



BRAND GUIDELINES

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PAGE 0

INTRODUCTION

Since its inception in 2012, the NASA International Space Apps Challenge has engaged 373,000+ people from 185+ countries and territories in using NASA's open data to address challenges we face on Earth and in space.

With so many participants in so many locations, it's important to present a consistent and trustworthy image across all NASA Space Apps related media and communications, and to make use of brand elements in a predictable way.

This document has been designed as a guide to help you understand the rules for correct application of NASA Space Apps' visual brand across print and digital media.

This guide is considered a living document. You may be reading this guide in printed or PDF form. If so, an up-to-date version can also be found on the NASA Space Apps website along with accompanying design files such as logos – at spaceappschallenge.org/brand.



THE SPACE APPS LOGO

The NASA Space Apps logo can be considered a “responsive” logo. This means that the logo takes one of several forms depending on space and resolution constraints in any given application.

The core element of the NASA Space Apps logo is the “Orbit,” a shape which suggests the shape of a planet, comet, or manmade satellite, depending on the interpretation of the viewer.

On the next few pages, this document explains the different forms of this responsive logo, and describes what contexts will best suit the use of each one.

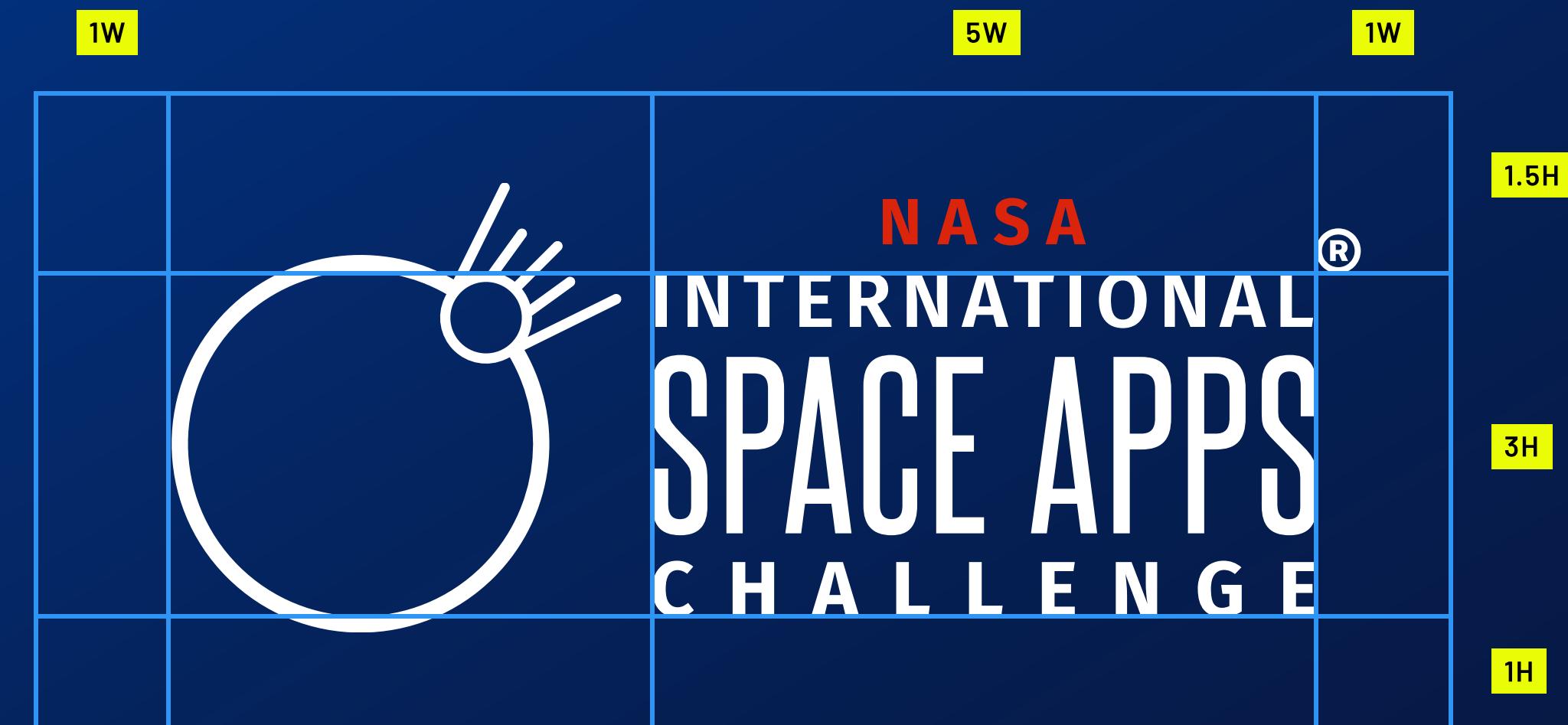


THE DEFAULT LOGO

The Default logo is designed to sit nicely in the corner of a page layout and aligns well with additional text or headlines which it might be paired.



In most contexts, the horizontal version of the NASA Space Apps logo should be considered the preferred option, as it is designed to look best in the widest range of applications with the fewest caveats.



THE “MOTIF” LOGO

The “Motif” version of the NASA Space Apps logo should be treated as a **special option**.

It is designed to be self-contained, such that the Orbit shape also encompasses the accompanying typography.



This version of the logo includes the full, formal name of the event and should be used in applications where there is little to no additional text to pair with it.

An ideal application for this version of the logo might be as a design for merch items such as t-shirts, stickers, magnets, etc.



THE SMALL LOGO

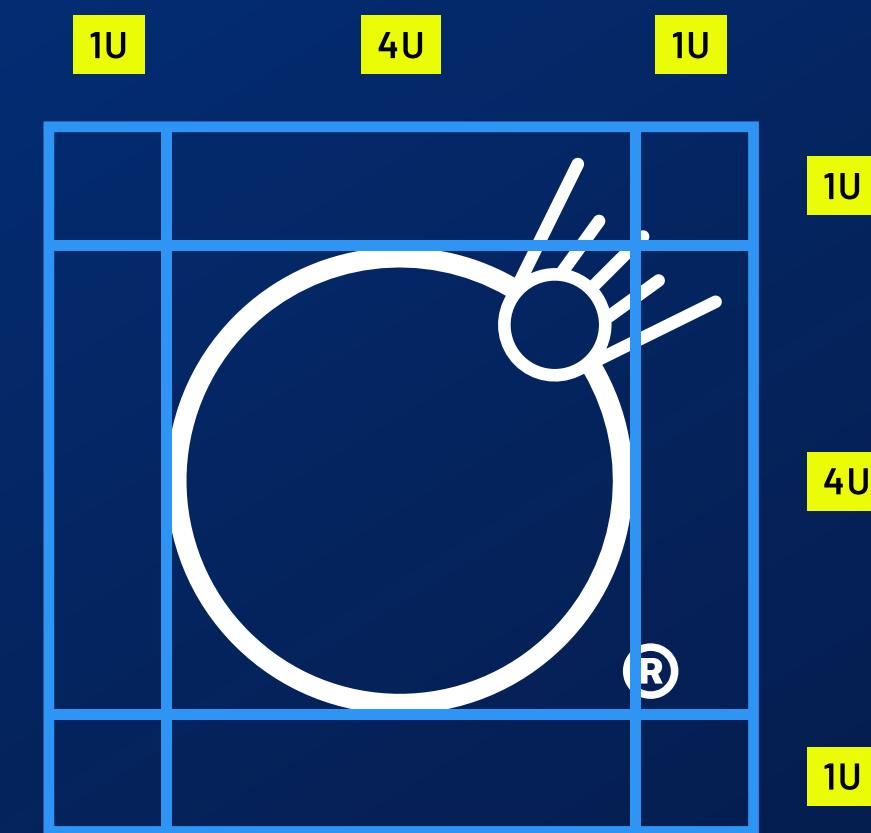
The Small version of the logo is designed to be used in applications where space is extremely limited, or where the rendering resolution is extremely low.

For example, this might be used as an avatar for a social media account, or as a “favicon” to display in the address bar of a web browser.



When space is limited, it is preferable to use this version of the logo even though it does not contain text, because at small sizes, text becomes extremely difficult or impossible to read, and any design elements that are paired with that text can disappear completely.

Given NASA Space Apps’ long history, the “Orbit” shape of the logo is recognizable enough to those familiar with the event that it can stand on its own in these sorts of instances.



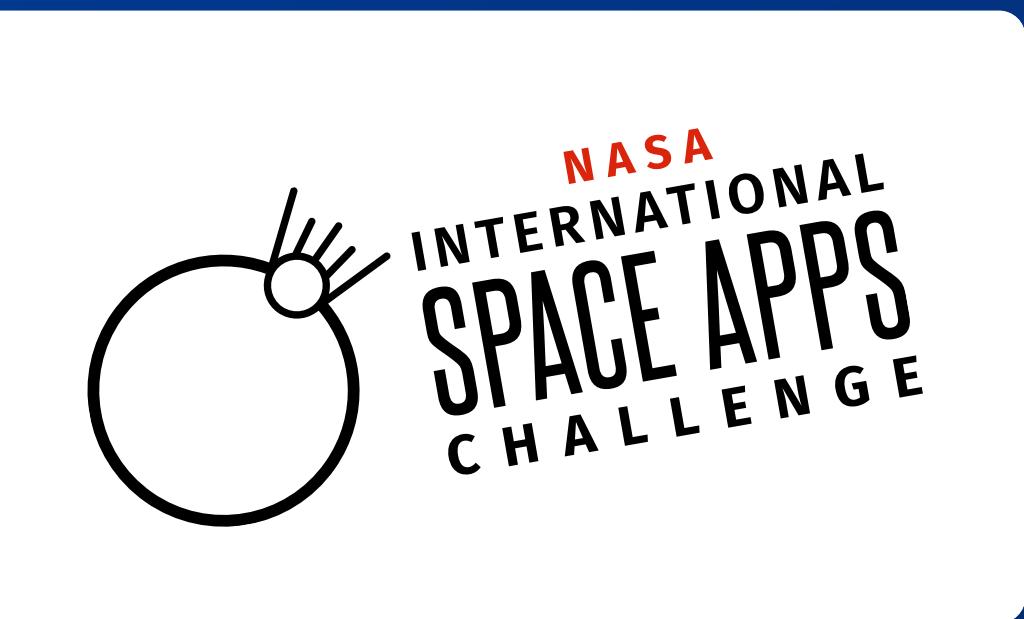
LOGO DON'TS

The logo is an important element of NASA Space Apps' brand, and therefore it should always be used in a consistent manner that respects the integrity of the mark and does not alter or modify it.

Shown here are a few common pitfalls to avoid when using the logo in designs and documents.



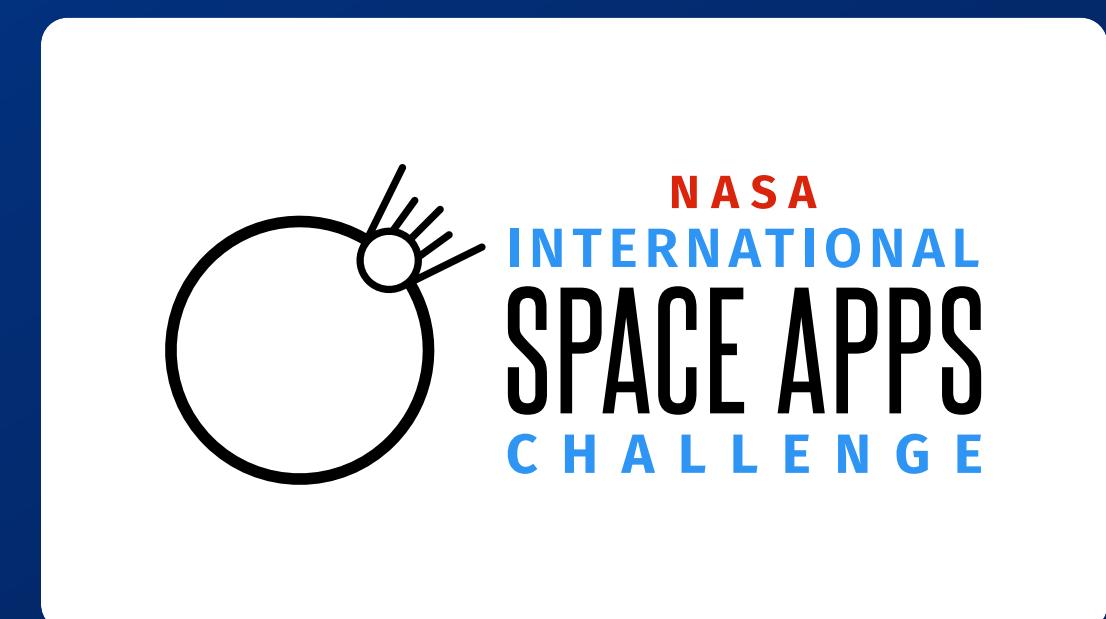
These guidelines apply equally to all logo variations.



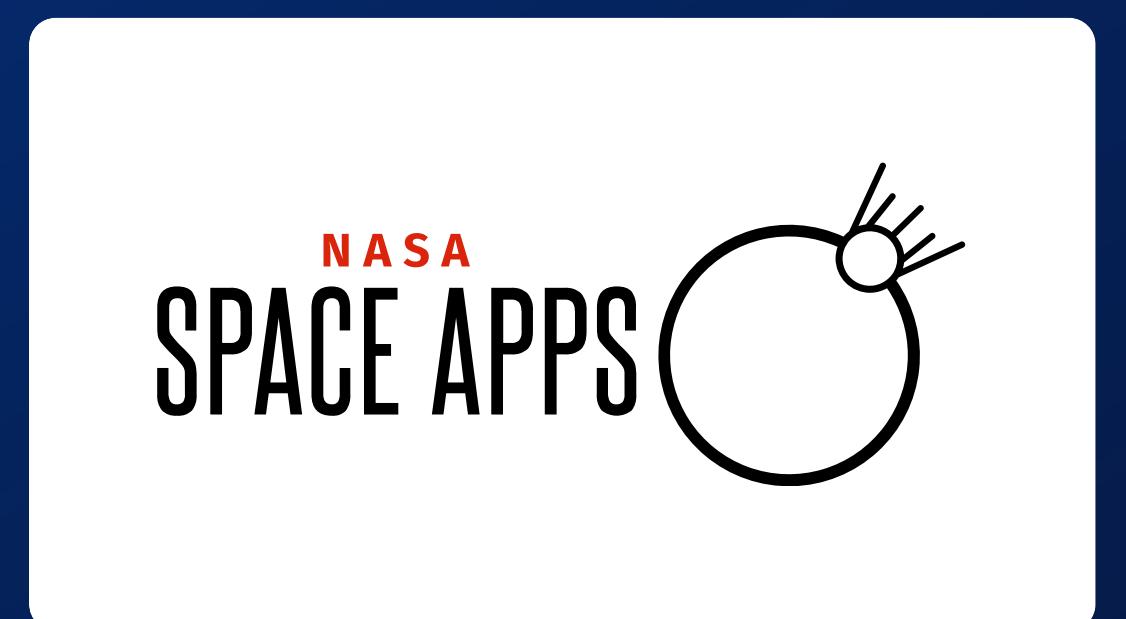
🚫 *DON'T* tilt, rotate, or skew the logo.



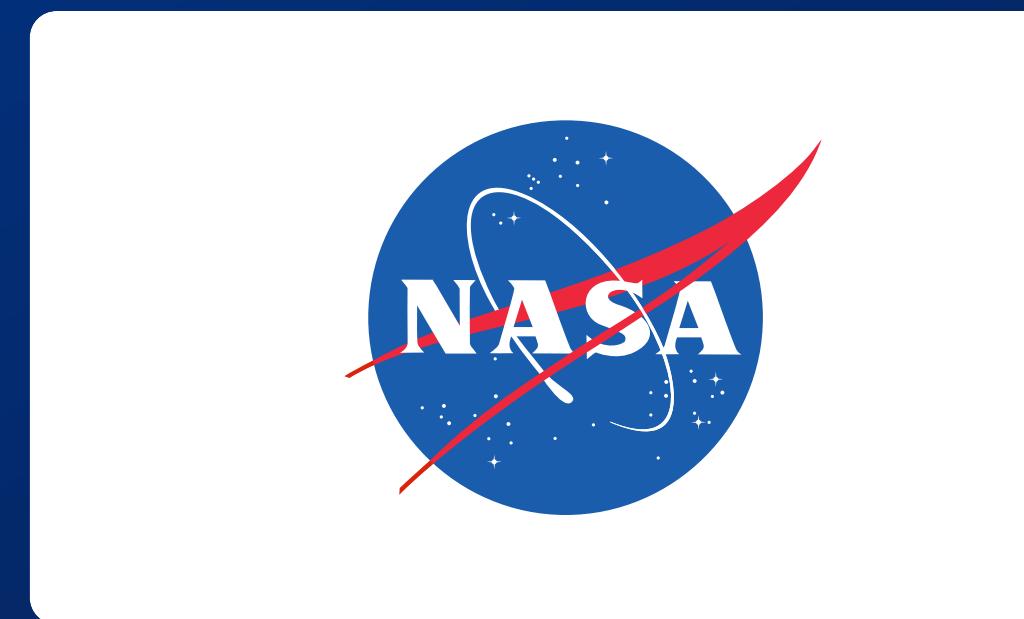
🚫 *DON'T* stretch or distort elements.



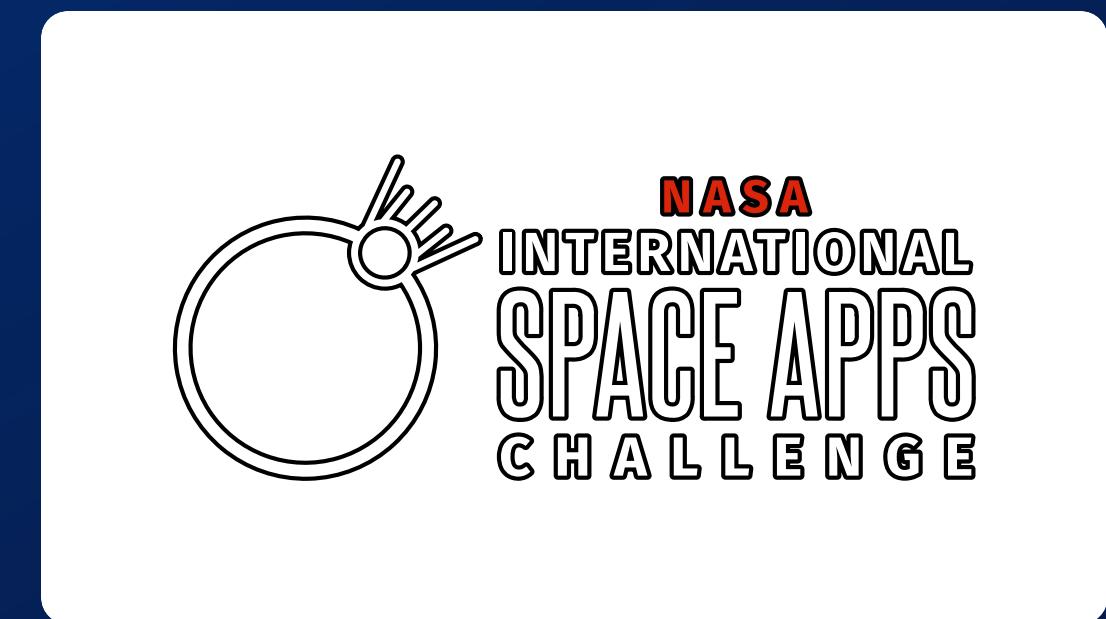
🚫 *DON'T* change colors; use provided colorways only.



🚫 *DON'T* rearrange or deconstruct lockups.



🚫 *DON'T* use NASA official branding.



🚫 *DON'T* alter typography with strokes.



🚫 *DON'T* place on busy or noisy background imagery.

COLORS

NASA Space Apps' color palette strongly favors blue, with multiple vibrant shades meant to evoke the depths of space, the energy of discovery, or the purity of a flame.

Blues and reds such as these are commonly found in the insignias of space agencies and scientific organizations, and NASA Space Apps benefits from referencing this rich visual language.

However, NASA Space Apps also makes its own mark through the addition of ● Neon Yellow, a bright and exuberant fluorescent hue that symbolizes the brilliance of fresh ideas and the clarity of sunlight. It should not be used as a background color, but as an **accent color** for text, buttons, and symbols. The “60-30-10” rule is a good rule of thumb for using ● Neon Yellow.

For the purposes of accessibility, refrain from using these colors alone to represent semantic content—always pair them with text or a symbol for that purpose (e.g. you can use red to indicate “stop,” but only when paired with text or an icon that has the same meaning).



COLORS – GRADIENT

When desired, a gradient effect can be used in the background of designs.

- The gradient should be linear and should extend from the top-left ○ Electric Blue toward the bottom-right
- Deep Blue, ideally at a 45° angle as it descends.

The gradient transition should take place across the entirety of the field, and not abruptly. If necessary, manually ease the gradient such that the transition between colors does not appear sudden or otherwise stand out in any way – it should be a gentle fade.

○ *Gradient should appear smooth.*

ELECTRIC BLUE

#0042A6

45°



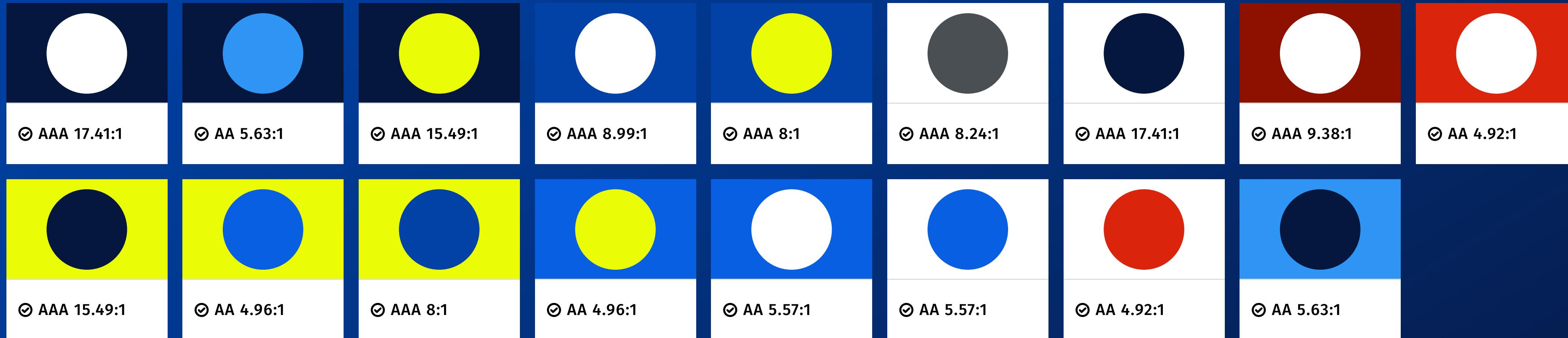
DEEP BLUE

#07173F

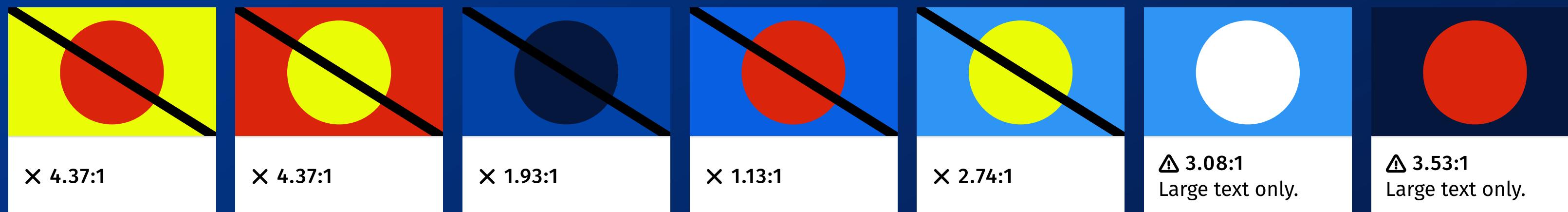
○ *Avoid abrupt transitions.*

COLORS – CONTRAST DOS & DON'TS (WCAG 2.0)

DO Use color combinations whose contrast ratios meet or exceed 4.5:1. See: [WCAG 2.0 AA or AAA guidelines](#).



Don't Don't use color combinations whose contrast ratios fall below 4.5:1.



Easily check the color contrast scores of color combinations by using the [online WebAIM Contrast Checker tool](#).

PHOTOGRAPHY

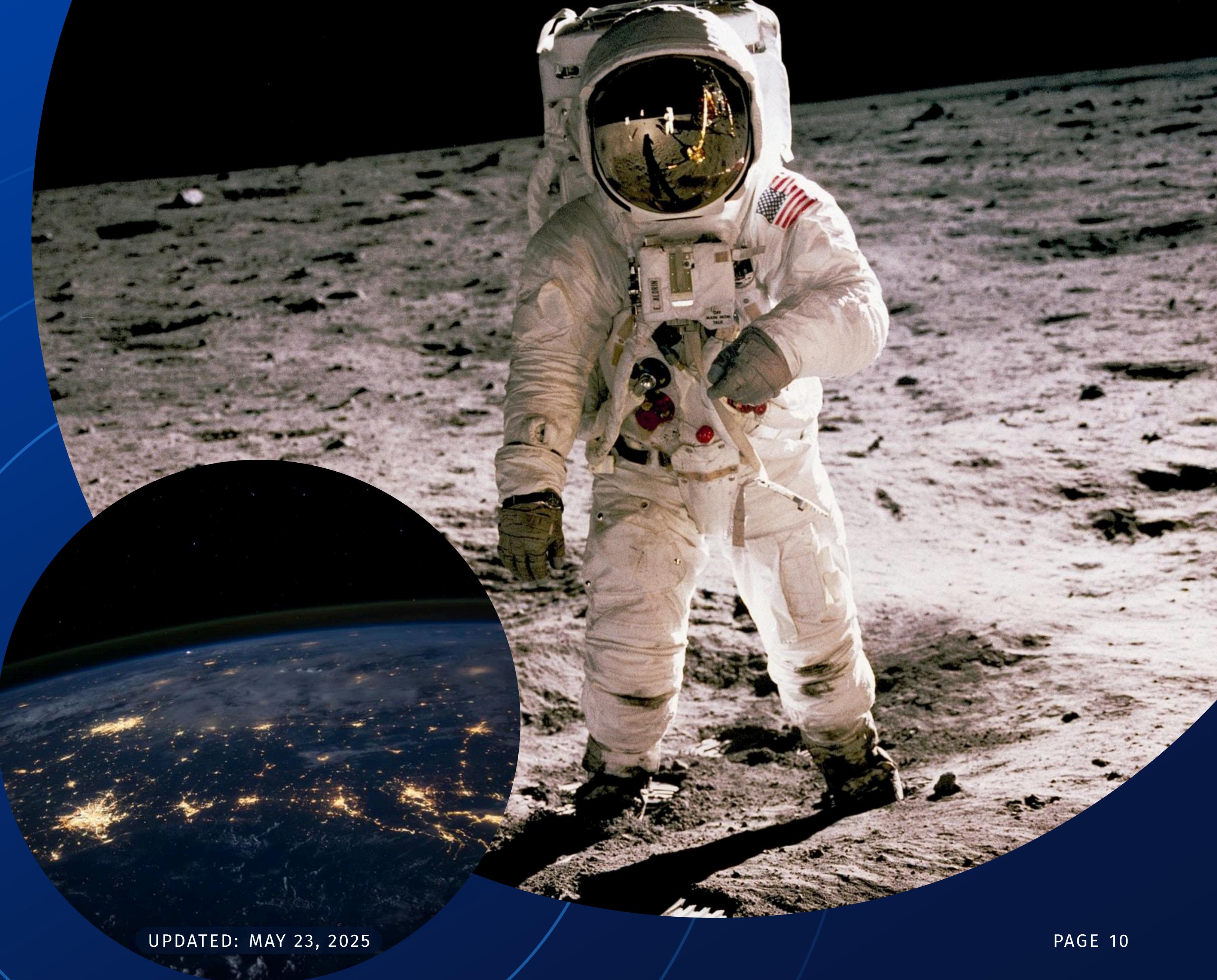
When using photography as an accent element, opt for full-color images with sufficient resolution for the intended display size.

Images should always be placed in a holding shape, and should never have additional text or designed content placed atop them or embedded in the image.

In digital applications such as websites, images may appear in rectangular holding shapes, or in circles when appropriate.

In print and self-contained digital applications such as social media assets, favor circular holding shapes. These can be hung off the side of a composition or appear as a full circle. Multiple images can be placed atop one another within circles, creating the visual suggestion of celestial objects.

In some instances, circular image holding shapes can also be paired with illustrated elements such as concentric lines, suggesting ripples or orbits of celestial bodies. Avoid photography that incorporates artificial elements or photo-manipulation.



TYPOGRAPHY — TYPEFACES

NASA Space Apps' brand incorporates a number of typefaces suited for a variety of purposes. All fonts are freely available online under libre licenses (either GPL, SIL OFL, or both). They can also be sourced via Google Fonts.

Titles & Headings

Fira Sans Black COMMON

Fira Sans Bold

[Fira Sans on Github](#) ↗

Overpass Bold

Overpass Regular COMMON

[Overpass on Github](#) ↗

Body Copy

Overpass Regular

Overpass Bold

Overpass Italic

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. **Suspendisse enim** pharetra, tortor risus netus porta. Ac, tempor congue consequat nunc. *Convallis malesuada risus, volutpat* vitae donec auctor pretium vitae.*

[Overpass on Github](#) ↗

Code & Pre-Formatted Text

Fira Code Regular

Fira Code Bold

```
var demostring = "Hello, world!";
/* prints "Hello, world!" */
console.log(demostring);
function factorial(n) {
  if (n === 0 || n === 1) {
    return 1; // 0! = 1! = 1
  }
  return n * factorial(n - 1);
}
factorial(3); // returns 6
```

[Fira Code on Github](#) ↗

TYPOGRAPHY – COLOR

Bodies of text should only be placed against one of three background colors: ● Deep Blue, ○ Electric Blue, or ● White.

Special combinations of text colors are available to use against each of these backgrounds. These should be used for differentiating between content sections of a design or website. Avoid using ● Rocket Red as a background color.

subheading paragraphs should alternate between colors for each line, like stripes on the flag

subheading paragraphs should alternate between colors for each line, like stripes on the flag

subheading paragraphs should alternate between colors for each line, like stripes on the flag

TYPOGRAPHY — HIERARCHY

Bodies of text should only be placed against one of three background colors: ● Deep Blue, ○ Electric Blue, or ● White.

Special combinations of text colors are available to use against each of these backgrounds. These should be used for differentiating between content sections of a design or website. Avoid using ● Rocket Red as a background color.

Use ○ Neon Yellow for text only sparingly, ideally as a way to make text stand out from other text (e.g. for a hyperlink). It is intended to be used to indicate interactive and/or attention-grabbing elements.

● Neon Yellow can be used to highlight a paragraph from surrounding text, for example, but do not use it for headlines as those already have higher visual weight in the type hierarchy.

H1 HEADLINE

H2 Headline – if desired, long blocks of text can alternate between colors for each line

H3 SUBHEADING

Body Copy convallis mauris est. Diam dignissim nunc mus laoreet orci et condimentum a aenean. Porttitor cursus pharetra at iaculis id. Elit amet molestie vel nibh vitae consequat in a enim. Quam amet ullamcorper semper commodo, vestibulum quam sed ut. Sollicitudin eget vitae suspendisse pharetra.

Sed ultrices nec sapien tortor mus dignissim quam vulputate et. Cursus lectus sit consequat sodales. Vivamus cursus cursus ultrices nunc porttitor nunc, et est risus. In diam diam mattis nullam rhoncus neque nibh. Eu, ut ut vel id. Ut eget ut pretium.

Fira Sans Black, 60pt/120%
All-Caps, 5% Letter Spacing

Overpass Regular, 42pt/120%

Overpass Semibold, 20pt/150%
All-Caps

Overpass Light, 20pt/150%
Paragraph Spacing: 20pt

THIS IS A HERO HEADLINE

subheading paragraphs can alternate between colors for each line, like stripes on the flag

Fira Sans Black, 60px, Blue Near Black

Body copy is Slate Gray, convallis mauris est. Diam dignissim nunc mus laoreet orci et condimentum a aenean. Porttitor cursus pharetra at iaculis id. Elit amet molestie vel nibh vitae consequat in a enim. Quam amet ullamcorper semper commodo, vestibulum quam sed ut. Sollicitudin eget vitae suspendisse pharetra.

Overpass Regular, 42px
Medium Red & Blue Near Black

Sed ultrices nec sapien tortor mus dignissim quam vulputate et. Cursus lectus sit consequat sodales. Vivamus cursus cursus ultrices nunc porttitor nunc, et est risus. In diam diam mattis nullam rhoncus neque nibh. Eu, ut ut vel id. Ut eget ut pretium.

Overpass Regular, 20px
Slate Gray

BUTTON TEXT

...AND SECONDARY LINK

Overpass Bold, 24px
Neon Yellow, Blue Near Black, Neon Blue

THIS IS A HERO HEADLINE

subheading paragraphs can
alternate between colors for each
line, like stripes on the flag

Fira Sans Black, 60px, White

Overpass Regular, 42px
NASA Red & White

Body copy is Slate Gray, convallis mauris est. Diam dignissim
nunc mus laoreet orci et condimentum a aenean. Porttitor
cursus pharetra at iaculis id. Elit amet molestie vel nibh vitae
consequat in a enim. Quam amet ullamcorper semper commodo,
vestibulum quam sed ut. Sollicitudin eget vitae suspendisse
pharetra.

Overpass Regular, 20px
White

Sed ultrices nec sapien tortor mus dignissim quam vulputate et.
Cursus lectus sit consequat sodales. Vivamus cursus cursus
ultrices nunc porttitor nunc, et est risus. In diam diam mattis
nullam rhoncus neque nibh. Eu, ut ut vel id. Ut eget ut pretium.

BUTTON TEXT

...AND SECONDARY LINK HOVER



Overpass Bold, 24px
Neon Yellow & Blue Near Black

THIS IS A HERO HEADLINE

Fira Sans Black, 60px, White

subheading paragraphs can
alternate between colors for each
line, like stripes on the flag

Overpass Regular, 42px
Neon Yellow & White

Body copy is Slate Gray, convallis mauris est. Diam dignissim
nunc mus laoreet orci et condimentum a aenean. Porttitor
cursus pharetra at iaculis id. Elit amet molestie vel nibh vitae
consequat in a enim. Quam amet ullamcorper semper commodo,
vestibulum quam sed ut. Sollicitudin eget vitae suspendisse
pharetra.

Overpass Regular, 20px
White

Sed ultrices nec sapien tortor mus dignissim quam vulputate et.
Cursus lectus sit consequat sodales. Vivamus cursus cursus
ultrices nunc porttitor nunc, et est risus. In diam diam mattis
nullam rhoncus neque nibh. Eu, ut ut vel id. Ut eget ut pretium.

BUTTON TEXT

...AND SECONDARY LINK HOVER



Overpass Bold, 24px
Neon Yellow & Blue Near Black

SHAPES AND SYMBOLS

Shapes and symbols should be used only when their meaning is reasonably unambiguous. Otherwise, prefer text labels over symbols.

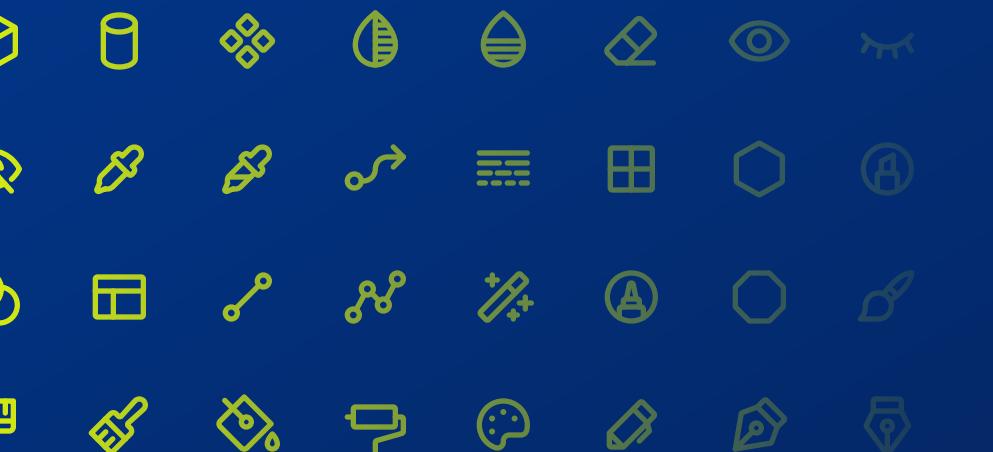
When using symbols, be sure to use colors that contrast extremely well against the background.

The style of symbol should be lightweight and line-based, with a consistent stroke weight. When using digitally, round icon sizes to the nearest power of two or other common icon sizes, to avoid unexpected anti-aliasing of vector shapes.

Suitable icon libraries for NASA Space Apps include Phosphor, Feather, or Streamline Line styles, though other icon libraries may also be suitable. Custom icons may also be designed, provided they adhere to these style guidelines.

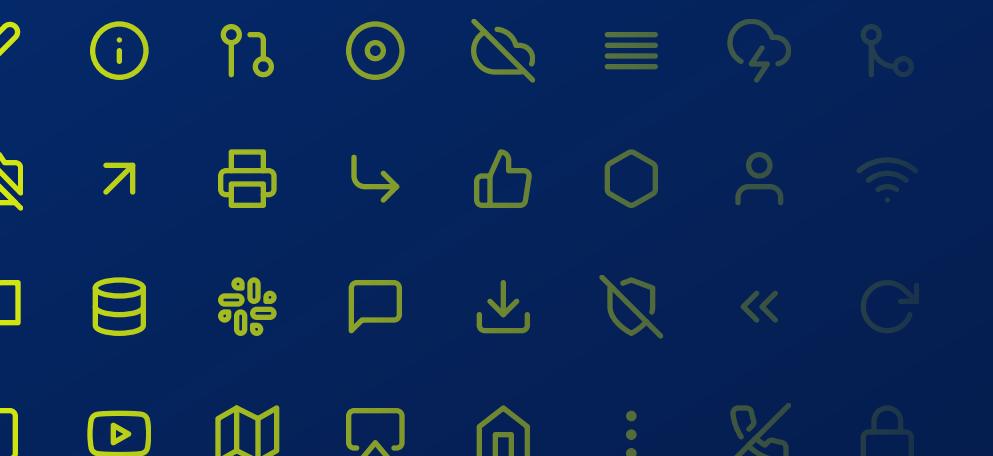
PHOSPHOR ICONS

phosphoricons.com ↗



FEATHER ICONS

feathericons.com ↗



AWARDS

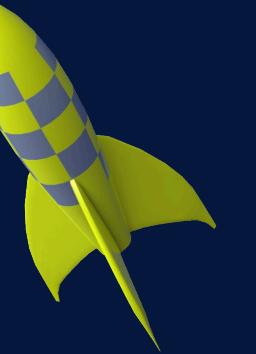
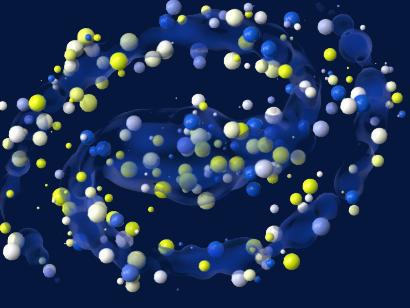
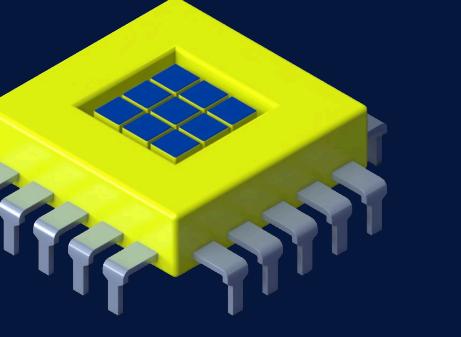
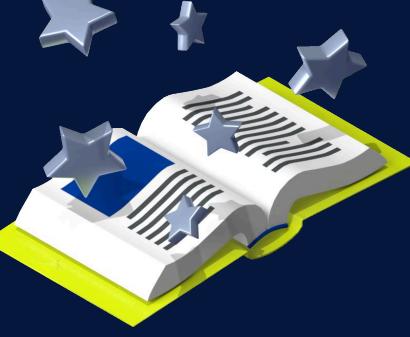
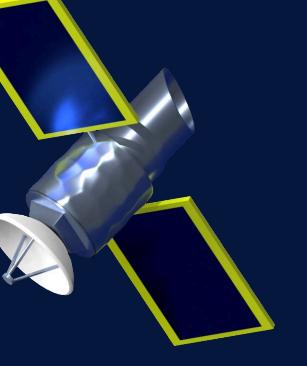
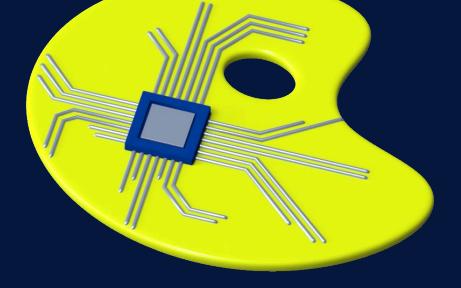
Awards are depicted as illustrated 3D icons representing the major award categories.

They can also be placed into circular holding shapes to create “badges,” if desired.

[Exportable assets for these awards can be found here.](#)



BADGE STYLE EXAMPLE

AWARD Most Inspirational 	AWARD Best Mission Concept 	AWARD Galactic Impact 	AWARD Best Use of Data 	AWARD Local Impact 
AWARD Global Community 	AWARD Best Use of Technology 	AWARD Best Use of Storytelling 	AWARD Best Use of Science 	AWARD Art & Technology 

PATTERNS

A number of patterns have been created to use in NASA Space Apps materials to add visual interest to a composition. They represent abstractions of things such as orbits, coordinates, waves, cells, code, and geometry, and help lend a scientific or technological look and feel wherever they are used.

These patterns should be screened back to roughly 25% opacity over a brand color, preferably one in the blue range.

In some instances, there may be a more contextually-appropriate pattern or image you might wish to screen in the background of a composition. When doing so, be sure to only use vector artwork that only uses a single color, and screen it back according to the same rules. Some examples of this can be seen in the logo or symbols sections of this document.

[Uncropped image assets for these patterns can be found here.](#)

