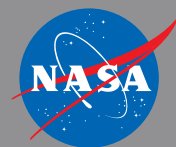


National Aeronautics and Space Administration



FULLGUIDE

www.nasa.gov

NASAstyle

Further Information

These are the prime elements required to create approved NASA communications material as required by the Communications Material Review Process. For more information on the approval process, go to <http://communications.nasa.gov>.

Internal audiences are defined as NASA employees and contractors. All others are considered external audiences (i.e., media, general public, schools and universities, conferences, as well as federal, state and local government entities).

For the purposes of this Style Guide, “communications material” is defined as media that is produced with NASA funds and conveys information about NASA projects, programs and results to both external and internal audiences. Products from the NASA History Office are excluded. In addition, technical and academic material is excluded unless it is being disseminated to a larger audience (e.g., through electronic slide presentations, nontechnical publications, Web sites).

Go to <http://communications.nasa.gov> for information about ordering standard stationery products.

Refer to NPR 1450.10 for the writing guide for correspondence.

This Style Guide was written in the Associated Press (AP) style. All Public Affairs communications material must be written in the AP style. For all other communications material, use NPR 1450.10 for specific NASA writing style guidelines, followed by the Government Printing Office Manual.

In order to comply with Section 508 of the Rehabilitation Act of 1973 as amended, all media (written, electronic, audiovisual) must be made available in accessible formats for individuals with disabilities.

In addition to these guidelines, educational communications material has other design requirements. Please refer to the Communications Material Review site at <http://communications.nasa.gov> for the Education Functional Office point of contact.

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The NASA Identity

1

The goal of this Style Guide is to establish a clear, consistent and unique visual identity for NASA. The visual identity builds on NASA's brand by combining the most recognized existing elements—our name and insignia—with progressive elements and messages. Uniform graphic elements and messages provide the framework for establishing a visual identity. In turn, designers can use this architecture to create materials that enhance public knowledge of NASA's work.

Issued under the authority of 14 CFR 1221, this guide sets out the prime elements needed to produce approved NASA communications material. The first section defines the basic elements of the NASA visual identity and discusses its usage. The remainder of the guide explores how to combine and incorporate the basic elements into the agency's print, Web and media communications.



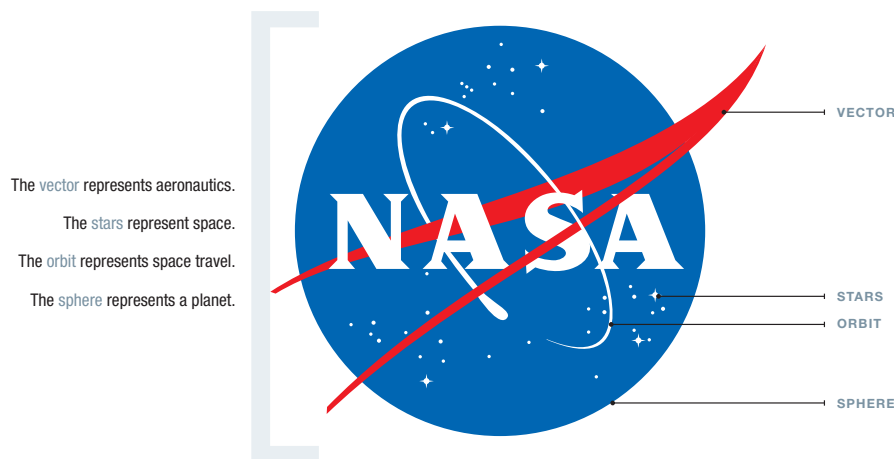
DAVID MOULD

Assistant Administrator for Public Affairs

basic elements

The NASA Insignia

The NASA insignia is the only allowable logo for external communications material that reaches the media or general public. It is our prime brand identifier, reflecting the history and tradition of the agency. Therefore, maintaining its visual and conceptual integrity is a high priority. Commonly referred to as “the meatball,” the insignia must be included on all agency publications, displays, visual communications and markings. Designed in 1959 by former NASA employee James Modarelli, the NASA insignia contains the following elements:



The agency's policies regarding logo usage are designed to ensure that the public recognition of our primary identifier—the NASA insignia—is not diluted by other NASA identities.

Products that are exclusively for internal use may include program and project logos (see page 30).

Internal audiences are defined as NASA employees and contractors.

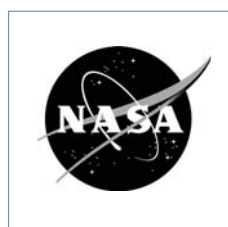
Detailed instructions for using the insignia can be found in the Insignia Guide on page 41.

Insignia Variations

The insignia has three variations: a full-color insignia, a one-color insignia and a one-color insignia with a white rule. Select the most appropriate of the three variations of the insignia based on production requirements, media qualities, visibility and proper usage (see pp. 44–47).



Full-color insignia



One-color insignia



One-color insignia with white rule

Strict regulations and guidelines govern the use of the NASA insignia. The insignia cannot be recreated, nor can it be distorted, stretched or otherwise altered. In order to protect its use, **it is not authorized for download off the Web**. Direct questions about the insignia to Headquarters Office of Public Affairs at 202-358-1600.

The NASA insignia should be reproduced only from original reproduction proofs, transparencies or electronic files that can be obtained from the Headquarters Office of Public Affairs at 202-358-1600.

Any insignia adaptations needed to meet the printing requirements of other formats (e.g., silkscreening, embossing, etc.) must be pre-approved by the Headquarters Office of Public Affairs.

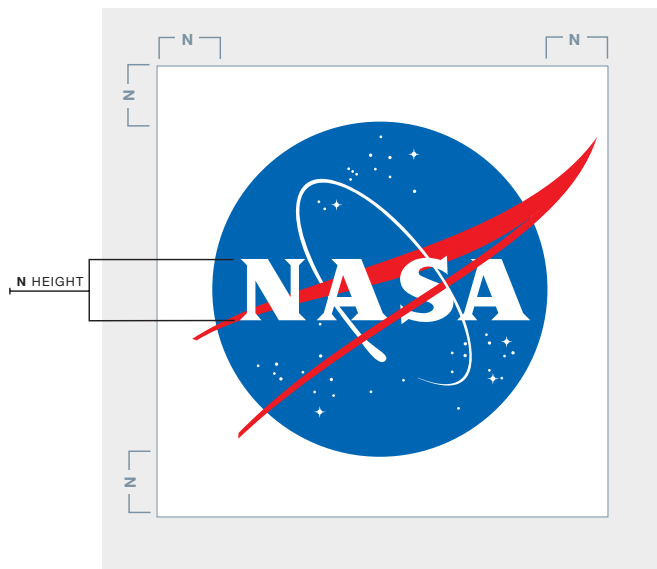
Always locate the insignia on the front cover or page of all printed and electronic communications material.

The insignia cannot be used in a sentence or configured with other symbols.

Refer to page 30 for use of the insignia in conjunction with the logos of co-funding partners.

Protected Space

The “protected space” of the insignia refers to the clear space surrounding it. This clear space ensures the unobstructed and visible placement of the NASA insignia. The minimum width for the protected area is 1N height from the edge of the sphere, which is equal to the height of the letter N in the NASA acronym.



Insignia Size

Always use an insignia that is properly proportioned to the size of the page or panel to which it is being applied. The minimum size for the reproduction of the NASA insignia is 5/8 inch (not including the points of the vector), with the exception of business cards and other small items. If a smaller insignia is required for a presentation or give-away item, permission must be received from the Office of Public Affairs at 202-358-1600.



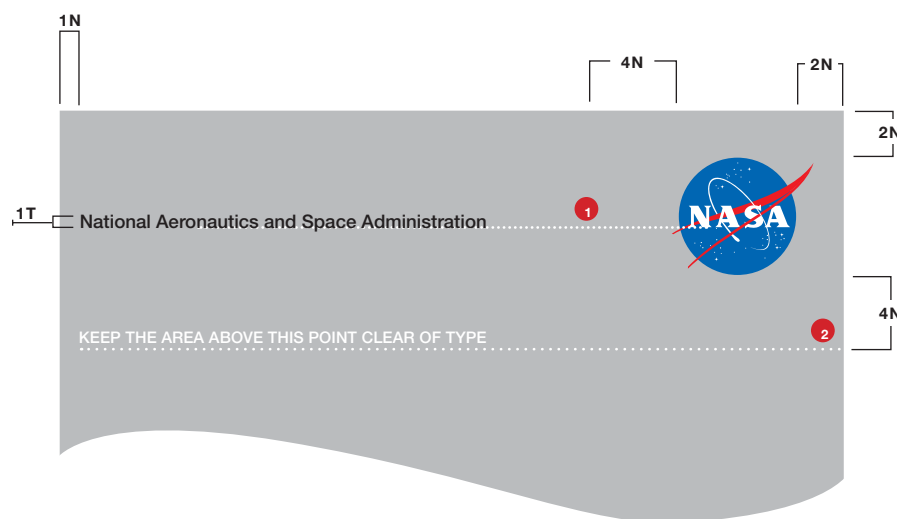
Minimum Height

The NASA Identifier Configuration

Besides the insignia, the other identifier is the agency name spelled out as “National Aeronautics and Space Administration.” Combining these two elements in a specific identifier configuration maintains a consistent part of our brand identity.

When using the configuration, the insignia within its protected space must be flush to the right edge of the design border and the agency name must be flush to the left edge. Use the chart below to determine the minimum distances between the graphic and textual elements as well as the configuration and the design border edge. The text must be one line, except when used on smaller items such as bookmarks and trifold brochures (see example below). In these cases, the agency name may be stacked and broken into two lines after the word “and.” However, this is not the preferred configuration.

Minimum Configuration Distances



1 The width between the agency name and the insignia cannot be greater than 12S. The two identifiers must be enlarged proportionately in order to maintain the connection between them.

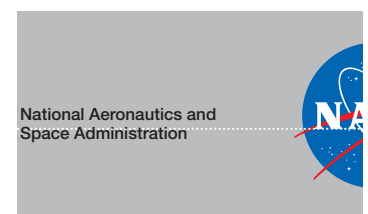
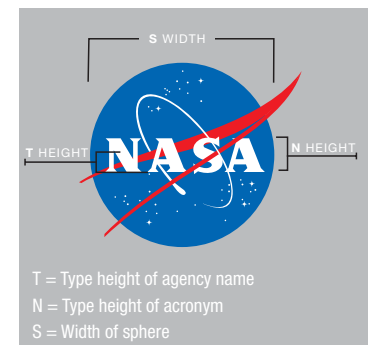
2 Type may not appear within 4N of the configuration.

The NASA identifier configuration includes:

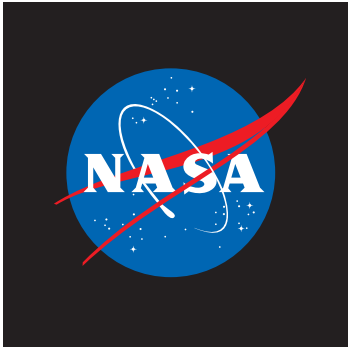
- >> the NASA insignia
- >> the agency name spelled out

For the agency name:

- >> use Helvetica Medium in titlecase
- >> italics and extended type are not allowed
- >> the font must be no smaller than 7 points



Breaking the agency name into two lines is only acceptable when the item is too small to conform to the font size specifications. When using this form, the line space must be 2 points greater than the point size of the agency name.



The full-color insignia can never appear with a white rule.

The NASA insignia colors may not be used when creating other logos (see pp. 29–31).

The full-color NASA insignia can be produced in the PANTONE® process or by the RGB color formulas given below. A full-color insignia may appear on a white, grey (PANTONE 423 or lighter), silver (PANTONE 877 or metallic) or black background. The full-color insignia may only be used on a full-color photograph if placed in a solid black, white or grey area.

For more information on the proper usage of background colors, refer to pp. 45–47 of the Insignia Guide.

NASA Color Insignia Colors

PANTONE® 185
Process 0C, 100M, 100Y, 0K
RGB 252R, 61G, 33B



PANTONE® 286
Process 100C, 060M, 0Y, 0K
RGB 11R, 61G, 145B



NASA Color Insignia Background Colors

PANTONE® Cool Grey 9
Process 5C, 3M, 0Y, 50K
RGB 121R, 121G, 124B



PANTONE® 877
Metallic Silver
No process or RGB color substitution available.



PANTONE® Black 6
Process 60C, 40M, 20Y, 100K
RGB 0R, 0G, 0B



The NASA Portal Address

The Basic Elements

9

Include the NASA portal address on all NASA communications material except certificates. The location of the portal address should reflect its position as an essential component of the overall visual language created by the communications material.



Refer to the specific application for placement location of the portal address.

No Web address other than the portal can appear on a single-page publication or the front cover of a multipage publication **unless it is part of the publication's title or in the body copy**. However, a center or program Web address may be placed at the bottom of NASA's physical address on the back cover of a multipage publication.

The portal address must be Helvetica Bold and the same point size as the agency identifier. The text must be in lowercase. No shadowing or italics may be used.

The portal address must remain separate from the identifier configuration and any other copy.

The only mandatory placement of the portal occurs when it is used with a center or program address on the back cover of a multipage publication (see page 18).

Additional fonts:

When creating educational material for middle-school or younger students, audience-specific fonts may be used for both the headlines and the body text. Below are the approved fonts:

ABCdef

Comic Sans

ABCdef

Smile

ABCdef

Typewriter

ABCdef

Kidprint

Arial may be used when Helvetica is unavailable.

ABCdef

Inspi

Three-dimensional typeface treatments are not acceptable. Shadowing may only be used for purposes of legibility and not to add dimension.

Typeface for headlines, subheads and call-outs should be Helvetica. Typeface for body text should be Helvetica or Garamond. If Helvetica is unavailable, Arial may be used as a replacement.

ABCdef
Helvetica Light

ABCdef
Helvetica Light
Italic

ABCdef
Helvetica Light
Condensed

ABCdef
Helvetica Light Extended

ABCdef
Helvetica Roman

ABCdef
Helvetica Roman
Italic

ABCdef
Helvetica Condensed

ABCdef
Helvetica Extended

ABCdef
Helvetica Medium

ABCdef
Helvetica Medium
Italic

ABCdef
Helvetica Medium
Condensed

ABCdef
Helvetica Medium
Extended

ABCde
Helvetica Bold

ABCde
Helvetica Bold
Italic

ABCdef
Helvetica Bold
Condensed

ABCde
Helvetica Bold Extended

ABCdef
Garamond Light

ABCdef
Garamond Light Italic

ABCdef
Garamond Condensed Light

ABCdef
Garamond Book

ABCdef
Garamond Book Italic

ABCdef
Garamond Condensed Regular

ABCdef
Garamond Bold

ABCdef
Garamond Bold Italic

ABCdef
Garamond Condensed Bold

ABCdef
Garamond Ultra

ABCdef
Garamond Ultra Italic

ABCdef
Garamond Condensed Ultra

NASA Headlines: Vertical Type

Vertical layouts of short, primary headlines are encouraged on single-page publications and front covers of multipage publications as another element of the NASA style. A single line is the only allowable format; longer headlines should be horizontal.

Vertical text must be placed on the right so that the type's lowercase ligatures are centered under the insignia.



Use lowercase letters for the text. The only exception is for acronyms, which must be all uppercase.

Vertical type may not violate the insignia's protected space.

Vertical type must appear in Helvetica, or Arial if Helvetica is unavailable.

Horizontal headlines may not use the lowercase style of vertical headlines.

A vertical headline may not be more than one line of text, and the text must read upward.

Remember the human element whenever possible.

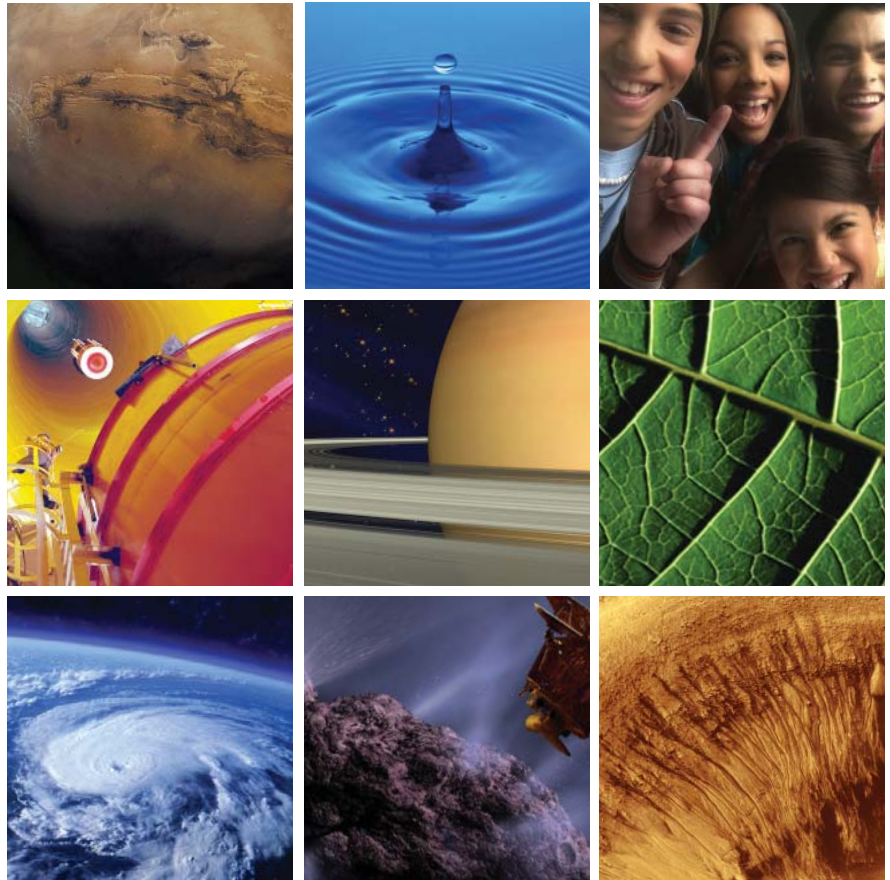
Energize images with dynamic cropping.

Avoid stagnant shots of buildings and machinery. Instead, depict these items in a manner that conveys what makes them innovative and exciting.

No name brand consumer products may be shown in any NASA publication without prior written agreement by the Assistant Administrator for Public Affairs or designee.

Avoid overlapping the edges of images. Refer to page 13 for guidelines regarding designs using multiple images.

With such vast resources available from the NASA photographic collection, designers should find it easy to enrich our communications by using strong and compelling images that engage the viewer. As demonstrated below, the use of tight, up-close images—even when depicting a vast panorama—is an essential component of NASA's communication strategy.

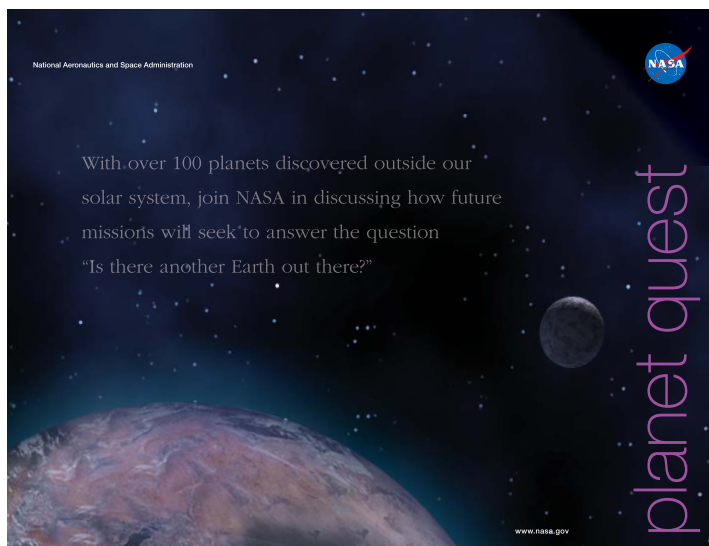
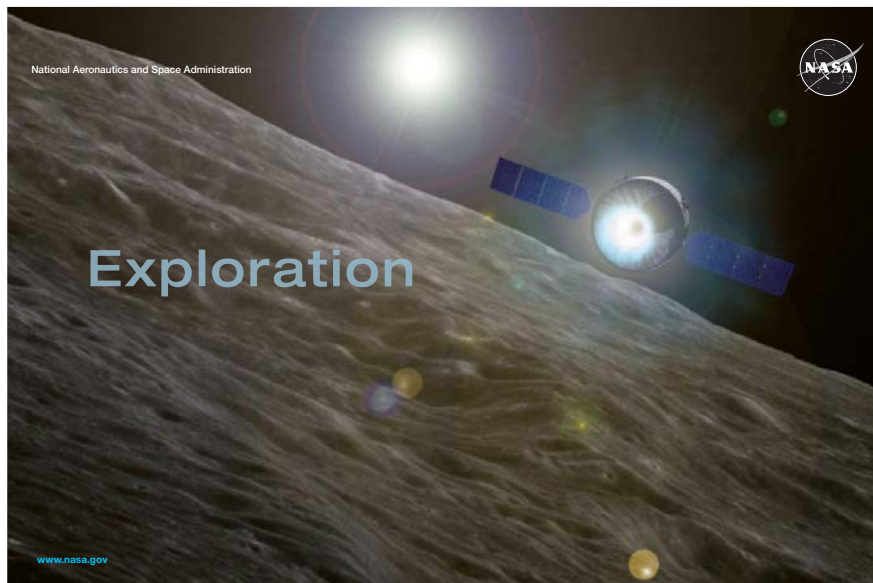


Unacceptable

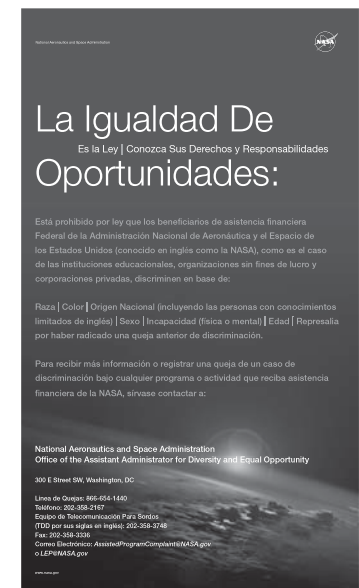
applications

Single-Page Publications: Fliers and Posters

Fliers and posters must incorporate all of the communication elements according to the placement standards. The preferred location of the portal address is the lower left-hand corner. No Web address other than that of the portal can appear unless it is part of the publication's title or other body text.



A double-sided poster must follow the standards for a multipage publication.



The NASA identifier configuration must appear on the front cover of multipage publications.

Center and program names cannot appear on the front cover unless they are part of the publication's title. Center names and physical and Web addresses may appear on the back cover.

The preferred location of the portal address is on the back cover. No Web address other than that of the portal can appear on the front cover unless it is part of the publication's title. If both the portal and center or program Web addresses are used on the back cover, they must be configured per the example below.

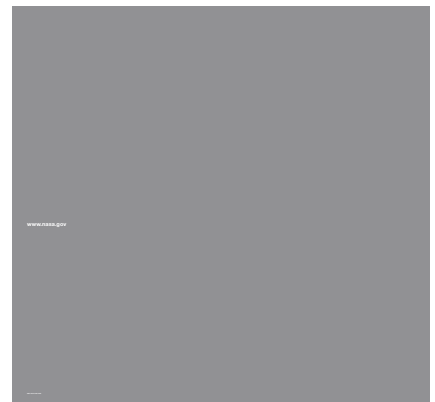
The publication number must be placed in the lowermost left-hand corner of the back cover.

Publication numbers are allocated by each center's chief printing specialist.

FRONT



BACK



1 National Aeronautics and Space Administration
Langley Research Center
 100 NASA Road
 Hampton, VA 23681
www.nasa.gov/centers/langley

www.nasa.gov

NP-2004-01-999-LRC



1 Agency Name:

Spelled out in one line, Helvetica Medium, 8 Point (pt), Flush Left (FL)

Center Name:

Helvetica Bold, 8 pt, Line Space (LS) 14 pt, FL

Center Physical and Web Addresses:

Helvetica Bold, 8 pt, 3 lines as shown, LS 10, FL

Agency Portal Address:

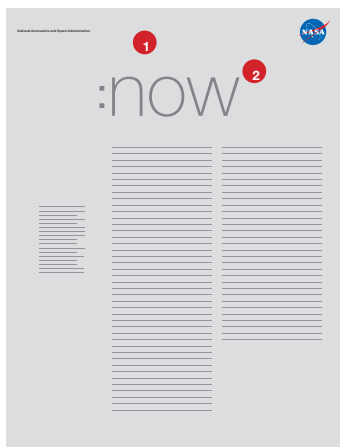
Helvetica Bold, 8 pt, LS 21, FL

Publication Number:

Helvetica Roman, 6 pt, one line, minimum LS 40, FL, bottom justified

Multipage Publications: Newsletters and Magazines

The format and layout of newsletters and magazines should be designed as part of the overall communication goal of the item with both the subject matter and audience in mind. There are no grid or layout specifications for the inside pages of a multipage publication. The only specification is the placement of the identifier configuration in relation to the name of the publication when designing a newsletter (see example below).

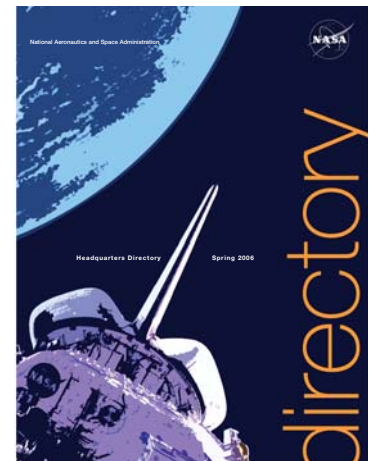
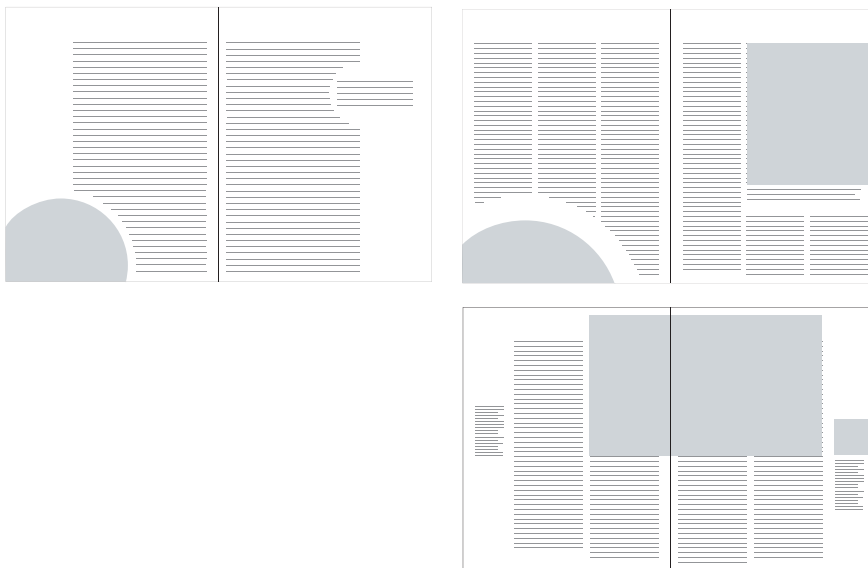


Newsletter style

- 1 The identifier configuration and newsletter's name comprise the newsletter's banner; therefore, the configuration's standards and the insignia's protected space must be maintained.
- 2 A single line of text is the preferred format for the newsletter's name.



Examples of page formats



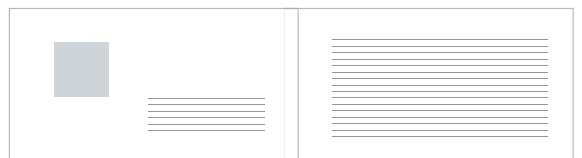
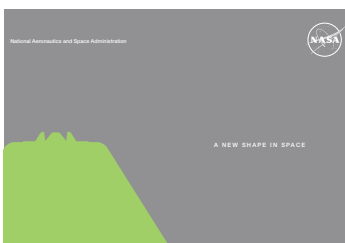
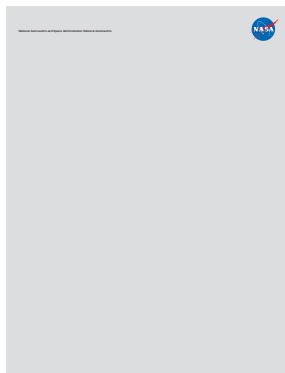
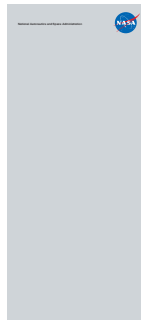
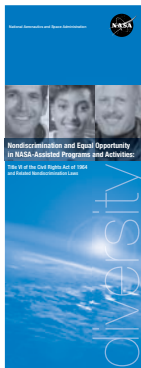
THE NASA IDENTITY SYSTEM

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Publication Style

Multipage Publications: Brochures and Invitations

Just like with other multipage publications, there are no grid or layout specifications for the inside pages of brochures and invitations. However, the placement of the identifier configuration must conform to the standards. Because of size limitations, the agency name may be stacked and broken into two lines after the word “and” on trifold brochures (see page 7).



Multipage Publications: Fact Sheet Template

NASA Fact Sheets are either two- or four-page documents. Printed in color or black and white, the NASA fact sheet template may be downloaded at <http://communications.nasa.gov>.



Front



Back



Interior pages

Multipage Publications: Bookmark Templates

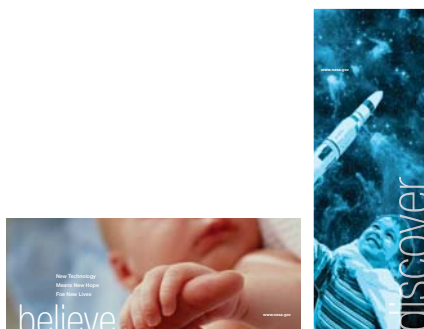
Bookmarks are considered multipage publications with an image and title on one side and text on the other. Vertical bookmarks may have the identifier configuration on either the image side or the text side. Horizontal bookmarks may only have the identifier configuration on the text side. Go to <http://communications.nasa.gov> for both the horizontal and vertical templates that must be used when creating bookmarks.



Front



Back



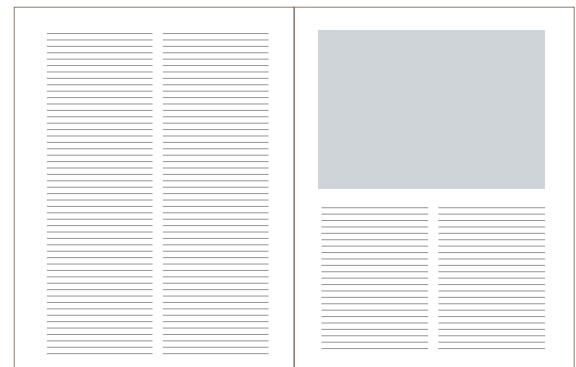
Front Options



Back

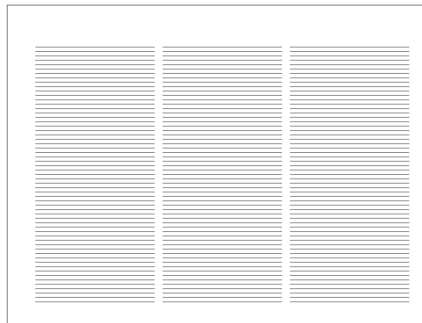
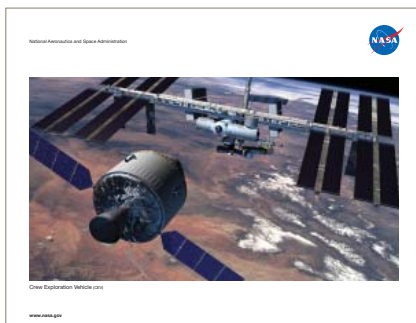
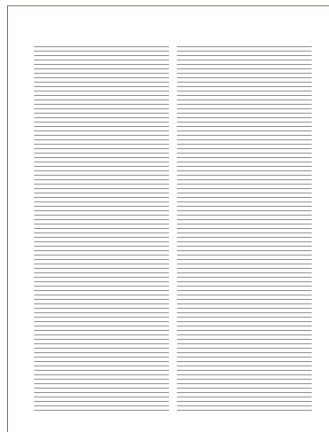
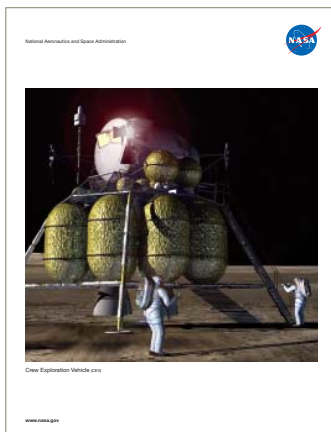
Bookmarks should be used to convey a very limited amount of text. If more space is needed, a brochure should be created instead.

NASA press kits are multipage documents that include a cover, table of contents and text copy. The NASA press kit template may be downloaded at <http://communications.nasa.gov>.



Multipage Publications: Lithograph Templates

NASA lithographs are considered multipage publications. Go to <http://communications.nasa.gov> for both horizontal and vertical templates that must be used when creating lithographs.



THE NASA IDENTITY SYSTEM

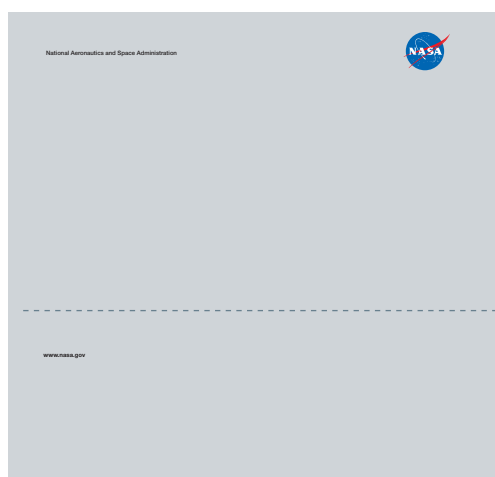
24

Exhibit Style

8' x 10' and Banner Stand



As with all publications, the NASA identifying elements must be used according to specifications. See the Headquarters Exhibits Manager in the Office of Public Affairs for exhibits beyond 8' x 10' to ensure the arrangement of the elements is consistent with NASA's overall publication standards.



Consider the space 2' from the lower edge as an allowance for table space. The main subject matter of the exhibit should be placed higher than this allowance.



Broadcast

The insignia must be used at both the beginning and end of all NASA-produced programs, and when included in a design for television, it must be clearly visible. The insignia may be incorporated in station IDs or static slates.

For design purposes unique to broadcast media, the insignia has three variations for television: a full-color insignia, a three-dimensional animated insignia and a one-color outlined insignia. Choose the most appropriate of these based upon visibility and project requirements.

The portal address must appear on all slates identifying programs produced by NASA Television and must be displayed at the end of all NASA programs.

All broadcasts must place the small, one-color, modified insignia—commonly referred to as a “bug”—in the upper-right title safe corner of all programs broadcast on NASA Television (see example below).



NASA Television at Headquarters provides a Core Graphics Package to each center's television facility. The centers' television facilities must use the Core Graphics Package for all news and public affairs programming, such as science updates, news conferences and press briefings.

THE NASA IDENTITY SYSTEM

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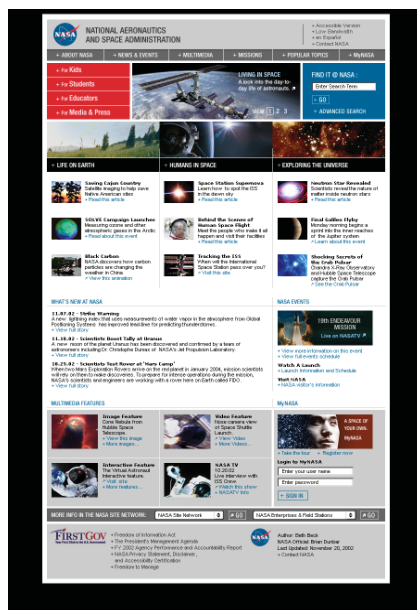
Electronic Media

Internet

NASA Web sites must be created within the guidelines of the NASA portal. For information on developing a new site, contact the Office of the Chief Information Officer.

Existing Web sites not migrated onto the portal may adapt their site by using the portal affinity kit (<http://www.hq.nasa.gov/pao/portal/affinityKit/styleguide/index.htm>). For more information refer to <http://www.hq.nasa.gov/pao/portal/documentation.htm>.

All NASA Web sites must comply with the Office of Management and Budget guidelines issued in 2005. For more information, contact the Office of the Chief Information Officer.



Home Page Template

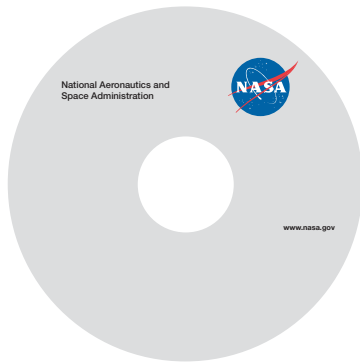


Landing Page Template

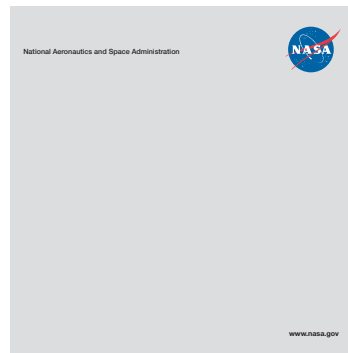
Packaging

CD/DVD jewel case covers or videotape covers with both a front and a back must conform to the cover standards for a multipage publication (see page 18). If the case cover only has a printed front, then it must conform to the standards for a single-page publication (see page 17).

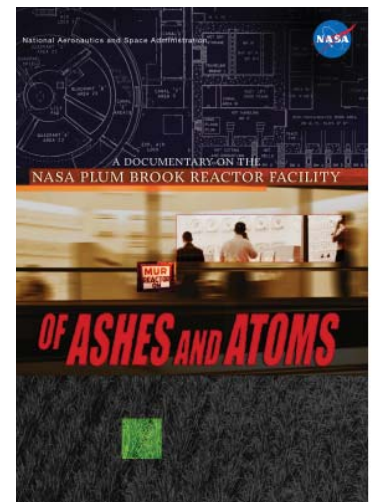
CD/DVD labels must conform to the identifier configuration and include the portal address along the bottom. For the dual labels used for video tapes, the insignia must appear on the spine and the NASA name and portal address must appear on the face.



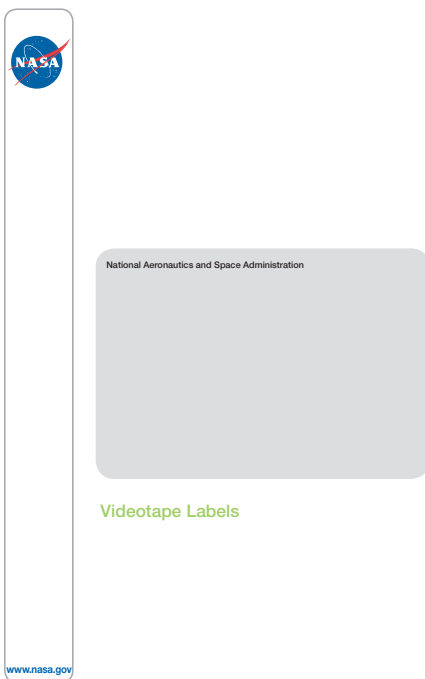
CD/DVD Label



Jewel Case



CD/DVD Cover



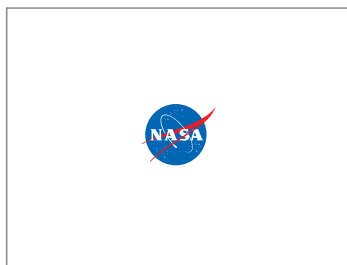
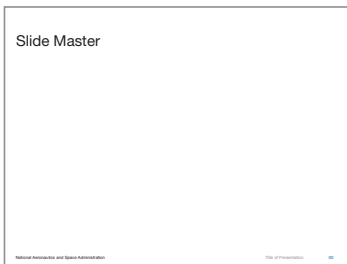
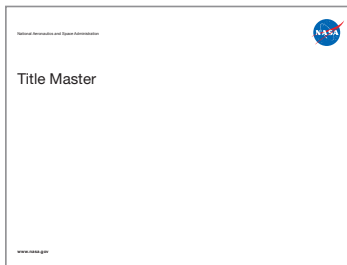
Videotape Labels



CD/DVD Label

Electronic slide presentations are an important component of NASA's communication strategy. Therefore, all external presentations must conform to specific standards.

Think of an electronic slide presentation as a multipage publication, with the first slide the front cover, the last slide the back cover, and the slides in between the inside pages. However, the insignia may be centered on the last slide to sign off. In order to make usage as simple as possible, tutorial and master slides may be downloaded at <http://communications.nasa.gov>. This template has Communications Material Review preapproval. Only customized presentations must go through the Communications Material Review process.



Astronaut crew emblems for human spaceflight are an established form of visual identification for a particular crew. These emblems are designed by the crew members to be used on items specific to that particular mission, such as crew clothing/uniforms, lapel pins, press kits and crew lithographs or posters. The shape of the emblem is at the discretion of the crew. These emblems will not be used on any publications (other than press kits or other documents approved by the Assistant Administrator for Public Affairs or designee), and will not be used next to or locked-up with the NASA insignia.

Because of size considerations, the NASA insignia cannot be used on astronaut crew emblems. In addition, the names or logos of contractors may not be included. Logos of other international space agencies or co-sponsors may be used on communications material, hardware, vehicles or spacecraft as long as they are reviewed and approved, in advance, by the Assistant Administrator for Public Affairs or designee.



The agency's policies regarding logo usage are designed to ensure that the public recognition of our primary identifier—the NASA insignia—is not diluted by other NASA identities.

While astronaut crew emblems are acceptable, in order to maintain a unified presentation, center, program and project logos may not appear on external NASA communications material (see page 30).

When designing a publication with project and program logos:

Do . . .

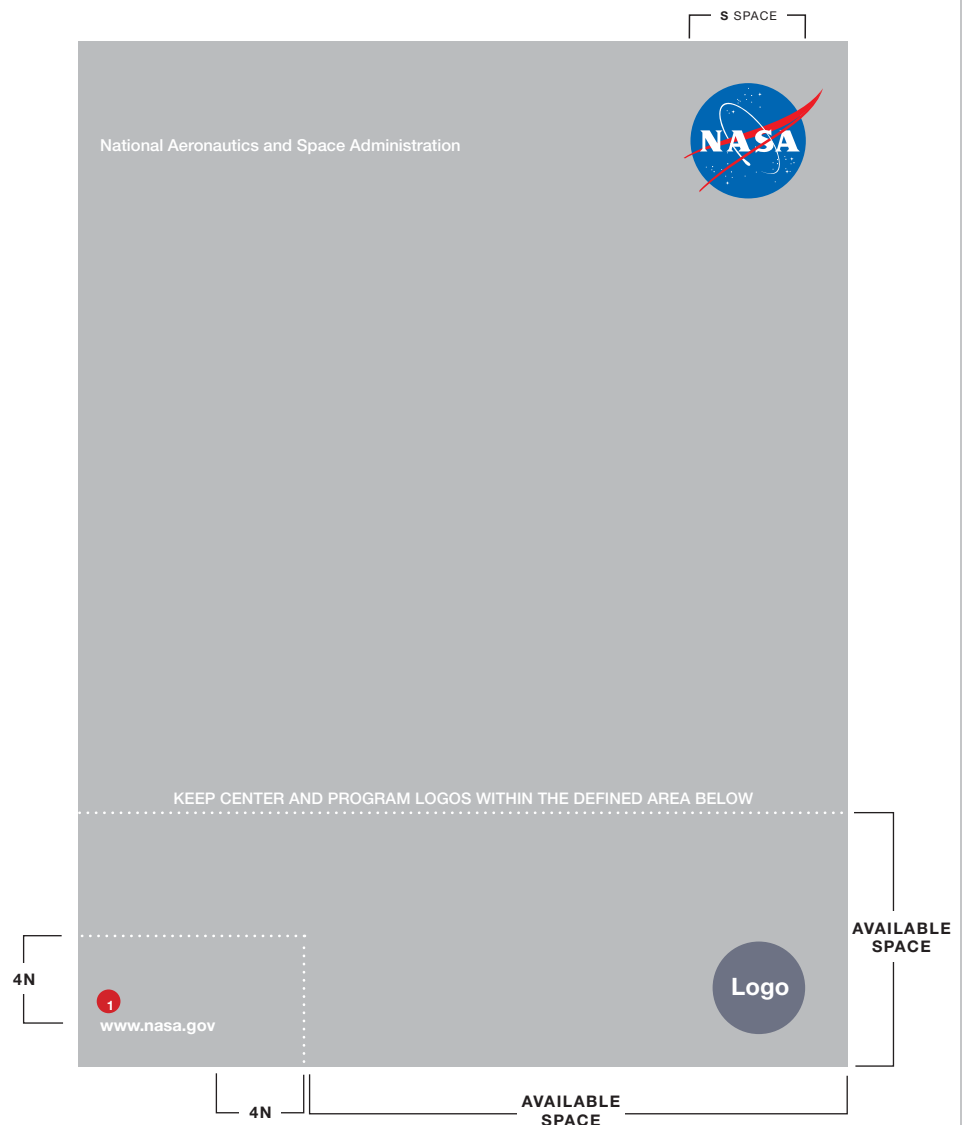
- >> Design the logo smaller than S space
- >> Place in the available space of the lower ¼ of the page as illustrated

Do Not . . .

- >> Use without the NASA identifier configuration
- >> Use NASA colors (see page 8)
- >> Combine with project or program name in order to mirror the NASA identifier configuration
- >> Violate the protected areas of the insignia, configuration and portal address
- >> Place on the back cover of a multipage publication

The NASA logo remains the **sole** identifier for external audiences. However, for team-building purposes, project and program logos may be used on communications material directed at **internal audiences only**.

On a single-page publication or the front cover of a multipage publication, the logo must be located in the available space (see illustration), but there is no preferred location within this area. Project and program logos may not appear on the back cover of a multipage publication.



- 1 On a multipage publication, if the portal address is placed on the back cover, then this space is available for a logo.

Logos of co-funding partners may be used in NASA communications material, commercial merchandise, hardware or vehicles if they have **advance approval by the Assistant Administrator for Public Affairs or designee**.

Communications material developed with co-sponsors is not considered an exclusive NASA publication. Therefore, the guidelines for the identifier configuration do not apply.

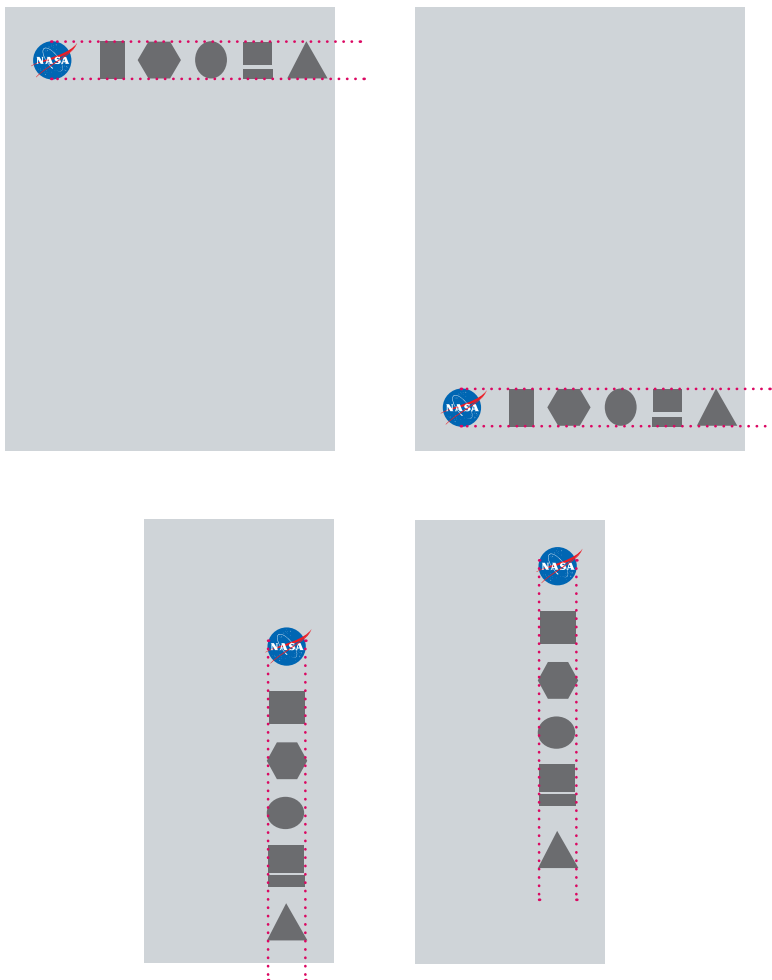
When creating a grouping for a NASA publication, the insignia must be the first logo to appear—farthest left in a horizontal configuration or topmost in a vertical one.

The NASA insignia and other logos must be of the same height and width so that they all carry the same visual weight.

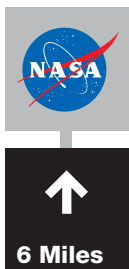
The protected space of the insignia must be maintained (see page 6).

A co-sponsor is defined as a co-funding partner who is not a NASA contractor.

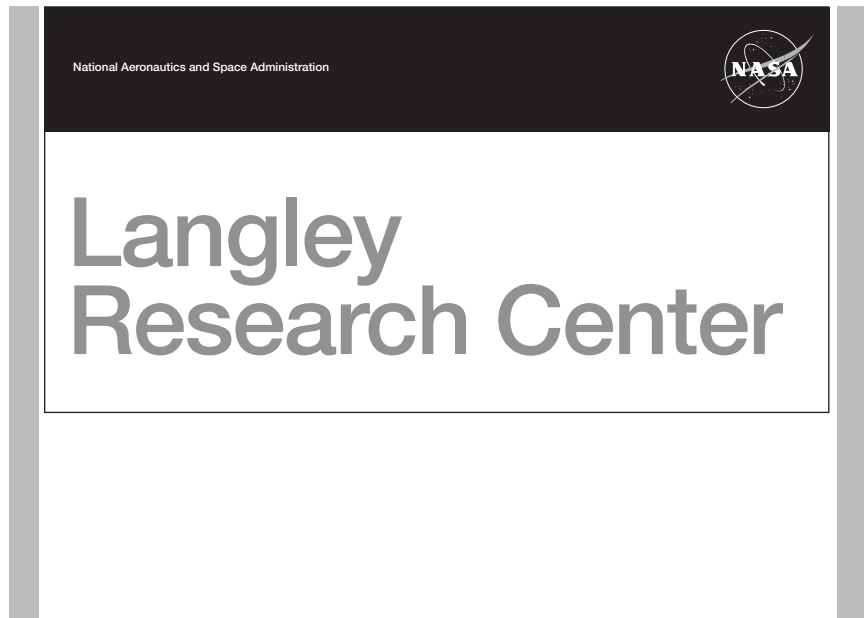
Contractor logos (including the JPL logo) should not be used on any type of NASA communication materials, commercial merchandise, hardware or vehicles unless authorized by the Assistant Administrator for Public Affairs or designee.



All exterior signs located outside a center must have the NASA identifier configuration placed according to the standards. Exterior signs located inside a center, such as building signs, are not required to have any NASA identifiers.

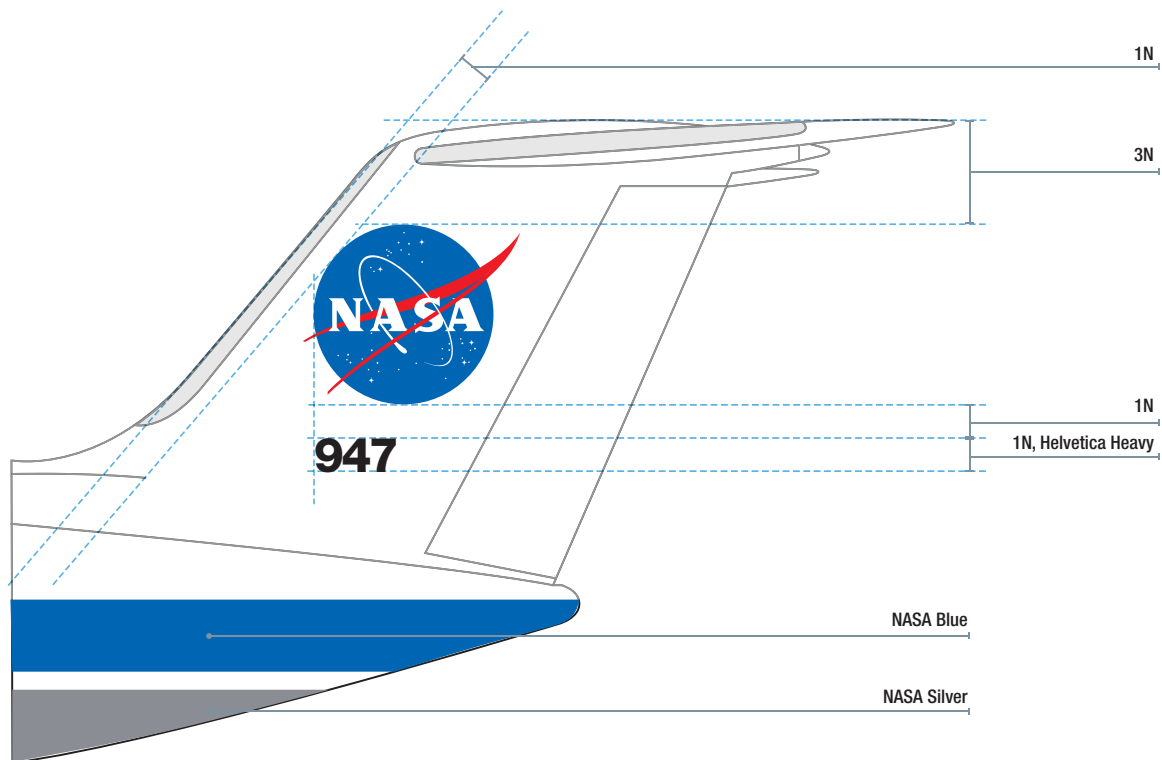


Directional signs outside a center may use the insignia alone in order to conform to local regulations. However, the color and spacial standards for the insignia must be retained.



Exterior directional sign inside a center.

Placement of the identifier configuration must conform to Federal Aviation Administration regulations (Title 14, Code of Federal Regulations, Part 45, Identification and Registration Marking) and be consistent with the standards established in this Style Guide. Contractor names and logos may not appear.



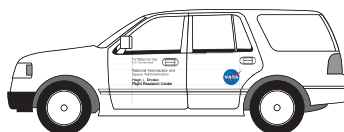
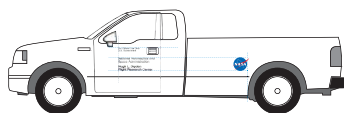
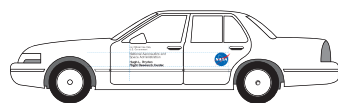
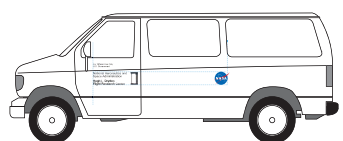
THE NASA IDENTITY SYSTEM

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Signage

Vehicles

Please refer to the following illustrations for guidelines on how to place the NASA identifier configuration on government-funded vehicles.



Font Specifications and Minimum Size Requirements

Government Disclaimer

Helvetica Light
Point Size 75 pt, Line Space 75 pt
All Type Flush Left

Agency Identifier

Helvetica Roman
Point Size 105 pt, Line Space 100 pt

Center Name

Helvetica Bold
Point Size 105 pt, Line Space 100 pt

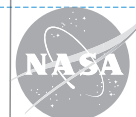
For Official Use Only
U.S. Government

**National Aeronautics and
Space Administration**

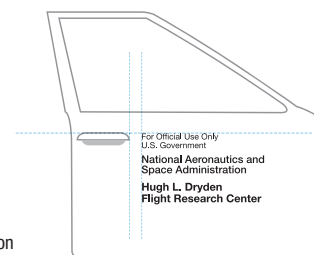
**Hugh L. Dryden
Flight Research Center**

Space following
each section
is 60 pt

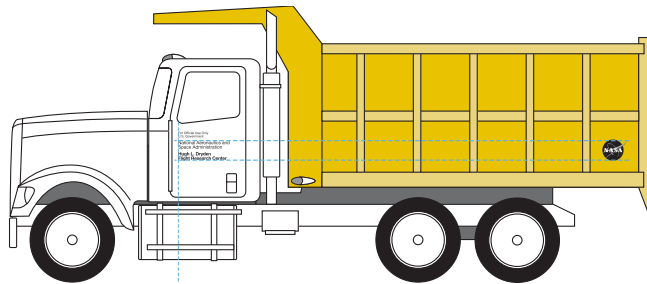
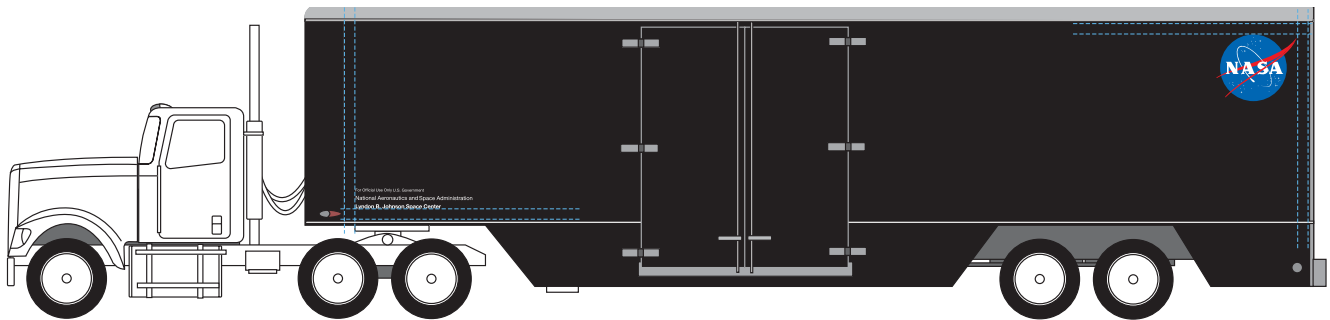
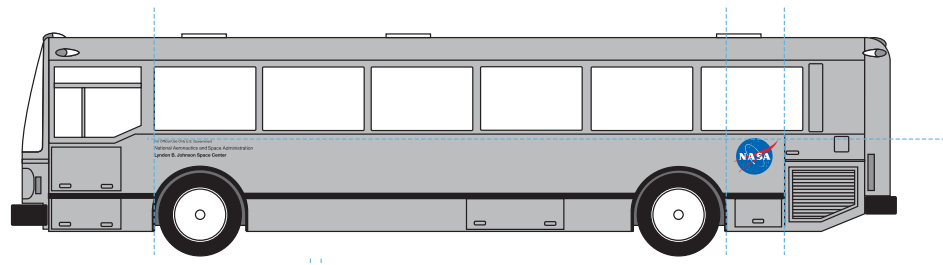
Height
of NASA
insignia



Passenger door application



When the width between the agency name and the insignia becomes greater than 12S, the two identifiers may be enlarged and placed independently.



Agency policy regarding insignia placement on spacecraft is under consideration.

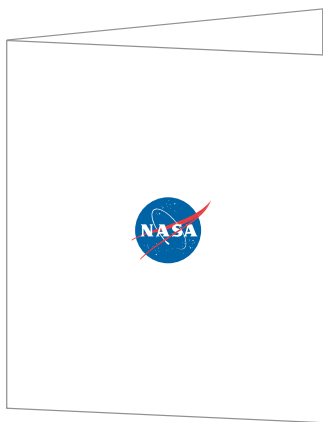
Off-the-Shelf Stationery

Stationery Products

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These standard products do not need to go through the Communications Material Review process. These forms are funded by the Headquarters Printing Office and are available at no cost to the centers. They can be obtained through the Headquarters and centers printing offices.

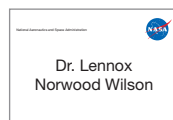
Not all of these products meet the graphic standards as outlined in this Style Guide because they are considered stationery products rather than communications material.



Folder



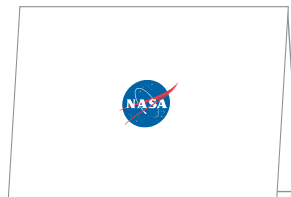
Certificate



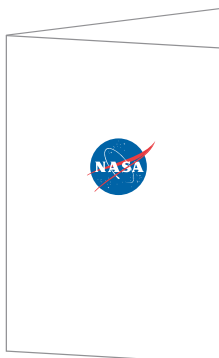
Name Badge



Table Tent



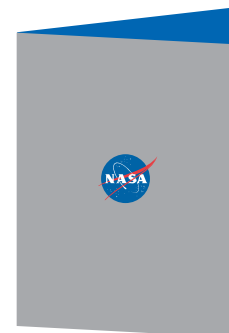
Invitation, Note Card and Thank You Card



Program

The following preprinted products are available free of charge at <http://communications.nasa.gov> to be personalized using NASA templates:

- >> Name badges
- >> Invitations
- >> Programs
- >> Thank you cards
- >> White folders (no template)
- >> Table tents
- >> Certificates



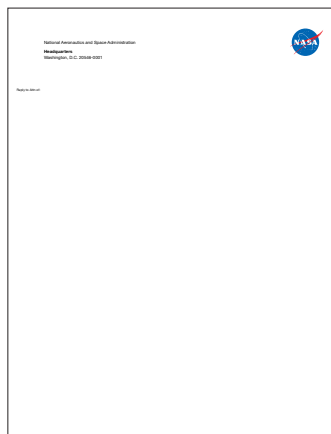
An alternative silver and blue folder is available at minimal cost.

These standard products do not need to go through the Communications Material Review process. All standard products are available through the Headquarters and centers printing offices.

Please note that this standard letterhead below must be used and cannot be customized. All NASA letterhead must be coordinated through the Headquarters Printing Officer in order to ensure quality standards, such as consistent watermark and paper stock.

The specs for the electronic files needed to create these standard products are available at <http://communications.nasa.gov>.

- >> Letterhead
- >> Envelopes
- >> Postcards
- >> Mailing labels (two sizes)
- >> Notepads
- >> Business cards



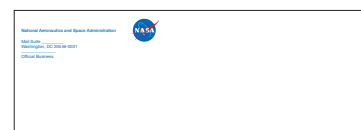
Letterhead



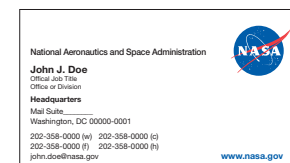
Notepad



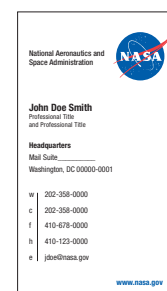
Postcard



Envelopes



Business Cards



Mailing Labels

insignia guide

Regulations

The standards for the use of the NASA insignia and the NASA seal are in accordance with the Code of Federal Regulations 14 CFR 1221 and the NASA Space Act of 1958 as amended. NASA does not endorse any commercial product, activity or service. Any use of the NASA name, initials or any NASA emblem—including the NASA insignia, the NASA logo (retired in 1992 and sometimes referred to as “the worm”) and the NASA seal—must be reviewed and approved by the Assistant Administrator for Public Affairs or designee.

The NASA insignia should be reproduced only from original reproduction proofs, transparencies or electronic files that can be obtained from the Headquarters Office of Public Affairs.



RETIRED LOGO

Use of the retired NASA logo requires permission from the Assistant Administrator for Public Affairs or designee.

The retired NASA logo and insignia can never be used together.



ADMINISTRATOR'S SEAL

The NASA seal is reserved for the NASA Administrator's exclusive use for official correspondence, events and activities only.

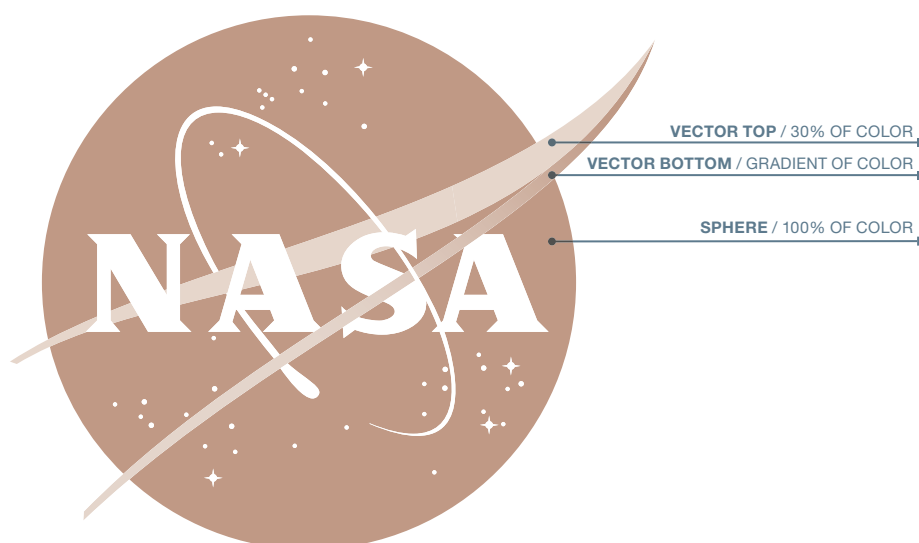
The NASA seal and insignia should never be used together.

The NASA seal should not be used as the agency identifier, except on NASA flags and security badges, according to the Code of Federal Regulations 14 CFR 1221.

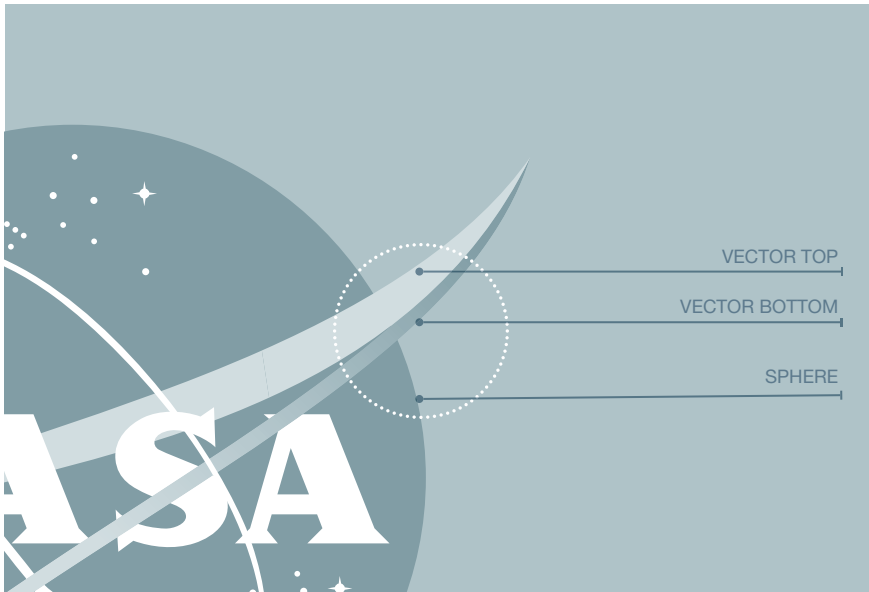
The one-color insignia consists of percentages ranging from 100 percent to 30 percent of an appropriate color.

- >> The vector top is 30 percent of the color.
- >> The vector bottom is a gradient ranging from 100 percent to 30 percent.
- >> The sphere is 100 percent of the color.

The percentages may not be altered and should always be clearly visible when placed on any background.



One-Color Insignia: On Light- or Medium-Color Backgrounds



Choose insignia and background colors that combine to show the vector top, vector bottom and sphere clearly.

**UNACCEPTABLE**

The background is too light; the vector top is not shown clearly. Use either a darker or a lighter background.

**ACCEPTABLE**

This background clearly shows all the insignia's elements.

**UNACCEPTABLE**

This background is too dark; part of the vector bottom and the sphere are not shown clearly. Either use a lighter background or switch to the one-color insignia with white rule instead.

The NASA Insignia

One-Color Insignia: With White Rule on Medium- or Dark-Color Backgrounds

**UNACCEPTABLE**

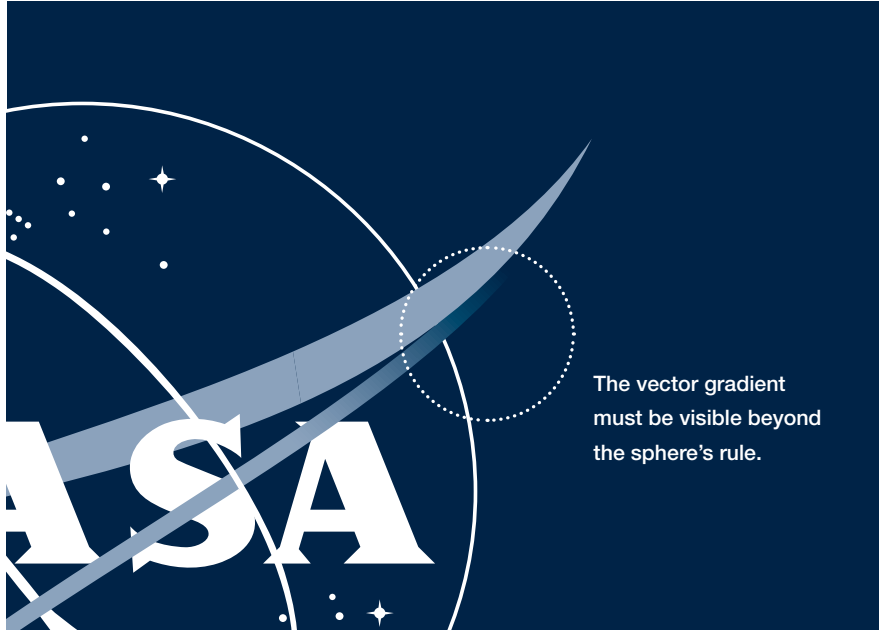
This background is too light; the vector gradient is not shown clearly. Either use a darker background or switch to a darker one-color insignia instead.

**ACCEPTABLE**

This background is dark enough to display the vector gradient clearly.

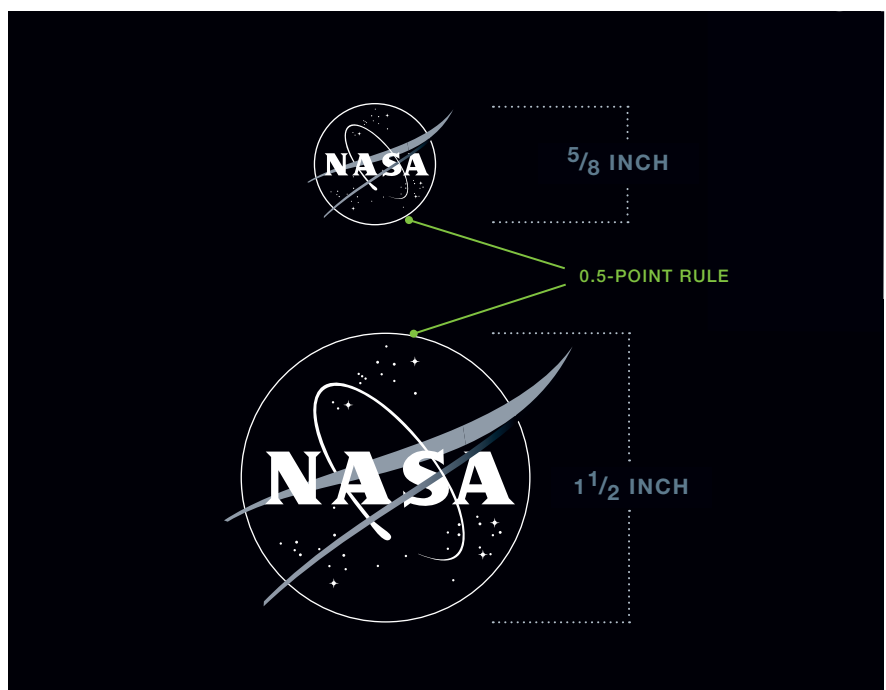
**ACCEPTABLE**

This background is dark enough to display the vector gradient clearly.



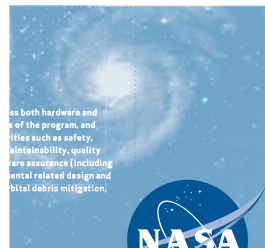
The vector gradient must be visible beyond the sphere's rule.

The one-color insignia with white rule must be rendered in the same color as the background. When the insignia is used on a medium or dark background, the vector bottom and its gradient should be clearly visible against the background.



Light-Color Backgrounds

On light-color backgrounds, use the one-color insignia. The one-color insignia should be rendered in the darkest color available and appear on a uniform area of the background.



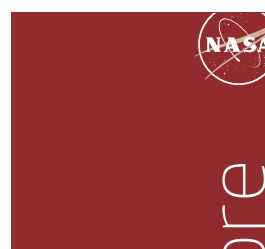
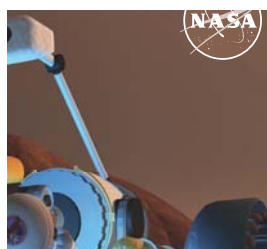
Medium-Color Backgrounds

On medium-color backgrounds, use either the one-color insignia or the one-color insignia with white rule. All insignias should appear on a uniform area of the background. The vector top, vector bottom and sphere must remain clearly visible against the background.



Dark-Color Backgrounds

On dark-color backgrounds, use the one-color insignia with white rule. The insignia must be rendered in the same color as the background and should appear on a uniform area of the background.



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The NASA Insignia

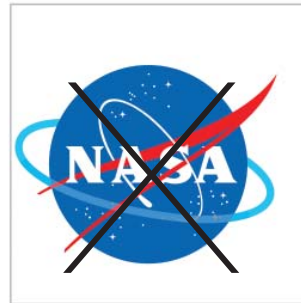
Insignia Violations



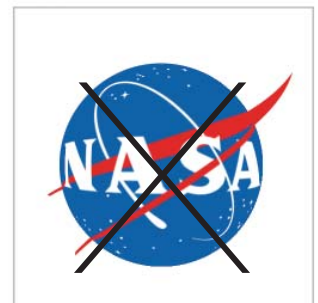
Never delete elements of the insignia.



Never add elements inside the insignia.



Never add elements around the insignia.



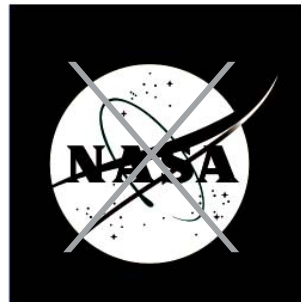
Never distort the insignia.



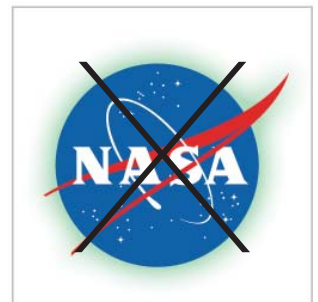
Never change the original colors of the full-color insignia.



Never add other colors to any elements of the one-color insignia.



Never reverse insignia.



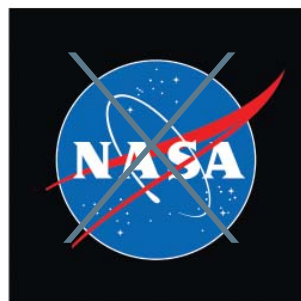
Never add a glow to the insignia.



Never display the insignia with a rule around the vector.



Never change any of the individual design elements on the insignia to an outline.



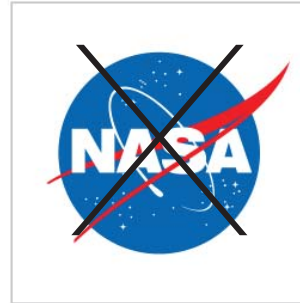
Never display the full-color insignia with a rule around the sphere.



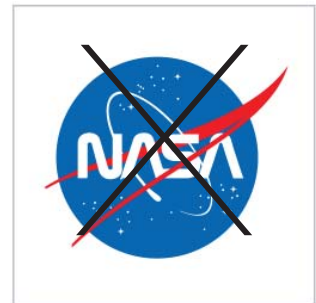
Never blur the insignia.



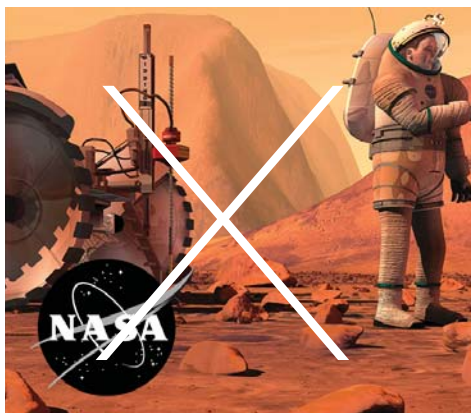
Never incorporate other text into the insignia.



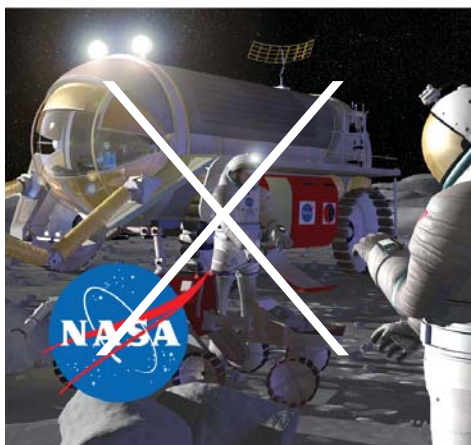
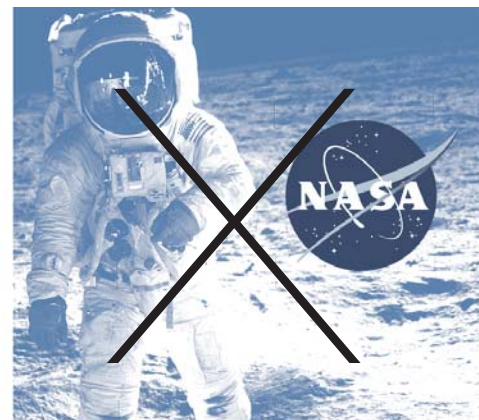
Never change the typeface in the insignia.



Never combine the retired logo with the insignia.



Never position a one-color insignia on a busy area of an image.



Never position a full-color insignia on a busy area of an image.



Never place an image over the insignia.