



Creative Brief: COSMIC Capstone Challenge Logo Design

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Project Overview: The COSMIC Capstone Challenge (C3) is an innovative program that combines the spirit of exploration, engineering prowess, and collaboration in solving advanced challenges related to space engineering and technology, <https://cosmicspace.org/c3>. The initiative targets aspiring engineers, scientists, innovators, entrepreneurs, artists, and dreamers who are asked to imagine, design, develop, or build ideas and objects related to In-space Servicing, Assembly, and Manufacturing (ISAM). A strong visual identity is essential to capture its forward-thinking vision and to resonate with its audience.

Email questions and submissions to WD-COSMIC@aero.org

Objective: Design a modern, impactful logo that encapsulates the essence of the COSMIC Capstone Challenge. The logo should consist of:

1. A **monogram** featuring "C3."
2. A **logotype** that complements the monogram and reinforces the program's identity.

Eligibility:

- Currently enrolled in university in pursuit of an undergraduate or graduate degree
- Reside in the United States

Key Attributes:

- **Innovative:** Showcase forward-thinking and cutting-edge technology.
- **Aspirational:** Evoke the spirit of space technologies and the excitement of discovery.
- **Professional:** Reflect the high-level engineering and scientific expertise involved.
- **Cohesive:** Ensure the monogram and logotype work seamlessly together for various applications.
- **Complementary:** Visually compatible with existing [COSMIC](#) monogram and logotype

Design Elements:

1. **Monogram ("C3"):**
 - Incorporate the "C" and "3" in a creative, cohesive manner.
 - Explore geometric or minimalist styles to suggest precision and engineering.
 - Consider subtle references to space travel and ISAM, such as planetary orbits, spacecraft servicing elements, or assembly operations.
 - Use symmetry and balance to convey professionalism.

2. Logotype:

- Use the full name: "COSMIC Capstone Challenge."
- Pair the logotype with the monogram, ensuring compatibility.
- Include potential customization, such as integrating a visual element of space technologies.

Applications: The logo will be used in the following contexts:

- Digital platforms (websites, social media, presentations)
- Printed materials (posters, brochures, stationery)
- Merchandise (t-shirts, mugs, etc.)
- Event branding (banners, badges)

Inspiration and References:

- NASA and SpaceX branding for their clean, iconic designs.
- Monograms with integrated motifs (e.g., planetary rings or rocket shapes)
- Engineering symbols, such as gears or grids, subtly integrated into the design.

Deliverables:

- High-resolution logo files for the monogram and logotype.
- Variations for light and dark backgrounds.
- Creators required to license their designs for exclusive use by COSMIC upon entry.

Timeline: (Dates to be refined)

- Early February: Competition announced
- Mid-February: Question & answer with C3 organizers
- Late March: Entries due by emailing COSMIC-C3@aero.org
- April 14-16: Winner announced at C3 Final Showcase

Target Audience:

- Young professionals and students in engineering and science
- Industry leaders and sponsors in aerospace and technology
- Broader public audiences interested in space exploration

Tone and Mood:

- Inspirational and ambitious
- Technologically advanced
- Grounded in precision and expertise