NASA Visual Identity System

NASA is in the process of developing an indepth style manual to help you create effective communications, streamline design and production, and express our mission, goals and values consistently. In the interim, this guide has been designed to help you better integrate NASA's new communications strategy.

The new visual system will promote a cleaner style. The use of bold white borders is a unifying device that helps frame NASA's wondrous imagery, which are “souvenirs” of our accomplishments.

What is a Visual System?
The visual system is a set of agreed-upon elements that are designed to give a unique look and feel to all of an organization’s visual expressions. Elements of a visual system typically include:

• insignia
• photography
• layout and graphic elements
• grid systems
• information organization
• typography
• color
Using Our Insignia

**Official Insignia**
Only officially approved insignia art may be used. Never distort, stretch, or otherwise alter the insignia artwork. Approved full color, and one color versions are illustrated here. For external communications, use only the NASA insignia. For internal communications, the NASA insignia can be coupled with NASA program logos.

**Insignia Sizing**
Always use an insignia that is properly proportioned to the size of the page or panel to which it is being applied. For letter size formats (8½ by 11 inch or 8 by 10 inch), the proper size should not exceed the height of 1 inch. The minimum insignia size for all material is $\frac{5}{8}$ inch.

**Clear Space for Insignia**
Always provide a minimum of “clear space” around the insignia; never use the insignia in a sentence or locked-up to other symbols. Currently, a full color insignia is used against a solid white, black, gray or silver background. However, in certain instances, the full color insignia can appear against a photograph as long as the background around the insignia is simple and uncluttered.

**Locating the Insignia**
Our insignia should always be located on the front cover of a publication or printed item. Preferably, the insignia should appear on the top right-hand side. The clear space determines the insignia’s location. See below for variations of insignia placements.
Our Photography
One of NASA’s greatest assets is its photographic library, which chronicles the rich history, missions and programs of the Agency. We should use high-quality images from our photographic collection and others to tell our story and enrich our communications.

Using Photography
Only good resolution, cropped and reproduced photos should be employed. Layering and collage work do not reflect the new, cleaner look and should be avoided.
**Picture Border**
The white border element must be used on covers, newsletters and other printed materials, such as posters. There are two acceptable border widths. For standard size applications (covers, newsletters, for example) a border width of $\frac{5}{16}$ inch is used. For smaller applications (CD covers, bookmarks, invitations), a border width of $\frac{3}{16}$ inch is used.

**Cover Headlines**
Vertical layouts of short, primary headlines (not more than 5 words) are encouraged. This will give a distinct, unique quality to all our materials. Longer headlines should be horizontal. (See exhibit B.)

**Border Violator**
For design flexibility, graphic or type elements can “violate” one side of the white border. Details on the use of violators will be included in forthcoming tools. (See exhibit D.)
Typography
One of the most powerful tools we can use to create a strong visual identity for NASA and visual consistency is typeface. Typeface for headlines, subheads and call-outs should be Helvetica only. (See exhibits below.) Typeface for body text should be Helvetica or Garamond.

ABCdef Helvetica Light
ABCdef Helvetica Light Italic
ABCdef Helvetica Light Condensed
ABCdef Helvetica Light Condensed

ABCdef Helvetica Roman
ABCdef Helvetica Roman Italic
ABCdef Helvetica Condensed
ABCdef Helvetica Condensed

ABCdef Helvetica Medium
ABCdef Helvetica Medium Italic
ABCdef Helvetica Medium Condensed
ABCdef Helvetica Medium Condensed

ABCdef Helvetica Bold
ABCdef Helvetica Bold Italic
ABCdef Helvetica Bold Condensed
ABCdef Helvetica Bold Condensed

ABCdef Garamond Light
ABCdef Garamond Light Italic
ABCdef Garamond Condensed Light
ABCdef Garamond Condensed Light

ABCdef Garamond Book
ABCdef Garamond Book Italic
ABCdef Garamond Condensed Regular
ABCdef Garamond Condensed Regular

ABCdef Garamond Bold
ABCdef Garamond Bold Italic
ABCdef Garamond Condensed Bold
ABCdef Garamond Condensed Bold

ABCdef Garamond Ultra
ABCdef Garamond Ultra Italic
ABCdef Garamond Condensed Ultra
ABCdef Garamond Condensed Ultra

Did you know?
Linking the world
When friends and family call from other parts of the country or overseas, they sound as if they are right around the corner. The scope, clarity, and reliability of our long-distance telephone system is the result of communications satellite technology developed by NASA over a 30-year period.

Food safety
The Food and Drug Administration and the U.S. Department of Agriculture credit NASA with developing the comprehensive food and Critical Control Point (HACCP) that the nation uses today. This system, originally developed for astronauts, includes principles for preventative food safety such as minimum cooking temperatures to kill bacteria and methods of dealing with food safety hazards.

NASA leaves an invaluable footprint in exploring and advancing the knowledge of mankind. The imagination and passion of our people lead to amazing discoveries. From space exploration to satellites and medical advancements, we leave an indelible impression that inspires the world to think beyond the obvious because anything is possible.

Sean O’Keefe
NASA Administrator
Our Core Color Palette
A set of core colors has been established to work best with the full-color NASA insignia and should be implemented on covers and layouts displaying the full-color insignia.

Our Accent Color Palette
Accent colors have been selected for our visual communications to provide a functional range of colors that can be used flexibly. A bright set of Space Colors should be applied to materials about our space science and exploration activities, with secondary highlights of Earth Colors (see exhibit A below).

A selection of more muted Earth Colors should be used for our Earth science-related communications, with secondary highlights of Space Colors (see exhibit B below). Examples of Space and Earth Colors are shown below.

Using Color
Colors should be used to emphasize information, highlight headlines, text, and body copy, and accent photography. Colors also may be employed to enhance the visualization of information in charts, graphs, and diagrams.

**NASA Insignia Colors**
- **NASA Red**
  - PANTONE® 185
  - Process: 0C, 100M, 100Y, 0K
  - RGB 252R, 61G, 33B
- **NASA Blue**
  - PANTONE® 286
  - Process: 100C, 060M, 0Y, 0K
  - RGB 11R, 61G, 145B

**NASA Core Colors**
- **Gray**
  - PANTONE® Cool Gray 9
  - Process: 5C, 3M, 0Y, 50K
  - RGB 121R, 121G, 124B
- **Silver**
  - PANTONE® 877
  - Metallic Silver
  - Process and RGB color substitution does not apply to metallic colors.
- **Black**
  - PANTONE® Back 6
  - Process: 60C, 40M, 20Y, 100K
  - RGB 0R, 0G, 0B
- **White**

**Space Colors**
- **Space Pink**
  - PANTONE® 214
  - Process: 0C, 100M, 100Y, 0K
- **Space Orange**
  - PANTONE® 165
  - Process: 0C, 60M, 100Y, 0K
- **Space Yellow**
  - PANTONE® 116
  - Process: 0C, 10M, 100Y, 0K
- **Space Green**
  - PANTONE® 375
  - Process: 40C, 0M, 80Y, 0K
- **Space Blue**
  - PANTONE® 266
  - Process: 80C, 0M, 15Y, 0K
- **Space Purple**
  - PANTONE® 266
  - Process: 70C, 90M, 0Y, 0K

**Earth Colors**
- **Earth Brown**
  - PANTONE® 4625
  - Process: 0C, 60M, 100Y, 70K
- **Earth Red**
  - PANTONE® 1605
  - Process: 0C, 60M, 90Y, 25K
- **Earth Yellow**
  - PANTONE® 1245
  - Process: 25C, 10M, 100Y, 15K
- **Earth Green**
  - PANTONE® 5757
  - Process: 25C, 10M, 100Y, 50K
- **Earth Blue**
  - PANTONE® 1945
  - Process: 20C, 0M, 0Y, 60K
- **Earth Gray**
  - PANTONE® 434
  - Process: 0C, 10M, 20Y, 55K

The colors shown here and throughout this brochure have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

Did you know?
- **Exhibit A**
  - Dominant Space Colors
  - Secondary Earth Colors

Did you know?
- **Exhibit B**
  - Dominant Earth Colors
  - Secondary Space Colors