

Brand guidelines

KUVA SPACE

Logo

Versions

There are four versions of the Kuva Space logo, each suited for specific use cases.

Full logo (primary)

This is the preferred version and should be used whenever possible unless one of the alternative versions is better suited.

Full logo on two lines

Use this version when the available width for logo placement would make the primary logo too small.

Symbol

This version is suitable when the company name is clearly displayed elsewhere in the material.

Short logotype

This version may be used in the future if the company shortens its name to “Kuva”.

Full logo (Primary)

KUVA SPACE

Symbol



Full logo on two lines

KUVA
SPACE

Short logotype

KUVA

Full logo

Color

Always use the full logo as the default option, choosing either black or white to ensure optimal contrast with the background color.

Black logo, light background

KUVA SPACE

White logo, dark background

KUVA SPACE

Full logo

Safe area

Ensure sufficient white space surrounds the full logo to help it stand out from nearby elements such as text or supporting graphics.

The safe area shown on the right represents the absolute minimum spacing that should be maintained.

1X		
1X	KUVA SPACE	
1X		

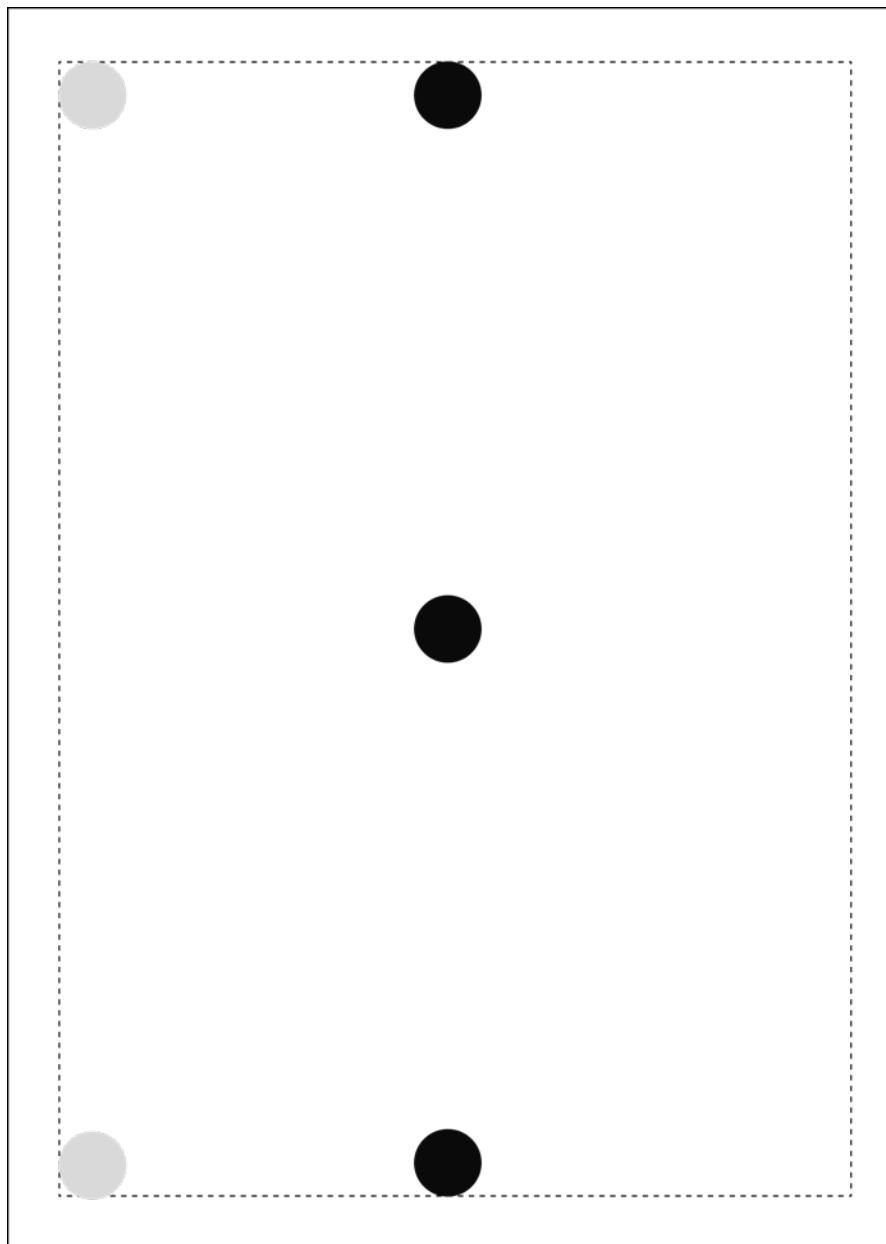
Full logo

Positioning

Different logo treatments allow for flexible placement.

Corner placement: Place the logo in the upper-left or lower-left corner and use a smaller size.

Centered placement: Position the logo aligned to the top, middle, or bottom of the center and use a larger size, covering 95% of the width.



KUVA SPACE

KUVA SPACE

Full logo

Safe area

Maintain adequate white space around the full logo to ensure it stands out from nearby elements like text or graphics.

The safe area shown on the right represents the minimum spacing requirement.

1X		
1X	KUVA	
1X	SPACE	
1X		

Full logo

Positioning

Each logo treatment offers specific placement options.

Full logo on two lines: This version can only be centered and aligned to the top, middle, or bottom.

Large logo usage (95% width for "Space"): For large applications, split the logo so that "Kuva" is aligned to the top and "Space" is aligned to the bottom.

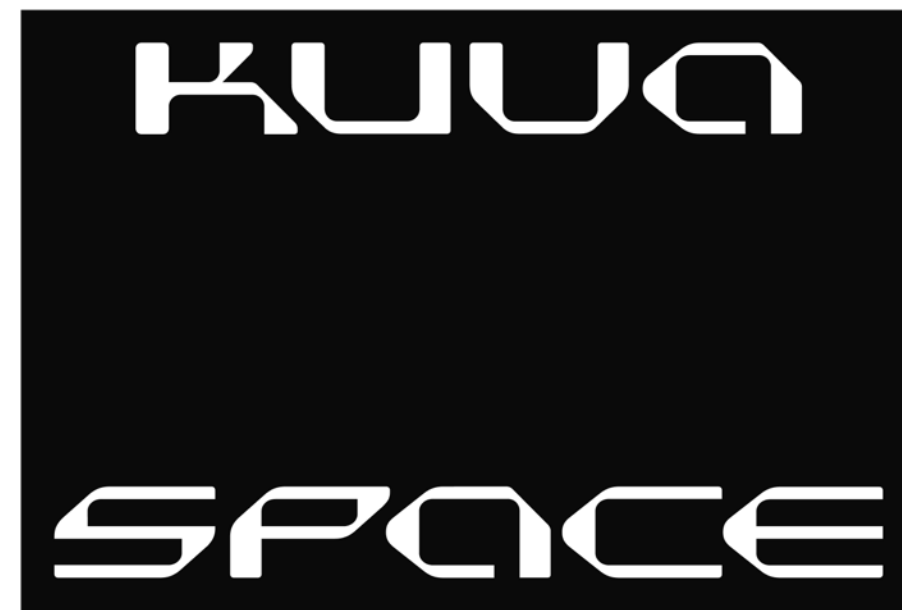
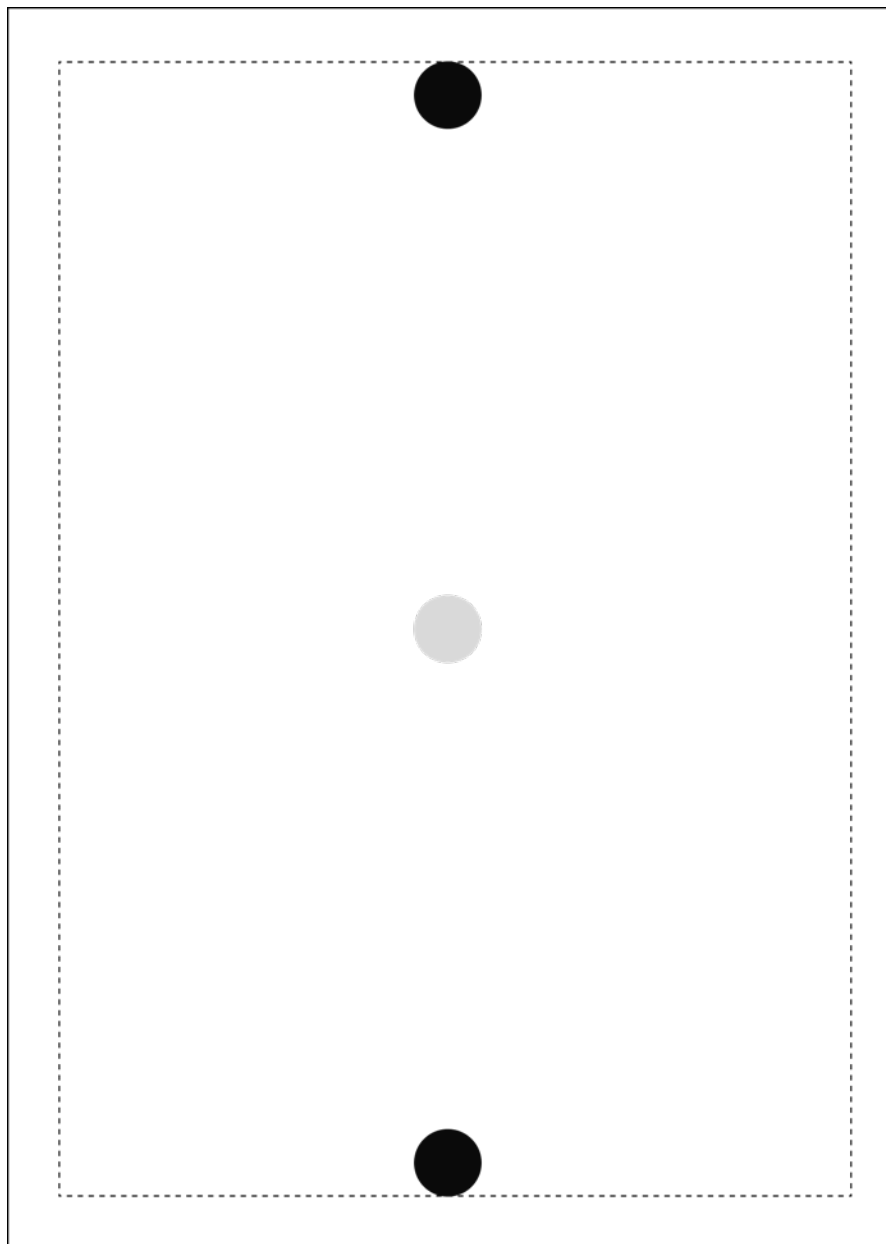


Photo credits

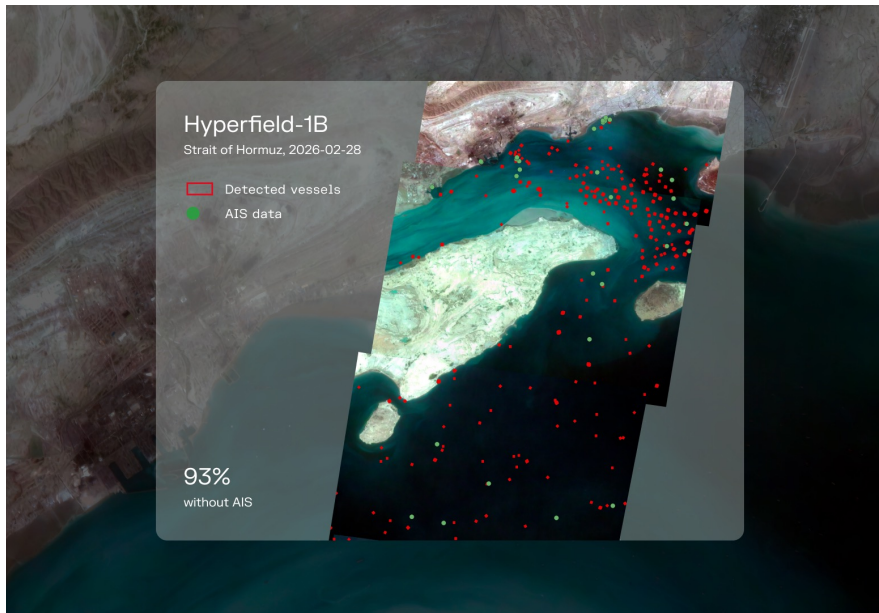
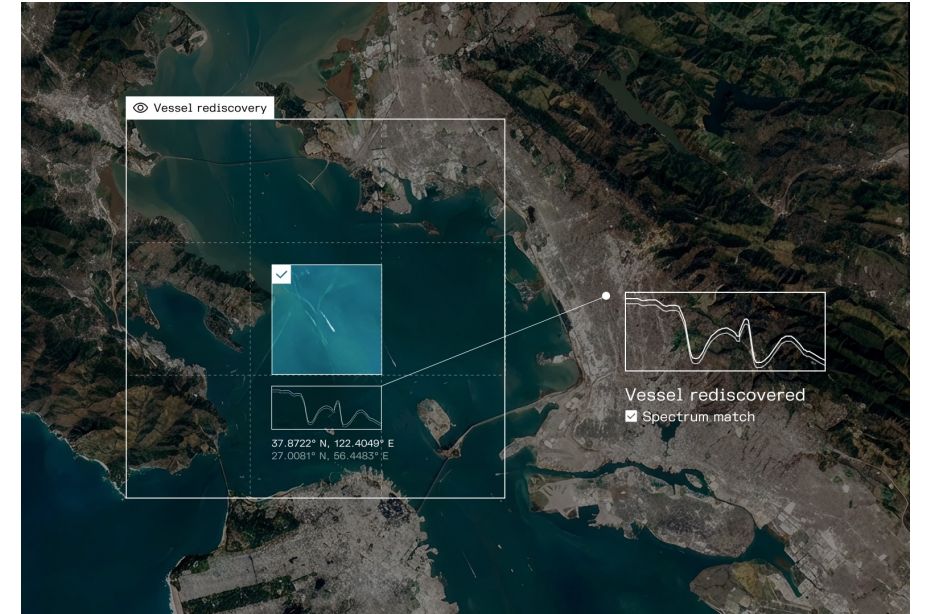
When using Kuva Space imagery, please credit as follows:

Placement:

- Place the credit adjacent in the caption, or in a consolidated credits section
- Ensure the credit is legible and clearly associated with the correct image

Usage rights:

- Images are provided for editorial and media use in connection with Kuva Space
- Do not alter, crop, or apply filters that misrepresent the imagery, especially hyperpectral or satellite data visuals.



KUVA SPACE