

National Space Society

Logo Usage Guidelines

REV 11-4-20

Groups 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 such a relationship exists or permission has been granted by the National Space Society. 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.

The NSS logo is a worldwide registered trademark of the National Space Society, which is responsible for defending against any damaging or confusing uses. Derivative versions of the NSS logo are prohibited, as they dilute the NSS brand identity. However, please contact the Director of Communications & Branding via email if you have any questions or would like to request a variance.

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.



- 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 globe spacer on all sides of the NSS logo (see example below).



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

- 4. Logo Size:**

- The logo should be legible at any size and should not be used unless there is ample space to allow for legibility.
- The logo should not be stretched or distorted.
- The minimum print size is one inch wide at 300 dpi. The minimum digital size is 200 pixels wide. For improved readability at small sizes, the device and wordmark may be separated with the wordmark placed to the right of the device at a larger size (see below).



5. Logo Colors:

- a. Red – CMYK: C-0 | M-100 | Y-100 | K-0 / RGB: R-237 | G-28 | B-36 / WEB: ED1C24
- b. Blue – CMYK: C-100 | M-75 | Y-0 | K-0 / RGB: R-0 | G-84 | B-166 / WEB: 0054A6
- c. Black – CMYK: C-0 | M-0 | Y-0 | K-100 / RGB: R-0 | G-0 | B-0 / WEB: 000000

The logo may be used in an all-white format (reversed) on dark backgrounds (see below):

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

The logo may also be used in an all-black format on light/white backgrounds (see below):

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



6. Logo Variations:

- a. While the logo should be used in its entirety (symbol and words) whenever possible, the symbol and words may be used separately with prior approval as long as the guidelines are followed.
- 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 Director of Communications & Branding. Email requests to anthony.paustian@nss.org.