

# FULLGUIDE

Creating Approved NASA Communications Material

V. 2.1

NASAstyle

This Style Guide illustrates the unifying elements and their appropriate placement for creating approved NASA communications material as required by the Communications Material Review (CMR) Process. Go to the CMR Web site for more information on the approval process and the point of contact for each center.

**CMR Web site:** <http://communications.nasa.gov/portal/site/osc>

**Definitions: Communications material**, for the purposes of this Style Guide, 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. Exceptions are posted on the CMR Web site.

**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).

**Design Compliance:** In addition to these guidelines, educational communications material has other design requirements. Please refer to the CMR Web site for the Education Functional Office point of contact.

The following are exempt from the NASA Style guidelines: press releases, media advisories, technical or scientific white papers, business correspondence and emails, intra-agency correspondence, directives and regulations, budget documents, litigation materials, Office of Inspector General materials and History Division publications.

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

Refer to NPR 1450.10 for the correspondence writing guide.

This Style Guide is written in the AP style.

**508 Compliance:** In order to comply with Section 508 of the Rehabilitation Act of 1973 as amended, all media must be made available in accessible formats for individuals with disabilities.

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## The NASA Identity

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. Uniform graphic elements 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 illustrates the unifying elements and their appropriate placement for producing 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 communications material.



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DAVID MOULD  
Assistant Administrator for Public Affairs



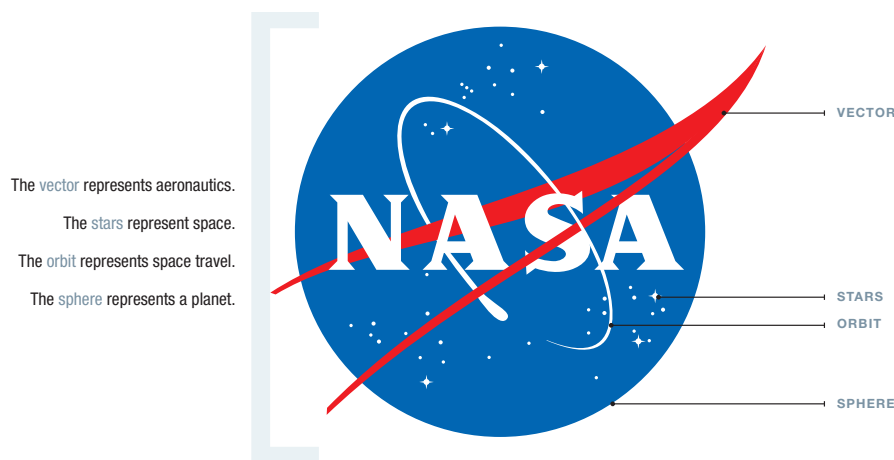






## The NASA Insignia

The NASA insignia is the only allowable logo for external communications material. The agency's policies regarding logo usage are designed to ensure that the public recognition of the NASA insignia is not diluted by other NASA identities. Our prime brand identifier, the insignia reflects the history and tradition of the agency. 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:



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, **the insignia is not authorized for download off the Web**. Direct questions about the insignia to the Headquarters Office of Public Affairs at 202-358-1600.

## 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  $\frac{5}{8}$  inch (not including the points of the vector), with the exception of business cards and approved promotional items. If a smaller insignia is required, permission must be received from the 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 or each center's Printing and Design Office.

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.

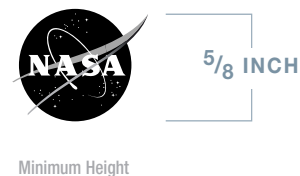
The insignia cannot be used in a sentence or configured with other symbols.

Products that are **exclusively** for internal use may include program and project logos (see page 27).

Refer to page 28 for use of the insignia in conjunction with the logos of co-funding partners.

Detailed instructions for using the insignia can be found in the Insignia Guide on page 39.

See page 8 for variations on the insignia.



## The Basic Elements

The NASA identifier configuration includes:

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

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.

For the agency name:

- >> use Helvetica Medium in titlecase
- >> italics and extended type are not allowed
- >> the font must be no smaller than seven points
- >> no special effects or shading may be used

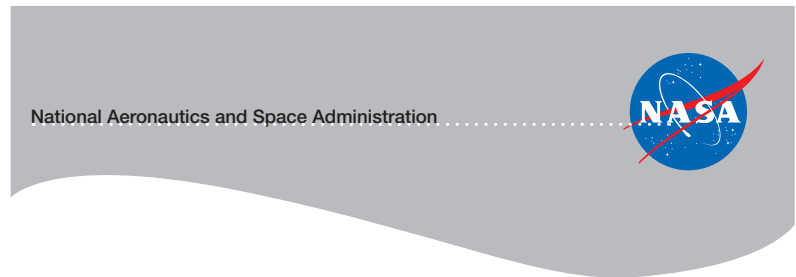
Always locate the identifier configuration on the front cover or page of all communications material.



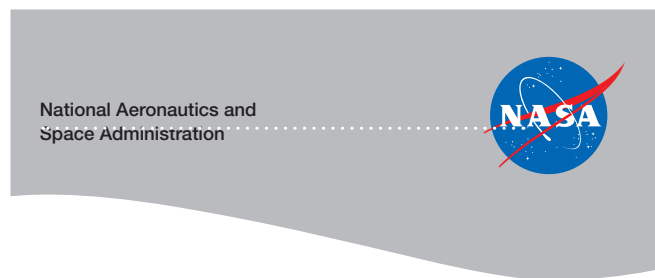
Example of alternate configuration.

Besides the insignia, the other NASA identifier is the agency name spelled out as “National Aeronautics and Space Administration.” The combination of these two elements into a specific identifier configuration (see example below) is a consistent part of our brand identity.

When using the configuration, the insignia within its protected space (page 7) must be aligned to the right edge of the design border, and the agency name must be aligned to the left edge. The text must be one line, except when used on smaller items such as bookmarks and trifold brochures. However, breaking the agency name into two lines is not the preferred configuration.



When using the two-line form of the agency name, break the line after the word “and.” The space between the lines must be two points greater than the point size of the agency name.



As an alternate, a right-justified version of the configuration can be used. The agency name should break after the word “and.” The space between the lines must be two points greater than the point size of the agency name.

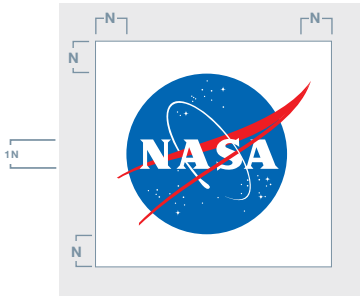
When using this version of the agency name, maintain a space of 1N height on either side of the vertical line. The vertical line should not extend past the height of the NASA insignia.



Protected Space

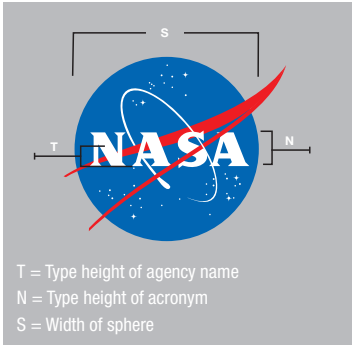
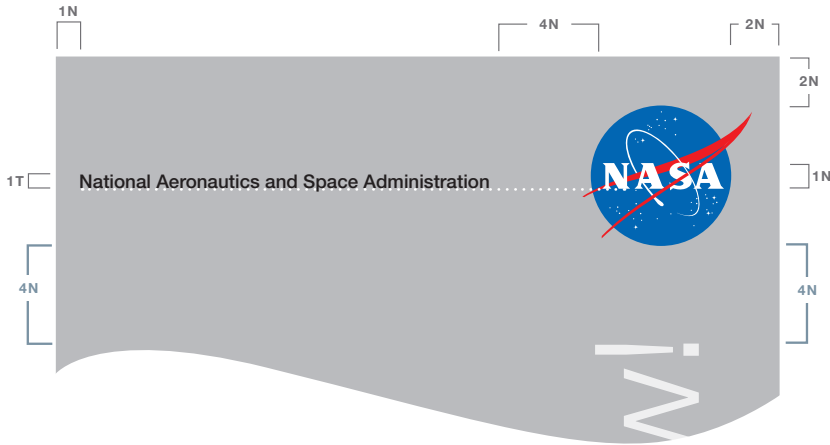
Insignia Protected Space

The insignia protected space refers to the clear space surrounding the insignia in its entirety. 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. Text and images may not violate the insignia's protected space.



Identifier Configuration Protected Space

The identifier configuration protected space refers to the open space given to the identifier configuration. The area of the protected space consists of 4N height starting at the bottom of the sphere and extending across the width of the identifier configuration. Text may not violate the identifier configuration's protected space. Use the chart below to determine the minimum distances between the graphic and textual elements, as well as between the configuration and the design border edge.



T = Type height of agency name  
N = Type height of acronym  
S = Width of sphere

The full-color insignia:

- >> can never appear with a white rule
- >> can be produced in PANTONE®, process or the RGB color formulas given on this page
- >> may appear on a white, grey (PANTONE 423 or lighter), silver (PANTONE 877 or metallic) or black background
- >> may only be used on a full-color photograph if placed in a solid black, white or grey area

The NASA insignia colors may not be used when creating other logos (see pp. 27–29).

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. For more information, refer to the Insignia Guide (page 39).



Full-color insignia



One-color insignia



One-color insignia with white rule

### 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 NASA portal address must be used 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.



Example of portal placement.

The portal address must appear as follows: [www.nasa.gov](http://www.nasa.gov).

The portal address may appear on either the front or back cover of a publication. Refer to the specific application for placement location. The only mandatory placement occurs when it is used with a center or program address on the back cover of a multipage publication (see page 18).

**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 (see page 18).

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

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

**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



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

The typeface for headlines, subheads and call-outs should be Helvetica or, if unavailable, Arial. No other typefaces may be used. The typeface for body text should be Helvetica or Garamond.

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

ABCdef  
Helvetica Bold

ABCdef  
Helvetica Bold Italic

ABCdef  
Helvetica Bold Condensed

ABCdef  
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

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



Use lowercase letters for the text. Acronyms, however, must be all uppercase.

Align the vertical text so that the x-height of the letters is centered below the insignia.

Vertical text must be placed on the right side of the publication. A vertical headline may not be more than one line of text, and the text must read upward.

Vertical type may not violate the identifier configuration's protected space.

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

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

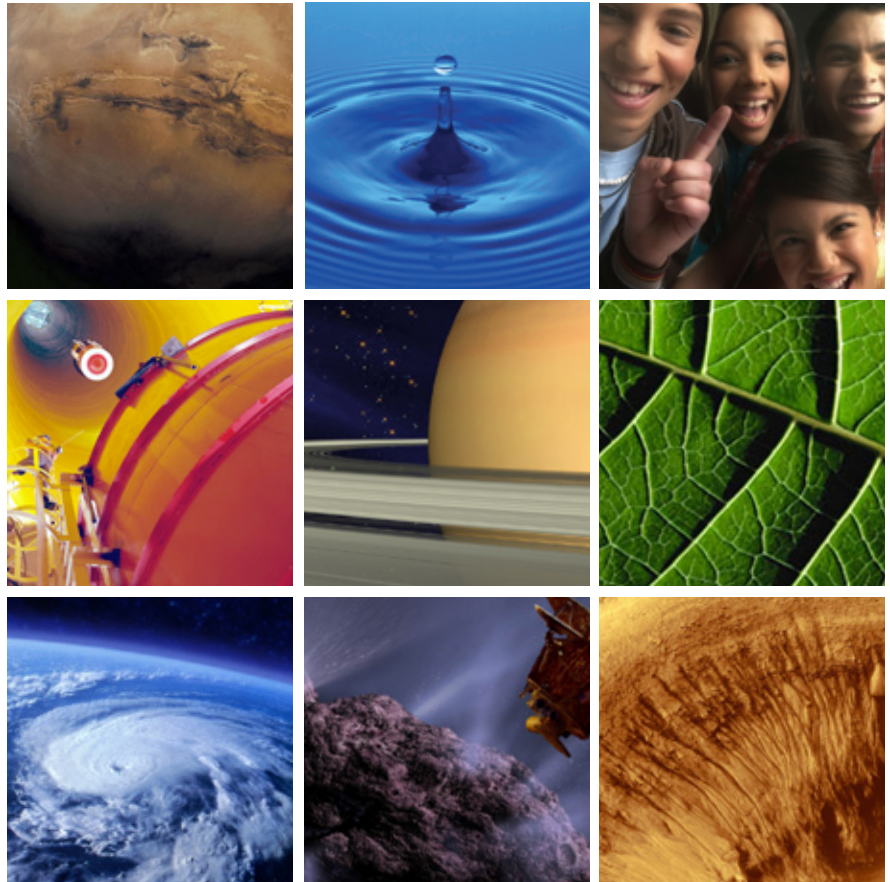
With such vast resources available from the NASA photographic collection, designers should find it easy to enrich our communications by using strong and compelling images that engage the viewer.

Remember the human element whenever possible.

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.

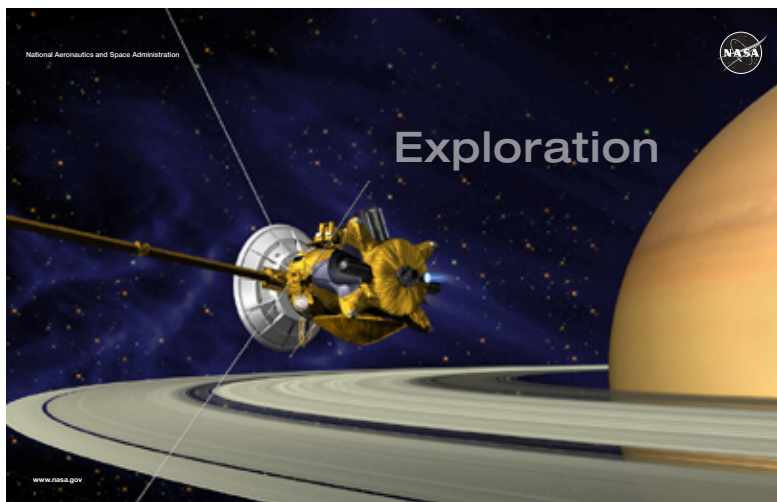


The use of tight, up-close images—even when depicting a vast panorama—is an essential component of NASA's communication strategy.



NASA Imagery: Multiple Images

Arrangements of multiple images are permitted when the graphic elements function both as separate images and as part of a whole piece—clear, elegant, unified. A successful design relies on images presented with simple and clean lines.



**Multiple Image Guidelines:**

Do Use . . .

- >> Tight, up-close images
- >> The human element
- >> Professional-quality images
- >> Closely cropped photos
- >> Complementary content
- >> Clear images
- >> Simple and clean lines

Avoid . . .

- >> Extreme overlapping of image edges
- >> Excessive superimposing of images
- >> Busy and disorganized designs
- >> Unclear themes
- >> Competing content
- >> Stagnant shots of buildings and machinery



Unacceptable

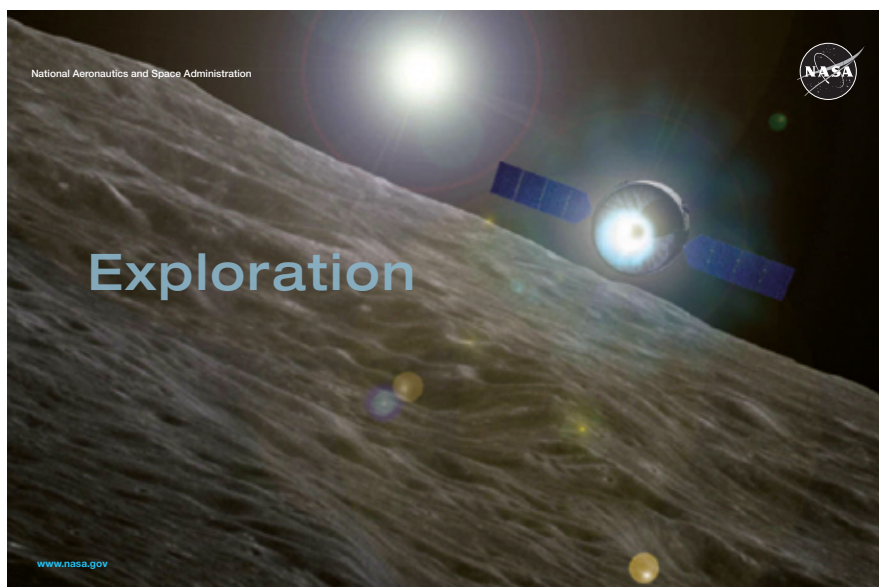




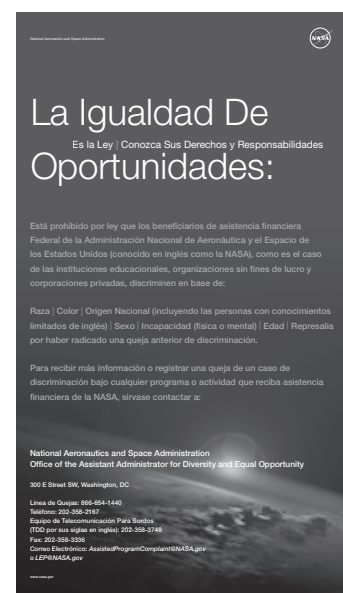


Single-Page Publications: Fliers and Posters

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.

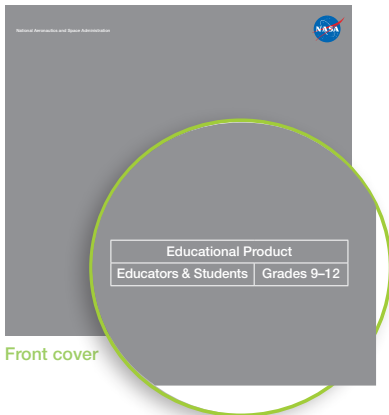


Vertical headline is the preferred format for the title (page 11).

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

**Educational Products:**

In addition to the usual branding elements, educational products must carry a box identifying the intended users and grade levels. The box may appear in either of the lower corners of the front cover. (See below for an example showing the box in the lower right-hand corner.)



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.

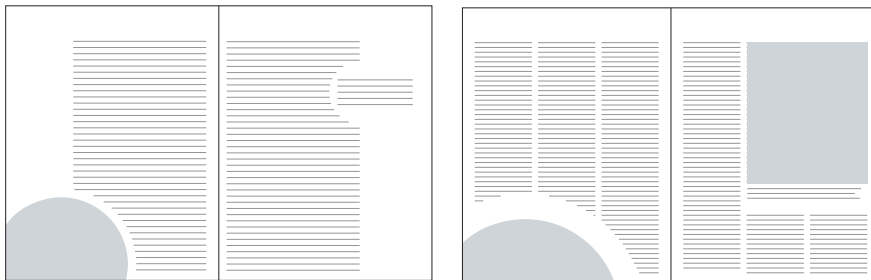


- 1 **Agency Name:**  
Spelled out in one line, Helvetica Medium, 8 Point (pt), Flush Left (FL)
- Center Name:**  
Helvetica Bold, 8 pt, Line Space (LS) 14 pt, FL
- Center Physical and Web Addresses:**  
Helvetica Roman, 8 pt, 3 lines as shown, LS 10, FL
- Agency Portal Address:**  
Helvetica Bold, 8 pt, LS 21, FL
- Publication Number:**  
Helvetica Roman, 6 pt, one line, minimum LS 40, FL, bottom justified



Multipage Publications: Newsletters and Magazines

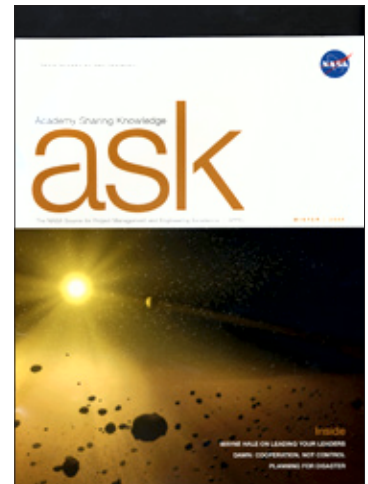
The format and layout of newsletters and magazines should be designed as part of the overall communication goal of the item with both the subject matter and audience in mind. There are no grid or layout specifications for the inside pages of a multipage publication. The only specification is the placement of the elements per this guide.



Examples of interior page formats



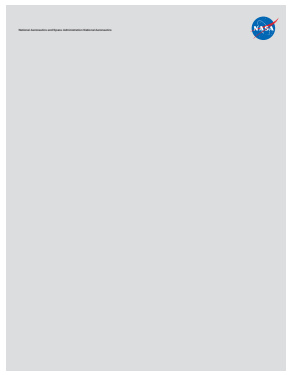
A single line of text is the preferred format for the newsletter's name.



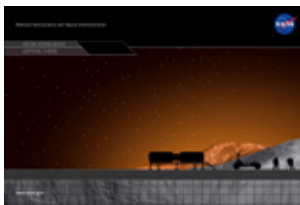
Just like with other multipage publications, there are no grid or layout specifications for the inside pages of brochures and invitations. However, the placement of the elements must conform to the standards. Because of size limitations, the agency name may be stacked and broken into two lines after the word “and” on trifold brochures (see page 6).



Example of a lettersize cover design



Example of a lettersize layout



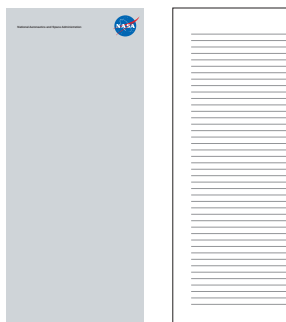
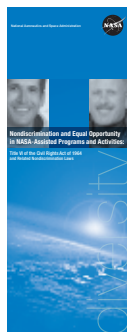
Example of a custom-size cover design



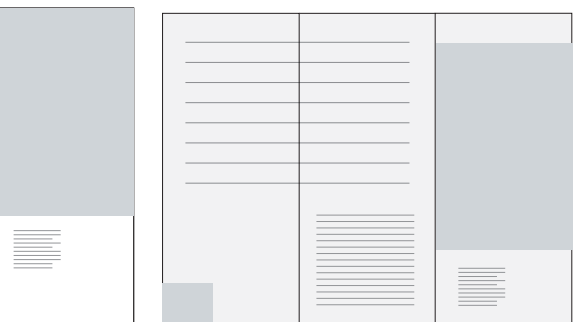
Example of a custom-size layout



Example of a trifold brochure cover design



Example of a trifold brochure layout





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/portal/site/osc/>.



Front



Back

The layout of these templates have CMR pre-approval; however, the publication must still go through the CMR process. Please see the CMR Web site for more information on template use.



Interior pages

Multipage Publications: Bookmark Templates

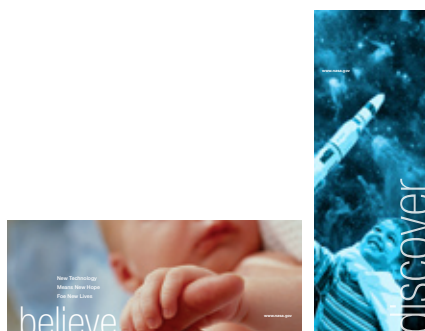
Bookmarks are considered multipage publications with an image and title on one side and text on the other. Vertical bookmarks may have the identifier configuration on either the image side or the text side. Horizontal bookmarks may only have the identifier configuration on the text side. Go to <http://communications.nasa.gov/portal/site/osc/>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

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



Front

Back



Front options

Back

The layout of these templates have CMR pre-approval; however, the publication must still go through the CMR process. Please see the CMR Web site for more information on template use.

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/portal/site/osc/>.



Example of a horizontal press kit layout



Example of a vertical press kit layout

Multipage Publications: Lithograph Templates

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

The layout of these templates have CMR pre-approval; however, the publication must still go through the CMR process. Please see the CMR Web site for more information on template use.



Example of a vertical lithograph layout



Example of a horizontal lithograph layout



As with all publications, the NASA elements must be used according to this style guide. 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.



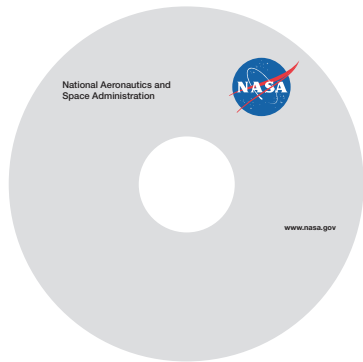
Consider the space 2' from the lower edge as an allowance for table space. The main subject matter of the exhibit should be placed higher than this allowance.



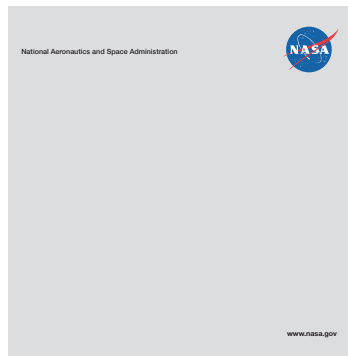
Packaging

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).

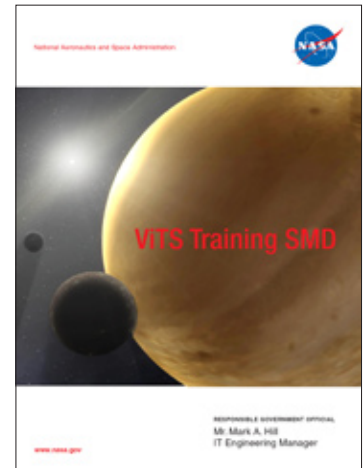
CD/DVD labels must use the identifier configuration and the portal address. For the dual labels used for video tapes, the insignia must appear on the spine and the NASA name and portal address must appear on the face.



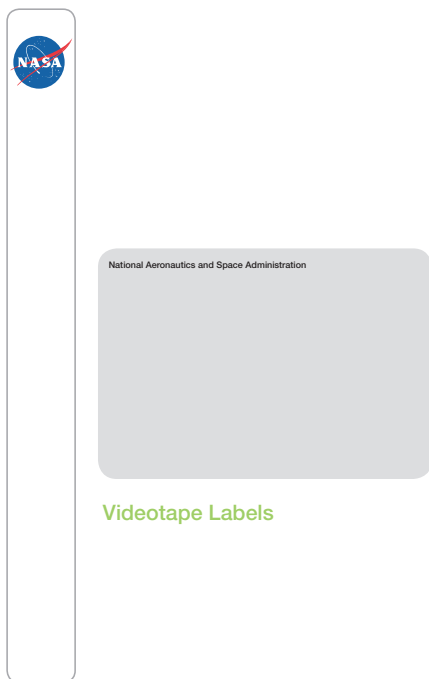
CD/DVD Label



Jewel Case



CD/DVD Cover



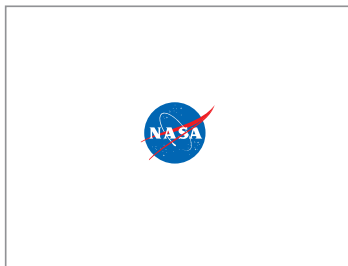
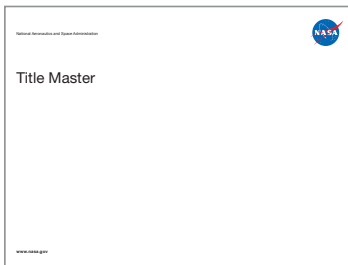
Videotape Labels



CD/DVD Label

Electronic slide presentations are an important component of NASA's communication strategy. Therefore, it is encouraged that all presentations incorporate the elements correctly and consistently.

When placing the NASA elements, think of an electronic slide presentation as a multipage publication with the first slide as the front cover, the last slide as the back cover and the slides in between as the inside pages. However, the insignia may be centered on the last slide as a sign off. In order to make usage as simple as possible, tutorial and master slides may be downloaded at <http://communications.nasa.gov/portal/site/osc/>. This template has Communications Material Review preapproval.



Example of a presentation first page design

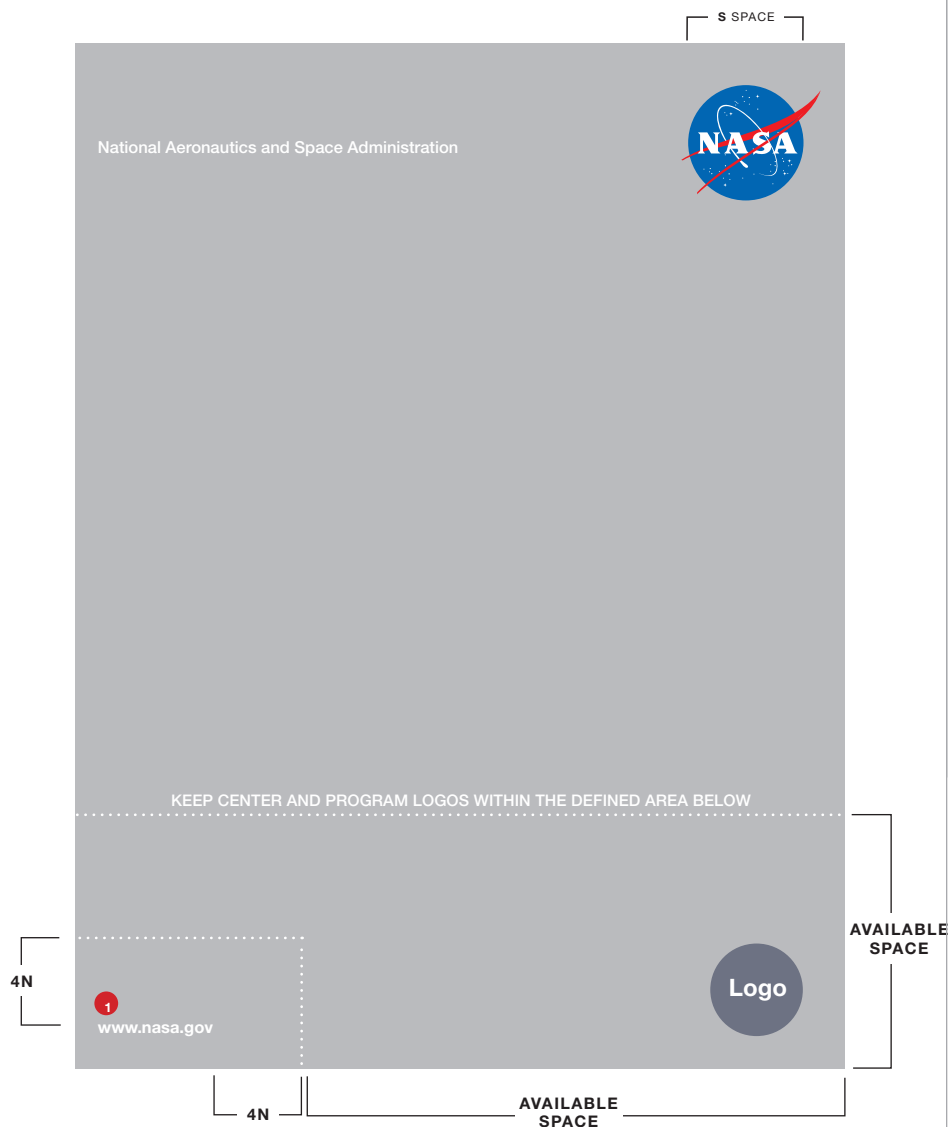


Example of a presentation interior page design

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

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.

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



According to the Code of Federal Regulations 14 CFR 1221.112, program identifiers must have the pre-approval of the Associate Administrator for Public Affairs or designee.

#### 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  $\frac{1}{4}$  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

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

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.

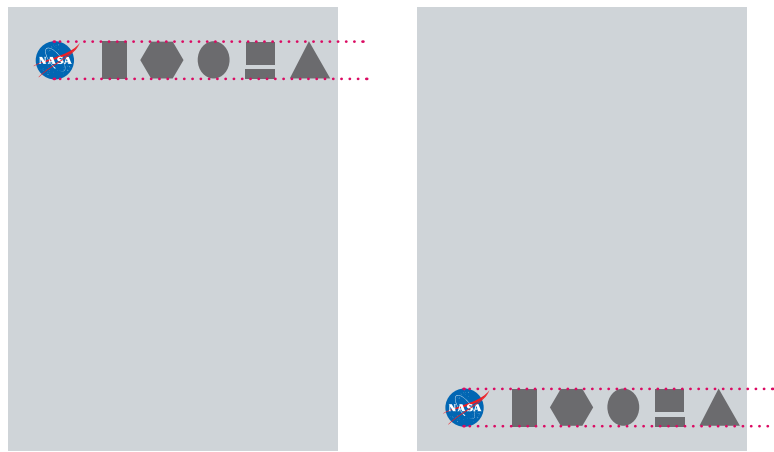
Logos of co-funding partners may be used in NASA communications material, commercial merchandise, hardware or vehicles if they have **advance approval by the Assistant Administrator for Public Affairs or designee**.

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

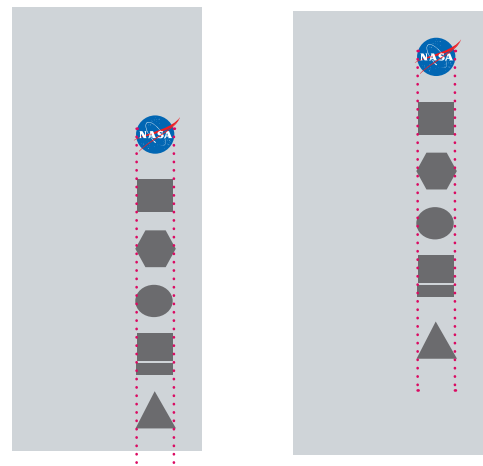
When creating a grouping for a NASA publication, the insignia must be the first logo to appear—farthest left in a horizontal configuration or topmost in a vertical one.

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 7).



Examples of acceptable co-sponsor logo groupings





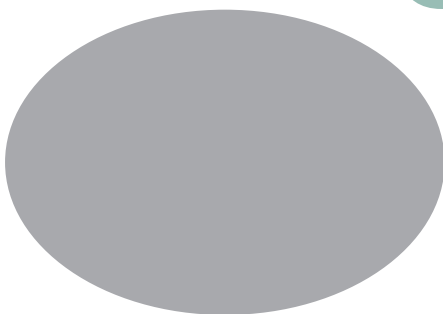
## Astronaut Crew Emblems

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 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.

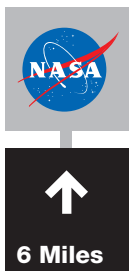


Possible shapes for astronaut crew emblems.

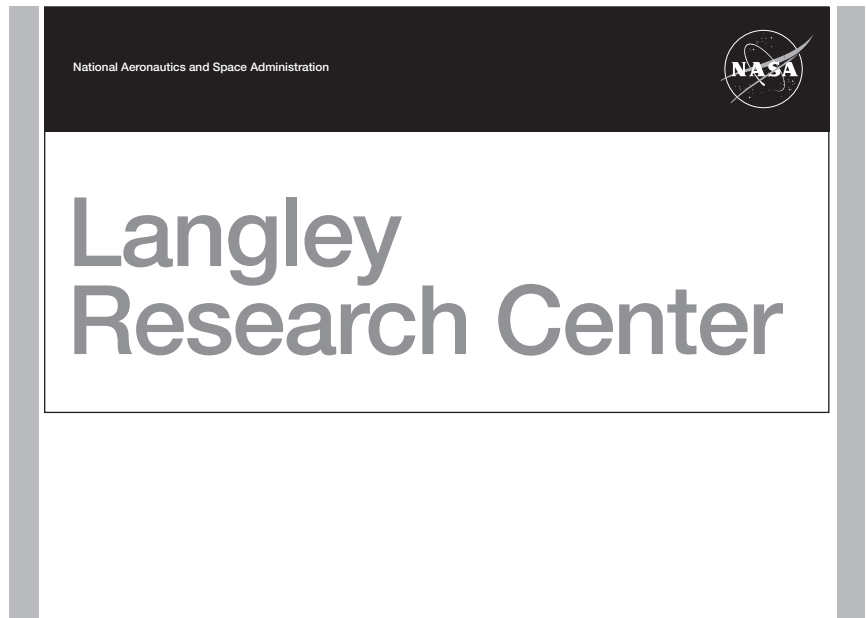


While astronaut crew emblems are acceptable, in order to maintain a unified presentation, center, program and project logos may not appear on external NASA communications material (see page 27).

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.

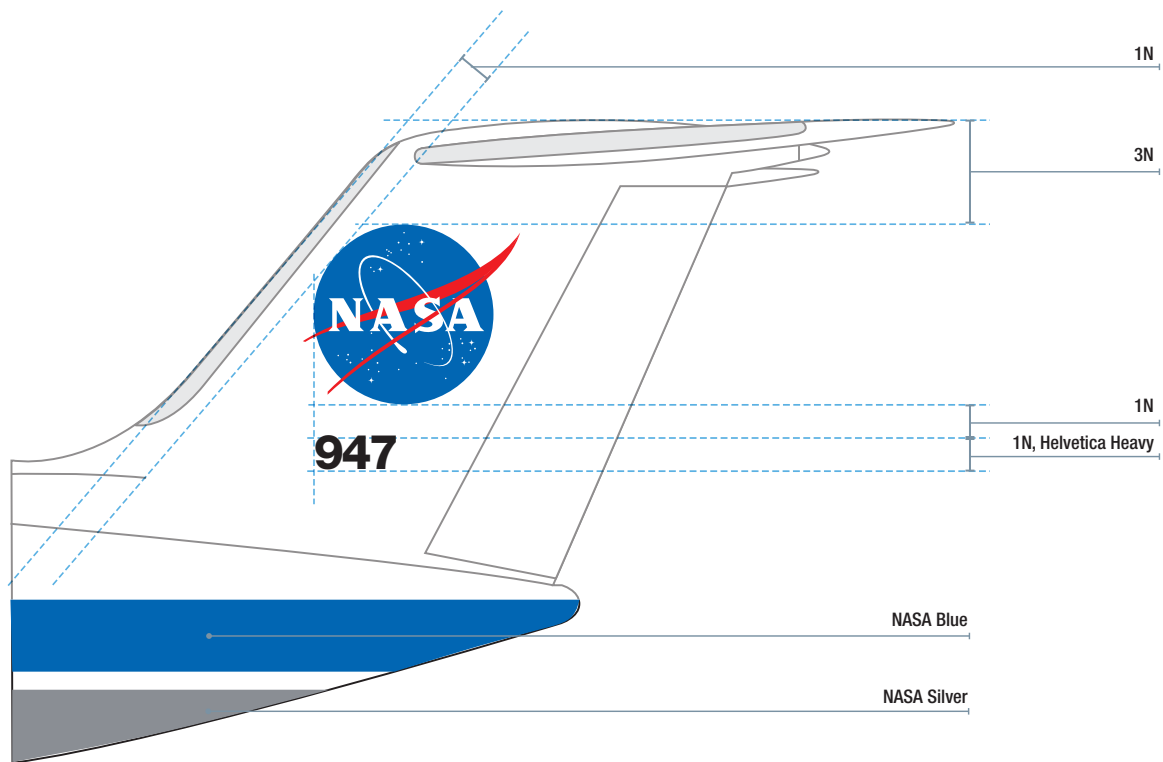


Exterior directional sign outside a center

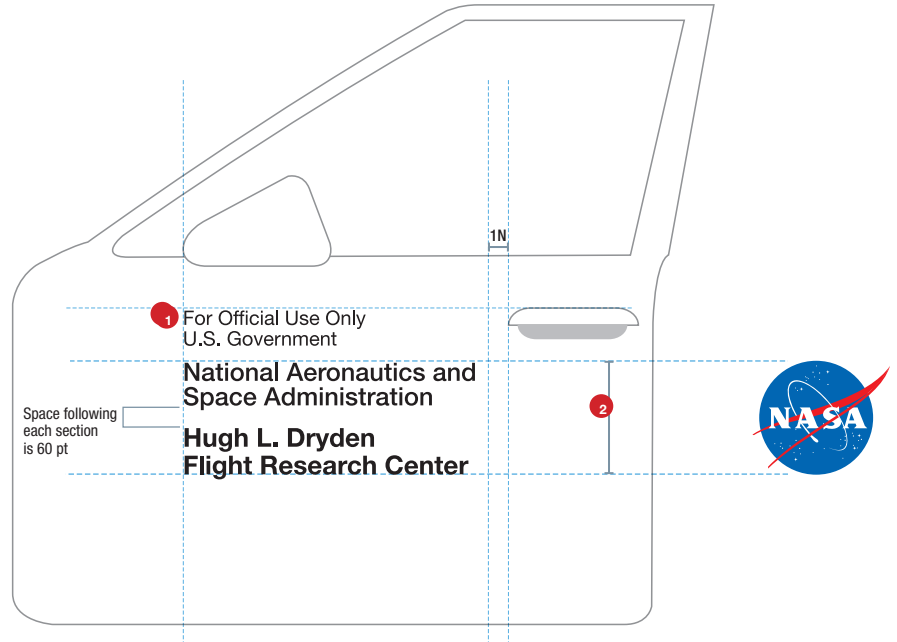
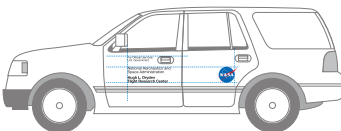
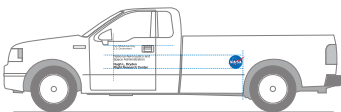
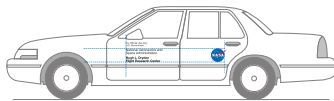
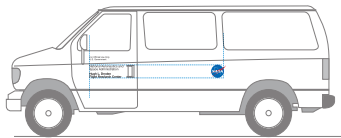


Exterior directional sign inside a center

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.



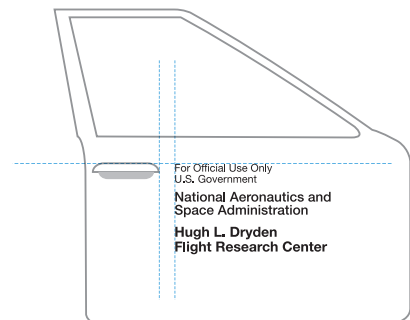
Please refer to the following illustrations for guidelines on how to place the NASA identifier configuration on government-funded vehicles. Contractor names and logos may not be used.



Driver-side door

- 1 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

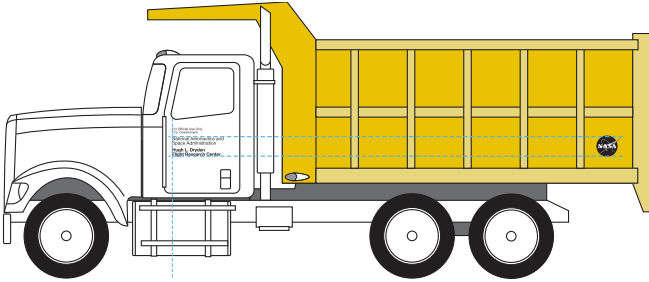
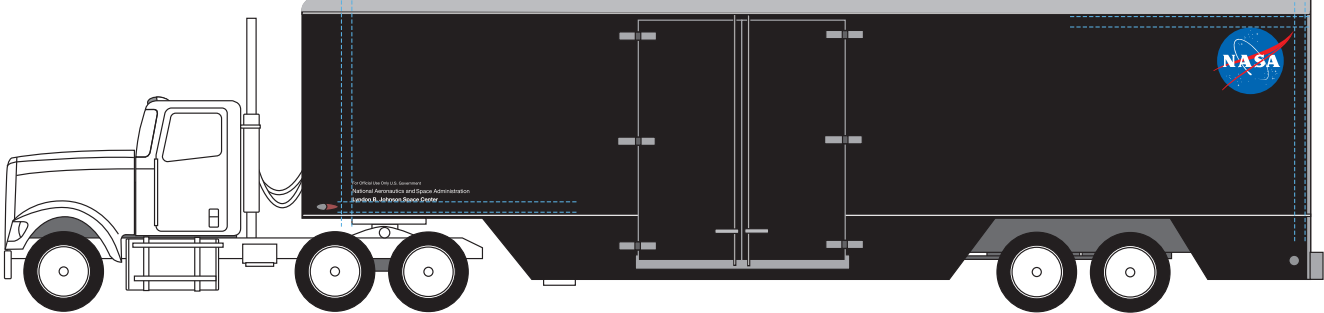
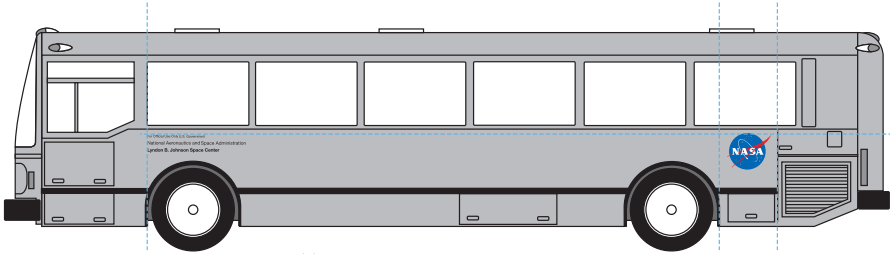
- 2** The height of the NASA insignia should be equal to the combined height of the agency and center names



Passenger-side door

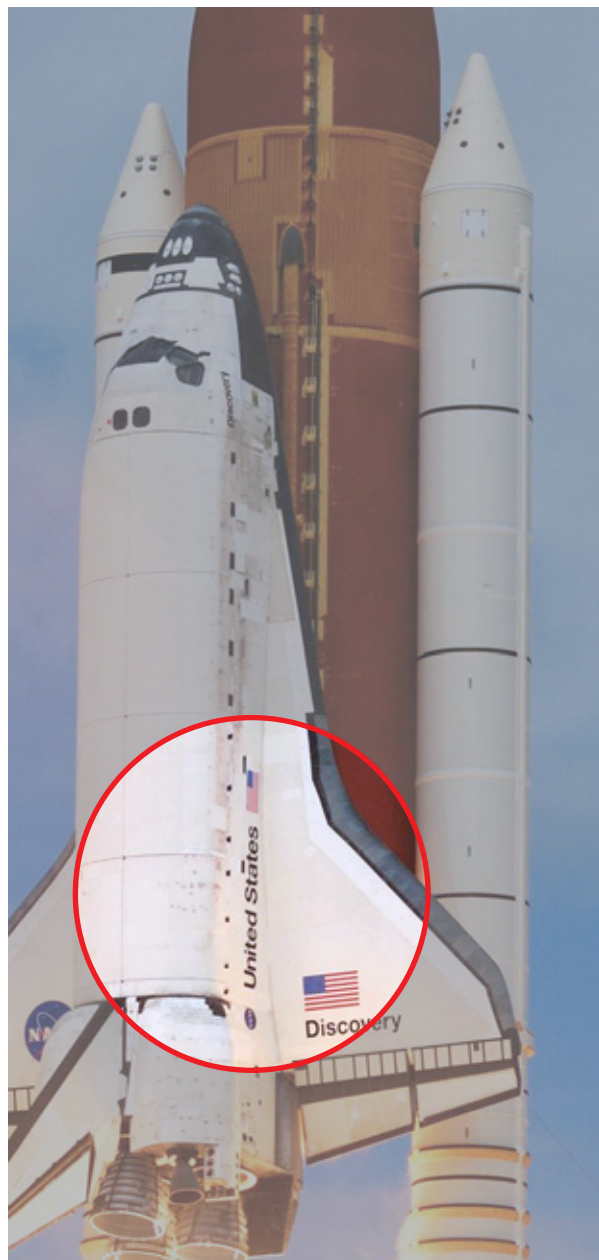
Vehicles

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



Approved NASA identifiers for spacecraft include the NASA insignia, United States or the USA abbreviation and the flag of the United States.

According to the Code of Federal Regulations 14 CFR 1221.112, program identifiers must have the pre-approval of the Associate Administrator for Public Affairs or designee.





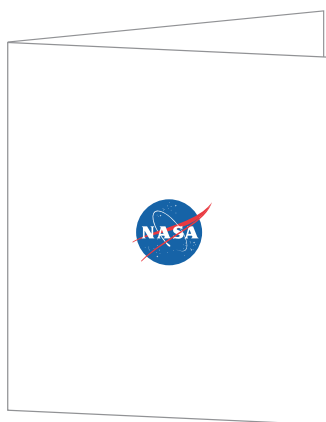




## Off-the-Shelf Stationery

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

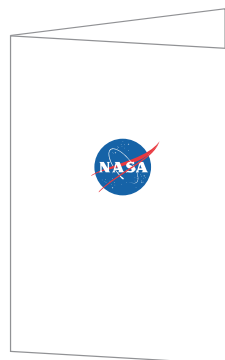
These products do not necessarily meet the graphic standards as outlined in this Style Guide because they are considered stationery products rather than communications material.



White Folder NF 728



Name Badge NF 1753



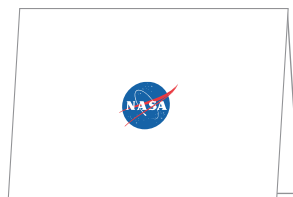
Program NF 1750



Certificates NF 1755



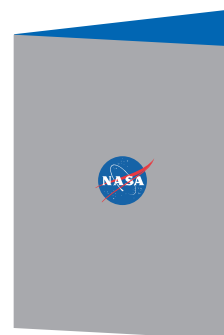
Table Tent NF 1754



Invitation, Note Card and Thank You Card NF 1751

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

- >> Name badges
- >> Invitation, Note Card and Thank you cards
- >> Programs
- >> White folders (no template)
- >> Table tents
- >> Certificates



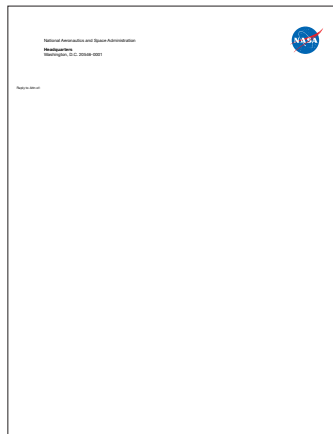
An alternative silver and blue folder is available at minimal cost.

These standard products do not need to go through the Communications Material Review process. These standard products are available through the NASA printing offices.

Please note that the 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 specifications for the electronic files needed to create these standard products are available at <http://communications.nasa.gov>.

- >> Letterhead
- >> Envelopes
- >> Postcards
- >> Mailing labels
- >> Notepads
- >> Business cards



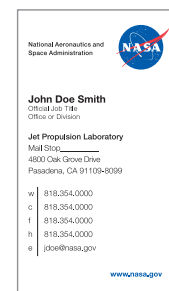
Letterhead



Envelopes



Notepad



Business Cards



Postcard



Mailing Label





## 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.

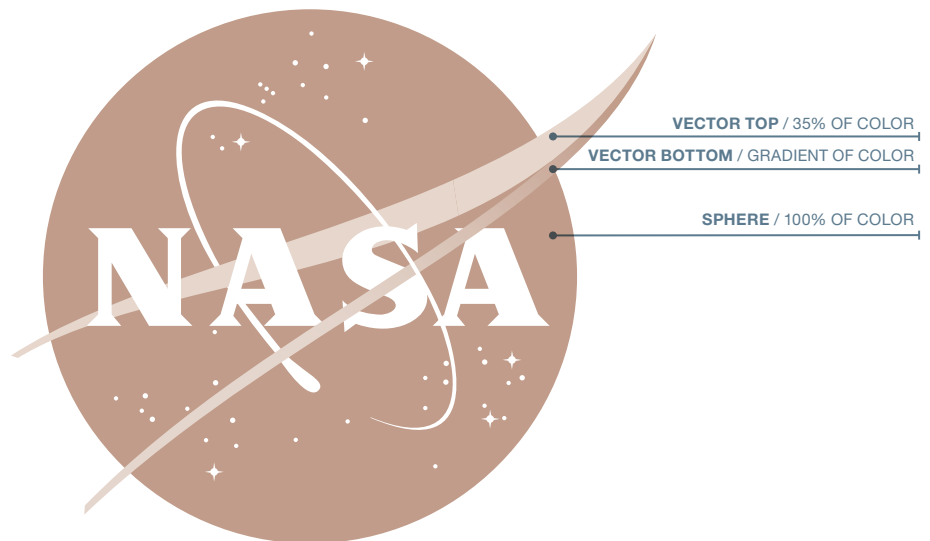
The NASA seal and insignia should never be used together.

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.

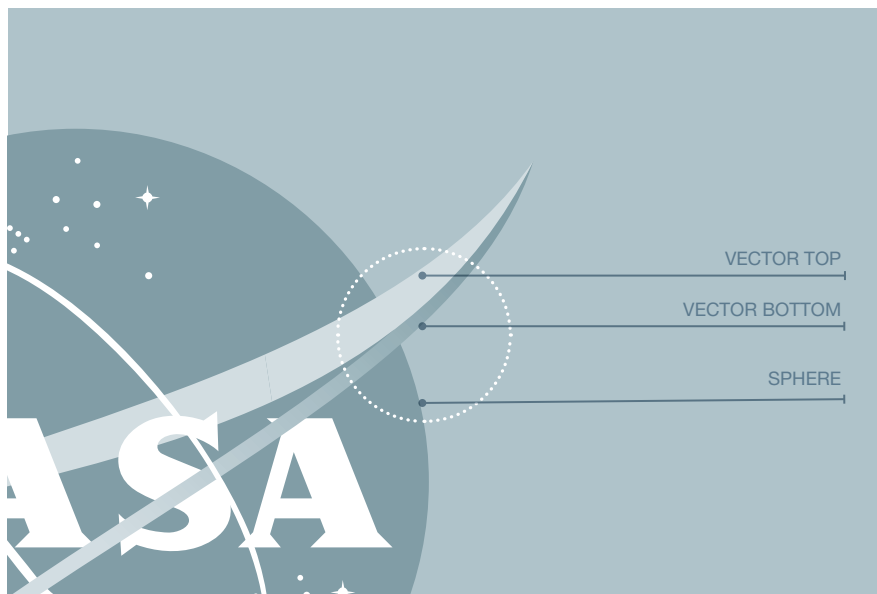
The one-color insignia consists of percentages ranging from 100 percent to 35 percent of an appropriate color.

- >> The vector top is 35 percent of the color.
- >> The vector bottom is a gradient ranging from 100 percent to 35 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 in which the vector top, vector bottom and sphere are clearly visible against the background.

**UNACCEPTABLE**

The background is too light, so 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, so 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.



**UNACCEPTABLE**

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



**ACCEPTABLE**

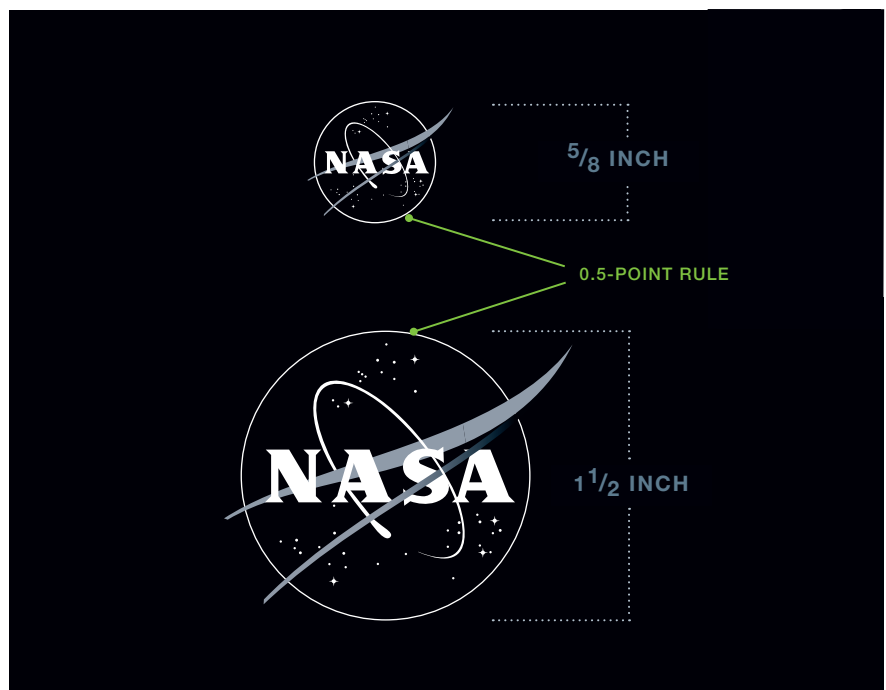
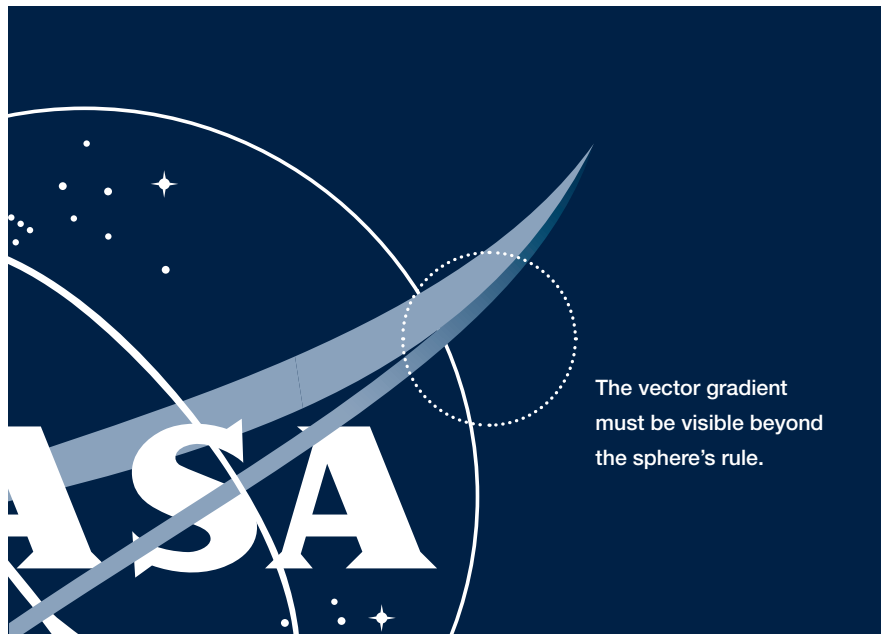
This background is dark enough to display the vector gradient clearly.



**ACCEPTABLE**

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

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





## Background Control: One-Color Insignia and One-Color Insignia with White Rule

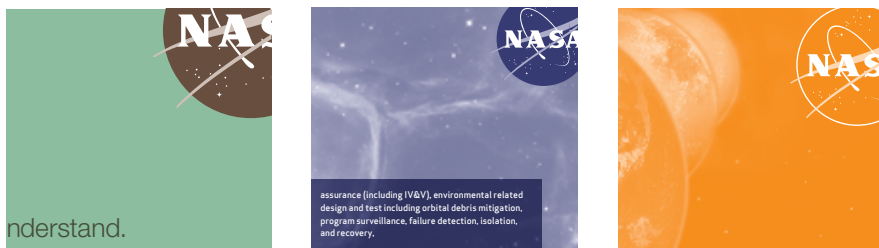
## Light Color Backgrounds

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.



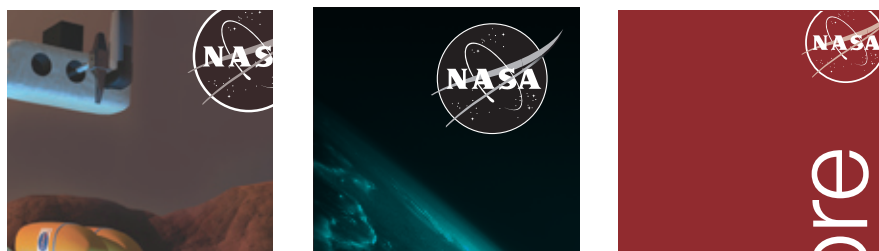
## Medium Color Backgrounds

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.

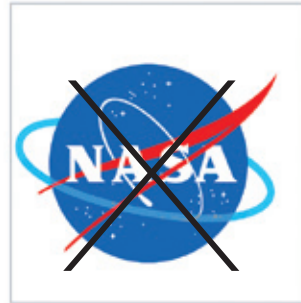




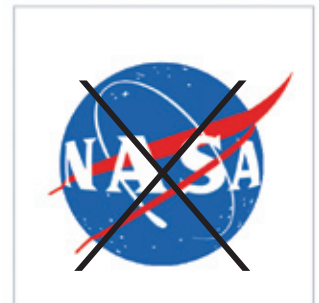
Never delete elements of the insignia.



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 the 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.

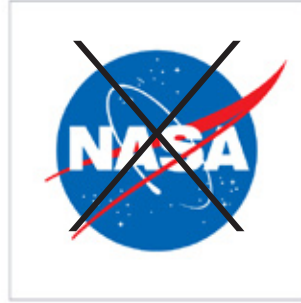


Never blur the insignia.

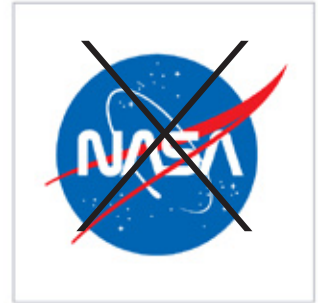
Insignia Violations



Never incorporate other text into the insignia.



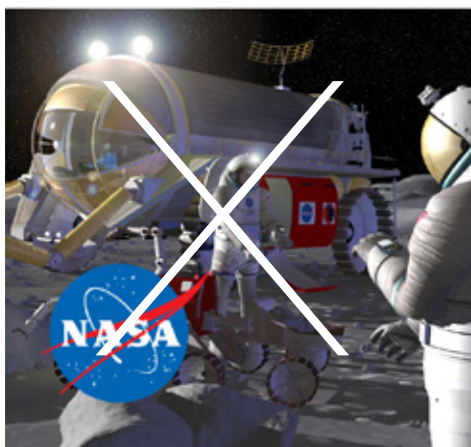
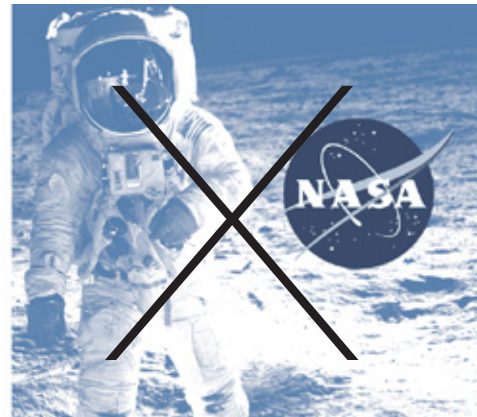
Never change the typeface in the insignia.



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 violate the insignia's protected space by placing an image over the insignia.