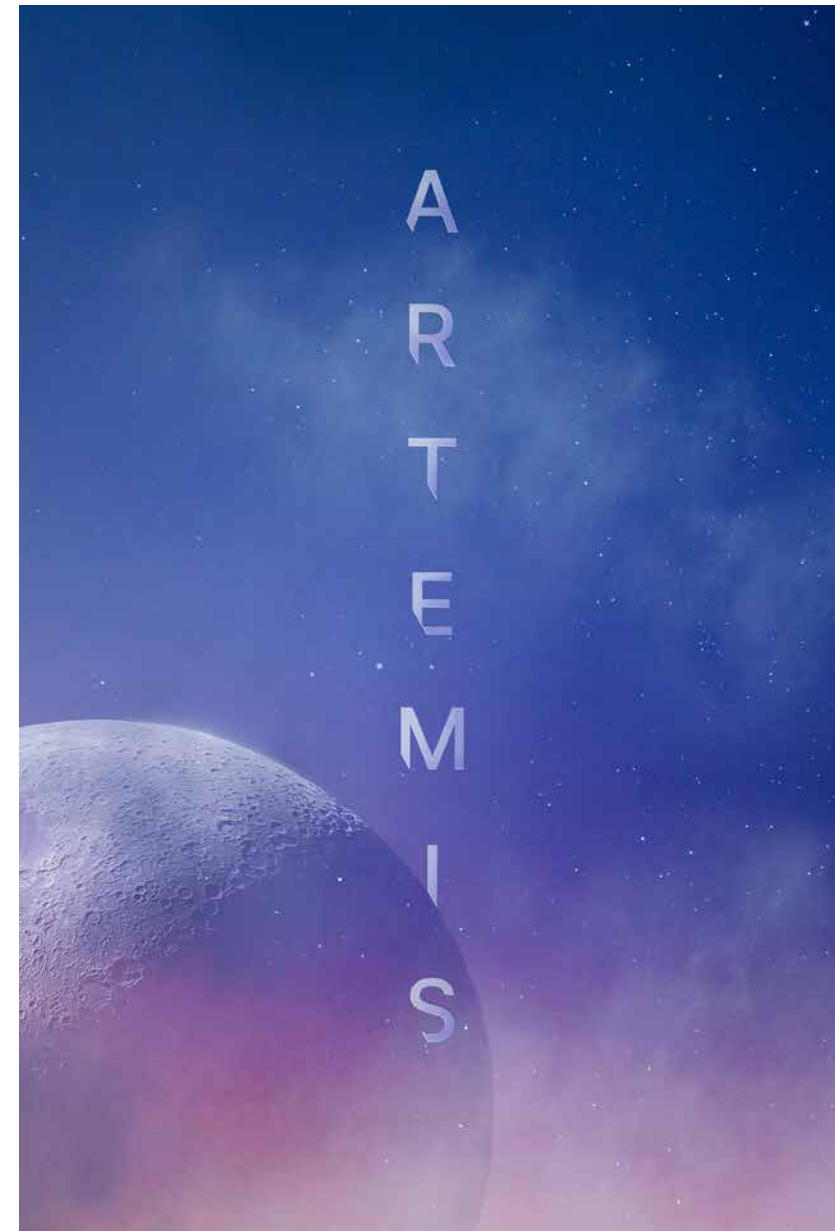


Artemis_Moonscape_Horizon_FlatType

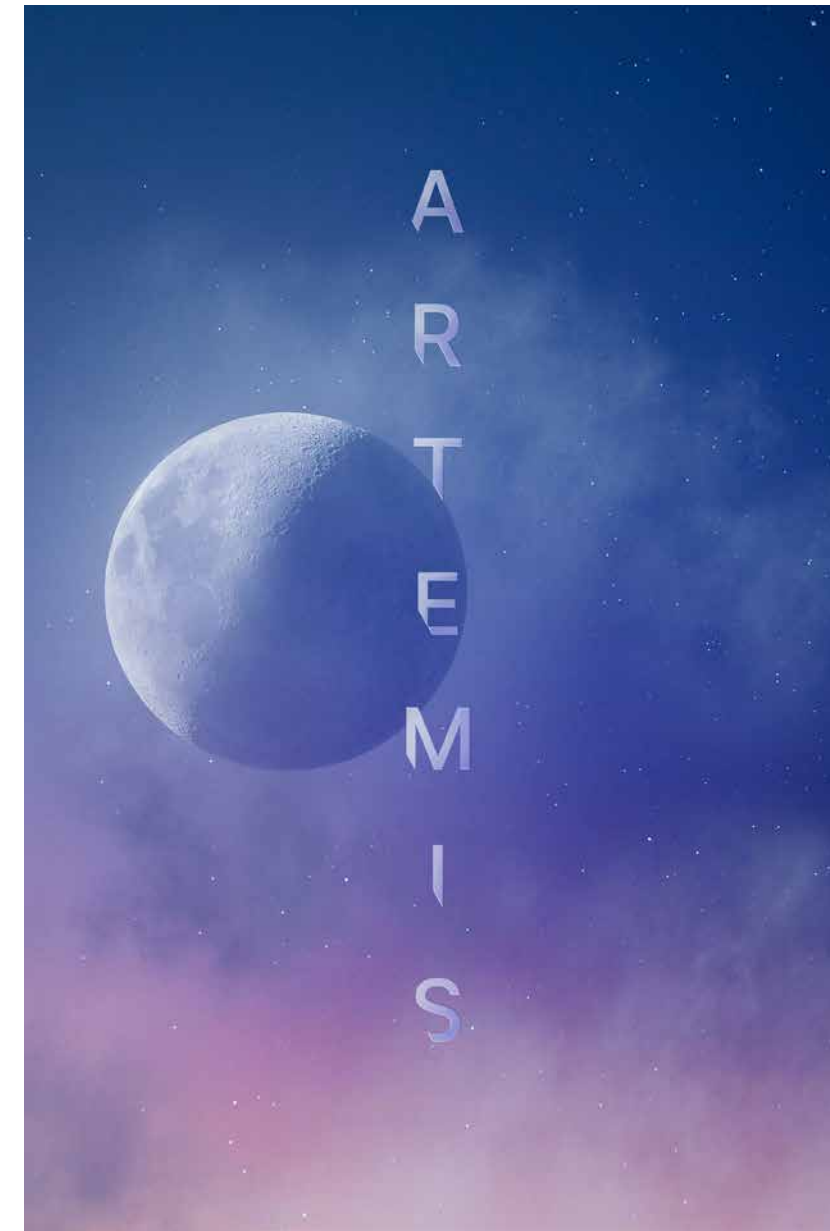


Artemis_Moonscape_Horizon_NoType.jpg

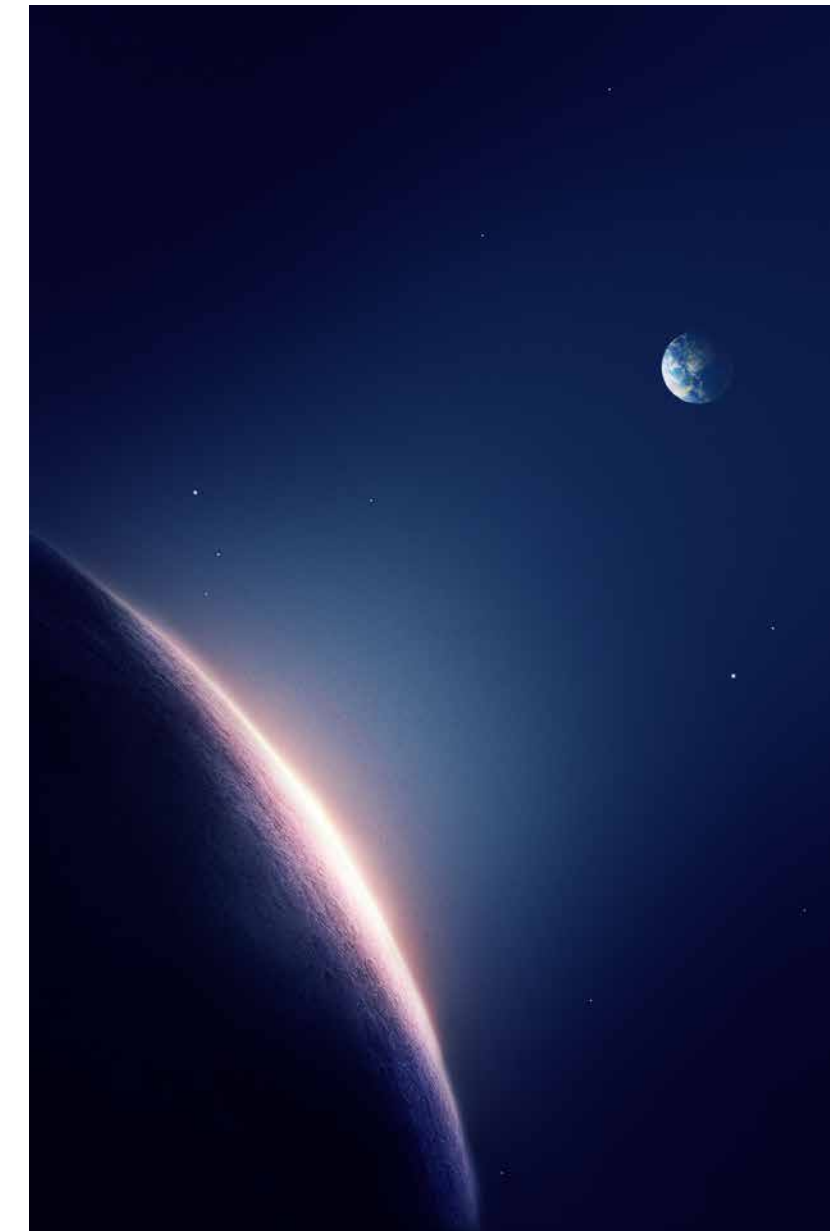
Moonscape Vertical



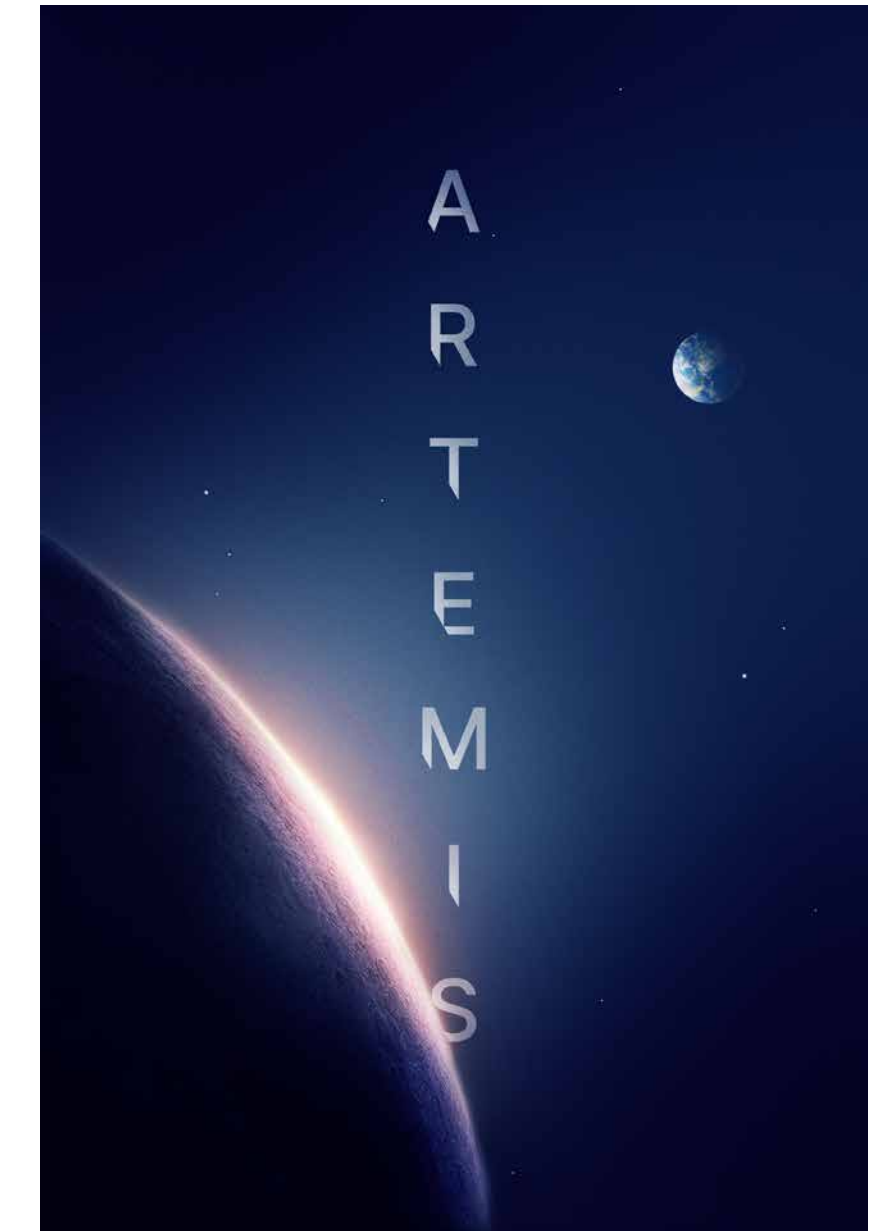
Artemis_Moonscape_Vertical_v1a Type



Artemis_Moonscape_Vertical_v1b Type



Artemis_Moonscape_Vertical_v2_NoType



Artemis_Moonscape_Vertical_v2_Type