

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 www.XXX.nasa.gov.



Front



Back

Multipage Publications: Bookmark Template

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 www.XXX.nasa.gov for both horizontal and vertical templates that must be used when creating bookmarks.

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

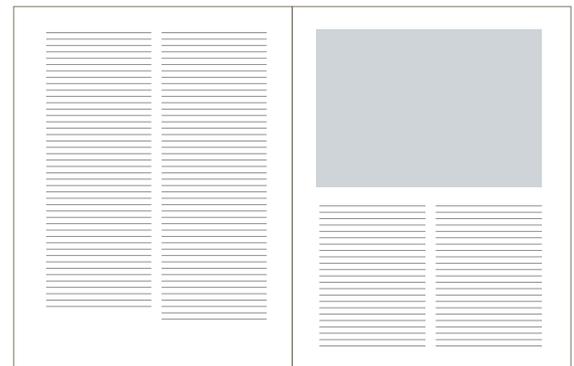
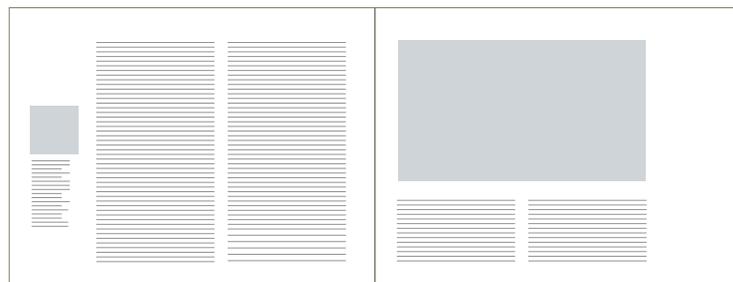


Front Options



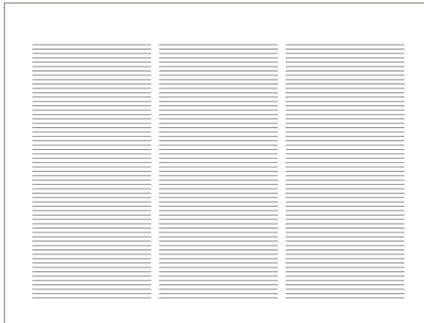
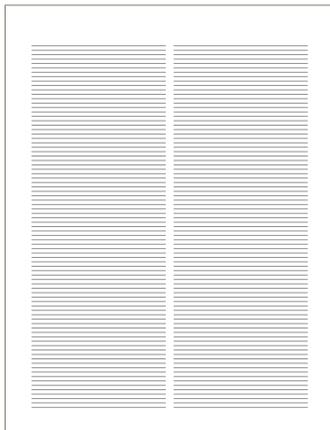
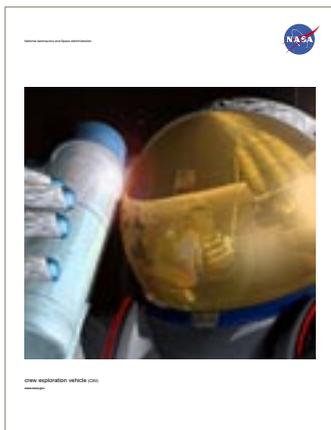
Back

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 www.XXX.nasa.gov.



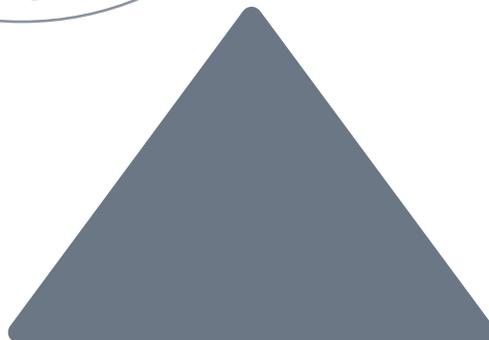
Multipage Publications: Litho Template

NASA Lithos are considered multipage publications. Go to www.XXX.nasa.gov for both horizontal and vertical templates that must be used when creating lithos.



Astronaut crew emblems for human flight are an established form of visual identification for a particular crew. These emblems may be 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. 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.

Due to 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 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.

In order to maintain a unified presentation, center, program and project logos may not appear on NASA communications material.

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.

The NASA seal may only be used by the administrator. It is not to be used as the agency identifier, except on NASA flags.

Co-Sponsor Logos

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

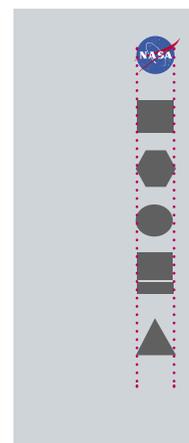
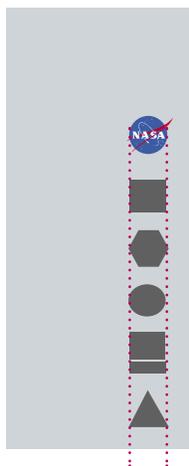
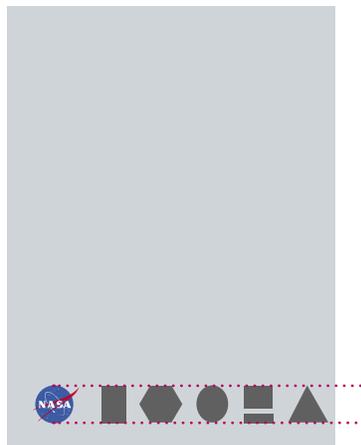
When creating a grouping, the insignia must be the first logo to appear—furthest left in a horizontal configuration and at the top in a vertical one.

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

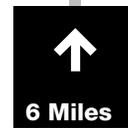
The protected space of the insignia must be maintained (see page xx).

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

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



Center Signs

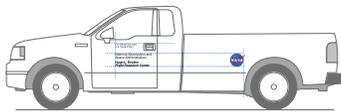
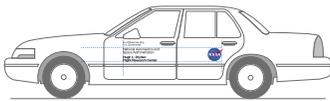
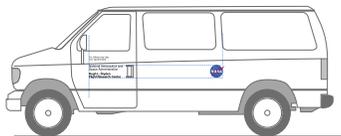


Directional signs outside a center may use the insignia alone in order to conform to local regulations. However, the color and spacial standards for the insignia must be retained.



Exterior directional sign inside a center.

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 75pt, Line Space 75pt
 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

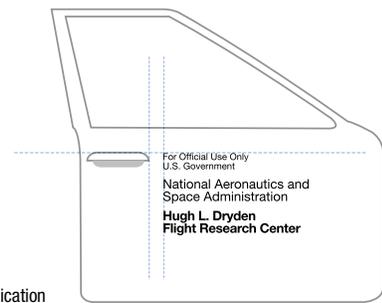
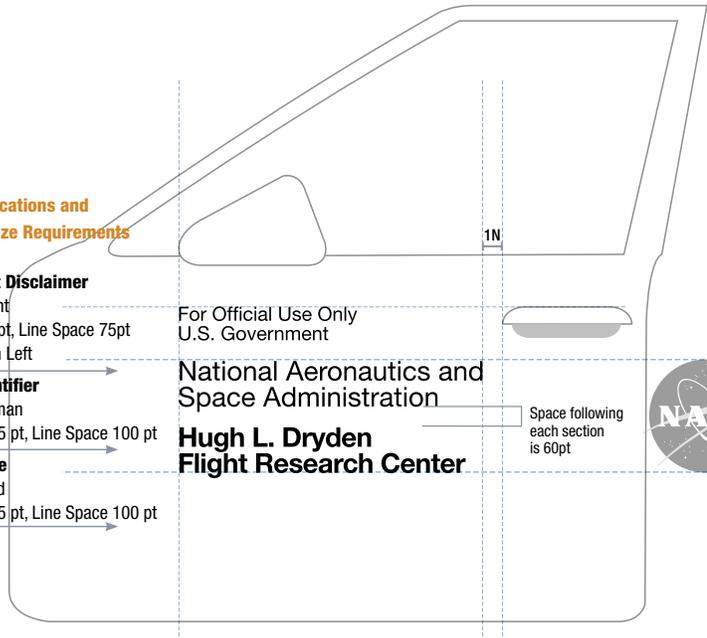
For Official Use Only
 U.S. Government

National Aeronautics and
 Space Administration

**Hugh L. Dryden
 Flight Research Center**

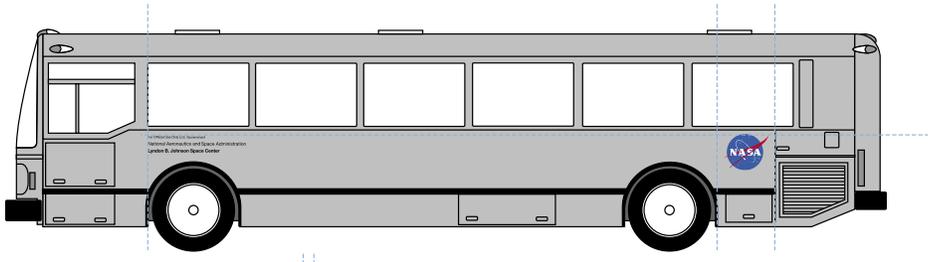
Space following
 each section
 is 60pt

Height
 of NASA
 Insignia

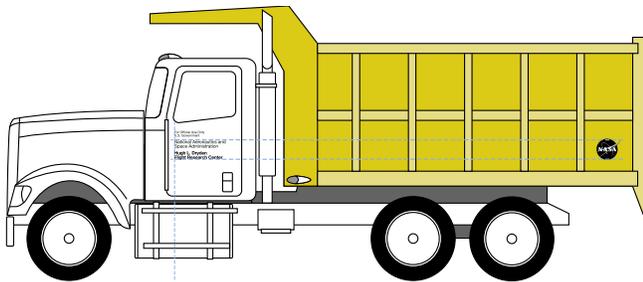
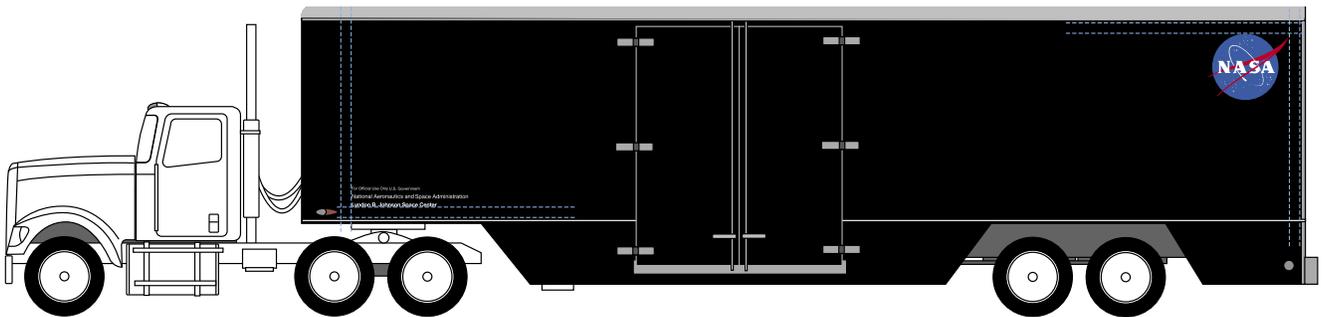


Passenger door application

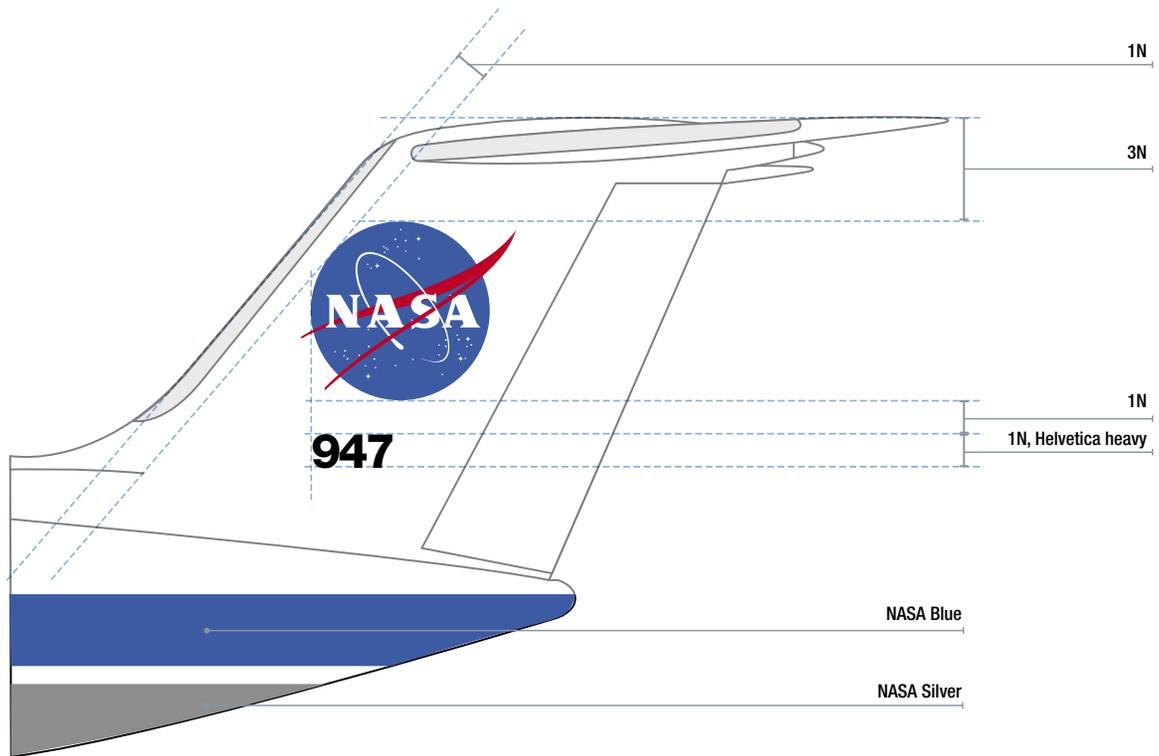
Vehicles



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



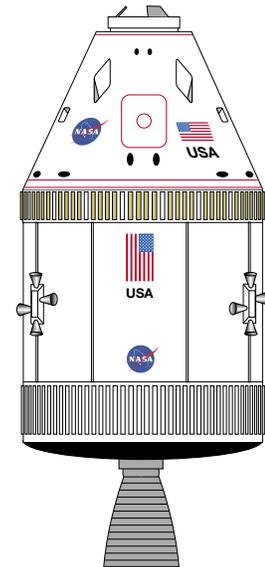
Placement of the identifier configuration should be consistent with the standards established in the Style Guide. Contractor names and logos may not appear.



Spacecraft

All NASA spacecraft must be fully marked with the insignia, the American Flag and "USA." If space allows, "United States" and the name of the craft may also be used. The height of the flag should be the same as the letters of "USA."

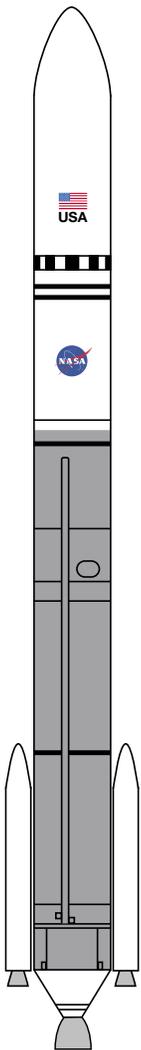
Neither center names and logos nor contractor names and logos may appear on a NASA spacecraft. Co-sponsor logos may appear (see page 32).



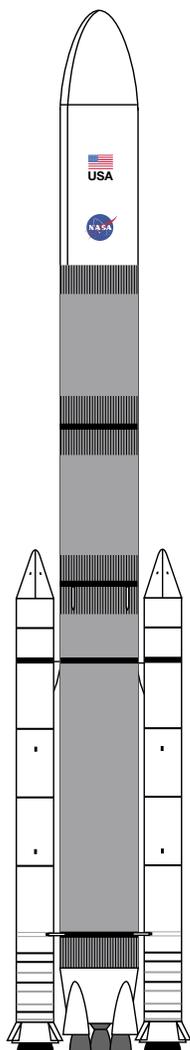
Crew Exploration Vehicle

The NASA Insignia should not be smaller than the width of the flag or "USA."

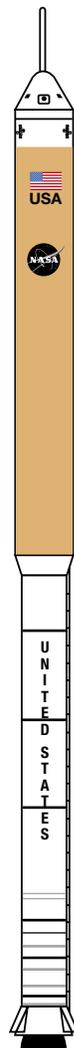
The name of the craft should be 1N height.



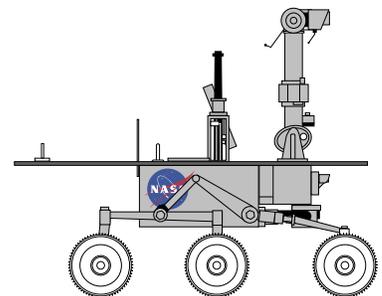
Delta 4 Launch Vehicle



Heavy Lift Launch Vehicle



CEV Heavy Lift Launch Vehicle



Mars Rover