



11 March 2024

Dear JANNAF Community,

We are excited to announce that the JANNAF brand will soon undergo a fresh modernization, transforming to meet 21st century styles and expectations. While the existing red logo of circular arrows has been a steadfast identity of JANNAF for five decades, the organization has continuously evolved, embracing new government organizations and sectors of the propulsion and energetics community. The new logo recognizes this evolution, and reflects how it has shaped today's JANNAF.

This fresh brand identity will be instituted in phases throughout the upcoming JANNAF Conference cycle. The May 2024 JANNAF meeting will primarily feature the existing JANNAF logo, with the new logo appearing in select material only. For the December 2024 meeting, however, we anticipate the new brand identity and logo to feature prominently in the meeting's digital and physical media – including the upcoming Call for Papers.

Accompanying the new identity will be an updated website, scheduled to be unveiled in Summer 2024. The website and all accompanying digital products will be more user-friendly and easier to navigate.

An active portal account will still be required to access JANNAF databases, collaboration spaces and the JANNAF Digital Online Collection (JDOC), but these interfaces will also be upgraded to new platforms, accessible using your JANNAF account.

Please stay tuned for these exciting changes for JANNAF as we move to the skies, to the future, to tomorrow – together.

Sincerely,

Frank Tse

Technical Executive Committee Chair

JANNAF Interagency Propulsion Committee

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JANNAF Logo

The new JANNAF Logo encompasses a change in color scheme from red to blue, utilizing an eye-friendly, accessible color palette for all types of media. The colors and designs were chosen with ADA compliance and web accessibility in mind.

The arrows are still incorporated into this new logo at the top right above the name JANNAF. This is known as the mark. They are used in a more abstract way. The layering speaks to the community and melding together of agencies and groups – JANNAF brings everyone together. The layering and resulting shape creates a dynamic sense of motion that speaks both to energetics and propulsion, and points forward and upward. **To the skies, to the future, to tomorrow – together.**



JANNAF Seal

The JANNAF Seal is consistent with US Government symbolism. It integrates the JANNAF font and arrow in a traditional round emblem.

The logo should be the primary brand mark used on JANNAF products such as publications, websites, and newsletters. The logo will be simplified and enable use on all forms of media (digital, paper, lanyard, etc.)

The seal is the official mark for use only by the JANNAF TEC and PEC for the purposes of official communications from the JANNAF leadership. The seal will also be used on all official JANNAF executive committee and subcommittee awards.