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## **NASA's Logo**

Creating a logo is a vital part of a company marketing efforts. In 1959, the first logo of NASA was created by the great designer Modarelli that give the NASA's company a great logo that could represent them .Nowadays Many people always have an opinion about the logos designed by companies and everyone wants to criticize its aspects and how the logo would be better represented by the people who follow them on their journey. I'll be discussing NASA's company logo and how the logo has been changed throughout the years. My first point will be about how today's logo had impacted the society and its design. Secondly, the dramatic change of a logo that didn't succeed. Finally, a new logo is released in honor of NASA's 60th Anniversary.

In 1959, the NASA's logo was designed by James Modarelli. He became the designer for the company and through the years he recreated the NASA's logo several times to design it the best representable way and creative so it was appealing to the eye of the society. This logo had impacted the society and people love it, still is the best logo that has been designed by the artist Modarelli. This Logo is called the NASA insignia logo but people like to call it the "Meatball", they think it was the best way of calling it because of its shape. What makes the insignia design well represented, it's the creativity of thinking about the





shapes and the colors that imitate the space. The navy blue circular shape representing the planet, the white dots represents the stars in space, the red shape represents aerodynamics, the oval white shape around the agency's name represents space travel, the planet's orbit, and capitalizing the name in white makes the name stand out more over the dark blue background that represents the planet. The "Meatball" wasn't the only logo that was designed throughout generations, the logo has had an evolution between 1958 to 1992. NASA had another official symbol called the seal which is a more complicated version of the "meatball" with more graphics, similar color, and lettering which was used in important events. Later on, James Modarelli designed a simpler version of the Seal, the "meatball" was very famous and it remains in NASA till 1974.

In 1975 the designers Richard Danne and Bruce Blackburn created the simplest logo version just using type. However, this logo wasn't really a success, this logo is very simple and unique what makes the logo not representable enough in my opinion using the agency's name and put some color to it doesn't make the logo powerful to the audience. I think these types of logos are more used for

app names, social media, or something with fewer viewers. An agency with such a big audience like NASA should have



the best logo that can represent space and the planet. This logo was nicknamed the "worm" like the previous logo they give them a nickname that the society could call it something that is memorable to the

audience when the NASA logo is mention. The Logotype design was not very famous and less captivating than in 1992 they decided to go back to the old design NASA insignia logo. NASA insignia logo became very popular thanks to the designer and how well it's portrayed. In 1992, the audience was surprised by the change of the logo by going back to the old one without changing it a bit. Of course, people question it even though the old version



was very popular back then. The insignia is still the most popular logo and had been present for many years until now. This year to celebrate the sixty year anniversary, the agency decided to create a design for a big event to celebrate many years of NASA.

In 2018, NASA released this logo in memory of all the years making history throughout generations. This logo has the same concept of the Insignia same colors and idea. However, the typeface a little different, a "60" and "NASA" are attached together, a curvature of the planet, and white stars and planets around the type and the most creative part is the logo showing two aircrafts going around the "60" and "NASA" creating a six, which are the number of decades since NASA was created.

To conclude, NASA's logo had a big history throughout the years and has been changed and modified several times. It's already a very important agency and the agency wants to be well presented for any official event and to attract the attention of people with their logo. It's really hard when a company spends an unlimited amount of time and money to convince the audience that the company is very important. Also, a logo can be the best solution to grab viewers' attention. Therefore, I learned that NASA is a very important agency and they did great in modifying and trying to find the best logo that can represent its astronauts and everything that is happening beyond the earth. In order to become the best logo, designers need to The best logo designers need to create, evaluate, and revise a new version that highlights what the agency stands for and rally good public opinion. Good sincere and honest suggestions are welcome.



1958



1974



1992

## Sources

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