



MESH | Design and Development
meshfresh.com

Charleston
303 Washington Street West
Charleston, WV 25302

Brooklyn
67 West Street
4th Floor
Brooklyn, NY 11222



GREEN BANK OBSERVATORY

BRAND GUIDELINES



INTRODUCTION

Position Green Bank Observatory as the leading radio astronomy observatory in the world, and the friendliest. Its work has been relevant through the past 60 years of pioneering ground-breaking discoveries with NRAO; highlight its history of participatory STEM teaching within the community, its well-known collaborative and interdisciplinary work environment for researchers, its largest radio astronomy telescope in the world, and its continued pledge to innovation and learning. Juxtaposed with its natural surroundings/place -- nature and farmland meets world-renowned sophisticated technology and scientific discovery.

CENTRAL IDEAS

Humble but poignant. Intelligent, timeless....gently educational.
Curious, maybe playful
(accessibility to the science)?
Scientific "sticky" talking points, educational, earnest (these are fundamentally important discoveries)

PURPOSE OF ORGANIZATION

To Discover.

We are here to discover... black holes, stellar birth, pulsars, hubble constant, big bang energy, universe expansion, and the origins of life.

To See the Unseen.

We are here to harness the power of radio waves to explore astronomy.

To Foster Innovation and Curiosity.

We are here to escape from the noise and learn, share, teach.
We are on the pursuit of knowledge.

To Educate.

We are here to encourage your sense of wonder for the unknown beyond our planet.

BRAND QUALITIES

smart, curious, friendly and approachable, introspective and quiet, revolutionarily innovative, humble and earnest, ever-working/diligent, collaborative/participatory and open, ground-breaking, full of wonder, internationally credible, tied to the land (place-based), connected to the earth but infatuated with the galaxy, American-made and American-based science, legacy-heavy/historical, patriotic, accommodating, geeky, earthy/down to earth, rural ("technorural"), non-pretentious, pioneering (Galileo), community-minded, kid-friendly, "one of a kind"/iconic

LOGOS

This is the primary logo for Green Bank Observatory. It is made up of a logomark and logotype. This logo should be used most often and serve as the main graphic element for the entire brand system.

An abstraction of the GBT that feels dynamic and moving. Uses the familiarity of other brands while feeling modern.

A. LOGO

This refers to the logomark and logotype, locked-up, as a single unit.

B. LOGOMARK

This term refers to the symbol element of the logo as illustrated to the right. It can be used separately from the logo in certain situations stipulated within the guidelines.

C. LOGOTYPE

This term refers to the typographic element of the logo:
"GREEN BANK OBSERVATORY"



LOGOS

HORIZONTAL VS. VERTICAL USAGE

1. HORIZONTAL

Use the horizontal format whenever possible. It should be suitable for most print and web applications.

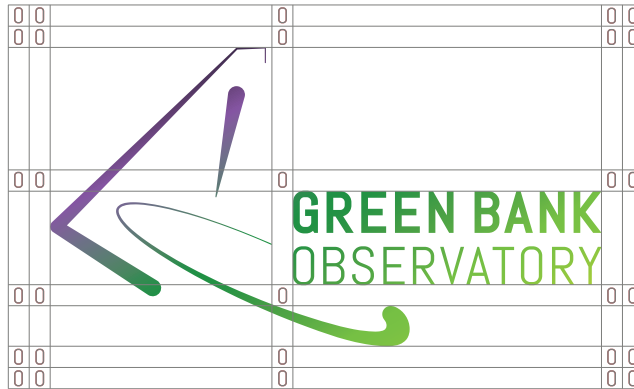
2. VERTICAL

The vertical formatted logo can be used if the application space is too narrow for the horizontal format.

SPACING

O. The visual impact of the logo is maximized when an exclusion zone is applied. No graphic or text should be placed inside this zone. The exclusion zone is calculated by the width of the "O" in "OBSERVATORY" and creates a perimeter around the entire logo. It also provides the spacing between the logomark and logotype.

1. HORIZONTAL



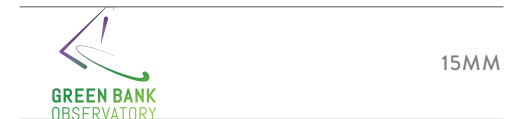
MINIMUM SIZE



2. VERTICAL



MINIMUM SIZE



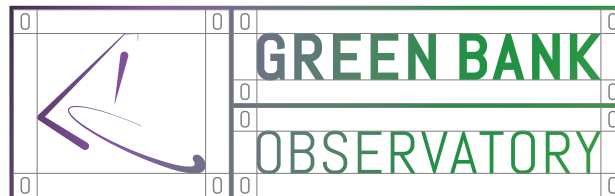
SECONDARY LOGOS

RECTANGLE LOGO

The rectangle logo is available to give designers more flexibility within the branding system. It is a secondary logo that can be used on "non-essential" marketing materials. It should not be used on any official applications such as business cards, letterheads, envelopes or websites where the consistency of the primary logo is necessary.



POSITIONING



MINIMUM SIZE



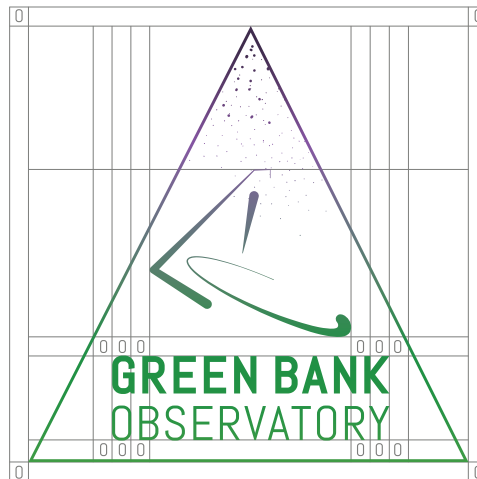
SECONDARY LOGOS

TRIANGLE LOGO

The triangle logo is available to give designers more flexibility within the branding system. It is a secondary logo that can be used on "non-essential" marketing materials. It should not be used on any official applications such as business cards, letterheads, envelopes or websites where the consistency of the primary logo is necessary.



POSITIONING



MINIMUM SIZE



LOGO USAGE

The logo should not be altered in any way.

Do not squeeze or stretch the logo to fit into an area. Always maintain logo proportions.

Do not change the color of the logo.

Do not rotate or skew the logo.

Do not alter individual logo elements in any way. Do not change scale of type or illustrations or move the illustrations out of the logo lock-up.

These guidelines apply to all logos and illustration work.



Incorrect:
Do not squeeze or stretch the logo.



Incorrect:
Do not change the color of the logo.



Incorrect:
Do not change the orientation of the logo.



Incorrect:
Do not change the proportion of the logo elements or their position.

BRAND TYPOGRAPHY

A. Proxima Nova is the main font to be used for all Green Bank communications, both in print and on the website. Proxima Nova has a large font family, including Black, Bold, Medium, Regular, and Light. Bold can be used for most titling, and regular can be used for most body copy.

B. Abel is a modern interpretation of the condensed flat-sided sans serif. Its angled terminals and spiked stems give it enough style to be unique at display sizes, while its mono-weight still works well at smaller text sizes. Feels like it's Sci-Fi but it's still modern.

Primary Headings

A. **PROXIMA NOVA**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Headings and Body Copy

B. **ABEL**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND GRADIENTS

Colors are based off of images created from the data that radio telescopes collect. These colors are supplemented by gradients based off of tints and shades of the primary as well as combining the two colors together.

Using a consistent color palette is crucial for establishing a brand identity. No additional colors or variations of the primary brand colors should be used.

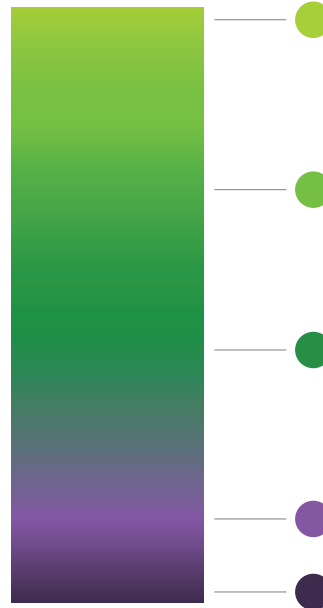
GREEN TO PURPLE - This is the primary "color" of Green Bank. The logo should use this gradient in most applications. This gradient can be placed in front of many colors including black.

GREEN - This gradient can be used interchangeably and instead of the brand green.

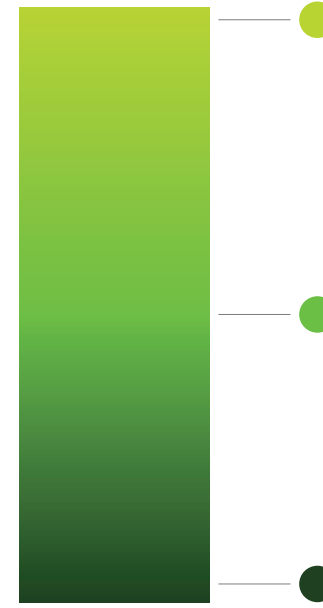
PURPLE - This gradient can be used interchangeably and instead of the brand purple.

GRADIENTS

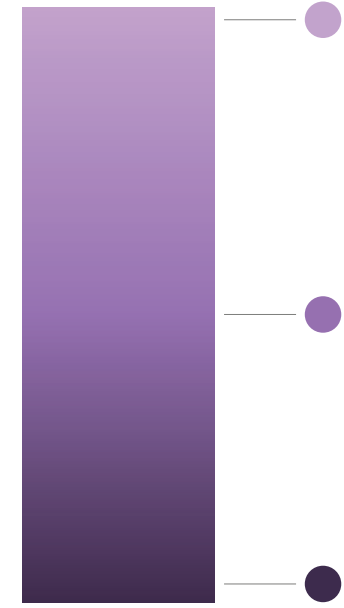
Green to Purple



Green



Purple



BRAND COLORS

Colors are based off of images created from the data that radio telescopes collect.

Using a consistent color palette is crucial for establishing a brand identity. No additional colors or variations of the primary brand colors should be used.

PRIMARY COLORS

Gray

Green

Purple

CMYK



C: 70
M: 68
Y: 64
K: 74

C: 80
M: 9
Y: 100
K: 1

C: 55
M: 77
Y: 0
K: 0

Pantone



Black C

354 C

2597 U

RGB



R: 35
G: 33
B: 32

R: 44
G: 164
B: 73

R: 132
G: 86
B: 163

WEB



HEX: #232120

HEX: #2CA449

HEX: #8457A3

SECONDARY COLORS

Only to be used for text

Light Grey

Dark Grey



C: 53
M: 44
Y: 44
K: 9

C: 70
M: 66
Y: 64
K: 70



Cool Gray 9 C

419 C



R: 125
G: 125
B: 125

R: 39
G: 37
B: 37



HEX: #7D7D7D

HEX: #272525