



STRATEGY

World Space Week
Visual Identity Development

January, 2017

WHO IS COSMA SCHEMA?

Cosma Schema is a design agency founded specifically to create greater understanding, accessibility and excitement about outer space.

We represent the vision of the next generation of scientists, engineers, and star-gazers moving up through the ranks.



We're here to re-position World Space Week so that it can be embraced by the emerging global society.

WHERE WE ARE IN THE PROCESS



THE CHARGE

In the 17 years since World Space Week was founded we have attracted thousands of participants, reaching 2,400 total events worldwide in 2016.

But we're only just beginning. In 10 years, we will have grown World Space Week to:

“One million events.”

*Dennis Stone
WSWA President*

A lofty goal, but not unachievable. We must **build trust** in the relevance of our event. Communication must be optimized to reach the maximum amount of people. We must redesign our visual identity.

To accomplish this we must ask a few questions.

STRATEGIC QUESTIONS

1

WHAT SHOULD OUR VISUAL IDENTITY ACCOMPLISH?

- What do we want people to feel when they interact with our brand?
- What brand pillars can we emphasize visually to maximize impact?

2

WHAT ABOUT OUR CURRENT IDENTITY ISN'T WORKING?

- How is our logo failing to communicate our brand?
- How is our logo failing aesthetically?

3

HOW DO WE GET FROM WHERE WE ARE TO WHERE WE NEED TO BE?

- What tools can we use to make sure we're successful?
- What pitfalls do we need to be aware of?

IT SHOULD CLEARLY COMMUNICATE WHAT WE STAND FOR.**INCLUSIVITY**

- All ages, nationalities, genders and backgrounds should feel included, from students in developing countries to heads of space agencies.
- All types of space events are welcome, from protests to star-gazing parties.

SYNERGY

- The true power of WSW is in thousands of events being held simultaneously all over the world.

**LINKING SPACE
& HUMANITY**

- Humans are inherently connected to space.
- Space is “useful for humankind”. – Max Grimard, Chairman
- We inspire and excite the world about space science.

1

WHAT SHOULD OUR VISUAL IDENTITY ACCOMPLISH?

IT SHOULD COMMUNICATE IN A WAY THAT IS

POWERFUL

- Our identity should reinforce the powerful experience that participating in a global space event provides our participants.

SOPHISTICATED

- For WSW to grow we need to build trust in our event.
- We should appear seasoned and sophisticated when participants new and old engage with our brand.

INSPIRATIONAL

- Our identity should leave attendees feeling bright, open, inspired to engage in a life of science – and to continue looking up.

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IT'S TOO COMPLEX

- It's not so much that it's saying the wrong thing, it's that it's trying to say too many things.
- Small shapes (stars, continents) filled with bright colors (electric blue, neon green) fatigue the eye.
- Complex value scale (blacks, grays, whites and even a gradient) adds to the visual clutter.

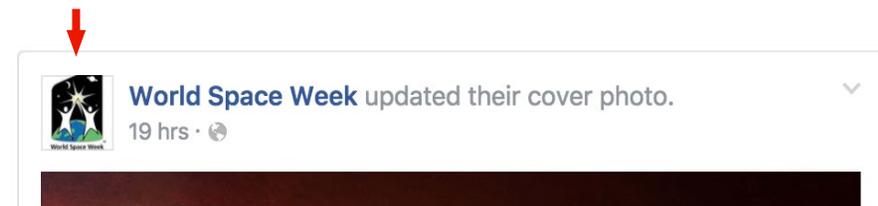
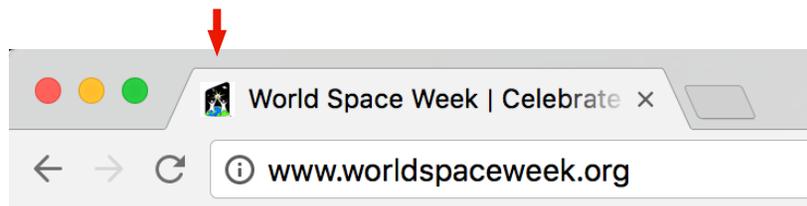


- A strong logo is bold, instantly recognizable, timeless, and SUGGESTS your organization's core values. Rarely does it speak directly.
- Earth Day logo subtly references the whole world with just one curved line.
- World Wildlife Fund calls into importance all species through the image of just one in need.



IT'S TOO RESTRICTIVE

- A complex logo does not translate well across different sizes and implementations.
- At a small scale it is almost impossible to identify.
- Very important for internet and social.



- Grey tones and gradients get lost when the logo needs to be represented in one color.
- A common need in apparel printing and signage design.

Good



Good



Not good



IT'S TOO INCONSISTENT

- Too much variation can weaken a brand by failing to provide a memorable visual anchor for your audience.



Is this the same event...



as this?



World Space Week
The largest public space event on Earth

or this?

IT'S TOO EXPENSIVE

- Printing multiple colors is always more expensive than printing in monochrome.
- Graceful replication using just one color helps save money in the long term.

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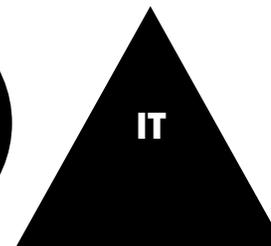
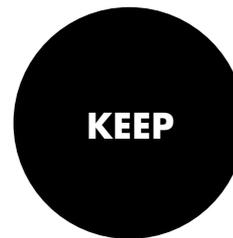
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REDUCE COMPLEXITY

- Keep it very simple.
- Utilize simple shapes, bold lines, and a one-to-two color scheme.
- If we are successful, a child should be able to quickly sketch our logo in the margins of their notebook.

RECOMMENDATION:



BREAK THE MOLD

- All space logos look the same – rocket swooshes and stars. Let's take this opportunity to stand out.
- Sure, space is black and the sky is blue, but our logo doesn't have to be. What colors could best represent the excitement, inclusivity and unity we stand for?



Notice anything?

RECOMMENDATION: **BE BOLD.**

HAVE GUIDELINES

- The key to global expansion is a consistent brand identity.
- Consistency emerges when guidelines are set.
- Avoid the haphazard application of our brand name and logo to materials.
- Ensure every participating country or organization understands EXACTLY how to use the WSW brand.



American Red Cross
Central California Region



American Red Cross
Los Angeles Region



American Red Cross
Greater New York Region



American Red Cross
in the National Capital Region



RECOMMENDATION: Develop foolproof usage and titling system so all countries and organizations are properly represented.

SUMMARY OF RECOMMENDATIONS

Utilizing these strategic criteria we can measure the success of our efforts as we seek to redefine the World Space Week visual identity.

- 1 Use simple symbolism to convey brand meaning; inclusivity, synergy, and linking space & humanity.
- 2 Keep it simple.
- 3 Develop foolproof usage and titling system so all countries and organizations are properly represented.
- 4 Be bold. Explore colors beyond the obvious choices: blue and black.
- 5 Avoid rocket swooshes or references to specific astronomical objects.

WHAT'S NEXT?



- Next, we'll put pen to paper and begin developing the imagery that will become our new identity.
- We'll use these strategic recommendations to guide us through the design process.

**COSMA
SCHEMA**