

Mars Campaign Style Guide

Disclaimer

Creative license has been taken for graphic representations. Please use correct hardware that is accurate for environment.

Powerpoint Template

- Masters include the Mars identifier, shareables and the hashtag. When creating your slide deck, choose the layout appropriate for your needs.
- Do not place any text above the Mars identifier or the text "NASA's JOURNEY TO".
- The typeface for headlines and body should be Arial or, if unavailable Helvetica.

Mars Identifier



- Do not recreate, distort, stretch or otherwise alter.
- Identifier is available in long-tail or short-tail.
- Identifier can be represented in black or white.
- Minimum size is 3/4 inch wide.
- Do not recreate, distort, stretch or otherwise alter—keep proportionate.

Hashtag



- The hashtag is two color parts, blue and orange.
- If colors don't work with background you may change the hashtag to white or black.
- Minimum size is 2 inches wide.

Color Scheme



Blue
C=33, M=9, Y=0, K=22



Orange
C=12, M=85, Y=100, K=0

#JOURNEYTOMARS