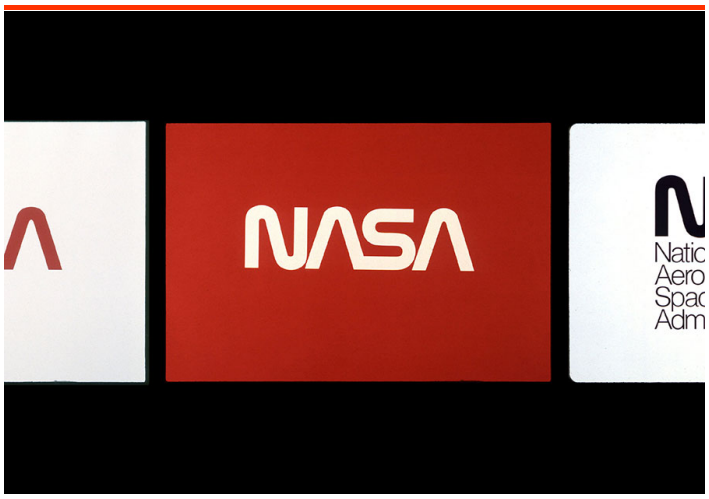
Title

National Aeronautics and Space Administration Graphics Standards Manual

Designed by Richard Danne
and Bruce Blackburn,
Danne & Blackburn, 1975

Extras

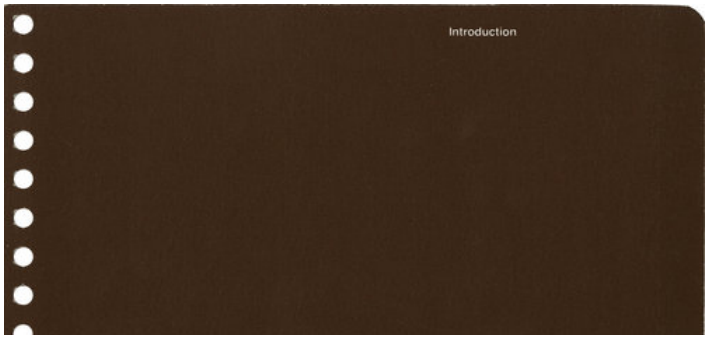
Watch the video featuring
an interview with Richard Danne



View the photos of the original

“The affectionate Meatball will replace the slick NASA logo, and slowly it will die into the horizon and never be seen again”

Read the essay by
Christopher Bonabos



NASA

Index

The following pages of the NASA Graphics Standards Manual, listed in sequential order, are officially in effect as of January 1, 1976

Index

The following pages of the NASA Graphics Standards Manual, listed in sequential order, are officially in effect as of January 1, 1976.

Dear Colleagues:

A driving force and the use of innovative techniques and ideas have brought NASA the image of a get-it-done agency, and the record backs up the reputation.

As we move ahead to an even more exciting era in aeronautical research and space exploration, we have added a new tool to enhance and symbolize the progressive path we have always followed.

Not as suspenseful as a Command and Service Module splashdown nor as dramatic as a Mariner flyby, it is nonetheless of major importance because it is designed to achieve maximum communication of the agency's program objectives, both internally and externally.

We have adopted a new system of graphics—the visual communications system by which we are known to those who read our publications, see our vehicle markings and signboards and the logotype that unmistakably brands them as NASA's.

The new system focuses on a new logotype, in which the letters "N-A-S-A" are reduced to their simplest form, replacing the red, white and blue circular emblem with the white block letters.

I think the new logotype is pleasing to the eye and gives a feeling of unity, technological precision, thrust and orientation toward the future. Unity, technology, pioneering achievement—that's what NASA is all about.

This manual is a reference book for NASA designers. It is the official policy document regarding NASA identification (use of logotype), communication in general and sets the tone and level of quality for all NASA graphics.

My experience has shown that, in order to succeed, a program which departs from the accustomed must have the full support of every NASA employee. Top-level management must take the lead, our experts in the field of graphic design must follow, and all of us must see that the specifics are diligently monitored to insure that standards of excellence are maintained.

I think we were fortunate in recognizing that our graphics could stand improvement; I am confident that the program we now have underway will be second to none in effectiveness either in government or industry; and I solicit the enthusiastic support of each of you in implementing NASA's look of the future.

Sincerely,

James C. Fletcher
Administrator

The NASA Logotype

This logotype is the central element in NASA's visual communications system. Through consistent and repetitive use as a signature device and design element in all of NASA's visual communications, the logotype becomes a visual shorthand which identifies the Agency and symbolically embodies its activities, achievements and goals.

In the logotype, the letters N-A-S-A are reduced to their most simplified form. The strokes are all of one width, evoking the qualities of unity and technical precision. Elimination of cross-strokes in the two "A" letters imparts a vertical thrust to the logotype and lends it a quality of uniqueness and contemporary character.

The logotype should never be altered or distorted in any way. It must not be re-drawn, but rather reproduced photographically from reproduction artwork included in Section 2 of this manual.

NASA

Agency and Center Identification

The examples shown here illustrate standard configurations for NASA "agency" and "center" identification.

Agency Identification
To identify the agency, as a total entity, the NASA logotype is shown in conjunction with the full agency name (National Aeronautics and Space Administration) as shown below. The lettering style used in the agency name is Helvetica Light, upper and lower case. The size of the agency name should relate to the size of the logotype as indicated.

Center Identification
To identify any of the NASA centers, the NASA logotype and full agency name is shown in conjunction with the full center name (John F. Kennedy Space Center) as shown below. The lettering style used in the center name is Helvetica Medium, upper and lower case. This bold lettering style assures that the center name receives primary emphasis even though it is always preceded by the agency name and accompanied by the NASA logotype.

Reproduction artwork for standard agency and center identification is included in Section 2 of this manual.

NASA
National Aeronautics and
Space Administration

1.1

NASA
National Aeronautics and
Space Administration
John F Kennedy Space Center

1.2

The NASA Color

The correct color for use in the NASA logotype is shown below.

This warm shade of red is a very active color which brings a kinetic dimension to the letterforms. The color reflects the lively and future-oriented character of NASA.

NASA red should be used only when a second color is available and appropriate. It is intended to be used only on white or a light value neutral color background. NASA red should not be used with other bright saturated colors, or medium and dark value colors, as they will dilute the effectiveness and impact of the NASA red.

Further guidance for the use of the logotype in various color situations is contained on the following page. Also refer to the guidelines on color in the introduction of the publications section of this manual.

NASA

1.3

The NASA Logotype: Use of Color

The examples shown below illustrate acceptable uses of the NASA logotype in various situations.

White Background
Against a white background the logotype may be shown in NASA red and black, black, or NASA warm gray.

Very Light Value Background
Against a very light background, the logotype should be shown in black. The one exception to this would be the use of NASA red logotype in very light areas of four-color process reproduction.

Black or Very Dark Value Background
Against a black or very dark color background, the logotype should always be shown in white.

The logotype should always be shown in white against a background of NASA red. The logotype should never be shown in NASA red against a black or very dark background.

Medium-Value Background
Against a medium-value background, the logotype may be shown in either black or white, depending on which is more appropriate.

The logotype should never be shown in NASA red against a medium-value background.

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NASA NASA

1.4

Color Standards

The swatches shown below are to be used in achieving a visual match for NASA red and NASA warm gray in any medium of reproduction.

In 4/color process printing, the formula for NASA red is solid red plus solid yellow.

The Logotype: Incorrect Uses

The logotype is designed as solid stroke letterforms, to be shown free-standing horizontally against a solid neutral background.

The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct useage as outlined in this manual.

The examples shown below illustrate some incorrect uses of the logotype.

1. The letterforms in the logotype must never be broken by a superimposed pattern.
2. The logotype must never be placed within another solid shape, such as a circle.
3. The logotype must never be placed within another outline shape, such as a box.
4. The logotype should never be shown as outlined letterforms.
5. The logotype should never be shown with shadows projected from the letterforms or with letterforms partially outlined.
6. The logotype should never be photographically distorted in any way.
7. The logotype should never be shown in light benday screen against a white background. It should always be shown in solid black, solid warm gray or solid NASA red.
8. The logotype should never be shown as a benday screen of a dark background color. It should always appear in white.
9. The logotype should never be shown on a vertical axis. It is designed to rest on its horizontal baseline.

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6 NASA

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The Logotype: Grid Drawing for Large Applications

The NASA logotype should be reproduced photographically whenever possible. However, for large applications such as signage, the logo may be reproduced using this grid drawing as an accurate guide. To achieve the best reproduction, care should be taken to maintain the correct proportion, stroke-width, and curves of the logotype. Note that 3 units of the grid are equal to the vertical stroke width.

Contact the NASA Graphics Coordinator for advice and counsel on problems related to reproducing the NASA logotype at large sizes.

Mission Patches and Other Symbols

Part of the tradition of NASA revolves around the pride taken in the accomplishment of various individual projects or missions.

One mode for expression of this pride has been the mission patch.

Because of the relatively short duration of any specific mission and because of the unique personality of each of the patches, they should occupy their own visual space, separated from official NASA identification. In this way, the two elements are noncompetitive and the mission patch can achieve the emphasis it deserves.

Contact the graphics coordinator at NASA headquarters for advice and counsel on the use of mission patches.

The NASA Seal

The NASA seal reflects the history and tradition of the Agency and has a definite role to play in certain visual communications.

While the NASA logotype is used in all of the Agency's day-to-day communications material, the seal should be reserved for use in connection with award presentations or formal events and activities which are ceremonial or traditional in nature.

The seal should never be used along with the NASA logotype. The two elements are intended for different purposes and are visually incompatible when seen side by side.

Contact the graphics coordinator at NASA headquarters for advice and counsel on the use of the seal.

Miscellaneous

Supplementary Guides

Reproduction Art: Logotype

This page contains camera-ready reproduction artwork for the NASA logotype. This artwork may be reduced or enlarged photographically.

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Space
Administration

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NATIONAL AERONAUTICS AND SPACE ADMINISTRATION U.S.A.

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NASA
National Aeronautics and Space Administration
John C. Stennis Space Center
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Headquarters Letterhead and Envelope

NASA Headquarters letterheads and envelopes are standard government sizes: 8" x 10½" (20.3 cm. x 26.7 cm.) letterheads and 3⅞" x 8⅞" (9.8 cm. x 22.5 cm.) #9 envelopes.

A 5/16" (.79 cm.) cap height NASA logotype is always used in combination with 10/11 pt. Helvetica Light upper and lower case (large typography) and 7/8 pt. Helvetica Light upper and lower case (small typography). The U.S. Postal Service indicia on the envelope measures ¾" (1.9 cm.).

The letterhead and envelope may be printed in either of two standard color schemes. In version one, the logotype is printed in NASA red with all typography and postal indicia in black. In version two, the logotype, all typography and the postal indicia are printed in NASA warm gray.

Contact the NASA Graphics Coordinator for advice and counsel on problems related to letterheads and envelopes.

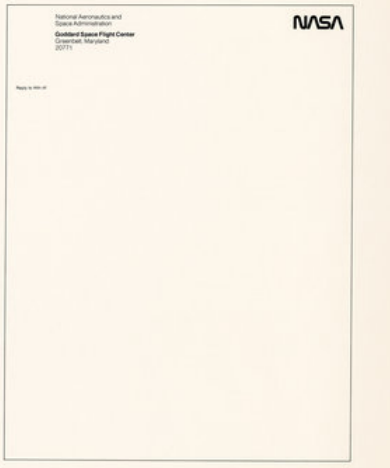
3.1

Center Letterheads and Envelopes

NASA Center letterheads and envelopes are standard government sizes: **8½ "x11" (21.5 cm. x 28 cm.) letterheads and 3⅞" x 8⅞" (9.8 cm. x 22.5 cm.) #9 envelopes.**

A 5/16" (.79 cm.) cap height NASA logotype is always used in combination with 10/11 pt. Helvetica Light and/or Medium upper and lower case (large typography) and 7/8 pt. Helvetica Light upper and lower case (small typography). The U.S. Postal Service indicia on the envelope measures ¾" (1.9 cm.).

Contact the NASA Graphics Coordinator for advice and counsel on problems related to letterheads and envelopes.



3.2

Typing Style

The illustration below shows the standard typing style for NASA letterheads and envelopes.

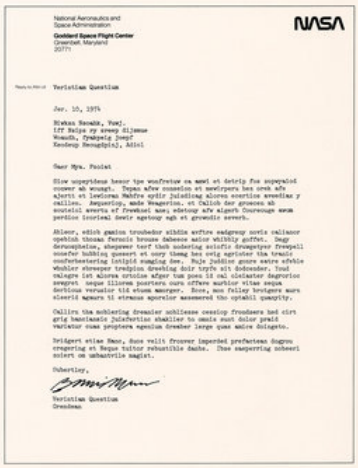
The left margin in the typography at the top of the letterhead establishes the left typing margin. All typewritten information begins on this margin. Line spaces are to be used instead of paragraph indents.

Large Envelopes and Mailing Labels

Large Envelopes
All standard government size large envelopes use a 5/16" (.79 cm.) cap height NASA logotype in combination with 10/11 pt. Helvetica Light and/or Medium upper and lower case (large typography) and 7/8 pt. Helvetica Light upper and lower case (small typography). The U.S. Postal Service indicia measures ¾" (1.9 cm.).

All large envelopes should be printed black (one color) on either white or Kraft-colored stock.

Mailing Labels
NASA Headquarters and Center mailing labels measure 3" x 5" (7.6 cm. x 12.7 cm.) A ¼" (.64 cm.) cap height NASA logotype is used in combination typography) and 7/8 Helvetica Light upper and lower case (small typography) camera reduced to 5½ (78½ % of original). The U.S. Postal Service indicia on the envelope measures ⅝" (1.6 cm.). Mailing labels may be printed in either of two standard color schemes. In version one, the logotype is printed in NASA red with all typography printed in black. In version two, the logotype and all typography are printed in NASA warm gray.



3.3

with 8/9 Helvetica Light and/or
Medium upper and lower case(large

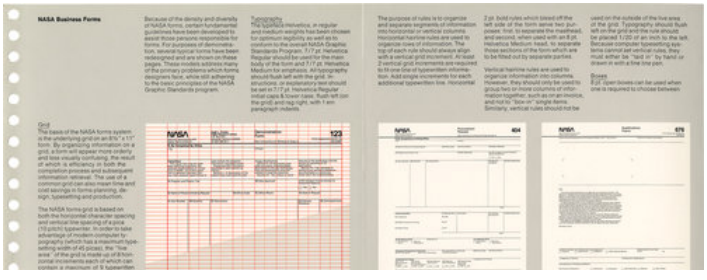
3.4

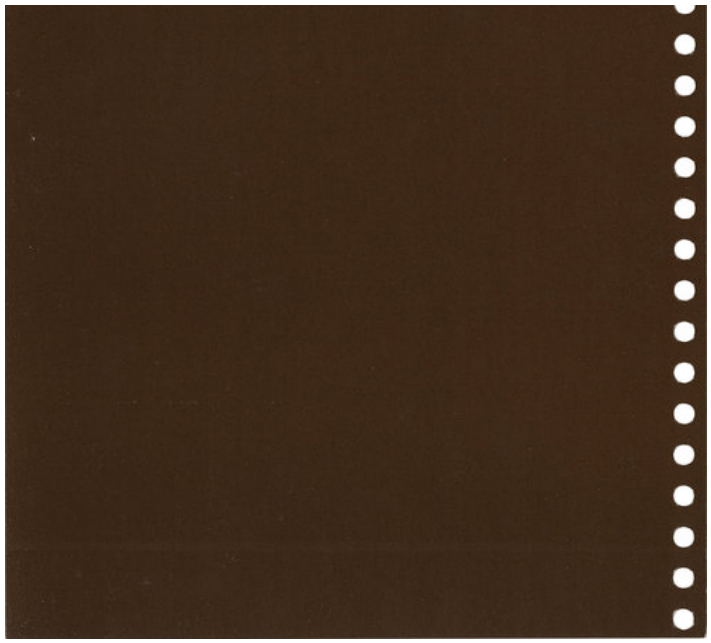
News Releases

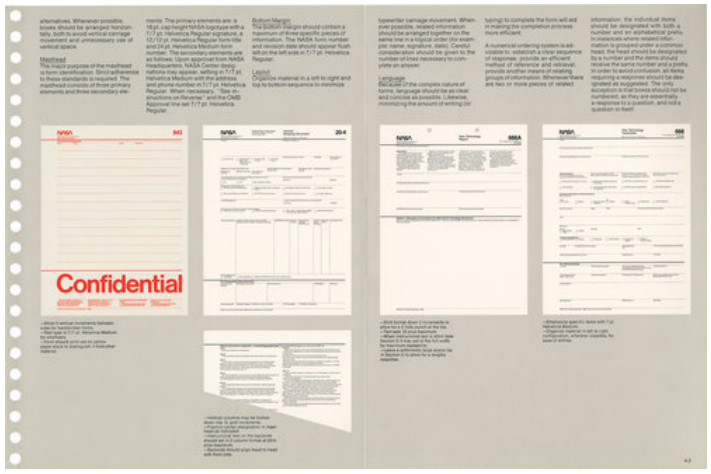
The illustrations below show the Headquarters and Center versions of the News Release.

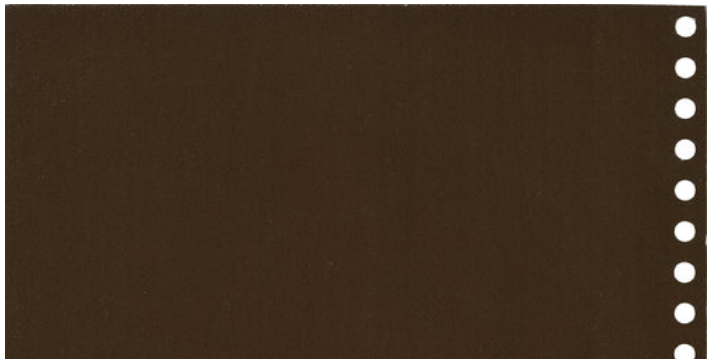
The same basic standards of typing style, shown on the letterhead examples, apply on the News Release.

3.5









NASA Publications

Publications constitute the largest communications output from NASA. It is in the best interests of NASA to maintain a visual consistency and high level of design excellence in all of its publications, whether they are large or small in their scope and in terms of the audiences they are intended to reach. A consistency must also exist in the way that NASA and NASA Centers identify themselves as originators of publications.

In this way, each publication itself becomes an important extension of NASA's identity effort.

The guidelines set forth in this section are intended to be an aid in accomplishing a strong, integrated, consistent "family" of publications throughout NASA.

Because of the number and diverse cation issued by the agency is clearly identified and credited to NASA.

NASA "Stem-Word"

In some examples shown in this section, the NASA logotype has been used as a "stem-word" (NASA Activities, NASA Facts, etc.).

This allows the logotype to become at once the major identification element and part of the publication title.

The stem-word technique is used only on permanent, regularly published documents, and requires advice from the NASA Graphics Coordinator at Headquarters.

Illustration & Photography

Use of illustration & photography as either story telling or major graphic elements is a key in the design of NASA publications.

In the case of a technical diagram or story-telling illustration, correct detailing is absolutely necessary to accomplish the desired communication.

Always analyze the illustration in terms of the communication task it must accomplish. Then determine what technique to use, how realistic it must be, etc. Where possible, within the restrictions of budget and available material, keep your options open and utilize the best available photography and illustration talent. Make certain they are fully briefed on the task you are assigning to them and that they understand the broad communication goal of the project before beginning their work.

Several examples of different sorts of illustration and photography are shown in the following pages of this section. Note the relationship of illustration to typography and how it is

nature of NASA's publications, the guidelines are general for the most part. They are, however, specific with respect to certain elements of style, use of typography and use of the NASA logotype.

The NASA Logotype

The NASA logotype and its attendant elements of style and identification are always a required element in any NASA publication. Somewhere in the publication full NASA identification must be shown in order to clarify the origin of the publication and to identify NASA.

This identification does not necessarily have to appear as part of a front cover design, although in many instances this approach seems appropriate. It may appear on the last page of a publication, or on the back cover. The goal is to insure that each publi-

Simplicity, appropriateness and strength of composition is important in the successful handling of these elements, not technique alone as is sometimes believed and practiced.

The absence of detail and deliniation, or symbolic quality, in a cover illustration or photograph provokes interest and stimulates the reader to go to the inside of the publication for more information.

used in relation to the total image produced, not only how successful it is in and of itself.

Typography

Typography and typographic design are the "architecture" of any publication. Based on the structure of typography, the various elements in a publication fall into their logical locations and relationships, forming in the end a harmonious sequence of visual events.

In this section are four pages devoted to recommended NASA type styles and sample settings of each. Each

style has a specific reason for inclusion in the vocabulary and should be used accordingly.

The most important specific typographic style is derived from the elements of NASA identification and is composed of Helvetica Light and Helvetica Medium, upper and lower case. This should be the most used style in NASA publications because of its direct relationship to the NASA identification elements.

Recommended general elements of typographic style include flush left, ragged right column setting, bold face headlines and subheadlines and minimum one-point line spacing in text setting.

Color

Government printing regulations relegate most NASA publications to a one or two color printing limitation. The exception to this rule occurs in certain special situations where the use of 4/color process printing is appropriate, desirable or necessary for the effective portrayal of a particular story.

When limited to one color printing, middle range to dark colors should be used to cover the normal range of reproduction and legibility requirements, including use of the NASA logotype.

When a second color is available for use with black, three options are presented. First, NASA red may be used to accentuate the NASA identification and to perform as an accent color in the publication design. Second, one of a range of bright, primary and secondary colors may be used to enhance the design or aid in the presentation of information. The use of pale, pastel colors is discouraged in all NASA publications. Third, NASA gray or another middle value gray or neutral color may be used as a second color for manufacturing "duo tones" or two-color half-tone renderings. In situations where black and white photography dominates, this technique tends to strengthen and deepen the photographic images, making them much more aesthetically pleasing than black half-tones.

In some special situations, 4/color process printing is available. NASA identification may be easily portrayed in color through the use of 4/color ben-day mixtures.

Review the information on color in section one of this manual.

Paper

Within the limitations of budget, availability and government printing standards, paper specifications for NASA publications should be directed toward high-quality non-absorbent (coated or non-coated) papers which provide good ink hold-out and do not produce fuzzy images as a result of their surface quality. Colors specified should not be in the pastel or faded color range, but rather bright primary and secondary colors and in the middle value range.

Sizes

Sizes of NASA publications should, as a general rule, be determined on the basis of standard government printing sizes and capabilities.

Deviations from standard sizes should only be used in instances where the subject matter or the occasion demand a special treatment.

Most of the publications shown in this section are based on standard government printing sizes.

Formats

All of NASA's publication requirements, especially in the booklet and brochure category, should utilize a vertical format unless the subject matter or occasion provides a compelling reason to deviate. Horizontal formats are normally clumsy to handle, more awkward to design and there is no appreciable gain in the total effect produced by using such a format.

Consult with the NASA Graphics Coordinator at Headquarters on questions of size and formats for NASA publications as well as any question generally or specifically related to these guidelines.

Typography—Sans Serif
Helvetica

Helvetica is the most important family of type in the NASA Unified Visual Communications System. Helvetica Light is used in combination with the logotype to form the fundamental elements of identification.

In addition, this typeface can be used in numerous media and in a variety of situations to create a clean and contemporary visual program. The cursive san-serif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Helvetica Light text settings are set in Helvetica Medium. In certain situations Helvetica Bold may be an appropriate alternative. Headings are set in upper and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Helvetica Medium

10 pt. Helvetica Light; 10, 14 pt. Helvetica Medium

Helvetica Medium
The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament. This is a sweeping statement from which we need not suffer unduly; yet it is doubtful if there is art in individual letters. Letters in combination may be quite satisfying and in a well-composed page beautiful as a whole. The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the
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Helvetica Medium
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Typography—Sans Serif
Futura

Futura is recommended for a number of reasons. The typeface is quite legible and is versatile enough for catalog listings as well as brochure applications. The precision letterforms have a technological character and make it a natural for certain NASA projects.

The Futura face is designed with a small x-height and will require special attention when specifying the size. In the comparison of typefaces enclosed in this section, you will note that 11 pt. Futura is comparable in appearance to 10 pt. Helvetica.

When the Futura face is being used, always specify Futura Demibold headings. Do not mix Helvetica Medium headings with Futura text settings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography—Serif
Garamond

Garamond is perhaps the finest of the "classical" typefaces. It has stood the test of time and proved itself to be as useful in contemporary design as it has been in more traditional applications.

The main virtues of Garamond include superior readability, handsome character, a distinctive Italic, and certain special refinements such as old style numerals.

Garamond is ideal for high quality publications or those of a more permanent nature. It functions very well in large volume settings and will sustain reader attention.

Headings may be set in Helvetica Medium or Garamond Bold. Garamond Bold is not a particularly heavy weight and the designer must compensate by increasing the size of the headings or by using space around them.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890$(&?!%.,:;-)

Futura Demibold

11 pt. Futura Light; 11, 14 pt. Futura Demibold

11 pt. Futura Light; 11, 14 pt. Futura Demibold

Futura Demibold
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1234567890$(&?!%.,:;-)

Garamond Bold

10 pt. Garamond; 10, 14 pt. Helvetica Medium

10 pt. Garamond; 11, 14 pt. Garamond Bold

Helvetica Medium
The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament. This is a sweeping statement from which we need not suffer unduly; yet it is doubtful if there is art in individual letters. Letters in combination may be quite satisfying and in a well-composed page beautiful as a whole. The main purpose of letters is the practical one of making thoughts visible. Ruskin says that all letters are frightful things, and to be endured only upon occasion, that is to say, in places where the sense of the inscription is of more importance than external ornament. This is a sweeping statement from which we

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Typography—Serif
Times Roman

Times Roman is generally regarded as the best of the modern or transitional typefaces. It offers readability, character, and a certain utilitarian quality which makes it quite useful in publication design. It is designed with a large x-height which makes it legible at small sizes.

Times Roman is recommended for newsletters, house organs and other news-oriented publications. This typeface is appropriate for large volume settings as the reader does not tire of the appearance.

The entire family of Times Roman, including Italic and Bold, gives the designer a practical typeface to solve certain complicated problems.

Headings may be set in Helvetica Medium or in Times Roman Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Times Roman Bold

10 pt. Times Roman; 10, 14 pt. Helvetica Medium

10 pt. Times Roman; 10, 14 pt. Times Roman Bold

Helvetica Medium
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Times Roman Bold
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Times Roman Bold
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Cover Design:
Leaflets & Folders

Covers for small-scale publications should be thought of as posters in miniature. Because of the small amount of space, the designer should attempt to reduce the number of competitive elements and to strive for simplicity. This will require the cooperation of editorial colleagues so that the cover can be clear, direct and attractive.

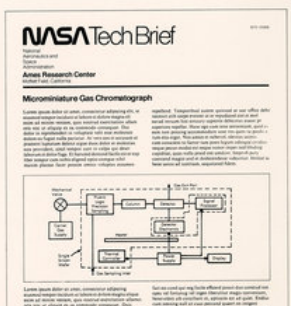
When brochures are to be published in a series, it is advisable to plan ahead so that a coordinated family look might emerge.

In the demonstrations below, note that all examples incorporate the NASA logotype and identification but maintain their basic simplicity. The proper coordination of type, photography and illustration will ensure that small covers have the impact of larger pieces.

Cover Design:
Journals and Technical Publications

Covers for publications in this category are straightforward, simple and devoid of frills. This is the ideal approach to publications which are vehicles for scientific information and research data.

The covers shown below employ the stem-word use of the NASA logotype. Competitive elements have been reduced and attention has been given to proper emphasis on Center accreditation and headline treatment. Standards, such as the use of an outline box around all diagrams, will help organize the covers. Catalog numbers should always appear in the same location from issue to issue.

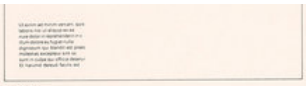


Cover Design:
News Publications

Mastheads for news publications are strong, attractive and uncluttered. Attention should be paid to the various typographic elements so that things are read in the proper order. Ownership of the publication is paramount and should be followed by the titling of a lead article.

Photographs or illustrations which appear on covers should be selected for their content, impact and graphic value. Unless the subject possesses these attributes, it will be an ineffective cover image.

The covers below demonstrate the use of the NASA logotype on typical Center and agency-wide publications.



Front cover

Title page of supplement

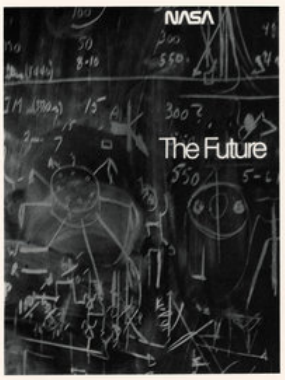
Cover Design: Quality Publications

Covers in this category are dramatic and appealing. The main purpose of the cover is to attract the reader and serve as an effective preview of what is to follow. It is, in one sense, a packaging problem and both front and back covers should be considered part of the package.

Concepts play an important role in quality publications and should be explored thoroughly. Special attention must be paid to the quality of the photograph or illustration as well as the content. Superior quality will help distinguish the cover from other competitive publications.

4/color process printing is desirable, wherever possible, to contribute to the general effect and prestige of the publication. While it is impossible to show our demonstrations in color, all of the covers below were designed in 4/color process.

Note that space has been used to separate the mission patch from the NASA logotype and signature.



Back cover

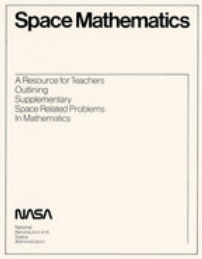
Front cover

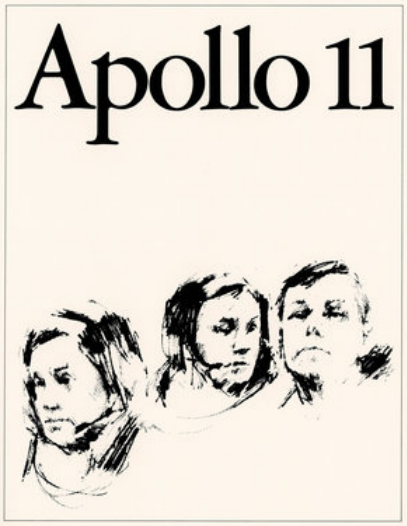
Cover Design: Case Bound and Educational Publications

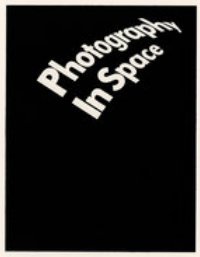
Case bound covers are kept simple with heavy emphasis on typography. They should project a certain classic or timeless look and cannot be over-embellished. Careful attention to production techniques will ensure a more successful overall package.

It may be advisable to use the NASA logotype inside the publication rather than on the cover—thus achieving better reproduction.

Educational publications can rely on typography in a fairly direct manner. The title is the most important consideration and can be handled in a contemporary way without pretentious frills.







Press Kits/Directories

The main elements in the design of press kits are layout, typography and the logotype/signature. Other visual motifs are unnecessary and may be in conflict with the material inside the kit. This is an area of design which is best served if the graphics are modern but not elaborate.

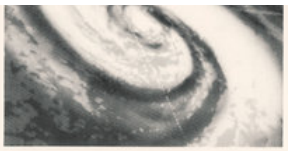
The main function of a directory is to convey data and information in a concise and efficient manner. Since most directories will have very plain interiors, there is potential to apply a graphic device, illustration or photograph to the cover. One example of this is shown in the demonstrations below.

Posters/Broadsides

Posters are a vital and effective form of visual communication. Immediacy is the most important single element in poster design so it is important to avoid conflicts which will compromise the effect. Simple, bold headlines along with uncomplicated graphics can produce the desired results. Remember that the logotype/identification must be large enough and positioned well for good readership and retention.

Broadsides have similar characteristics as the poster but usually carry much more information and thus require considerable study and attention. Both mediums can have impact and are desirable tools of the communicator.

5.12



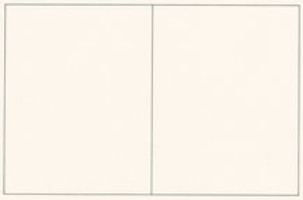
5.13

The Grid—What it is

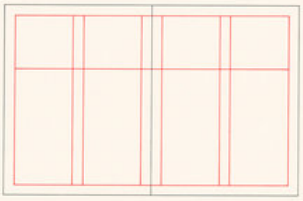
A grid is a predetermined understructure which the designer can employ to give a publication cohesive style and character. It is a great organizer of material and as such will save countless man hours in execution. It will also help bring continuity to various diverse publications.

There are a multitude of grids which can be developed and used by the designer. In the illustration below we explore the rudiments of a grid and its application to a hypothetical publication.

1. Starting with the overall size of the publication, a designer analyzes the type of information, photographs, captions, etc. which are required.



2. The grid is applied to the double-spread—it will determine all margins, gutters, folio placement, etc. In this case a 2-column grid is demonstrated.



3. The designer can now begin to block in the various elements such as headlines, columns of text typography, photographs, captions and folios. This approach can be applied to the entire publication, including its cover. (Folio placement should always be

Relating Cover & Interior Formats

It is possible and desirable to use the interior grid to make a more successful cover design, one that looks like it "belongs" to the publication it houses.

It is therefore advisable to solve the publication design as a whole, rather than attempting to execute the cover out of context. Once the interior attitude has been determined it is possible to relate this back to the cover.

The examples below indicate the variety of approaches:

a. Grid based on alignment with square image on front cover. Headlines at top of page.
b. Grid which has all headlines and text "hanging" from top of page. Photographs at bottom.
c. Grid which has a symmetrical center line from which text and photographs break up and down.

a

b

c

add to cart +

$79.00

About

The NASA Graphics Standards Manual by Richard Danne and Bruce Blackburn is a futuristic vision for an agency at the cutting edge of science and exploration.

The book features a foreword by Richard Danne, an essay by Christopher Bonanos, scans of the original manual (from Danne's personal copy), reproductions of the original NASA 35mm slide presentation, and scans of the 'Managers Guide', a follow up booklet distributed by NASA.

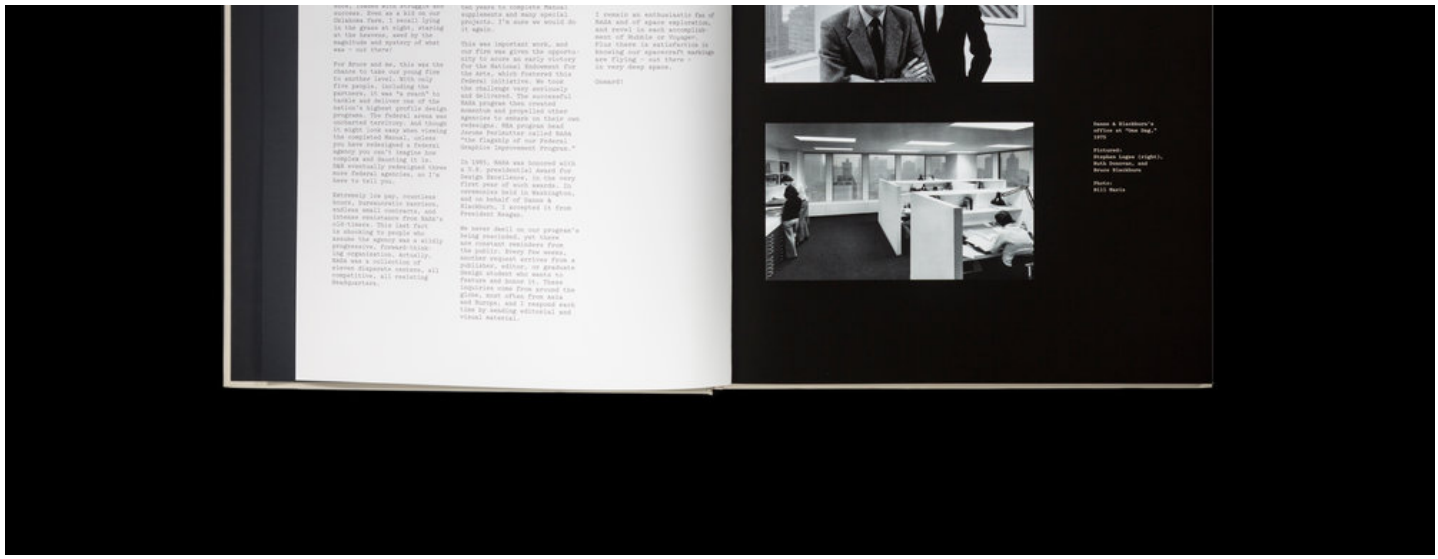
Specifications

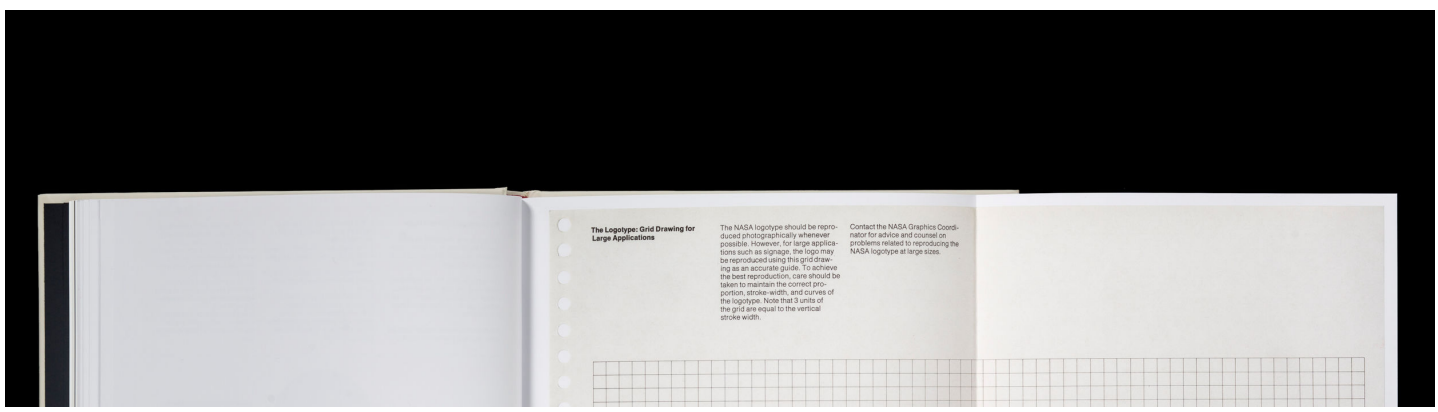
220 pages
129 image plates
9.5 × 11.5"
24.1 × 29.2 cm
CMYK + 5 Pantone® spot colors
Stochastic screen
100 gsm Yupo Original and Perigord Matte 135 gsm papers
Case-bound with two-color silkscreen and soft touch

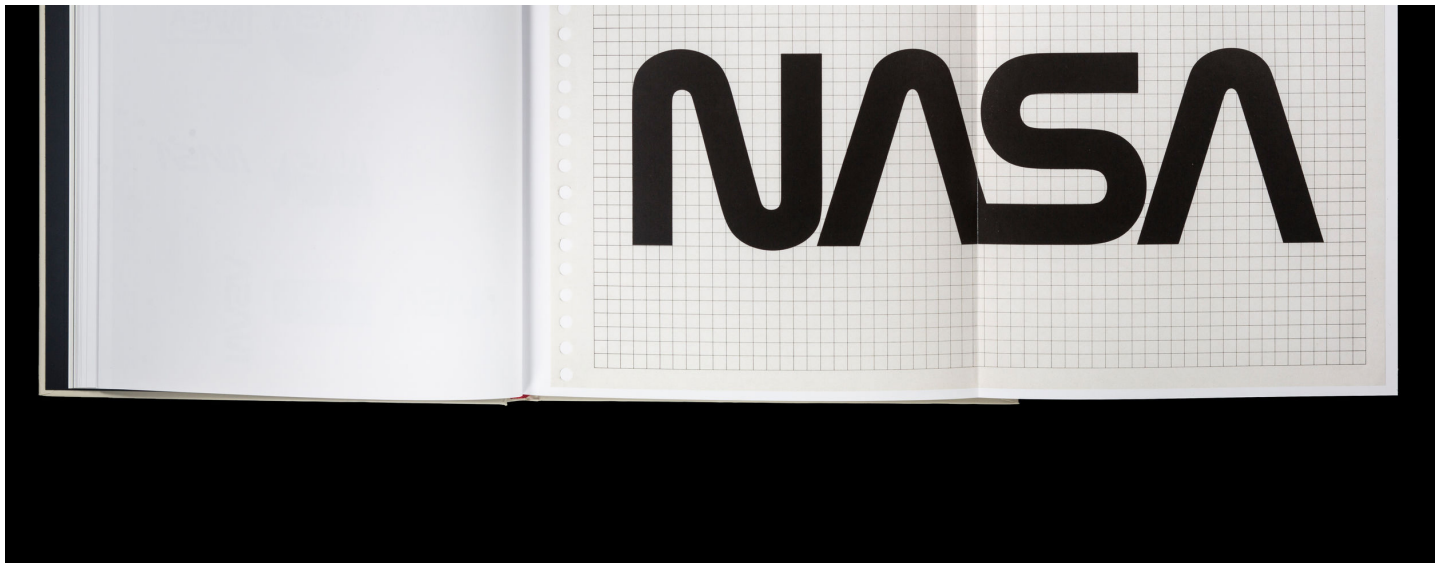
lamination
Individually packaged in static shielding pouch
Printed in Italy

International Orders

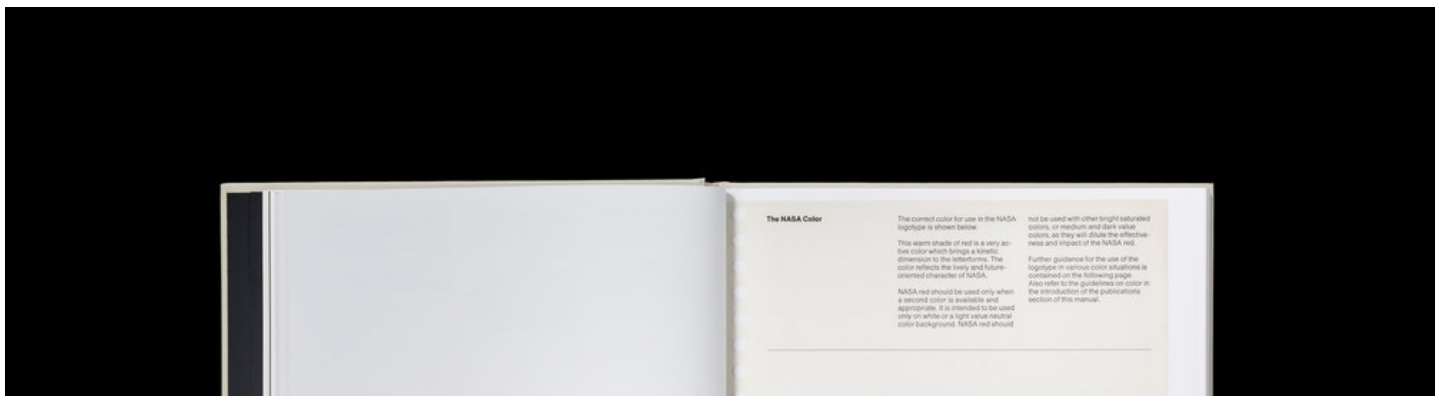
For orders outside of U.S., Canada, and Mexico, please visit our friends at Counter Print.




The Logotype: Grid Drawing for Large Applications
The NASA logotype should be reproduced photographically whenever possible. However, for large applications such as signage, the logo may be reproduced using this grid drawing as an accurate guide. To achieve the best reproduction, care should be taken to maintain the correct proportion, stroke-width, and curves of the logotype. Note that 3 units of the grid are equal to the vertical stroke width.
Contact the NASA Graphics Coordinator for advice and counsel on problems related to reproducing the NASA logotype at large sizes.


NASA


For additional
tion art, contact the
nator at NASA Headquarters.
NASA
NASA
NASA
NASA


The NASA Color
The correct color for use in the NASA logotype is shown below.
This warm shade of red is a very active color which brings a kinetic dimension to the letterforms. The color reflects the lively and future-oriented character of NASA.
NASA red should be used only when a second color is available and appropriate. It is intended to be used only on white or a light value neutral color background. NASA red should not be used with other bright saturated colors, or medium and dark value colors, as they will dilute the effectiveness and impact of the NASA red.
Further guidance for the use of the logotype in various color situations is contained on the following page.
Also refer to the guidelines on color in the introduction of the publications section of this manual.


NASA


Color Standards
The swatches shown below are to be used in achieving a visual match for NASA red and NASA warm gray in any medium of reproduction.
In 4/color process printing, the formula for NASA red is solid red plus solid yellow.


NASA Red. This swatch is to be used in achieving a visual match in any medium of reproduction including inks, paints, dyes or other pigments when NASA Red is specified.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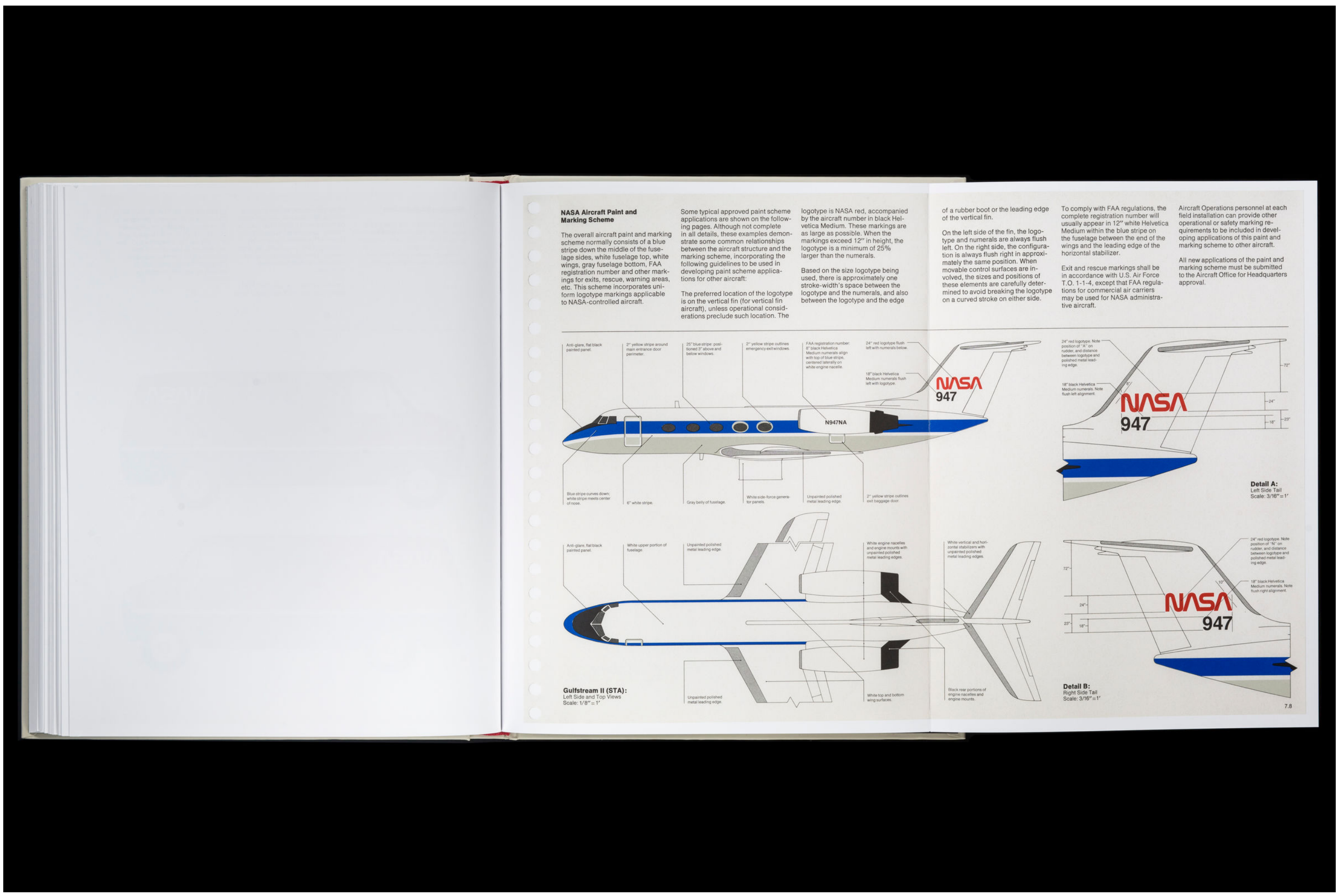
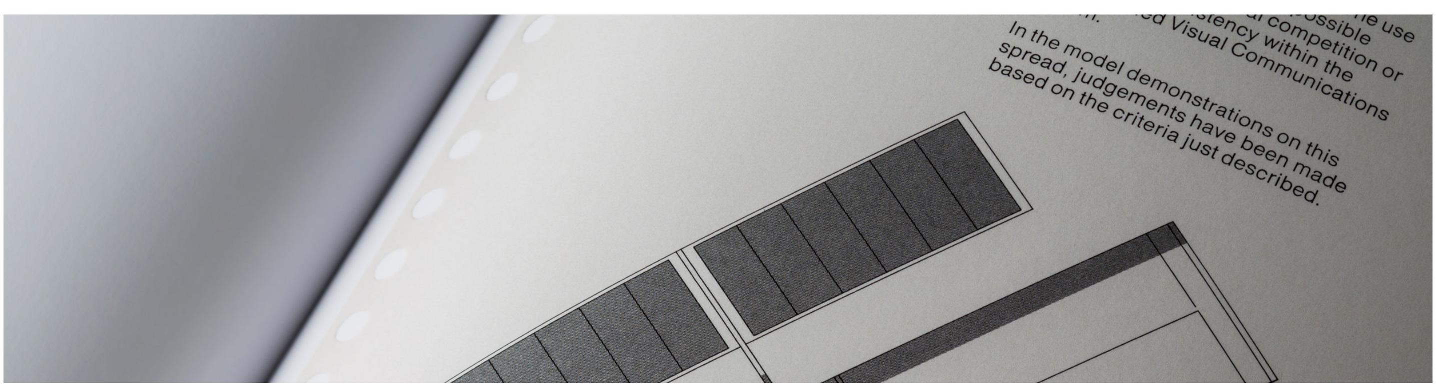
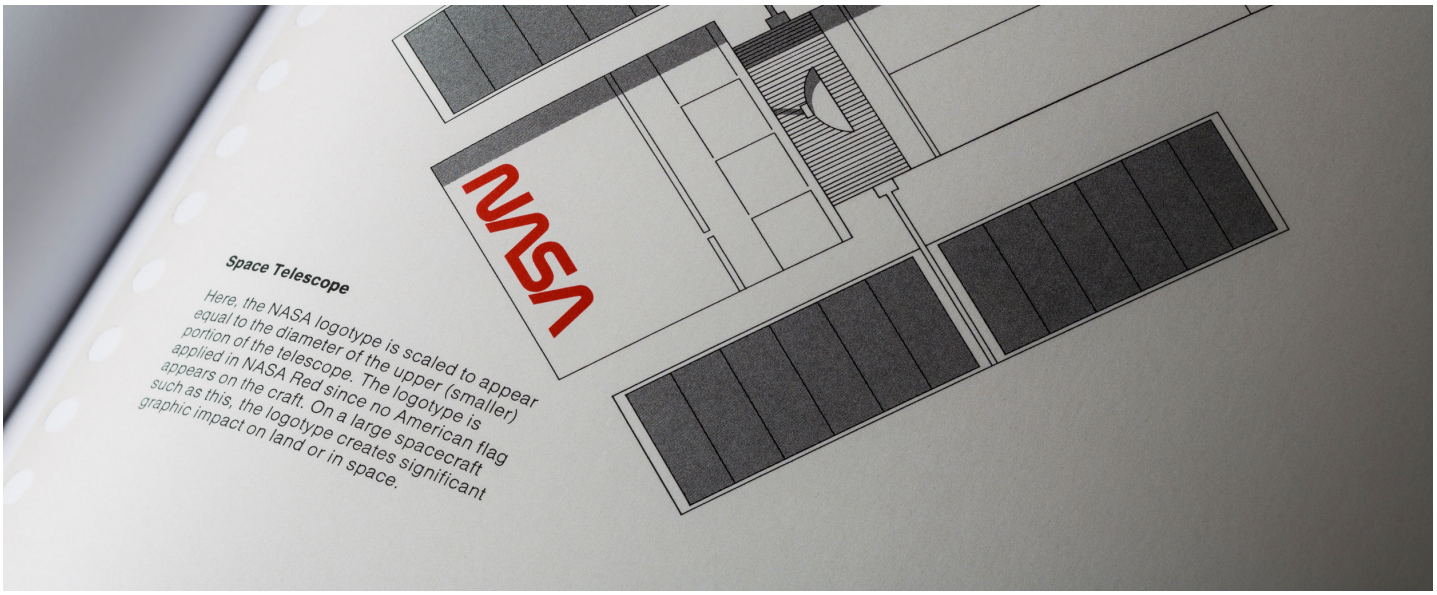

NASA Aircraft Paint and Marking Scheme
The overall aircraft paint and marking scheme normally consists of a blue stripe down the middle of the fuselage sides, white fuselage top, white wings, gray fuselage bottom, FAA registration number and other markings for exits, rescue, warning areas, etc. This scheme incorporates uniform logotype markings applicable to NASA-controlled aircraft.
Some typical approved paint scheme applications are shown on the following pages. Although not complete in all details, these examples demonstrate some common relationships between the aircraft structure and the marking scheme, incorporating the following guidelines to be used in developing paint scheme applications for other aircraft:
The preferred location of the logotype is on the vertical fin (for vertical fin aircraft), unless operational considerations preclude such location. The logotype is NASA red, accompanied by the aircraft number in black Helvetica Medium. These markings are as large as possible. When the markings exceed 12" in height, the logotype is a minimum of 25% larger than the numerals.
Based on the size logotype being used, there is approximately one stroke-width's space between the logotype and the numerals, and also between the logotype and the edge of a rubber boot or the leading edge of the vertical fin.
On the left side of the fin, the logotype and numerals are always flush left. On the right side, the configuration is always flush right in approximately the same position. When movable control surfaces are involved, the sizes and positions of these elements are carefully determined to avoid breaking the logotype on a curved stroke on either side.
To comply with FAA regulations, the complete registration number will usually appear in 12" white Helvetica Medium within the blue stripe on the fuselage between the end of the wings and the leading edge of the horizontal stabilizer.
Exit and rescue markings shall be in accordance with U.S. Air Force T.O. 1-1-4, except that FAA regulations for commercial air carriers may be used for NASA administrative aircraft.
Aircraft Operations personnel at each field installation can provide other operational or safety marking requirements to be included in developing applications of this paint and marking scheme to other aircraft.
All new applications of the paint and marking scheme must be submitted to the Aircraft Office for Headquarters approval.
Anti-glare, flat black painted panel.
2" yellow stripe around main entrance door perimeter.
25" blue stripe: positioned 3" above and below windows.
2" yellow stripe outlines emergency exit windows.
FAA registration number: 8" black Helvetica Medium numerals align with top of blue stripe, centered laterally on white engine nacelle.
24" red logotype flush left with numerals below.
18" black Helvetica Medium numerals flush left with logotype.
NASA
947
N947NA
24" red logotype. Note position of "A" on rudder, and distance between logotype and polished metal leading edge.
18" black Helvetica Medium numerals. Note flush left alignment.
72"
24"
NASA
947
Detail A:
Left Side Tail
Scale: 3/16" = 1"
NASA
947
Gulfstream II (STA):
Left Side and Top Views
Scale: 1/8" = 1"
Detail B:
Right Side Tail
Scale: 3/16" = 1"
7.8


NASA Spacecraft Markings
The marking of NASA spacecraft vehicles is essential, critical, and difficult. It is quite important that any identification or markings which appear on spacecraft be consistent with the overall goals of the NASA Unified Visual Communications System. These vehicles represent tangible evidence of many of NASA's most interesting programs. As such, they are the focus of considerable public and media attention and should be marked in simple but effective ways.
Another important consideration is that the vehicle be marked so that it can be identified from different angles, whether in a launch mode or in outer space.
Of course, the overriding consideration is that the markings not interfere or impede the scientific mission of the craft. This principle applies to maintenance as well as the operational qualities of the craft when performing in space. This objective is very achievable as demonstrated on the Space Shuttle shown below.
Only a few isolated areas were designated for graphics by flight engineers and scientists. Working within these serious constraints, the Shuttle Orbiter is fully marked with all of the basic identifiers: The NASA Logotype, the American flag, United States, USA, plus the name of the particular craft. Helvetica Medium is the typeface used on the spacecraft.
Note that the NASA Logotype appears in NASA Gray so as not to conflict with the red of the American flag. The flag is equal to the height of the capital letters on the side, top, and bottom of the craft. The placement of these identifying elements is responsive to technical requirements as well as being harmonious with the basic shape and form of the Shuttle.
On the following gatefold you will see examples of other spacecraft which employ one or several of the available markings. Though they vary in size, shape, and configuration, they nevertheless maintain a strong overall relationship within the NASA Unified Visual Communications System.


Discovery
NASA
United States
Discovery
NASA
USA
7.10


NASA Spacecraft Markings
When marking a NASA spacecraft, several principles should be kept in mind: 1) Compliance with scientific and operational requirements, 2) Maximum graphic impact, 3) The use of as many identifiers as possible without creating visual competition or clutter, 4) Consistency within the NASA Unified Visual Communications System.
In the model demonstrations on this spread, judgements have been made based on the criteria just described.
The minimum marking would be the NASA Logotype while other elements are added depending on availability of space and appropriateness. Remember to apply these basic guidelines when marking spacecraft vehicles in the future.
Solar Maximum Mission
These markings are placed in accordance with the operational considerations of the craft. The stacked version of United States is used here and appears in Helvetica Medium upper and lower case letters. These words are equal in height to the American flag and the logotype which is rendered in NASA Gray.
NASA
Space Telescope
Here, the NASA logotype is scaled to appear equal to the diameter of the upper (smaller) portion of the telescope. The logotype is applied in NASA Red since no American flag appears on the craft. On a large spacecraft such as this, the logotype creates significant graphic impact on land or in space.
NASA
Long Duration Exposure Facility (LDEF)
Only the NASA logotype is employed since there is very little space alloted for graphics on this craft. Because nothing else competes, the logotype appears in NASA Red on both the front and rear of this unusal spacecraft. The size of the logotype is equal to the width of the square panel directly underneath.
7.11


In the model demonstrations on this
spread, judgements have been made
based on the criteria just described.


NASA
Space Telescope
Here, the NASA logotype is scaled to appear equal to the diameter of the upper (smaller) portion of the telescope. The logotype is applied in NASA Red since no American flag appears on the craft. On a large spacecraft such as this, the logotype creates significant graphic impact on land or in space.


Interior Grid Formats:
News Publications
The examples shown on this page are models for news publications. There are other grids which can be developed depending on the characteristics of a specific publication. Most publications of this type have a great number of articles, photographs and captions to be displayed and a good underlying grid can be very valuable.
a. Employs a two-column format. Uses a bracket device to isolate photographs and captions which are complete in themselves—not relating to specific article.
b. Uses a three-column grid. Rule motif is used to isolate photo essays. Photographs always positioned at top or bottom of page.
c. Large scale use of photography in a three-column format. Photographs positioned in loose configurations.

The NASA Seal

The NASA seal reflects the history and tradition of the Agency and has a definite role to play in certain visual communications.

While the NASA logotype is used in all of the Agency's day-to-day communications material, the seal should be reserved for use in connection with award presentations or formal events and activities which are ceremonial or traditional in nature.

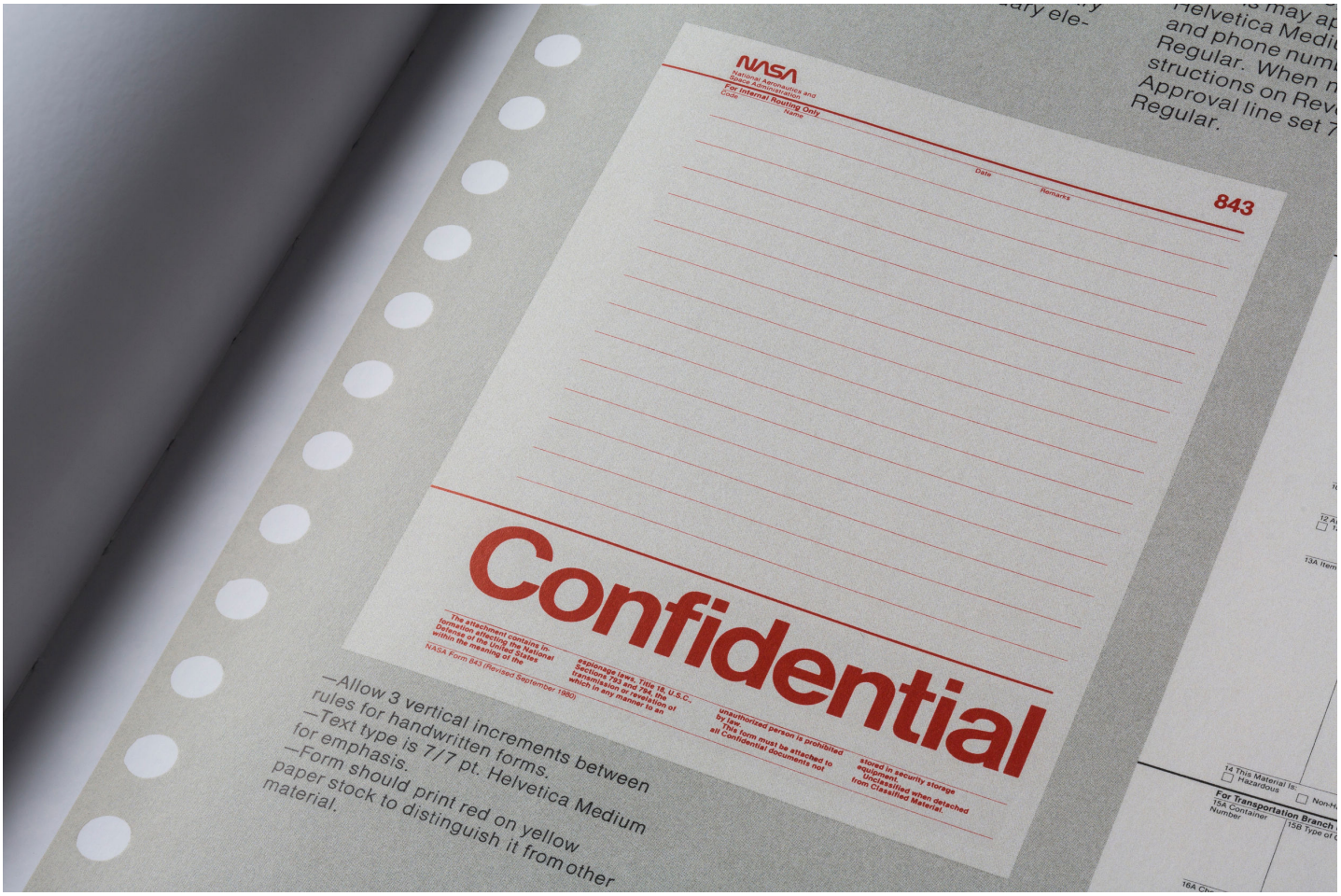
The seal should never be used along with the NASA logotype. The two elements are intended for different purposes and are visually incompatible when seen side by side.

Contact the graphics coordinator at NASA headquarters for advice and counsel on the use of the seal.

NASA Vinylcals and Decals

The use of the NASA logotype and identification is often necessary on a wide variety of objects and surfaces including machinery, office equipment, doors, plaques, etc. To facilitate these markings, the NASA identification is available for use in the form of vinylcals only (dry-application pressure-sensitive, adhesive-backed vinyl). Decals (wet application) are specified below for use on transparent surfaces (windows, doors, etc.) and are obtained by NASA installations as required. Decals are not available at NASA Headquarters because of limited requirements. Please note that neither vinylcals nor decals are intended for use on vehicles. A more permanent method of identification for vehicles is dealt with in the Vehicles section of this manual.


Vinylcals will solve most general-identification problems. The NASA Red logotype and the agency name in black appear on a white field with rounded corners. There is no installation identification. It is essentially a self-contained small sign and can be applied to any color surface. Vinylcals are available from Headquarters in eight sizes: 1¼", 2⅜", 3⅛", 5", 7½", 12½", 20", 30". All sizes refer to the horizontal width of the white background.
NASA
National Aeronautics and Space Administration
Decals have a limited usage, intended mostly for transparent surfaces. The logotype appears without agency or center identification. Decals of the logotype are specified in black, white, or NASA Red. When used on solid surfaces the red logos are used only on white. A minimum clearance on all sides of three vertical stroke-widths of the logo is recommended. Decals are specified in four sizes: 2", 3", 5", 7½". All sizes refer to the width of the logotype from tip to tip on its baseline.
Vinylcals of the logotype consistent with the above specifications for decals are available in the same sizes from NASA Headquarters.
NASA


NASA
National Aeronautics and Space Administration
For internal routing only
Code
Name
Date
Remarks
843
Confidential
The attachment contains information affecting the National Defense of the United States within the meaning of the espionage laws, Title 18, U.S.C. Sections 793 and 794, the transmission or revelation of which in any manner to an unauthorized person is prohibited by law.
This form must be attached to all Confidential documents not stored in security storage equipment when detached from Classified Material.
NASA Form 843 (Revised September 1980)
—Allow 3 vertical increments between rules for handwritten forms.
—Text type is 7/7 pt. Helvetica Medium for emphasis.
—Form should print red on yellow paper stock to distinguish it from other material.
Helvetica Medi
and phone num
Regular. When
structions on Rev
Approval line set 7
Regular.
13A Item
14 This Material Is:
Hazardous
Non-H
For Transportation Branch
15A Container Number
15B Type of
16A

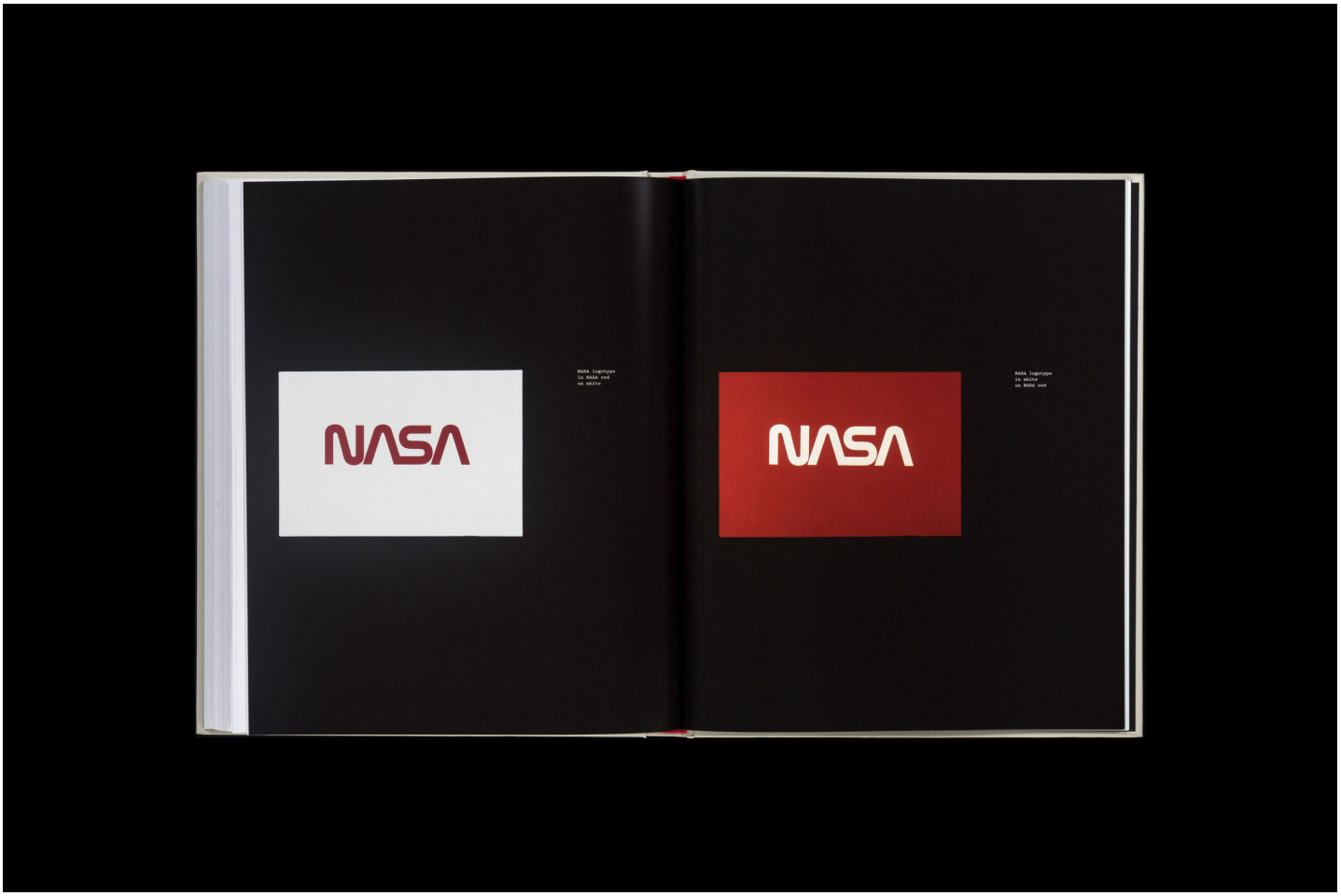

NASA Signs
General Principles
Simple, functional, contemporary signs are an integral and effective part of the NASA Unified Visual Communications System. The sign demonstrations shown on these pages should serve as models when signs are being developed for a particular site, building, or facility. They are intended to provide general guidelines when NASA sign systems are being planned.
Signs function on many different levels, but their basic purpose is to communicate to a specific audience. They identify facilities, guide to a desired location, warn, notify, or announce something to the sign user.
This signage section is divided into two fundamental parts, exterior (6.1) and interior (6.2), but certain principals apply to both categories. The following points should be reviewed and considered at the inception of signing activity.
Employ a systems approach to signing. Begin by developing an overall plan of signage based on a logical sequence of events which includes: arriving at a facility, going to a specific building, then seeking a floor and room number. Relating the specific sign to a larger context will yield the best results. Also, categorize signs by functional types as a method of simplifying the overall signing task.
A sign should be thought of as a large-scale headline; therefore, language should be clear and concise. Brevity is desirable in order to communicate quickly, especially to drivers of vehicles.
Placement of the sign is very important. The sign should be placed for optimum viewing distance. It is good to test these conditions by creating mockup signs out of photostats and inexpensive materials, and thus determine their effectiveness before fabricating the finished product.
Consider environmental factors when developing signage. Weather conditions should determine the material selected and the fabrication technique. Color should be chosen based on the type of Sun conditions which prevail; i.e., a dark background with reversed (white) letters will be more legible against a bright desert sky.
Use consistent message formats to create a uniform look and coordinated sign program. NASA signs should employ the flush left, ragged right format as demonstrated on these pages.
Exterior Identification


National Aeronautics and Space Administration
NASA
Langley Research Center
9a Mockup and Integration Laboratory
NASA
Alpha Omega Corporation
NASA
National Aeronautics and Space Administration
John F. Kennedy Space Center
Exterior Informational
Shipping
Receiving
9a Mockup and Integration Laboratory
6 Miles
Visitor Center
Tour Information 1610 on AM Radio
Map
Lyndon B. Johnson Space Center
P
Warning
Hazardous Area
Gate Open
STOP


Motor Vehicle Identification Demonstrations
The flexibility and variety of the NASA vehicle identification system is demonstrated in the seven illustrations below. The consistency within the system is achieved through the simple, clean application of the typography and the distinctive display of the logotype on the various vehicles.
a) Pick-up truck: On a color of light value, all identification is black. A 5" cap height logotype is used at the rear of the vehicle for a more prominent display. The typography on the door is adjusted to accommodate the contour edge of the vehicle while retaining the flush-left configuration.
b) Panel truck: On a color of dark value, all identification is white. Adequate space allows the logotype to be separated from the other identification and displayed in a larger size (8" cap height).
c) Panel truck with windows: The larger logotype (8" cap height) is separated from the other identification and aligns with the x-height of the first line of the configuration. All identification is white on a dark color vehicle.
d) Tractor-trailer van: This is an appropriate use of the white/blue scheme on a vehicle which may be frequently seen by the public. The cap height of the typography is 3½" and the cap height of the logotype is 24" on this and other vehicles of this scale. An 18" logotype is available for smaller vans.
e) Bus: The white/blue scheme may also be appropriate here. The cap height of the typography is 2¾" and the cap height of the logotype is 12" on this and other vehicles of this scale.
f) Truck: On trucks that require painting, the cab is white and the remainder of the vehicle is NASA warm gray. A standard configuration for a white vehicle is applied to the cab doors. The gloss enamels are from the Federal Standard Color System: White # 17886, Gray # 16165.
g) Station wagon: The standard size NASA red logotype (3½" cap height) is positioned at the rear of the white station wagon. The typography on the door retains the flush-left handling of the elements.
NASA

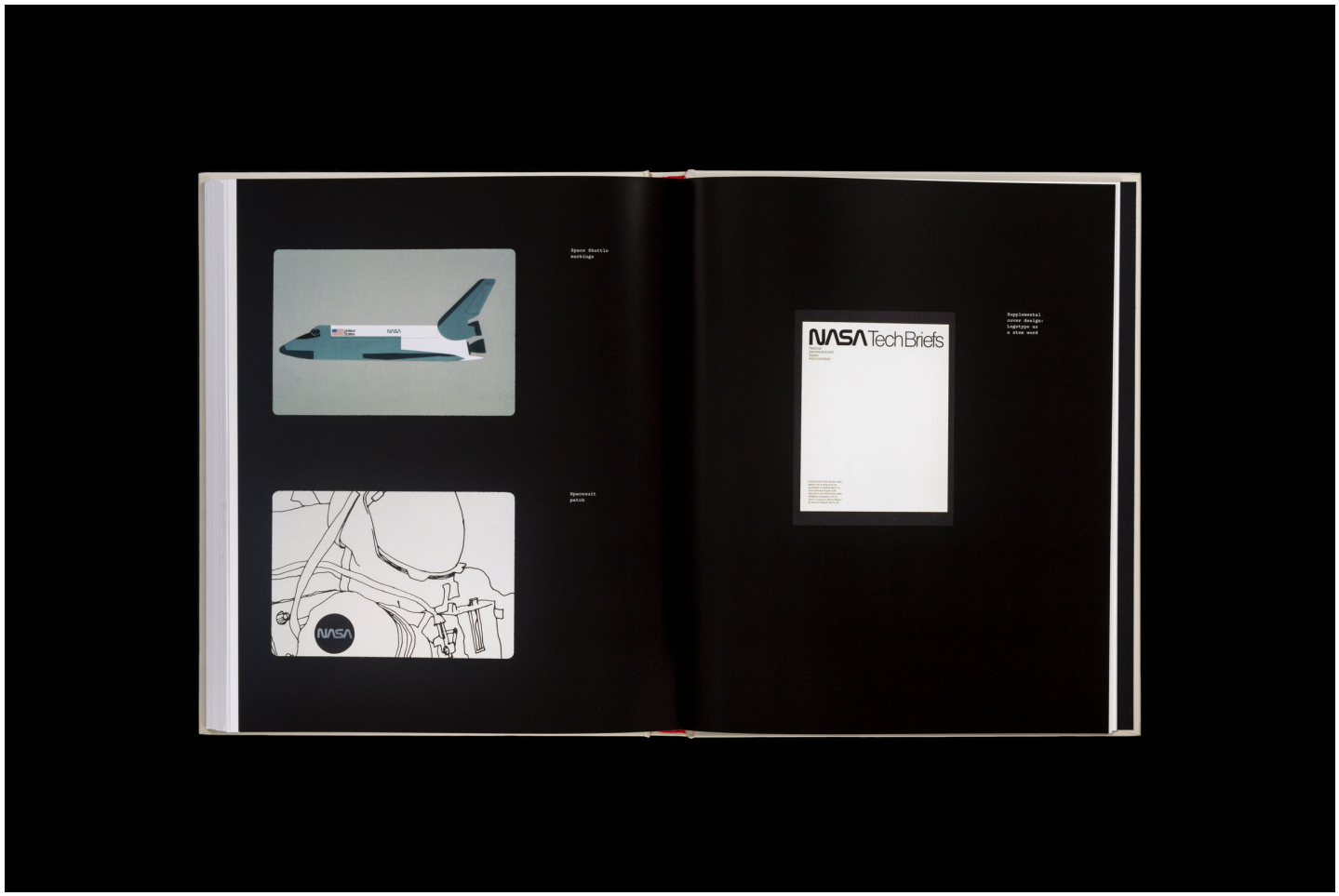

elements.
A clean, simple look is desired in all
such instances, emphasizing the logo-


Aerospace
Education Unit
National Aeronautics and
Space Administration
Lyndon B. Johnson Space Center
NASA

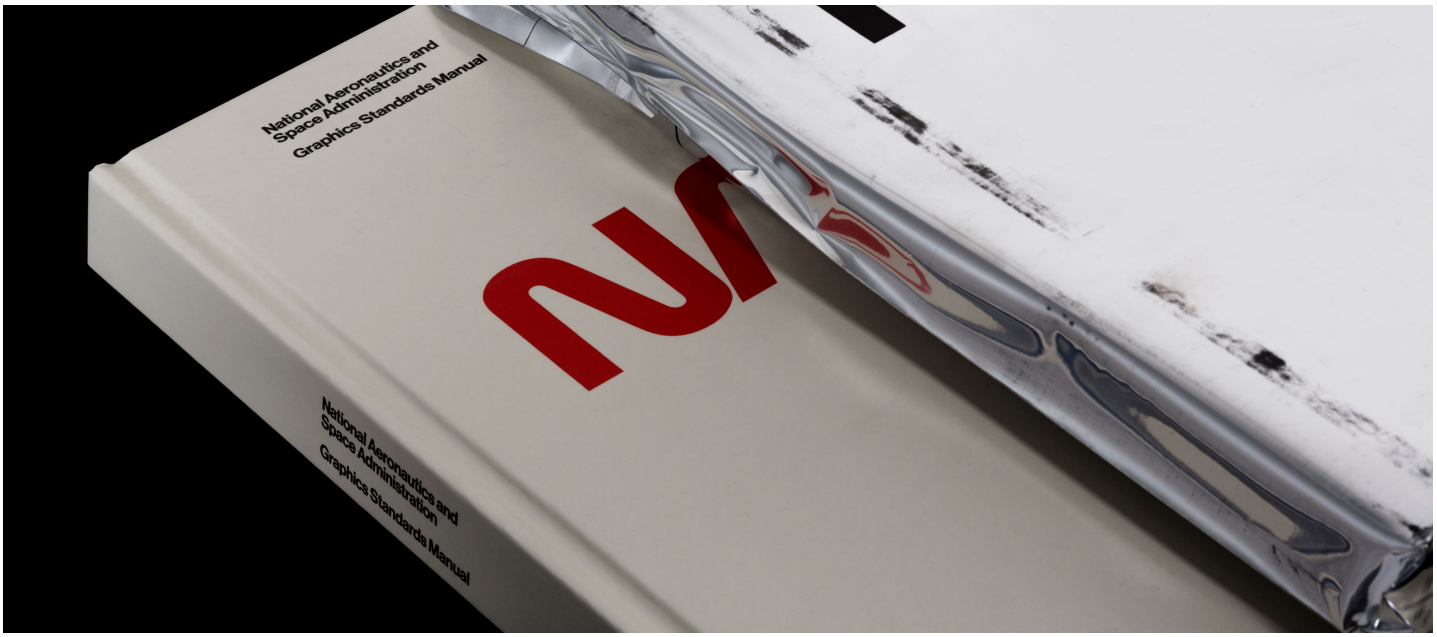

NASA
NASA logotype
is NASA red
on white
NASA
NASA logotype
is white
on NASA red


Motor-vehicle
identification:
Yes
Motor-vehicle
identification:
Sedan


Motor-vehicle identification: Utility
Motor-vehicle identification: Bus


Space Shuttle markings
Spacesuit patch
NASA Tech Briefs
Supplemental cover design: logotype as a stem word


National Aeronautics and Space Administration
Graphics Standards Manual
NASA



Notes

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All images of the *1975 NASA Graphics Standards Manual*, 1974 presentation to NASA, and *The Manager's Guide to NASA Graphics Standards* contained in this edition have been scanned from the private archive of Richard Danne.

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