The purpose of this document is to establish boundaries and best practices in the use of the Psyche Mission badge and visual system. Following these guidelines will ensure consistency and quality in all Psyche-related designs.
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THE BADGE
The Badge

This is the primary badge of the Psyche Mission. It consists of an abstract representation of the asteroid itself, and a container shape that holds the name and mission tagline.
VARIATIONS—FULL COLOR

Badge—Solid
The primary logo/badge. This version of the mark should be used in most cases.

Badge—Outlined
Can be used as an alternative to the primary logo, on light backgrounds.

Icon
For use in small scale applications where the standard text would not be legible.
VARIATIONS—ONE COLOR

Use these versions of the badge when printing in multiple colors is not possible.
Clear Space

To ensure legibility, an area of empty space should be maintained around the badge that is equal to or greater than the diameter of the central circle.
Minimum Sizes

To ensure legibility, the badge should not be reproduced smaller than these sizes in digital or print applications. For applications under the minimum size of the badge, use the icon.

**Primary Badge**
- 100px
- 1.375"

**Icon**
- 25px
- 0.35"
INcorrect USages

1. Don’t rearrange the logo.
2. Don’t change the logo colors.
3. Don’t rotate the logo.
4. Don’t remove parts of the logo.
5. Don’t apply outlines to the logo.
6. Don’t apply effects to the logo.
7. Don’t change the logo font.
8. Don’t distort the logo.
Logo Lineups

For documents used by internal audiences*, the Psyche badge should be prominently placed in the header or footer. On external documents, the placement of the NASA insignia and partner badges (e.g., ASU, JPL, SSL, etc.) is dependent on the type of project and funding source. Designers are required to reference the Psyche communications plan and to contact the designee in the Headquarters Office of Communications (OCOMM) on a case-by-case basis to determine the required or allowable badge inclusion, url inclusions, and badge placement recommendations. On NASA materials, the NASA Insignia should be the main graphic representing the agency, and not the Psyche badge/ graphic. However, OCOMM will work with the program office on best placement of all identities on NASA products.

* Internal audiences are defined as NASA employees and contractors. All others are considered external audiences (i.e., media, general public, schools and universities, conferences, as well as federal, state and local government entities).
2 Color
Color Palette

These are the component colors of the badge, and the larger brand system. They should be used sparingly as accents or to create hierarchy.

Mustard
- Hex Code: #f9a000
- CMYK: 0C 36M 100Y 2K
- RGB: 250R 160G 0B
- PMS: 7408U

Gold
- Hex Code: #f47c33
- CMYK: 0C 50M 80Y 4K
- RGB: 245R 125G 50B
- PMS: 152U

Coral
- Hex Code: #ef5966
- CMYK: 0C 63M 57Y 6K
- RGB: 239R 89G 102B
- PMS: 192 U

Magenta
- Hex Code: #a53f5b
- CMYK: 0C 62M 45Y 35K
- RGB: 165R 63G 91B
- PMS: 2041 U

Purple
- Hex Code: #592651
- CMYK: 0C 57M 9Y 65K
- RGB: 89R 38G 81B
- PMS: 2356 U

Dark Purple
- Hex Code: #302144
- CMYK: 29C 51M 0Y 73K
- RGB: 48R 33G 68B
- PMS: 2695 U
Backgrounds

The primary color palette can be used to create gradient backgrounds. Gradients should be created with only two adjacent colors.

Dark Purple—Black
Purple—Dark Purple
Magenta—Purple

Coral—Magenta
Gold—Coral
Mustard—Gold
Neutral Palette

A secondary set of neutral greys can be used to create hierarchy or organization in a layout, and should be based off these tints of a rich, cool black.
COLOR USAGE

**COLOR USAGE**

Do not use more than one color in typography.

Do not use more than two colors in a single gradient.

Do not use gradients in typography.

Do not put the badge on pure colors or mid-tone backgrounds.

Use backgrounds with enough contrast for the badge to stand out.

Use color to create hierarchy and emphasis in typography.

Use the gradients at angles to provide visual interest and variety.

Use white typography over gradients to ensure proper contrast.

**PSYCHE MISSION**

Lorem ipsum dolor sit amet consectetur. Vestibulum ligula justo, cursus.

**PSYCHE MISSION**

Lorem ipsum dolor sit amet consectetur. Vestibulum ligula justo, cursus.
3 Typography
**Knockout**
This font is used in the badge and as a secondary wordmark. It can also be used for titles and short headlines.

**Helvetica**
Use this font for longer headlines, body copy, and any web applications.
Type Styles

All messaging should be kept as simple and legible as possible. Use consistent sizes and treatment for headlines, copy, and any other type element to create a structure and improve readability.

**TITLES**
Knockout / JuniorWelterwt
12pt/15 +50 Tracking
Magenta

**HEADLINES**
Helvetica / Light
32pt/38 +20 Tracking
Dark Purple

**BODY COPY**
Helvetica / Light
14pt/20 +20 Tracking
Dark Purple

**CAPTIONS**
Helvetica / Regular
10pt/14 +20 Tracking
Dark Purple

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