

מאמרים

**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.



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# NASA

## The Logo

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## 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.





## 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,

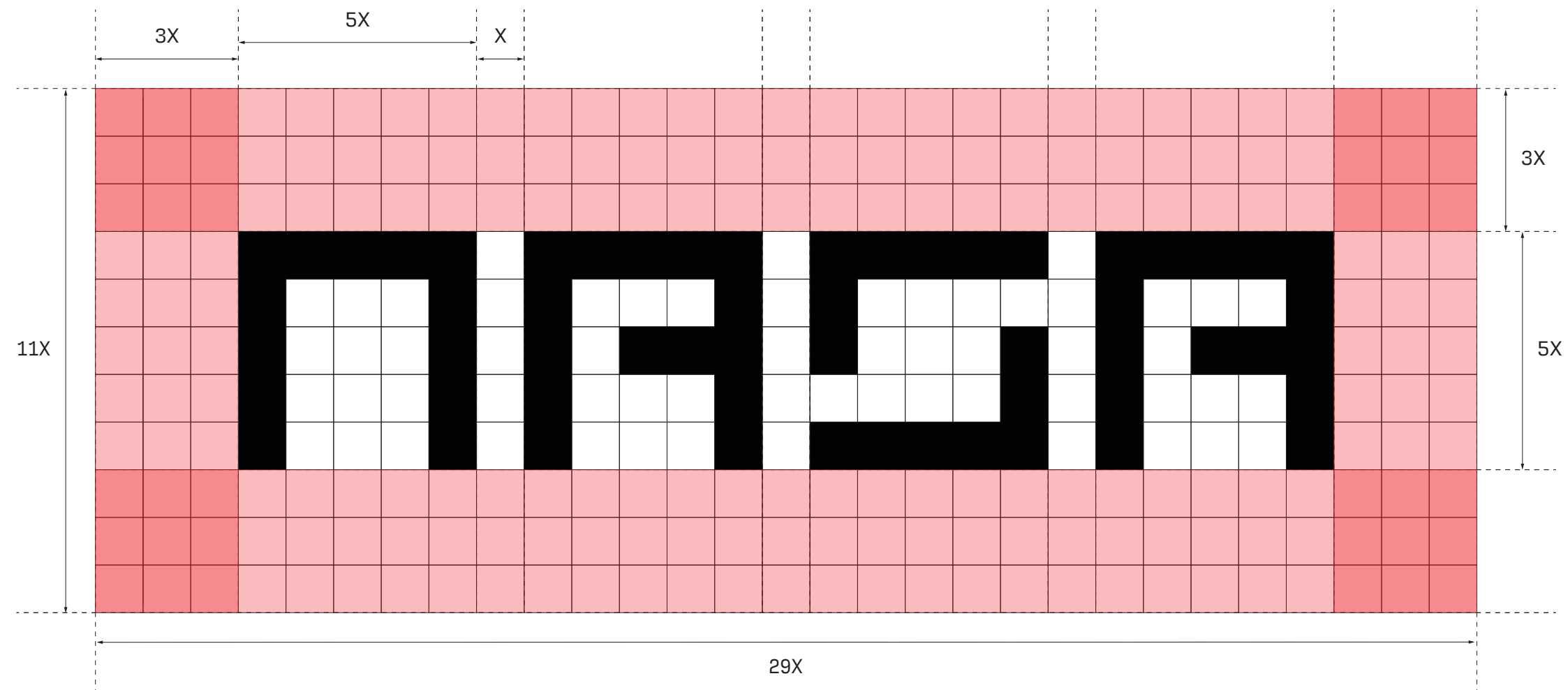
this vertically aligned variant serves as a secondary option, offering adaptability to diverse contexts without compromising the brand's visual integrity. This strategic flexibility ensures the NASA logotype maintains its presence across a spectrum of applications, embodying the Agency's commitment to precision and innovation.



## 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 inte-

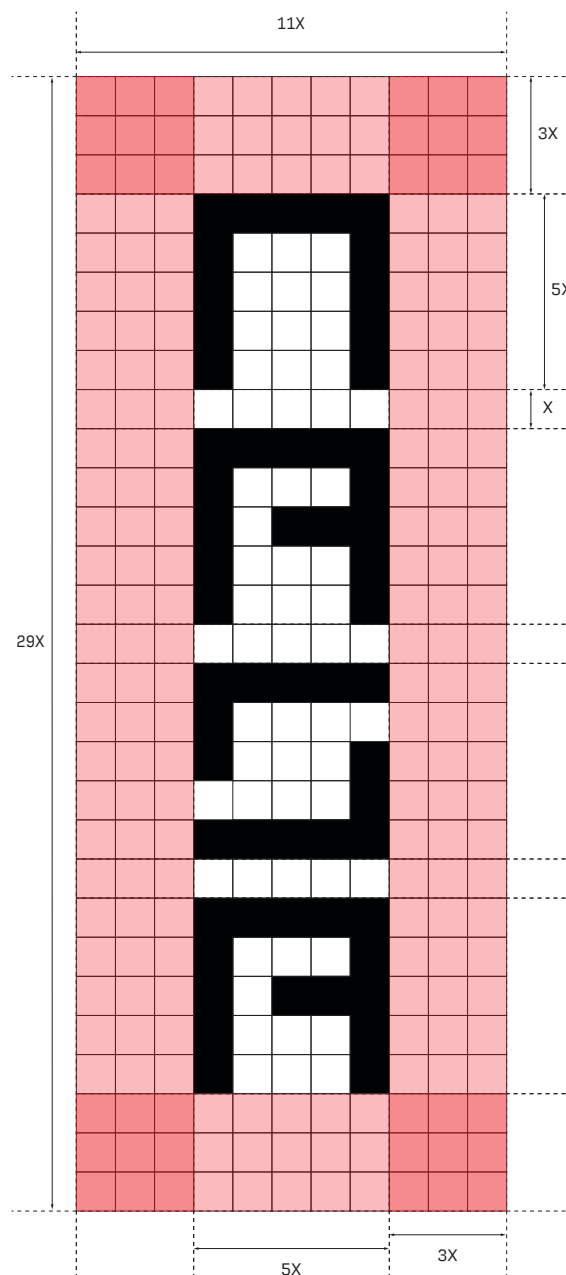
gral to the logo's design, ensuring that the NASA brand identity remains cohesive and unmistakable, regardless of its placement or context. No designs or elements encroach upon this clear space, emphasizing the commitment to preserving the logo's visual clarity and reinforcing its role as a distinctive 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

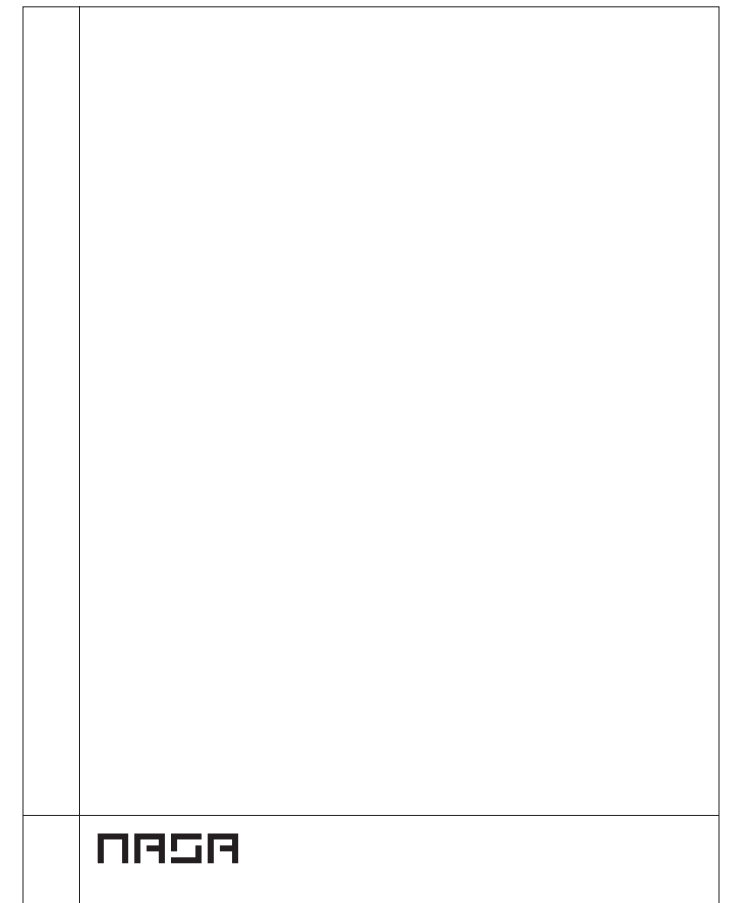
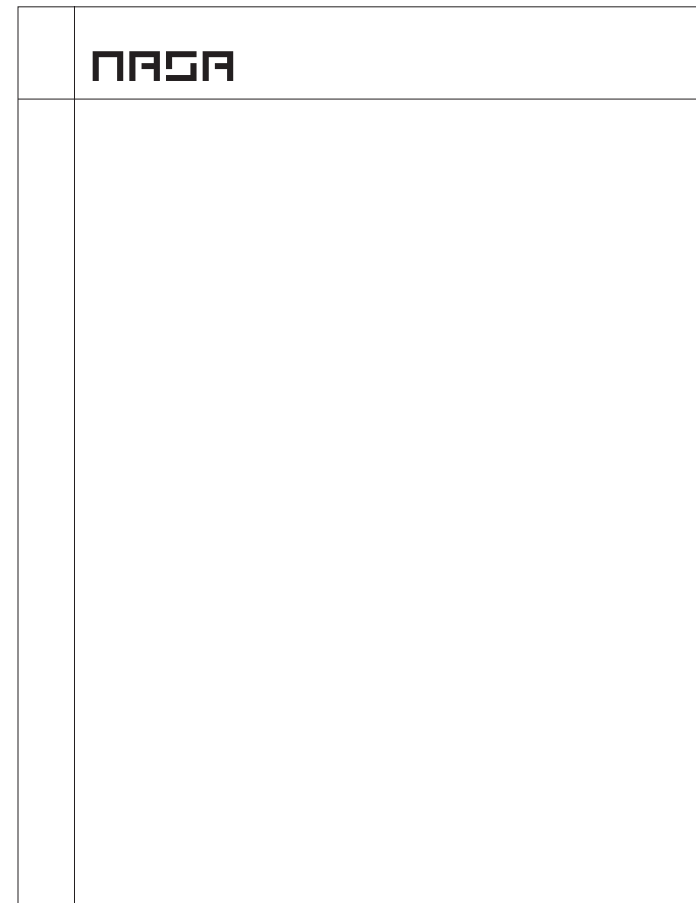
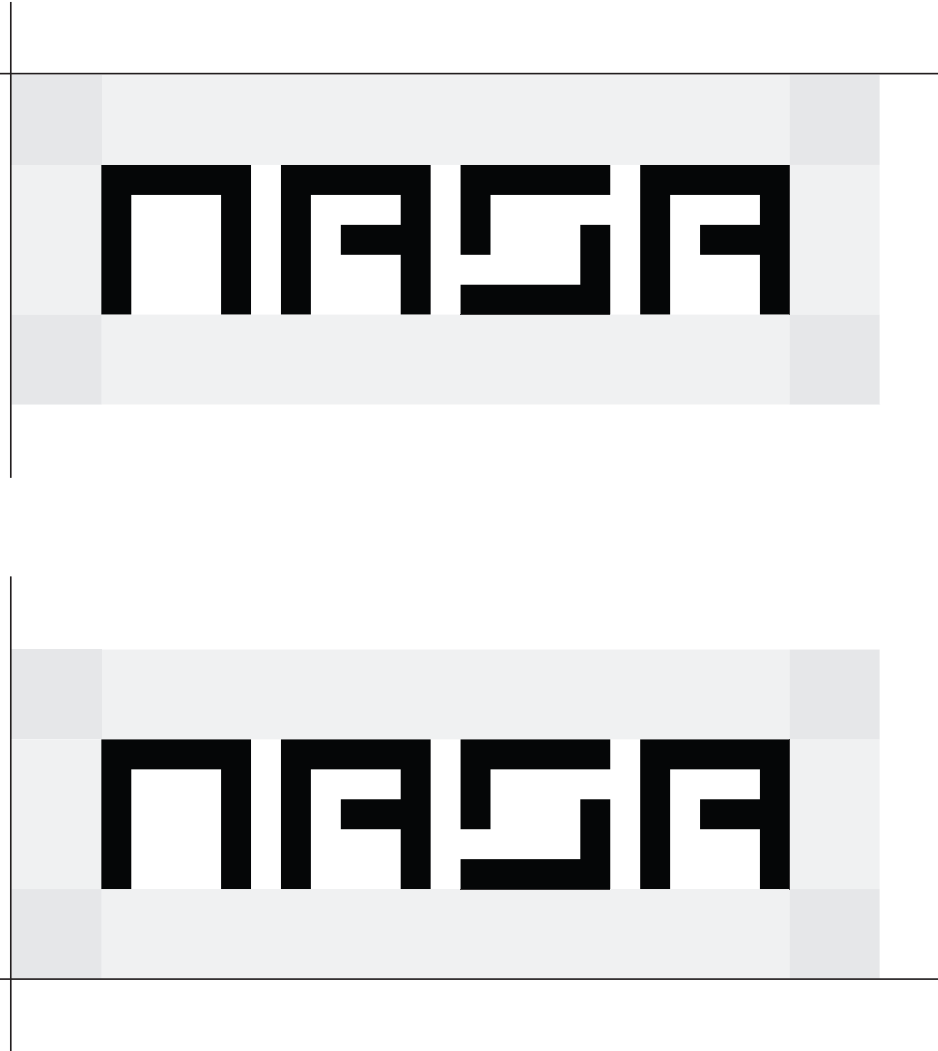
ensures that the NASA brand identity retains its coherence and recognizability, irrespective of placement or context. The clear space remains sacrosanct, prohibiting the inclusion of any designs or elements within it, underscoring the commitment to preserving the logo's visual clarity and reinforcing 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.

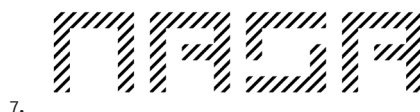


## Logo Incorrect Uses

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 baseline.
2. The logotype should never be shown with shadows projected from the letterforms or distorted.
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.



# NASA

## Typography

San Serif	10
Monospaced	12
Serif	13
Hierarchy	14

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## 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  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;

### Circular Book Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;*

### Circular Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;

### Circular Medium Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;*

#### File Locations

/fonts/CircularBook.otf  
/fonts/CircularBookItalic.otf  
/fonts/CircularMedium.otf  
/fonts/CircularMediumItalic.otf

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## 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  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;**

### Circular Bold Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;***

### Circular Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;**

### Circular Black Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;***

#### File Locations

/fonts/CircularBold.otf  
/fonts/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

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## 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.

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### Circular Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;

### Circular Bold Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
01234567890(),./;*

#### File Locations

/fonts/CircularBold.otf  
/fonts/CircularBoldItalic.otf  
/fonts/CircularBlack.otf  
/fonts/CircularBlackItalic.otf

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## 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.

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( 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

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Explore Archives

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# NASA

## Colors

NASA Navy Blue: Color Swatches

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NASA Jet Black: Color Swatches

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NASA Space Silver: Color Swatches

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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.

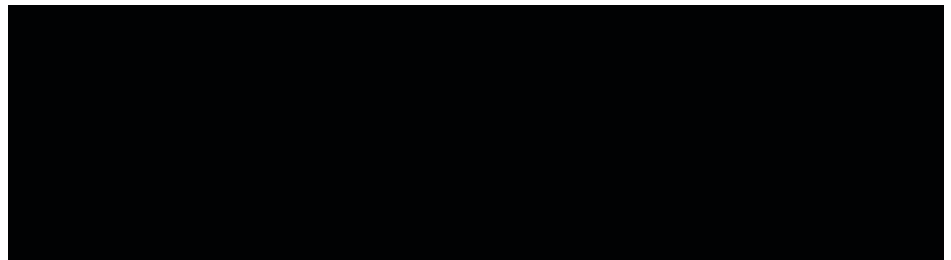
		
<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>	<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>	<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>
		
<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>	<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>	<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>
		
<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>	<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>	<p><b>NASA Navy Blue</b>                  PMS: 302 U                  RGB: 10, 21, 59                  CMYK: 100, 92, 40, 56                  HEX:0A153B</p>

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.

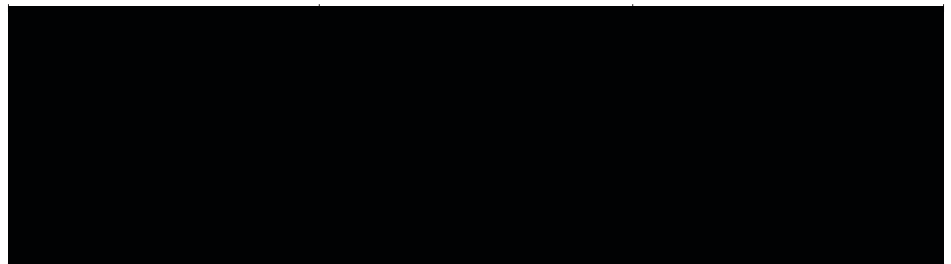
## NASA Jet Black: Color Swatches

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

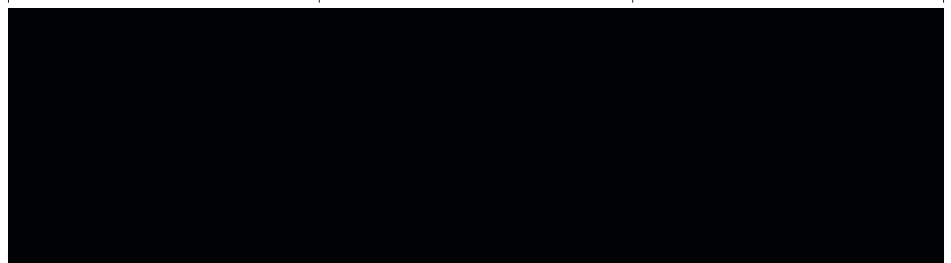
majesty and symbolizes the Agency's dedication to uncovering its secrets, inspiring awe in those who gaze upon the night sky.



<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000
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<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000
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<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000	<b>NASA Jet Black</b> PMS: Black U RGB: 0, 0, 0 CMYK: 40, 30, 30, 100 HEX: 000000
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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.

<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>	<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>	<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>
<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>	<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>	<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>
<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>	<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>	<p><b>NASA Space Silver</b>  PMS: 877 U  RGB: 181, 183, 185  CMYK: 30, 22, 22, 0  HEX: B5B7B9</p>

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

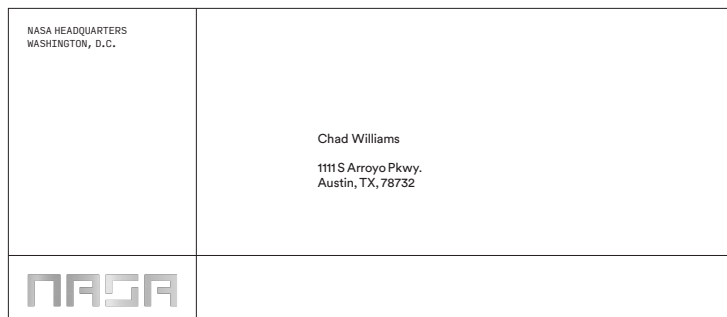
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## Headquarters Letterhead and Envelope

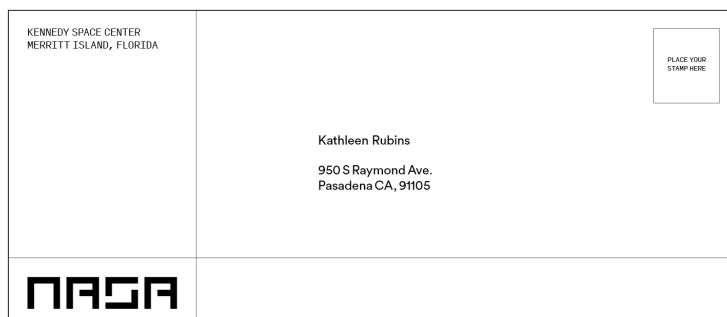
NASA headquarters letterheads and envelopes adhere to standard government sizes: 8 "x11" (21.5 cm x 28 cm) for letterheads and 3 7/8" x 8 7/8" (9.8 cm x 22.5 cm) for #9 envelopes. To distinguish them from those of general centers and facilities, the logo of letterheads for NASA headquarters feature a distinctive metallic silver finish, adding a touch of exclusivity and visual distinctiveness.



## Center Letterhead and Envelope

Letterheads for NASA general centers and facilities adhere to standard government sizes: 8½”x11” (21.5 cm x 28 cm) for letterheads and 3 7/8” x 8 7/8” (9.8 cm x 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.

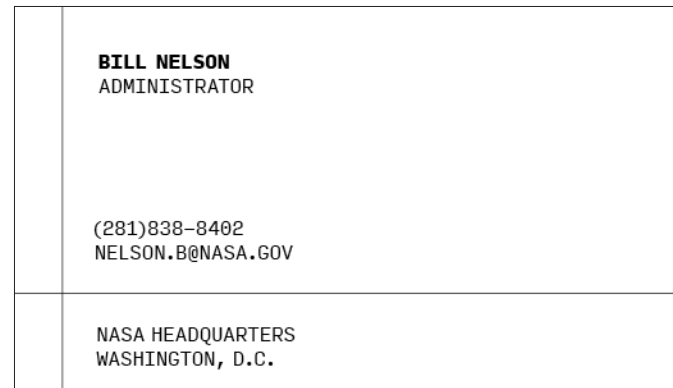


Business Cards

NASA business cards adhere to standard U.S. business card size: 3.5"x2" (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 de-

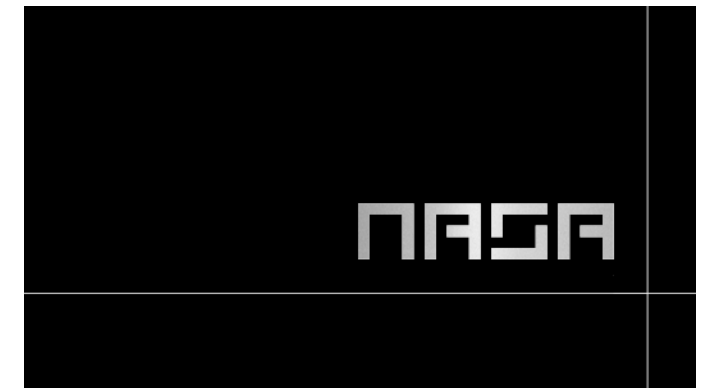
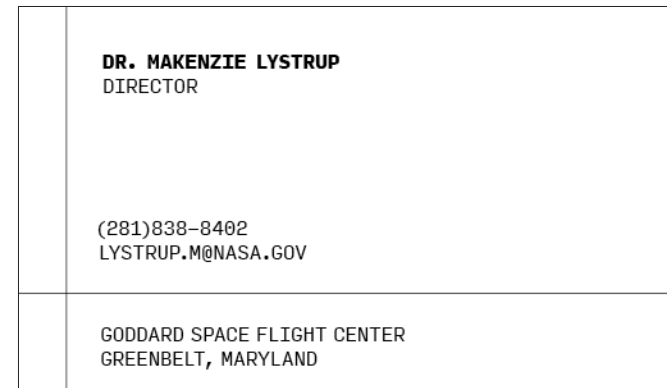
sign. Astronauts, Engineers, Mission Specialists, Pilots, and Commanders receive business cards with a NASA navy blue background against a white logo. This intentional variation ensures each card aligns with the roles and responsibilities of its holder while maintaining a cohesive representation of the NASA brand.

Office of the Administrator

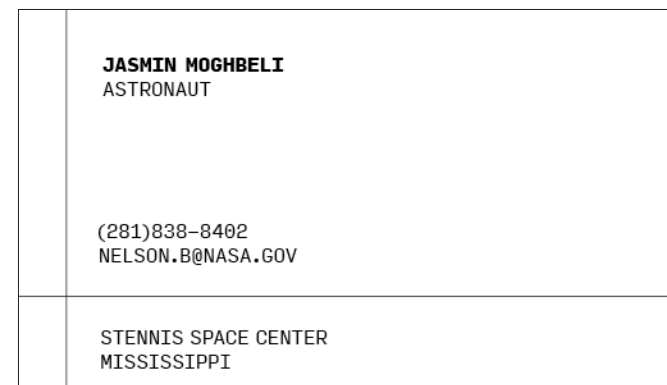


Actual Size

Centers and Facilities Director



Astronaut / Engineers / Mission Specialist / Pilot / Commander

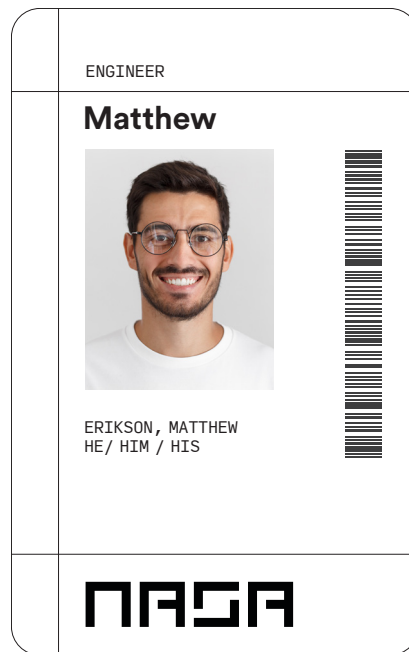


## Identification Card

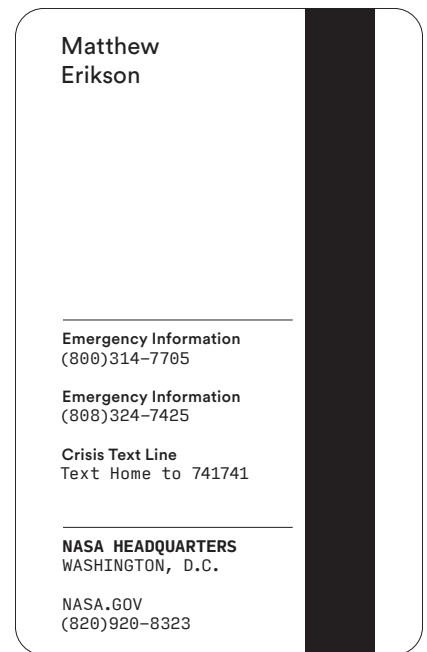
NASA Identification card adhere to standard ID card size: 3.375" x 2.125". Its vertical orientation features a clean white background, projecting a professional and streamlined appearance. The NASA logo is strategically placed at the bottom, horizontally aligned, providing a distinct visual anchor for 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

## 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.

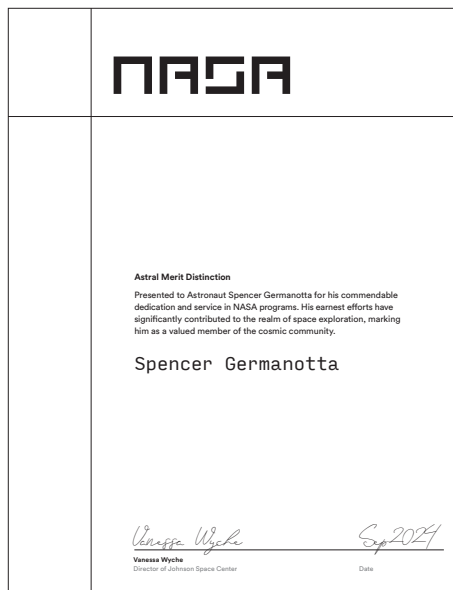
and may employ the black NASA logotype as shown in the illustrations (b).

Merit certificates of a short-term or lesser rank can be designed in vertical format

( A )



( B )



### File Locations

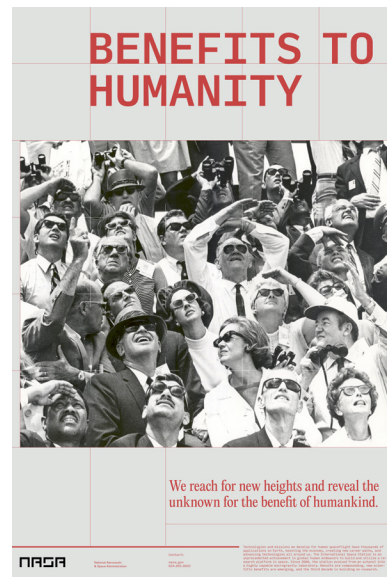
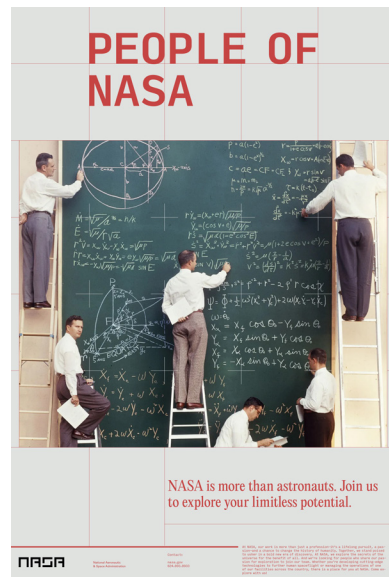
/substantialaward/template/nasas.indd  
/meritaward/template/nasas.indd

Poster System

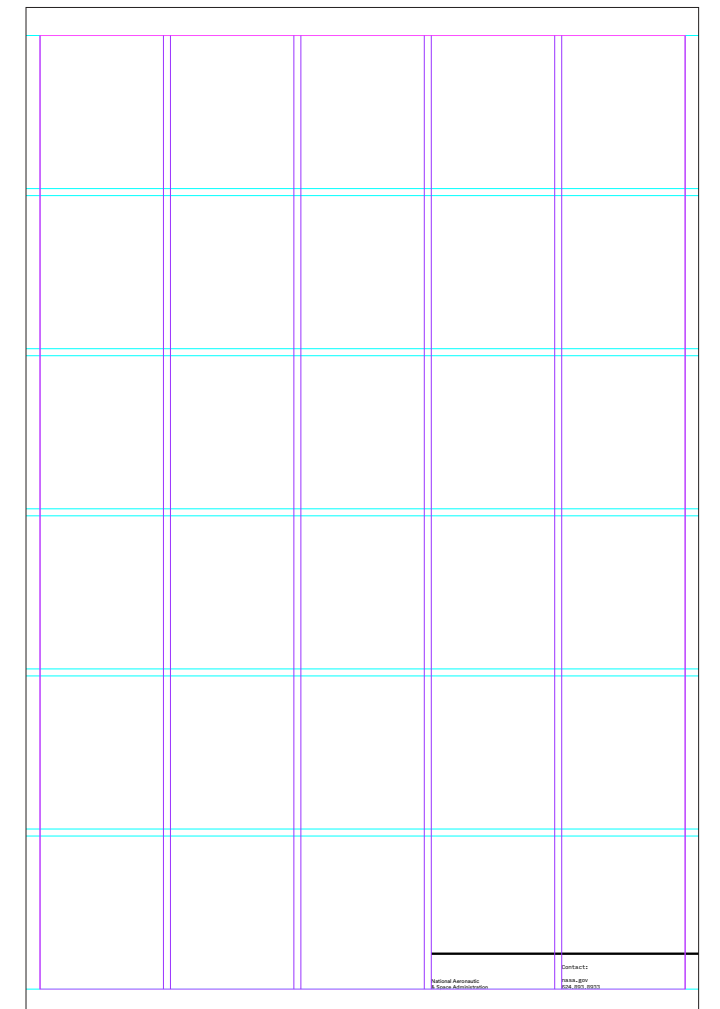
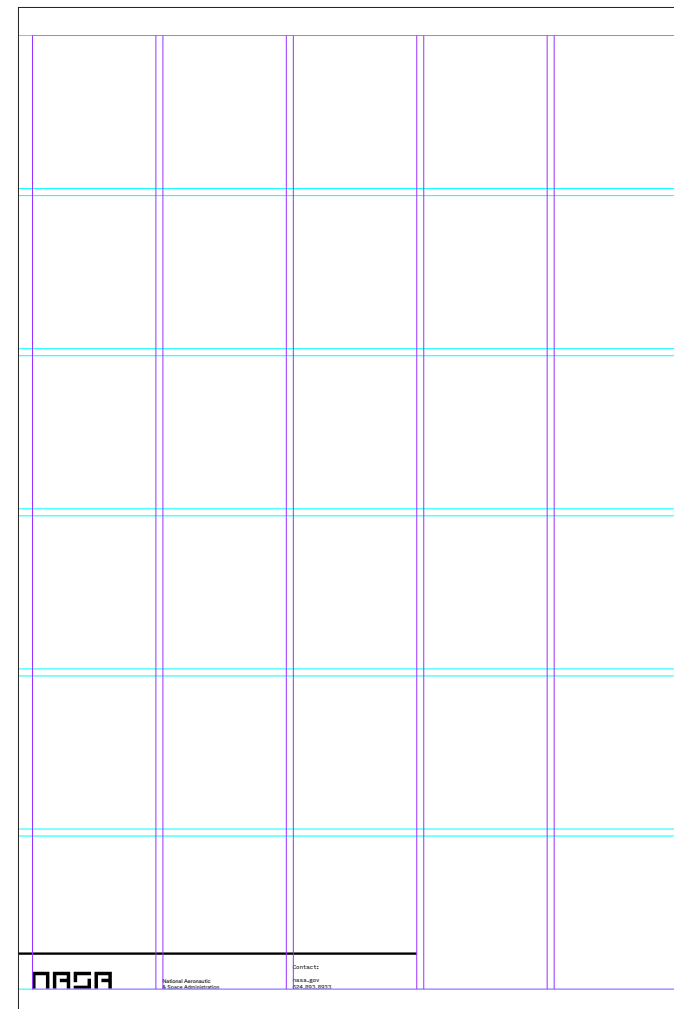
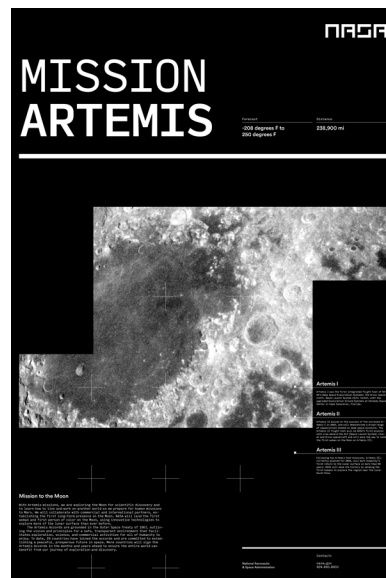
NASA posters are crafted in the standard size of 24"x36". Two distinctive series are presented: Example A illustrates the core values of NASA, while Example B highlights the ongoing missions. Both poster series adhere to a 5-column grid layout system with consistent margins, ensuring a visually cohesive 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.

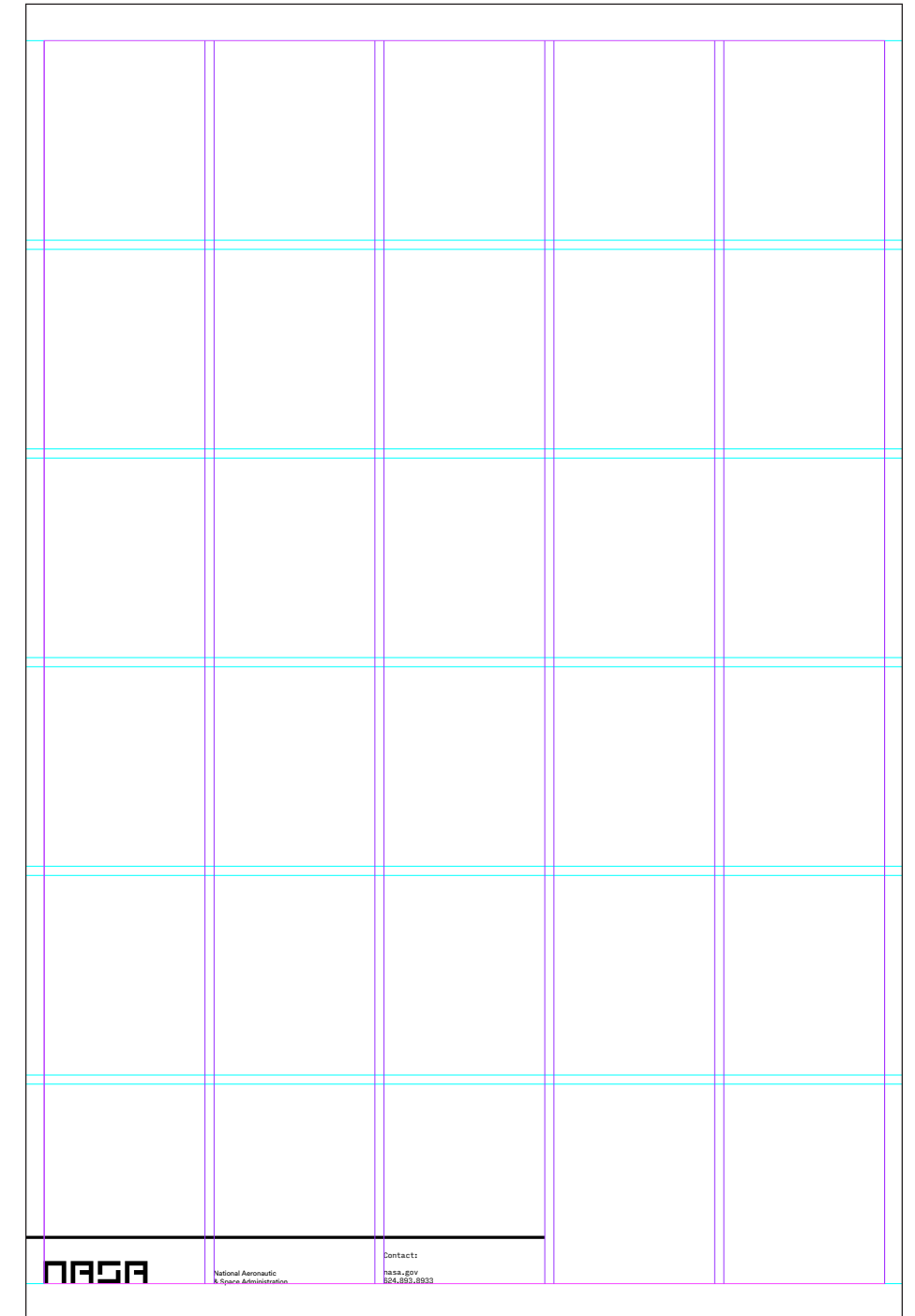
( A )



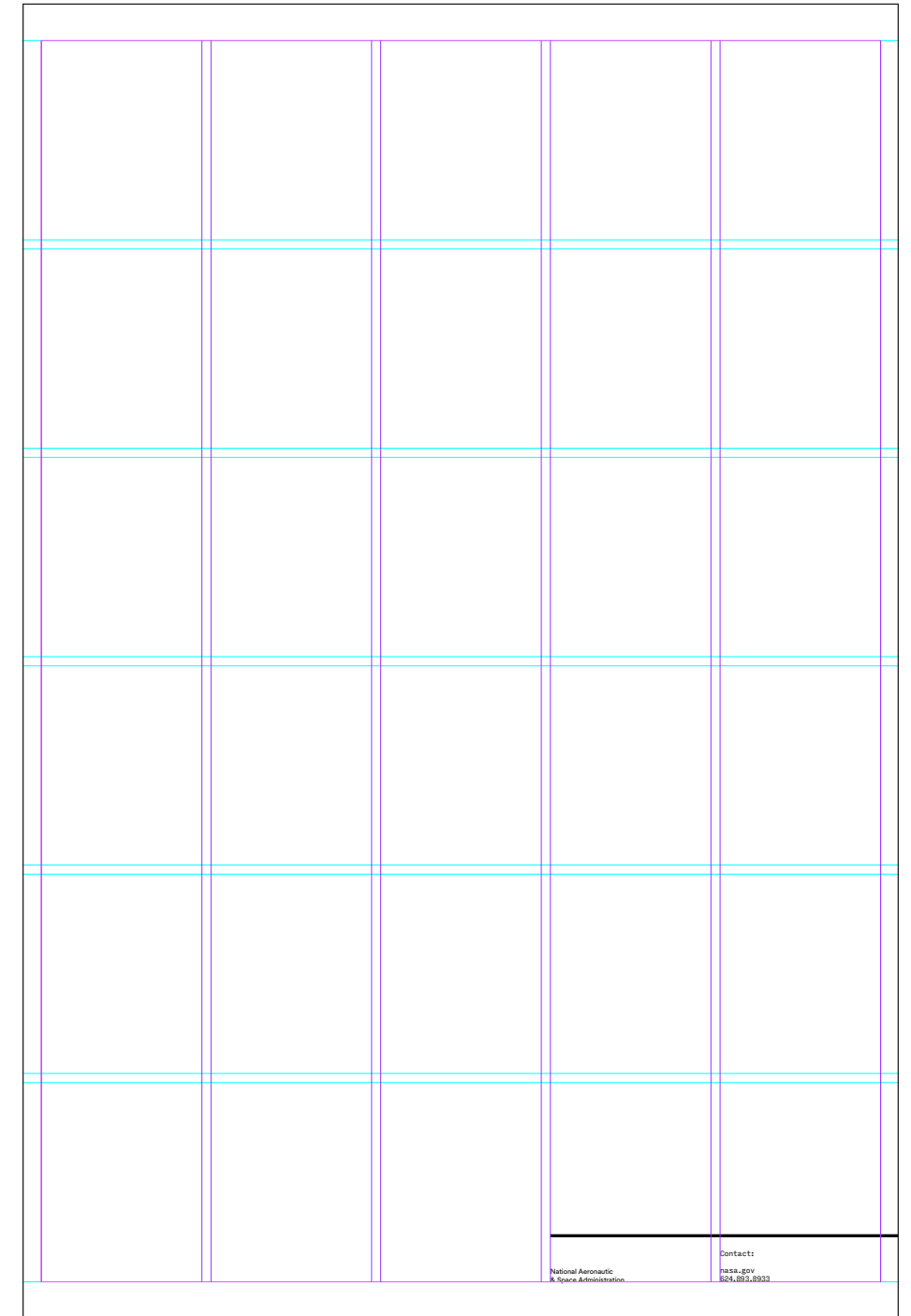
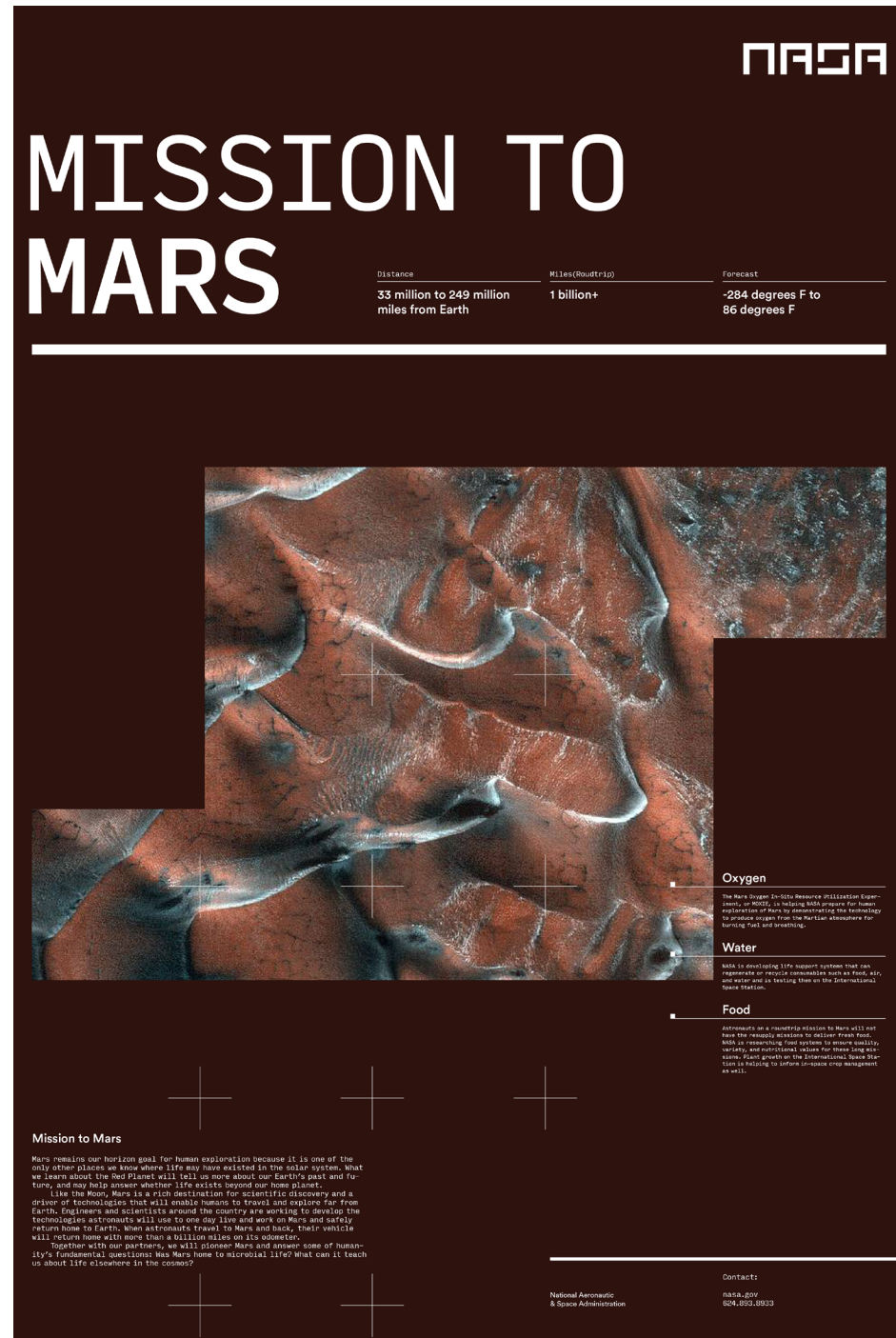
( B )



Poster System



Poster System



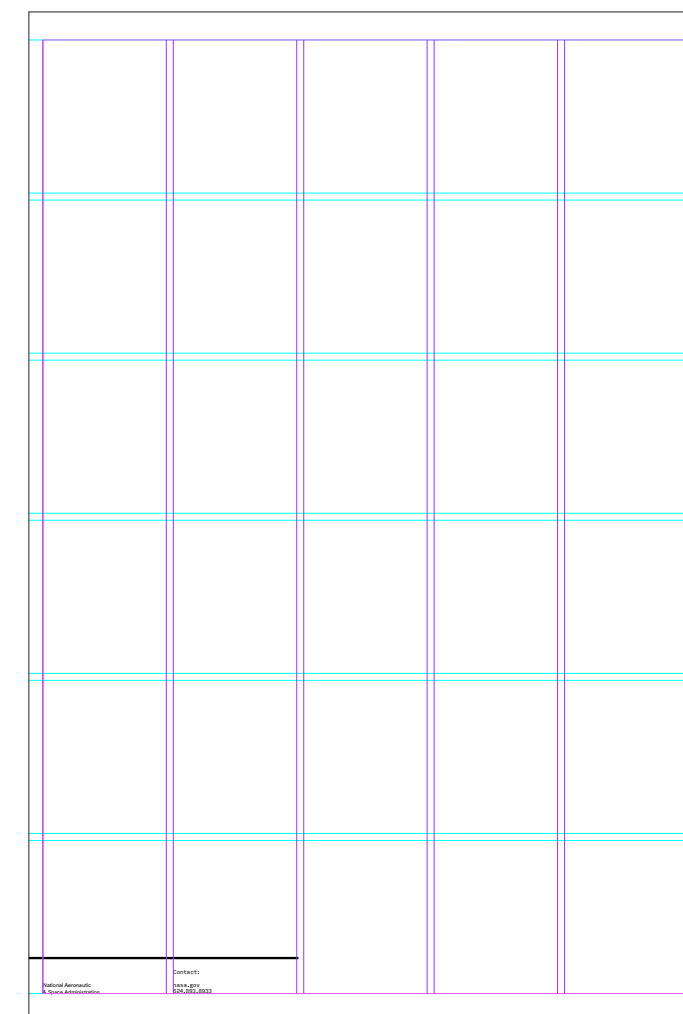
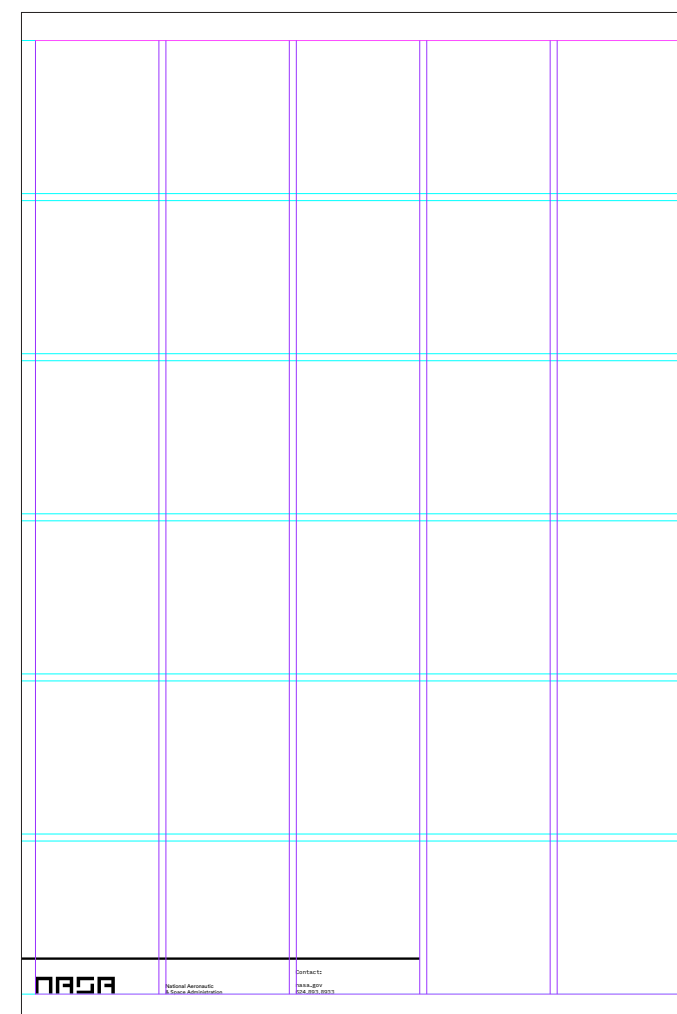


Poster System


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 pre-

cision 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

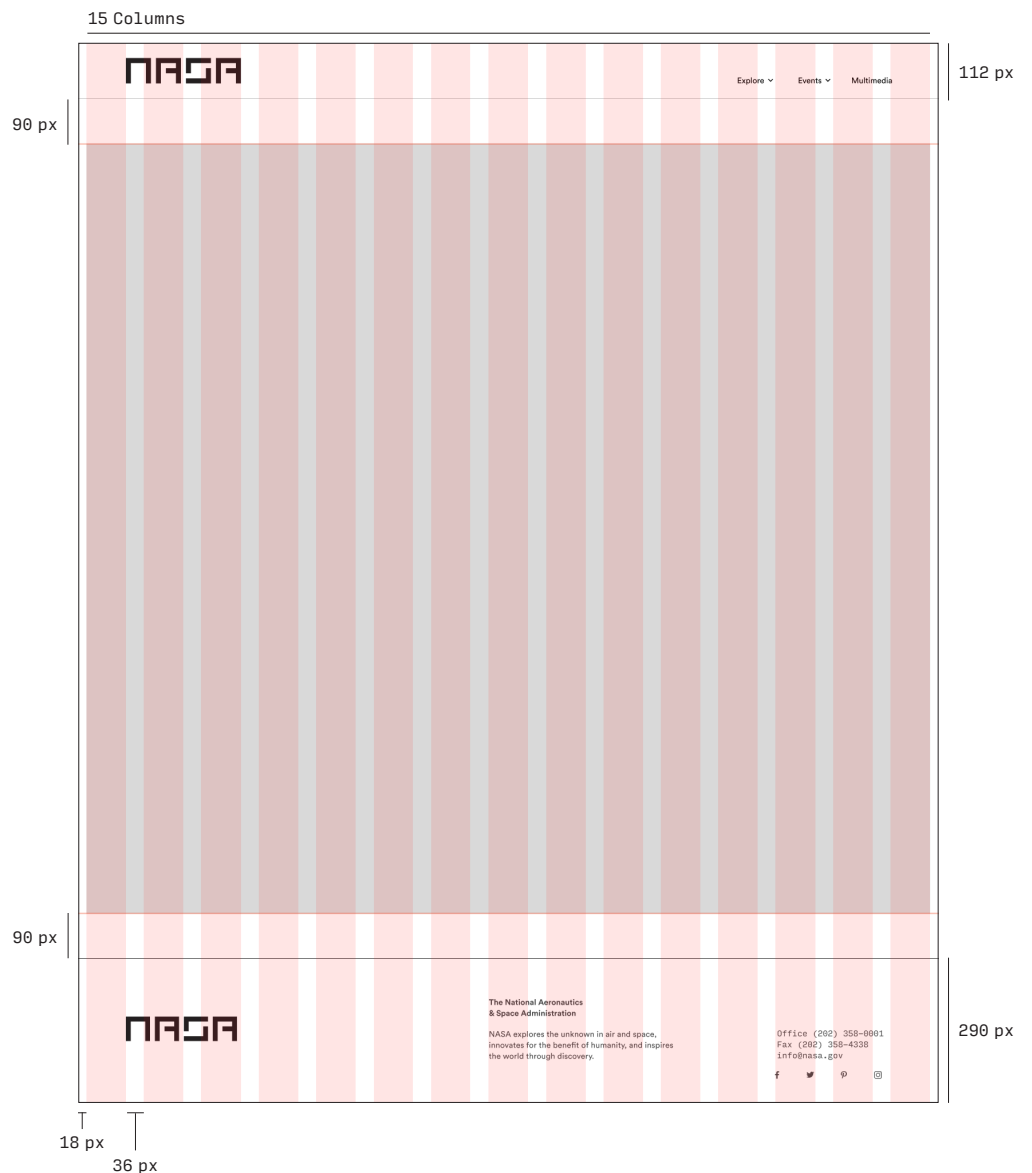
<h1>NASA</h1>			
FEB.	<b>09</b>	<b>AERONAUTICS RESEARCH CHALLENGE</b>	U.S.A.
		<p>NASA's Aeronautics Research Mission Directorate seeks proposals from university students for new aeronautics ideas/concepts that are relevant to NASA aeronautics. Selected teams will receive grants for their projects and be responsible for raising a modest amount of cost-share funds through a crowdfunding platform. The process of creating and preparing a crowdfunding campaign acts as a teaching accelerator, requiring students to develop entrepreneurial skills. Crowdfunding also raises awareness about students' research among the public.</p>	■ DEADLINE: 06/26
		<b>25</b>	U.S.A. / International
		<b>RASC-AL COMPETITION</b>	■ DEADLINE: 09/25
		<p>RASC-AL competitions fuel innovation for aerospace concepts, analog, and technology prototyping by bridging gaps through university engagement. RASC-AL competitions is open to undergraduate and graduate university-level students studying fields with applications to human space exploration (i.e., aerospace, bio-medical, electrical, and mechanical engineering; and life, physical, and computer sciences). RASC-AL projects allow students to incorporate their coursework into real aerospace design concepts and work together in a team environment. Interdisciplinary teams are encouraged. Up to 14 teams may be chosen by NASA to compete at the RASC-AL Forum in Cocoa Beach, Florida.</p>	■ DEADLINE: 10/09
JUN.	<b>30</b>	<b>HUMAN LANDER CHALLENGE</b>	U.S.A.
		<p>When Artemis astronauts land on the Moon, their spacecraft will stir up a cloud of dust. This effect is called plume-surface interaction (PSI) and it can increase risks caused by lunar dust. NASA's Human Lander Challenge (HLC) seeks near-term, innovative solutions that can help NASA understand, mitigate, and manage the impacts of lunar PSI. Potential solutions might include development of dust shields, creating flight instrumentation dedicated to managing plume surface interactions, finding ways to see through the dust cloud during landing, or tracking dust during ascent and descent.</p>	■ DEADLINE: 12/23
SEP.	<b>25</b>	<b>MICRO-G NEXT</b>	U.S.A. / International
		<p>Micro-g Neutral Buoyancy Experiment Design Teams encourages undergraduate students to design, build and test a tool or device that addresses an authentic, current space exploration challenge. The challenge includes hands-on engineering design, test operations and public outreach. Test operations are conducted in a simulated microgravity environment at NASA's Johnson Space Center Neutral Buoyancy Laboratory in Houston, Texas.</p>	■ DEADLINE: 12/23
National Aeronautics & Space Administration		Contact: nasa.gov 604.992.8933	

National Aeronautics & Space Administration		Contact: nasa.gov 604.992.8933
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## 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 ap-

pealing content arrangement, contributing to a seamless and user-friendly online experience on the NASA website.



Website

Landing Page

**NASA** Explore Events Multimedia

Image of the Day

# Humans in Space


Read the complete statement from NASA Administrator Bill Nelson on the passing of former NASA astronaut Col. (ret.) Frank Borman, who passed away Nov. 7, in Billings, Montana, at the age of 95.

Explore Archives

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NEWS More News

11/07/2024 4:00:00 AM




### NASA Honors Life of Apollo Astronaut Frank Borman

NASA honors the life of astronaut Frank Borman, Apollo 8 commander, and aviation luminary. His remarkable career from the U.S. Air Force to leading Gemini 7 and Apollo 8, to his role in the Artemis program, is a testament to his leadership and dedication to space exploration.

Read More

11/07/2024 3:45:00 AM

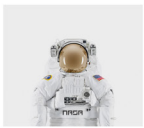


### NASA and UC Berkeley Host Discussion on the Future of AI at Work

What does the rise of artificial intelligence mean for the workforce of tomorrow? What could it mean for NASA's leaders from government, academia, and commercial industries gathered earlier this fall to learn, discuss, and collaborate on the "Frontiers of AI at Work"?

Read More

11/07/2024 12:45:00 AM




### 56 Years Ago: Eight Months Before the Moon Landing

In November 1968, Apollo 7's success bolstered confidence for Apollo 8's moon orbit mission. At NASA's Kennedy Space Center, Apollo 8 crew members prepared for the mission, and the Apollo 8 crew members prepared for the mission, and the Apollo 8 crew members prepared for the mission.

Read More

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TOURS & EVENTS



## Glenn Center Tours 2024

NASA Glenn's public tours are free and open to the public. This program typically runs on select Saturdays from April to November and features a variety of in-person and virtual tour options. Participants will have the opportunity to walk through one of Glenn's unique facilities used to support Artemis and next generation aircraft, and hear directly from NASA researchers and engineers working in the facility.

Register



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Archives

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# Humans in Space

Download Image

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NASA History



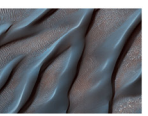


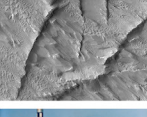

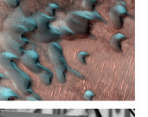




## Earth, Moon, & Mars

With more than 50 years of operations in low Earth orbit, we are preparing our return to the Moon for long-term exploration and discovery. Before NASA's next great leap to Mars, there's humanity's first mission to the Moon. We're looking for the next great leap to Mars. We're looking for the next great leap to Mars. We're looking for the next great leap to Mars.

Learn More

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IMAGE ARCHIVES Search Archives

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News

**NASA** Explore Events Multimedia

11/07/2024 4:00:00 AM

# NASA Honors Life of Apollo Astronaut Frank Borman

Alley A. Deniston NASA Headquarters






The following is a statement from NASA Administrator Bill Nelson on the passing of former NASA astronaut Col. (ret.) Frank Borman, who passed away Nov. 7, in Billings, Montana, at the age of 95.

"Today we remember one of NASA's best. Astronaut Frank Borman was a true American hero. Among his many accomplishments, he served as the commander of the Apollo 8 mission, humanity's first mission around the Moon in 1968.

"His lifelong love for aviation and exploration was only surpassed by his love for his wife Susan.

"Frank began his career as an officer with the U.S. Air Force. His love of flying proved essential through his positions as a fighter pilot, operational pilot, test pilot, and assistant professor. His exceptional experience and expertise led him to be chosen by NASA to join the second group of astronauts.

"In addition to his critical role as commander of the Apollo 8 mission, he is a veteran of Gemini 7, spending 14 days in low-Earth orbit and conducting the first rendezvous in space, coming within a few feet of the Gemini 6 spacecraft.

"Frank continued his passion for aviation after his time with NASA as the CEO of Eastern Airlines.

"Frank knew the power exploration held in uniting humanity when he said, 'Exploration is really the essence of the human spirit.' His service to NASA and our nation will undoubtedly fuel the Artemis Generation to reach new cosmic shores."

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Tour Schedule

**NASA** Explore Events Multimedia

11/07/2024 4:00:00 AM

# Glenn Center Tours 2024

Glenn Research Center 01-2024-09-2024 21000 Brookpark Rd, Cleveland, OH 44135



NASA Glenn's public tours are free and open to the public. This program typically runs on select Saturdays from April to November and features a variety of in-person and virtual tour options.

Participants will have the opportunity to walk through one of Glenn's unique facilities used to support Artemis and next generation aircraft, and hear directly from NASA researchers and engineers working in the facility.

Please review Glenn's General Tour Program FAQs for more information.

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2024 TOUR SCHEDULE

April 29: Photovoltaic Lab Registration closed	Read More
May 20: Flight Research Building (Hangar) Registration closed	Read More
Aug. 12: Neil Armstrong Test Facility Registration opened	Read More
Sept. 23: Neil Armstrong Test Facility Registration opened	Read More
Oct. 7: Electric Propulsion and Power Lab (EPPL) Registration opened	Read More
Nov. 4: Zero Gravity Research Facility Registration opened	Read More

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**NASA** Explore Events Multimedia

# Space Shuttle Project

With a series of shuttle flights, the Space Shuttle Columbia STS-051-L launched on Saturday, January 12, 1984, marking the beginning of the Space Shuttle era. The primary payload for Columbia's 10th mission was the SR-71 Blackbird, the first SR-71 to be launched from the Kennedy Space Center. The shuttle was launched from the Kennedy Space Center, Florida, on Saturday, January 12, 1984, at 11:58 a.m. EST. The shuttle was launched from the Kennedy Space Center, Florida, on Saturday, January 12, 1984, at 11:58 a.m. EST.

Download

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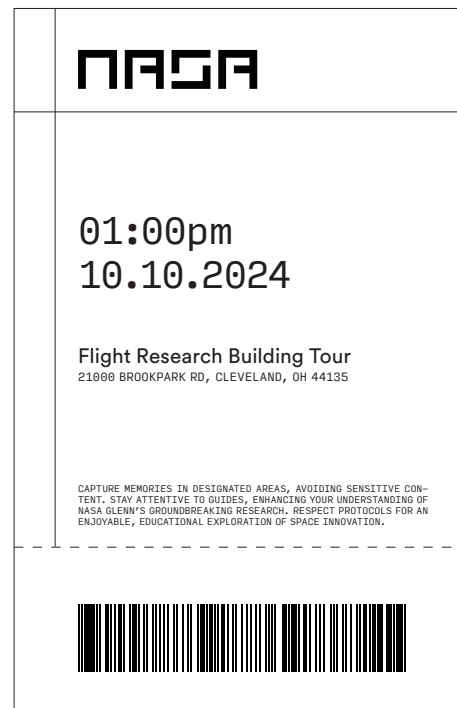
NASA explores the unknown in air and space, innovates for the benefit of humanity, and inspires the world through discovery.

Office: (202) 358-0001 Fax: (202) 358-4338 info@nasa.gov

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



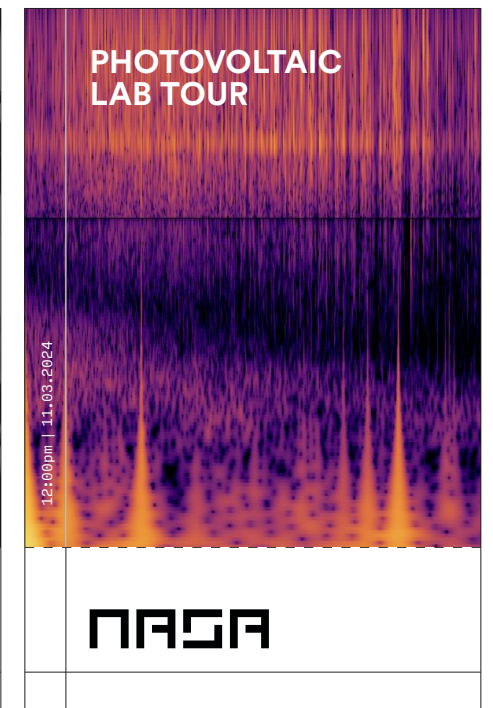
Date and Time

Tour Name and Location

Description

Barcode

Back



## 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



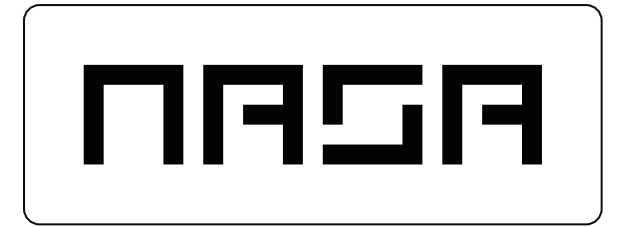
### File Locations

/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

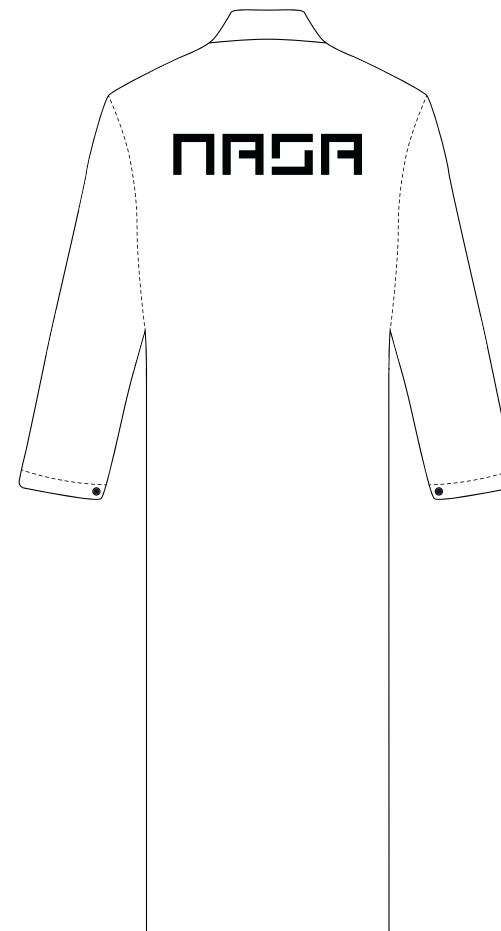
name tags. The recommended placement for the patch is on the right front side of the garment, approximately aligned with the top of the breast pocket, or in a comparable position on garments without pockets.



General personnel patch



Flight suit/mechanic suit



Laboratory coat



Flight Jacket



Blazer/Sport Jacket



Shirt/blouse

# NASA

## Spatial Applications

Architecture

36

Signs

37

Spacecraft

38



## 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



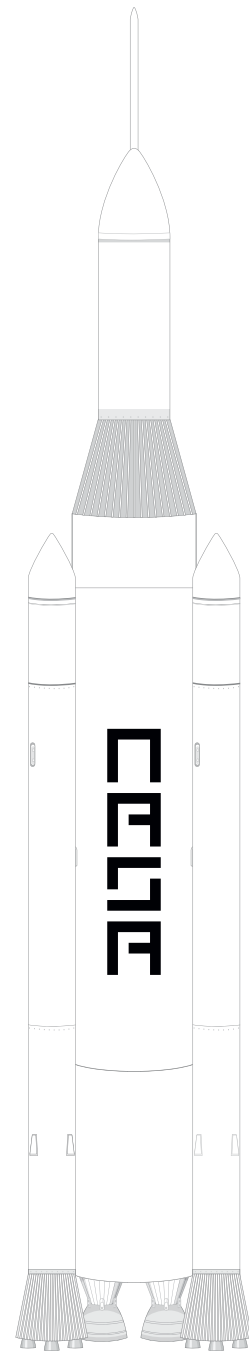
## NASA Signs

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