Synspective

Version 1.0

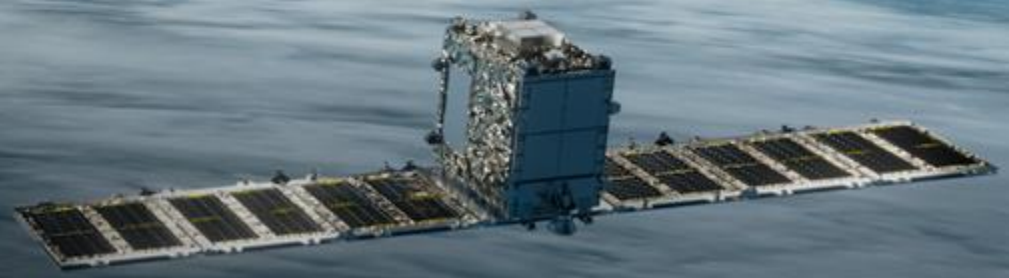
Synspective Brand Identity Guidelines

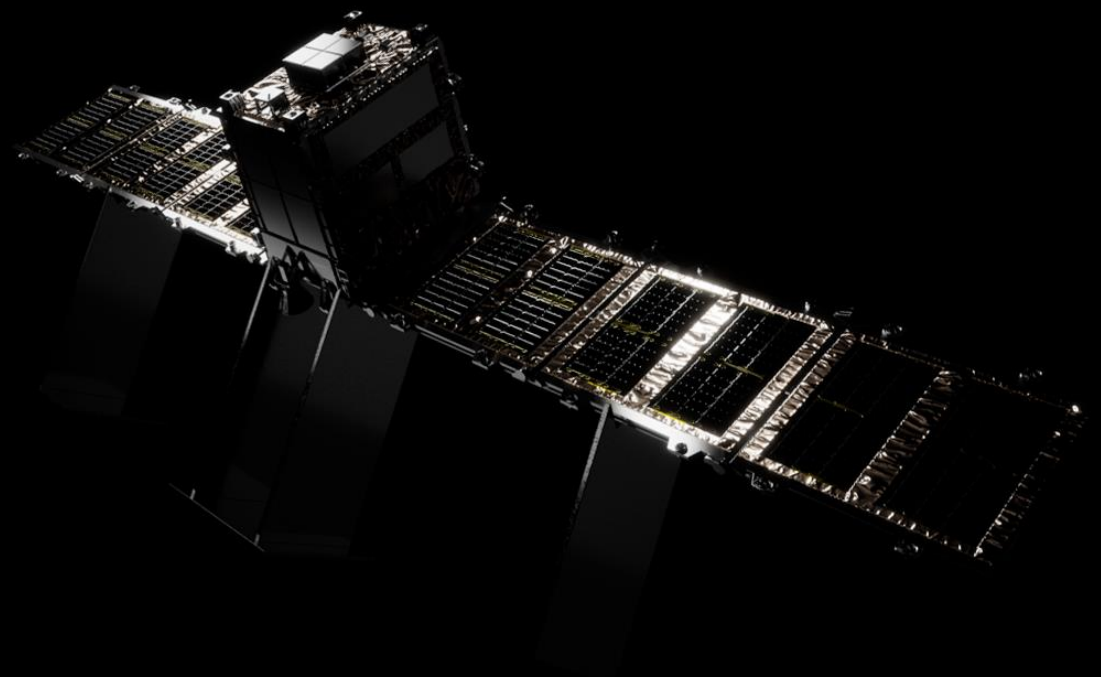
Janualy 2025

Katsuhiko Kumasaki

Corporate Administration Dept.

PR Manager





Introduction

This document serves as the brand guidelines for Synspective Inc. It delineates the fundamental principles for standardizing the company's logo, logotype, and other facets of the company's brand image. The logo may be utilized without charge, provided that users adhere to the guidelines specified within this document and do not require explicit permission from the company. Usage of the company’s logo indicates acceptance of the logo usage rules and guidelines. All rights pertaining to the company's logo are retained by the company. Please note, these guidelines are subject to modification at any time without prior notice should the company deem it necessary. Revised guidelines will become effective upon being published on our website. Continued use of the company's logo subsequent to any revision will signify acceptance of the revised guidelines.

01 Mission Statement

Our Mission

Create a new infrastructure that enables the next generation to understand our Earth and achieve a resilient future.

Improving daily safety and quality of life, and ensuring that this continues permanently across generations, is a common desire of all of us as human beings.

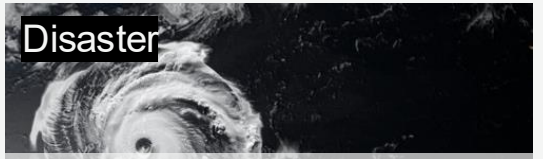
However, it is currently threatened by disasters and conflicts occurring around the world. The lifelines that people have built up to lead safe and stable lives are being destroyed, and people's lives are being taken away. Furthermore, looking into the future, environmental and resource issues will be the cause of various problems regarding sustainability. For the sake of the next generation, we need reasonable economic development that takes into account the earth's environmental assets and self-cleaning capacity.

Until now, humanity has not been able to come up with any meaningful solutions to these global risks. In order to solve the problem, it is necessary to gradually progress in a cycle of describing the situation using comprehensive/objective and fair data, assessing risks through massive data analysis, and formulating scientific/collective countermeasures. This is because the necessary technology did not exist until now. We humans have an urgent need to build new infrastructure to support this cycle.

Considering the feasibility of data analysis on a global scale, data must be homogeneous, stationary, wide-area, and fair, and it is desirable that it be close to real-time. What will make this possible is a new infrastructure consisting of a constellation of artificial satellites that provide an efficient view of the Earth and analytics of the vast amount of data obtained from them. In particular, SAR satellites also satisfy stationarity, which is independent of observation conditions such as weather, and this is where their significance lies.

International organizations such as NASA and the UN are also taking on similar initiatives in partnership with academia. However, progress is still slow due to the lack of technology mentioned above, as well as budget and resource limitations. This is even though there is a high possibility that the deadline for solving the problem is approaching. Businesses that can generate reinvestable profits and operate with speed and scalability need to take the lead.

Synspective therefore uses SAR satellites as its starting point to "Create a new infrastructure that enables the next generation to understand our Earth and achieve a resilient future." Our mission is to create a resilient future.



Whenever and wherever disasters occur around the world, we will quickly acquire wide-area data soon after the event, promoting the swift initiation of rescue and relief activities and the formulation of early recovery plans.

We will monitor global conflict situations and disruptions in logistics, contributing to world peace and the provision of stable lifelines.

By quantitatively and continuously monitoring global forest distribution and offshore wind conditions, we will promote carbon credit trading and the adoption of renewable energy.

02 Brand Personality

Our Brand Personality

10 Brand Attributes

The brand characteristics define the look, feel and tone of the brand.

03 Corporate Colors

Corporate Colors

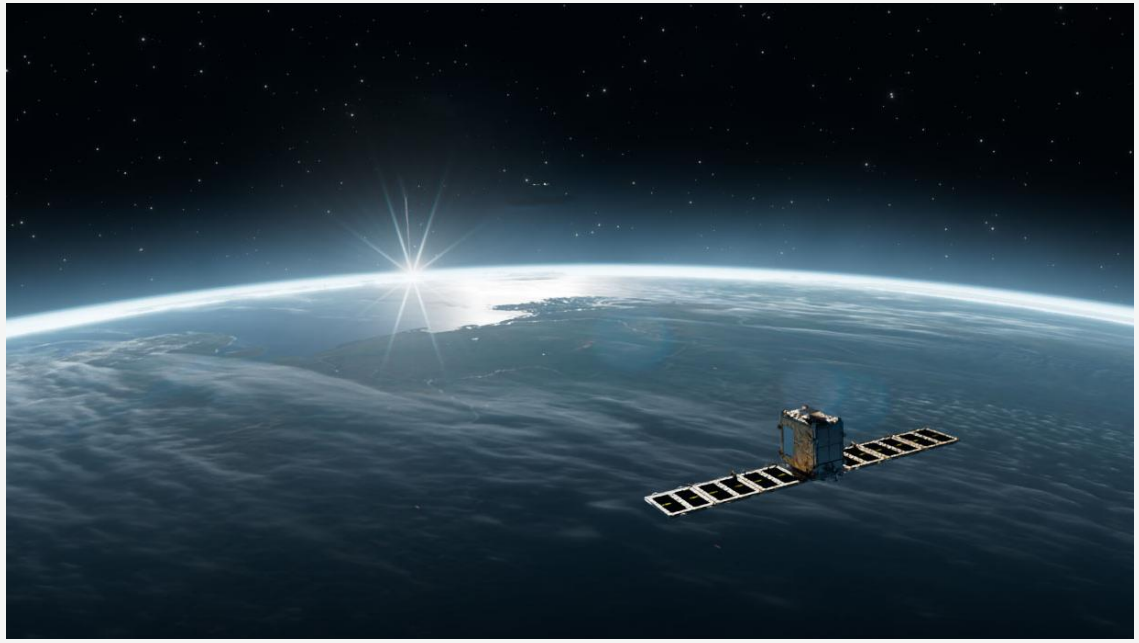
Primary Colors / Balance

White (Guardian White)
#F5F5F5
(RGB: 245, 245, 245)
*for background

Black (Brain Black)
#0A0A14
(RGB: 10, 10, 20)
*for framing contents

Corporate Colors for attention uses

Attention color



Dark mode

Light mode

Sky blue (Light Blue)

Ocean blue (Dark blue)

Forest green

Sand yellow

Soil Brown

04 Logomark & Logotype

Logo

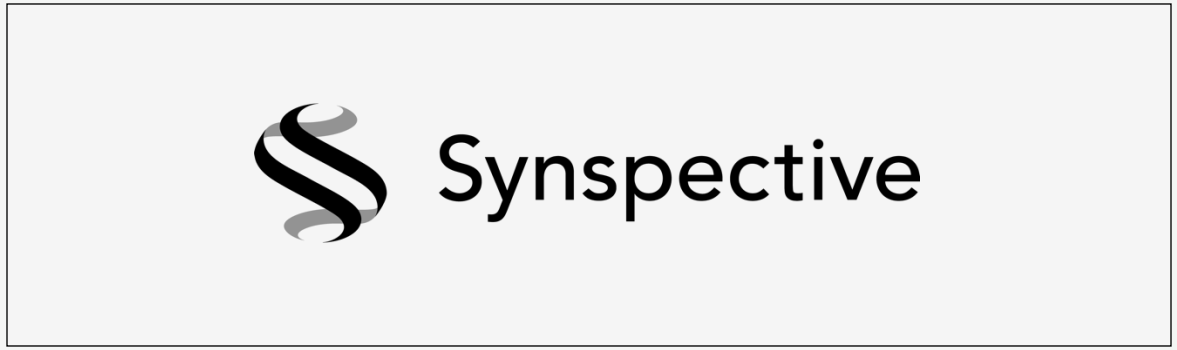
The Synspective logo features two intertwining “S” shapes and symbolizes our commitment to “Synspective for Sustainability.”

Inheriting the shape of our previous logo, the “S” is harmoniously arranged to encompass the sphere (the Earth), signifying global connection. The curved line of the “S” also represents movement, innovation, and Synspective's dynamic mission of “creating a new infrastructure“.

The design reflects a comprehensive vision of the Earth's systems and underscores our commitment to creating a resilient and sustainable world through the integration of SAR Earth observation, data-driven analysis, and solutions.

Logomark & Logotype

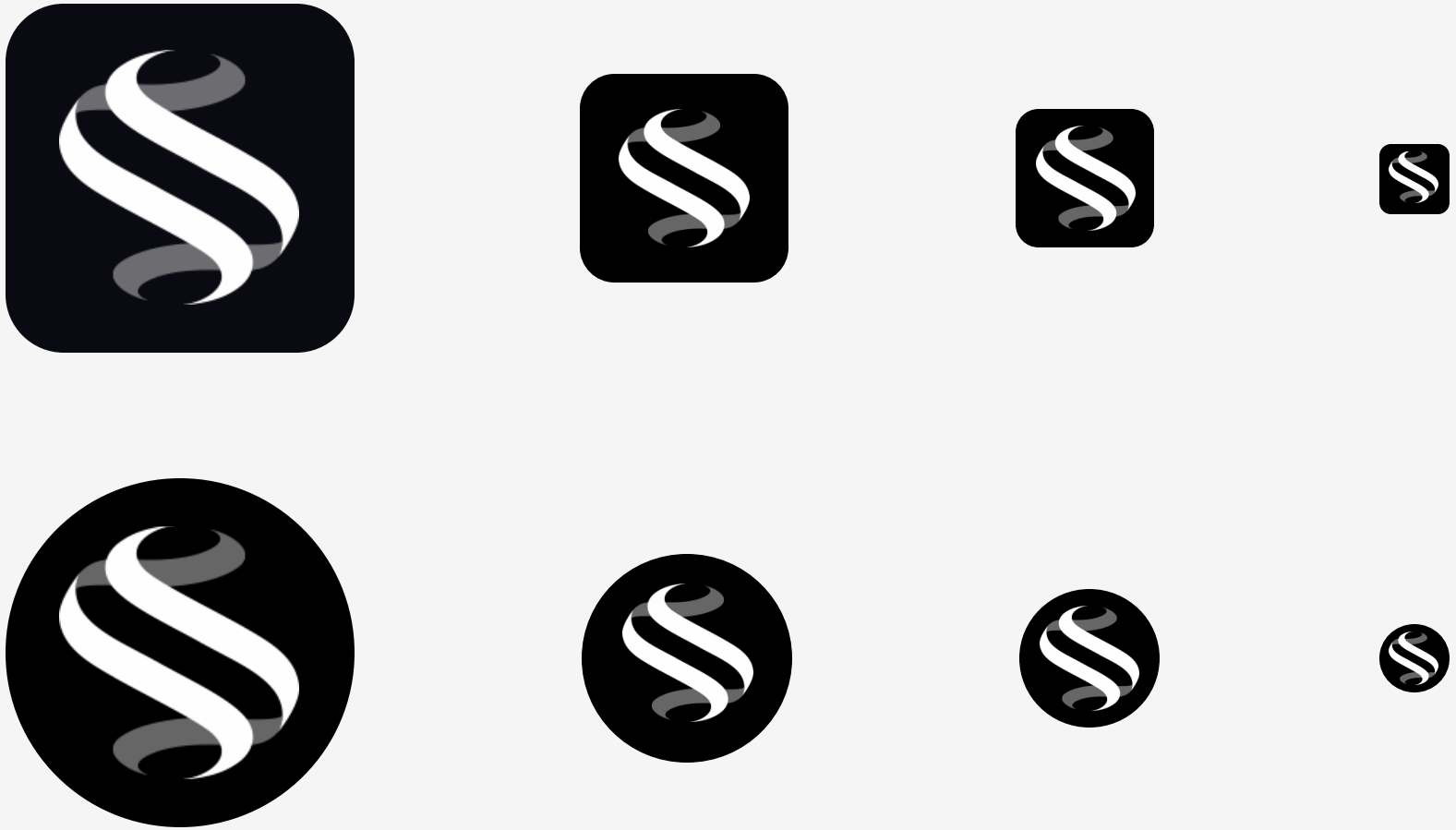
Logomark & Logotype Variations



White : #FFFFFF（RGB：255, 255, 255）
Black : #000000（RGB：0, 0, 0 ）
Gray ：#999999（ RGB：153, 153, 153 ）

Other uses

Social Media Presence



05 Corporate Fonts

For Brand Image Uses

Font: Avenir

Usage: English text for WEB and promotion materials

Synspective goes to the next level.

The wisdom of owls

Synspective provides SAR data and remote monitoring services to government agencies and companies worldwide.

StriX is a small, innovative, and low-cost Synthetic Aperture Radar (SAR) satellite that was jointly developed by Synspective, the University of Tokyo, the Tokyo Institute of Technology, and the Japan Aerospace Exploration Agency (JAXA). The technology originated from the Impulsing Paradigm Change through Disruptive Technologies (ImPACT) Program, a Japanese government-led R&D initiative.

フォント：Noto Sans JP_Regular

利用ケース: WEBサイトやマーケティング素材などの日本語文章に利用

シンスペクティブは次なるステージへ。

小型SAR衛星の軌道投入に成功

自社5機目の小型SAR衛星の軌道投入に成功し、試験のための通信が正常に機能し、制御可能であることを確認しました。

衛星の撮像方向の制約により単一方向で発生してしまう不可視領域（衛星の撮像方向・角度、と陸域の傾斜勾配の関係により発生）がありますが、今回の傾斜軌道と現在運用中の太陽同期軌道の組み合わせにより、東西南北の4方向からの撮像が可能となり、不可視領域を避ける撮像の組み合わせが選択できるようになります。

For Presentation Uses

Font: Helvetica

Usage: English text for Presentation (when you use slide materials)

Synspective goes to the next level.

The wisdom of owls

Synspective provides SAR data and remote monitoring services to government agencies and companies worldwide.

StriX is a small, innovative, and low-cost Synthetic Aperture Radar (SAR) satellite that was jointly developed by Synspective, the University of Tokyo, the Tokyo Institute of Technology, and the Japan Aerospace Exploration Agency (JAXA). The technology originated from the Impulsing Paradigm Change through Disruptive Technologies (ImPACT) Program, a Japanese government-led R&D initiative.

フォント：メイリオ

利用ケース: プレゼンテーション等スライドを使用する場合

シンスペクティブは次なるステージへ。

小型SAR衛星の軌道投入に成功

自社5機目の小型SAR衛星の軌道投入に成功し、試験のための通信が正常に機能し、制御可能であることを確認しました。

衛星の撮像方向の制約により単一方向で発生してしまう不可視領域（衛星の撮像方向・角度、と陸域の傾斜勾配の関係により発生）がありますが、今回の傾斜軌道と現在運用中の太陽同期軌道の組み合わせにより、東西南北の4方向からの撮像が可能となり、不可視領域を避ける撮像の組み合わせが選択できるようになります。

06 Graphic / Data Visualization Guidelines

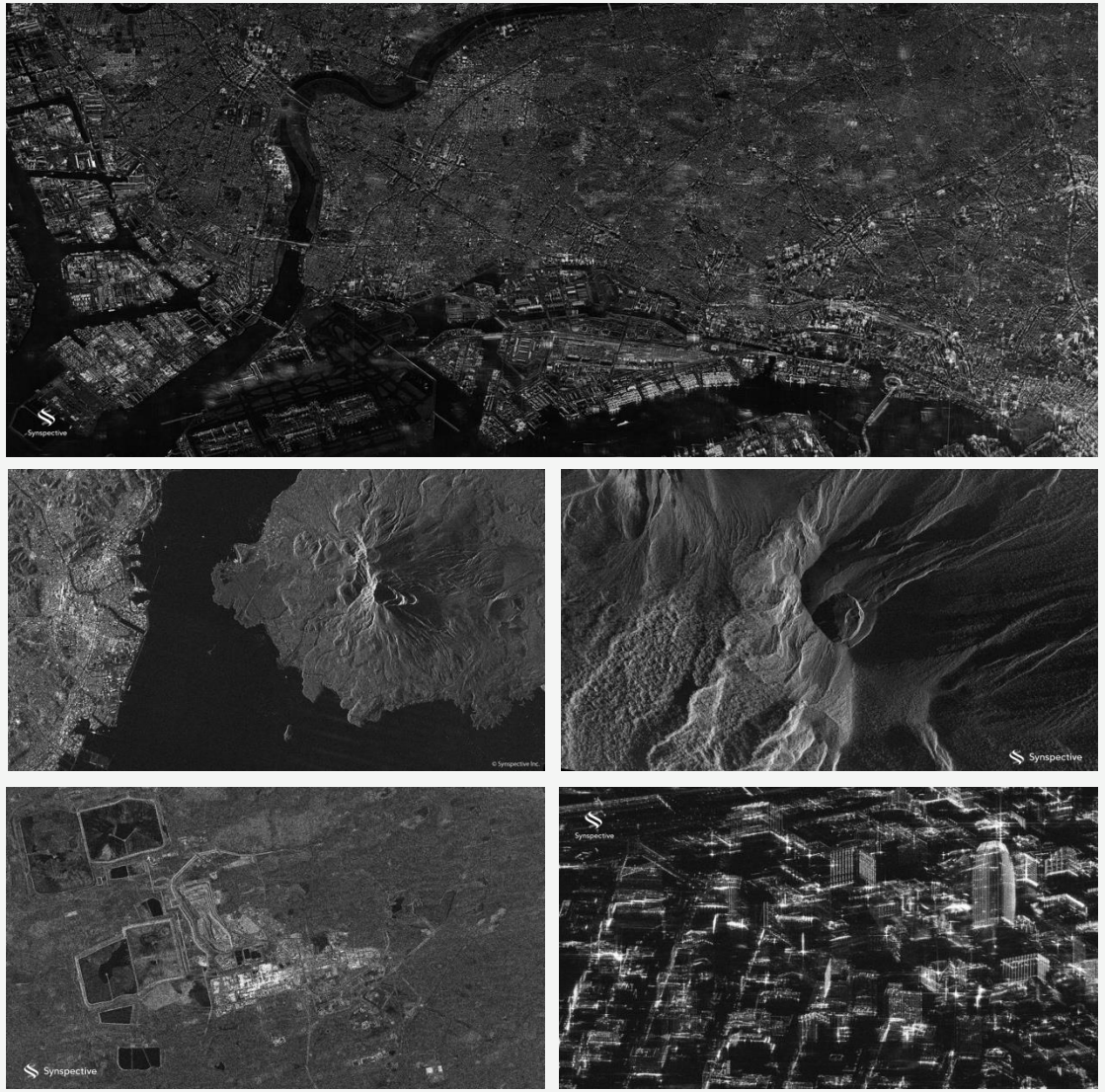
SAR Images

SAR Images

SAR images serve as foundational material for various analytics and solutions, providing critical insights that support Synspective's offerings. The standard presentation of SAR images should be in grayscale to ensure the accurate and objective representation of the captured data.

Focus on achieving optimal exposure and contrast settings to maximize the visibility of the diverse information contained within the imagery. Avoid using color overlays or adjustments that could mislead or distort the interpretation of the data. The emphasis should be on clarity and fidelity, ensuring that all visible information is preserved and easily discernible for analysis.

These guidelines ensure that SAR images maintain their scientific integrity and support accurate, unbiased analysis across all applications.



Photography / Illustration

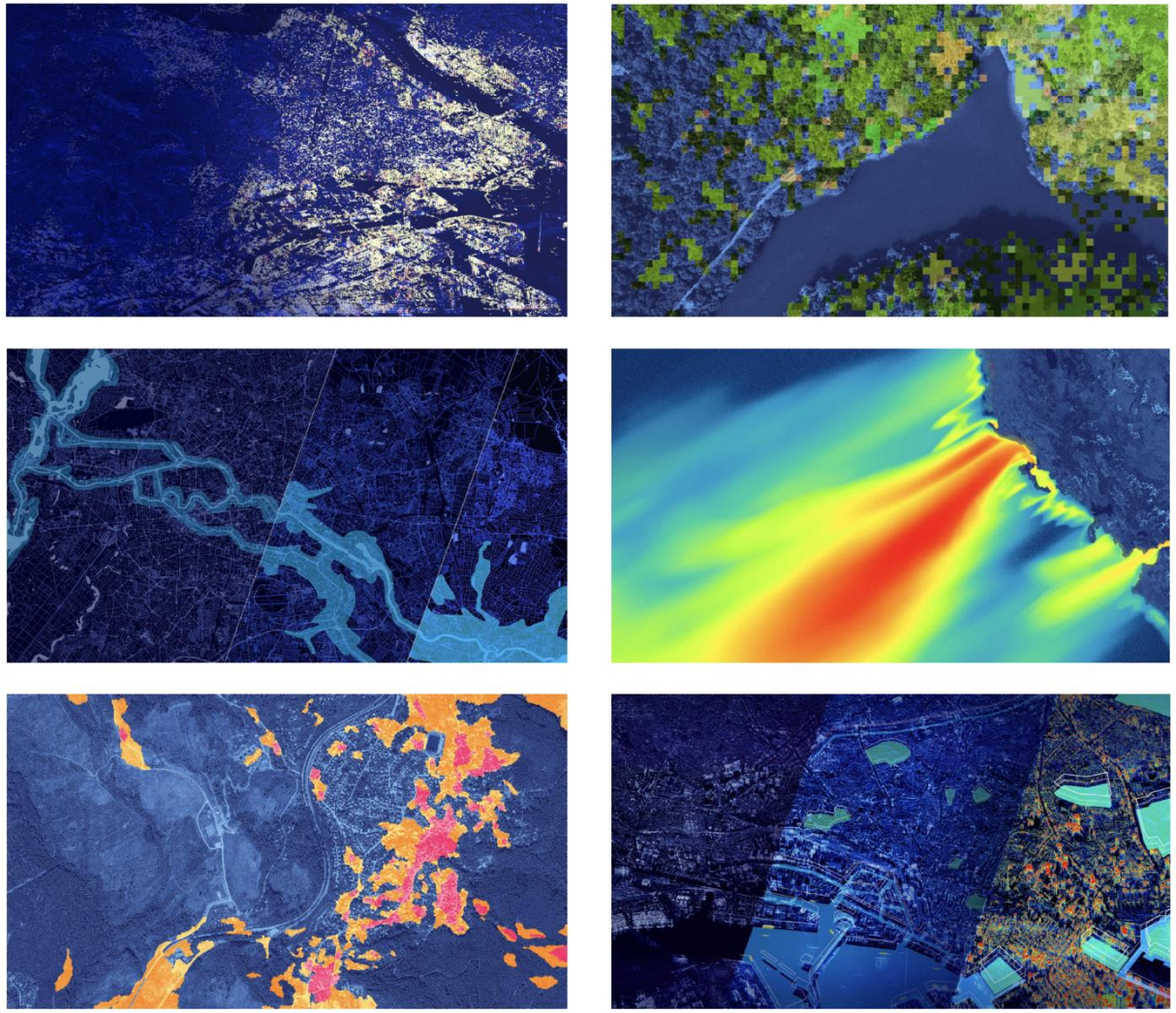
When selecting photos, images, and illustrations, prioritize visuals that are stripped of unnecessary, ornamental elements. The design should reflect scientific, objective, and rational qualities, aligning with Synspective's commitment to accuracy and functionality. Imagery should evoke the clean, purposeful aesthetics found in scientific journals and encyclopedias, employing a color palette that supports functionality and clarity.

Visual elements should communicate precision, knowledge, and a commitment to truth, maintaining a focus on utility and informational value rather than embellishment. Choose visuals that enhance the content’s readability and understanding, reinforcing Synspective's mission to provide clear, actionable insights.

Dita Visualization

For maps, diagrams, and charts, avoid using colors chosen arbitrarily by individuals. Instead, adopt internationally recognized color palettes that ensure consistency, clarity, and intuitive recognition. The chosen colors should adhere to global standards, such as those established by organizations like Color Universal Design (CUD), ColorBrewer, or other widely accepted norms in scientific and professional fields.

The goal is to create visualizations that are not only accurate but also easily interpretable by a diverse audience, enhancing comprehension without introducing bias through color choice. Consistency in color usage helps maintain the credibility and scientific objectivity of the information presented, reinforcing Synspective's commitment to data-driven insights and rational communication.



Synspective