NASA PSYCHE MISSION

Design and Copy Guidelines

V.2 6.1.20

The purpose of this document is to establish boundaries and best practices in the use of the Psyche Mission badge and visual system. Following these guidelines will ensure consistency and quality in all Psyche-related designs.

Table of Contents

THE BADGE

The Badge

This is the primary badge of the Psyche Mission. It consists of an abstract representation of the asteroid itself, and a container shape that holds the name and mission tagline.

Badge—Solid
The primary logo/badge. This version
of the mark should be used in most cases.

Badge—Outlined
Can be used as an alternative to the
primary logo, on light backgrounds.

Icon
For use in small scale applications where
the standard text would not be legible.

Use these versions of the badge when printing
in multiple colors is not possible.

Clear Space

To ensure legibility, and area of empty space should be maintained around the badge that is equal to or greater than the diameter of the central circle.
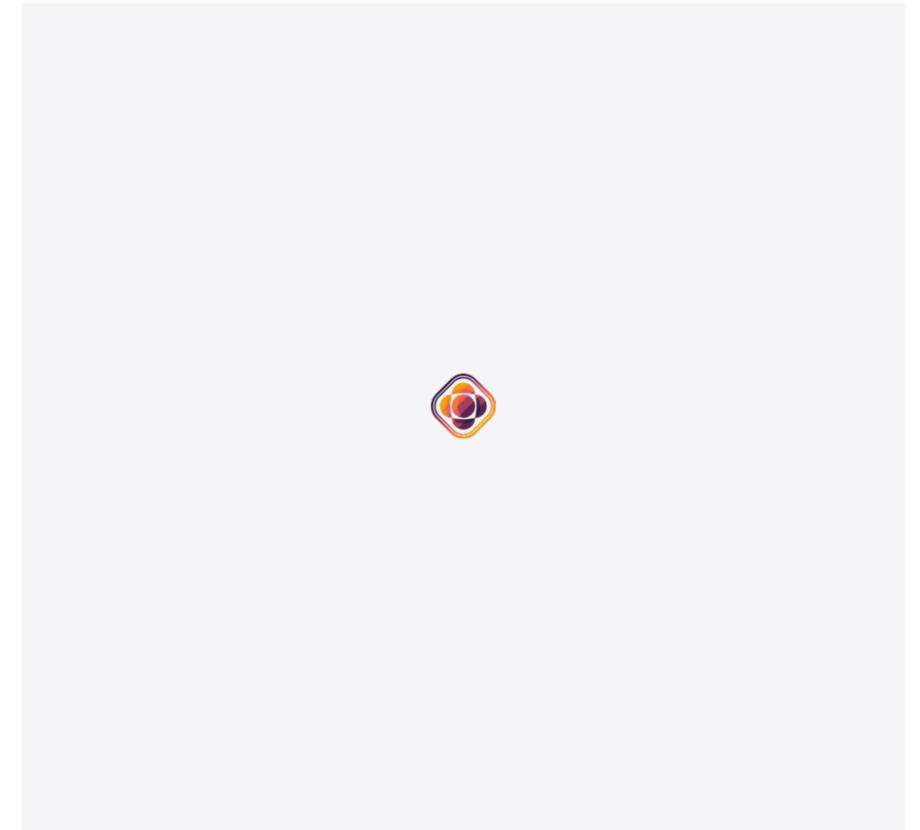

1x

1x

1x

1x

1x

Minimum Sizes

To ensure legibility, the badge should not be reproduced smaller than these sizes in digital or print applications. For applications under the minimum size of the badge, use the icon.
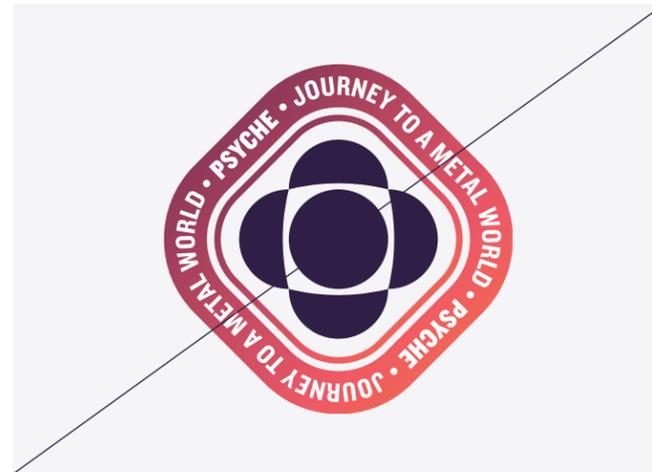
Primary Badge
100px
1.375"

Icon
25px
0.35"

Don't rearrange the logo.

Don't change the logo colors.

Don't rotate the logo.

Don't remove parts of the logo.

Don't apply outlines to the logo.

Don't apply effects to the logo.


Don't change the logo font.

Don't distort the logo.

Logo Lineups

For documents used by internal audiences* the Psyche badge should be prominently placed in the header or footer. On external documents, the placement of the NASA insignia and partner badges (e.g., ASU, JPL, SSL, etc.) is dependent on the type of project and funding source. Designers are required to reference the Psyche communications plan and to contact the designee in the Headquarters Office of Communications (OCOMM) on a case-by-case basis to determine the required or allowable badge inclusion, url inclusions, and badge placement recommendations. On NASA materials, the NASA Insignia should be the main graphic representing the agency, and not the Psyche badge/graphic. However, OCOMM will work with the program office on best placement of all identities on NASA products.

* 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).
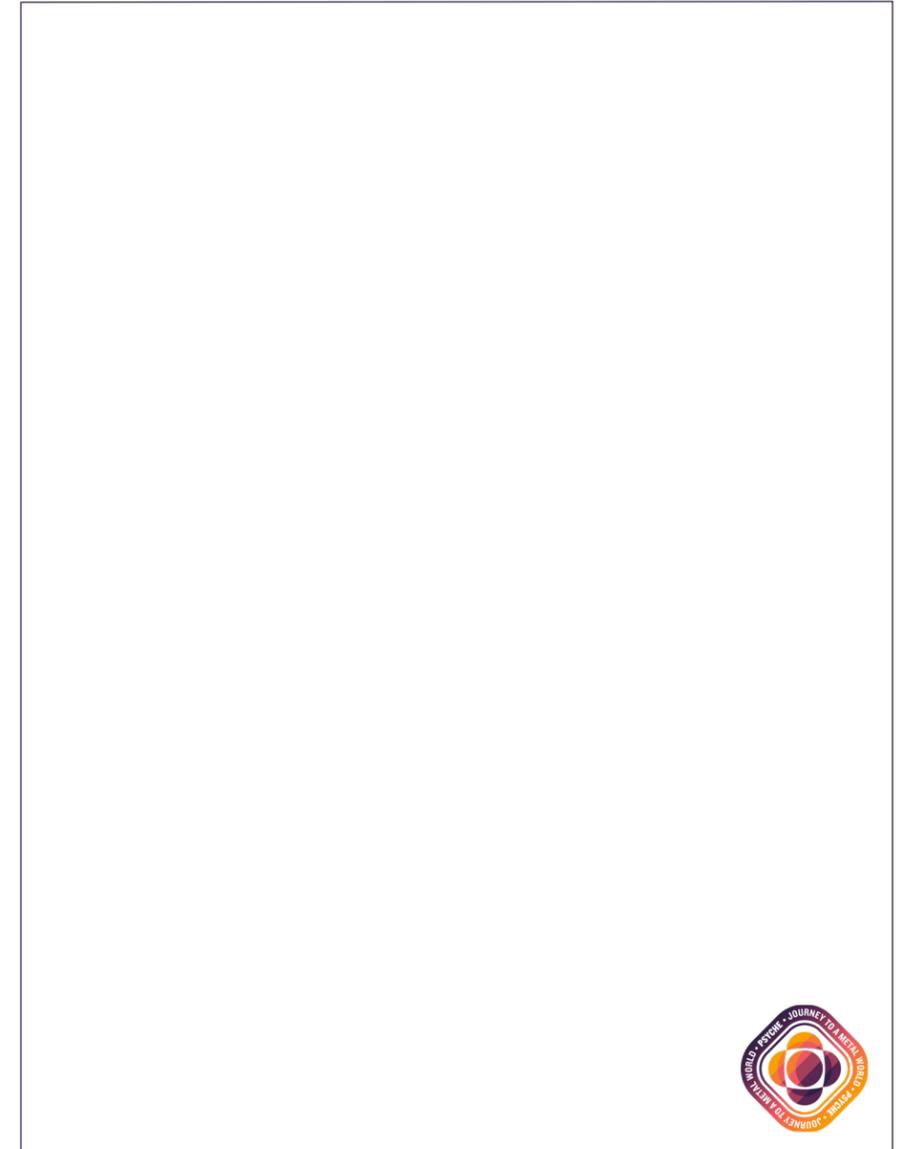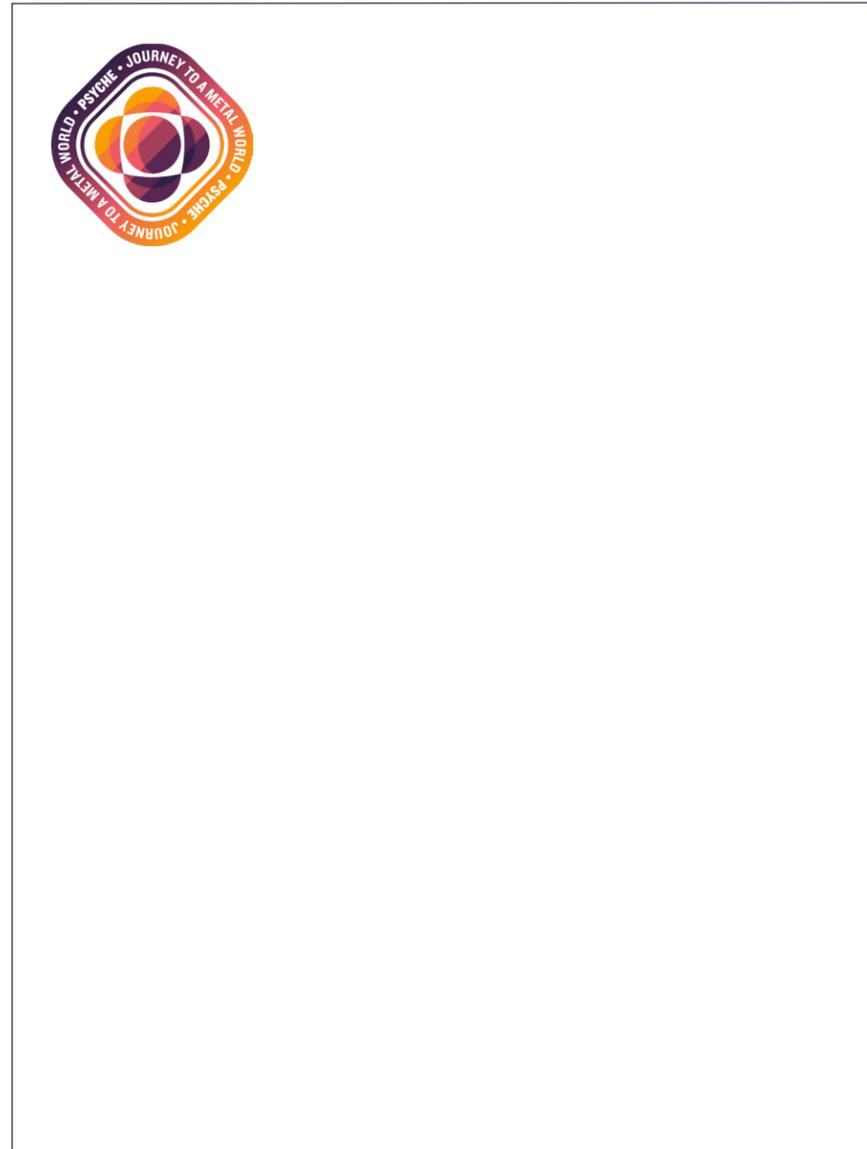
2 Color

Color Palette

These are the component colors
of the badge, and the larger brand
system. They should be used sparingly
as accents or to create hierarchy.

Mustard
#f9a000
0C 36M 100Y 2K
250R 160G 0B
PMS 7408U

Gold
#f47c33
0C 50M 80Y 4K
245R 125G 50B
PMS 152U

Coral
#ef5966
0C 63M 57Y 6K
239R 89G 102B
PMS 192 U

Magenta
#a53f5b
0C 62M 45Y 35K
165R 63G 91B
PMS 2041 U

Purple
#592651
0C 57M 9Y 65K
89R 38G 81B
PMS 2356 U

Dark Purple
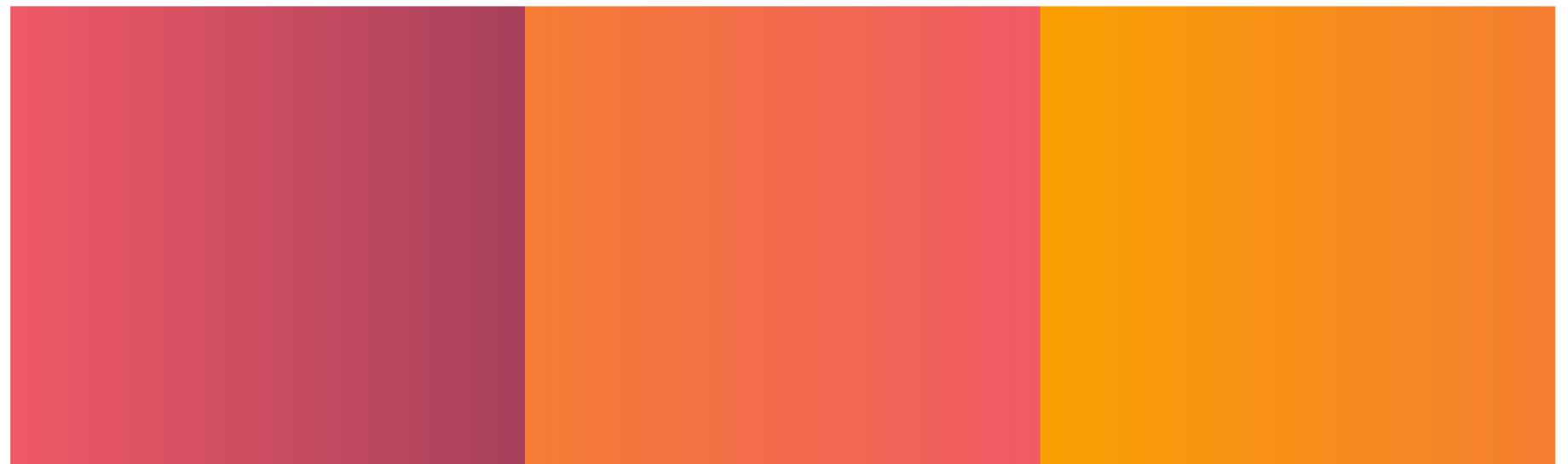#302144
29C 51M 0Y 73K
48R 33G 68B
PMS 2695 U

Backgrounds

The primary color palette can be used to create gradient backgrounds. Gradients should be created with only two adjacent colors.

Dark Purple—
Black

Purple—
Dark Purple

Magenta—
Purple

Coral—
Magenta

Gold—
Coral

Mustard—
Gold

Neutral Palette

A secondary set of neutral greys can be used to create hierarchy or organization in a layout, and should be based off these tints of a rich, cool black.
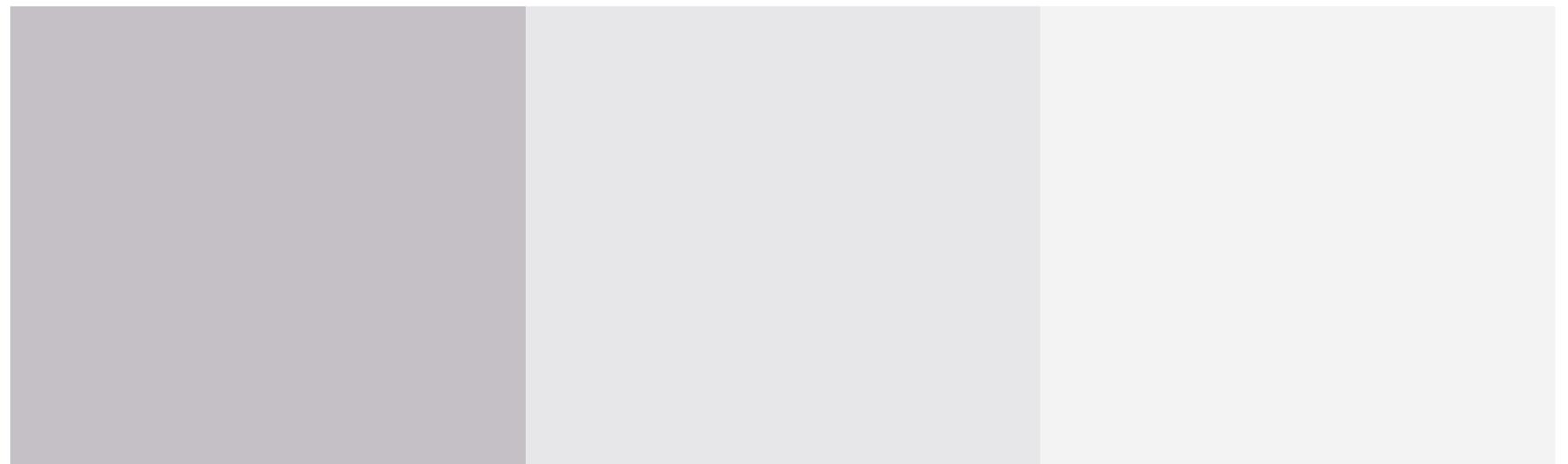
Black
#12031d
38C 90M 0Y 89K
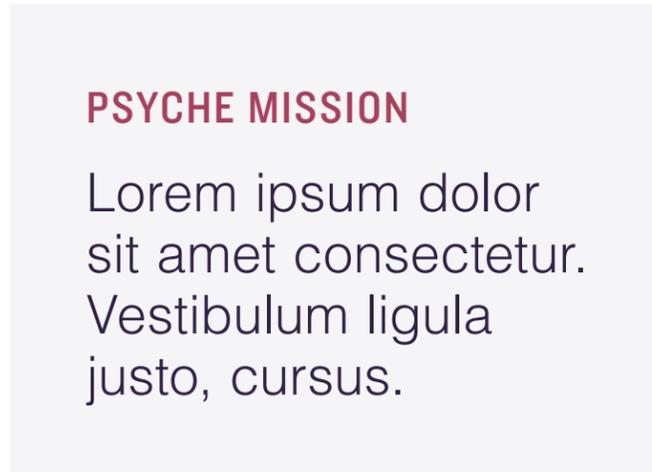18R 3G 29B
PMS 5255U

75% Black

50% Black

25% Black

10% Black

5% Black

PSYCHE MISSION

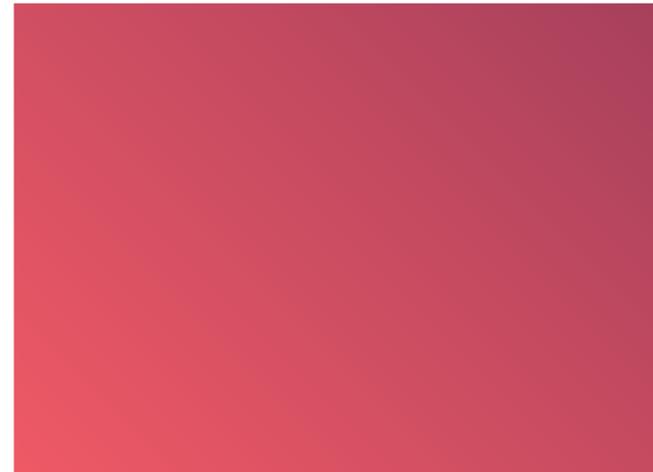Lorem ipsum dolor sit amet consectetur. Vestibulum ligula justo, cursus.

PSYCHE

Use backgrounds with enough contrast for the badge to stand out.

Use color to create hierarchy and emphasis in typography.

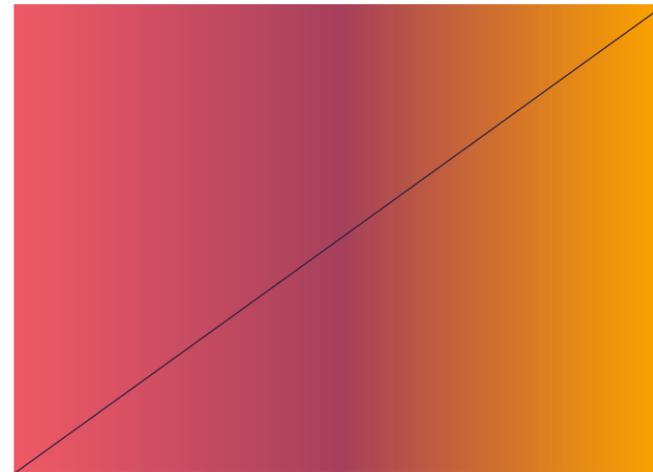Use the gradients at angles to provide visual interest and variety.

Use white typography over gradients to ensure proper constrast.

PSYCHE MISSION

Lorem ipsum dolor sit amet consectetur. Vestibulum ligula justo, cursus.

PSYCHE

Do not put the badge on pure colors or mid-tone backgrounds.

Do not use more than one color in typography.

Do not use more than two colors in a single gradient.

Do not use gradients in typography.

Aa

ABC123

Aa123

Knockout

This font is used in the badge and as a secondary wordmark. It can also be used for titles and short headlines.

Helvetica

Use this font for longer headlines, body copy, and any web applications.

Type Styles

All messaging should be kept as simple and legible as possible. Use consistent sizes and treatment for headlines, copy, and any other type element to create a structure and improve readability.

TITLES

Knockout / JuniorWelterwt
12pt/15 +50 Tracking
Magenta

HEADLINES

Helvetica / Light
32pt/38 +20 Tracking
Dark Purple

BODY COPY

Helvetica / Light
14pt/20 +20 Tracking
Dark Purple

CAPTIONS

Helvetica / Regular
10pt/14 +20 Tracking
Dark Purple

LOREM IPSUM

Lorem ipsum dolor sit amet consectetur.

Bitis si conse volo verum ius volo tem et unti id que nimus ad maiorem iniscime eatur? Quibuset ist apicate doloreperum re que prores suntur? Magnime nonse dolesti omnieni.

Ipsae saperorrum es maxim volendi gnienis eum dolupta estrum aspit et omnihit.

Molorepre officatur sunt quam exces essit omnia core, con nest eosant odiatiae quatium rempore ex esectur, que prepellora.

Lorem ipsum dolor sit.

For questions and creative requests,
please contact:

KARIN VALENTINE
Media Relations & Marketing Manager
School of Earth and Space Exploration
Arizona State University
T: 480-965-9345
Karin.Valentine@asu.edu