# Artemis Graphics Standard Guide

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# The Artemis Logo

**Standalone logo**

With Artemis, we forge our own path forward, pursuing exploration on the Moon and beyond. The Logo is representative of this bold journey forward.

Where Artemis leads the communication (a press release, report) or channel (Artemis microsite, social media account), we use the standalone logo. This section offers guidance on how to compose the Artemis Logo and NASA Insignia.

**A**

The “A” symbolizes an arrowhead from Artemis’ quiver and represents launch.

**Trajectory**

The trajectory moves from left to right through the crossbar of the “A” opposite that of Apollo. This highlights the distinct differences in our return to the Moon. The trajectory is red to symbolize our path to Mars.

**NASA Red**

Incorporating NASA Red into the logo brings together Artemis and NASA’s heritage and legacy.

**Tip of the ‘A’**

The tip of the “A” of Artemis points beyond the Moon, signifying that our efforts there are not a conclusion but rather preparation for all that lies beyond.

**Moon**

The Moon is our next destination and a stepping stone to Mars. It is the focus of all Artemis efforts.

**Earth’s Crescent**

The crescent shows missions from our audience’s perspective. From Earth we go. Back to Earth all that we learn and develop will return. This crescent also visualizes Artemis’ bow as the source from which all energy and effort originates.

# The Artemis Logo

**Logo versions — Color**

The Color Artemis Logo is the primary version in communications and experiences.

For flexibility, the Color version is available in both positive (the ‘A’ and ‘Artemis’ in Shadow Gray) and reverse (the ‘A’ and ‘Artemis’ in White).

Color version positive

Color version reverse

# The Artemis Logo

**Logo versions — White and Black**

The White version of the Artemis Logo is used on photography or any communication where there is not enough contrast between the background and the logo.

The Black version of the Artemis Logo should only be used in situations where you cannot use the Color or White version of the logo.

White version

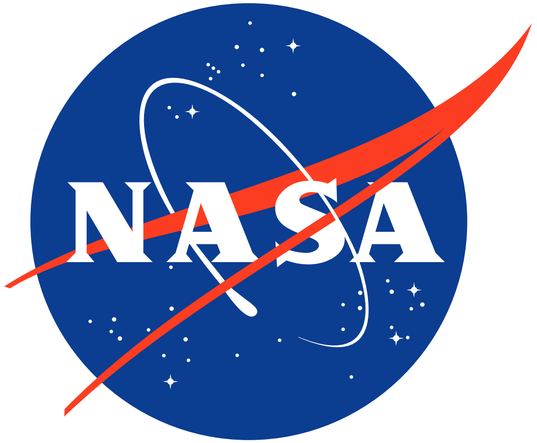
Black version

# The Artemis Logo

## Logo colors

The Artemis Logo nods to the legacy of NASA and its Insignia by leveraging the NASA Red in the Trajectory.

To maintain color consistency, be sure to use CMYK or Pantone versions of the full-color logo for print applications and the RGB version for digital media.




### NASA Full-Color Insignia

**NASA Red**

Pantone 185 CVC
CMYK 0/100/100/0
RGB 252/61/33
HEX #FC3D21

**NASA Blue**

Pantone 286 C
CMYK 100/60/0/0
RGB 11/61/145
HEX #0B3D91

**White**

CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF

### Artemis logo

**NASA Red**

Pantone 185 CVC
CMYK 0/100/100/0
RGB 252/61/33
HEX #FC3D21

**Earth Blue**

Pantone 298 C
CMYK 70/15/0/0
RGB 39/170/225
HEX #27AAEQ

**Shadow Gray**

Pantone 425 C
CMYK 0/0/0/80
RGB 88/89/91
HEX #58595B

**Space Gray**

Pantone Cool Gray 6 C
CMYK 0/0/0/40
RGB 167/169/172
HEX #A7A9AC

# The Artemis Logo

**Maintaining integrity of the logo**

It is important to give the Artemis Logo prominence on a piece of communication. With this guidance, we can ensure the logo is seen optimally in every communication or experience we develop.

**Clearspace**
It is important to give the Artemis Logo prominence on a piece of communication. With this guidance, we can ensure the logo is seen optimally in every communication or experience we develop.

**Minimum size**
Where needed in small sizes, do not reproduce the logo (primary version) below 0.25” height in print or 94px on screen.

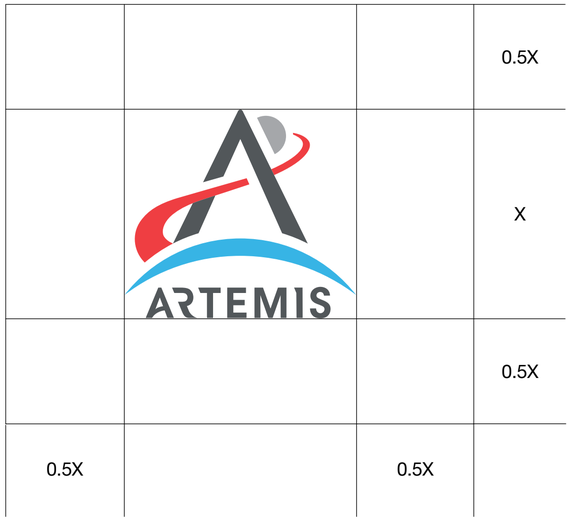
**Background control**
Ensure there is sufficient contrast with the Artemis Logo and the background it is on.

Use the color version (positive) of the Artemis Logo on a white background.

On the Horizon Visual, use the white version of the logo.

For photographic backgrounds, refer to the examples to guide your selection. Ensure there is copy space (an area that is not highly detailed and evenly toned) in the photography. Use the appropriate version of the Artemis Logo that will provide optimal legibility and contrast.

## Clearspace




## Minimum size

**On-screen**
80px height

**Print**
0.25” height

## Background control

White background

Cool Horizon Visual

Warm Horizon Visual

Various photographic backgrounds (light, mid, and dark)

# The Artemis Logo

**Patch and Pin**

The overall shape is symbolic of an arrowhead and nods to Artemis and her bow and arrow in Greek mythology.

This logo version is specifically used for the patches and pins and in selective applications.

**Internal and external use of the Artemis Patch and Pin must reviewed and approved by the Artemis Brand Strategy Team at artemis-creative@mail.nasa.gov**

**Note: Only for Patch and Pin.**

**This will not replace the official Artemis Mission Patches.**

# The Artemis Logo

**Small use**

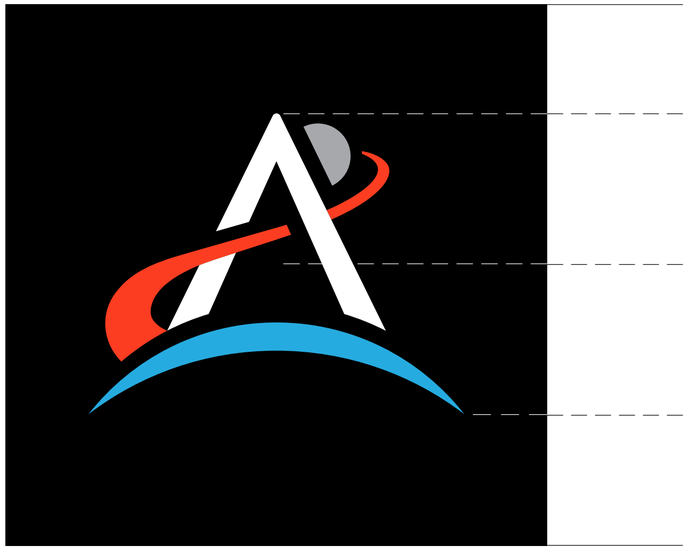
The small use logo (without the Artemis Logotype) is intended for use only on social media accounts and the profile photos. The small use logo can only be implemented when NASA Artemis is in the profile name.

The small use logo file is designed in a square proportion to work within parameters of the different social media platforms – the profile photo may display as a square or circle in the UI.

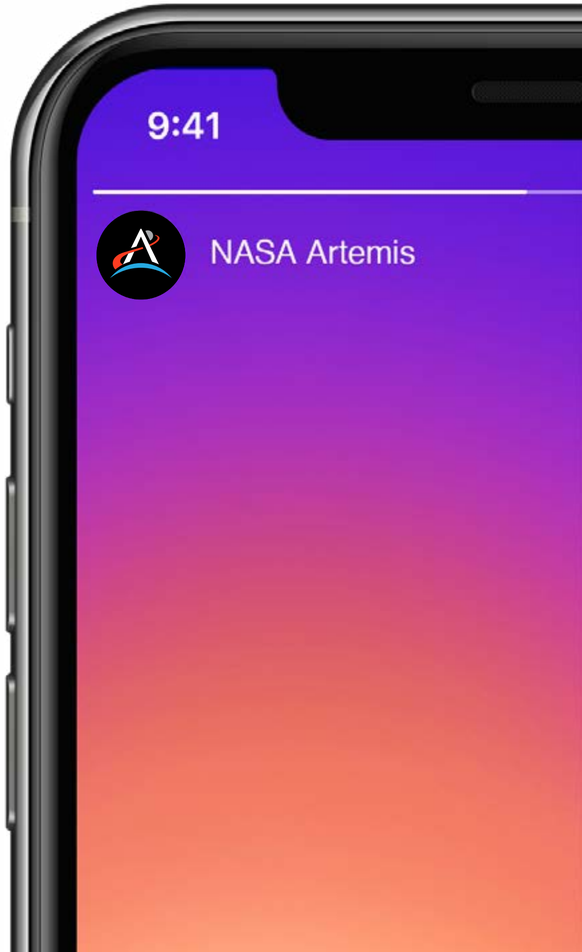
The small use logo is set on a Black background (RGB 0/0/0) for optimal legibility.

**This asset is not for broad use in Artemis communications.**

**To request permission to use on social media, please contact the Artemis Brand Strategy Team at artemis-creative@mail.nasa.gov**



*Cyan keyline does not reproduce in raster image. Represented for circular holding shape (appears as a guide in the source Adobe Illustrator file).



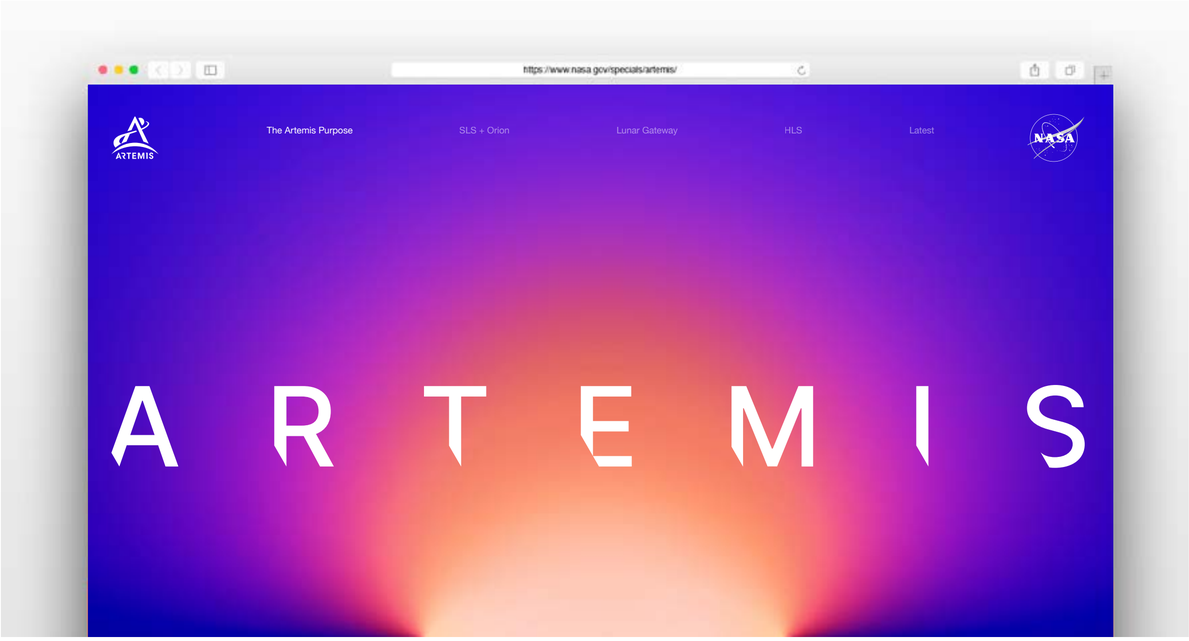
# The Artemis Logo

## Separated relationship with NASA Insignia

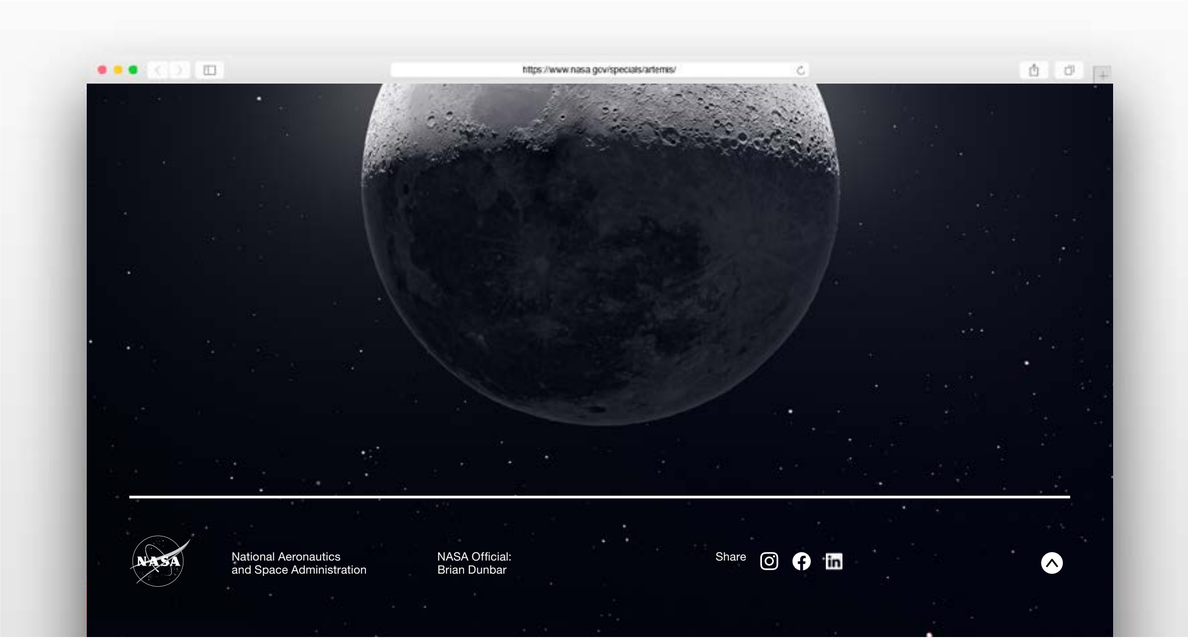
Where Artemis leads the communication, the NASA Insignia and Identifier should appear within it.

The NASA Insignia can appear opposite the Artemis Logo (if space allows for it) or as a sign-off, for example, in a footer of the microsite or the back cover of a report (see page 55 for communication elements and portal and address treatments).

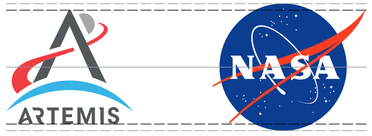
### Opposite treatment




### Sign-off treatment




**Sizing**
The Artemis Logo is scaled at 90% the height of the NASA Insignia

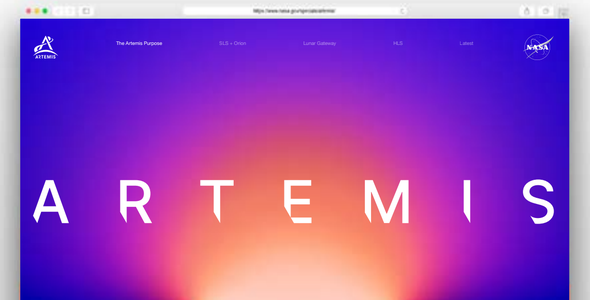


# The Artemis Logo

## Keeping the Artemis Logo elements intact

Going forward, components of the Artemis Logo should not be applied separately outside of the logo itself.

In lieu of using the Artemis Logotype in place of text or in headlines, use the Artemis Inter typeface instead.



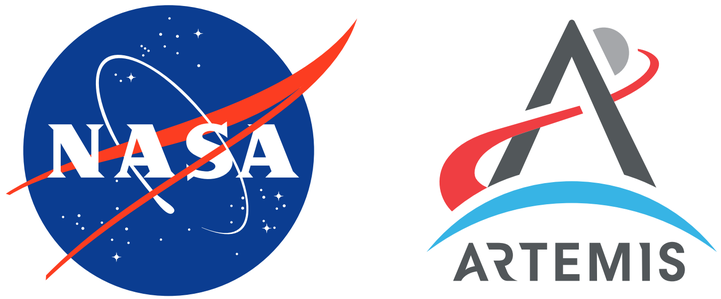
# The Artemis Logo

## Artemis and NASA Logo lock-up

We have a recommended lock-up of the NASA Insignia with the Artemis Logo in Artemis missions communications.

This visual relationship signifies that the achievements of Artemis would not be possible without NASA's legacy of exploration and breakthrough technology. Artemis takes this legacy further, sending the first woman and first person of color to the Moon and beyond.

The lock-up strengthens both brands through attribution – a halo effect that contributes to equity, favorability and perception. It is especially beneficial to increasing the awareness of the Artemis missions with its audience segments.



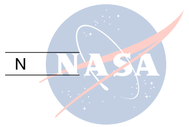
# The Artemis Logo

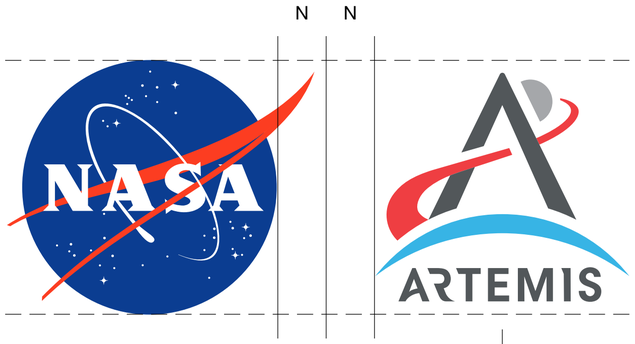
## Artemis and NASA Logo lock-up

The size and spatial relationship of the Artemis Logo and the NASA Insignia is defined in proportions. This defined relationship is to ensure there is a visual balance between the two.

The space between them is defined as 2N (the N in NASA). Clearspace is equal to the 0.5X – X is the height of the NASA Insignia.

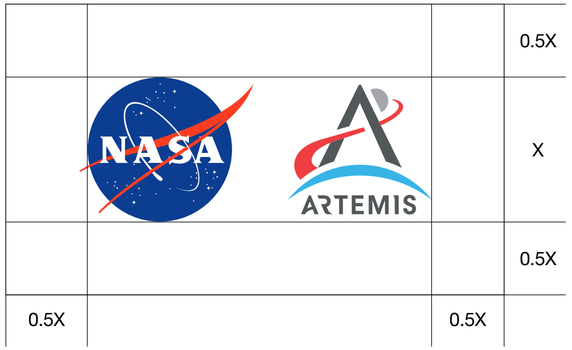
**Ensure the NASA Insignia and Artemis Logo have sufficient contrast on the background of the design. On the Horizon Visual, only place the identities on its darkest part, using the white version of the NASA Insignia and Artemis Logo.**




The Artemis Logo is scaled at 90% of the NASA Insignia

## Clearspace



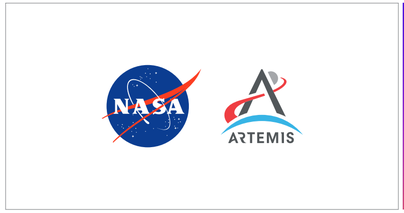

## Minimum size

**On-screen**
80px height

**Print**
0.25” height

## Background control

White background




Warm Horizon Visual

Cool Horizon Visual

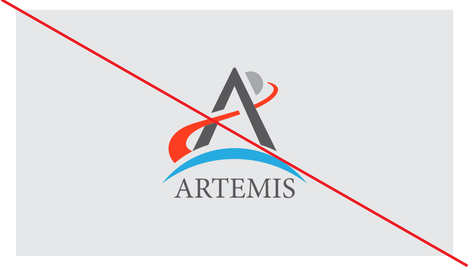
Various photographic backgrounds

# The Artemis Logo

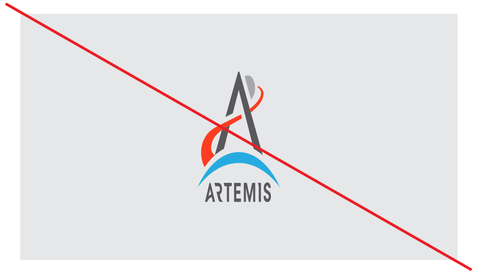
## Incorrect logo usage

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

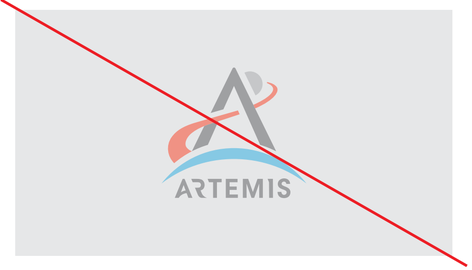
DO NOT re-create using any other typeface



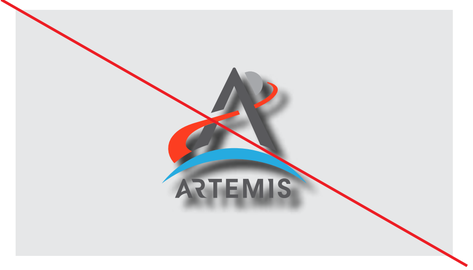

DO NOT distort the logo



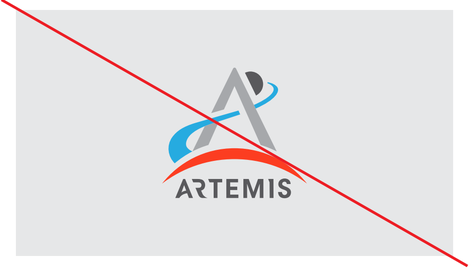

DO NOT change the transparency of the logo



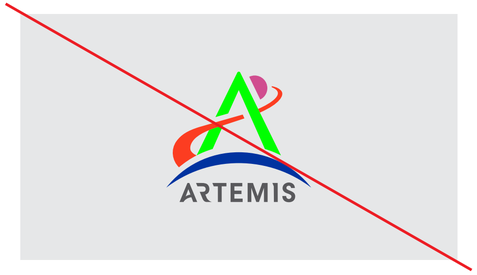

DO NOT use drop shadows or any other effects



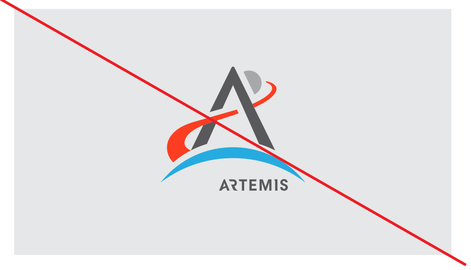

DO NOT shuffle around the colors of the logo




DO NOT use different colors

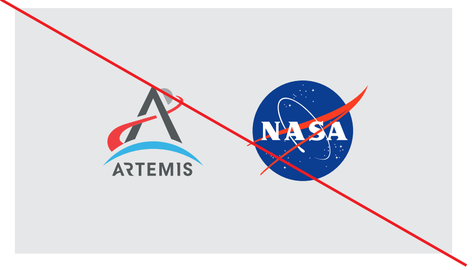



DO NOT change the size or position of the logo and logotype

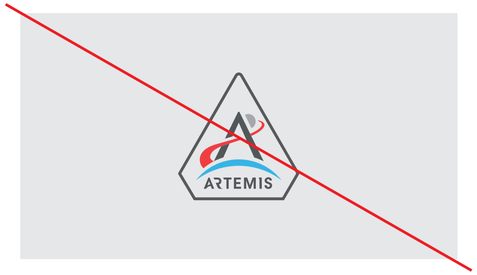



DO NOT use the Artemis Logotype outside of the logo

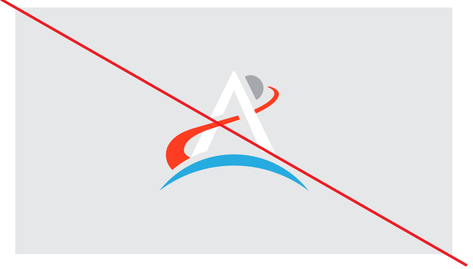
DO NOT change the relationship between Artemis and NASA logo lockup



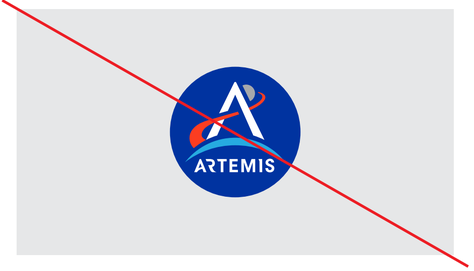

DO NOT use the patch anywhere except for the intended use cases




DO NOT use the small use logo anywhere except for the intended use cases



DO NOT use circle holding shape



# The Artemis Logo

## Artemis and NASA logo lock-up placements

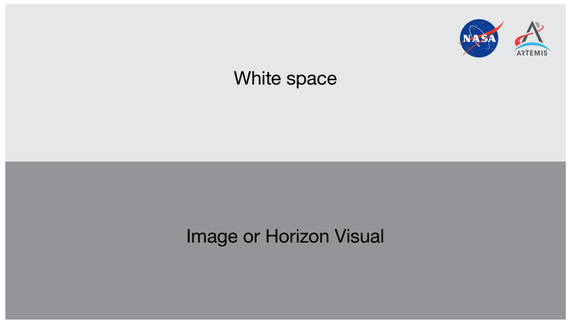
The placement of the Artemis and NASA lock-up is an anchor in our communications. It signifies the close relationship of the many diverse people, departments and locations unified as one for these missions.

If it is not achievable to have the Artemis and NASA lock-up in the primary placement, the secondary location can be used to accommodate the content – the top, left corner.

### Primary placement

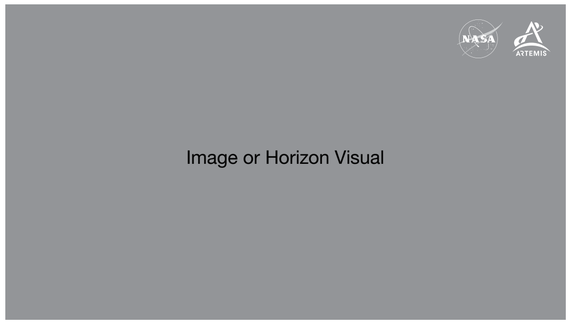
Vertical layout

Horizontal layout

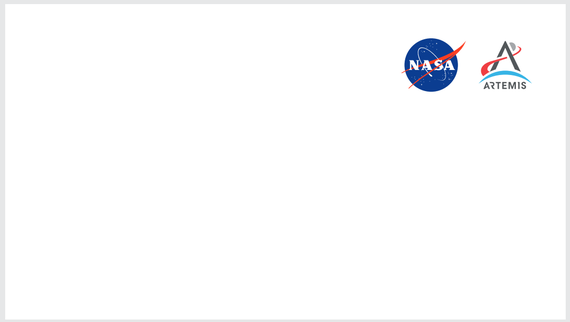


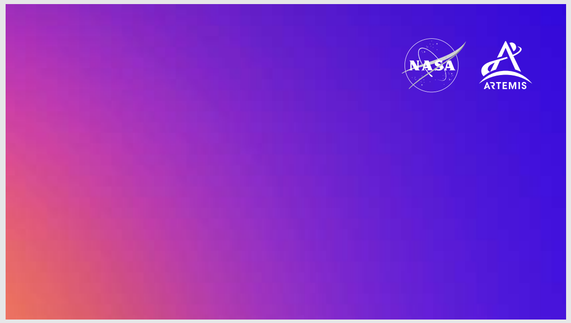

Diagonal layout

Full-bleed image layout




### Logo and background considerations



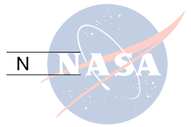


# The Artemis Logo

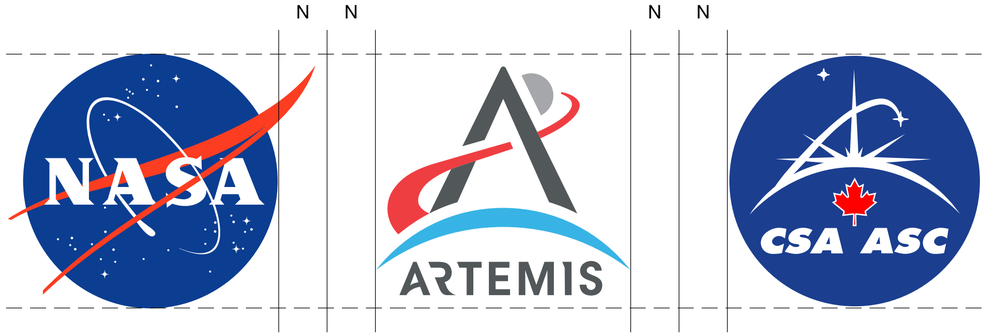
## Artemis and NASA logo lock-up with Partner logos

Artemis missions' success is made possible through the contributions of our collaborators and partners. This visual relationship shows how we include Partner logos in our communications.

The Artemis and NASA logo lock-up with Partner logos is determined in relation to optical visual impact. All Partner logos should be equal to or less than the size of the Artemis and NASA logos.

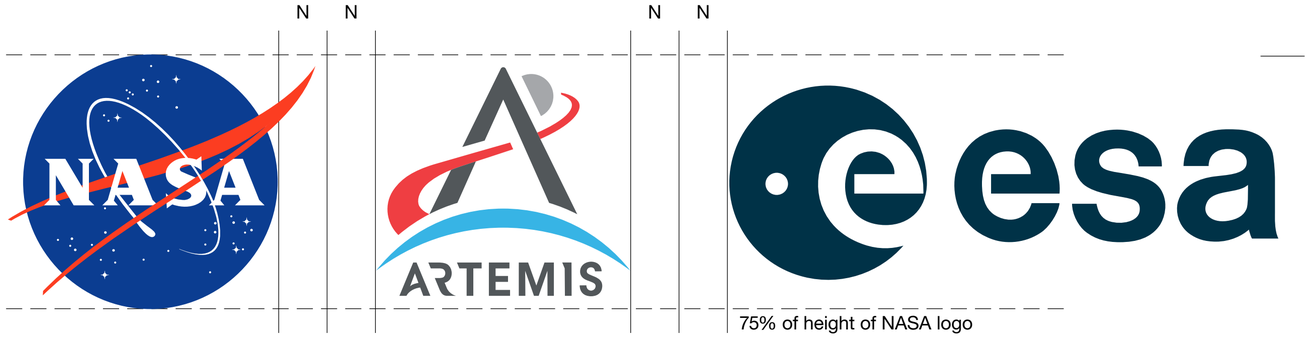



### Circular or square form



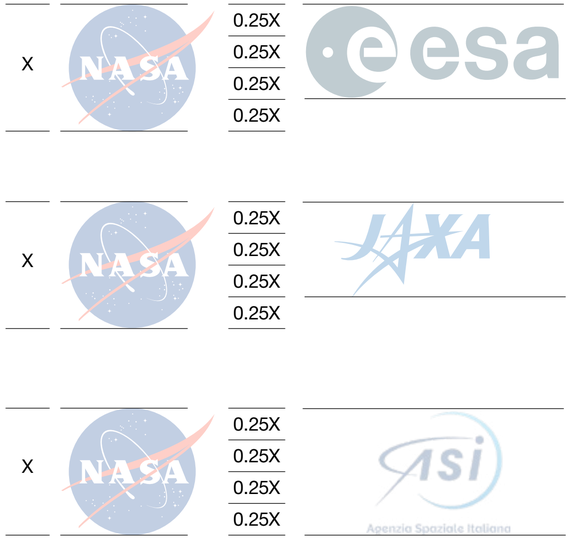

The Artemis Logo is scaled at 90% of the NASA Insignia

### Rectangular form

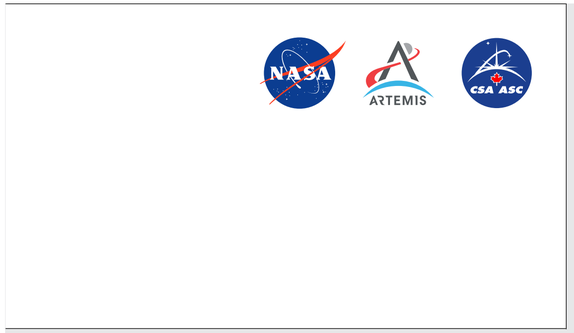



75% of height of NASA logo

### Examples of adjusting sizes for visual balance




### Placement on layout

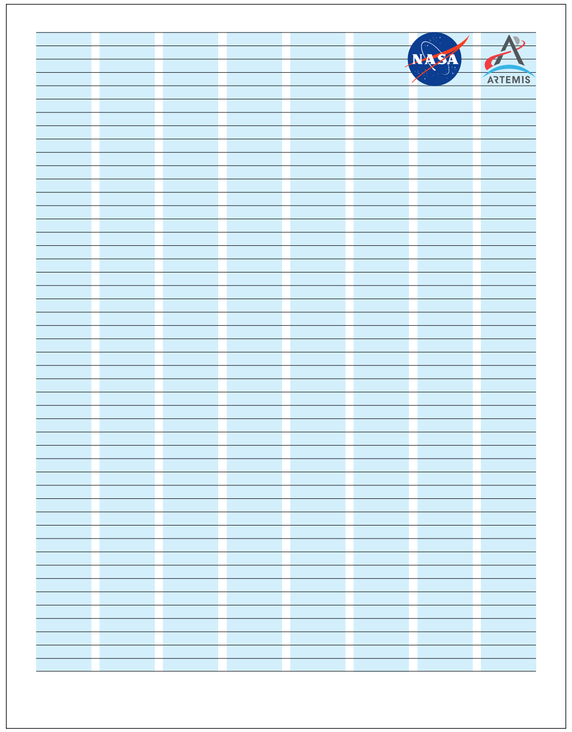


# The Artemis Logo

## NASA Identifier

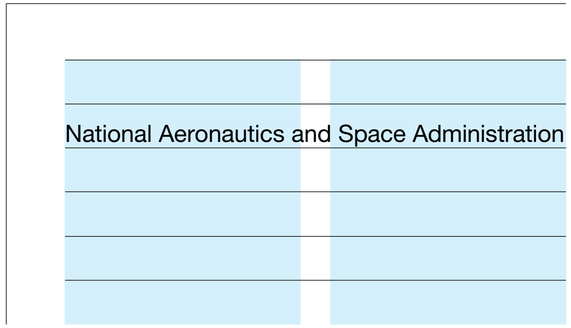
The agency name (NASA Identifier) must be shown in proximity to the NASA Insignia. The NASA Identifier must appear on the front cover of multi-page publications.

### Portrait orientation

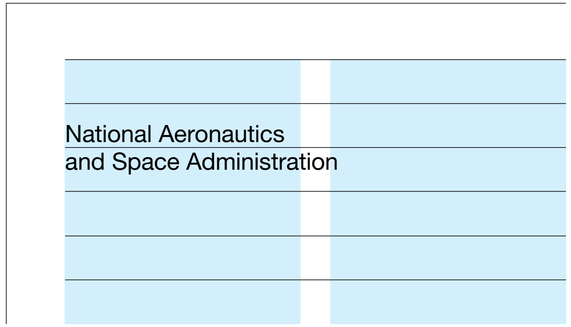


### Placement

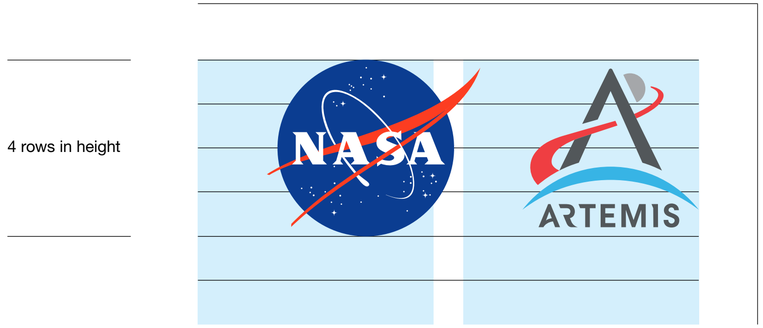
Left side (one line)

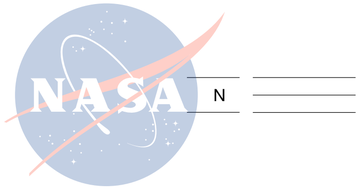



Left side (two lines)




Right side




National Aeronautics and Space Administration

**Sizing**

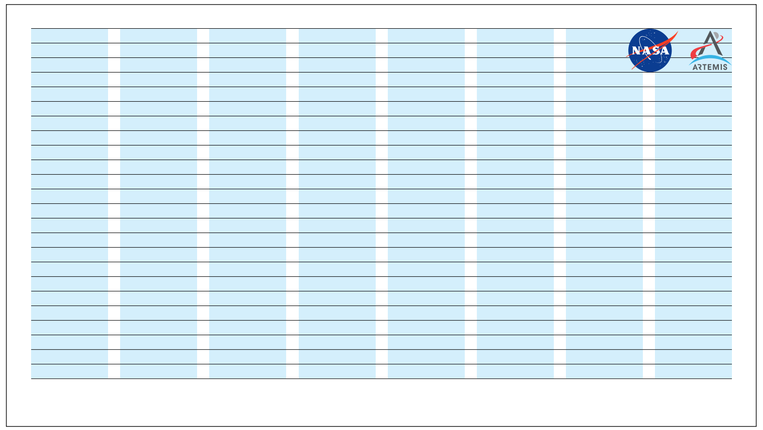
As a starting point, the height of the NASA Identifier should be at least 0.5N the height of ‘N’ in NASA. It should be typeset in Helvetica Neue Regular.

# The Artemis Logo

## NASA Identifier

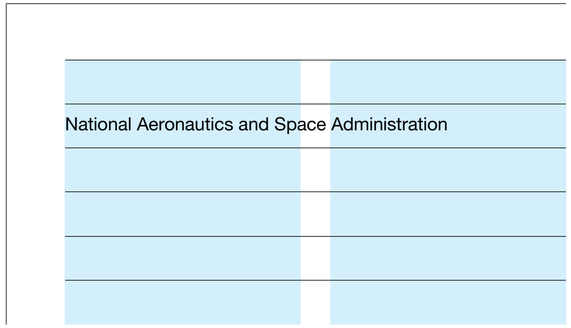
The agency name (NASA Identifier) must be shown in proximity to the NASA Insignia. The NASA Identifier must appear on the front cover of multi-page publications.

### Landscape orientation

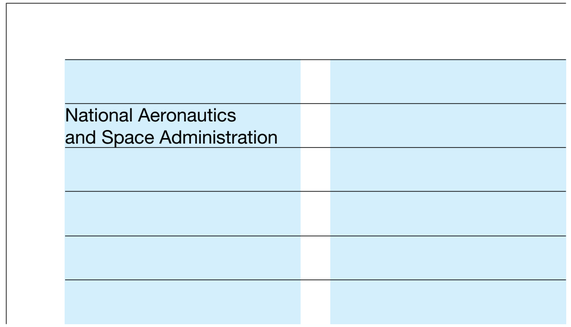


### Placement

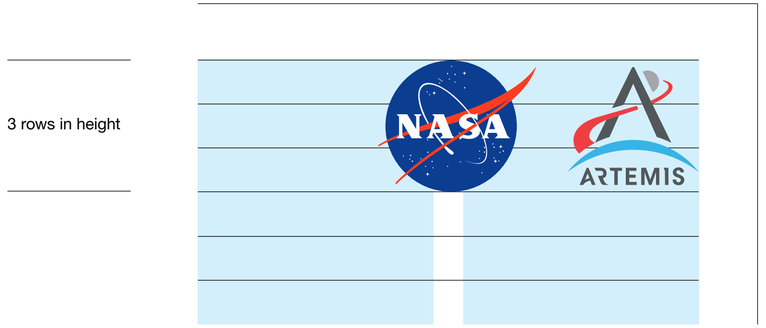
Left side (one line)

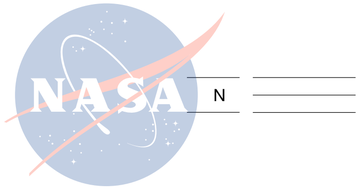



Left side (two lines)




Right side




National Aeronautics and Space Administration

**Sizing**

As a starting point, the height of the NASA Identifier should be at least 0.5N the height of ‘N’ in NASA. It should be typeset in Helvetica Neue Regular.

# The Artemis Logo

## Communication elements

The NASA portal address appears on the bottom left corner of the communication. The #Artemis tag should appear the same line as shown.

Typeset in Helvetica Neue Bold. Match the point size of the NASA Identifier.

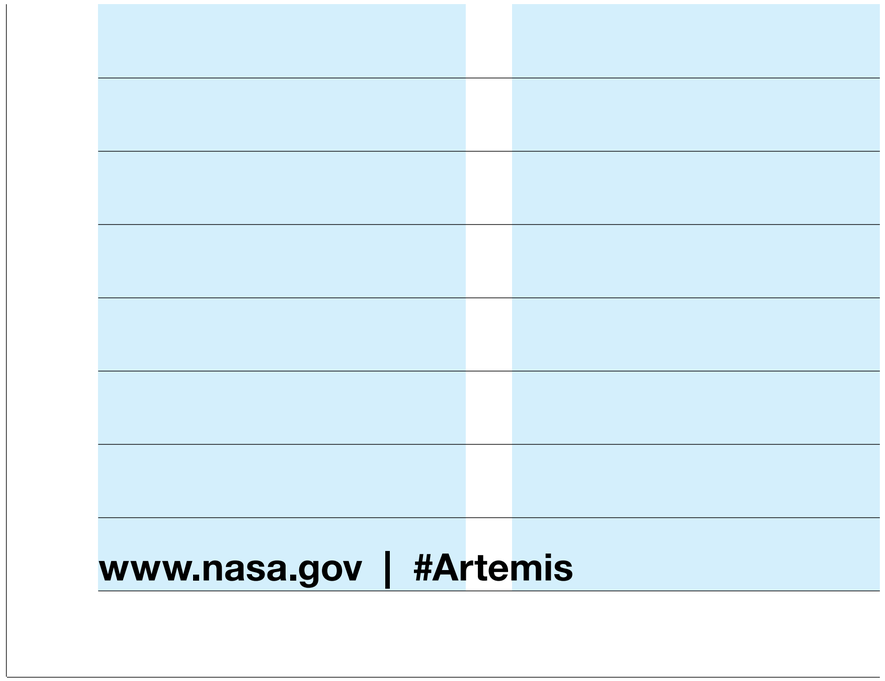
Center names, locations, and web addresses may appear on the back cover.

The preferred location of the portal address is on the back cover. If both the portal and center or program web addresses are used on the back cover, they must be configured as shown.

The publication number must be placed in the lower left-hand corner of the back cover. Publication numbers are allocated by each center's chief printing specialist.

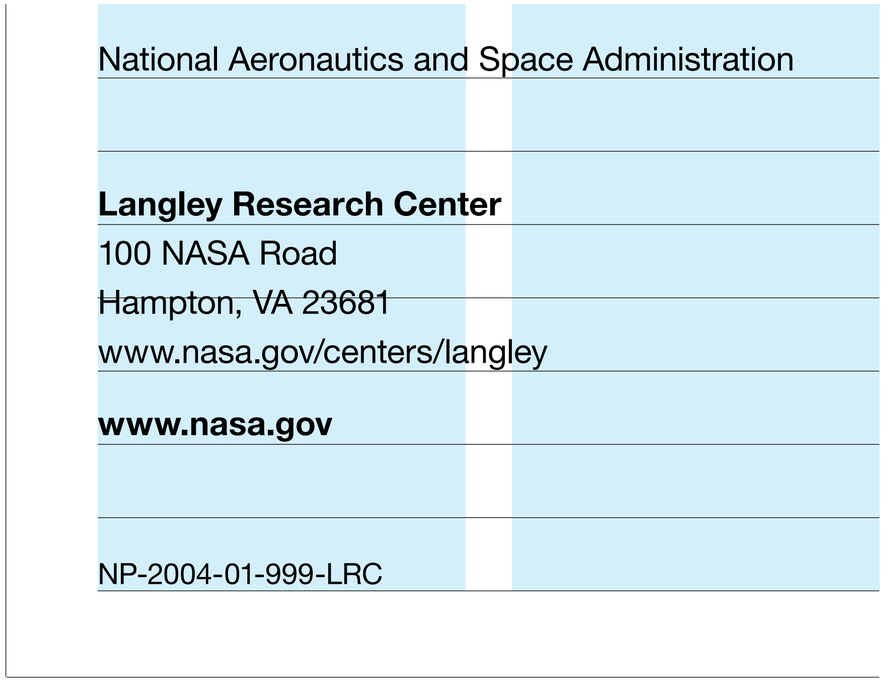
### Portal address

Front




### Center/portal addresses and publication number

Back




**Agency Name**
Helvetica Neue Medium
8 pt

**Center Name**
Helvetica Neue Bold
8pt/14 pt leading

**Center Physical and Web Addresses**
Helvetica Neue Regular
8pt/10pt (over 3 lines)

**Agency Portal Address**
Helvetica Neue Bold
8pt/21pt leading

**Publication Number**
Helvetica Neue Regular
6pt (align on margin)
leading, one line,
FL, bottom justified

# Typography

This proprietary typeface is both a nod to the legacy of NASA's use of Helvetica Neue and a reflection of the illumination. It represents exploration to the Moon and beyond, as well as the way Artemis will unearth new discoveries and technologies, shedding light on the unknown.

The inspiration of the 60° angle cut in the typeface is derived from the angle between two planetary bodies which are in optimal balance and harmony.

# Typography

**Primary typeface**
**Artemis Inter**

Artemis Inter is a Display Font. Its use is limited to large size text as one word (such as ‘Artemis’, ‘Adapt’ or ‘Visionary’) or a headline of up to 3 words (for example ‘Space Launch System’ or ‘New Perspectives’).

The 60º cut is used in the uppercase alphabet letterset (except the V, W) and numerals.

Punctuation and special characters do not implement the 60º cut.

Artemis Inter is only available in the uppercase letterset with numerals and punctuation and special characters.

A R T E M I S

A B C D E F G H I J K L N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! ? , . : - + = @ $ %

# Typography

**Secondary typeface**
**Helvetica Neue**

Helvetica Neue was chosen for NASA for its universality and clear and concise design. For these reasons, Helvetica Neue continues to play a role in Artemis communications as the typeface for body copy and small size uses such as captions.

The standard form of Helvetica Neue “Regular” and its weight variants are used primarily in the system.

If the composition requires more copy than allotted in the layout, for example in technical communications, the use of Helvetica Neue “Condensed” is acceptable.

# Helvetica Neue

**Helvetica Neue Bold**

**ABCDEFGHIJKLNOPQRSTUVWXYZ**
**abcdefghijklnopqrstuvwxyz**
**1234567890 !?,.:-+=@$%**

**Helvetica Neue Bold Condensed**

**ABCDEFGHIJKLNOPQRSTUVWXYZ**
**abcdefghijklnopqrstuvwxyz**
**1234567890 !?,.:-+=@$%**

Helvetica Neue Regular

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890 !?,.:-+=@$%

Helvetica Neue Condensed

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890 !?,.:-+=@$%

Helvetica Neue Light

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890 !?,.:-+=@$%

Helvetica Neue Light Condensed

ABCDEFGHIJKLNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890 !?,.:-+=@$%

# Typography

## Hierarchy

Typographic hierarchy guides the viewer through content. It provides access points to information and establishes the significance of each element or areas of the design.

The sizes listed here are to demonstrate the proportions in the hierarchy. The sizing for your typography may change depending on the needs of the communication.

### Communication example

**Hero Headline**
Artemis Inter

| | |
|---|---|
| Size: | 84pt+ (adjust as needed) |
| Case: | Uppercase |
| Kerning: | Metrics |
| Tracking: | +650-1000 |

# AMBITION

## Inspired by Our Journey

## An ongoing presence

### Long-term objectives

Our long-term objectives are ambitious and Artemis is key to achieving them. Through Artemis, we'll see the return of humans to the Moon and the creation of an ongoing presence there. We know the risks—and we know they're worth taking because we are putting people on the Moon, Mars, and beyond.

### Objectives

- Transition U.S. human spaceflight in low-Earth orbit to commercial operations, which support NASA and its partners. Use the ISS and new commercial facilities as testbeds for exploration technologies and to nurture emerging commercial applications.
- Advance long-term robotic exploration of the Moon with robust commercial and international partnerships.
- Land American astronauts on the Moon and return them safely.
- Expand U.S. human spaceflight operations at the Moon to support long-term lunar surface activities and to demonstrate elements of a Mars-forward architecture.
- Continue U.S. leadership at Mars by advancing robotic access in preparation for human exploration.

**Hero Headline**
Artemis Inter
Size: 84pt+ (adjust as needed)
Case: Uppercase
Kerning: Metrics
Tracking: +650-1000

**H3 Title**
Helvetica Neue Bold
Size: 48pt/46pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**H4 Title**
Helvetica Neue Bold
Size: 30pt/30pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**H5 Title**
Helvetica Neue Bold
Size: 18pt/21pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**Bodycopy 3**
Helvetica Neue Roman
Size: 18pt/21pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

# Foundation

The foundation for our return to the Moon is NASA's Orion spacecraft and Space Launch System (SLS). The Orion spacecraft has been designed for deep space operations around the Moon for up to four crew members, and the SLS is the powerful heavy-lift rocket designed to launch it, and potentially other high-mass cargo to the lunar environment.

Added to these are the two newest elements of the lunar return architecture under contract, the power and propulsion element (PPE) and the habitation and logistics outpost (HALO).

**H2 Title**
Helvetica Neue Bold
Size: 60pt/60pt leading
Case: Title case
Kerning: Optical
Tracking: -10

**Bodycopy 1**
Helvetica Neue Light
Size: 30pt/36pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**Bodycopy 2**
Helvetica Neue Light
Size: 24pt/26pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**+3,000**

**collaborators and partners involved in the Artemis missions. Thanks to the European Service Module, built by ESA in collaboration with Airbus Defence and Space, the Orion spacecraft will be supplied with electricity, air, and water in space.**

**"At NASA, we have always answered the innate call to go. With Artemis, we're going to stay, taking bold risks to prove that humanity can live on the Moon, Mars, and other planets and sharing the wonders of the Solar System with all."**

**— Firstname Lastname**
**Director, Explorations**

**Data point**
Helvetica Neue Bold
Size: 136pt (adjust as needed)
Case: Uppercase
Kerning: Optical
Tracking: 0

**Text call out**
Helvetica Neue Bold
Size: 30pt/36pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**Rule**
Stroke size: 2pt
Color: Black

**Pull-quote**
Helvetica Neue Bold
Size: 24pt/26pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**Attribution**
Helvetica Neue Bold
Size: 18pt/21pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

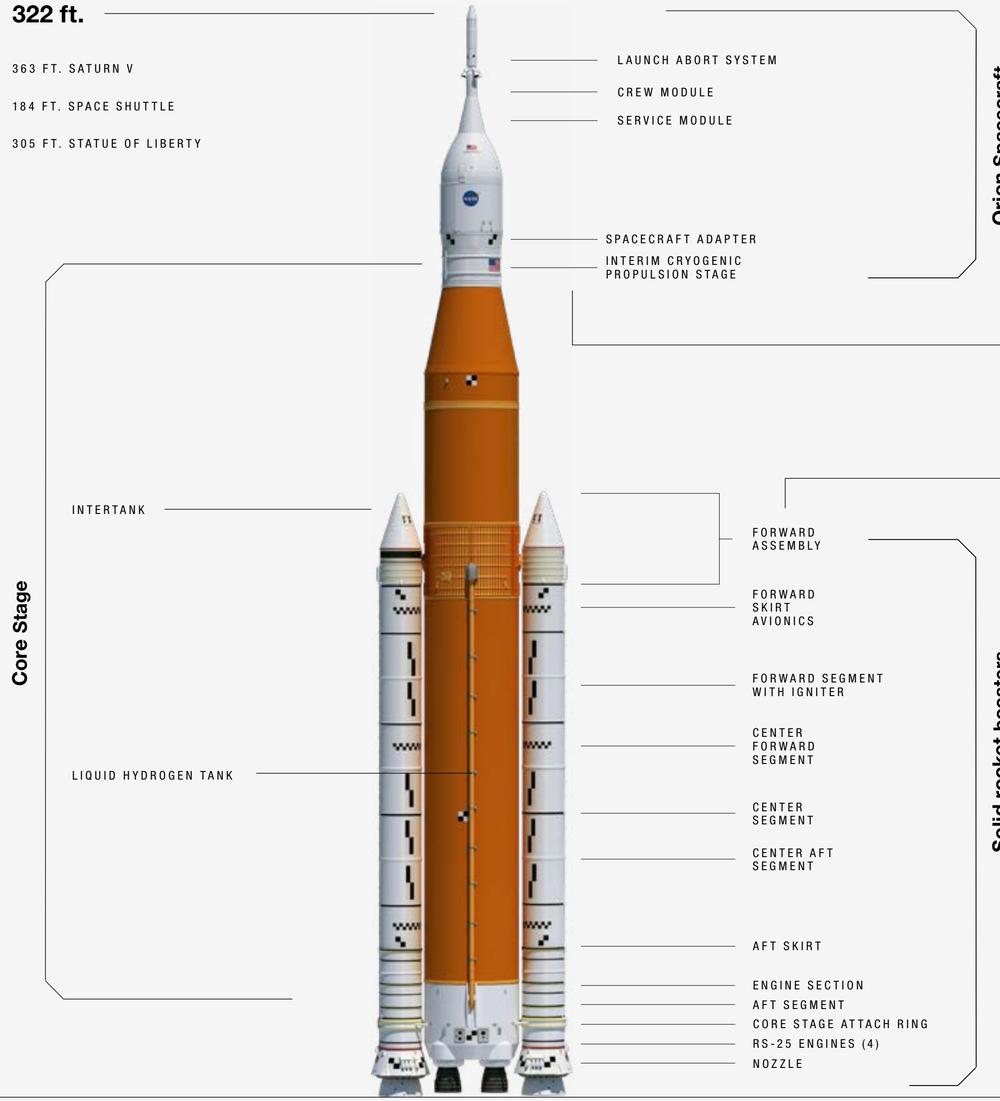
# Early Artemis Missions

## Foundation

The foundation for our return to the Moon is NASA's Orion spacecraft and Space Launch System (SLS). The Orion spacecraft has been designed for deep space operations around the Moon for up to four crew members, and the SLS is the powerful heavy-lift rocket designed to launch it, and potentially other high-mass cargo to the lunar environment.

Added to these are the two newest elements of the lunar return architecture under contract, the power and propulsion element (PPE) and the habitation and logistics outpost (HALO).

### Space Launch System[1]




1 NASA and Boeing are building the core stages for the Artemis II and III missions. Every SLS configuration uses the core stage with four RS-25 engines. The first SLS vehicle, called Block 1, can send more than 27 metric tons (t) or 59,525 pounds (lbs.) to orbits beyond the Moon. As the SLS rocket evolves, it will send even heavier and larger payloads to the Moon and deep space.

**Rule**
Stroke size: 2pt
Color: Black

**Bracket**
Stroke size: 0.5pt
Color: Black

**H5 Title**
Helvetica Neue Bold
Size: 18pt/21pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

**Rule**
Stroke size: 0.5pt
Color: Black

**Label**
Helvetica Neue Condensed
Size: 9pt/10pt leading
Case: Uppercase
Kerning: Optical
Tracking: 200

**Footnote**
Helvetica Neue Condensed
Size: 10pt/12pt leading
Case: Sentence case
Kerning: Optical
Tracking: 0

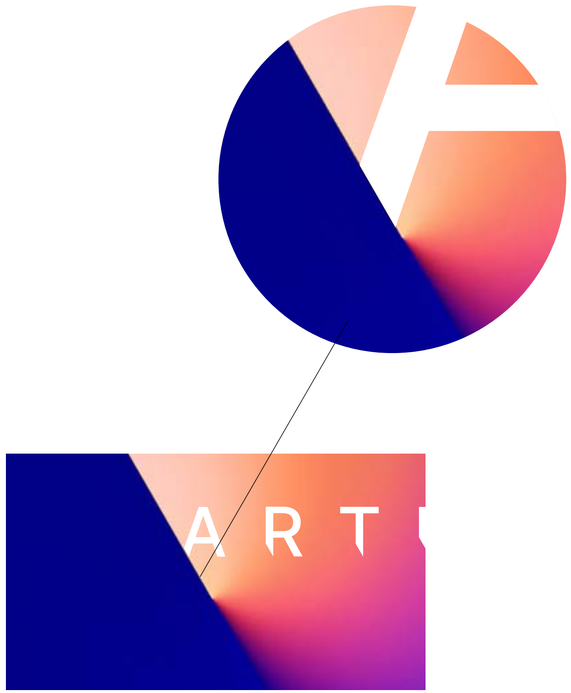
# Typography

## Placement of Artemis Inter Display Type

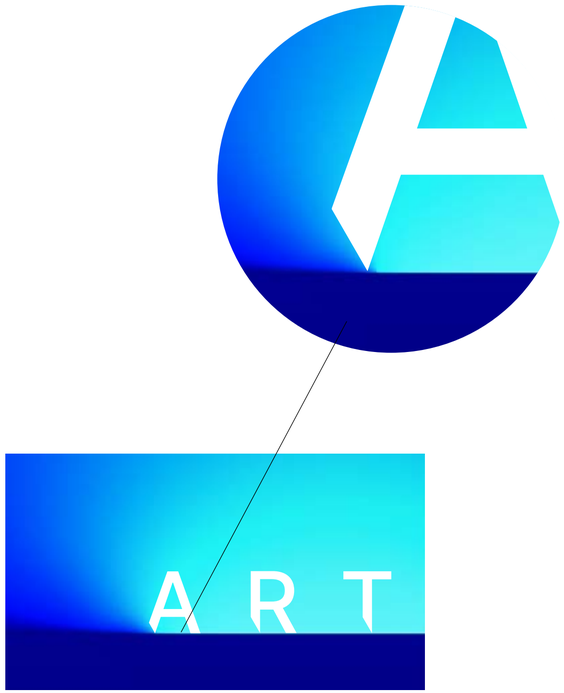
The placement of the Inter display type can interact with the angle or curvature of the Horizon Visual.

### Horizon Type

**Diagonal**
The starting point of the type (left side) adjoins the vertical plane

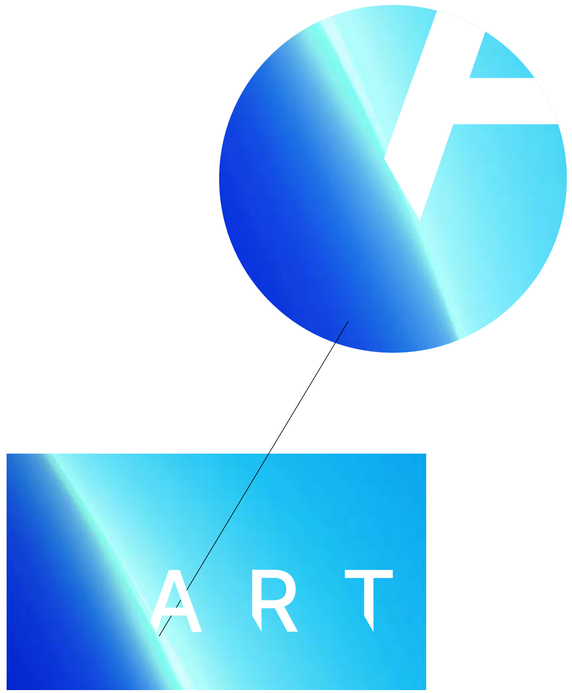



**Horizontal**
The angle of the Artemis Inter adjoins with the 60° angle of the layout




**Vertical**
The baseline of the type adjoins the horizontal plane

**Curvature**
The angle of the first letter and the curvature should adjoin. The letterform can be placed behind the curvature to elude to depth and convey the emergence above the horizon



# Typography

## Typographic compositions

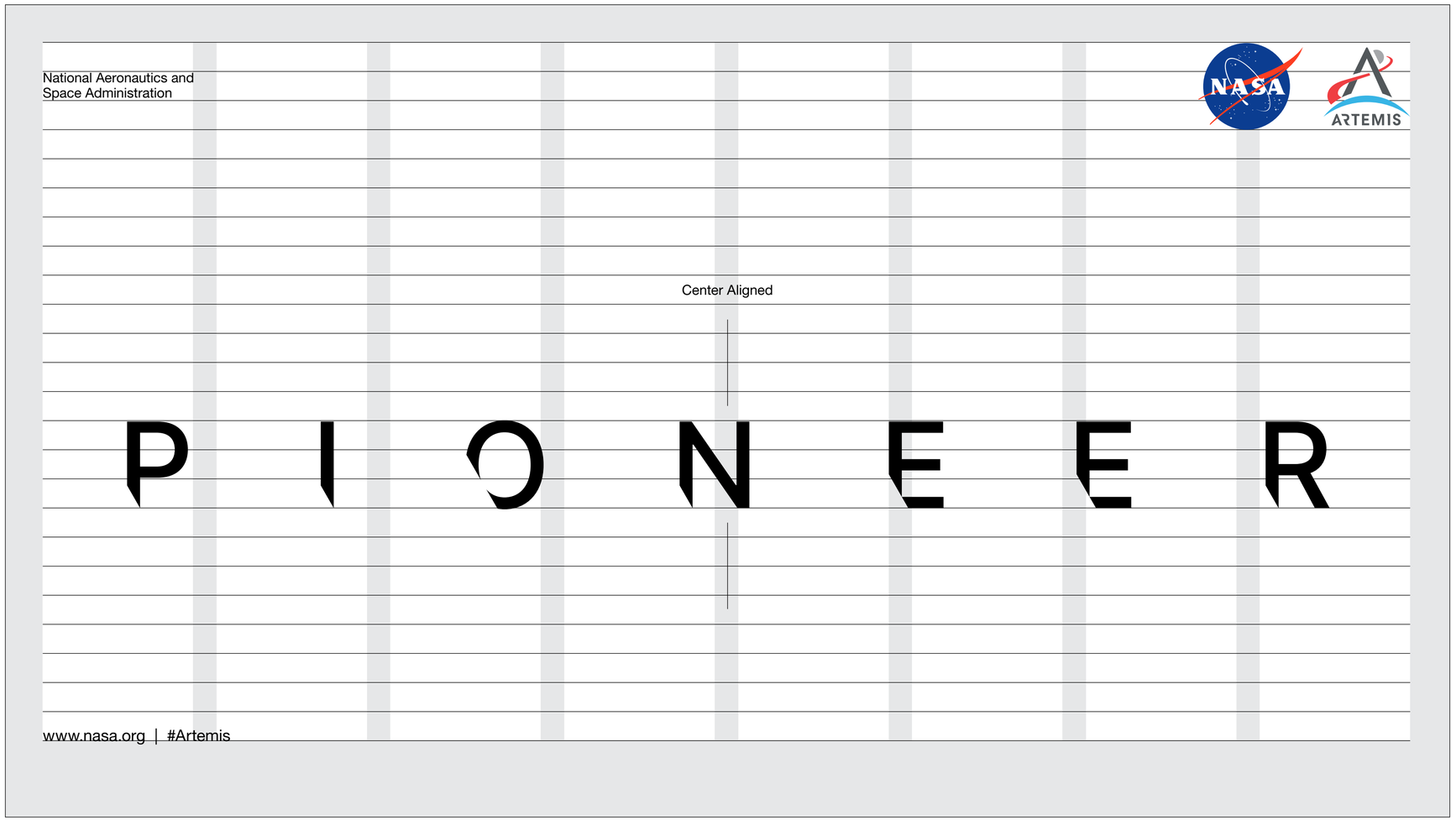
Image and type should sync conceptually and tactically. Adjust the scale of the type to create drama and emphasis.

These examples are representative of how to use the Artemis Inter typeface in large scale uses.

# Typography

## Typographic compositions

Image and type should sync conceptually and tactically. Adjust the scale of the type to create drama and emphasis.




## Composition

**Artemis Inter**

| | |
|---|---|
| Size: | 84pt+<br>(adjust as needed) |
| Case: | Uppercase |
| Kerning: | Metrics |
| Tracking: | +650-1000<br>(adjust within communication) |

# Typography

## Typographic compositions

Image and type should sync conceptually and tactically. Adjust the scale of the type to create drama and emphasis.

National Aeronautics and Space Administration

Center Aligned

Inspiring the

A R T E M I S

Generation

www.nasa.org | #Artemis

## Composition

**Artemis Inter**
Size: 84pt+ (adjust as needed)
Case: Uppercase
Kerning: Metrics
Tracking: +650-1000 (adjust within communication)

**Helvetica Neue Bold**
Size: 25% of Artemis Inter
Case: Sentence case
Kerning: Optical
Tracking: 10

# Typography

## Typographic compositions

Image and type should sync conceptually and tactically. Adjust the scale of the type to create drama and emphasis.

National Aeronautics and
Space Administration

L A U N C H

Artemis I will be the first integrated test of NASA's deep space exploration systems: the Orion spacecraft, Space Launch System (SLS) rocket and the ground systems at Kennedy Space Center in Cape Canaveral, Florida.

www.nasa.org | #Artemis

## Composition

**Artemis Inter**

| | |
|---|---|
| Size: | 84pt+ (adjust as needed) |
| Case: | Uppercase |
| Kerning: | Metrics |
| Tracking: | +650-1000 (adjust within communication) |

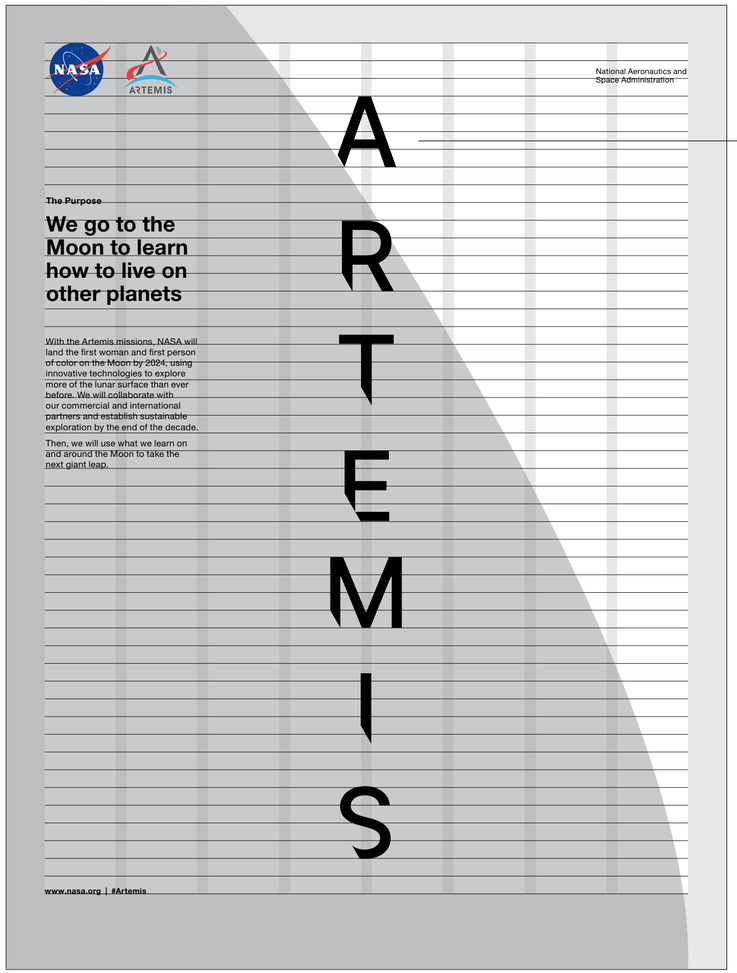
**Helvetica Neue Roman**
Bodycopy Small

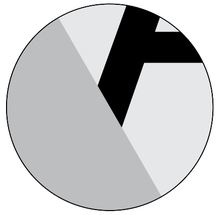
| | |
|---|---|
| Size: | 14pt/18pt leading |
| Case: | Sentence case |
| Kerning: | Optical |
| Tracking: | 0 |

# Typography

## Typographic compositions

Image and type should sync conceptually and tactically. Adjust the scale of the type to create drama and emphasis.



The angle of the terminal in the ‘A’ provides the anchor point for the typography. It interacts with the curvature of the horizon.

## Composition

**Artemis Inter**

| | |
|---|---|
| Size: | 84pt+ (adjust as needed) |
| Case: | Uppercase |
| Kerning: | Metrics |
| Tracking: | +650-1000 (adjust within communication) |

**Helvetica Neue Roman**

Bodycopy Small

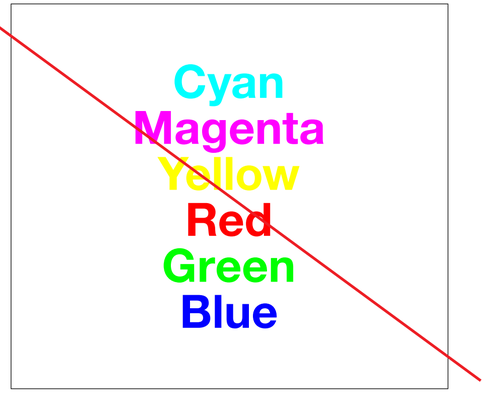
| | |
|---|---|
| Size: | 14pt/18pt leading |
| Case: | Sentence case |
| Kerning: | Optical |
| Tracking: | 0 |

# Typography

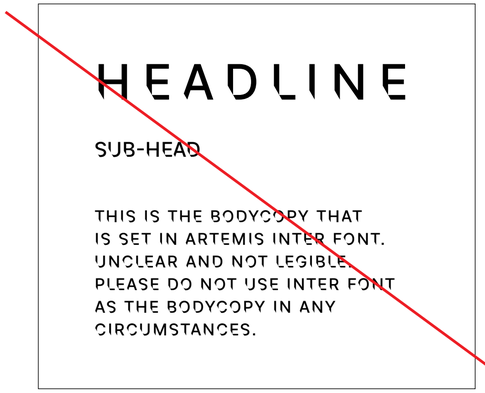
## Incorrect typography usage

The examples on this page illustrate some of the incorrect uses of the typography.

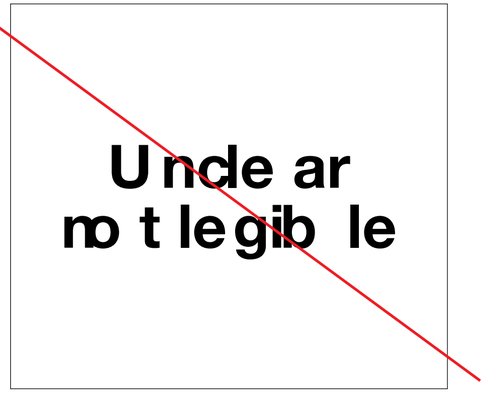
DO NOT use colored typography (Black or white only)



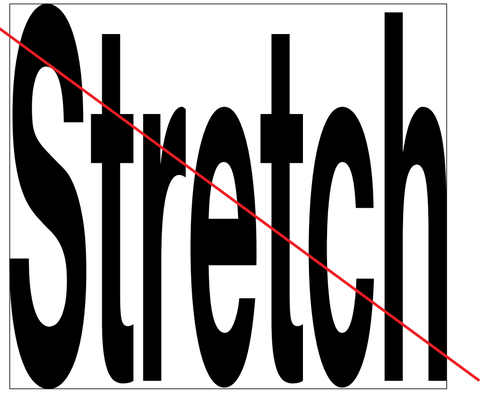

DO NOT use Artemis Inter font as the body copy



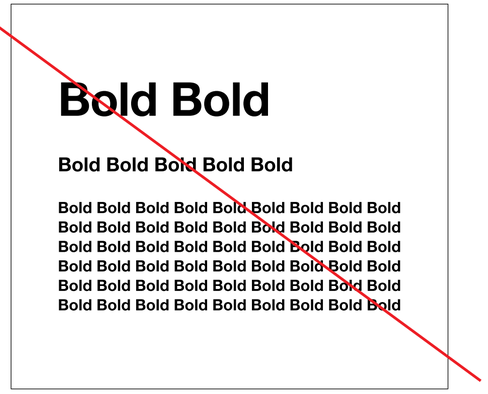

DO NOT adjust kerning or tracking



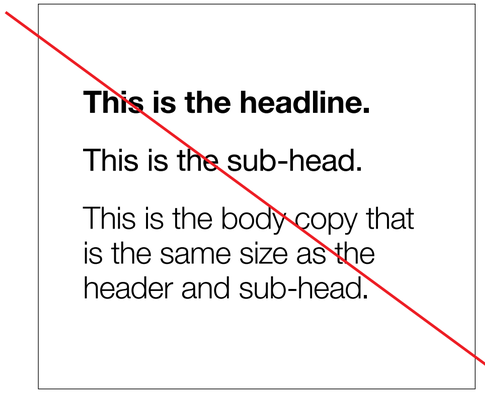

DO NOT stretch the typeface



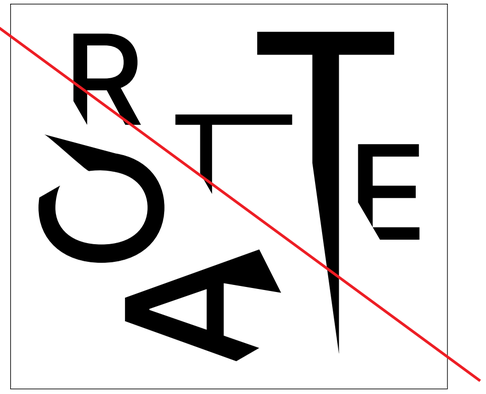

DO NOT make different levels of hierarchy the same weight



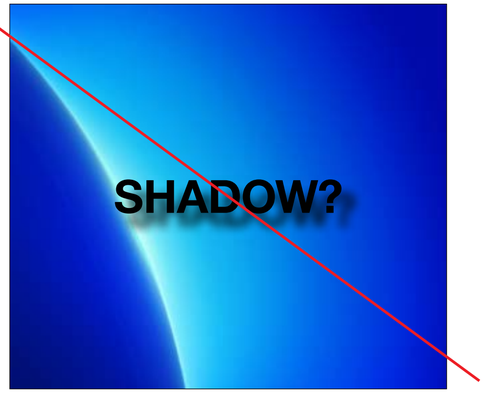

DO NOT make different levels of hierarchy the same size




DO NOT distort Artemis Inter in any circumstances




DO NOT use drop shadows or any other effects



# Photography and Imagery

# Photography and Imagery

## Overview

The photography and imagery we use in our Visual Identity System capture the human story behind Artemis, showing our innovative spirit and determination to build the technology to get us to the Moon.

NASA/Ben Smegelsky

NASA/Bill Ingalls

Andrew McCarthy

NASA/Bill Ingalls

NASA/Liam Yanulis

Andrew McCarthy

# Photography and Imagery

**Category: People**

We capture the excitement and anticipation of a launch, the passion of our flight crew and innovative employees. At the heart of the dream is humanity and our innate calling to explore.

NASA/Cory Huston

NASA/Chris Gunn

NASA/Bill Ingalls

NASA/Ben Smegelsky

NASA/Bill Ingalls

# Photography and Imagery

**Category: Technology (Documentary)**

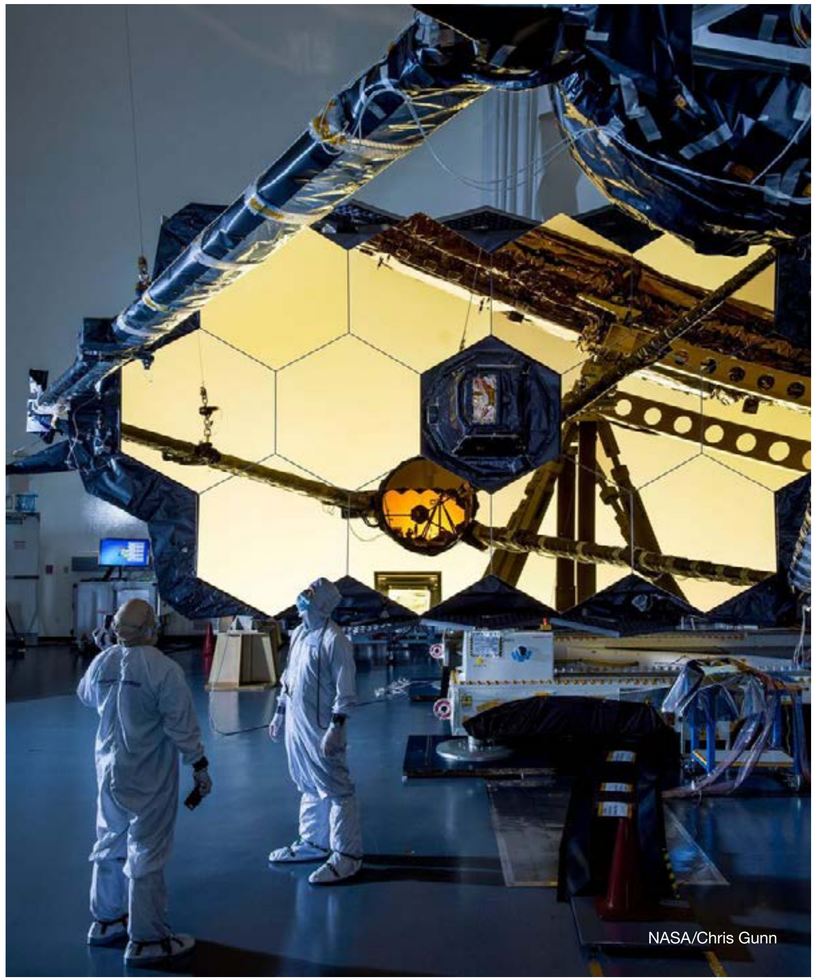
We show our rigor and perseverance through the creation of breakthrough technology. This is conveyed through the details of components, gritty surfaces, and visceral and dynamic depictions.

This category type can use documentary photography (of the technology in its real and genuine built form) or stylistic 3D renders to capture technology not yet in use.

NASA/Bill Ingalls

NASA/Chris Gunn

NASA/Joel Kowsky


NASA/Chris Gunn

# Photography and Imagery

**Category: Technology (3D Renders)**

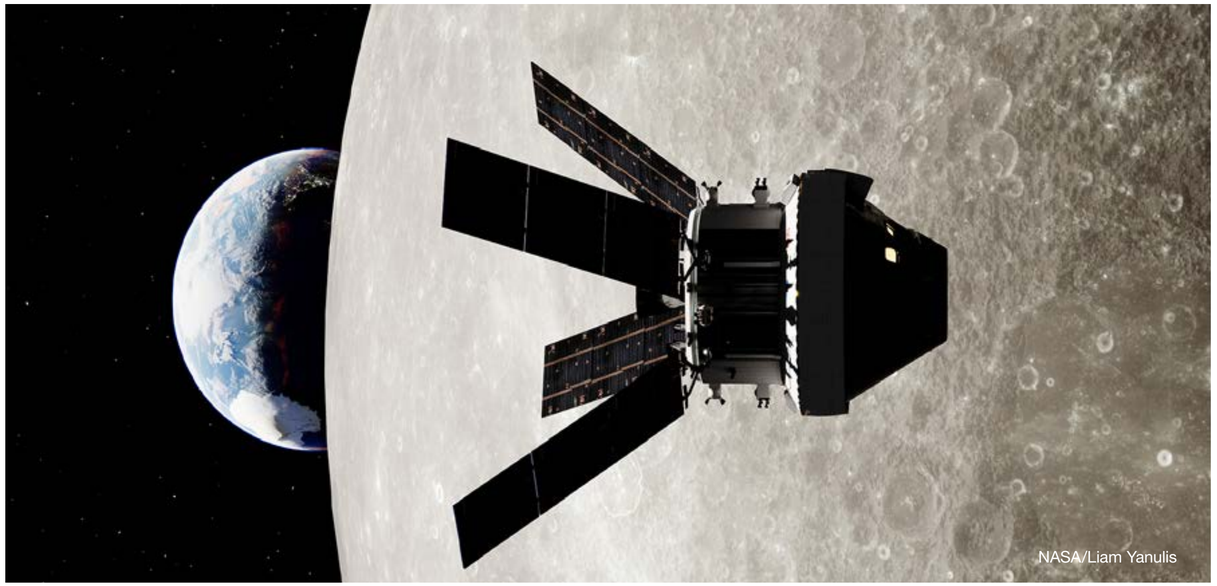
We show our rigor and perseverance through the creation of breakthrough technology. This is conveyed through the details of components, gritty surfaces and visceral and dynamic depictions.

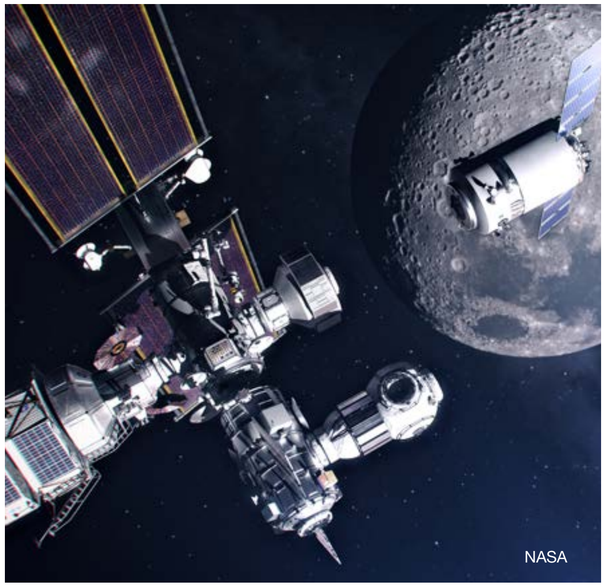
This category type can use documentary photography (of the technology in its real and genuine built form) or stylistic 3D renders to capture technology not yet in use.

**Photorealistic 3D Renders**
When depicting technology in the context of a hypothetical or future scenario, it is important that it conveys our overall creative concept of ‘The Torchbearer’. It should visualize aspects of the journey (an origin and destination), depict a horizon or give a sense of illumination within the scene, and convey certain attributes (such as mystery, wonder, or awe).

**3D Renders for Infographics**
These play a specific role in communicating features, aspects, or capabilities of technology. In this instance, the object maybe taken out of context/environment.

Apply the art direction and stylistic approach when developing 3D Renderings.



# Photography and Imagery

**Category: The Moon**

One Moon, many perspectives. To represent the diversity of views, we show the Moon in different ways and capture the differences one might see on Earth or even in orbit. This might be shown through environmental conditions, the time of day, or the phase of the Moon itself.

We see an opportunity to incorporate imagery from non-NASA photographers. This would invite outside participation and garner further support for Artemis.

Andrew McCarthy

Andrew McCarthy

Andrew McCarthy

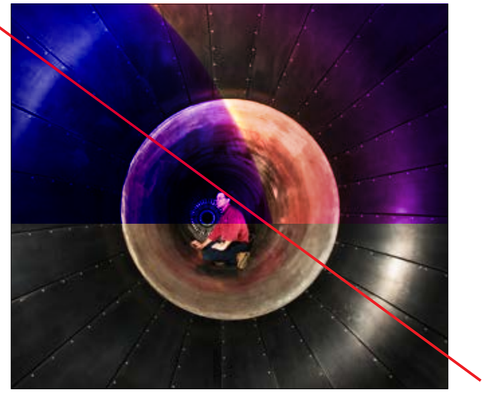
Andrew McCarthy

# Photography and Imagery

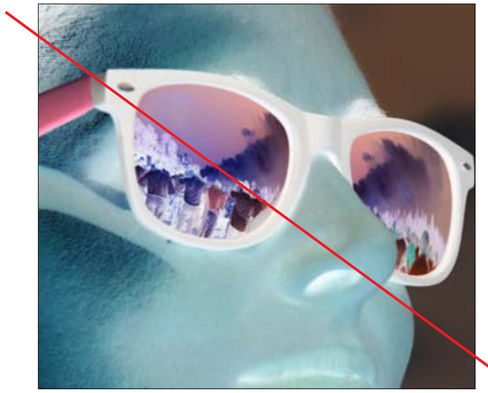
## Incorrect photography usage

The examples on this page illustrate some of the incorrect uses of the photography.

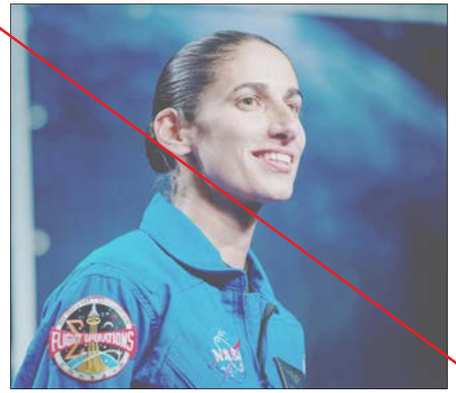
DO NOT overlay the Horizon Visual on top of high quality images that are already rich in color



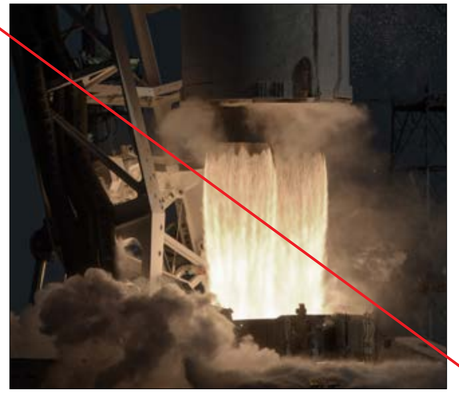
DO NOT invert the color of the photography



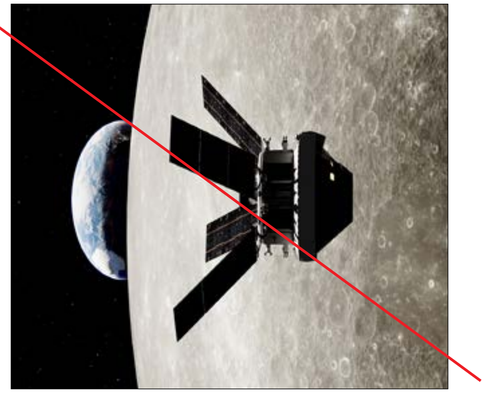
DO NOT use images without sufficient lighting contrast with shadows in varying depth



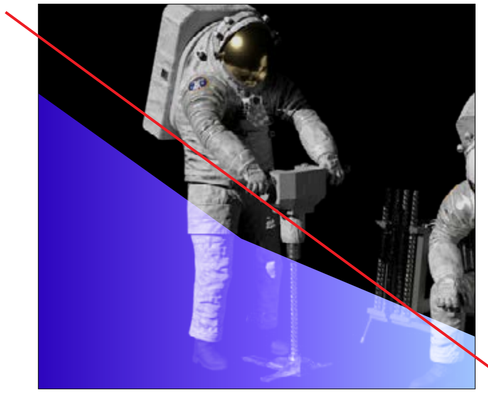
DO NOT use the photography that lacks saturation with vivid hues



DO NOT distort the photography or render



DO NOT create different shapes when creating overlay effects to background images



DO NOT use duotone or other color treatments

DO NOT apply filters or enhancement to photography or renders

# Photography and Imagery

**Illustration approach**

**Purpose of Illustration**
Like other elements in our system, our illustration style is inspired by Artemis leading the path forward to new discoveries, possibilities, and perspectives for human life.

We are purposeful in where we use it and what it represents.

**We use illustration:**
To depict what we've never seen – such as a future event or the undiscovered.

To convey complex and changing topics.

To bring things to life that photography cannot.

## Principles of Illustration

- A sense of wonder and imagination
- Lighting the way forward
- Universality

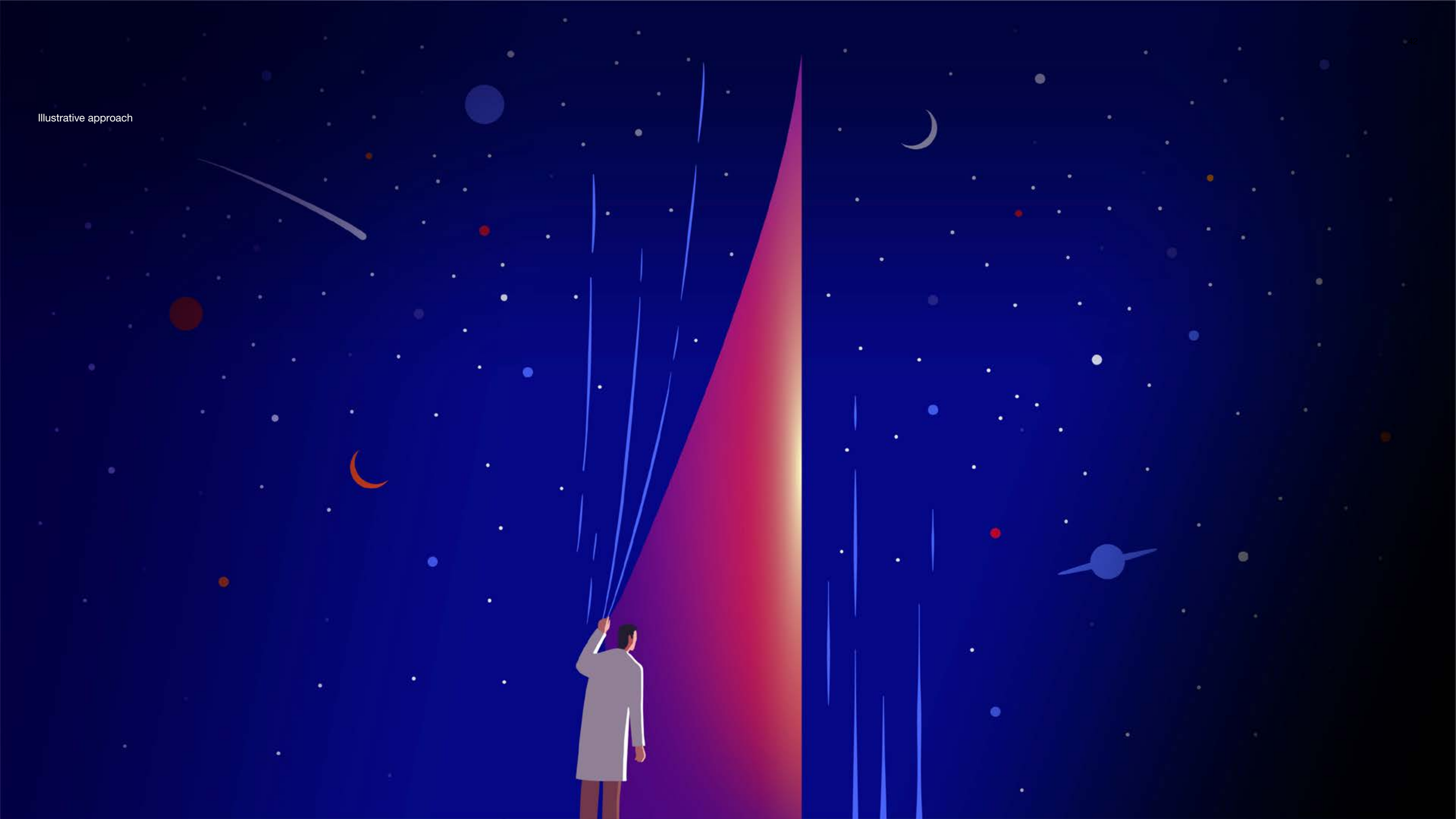
## Content considerations

- Technical and fantastical
- Need an aspect of realism – tangible moments, represent literal things
- The context can be abstracted; a touch of surrealism
- Humanity at the heart of the story, inclusivity
- Aligns with overall narrative and story of why we go

## Art direction/style

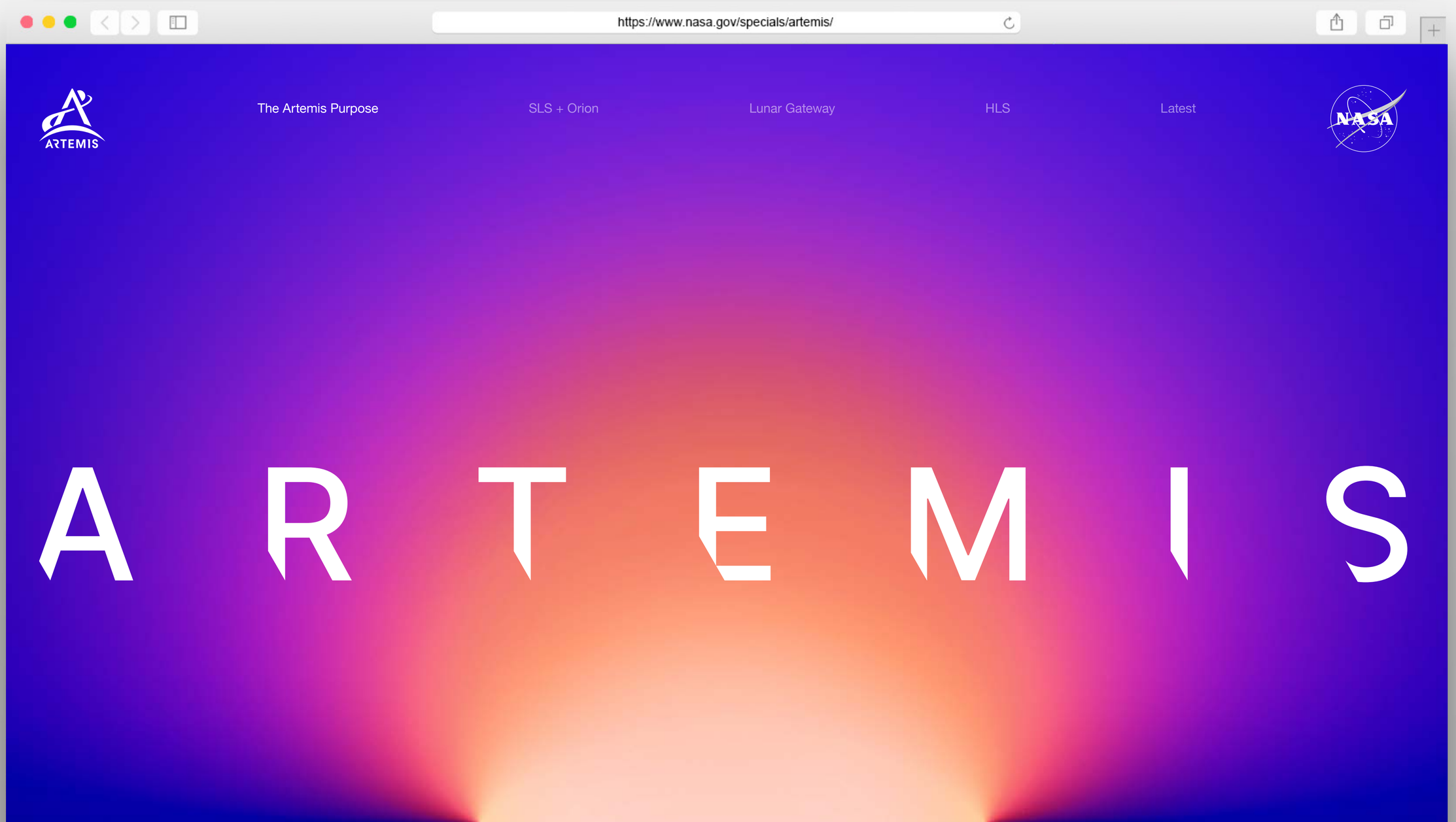
- Depict moments of a horizon, illumination, portal, hints of what is being seen and hidden, spacial perspective, multiplicity
- A sense of drama with use of scale and size, contrast and shadow
- Precise, clean lines, vector-based
- Use of masking of color and form
- Gradients and color aligns with Visual Identity

Illustrative approach



Illustrative approach

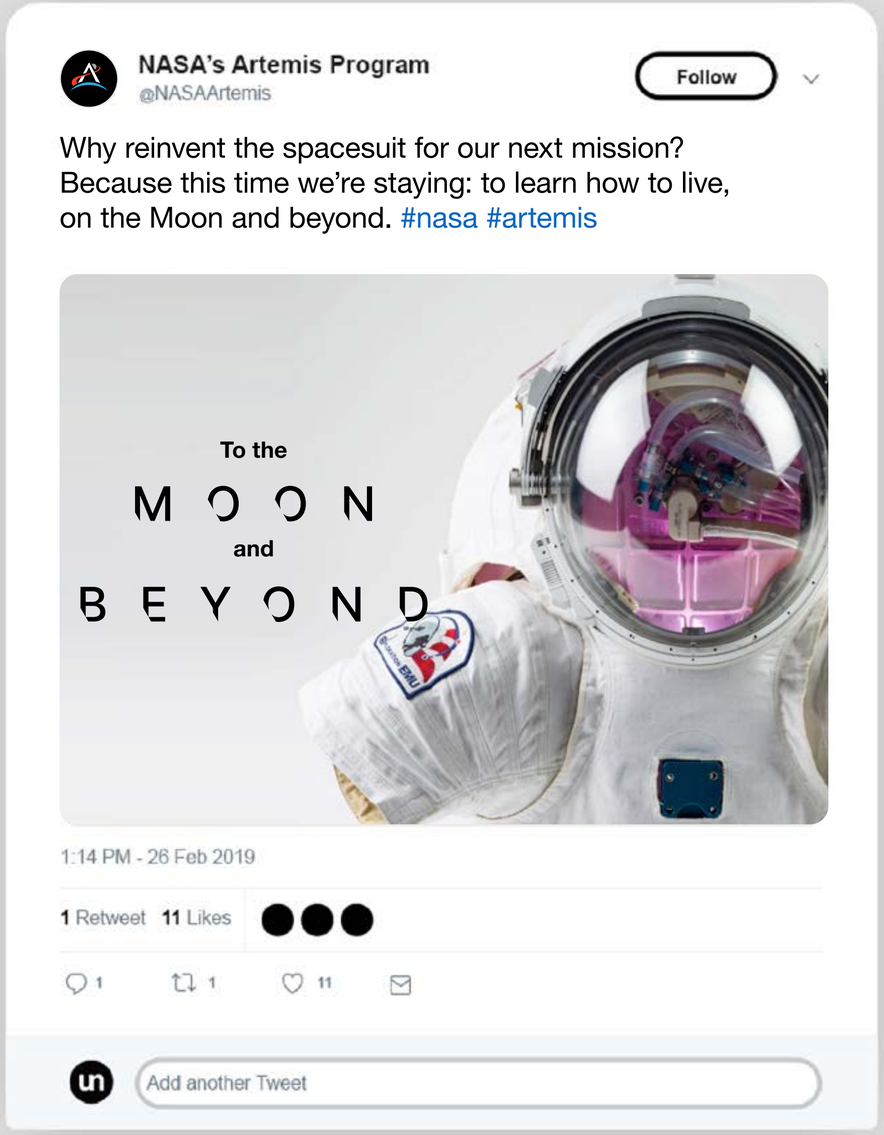
# Bringing It All Together


https://www.nasa.gov/specials/artemis/
ARTEMIS
The Artemis Purpose
SLS + Orion
Lunar Gateway
HLS
Latest
NASA
A R T E M I S

9:41
NASA Artemis
A

9:41
NASA Artemis
NEW

9:41
NASA Artemis
HORIZON


NASA's Artemis Program
@NASAArtemis
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Why reinvent the spacesuit for our next mission? Because this time we're staying: to learn how to live, on the Moon and beyond. #nasa #artemis
To the
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and
BEYOND
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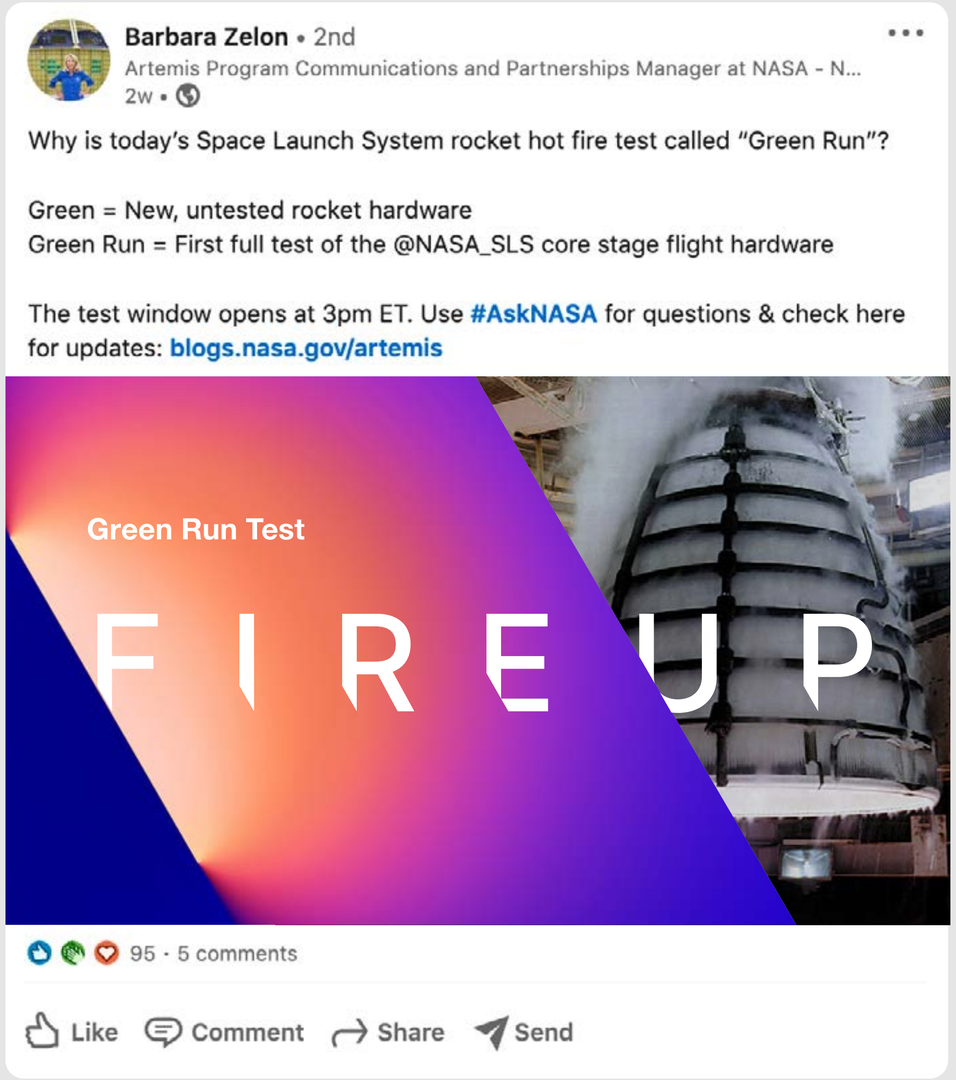
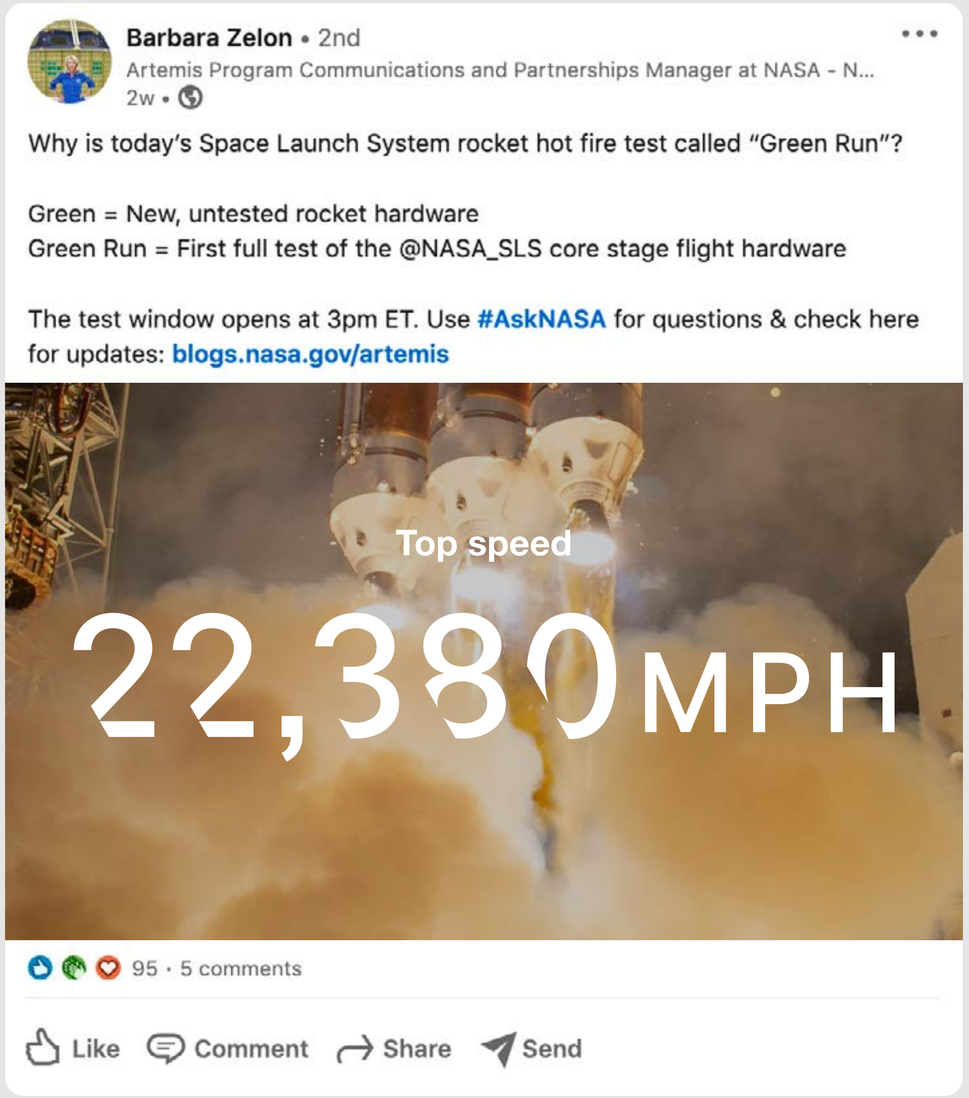
11
Add another Tweet


Barbara Zelon • 2nd
Artemis Program Communications and Partnerships Manager at NASA - N...
2w •
Why is today's Space Launch System rocket hot fire test called "Green Run"?
Green = New, untested rocket hardware
Green Run = First full test of the @NASA_SLS core stage flight hardware
The test window opens at 3pm ET. Use #AskNASA for questions & check here for updates: blogs.nasa.gov/artemis
Green Run Test
FIRE UP
95 · 5 comments
Like
Comment
Share
Send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Top speed
22,380 MPH
95 · 5 comments
Like
Comment
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Barbara Zelon • 2nd
Artemis Program Communications and Partnerships Manager at NASA - N...
2w •
Through the #Artemis program @nasa will build on @ISS_Research and knowledge learned on Earth to send explorers to the Moon. NASA's Human Research Program studies how humans adapt to challenges that astronauts encounter by using extreme environments similar to space.
Human Research Program
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National Aeronautics and Space Administration
Artemis Mission II
Crewed Hybrid Free Return Trajectory, demonstrating astronaut flight and spacecraft systems performance beyond Low Earth Orbit
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"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."
Jasmin Moghbeli
COURAGEOUS
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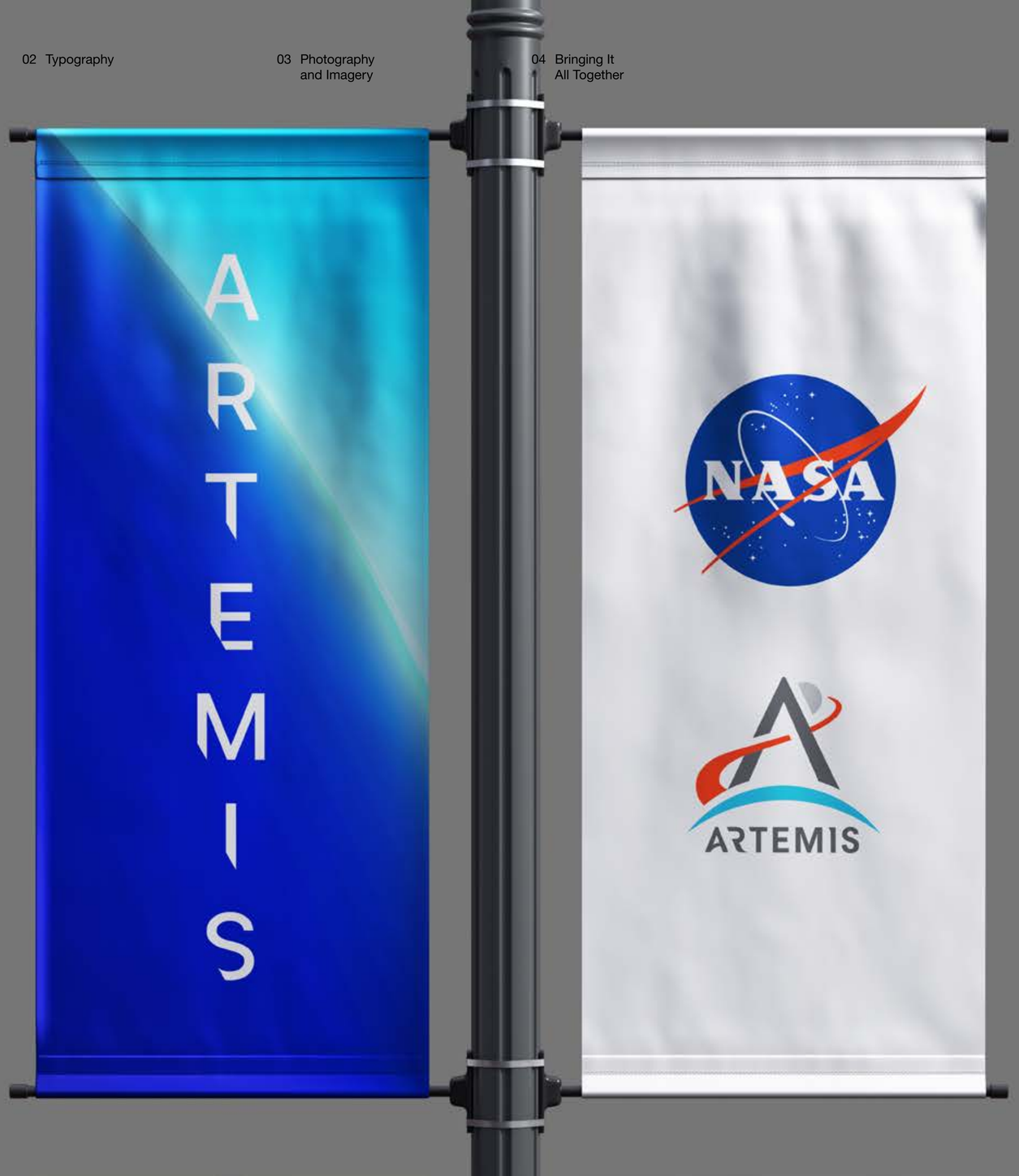
NASA
ARTEMIS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Kirk, Duncan
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Buildings 2, 4
Issued for
24 Nov 2021
VISITOR

National Aeronautics and Space Administration
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ARTEMIS
The Purpose
We go to the Moon to learn how to live on other planets
With the Artemis program, NASA will land the first woman and first person of color on the Moon by 2024, using innovative technologies to explore more of the lunar surface than ever before. We will collaborate with our commercial and international partners and establish sustainable exploration by the end of the decade.
Then, we will use what we learn on and around the Moon to take the next giant leap.
www.nasa.org | #Artemis

NASA
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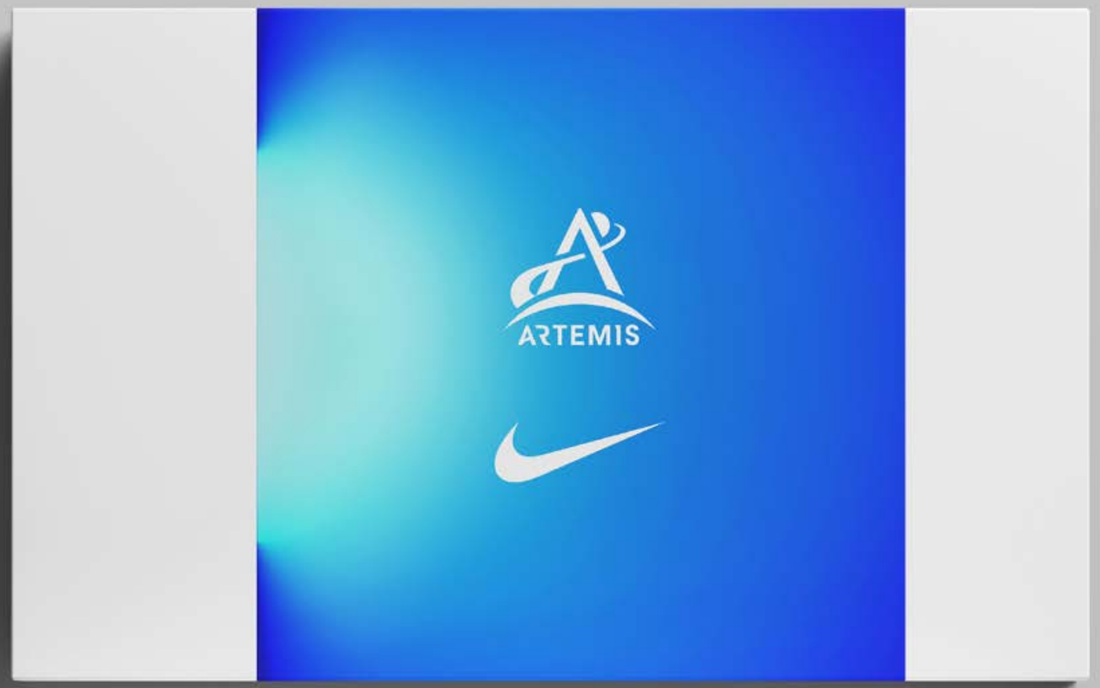

ARTEMIS

National Aeronautics and Space Administration

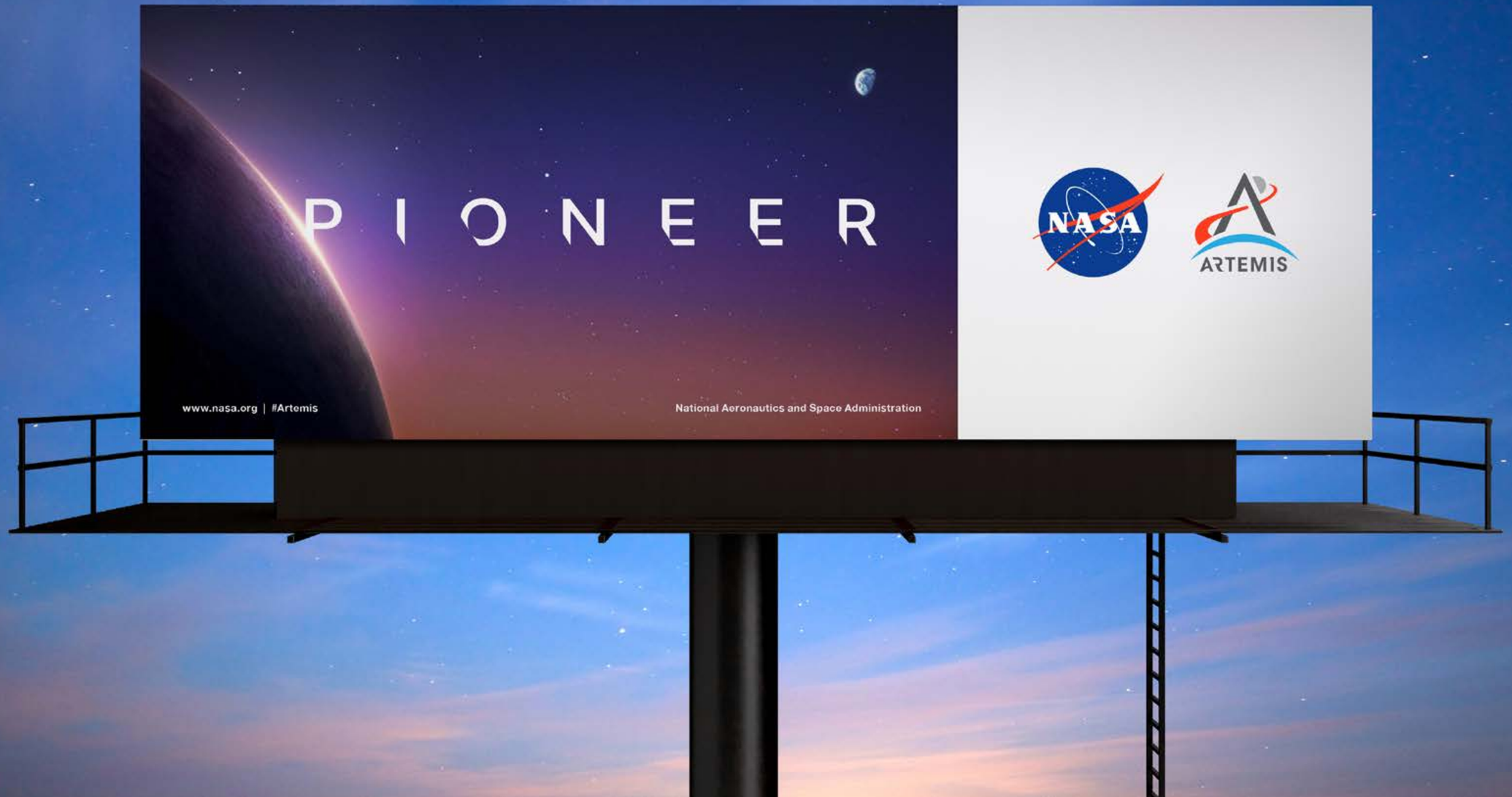
ORION

NASA

ARTEMIS

**NASA's Orion spacecraft will carry crew to lunar orbit where they will transfer to a human landing system or the Gateway. Crew will use the spacecraft to return safely home to Earth, which has been built to withstand the extreme heat experienced upon re-entry into the atmosphere.**

www.nasa.org | #Artemis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