



# Design Guidelines

DRAGONFLY MISSION

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# Identifier Mark

## 1.1 PRIMARY IDENTIFIER

The primary identifier combines a typographic treatment of the mission title with an abstract dragonfly illustration. The image is made up of interlocking hexagons, resembling a double helix and amino acid geometry. The mark comes in two color options, as well as black and white.



## 1.2 TYPOGRAPHIC IDENTIFIER

The primary identifier can be difficult to read when scaled down significantly, so a typographic identifier should be used in scenarios where space is limited. This mark comes in red, black, and white.

**DRAGONFLY**

**DRAGONFLY**

**DRAGONFLY**

**DRAGONFLY**

### 1.3 SHELL IDENTIFIER

A shell identifier exists primarily for novelty items, such as stickers, pins, and patches. The shape of the identifier is the silhouette of the protective shell that houses the Dragonfly spacecraft on its decent through Titan's atmosphere. This mark is not recommended for use in complex layouts because its large size and unconventional shape make it difficult to use.



1.4 IDENTIFIER RULES

|                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                |                                                                                                                                                                                                                |                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Don't</b> rearrange elements.</p>  The logo consists of a stylized dragonfly icon above the text "DRAGONFLY". In this version, the icon and text are rearranged: the icon is to the left of "DRAGON" and the "FLY" is on a new line below "DRAGON". | <p><b>Don't</b> change colors.</p>  The logo is shown with the icon and text in green and blue, which is a deviation from the standard yellow and red colors. | <p><b>Don't</b> rotate.</p>  The entire logo is rotated diagonally, which is not allowed.                                   | <p><b>Don't</b> remove elements.</p>  The logo is shown with the top horizontal bars of the dragonfly wings removed.        |
| <p><b>Don't</b> use outlines.</p>  The logo is shown with thick black outlines around the icon and text, which is not allowed.                                                                                                                          | <p><b>Don't</b> heavily use effects.</p>  The logo is shown with a heavy drop shadow and a slight glow effect, which is not allowed.                        | <p><b>Don't</b> change fonts.</p>  The text "DRAGONFLY" is shown in a different, more rounded font than the standard one. | <p><b>Don't</b> distort.</p>  The logo is shown with the icon and text compressed horizontally, making it look distorted. |

# Color & Texture

## 2.1 COLOR PALETTE

The primary color of the mission is a rich yellow (1235C), relating to the golden hue of Titan. This color is supported by a secondary palette consisting of a rich red (201C, 95% tint) and charcoal (426C).

Charcoal can be tinted as needed to provide a full range of grays.

### YELLOW

CMYK: 0, 29, 94, 0  
PANTONE 1235C  
R:253 G:183 B:26  
HEX: FDB71A

### RED

CMYK: 7, 95, 62, 30  
PANTONE 201C 95% TINT  
R:173 G:41 B:61  
HEX: AD293D

### CHARCOAL

CMYK: 25, 16, 16, 88  
PANTONE 426C  
R:47 G:50 B:53  
HEX: 2F3235

## 2.2 TEXTURE GRAPHIC

The organic hexagonal texture relates to the geometry of the mission identifier. This texture can be used on imagery and as background artwork. Use sparingly and only when space provides. Never place text or logos directly on top of the texture. When used on an image, be sure not to obscure important features of the image.



# Typography

## 3.1 TYPEFACES

The Dragonfly brand uses fonts from two type families: Orbitron and Univers LT Std.\*

Orbitron medium and black weights should be used sparingly. When used, always set these fonts in uppercase with wide tracking. In layouts with plenty of text, Orbitron should never be the largest font.

Univers is the workhorse typeface. The light weight should be used for large headers and body text. Light condensed can be used for both body text and subheads. Condensed and bold condensed can only be used for headers and subheaders.

\*Univers is also acceptable if Univers LT Std is not available.

### ORBITRON BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### ORBITRON MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### UNIVERS LT STD BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### UNIVERS LT STD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### UNIVERS LT STD LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### UNIVERS LT STD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 3.2 SAMPLE TEXT

The example on the right shows how Orbitron and Univers can be used to create a simple article layout. Note how Univers light is used as both header and body text. Condensed faces are used for subheads and caption text. Orbitron is used only as the running header.

#### **RUNNING HEADER**

7pt/12pt Orbitron Medium  
120 Tracking

#### **HEADLINE/ARTICLE TITLE**

25pt/28pt Univers Condensed

#### **HEADER**

9pt/16pt Univers Condensed  
120 Tracking

#### **PARAGRAPH TEXT**

9pt/13pt Univers Light

#### **CAPTION**

8pt/11pt Univers Light Condensed

LOREM IPSUM

## Lorem ipsum dolor

### DUIS AUTE IRURE DOLOR

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