

# National Space Society

## Logo Usage Guidelines

REV 02-19-22

The NSS logo is a trademark of the National Space Society, which is responsible for defending it against any damaging or confusing uses. Unless specified in this document, derivative versions of the NSS logo are prohibited, as they dilute the NSS brand identity. However, please contact the VP of Marketing via email if you have any questions or would like to request a variance. Email requests to [anthony.paustian@nss.org](mailto:anthony.paustian@nss.org).

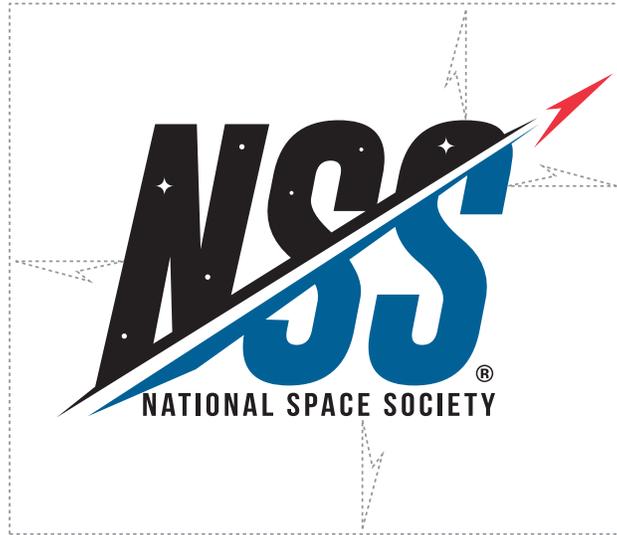
Entities within the National Space Society (NSS) (i.e., chapters, committees, teams, departments, and approved affiliates/partners) are encouraged to use the NSS logo for the benefit of NSS on their websites, brochures, promotional materials, and elsewhere. The logo or its likeness may not be used in any way that suggests that the NSS is affiliated with, sponsors, approves, or endorses any group or organization unless specific permission has been granted by the National Space Society via an MOU, contract, Executive Committee resolution, or Board of Directors resolution. Approved partners may use the logo in their materials, as long as they don't make any profit from it and comply with these usage guidelines. Rules for the usage of the logo by NSS chapters appear in Section 7 below.

### 1. Description of the Logo:

- a. The logo is the combination of two elements – a device (symbol) and wordmark (logotype - words) – See below.
- b. These elements must be used together and may not be separated or altered except in approved cases.
- c. The logo should always appear on lighter colors so as to provide sufficient contrast between the logo and the background. The logo should never appear on red, blue, or black backgrounds so as to “wash out” one or more colors of the logo. In these cases, the logo should appear as all white.
- d. The logo should always be used in such a manner so as to avoid loss of resolution, create illegibility, or display in a skewed or nonsensical orientation. If the logo must be used at a very small size making the words “National Space Society” too small to read, then one of the “No Text - NT” logo versions must be used.



- 2. Logo Spacing:** It is critical to maintain an open area surrounding the logo so it remains recognizable and does not become lost in other page elements. Other elements within a design should not obstruct the logo or prevent its clarity and visual impact. Sufficient clear space should exist around the NSS logo. A good metric for assessing minimum clear space would be the use of a single NSS logo “spacecraft” spacer on all sides of the NSS logo (see example below).



- 3. Logo Font:** Bebas – This clean, modern font will survive the test of time as styles change in popular design.

**4. Logo Size:**

- a. The logo should be legible at any size and should not be used unless there is ample space to allow for legibility. If the logo must be used at a very small size making the words “National Space Society” too small to read, then one of the “No Text - NT” logo versions must be used.
- b. The logo should not be stretched or distorted.
- c. The minimum print size is one inch wide at 300 dpi. The minimum digital size is 250 pixels wide.

**5. Logo Color Specifications:**

**CMYK:** (4-Color Process for Printing)

- Red – C-0 | M-93 | Y-76 | K-0
- Blue – C-100 | M-62 | Y-18 | K-2
- Black – C-0 | M-0 | Y-0 | K-100

**RGB:** (Digital Color for Screens)

- Red – R-239 | G-55 | B-66
- Blue – R-0 | G-97 | B-152
- Black – R-35 | G-31 | B-32

**WEB:** (Internet Color for Websites)

- Red – EF3742
- Blue – 006198
- Black – 000000

**WHITE:** (May be used in an all-white format (reversed) on dark backgrounds (see below))

- White – CMYK: C-0 | M-0 | Y-0 | K-0  
RGB: R-255 | G-255 | B-255  
WEB: FFFFFFFF

**BLACK:** (May also be used in an all-black format on light/white backgrounds - see below)

- Black – CMYK: C-0 | M-0 | Y-0 | K-100  
RGB: R-0 | G-0 | B-0  
WEB: 000000



**6. Logo Variations:**

- a. The logo should always be used in its entirety (symbol and words).
- b. The logo should not be altered for any reason including, and not limited to, modifying it for a specific event, club, or chapter.
- c. If a logo variation is requested that falls outside of these guidelines, then a formal inquiry should be made to the VP of Marketing. Email requests to [anthony.paustian@nss.org](mailto:anthony.paustian@nss.org).

## 7. Chapter Version:

Since chapters function outside the day-to-day oversight of National Space Society, they are not to use the NSS logo for any reason (i.e., website, letterhead, etc.) as it may imply the National Space Society either supports, endorses, or has approved whatever events, activities, or purposes where the NSS logo is being used. Instead, chapters should use the chapters version of the logo as shown below. ***The guidelines stated above for the NSS logo also apply to the chapter version of the NSS logo and must be followed.***

Additionally, NSS Chapters may have their own logo that is different from, and does not include in any form either the current or heritage NSS logos. Please see Annex A for examples of chapter logos that do not include any usage of either the heritage or current NSS logos.

Chapters that are currently using their own logo that contains the heritage NSS logo, or contains a distorted or modified version of the NSS logo should use the NSS logo change as an opportunity to switch over to either using the NSS chapters logo shown below, or a new chapter logo that does not have any connection to either the heritage NSS logo or the new NSS logo. Chapters may if they wish maintain a historical page on their website that describes the origin and history of the deprecated logos.

Chapters should always use the logo below in conjunction with individual chapter logos to show their connection with the NSS (and not the primary NSS logo).



## 8. Heritage Logo:

Any entity within the NSS or NSS chapter may use the heritage NSS logo in a historical fashion (i.e. to communicate that the heritage logo was used by the NSS in the past, but that the current logo is the one now in use). Whenever the heritage logo is mentioned/shown, it should be immediately followed by the current logo, EXCEPT on static historical sites such as old ISDC web pages, etc. No other usage of the heritage logo is allowed.

9. Annex A:

Examples of chapter logos that do not include any usage of either the heritage or current NSS logo.



Clear Lake Area NSS Chapter



NSS Iowa Chapter



Phoenix Chapter of the NSS