



NASA'S JOURNEY TO

MARS

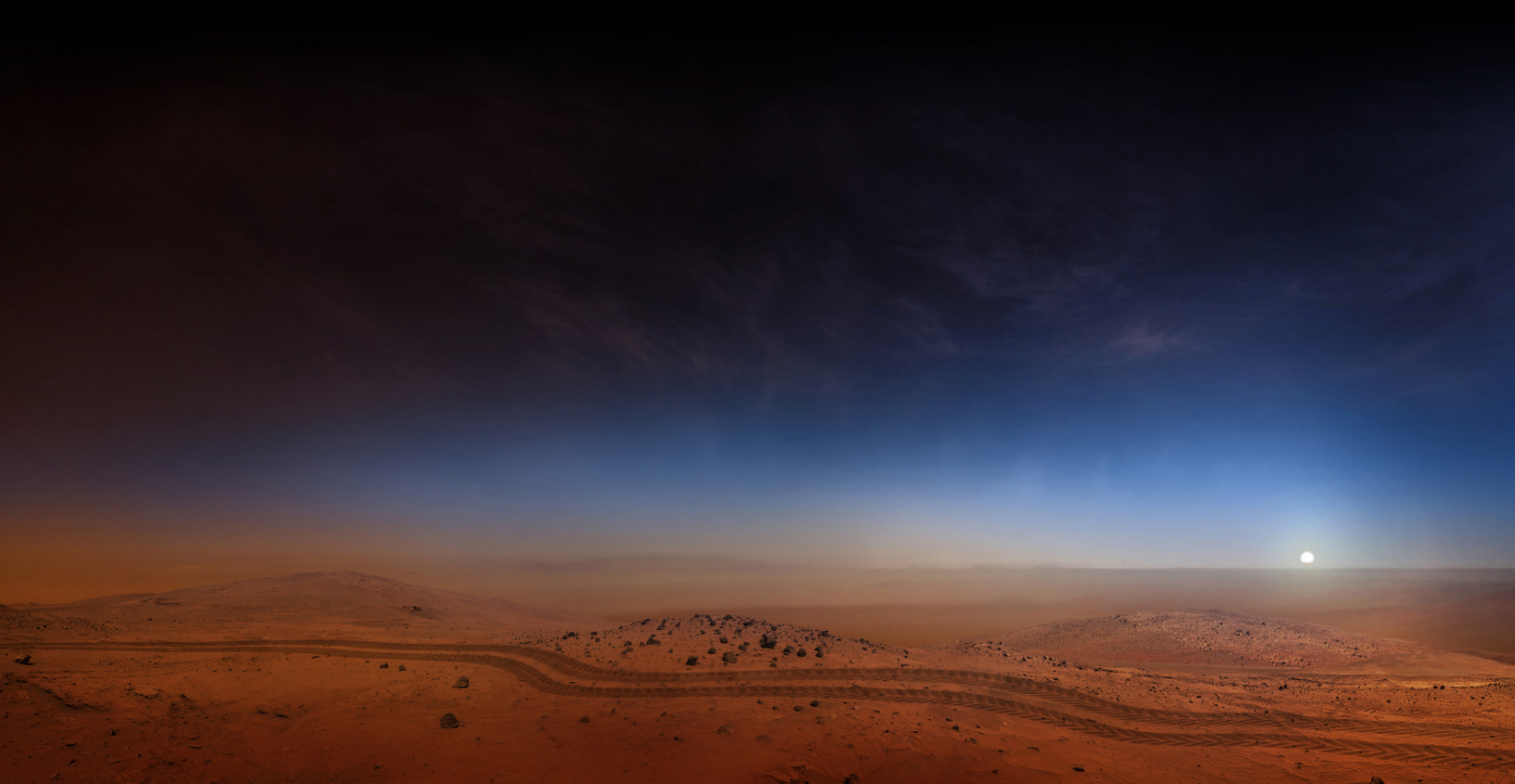
A large, stylized white outline of the word "MARS" is superimposed over a photograph of the Martian surface. The planet Mars is positioned within the letter 'A'. The background shows a reddish-brown, rocky landscape with a small globe of Earth visible in the dark sky above.

Mars Campaign
Multimedia Catalog

Welcome to the Mars Campaign Multimedia Catalog

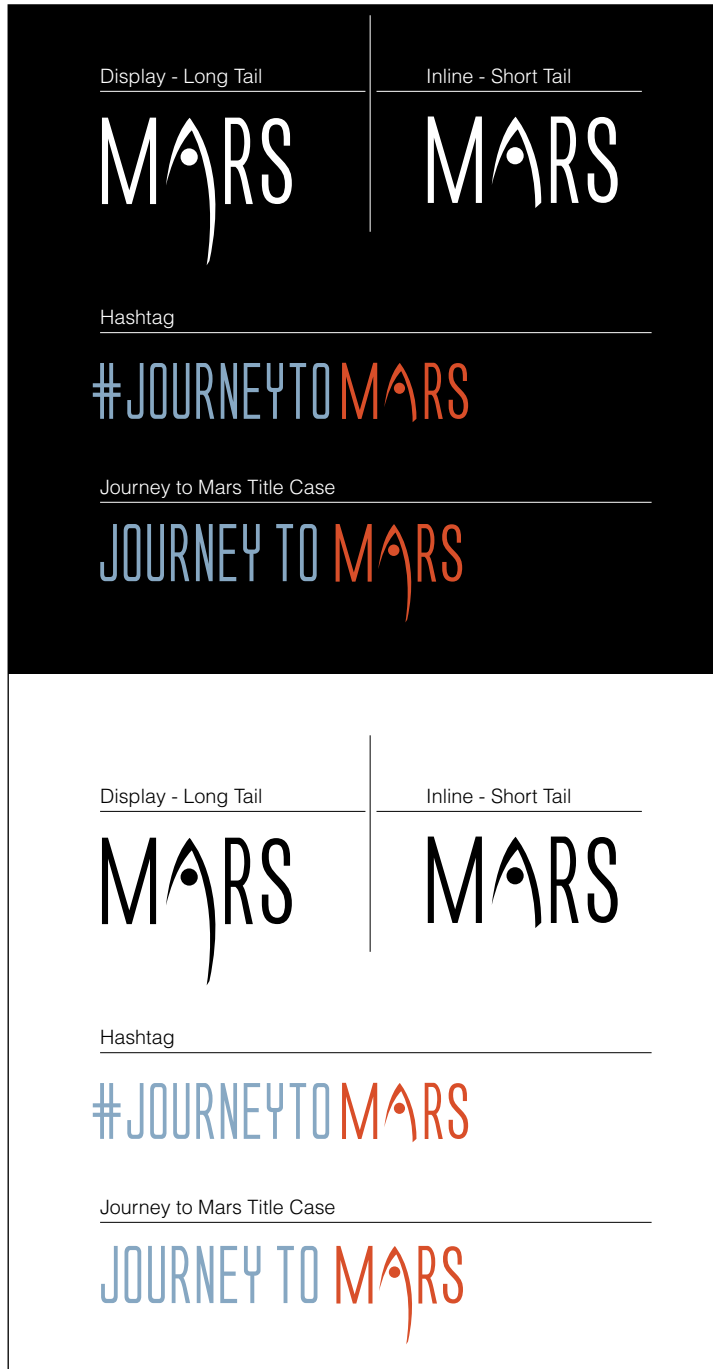
This catalog is a visual guide to the Mars Campaign graphics which are available for download in multiple formats on the Toolkit web-site at communications.nasa.gov/content/mars. Image numbers and titles directly correspond to graphics offered on the web site. If you are in need of a format unavailable on-line or RAW files please contact: jenny.mottar-1@nasa.gov or patricia.m.talbert@nasa.gov.

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PRINT PRODUCTS

#001 Graphic Identifier
(AI, EPS, PNG)



DOWNLOAD:

#002 Mars Campaign Info Card"
(INDD, PDF – 3.5"x2)



DOWNLOAD:

#003 Mars Campaign Folder
(INDD)



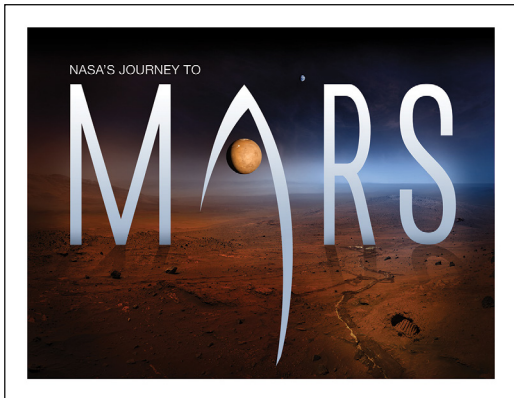
DOWNLOAD:

#004 Social Media Postcard
(PDF, JPG – 5.5"x4.25")



DOWNLOAD:

#006 Marscape Campaign Handout
(PDF – 8.5"x11")

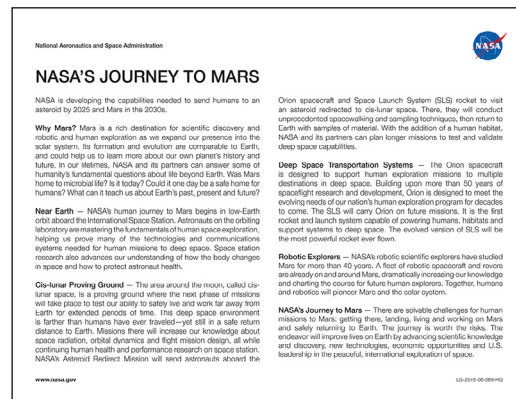
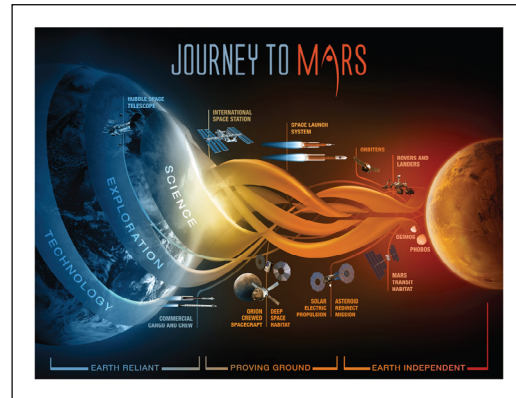


DOWNLOAD:

#005 Journey to Mars T-Shirt
Lands End Logo #1370228



#007/#008 Journey to Mars Handout/Postcard/Inset
(PDF – 8.5"x11" Handout, 5.5"x8.5" Postcard, 5.5"x4" Inset)



HANDOUT:

POSTCARD:

INSET:

#054 MER: Spirit and Opportunity Handout (PDF - 8.5"x11")



The Mars Exploration Rover Mission

Spirit and Opportunity are identical twin robotic rovers that have gone far beyond their original scientific objectives to remain our understanding of the early history of Mars. NASA's Spirit rover has "robust geology" on a 90-day mission to search for clues about whether environmental conditions on early Mars could have supported life. The mission team chose two landing sites, Gale Crater and Meridiani Planum, for the martian rovers. Spirit and Opportunity are the first rovers to land on Mars since the Viking landers in 1976.

Spirit and Opportunity have outperformed even the most optimistic expectations of their builders. Spirit launched June 10, 2003, and landed in Gale Crater on January 4, 2004. Opportunity launched July 7, 2003, and landed in Meridiani Planum on January 25, 2004. Spirit's final communication to Earth occurred on March 22, 2010, about six years into its mission. The rover lasted 20 times longer than its original design.

Opportunity continues to operate more than a decade after launch. In 2015, Opportunity broke the record for endurance by traveling on the surface of another world, having roamed farther than the distance of a 28-mile (45-kilometer) marathon race.

Scientific Findings

For scientists studying Mars, the rovers have proved to be the best tool for being on Mars with their own geology tools in hand. With the rovers' help, mission scientists have reinterpreted an ancient past when Mars was awash in water. They found changes in Martian rocks that could only occur from persistent pooling in water. Spirit saw caps and rocks with extremely high concentrations of materials that typically form in either hot springs or volcanic steam vents. These wet conditions possibly could have supported microbes. Opportunity found that more chemically "reduced" (oxygen-poor) water once existed on Mars in its ancient past, creating even more favorable conditions for microbial life at its landing site. The rover showed that water became more acidic and less hospitable to life in later times, before disappearing from the surface.

The Mars Exploration Rovers are part of NASA's Mars Exploration Program, a series of explorations to the Red Planet. Each mission makes forward progress on a variety of scientific objectives, on which future missions build. Spirit and Opportunity laid the scientific groundwork for the work of NASA's Mars rover Curiosity, which landed at Mars last, in addition to past water, additional chemical conditions that could form super-saturated brines. Together, these discoveries pave the way for missions that will seek signs of the habitable conditions that once existed on Mars.

Science Facts

Spirit and Opportunity carry identical science instruments. A Miniaturized Thermal Emission Spectrometer and a panoramic camera at the top of a rotatable mast give Spirit's "eyes" a 360-degree view of the surrounding terrain. A robot arm examines rocks and soils with optical spectrometers (Miniature Airborne Spectroscopic Transport, and a Microscopic Imager) and a Mars Hand Lens. Engineers sensors and other tools support science investigations, navigation, and mobility. These include stereo-navigation cameras, front and rear stereo hazard avoidance cameras, wheel motors, wheel torque current and voltage data for measuring ground properties, the wheel's flexure for digging, gyroscopes, accelerometers for measuring terrain contours, and solar cell readings for measuring how much dust is in the atmosphere or deposited on the rover.

Spacecraft Design

Each spacecraft is equivalent to a rover tucked inside a lander. For the trip to Mars, engineers added the

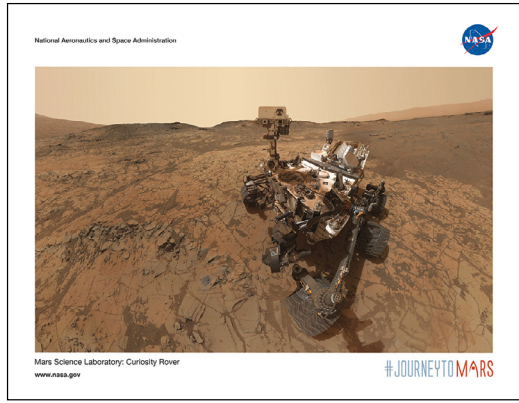
DOWNLOAD:

#009 Astronaut Helmet/Rover Bookmark (PDF, INDD - 2.5"x8")



DOWNLOAD:

#055 MSL/Curiosity Handout (PDF - 8.5"x11")



Curiosity's Mission: Was Mars Ever Habitable?

NASA's Curiosity rover landed in Gale Crater on August 6, 2012. It is exploring the Red Planet as part of the Mars Science Laboratory mission. Curiosity's main objective is to determine whether Mars could have supported small life forms called microbes. Microbes were among the first organisms to appear on Earth and are the most abundant living things on our planet. Studying the environment of ancient Mars might tell us if Earth's conditions could have been similar to Mars'.

Curiosity is a rover, not a lander. It is designed to be able to drive up to 10 miles (16 kilometers) from its landing site to find the best places to study. It is also designed to be able to drive up to 10 miles (16 kilometers) from its landing site to find the best places to study.

The Rover

The size of a small car, Curiosity's six wheels carry it over rough and rocky terrain. From ancient river beds to the layered deposits of Mount Sharp, the rover has 10 advanced science experiment packages, including one with a laser that zaps rocks to reveal their chemical content. Several of its instruments are designed on the fly to study a wide range of Mars' geology and chemistry. Curiosity also has a suite of cameras that can see from 100 meters (300 feet) away. It has a suite of sensors that can detect the presence of water, methane, and other gases in the atmosphere. It has a suite of sensors that can detect the presence of water, methane, and other gases in the atmosphere.

Quick Facts

- Launched - Nov. 26, 2011 from Cape Canaveral, Florida
- Arrived - Aug. 6, 2012 (Universal Time, Coordinated Universal Time)
- Prime Mission - One Mars year, or about 687 Earth days (about two Earth years)

Main Questions

- Search for organic and mineral signs of life and how they might have formed
- Characterize the climate and surface composition of Mars
- Study the role of water and changes in the Martian climate over time
- Characterize the radiation environment for future human missions to Mars

Power

- Power Source - 10 solar panels
- Length - 10 feet (3 meters)
- Width - 9 feet (2.7 meters)
- Height - 7 feet (2.1 meters)
- Weight - 3,900 kilograms (8,600 pounds)

Navigation and Reaction Power

Reaction Power System - a Multi-Mission Radioisotope Thermoelectric Generator (MMRTG)

More Information

www.nasa.gov
www.nasa.gov/curiosity

Facebook
facebook.com/MarsCuriosity

Twitter
twitter.com/MarsCuriosity

Instagram
instagram.com/MarsCuriosity

LinkedIn
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YouTube
youtube.com/nasa

Tumblr
nasa.tumblr.com

WWW
www.nasa.gov

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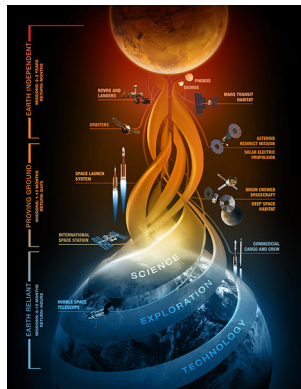
#010 Bootprint/Rover Tracks Bookmark (PDF, INDD - 2.5"x8")



DOWNLOAD:

#011 Journey to Mars Poster - Vertical

(JPG – 35"x70", 40"x60", 16"x32", 30"x40" & 8.5 x11")



DOWNLOAD:

35"x70"

40"x60"

16"x32"

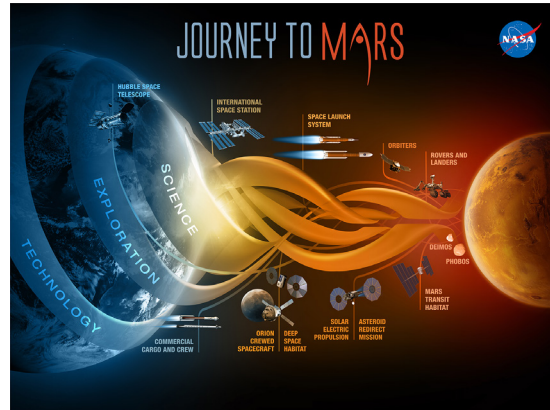
30"x40"

8.5"x11"

8.5"x11" Transparent

#012 Journey to Mars Poster - Horizontal

(JPG – 40"x30")



DOWNLOAD:

#077 SLS Journey to Mars Wall Calendar

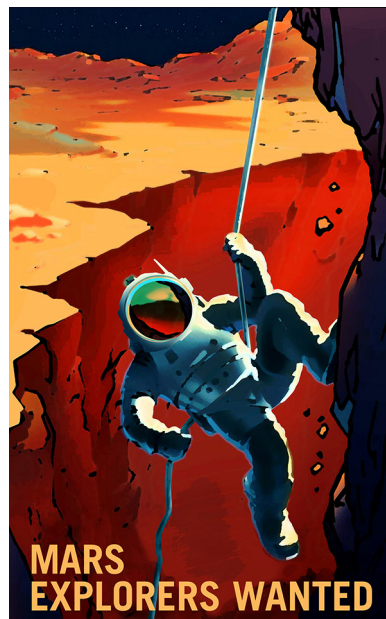
(PDF)



DOWNLOAD:

#085 Mars Explorers Wanted

(JPG, TIF - 15"x24")



DOWNLOAD:

#086 Work The Night Shift
(JPG, TIF - 15"x24")



DOWNLOAD:

#087 Farmers Wanted
(JPG, TIF - 15"x24")



DOWNLOAD:

#088 Surveyors Wanted
(JPG, TIF - 15"x24")



DOWNLOAD:

#089 Teach On Mars
(JPG, TIF - 15"x24")



DOWNLOAD:

#090 Technicians Wanted
(JPG, TIF - 15"x24")



DOWNLOAD:

#091 Some User Assembly Required
(JPG, TIF - 15"x24")



DOWNLOAD:

#092 We Need You
(JPG, TIF - 15"x24")



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PRESENTATION GRAPHICS

#013 Graphic Identifier, Long Tail
(PPT Master, JPG)



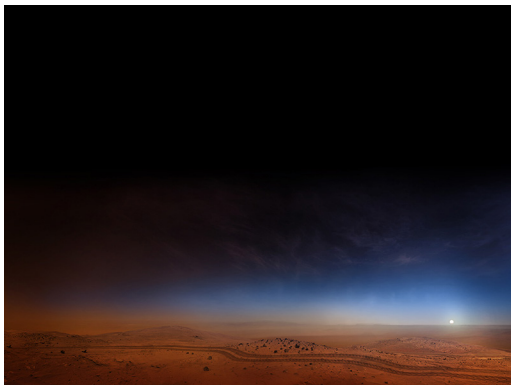
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#014 Graphic Identifier, Short Tail
(PPT, JPG)



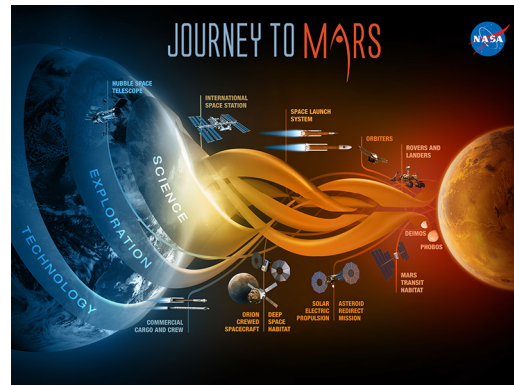
DOWNLOAD:

#015 Graphic Identifier - Mars Background
(PPT, JPG)



DOWNLOAD:

#016 Journey to Mars
(PPT, ZIPPED JPGs - Stills, Animated, and Transparent)



STILL

ANIMATED

TRANSPARENT

#017 Astronaut Helmet/Rover Title
(PPT, JPG)



DOWNLOAD:

#018 Astronaut Helmet/Rover Social
(PPT, JPG)



DOWNLOAD:

#019 Bootprint/Rover Tracks
(PPT, JPG)



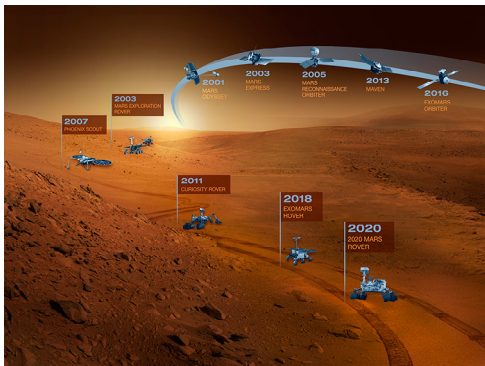
DOWNLOAD:

#021 Mars Rover Tracks–Far
(PPT, JPG)



DOWNLOAD:

#023 Mars Fleet/Science Missions
(PPT, JPG)



DOWNLOAD:

#025 Mars Telescope–Boy
(PPT, JPG)



DOWNLOAD:

#020 Mars Rover Tracks–Near
(PPT, JPG)



DOWNLOAD:

#022 Porthole Astronaut
(PPT, JPG)



DOWNLOAD:

#024 Curiosity
(PPT, JPG)



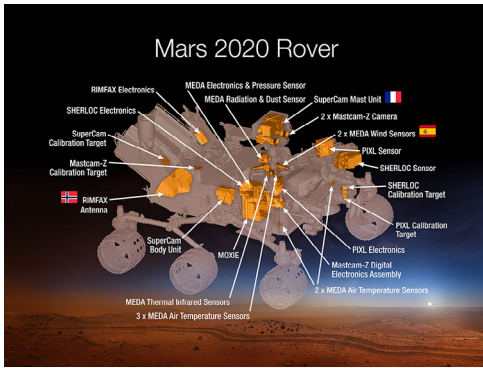
DOWNLOAD:

#025 Mars Telescope–Girl
(PPT, JPG)



DOWNLOAD:

#026 Mars 2020 Rover
(PPT, JPG)



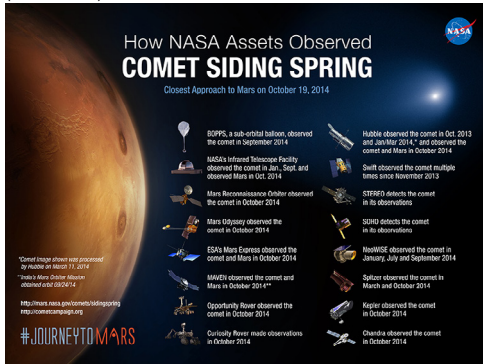
DOWNLOAD:

#028 MAVEN
(PPT, JPG)



DOWNLOAD:

#030 Comet Siding Spring
(PPT, JPG)



DOWNLOAD:

#032 Astronaut/Rover on Phobos
(PPT, JPG)



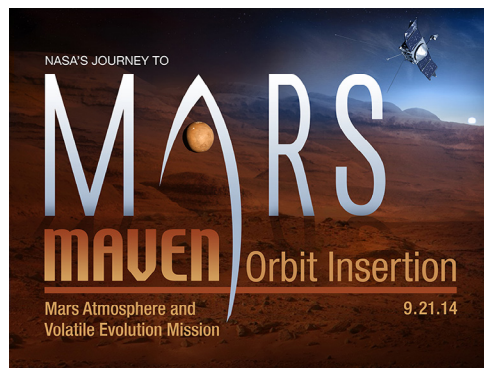
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#027 Mars Astrobiology
(PPT, JPG)



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#029 MAVEN Orbit Insertion
(PPT, JPG)



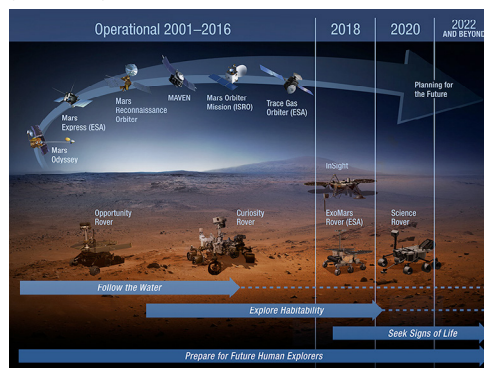
DOWNLOAD:

#031 Mars Balance Mass Challenge
(PPT, JPG)



DOWNLOAD:

#033 Current and Future Science Missions
(PPT, JPG)



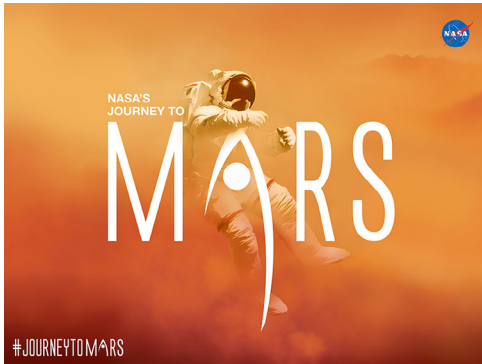
DOWNLOAD:

#057 Evolution of a Martian - Sunrise
(PPT, JPG)



DOWNLOAD:

#059 "The Martian" with Identifier
(PPT, JPG)



DOWNLOAD:

#061 "The Martian" Bootprint
(PPT, JPG)



DOWNLOAD:

#069 InSight
(PPT, JPG)



DOWNLOAD:

#058 Evolution of a Martian - Sunset
(PPT, JPG)



DOWNLOAD:

#060 "The Martian" Book Cover
(PPT, JPG)



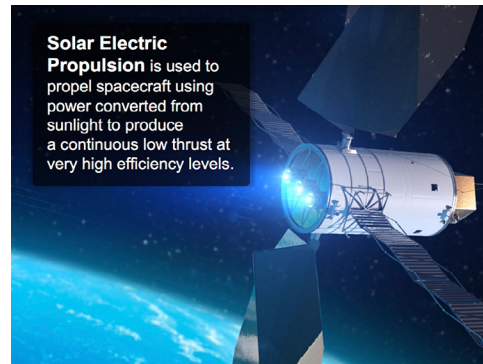
DOWNLOAD:

#062 "The Martian" w/Identifier Background
(PPT, JPG)



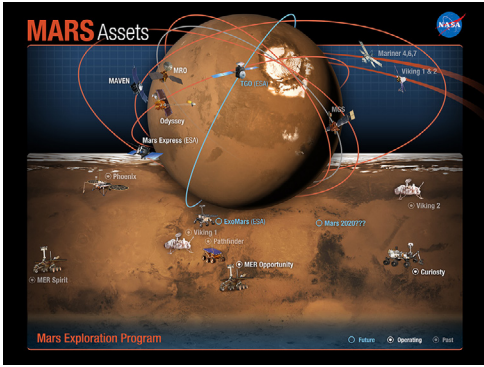
DOWNLOAD:

#075 Journey to Mars Overview Presentation
(PPT)



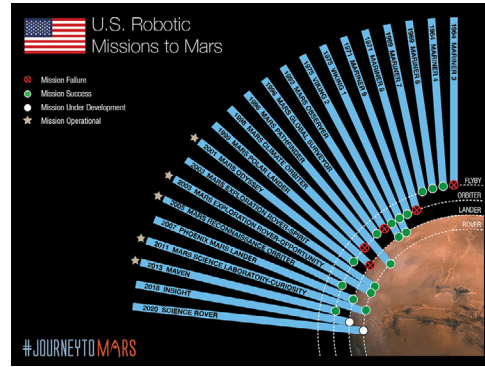
DOWNLOAD:

#083 Mars Science Assets
(PPT)



DOWNLOAD:

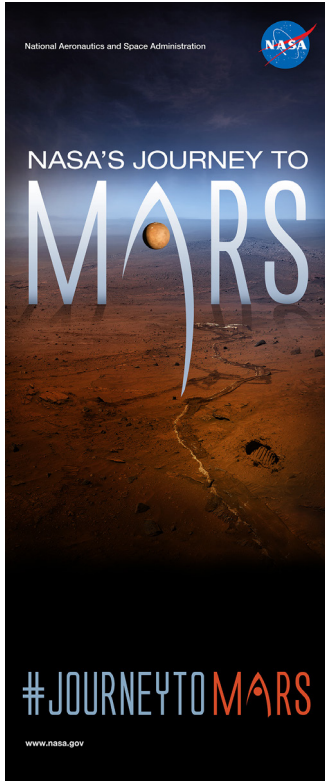
#093 U.S. Robotic Missions to Mars
(PPT, JPG)



DOWNLOAD:

EXHIBITS AND BANNERS

#034 Campaign Identifier Banner
(PDF, INDD – 35.5”x83.25,” Digital – JPG)



DOWNLOAD:

#035 Astronaut/Rover Banner
(PDF, INDD – 35.5”x83.25,” Digital – JPG)



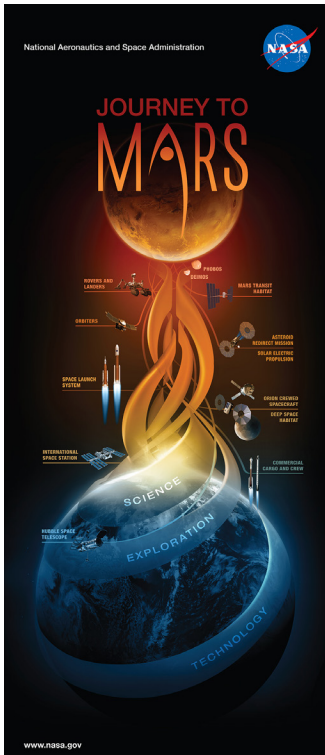
DOWNLOAD:

#036 Porthole Banner
(PDF – 35.5”x83.25,” Digital – JPG)



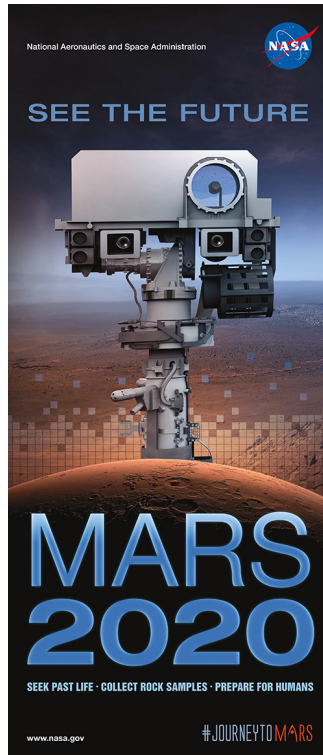
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#037 Journey to Mars Banner
(PDF, INDD – 35.5”x83.25”)



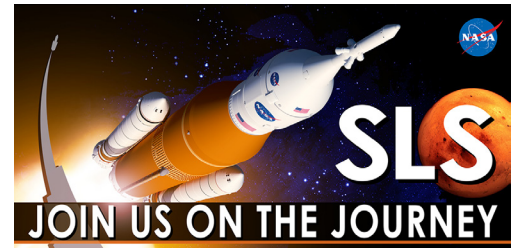
DOWNLOAD:

#063 Mars 2020 Banner
(PDF, INDD – 35.5”x83.25”)



DOWNLOAD:

#081 SLS “Join Us on the Journey” Signage
(JPG, PSD–36”x18”)



DOWNLOAD:

#038 MAVEN Exhibit
(ZIP - INDD, PDF)



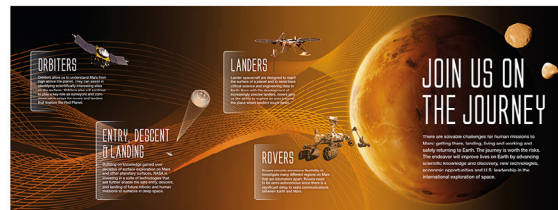
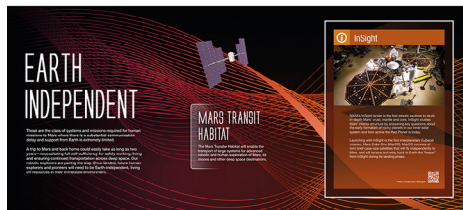
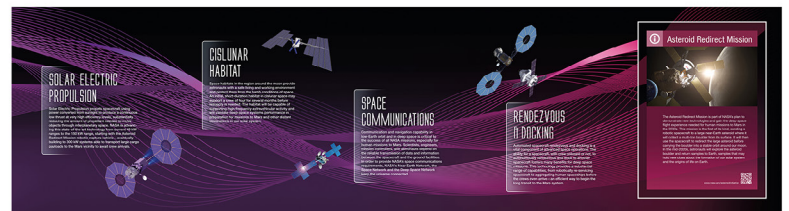
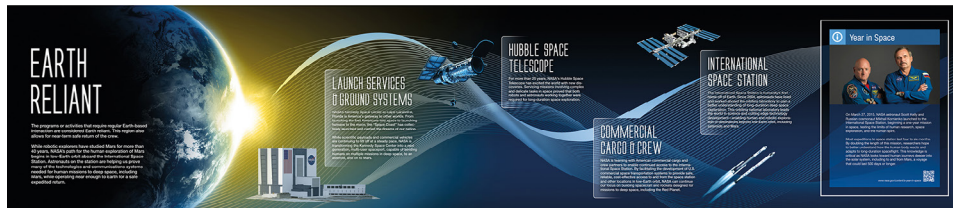
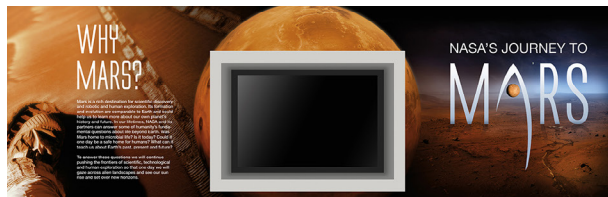
DOWNLOAD:

#039 Curiosity Exhibit
(ZIP - INDD, PDF)



DOWNLOAD:

#073 Journey to Mars Great Hall Exhibit
(PSD)



DOWNLOAD:

HIGH DEFINITION TV

#040 Graphic Identifier, Long Tail

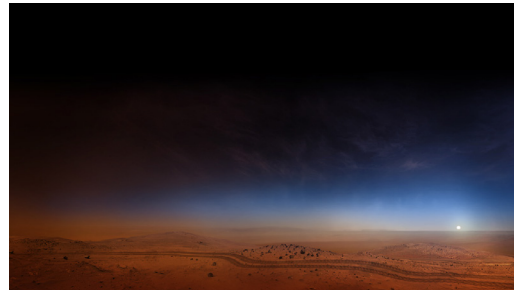
(PPT Master, JPG)



DOWNLOAD:

#041 Graphic Identifier Background

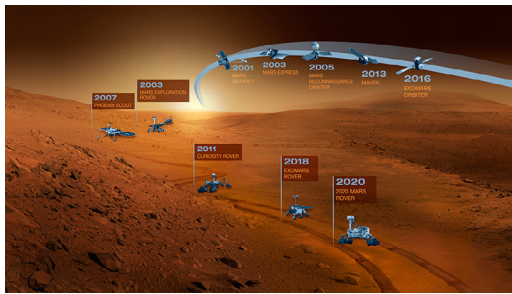
(JPG)



DOWNLOAD:

#042 Mars Fleet/Science Missions

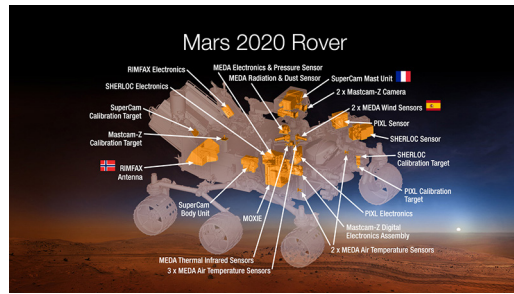
(JPG)



DOWNLOAD:

#043 Mars 2020 Rover

(JPG)



DOWNLOAD:

#044 MAVEN

(JPG)



DOWNLOAD:

#045 MAVEN Orbit Insertion

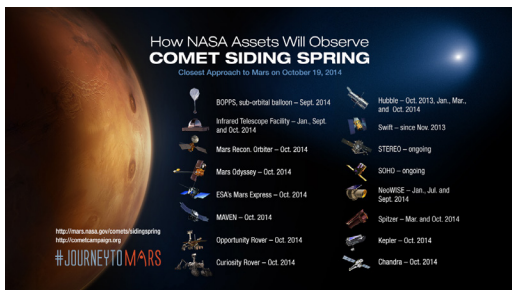
(JPG)



DOWNLOAD:

#046 Comet Siding Spring

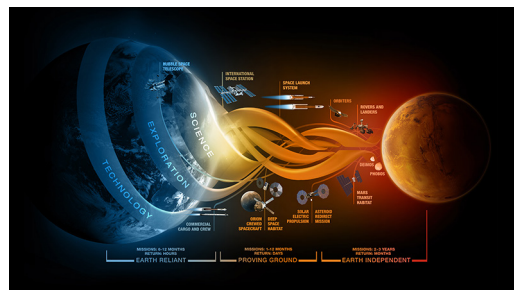
(JPG)



DOWNLOAD:

#047 Journey to Mars

(JPGs - Stills, Animated, and Transparent)



STILL

ANIMATED

#070A “The Martian” shareable, Identifier w/Dust Storm template (JPG, PSD)



DOWNLOAD:

#072A “The Martian” shareable, Porthole template (PSD)



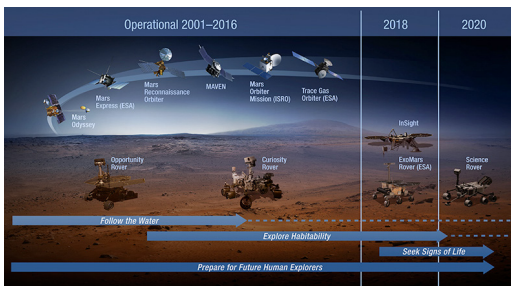
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#076 Journey to Mars Outreach Video 2 Minute Duration (MP4)



DOWNLOAD:

#080 Current and Future Missions (JPG)



DOWNLOAD:

#071A “The Martian” shareable, Identifier w/Movie Still template (PSD)



DOWNLOAD:

#074 Journey to Mars Great Hall Video 8 Minute Duration (MP4)



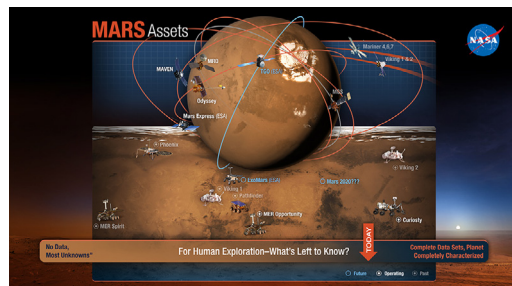
DOWNLOAD:

#079 Evolution of a Martian - Sunset (JPG)



DOWNLOAD:

#084 Mars Science Assets (JPG)



DOWNLOAD:

WEB, MOBILE AND SOCIAL MEDIA

#048 468x60 NASA'S Journey To Mars Web Banner
(JPG, PSD)



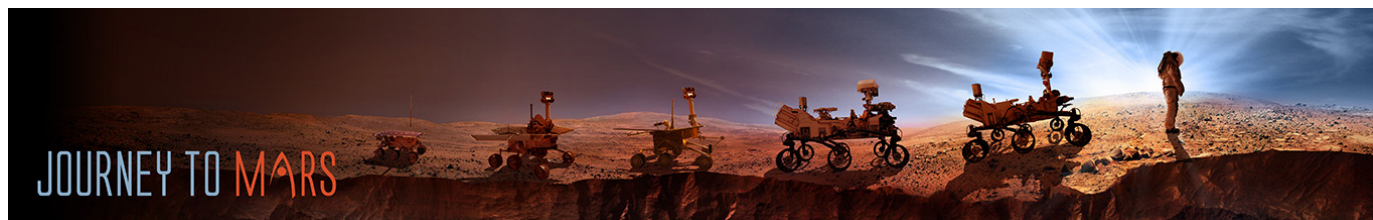
[DOWNLOAD:](#)

#049 468x60 Custom Web Banner
(PSD)



[DOWNLOAD:](#)

#064 1364 x 213 Evolution of a Martian Web Banner
(JPG)



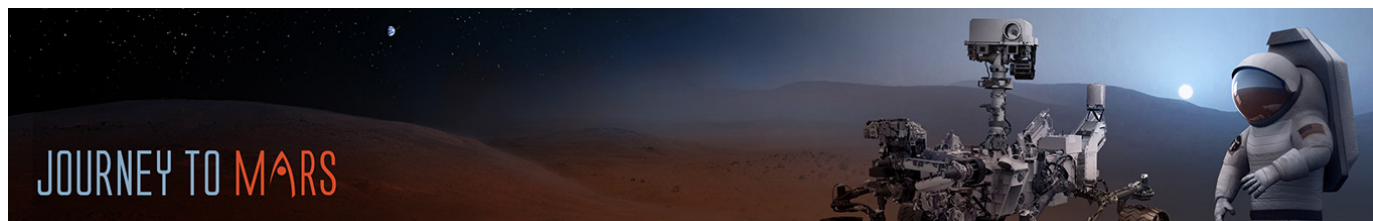
[DOWNLOAD:](#)

#065 1364 x 213 Marscape Web Banner
(JPG)



[DOWNLOAD:](#)

#066 1364 x 213 Rover/Astronaut Web Banner
(JPG)



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#050 Campaign Identifier Desktop Wallpaper
(JPG – 1024x768, 1600x1200, 1920x1200)



DOWNLOAD:

#051 Astronaut Helmet with Rover Desktop Wallpaper
(JPG – 1024x768, 1600x1200, 1920x1200)



DOWNLOAD:

#052 Bootprint with Rover Tracks Desktop Wallpaper
(JPG – 1024x768, 1600x1200, 1920x1200)



DOWNLOAD:

#053 Mars Rover Tracks - Near Desktop Wallpaper
(JPG – 1024x768, 1600x1200, 1920x1200)



DOWNLOAD:

#067 Astronaut Helmet/Rover iPhone Wallpaper (JPG)



DOWNLOAD:

#067 Bootprint Rover Tracks iPhone Wallpaper (JPG)



DOWNLOAD:

#067 Journey to Mars iPhone Wallpaper (JPG)



DOWNLOAD:

#067 Mars 2020
iPhone Wallpaper (JPG)



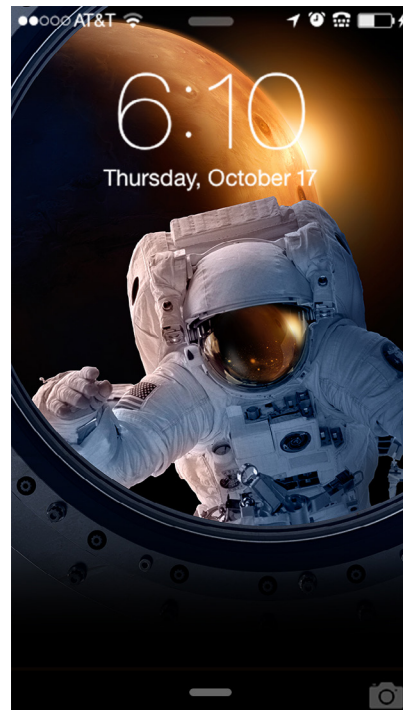
DOWNLOAD:

#067 Graphic Identifier
iPhone Wallpaper (JPG)



DOWNLOAD:

#067 Porthole Astronaut
iPhone Wallpaper (JPG)



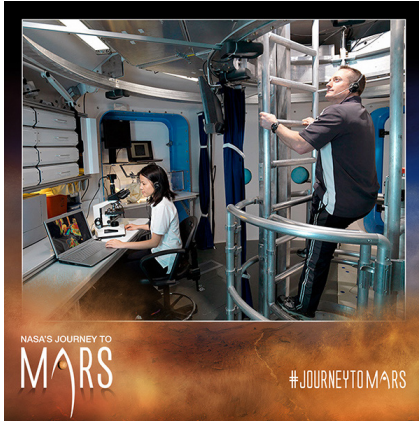
DOWNLOAD:

#067 SLS/Orion
iPhone Wallpaper (JPG)



DOWNLOAD:

#070B "The Martian" shareable, Identifier w/Dust Storm template (PSD)



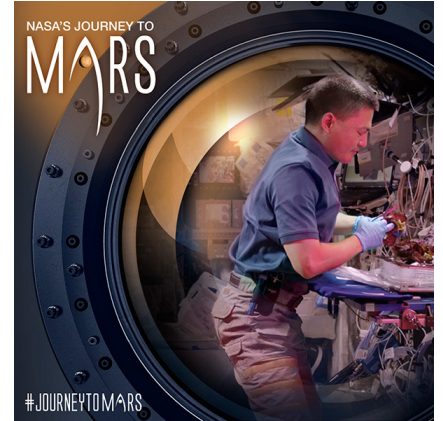
DOWNLOAD:

#071B "The Martian" shareable, Identifier w/Movie Still template (PSD)



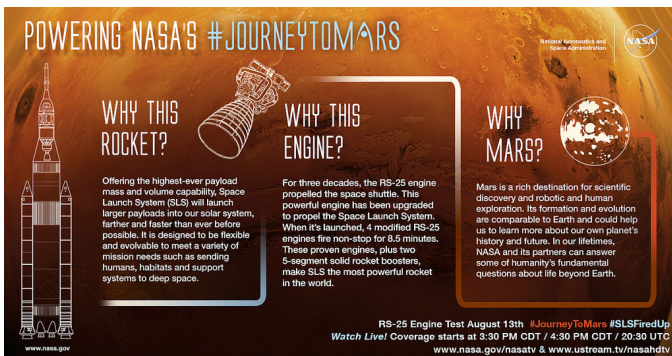
DOWNLOAD:

#072B "The Martian" shareable, Porthole template (PSD)



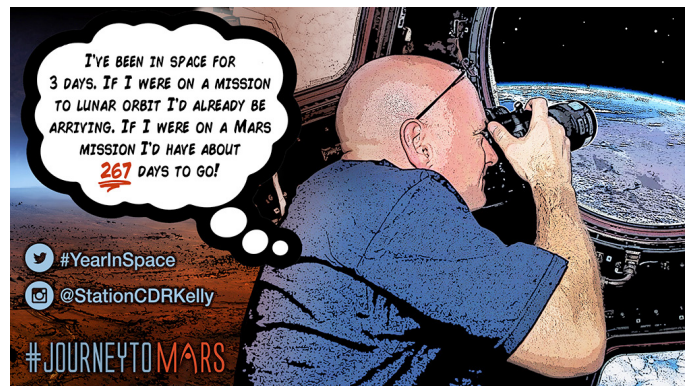
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#078 SLS RS-25 shareable/ Journey to Mars (JPG)



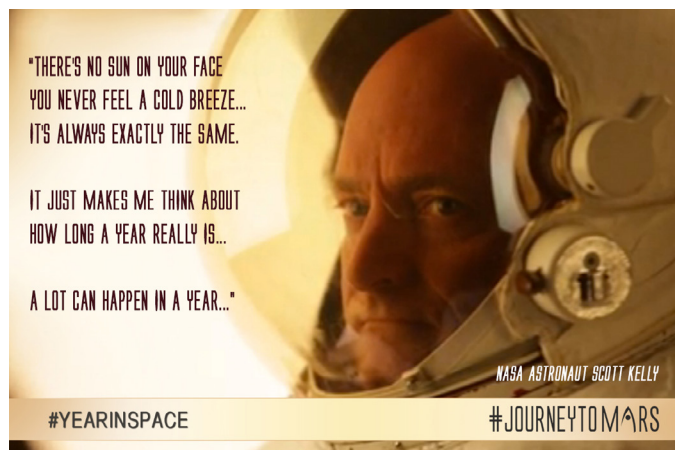
DOWNLOAD:

#082A ISS Year in Space (1) (JPG)



DOWNLOAD:

#082B ISS Year in Space (2) (JPG)



DOWNLOAD:

GRAPHICS IN ACTION

Take a look at how some of these products have been put to use!

