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# NASA STI PROGRAM

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## Graphic Identity Standards Guide

# NASA Scientific & Technical Information Program

## Graphic Identity Standards

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# NASA STI Program Graphic Identity Standards Guide

From the  
Director

Since the early '60s, the NASA Scientific & Technical Information (STI) Program has facilitated access to the rich stores of information produced by NASA researchers. With leading-edge computer technology and information management expertise, the NASA STI Program plays an important role in the transfer of NASA technology into our everyday lives.

Today, as the curtain rises on the Information Age and its electronic data highways, the vital link between NASA researcher and private industry – information – takes on a starring role. And as economies around the world find their place in the global village, information sharing becomes commonplace. Information has captured the spotlight on the world stage.

The NASA STI Program brings to the scene a proven reputation for quality information products and services, as well as the ability to successfully manage information technology. As a team we have been cast center stage. But stealing the show has its rewards and responsibilities. The reward of increased recognition and support for the NASA STI Program carries with it the responsibility of ensuring that the image projected by the Program perpetuates positive visibility.

Like all organizations, the NASA STI Program has an image. The image of the Program determines how customers perceive the products and services the Program provides. Everyone in the Program works hard to provide the best information services, projecting a positive impression of both their personal abilities and the Program's capabilities. Visual communications – flyers, posters, training materials, printed documents, brochures, newsletters, signs – also affect the image our customers hold of the Program and its resources. To support a positive image, it is important that we adhere to a high-quality, consistent visual communications program when we represent Program resources graphically.

This graphic standards guide will help us “put our best foot forward” in our visual and written communications pieces. It provides guidelines for the consistent application of the Program name and logo design across all types of visual and written communications pieces.

An important aspect of these standards is their attention to the NASA agency logo standards and the recently revised NASA Scientific and Technical Reports standards NHB 2200.2 and NHB 1430.2. The new set of graphic identity standards presented here for the NASA STI Program dovetails with both existing sets of standards, resulting in a consistent approach for visual and written communications pieces that represent the Program.

Please note that these graphic standards are not meant to stifle creativity but form the foundation for a consistently strong visual and written image for the Program. We have carefully developed these graphic specifications and guidelines to reinforce our positive image. Your services and information resources play a major role in creating and maintaining the Program image. These graphic standards are being implemented to assist you in that role.

Use the logo and Program name on all communications, technical publications, and promotion materials. Soon they will come to stand for the valuable information services we offer and for all the dedicated individuals who make the Program succeed.

Gladys Cotter  
*Director*



## Purpose and Use Of This Guide

To present a strong, positive, and unified image, and to reflect the excellence of our many products and services, the NASA STI Program must identify itself and all of its network members consistently. To this end, this comprehensive graphics standards system for the NASA STI Program has been developed.

This guide represents an attempt to cover graphic design decisions facing the NASA STI Program and NASA Centers today. However, it cannot cover every conceivable design situation. When the graphic standards system does not address a specific design situation, consult the NASA STI Program User Services office for guidance. This guide will be updated periodically to cover new design situations.



*All NASA STI Program communications materials produced after April 1, 1994, must display the NASA STI Program signature as presented in this guide.*

### ***This Graphic Identity Standards Guide***

- Presents guidelines for using the NASA STI Program name and signature.
- Outlines the graphic presentation of the NASA STI Program signature.
- Recommends compatible typefaces.
- Offers consistent color standards.
- Provides page layouts and cover designs for printed NASA STI Program products and communications pieces.
- Provides sheets of camera-ready logos and computer disks of signature files.

### **1.1 Graphic Standards System**

Many people make their first contact with NASA STI Program information services in an impersonal way, through posters, brochures, note paper, and other printed materials. These communications pieces present an image to the viewer. They are a calling card in lieu of your presence. To the person who knows nothing about what you do and what the NASA STI Program is, the image projected by communications pieces becomes your image. If that person's first impression of you and NASA STI Program services is positive, then you are well on your way to gaining that person as your customer.

The objective of this NASA STI Program graphic standards system is to visually present the NASA STI Program and its services and products in the best light possible. In brief, the visual communications used by the NASA STI Program and its Centers should project an image of an organization that is qualified and ready to do the job it promises.

A graphic standards system starts with a graphic element that visually symbolizes an organization. This graphic symbol is augmented by the organization's name or logotype. Using these two design elements, the graphic standards system builds a consistent visual image that presents the Program to its publics.