

A photograph of a SpaceX Falcon Heavy rocket launch. The rocket is ascending from the right side of the frame, leaving a bright, glowing orange and yellow trail that curves into a wide arc across the sky. The sky is a deep blue with some light clouds. The ground below is dark, showing the launch complex and surrounding landscape.

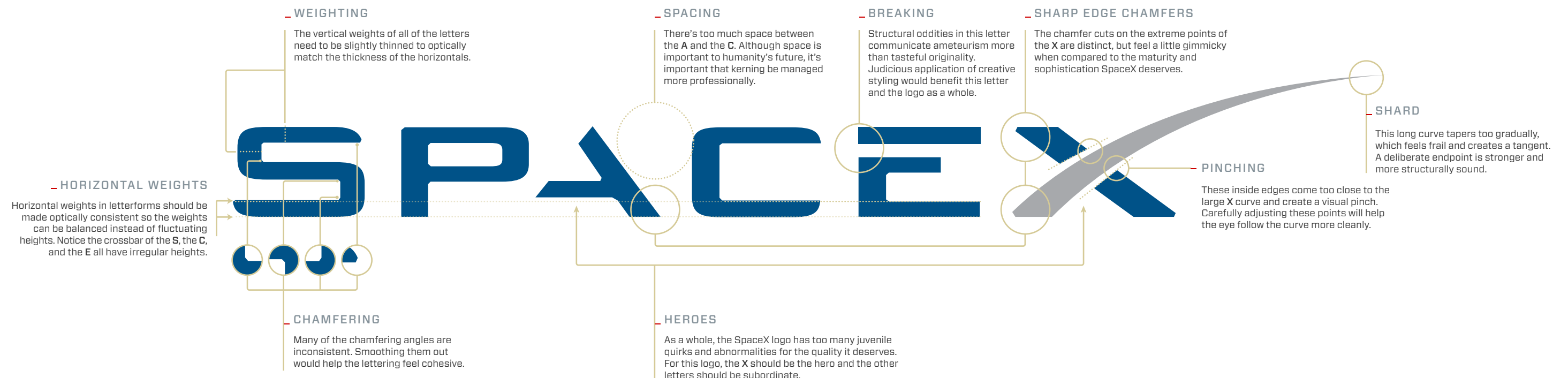
SpaceX branding


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.





A full-page background image showing a SpaceX Falcon Heavy rocket launching at night. The rocket is ascending vertically, leaving a bright, intense plume of fire and a large, billowing cloud of white smoke and steam. Several tall, slender service towers are visible around the launch pad, their lights reflecting on the smoke. The foreground shows a grassy field with a fence and some ground support equipment. The overall scene is dramatic and high-contrast against the dark night sky.

The SpaceX logo doesn't need to be overhauled but it does deserve to be corrected and finessed.

— BEFORE

SPACEX

— AFTER

— FINESSING
Every letter now displays a balance of straight and curved forms.

— TERMINALS

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

— APEX

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

— VERTICAL WEIGHTS

Each letter now has correctly proportioned vertical and horizontal weights.

— CURVES WHERE YOU NEED 'EM

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.

— JOINTS

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

— KERNING

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

— INNER ANGLES

These inner angles now follow and accentuate the dynamic trajectory in the arc of the X.

— FINAL POINT

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

▶ ANIMATION COMPARISON

A simple animation of these subtle and effective adjustments can be found at stotion.com/spacex

BEFORE



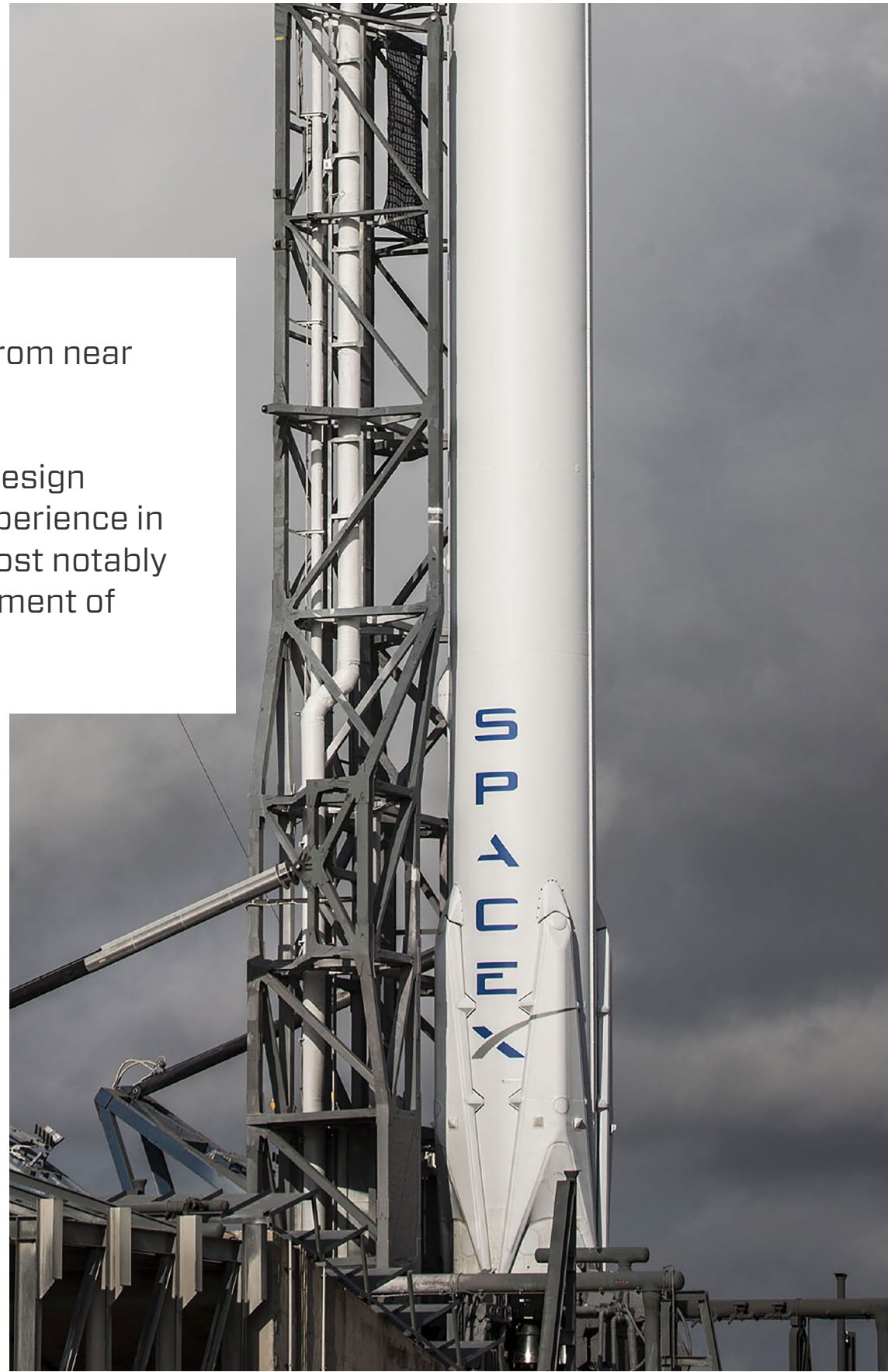
AFTER



VERTICAL

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.



— BEFORE



— AFTER

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.



Corrected logo





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.

— Seth@Stotion.com
801.360.8346