



Universities Space Research Association

GRAPHIC IDENTITY MANUAL

The rules of expressing USRA's visual brand

Universities Space Research Association
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*Cover image credit: NASA's Goddard Space Flight Center
Scientific Visualization Studio/Earth Observatory*

ABOUT USRA

USRA is an independent, nonprofit research corporation where the combined efforts of in-house talent and university-based expertise merge to advance space science and technology.

Core Values

Partnerships — Advancing shared goals through collaboration with universities, government agencies, and the private sector.

Discovery — Driving progress and understanding through science, technology, and education.

Innovation — Fostered through high standards, shared responsibility, and respect for every voice.

Key Messages for Communicating USRA's Brand

- USRA advances space and aeronautics-related sciences and exploration through a diverse portfolio of innovative research, technology, and education programs.
- USRA fosters collaborations, working with and engaging in partnership with academia, government, and industry serving an enduring national need in space and aeronautical-related research.
- USRA is a nonprofit research organization, established in 1969.
- Researchers are scientific investigators with national and international reputations providing intellectual and scientific direction and collaborating with university partners on joint program leadership.
- USRA partners with universities and they jointly advocate to address issues.
- USRA continually develops a pipeline of science talent ranging from early-career scientists to senior researchers and technologists.

THE LOGO



ELEMENTS OF THE LOGO

The logo will be visible on every communication product. The standards that follow ensure that USRA’s symbol for our mission and values, the logo, is clearly and immediately recognized.

Two elements make up the USRA logo: the USRA logotype and the circle around it. They should never be separated.



This is the logotype. **Never remove the logotype from the circle.**

This is the circle.

The USRA logo should only be reproduced in the authorized USRA Blue. If color is not available, the logo should be printed in all black or reversed in white (whichever offers the best contrast). It is crucial for everyone to use the logo in accordance with these guidelines.



USRA Blue (authorized logo color)

Use Pantone 295 U

C100—M57—Y0—K40

R0—G69—B124

HEX: 00457C

LOGO STYLES

The full version of the USRA logo includes the spelled out name in Futura Heavy. Below are the two primary logos:

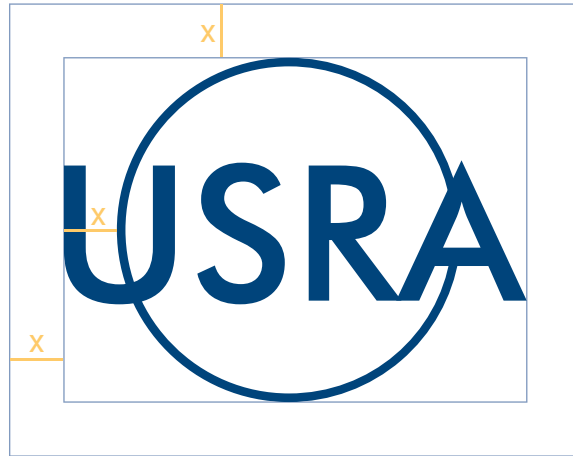


When horizontal space is limited, use the logo without the spelled out name:



LOGO PROTECTED SPACE AND SIZE

SPACE: The logo requires a surrounding area clear of any other graphical elements or text. The minimum protected space is equal to the distance between the beginning of the U of USRA and the edge of the circle in the logo. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the protected space is maintained at all times. It is a minimum only. Generally, the more clear, or negative space around the logo, the better.



SIZE: The logo should never be smaller than .75" for print applications or 50 px for digital applications.



LOGO COLORS AND BACKGROUND CONTROL

The authorized logo color is Pantone 295 U (USRA Blue) for printing vendors to produce the most accurate color. If color is not available, the logo may be produced in black. It is important that the USRA logo always have maximum contrast with the background. For light backgrounds, always use either the approved USRA Blue, or black. For dark backgrounds, always use all white.



Example of USRA Blue logo on a light background.



Example of black logo on a light background.



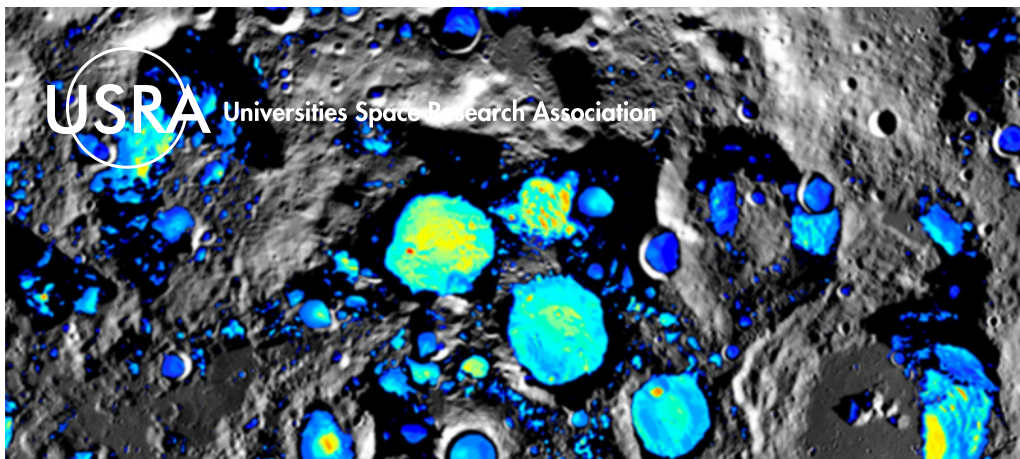
Example of white logo on a dark background.

LOGO COLORS AND BACKGROUND CONTROL

Consider contrast when placing the logo. The blue logo should appear on a white background in most cases. Using enough contrast is especially important to keep your designs accessible. The logo may be placed on photographs, patterns and textures as long as there is enough contrast.



Example of acceptable contrast



Example of inappropriate contrast



INAPPROPRIATE LOGO USE

The logos are not to be altered in any way. Shown below are unacceptable uses of the USRA logo. Questions about logo use can be directed to Dr. Suraiya Farukhi (sfarukhi@usra.edu), Director of Communications.



Do not delete elements of the logo



Do not tilt or rotate logo



Do not use unauthorized colors



Do not distort the logo



Do not add elements to the logo



Do not change the typeface



Do not use drop shadows or other effects



Do not use parts of the logo and combine it with other graphics



Do not use the logo as a prop or as a substitute for a letter

CO-BRANDING

USRA has several programs and institutes which requires two or more brands visually present. USRA also regularly collaborates and partners with other government agencies, industries, and universities which would require co-branding as well. Below are examples of how to appropriately co-brand to show at least equal weight. When possible, USRA should have first position in relation to program, institute, or partner logos. These might be visible at the bottom of a webpage, in an email signature, on an electronic presentation, and more.

Example with USRA-sponsored Institutes or with an outside-organization sponsored program operated or managed by USRA



Example of two or more organizations partnering with USRA





THE BRAND ELEMENTS

BRAND COLORS

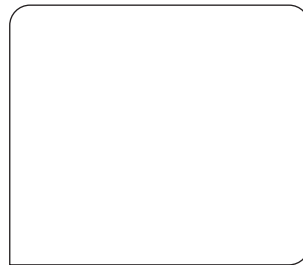
The core color palette is shown below. It should be used on all USRA communications. When choosing color it is important to consider the best options from the palette that will show the information clearly and effectively. There must always be good contrast between text and the background color. Dark colors on a white or very pale background are the most legible. White type should only be used on a very dark background. All colors are shown at values of 100%. To achieve paler tones, it is also possible to use any of the colors at lower percentages.

USRA logo

The only approved colors are USRA Blue, white, and black.



USRA Blue:
Pantone 295 U
C100—M57—Y0—
K40
HEX: 00457C
R0—G69—B124



White
C0—M0—Y0—K0
HEX: FFFFFFFF
R255—G255—B255



Black
C0—M0—Y0—K100
HEX: 000000
R0—G0—B0

Secondary colors

These colors are also authorized for use. Using only these colors maintains a consistent and recognizable USRA brand.



USRA Gold:
C0—M23—Y78—K0
HEX: FFC652
R255—G198—B82



Deep Space Purple:
C73—M100—Y37—
K38
HEX: 4A154B
R74—G21—B75



Earth Green:
C56—M5—Y82—K0
HEX: 7ABA60
R122—G186—B96



Earth Blue:
C71—M16—Y7—K0
HEX: 2FA7D3
R47—G167—B211

BRAND COLORS

BRAND COLORS — contrast and tints

Use the contrast guide below to make sure that the colors you select for type will have enough contrast with the background. In these guides, large text is defined as at least 14 point (typically 18.66px) and bold, or at least 18 point (typically 24px).

If using tints for text or background colors, ensure contrast is sufficient by using a tool such as [WebAIM contrast checker](#).

#00447C		CONTRAST RATIO	LARGE TEXT	SMALL TEXT
	#FFFFFF	9.92	✓	✓
	#000000	2.12	✗	✗
	#FFC652	6.35	✓	✗
	#4A154B	1.41	✗	✗
	#7ABA60	4.26	✗	✗
	#2FA7D3	3.58	✗	✗

#000000		CONTRAST RATIO	LARGE TEXT	SMALL TEXT
	#00447C	2.12	✗	✗
	#FFFFFF	21	✓	✓
	#FFC652	13.45	✓	✓
	#4A154B	1.5	✗	✗
	#7ABA60	9.02	✓	✓
	#2FA7D3	7.59	✓	✓

#FFFFFF		CONTRAST RATIO	LARGE TEXT	SMALL TEXT
	#00447C	9.92	✓	✓
	#000000	21	✓	✓
	#FFC652	1.56	✗	✗
	#4A154B	14	✓	✓
	#7ABA60	2.33	✗	✗
	#2FA7D3	2.77	✗	✗

#FFC652		CONTRAST RATIO	LARGE TEXT	SMALL TEXT
	#00447C	6.35	✓	✗
	#FFFFFF	1.56	✗	✗
	#000000	13.45	✓	✓
	#4A154B	8.97	✓	✓
	#7ABA60	1.49	✗	✗
	#2FA7D3	1.77	✗	✗

#4A154B		CONTRAST RATIO	LARGE TEXT	SMALL TEXT
	#00447C	1.41	✗	✗
	#FFFFFF	14	✓	✓
	#000000	1.5	✗	✗
	#FFC652	8.97	✓	✓
	#7ABA60	6.01	✓	✗
	#2FA7D3	5.06	✓	✗

#7ABA60		CONTRAST RATIO	LARGE TEXT	SMALL TEXT
	#00447C	4.26	✗	✗
	#FFFFFF	2.33	✗	✗
	#000000	9.02	✓	✓
	#FFC652	1.49	✗	✗
	#4A154B	6.01	✓	✗
	#2FA7D3	1.19	✗	✗

#2FA7D3		CONTRAST RATIO	LARGE TEXT	SMALL TEXT
	#00447C	3.58	✗	✗
	#FFFFFF	2.77	✗	✗
	#000000	7.59	✓	✓
	#FFC652	1.77	✗	✗
	#4A154B	5.06	✓	✗
	#7ABA60	1.19	✗	✗

TYPOGRAPHY

Futura Heavy is the selected typeface for the logotype and should never be changed.

FUTURA HEAVY abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Trade Gothic Next is USRA's standard typeface.

TRADE GOTHIC NEXT LIGHT abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

TRADE GOTHIC NEXT REGULAR abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

TRADE GOTHIC NEXT BOLD abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

TRADE GOTHIC NEXT BOLD CONDENSED abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Using Type

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01 Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly.

02 Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

03 Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04 Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

05 Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to fill too many things in one space!

06 Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

TYPOGRAPHY

Headers should be prominent and limited to a small number of words.

Sub Headings are generally used within body copy to illustrate separate points. These can be used frequently, but should not become more prominent than body copy information.

Body copy is generally typeset ranged left, ragged right. Never justify text.

Callout copy is used to highlight important points in the text or to fill extra space.

Caption copy is used for description of graphics throughout body copy. Sufficient space should be left between caption copy and body copy for maximum readability.

To the right and below are examples of how the Trade Gothic Next typefaces can be used.

HEADER:
TRADE GOTHIC NEXT BOLD CONDENSED
USRA BLUE

Sub Heading:
Trade Gothic Next Bold
USRA Blue

Body Text:
Trade Gothic Next Regular
Black

Caption Text:
Trade Gothic Next Italic
Black 80% tint

Callout Copy:
Trade Gothic Next Light
Earth Blue

GALACTIC MERGER WARPS MAGNETIC FIELDS

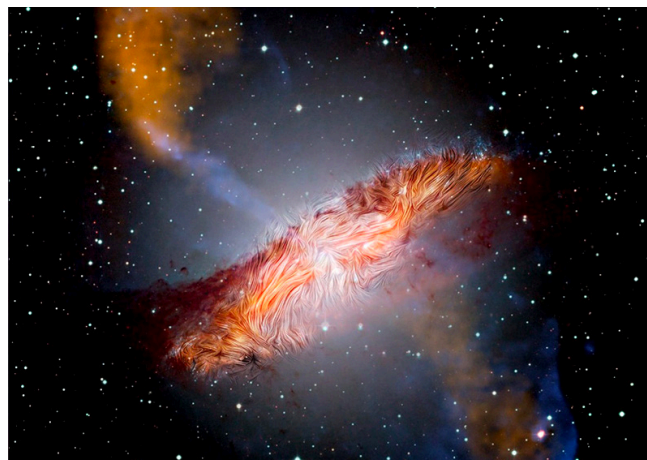
What happens when two galaxies collide? One of the brightest galaxies in the night sky, Centaurus A, is well known for its distinct “S” shape. This shape is believed to be the result of a clash between a spiral and an elliptical galaxy about 100 million years ago.

Magnetic fields were key to shaping the early universe, but they did not start out as the forces we know today; somehow they grew stronger over time.

Now, for the first time, scientists have mapped out the invisible magnetic fields pulsing through Centaurus A using infrared light. The results show how the merging of the two original galaxies created a new, reshaped, and contorted galaxy that not only combined the two galaxies’ magnetic fields but amplified their forces.

New Observations

The new observations made with NASA’s airborne Stratospheric Observatory for Infrared Astronomy, SOFIA, provide new insights into how the early universe may have been shaped by galactic



Composite image of Centaurus A. Magnetic fields observed by SOFIA are shown as streamlines over an image of the galaxy. Credit: ESO/NASA/SOFIA

mergers under the influence of their supercharged magnetic fields and were recently published in Nature Astronomy.

Since it is relatively close by intergalactic standards, at 13 million light-years away, Centaurus A makes a good candidate to study galactic mergers.

PRINT AND DIGITAL COMMUNICATION

Email Signatures

To the right is an example of a standard signature. Use USRA-approved typography and consider including the USRA logo at this size as well as text that is linked to both USRA's and your program-specific website.

Dr. Jane Smith
Research Scientist



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Presentations and Posters

Many staff members use electronic presentations when speaking to external and internal audiences. Use the provided templates on USRA's internal website to ensure that our organization's brand is recognizable and consistent. Some people will use posters to represent research topics at conferences. Again, follow USRA's branding and co-branding guidelines for these documents.

Presentations should always be used as a tool for speaking and should not be overcrowded with text and images. Consider distributing your information across more slides in order to create a visual format that supports clarity.

Imagery

Images that are used in printed materials should be reproduced at print quality (300 dpi at actual size), while images that are used in web materials should be reproduced at web quality (72 ppi). Images can be reproduced in full color, single color (monotone), and black and white. Photos can be cropped while keeping the main subject of the picture prominent. Be sure to include copyright and credits and seek permission to use when appropriate. Use caution when downloading images from the internet and make sure you have the correct credit and permission to use the image. Artist's renditions and AI-generated images should be clearly labeled as such.

For any further questions, contact Dr. Suraiya Farukhi (sfarukhi@usra.edu), Director of Communications.