



Visual Standards Guide



Proofing Page

A reminder of our brand’s soul, new mission, and keywords to ensure we are headed in the right direction with our brand identity and extensions.

Our New Logo



Brand Mission

Saturn is dedicated to provide new innovative solutions by advocating community input that sparks bold ideas, fuels collaboration, and drives a movement.

Keywords

Innovative

Foreword-thinking

Community

Grassroots initiative

Collaborative

Working together

Our Vision

On the following pages the future brand extensions are explained in more detail.

PRODUCTS

- PR1 Saturn Catalyst Grants
- PR2 The Saturn Atlas
- PR3 Saturn StoryForge

SERVICES

- SE1 Saturn Journey Maps
- SE2 Saturn Connectors Network

EVENTS

- EV1 The Saturn Commons
- EV2 Saturn Open Gallery
- EV3 Saturn MakerSpaces

COBRANDING

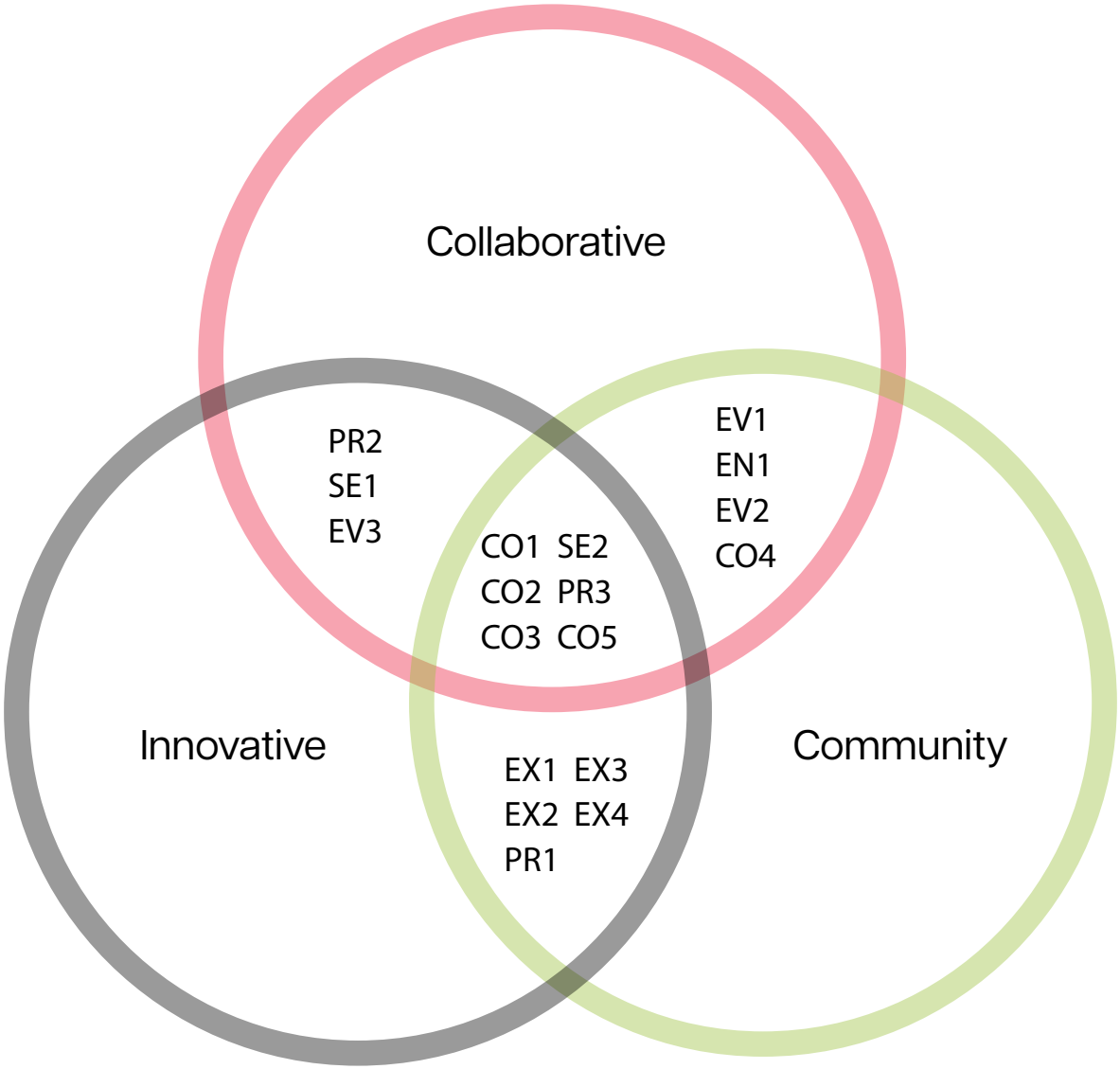
- CO1 Saturn solutions Exchange
- CO2 Saturn Builders Guild
- CO3 Saturn Pathfinders
- CO4 Saturn Town Square
- CO5 Saturn Habitat Project

EXPERIENCES

- EX1 Voices of Saturn Podcast & Platform
- EX2 Saturn Learning Labs
- EX3 Saturn Pulse: Community Trend Lab
- EX4 Saturn Greenprint Labs

ENVIRONMENTS

- EN1 Saturn Movement Festival



Products

PR1

Saturn Catalyst Grants

A monthly award presented to certain individuals or teams for their improvement project idea.

Description

Micro-grants awarded monthly to individuals or small teams proposing bold community improvement projects. Like green energy hubs, mobile health initiatives, local education solutions.

Mission Focus

Fuel grassroots innovation and show that even small ideas can create massive ripple effects.

Similarities

GoFundMe Causes

Differentiators

Saturn catalyst grants will be entirely community-voted. Teh public selects who gets the grants, not Saturn executives.

PR2

The Saturn Atlas

A map where users can pin innovation projects around the world.

Description

A living digital map where users can pin and document community-driven innovation proects globally. From urban farms to upcycled art installations to peer-led education hubs.

Mission Focus

Spark bold ideas by connecting local movements into a global visual network of change.

Similarities

Google Earth Voyager

Differentiators

The Saturn Atlas offers collaboration pathways; users can request advice, mentorship, or partnerships from pinned projects.

PR3

Saturn StoryForge

A digital media studio wher the community can document their experiences and community action stories.

Description

A community-powered digital media studio where people can create short films, documentaries, podcasts, or Vr experiences centered on bold community action stories.

Mission Focus

Spark emotional connection around real-world change by elevating diverse voices.

Similarities

StoryCorps

Differentiators

Saturn StoryForge projects are mentored by experiences creators, but the narrative ownership remains with the community storyteller.

Services

SE1

Saturn Journey Maps

A platform where people map their personal journey dealing with community problems.

Description

A sorytelling and innovation platform where individuals map their personal journey tackling a community problem. Chronicling struggles, wins, and lessons learned, and collaborate with others facing similar challenges.

Mission Focus

Highlight and muliply bold, community-led action journeys to inspire collective innovation.

Similarities

LinkedIn Stories

Differentiators

Saturn Journey Maps are dynamic. Users update them over time as their story evolves, creating an ongoing narrative of innovation.

Services

SE2

Saturn Connectors Network

A platform that connects problem-solvers with resources taht alligned with their innovation projects.

Description

A matchmaking platform that connects problem-solvers with resources: mentors, local officials, nonprofits, or micro-investors aligned with community innovation projects.

Mission Focus

Fuel bold ideas by removing the biggest barrier to grassroots movements: lack of connections.

Similarities

LinkedIn for Good

Differentiators

Saturn connectors network prioritizes first-time innovators, youth leaders, and underrepresented communities.

Environment

EN1

Saturn Movement Festival

A festival that celebrates the community and creates cultural collaborations.

Description

An annual global community festival celebrating bold ideas, innovation challenges, public art, local inventions, music, sustainability pop-up, and cultural collaborations.

Mission Focus

Drive a cultural movement, not just a brand activation. clebrating collective creativity and collaboration.

Similarities

SXSW

Differentiators

Saturn movement festival shows that every aspect is crowd-programmed: from keynote speakers to featured projects to music lineups.

Experiences

EX1

Voices of Saturn Podcast & Platform

A community podcast where individuals tell stories and presents ideas for building up their community.

Description

A global, community-curated podcast and multimedia platform where everyday innovators tell stories and projects, dreams, hacks, and bold ideas reshaping their communities.

Mission Focus

Elevate commuity voices; build momentum around grassroots innovation narratives.

Similarities

NPR StoryCorps

Differentiators

Voices of staurn podcast & platform is a full community editorial board: episode topics and guests are chosen by open vote.

EX2

Saturn Learning Labs

A workshop for the community to teach each other practical skills.

Description

Open-source, free online and offline workshops where Saturn community members teach each other practical skills. Coding, green design, storytelling, local activism, design thinking.

Mission Focus

Spark bold collaborations and community-led learning ecosystems.

Similarities

Linkedin Learning

Differentiators

Saturn learning labs work as peer-to-peer only: no traditional “expert” hierarchy. Everyone is a learner and a teacher.

Experiences

EX3

Saturn Pulse: Community Trend Lab

A research project for the community where members report on up and coming trends, ideas, and experiments.

Description

A crowdsourced research project where community members report on emerging social trends, tech ideas, cultural shifts, and sustainability experiments happening in their cities.

Mission Focus

Use real grassroots intelligence to shape future innovations and brand directions.

Similarities

Trendwatching.com’s Insights Network

Differentiators

Saturn pulse contributors are citizen researchers, and earn points or rewards for trend-spotting that leads to real-world projects.

EX4

Saturn Greenprint Labs

A program where citizens from the community create micro-green initiatives for their community.

Description

A global, community-driven program where citizens design, test, and share micro-green initiatives. Like rooftop gardens, solar sidewalks, or pop-up tree planting festivals.

Mission Focus

Fuel community-led sustainability experiments that reshape urban and rural spaces.

Similarities

TreePeople

Differentiators

Saturn greenprint labs are designed by the locals using open Saturn toolkits (GIY templates, funding blueprints).

Events

EV1

The Saturn Commons

A digital/physical platform where communities prototype new initiatives.

Description

A set of physical and digital “common spaces” where communities gather to prototype public art, civic innovation, environmental projects, or social tech initiatives.

Mission Focus

Fuel collaborations beyond mobility; create shared public experiences that drive real-world change.

Similarities

WeWork Labs, MakerSpaces

Differentiators

Saturn commons are community-governed. Local volunteers make operational decisions.

EV2

Saturn Open Gallery

A gallery showcasing art that embodies innovation.

Description

An open-access, community-curated digital and physical gallery showcasing bold creative projects (art, architecture, social impact designs) that embody innovation and community action.

Mission Focus

Celebrate creativity as a fundamental force for community empowerment and social change.

Similarities

TED-Ed Clubs

Differentiators

Saturn open gallery consists of rotating regional curators drawn from the community.

Events

EV3

Saturn Makerspaces

Community spaces funded by saturn where inidividuals can work on bold ideas.

Description

Saturn funds a network of free, community-operated makerspaces where citizens can work on bold ides: renewable tech, furniture upcycling, DIY civic tools, public art installations.

Mission Focus

Fuel innovation by giving people that tools, space, adn peer collaboration to turn ideas into real solutions.

Similarities

Fab Lab Network

Differentiators

Saturn makerspaces only projects focus on community benefit or sustainability qualify for free resources.

Collaboration

CO1

Saturn Solutions Exchange

A platform where the community submits challenges and create innovative solu-tions.

Description

A global digital platform where community members submit real-world challenges (urban, environmental, social) and collaborate on innovative solutions. Everything from sustainable packaging to public space redesign.

Mission Focus

Empower bold ideas and crowd-solve community challenges, reinforcing innovation as a collective movement.

Similarities

Lego Ideas

Differentiators

Saturn solutions exchange is where community members earn equity points toward future saturn projects.

C02

Saturn Builders Guild

A network where community members collborate and design infrastructure.

Description

A collaborative network where people co-design small, sustainable public infrasrtucture projects (Solar benches, modular urban gardens, portable micro libraries) crowdsourced and crowdsupported.

Mission Focus

Advocate bold community input for reimaging public spaces through direct action.

Similarities

Habitat for Humanity

Differentiators

Saturn builders guild projectrs are prototyped, tested, and iterated publicly in real time.

C03

Saturn Pathfinders

A community “think tank” that brain-storms new concepts for future living.

Description

A community-led think tank that brainstorm, designs, and tests new concepts for future living. From modular housing, to decentralized energy solutions, to sustainable community markets.

Mission Focus

Fuel innovation and community collaboration beyond transportation into next-generation living ecosystems.

Similarities

MIT Media Lab

Differentiators

Saturn pathfinders encourages rapid prototyping: failures are shared and celebrated as much as successes.

Collaboration

C04

Saturn Townsquare

A initiative wher communities collaborate to create bold solutions.

Description

A digital and in-person initiative where communities nominate local challenges (like food deserts, lack of green space, accessibility issues) and collaborate in hackathons to co-create bold, feasible solutions.

Mission Focus

Fuel grassroots collaboration tha tdrives immediate local impact.

Similarities

Civic Hall Labs

Differentiators

Saturn townsquare is where every project is publicly transparent. Full bedgets, decisions, and progress reports visible to the whole community.

C05

Saturn Habitat Project

A campaign where communities design and build eco-villages.

Description

A global collaborative campaign where communities design and build tiny eco-villages, community centers, or resilience hubs using sustainable methods, and share blueprints with other communites.

Mission Focus

Spark bold physical manifestations of collaboration, innovation, and sustainability.

Similarities

Habitat for Humanity

Differentiators

Saturn habitat project is focussed not just on housing, but on building community commons (co-working spaces, fee libraries, solar farms, and maker gardens).

Saturn StoryForge

A digital media studio where the community can document their experiences and community action stories.

Description

A community-powered digital media studio where people can create short films, documentaries, podcasts, or Vr experiences centered on bold community action stories.





Mission Focus

Spark emotional connection around real-world change by elevating diverse voices.

Similarities

StoryCorps

Differentiators

Saturn StoryForge projects are mentored by experiences creators, but the narrative ownership remains with the community storyteller.



Saturn Movement Festival

A festival that celebrates the community and creates cultural collaborations.

Description

An annual global community festival celebrating bold ideas, innovation challenges, public art, local inventions, music, sustainability pop-up, and cultural collaborations.





Mission Focus

Drive a cultural movement, not just a brand activation. celebrating collective creativity and collaboration.

Similarities

SXSW

Differentiators

Saturn movement festival shows that every aspect is crowd-programmed: from keynote speakers to featured projects to music lineups.



Voices of Saturn Podcast & Platform

A community podcast where individuals tell stories and presents ideas for building up their community.

Description

A global, community-curated podcast and multimedia platform where everyday innovators tell stories and projects, dreams, hacks, and bold ideas reshaping their communities.





Mission Focus

Elevate community voices; build momentum around grassroots innovation narratives.

Similarities

NPR StoryCorps

Differentiators

Voices of staurn podcast & platform is a full community editorial board: episode topics and guests are chosen by open vote.



Saturn Learning Labs

A workshop for the community to teach each other practical skills.

Description

Open-source, free online and offline workshops where Saturn community members teach each other practical skills. Coding, green design, storytelling, local activism, design thinking.





Mission Focus

Spark bold collaborations and community-led learning ecosystems.

Similarities

Linkedin Learning

Differentiators

Saturn learning labs work as peer-to-peer only: no traditional “expert” hierarchy. Everyone is a learner and a teacher.



Saturn Greenprint Labs

A program where citizens from the community create micro-green initiatives for their community.

Description

A global, community-driven program where citizens design, test, and share micro-green initiatives. Like rooftop gardens, solar sidewalks, or pop-up tree planting festivals.





Mission Focus

Fuel community-led sustainability experiments that reshape urban and rural spaces.

Similarities

TreePeople

Differentiators

Saturn greenpring labs are designed by the locals using open Saturn toolkits (GIY templates, funding blueprints).



Saturn Open Gallery

A gallery showcasing art that embodies innovation.

Description

An open-access, community-curated digital and physical gallery showcasing bold creative projects (art, architecture, social impact designs) that embody innovation and community action.





Mission Focus

Celebrate creativity as a fundamental force for community empowerment and social change.

Similarities

TED-Ed Clubs

Differentiators

Saturn open gallery consist of rotating regional curators drawn from the community.



Saturn Builders Guild

A network where community members collaborate and design infrastructure.

Description

A collaborative network where people co-design small, sustainable public infrastructure projects (Solar benches, modular urban gardens, portable micro libraries) crowdsourced and crowdsupported.





Mission Focus

Advocate bold community input for reimagining public spaces through direct action.

Similarities

Habitat for Humanity

Differentiators

Saturn builders guild projects are prototyped, tested, and iterated publicly in real time.



Saturn Habitat Project

A campaign where communities design and build eco-villages.

Description

A global collaborative campaign where communities design and build tiny eco-villages, community centers, or resilience hubs using sustainable methods, and share blueprints with other communities.





Mission Focus

Spark bold physical manifestations of collaboration, innovation, and sustainability.

Similarities

Habitat for Humanity

Differentiators

Saturn habitat project is focussed not just on housing, but on building community commons (co-working spaces, free libraries, solar farms, and maker gardens).





Stationary

Angela Williams
Office Manager
angeliawilliams@saturn.com
843-468-2549



To Whom It May Concern,

In a world defined by rapid change, disconnection, and automation, the most powerful innovations aren't born in labs or boardrooms—they're sparked in neighborhoods, co-working spaces, classrooms, and community centers. That's why the reimagined Saturn Corporation isn't just launching a new identity—it's building a global platform for collaboration, creativity, and grassroots momentum.

Saturn is dedicated to providing new, innovative solutions by advocating community input that sparks bold ideas, fuels collaborations, and drives a movement. This mission goes far beyond transportation. It's a commitment to empower people—designers, dreamers, builders, and everyday problem-solvers—to shape the future with us.

This rebrand sheds the skin of a traditional automaker. Instead, Saturn emerges as a civic innovator—a brand that co-creates eco-forward spaces, funds neighborhood resilience projects, powers open-source design labs, and turns citizens into collaborators. Our identity is built not on horsepower, but on human power.

Through a network of community-built platforms—like Saturn Commons, StoryForge, and Greenprint Labs—we aim to amplify real voices, connect unlikely allies, and build ideas that can only be born when power is decentralized and trust is earned.

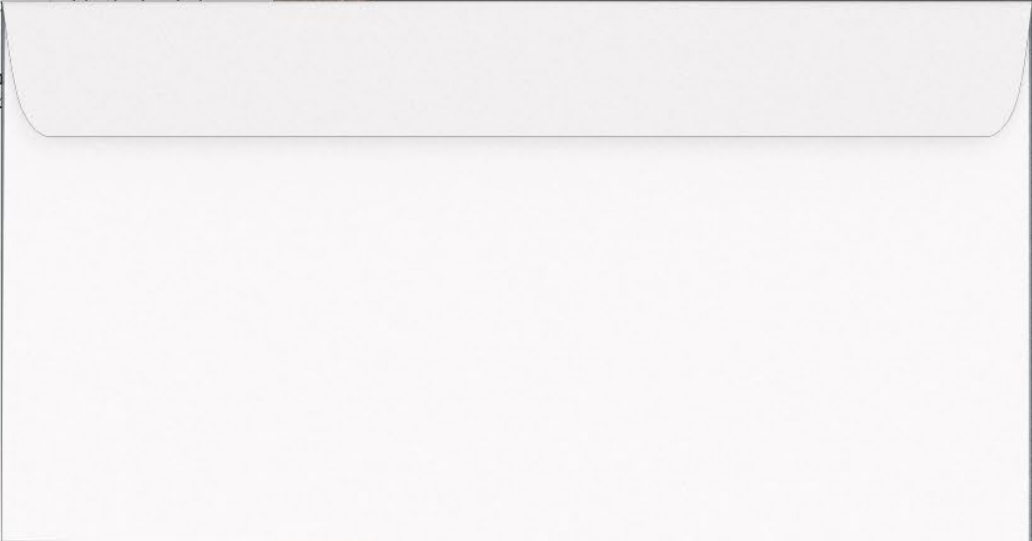
This is more than a rebrand. It's a reawakening of Saturn's original spirit: to change the world and serve people—not just consumers. We believe that the future isn't waiting to be co-authored.

We invite you to join us in building that future—together.

Sincerely,
Angela Williams



5895 Pamplico Hwy
Florence, SC 29506





Website



<https://www.innovativecommunitysolutions.net/>