SpaceX branding
Logo Mistakes, Corrections, and Finishing Touches
The first version of the SpaceX logo shows the beginning of the brand promise—cutting edge space technology and fearless progress.

Next page: Construction mistakes in the current logo.
The vertical weights of all of the letters need to be slightly thinned to optically match the thickness of the horizontals.

Horizontal weights in letterforms should be made optically consistent so the weights can be balanced instead of fluctuating heights. Notice the crossbar of the S, the C, and the E all have irregular heights.

Many of the chamfering angles are inconsistent. Smoothing them out would help the lettering feel cohesive.

As a whole, the SpaceX logo has too many juvenile quirks and abnormalities for the quality it deserves. For this logo, the X should be the hero and the other letters should be subordinate.

There’s too much space between the A and the C. Although space is important to humanity’s future, it’s important that kerning be managed more professionally.

Structural oddities in this letter communicate amateurism more than tasteful originality. Judicious application of creative styling would benefit this letter and the logo as a whole.

The chamfer cuts on the extreme points of the X are distinct, but feel a little gimmicky when compared to the maturity and sophistication SpaceX deserves.

These inside edges come too close to the large X curve and create a visual pinch. Carefully adjusting these points will help the eye follow the curve more cleanly.

This long curve tapers too gradually, which feels frail and creates a tangent. A deliberate endpoint is stronger and more structurally sound.
The SpaceX logo doesn’t need to be overhauled but it does deserve to be corrected and finessed.
Every letter now displays a balance of straight and curved forms.

The left curve of the E pairs well with the curve of the C, while the straight edge on the right of the letter prepares the eye for the sharp edges of the X.

Each letter now has correctly proportioned vertical and horizontal weights.

The ends of the letters now match each other and the curves have a pleasing velocity.

The top of the A is broadened and aligned with the base of the rest of the letters.

The spacing between each of the letters has now been customized to have an exact, readable cadence and pace.

Chamfers and joints were cleaned up to help convey the maturity of space exploration and present a sense of speed and innate strength.

The final point of the X now feels stronger and confident.

A simple animation of these subtle and effective adjustments can be found at stotion.com/spacex
Better readability from near and far.

The updated logo design delivers a sharp experience in every execution, most notably in the vertical treatment of the logo.
ROLL OUT

As a natural step in the evolution of the brand, the logo can be implemented gradually.

While updating to the corrected logo, there will be times when the old logo and the updated logo are in the same environment. This is not a problem. They can co-exist peacefully.
Like space exploration, the new logo merely stands on the shoulders of the logo before it, and advances the messaging to new frontiers.

Our passion is building brands and we will ensure visual quality on digital and printed materials for one of the greatest brands on (and off) the planet and make sure the martians have a good first impression of SpaceX. Next steps should include precise corrections on subsidiary logos such as the Dragon and Falcon.

Contact Seth Taylor to get all necessary vector files so that correction can start immediately.

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