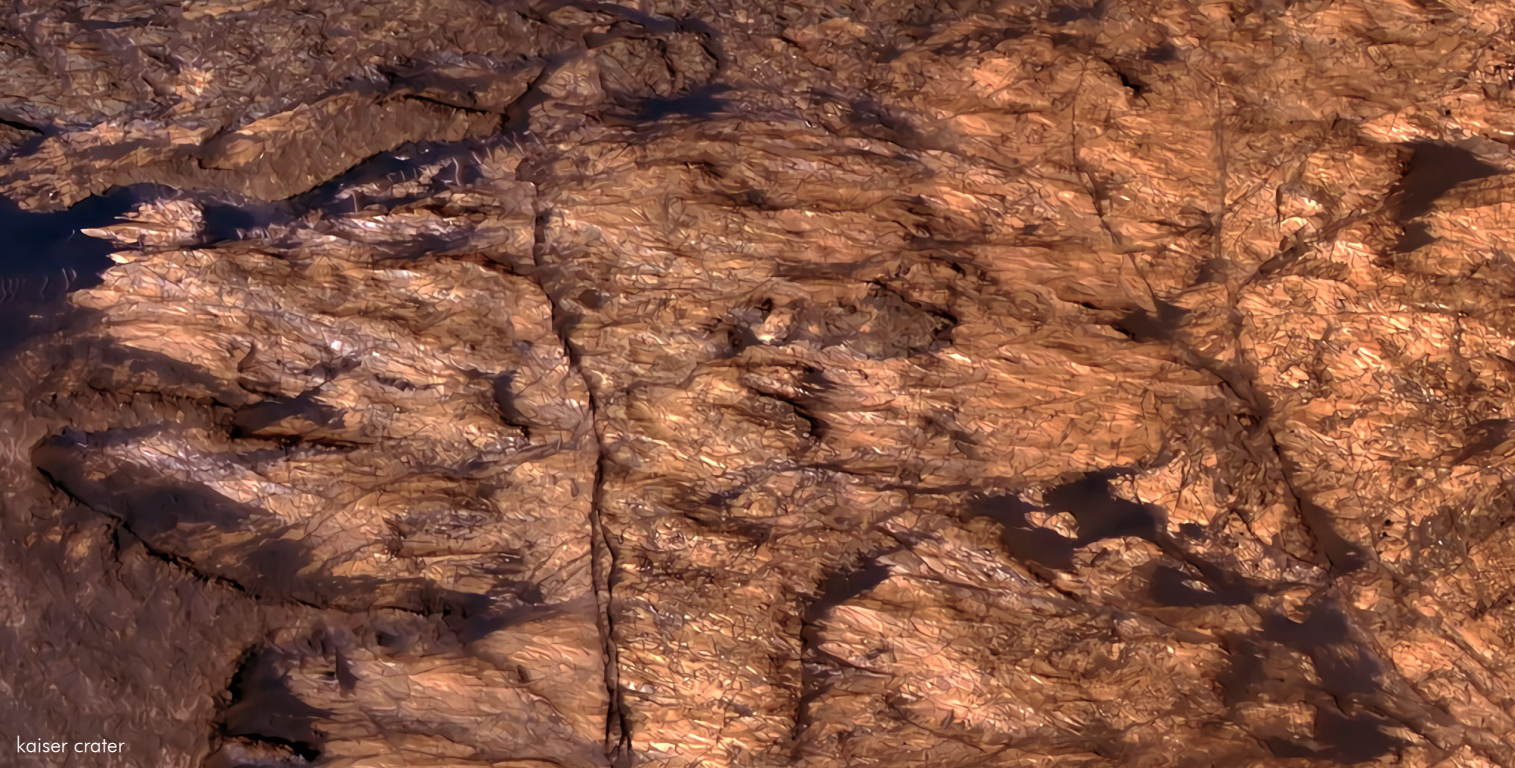


mission to  
**MARS**

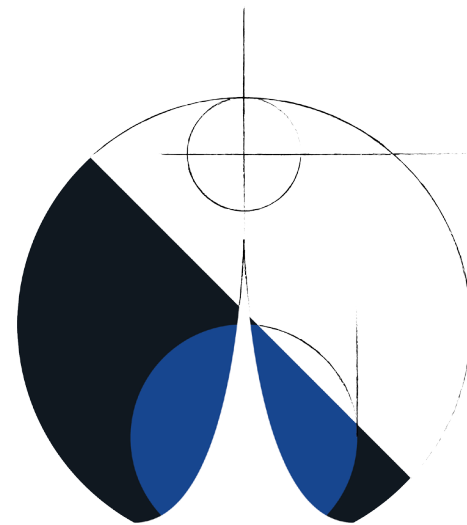


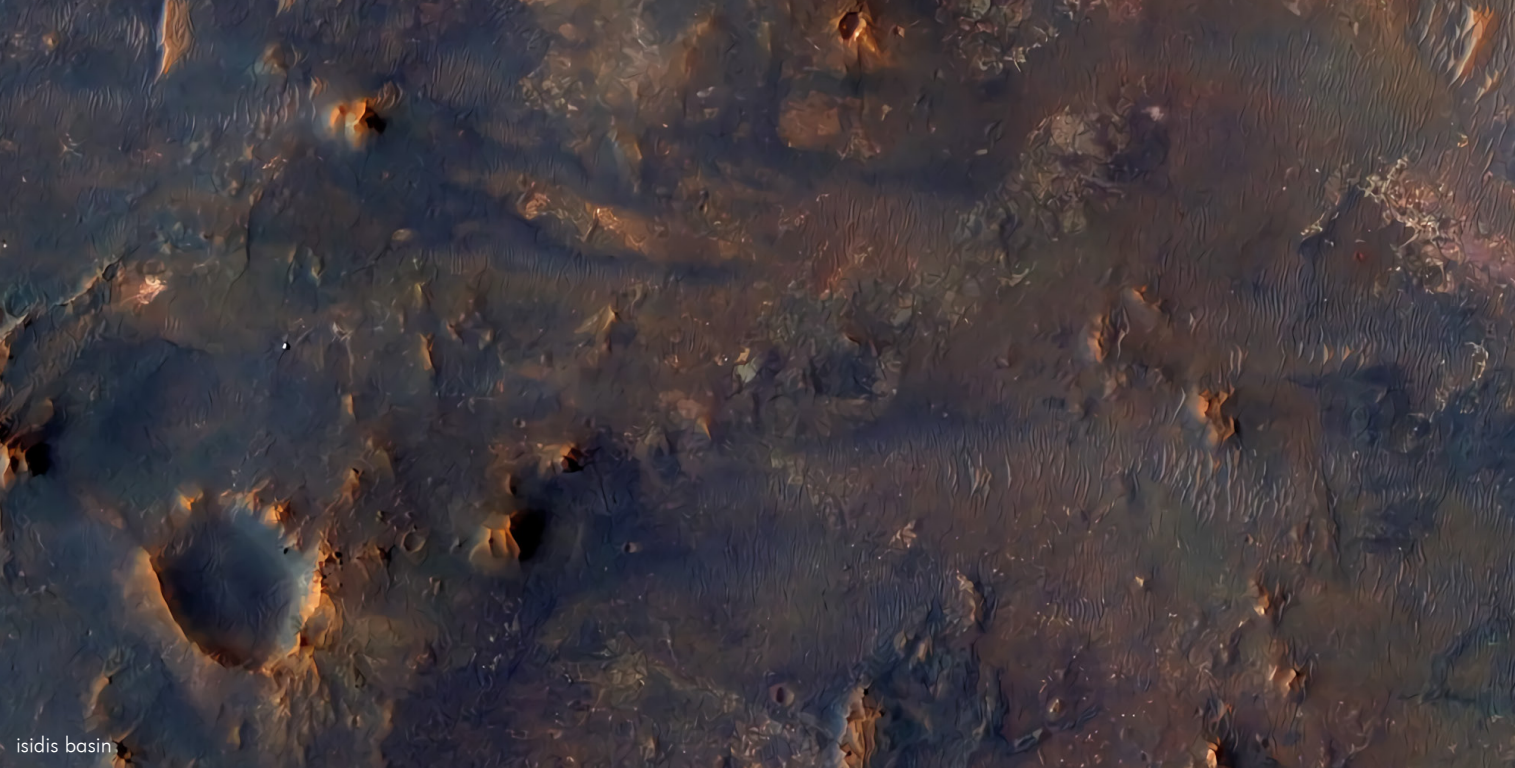
kaiser crater

1

# CONTENTS

- 02 Symbol
- 03 Proper Use
- 04 Improper Use
- 05 Whitespace
- 06 Colors
- 07 Secondary Elements
- 08 Typography
- 09 Background
- 10 Applications





isidis basin

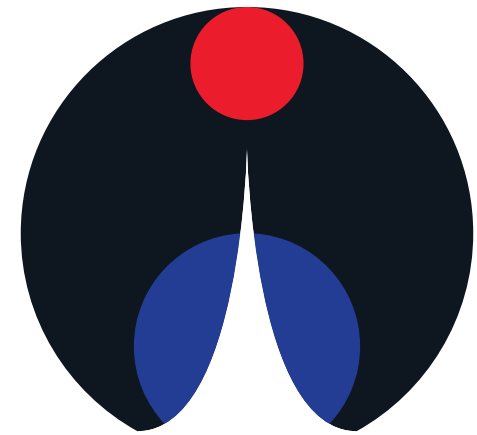
## 2

# SYMBOL

The Mission to Mars will almost definitely be a global endeavor. It will require humanity's pooled resources to reach that much farther than we ever have before. This brand has been designed to represent the American part of that effort, without forgetting the shared roles of humanity as a whole.

Because of the wide presence of the brand, it is doubly important that the guidelines in this manual be obeyed.

The logo itself is comprised of three symbols. The first is the circular black field representing space. The second is blue circle at the bottom of the logo, representing earth. The third is a red circle representing mars. The fourth and final symbol is a white rocket trail moving through the logo vertically. This symbol carries a second meaning, in that it is visually similar to the Chinese alphabet symbol for humanity.





holden crater

# 3

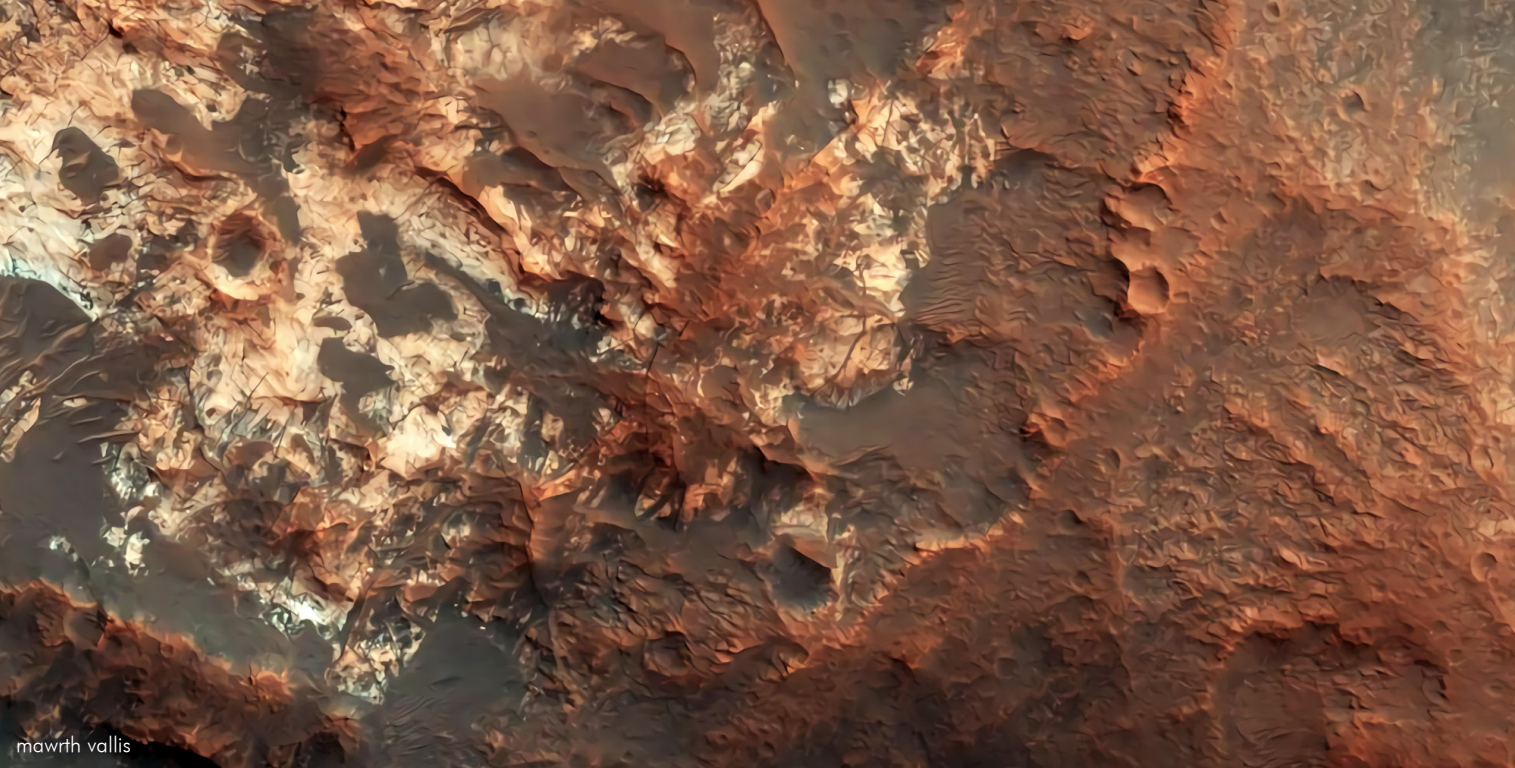
## PROPER USE

The logo is flexible to a point. Ultimately it is up to the designer to determine appropriate use. However, when in doubt, default to the rules presented here.

Acceptable logo configurations include the following:

- (a) The full logo; to be used wherever possible.
- (b) The seal alone; to be used at the designer's discretion.
- (c) A vertical configuration with the seal resting on the type; to be used when horizontal space is limited.

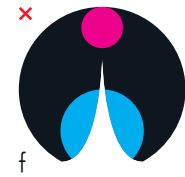
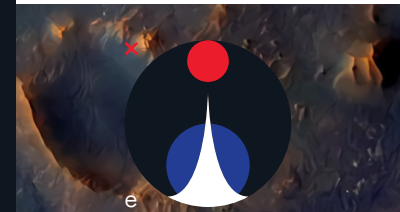


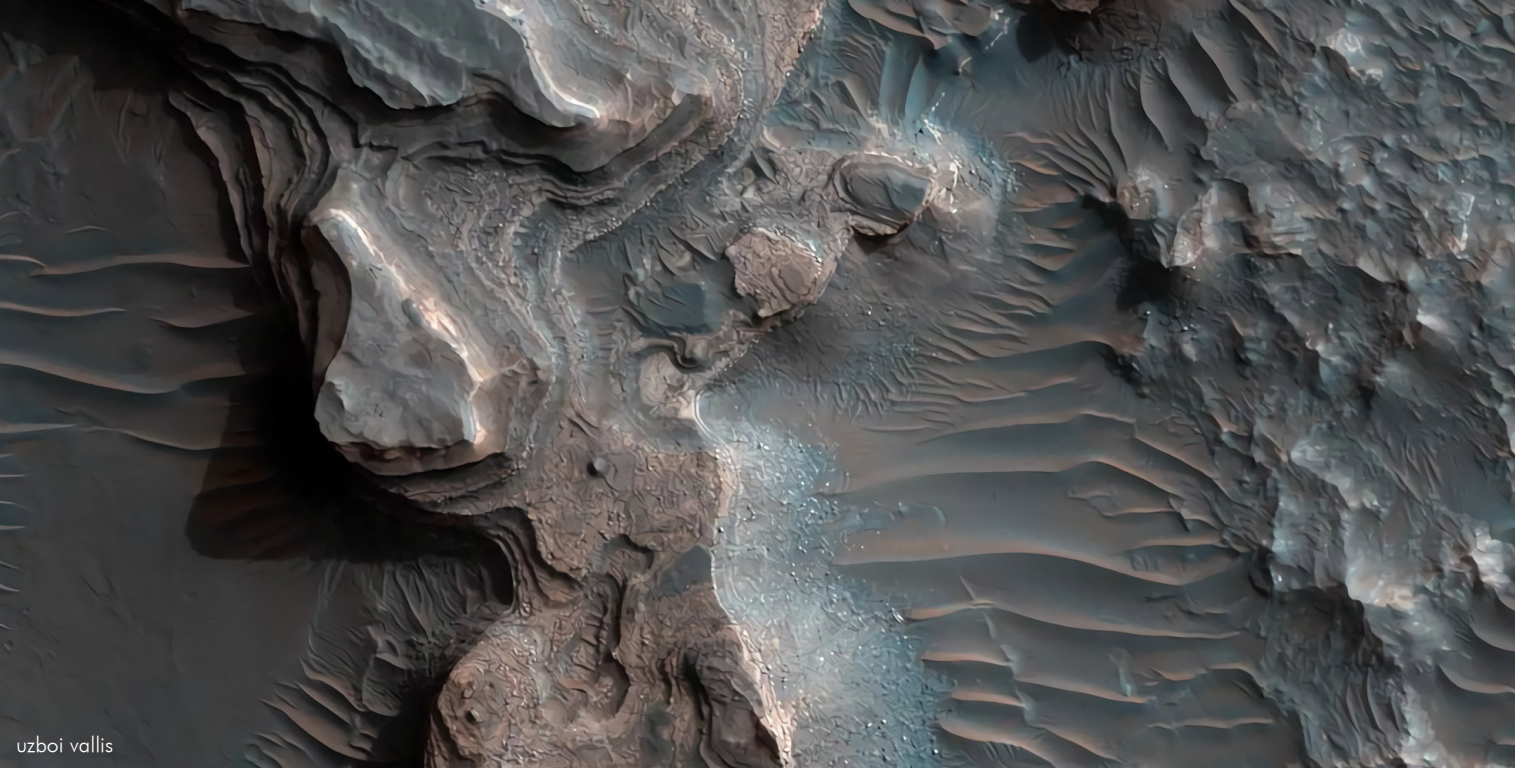


# 4 IMPROPER USE

Improper logo use includes the following:

- (a) Do not stretch the logo.
- (b) Do not rotate the logo.
- (c) Do not use individual elements of the logo alone.
- (d) Do not use arrangements of the logo not specified in this manual.
- (e) Do not place the logo on complicated photographic backgrounds. (see page 9)
- (f) Do not change logo colors.





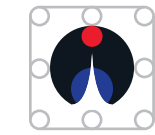
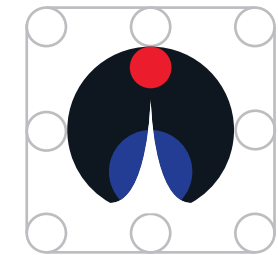
uzboi vallis

# 5

# WHITESPACE

Maintain at least one "Mars" worth of space on each side of the logo.

It is important to note that this is dependent on scale. If the logo is printed on a booklet, the "Mars" space will not be the same as if it were printed on the side of a space station.





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## COLORS

Color reproduction should be prioritized in the order listed here:

If Pantone printing is available, use it.

If Pantone is unavailable, use CMYK.

For web-based reproduction, use RGB.

Pantone Red 185 C

C:1 M:100 Y:93 K:0  
R:234 G:29 B:44

Pantone Blue 286 C

C:100 M:91 Y:2 K:1  
R:36 G:61 B:148

Pantone Black 6 C

C:82 M:71 Y:59 K:75  
R:17 G:25 B:33





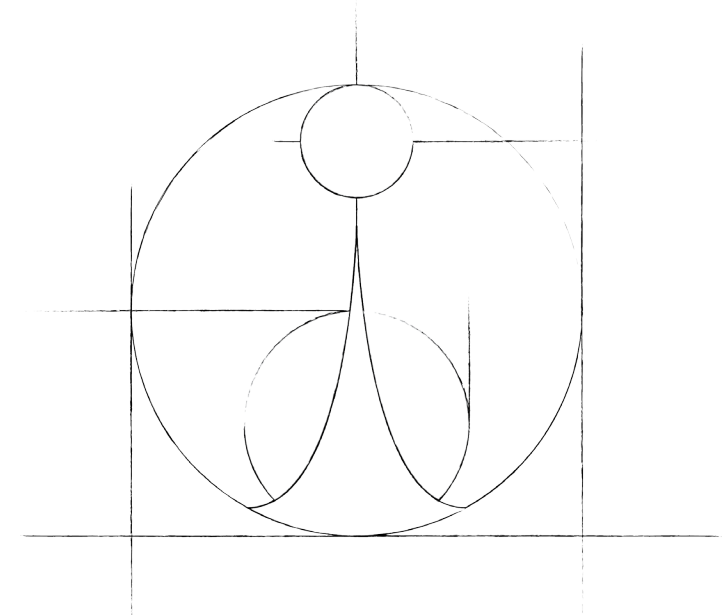
zephyria plana

# 7

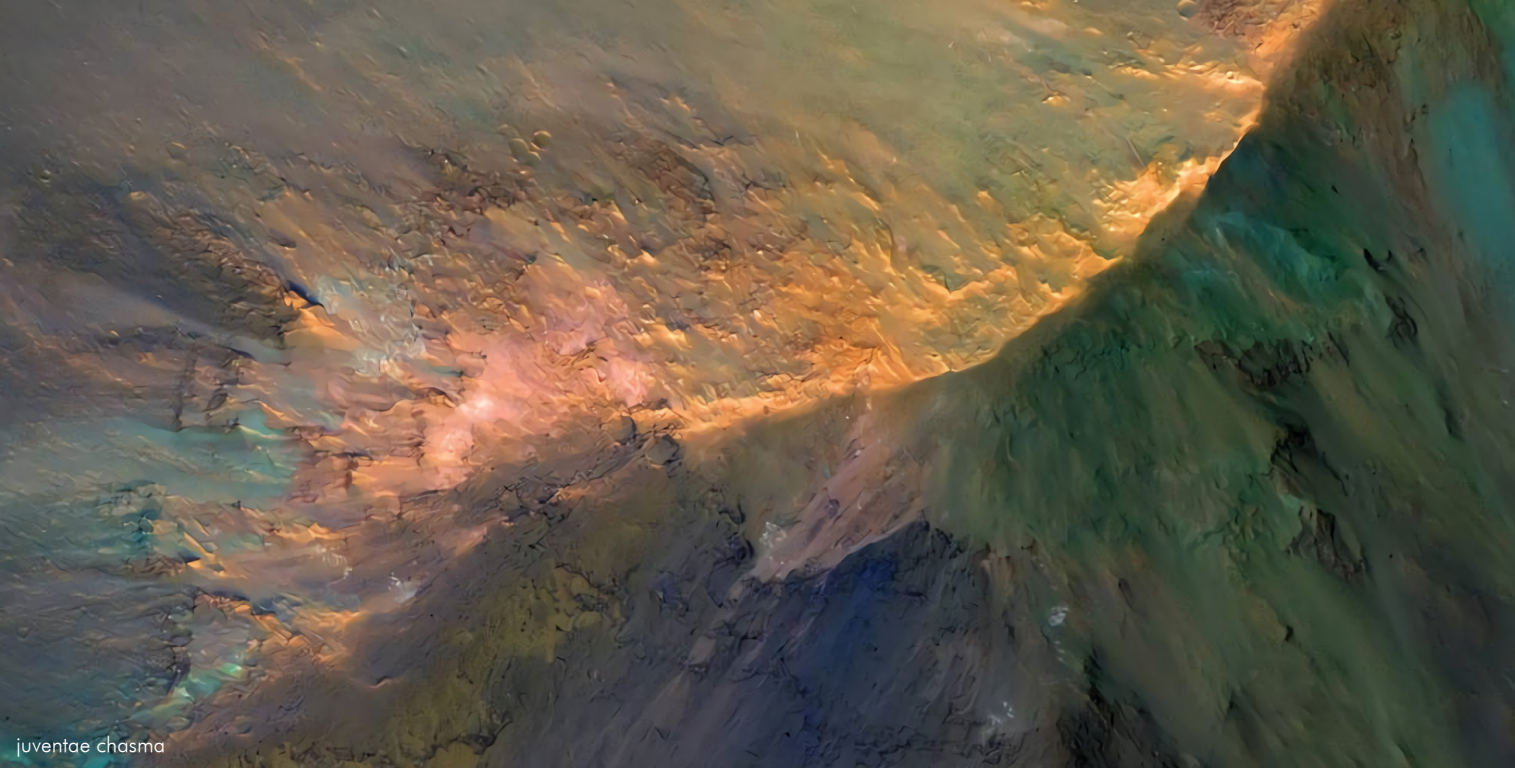
# SECONDARY

Photography is an important element of the brand. While not included in the logo proper, orbital photos create a strong contrast in both complexity and color when placed near the simplicity of the seal. This is exemplified throughout the manual. The photos should be subtly labeled to present an air of scientific validity, however, do not be afraid to color correct and enhance the photography.

Mars is beautiful, take advantage of that.







8

# TYPOGRAPHY

NASALIZATION is used in the logo to spell "MARS," however, the logo version is slightly modified to provide symmetry. It is included here only as a formality, and should never be used outside of the logo.

Futura Book should be used for all secondary applications, serving both as the a header in upper case and body text in lower case.

## NASALIZATION

**ΛaBbCcDdEeff**

## Futura Book

AaBbCcDdEeFfGg



# 9

# BACKGROUND

The standard logo and seal should only ever be placed on a pure white background. (a)

If absolutely necessary, an alternate monochromatic logo may be used. This logo allows much more flexibility in terms of backgrounds.

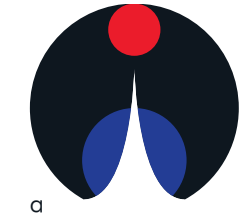
The following cases are acceptable:

(b, c, d, f)  
Background of very different value.

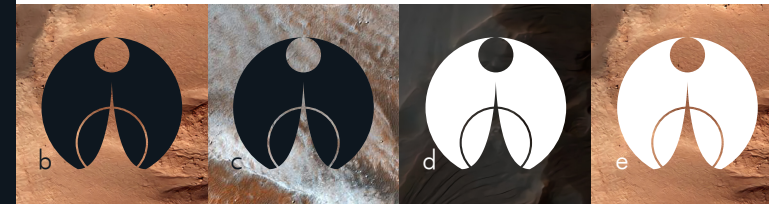
The following cases should be avoided:

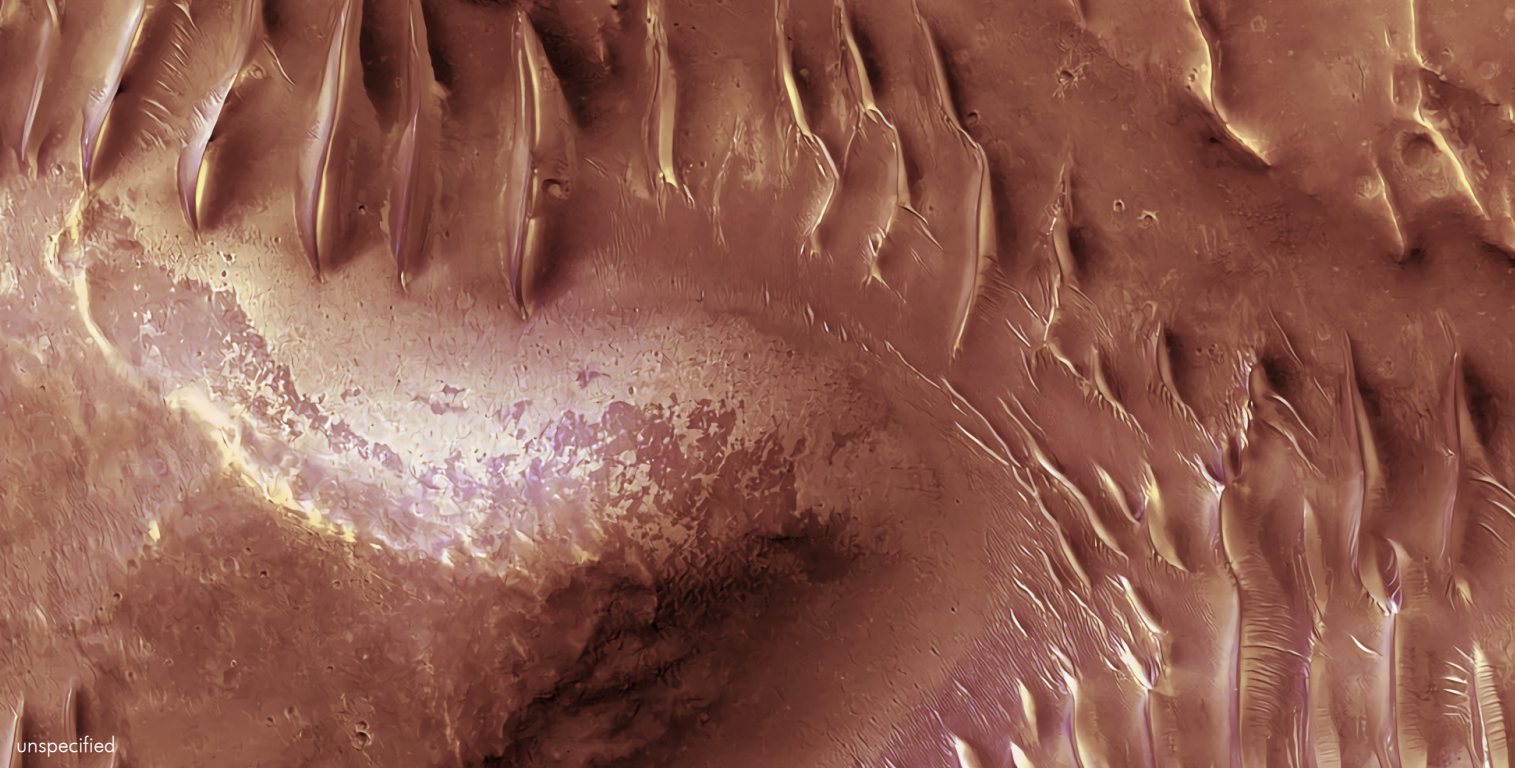
(f, h)  
Backgrounds of high contrast.

(g, i)  
Backgrounds of very similar value.



mission to  
**MARS**





unspecified

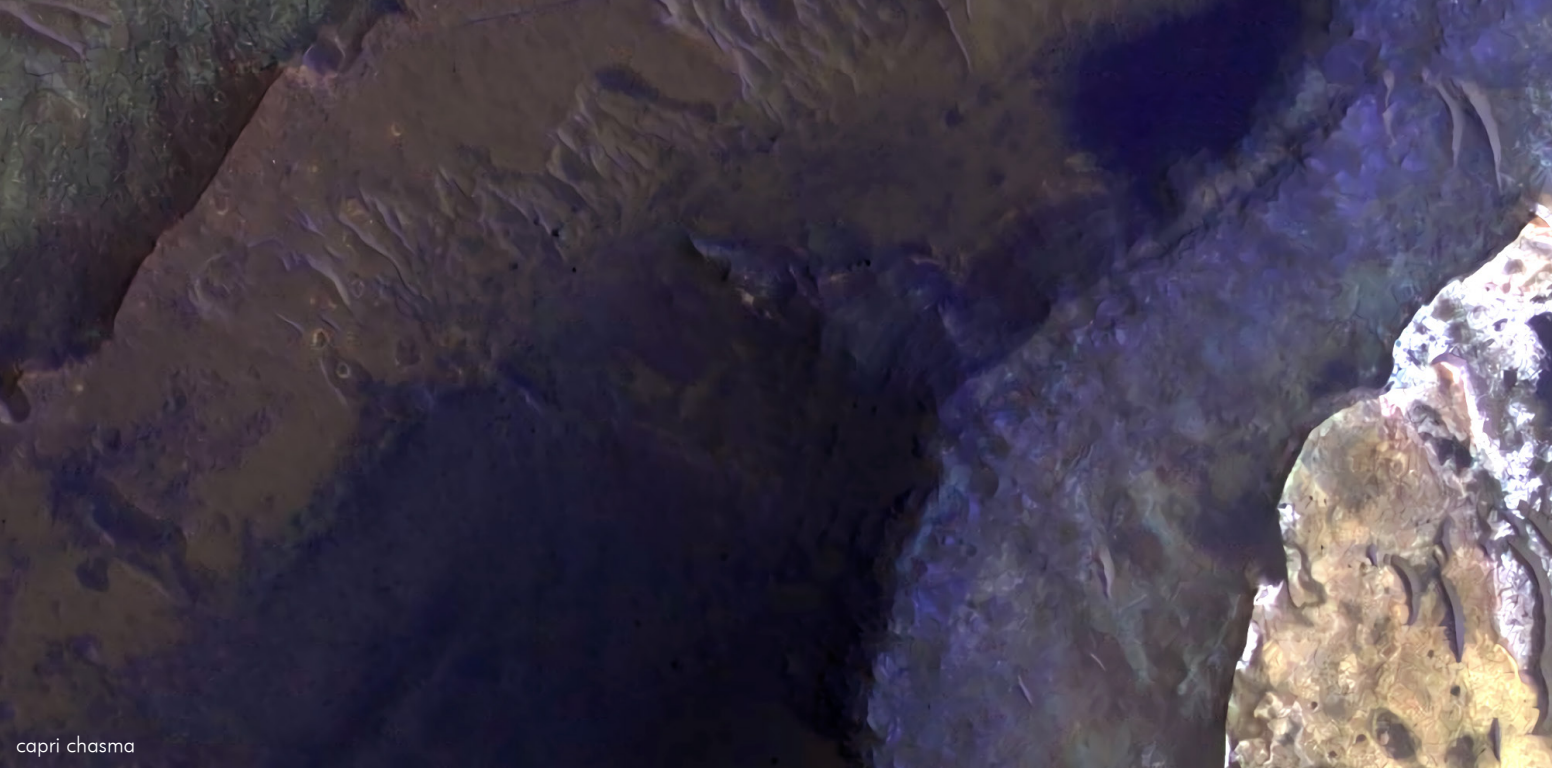
# 10

# APPLICATIONS

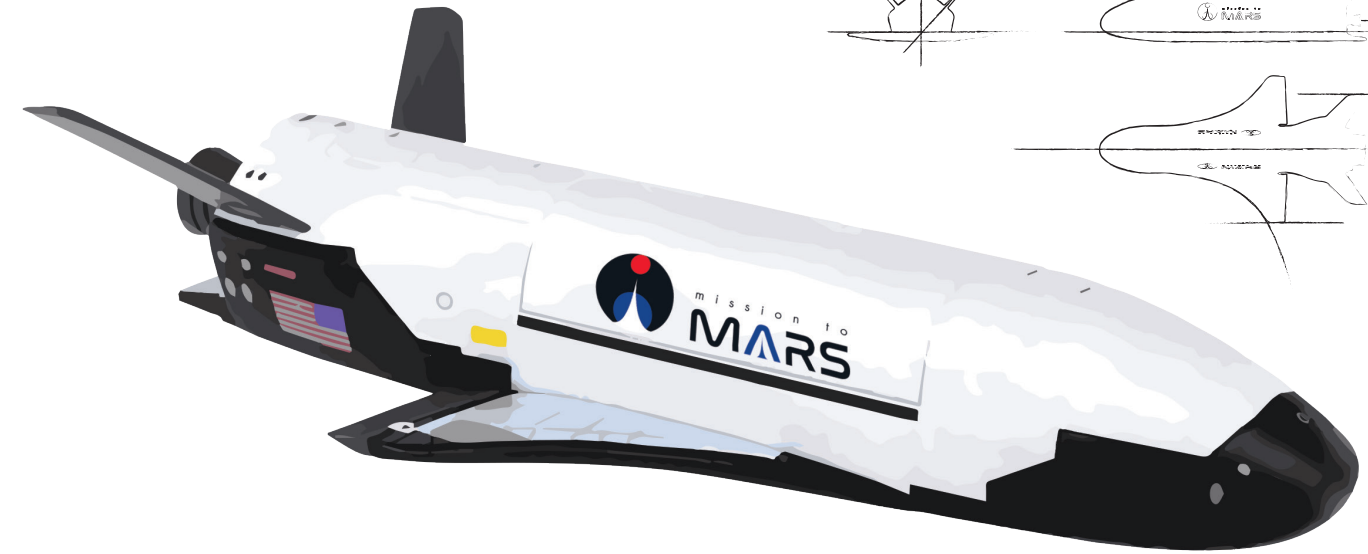
The applications laid out in the following pages are by no means a limit to the usability of the brand. They are meant simply to inspire.

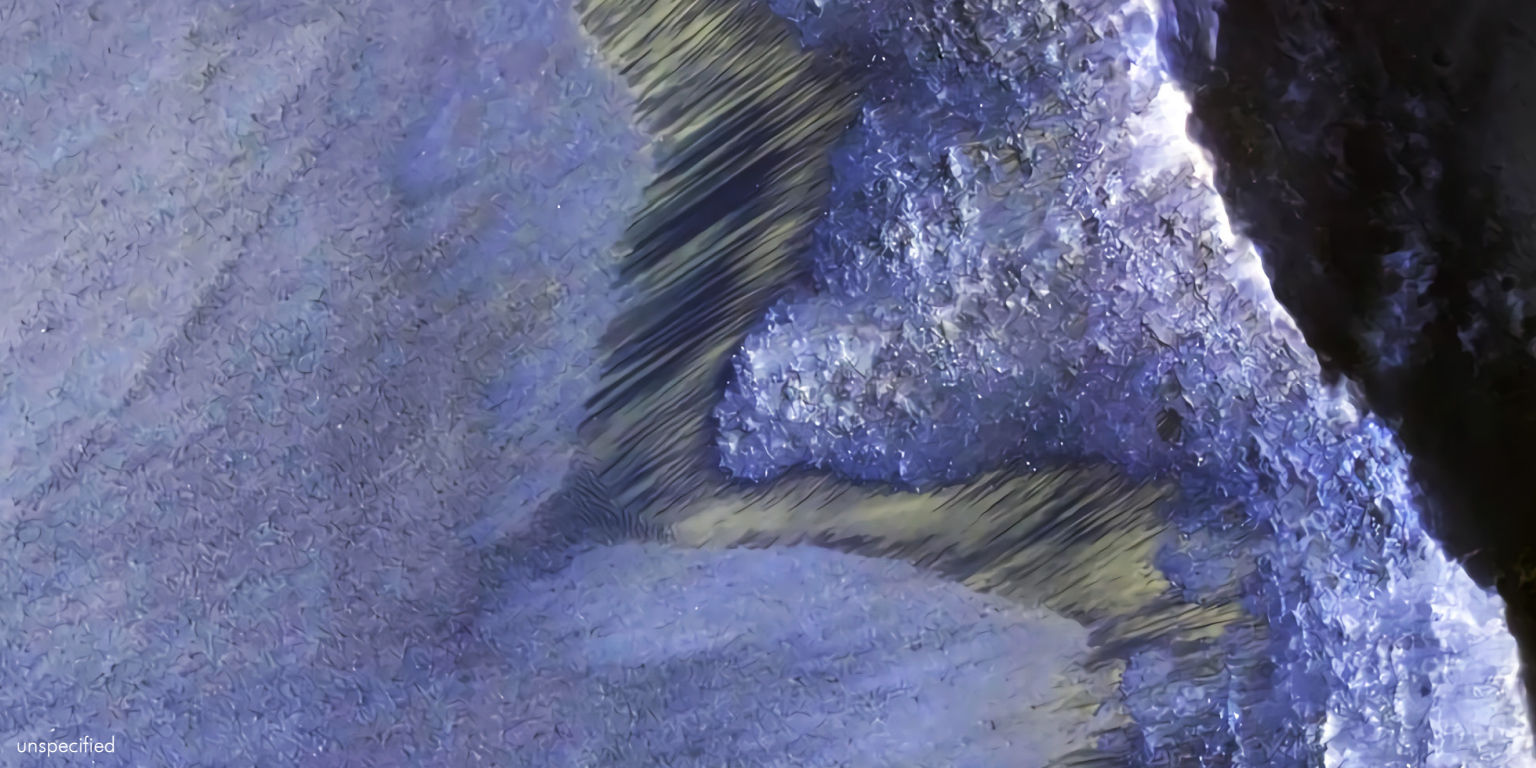
stratos full-pressure suit





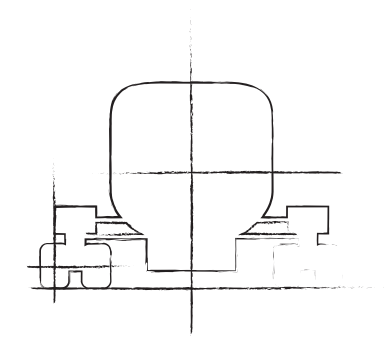
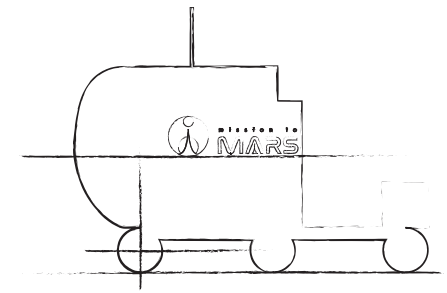
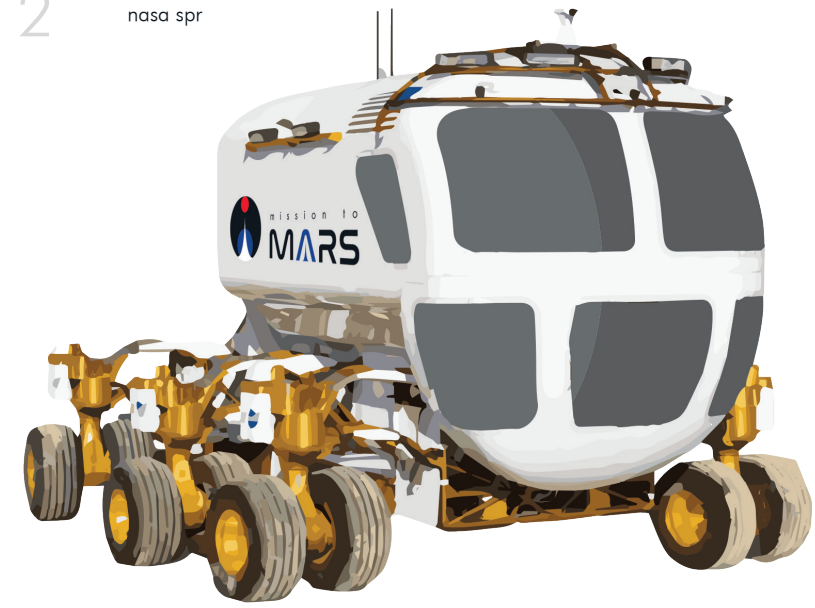
boeing x-37b

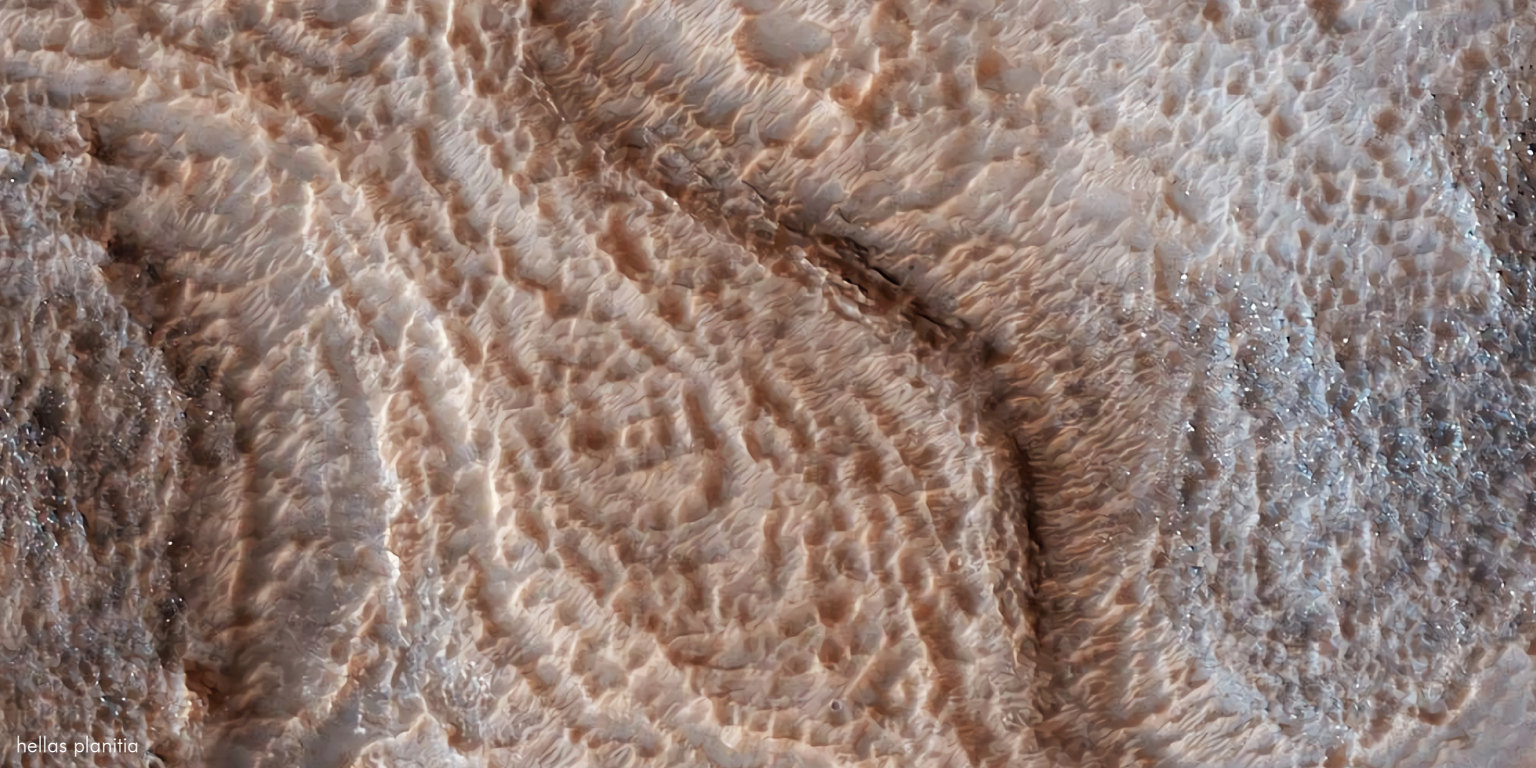




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nasa spr





 Hygiene Module  
Base 003

DEEP  
SPACE  
HABITAT

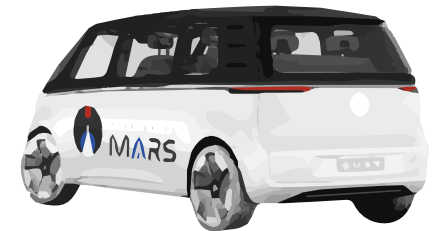
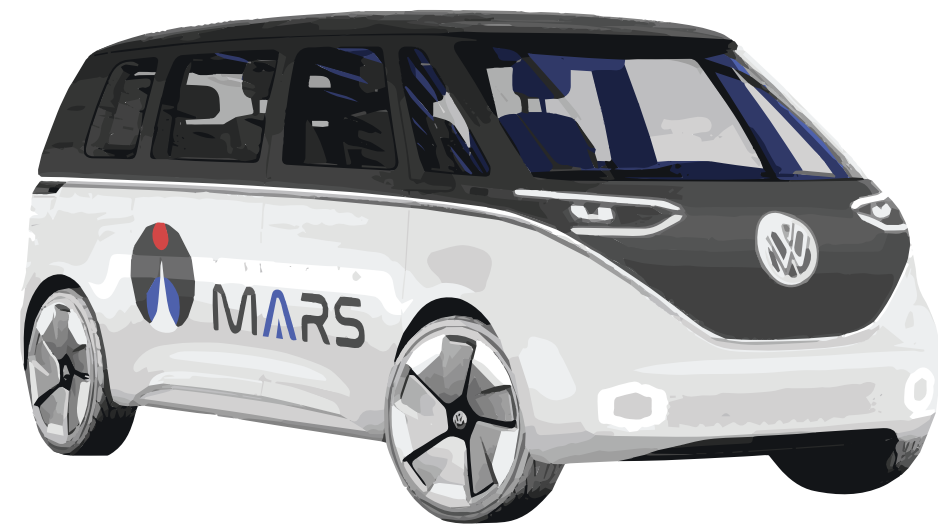
Segment A  
Segment B  
Segment C



unspecified

14

vw van concept





suzhi crater

15



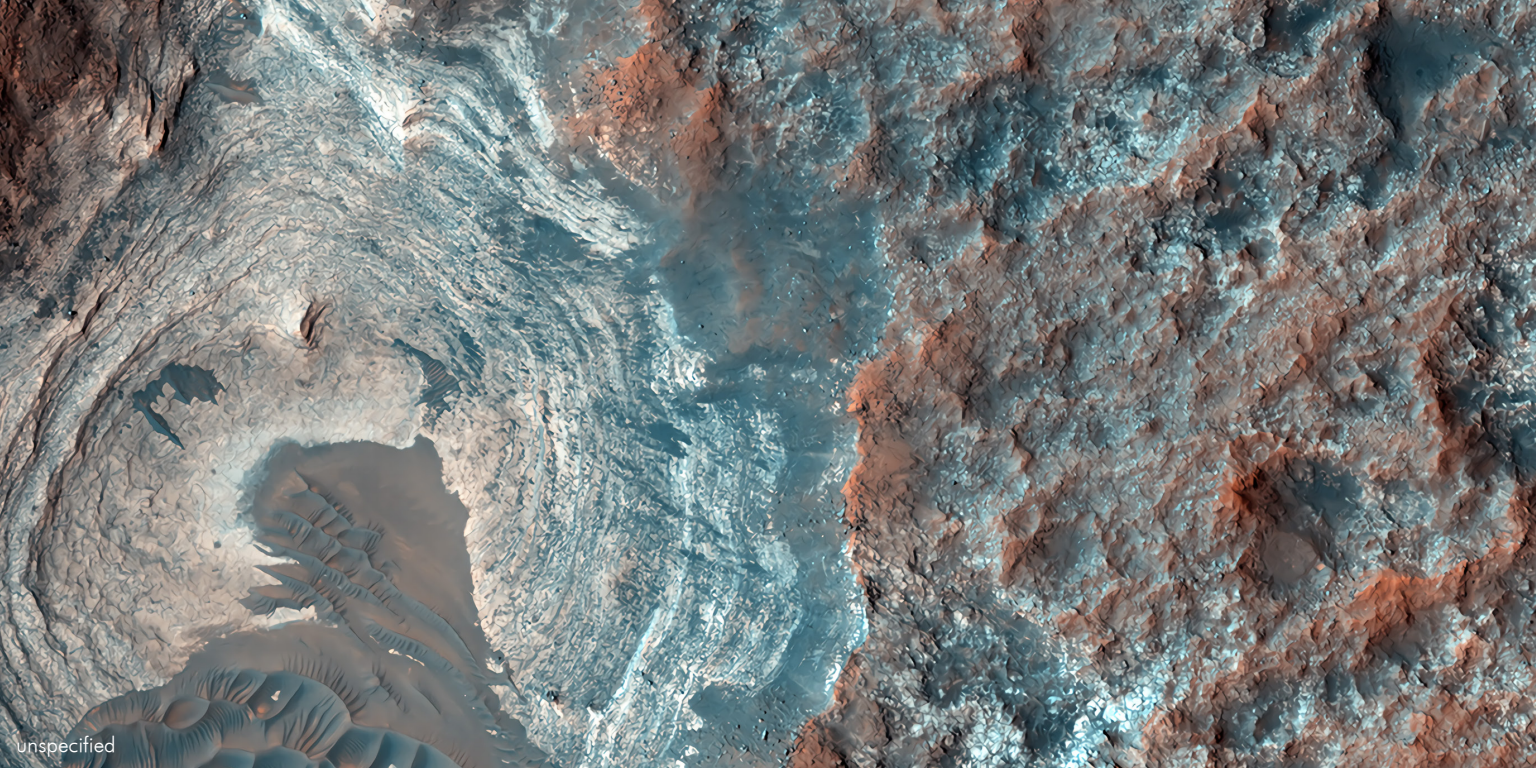




kaiser crater

16

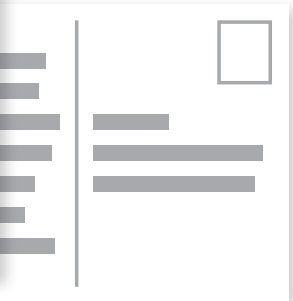




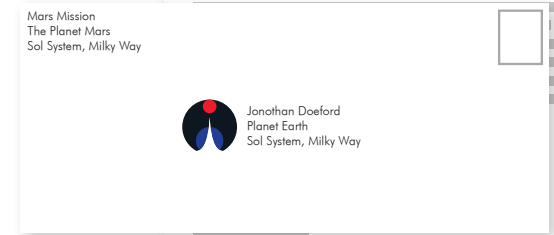
17



post card



business card



letterhead

