



## A MESSAGE FROM THE VICE PRESIDENT–MARKETING & COMMUNICATIONS

The impact of any logo depends on consistent use resulting in a large number of impressions not “read” as words, but processed by the brain visually. By using a standardized graphic identity system, we can help build upon the Space Foundation’s reputation for excellence.

Please help us to reinforce, maintain and build our brand integrity by adhering to the following guidelines.

Written approval from the Vice President – Marketing & Communications and/or Director – Marketing & Creative Services is required for any alteration.

The key elements of the Space Foundation’s visual identity are:

- a. Space Foundation corporate logo and elements
- b. Space Foundation corporate colors
- c. Space Foundation corporate font(s) and style
- d. Space Foundation corporate logo usage
- e. Logo misuse/incorrect usage
- f. Corporate brand usage in standard communications
- g. Glossary of terms

Thank you for your support and adherence to our guidelines.

Kevin C. Cook

Vice President – Marketing & Communications



## CORPORATE LOGO

The Space Foundation corporate logo is the infrastructure of our work and it is our corporate signature, therefore, it must always be used correctly to maintain its integrity.

Maintaining the integrity of our corporate identity and protecting our intellectual property are of paramount importance. Please use care in following the correct usage guidelines set forth in this manual in all printed and electronic materials.

When reproducing the logo, the relationship of the “globe” mark and the company name shall not be changed in any way as set forth in these guidelines. The only exception is when the “globe” mark is used alone as a design element, such as on the business card template, and such use requires permission from the Space Foundation Marketing and Creative Services team.



**SPACE FOUNDATION**

PREFERRED



**SPACE FOUNDATION**

ACCEPTABLE

## LOGO ELEMENTS

***No part of the logo is to be removed, distorted, changed or recreated in any way.***

**Colors:** A combination of colors (including gradient), type and a graphic element form the Space Foundation corporate brand.

**Text:** The words “Space Foundation” must accompany the globe mark. The words are never to be manually typeset by other members outside the Space Foundation Marketing and Creative Services team; this includes preferred vendors and suppliers.

**Registration Trademark (@):** Must always accompany the globe mark unless the mark is too small to read (please refer to “Minimal Size and Clear Zone” Section). The registration mark can only be removed upon written approval from the Space Foundation Marketing and Creative Services team.

## CORPORATE COLORS

The Space Foundation's traditional colors are royal blue, a radial gradient of royal blue and light blue and grey (as shown to the right).

For accurate color matching, please apply the CMYK color conversions for printing.



SF ROYAL  
BLUE  
C 100  
M 72  
Y 0  
K 18



RADIAL  
GRADIENT  
ROYAL BLUE  
LIGHT BLUE



SF COOL  
GREY  
C 11  
M 1  
Y 0  
K 64



## CORPORATE FONTS

The Space Foundation brand includes the use of approved fonts for collateral, signage, websites, etc. **Avant Garde** and **Uni Sans** are contemporary and very functional fonts possessing a range of weights and styles for complex typographic needs for print and web.

### Print - Space Foundation

*Headlines Example:*

**Space Foundation Headlines 1234567890 (Avant Garde Bold)**  
**Space Foundation Headlines 1234567890 (Avant Garde Demi)**  
 Space Foundation Headlines 1234567890 (Avant Garde Medium)

*Content or Body Copy Example* - (Avant Garde Family 10pt.)

ITC Avant Garde Gothic - Book	1234567890
<i>ITC Avant Garde Gothic - Book Oblique</i>	<i>1234567890</i>
ITC Avant Garde Gothic - Book Condensed	1234567890
ITC Avant Garde Gothic - Medium	1234567890
<i>ITC Avant Garde Gothic - Medium Oblique</i>	<i>1234567890</i>
ITC Avant Garde Gothic - Medium Condensed	1234567890
<b>ITC Avant Garde Gothic - Demi</b>	<b>1234567890</b>
<i><b>ITC Avant Garde Gothic - Demi Oblique</b></i>	<i><b>1234567890</b></i>
ITC Avant Garde Gothic - Demi Condensed	1234567890

## LOGO USAGE MINIMUM SIZE AND CLEAR ZONE

The minimum size that the Space Foundation logo may be used is .5 x .65 inches as shown here. If used at this size, the registration mark (®) should be removed. The most common and preferred size for the Space Foundation logo is 1.5 x 1.61 inches as shown to use for print and website uses. The registration mark is required with this preferred size. **Note:** Logo usage guidelines do not apply when the Space Foundation logo is applied to a premium or product.

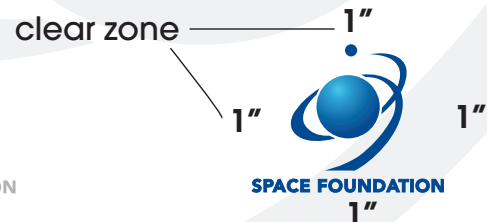
**CLEAR ZONE** - This is the clearance around the logo. The Clear Zone surrounding the logo is designed to maintain the integrity of the logo by keeping all other graphic elements from distracting, diluting or interfering with the logo. This Clear Zone is to be kept free of text, folds, page trim, photography, other logos, or any busy, distracting graphic imagery.

As the size of the logo increases, so shall the Clear Zone around the logo which should increase in proper proportion. This enables the logo to be sized and used correctly.

PREFERRED SIZE



REDUCED SIZE





## LOGO MISUSE/INCORRECT USAGE

The images to the right illustrate more obvious ways a logo can be misused or incorrectly sized or distorted. When sizing the Space Foundation logo – it is critical to only pull on the diagonal handles so it doesn't become distorted. A distorted logo is unacceptable.

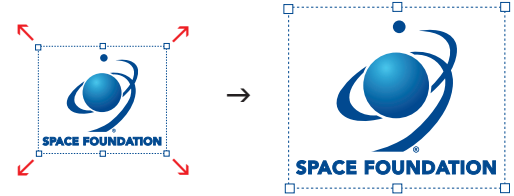
Also, avoid using the logo against backgrounds which conflict with the corporate colors, prevent good contrast or clear legibility. This will also include backgrounds with bright colors, multi-colors, textures, busy patterns or photographs.

### Avoid Using Busy, Textured Backgrounds

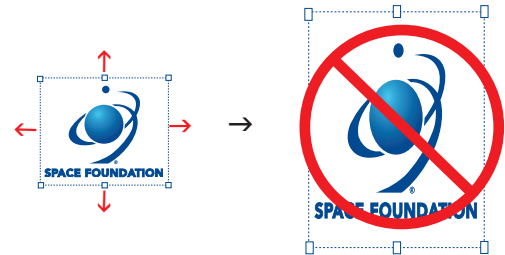


## Avoid Distortions When Resizing

CORRECT



INCORRECT



## CORPORATE BRAND USAGE IN STANDARD COMMUNICATIONS

To portray a consistent image of the Space Foundation, all printed corporate materials providing information or advertising should include all elements listed below. These items are essential to communicating who we are, where we are and how to contact us.

Items for all communication to the general public should include the following:

- The Space Foundation Corporate logo
- Address and website:  
**Space Foundation World Headquarters and Discovery Center**  
 4425 Arrowswest Drive  
 Colorado Springs, CO 80907 USA  
**www.SpaceFoundation.org**
- Phone Number for contact:  
**+1.719.576.8000 or +1.800.691.4000 (Toll Free)**
- Contact name when applicable
- Email address (Optional but recommended)
- Any dates, times, registration deadlines, price, or locations necessary for event participants

### Space Foundation Programs – Official Names and How They Should Appear in Text:

- Education
- Space Symposium
- Research and Analysis
- Public Policy and Government Affairs
- International Affairs
- Space Certification®
- Space Technology Hall of Fame®
- New Generation Initiatives
- Cyber Initiatives
- Corporate Membership
- Media and Communication Resources
- Space Foundation Discovery Center



## GLOSSARY OF TERMS

### **Bleed**

When any image on a page or surface extends off the edge or into the center fold.

### **Flush left, rag right**

A typographic specification where copy will appear vertically aligned on the left margin and will break naturally between words or hyphenated on the right side. This is naturally the most readable copy.

### **Kerning**

The spacing between individual letters and words that is measured in point increments.

### **Leading**

The spacing between lines of copy that is measured in point increments.

### **Line screen or ppi**

A photomechanical device for reproducing or printing continuous tone artwork through the conversion into dots of varying size and density. Line screens are calibrated (measured) by lines per inch or points per inch.

### **Pantone (PMS)**

Pantone, Inc. is the leading developer and marketer of products for accurate communication of color in a variety of industries. With specific number codes for each color, Pantone processing allows for detailed mixing, matching, printing and control of system colors.

### **Pica**

A typographic measurement. One pica is equal to 1/6" or 6 picas to the inch.

### **Point (pt.)**

A unit of measure used in specifying type size. There are 12 points to a pica and 72 points to an inch.

### **Reverse**

When the printed image appears white or as a lighter value than the background.

### **Sans serif**

A typestyle with no serifs and little contrast between thick and thin strokes. Avant Garde, Uni Sans and Verdana are sans serif fonts.

### **Serif**

A crossline width or variation appearing at the end of the main strokes of a type character. Times New Roman is a serif font.