

Artemis
Inspiration
Guide



Contents

Artemis Inspiration Guide

The Artemis Inspiration Guide is a document showcasing the Artemis brand personality, brand tone of voice, as well as serving as an introduction to the Torch Bearer Design System.

Explorations in color, layout design and composition, as well as creative use of photography and typography give designers and communicators several tools to inspire a generation of people about the Artemis missions.

For Artemis logo use refer to the Artemis Graphics Standard Manual:
<https://communications.nasa.gov/content/artemis-graphics-standards>

The Artemis Purpose

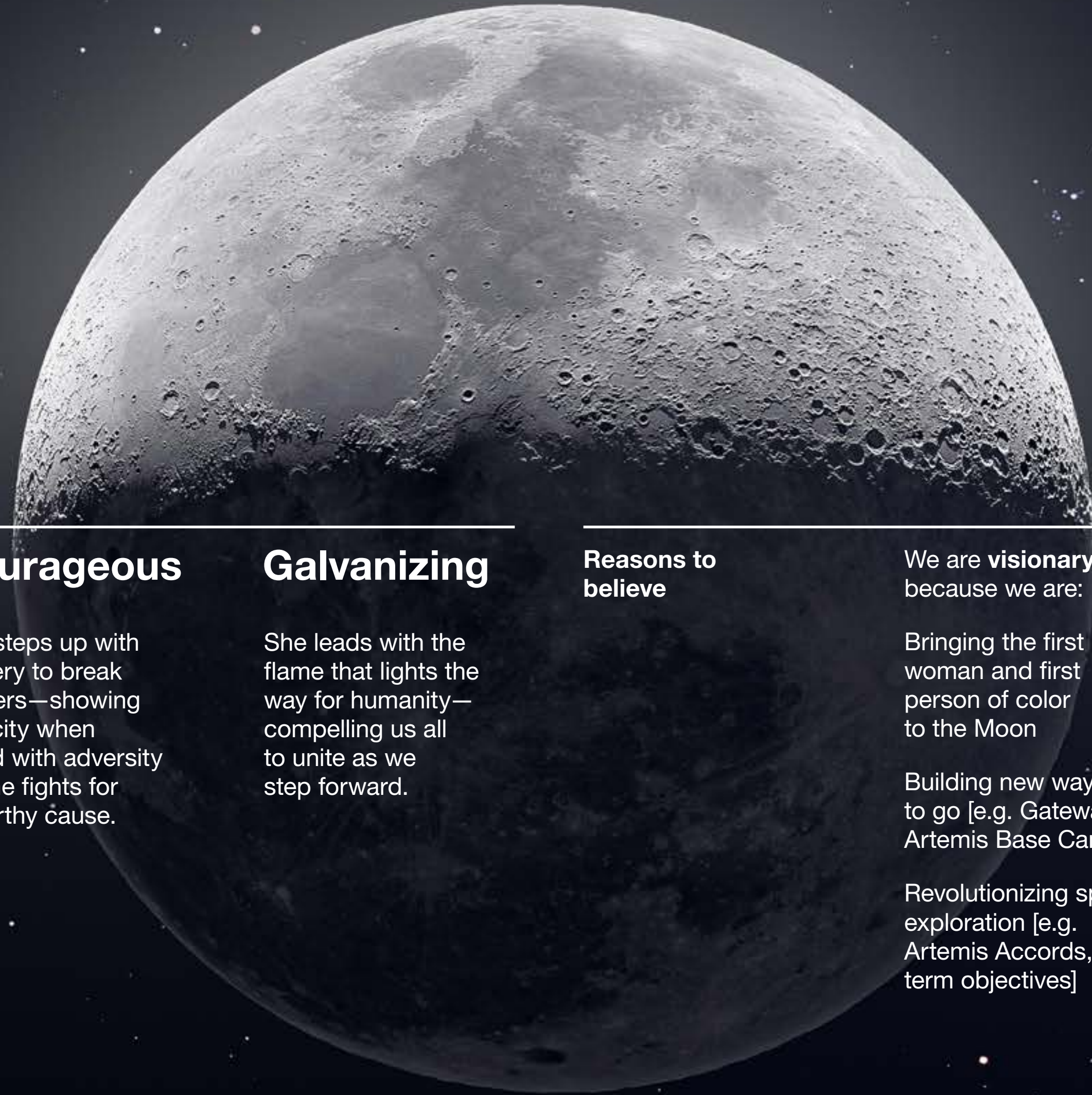
The Artemis purpose tells people why we exist and why they should care, allowing us to inspire a generation of people about the Artemis missions.

Artemis is an answer to the call to explore. To evolve. To pursue knowledge unceasingly. To explore the Moon and other worlds so as to better understand our own. To discover our purpose. Because we are a species driven by the call to explore.



**We go to the Moon to learn
how to live on other worlds**

Brand Personality



Brand personality is how we define and inform the expression of our brand.

Most simply, it guides how we look, feel, and behave—acting as the foundation for everything from tone of voice to visual identity.

A strong brand personality gives a brand an authentic, distinctive, and recognizable character, one people see themselves within and want to engage with. It also helps to set expectations for the type of experience a brand delivers.

Brand characteristics

Visionary

She knows her higher calling and is determined to see it through—demonstrating the foresight, optimism, and sense of wonder to seek out a better world.

Courageous

She steps up with bravery to break barriers—showing tenacity when faced with adversity as she fights for a worthy cause.

Galvanizing

She leads with the flame that lights the way for humanity—compelling us all to unite as we step forward.

Reasons to believe

We are **visionary** because we are:

Bringing the first woman and first person of color to the Moon

Building new ways to go [e.g. Gateway, Artemis Base Camp]

Revolutionizing space exploration [e.g. Artemis Accords, long-term objectives]

We are **courageous** because we are:

Unleashing a new space economy [e.g. contracting SpaceX, Blue Origin, Dynetics, Astrobotics, etc.]

Overcoming new challenges [e.g. Artemis Fires Up testing of SLS]

Spreading meaningful discoveries and advancements [e.g. NASA Technology Transfer Program]

We are **galvanizing** because we are:

Expanding Private-Public Collaboration [e.g. inviting industry to participate in spacesuit development]

Driving global collaboration [e.g. contributions like Canadarm3]

Inviting future generations to build [e.g. Artemis Generation STEM Engagement]

Tone of Voice Principles

Voice Principles

Inspire wonder

Vivid and evocative language that uses imagery to bring science and technology to life, elevating the sense of what's possible

Guidance

This means we're:

Colorful but not fanciful

Unexpected but not abrupt

Imaginative but not ignoring reality

This could look like:

Using metaphors, similes and analogies to introduce abstract themes and build a sense of wonder

Asking concept-altering questions

Introducing big ideas with expressive language

Light the way forward

Passionate and energetic language that highlights the enthusiasm and determination necessary to lead every day

This means we're:

Optimistic but not carefree

Confident but not superior

Stand-out but not isolating

This could look like:

Using declaratives, imperatives and active voice

Addressing challenges and issues confidently and proactively

Sharing opportunities with the audience to immerse themselves and/or get involved

Building confidence in our ambitious efforts by pointing to our deep experience and expertise

Make it universal

Human and simple language that breaks down barriers and is easily felt by hearts and minds everywhere

This means we're:

Inclusive but not pandering

Aspirational but not unattainable

Informative but not overwhelming

This could look like:

Avoiding jargon, acronyms, and technical terms that may be unfamiliar to the intended audience

Being as concise and straightforward as possible

Sharing approachable stats, stories, and anecdotes

Tone of Voice is our style of writing and speaking.

It helps us be heard, recognized, and easily remembered. Voice brings our brand to life and helps us develop a relationship with our audiences.

From our website, to social media, to signage and materials, our voice creates a consistent experience for everyone who interacts with us.

Our Visual Identity

The Torchbearer

This represents Artemis' vision. Her vantage point from the lead, as she illuminates our path to new discoveries, new possibilities, and new perspectives for human life. Constantly advancing to new horizons, her ambition moves humanity forward.

The visual concept is the common thread for all elements of the Artemis Visual Identity.

Design Principles

These provide clear criteria for the conception, craftsmanship, and creativity of our brand. They are for designers and non-designers alike, benefitting anyone developing or approving any form of design on behalf of Artemis.

Illuminate what's next

Artemis is illuminating the path forward for humanity in lunar exploration and beyond. Design can focus attention on where we're headed next, building anticipation for future accomplishments

What this means:

Our visuals are conceptually driven – horizons that are illuminated by Artemis. **Use them to reveal the story and information in an engaging way.**

Use design (the selection of visual content and either size and scale or color) to **emphasize** or **elevate** ideas, concepts or people that are making this journey possible.

Use layout compositions to direct and lead the viewer to content in a revealing manner.

In the photography or imagery we select or create, is there a sense of a **horizon**, **perspective** or something we're **illuminating**?

Emotion at the heart

Highlight humanity to make our stories relatable

What this means:

Show the connection to people. This can be literal, showcasing our **employees and partners** and the role they play in the development of technology. It can also be conceptual, **conveying relatable** themes like curiosity, discovery, and achievement.

Juxtapose **technology with humanity** in photography, for example showing a candidate astronaut on their courageous journey traveling in the Orion spacecraft.

Is there a role for **people** or a **human emotion** attached to the design?

Concise and precise

Elevate the most important details, focusing in on what people need to know and what will make the design most compelling

What this means:

Design, edit, design again – when possible, simplify the design and content to the essential elements. **Less is more.**

Be purposeful with how and when specific elements in our visual identity are being used.

Do the elements in the design **support the communication**, or does it detract from it?

Our Visual Identity at a Glance

Core elements

These are defined as the unique, signature visuals of the Artemis Visual Identity. Each has an important role in telling the Artemis story.

Logo

Our primary identifier conveys the new path forward in lunar exploration – from the Earth to the Moon and beyond.

Imagery

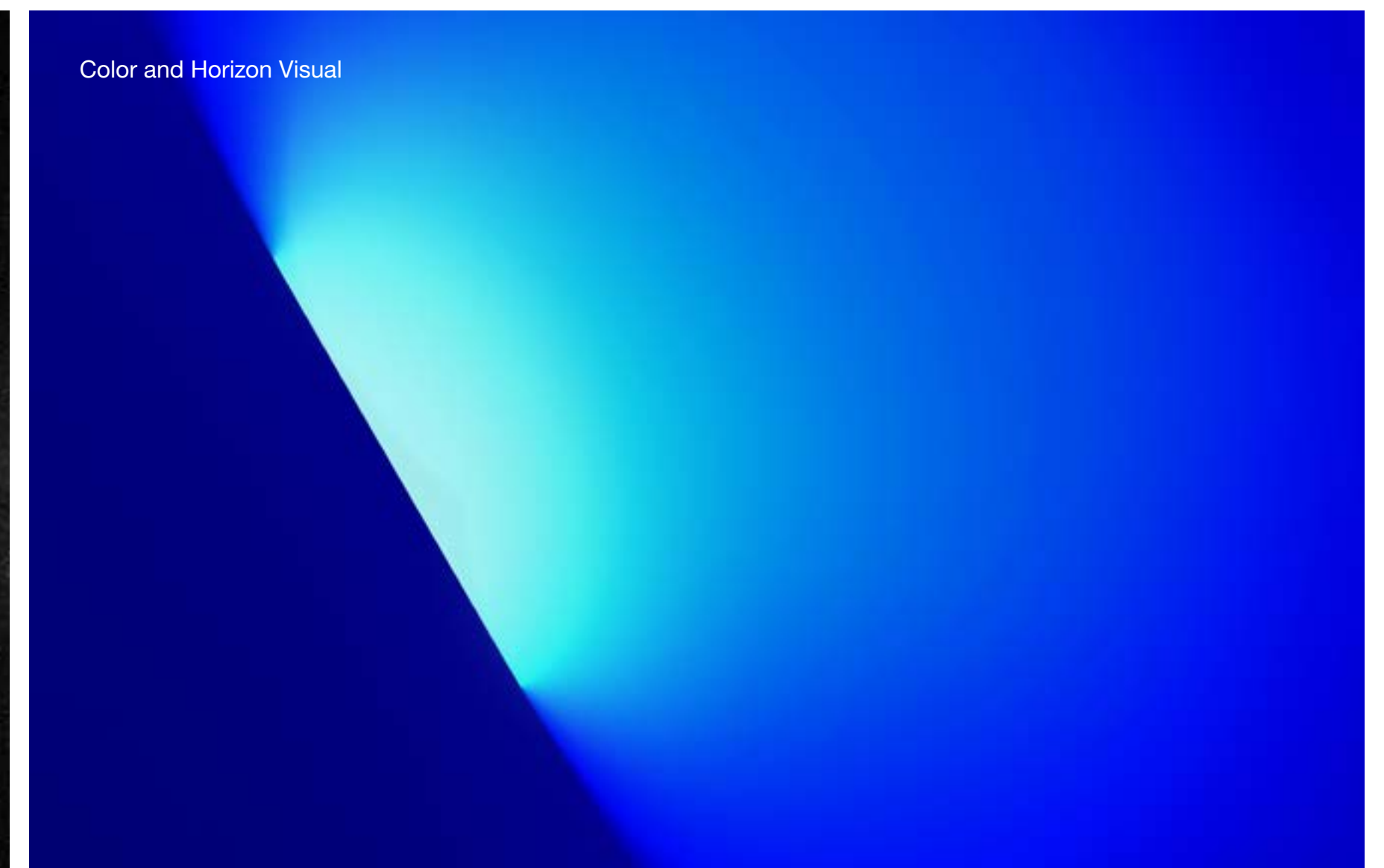
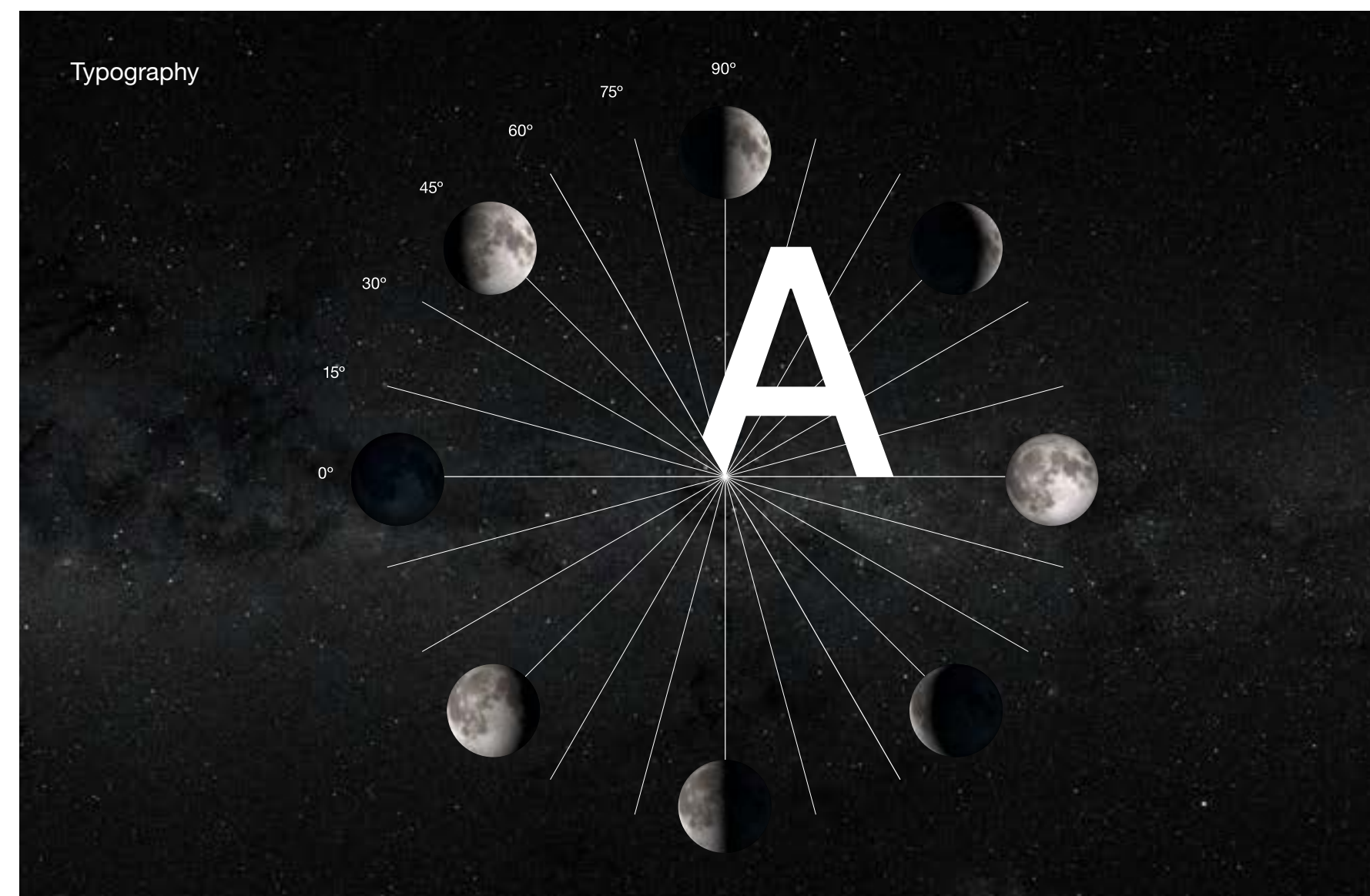
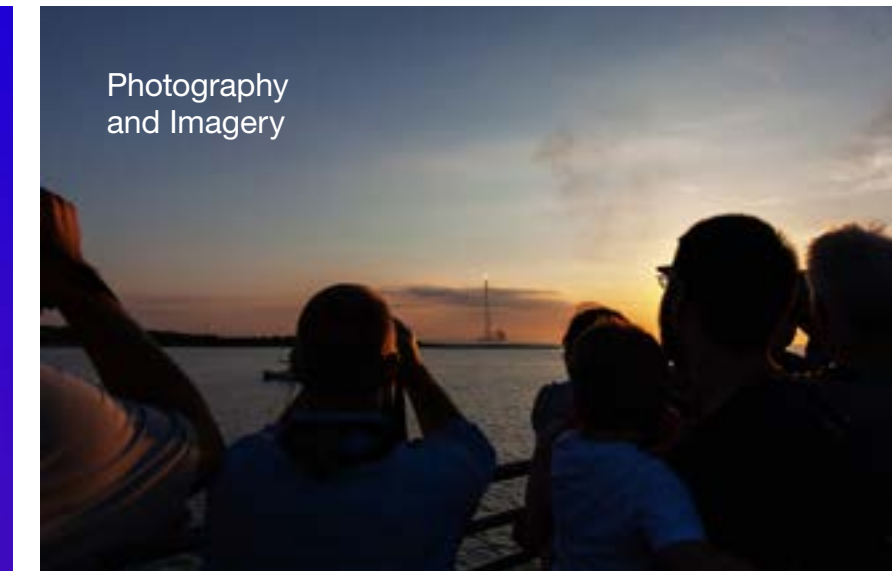
We use photography to capture the human story behind Artemis, showing our innovative spirit and determination to build the technology to get us to the Moon.

Typography

We nod to the legacy of NASA but also acknowledge our bold steps with Artemis through our typeface and typographic expressions.

Horizon

In our use of color and key visuals, we take inspiration from the way Artemis illuminates humanity’s path forward, creating a more inclusive future that brings everyone along for the journey.



Our Visual Identity at a Glance

Secondary elements

These are supportive elements which have specific communication uses.

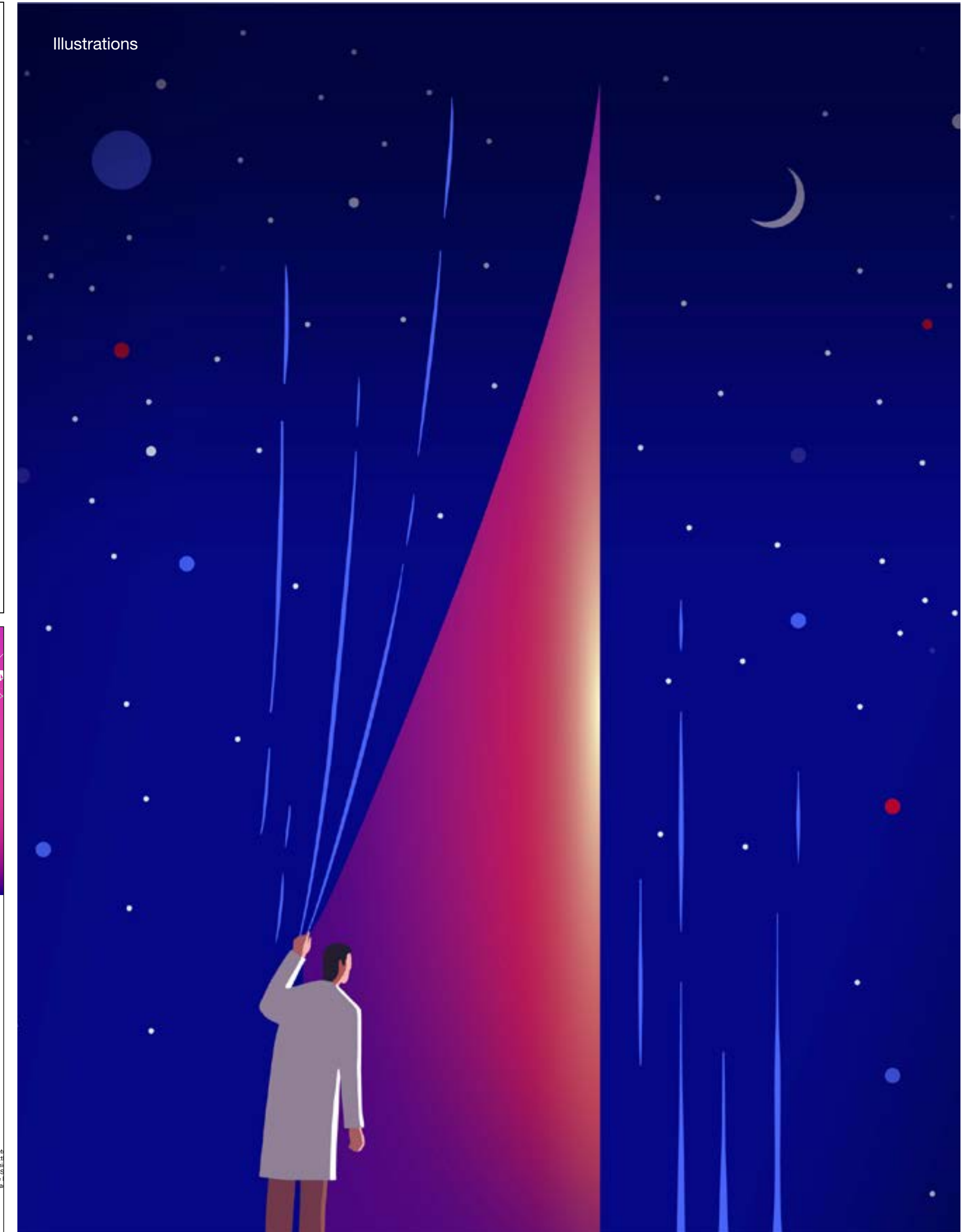
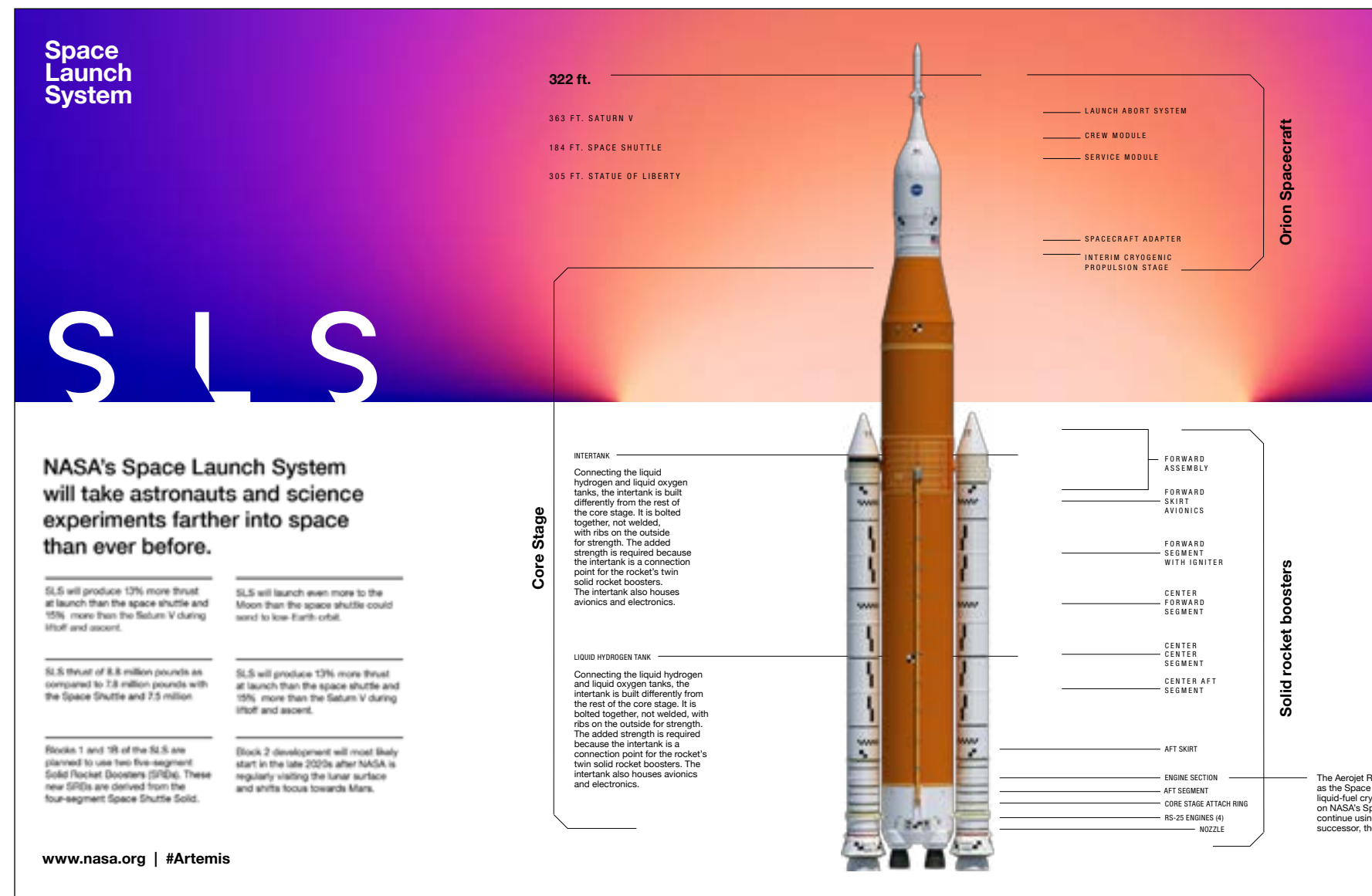
Infographics

Infographics help us understand complex content through visuals with concise data points and digestible copy.

Illustration

Illustration has specific use in the Artemis Visual Identity. We are selective in what it represents and only use it to depict:

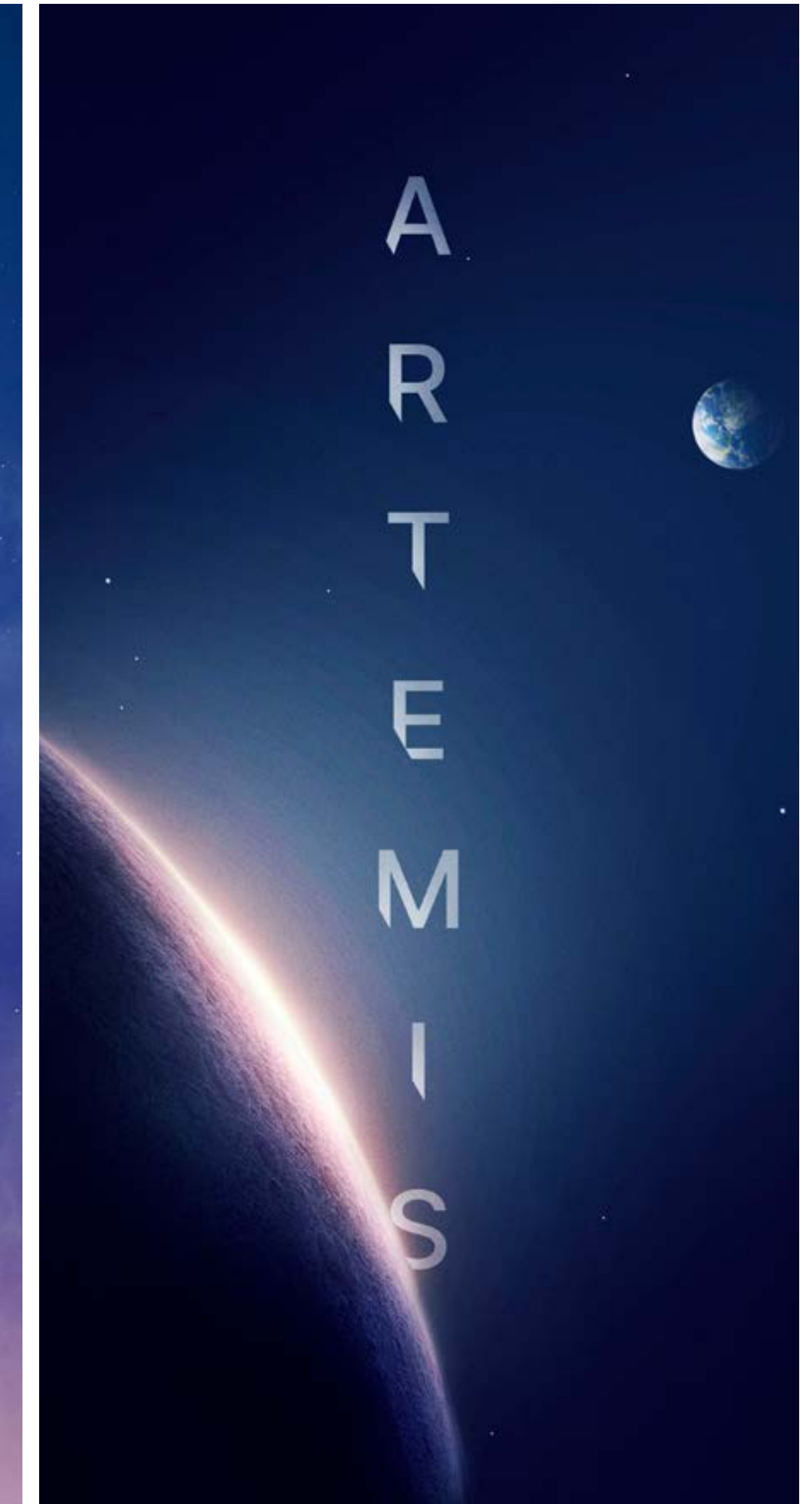
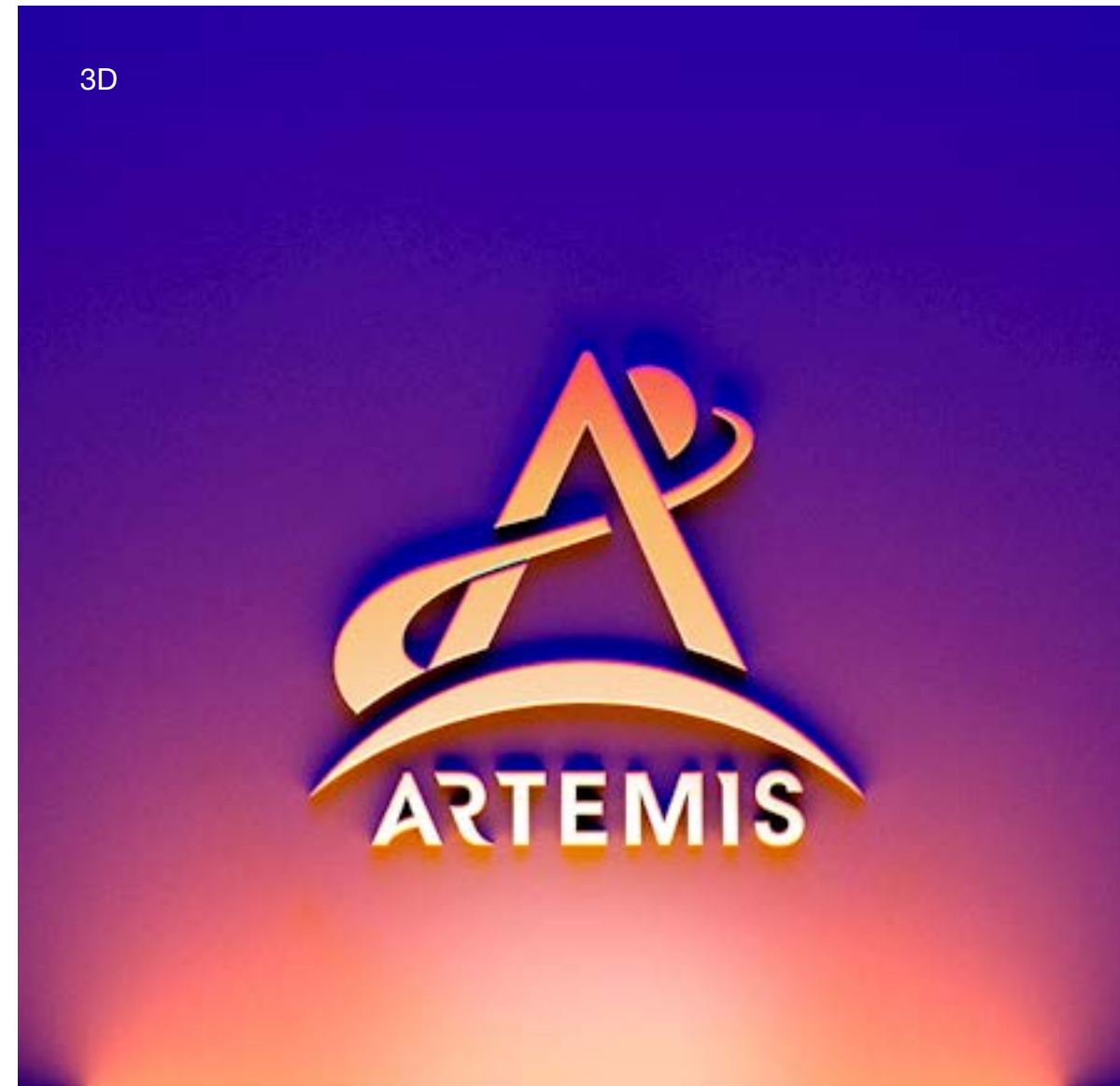
- 1) What we've never seen (such as a future event or the undiscovered)
- 2) Complex and changing topics
- 3) Things where photography cannot



Our Visual Identity at a Glance

3D

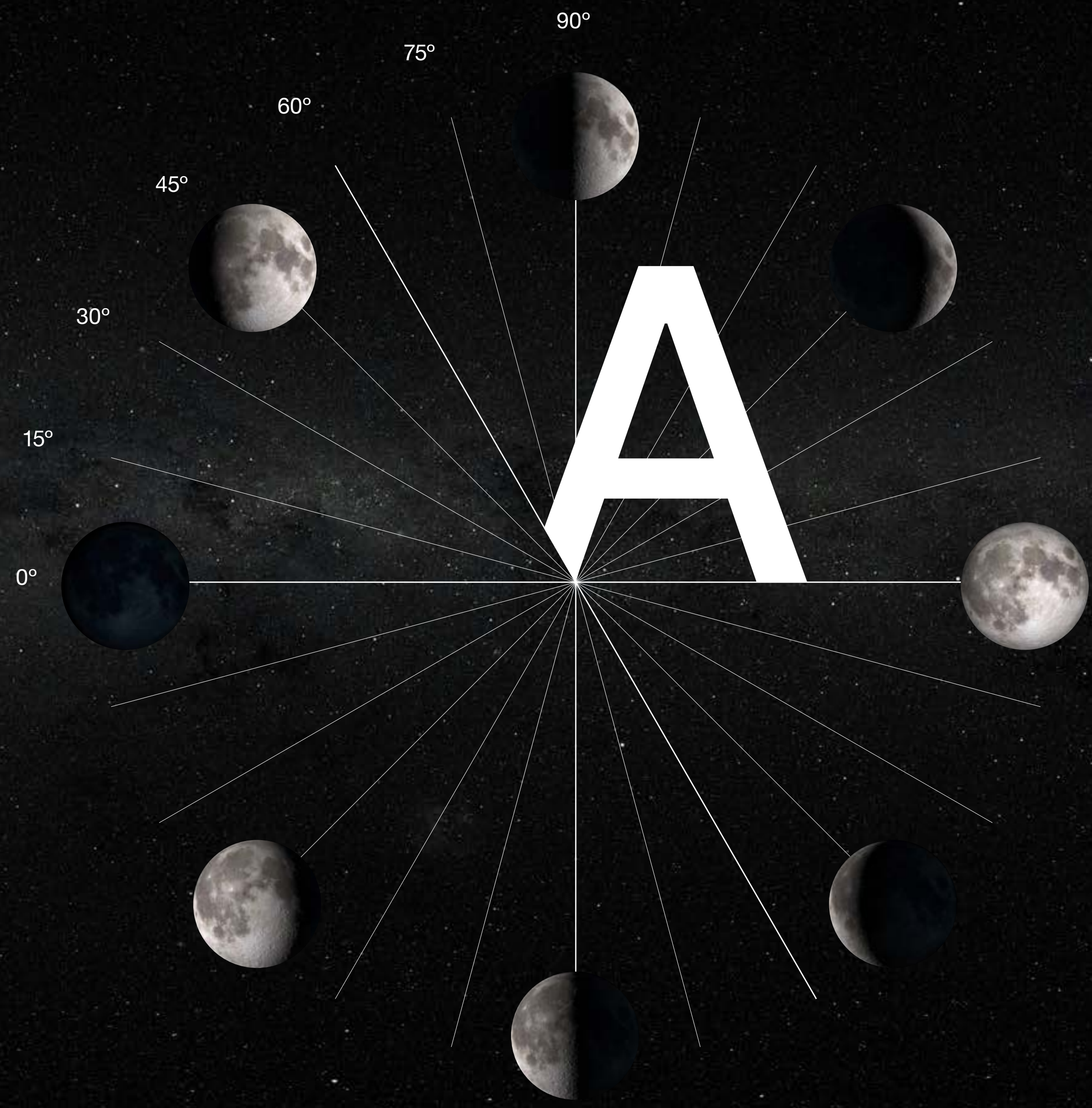
3D can enhance elements of the toolkit and further emphasize the ideas of illumination and perspective. Content on social media and broadcast can leverage this Visual Identity element.



The Torchbearer Design System

The Torch Bearer Design System

Our visual identity elements are inspired by aspects of the Moon and its relationship to us on Earth. Perspectives and angles inform the conception, design and development of the Visual Identity system.



The Moon and its phases inspired our Horizon Visual (0°, 60°, 90°). The 0° and 90° angles provide the sensation of traveling upward.

The 60° angle is derived from the ideal angle between two planetary bodies, creating optimal balance and harmony (60° being 1/6 of an 360° elliptical orbit).

The Torch Bearer Design System

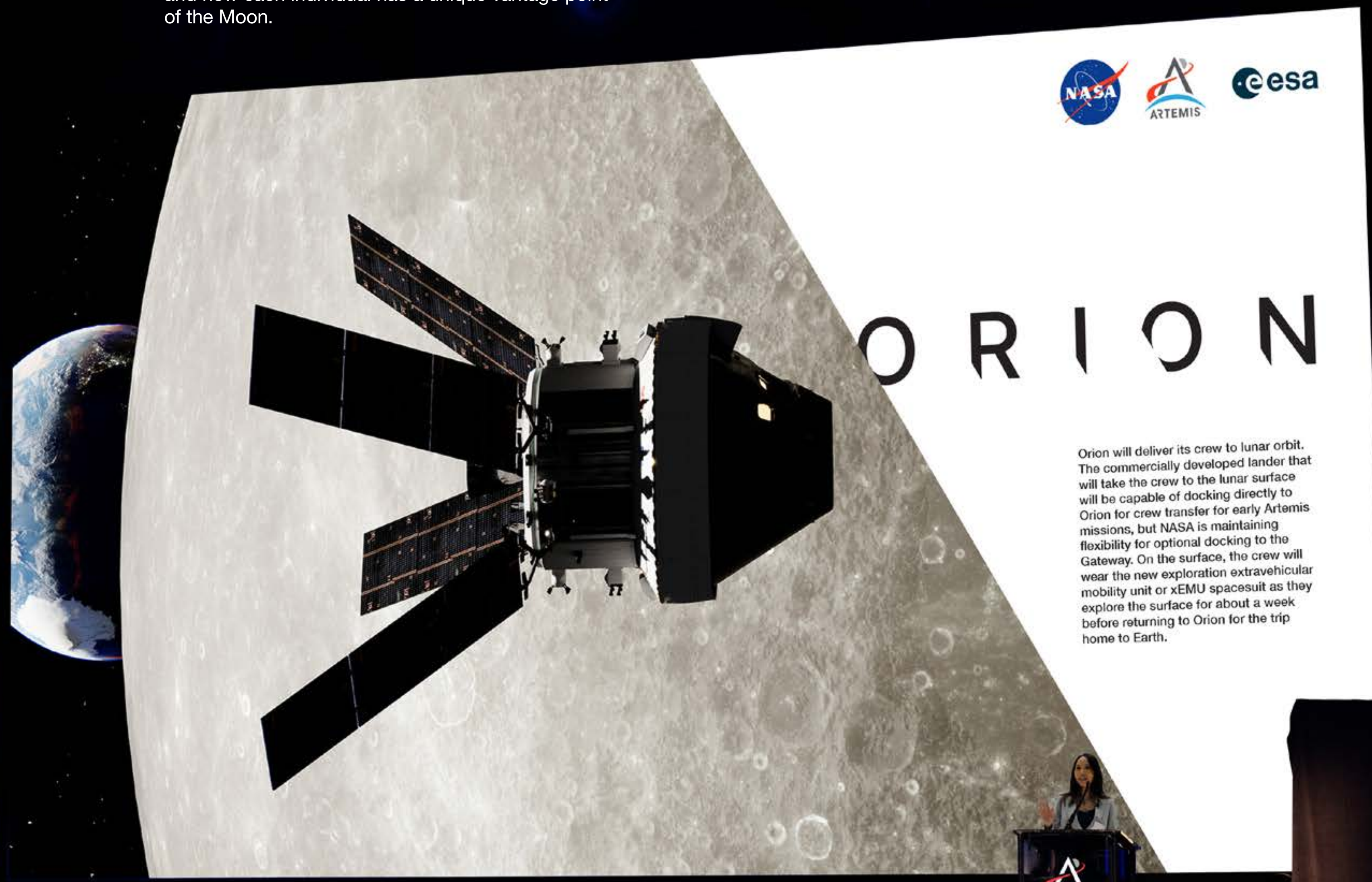
Horizon Visual

The Horizon Visual is a metaphor for illumination, representing exploration to the Moon and beyond, as well as the way Artemis will unearth new discoveries and technologies, shedding light on the unknown.

The Torch Bearer Design System

Layout compositions

Layouts speak to the multiplicity of perspectives and how each individual has a unique vantage point of the Moon.



O R I O N

Orion will deliver its crew to lunar orbit. The commercially developed lander that will take the crew to the lunar surface will be capable of docking directly to Orion for crew transfer for early Artemis missions, but NASA is maintaining flexibility for optional docking to the Gateway. On the surface, the crew will wear the new exploration extravehicular mobility unit or xEMU spacesuit as they explore the surface for about a week before returning to Orion for the trip home to Earth.



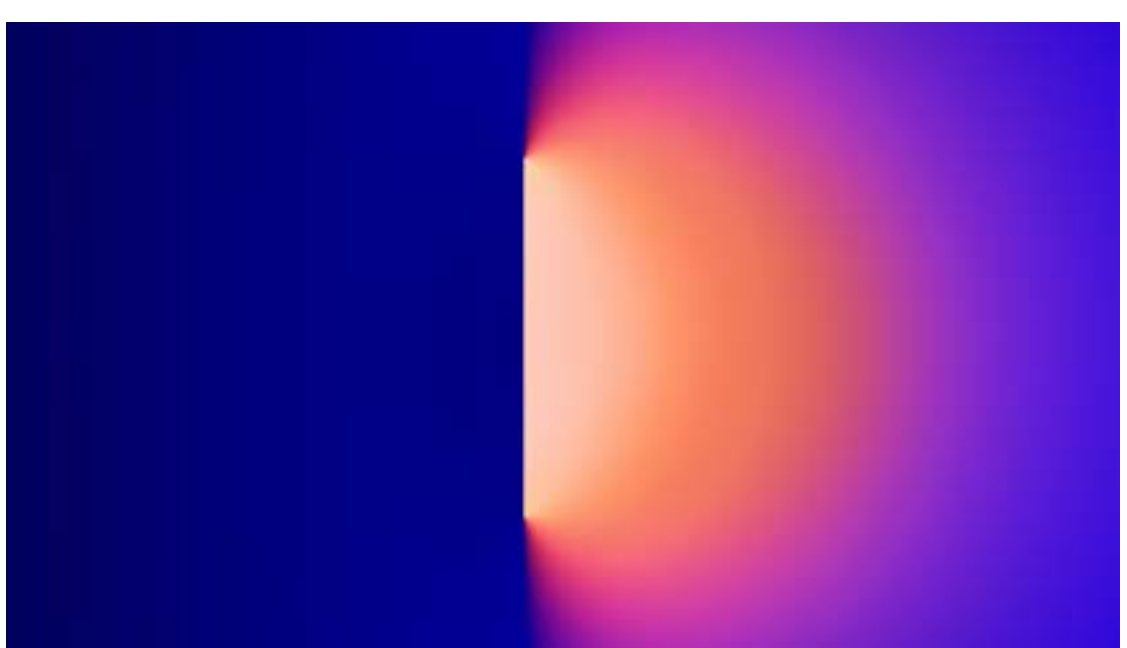
The Torch Bearer Design System

Horizon Visual and layout compositions

Perspective and angles inspired the Horizon Visual as well as how we compose layouts and design content.

Horizon Visual

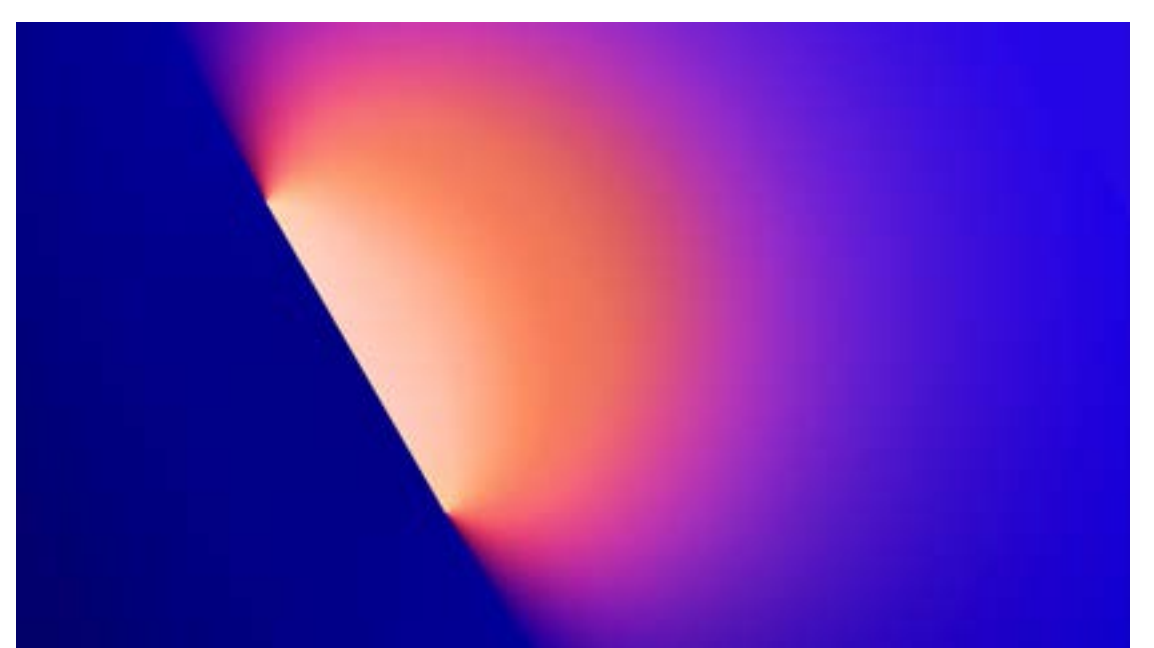
01 Vertical



02 Horizontal



03 Diagonal



04 Curvature



Layout compositions

01 Vertical



02 Horizontal



03 Diagonal



04 Full-bleed



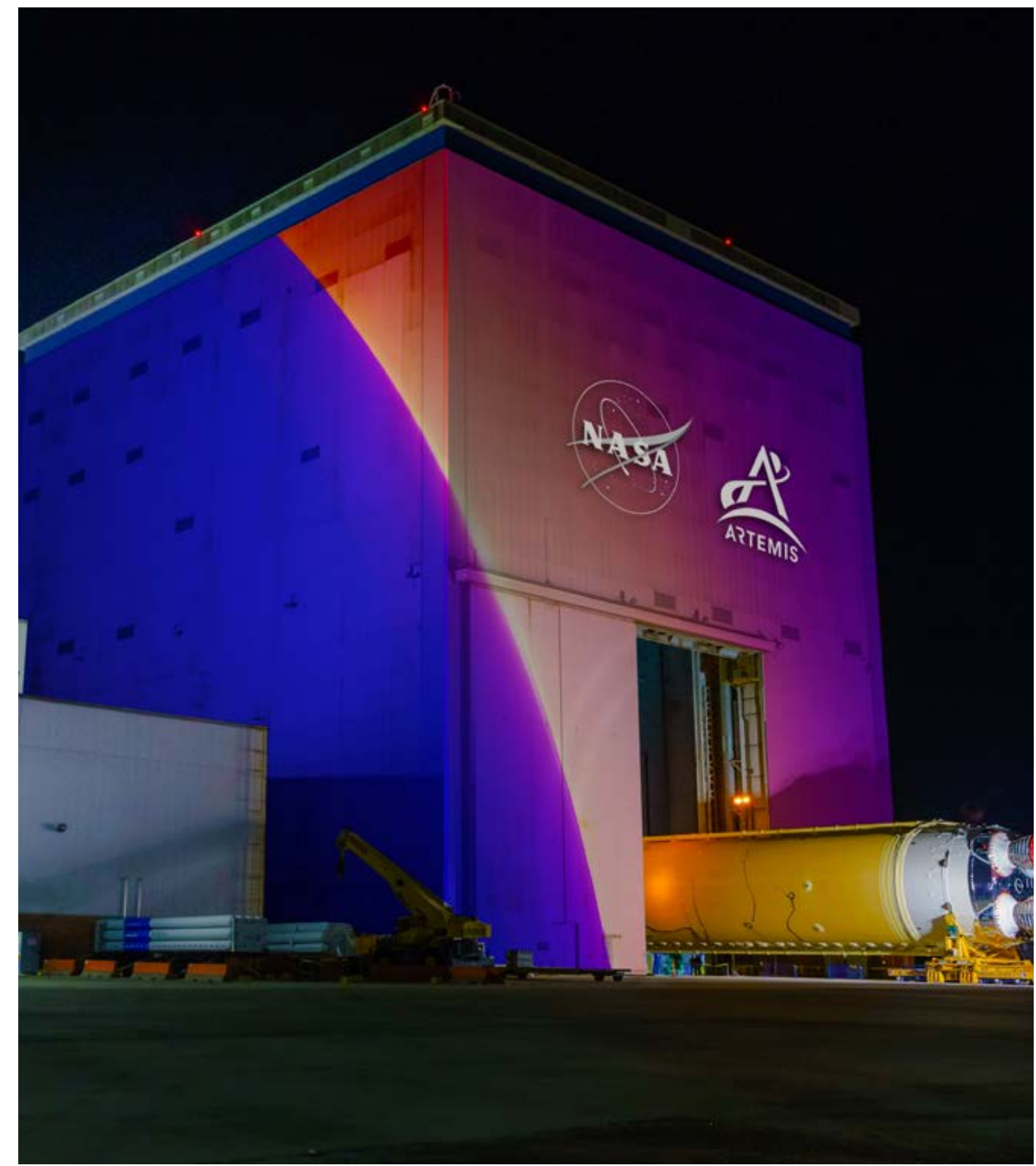
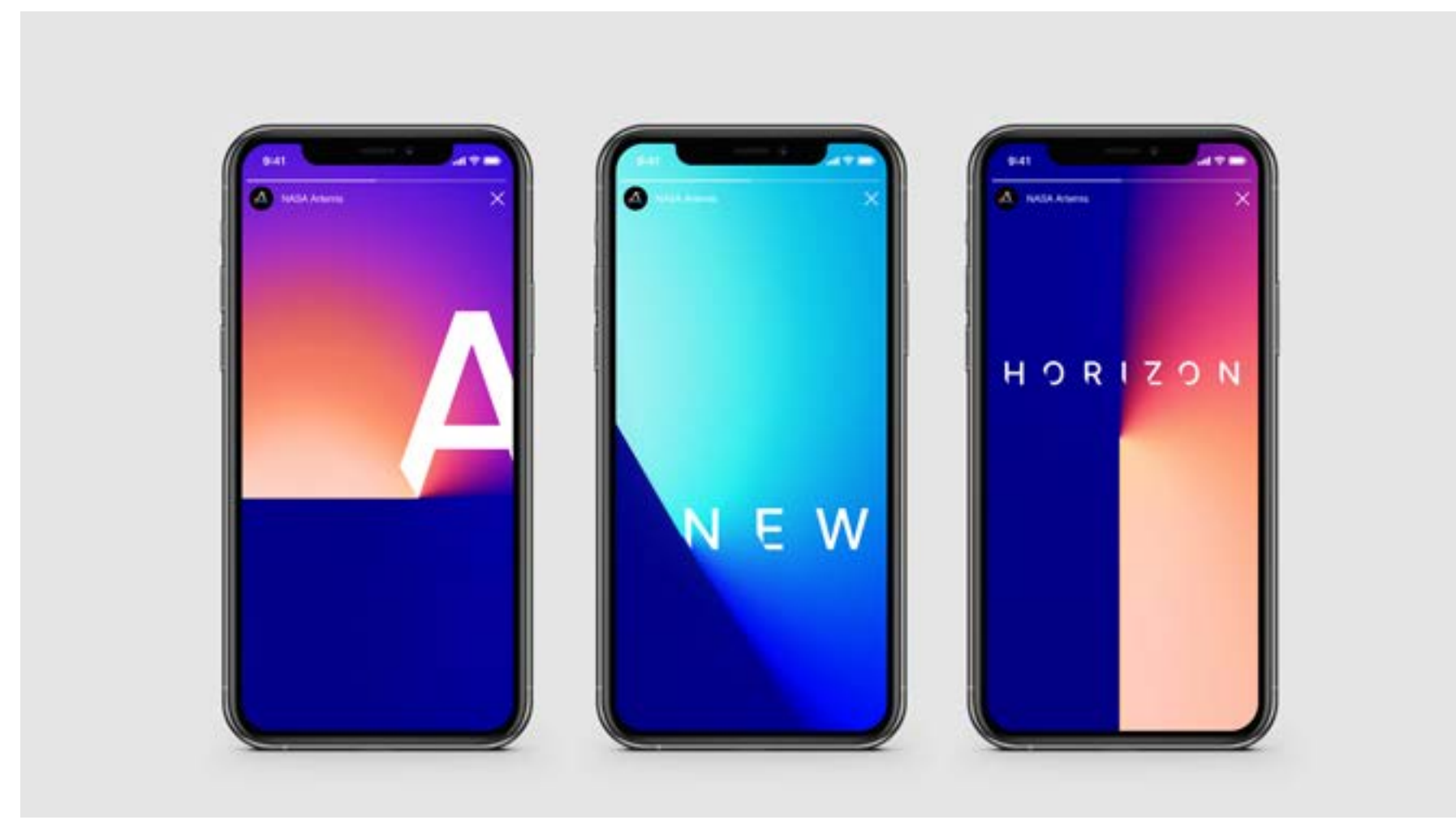
The Torch Bearer Design System

Where and when to use the Horizon Visual

The Horizon Visual is a core element in the Visual Identity toolkit. While it is the hero visual, it should be used selectively and purposefully in communications. This approach to implementation will help signal its importance and also mitigates oversaturating the Artemis communication landscape with it.

Primary visual

The Horizon Visual can be used as a hero visual where it is prominently used in the design, usually paired with copy set in the Artemis Inter typeface.



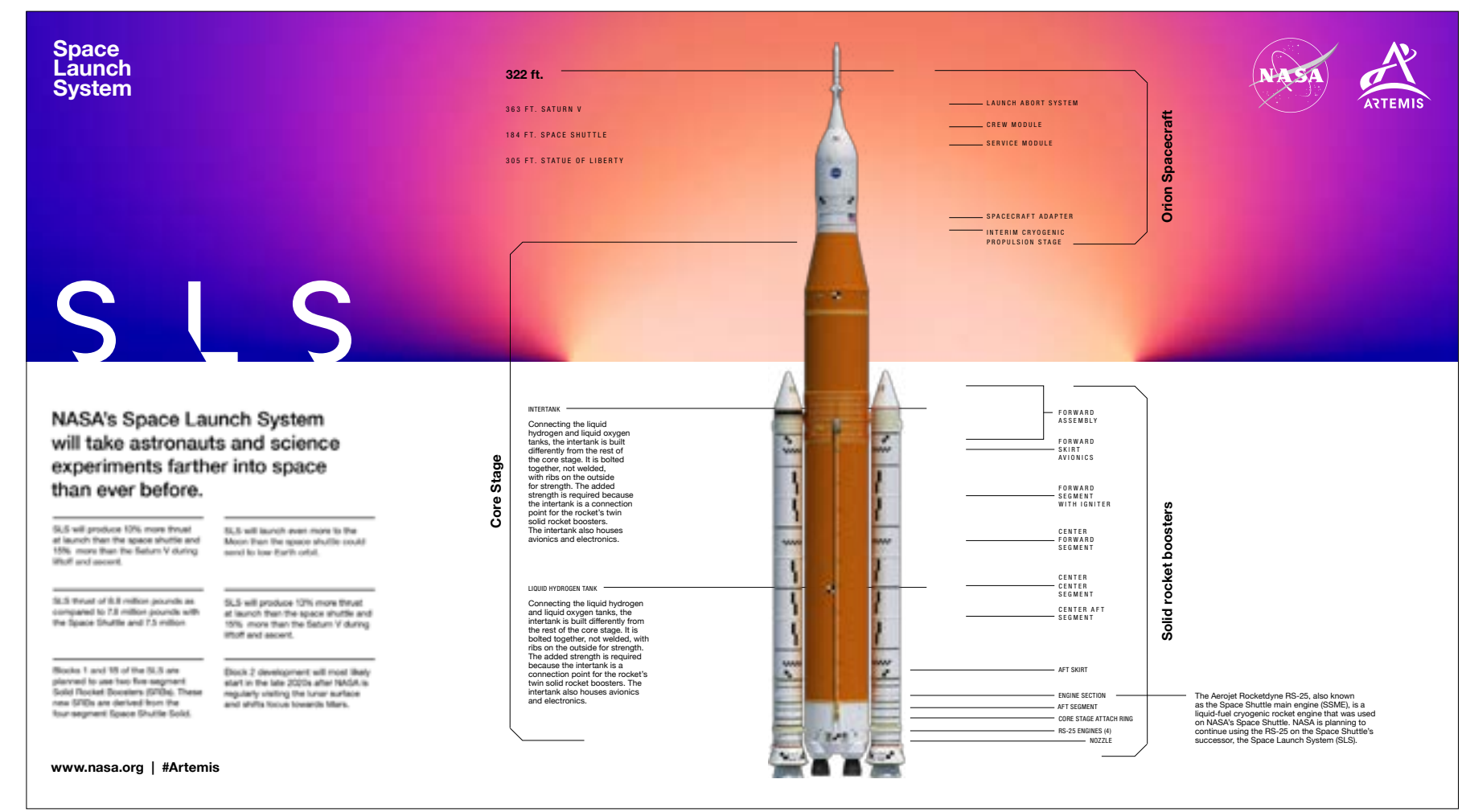
The Torch Bearer Design System

Where and when to use the Horizon Visual System

The Horizon Visual is a core element in the Visual Identity toolkit. While it is the hero visual, it should be used selectively and purposefully in communications. This approach to implementation will help signal its importance and also mitigates oversaturating the Artemis communication landscape with it.

Secondary visual

It can also be used as a secondary visual within the layout composition. It can visually direct the viewer to content in the design and provide strong emphasis to headlines and copy through placement, color and contrast.



The Torch Bearer Design System

Things to keep in mind when using the Horizon Visual

While our Design Principles guide the concept and approach, the direction on this page elaborates on how the Horizon Visual and layouts should be used to achieve impactful design.

Enhance the story

The purpose of the Horizon Visual and layout compositions is to illuminate content through emphasis.

When designing the piece, consider how the Horizon Visual and layout compositions support the story.

If it feels like it is detracting or creating unnecessary complexity, simplify by utilizing other elements in the toolkit or removing an element.

Create visual pacing

Consider how to use the Horizon Visual (or layout compositions) to set pacing in a multi-page or slide presentation. Reserve its use for moments of impact on covers, section dividers, slides with key messages or information. This will provide visual interest throughout the body of the presentation.

Put photography front and center

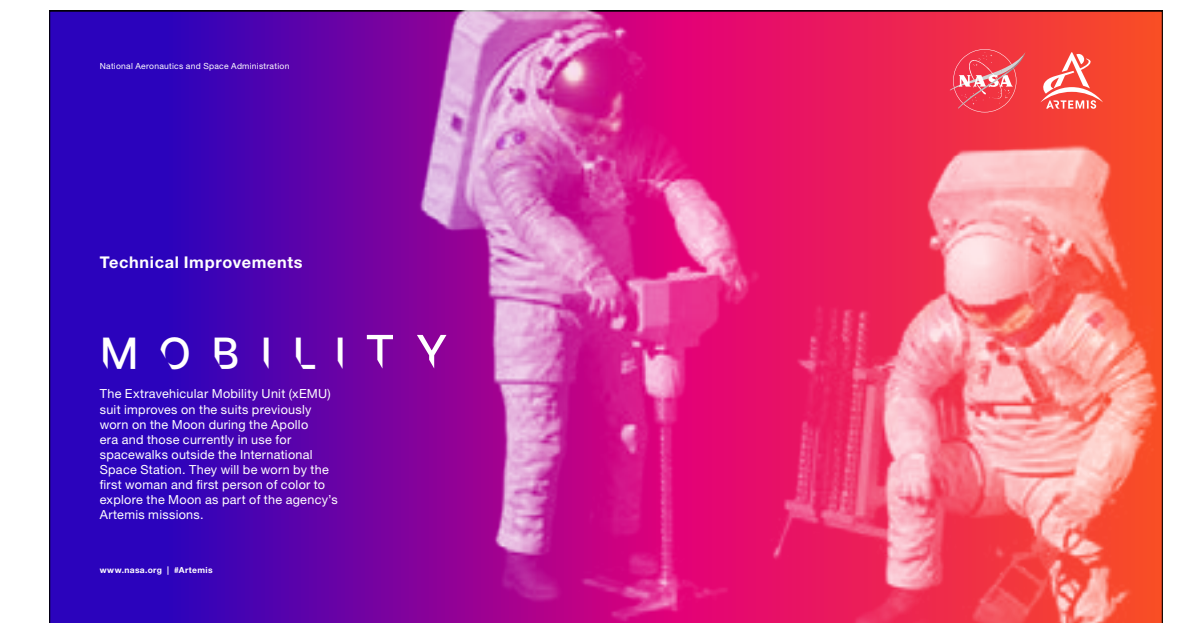
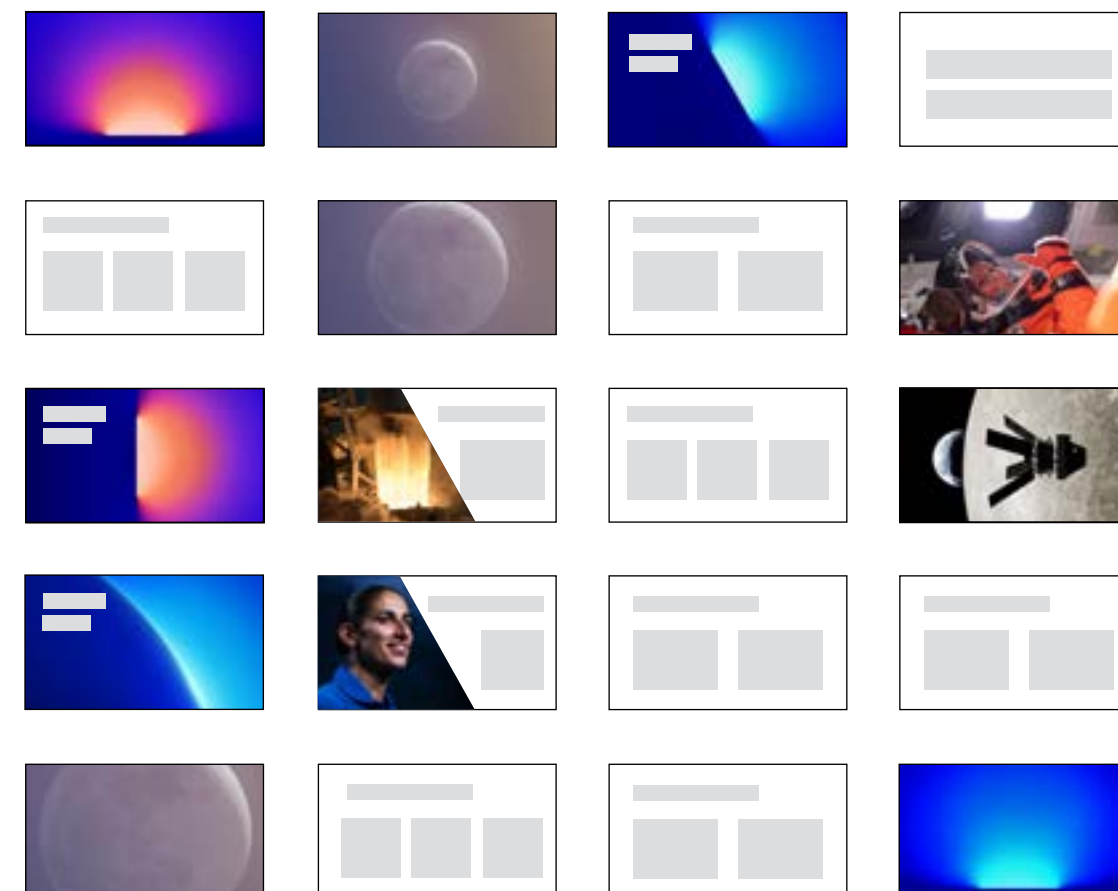
NASA images are awe-inspiring. When using photography that clearly fits the communication objectives and is visually engaging without graphic overlays or filters, leave it as it is.

Build your design around it, using the dynamic layout compositions and the addition of a headline in Artemis Inter typeface and copy.

Create background visual interest

If photography or imagery alternatives are not available (for example, the content is ideal but the image quality is not or re-cropping is essential for a focal point), a gradient overlay can be applied for visual interest.

The visual should only be seen as a background or an element to set atmosphere and mood and should be used sparingly.



The Torch Bearer Design System

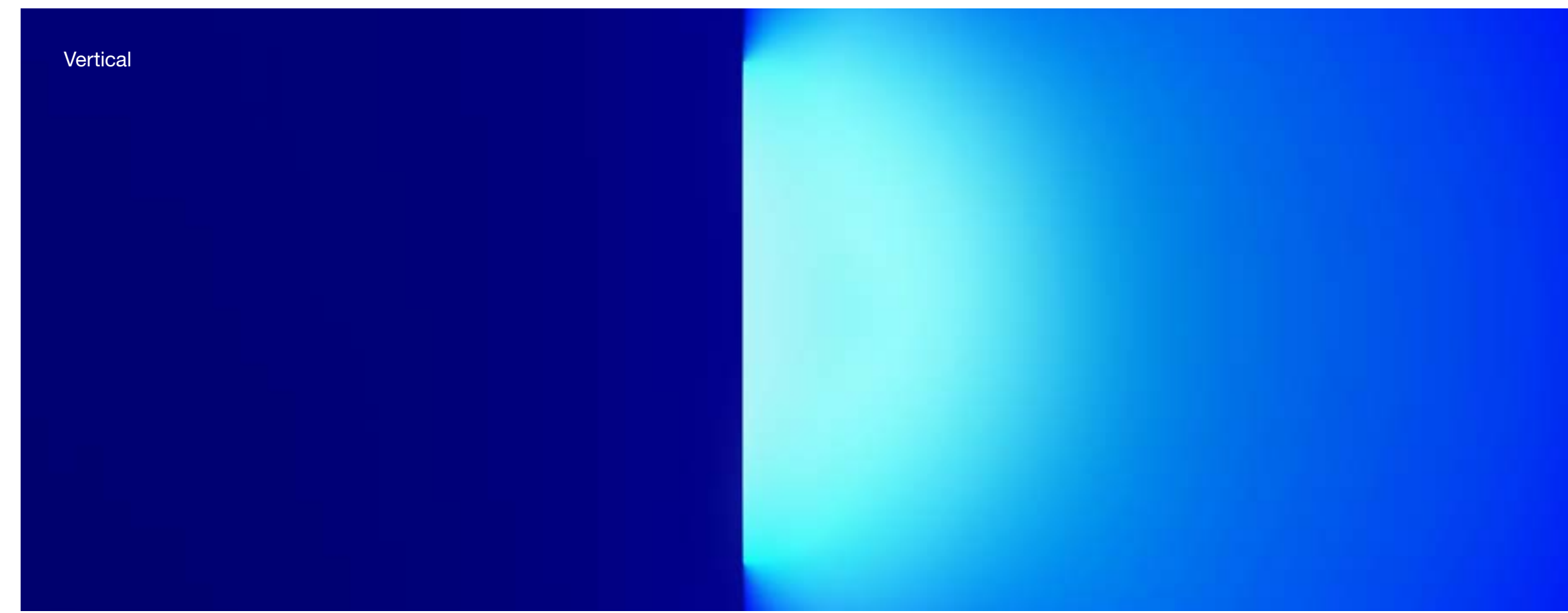
Horizon Visual — Cool Spectrum

Spectrums represent the illumination of the path forward on our journey.

Color in this set—the cool spectrum—connotes opportunity and the pursuit of answers to satisfy our innate human curiosity.

Use this set when the content focuses on people and stories of humanity.

The Horizon Visuals are high-resolution, rasterized image files. Import the image files directly into your layout.



The Torch Bearer Design System

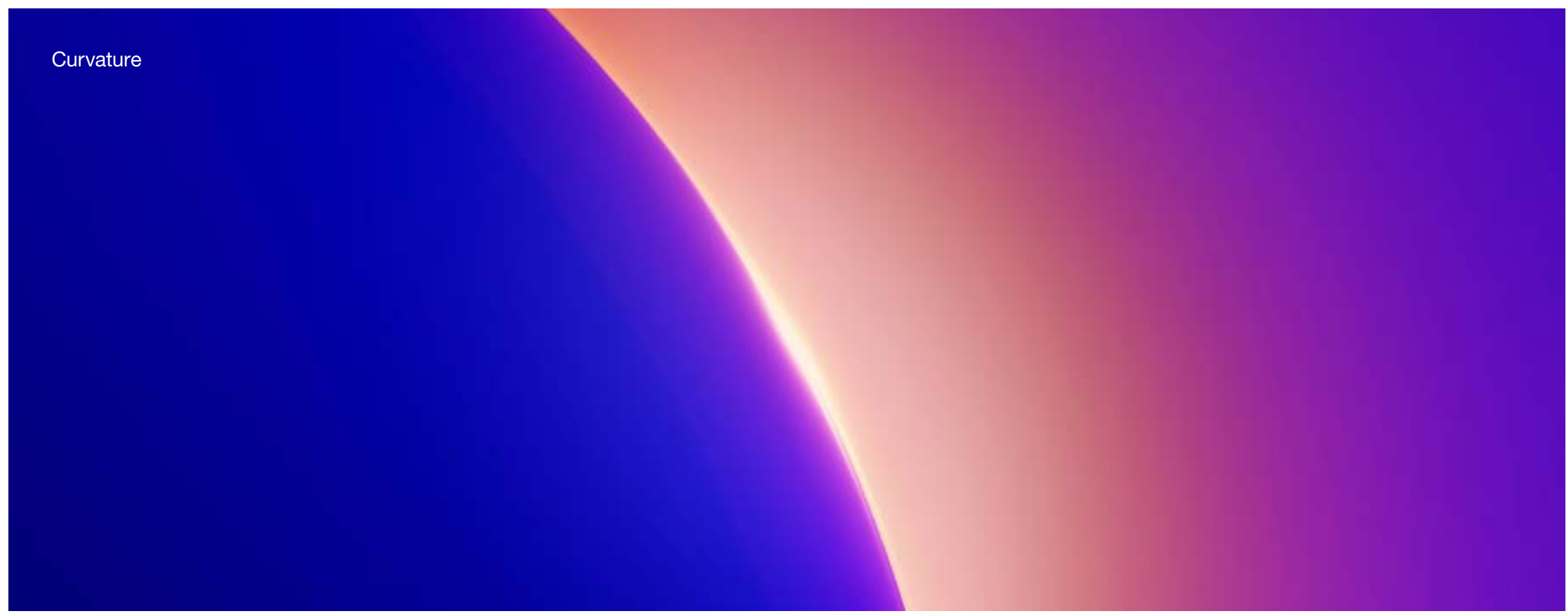
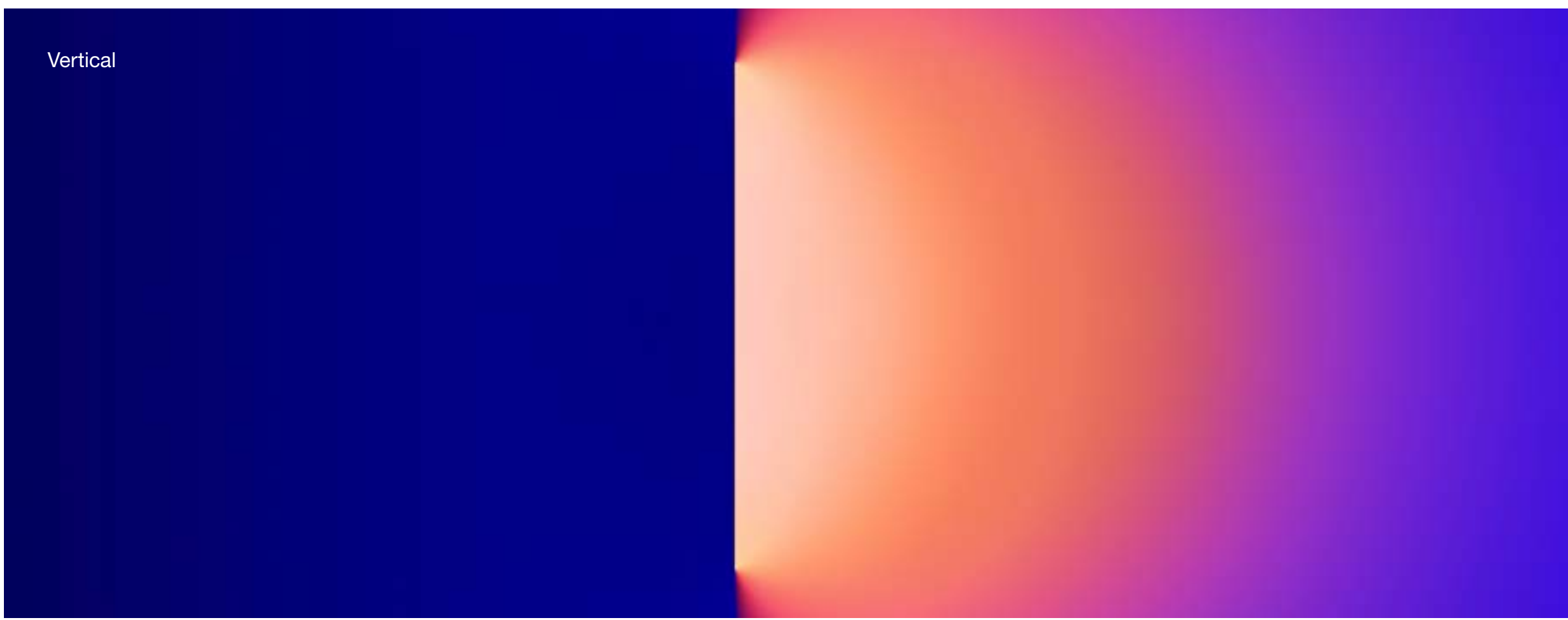
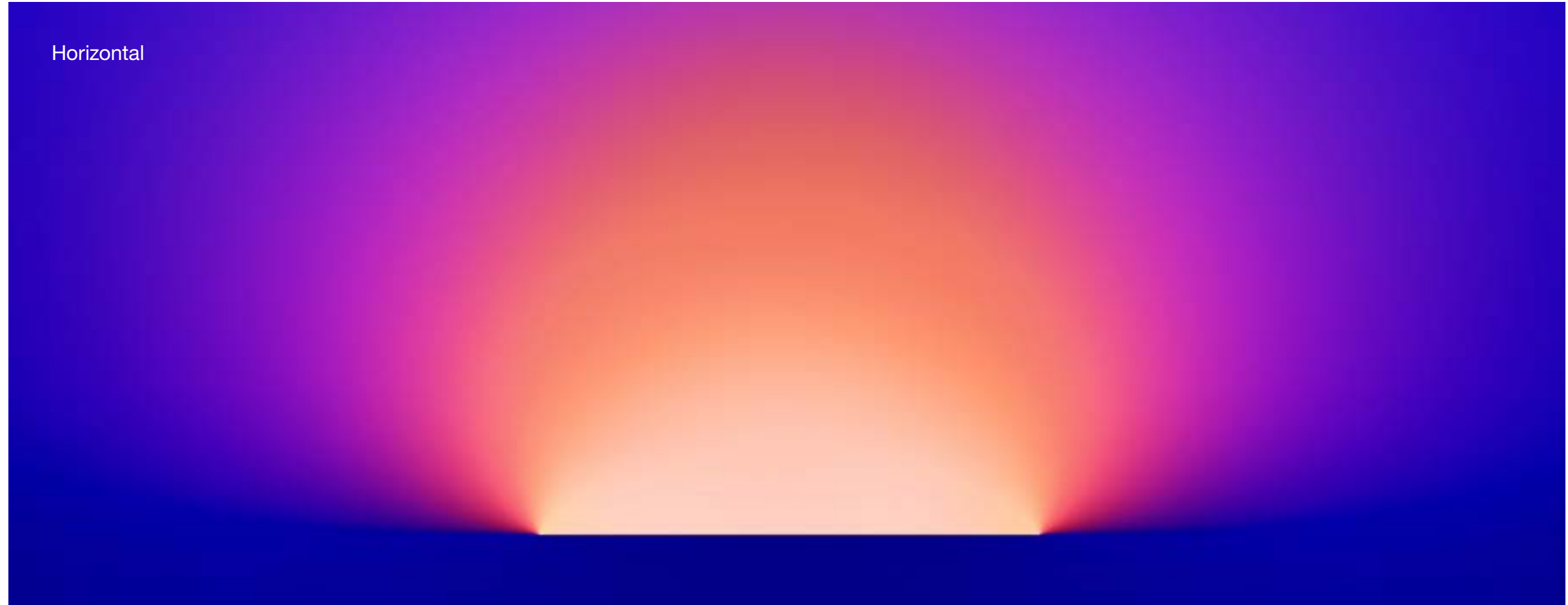
Horizon Visual — Warm Spectrum

Spectrums represent the illumination of the path forward on our journey.

The warm spectrum is inspired by the legacy of NASA, the breakthrough propulsion technologies and the rigor of the testing and analysis in everything we do.

Use this set when the content focuses on technology, products, and innovation.

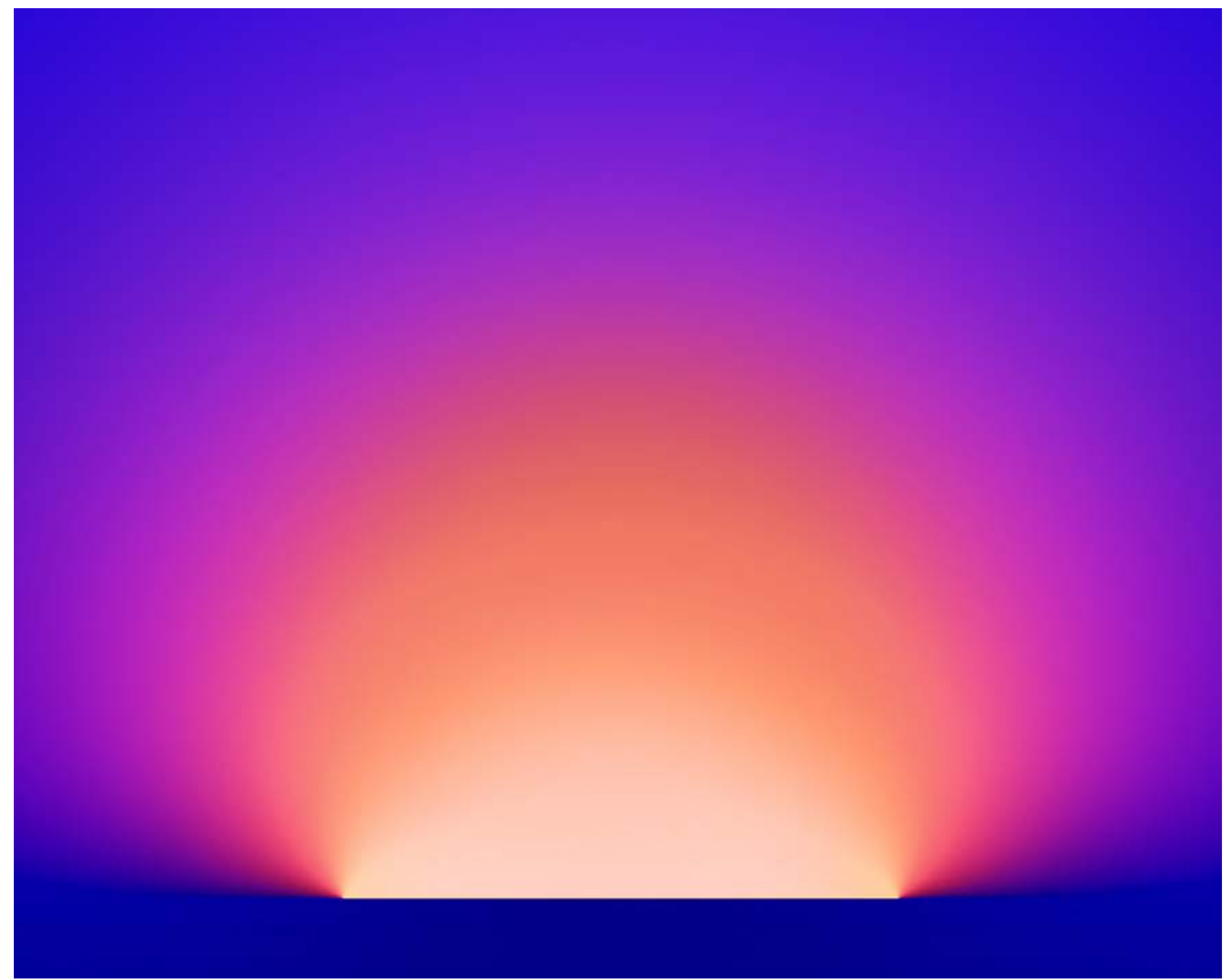
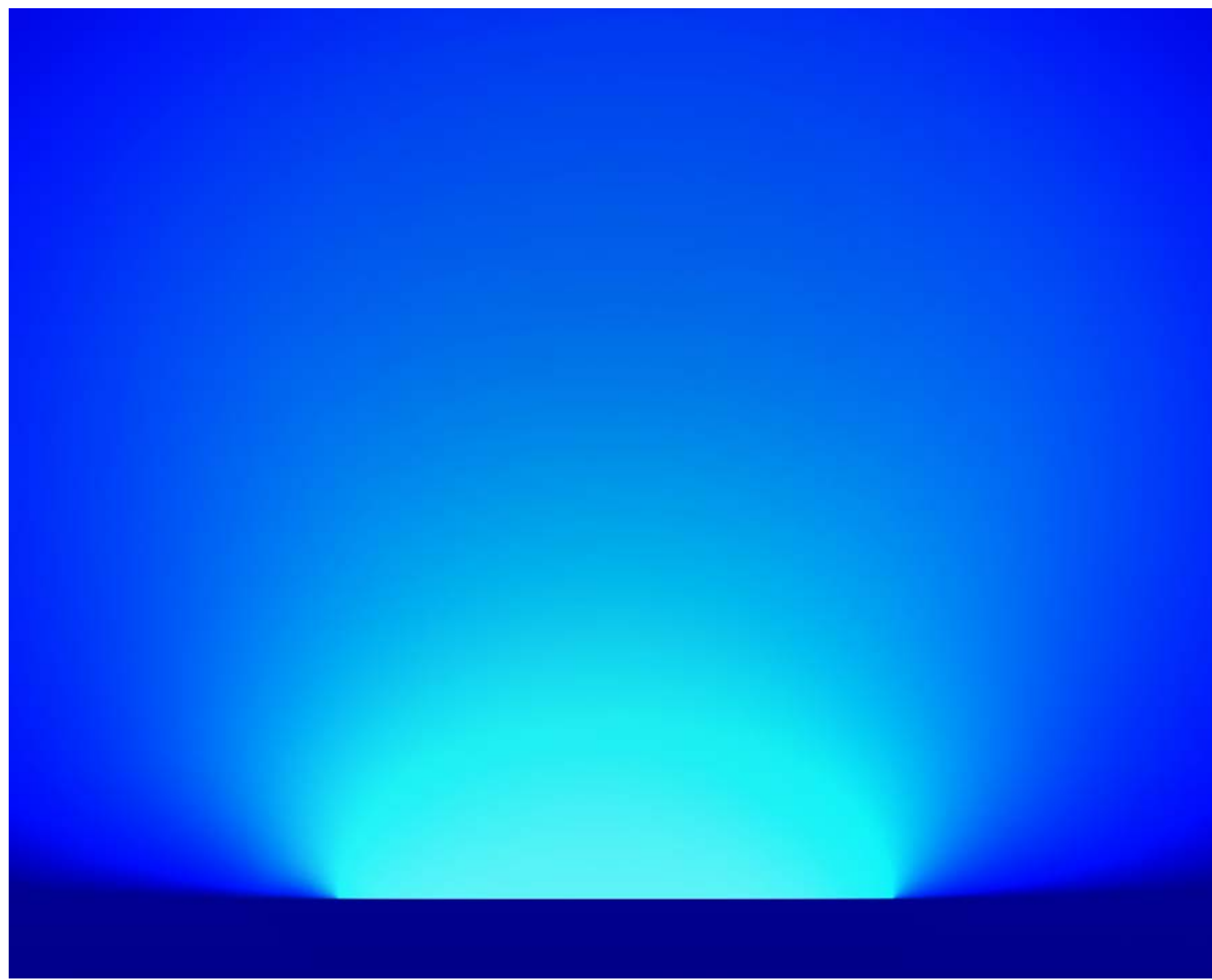
The Horizon Visuals are high-resolution, rasterized image files. Import the image files directly into your layout.



The Torch Bearer Design System

Using color as
rendered light
in space

Our color spectrum comes to life as light and space in the Horizon Visual. We leverage the shades of the spectrum to create the darkness and mystery of space, and the bright side of the spectrum to create the light emanating from Artemis.

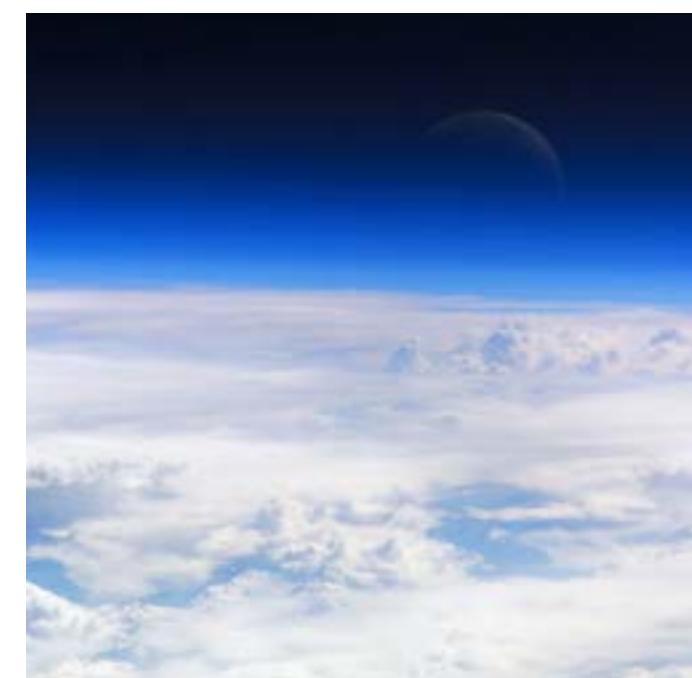


The Torch Bearer Design System

Spectrums in the Horizon Visual

There is significance behind the colors used in the Horizon Visual. We draw inspiration from our legacy and the possibilities of future lunar exploration.

The full spectrum image is not intended for use. Instead, the following 2 pages detail the usage of the pre-selected gradient overlays for application on background imagery.



Cool spectrum
Inspiration, Blue Sky Thinking, Mystery, Human Story

Warm spectrum
Legacy, Propulsion, Technology, Rigor, Safety, The Return Home

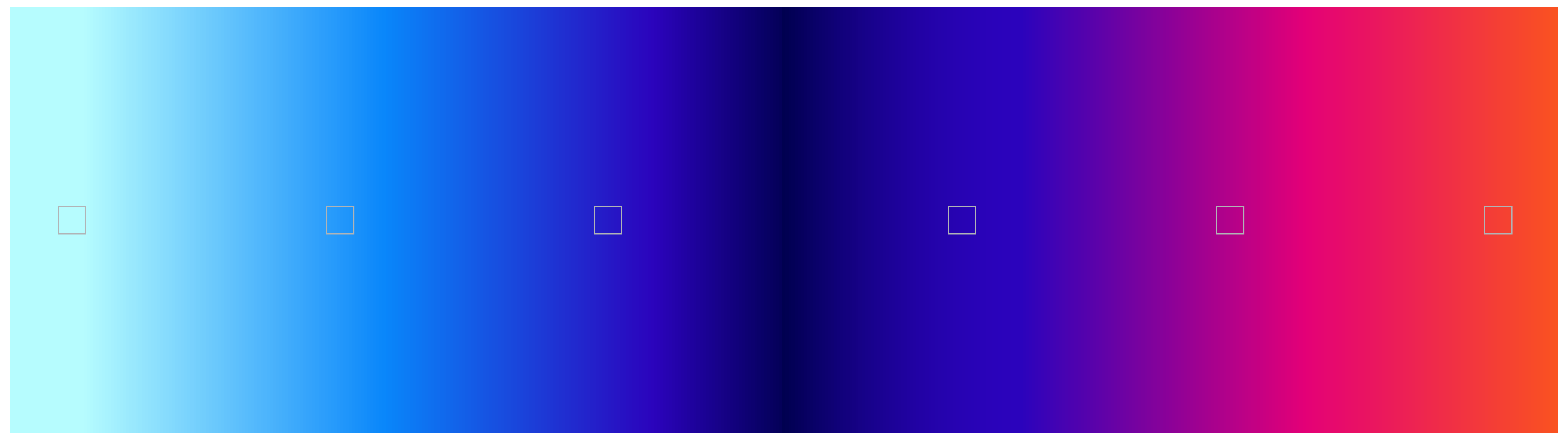
The Torch Bearer Design System

Color overlays

The Horizon Visuals inform the colors in this spectrum.

In rare cases where photography or imagery alternatives are not available, a gradient overlay can be applied for visual interest. The visual should only be seen as a background or an element to set atmosphere and mood.

Pre-selected overlays gradients are specified on the next page.



The Torch Bearer Design System

Color overlays

The 2 pre-selected overlay gradients are derived from color points in the spectrum. These are intended for limited use as overlays on background imagery.

Use a 'Screen' Effect at 100% opacity for screen based applications. For print, apply a 'Screen' or 'Hard Light' Effect. Use an opacity percentage between 85-100% (depending on the density or darkness of the image).

The direction of the gradient can be reversed to fit your communication. Midnight Blue end and mid-point of the spectrum should be used as the area where copy is placed in the layout, as shown in the examples below. This will help optimize the legibility of the text.

Overlay 1



		
Clear Blue	Sky Blue	Midnight Blue
CMYK 28/0/4/0 RGB 182/252/254 HEX #B6FCFE	CMYK 72/40/0/0 RGB 9/134/250 HEX #0986FA	CMYK 100/90/0/2 RGB 43/3/188 HEX #2B03BC

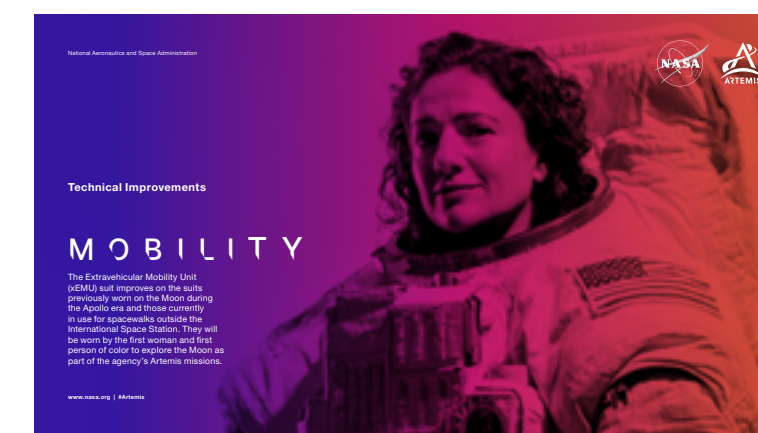
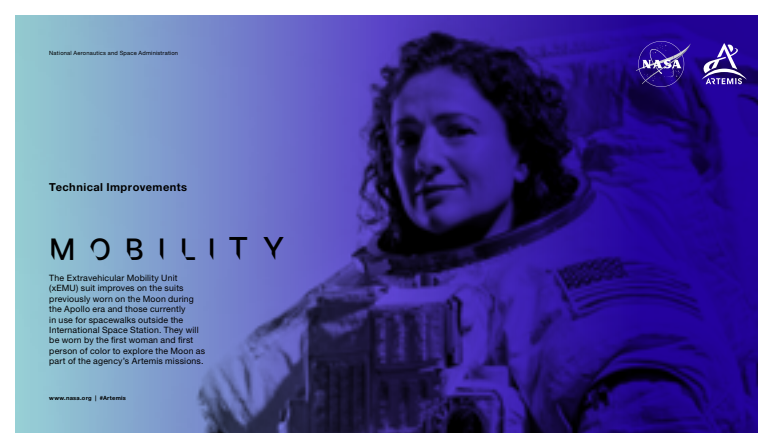
Place your text on this range of spectrum for optimal legibility.

Overlay 2



		
Midnight Blue	Sunset Magenta	Legacy Orange
CMYK 100/90/0/2 RGB 43/3/188 HEX #2B03BC	CMYK 4/100/19/0 RGB 228/0/119 HEX #E30078	CMYK 0/82/97/0 RGB 250/83/31 HEX #FA531F

Place your text on this range of spectrum for optimal legibility.



The Torch Bearer Design System

Color balance and white space

Color proportions are important when developing a piece of communication. The white space approach can differ from a communication that is one-off (such as a social media post or fact sheet) to one that has multiple pages, slides, or surfaces (such as a brochure or report, PowerPoint presentation or an OOH banner).

In one-off communications, use any of the primary 0°, 60°, or 90° layouts, or full-bleed color.

In multiple communications, reserve color pages for the most impactful moments such as covers, break pages, or key messages.

Color proportions



White space

Black from text color

Spectrums from Horizon
Visual or Gradients

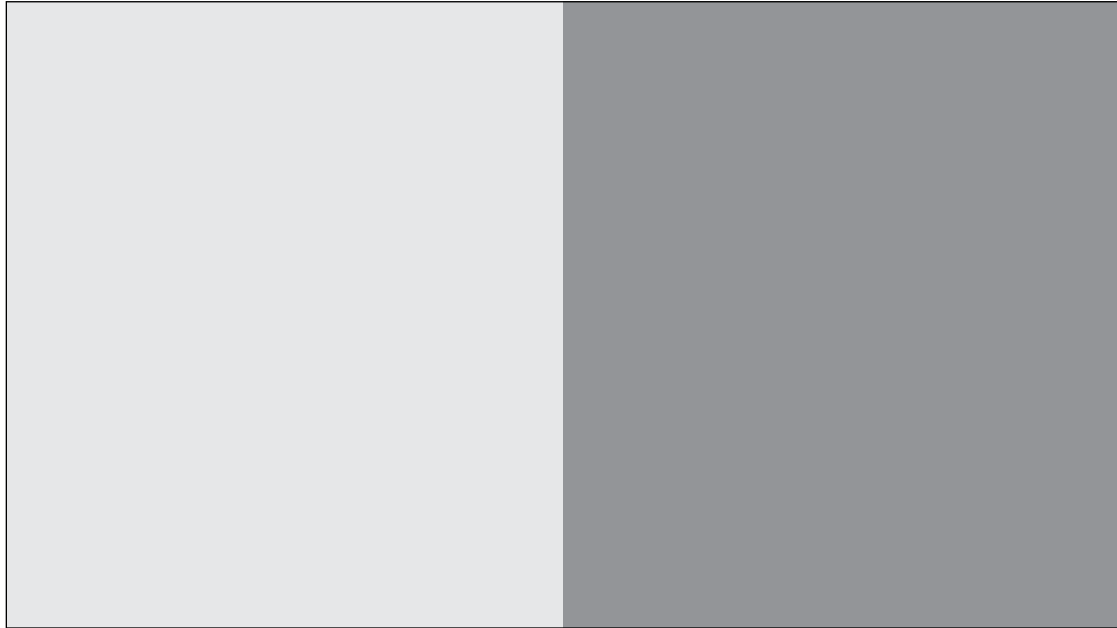
Single-visual communication

Multi-visual communication

The Torch Bearer Design System

Layout compositions overview

01 Vertical




SLS

Space Launch System

The SLS rocket is the human rated heavy-lift rocket designed to launch Orion and send it on missions to the Moon.

The Orion SLS rocket will demonstrate the performance of the SLS rocket on its maiden flight and gather engineering data. It will be launched on the 28th of March 2022, at 11:00 AM EST, from the Kennedy Space Center, Florida.

The Orion SLS rocket will be the first of a new class of heavy-lift rockets to be launched from Earth. It will be the first of a new class of heavy-lift rockets to be launched from Earth. It will be the first of a new class of heavy-lift rockets to be launched from Earth.

The Orion SLS rocket will be the first of a new class of heavy-lift rockets to be launched from Earth. It will be the first of a new class of heavy-lift rockets to be launched from Earth. It will be the first of a new class of heavy-lift rockets to be launched from Earth.



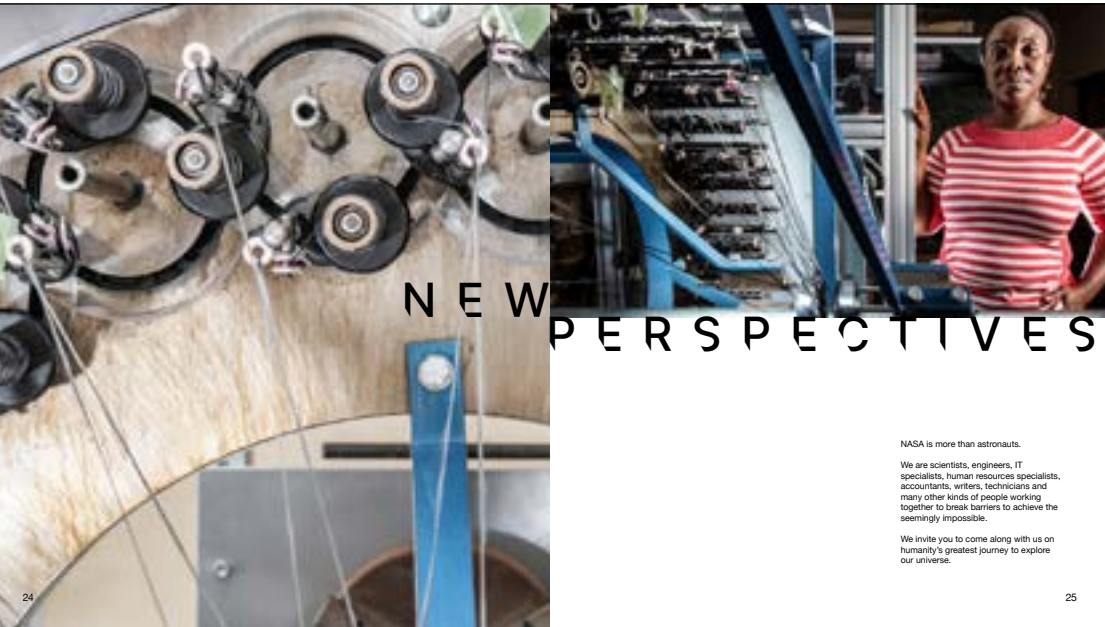
National Aeronautics and Space Administration

"It's 100% natural to have doubt. What's important is how you respond to that doubt, and just let that be your driver to work hard and figure out a different way to do things."

Jessica Moghbel

COURAGEOUS

www.nasa.org | #Artemis



NEW PERSPECTIVES

NASA is more than astronauts. We are scientists, engineers, IT specialists, human resource specialists, accountants, writers, technicians and many other kinds of people working together to break barriers to achieve the seemingly impossible.

We invite you to come along with us on humanity's greatest journey to explore our universe.

www.nasa.org | #Artemis



National Aeronautics and Space Administration

HOME

The Colorado Plateau as seen from the International Space Station

www.nasa.org | #Artemis



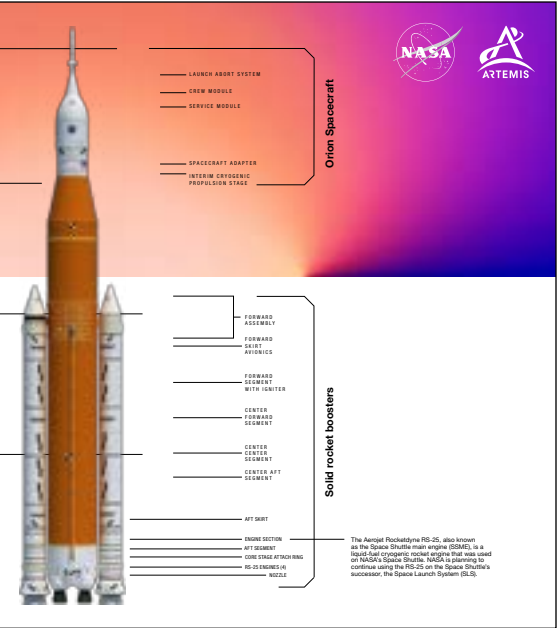
National Aeronautics and Space Administration

The Extravehicular Mobility Unit (xEMU) suit improves on the suits previously worn on the Moon during the Apollo era and those currently in use for spacewalks outside the International Space Station. They will be worn by the first woman and first person of color to explore the Moon as part of the agency's Artemis missions.

xEMU

www.nasa.org | #Artemis

02 Horizontal

Space Launch System

SLS

NASA's Space Launch System will take astronauts and science experiments further into space than ever before.

www.nasa.org | #Artemis




National Aeronautics and Space Administration

We will lead the monumental shift that frees humanity from our innate bonds to Earth. This is the decade in which the Artemis Generation will teach us how to live on other worlds.

We invite you to come along with us on humanity's greatest journey to explore our universe.

NEXT GEN

www.nasa.org | #Artemis



National Aeronautics and Space Administration

ARTEMIS

United for Peaceful Exploration of Deep Space

www.nasa.org | #Artemis



National Aeronautics and Space Administration

VISIONARY

Orion will deliver its crew to lunar orbit. The commercially developed lander that will take the crew to the lunar surface will be capable of docking directly to Orion for crew transfer for early Artemis missions, but NASA is maintaining flexibility for optional docking to the Gateway.

On the surface, the crew will wear the new exploration extravehicular mobility unit, or xEMU, spacesuit as they explore the surface for about a week before returning to Orion for the trip home to Earth.

www.nasa.org | #Artemis



National Aeronautics and Space Administration

AMBITION

NASA is preparing to send humans back to the Moon through the Artemis mission, not just to walk and explore, but to develop a sustainable presence. The next generation of moonwalkers will need a variety of new tools, equipment, and support systems to enable exploration of the inhospitable environment at the lunar South Pole for the first time.

www.nasa.org | #Artemis

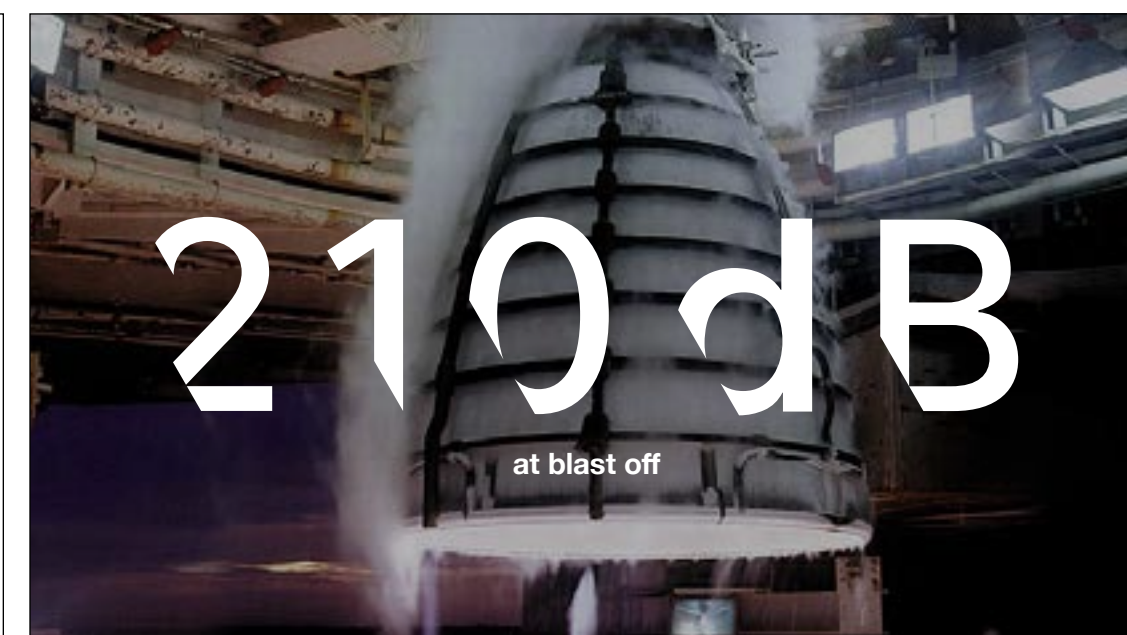
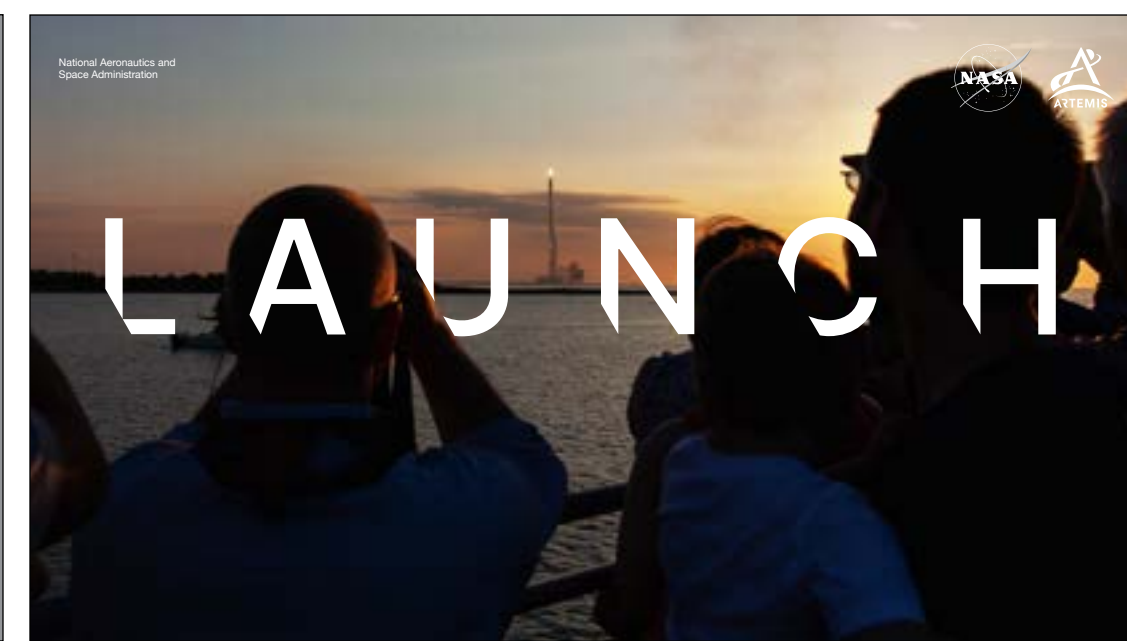
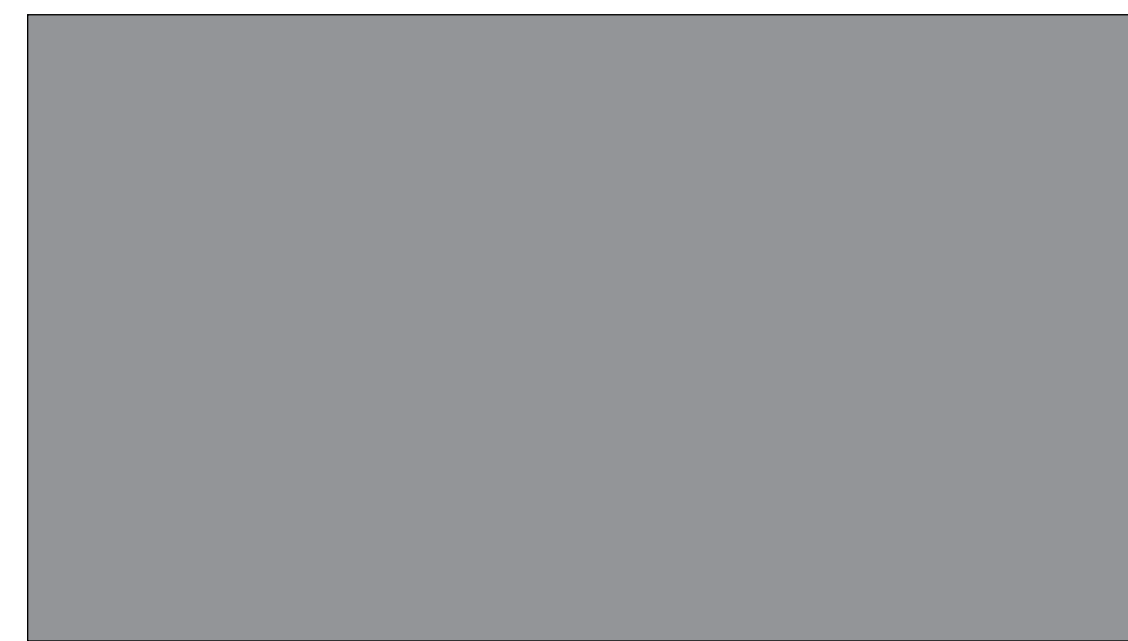
The Torch Bearer Design System

Layout compositions overview

03 Diagonal



04 Full-bleed



The Torch Bearer Design System

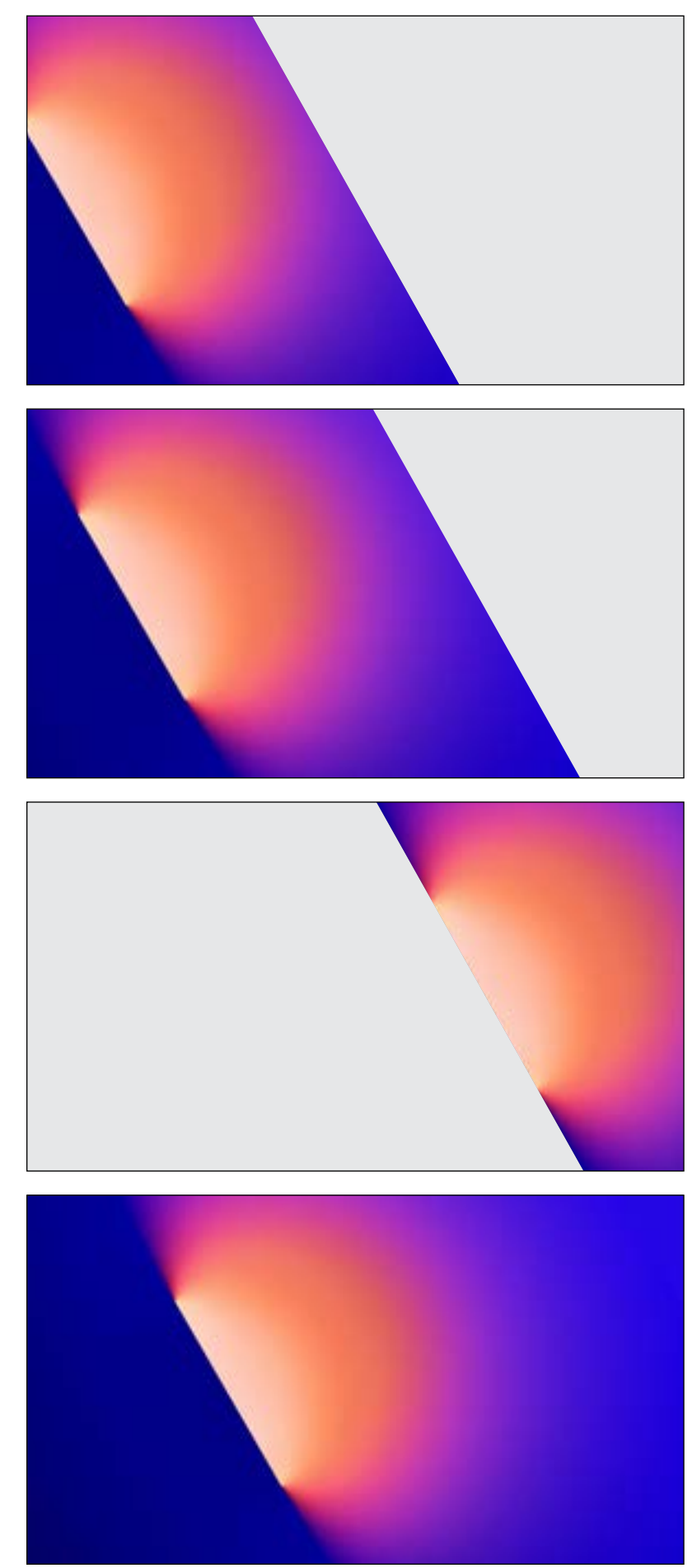
Using the Horizon Visual in layout compositions

The Horizon Visual can be placed in the layout compositions as split compositions (either 3/4, 1/2, 1/4 division of space) or full-bleed image.

For split compositions, it is preferred to match the orientation of the Horizon Visual and the layout. For example, use the Diagonal Horizon Visual with a diagonally split composition.

Curvature Horizon Visual works best with the horizontal, vertical, and full-bleed compositions.

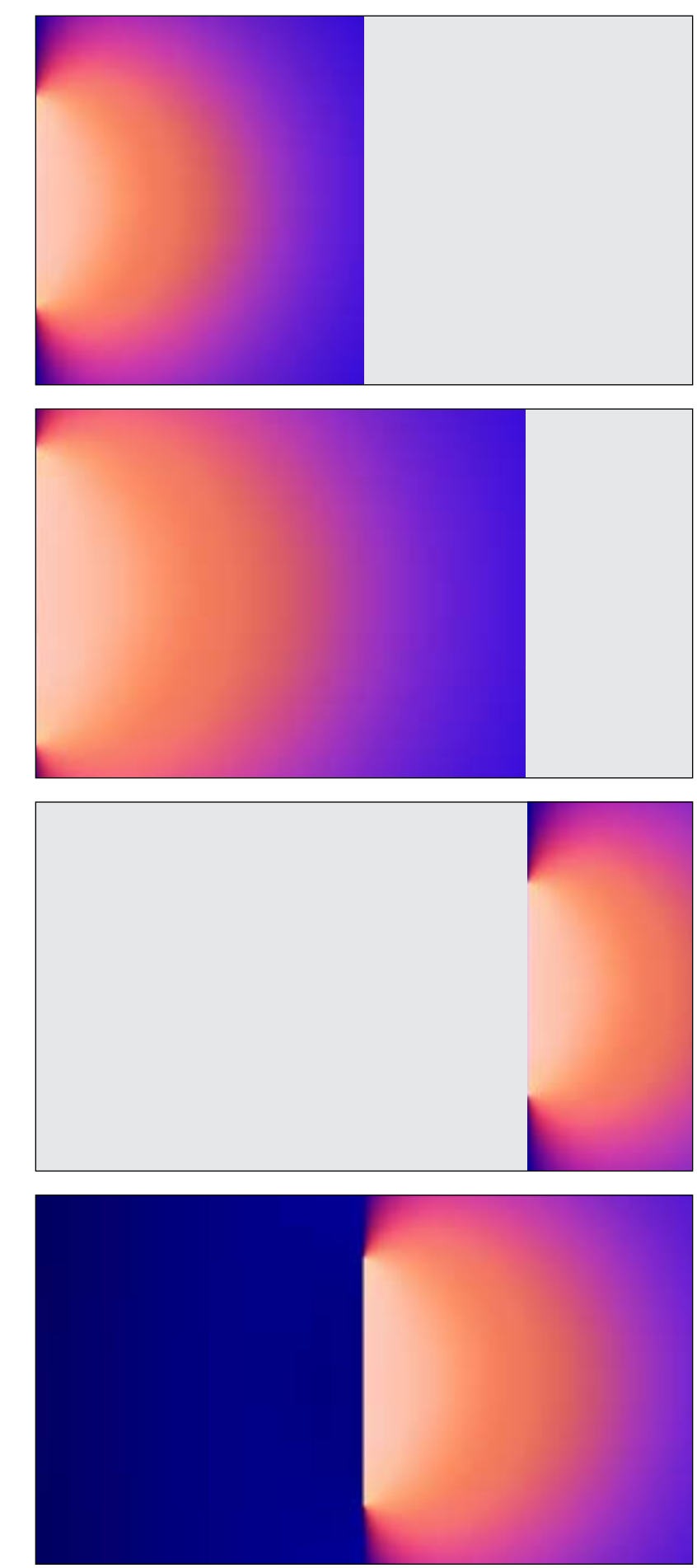
Diagonal Horizon Diagonal compositions



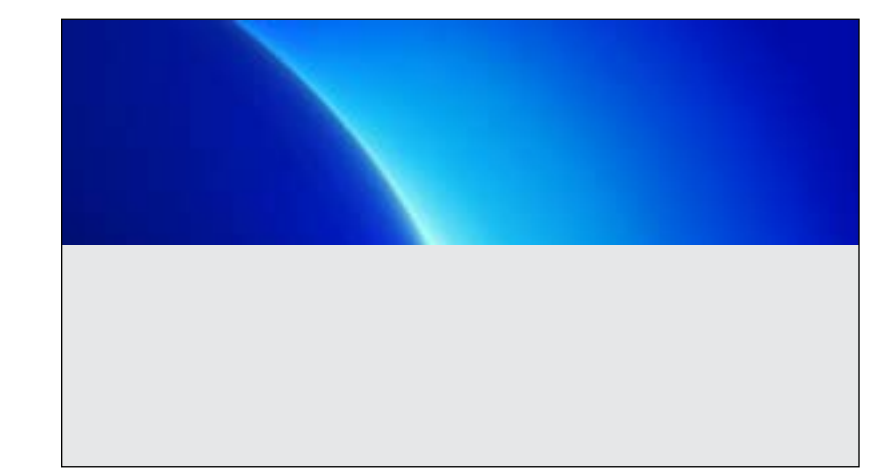
Horizontal Horizon Horizontal compositions



Vertical Horizon Diagonal compositions



Curvature Horizon Horizontal compositions



Vertical compositions



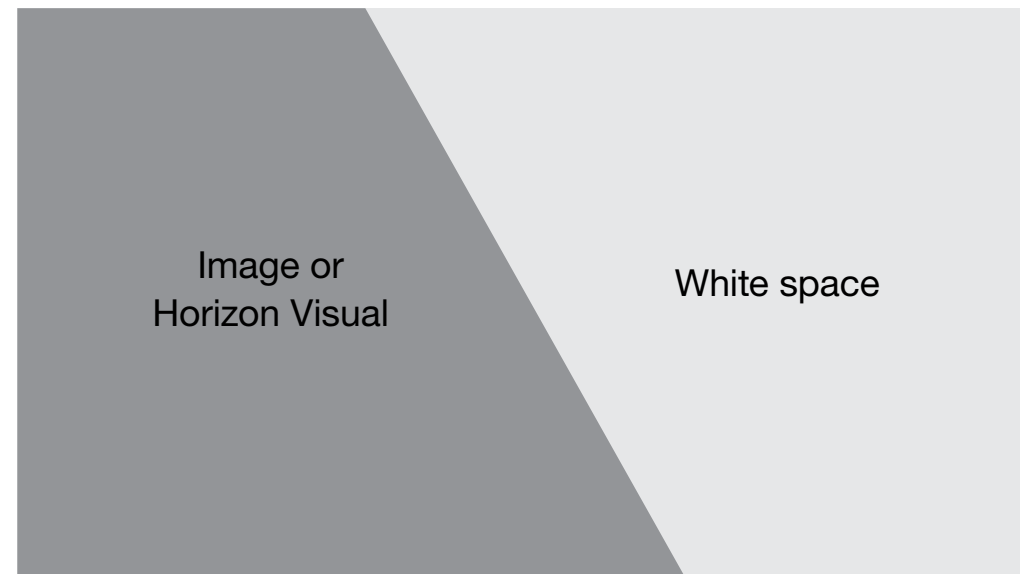
Full-bleed compositions



The Torch Bearer Design System

Diagonal layout composition

Vertical



50/50 split



25/75 split



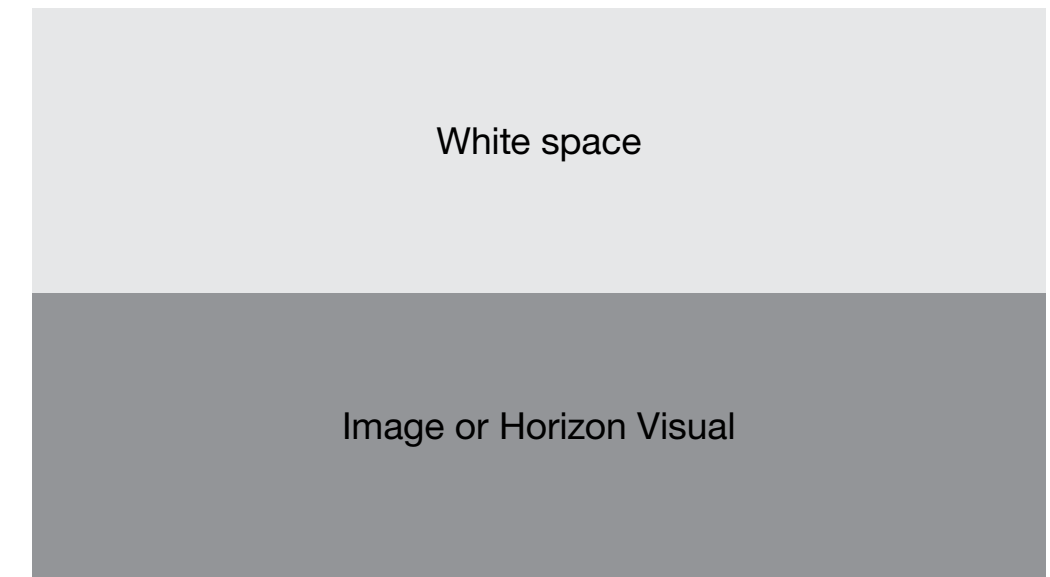
75/25 split



The Torch Bearer Design System

Horizontal layout composition

Vertical



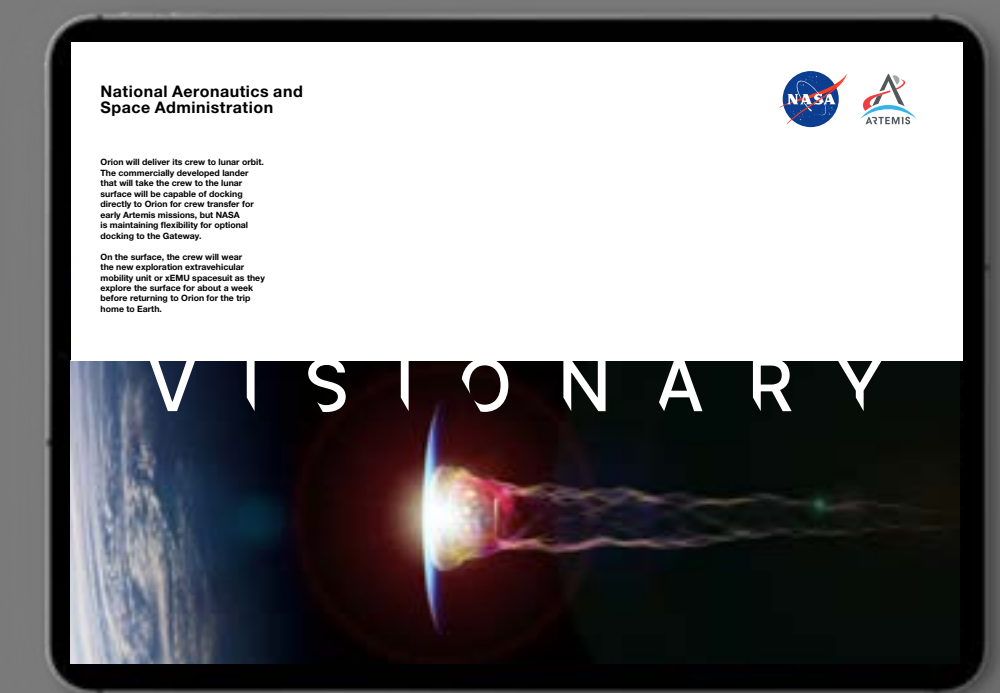
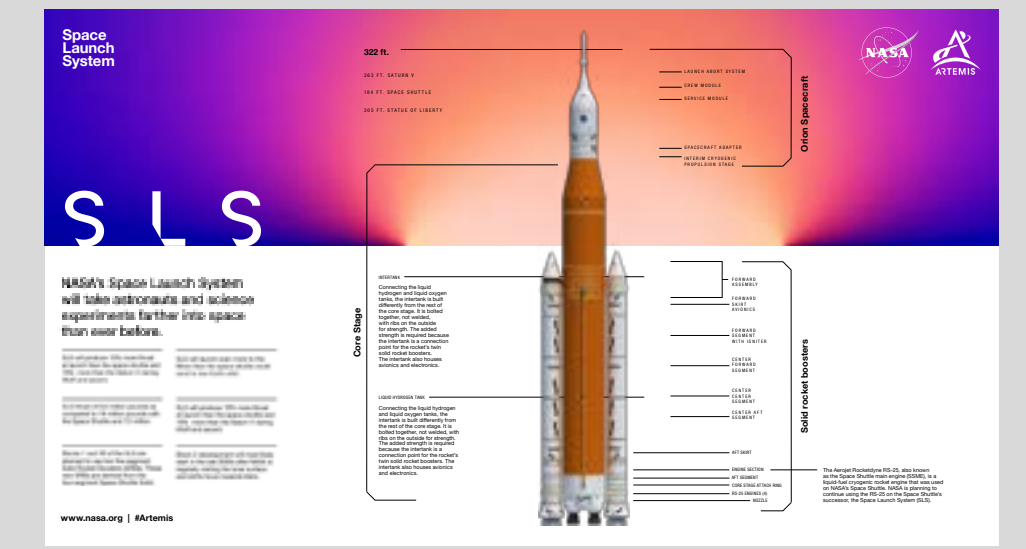
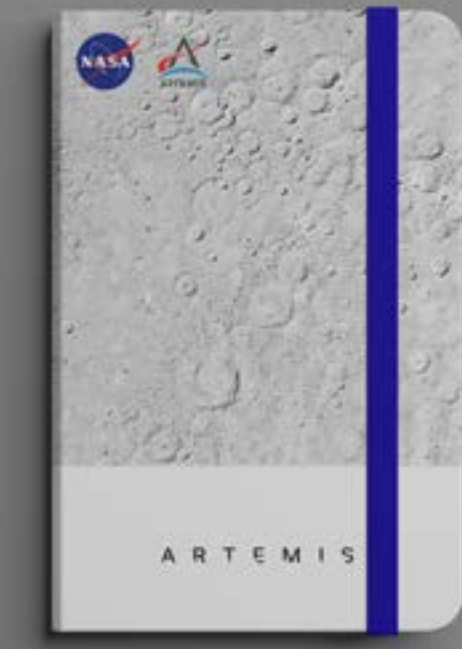
50/50 split



25/75 split



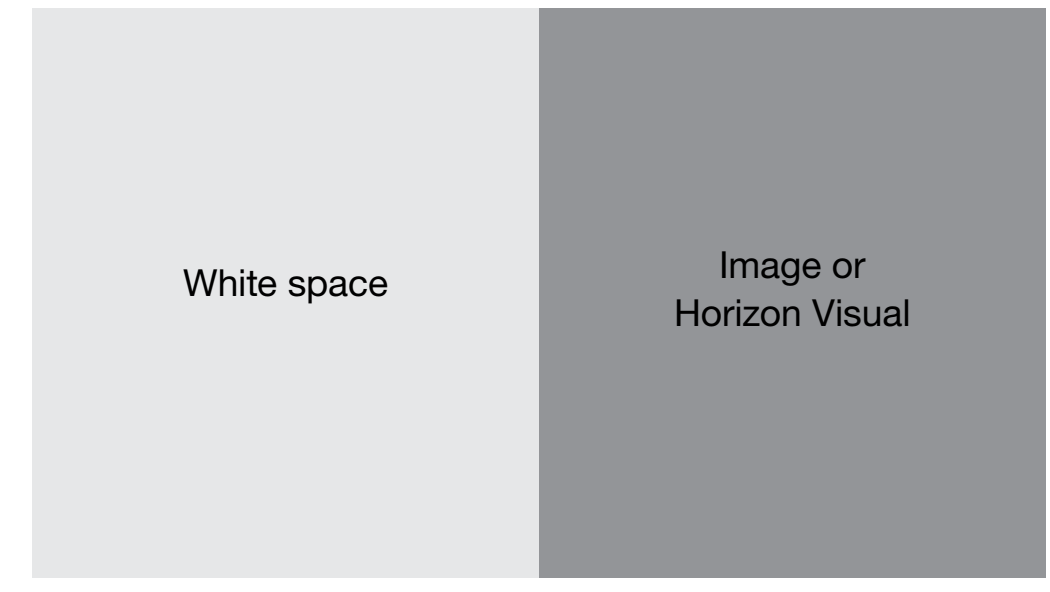
75/25 split



The Torch Bearer Design System

Vertical layout composition

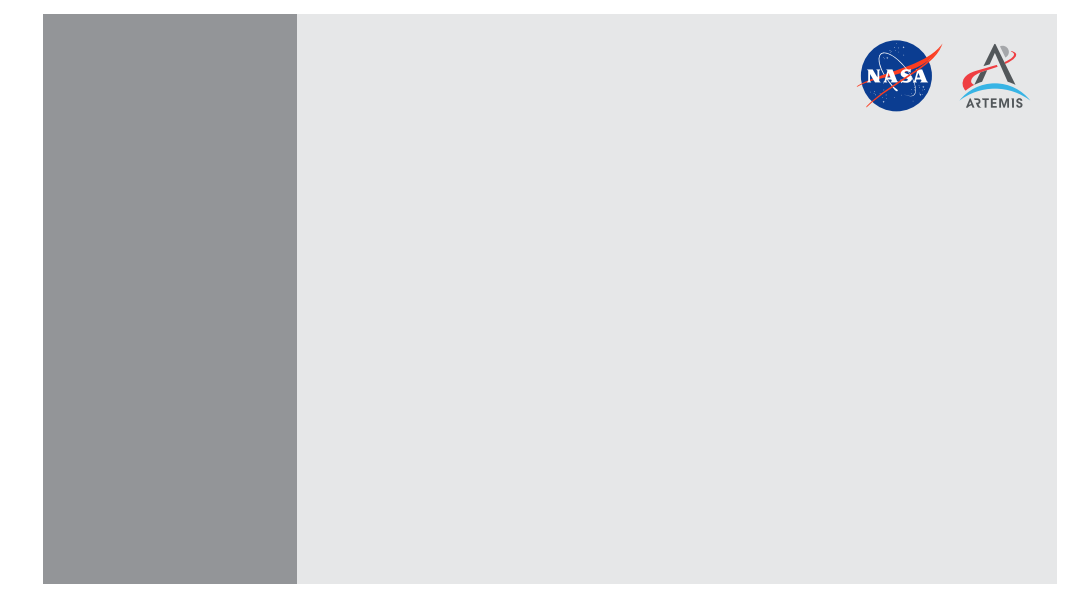
Vertical



50/50 split



25/75 split



75/25 split



The Torch Bearer Design System

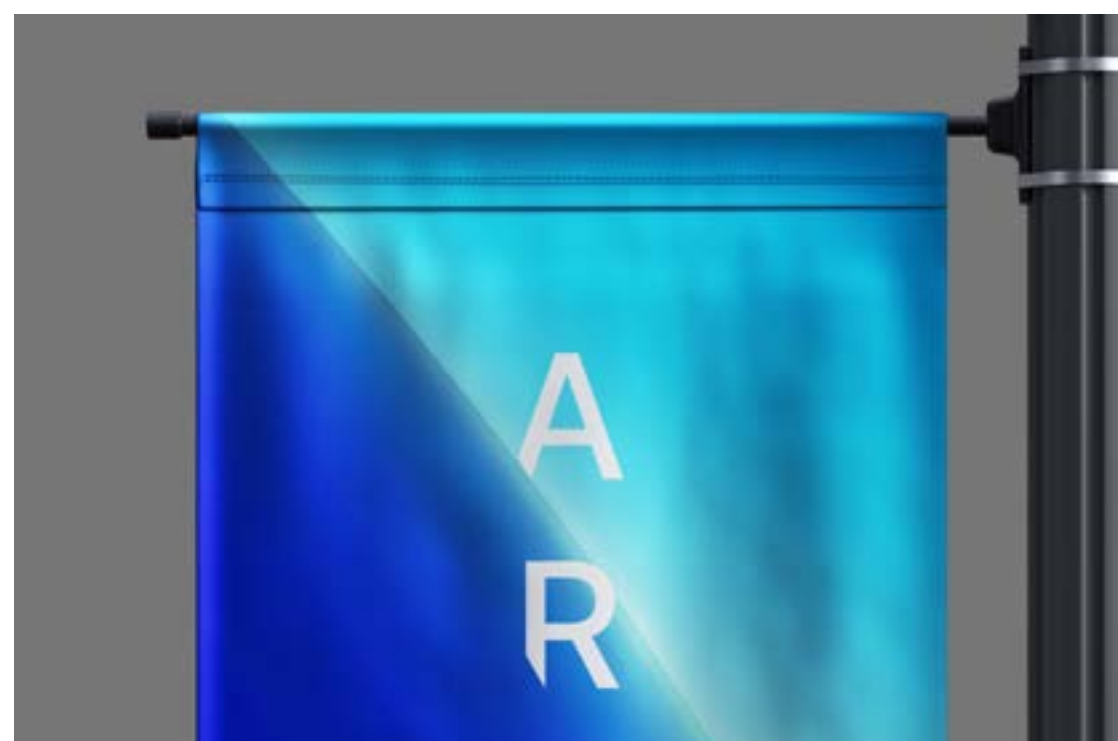
Legibility in layout

It is important to consider the legibility of copy placed on top of the Horizon Visual. Ideally, it is only the headline level (H1) sized Artemis Inter Typeface used in the **brightest area** (Example 1), however, a subhead level can accompany the headline (Example 2).

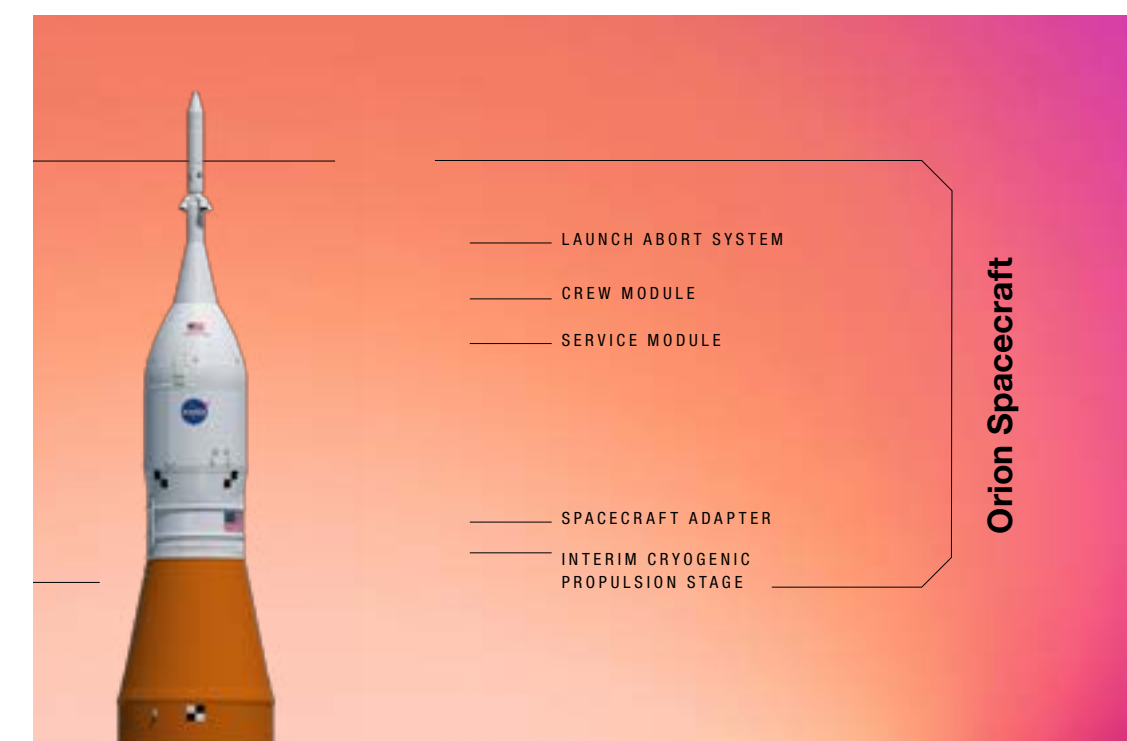
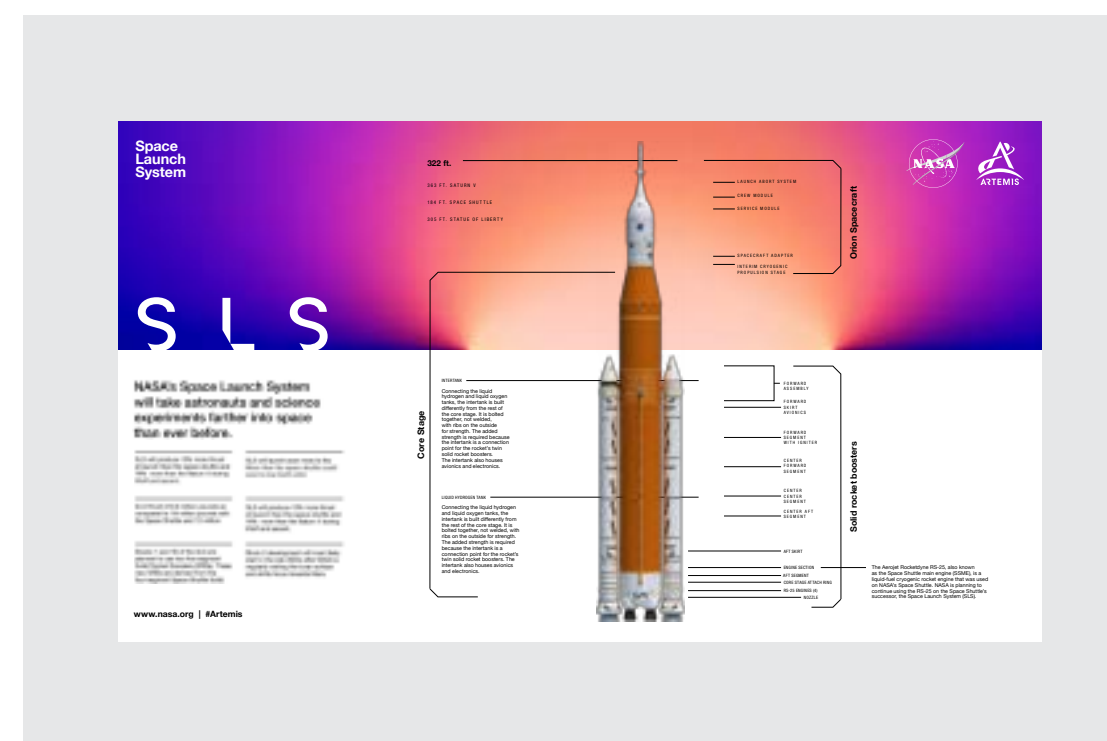
If text is on the lighter area of the Horizon Visual, be selective in the use, such as Example 3, where labeling of the SLS rendering is required in the top portion of the rocket.

Refrain from placing white body copy on the lighter areas. Instead, compose the text in the darker portions such as Example 4.

Example 1



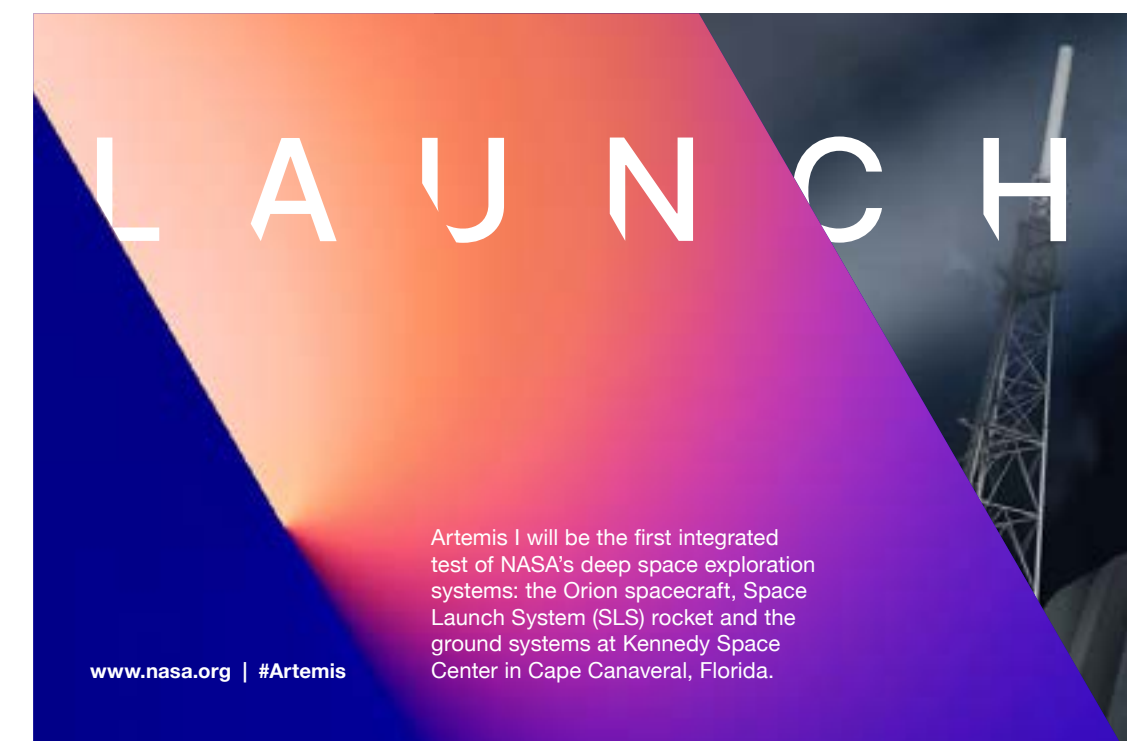
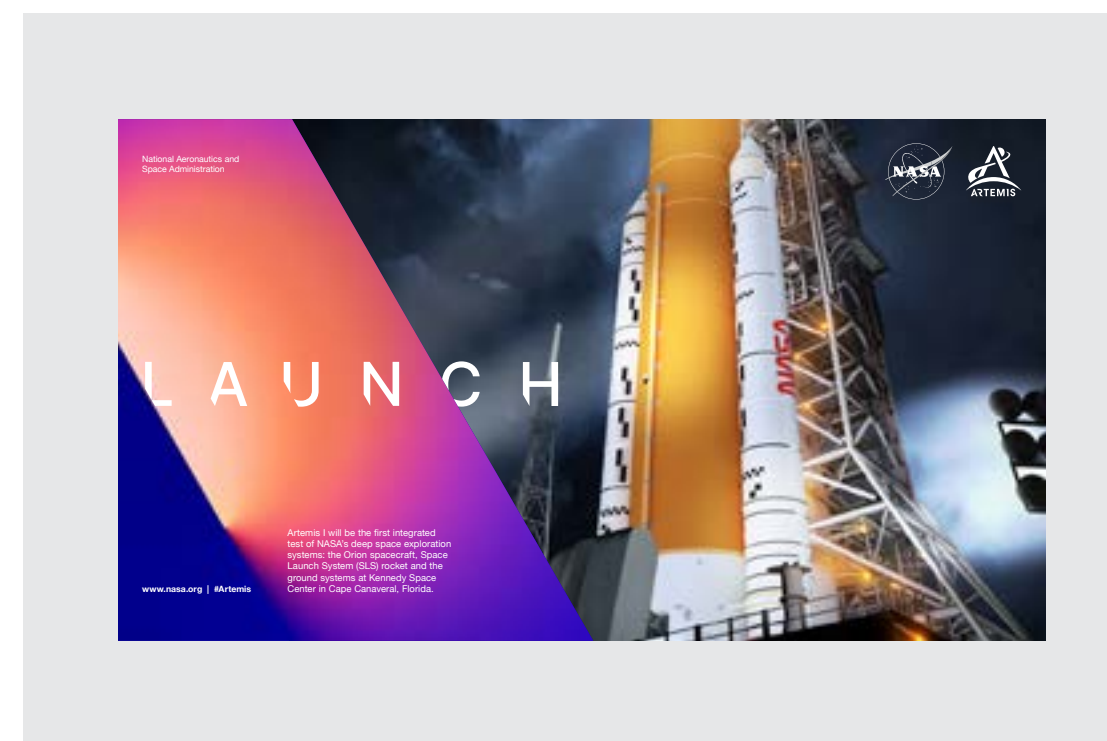
Example 3



Example 2



Example 4



The Torch Bearer Design System

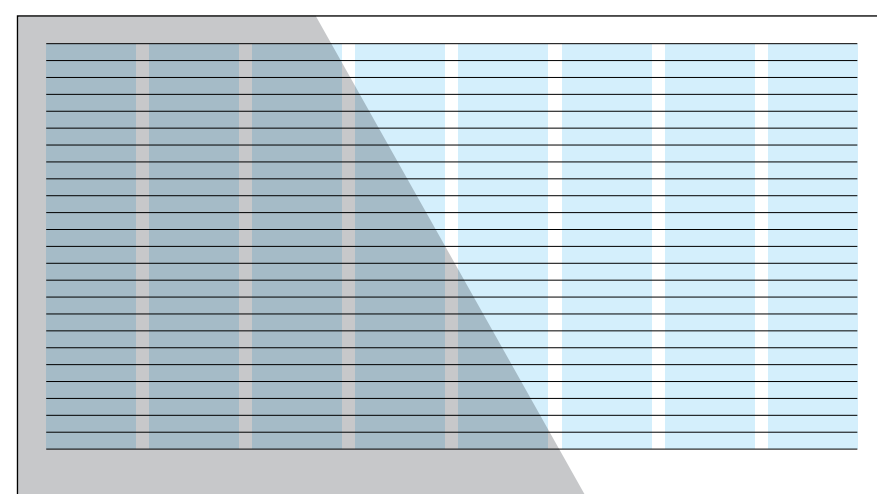
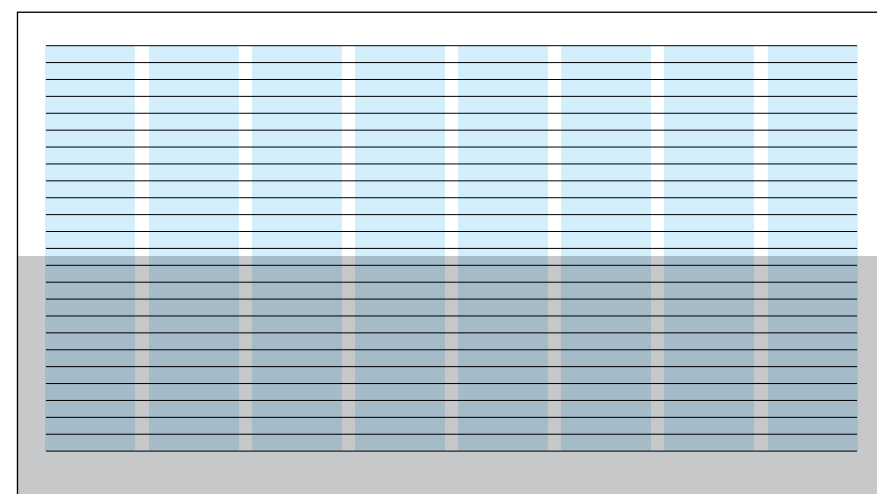
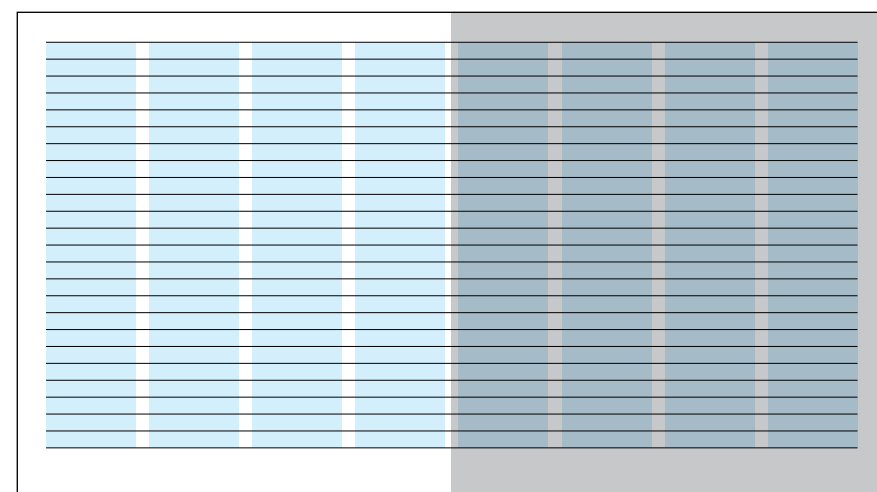
Page layouts grids

Grids provide structure and consistency. They improve readability and create emphasis and hierarchy of information in design. Grids can fit to the size, format, and application or platform the design will be used on.

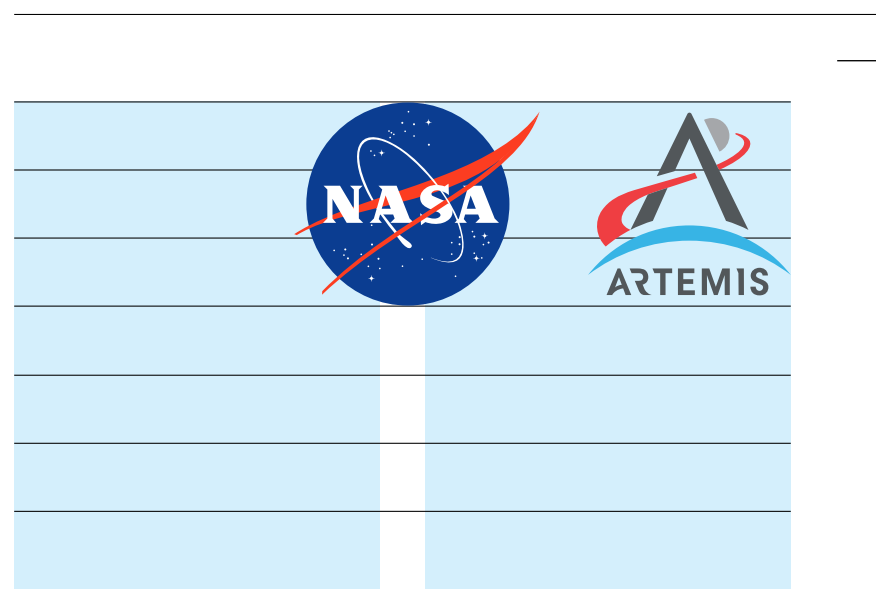
For example, a grid in a printed communication will be more robust to accommodate many different elements including large amounts of copy.

Robust grids (print or presentation)

Landscape orientation (8 columns by 24 rows)

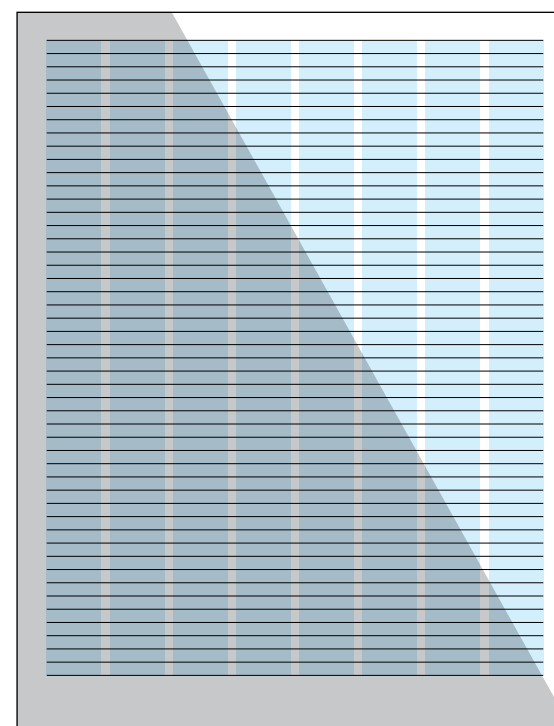


Top of page

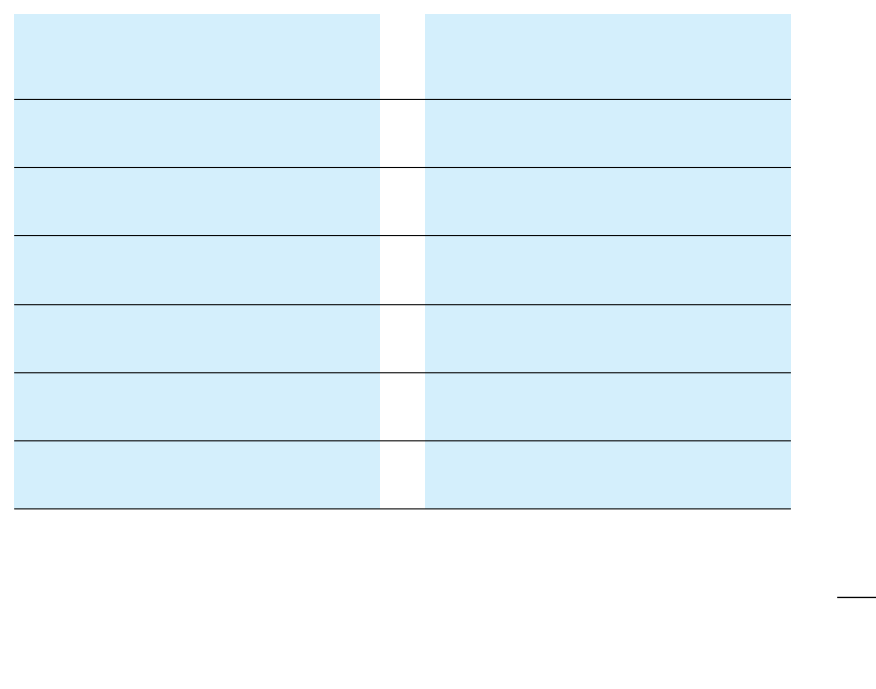


0.5" top, left, right margins

Portrait orientation (8 columns by 48 rows)

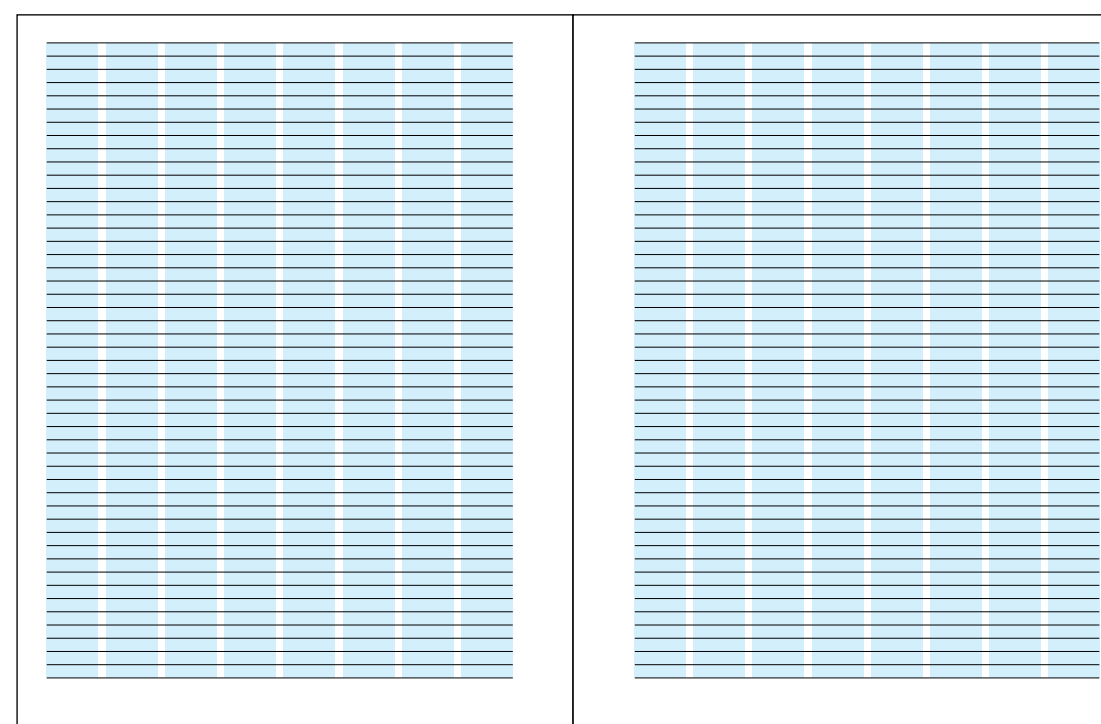


Bottom of page

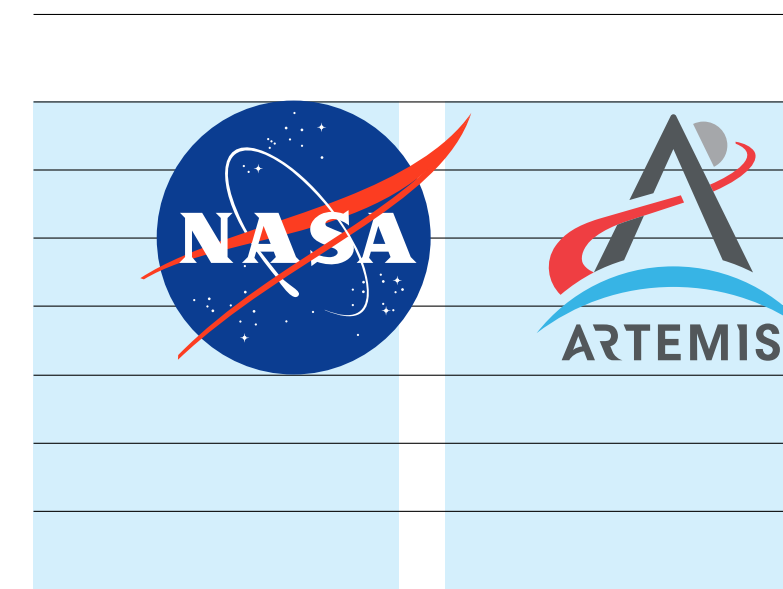


1.0" bottom margin

Portrait orientation (8 columns by 48 rows)

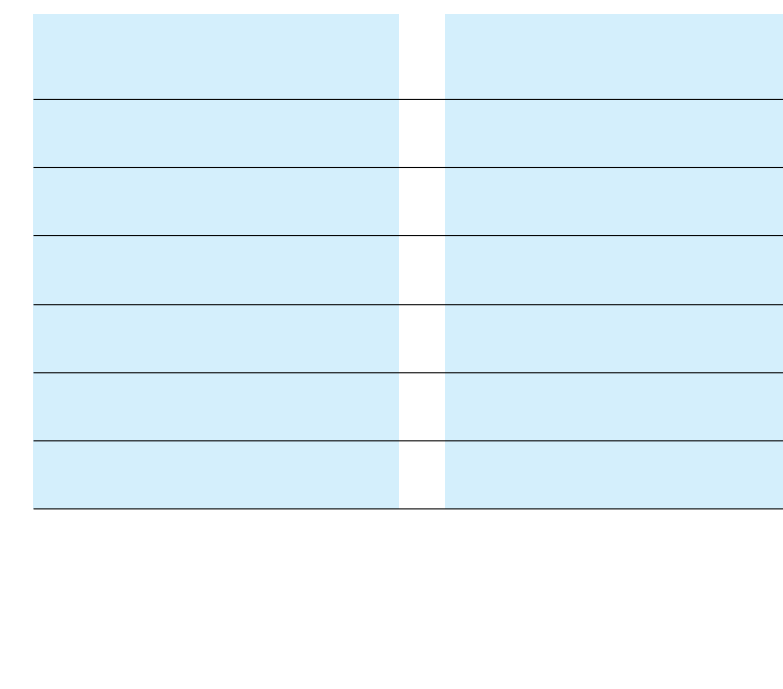


Top of page



0.5" top, left, right margins

Bottom of page



1.0" bottom margin

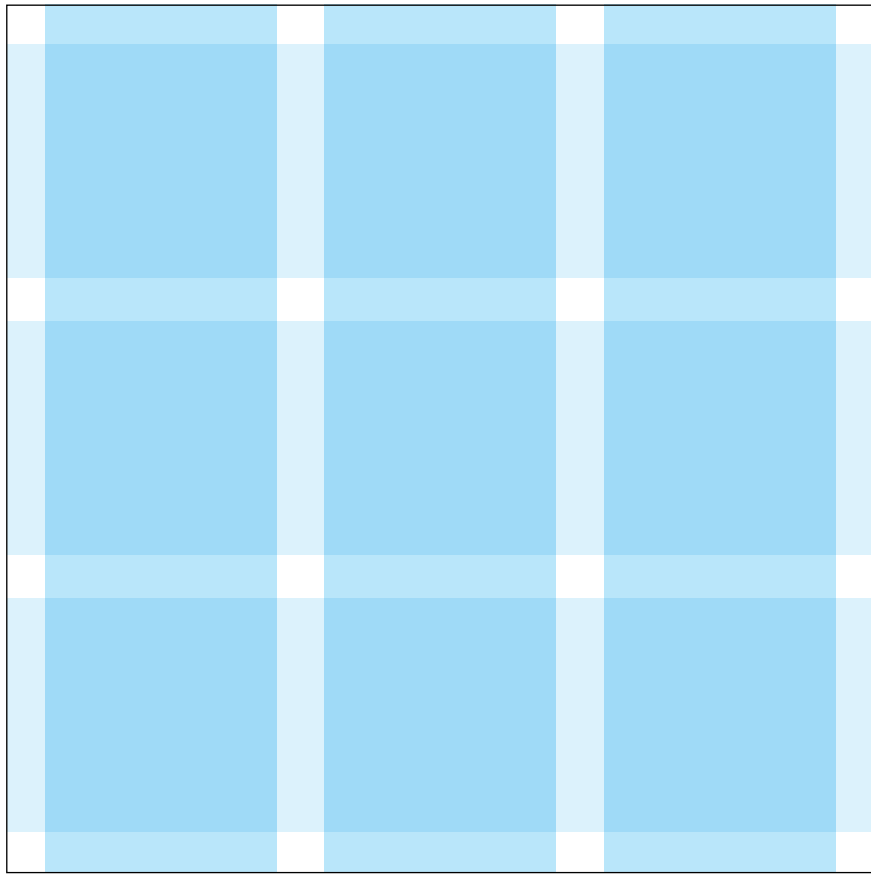
The Torch Bearer Design System

Page layouts grids

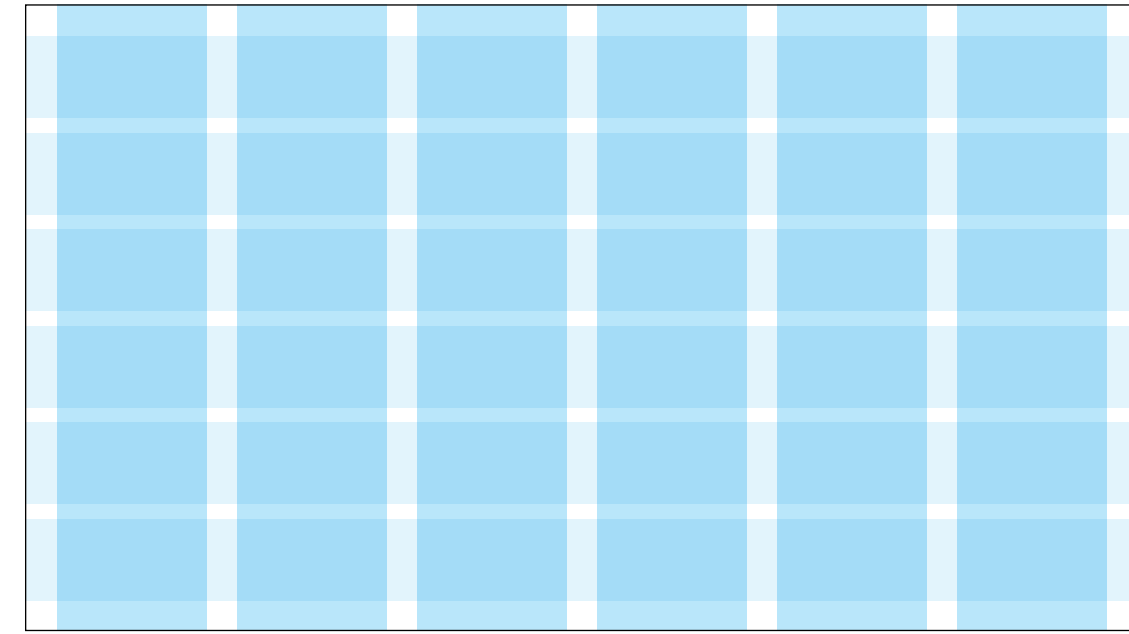
Grids in social media posts will inherently be simpler as the content is intended to be consumed quickly, and there are usually only a few visual elements in the design.

Simplified grids (social media)

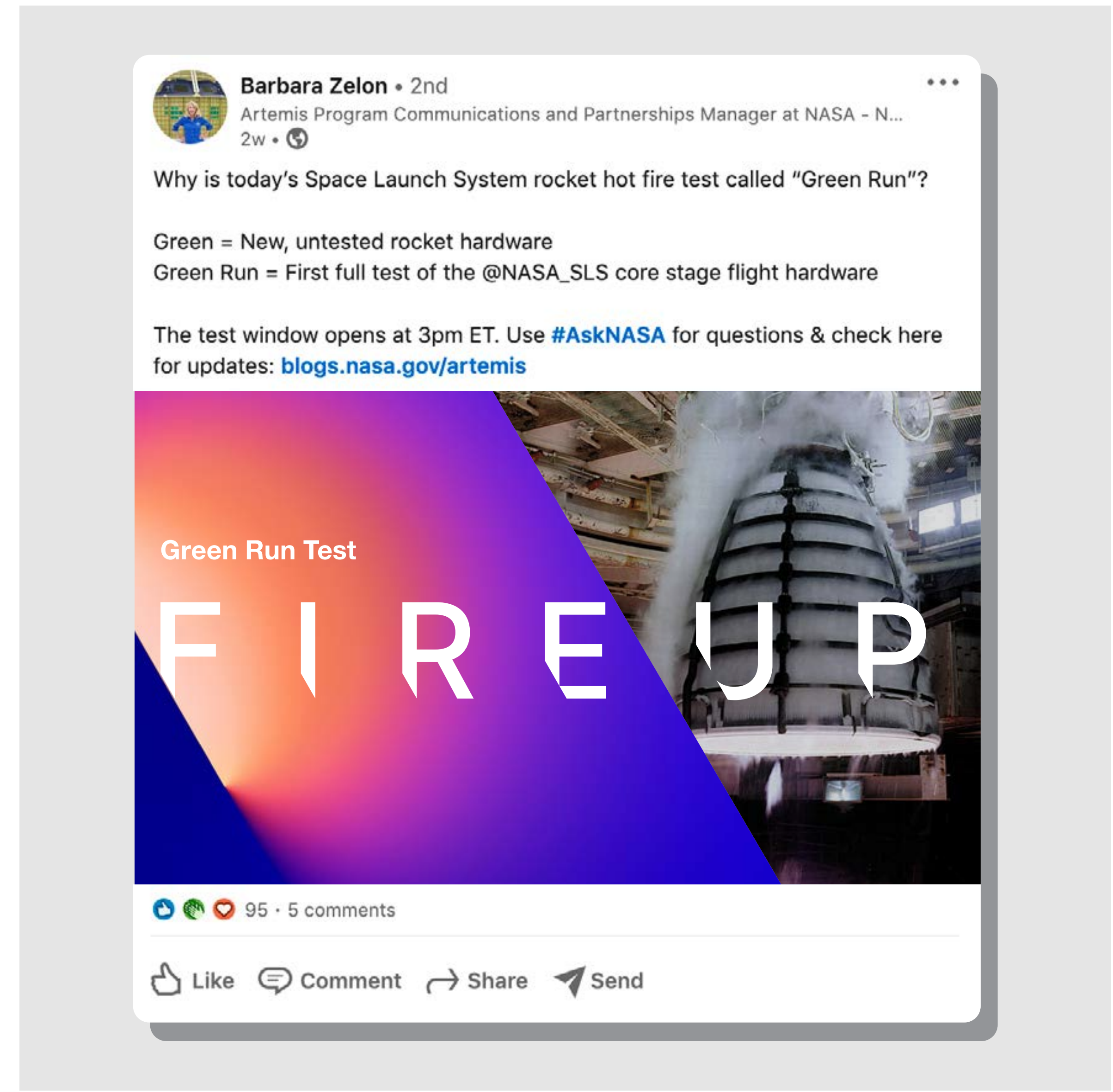
Square (3 columns by 3 rows)



Rectangular (6 columns by 6 rows)



Rectangular (6 columns by 6 rows)



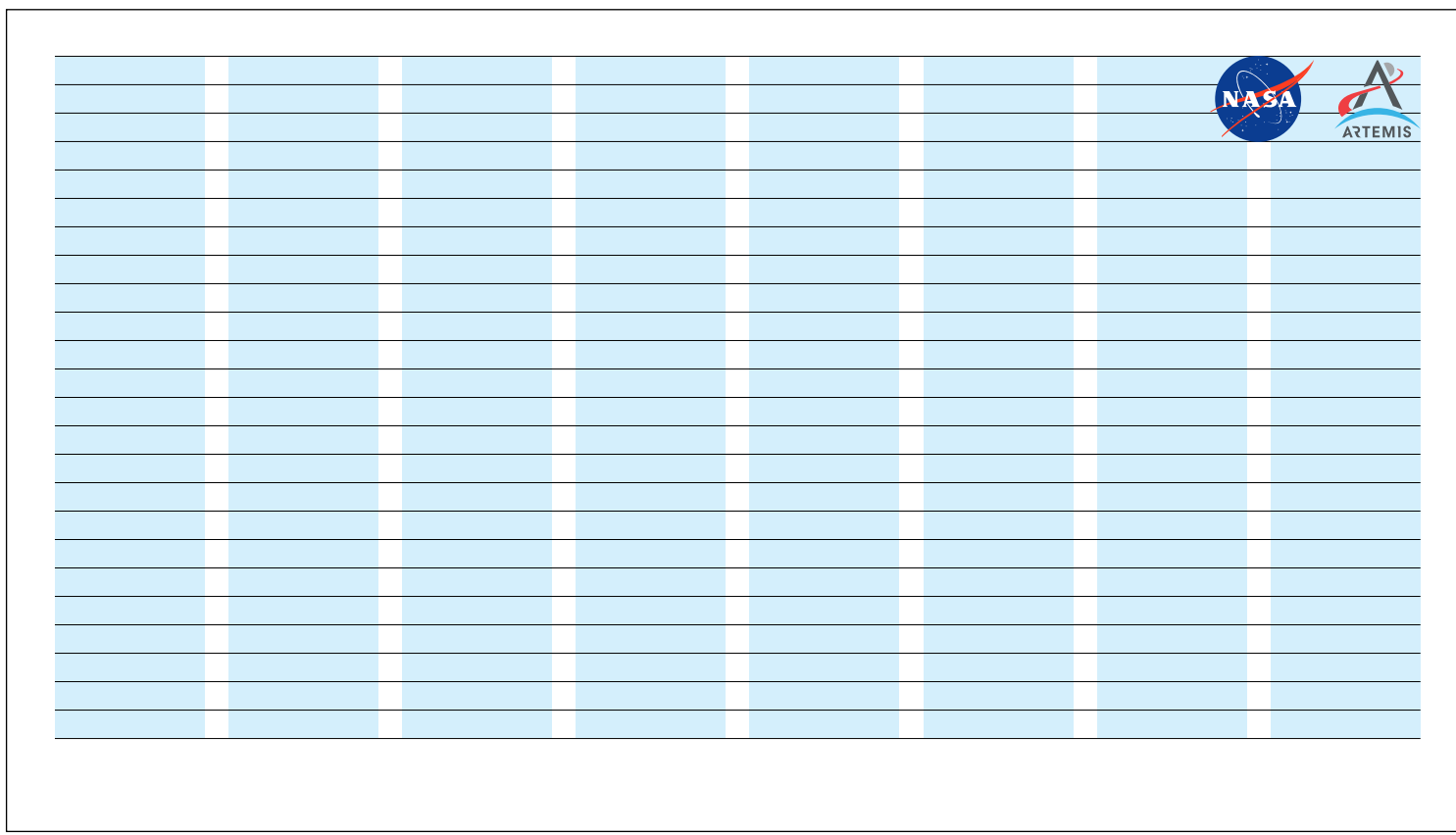
The Torch Bearer Design System

Logo sizing on layouts

The NASA Insignia and Artemis Logo lock-up should be sized appropriately to the layout.

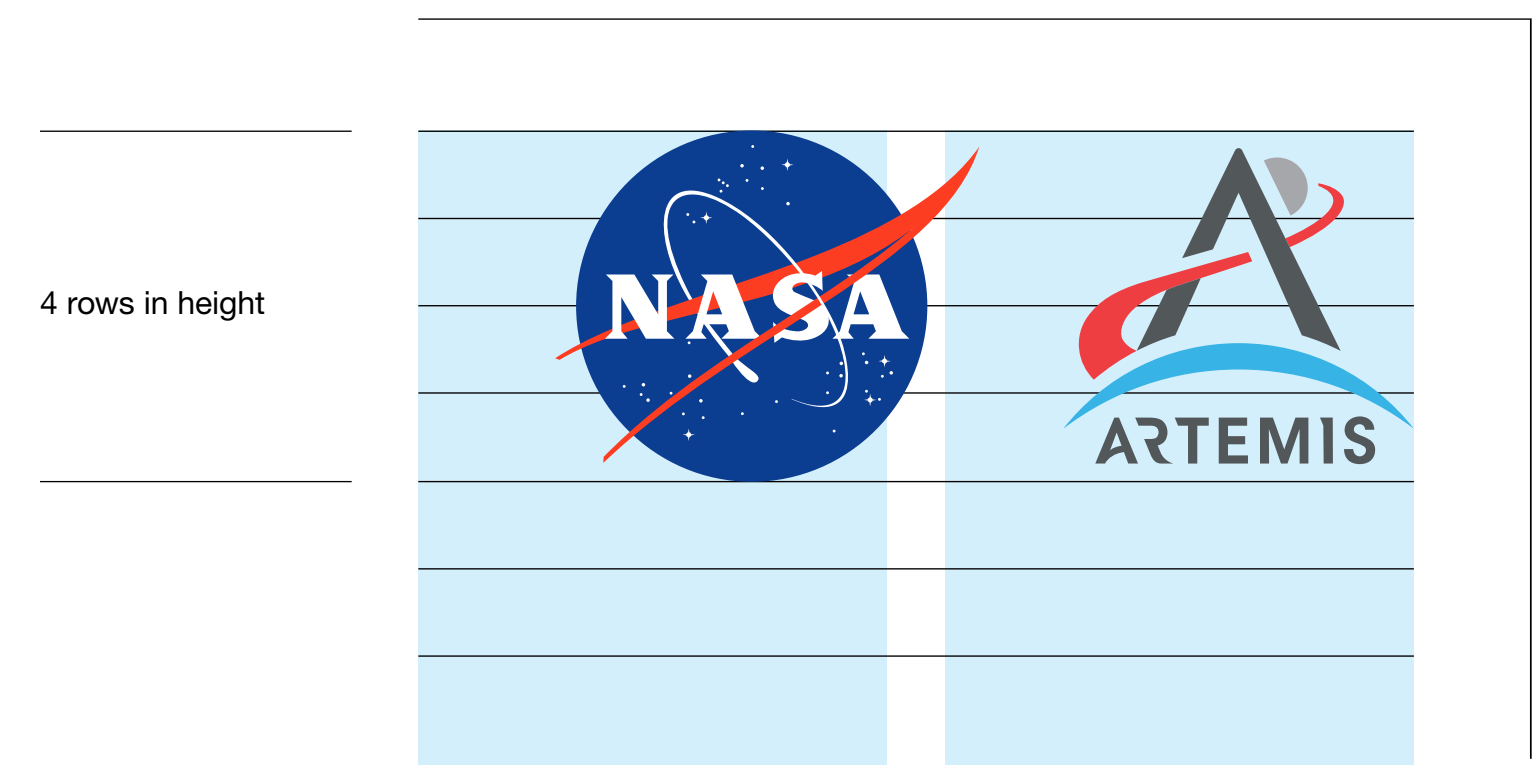
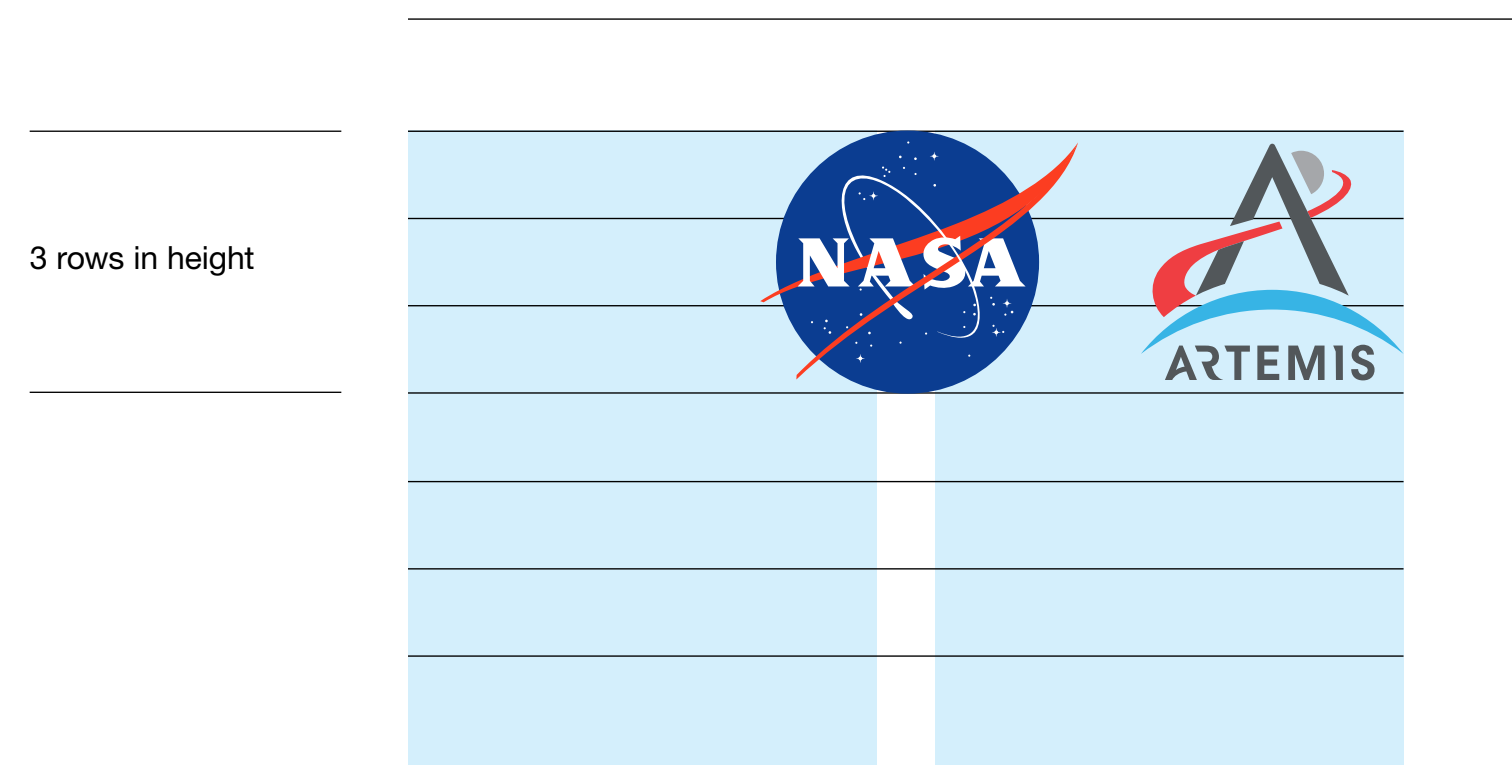
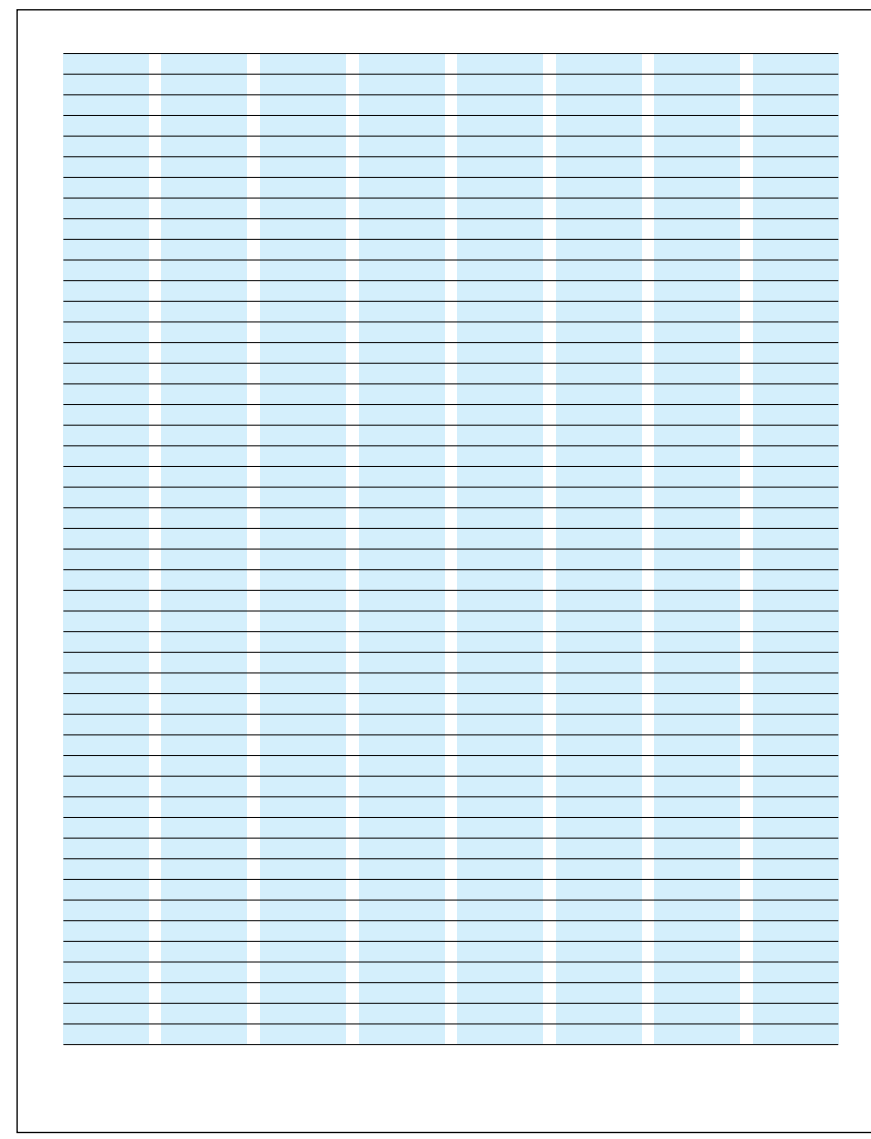
Sizing in landscape

Landscape orientation (8 columns, 24 rows)



Sizing in portrait

Portrait orientation (8 columns, 48 rows)

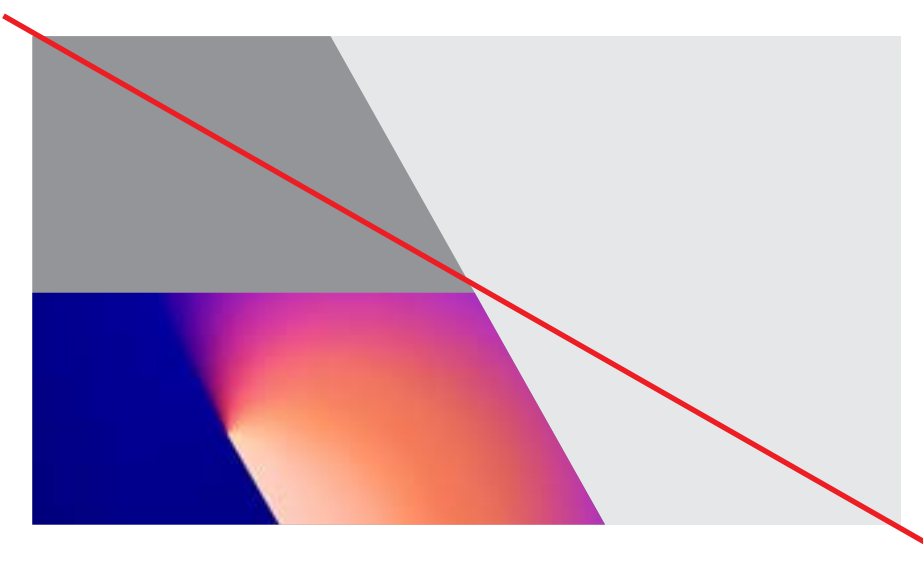


The Torch Bearer Design System

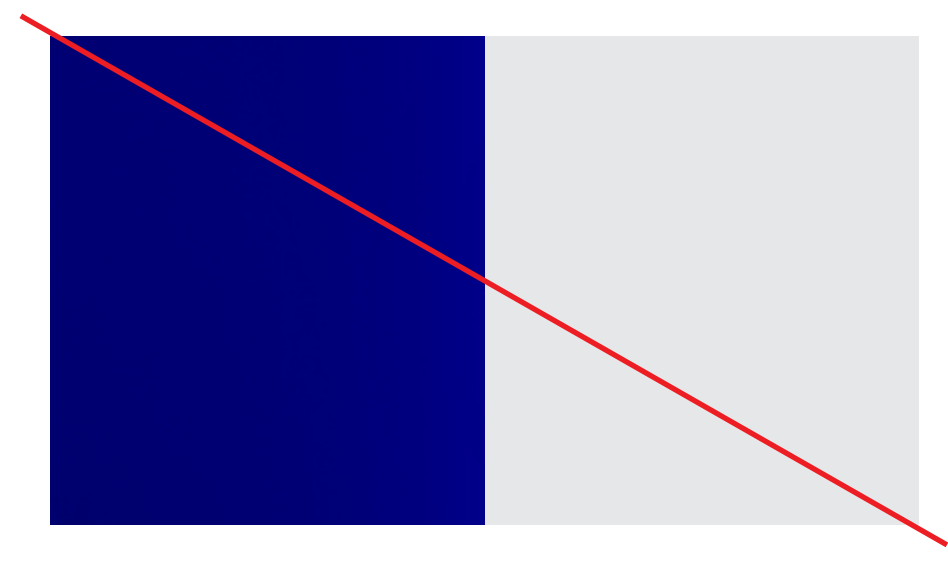
Incorrect Horizon Visuals usage

The examples on this page illustrate some of the incorrect uses of the Artemis Horizon Visual.

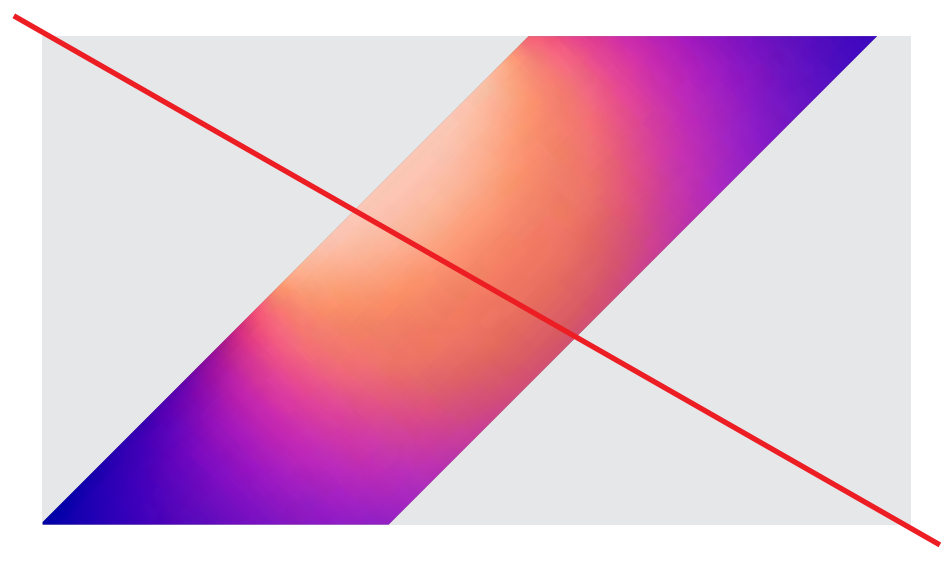
DO NOT add additional negative space



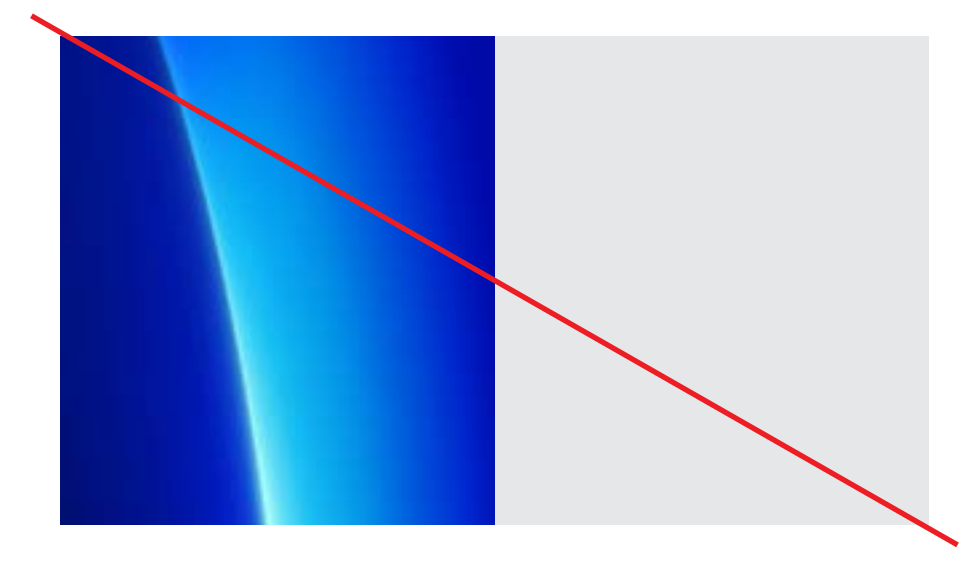
DO NOT only use flat color of the Horizon Visual



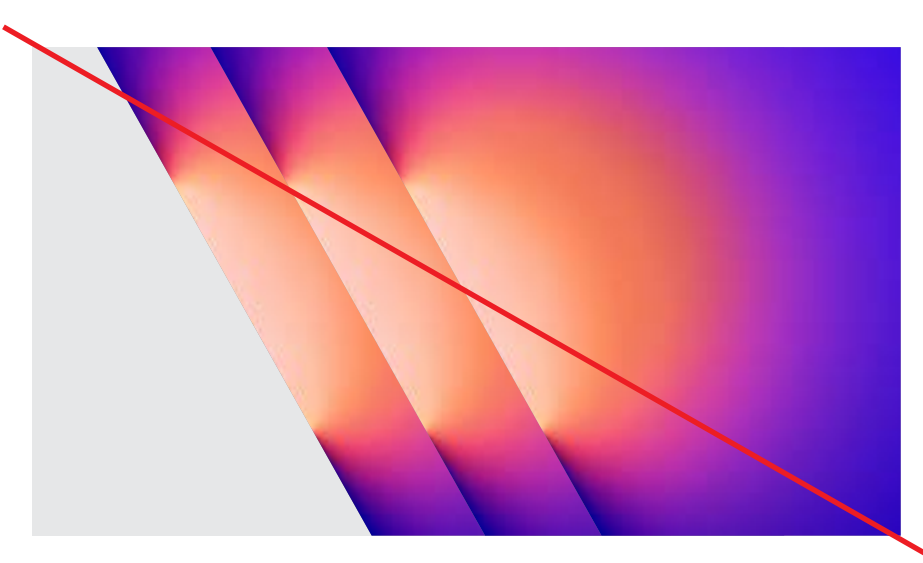
DO NOT use unlisted layout composition



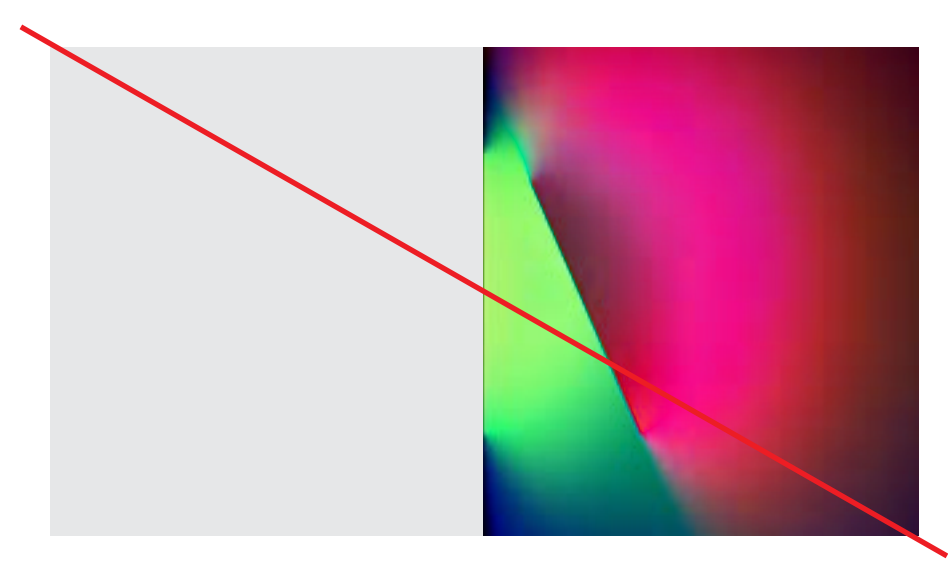
DO NOT distort the Horizon Visual



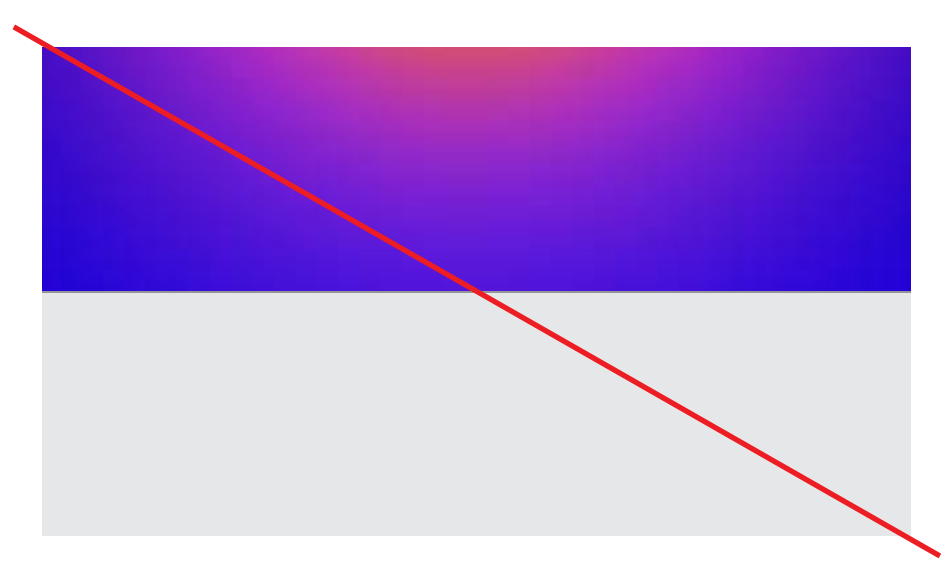
DO NOT use multiple Horizon Visuals at the same time



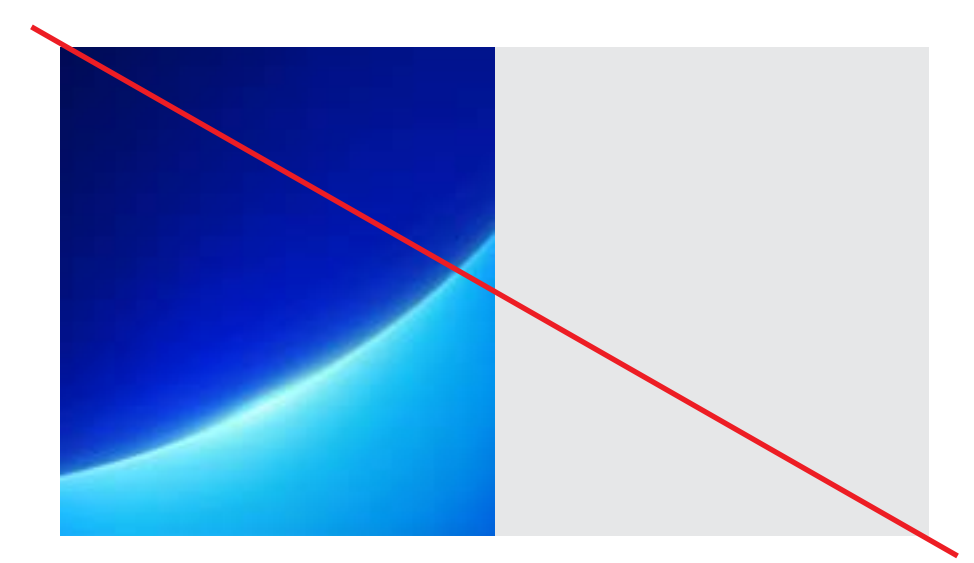
DO NOT change the color of the Horizon Visual



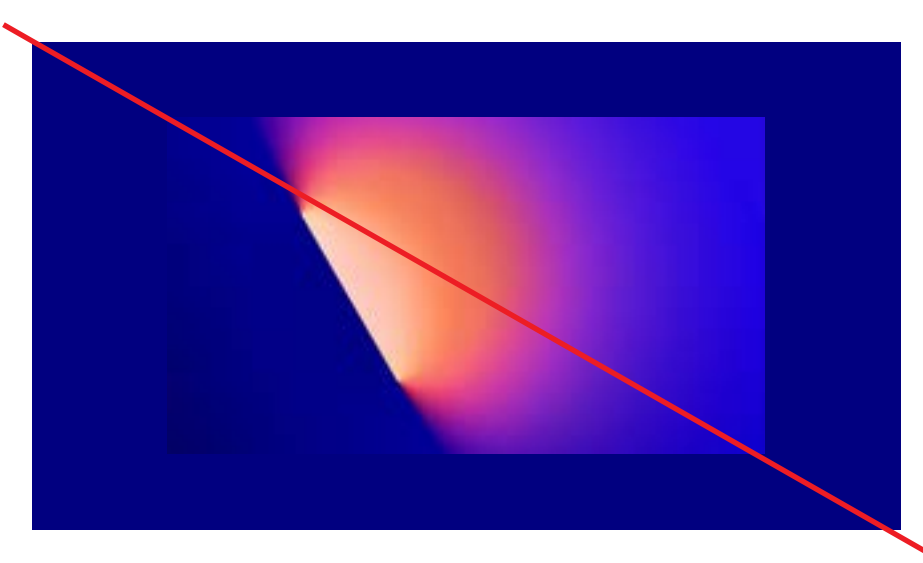
DO NOT hide the brightest area of the Horizon Visual



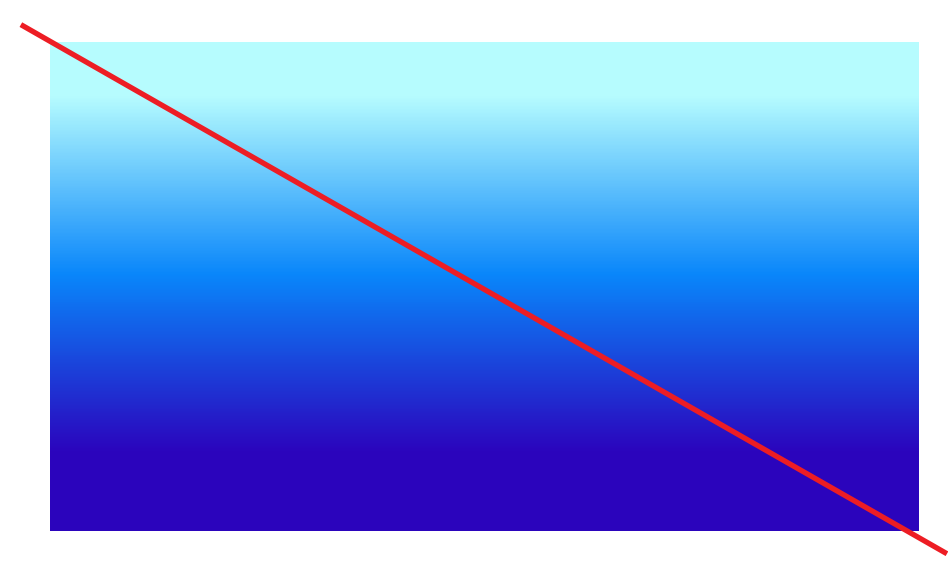
DO NOT rotate the Horizon Visual



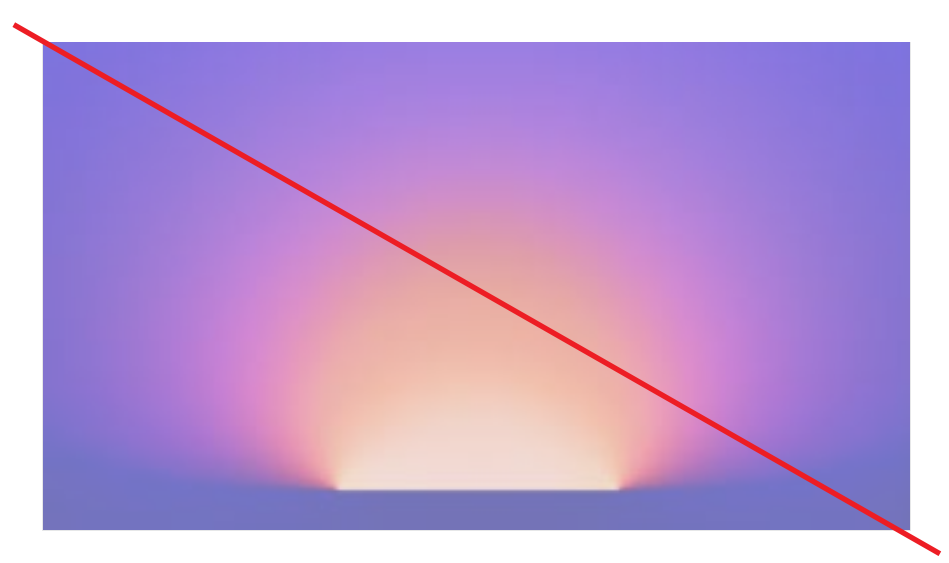
DO NOT use colored borders around the Horizon Visual



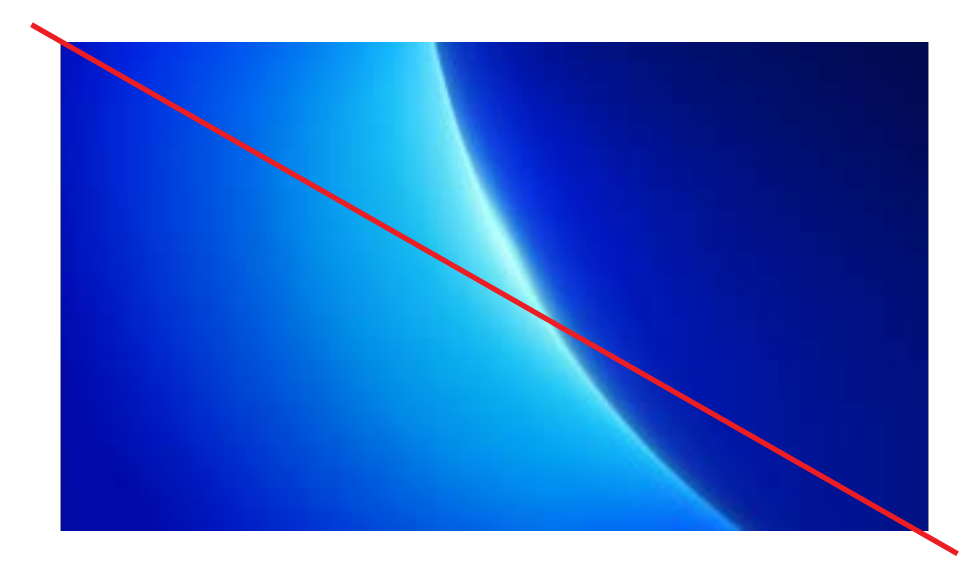
DO NOT use gradients instead of the Horizon Visual

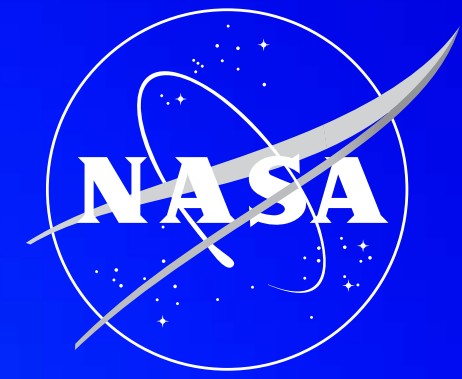


DO NOT change the transparency of the Horizon Visual



DO NOT flip the Horizon Visual





For Artemis logo use refer to the Artemis Graphics Standard Manual:
<https://communications.nasa.gov/content/artemis-graphics-standards>

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