



NASA'S JOURNEY TO

# MARS

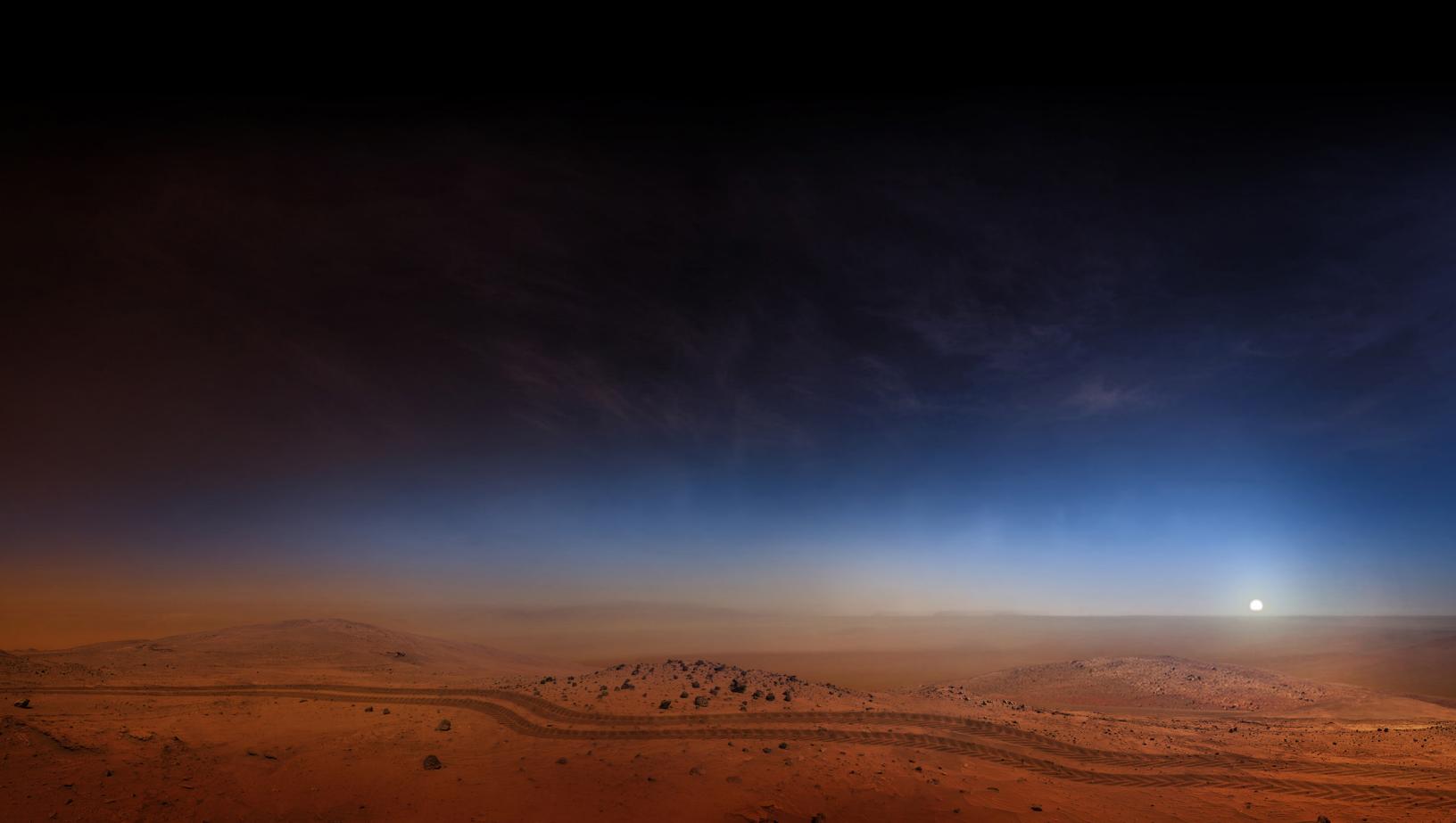
A photograph of Mars is centered within the letter "A" of the word "MARS". The background of the poster shows a vast, reddish-brown landscape of Mars with a small white sphere representing Earth visible in the dark blue sky above the horizon.

Mars Campaign  
Multimedia Catalog

# Welcome to the Mars Campaign Multimedia Catalog

This catalog is a visual guide to the Mars Campaign graphics which are available for download in multiple formats on the Toolkit website at [communications.nasa.gov/content/mars](http://communications.nasa.gov/content/mars). Image numbers and titles directly correspond to graphics offered on the web site. If you are in need of a format unavailable on-line or RAW files please contact: jenny.mottar-1@nasa.gov or patricia.m.talbert@nasa.gov.

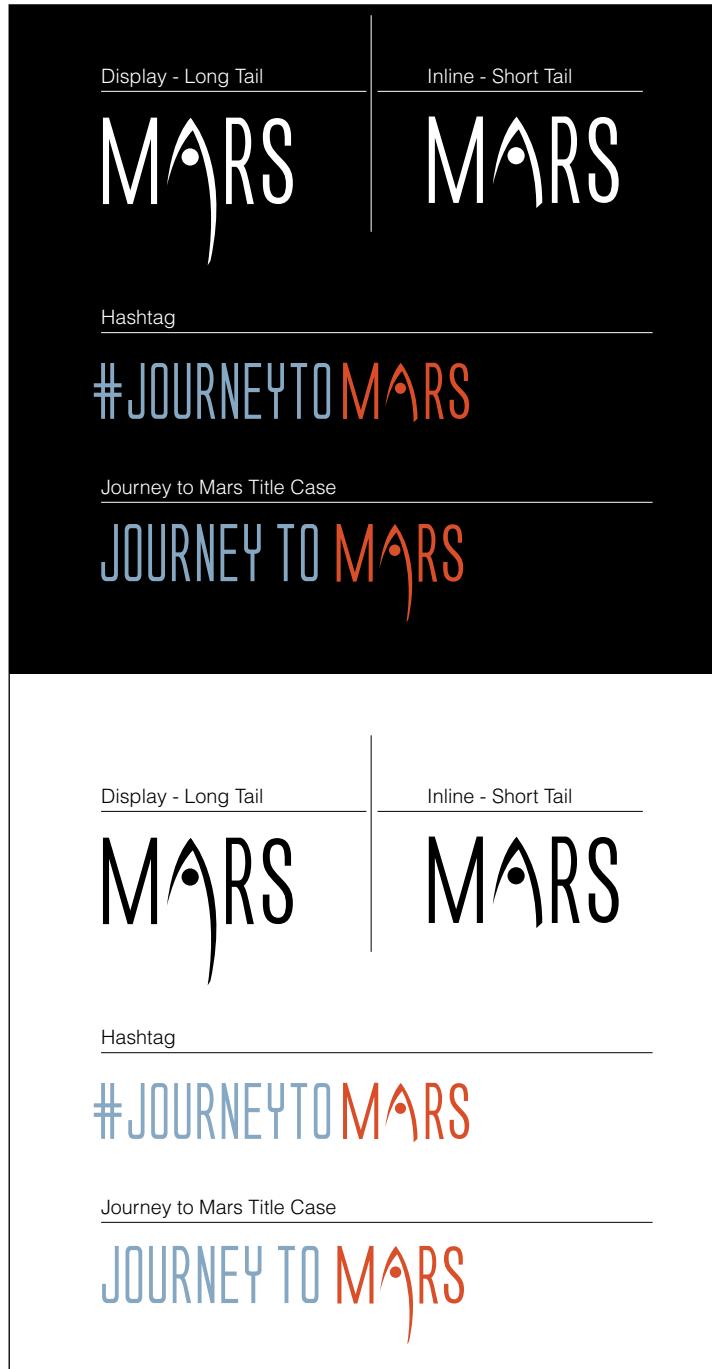
- 1** PRINT PRODUCTS
- 5** PRESENTATION GRAPHICS
- 11** EXHIBITS AND BANNERS
- 13** HD TV GRAPHICS AND VIDEOS
- 15** WEB, MOBILE AND SOCIAL MEDIA
- 19** GRAPHICS IN ACTION



## PRINT PRODUCTS

### #001 Graphic Identifier

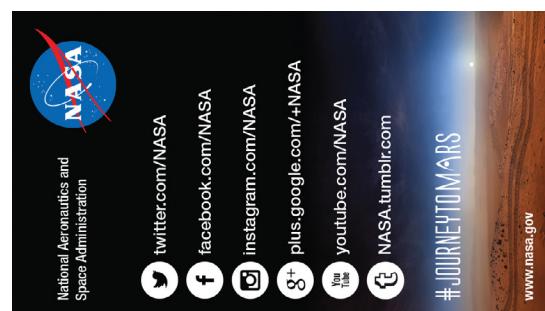
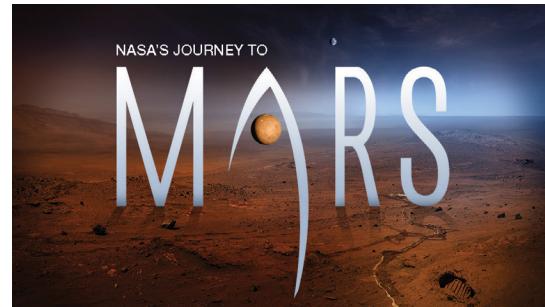
(AI, EPS, PNG)



[DOWNLOAD:](#)

### #002 Mars Campaign Info Card"

(INDD, PDF – 3.5"x2")



[DOWNLOAD:](#)

### #003 Mars Campaign Folder

(INDD)



[DOWNLOAD:](#)

## #004 Social Media Postcard

(PDF, JPG – 5.5”x4.25”)



## **DOWNLOAD:**

#006 Marscape Campaign Handout

(PDF – 8.5" x 11")



[DOWNLOAD](#)

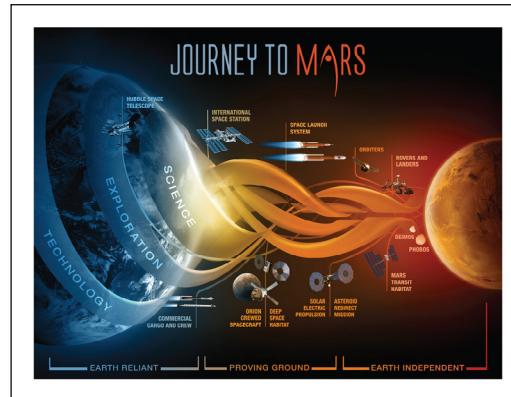
## #005 Journey to Mars T-Shirt

Lands End Logo #1370228



#007/#008 Journey to Mars Handout/Postcard/Inset

(PDF – 8.5”x11” Handout , 5.5”x8.5” Postcard, 5.5”x4” Inset)



[DOWNLOAD](#)

## HANDOUT:

## **POSTCARD:**

## **INSET:**

## #054 MER: Spirit and Opportunity Handout (PDF – 8.5"x11")



**The Mars Exploration Rover Mission**

Spirit and Opportunity are identical twin robotic rovers that have gone far beyond their original mission. Since their launch in 2003, the rovers have become more useful and more mobile than anyone could have imagined. In the early history of Mars, NASA sent those two "robotic geologists" to the Red Planet to search for evidence about whether environmental conditions on early Mars could have been favorable for life. The rovers have landed at two different sites: Gusev Crater and Meridiani Planum, for the search that liquid water, a pre-requisite for life, once existed on the surface of Mars.

Spirit and Opportunity have outperformed even the most optimistic expectations of their builders. Spirit landed in Gusev Crater on January 3, 2004, and Opportunity landed on January 4, 2004. Opportunity launched July 7, 2003, and Spirit followed on July 24, 2003. The rovers' final communication to Earth occurred on March 22, 2010, about ten years into its mission. The rover landings were the first successful landings on another planet by a robotic vehicle.

Opportunity continues to operate more than a decade after landing on Mars. The rover has traveled over 22 miles since landing, and continues to explore the extraterrestrial travel on the surface of another world. The total distance traveled by both rovers is 2.5 miles (40-kilometer) marathon race.

**Scientific Findings**

For scientists studying Mars, the robotic rovers proved to be a valuable tool to bring the science of Mars with their geology tools in hand. With the rovers' help, scientists have learned that Mars was once a wet planet when water was much in water. They found changes in Martian rocks that could only occur from persistent liquid water. The rovers also found extremely high concentrations of materials that typically form in dry, neutral, "desert" water once perched on Mars in its ancient past, creating even more favorable conditions for microbial life at its landing site. The rover showed that it could travel on the surface of Mars at a velocity still increasing from the point of entry. The entire capsule performed the cruise stage. A large supersonic aeroshell protected the capsule during atmospheric entry, and a series of airbags slowed the descent. Once the airbags deflated, the lander's "petals" opened, revealing the rover ready to rise in "haste," stand up, and roll off for its adventures on Mars.

**Science Tools**

The Mars Exploration Rover mission is part of NASA's Mars Exploration Program, a long-term effort to understand Mars as a potential place for past or present life, and as a place to learn more about the Sun, Earth, and the evolution of the solar system. The air Precision Laboratory, a division of the California Institute of Technology, leads the mission on behalf of NASA's Science Mission Directorate.

**Other NASA Center partners** include Ames Research Center, Langley Research Center, Glenn Research Center, and Marshall Space Flight Center. The University of Arizona, Cornell University, Arizona State University, Max Planck Institute for Solar System Research, and the German Aerospace Institute, Herrenberg-Rotkreuz, and a U.S. Geological Survey.

**More Information**  
[marsrovers.jpl.nasa.gov](http://marsrovers.jpl.nasa.gov)



UD-2010-01-0171-002

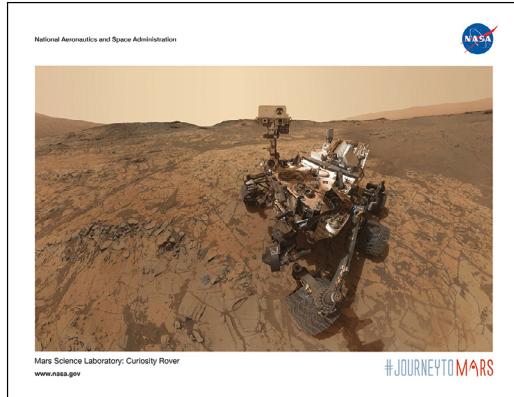
[DOWNLOAD:](#)

## #009 Astronaut Helmet/Rover Bookmark (PDF, INDD – 2.5"x8")



[DOWNLOAD:](#)

## #055 MSL/Curiosity Handout (PDF – 8.5"x11")



**Curiosity's Mission: Was Mars Ever Habitable?**

Mars' Curiosity rover landed in Gale Crater on August 5, 2012, to search for signs of ancient life. The Mars Science Laboratory mission's Curiosity's main goal is to determine if the environment ever supported small life forms called microbes. Microbes were among the first life forms on Earth and may have been common on Mars billions of years ago. Once the airbags deflated, the lander's "petals" opened, revealing the rover ready to rise in "haste," stand up, and roll off for its adventures on Mars.

**The Rover**

Early in its mission, Curiosity finds signs that fresh water once existed on Mars. The rover finds rocks and minerals that formed in water over long periods of time. The long-term presence of water is key to determining if Mars ever had environments capable of supporting life. Curiosity's instruments can detect chemical elements common in living things, and particular minerals that are necessary for life as we know it?

**Curiosity's Landing Site: Gale Crater**

After an eight month trip of about 350 million miles (560 million kilometers), Curiosity lands safely in Gale Crater. Mission engineers planned the use of precision landing techniques to ensure the rover steered the spacecraft as it flew through the atmosphere. The landing site is a 96-mile-diameter impact crater containing Mount Sharp, a 15,000-foot-tall mountain rising from the floor of the crater. The new technology enabled a controlled landing within a 7.5-mile-diameter ellipse. The landing ellipse is 4 miles by 12 miles (about 7 kilometers by 20 kilometers).

**Gale Crater is 86 miles (138 kilometers) wide. The 3-mile-high 14-kilometer-high Aeolis Mons (Mount Sharp) rises above the floor of the crater. The mountain contains layers of sedimentary rock deposited over time by wind and water. Each layer records information about the environment and geological events occurring as the layer formed. Curiosity's instruments will tell us what kind of environments could have supported life.**

**Quick Facts**

Labeled "Curiosity" is an 8-foot-tall (2.4-meter-tall) mast. This mast holds cameras, instruments, and sensors that help the rover see and understand its environment. Two smaller masts hold instruments that detect radiation and monitor the atmosphere.

**Main Objectives**

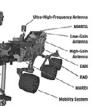
• Determine if organic and determine if this area of Mars was ever habitable for microbial life

• Determine the composition of rocks and soil

• Determine the changes in the surface crust over time

• Characterize the environment for future human missions to Mars

**Rover**



**Science Instruments**

- Remote Sensing
- ChemCam – Chemistry and Camera
- MAHLI – Mars Hand Lens Imager
- ChemCam – ChemCam
- APXS – Alpha Particle X-ray Spectrometer
- DBX – Dynamic Beatbox
- MAHLI – Mars Hand Lens Imager
- ANALOG – Sample Analysis at Mars
- RAD – Radiation Assessment Detector
- ENVI – Environmental Monitoring Station
- DIMES – Dynamic Albedo of Neutrons

**Meeting and Electrical Power**

• Power – Multi-Mission Radioisotope Thermoelectric Generator (MMRTG)

**More Information**  
[www.jpl.nasa.gov/msl/marscuriosity](http://www.jpl.nasa.gov/msl/marscuriosity)

**Facebook**  
[Facebook.com/MarsCuriosity](http://Facebook.com/MarsCuriosity)

**Twitter**  
[Twitter.com/marscuriosity](http://Twitter.com/marscuriosity)

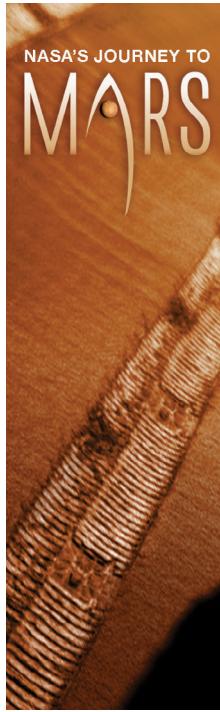
**The Jet Propulsion Laboratory, a division of the California Institute of Technology, manages the Mars Science Laboratory mission for NASA's Science Mission Directorate.**



UD-2010-01-0171-042

[DOWNLOAD:](#)

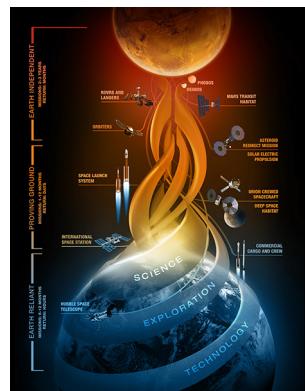
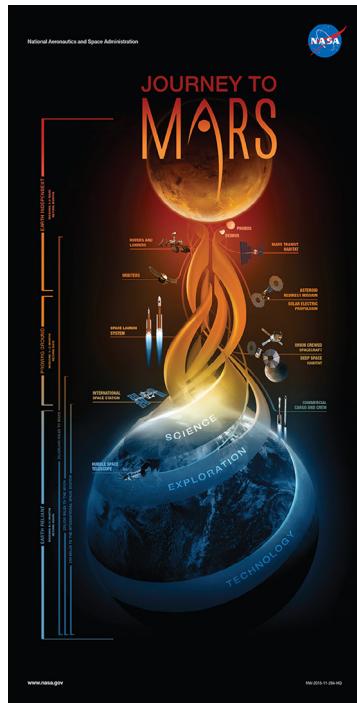
## #010 Bootprint/Rover Tracks Bookmark (PDF, INDD – 2.5"x8")



[DOWNLOAD:](#)



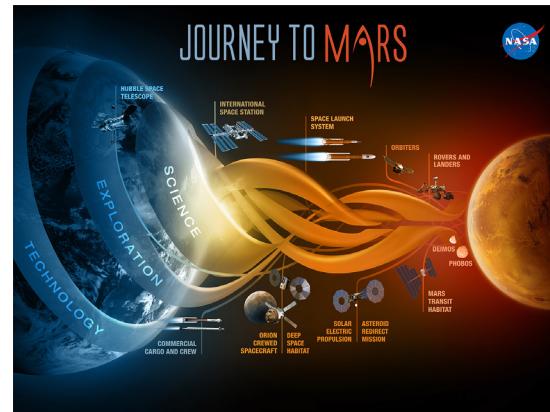
#011 Journey to Mars Poster - Vertical  
(JPG – 35"x70", 40"x60", 16"x32", 30"x40" & 8.5"x11")



**DOWNLOAD:**

35"x70"  
40"x60"  
16"x32"  
30"x40"  
8.5"x11"  
8.5"x11" Transparent

#012 Journey to Mars Poster - Horizontal  
(JPG – 40"x30")



**DOWNLOAD:**

#077 SLS Journey to Mars Wall Calendar  
(PDF)



**DOWNLOAD:**

#085 Mars Explorers Wanted  
(JPG, TIF - 15"x24")



**DOWNLOAD:**

#086 Work The Night Shift  
(JPG, TIF - 15"x24")



[DOWNLOAD:](#)

#087 Farmers Wanted  
(JPG, TIF - 15"x24")



[DOWNLOAD:](#)

#088 Surveyors Wanted  
(JPG, TIF - 15"x24")



[DOWNLOAD:](#)

#089 Teach On Mars  
(JPG, TIF - 15"x24")



[DOWNLOAD:](#)

#090 Technicians Wanted  
(JPG, TIF - 15"x24")



[DOWNLOAD:](#)

#091 Some User Assembly Required  
(JPG, TIF - 15"x24")



[DOWNLOAD:](#)

#092 We Need You  
(JPG, TIF - 15"x24")



[DOWNLOAD:](#)

# PRESENTATION GRAPHICS

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#013 Graphic Identifier, Long Tail  
(PPT Master, JPG)



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#015 Graphic Identifier - Mars Background  
(PPT, JPG )



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#017 Astronaut Helmet/Rover Title  
(PPT, JPG)



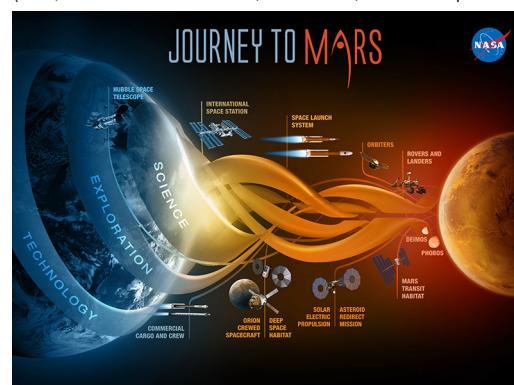
[DOWNLOAD:](#)

#014 Graphic Identifier, Short Tail  
(PPT, JPG)



[DOWNLOAD:](#)

#016 Journey to Mars  
(PPT, ZIPPED JPGs - Stills, Animated, and Transparent)



[STILL](#)

[ANIMATED](#)

[TRANSPARENT](#)

#018 Astronaut Helmet/Rover Social  
(PPT, JPG)



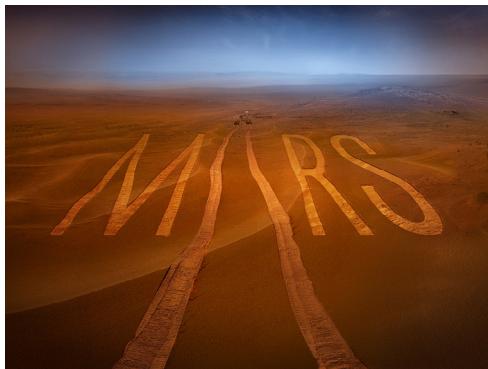
[DOWNLOAD:](#)

**#019** Bootprint/Rover Tracks  
(PPT, JPG)



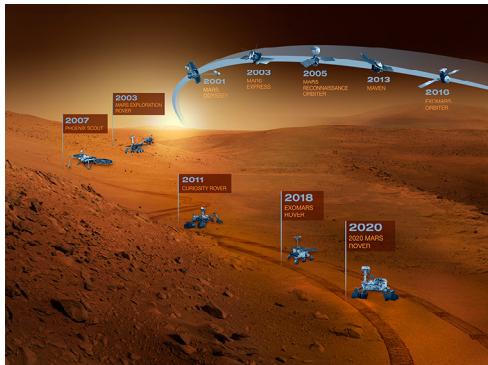
[DOWNLOAD:](#)

**#021** Mars Rover Tracks—Far  
(PPT, JPG)



[DOWNLOAD:](#)

**#023** Mars Fleet/Science Missions  
(PPT, JPG)



[DOWNLOAD:](#)

**#025** Mars Telescope—Boy  
(PPT, JPG)



[DOWNLOAD:](#)

**#020** Mars Rover Tracks—Near  
(PPT, JPG)



[DOWNLOAD:](#)

**#022** Porthole Astronaut  
(PPT, JPG)



[DOWNLOAD:](#)

**#024** Curiosity  
(PPT, JPG)



[DOWNLOAD:](#)

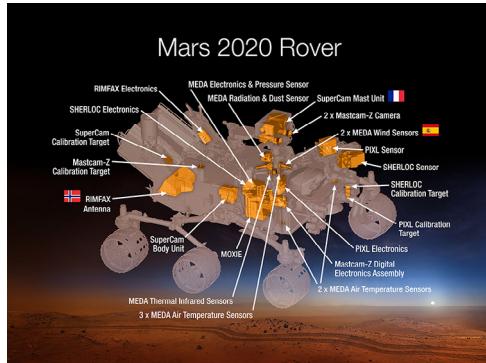
**#025** Mars Telescope—Girl  
(PPT, JPG)



[DOWNLOAD:](#)

## #026 Mars 2020 Rover

(PPT, JPG)



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## #028 MAVEN

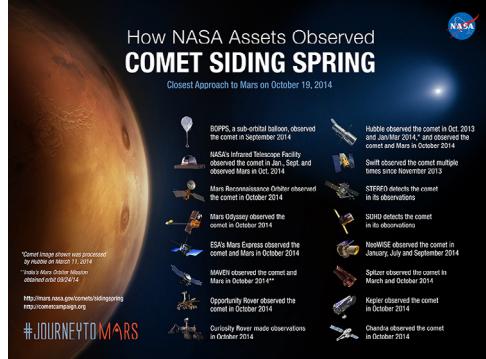
(PPT, JPG)



[DOWNLOAD:](#)

## #030 Comet Siding Spring

(PPT, JPG)



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## #032 Astronaut/Rover on Phobos

(PPT, JPG)



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## #027 Mars Astrobiology

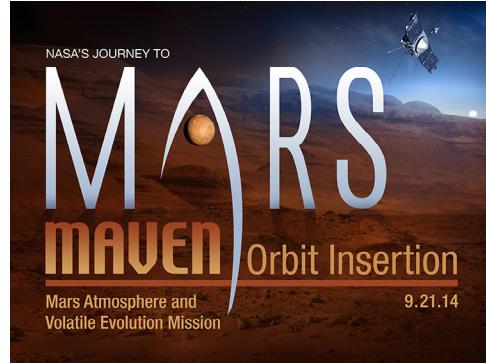
(PPT, JPG)



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## #029 MAVEN Orbit Insertion

(PPT, JPG)



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## #031 Mars Balance Mass Challenge

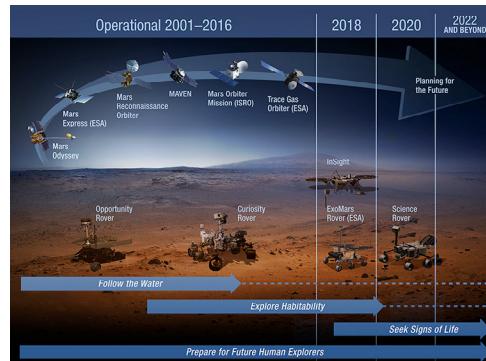
(PPT, JPG)



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## #033 Current and Future Science Missions

(PPT, JPG)



[DOWNLOAD:](#)

#057 Evolution of a Martian - Sunrise  
(PPT, JPG)



[DOWNLOAD:](#)

#059 "The Martian" with Identifier  
(PPT, JPG)



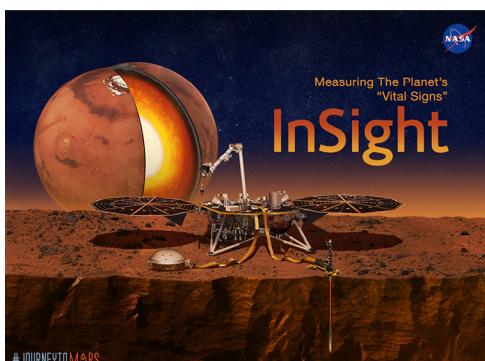
[DOWNLOAD:](#)

#061 "The Martian" Bootprint  
(PPT, JPG)



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#069 InSight  
(PPT, JPG)



[DOWNLOAD:](#)

#058 Evolution of a Martian - Sunset  
(PPT, JPG)



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#060 "The Martian" Book Cover  
(PPT, JPG)



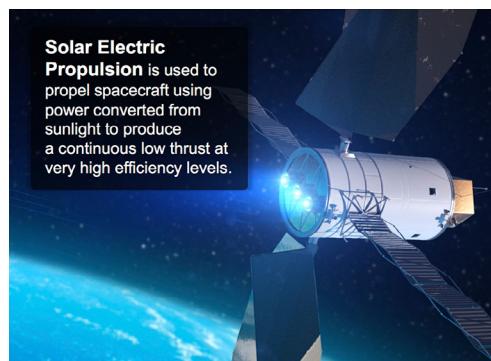
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#062 "The Martian" w/Identifier Background  
(PPT, JPG)



[DOWNLOAD:](#)

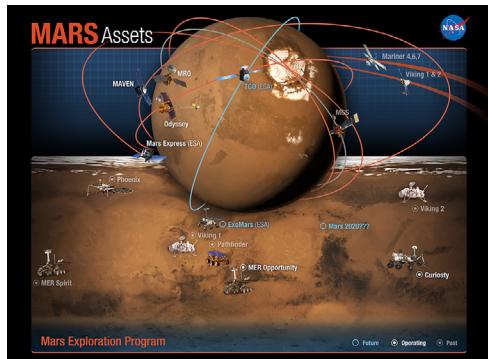
#075 Journey to Mars Overview Presentation  
(PPT)



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## #083 Mars Science Assets

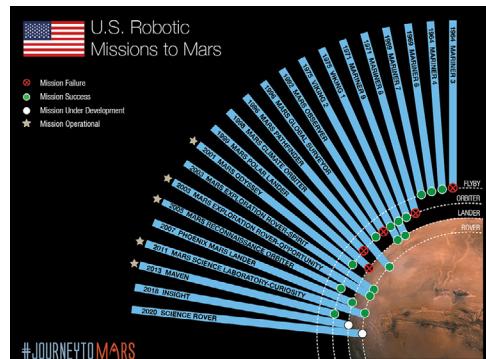
(PPT)



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## #093 U.S. Robotic Missions to Mars

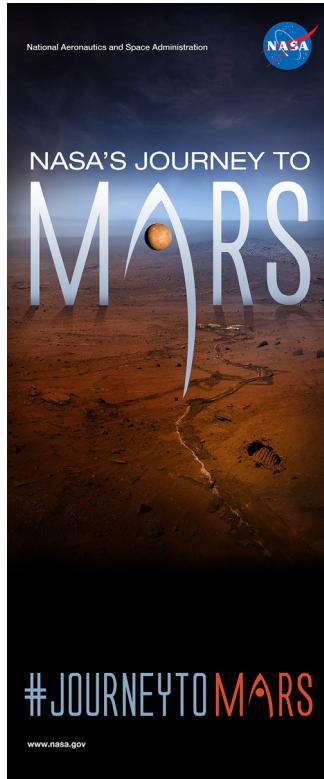
(PPT, JPG)



[DOWNLOAD:](#)

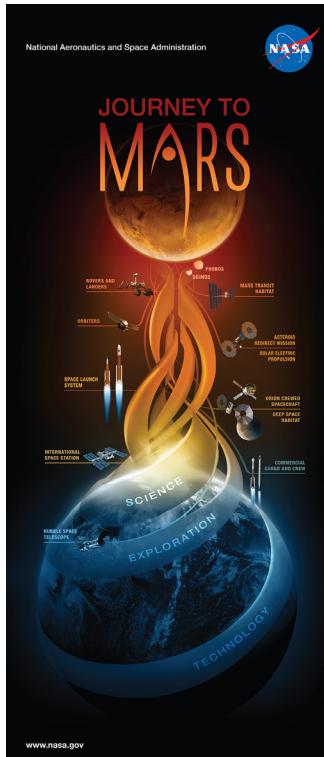
## EXHIBITS AND BANNERS

#034 Campaign Identifier Banner  
(PDF, INDD – 35.5"x83.25," Digital – JPG)



[DOWNLOAD:](#)

#037 Journey to Mars Banner  
(PDF, INDD – 35.5"x83.25")



[DOWNLOAD:](#)

#035 Astronaut/Rover Banner  
(PDF, INDD – 35.5"x83.25," Digital – JPG)



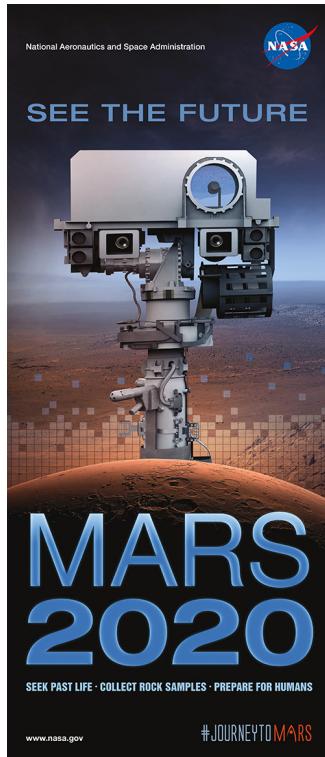
[DOWNLOAD:](#)

#036 Porthole Banner  
(PDF – 35.5"x83.25," Digital – JPG)



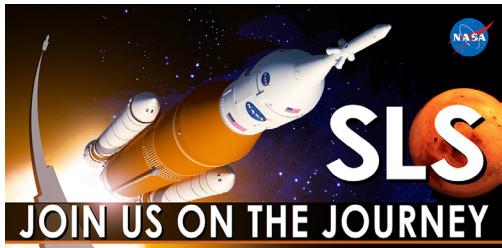
[DOWNLOAD:](#)

#063 Mars 2020 Banner  
(PDF, INDD – 35.5"x83.25")



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#081 SLS "Join Us on the Journey" Signage (JPG, PSD–36"x18")



[DOWNLOAD:](#)

## #038 MAVEN Exhibit

(ZIP - INDD, PDF)



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## #039 Curiosity Exhibit

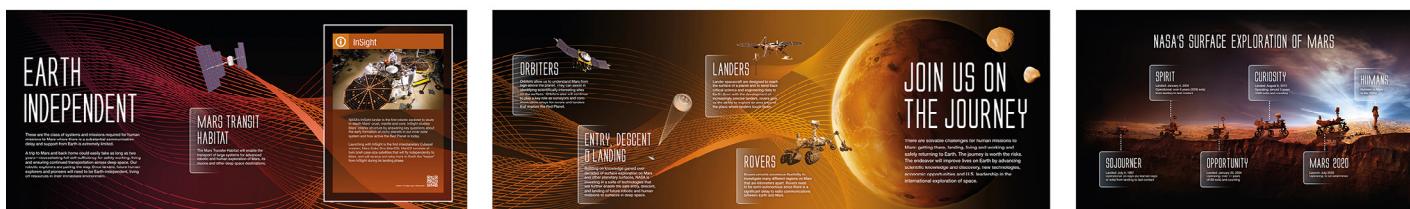
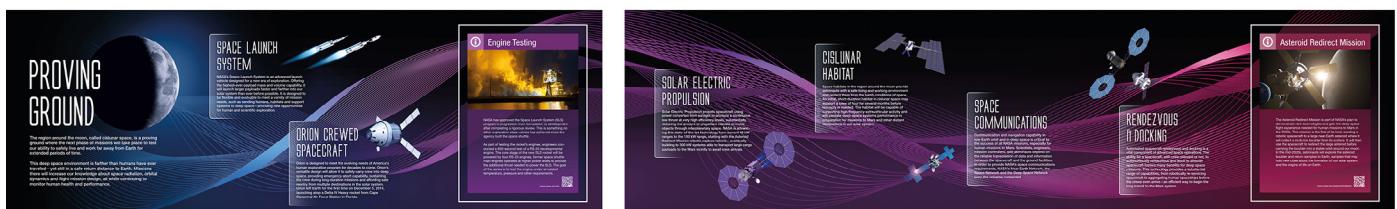
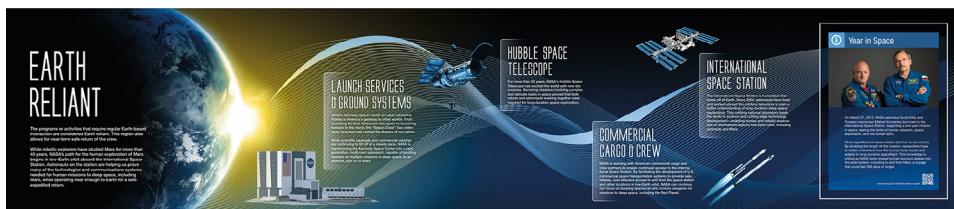
(ZIP - INDD, PDF)



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## #073 Journey to Mars Great Hall Exhibit

(PSD)



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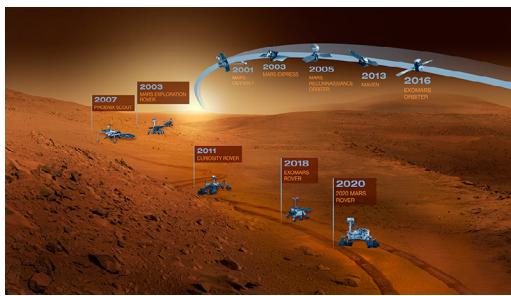
# HIGH DEFINITION TV

#040 Graphic Identifier, Long Tail  
(PPT Master, JPG)



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#042 Mars Fleet/Science Missions  
(JPG)



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#044 MAVEN  
(JPG)



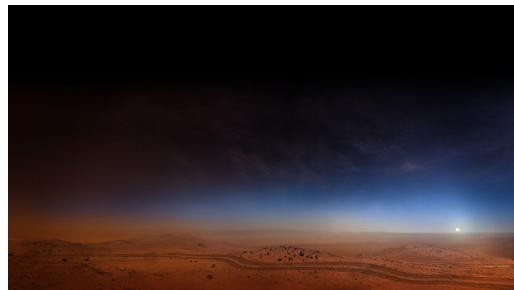
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#046 Comet Siding Spring  
(JPG)



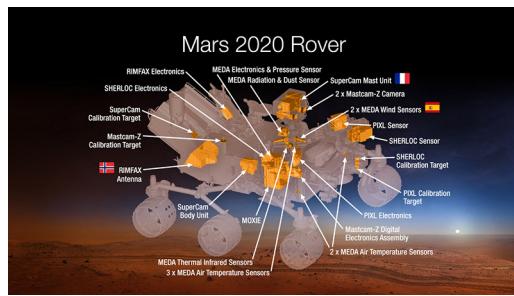
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#041 Graphic Identifier Background  
(JPG)



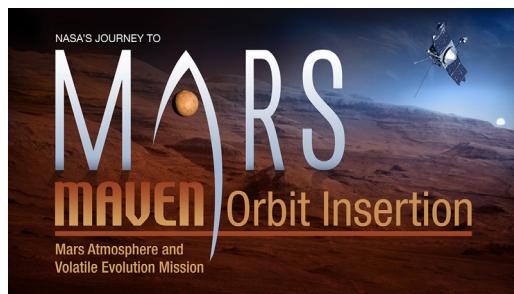
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#043 Mars 2020 Rover  
(JPG)



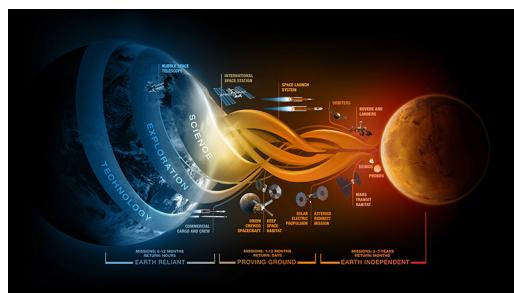
[DOWNLOAD:](#)

#045 MAVEN Orbit Insertion  
(JPG)



[DOWNLOAD:](#)

#047 Journey to Mars  
(JPGs - Stills, Animated, and Transparent)



STILL

ANIMATED

**#070A** "The Martian" shareable, Identifier w/Dust Storm template (JPG, PSD)



[DOWNLOAD:](#)

**#072A** "The Martian" shareable, Porthole template (PSD)



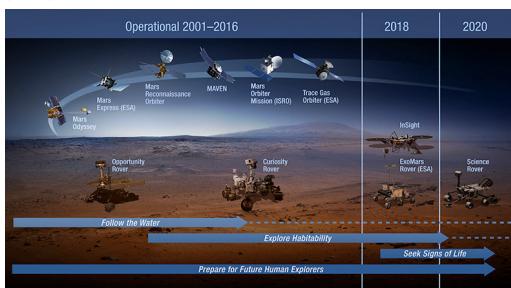
[DOWNLOAD:](#)

**#076** Journey to Mars Outreach Video  
2 Minute Duration (MP4)



[DOWNLOAD:](#)

**#080** Current and Future Missions (JPG)



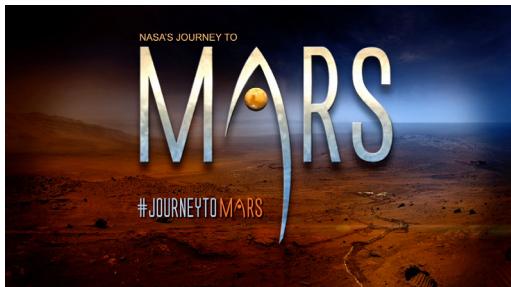
[DOWNLOAD:](#)

**#071A** "The Martian" shareable, Identifier w/Movie Still template (PSD)



[DOWNLOAD:](#)

**#074** Journey to Mars Great Hall Video  
8 Minute Duration (MP4)



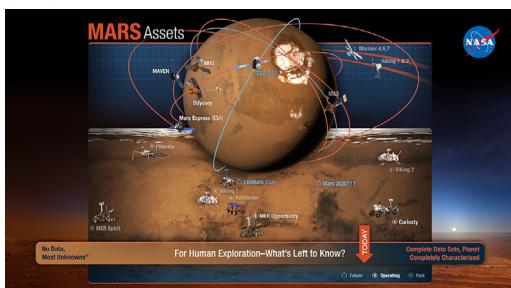
[DOWNLOAD:](#)

**#079** Evolution of a Martian - Sunset (JPG)



[DOWNLOAD:](#)

**#084** Mars Science Assets (JPG)



[DOWNLOAD:](#)

## WEB, MOBILE AND SOCIAL MEDIA

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#048 468x60 NASA'S Journey To Mars Web Banner  
(JPG, PSD)



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#049 468x60 Custom Web Banner  
(PSD)



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#064 1364 x 213 Evolution of a Martian Web Banner  
(JPG)



[DOWNLOAD:](#)

#065 1364 x 213 Marscape Web Banner  
(JPG)



[DOWNLOAD:](#)

#066 1364 x 213 Rover/Astronaut Web Banner  
(JPG)



[DOWNLOAD:](#)

#050 Campaign Identifier Desktop Wallpaper  
(JPG – 1024x768, 1600x1200, 1920x1200)



[DOWNLOAD:](#)

#052 Bootprint with Rover Tracks Desktop Wallpaper  
(JPG – 1024x768, 1600x1200, 1920x1200)



[DOWNLOAD:](#)

#067 Astronaut Helmet/Rover iPhone Wallpaper (JPG)



[DOWNLOAD:](#)

#051 Astronaut Helmet with Rover Desktop Wallpaper  
(JPG – 1024x768, 1600x1200, 1920x1200)



[DOWNLOAD:](#)

#053 Mars Rover Tracks - Near Desktop Wallpaper  
(JPG – 1024x768, 1600x1200, 1920x1200)



[DOWNLOAD:](#)

#067 Bootprint Rover Tracks iPhone Wallpaper (JPG)



[DOWNLOAD:](#)

#067 Journey to Mars iPhone Wallpaper (JPG)



[DOWNLOAD:](#)

#067 Mars 2020  
iPhone Wallpaper (JPG)



[DOWNLOAD:](#)

#067 Graphic Identifier  
iPhone Wallpaper (JPG)



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**#072B** "The Martian" shareable, Porthole template (PSD)



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**#078** SLS RS-25 shareable/ Journey to Mars (JPG)



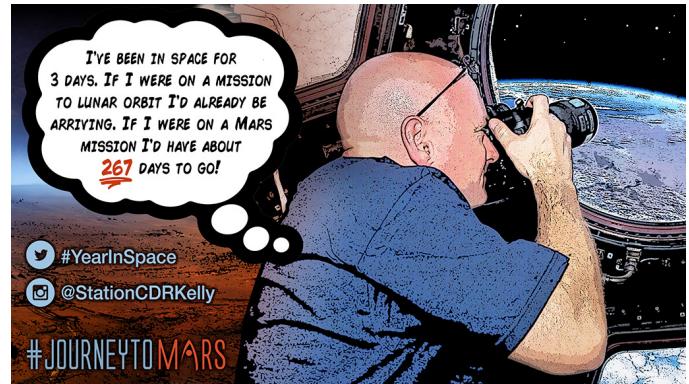
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**#082B** ISS Year in Space (2) (JPG)



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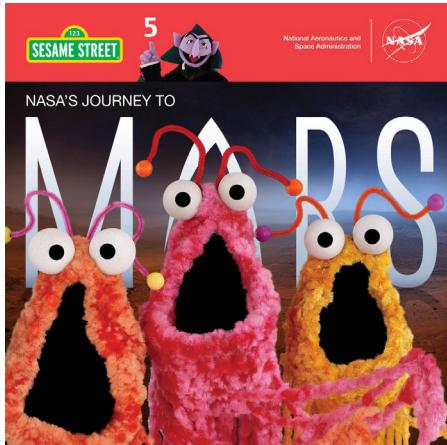
**#082A** ISS Year in Space (1) (JPG)



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By SEAN KILPATRICK

On the eve of the first test launch of the Orion spacecraft that may one day take humans to Mars, NASA is rebranding itself. The space agency is trying to disseminate information by focusing on exploring each mission instead of a more generalized approach. In the process, it's molding how businesses can later approach their own branding.

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We're going to Mars. What's about?

Since the 2011 shutdown of the space shuttle program, NASA has been more aggressively reinvigorating its image as both deep-space pioneer and partner to the private sector.

Import to that process is a more strategic use of social media, outreach, research and STEM support, pop culture tie-ins, and





**Missions** Current, future, past missions & launch dates

**Multimedia** Images, videos, NASA TV & more

**Connect** Social media channels & mobile apps

**News** News, features & press releases

**For Public** | **For Educators** | **For Students** | **For Media**

### Mars 2020 Rover to Explore Mars Like Never Before

The next rover NASA will send to Mars in 2020 will have seven carefully-selected instruments to conduct unprecedented science and exploration technology investigations on the Red Planet. NASA announced selected Mars 2020 rover instruments Thursday at agency's headquarters in Washington. Managers reviewed the selections out of 58 proposals received in January from researchers and engineers worldwide.

**Images** Mars 2020 Curiosity Update Tropical Storm Rosetta's Comet Orion Tests > More Stories

**Multimedia**



**Events** Tuesday, Dec. 16: NASA Coverage of Orion Launch

**News** News, features & press releases

**Missions** Current, future, past missions & launch dates

**Multimedia** Images, videos, NASA TV & more

**Connect** Social media channels & mobile apps

**About NASA** Learn about the agency, careers & more

**For Public** | **For Educators** | **For Students** | **For Media**

### Review 'Go' to Proceed toward Orion Launch

At the Launch Readiness Review for Orion's first test flight, designated Exploration Flight Test-1, managers from United Launch Alliance and NASA confirmed the team has a "go" to proceed toward launch pending completion of open work. The weather is forecast to be 60 percent "go" for the launch of the uncrewed test flight on Dec. 16.

4 ULA Delta IV Heavy rocket will launch Orion on its first orbital flight test from Space Launch Complex 37 at Cape Canaveral Air Force Station.

> **LIVE:** Orion Flight Test Broadcast

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**NASA** National Aeronautics and Space Administration

Our Mars Atmosphere and Volatile Evolution Mission (MAVEN) spacecraft is set to enter Martian orbit at approximately 9:50 p.m. EDT. Watch live NASA TV coverage starting at 9:30 p.m. <http://www.nasa.gov/nasatv>

MAVEN is the first spacecraft dedicated to exploring the upper atmosphere of Mars, answering important questions about the planet's history and climate. Journey to Mars

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Almost 8 million people have liked this page since it was created on Dec. 20 of this month.... if it become success NASA become the first country who win the mars mission in their first attempt..... i wish all success to NASA and their team... [Leave a comment](#) | [Like](#) | [Reply](#) | [14 hours ago](#)

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