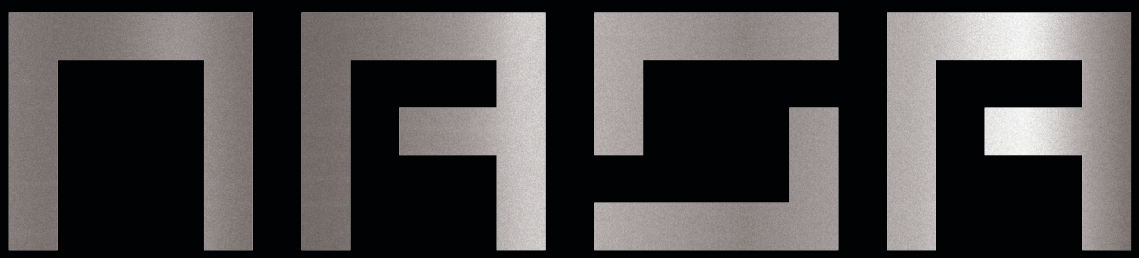

NASA

We reach for new heights and reveal the unknown for the benefit of humankind.

NASA, the National Aeronautics and Space Administration, was established on July 29, 1958, as a response to the Cold War-era space race. Its founding marked the United States' commitment to space exploration. Since then, NASA has achieved historic milestones, including the Apollo moon landings, the Space Shuttle program, and robotic missions to distant planets. Today, NASA continues to lead international efforts in scientific research, space exploration, and innovation, shaping humanity's understanding of the cosmos.

NASA

Content

The Logo

Primary Logo 3
Secondary Logo 4
Construction and Exclusion Zone : Primary Logo 5
Construction and Exclusion Zone : Secondary Logo 6
Graphic Language 7
Logo Incorrect Uses 8

Typography

San Serif 10
Monospaced 12
Serif 13
Hierarchy 14

Colors

NASA Navy Blue: Color Swatches 16
NASA Jet Black: Color Swatches 17
NASA Space Silver: Color Swatches 18

Design Examples

Headquarters Letterhead and Envelope 20
Center Letterhead and Envelope 21
Business Cards 22
Identification Card 23
Certificates & Awards 24
Poster System 25
Website 30
Tour Tickets 32
Tour Wristbands 33
Uniform Patches 34

Spatial Applications

Architecture 36
Signs 37
Spacecraft 38

The Logo

Primary Logo 3
Secondary Logo 4
Construction and Exclusion Zone : Primary Logo 5
Construction and Exclusion Zone : Secondary Logo 6
Graphic Language 7
Logo Incorrect Uses 8

Primary Logo

The logotype, a symbol of exploration and innovation, is the central element in NASA's visual communications system. Its consistent application across various contexts serves as a visual shorthand, uniquely identifying the Agency and symbolizing its pioneering contributions to space exploration.

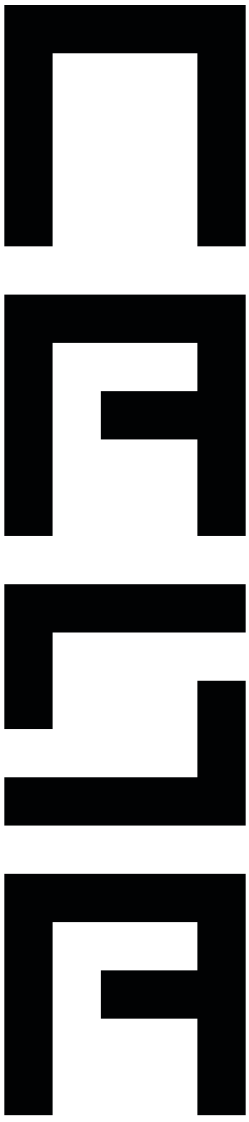
In the construction of the logotype, precision and engineering are carefully conveyed through the use of a module square grid. This grid serves as the underlying structure, emphasizing a meticulous approach to design. Notably, the elimination of cross-strokes in the "S" creates a distinct white space, purposefully designed to symbolize a portal, reinforcing the idea that NASA serves as a portal for humanity to explore and venture into space. The letters N-A-S-A undergo a process of reduction to attain their most simplified form, with strokes maintaining a uniform width to impart a sense of unity and technical precision to the overall design. This intentional incorporation of a module square grid underscores NASA's commitment to engineering precision.

It is imperative that the logotype remains unaltered in any way, ensuring its preservation and adherence to the specified design principles. This meticulous approach guarantees the consistent representation of the logotype across various applications, reinforcing its role as a visual cornerstone for the NASA brand.

File Locations
/primarylogo/nasasymbol.eps

Secondary Logo

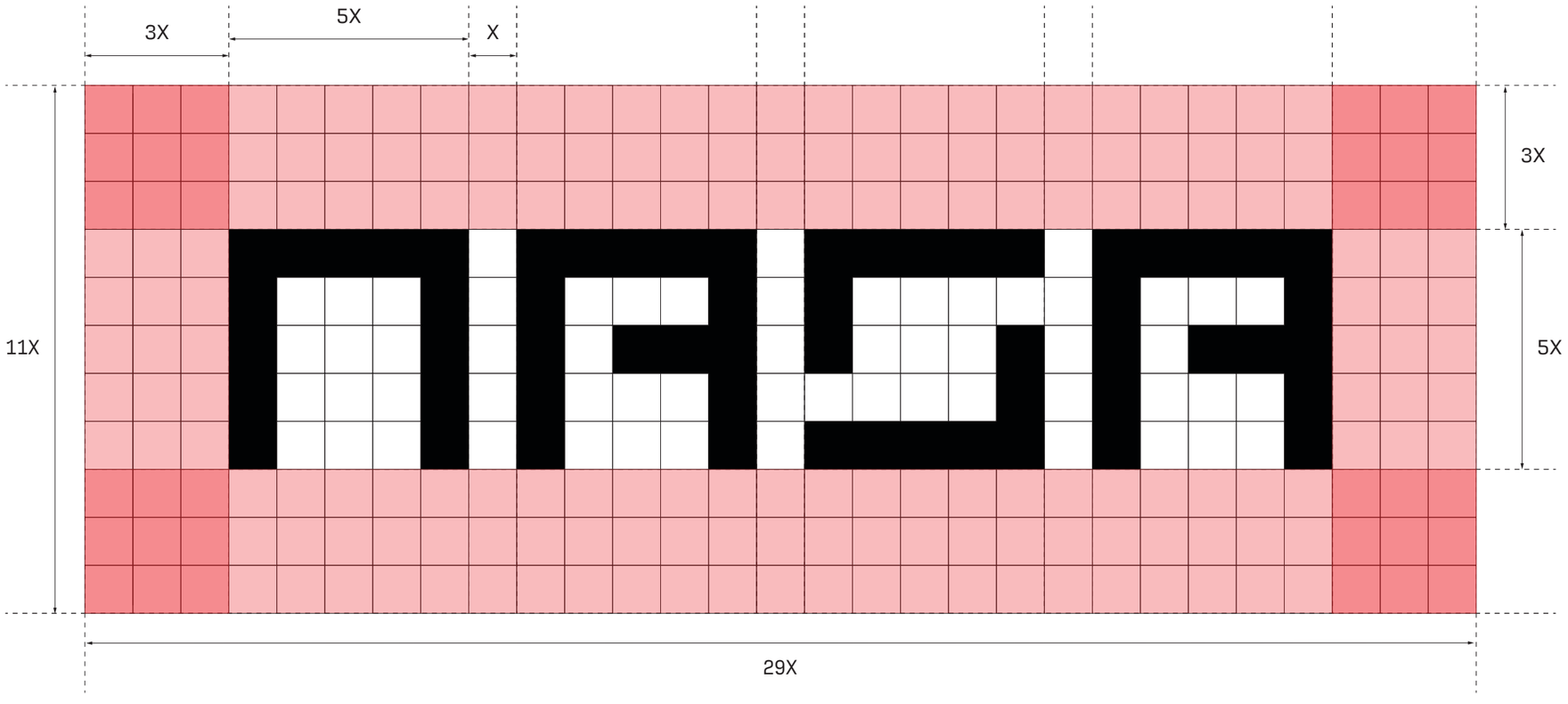
The NASA logotype can be flexibly adapted to a vertical orientation. In this unique configuration, each letter—N, A, S, A—remains baseline horizontal while sitting at a 90-degree angle from the baseline. This distinctive arrangement allows for versatile placement, particularly on rockets with narrow designs or in situations where limited horizontal space is a consideration. While the horizontal logotype remains the primary identifier, this vertically aligned variant serves as a secondary option, offering adaptability to diverse contexts without compromising the brand's visual integrity. This strategic flexibility ensures the NASA logotype maintains its presence across a spectrum of applications, embodying the Agency's commitment to precision and innovation.



File Locations
/secondarylogo/nasasymbol.eps

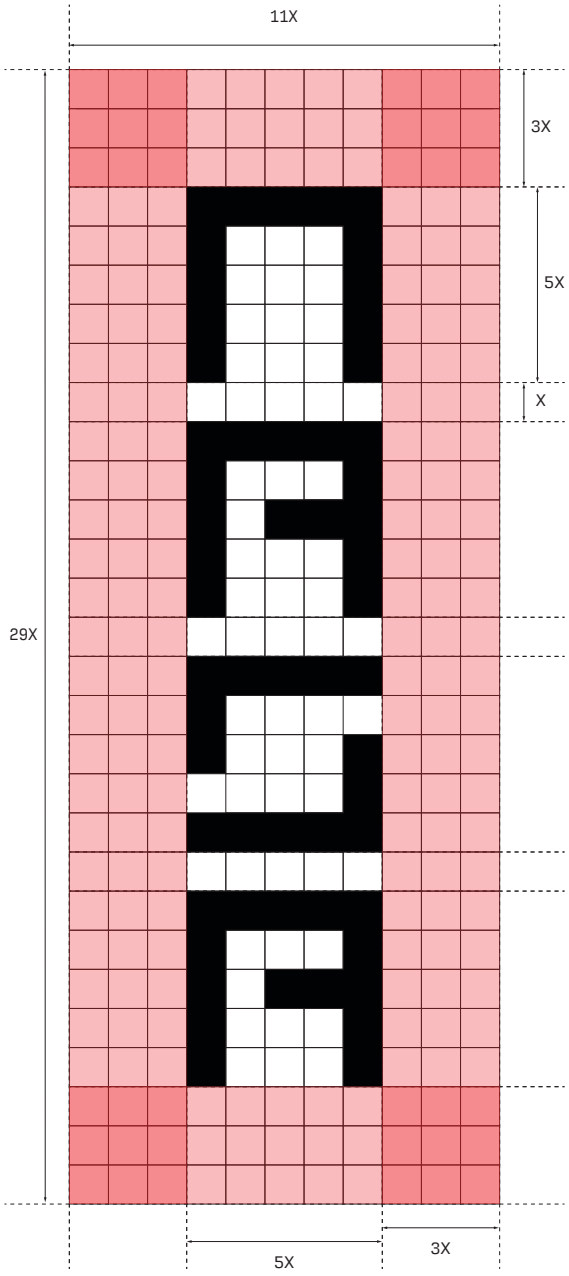
Construction and Exclusion Zone: Primary Logo

The primary horizontal NASA logotype maintains a consistent and defined clear space to preserve its visual integrity across diverse applications. Each letter—N, A, S, A—is separated by a one-square module grid, forming the fundamental structure of the logo. In addition, a uniform three-square module grid margin is maintained both at the top and bottom, as well as on the left and right sides. This meticulously specified clear space is integral to the logo's design, ensuring that the NASA brand identity remains cohesive and unmistakable, regardless of its placement or context. No designs or elements encroach upon this clear space, emphasizing the commitment to preserving the logo's visual clarity and reinforcing its role as a distinctive symbol of precision and innovation.



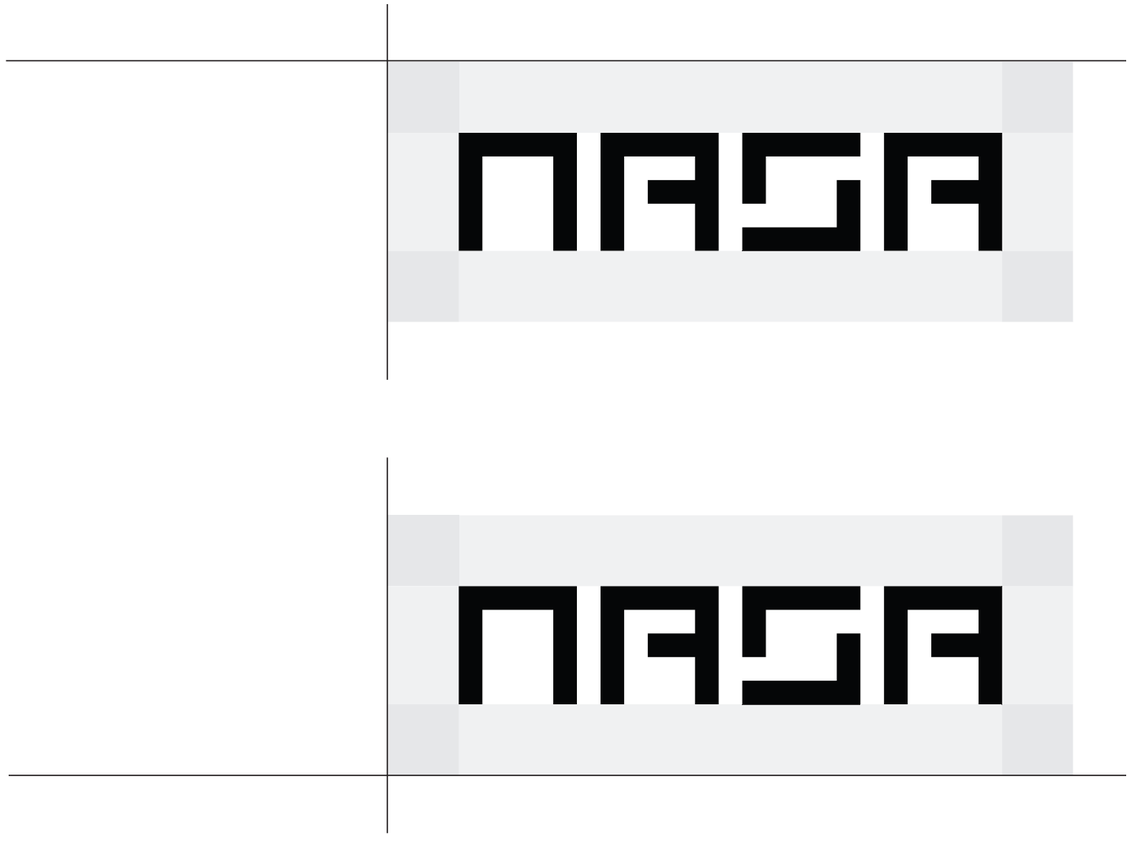
Construction and Exclusion Zone: Secondary Logo

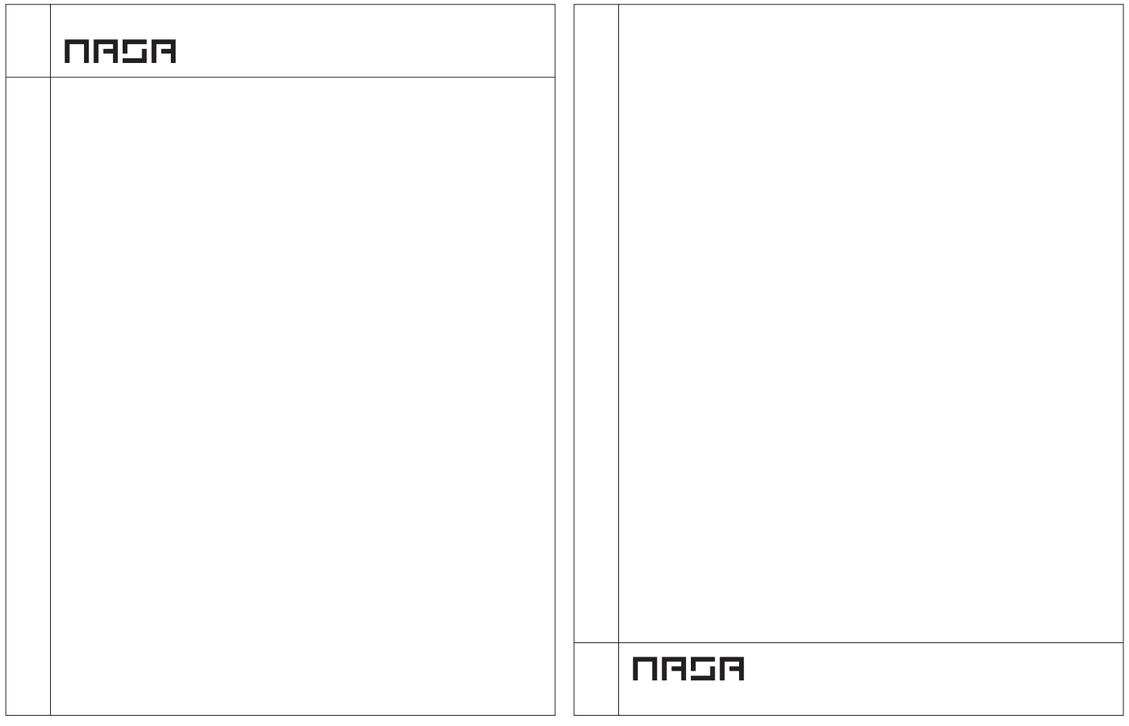
Similarly, the vertical adaptation of the NASA logotype upholds a consistent and designated clear space to safeguard its visual uniformity. In this configuration, each letter—N, A, S, A—remains baseline horizontal, maintaining a one-square module grid separation between them. The top and bottom margins, as well as the left and right margins, each adhere to a three-square module grid. This meticulous adherence to the clear space rule ensures that the NASA brand identity retains its coherence and recognizability, irrespective of placement or context. The clear space remains sacrosanct, prohibiting the inclusion of any designs or elements within it, underscoring the commitment to preserving the logo's visual clarity and reinforcing its status as an enduring symbol of precision and innovation.



Graphic Language

In the graphic language of NASA, the logo can combine with one to two rules to activate, anchor, and organize the composition, symbolizing the precision and engineering perfection synonymous with NASA. When incorporating rules, the vertical rule is confined to the left side, while the horizontal rule can be placed either at the top or bottom of the logo. Only one or two rules are allowed next to the logo, and their distance from the logo must strictly adhere to the predefined clear space, ensuring visual consistency for NASA. It is crucial to note that when using rules, they should bleed out of the composition, as illustrated in the two examples on the right of this page, showcasing the correct application of rules with the NASA logo.





Logo Incorrect Uses

The solid stroke letterforms constitute the logotype, designed to be presented freestanding against a neutral background. It is imperative that the logotype remains unaltered. Consistent and correct usage is crucial for ensuring the effectiveness of the logotype. The provided examples below demonstrate improper applications of the logotype.

1. The logotype should never not align at the same baesline.
2. The logotype should never be shown with shadows projected from the letterforms or distored.
3. The logotype must never be placed within another outline shape.
4. The logotype should never be shown in light gray against a white background.
5. The logotype should never be distorted in any way.
6. The logotype should never be shown on a vertical axis as illustrated.
7. The letterforms in the logotype must never be broken by a pattern.
8. The logotype should never be shown as outlined letterforms.

1.

2.

3.

4.

5.

6.

7.

8.

Typography

San Serif 10
Monospaced 12
Serif 13
Hierarchy 14

San Serif

The warm grotesk circular typeface introduces a humanistic touch to NASA's branding, crafted with a longer x-height for excellent readability even in smaller sizes. Circular can be effectively paired with Input Mono to establish hierarchy and introduce variations in type texture, enhancing the overall visual appeal and readability of the design.

Circular Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;

Circular Book Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;

Circular Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;

Circular Medium Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;

File Locations
/fonts/CircularBook.otf
/tonts/CircularBookItalic.otf
/fonts/CircularMedium.otf
/fonts/CircularMediumItalic.otf

San Serif

The warm grotesk circular typeface introduces a humanistic touch to NASA's branding, crafted with a longer x-height for excellent readability even in smaller sizes. Circular can be effectively paired with Input Mono to establish hierarchy and introduce variations in type texture, enhancing the overall visual appeal and readability of the design.

Circular Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVWwXxYyZz 01234567890(),./;

Circular Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVWwXxYyZz 01234567890(),./;

Circular Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVWwXxYyZz 01234567890(),./;

Circular Black Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVWwXxYyZz 01234567890(),./;

File Locations
/fonts/CircularBold.otf
/tonts/CircularBoldItalic.otf
/fonts/CircularBlack.otf
/fonts/CircularBlackItalic.otf

Monospaced

Input Mono, NASA's chosen monospaced typeface, brings a sleek and modern aesthetic to the forefront of our design language. Renowned for its clarity and legibility, Input Mono is a versatile choice, particularly suitable for coding, technical documentation, and conveying precise information. Its monospaced structure ensures consistent character widths, enhancing readability in code snippets and data displays. Paired thoughtfully with other typefaces like Circular, Input Mono contributes to a harmonious typographic hierarchy, enriching NASA's visual identity with a contemporary and polished look.

Input Mono Regular

AaBbCcDdEeFfGgHhIiJjKkLIMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;

Input Mono Medium

**AaBbCcDdEeFfGgHhIiJjKkLIMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;**

Input Mono Bold

**AaBbCcDdEeFfGgHhIiJjKkLIMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;**

Input Mono Black

**AaBbCcDdEeFfGgHhIiJjKkLIMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;**

File Locations
/fonts/InputMonoRegular.otf
/tonts/InputMonoRegularItalic.otf
/fonts/InputMonoBold.otf
/fonts/InputMonoBoldItalic.otf

Serif

PP Editorial, a stylized serif typeface, is reserved for select circumstances within NASA's design palette. Primarily employed in situations like posters, merchandise, or brochures, PP Editorial serves as a distinctive display highlight, adding a touch of sophistication and uniqueness to specific visual materials. It's important to note that while PP Editorial enhances the aesthetic appeal of promotional items, it should not be utilized in official NASA documents. This strategic use of PP Editorial ensures that its distinctive flair complements specific design contexts without compromising the official and standardized appearance required for official NASA communications.

Circular Bold

AaBbCcDdEeFfGgHhIiJjKkLIMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;

Circular Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLIMmNn
OoPpQqRrSsTtUuVWwXxYyZz
01234567890(),./;

File Locations
/fonts/CircularBold.otf
/tonts/CircularBoldItalic.otf
/fonts/CircularBlack.otf
/fonts/CircularBlackItalic.otf

Hierarchy

Two distinct typographic hierarchies will be employed:

(A) In print-based or document design, the primary typographic usage adheres to Input Mono as the header, Circular for body copy, and Input Mono as the caption. This combination emphasizes clarity and consistency in printed materials. (B) For web-based design, emphasis is placed on readability. Circular takes the lead as the header, supported by Circular for body copy, and Input Mono for captions. This web-centric typographic hierarchy ensures optimal legibility and visual harmony across online platforms.

(A)

Humans in Space

In November 1968, Apollo 7's success bolstered confidence for Apollo 8's moon orbit mission. At NASA's Kennedy Space Center, Apollo 9 and 10 preparations advanced alongside Apollo 8 training. Science experiments for the impending Moon landing were announced amid ongoing crew training.

Apollo Mission

(B)

Humans in Space

In November 1968, Apollo 7's success bolstered confidence for Apollo 8's moon orbit mission. At NASA's Kennedy Space Center, Apollo 9 and 10 preparations advanced alongside Apollo 8 training. Science experiments for the impending Moon landing were announced amid ongoing crew training.

Explore Archives

Colors

NASA Navy Blue: Color Swatches 16
NASA Jet Black: Color Swatches 17
NASA Space Silver: Color Swatches 18

NASA Navy Blue: Color Swatches

NASA's brand color, a deep and resonant navy blue, draws inspiration from the boundless expanse of the sky and outer space. This rich hue symbolizes the profound connection to the cosmic realm, encapsulating the Agency's mission to explore the mysteries beyond our planet. The choice of navy blue reflects the vastness, depth, and limitless possibilities inherent in the universe, underscoring NASA's commitment to pushing the boundaries of human knowledge and discovery. This color not only serves as a visual representation of the celestial environment but also embodies the spirit of exploration and the pursuit of knowledge that defines NASA's remarkable journey into the cosmos.

NASA Navy Blue PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B	**NASA Navy Blue** PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B	**NASA Navy Blue** PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B

NASA Navy Blue PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B	**NASA Navy Blue** PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B	**NASA Navy Blue** PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B

NASA Navy Blue PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B	**NASA Navy Blue** PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B	**NASA Navy Blue** PMS: 302 U RGB: 10, 21, 59 CMYK: 100, 92, 40, 56 HEX:0A153B

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 Black is specified.

NASA Jet Black: Color Swatches

NASA's jet black color, drawn from the profound darkness of outer space, symbolically connects to the cosmos, embodying the mystery and infinite potential of space. This choice reflects NASA's commitment to exploring the unknown, serving as a powerful visual metaphor for uncharted territories, encapsulating the essence of venturing into the void and pushing the boundaries of human understanding. The color represents space's majesty and symbolizes the Agency's dedication to uncovering its secrets, inspiring awe in those who gaze upon the night sky.

NASA Jet Black PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	**NASA Jet Black** PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	**NASA Jet Black** PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000

NASA Jet Black PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	**NASA Jet Black** PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	**NASA Jet Black** PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000

NASA Jet Black PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	**NASA Jet Black** PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	**NASA Jet Black** PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000

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 Black is specified.

NASA Space Silver: Color Swatches

NASA's space silver, inspired by the brilliance of stars, the glow of the moon, and spacecraft surfaces, embodies innovation and engineering precision. This color symbolizes the ingenuity defining NASA's space exploration, capturing the cosmic beauty and awe-inspiring nature of the universe. Reflecting starlight and lunar radiance, space silver honors celestial wonders, signifying NASA's commitment to advancing science and technology. It stands as a visual testament to the agency's dedication to innovation, exploration, and unraveling the mysteries of the cosmos, inspiring a sense of wonder and curiosity in all who contemplate the vastness of space.

NASA Space Silver PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9	**NASA Space Silver** PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9	**NASA Space Silver** PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9
NASA Space Silver PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9	**NASA Space Silver** PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9	**NASA Space Silver** PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9
NASA Space Silver PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9	**NASA Space Silver** PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9	**NASA Space Silver** PMS: 877 U RGB: 181, 183, 185 CMYK: 30, 22, 22, 0 HEX: B5B7B9

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 Black is specified.

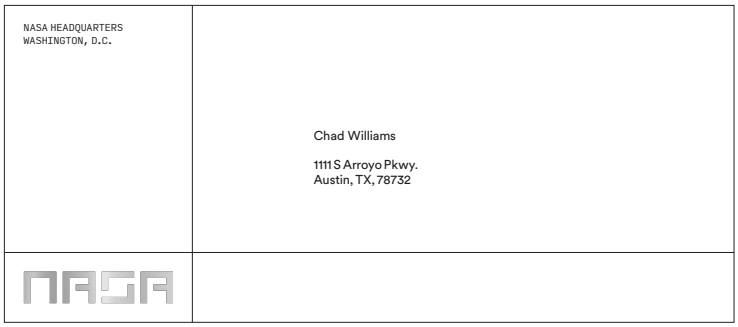
NASA

Design Examples

Headquarters Letterhead and Envelope	20
Center Letterhead and Envelope	21
Business Cards	22
Identification Card	23
Certificates & Awards	24
Poster System	25
Website	30
Tour Tickets	32
Tour Wristbands	33
Uniform Patches	34

Headquarters Letterhead and Envelope

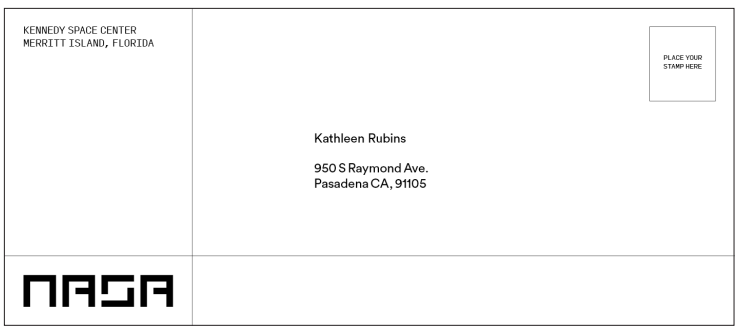
NASA headquarters letterheads and envelopes adhere to standard government sizes: 8 ”×11” (21.5 cm x 28 cm) for letterheads and 3 7/8” x 8 7/8” (9.8 cm × 22.5 cm) for #9 envelopes. To distinguish them from those of general centers and facilities, the logo of letterheads for NASA headquarters feature a distinctive metallic silver finish, adding a touch of exclusivity and visual distinctiveness.



File Locations
/letterhq/template/nasas.indd

Center Letterhead and Envelope

Letterheads for NASA general centers and facilities adhere to standard government sizes: 8½”×11” (21.5 cm x 28 cm) for letterheads and 3 7/8” x 8 7/8” (9.8 cm × 22.5 cm) for #9 envelopes. In contrast to the metallic silver finish of NASA headquarters letterheads, those for general centers and facilities feature the logo with a solid NASA “jet black color.” This deliberate choice not only aligns with NASA’s brand identity but also ensures a cohesive and professional representation across various entities within the organization.

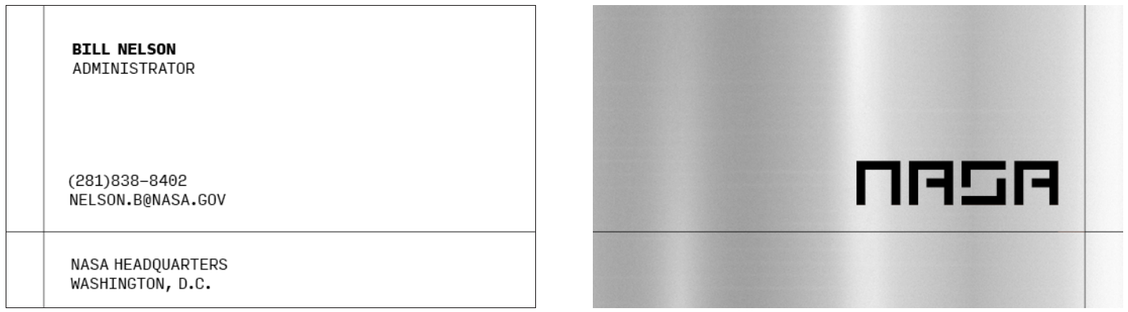


File Locations
/lettercenter/template/nasas.indd

Business Cards

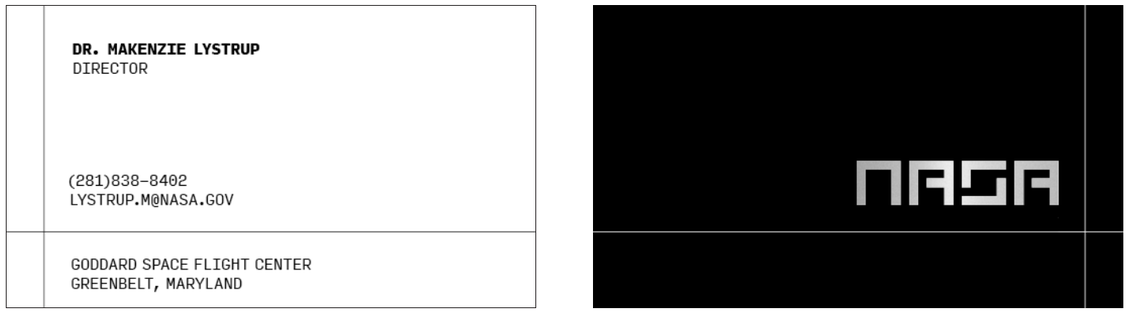
NASA business cards adhere to standard U.S. business card size: 3.5”×2” (8.89 cm x 5.08 cm). The cards are designed with a three-tier hierarchy, each distinguished by visual differences on the back side. Business cards for the Office of the Administrator feature a metallic silver finish with a black logo, adding an element of prestige. For Center and Facilities Directors, the background is black with a white logo, creating a bold and impactful design. Astronauts, Engineers, Mission Specialists, Pilots, and Commanders receive business cards with a NASA navy blue background against a white logo. This intentional variation ensures each card aligns with the roles and responsibilities of its holder while maintaining a cohesive representation of the NASA brand.

Office of the Administrator

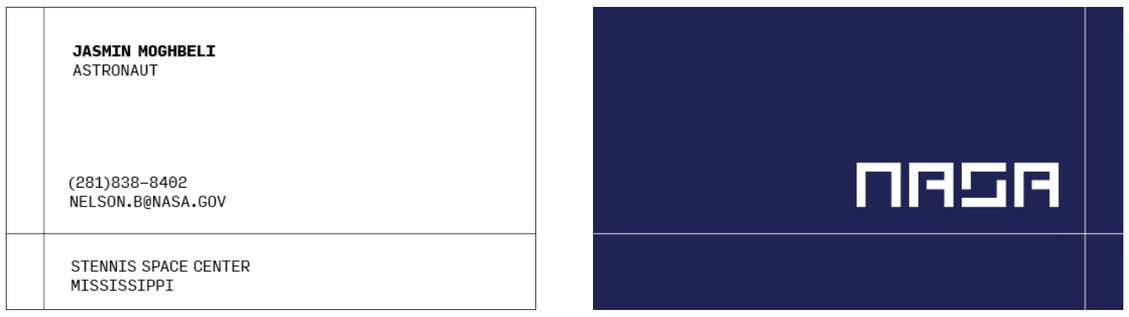


Actual Size

Centers and Facilities Director



Astronaut / Engineers / Mission Specialist / Pilot / Commander



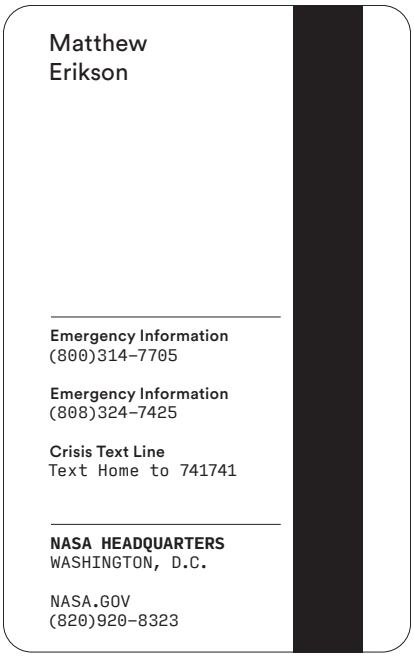
File Locations
/businesscards/template/nasas.indd

Identification Card

NASA Identification card adhere to standard ID card size: 3.375” x 2.125”. Its vertical orientation features a clean white background, projecting a professional and streamlined appearance. The NASA logo is strategically placed at the bottom, horizontally aligned, providing a distinct visual anchor for the card’s overall composition. A subtle line serves as an anchor for the placement of essential information, contributing to the card’s organized and cohesive layout. This design ensures clarity and readability while upholding the standards of NASA’s visual identity.

Front

Back



Actual Size

File Locations
/idcard/template/nasas.indd

Certificates & Awards

The silver NASA logo is only incorporated in the design of important certificates and awards. Those awards which are given for substantial service or performance and which are held in high esteem are designed in a more traditional style (horizontal). Illustration (a) is an example of such an award.

Merit certificates of a short-term or lesser rank can be designed in vertical format and may employ the black NASA logotype as shown in the illustrations (b).

(A)

(B)

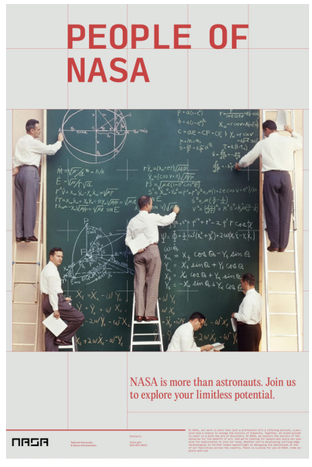
File Locations

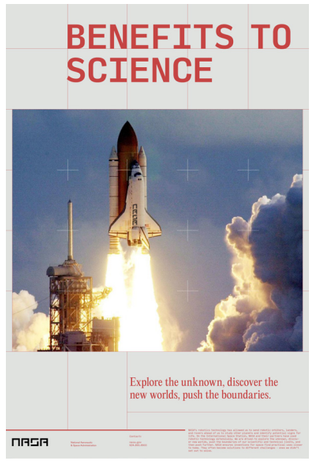
/substantialaward/template/nasas.indd
/meritaward/template/nasas.indd

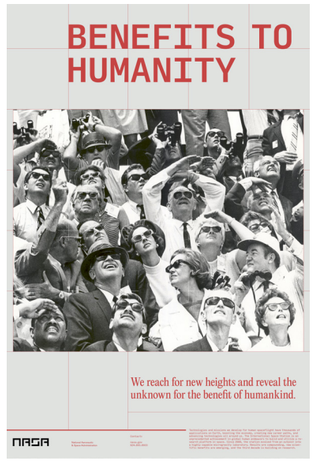
Poster System

NASA posters are crafted in the standard size of 24”x36”. Two distinctive series are presented: Example A illustrates the core values of NASA, while Example B highlights the ongoing missions. Both poster series adhere to a 5-column grid layout system with consistent margins, ensuring a visually cohesive presentation. The placement of NASA’s information is systematically placed at the bottom left or right. When the NASA logo appears elsewhere on the poster, its inclusion in the information section is optional. However, if the logo is absent from the poster entirely, it must be prominently featured in the information section. This approach maintains a standardized and organized display while providing flexibility in logo placement across NASA’s institutional poster series.

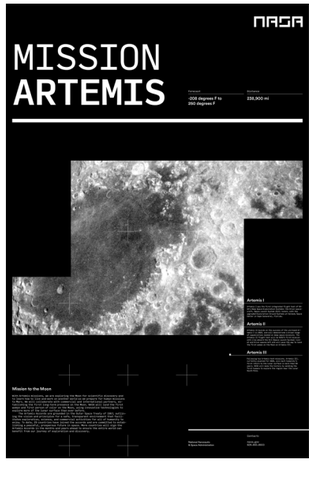
(A)

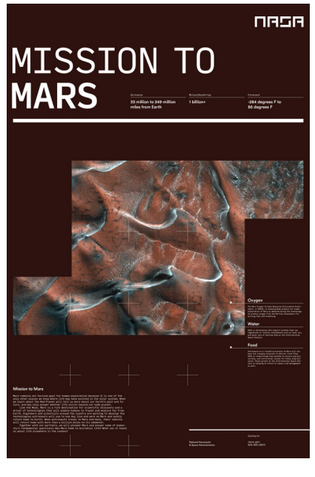


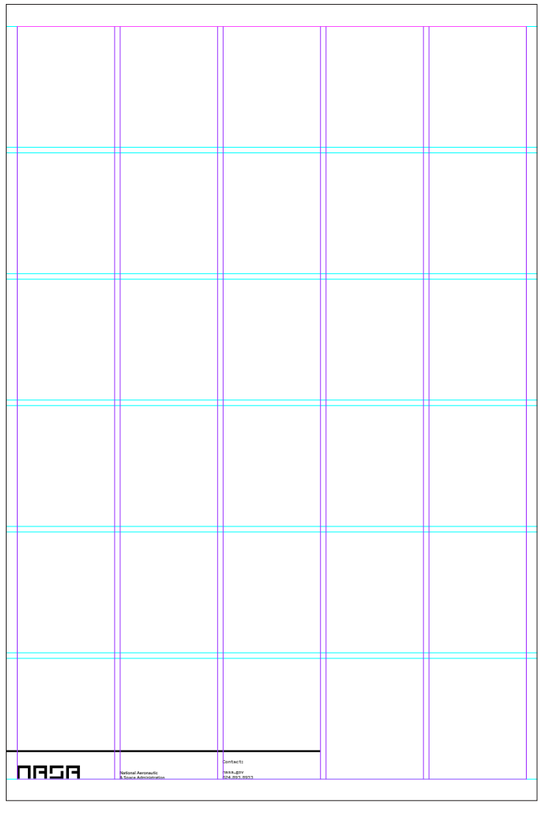


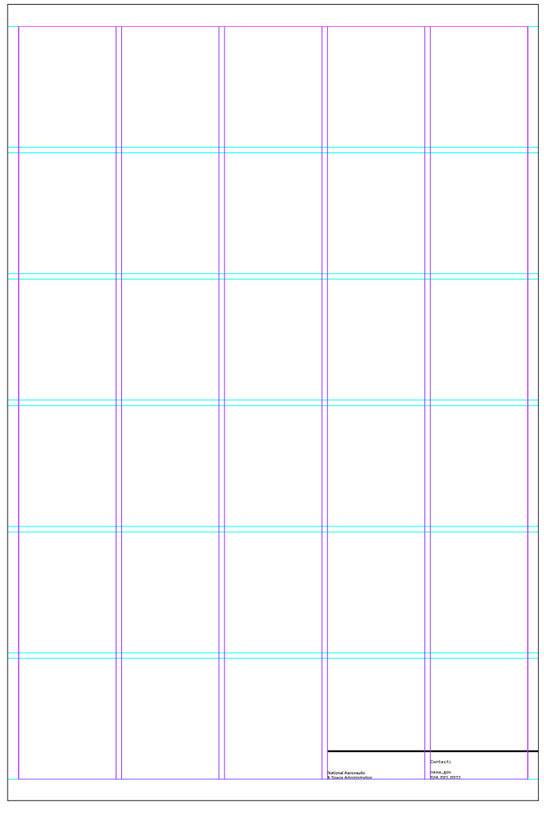


(B)

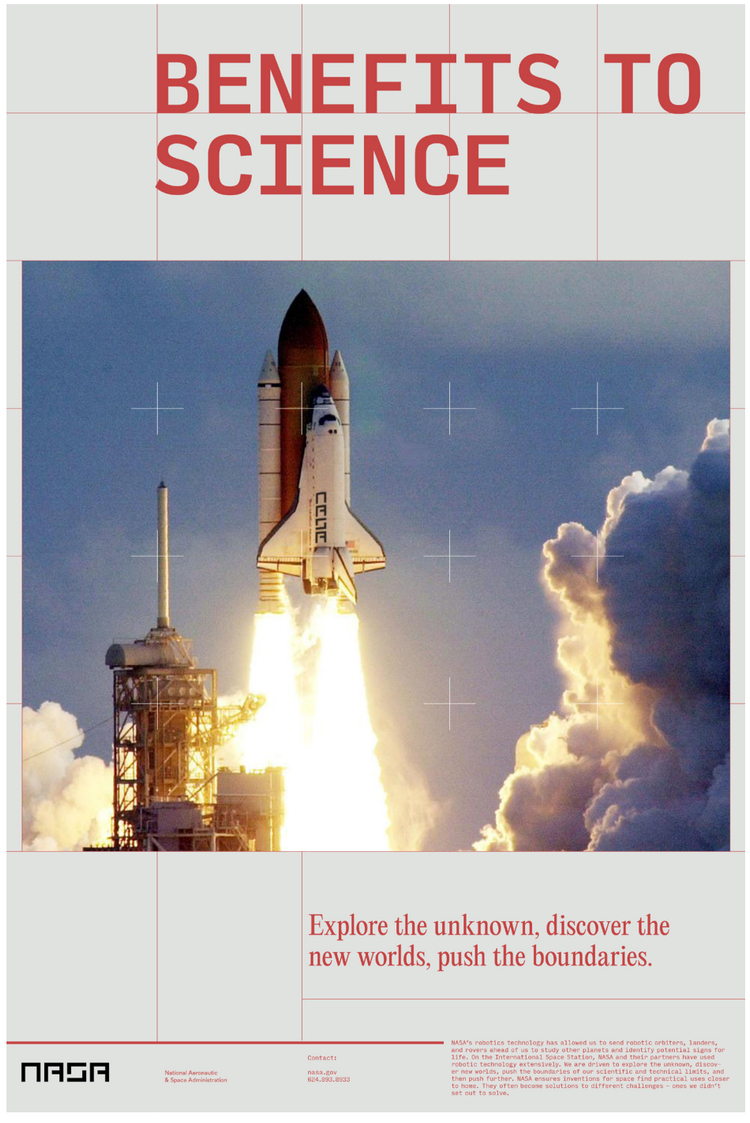


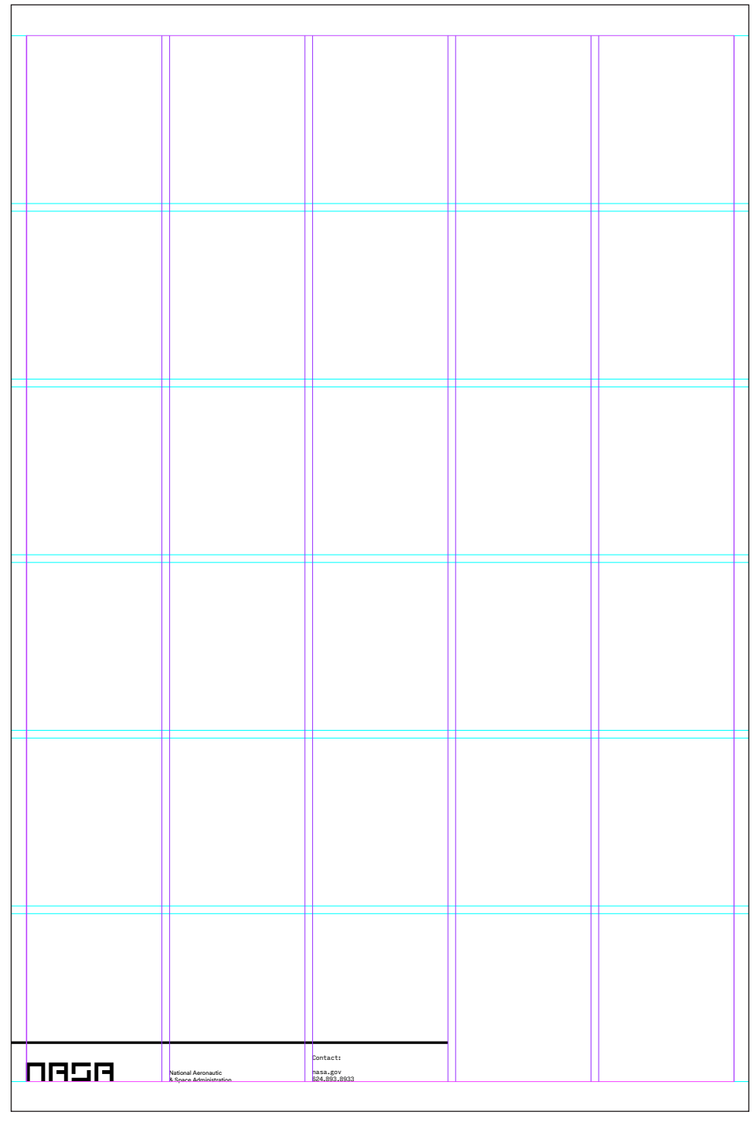






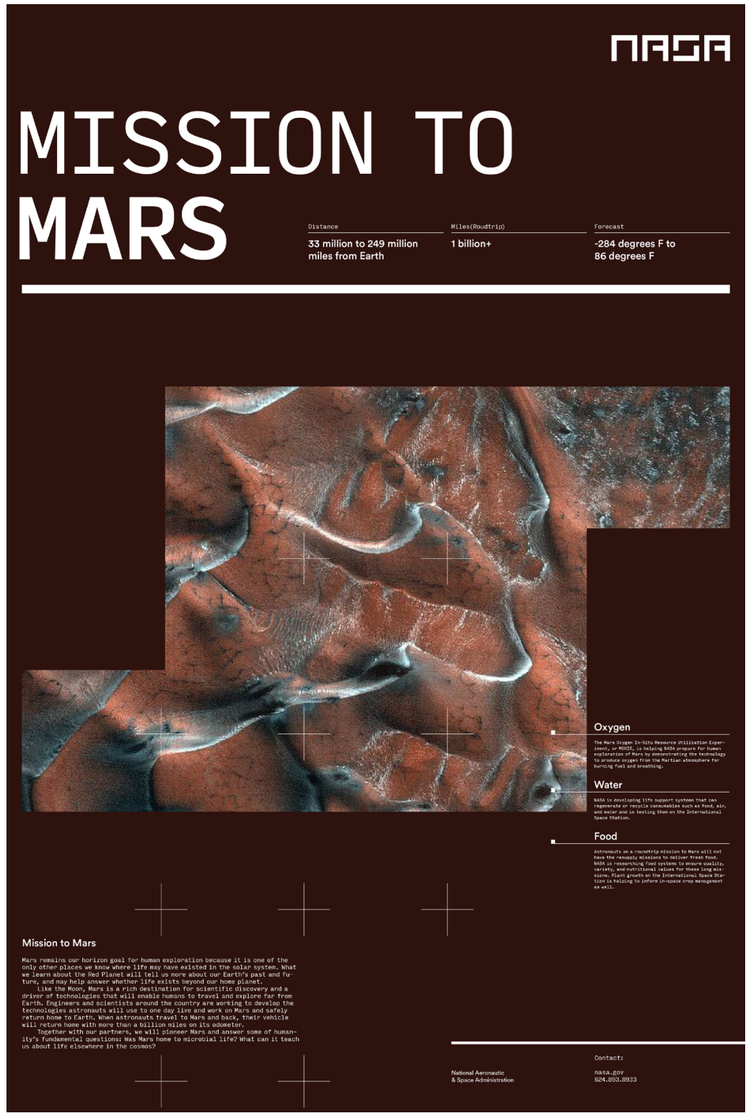
Poster System

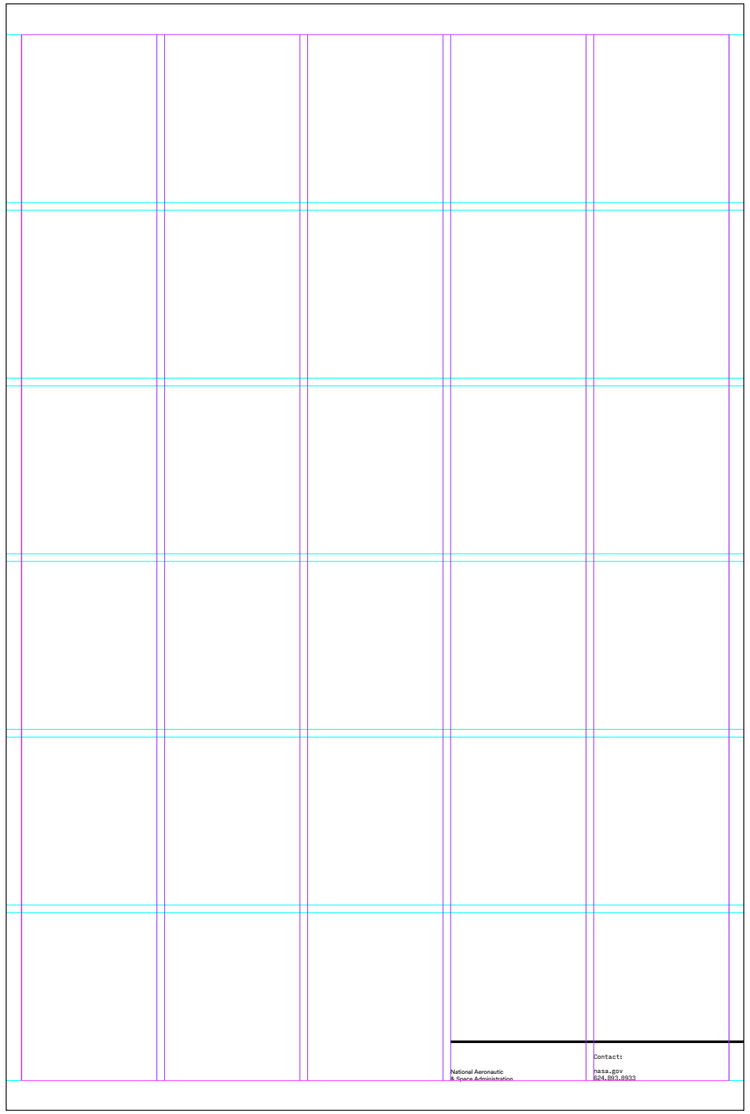




File Locations
/poster/template/nasas.indd

Poster System

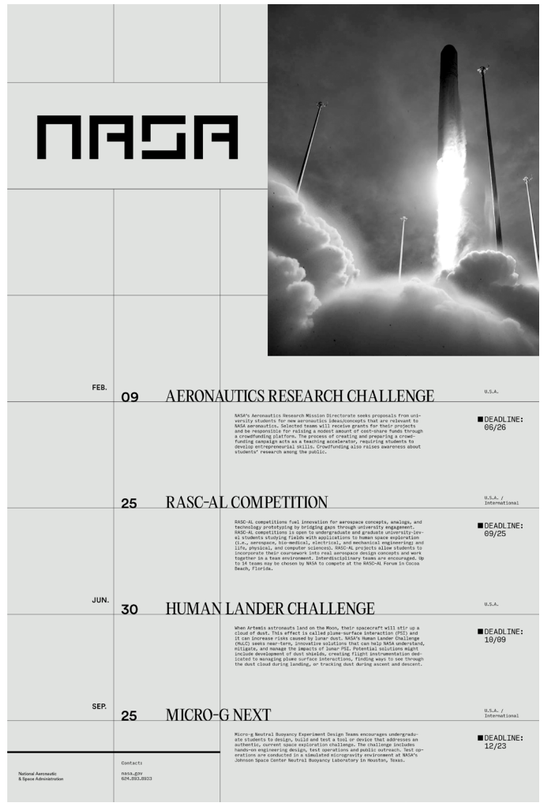


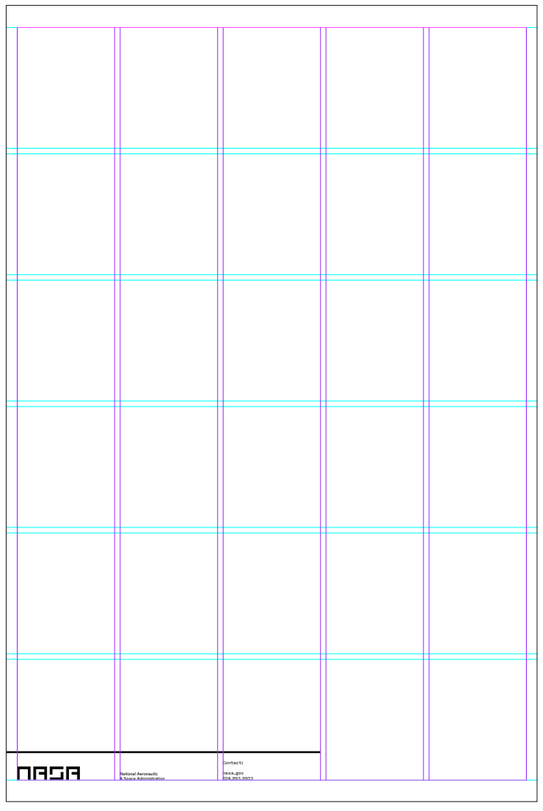


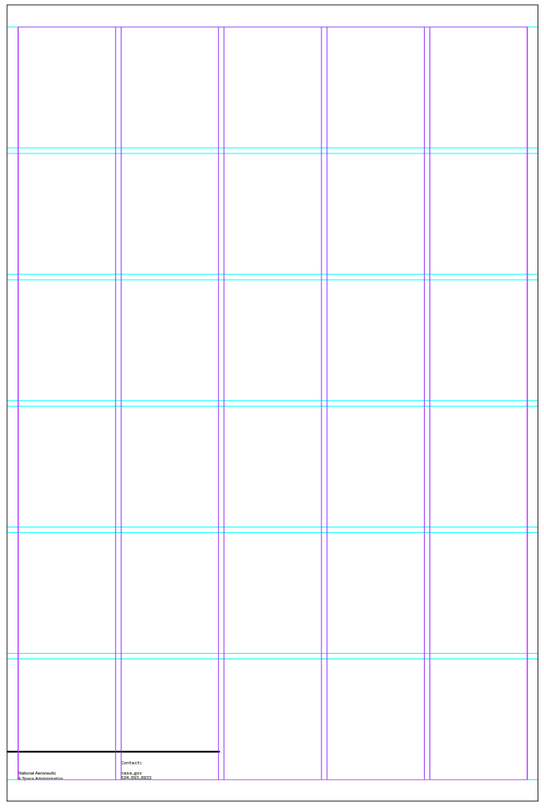
File Locations
/poster/template/nasas.indd

Poster System

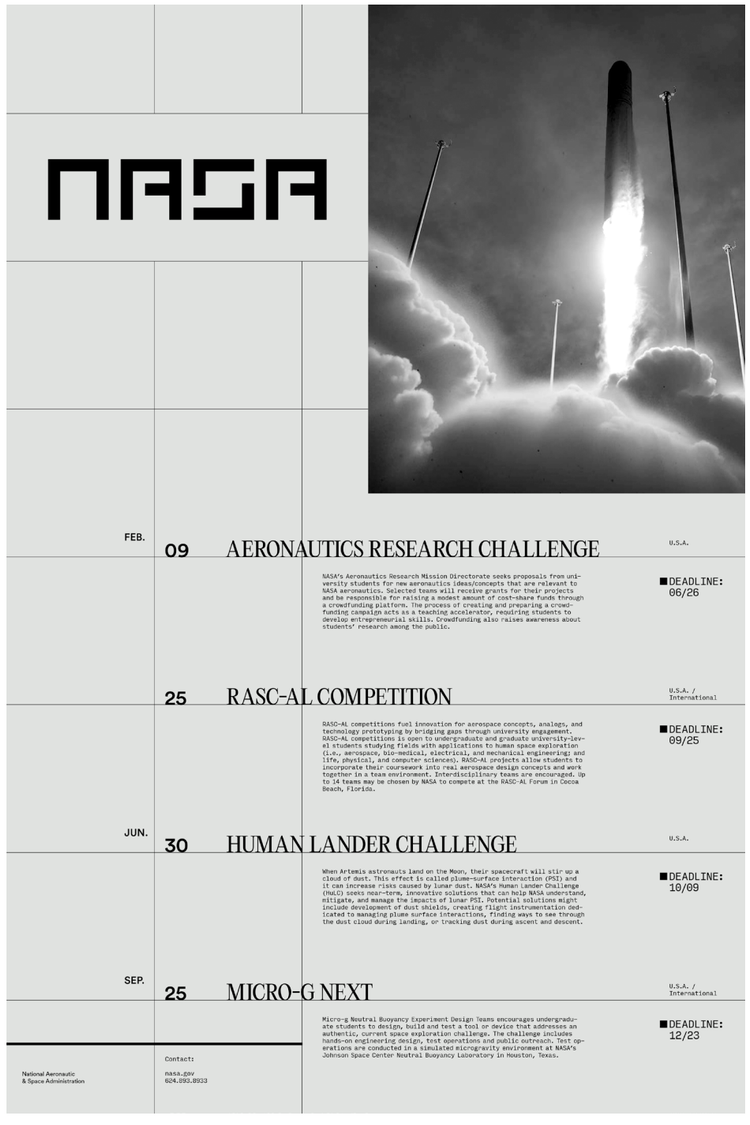
NASA posters are crafted in the standard size of 24”x36”. The example below illustrates a promotional poster for a NASA competition, employing a uniform 5-column grid layout system with consistent margins. This approach ensures a visually cohesive presentation while effectively showcasing information related to various competitions. The structured layout contributes to clarity and visual appeal, aligning with NASA’s commitment to precision and excellence in communication. The placement of NASA’s information is systematically placed at the bottom left or right. When the NASA logo appears elsewhere on the poster, its inclusion in the information section is optional. However, if the logo is absent from the poster entirely, it must be prominently featured in the information section. This approach maintains a standardized and organized display while providing flexibility in logo placement across NASA’s institutional poster series.

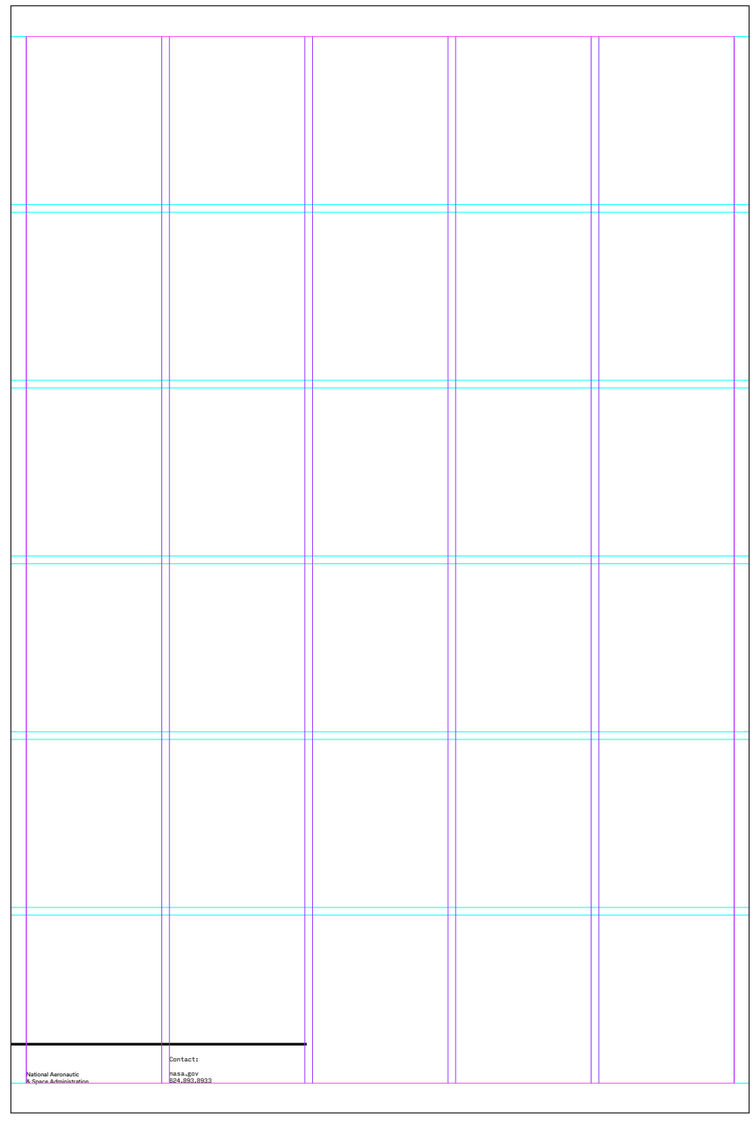






Poster System

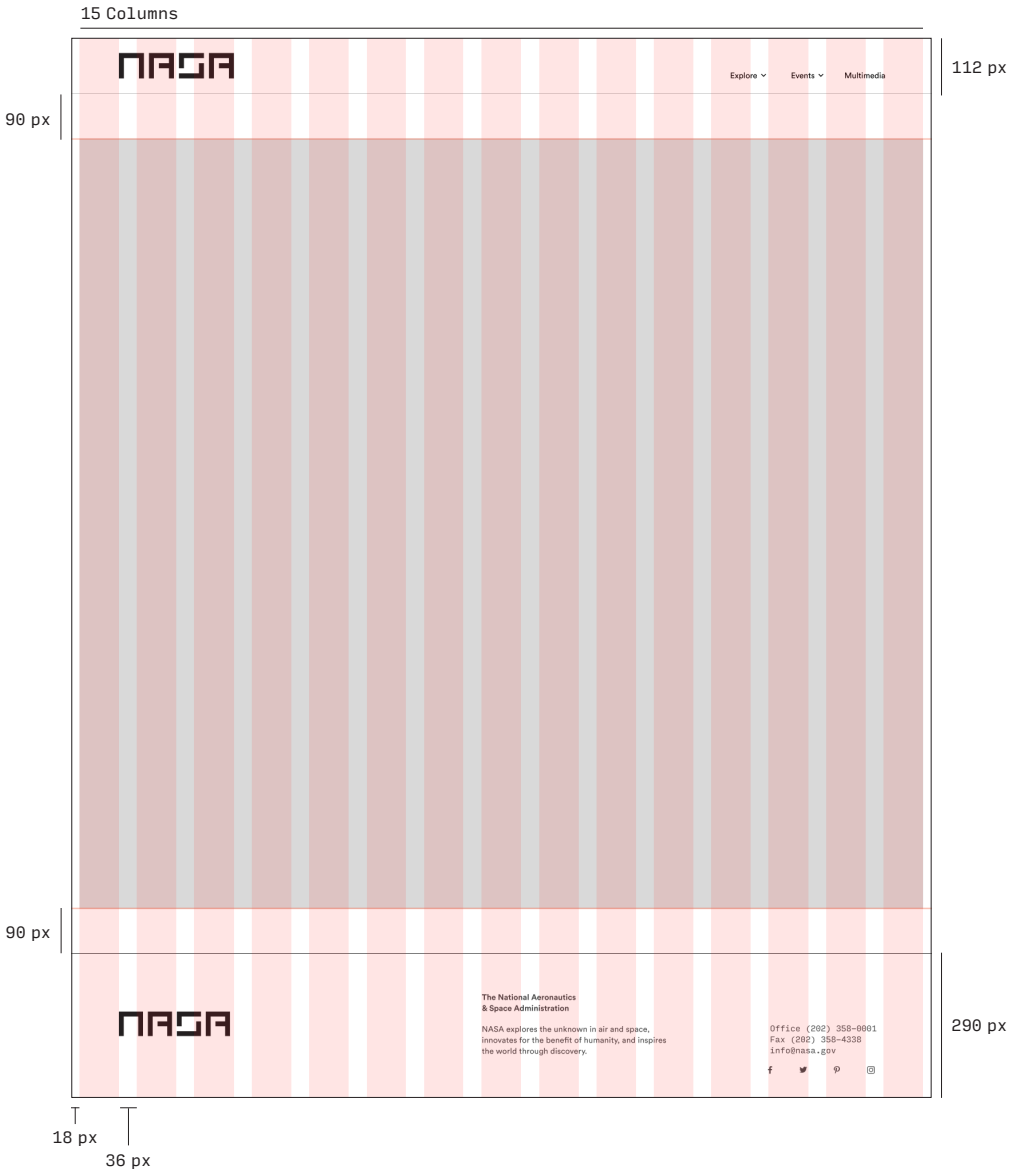




File Locations
/poster/template/nasas.indd

Website

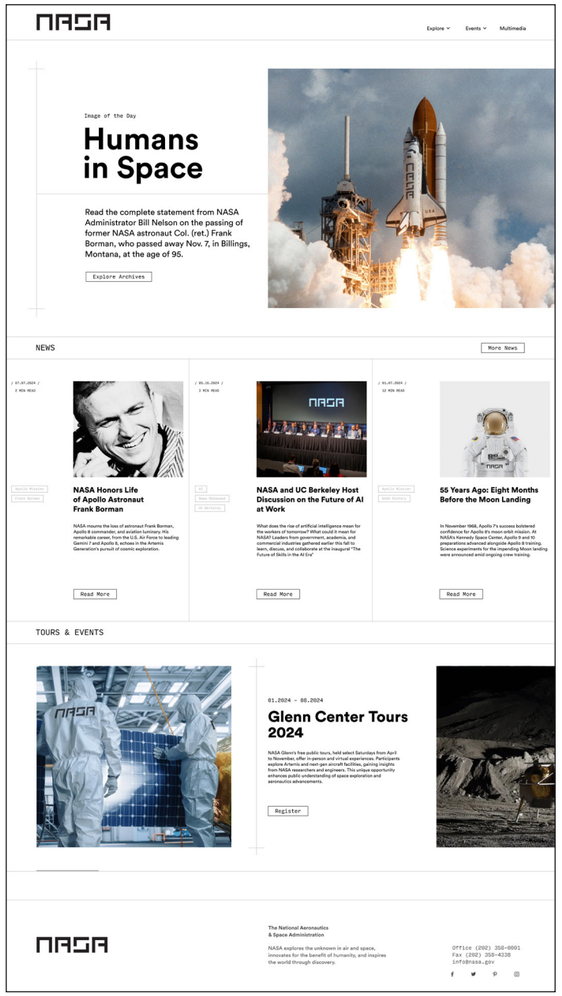
The NASA website adheres to a structured 15-column grid system. The accompanying illustration delineates the specified spacing for each component, highlighting the designated areas within grey boxes for content placement. It's noteworthy that other sections of the website, namely the header and footer, maintain a consistent layout without alterations. This grid system provides a framework for organized and visually appealing content arrangement, contributing to a seamless and user-friendly online experience on the NASA website.



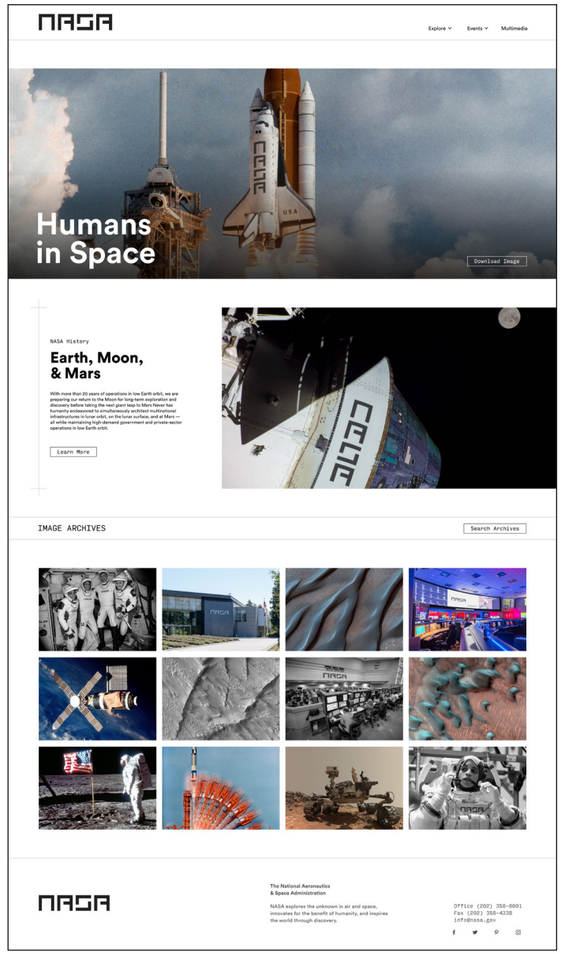
File Locations
/designsystem/nasawebsite.figma

Website

Landing Page



Archives



News

Tour Schedule

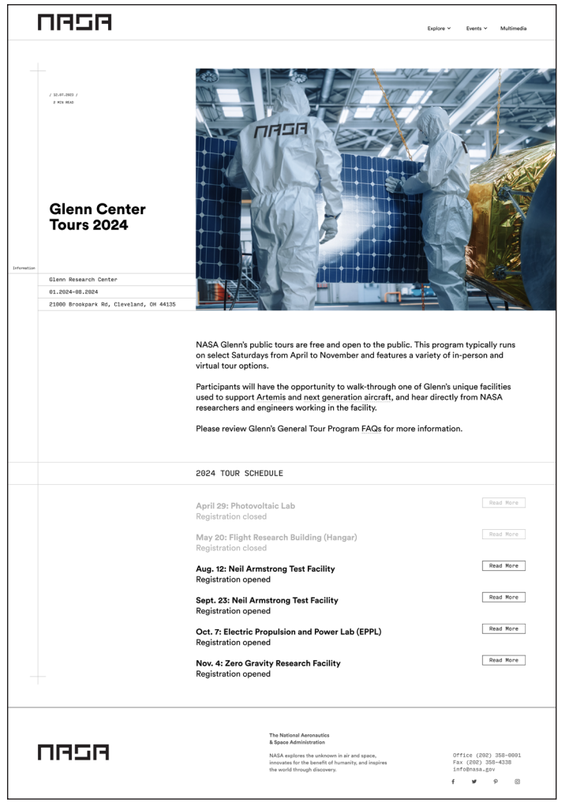
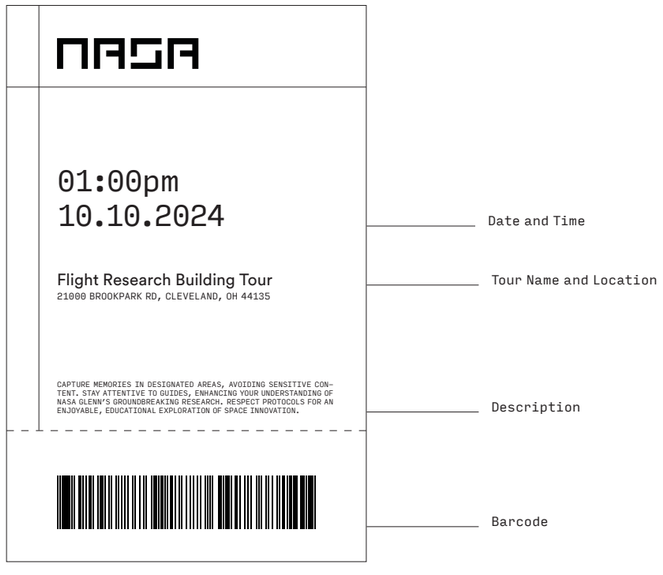


Image Download

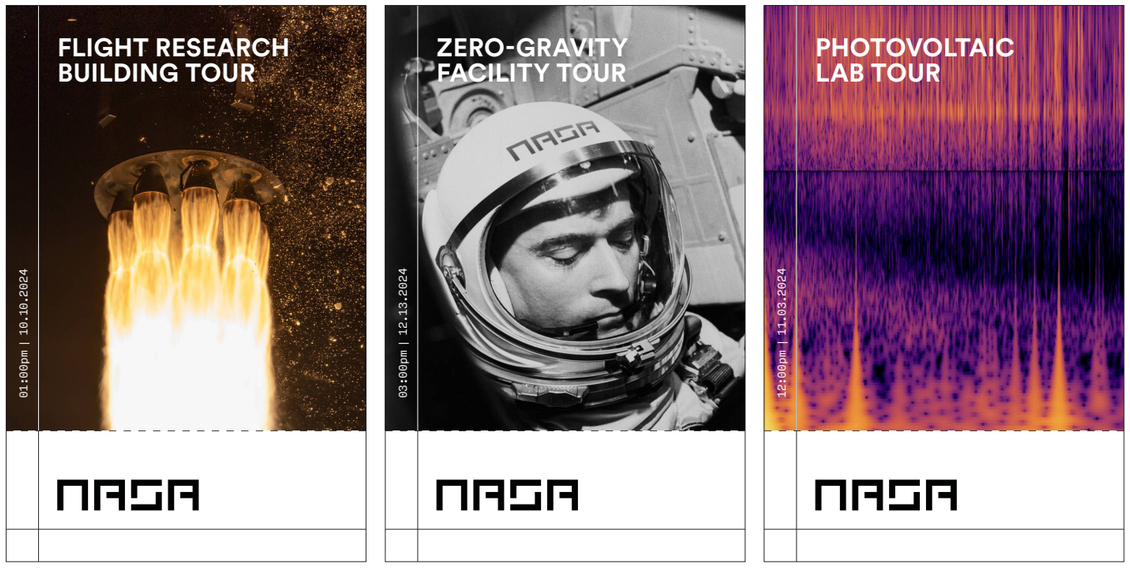
Tour Tickets

For NASA lab and research tours, the ticket design should align with the example provided below. The ticket dimensions are set at 2.75”x4.25”. Crucially, the date, time, and tour name must be prominently featured on both the front and back sides of the design. This ensures clarity and accessibility of essential information for attendees, contributing to a well-organized and visually cohesive ticket design for an enriching tour experience.

Front



Back



File Locations
/tourticket/template/nasas.indd

Design Examples

Tour Wristbands

The NASA lab and research guest wristbands feature a three-tier hierarchy to distinguish different tour types. General admission wristbands showcase NASA logo against blue background. Group tour wristbands utilize a black background with a white logo. VIP tour wristbands feature a silver background against a black logo. This tiered design approach ensures clear visual identification of each tour level.

General Admission

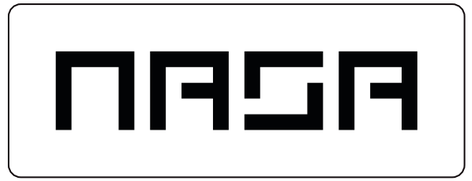
Group Tour

VIP Tour

File Locations
/tourwristband/template/nasas.indd

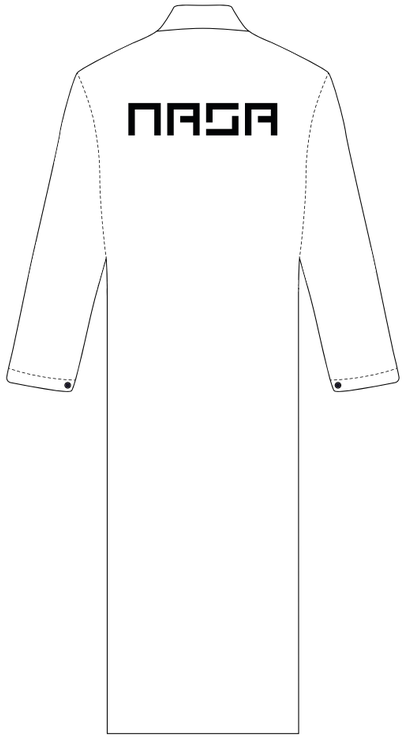
Uniform Patch

Personnel identification is a vital aspect of the NASA program. An accessible embroidered patch, integrating the logotype, is designed for application on a variety of uniforms and clothing. Specifically for general personnel, a white patch featuring a NASA black logotype is provided. This option ensures straightforward and efficient identification on diverse clothing, accommodating various types and colors, including those with additional badges or name tags. The recommended placement for the patch is on the right front side of the garment, approximately aligned with the top of the breast pocket, or in a comparable position on garments without pockets.



General personnel patch

Flight suit/mechanic suit



Laboratory coat

Flight Jacket

Blazer/Sport Jacket

Shirt/blouse

Spatial Applications

Architecture 36
Signs 37
Spacecraft 38

Spatial Application

Architecture

The application of the NASA logotype on buildings follows a horizontal orientation, emphasizing a uniform and recognizable visual presence. To maintain consistency, a clear space surrounds the logotype, ensuring that the design remains visually distinct and undisturbed. The color palette for this application is intentionally limited, with NASA Silver and NASA Jet Black being the exclusive choices. This strategic selection not only aligns with NASA's brand identity but also contributes to a cohesive and impactful representation of the agency on architectural structures.

NASA Headquarters

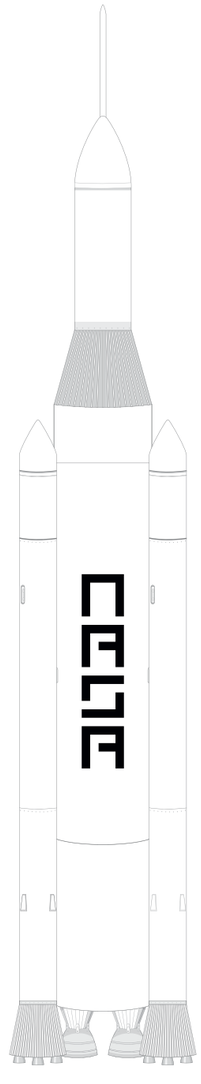
Glenn Research Center

NASA Signs

For NASA signs, the utilization of organizational rules to structure information is permitted. It is essential, however, that the logotype remains distinct and separate from the names of facilities, centers, or rooms. This deliberate separation is maintained to uphold the strength and impact of the logo, ensuring its visual prominence in any given circumstance.

Spacecraft

For logo application on spacecraft, the secondary logotype, featuring a vertical orientation, is recommended. This choice is influenced by the vertical shapes inherent in rocket design. By opting for the vertical orientation, the logotype aligns harmoniously with the spacecraft's form, ensuring a visually cohesive and well-integrated branding on this specific application.



Alvin Lin

Simon Johnston
Communication Design 4
Fall 2023