



# INTRODUCTION

The goal of this Style Guide is to establish a clear, consistent and unique visual identity for LAUNCH AMERICA [LA] graphics. This visual identity builds on the Commercial Crew Program theme of Launch America and brings it to life through motion design by combining recognized elements, such as NASA color-type and the existing LA insignia, with progressive elements. These uniform graphics provide the framework for establishing a visual identity. In turn, designers can use this architecture to create materials that enhance public knowledge of NASA's work. All employees and commercial partners should use these guidelines for Commercial Crew Program launch efforts.

This guide illustrates the unifying elements and their appropriate placement for producing approved NASA communications material. The first section defines the basic elements of the LAUNCH AMERICA visual identity and discusses its usage. The remainder of the guide explores how to combine and incorporate the basic elements into the agency's digital video and on-air communications material. It is also worth noting that this library of pre-made motion graphics will grow with each subsequent CCP mission. Certain elements will need to be adjusted to reflect the appropriate crew members, hardware and partners involved. As these additional items are built and shared across the agency, so too will they be added to this guide.

## **Paul Wizikowski**

Video Production Advisor to the Administrator

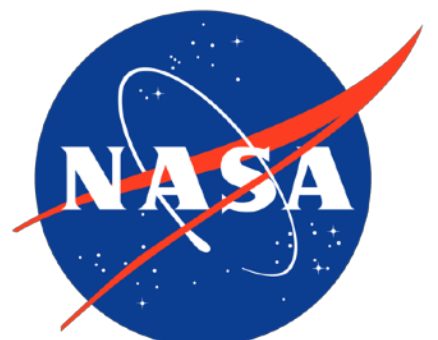
NASA



# LAUNCH AMERICA

NASA's Commercial Crew Program has worked with several American aerospace industry companies to facilitate safe, reliable and cost-effective human space flight to and from the International Space Station (ISS) and foster commercial access to other potential low-Earth orbit destinations. NASA selected Boeing and SpaceX in September 2014 to transport crew to the ISS from the United States. These integrated spacecraft, rockets and associated systems not only return launch capability to American shores but enable NASA astronauts to increase the number of crew members on Station maximizing the time dedicated to scientific research onboard the orbiting laboratory. Missions flown to the ISS on Boeing's Crew Space Transportation (CST)-100 and SpaceX's Crew Dragon spacecraft mark the beginning of a new era in America's human spaceflight industry.

LAUNCH AMERICA (LA) has been a theme for launches associated with the Commercial Crew Program and has now been expanded into a formal graphics identity for use on NASA TV and other NASA channels and platforms. More specifically, NASA has developed a LAUNCH AMERICA graphics package for CCP launch awareness campaigns, CCP launch press briefings and CCP launch broadcasts beginning with the first crewed CCP flight, NASA's SpaceX Demo-2. This work is a series of animations and graphic design elements based upon the pre-existing LAUNCH AMERICA logo and incorporating NASA's 'Meatball' and 'Worm' branding as well as SpaceX branding. This guide is expected to grow with each new CCP mission to weave in the stories and partnerships involved.



# GRAPHIC ASSETS

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# ESTRICTA TYPEFACE

The Estricta typeface is used alongside the Launch America Broadcast Graphics Package. All headlines, sub-heads, callouts, and body text should be variants of the Estricta font family.

ABCdef  
ESTRICTA THIN

*ABCdef*  
ESTRICTA THIN ITALIC

ABCdef  
ESTRICTA LIGHT

*ABCdef*  
ESTRICTA LIGHT ITALIC

ABCdef  
ESTRICTA REGULAR

*ABCdef*  
ESTRICTA REGULAR ITALIC

ABCdef  
ESTRICTA MEDIUM

*ABCdef*  
ESTRICTA MEDIUM ITALIC

**ABCdef**  
ESTRICTA BOLD

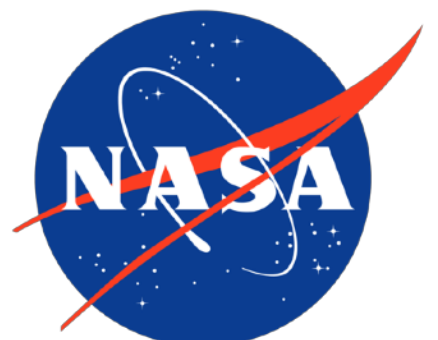
***ABCdef***  
ESTRICTA BOLD ITALIC

**ABCdef**  
ESTRICTA BLACK

***ABCdef***  
ESTRICTA BLACK ITALIC

Estricta

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww  
Xx Yy Zz



# COLOR PALETTE



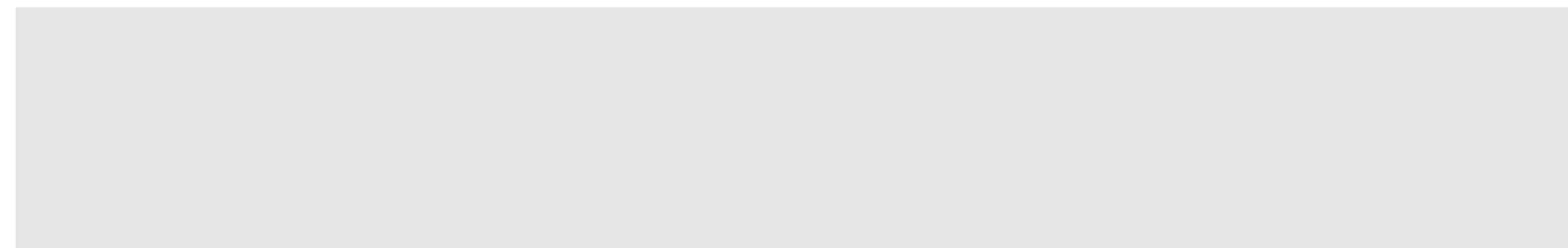
**NASA MEATBALL RED**

Pantone: 185  
CMYK: 0, 100, 95, 0  
RGB: 232, 18, 43  
#e8122b



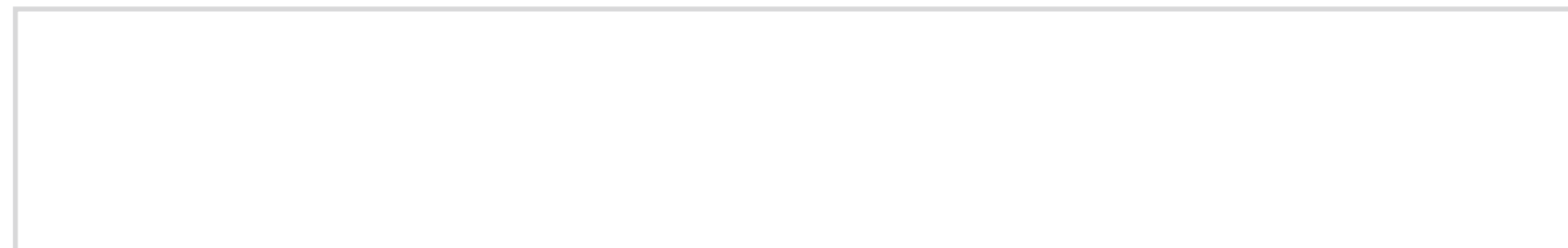
**NASA MEATBALL BLUE**

Pantone: 286  
CMYK: 100, 76, 8, 1  
RGB: 8, 81, 153  
#085199



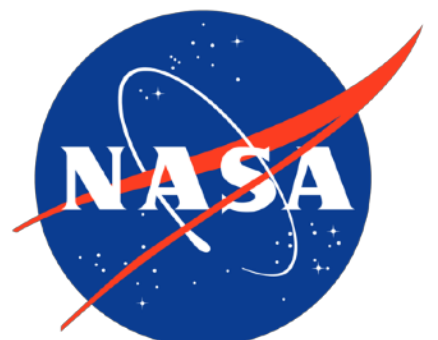
**GRAY**

Pantone: Cool Gray 1c  
CMYK: 9, 6, 7, 0  
RGB: 230, 230, 230  
#e6e6e6



**WHITE**

Pantone: NA  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
#ffffff



# LOGO ASSETS & USAGE



## FULL COLOR W/ ISS

### USAGE NOTES

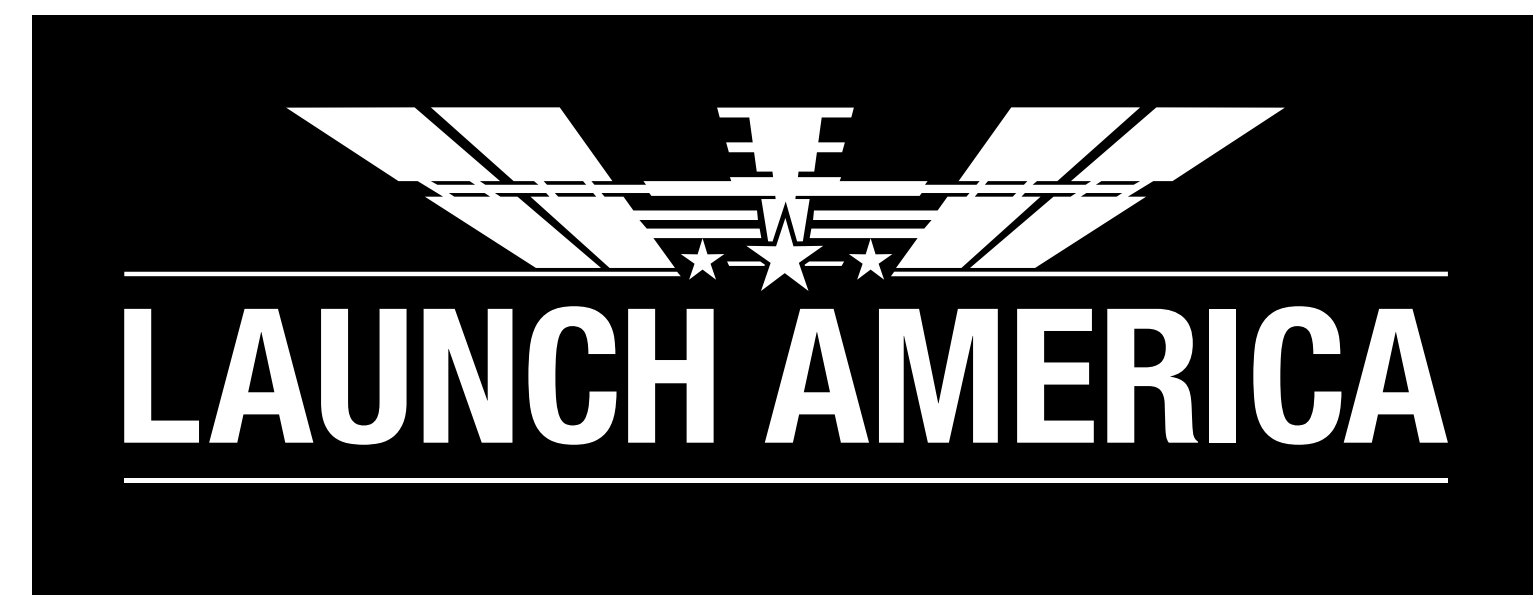
Primary logo for use across all properties.



## BLACK W/ ISS

### USAGE NOTES

Primary logo for use on light backgrounds in instances where background color will interfere with full color logo.



## WHITE W/ ISS

### USAGE NOTES

Primary logo for use on dark backgrounds in instances where background color will interfere with full color logo.



# LOGO ASSETS & USAGE



## FULL COLOR W/O ISS

### USAGE NOTES

Secondary logo for use across all properties.

Best for small scale reproduction.

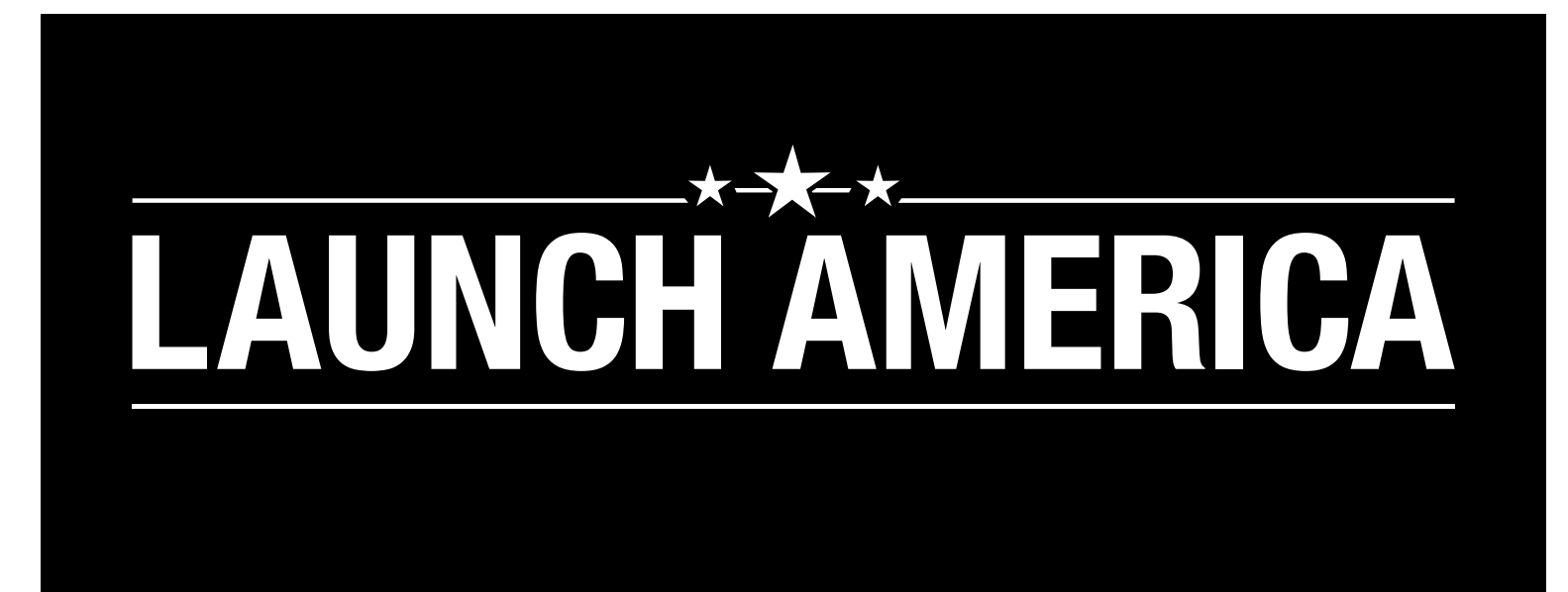


## BLACK W/O ISS

### USAGE NOTES

For use on light backgrounds in instances where background color will interfere with full color logo.

Best for small scale reproduction.



## WHITE W/O ISS

### USAGE NOTES

For use on dark backgrounds in instances where background color will interfere with full color logo.

Best for small scale reproduction.



# FULL SCREEN LOOPING ANIMATION



## DESCRIPTION

Two separate looping animations for use when holding before/after/during broadcast.

## FILENAME[S]

042320-LA-01

042320-LA-02

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

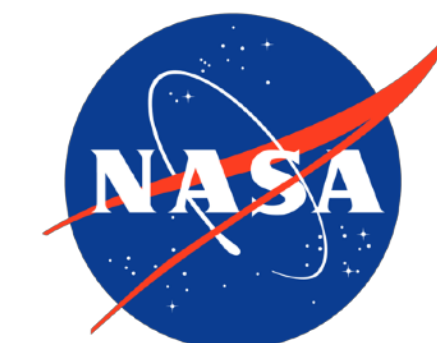
### VIDEO + ALPHA

HDTV 1080 29.97

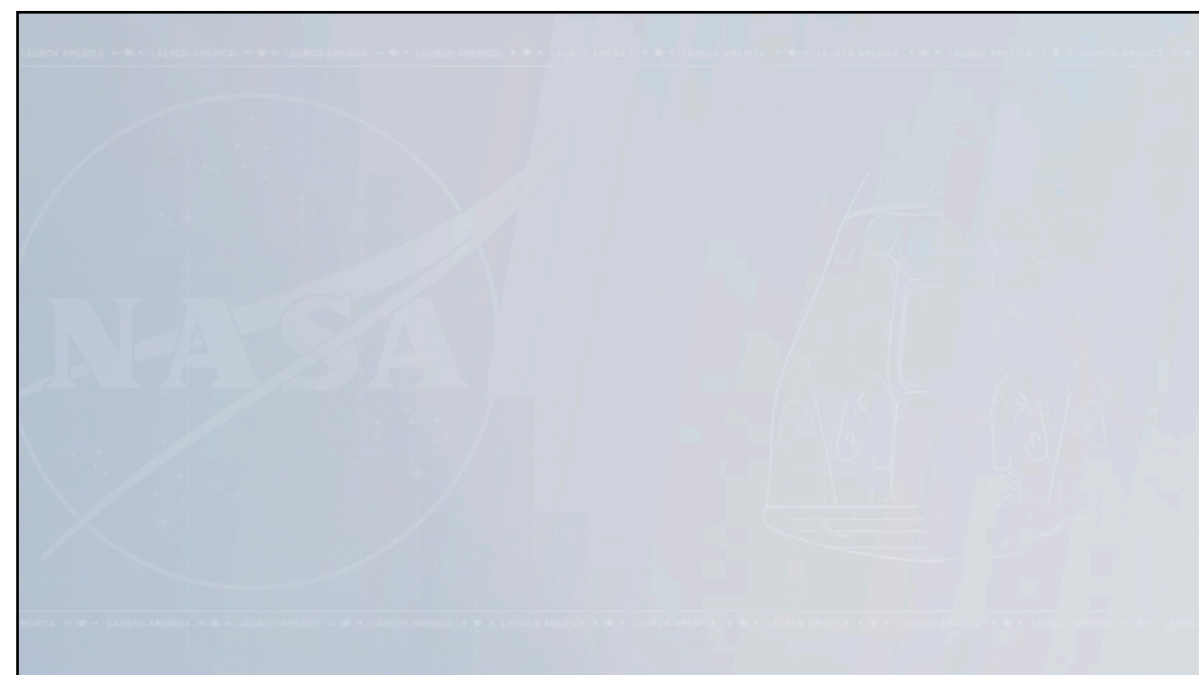
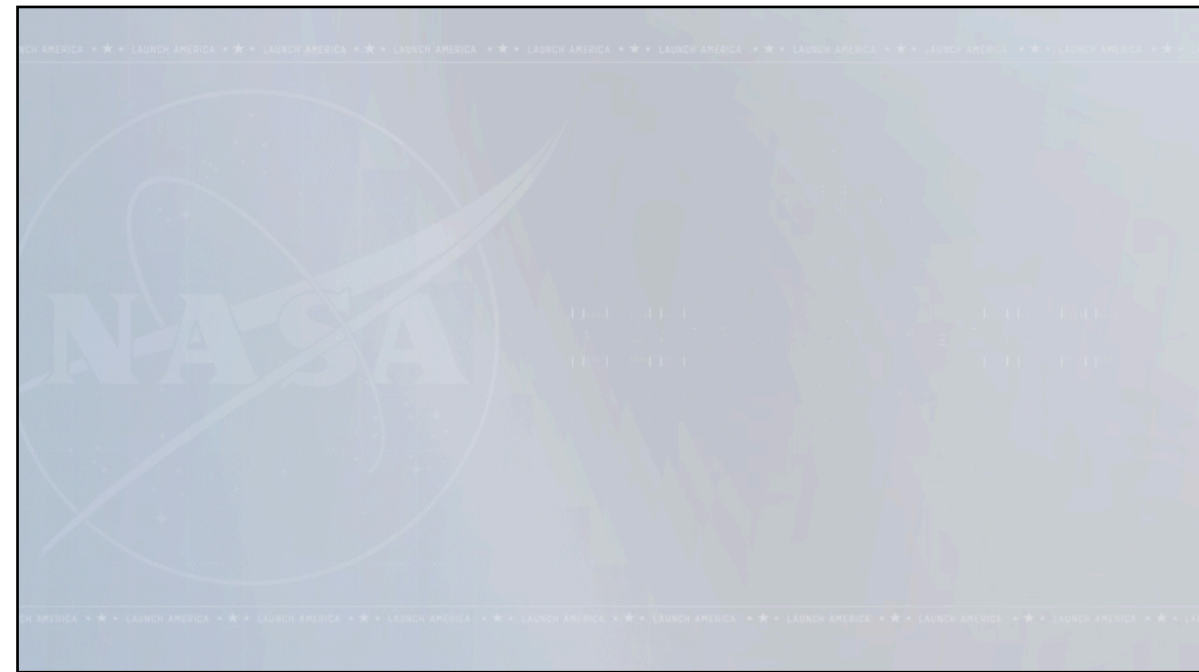
1920x1080 16:9

29.97fps

**Codec:** Lossless



# FULL SCREEN LOOPING ANIMATION



## DESCRIPTION

Two separate looping animations for use when holding before/after/during broadcast.

## FILENAME[S]

042320-LA-01

042320-LA-02

## ADDITIONAL USAGE NOTES

There are two possible Looping Screen Animation scenarios:

**Looping animation of ISS (NASA)**

**Looping animation for Commercial Crew Partner (ex: SpaceX Dragon)**



# ANIMATED TRANSITION W/ ALPHA CHANNEL



DESCRIPTION

LA animated transition to cut from one scene to another.

FILENAME[S]

042320-LA-03

042320-LA-04

GRAPHIC GUIDELINES

**VIDEO**

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

**VIDEO + ALPHA**

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# ANIMATED TRANSITION W/ ALPHA CHANNEL



## DESCRIPTION

LA animated transition to cut from one scene to another.

## FILENAME(S)

042320-LA-03

042320-LA-04

## ADDITIONAL USAGE NOTES

Use full color when able. Use white when background color interferes with LA graphics.



# COUNTDOWN FROM 30 SECONDS



## DESCRIPTION

Animated countdown to be used in the final :30 before launch. Clock provided goes to :00 but during on-air broadcast, clock should go off-screen after :11.

## FILENAME[S]

042320-LA-05

042320-LA-06

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

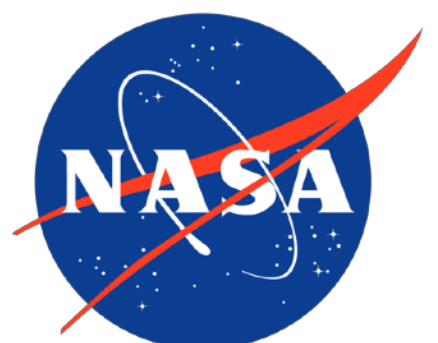
### VIDEO + ALPHA

HDTV 1080 29.97

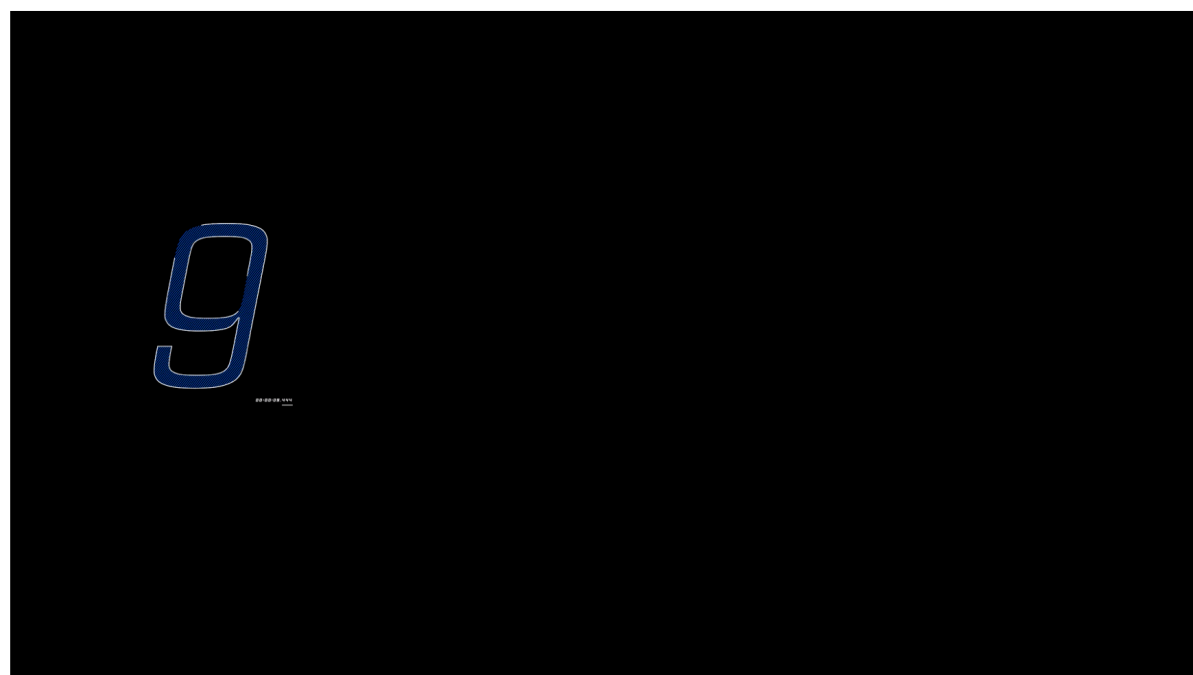
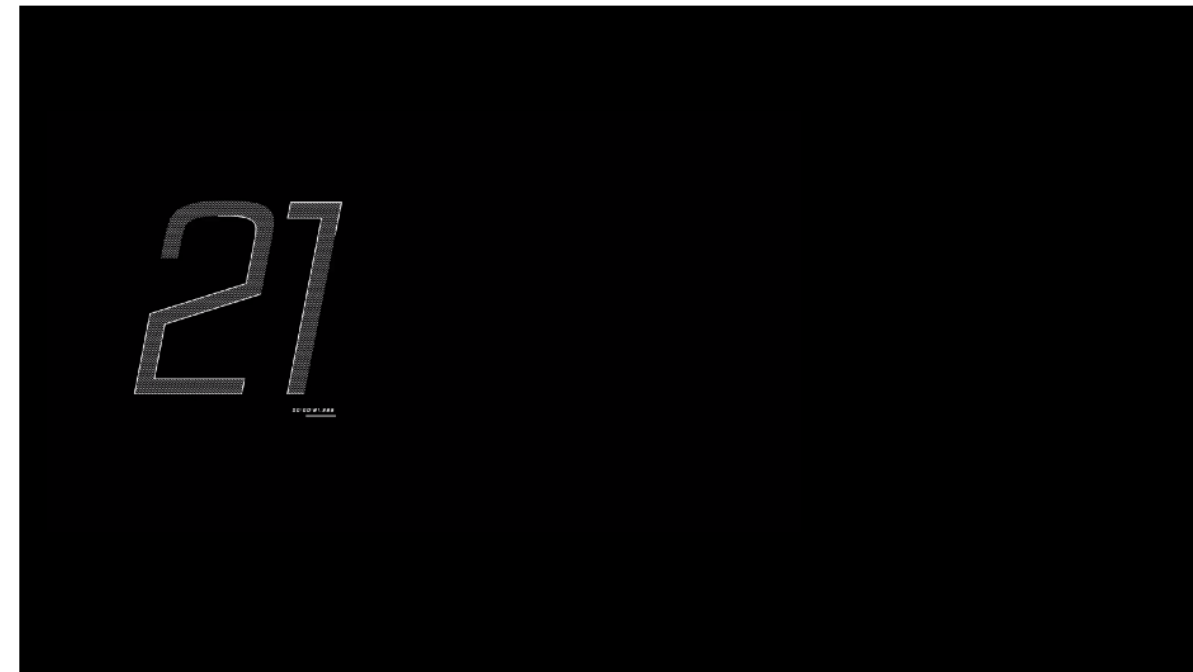
1920x1080 16:9

29.97fps

**Codec:** Lossless



# COUNTDOWN FROM 30 SECONDS



## DESCRIPTION

Animated countdown to be used in the final :30 before launch. Clock provided goes to :00 but during on-air broadcast, clock should go off-screen after :11.

## FILENAME(S)

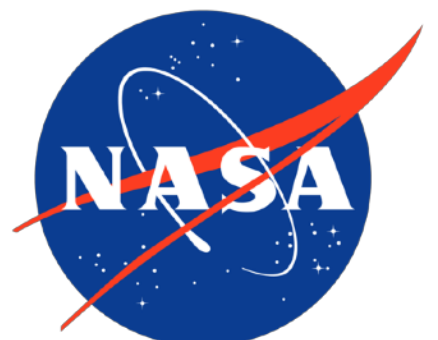
042320-LA-05

042320-LA-06

## ADDITIONAL USAGE NOTES

**Digital** - Large on-screen animated countdown to be used in the final :30 before launch.

**Projection** - For use in live setting for projection on large outdoor surface (ex: building).



# LOWER THIRD WITH ALPHA CHANNEL



Example of standard lower third used for an interview. Names/Text should be left justified.

**Name/Top Line:** Estricta Bold 65px     **Subject/Second Line:** Estricta Medium Italic 25px

## DESCRIPTION

Animated lower thirds used for names (single or double), locations, or event information.

## FILENAME[S]

- 042320-LA-07
- 042320-LA-08
- 042320-LA-09
- 042320-LA-10
- 042320-LA-11
- 042320-LA-12
- 042320-LA-13
- 042320-LA-14

## GRAPHIC GUIDELINES

### VIDEO

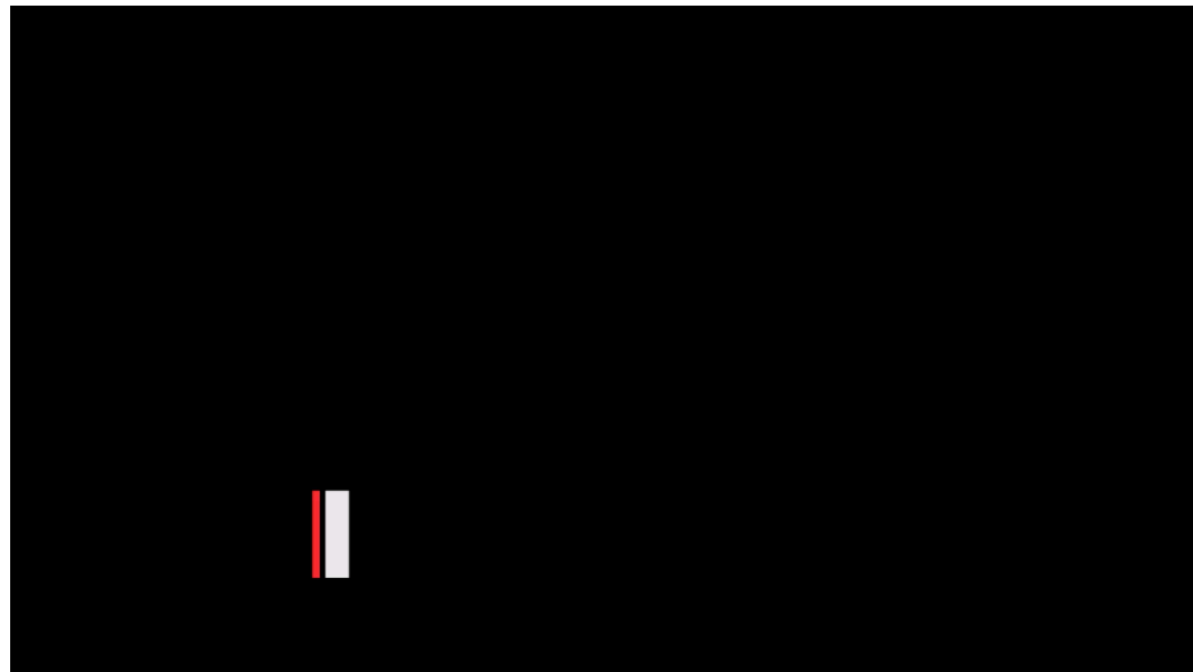
HDTV 1080 29.97  
 1920x1080 16:9  
 29.97fps  
**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97  
 1920x1080 16:9  
 29.97fps  
**Codec:** Lossless



# LOWER THIRD WITH ALPHA CHANNEL



## DESCRIPTION

Animated lower thirds used for names (single or double), locations, or event information.

## FILENAME[S]

- 042320-LA-07
- 042320-LA-08
- 042320-LA-09
- 042320-LA-10
- 042320-LA-11
- 042320-LA-12
- 042320-LA-13
- 042320-LA-14

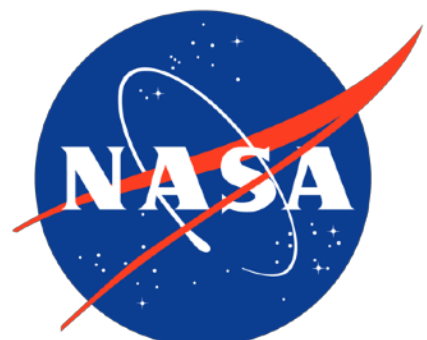
## ADDITIONAL USAGE NOTES

Standard lower thirds used for names (one or two on-screen presenters), locations, or other.

“Event” lower thirds allow for identifying information, e.g. event name, date.

Example of standard lower third used for an interview. Names/Text should be left justified.

**Name/Top Line:** Estricta Bold 65px     **Subject/Second Line:** Estricta Medium Italic 25px



# LOWER THIRD WITH ALPHA CHANNEL



Example of double lower third used for an interview.

Left name should be left justified. Right name should be left justified.

**Name/Top Line:** Estriccta Bold 65px     **Subject/Second Line:** Estriccta Medium Italic 25px

## DESCRIPTION

Animated lower thirds used for names (single or double), locations, or event information.

## FILENAME[S]

- 042320-LA-07
- 042320-LA-08
- 042320-LA-09
- 042320-LA-10
- 042320-LA-11
- 042320-LA-12
- 042320-LA-13
- 042320-LA-14

## ADDITIONAL USAGE NOTES

Standard lower thirds used for names (one or two on-screen presenters), locations, or other.

“Event” lower thirds allow for identifying information, e.g. event name, date.



# FULL SCREEN ANIMATION MEATBALL REVEAL



## DESCRIPTION

Animation of LA to Meatball logo for use when holding before/after/during broadcast.

## FILENAME[S]

042320-LA-15

042320-LA-16

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

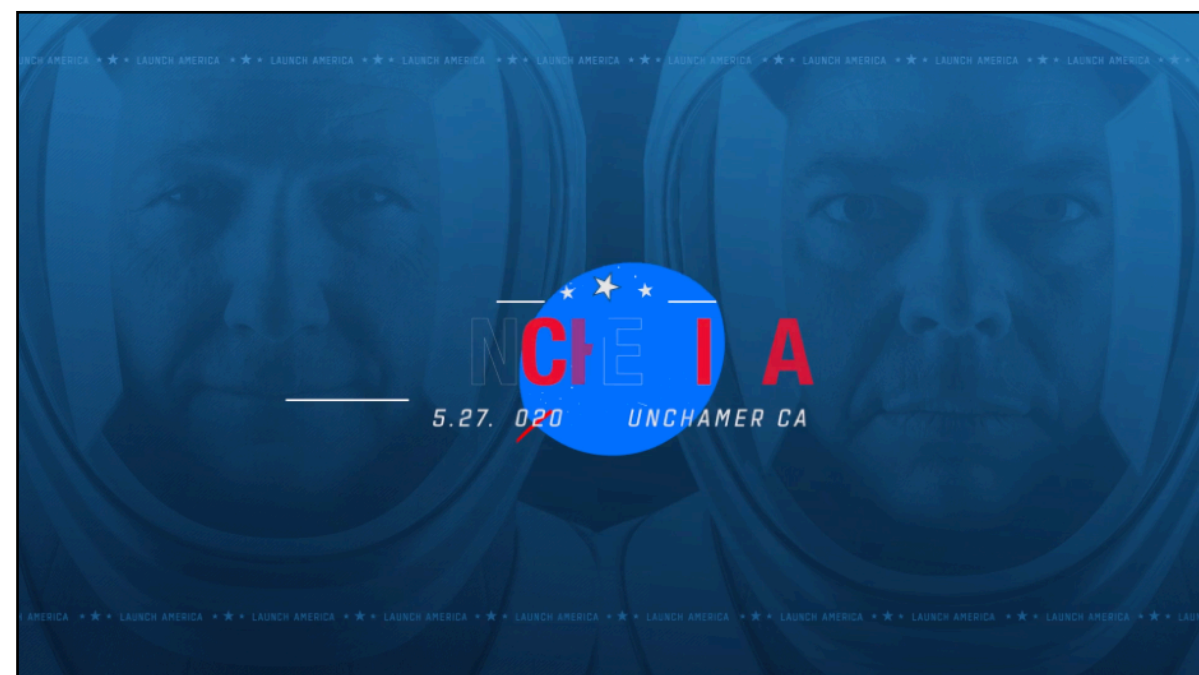
1920x1080 16:9

29.97fps

**Codec:** Lossless



# FULL SCREEN ANIMATION MEATBALL REVEAL



## DESCRIPTION

Animation of LA to Meatball logo for use when holding before/after/during broadcast.

## FILENAME[S]

042320-LA-15

042320-LA-16

## ADDITIONAL USAGE NOTES



# FULL SCREEN BACKGROUND PLATE FOR DATA



## DESCRIPTION

Full screen animated background for text information delivery for NASA & Commercial Crew Partner.

## FILENAME[S]

042320-LA-17      042320-LA-18      042320-LA-19

## IMPORTANT NOTE:

This graphic is for NASA and SpaceX missions only. The illustration on the right is Crew Dragon and not to be used for other missions.

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

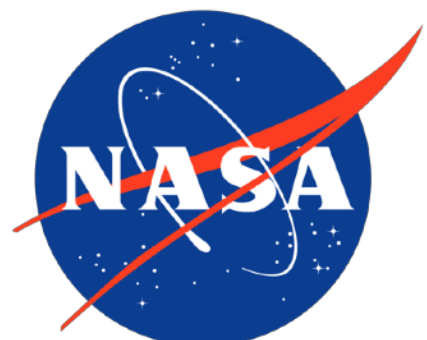
### VIDEO + ALPHA

HDTV 1080 29.97

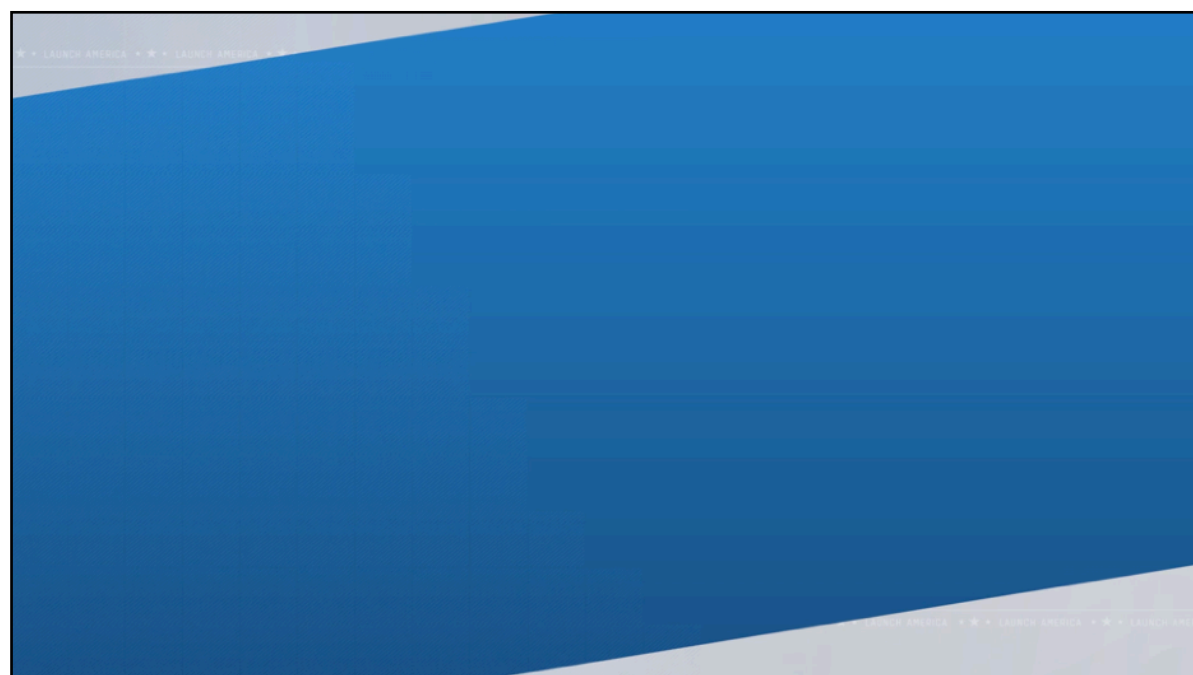
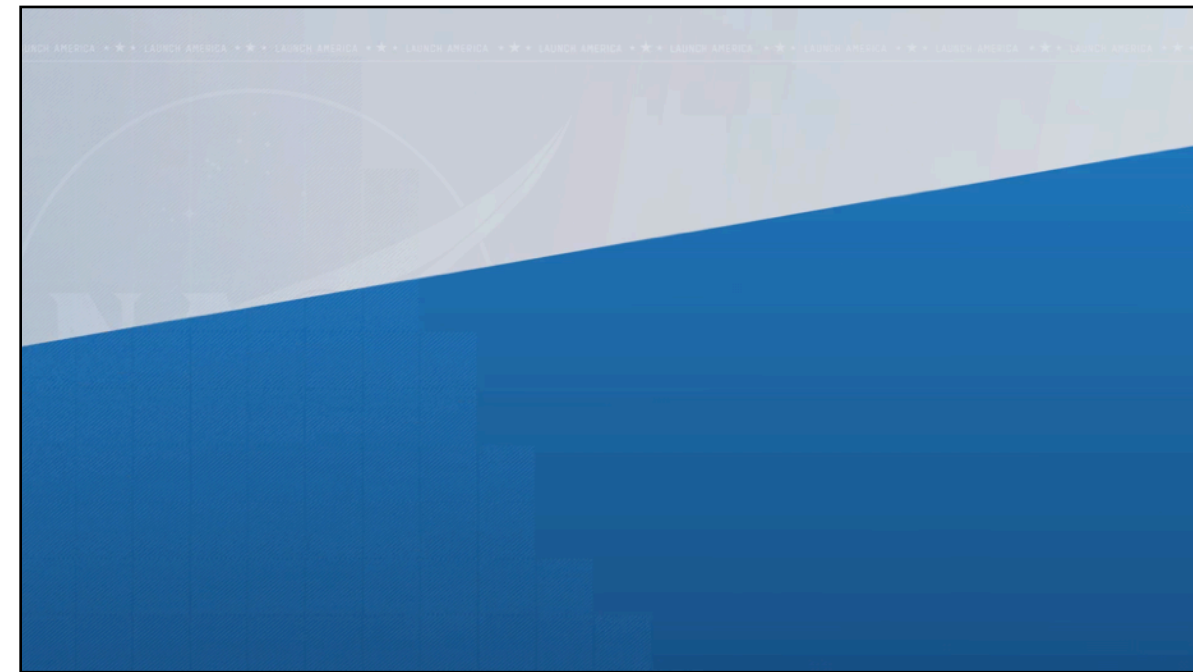
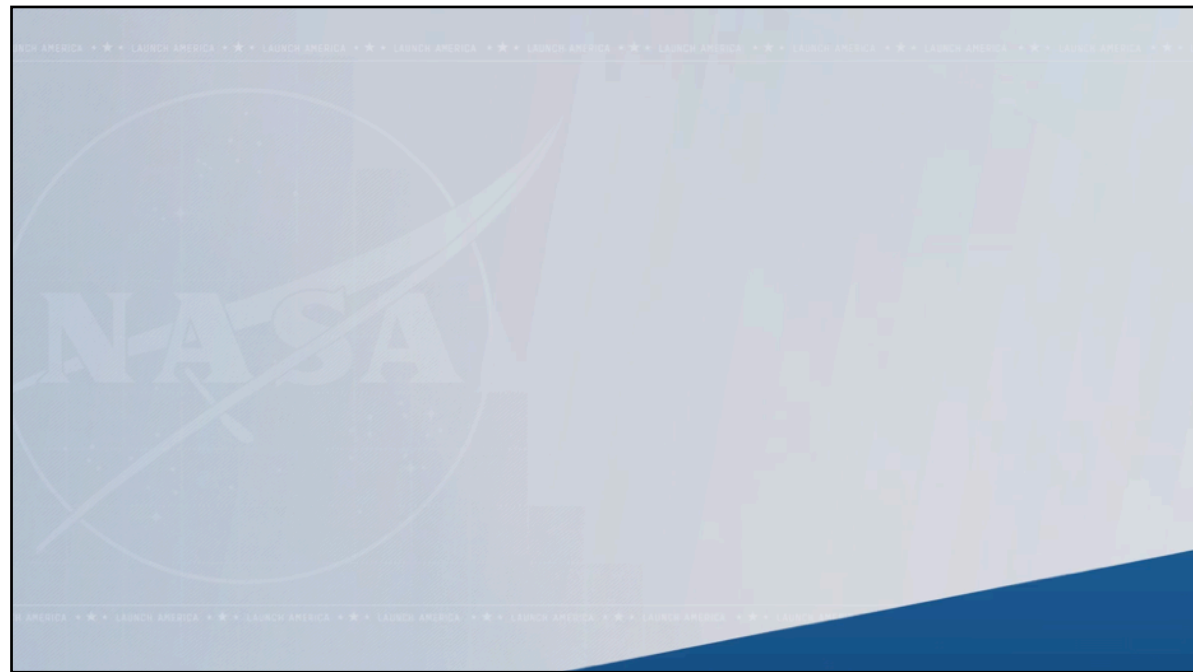
1920x1080 16:9

29.97fps

**Codec:** Lossless



# FULL SCREEN BACKGROUND PLATE FOR DATA



DESCRIPTION

Full screen animated background for text information delivery for NASA & Commercial Crew Partner.

FILENAME[S]

042320-LA-17      042320-LA-18      042320-LA-19

IMPORTANT NOTE:

This graphic is for NASA and SpaceX missions only. The illustration on the right is Crew Dragon and not to be used for other missions.

ADDITIONAL USAGE NOTES

There are three possible Screen Animation scenarios:

**Slide in blue background animation with ISS [NASA]**

**Slide in blue background animation with Commercial Crew Partner [ex: SpaceX Dragon]**

**Slide in gray background animation for SpaceX**



# VERTICAL PRE-LAUNCH MILESTONE TIMELINE



## DESCRIPTION

Animated timeline milestones for ten key launch moments.

## FILENAME[S]

042320-LA-20

042320-LA-21

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

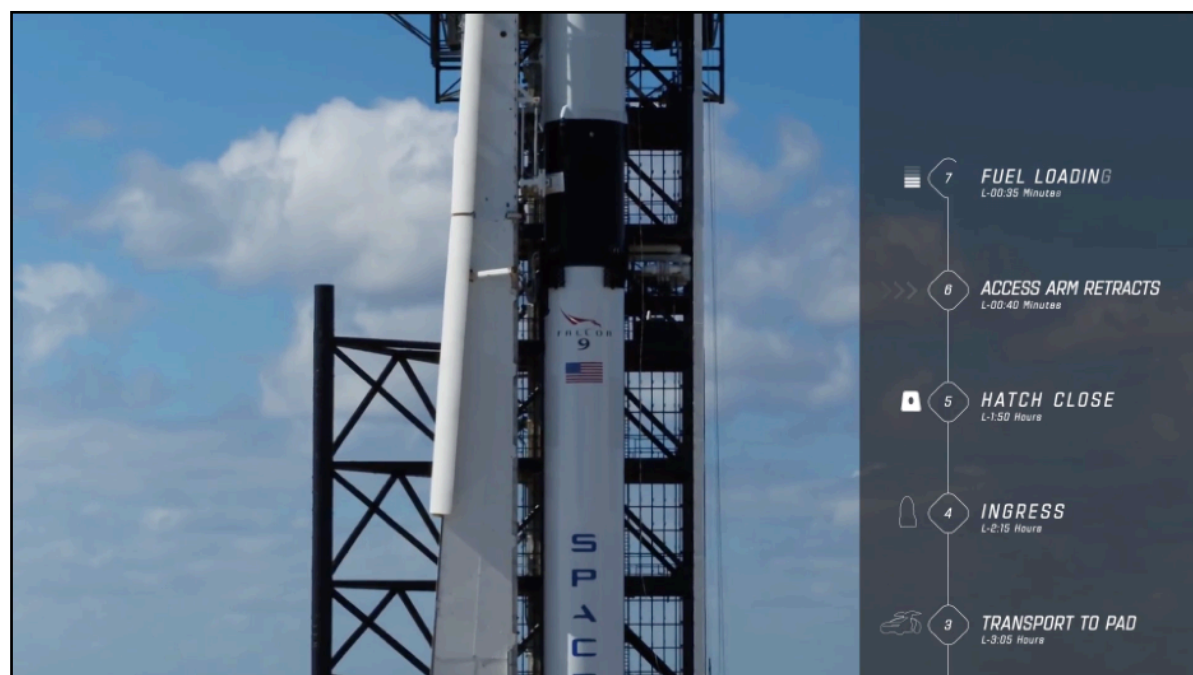
1920x1080 16:9

29.97fps

**Codec:** Lossless



# VERTICAL PRE-LAUNCH MILESTONE TIMELINE



## DESCRIPTION

Animated timeline milestones for ten key launch moments.

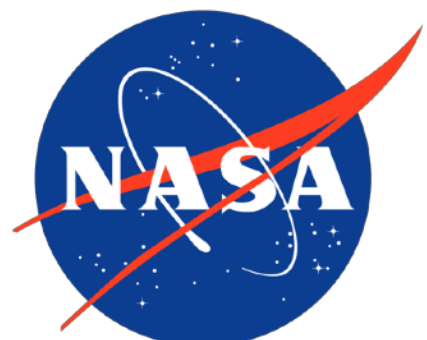
## FILENAME[S]

042320-LA-20

042320-LA-21

## ADDITIONAL USAGE NOTES

Animated vertical timeline that slides in from the right. May be used by presenter to go over milestones associated with launch.



# CREW MEMBER INFO ANIMATION



## DESCRIPTION

Animated screen for use when sharing information about crew members.

## FILENAME[S]

042320-LA-22

042320-LA-23

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

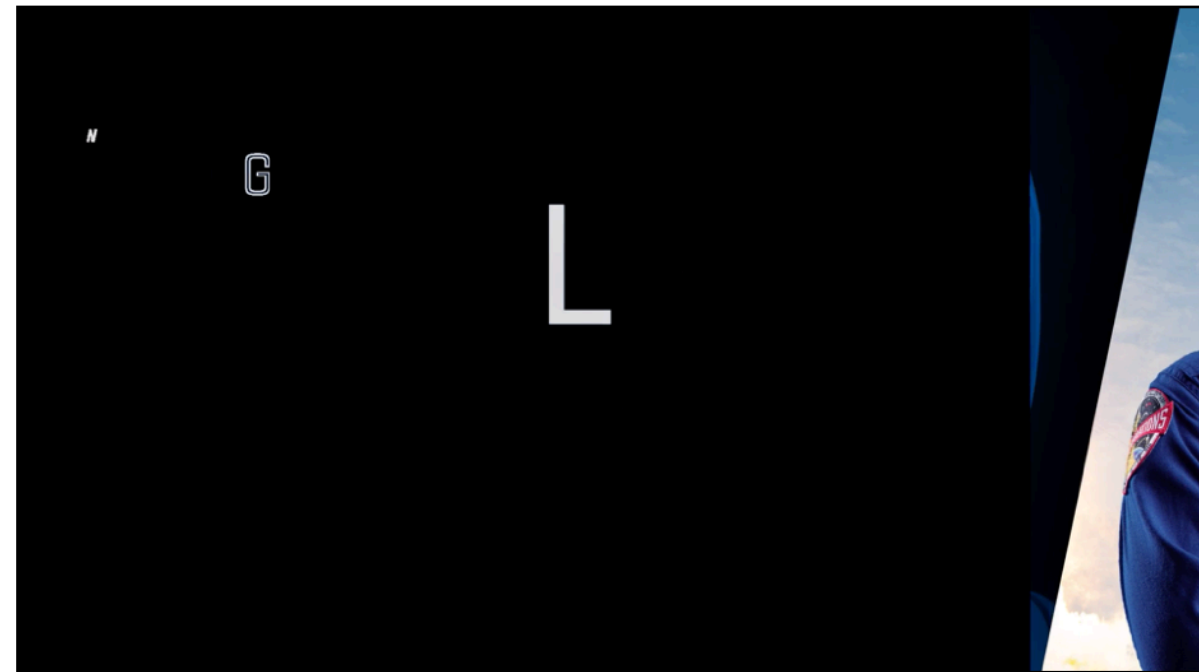
1920x1080 16:9

29.97fps

**Codec:** Lossless



# CREW MEMBER INFO ANIMATION



## DESCRIPTION

Animated screen for use when sharing information about crew members.

## FILENAME[S]

042320-LA-22

042320-LA-23

## ADDITIONAL USAGE NOTES

Text will be burned in.



# FRAME FOR COUNTDOWN CLOCK



## DESCRIPTION

Countdown clock for various stages of launch timeline.

## FILENAME[S]

042320-LA-25

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

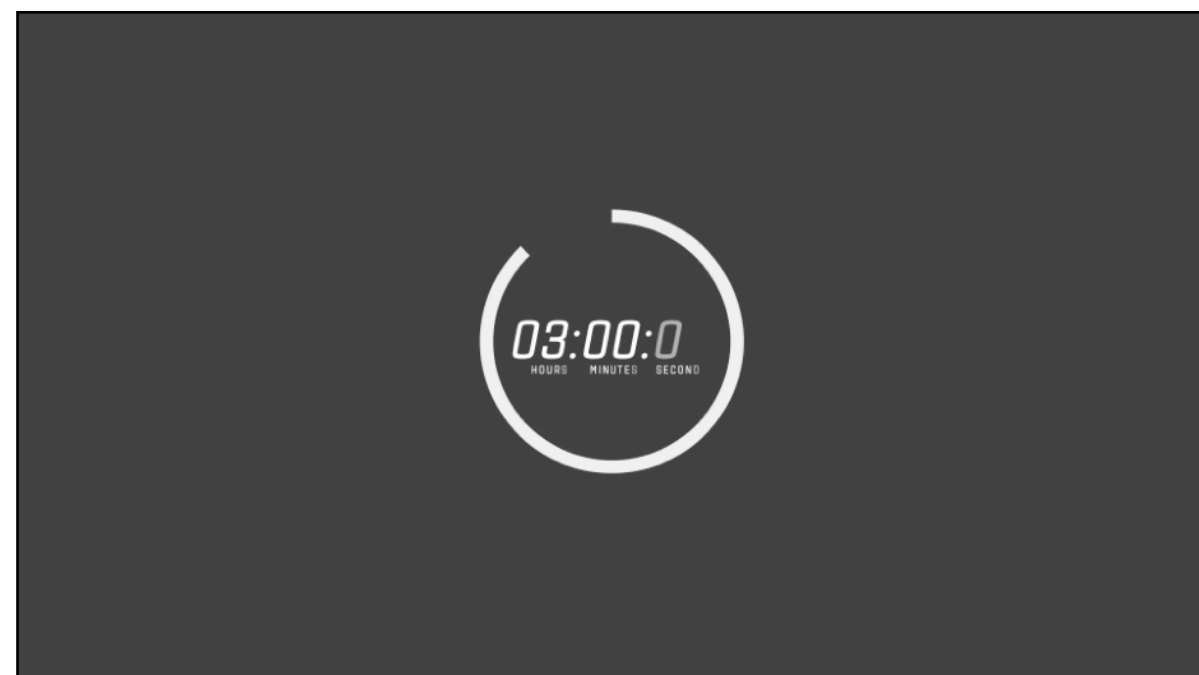
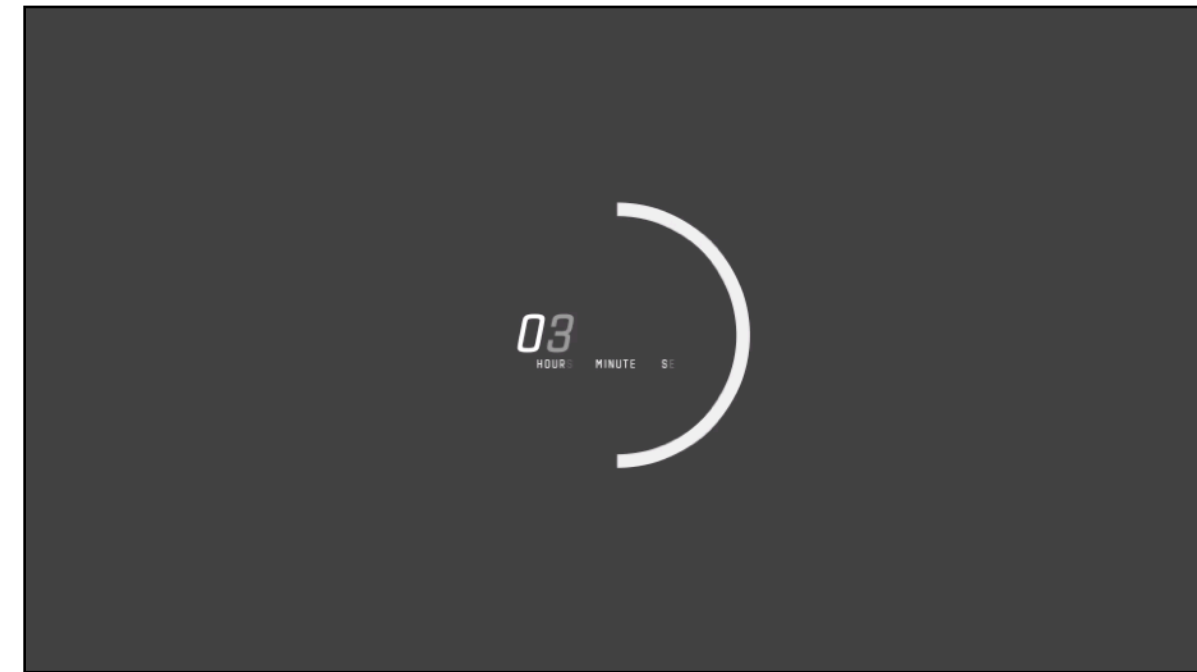
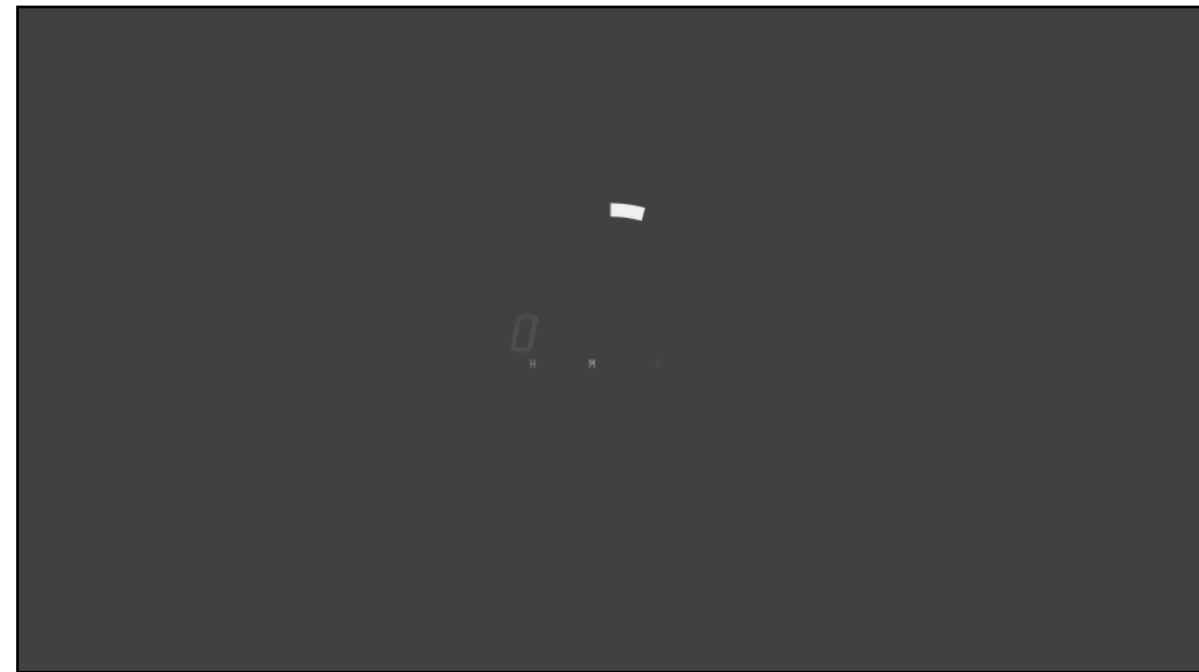
1920x1080 16:9

29.97fps

**Codec:** Lossless



# FRAME FOR COUNTDOWN CLOCK



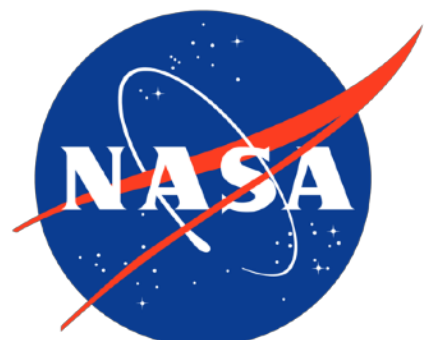
## DESCRIPTION

Countdown clock for various stages of launch timeline.

## FILENAME[S]

042320-LA-25

## ADDITIONAL USAGE NOTES



# ANIMATED LOOPING SCREENSAVER



## DESCRIPTION

Looping animation of Launch America, NASA Meatball, Commercial Partner logo.

## FILENAME[S]

042320-LA-27

042320-LA-28

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

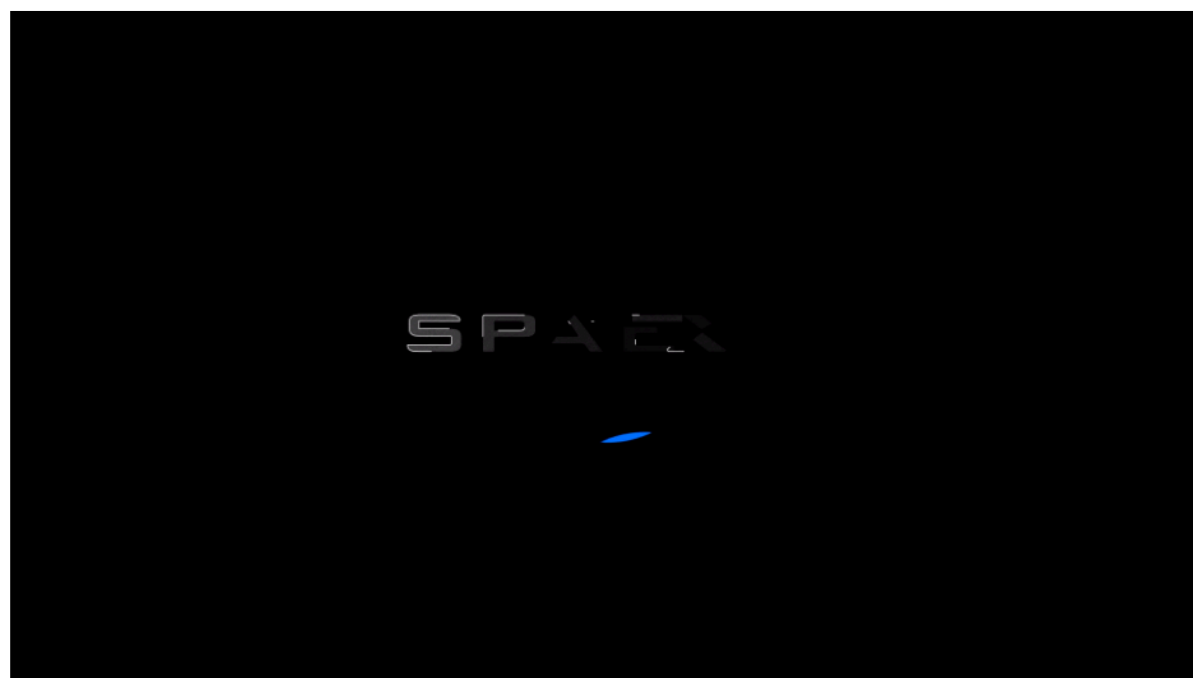
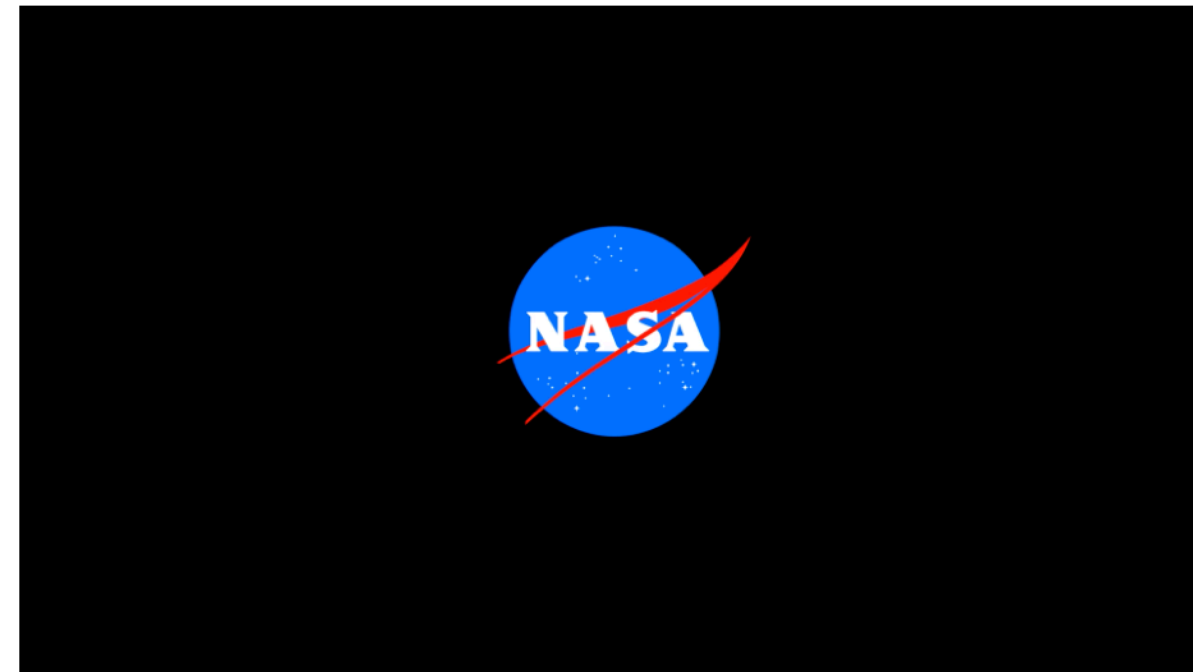
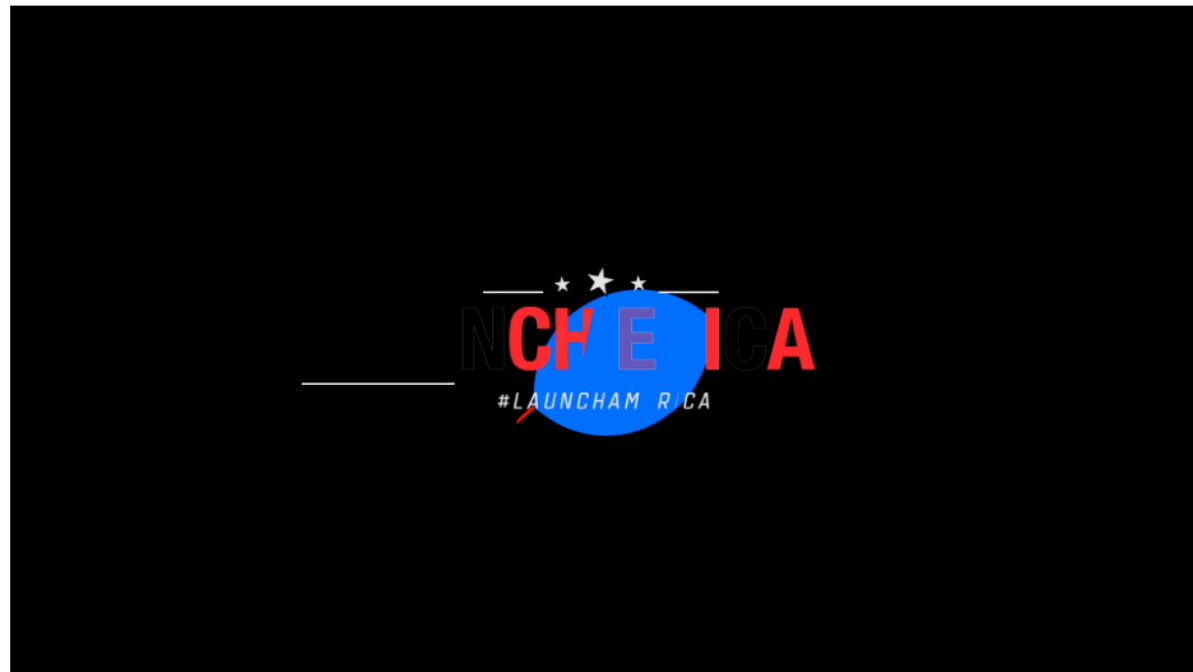
1920x1080 16:9

29.97fps

**Codec:** Lossless



# ANIMATED LOOPING SCREENSAVER



## DESCRIPTION

Looping animation of Launch America, NASA Meatball, Commercial Partner logo.

## FILENAME[S]

042320-LA-27

042320-LA-28

## ADDITIONAL USAGE NOTES

For use when holding before/after/during broadcast. Gradient background and Alpha provided.



# ANIMATED LA BUG TO MEATBALL ALPHA



## DESCRIPTION

Animated bug for corner of screen. Animates between LA logo and Meatball.

## FILENAME[S]

042320-LA-29

042320-LA-30

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

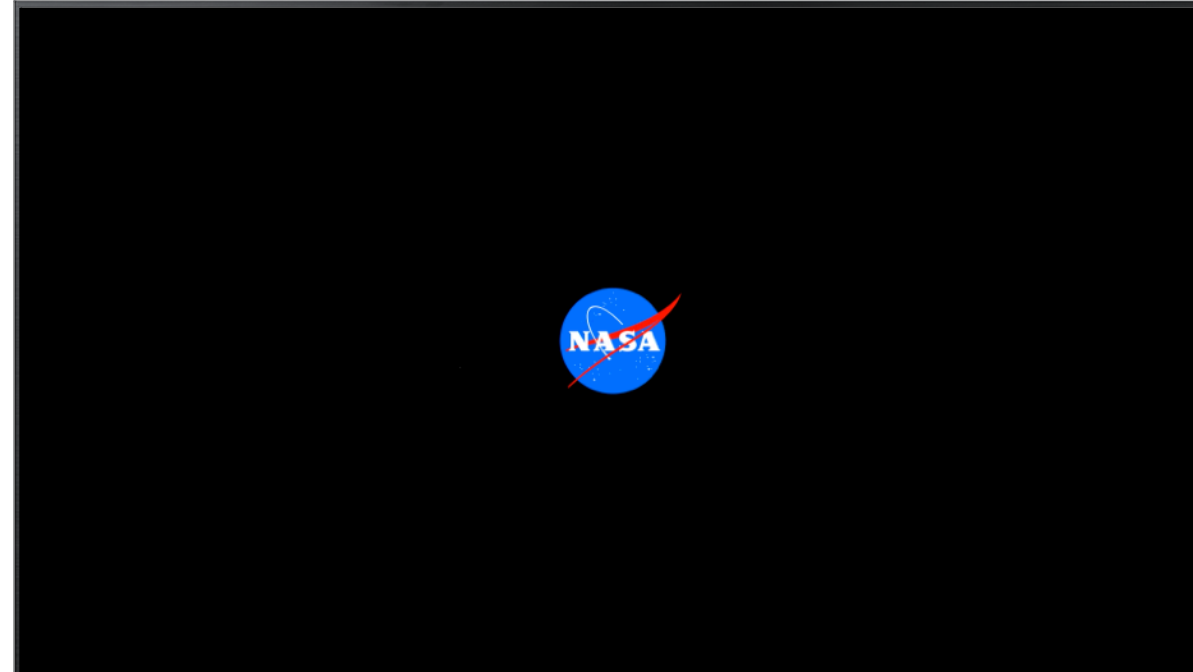
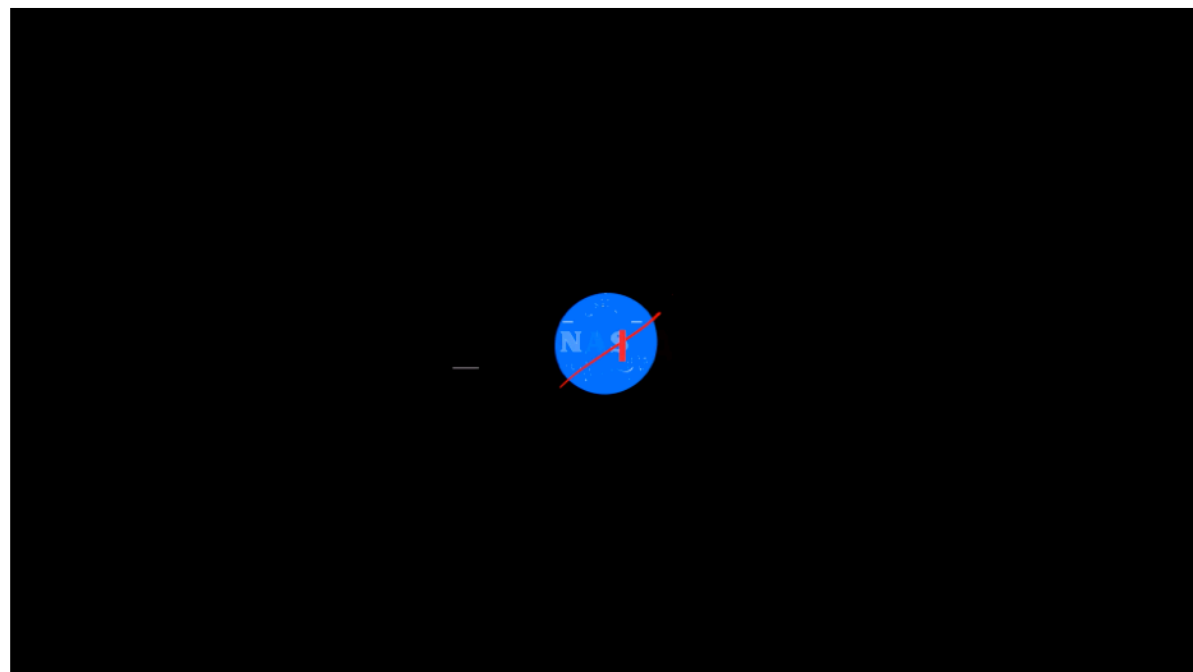
1920x1080 16:9

29.97fps

**Codec:** Lossless



# ANIMATED LA BUG TO MEATBALL ALPHA



## DESCRIPTION

Animated bug for corner of screen. Animates between LA logo and Meatball.

## FILENAME[S]

042320-LA-29

042320-LA-30

## ADDITIONAL USAGE NOTES



# LAUNCH AMERICA SHOW OPEN



## DESCRIPTION

This is an opening "title sequence" for Launch America broadcasts.

## FILENAME[S]

050720-LA-63.MP4

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

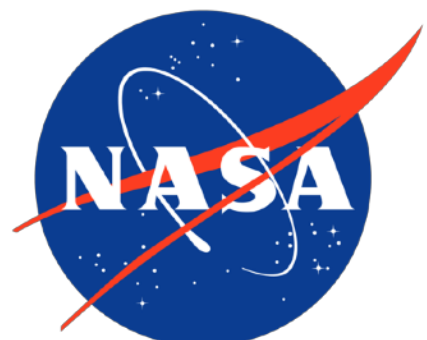
### VIDEO + ALPHA

HDTV 1080 29.97

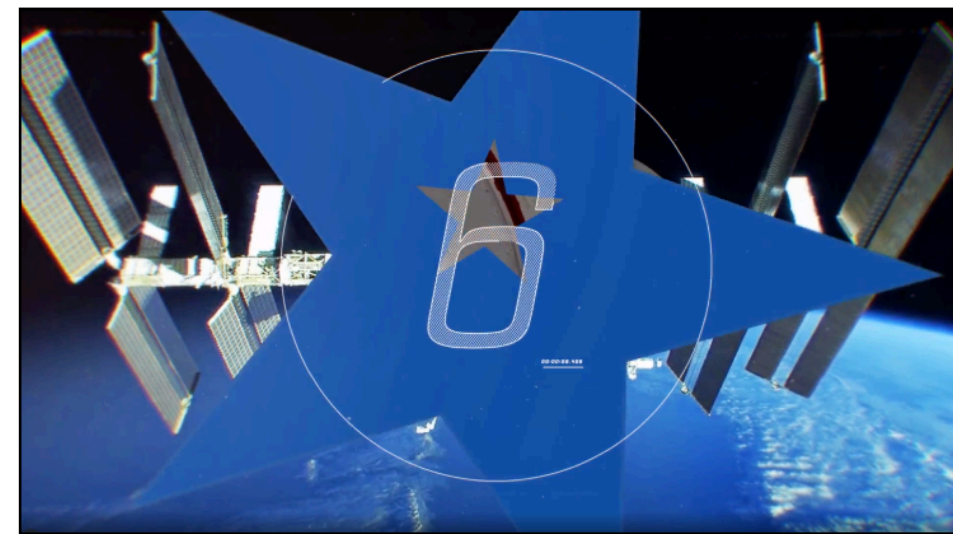
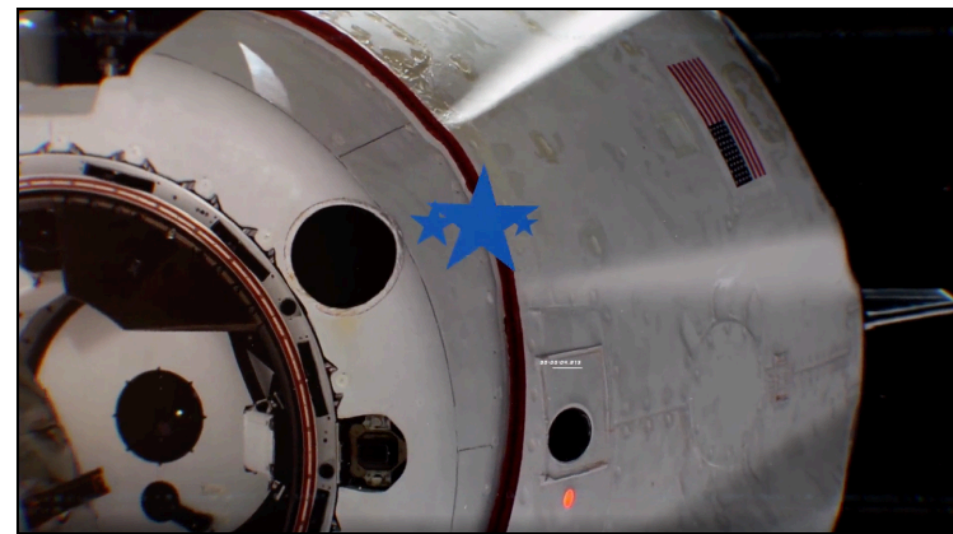
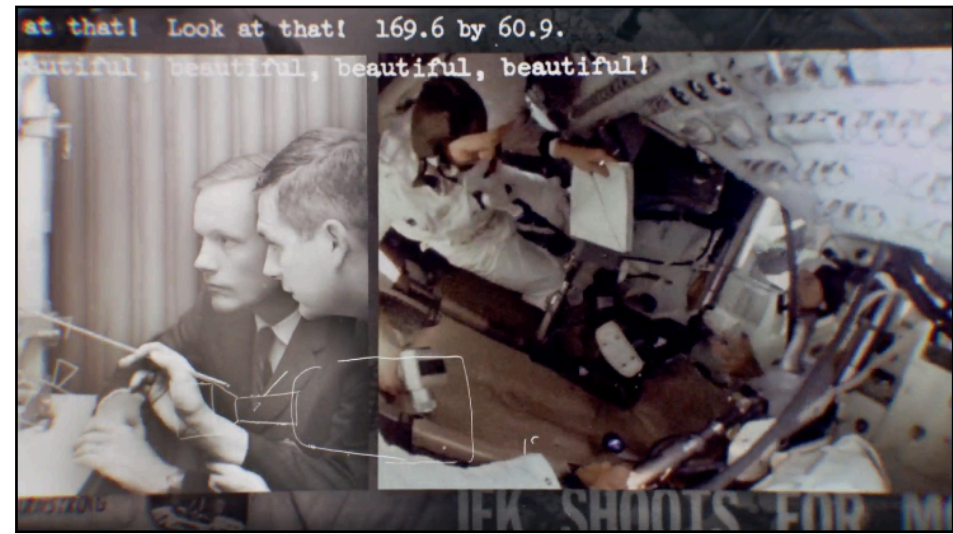
1920x1080 16:9

29.97fps

**Codec:** Lossless



# LAUNCH AMERICA SHOW OPEN



NOTES:  
The first :53 of the show open is dedicated to NASA and "first" moments from the agency.

These graphic elements are detailed on the following page.

NOTES:  
The final :07 is inclusive of commercial crew partners and is intended to be modular to adapt to future missions.



# LAUNCH AMERICA SHOW OPEN



## GRAPHIC ELEMENTS OF LAUNCH AMERICA SHOW OPEN

The Launch America show open is a historic timeline of NASA "firsts" over the past 60 years culminating with a highlight of the current celebrated moment in time.

- This opening sequence is created by juxtaposing highlight video and photographic moments in a linear timeline leading up to the current moment that is being covered by the broadcast.
- Each "first" is treated by taking a photo or video and combining it with a news headline related to the event, and related schematic rendering/drawing from NASA. A multi-layered visual experience that highlights the historic first is created through a parallax or 2.5-D motion graphic treatment with the various elements.
- The first :53 of the broadcast show open covers major NASA firsts through time.
- The final :07 is intended to be inclusive of the applicable commercial crew partner and may be switched out for each broadcast. This will require additional animation creative to be produced.



# BIG LITTLE DISPLAY



## DESCRIPTION

Large righthand video display with small upper lefthand video overlay.

## FILENAME[S]

LA\_1\_BIG LITTLE\_051920.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

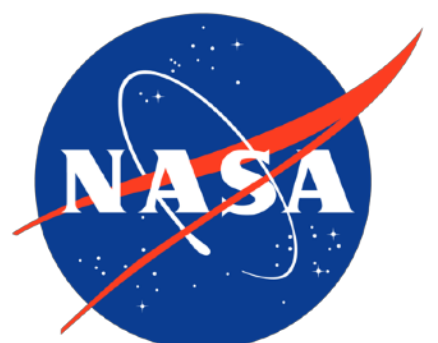
### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# TWO BOX DISPLAY



## DESCRIPTION

Side-by-side video displays.

## FILENAME[S]

LA\_1\_DOUBLE BOX\_051820.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# QUAD BOX DISPLAY



## DESCRIPTION

A four-up video display option.

## FILENAME[S]

LA\_1\_QUAD BOX\_051820.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

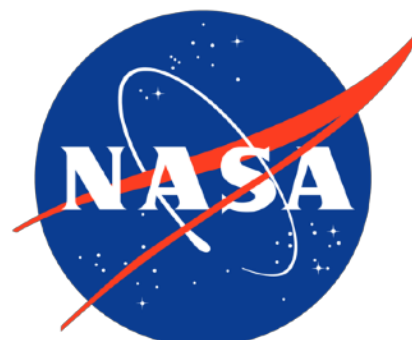
### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# CONTINGENCY SLATE



## DESCRIPTION

A boiler plate for any circumstance that is unplanned for in terms of broadcast display.

## FILENAME[S]

LA\_7\_CONTINGENCY SLATE\_051820.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# WEATHER DISPLAY



## DESCRIPTION

Display for various weather conditions.

## FILENAME[S]

LA\_6\_WEATHER SLATE 3\_RAIN\_051820.MOV

LA\_6\_WEATHER SLATE 3\_SUN\_051820.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

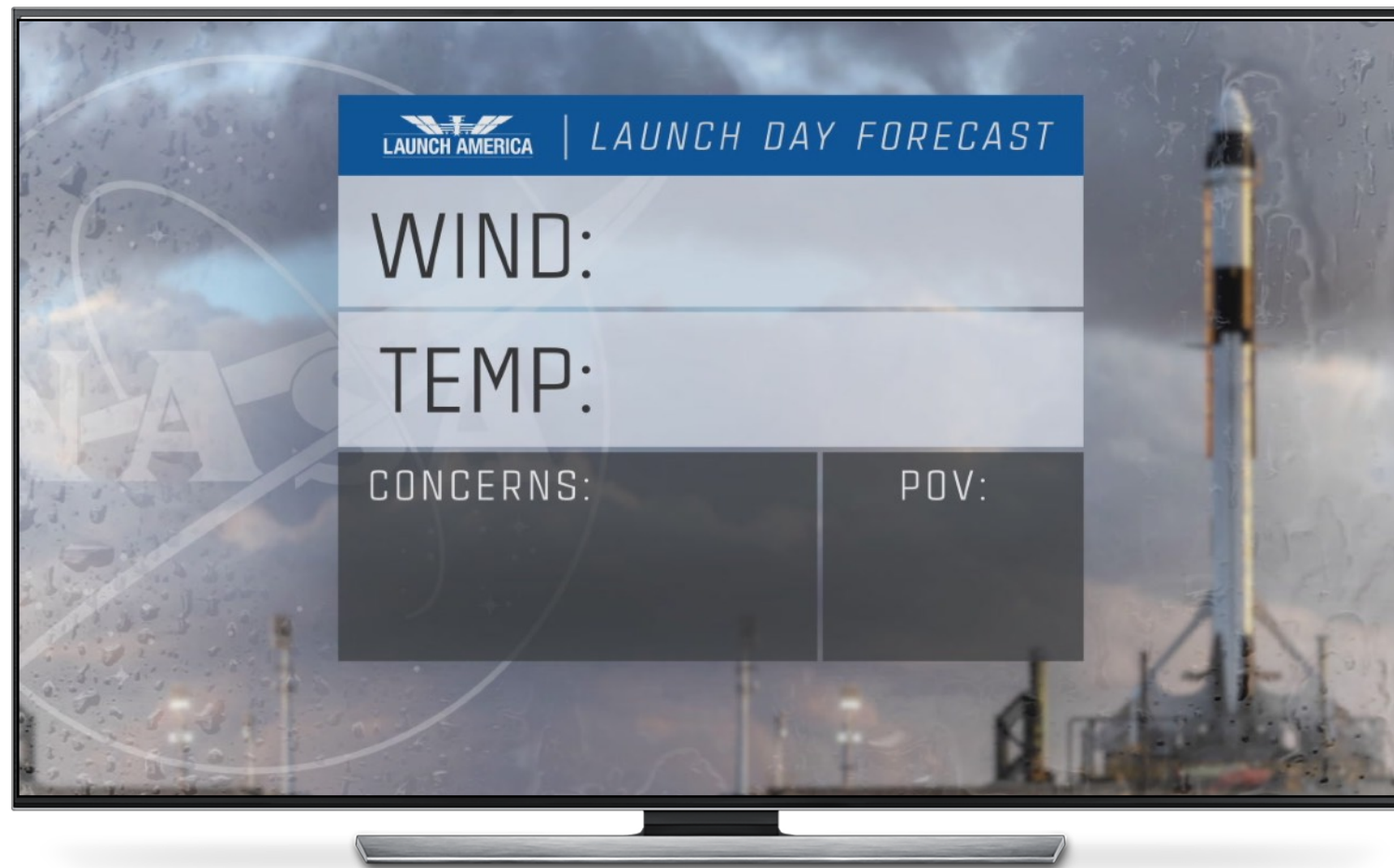
1920x1080 16:9

29.97fps

**Codec:** Lossless



# WEATHER DISPLAY



## DESCRIPTION

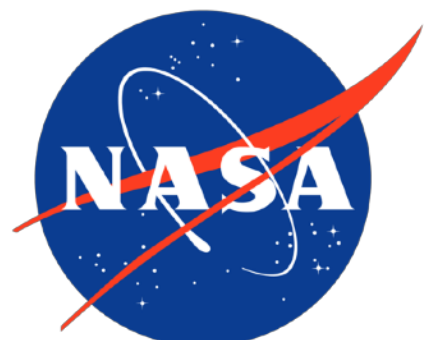
Display for various weather conditions.

## FILENAME[S]

LA\_6\_WEATHER SLATE 3\_RAIN\_051820.MOV

LA\_6\_WEATHER SLATE 3\_SUN\_051820.MOV

## ADDITIONAL USAGE NOTES



# FULL SCREEN BLUE BACKGROUND



## DESCRIPTION

Full screen animated background for text information delivery for NASA & Commercial Crew Partner.

## FILENAME[S]

LA\_5\_FULLSCREEN SLATE\_BLANK\_051920.MOV

## IMPORTANT NOTE:

This graphic is for NASA and SpaceX missions only. The illustration on the right is Crew Dragon and not to be used for other missions.

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# CREW SLIDE IN



## DESCRIPTION

An animated display for crew member line up.

## FILENAME[S]

LA\_2\_HERO SLIDE IN\_1280x720\_60fps\_051920.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

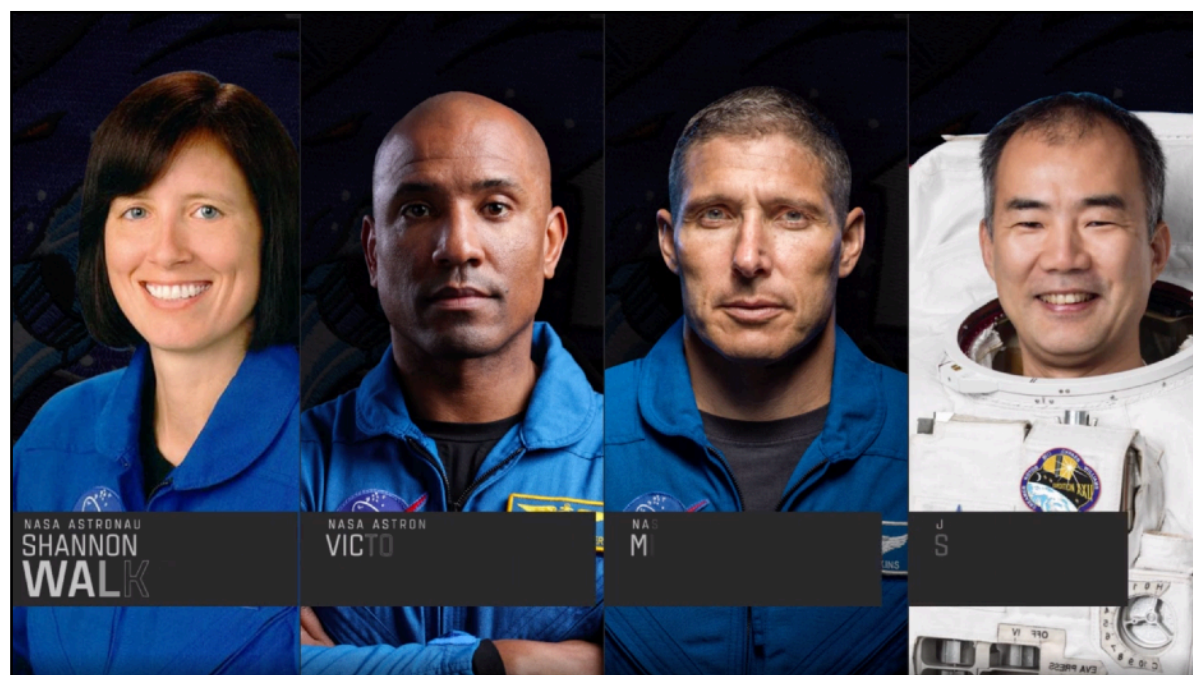
1920x1080 16:9

29.97fps

**Codec:** Lossless



# CREW SLIDE IN



## DESCRIPTION

An animated display for crew member line up.

## FILENAME[S]

LA\_2\_HERO SLIDE IN\_1280x720\_60fps\_051920.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

Codec: ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

Codec: Lossless



# FULL SCREEN SLATE



## DESCRIPTION

Holding slate for NASA TV.

## FILENAME[S]

LA\_5\_FULLSCREEN SLATE\_051920.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# 30-SECOND LOOPING BACKGROUND



## DESCRIPTION

Animated looping background for on-screen information overlay.

## FILENAME[S]

LA\_5\_FULLSCREEN SLATE\_051920.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

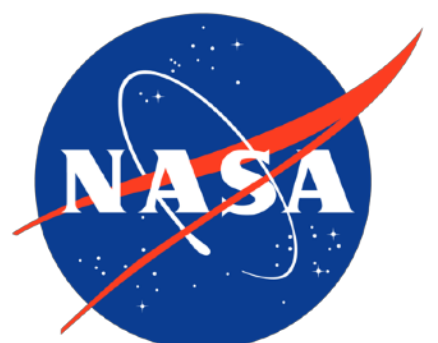
### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# TELEMETRY



## DESCRIPTION

An animated display for telemetry data during launch.

## FILENAME[S]

LA\_TELEMETRY\_002.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

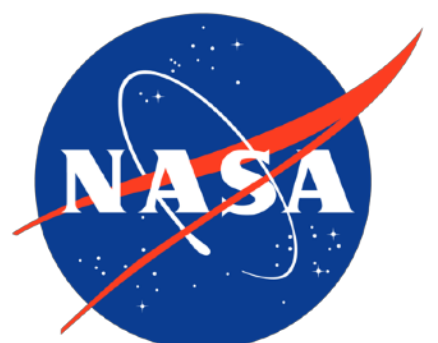
### VIDEO + ALPHA

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** Lossless



# TELEMETRY



## DESCRIPTION

An animated display for telemetry data during launch.

## FILENAME[S]

LA\_TELEMETRY\_002.MOV

## GRAPHIC GUIDELINES

### VIDEO

HDTV 1080 29.97

1920x1080 16:9

29.97fps

**Codec:** ProRes 422HQ

### VIDEO + ALPHA

HDTV 1080 29.97

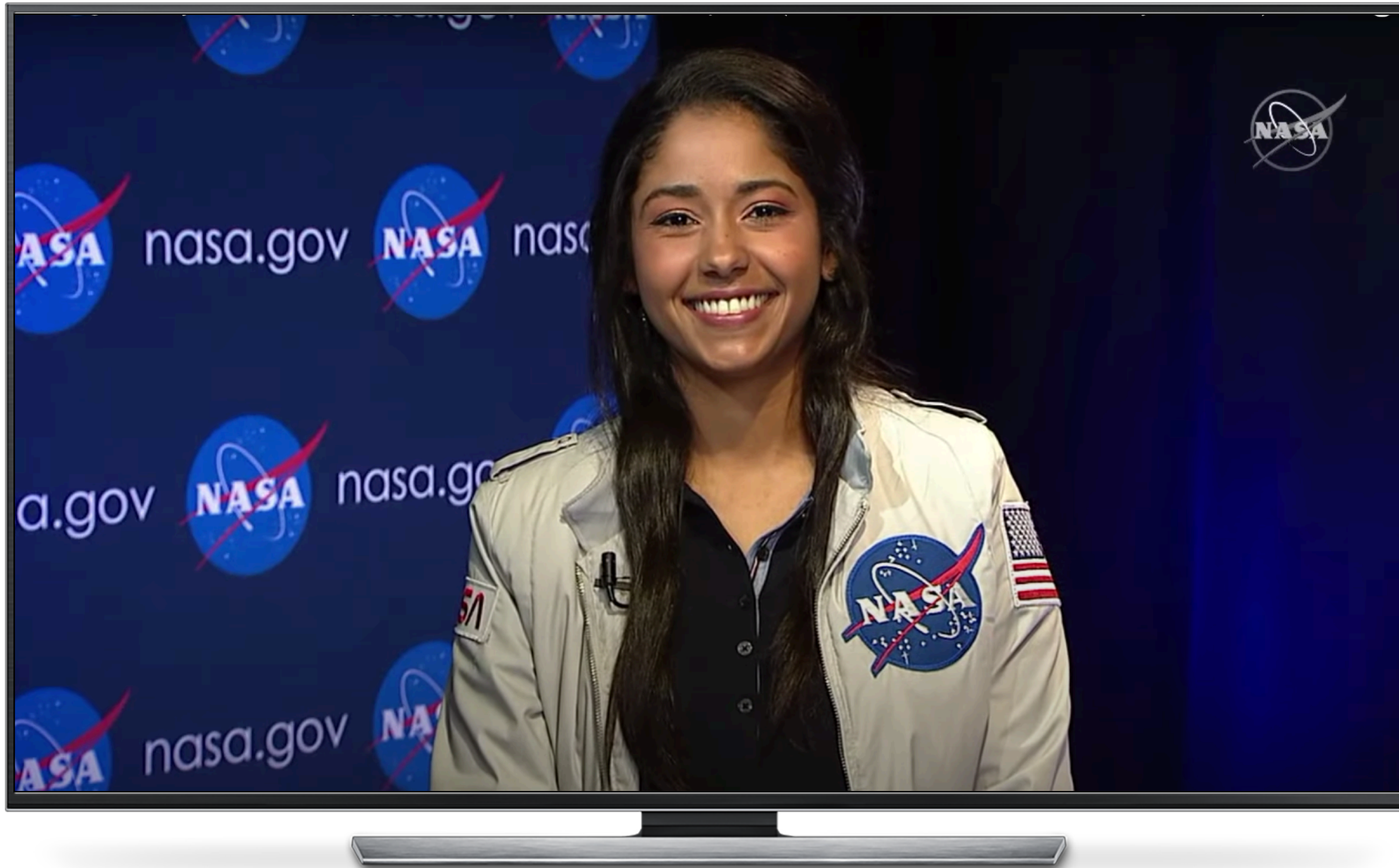
1920x1080 16:9

29.97fps

**Codec:** Lossless



# UNIFORM STYLE



## DESCRIPTION

On-air uniforms for Launch America broadcast team.

## ITEMS

LAUNCH AMERICA ON-AIR TEAM JACKET - GRAY

LAUNCH AMERICA ON-AIR TEAM POLO - NAVY

LAUNCH AMERICA TROUSERS - BLACK

CONVERSE CHUCK TAYLOR ALL STAR CX - BLUE SLATE/CLEAR/INTERNATIONAL ORANGE

## LAUNCH AMERICA JACKET SPECS

- 4" NASA Meatball Logo Patch Wearers Left Breast [Embroidered Patch]
- American Flag Wearers Left Arm Patch
- White/Red NASA Worm Logo Wearers Right Arm Patch
- Internal front lined with Thindown®

## LAUNCH AMERICA POLO SPECS

- 4" Meatball Logo Wearers Left Breast [Embroidered Patch]

## PLEASE NOTE:

Uniform Specs may change to reflect the unique nature of each individual Launch America broadcast.



# UNIFORM STYLE



## DESCRIPTION

On-air uniforms for Launch America broadcast team.

## ITEMS

LAUNCH AMERICA ON-AIR TEAM JACKET - GRAY

LAUNCH AMERICA ON-AIR TEAM POLO - NAVY

LAUNCH AMERICA TROUSERS - BLACK

CONVERSE CHUCK TAYLOR ALL STAR CX - BLUE SLATE/CLEAR/INTERNATIONAL ORANGE

## LAUNCH AMERICA JACKET SPECS

- 4" NASA Meatball Logo Patch Wearers Left Breast [Embroidered Patch]
- American Flag Wearers Left Arm Patch
- White/Red NASA Worm Logo Wearers Right Arm Patch
- Internal front lined with Thindown®

## LAUNCH AMERICA POLO SPECS

- 4" Meatball Logo Wearers Left Breast [Embroidered Patch]

## PLEASE NOTE:

Uniform Specs may change to reflect the unique nature of each individual Launch America broadcast.



## ADDITIONAL INQUIRIES

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