



BioServe Space Technologies, A NASA Commercial Space Center Logo, Branding, Home Page

PROJECT

Logo Design, Application of logo, web site home page

CLIENT

Bioserve Space Technologies, Marketing Manager

TARGET AUDIENCE

Space Industry, Media, Clients

SITUATION

BioServe Space Technologies is a non-profit, NASA-sponsored Research Partnership Center (RPC) located at the University of Colorado-Boulder. BioServe develops life science applications using the unique environment of space. They were interested in gaining recognition worldwide as a major leader in expanding the space frontier. To accomplish this they wanted to update their branding and develop other media to highlight their applications.

SOLUTION

Starting with concepts for a new contemporary logo, showed the client eight to twelve different concepts. After choosing and finalizing the design, this was applied to stationery, second sheets and business cards.

Next, was the home page where a photograph from NASA files was used. For the menu items, a repetition of the curve from the logo was mimicked. This home page, produced in Macromedia Dreamweaver, was given to the client directly to the use as their home page.

DESIGNER'S ROLE

As a team, all designers collaborated on the logo concept. I was responsible for the final design and also designed the home page.

