



## Apollo 40th Anniversary Logo Guidelines

### Using the Apollo 40th Anniversary Logo

The logo uses a modified version of an image taken aboard the Apollo 11 spacecraft. The logo was developed pro bono by Crabtree + Company, a strategic communications firm.

## The Apollo 40th Anniversary Logo



### Elements

Image: Earthrise

Logotype: "Apollo,"  
the numeral 4, and "Years"

Red rule

All of these elements must  
be included. No additional  
elements should be added.

## Usage Guidelines

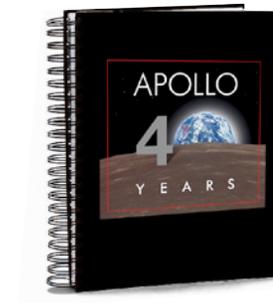
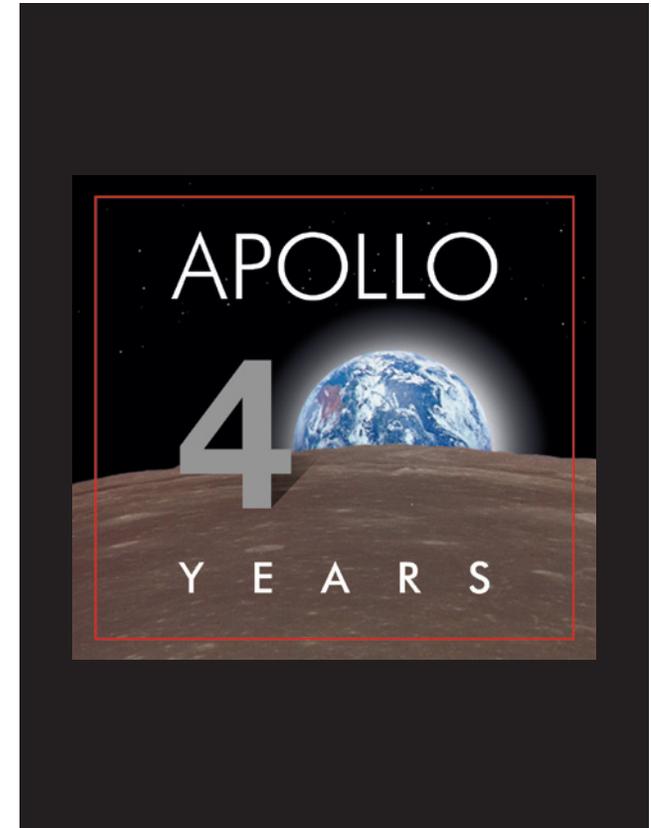
For communications material **directly related** to the Apollo 40th Anniversary (single-page and multipage items).

### Example 1:

The logo must occupy at least  $\frac{2}{3}$  of the design space.

There is no mandatory location for the logo.

The red rule is part of the logo and must be included.



Examples of single-page and multipage materials in which the Apollo 40th Anniversary logo dominates the design.

## Usage Guidelines

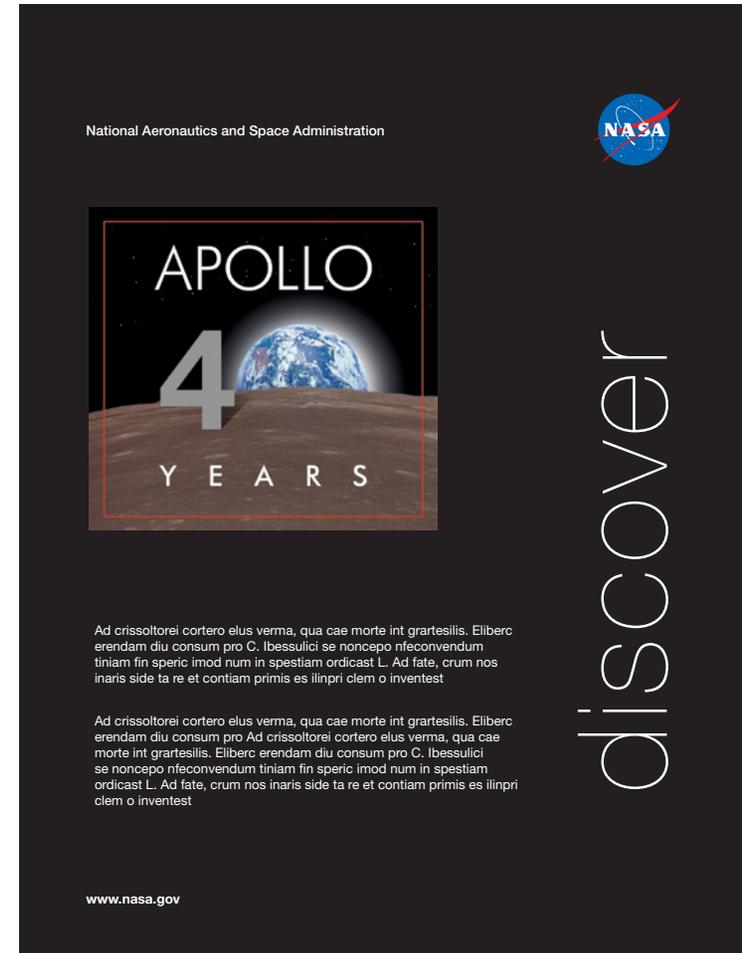
For communications material **directly related** to the Apollo 40th Anniversary (single-page and multipage items).

### Example 2:

Text and graphics may be used with the logo; however, the Apollo 40th Anniversary logo should be the dominant graphic on the page.

Maintain ½ inch of protected space around the Apollo 40th Anniversary logo.

The NASA branding configuration must be used on all NASA-funded communications material.



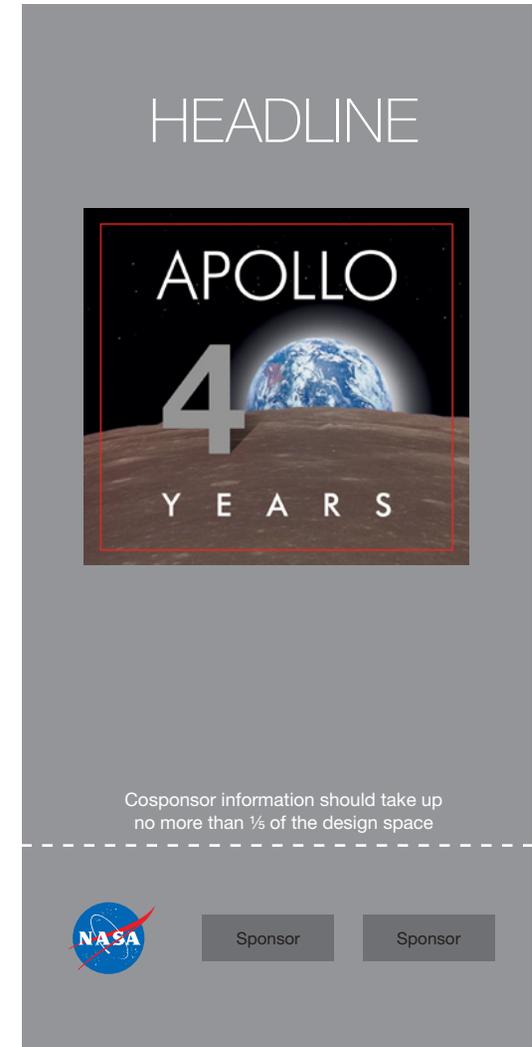
Example of a single-page flier in which the Apollo 40th Anniversary logo occupies approximately  $\frac{2}{3}$  of the design space and text is used.

## Usage Guidelines

For communications material **directly related to the Apollo 40th Anniversary and involving a cosponsor** (single-page and multipage items).

### Example 3:

The Apollo 40th Anniversary logo and its red rule must appear to be prominent without occupying more than ½ of the design space, and the logo may not appear in the area allocated for the NASA insignia and cosponsor logos.



Example of a single-page banner illustrating the allowable space for cosponsor information.

## Usage Guidelines

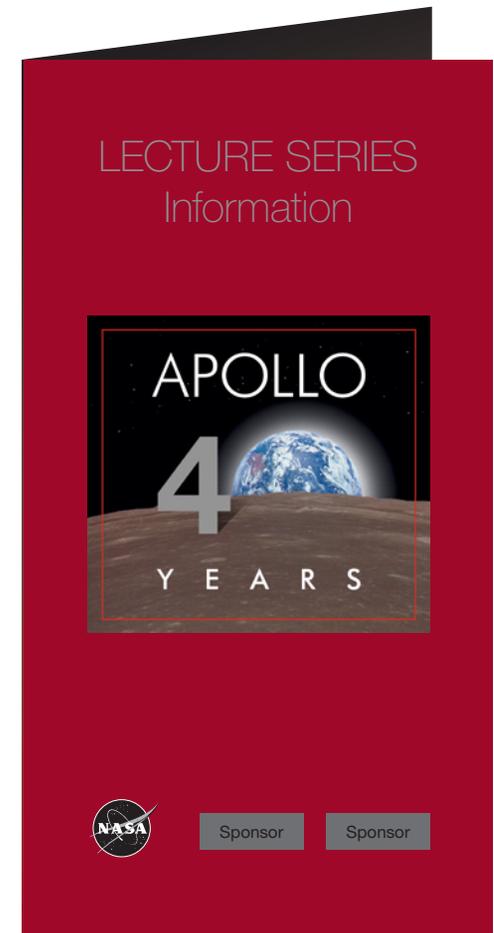
For communications material **directly related** to the Apollo 40th Anniversary **and involving a cosponsor** (single-page and multipage items).

### Example 4:

The illustration on this page provides an example for the placement of the NASA insignia and cosponsor logos. All logos, including the NASA insignia, should carry the same visual weight.

Maintain ½ inch of protected space around the anniversary logo.

Both text and other graphics may be used.



Example of a multipage item illustrating the use of cosponsor information.

## Usage Guidelines

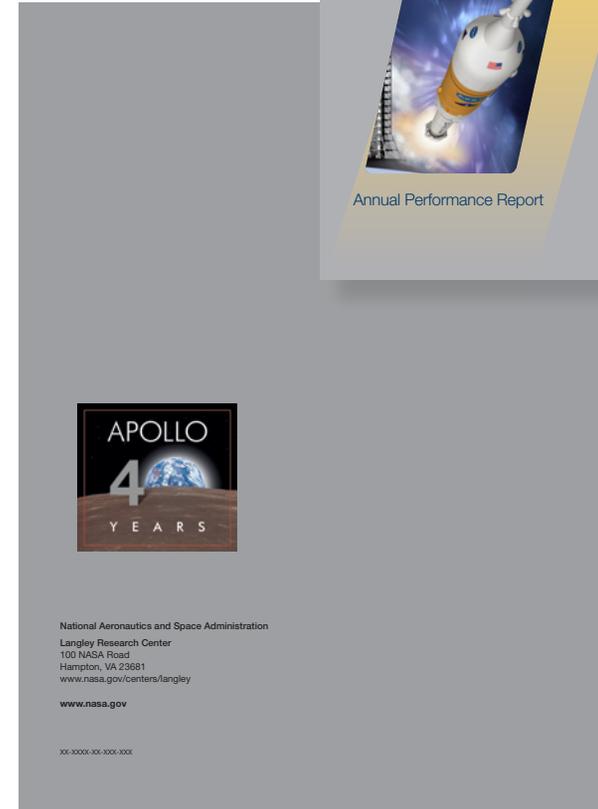
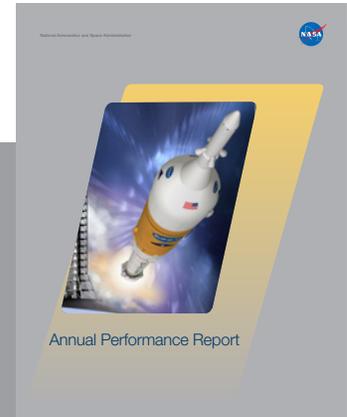
For communications material **not related to the Apollo 40th Anniversary** (multipage items).

The Apollo 40th Anniversary logo must be at least 1¾ inches wide.

Maintain ½ inch of protected space around the anniversary logo.

The Apollo 40th Anniversary logo may appear on the back cover only. There is no mandatory location for the logo; however, the physical address on the back cover must conform to the standards of the NASA Style Guide.

Front cover.



Back cover.

Example of a multipage document illustrating the use of both a physical address and the Apollo 40th Anniversary logo.

## Usage Guidelines

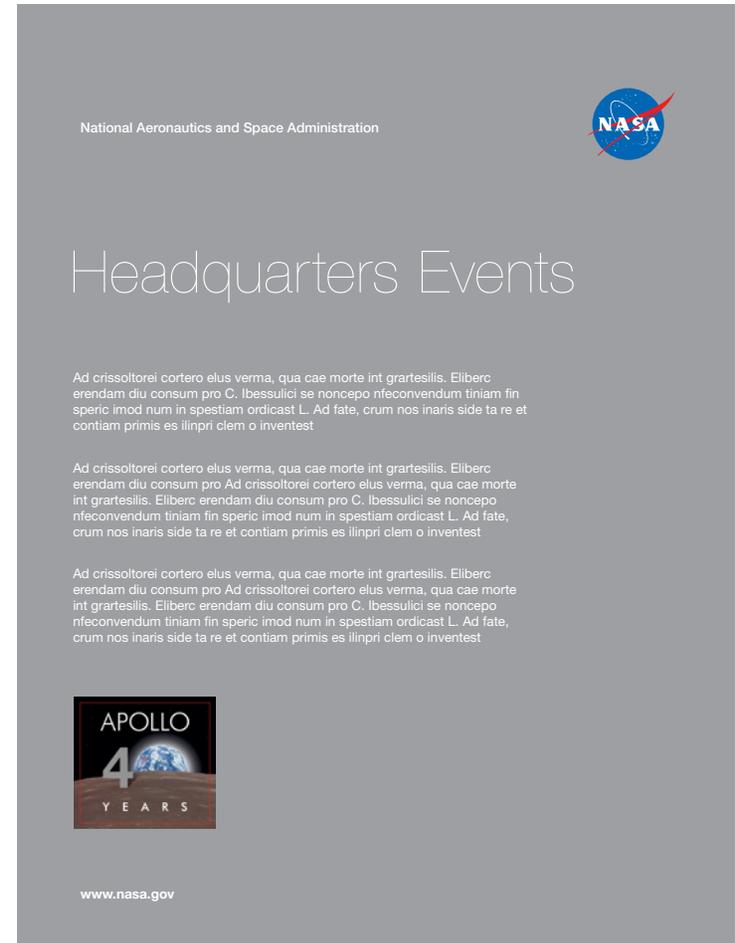
For communications material **not related** to the Apollo 40th Anniversary (single-page items).

### Example 2:

The red rule must be used.

The logo must be at least 1¾ inches wide but must occupy no more than ¼ of the space.

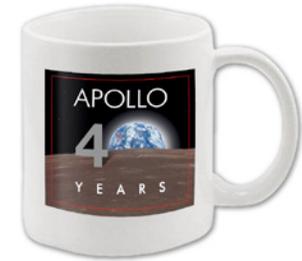
Maintain ½ inch of protected space around the logo.



Example of a single-page flier with the logo.

## Usage Guidelines

For specialty items not funded by NASA.



Maintain ½ inch of protected space around the logo.

The NASA branding configuration is not required.

