

intro to **graphic design**



Discipline: Corporate Design

intro to graphic design

corporate identity (v)

A **corporate identity** or **corporate image** is the manner which a corporation, firm or business presents themselves to the public (such as customers and investors as well as employees). The corporate identity is typically visualized by way of branding and the use of trademarks, but it can also include things like product design, advertising, public relations, etc.

intro to graphic design

Corporate Identity Manual & Guidelines

Corporate Identity Manual & Guidelines

What are style guides?

Rule books for the use of company logos.

Including:

Typography

Colors

Detailed usage guidelines

Examples of incorrect usage

Collateral standards/templates

Multimedia standards

Corporate Identity Manual & Guidelines

Why create or use them?

Developed to ensure the client's company identity is effectively and consistently applied in all forms of visual communication to become a memorable experience for customers and clients.

Corporate Identity Manual & Guidelines

Who uses them?

Anyone who produces something with brand elements on it.

Creative departments/designers

Printing

Manufacture

Distributors

Employees

Corporate Identity Manual & Guidelines

Creating a Manual

Cover

Table of Contents

Introduction (Identity Statement)

Area of Isolation

Positive / Negative

Color Palette

Typography

Application

Improper usage

intro to **graphic design**

Corporate Identity Manual & Guidelines

cover

Creating a Manual Cover

table of contents

signature statement

- At the very minimum, show logo

area of isolation

positive / negative

color palette

typography

application

improper usage

intro to graphic design

cover

table of contents

signature statement

area of isolation

positive / negative

color palette

typography

application

improper usage

National Aeronautics and Space Administration



FULLGUIDE

www.nasa.gov

NASASTYLE

intro to graphic design

cover

table of contents

signature statement

area of isolation

positive / negative

color palette

typography

application

improper usage

- Includes all listed sections
- Design needs to be expandable for adding more sections later

intro to graphic design

cover

table of contents

signature statement

area of isolation

positive / negative

color palette

typography

application

improper usage

Table of Contents

INTRODUCTION: The NASA Identity	1
BASIC ELEMENTS	3
The NASA Insignia	5
The NASA Identifier Configuration	7
The NASA Insignia Colors	8
The NASA Portal Address	9
The NASA Typeface	10
NASA Headlines: Vertical Type	11
NASA Imagery	12
NASA Imagery: Multiple Images	13
APPLICATIONS	15
Publication Style	
Single-Page Publications: Fliers and Posters	17
Multipage Publications: Front and Back Cover	18
Multipage Publications: Newsletters and Magazines	19
Multipage Publications: Brochures and Invitations	20
Multipage Publications: Fact Sheet Template and Bookmark Templates	21
Multipage Publications: Press Kit Templates	22
Multipage Publications: Lithograph Templates	23
Exhibit Style	
8' x 10' and Banner Stand	24
Electronic Media	
Broadcast	25
Internet	26
Packaging	27
Electronic Slide Presentation Template	28
Logos	
Astronaut Crew Emblems	29
Project and Program Logos	30
Co-sponsor Logos	31
Signage	
Center Signs	32
Aircraft	33
Vehicles	34
Spacecraft	36
STATIONERY PRODUCTS	37
Off-the-Shelf Stationery	39
Center-Specific Stationery	40
THE NASA INSIGNIA	41

intro to **graphic design**

cover

table of contents

signature statement

area of isolation

positive / negative

color palette

typography

application

Improper usage

- Colored signature
- A few paragraphs describing the mark and how it represents the company

intro to graphic design

cover

table of contents

Introduction

area of isolation

positive / negative

color palette

typography

application

improper usage

The NASA Identity

1

The goal of this Style Guide is to establish a clear, consistent and unique visual identity for NASA. The visual identity builds on NASA's brand by combining the most recognized existing elements—our name and insignia—with progressive elements and messages. Uniform graphic elements and messages provide the framework for establishing a visual identity. In turn, designers can use this architecture to create materials that enhance public knowledge of NASA's work.

Issued under the authority of 14 CFR 1221, this guide sets out the prime elements needed to produce approved NASA communications material. The first section defines the basic elements of the NASA visual identity and discusses its usage. The remainder of the guide explores how to combine and incorporate the basic elements into the agency's print, Web and media communications.



DAVID MOULD
Assistant Administrator for Public Affairs

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

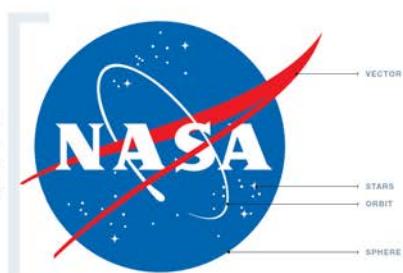
typography

Improper usage

THE NASA IDENTITY SYSTEM
The Basic Elements 5

The NASA Insignia

The NASA insignia is the only allowable logo for external communications material that reaches the media or general public. It is our prime brand identifier, reflecting the history and tradition of the agency. Therefore, maintaining its visual and conceptual integrity is a high priority. Commonly referred to as "the meatball," the insignia must be included on all agency publications, displays, visual communications and markings. Designed in 1959 by former NASA employee James Modarelli, the NASA insignia contains the following elements:



The vector represents aeronautics.
The stars represent space.
The orbit represents space travel.
The sphere represents a planet.

Insignia Variations

The insignia has three variations: a full-color insignia, a one-color insignia and a one-color insignia with a white rule. Select the most appropriate of the three variations of the insignia based on production requirements, media qualities, visibility and proper usage (see pp. 44–47).

		
Full-color insignia	One-color insignia	One-color insignia with white rule

The agency's policies regarding logo usage are designed to ensure that the public recognition of our primary identifier—the NASA insignia—is not diluted by other NASA identities.

Products that are exclusively for internal use may include program and project logos (see page 30).

Internal audiences are defined as NASA employees and contractors.

Detailed instructions for using the insignia can be found in the Insignia Guide on page 41.

intro to **graphic design**

cover

table of contents

signature statement

area of isolation

positive / negative

color palette

typography

application

improper usage

- Clear space around your logo whenever it is shown
- Determined by a part of the logo so it can be applied at any size
- Exact measurements do not work well, due to the fluctuation in reproduction size.
(ex: 2in. clear space is too small on a billboard)

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

6 The Basic Elements

The NASA Insignia

Protected Space

Strict regulations and guidelines govern the use of the NASA insignia. The insignia cannot be recreated, nor can it be distorted, stretched or otherwise altered. In order to protect its use, **it is not authorized for download off the Web**. Direct questions about the insignia to Headquarters Office of Public Affairs at 202-358-1600.

The NASA insignia should be reproduced only from original reproduction proofs, transparencies or electronic files that can be obtained from the Headquarters Office of Public Affairs at 202-358-1600.

Any insignia adaptations needed to meet the printing requirements of other formats (e.g., silkscreening, embossing, etc.) must be pre-approved by the Headquarters Office of Public Affairs.

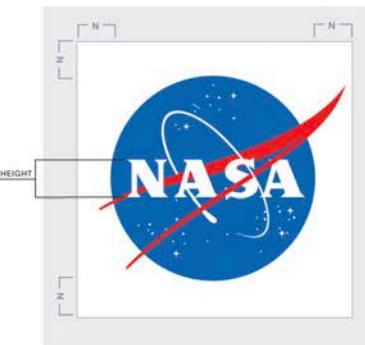
Always locate the insignia on the front cover or page of all printed and electronic communications material.

The insignia cannot be used in a sentence or configured with other symbols.

Refer to page 30 for use of the insignia in conjunction with the logos of co-funding partners.

Protected Space

The "protected space" of the insignia refers to the clear space surrounding it. This clear space ensures the unobstructed and visible placement of the NASA insignia. The minimum width for the protected area is 1N height from the edge of the sphere, which is equal to the height of the letter N in the NASA acronym.



Insignia Size

Always use an insignia that is properly proportioned to the size of the page or panel to which it is being applied. The minimum size for the reproduction of the NASA insignia is 5/8 inch (not including the points of the vector), with the exception of business cards and other small items. If a smaller insignia is required for a presentation or give-away item, permission must be received from the Office of Public Affairs at 202-358-1600.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

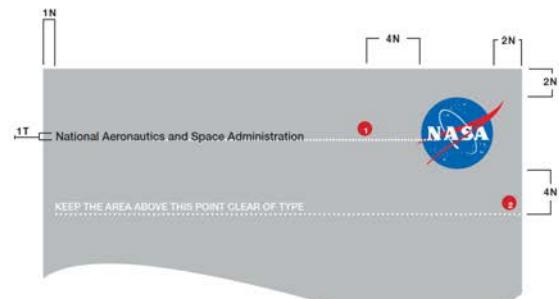
Improper usage

The NASA Identifier Configuration

Besides the insignia, the other identifier is the agency name spelled out as "National Aeronautics and Space Administration." Combining these two elements in a specific identifier configuration maintains a consistent part of our brand identity.

When using the configuration, the insignia within its protected space must be flush to the right edge of the design border and the agency name must be flush to the left edge. Use the chart below to determine the minimum distances between the graphic and textual elements as well as the configuration and the design border edge. The text must be one line, except when used on smaller items such as bookmarks and trifold brochures (see example below). In these cases, the agency name may be stacked and broken into two lines after the word "and." However, this is not the preferred configuration.

Minimum Configuration Distances



① The width between the agency name and the insignia cannot be greater than 125. The two identifiers must be enlarged proportionately in order to maintain the connection between them.

② Type may not appear within 4N of the configuration.

THE NASA IDENTITY SYSTEM

The Basic Elements

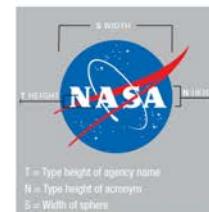
7

The NASA identifier configuration includes:

- >> the NASA insignia
- >> the agency name spelled out

For the agency name:

- >> use Helvetica Medium in titlecase
- >> italics and extended type are not allowed
- >> the font must be no smaller than 7 points



Breaking the agency name into two lines is only acceptable when the item is too small to conform to the font size specifications. When using this form, the line space must be 2 points greater than the point size of the agency name.

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

8 The Basic Elements

The NASA Insignia Colors

The full-color NASA insignia can be produced in the PANTONE® process or by the RGB color formulas given below. A full-color insignia may appear on a white, grey (PANTONE 423 or lighter), silver (PANTONE 877 or metallic) or black background. The full-color insignia may only be used on a full-color photograph if placed in a solid black, white or grey area.

For more information on the proper usage of background colors, refer to pp. 45–47 of the Insignia Guide.

NASA Color Insignia Colors

PANTONE® 185
Process 0C, 100M, 100Y, 0K
RGB 252R, 61G, 33B

NASA RED

PANTONE® 286
Process 100C, 060M, 0Y, 0K
RGB 11R, 61G, 145B

NASA BLUE

NASA Color Insignia Background Colors

PANTONE® Cool Grey 9
Process 5C, 3M, 0Y, 50K
RGB 121R, 121G, 124B

NASA GREY

PANTONE® 877
Metallic Silver
No process or RGB color substitution available.

NASA SILVER

PANTONE® Black 6
Process 60C, 40M, 20Y, 100K
RGB 0R, 0G, 0B

NASA BLACK

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

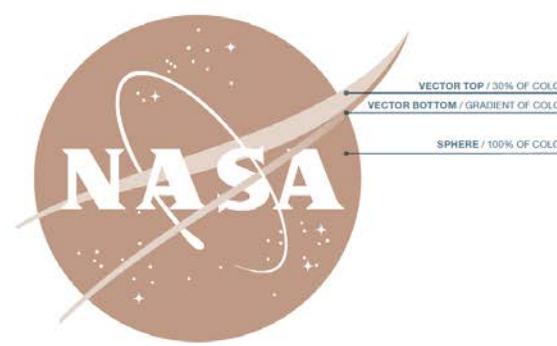
THE NASA IDENTITY SYSTEM

44 The NASA Insignia One-Color Insignia

The one-color insignia consists of percentages ranging from 100 percent to 30 percent of an appropriate color.

- >> The vector top is 30 percent of the color.
- >> The vector bottom is a gradient ranging from 100 percent to 30 percent.
- >> The sphere is 100 percent of the color.

The percentages may not be altered and should always be clearly visible when placed on any background.



VECTOR TOP / 30% OF COLOR
VECTOR BOTTOM / GRADIENT OF COLOR
SPHERE / 100% OF COLOR

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

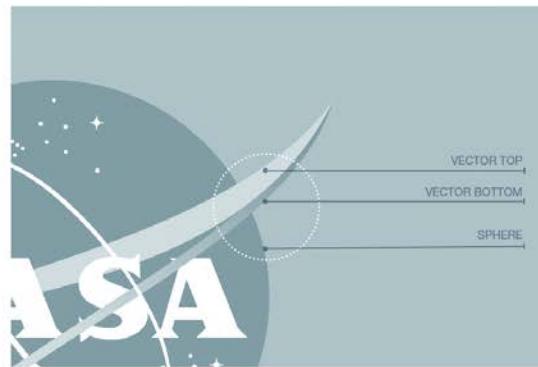
typography

application

improper usage

THE NASA IDENTITY SYSTEM
The NASA Insignia 45

One-Color Insignia: On Light- or Medium-Color Backgrounds



Choose insignia and background colors that combine to show the vector top, vector bottom and sphere clearly.

UNACCEPTABLE

The background is too light; the vector top is not shown clearly. Use either a darker or a lighter background.



ACCEPTABLE

This background clearly shows all the insignia's elements.



UNACCEPTABLE

This background is too dark; part of the vector bottom and the sphere are not shown clearly. Either use a lighter background or switch to the one-color insignia with white rule instead.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM
46 The NASA Insignia

One-Color Insignia: With White Rule on Medium- or Dark-Color Backgrounds

UNACCEPTABLE
This background is too light; the vector gradient is not shown clearly. Either use a darker background or switch to a darker one-color insignia instead.

ACCEPTABLE
This background is dark enough to display the vector gradient clearly.

The vector gradient must be visible beyond the sphere's rule.

The one-color insignia with white rule must be rendered in the same color as the background. When the insignia is used on a medium or dark background, the vector bottom and its gradient should be clearly visible against the background.

5/8 INCH

0.5-POINT RULE

1 1/2 INCH

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM
Background Control: For One-Color Insignia and One-Color Insignia With White Rule

The NASA Insignia 47

Light-Color Backgrounds

On light-color backgrounds, use the one-color insignia. The one-color insignia should be rendered in the darkest color available and appear on a uniform area of the background.



Medium-Color Backgrounds

On medium-color backgrounds, use either the one-color insignia or the one-color insignia with white rule. All insignias should appear on a uniform area of the background. The vector top, vector bottom and sphere must remain clearly visible against the background.



Dark-Color Backgrounds

On dark-color backgrounds, use the one-color insignia with white rule. The insignia must be rendered in the same color as the background and should appear on a uniform area of the background.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

10 The Basic Elements

The NASA Typeface

Additional fonts:
When creating educational material for middle-school or younger students, audience-specific fonts may be used for both the headlines and the body text. Below are the approved fonts:

ABCdef
Comic Sans

ABCdef
Smile

ABCdef
Typewriter

ABCdef
Kidprint

Arial may be used when Helvetica is unavailable.

ABCdef

Typeface for headlines, subheads and call-outs should be Helvetica. Typeface for body text should be Helvetica or Garamond. If Helvetica is unavailable, Arial may be used as a replacement.

ABCdef
Helvetica Light

ABCdef
Helvetica Light Italic

ABCdef
Helvetica Roman

ABCdef
Helvetica Roman Italic

ABCdef
Helvetica Medium

ABCdef
Helvetica Bold

ABCdef
Helvetica Medium Italic

ABCdef
Helvetica Bold Italic

ABCdef
Helvetica Condensed

ABCdef
Helvetica Medium Condensed

ABCdef
Helvetica Extended

ABCdef
Helvetica Light Extended

ABCdef
Helvetica Bold Extended

ABCdef
Garamond Light

ABCdef
Garamond Book

ABCdef
Garamond Bold

ABCdef
Garamond Ultra

ABCdef
Garamond Light Italic

ABCdef
Garamond Book Italic

ABCdef
Garamond Bold Italic

ABCdef
Garamond Ultra Italic

ABCdef
Garamond Condensed Light

ABCdef
Garamond Condensed Regular

ABCdef
Garamond Condensed Bold

ABCdef
Garamond Condensed Ultra

Inspi

Three-dimensional typeface treatments are not acceptable. Shadowing may only be used for purposes of legibility and not to add dimension.

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

NASA Headlines: Vertical Type

THE NASA IDENTITY SYSTEM

The Basic Elements

11

Vertical layouts of short, primary headlines are encouraged on single-page publications and front covers of multipage publications as another element of the NASA style. A single line is the only allowable format; longer headlines should be horizontal.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

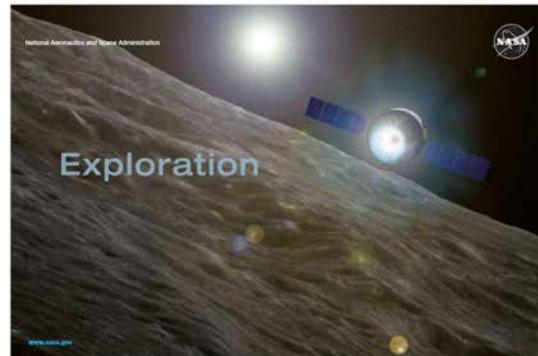
Single-Page Publications: Fliers and Posters

THE NASA IDENTITY SYSTEM

Publication Style

17

Fliers and posters must incorporate all of the communication elements according to the placement standards. The preferred location of the portal address is the lower left-hand corner. No Web address other than that of the portal can appear unless it is part of the publication's title or other body text.



A double-sided poster must follow the standards for a multipage publication.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

18 Publication Style Multipage Publications: Front and Back Cover

The NASA identifier configuration must appear on the front cover of multipage publications.

Center and program names cannot appear on the front cover unless they are part of the publication's title. Center names and physical and Web addresses may appear on the back cover.

The preferred location of the portal address is on the back cover. No Web address other than that of the portal can appear on the front cover unless it is part of the publication's title. If both the portal and center or program Web addresses are used on the back cover, they must be configured per the example below.

The publication number must be placed in the lowermost left-hand corner of the back cover.

Publication numbers are allocated by each center's chief printing specialist.

FRONT BACK

Agency Name:
Spelled out in one line, Helvetica Medium, 8 Point (pt), Flush Left (FL)

Center Name:
Helvetica Bold, 8 pt, Line Space (LS) 14 pt, FL

Center Physical and Web Addresses:
Helvetica Bold, 8 pt, 3 lines as shown, LS 10, FL

Agency Portal Address:
Helvetica Bold, 8 pt, LS 21, FL

Publication Number:
Helvetica Roman, 6 pt, one line, minimum LS 40, FL, bottom justified

National Aeronautics and Space Administration
Langley Research Center
100 NASA Road
Hampton, VA 23681
www.nasa.gov/centers/langley

www.nasa.gov

NP-2004-01-999-LRC

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

Multipage Publications: Newsletters and Magazines

THE NASA IDENTITY SYSTEM

Publication Style

19

The format and layout of newsletters and magazines should be designed as part of the overall communication goal of the item with both the subject matter and audience in mind. There are no grid or layout specifications for the inside pages of a multipage publication. The only specification is the placement of the identifier configuration in relation to the name of the publication when designing a newsletter (see example below).

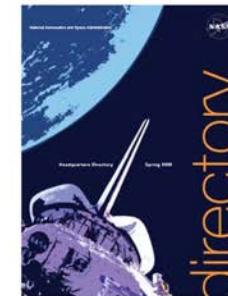
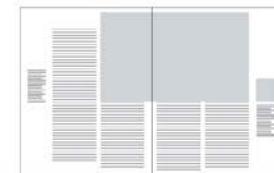


Newsletter style

- ① The identifier configuration and newsletter's name comprise the newsletter's banner; therefore, the configuration's standards and the insignia's protected space must be maintained.
- ② A single line of text is the preferred format for the newsletter's name.



Examples of page formats



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

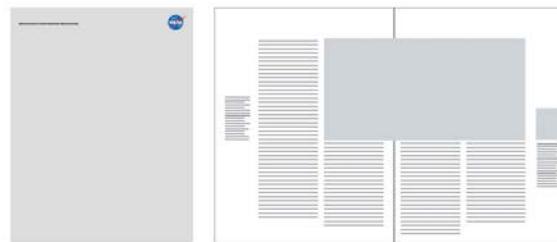
THE NASA IDENTITY SYSTEM

Publication Style

Multipage Publications: Brochures and Invitations



Just like with other multipage publications, there are no grid or layout specifications for the inside pages of brochures and invitations. However, the placement of the identifier configuration must conform to the standards. Because of size limitations, the agency name may be stacked and broken into two lines after the word "and" on trifold brochures (see page 7).



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

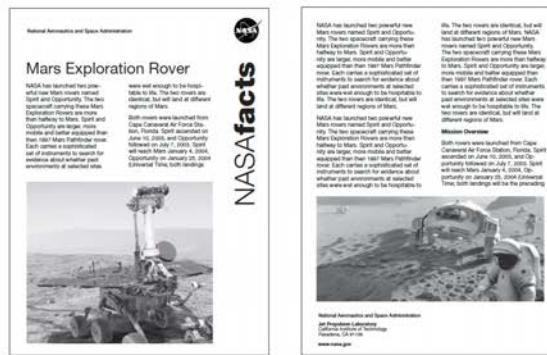
Multipage Publications: Fact Sheet Template

THE NASA IDENTITY SYSTEM

Publication Style

21

NASA Fact Sheets are either two- or four-page documents. Printed in color or black and white, the NASA fact sheet template may be downloaded at <http://communications.nasa.gov>.



Multipage Publications: Bookmark Templates

Bookmarks are considered multipage publications with an image and title on one side and text on the other. Vertical bookmarks may have the identifier configuration on either the image side or the text side. Horizontal bookmarks may only have the identifier configuration on the text side. Go to <http://communications.nasa.gov> for both the horizontal and vertical templates that must be used when creating bookmarks.



Interior pages

Bookmarks should be used to convey a very limited amount of text. If more space is needed, a brochure should be created instead.

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

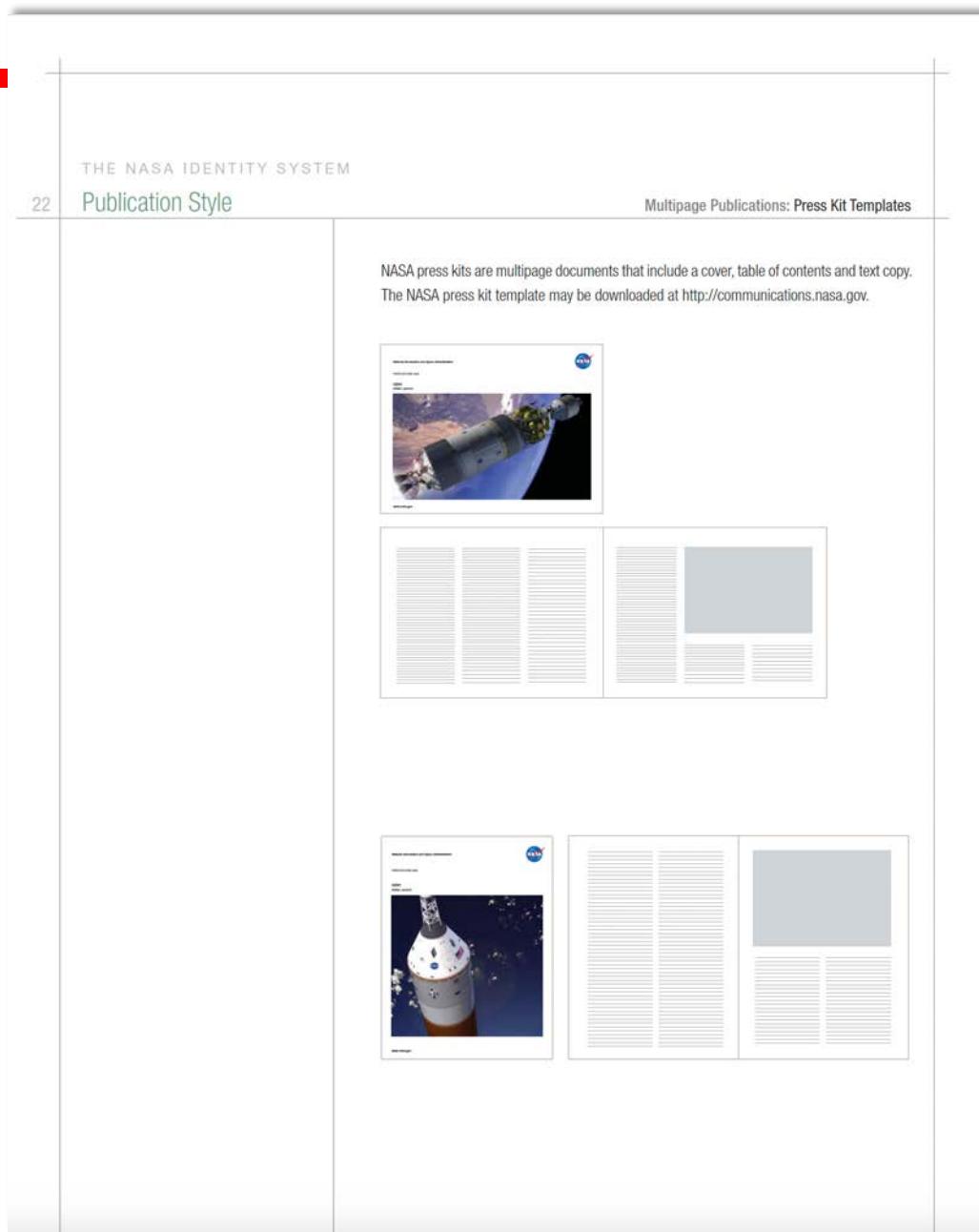
application

improper usage

THE NASA IDENTITY SYSTEM

22 Publication Style Multipage Publications: Press Kit Templates

NASA press kits are multipage documents that include a cover, table of contents and text copy. The NASA press kit template may be downloaded at <http://communications.nasa.gov>.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

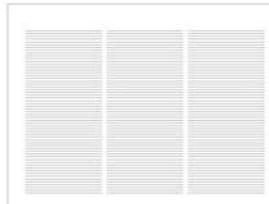
Multipage Publications: Lithograph Templates

THE NASA IDENTITY SYSTEM

Publication Style

23

NASA lithographs are considered multipage publications. Go to <http://communications.nasa.gov> for both horizontal and vertical templates that must be used when creating lithographs.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM		
24	Exhibit Style	8' x 10' and Banner Stand
		<p>As with all publications, the NASA identifying elements must be used according to specifications. See the Headquarters Exhibits Manager in the Office of Public Affairs for exhibits beyond 8' x 10' to ensure the arrangement of the elements is consistent with NASA's overall publication standards.</p>  <p>Consider the space 2" from the lower edge as an allowance for table space. The main subject matter of the exhibit should be placed higher than this allowance.</p>
		

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

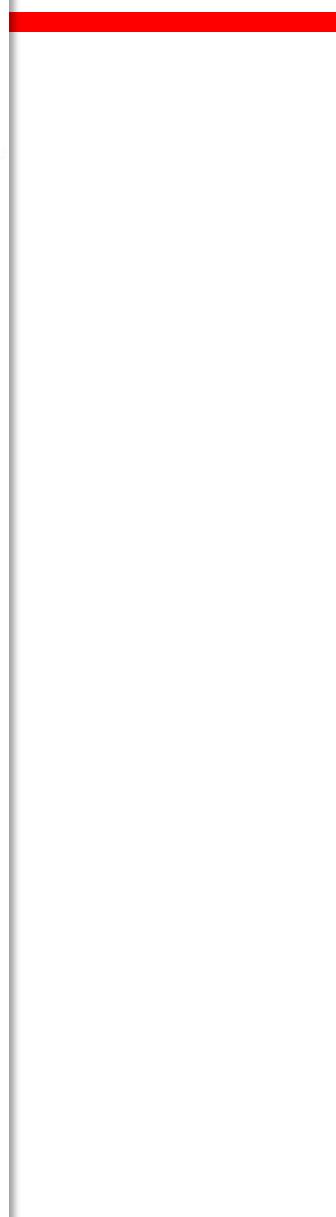
color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM	
Broadcast	Electronic Media
<p>The insignia must be used at both the beginning and end of all NASA-produced programs, and when included in a design for television, it must be clearly visible. The insignia may be incorporated in station IDs or static slates.</p> <p>For design purposes unique to broadcast media, the insignia has three variations for television: a full-color insignia, a three-dimensional animated insignia and a one-color outlined insignia. Choose the most appropriate of these based upon visibility and project requirements.</p> <p>The portal address must appear on all slates identifying programs produced by NASA Television and must be displayed at the end of all NASA programs.</p> <p>All broadcasts must place the small, one-color, modified insignia—commonly referred to as a “bug”—in the upper-right title safe corner of all programs broadcast on NASA Television (see example below).</p>	<p>NASA Television at Headquarters provides a Core Graphics Package to each center's television facility. The centers' television facilities must use the Core Graphics Package for all news and public affairs programming, such as science updates, news conferences and press briefings.</p>
	



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

26 Electronic Media Internet

NASA Web sites must be created within the guidelines of the NASA portal. For information on developing a new site, contact the Office of the Chief Information Officer.

Existing Web sites not migrated onto the portal may adapt their site by using the portal affinity kit (<http://www.hq.nasa.gov/pao/portal/affinityKit/styleguide/index.htm>). For more information refer to <http://www.hq.nasa.gov/pao/portal/documentation.htm>.

All NASA Web sites must comply with the Office of Management and Budget guidelines issued in 2005. For more information, contact the Office of the Chief Information Officer.



Home Page Template

Landing Page Template

intro to graphic design

cover

table of contents

introduction

positive / negative

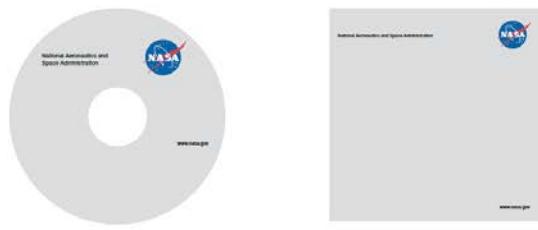
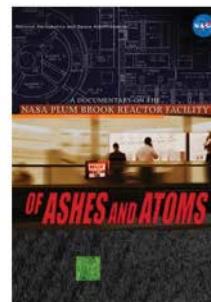
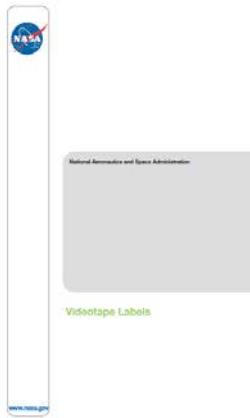
area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM		27
Packaging	Electronic Media	
<p>CD/DVD jewel case covers or videotape covers with both a front and a back must conform to the cover standards for a multipage publication (see page 18). If the case cover only has a printed front, then it must conform to the standards for a single-page publication (see page 17).</p> <p>CD/DVD labels must conform to the identifier configuration and include the portal address along the bottom. For the dual labels used for video tapes, the insignia must appear on the spine and the NASA name and portal address must appear on the face.</p>  <p>CD/DVD Label Jewel Case</p>	 <p>CD/DVD Cover</p>	
 <p>Videotape Labels</p>	 <p>CD/DVD Label</p>	

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

28 Electronic Media Electronic Slide Presentation Template

Electronic slide presentations are an important component of NASA's communication strategy. Therefore, all external presentations must conform to specific standards.

Think of an electronic slide presentation as a multipage publication, with the first slide the front cover, the last slide the back cover, and the slides in between the inside pages. However, the insignia may be centered on the last slide to sign off. In order to make usage as simple as possible, tutorial and master slides may be downloaded at <http://communications.nasa.gov>. This template has Communications Material Review preapproval. Only customized presentations must go through the Communications Material Review process.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

Astronaut Crew Emblems

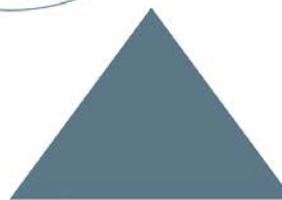
THE NASA IDENTITY SYSTEM

Logos

29

Astronaut crew emblems for human spaceflight are an established form of visual identification for a particular crew. These emblems are designed by the crew members to be used on items specific to that particular mission, such as crew clothing/uniforms, lapel pins, press kits and crew lithographs or posters. The shape of the emblem is at the discretion of the crew. These emblems will not be used on any publications (other than press kits or other documents approved by the Assistant Administrator for Public Affairs or designee), and will not be used next to or locked up with the NASA insignia.

Because of size considerations, the NASA insignia cannot be used on astronaut crew emblems. In addition, the names or logos of contractors may not be included. Logos of other international space agencies or co-sponsors may be used on communications material, hardware, vehicles or spacecraft as long as they are reviewed and approved, in advance, by the Assistant Administrator for Public Affairs or designee.



The agency's policies regarding logo usage are designed to ensure that the public recognition of our primary identifier—the NASA insignia—is not diluted by other NASA identities.

While astronaut crew emblems are acceptable, in order to maintain a unified presentation, center, program and project logos may not appear on external NASA communications material (see page 30).

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

32 Signage

Center Signs

All exterior signs located outside a center must have the NASA identifier configuration placed according to the standards. Exterior signs located inside a center, such as building signs, are not required to have any NASA identifiers.

National Aeronautics and Space Administration

NASA

Langley Research Center

6 Miles

Directional signs outside a center may use the insignia alone in order to conform to local regulations. However, the color and spatial standards for the insignia must be retained.

9a

Mockup and Integration Laboratory

Exterior directional sign inside a center.

intro to graphic design

cover

table of contents

introduction

positive / negative

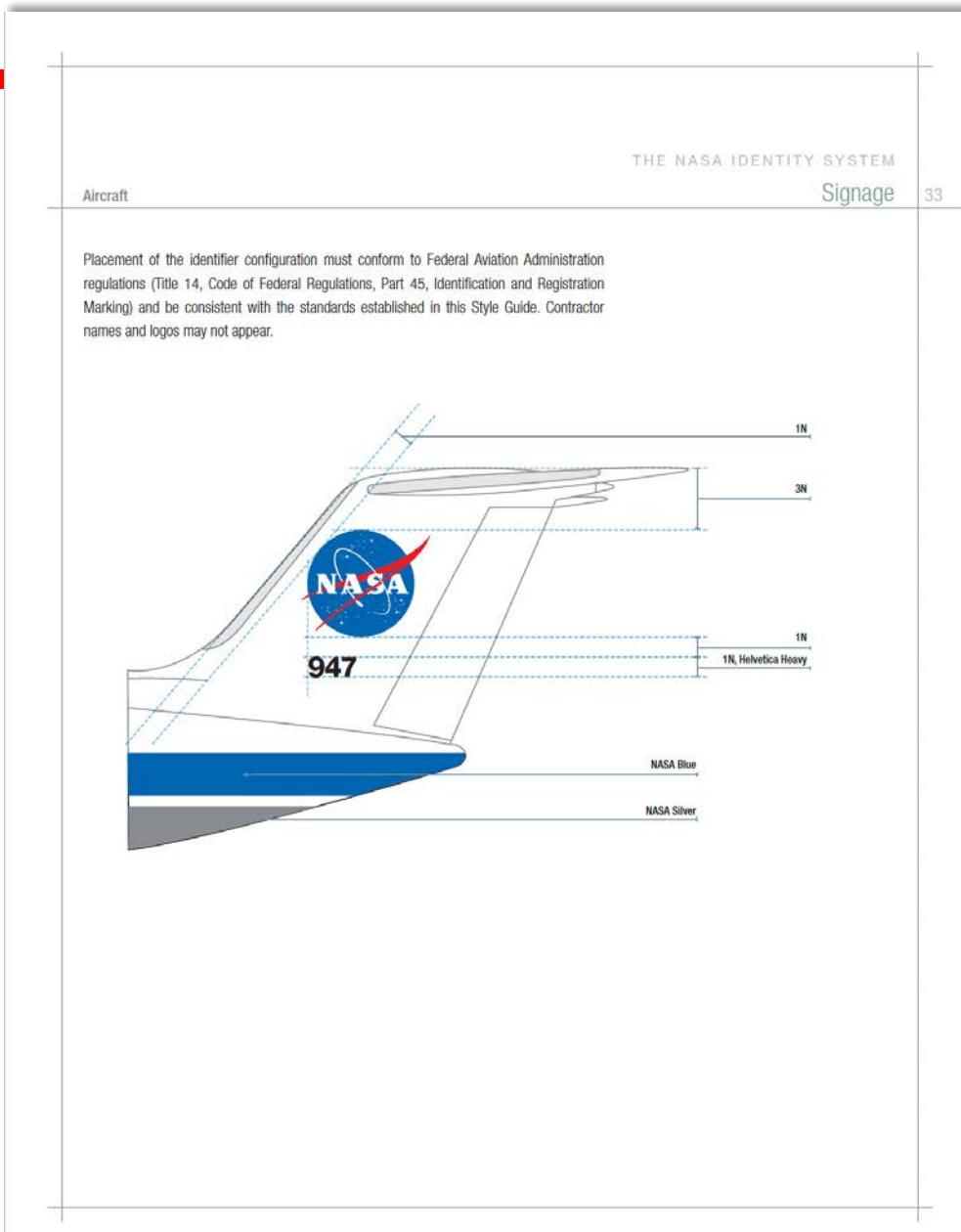
area of isolation

color palette

typography

application

improper usage



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

34 Signage Vehicles

Please refer to the following illustrations for guidelines on how to place the NASA identifier configuration on government-funded vehicles.

Font Specifications and Minimum Size Requirements

Government Disclaimer
Helvetica Light
Point Size 75 pt, Line Space 75 pt
All Type Flush Left

Agency Identifier
Helvetica Roman
Point Size 105 pt, Line Space 100 pt

Center Name
Helvetica Bold
Point Size 105 pt, Line Space 100 pt

Height of NASA insignia

Space following each section is 60 pt

Passenger door application

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

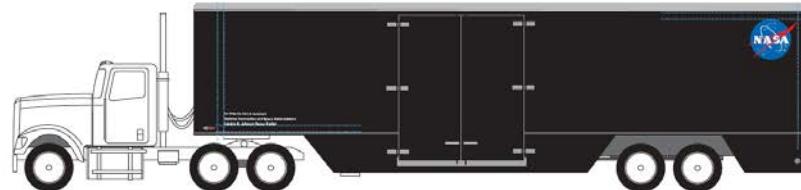
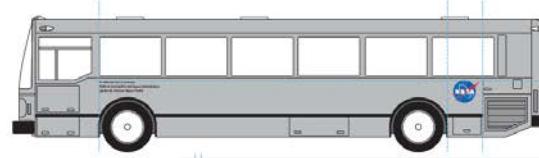
Vehicles

THE NASA IDENTITY SYSTEM

Signage

35

When the width between the agency name and the insignia becomes greater than 12S, the two identifiers may be enlarged and placed independently.



intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

40 Stationery Products Center-Specific Stationery

These standard products do not need to go through the Communications Material Review process. All standard products are available through the Headquarters and centers printing offices.

Please note that this standard letterhead below must be used and cannot be customized. All NASA letterhead must be coordinated through the Headquarters Printing Officer in order to ensure quality standards, such as consistent watermark and paper stock.

The specs for the electronic files needed to create these standard products are available at <http://communications.nasa.gov>.

>> Letterhead
>> Envelopes
>> Postcards
>> Mailing labels (two sizes)
>> Notepads
>> Business cards

 Letterhead

 Envelopes

 Notepad

 Business Cards

 Postcard

 Mailing Labels

intro to **graphic design**

cover

table of contents

signature statement

area of isolation

positive / negative

color palette

typography

application

improper usage

- Separation of logo elements
- Size relationships of components
- Color substitutions
- Outlining letterforms
- Proper background color
- Distortion
- Logo on a patterned background
- Proper reproduction formats (tif, eps)

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

48 The NASA Insignia Insignia Violations

The slide is titled "THE NASA IDENTITY SYSTEM" and "The NASA Insignia". It includes a page number "48" and a section header "Insignia Violations". The slide is divided into four rows of three columns each, showing various ways the NASA insignia has been misused. Each example is accompanied by a descriptive caption below it.

Violations	Reason
	Never delete elements of the insignia.
	Never add elements inside the insignia.
	Never add elements around the insignia.
	Never distort the insignia.
	Never change the original colors of the full-color insignia.
	Never add other colors to any elements of the one-color insignia.
	Never reverse insignia.
	Never add a glow to the insignia.
	Never display the insignia with a rule around the vector.
	Never change any of the individual design elements on the insignia to an outline.
	Never display the full-color insignia with a rule around the sphere.
	Never blur the insignia.

intro to graphic design

cover

table of contents

introduction

positive / negative

area of isolation

color palette

typography

application

improper usage

THE NASA IDENTITY SYSTEM

Insignia Violations

The NASA Insignia 49

Never incorporate other text into the insignia.

Never change the typeface in the insignia.

Never combine the retired logo with the insignia.

Never position a one-color insignia on a busy area of an image.

Never place an image over the insignia.

intro to **graphic design**

ACHIEVE TAHOE

new identity

intro to **graphic design**



Disabled Sports USA Far West identity

intro to **graphic design**



partner identities

intro to **graphic design**



competition identity

intro to **graphic design**



SF Ad agency (free) Identity #1 (symbol)

intro to **graphic design**



SF Ad agency (free) Identity #1 (stacked/type)

intro to **graphic design**



SF Ad agency (free) Identity #1 (horizontal/type)

intro to **graphic design**



SF Ad agency (free) Identity #1 (shield/type)

intro to **graphic design**



SF Ad agency (free) Identity #2

intro to **graphic design**



SF Ad agency (free) Identity #2 (stacked/type)

intro to **graphic design**



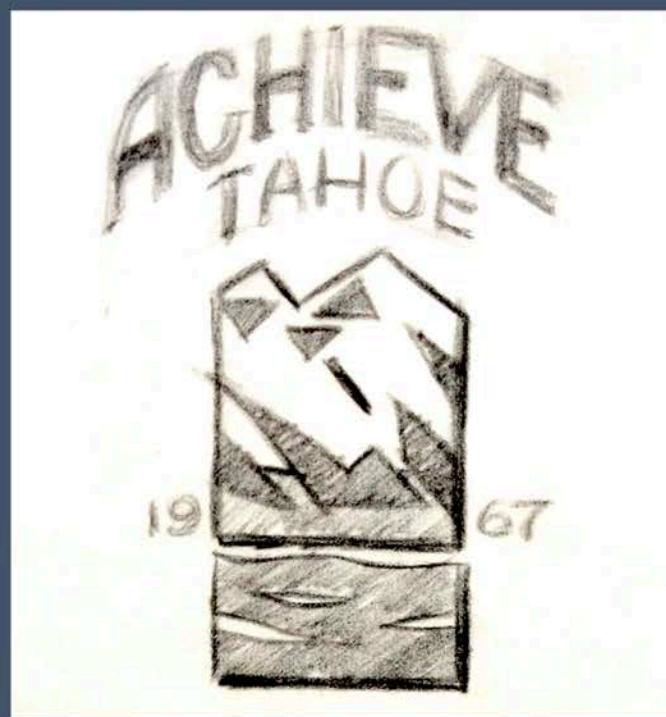
SF Ad agency (free) Identity #2 (horizontal/type)

intro to **graphic design**



SF Ad agency (free) Identity #2 (seal/type)

intro to graphic design



W&W initial sketch

intro to **graphic design**



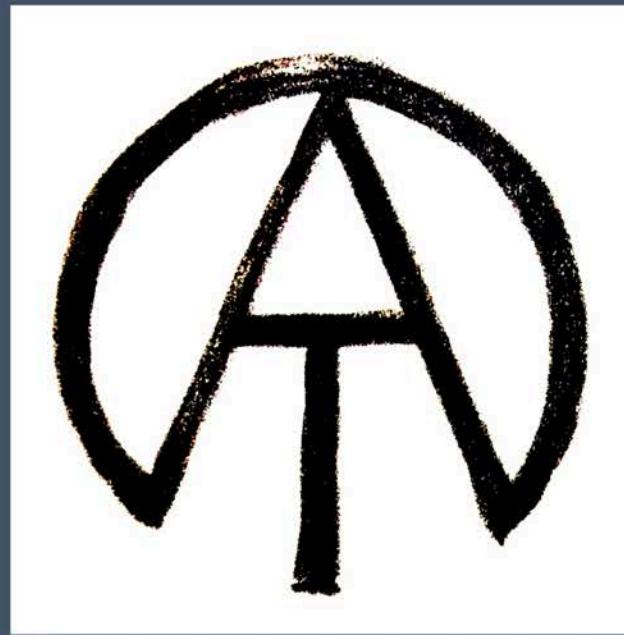
W&W initial sketch

intro to **graphic design**



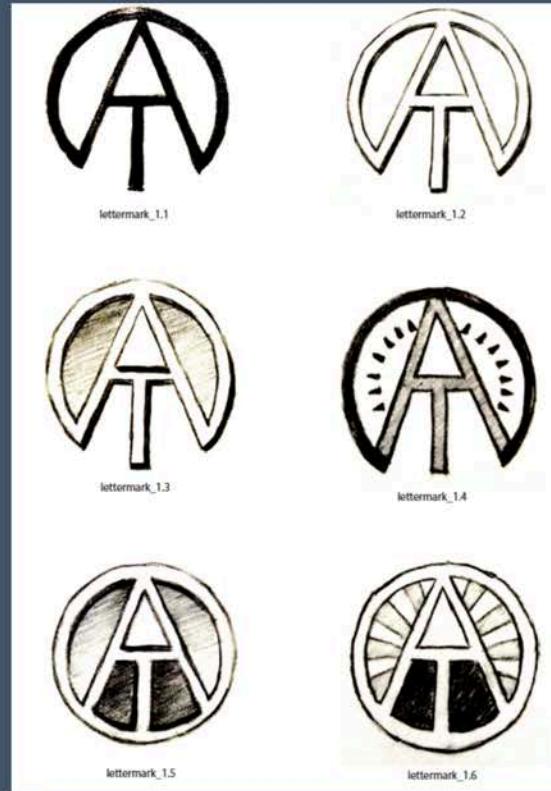
W&W initial banner (cleaned up)

intro to **graphic design**



W&W initial lettermark_I

intro to graphic design



W&W lettermark variations_1

intro to **graphic design**



W&W lettermark variations_I (w/type)

intro to **graphic design**



W&W initial lettermark_2

intro to graphic design



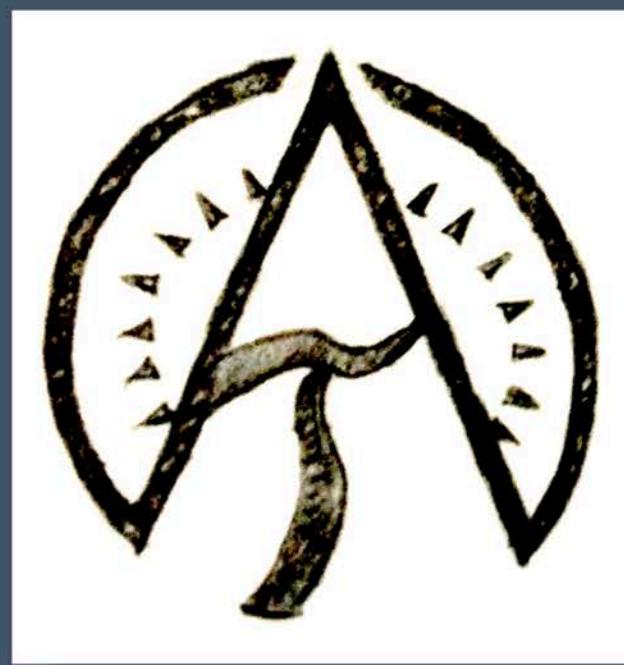
W&W lettermark variations_2

intro to graphic design



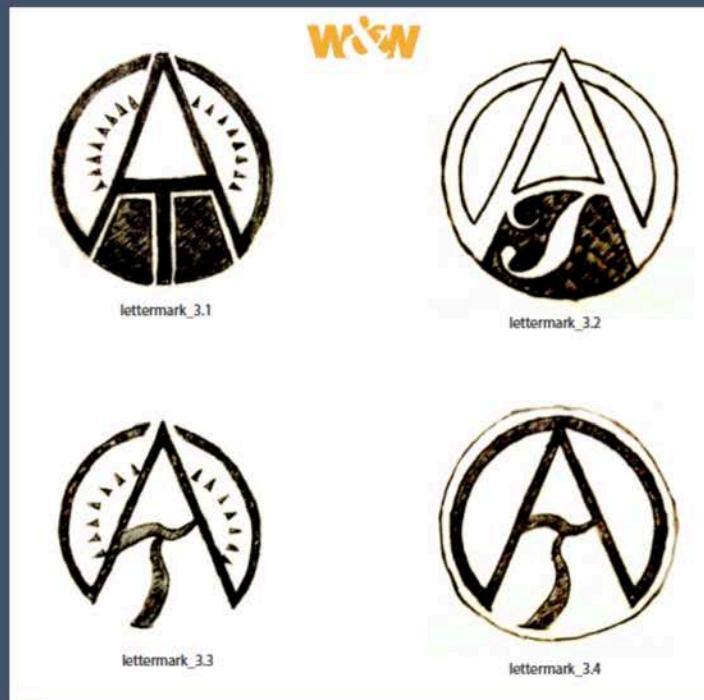
W&W lettermark variations_2 (w/type)

intro to **graphic design**



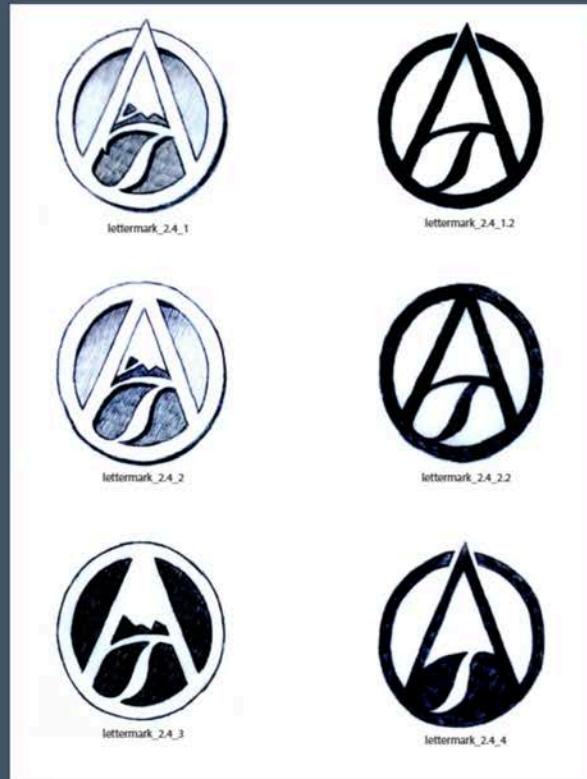
W&W initial lettermark_3

intro to graphic design



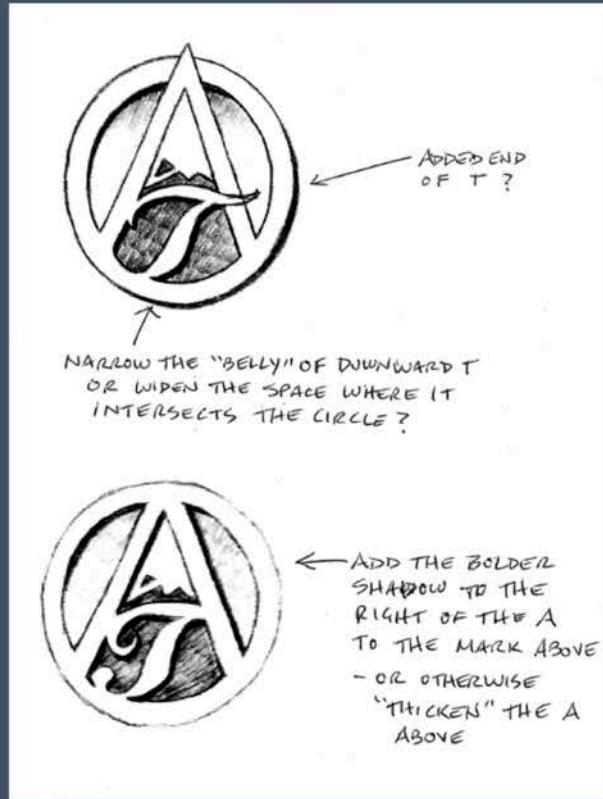
W&W lettermark variations_3

intro to graphic design



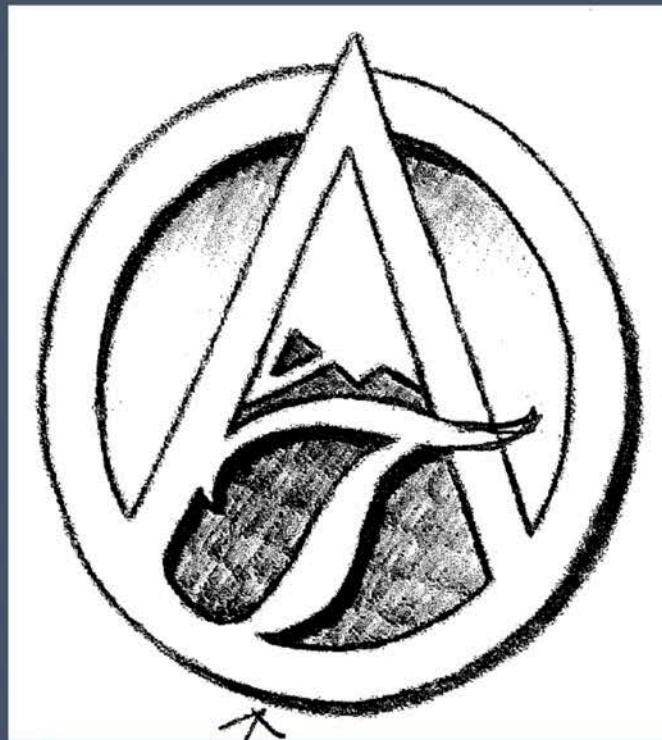
W&W lettermark variations_2.2

intro to graphic design



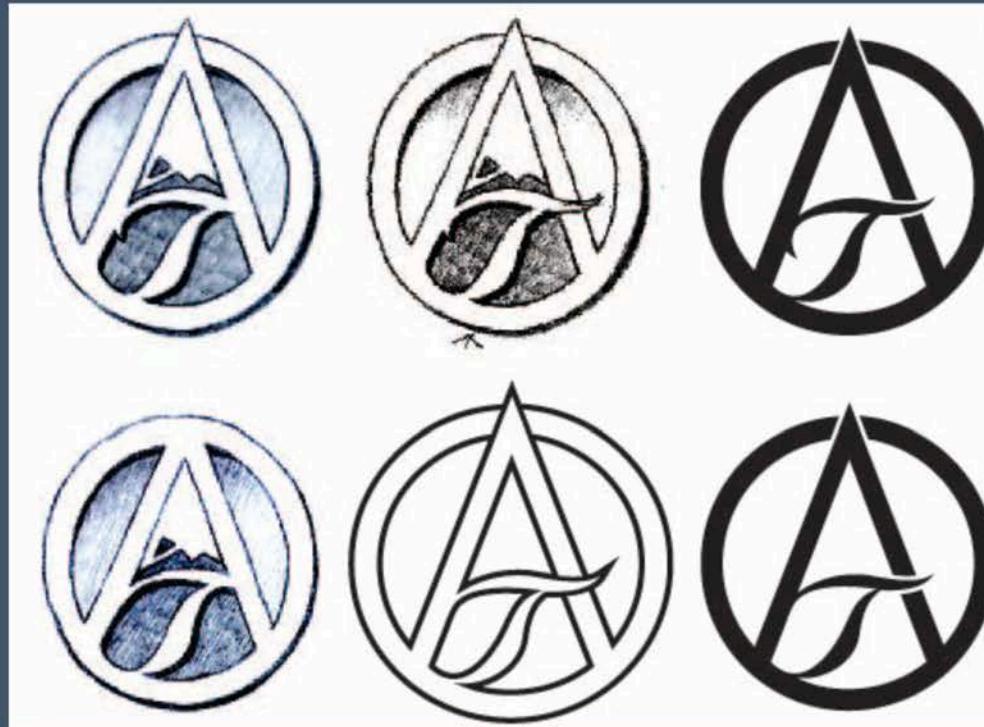
Client feedback

intro to **graphic design**



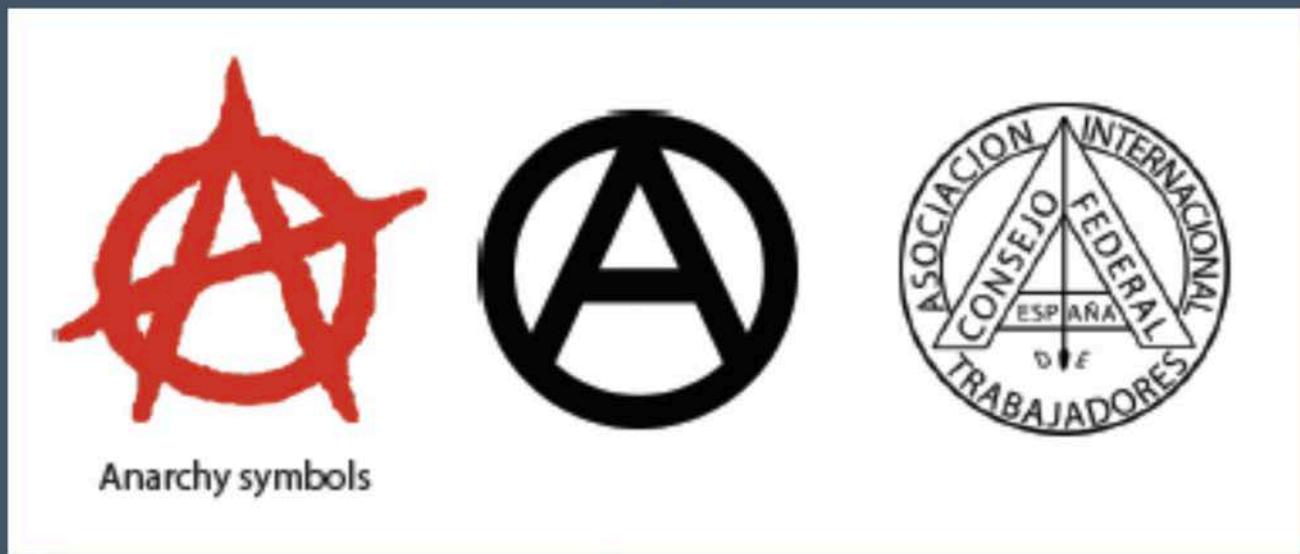
W&W final lettermark sketch

intro to **graphic design**



W&W lettermark progression

intro to graphic design



Anarchy symbols

anarchy

intro to **graphic design**



other examples

intro to **graphic design**



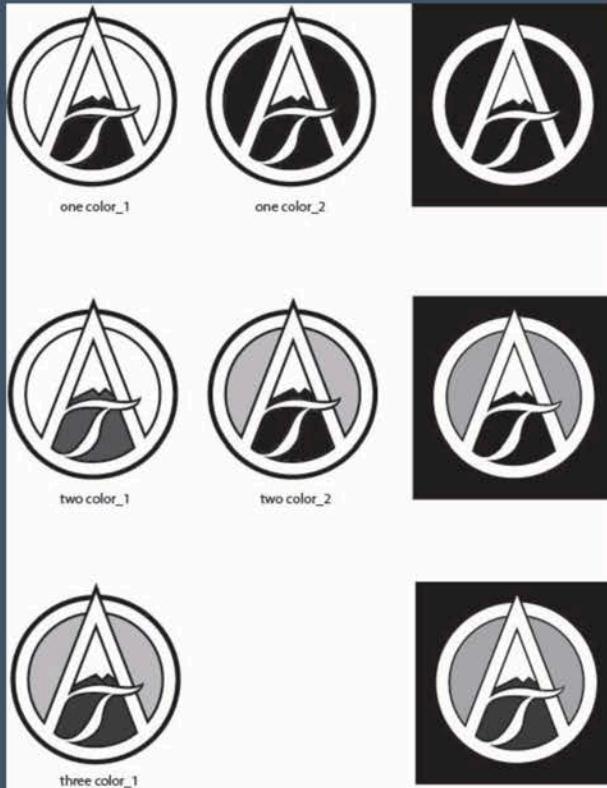
W&W lettermark variations_3

intro to **graphic design**



sketches and feedback

intro to **graphic design**



digital version_1

intro to graphic design



vibrations

intro to **graphic design**



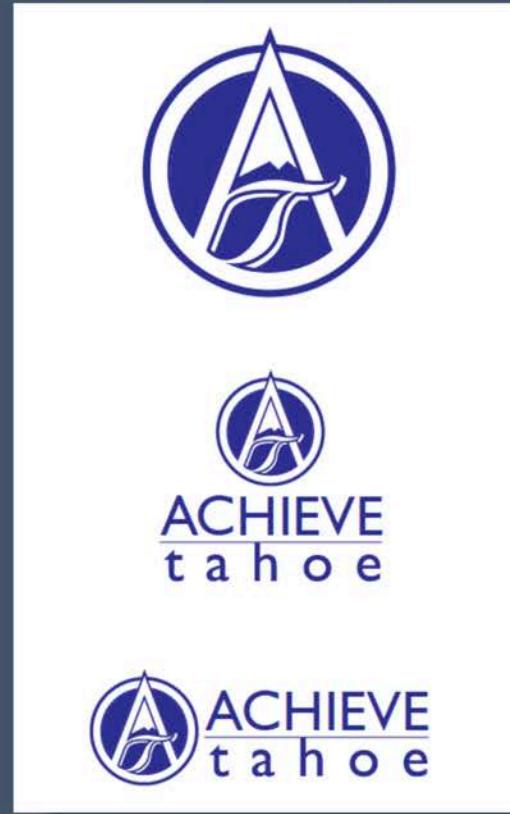
variation w/type_I

intro to graphic design



variation w/type_2

intro to graphic design



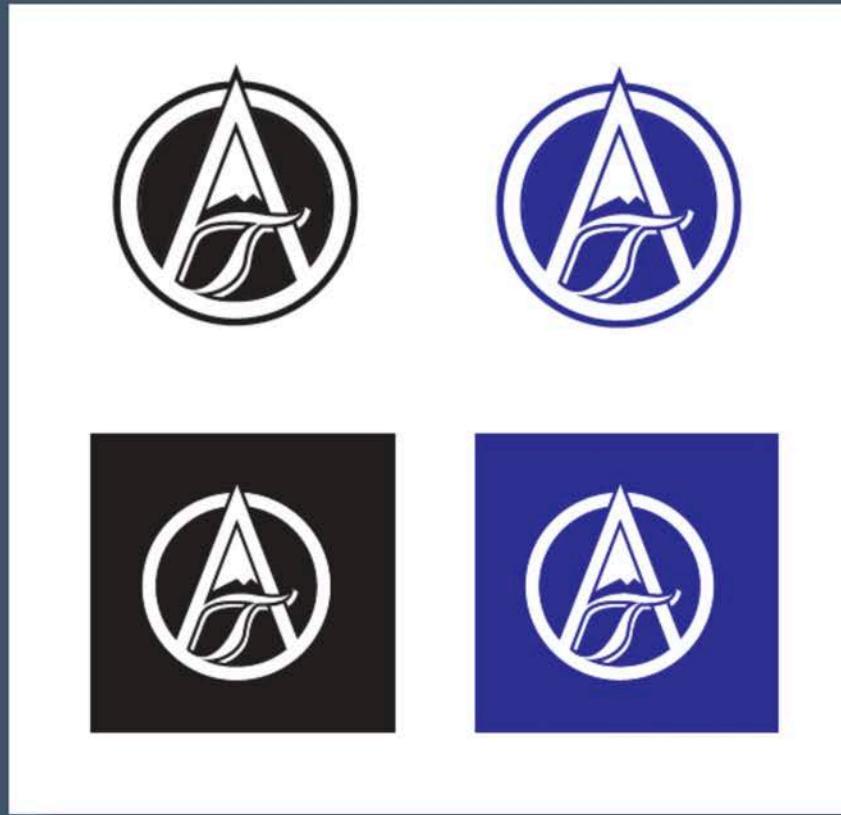
digital_2.2

intro to **graphic design**



usage

intro to **graphic design**



digital_one color

intro to graphic design



digital_w/tone

intro to graphic design



digital_final variations

intro to **graphic design**



intro to **graphic design**



ACHIEVE
ta h o e

intro to **graphic design**



ACHIEVE
tahoe

intro to graphic design

Achieve Tahoe identity

<https://www.youtube.com/watch?v=MFfHlcEZz9Y>

intro to graphic design



happy client

intro to **graphic design**



signage going up

intro to **graphic design**



Screen printed apparel

intro to **graphic design**



embroidery

intro to graphic design



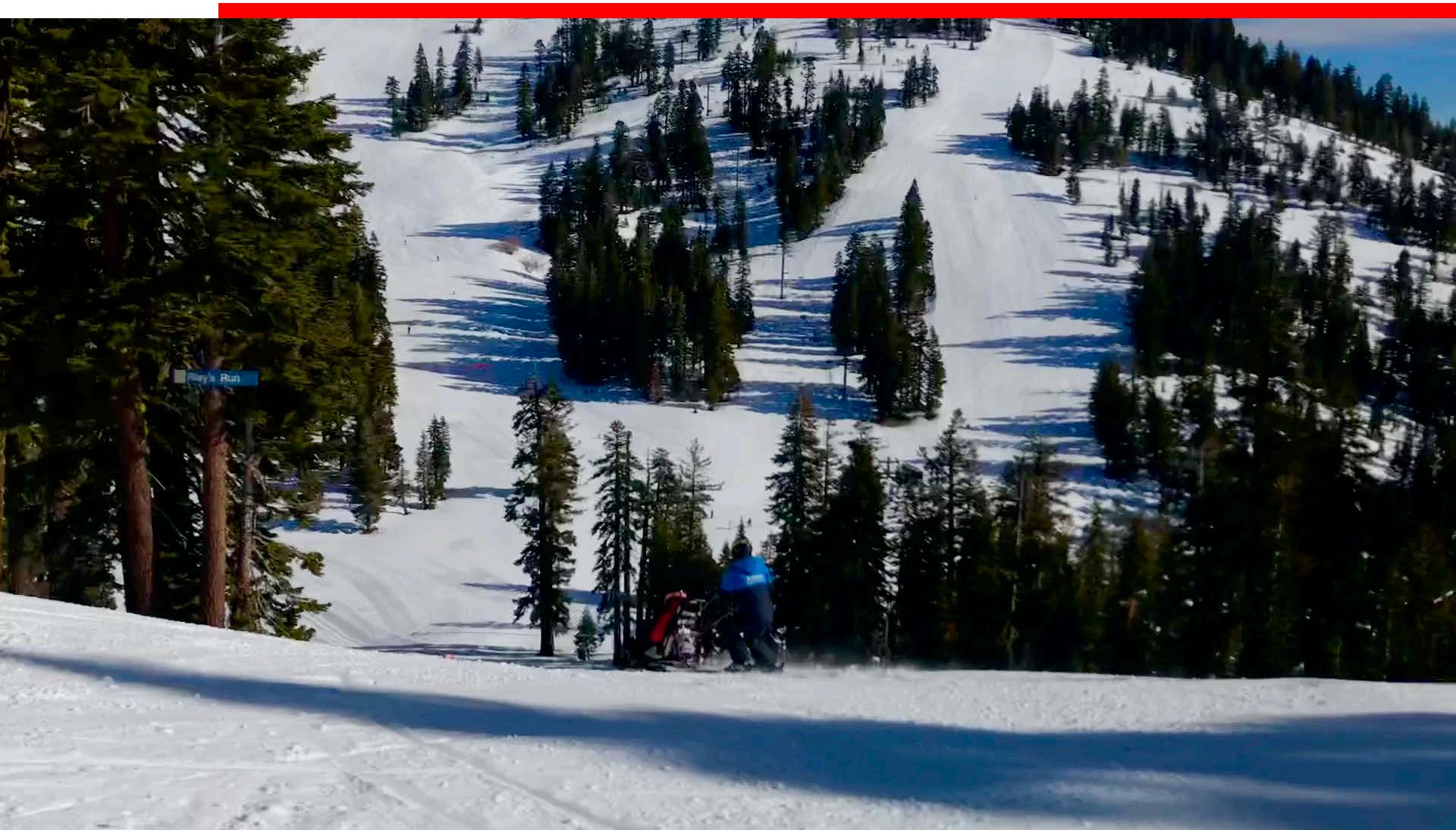
intro to **graphic design**



intro to graphic design



intro to **graphic design**



intro to graphic design



no homework!
see you Monday