

NASA HUNCH Logo Redesign Competition

Student Design Brief

About the Project

NASA HUNCH (High School Students United with NASA to Create Hardware) is a program that connects high school students in its multiple programs with NASA to solve real problems and build real hardware used in aerospace programs such as Artemis and the ISS. Your challenge is to redesign the official NASA HUNCH logo to better represent the program's mission and energy for the next generation of students.

What You Are Designing

A new logo for the NASA HUNCH program that will be used on:

- The official NASA HUNCH website
 - T-shirts, hats, and patches
 - School banners and posters
 - Social media profiles
 - At NASA HUNCH PDR's, CDR's and FDR's
 - In project presentation materials
 - Competition certificates and awards
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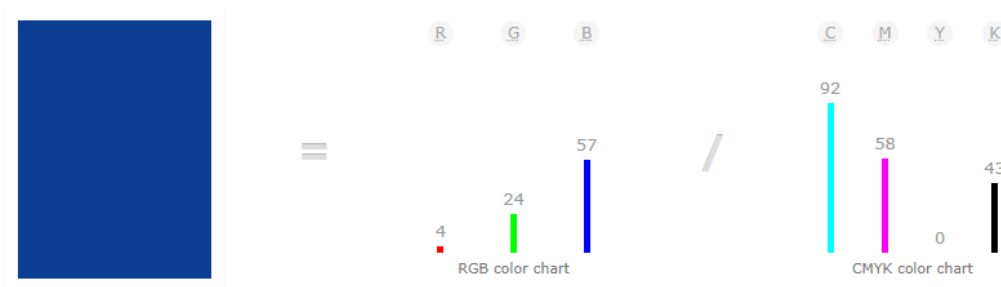
Design Requirements (Must-Haves)

- **Include both "NASA" and "HUNCH"** — both words must appear clearly in the logo
- **Use NASA's official colors** — NASA Blue (#0B3D91), NASA Red (#FC3D21), and white; you may add one to two additional accent colors if it strengthens the design

#0b3d91 Color Information

[Information](#) [Conversion](#) [Schemes](#) [Alternatives](#) [Preview](#) [Shades and Tints](#) [Tones](#) [Blindness Simulator](#)

In a RGB color space, hex #0b3d91 is composed of 4.3% red, 23.9% green and 56.9% blue. Whereas in a CMYK color space, it is composed of 92.4% cyan, 57.9% magenta, 0% yellow and 43.1% black. It has a hue angle of 217.6 degrees, a saturation of 85.9% and a lightness of 30.6%. #0b3d91 color hex could be obtained by blending #167aff with #000023. Closest websafe color is: #003399.

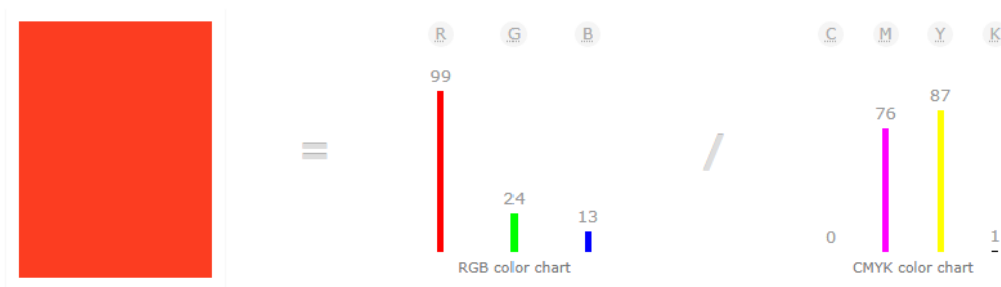


• #0b3d91 color description : **Dark blue.**

#fc3d21 Color Information

[Information](#) [Conversion](#) [Schemes](#) [Alternatives](#) [Preview](#) [Shades and Tints](#) [Tones](#) [Blindness Simulator](#)

In a RGB color space, hex #fc3d21 is composed of 98.8% red, 23.9% green and 12.9% blue. Whereas in a CMYK color space, it is composed of 0% cyan, 75.8% magenta, 86.9% yellow and 1.2% black. It has a hue angle of 7.7 degrees, a saturation of 97.3% and a lightness of 55.9%. #fc3d21 color hex could be obtained by blending #ff7a42 with #f90000. Closest websafe color is: #ff3333.



• #fc3d21 color description : **Vivid red.**

- **No modifications to the NASA "meatball" insignia** — if you include it, it must appear exactly as-is per NASA brand rules; when in doubt, use the NASA wordmark (text) only
 - **Must be legible at small sizes** — your logo needs to be recognizable when printed at 1 inch (like a patch or pin) and still work at banner size
 - **Must work in black and white** — your design cannot rely on color alone to communicate
 - **Submit in vector format** — use Adobe Illustrator, Inkscape (free), or Canva Pro or available graphic software and export as SVG or PDF so the design can be scaled without losing quality
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Design Goals (Should-Haves)

- Convey a sense of **ambition, engineering, looking to the future and student achievement**
- Feel **modern and professional** — not clip-art or overly cartoonish
- Reference **space, science, or innovation** through shape, form, or imagery without cluttering the design
- Be **versatile** — the logo should look great on both a dark navy background and a white background
- Design should be **easily recognized** and its elements understood in 30 seconds.

What to Avoid

- Do not copy or closely imitate the current NASA HUNCH logo
 - Do not use clip art, stock icons, or images you do not have full rights to
 - Do not use more than 3 colors (excluding black and white) and possible additional accent colors
 - Do not use decorative or script fonts — keep typography bold, clean, and readable
 - Do not distort, recolor, or alter the NASA insignia or wordmark in any way
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Deliverables — What You Must Submit

1. **Final logo file** — SVG or print-ready PDF (vector format)
2. **PNG exports** — one on a white background, one on a dark/navy background
3. **Black and white version** — your logo in a single color only
4. **One-page concept sheet** that includes:
 - A brief written explanation (3–5 sentences) of your design choices-elements used in the design and why
 - Your color codes (hex or RGB values)
 - The name(s) of any fonts used and size
 - A mockup showing the logo on at least two applications (T-shirt, patch, website header, brochure, etc.)

Judging Criteria

Category	Points
Meets all must-have requirements	30
Visual impact and originality	20
Reflects the HUNCH program mission	30
Versatility (works at all sizes, in B&W)	15
Quality of concept sheet and presentation	5
Total	100

Questions?

Submit all questions to your teacher or NASA HUNCH program coordinator by the questions deadline above. Good luck!