CAPEWEEK

Brand guidelines



V1.0 2026

The Great American Aerospace and Technology Expo

CAPEWEEK, The Great American Aerospace and Technology Expo, is America's national annual gathering for aerospace and the technologies converging with it, including superintelligence, energy, autonomy, robotics and advanced mobility.

Held on the 15,000-foot former Space Shuttle landing runway at NASA's Kennedy Space Center, CAPEWEEK combines a leadership forum, an international industry exposition and public days featuring a world-class airshow and technology displays. It is developed in collaboration with NASA, the State of Florida and Space Florida.

15,000 FT

Former Space Shuttle landing runway

2028

First edition, March 27 – April 2

500,000

People a year the expo is being built to host

One Parent, Three Segments

CAPEWEEK is the parent brand. Each segment is a part of the week, never a brand of its own, so every segment appearance is also a CAPEWEEK appearance.

INVITE-ONLY

CAPEWEEK

Leadership Forum

Executives, investors and government officials examining the commercial opportunities emerging across aerospace and technology.

TRADE

CAPEWEEK

Industry Days

An international industry exposition, with hardware on the ramp, built for product introductions and commercial agreements.

PUBLIC

CAPEWEEK

Public Days

Two days for families and students, with a world-class airshow, technology displays and the engineers behind them.

Write CAPEWEEK In Capitals, Every Time

The one exception is a web address or handle, which is lowercase by necessity: capeweek.us and @capeweekus. Running text that names the brand is always CAPEWEEK. The wordmark is artwork and is never typed. See section 03.

CORRECT

CAPEWEEK

One word, all capitals, in every sentence, headline, caption and document.

NEVER

- ⊗ CapeWeek
- ⊗ Capeweek
- ⊗ Cape Week
- ⊗ CAPE WEEK
- ⊗ Cape-Week
- ⊗ CW

Segment Names Follow One Convention

FIRST MENTION	CAPEWEEK Leadership Forum · CAPEWEEK Industry Days · CAPEWEEK Public Days
AFTERWARDS	Leadership Forum · Industry Days · Public Days
THE FULL NAME	CAPEWEEK, The Great American Aerospace and Technology Expo. Use it on first mention in formal and press copy.
ALWAYS	Days is plural. The parent leads on first mention. Segment names are capitalized as shown.
ALWAYS	Industry Day · Public Day · VIP · abbreviations such as LF, ID or PD · a segment name without CAPEWEEK on first mention


CAPEWEEK


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The Flag / Restricted Use

It may be used as an avatar on official CAPEWEEK channels and as a subtle graphic accent in materials created or expressly approved by the marketing team.

It must not replace the full CAPEWEEK wordmark as the primary brand signature.

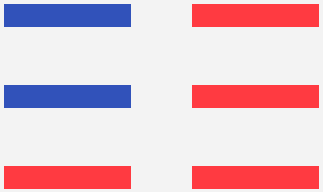
Use only supplied, approved artwork.

Do not redraw, recolor, rearrange or separate its bars, create patterns from it, or incorporate it into other logos.

Partners, sponsors, exhibitors, agencies and suppliers may not use the flag independently.

Any third-party use requires prior written approval from the CAPEWEEK marketing team for the specific application. Approval for one use does not authorize further use.

Access to the asset does not constitute permission to use it.



Correct Usage

To maintain CAPEWEEK'S visual consistency and brand integrity, always use the logo according to these guidelines. The examples shown alongside illustrate its correct application across different backgrounds and materials.



Use the full-color logo on white or light gray backgrounds.



Use the reversed white logo with its original red and blue accents on black backgrounds.



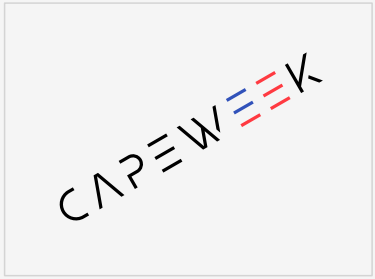
Use the all-white logo on the official CAPEWEEK blue background.



Use the all-white logo on the official CAPEWEEK red background.

Incorrect Usage

To maintain CAPEWEEK'S visual consistency and brand integrity, never alter or compromise the logo's original design. The examples shown alongside illustrate incorrect applications that should be avoided across all materials.



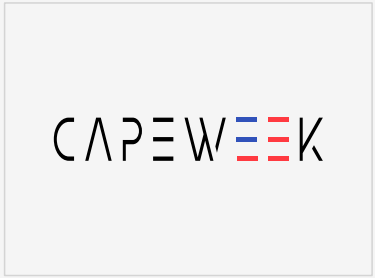
⊗ Do not rotate or tilt the logo.



⊗ Do not apply gradients to the logo.



⊗ Do not place the logo on busy backgrounds that compromise legibility.



⊗ Do not stretch, compress, or distort the logo.



⊗ Do not add shadows, outlines, or visual effects to the logo.



⊗ Do not use colors outside CAPEWEEK'S official brand palette.

Black
#000000

Cape Blue
#3152BA

Sky Blue
#587DE0

Light Gray
#E9EBEB

Cape Red
#FF3A41

Signal Coral
#FF7E83

Warm White
#F5F5F5

White
#FFFFFF

Primary palette

CAPEWEEK'S color palette prioritizes simplicity and contrast, relying on white as the dominant foundation for a clean, spacious design. Black provides structural readability, while blue and red are used strategically for emphasis and visual distinction.

Primary font:
Manrope

Manrope is a modern, geometric sans-serif typeface that reflects CAPEWEEK'S innovative identity. Its clean lines and excellent legibility ensure a strong presence across digital and print materials.

Usage
Use Medium for titles and Regular for body copy to ensure consistency, hierarchy, and readability.

The Great American Aerospace and Technology Expo.

Medium | Title

One week, on American soil, where the people building the future of aerospace and technology meet the industry that scales it — for industry and the public.

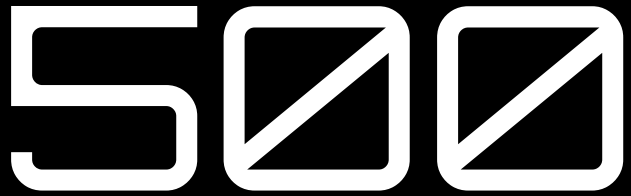
Regular | Body

Secundary font: Orbitron

Orbitron is a futuristic, geometric typeface that reflects CAPEWEEK'S aerospace and technology focus. Its bold, distinctive letterforms add a high-tech edge while complementing Manrope's modern aesthetic.

TECHNOLOGY EXPO

Eyebrow | Bold



Numbers & Larger Callout texts | Regular

Usage

Use exclusively for numbers and eyebrow headings, always in uppercase, to create visual contrast and reinforce hierarchy.

Type Hierarchy

Manrope is CAPEWEEK'S primary typeface, used for long headlines and body text to ensure clarity and readability. Orbitron serves as a secondary typeface, adding a distinctive futuristic touch to short headlines, numbers, eyebrows, and calls to action.

Eyebrow | Orbitron Bold

THE VISION

Long Headline | Manrope Medium

The Most Consequential Week On Earth.

Subheading | Manrope Regular

The Great American Aerospace and Technology Expo.

Body | Manrope Regular

CAPEWEEK brings together the brightest minds in aerospace and technology to explore groundbreaking innovations, share ideas, and shape the future of what's possible.

CTA | Orbitron Regular

LEARN MORE

Incorrect Usage

Consistent typography keeps CAPEWEEK recognizable everywhere it appears. Stick to the established type hierarchy; the examples on this page show common mistakes to avoid.



⊗ Don't use Orbitron in long headlines.



⊗ Don't mix typefaces in headlines.



⊗ Don't use all uppercase in headlines when using Manrope.



⊗ Don't set numbers in Manrope.



⊗ Don't use Orbitron for body copy.



⊗ Don't set eyebrows in Manrope.

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