



### ABOUT SEDs

Founded in 1980 as an independent, student-run organization, SEDs promotes the exploration and development of space through public outreach and education, supporting its expansive network of space-minded students, providing leadership development opportunities, and inspiring others through involvement in space-related projects.

SEDs believes in a space-faring civilization, and that focusing the enthusiasm of young people is the key to our future in space.

### BRAND IDENTITY

SEDs USA's new identity can be approached from two perspectives; 1) Looking back at the Earth and Moon as we leave them behind in humanity's ever expanding presence in space. 2) Looking outward at a new, Earthlike frontier, Mars, or even some more distant location in our future. The logo is intended to simultaneously pay homage to the explorers and accomplishments of the past, while demonstrating our new vision for the future.

### USE GUIDELINES

To comply with the use guidelines for our brand identity please **only use the supplied graphics** and do not:

Alter our logos in any way

Use our logos in proximity to other graphics in any way that makes them indistinguishable from one another.

Use our logos as the most prominent or distinctive part of your website, printed content or other any material.

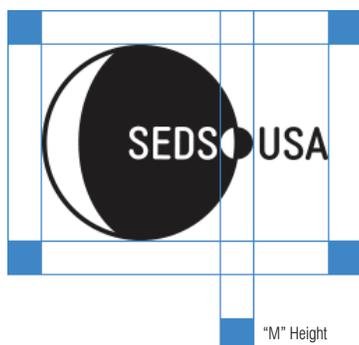
Use our logos in a way that suggests endorsement, sponsorship, or approval by SEDs-USA unless by our expressed permission.

Use our logos to disparage, or otherwise reduce the image or opinion of SEDs-USA.

### UNAPPROVED USES



### BOUNDARY SPACE



The "M" Height or "Moon" Height, defines the boundary zone which should always surround the logo. No graphics, text or other content should occupy space inside this boundary.

### MINIMUM SIZE

The SEDs-USA logo should never be printed smaller than .75 inches, and should never be displayed digitally with a width of less than 50 pixels. The SEDs-USA logo should also never be used in the middle of a sentence to replace the text "SEDs-USA".