

Logo

NATIONAL
SPACE
DAY

PRIMARY LOGO



SECONDARY LOGO

When to Use Each Logo



Primary Logo

- Use by default – it'll never be wrong.
- Must be used if it's the first and/or only time the logo appears.
- Used for official communication, best legibility, and formal representation.

Secondary Logo

- Can be used to reinforce branding in informal situations
- Can use when context of National Space Day branding is already established
- Merchandise
- Decorative applications

Logo Lockups

Using a pre-approved logo lockup is appropriate in situations when quick orientation is needed for which part of National Space Day (NSD) a material applies to, in this case the community event.

A general NSD Community Event logo is built into each toolkit template on the NSD website for communities hosting an event.

Community Event Logo



Logo Misuse

To maintain the integrity of the National Space Day brand, the logo must never be altered or misrepresented. Below are unacceptable uses of the logo.

Do Not:

1. Distort the logo (stretching, compressing, or skewing).
2. Recolor the logo with non-approved colors.
3. Apply effects such as drop shadows, gradients, or outlines.
4. Place on busy backgrounds that reduce legibility.
5. Place on too-dark or too-light backgrounds that reduce legibility.
6. Change the typography or replace the Eurostile accent.
7. Add elements such as unapproved icons, borders, or taglines directly to the logo.
8. Rotate or flip the logo in any direction.
9. Use at sizes below the minimum requirement, where legibility is compromised.
10. Use the logo in a lockup without adequate clear space.

1.



6.



2.



7.



3.



8.



4.



9.



5.



10.



Global Color Palette



Secondary Color Palette

Each of National Space Day's core themes is paired with a dedicated secondary color drawn from the global palette. Violet is the primary color used for National Space Day Community Event, but designs can also be paired with blue and green for broader options. These options are available in the NSD Community Event template toolkit. Colors should not be adjusted from provided templates.



TYPOGRAPHY

**THIS IS
TITLE
TEXT.**

**THIS IS
SUBTITLE
TEXT.**

THIS IS HEADER TEXT.

**THIS IS BODY HEADER TEXT. YOU
CAN USE THIS AT THE BEGINNING OF
PARAGRAPHS TO BREAK UP CHUNKS OF
CONTENT.**

This is 12 pt body text. Put the most
content here. This is where the meat of
long-form content should be.

National Space Day's branding uses open-source fonts. See below for download links.

Header Font: Oxanium

Body Font: Roboto

These fonts are preloaded into the toolkit templates for NSD Community Event and should not be altered.