

it is designed to achieve maximum communication of the agency's program objectives, both internally and externally.

We have adopted a new system of graphics—the visual communications system by which we are known to those who read our **ROUTE 2** see our vehicle markings and signboards and the logotype that unmistakably brands them as NASA's.

The new system focuses on a new logotype, in which the letters "N-A-S-A" are reduced to their simplest form, replacing the red, white and blue circular emblem with the white block letters.

I think the new logotype is pleasing to the eye and gives a feeling of unity, technological precision, thrust and orientation toward the future. Unity, technology, pioneering achievement—that's what NASA is all about.

This manual is a reference book for NASA designers. It is the official policy document regarding NASA identification (use of logotype), communication in general and sets the tone and level of quality for all NASA graphics.

My experience has shown that, in order to succeed, a program which departs from the accustomed must have the full support of every NASA employee. Top-level management must take the lead, our experts in the field of graphic design must follow, and all of us must see that the specifics are diligently monitored to insure that standards of excellence are maintained.

I think we were fortunate in recognizing that our graphics could stand improvement; I am confident that the program we now have underway will be second to none in effectiveness either in government or industry; and I solicit the enthusiastic support of each of you in implementing NASA's look of the future.

Sincerely,



Richard H. Truly
Administrator

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are reduced to their most simplified form. The strokes are all of one width, evoking the qualities of unity and

DELIVERABLE

The image shows a large, bold, black NASA logo centered on a white page. The logo is composed of thick, uniform strokes, with the 'N' and 'A' having a distinctive slanted, wing-like shape. The letters are closely spaced, creating a cohesive and iconic symbol.

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Space Center) as shown below. The lettering style used in the center name is Helvetica Medium, upper and

NASA
National Aeronautics and
Space Administration

NASA STATUS UNPROVEN
National Aeronautics and
Space Administration
John F Kennedy Space Center

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