

NOIRLab Visual Identity v.1.4

— NOIRLab Brand Manual

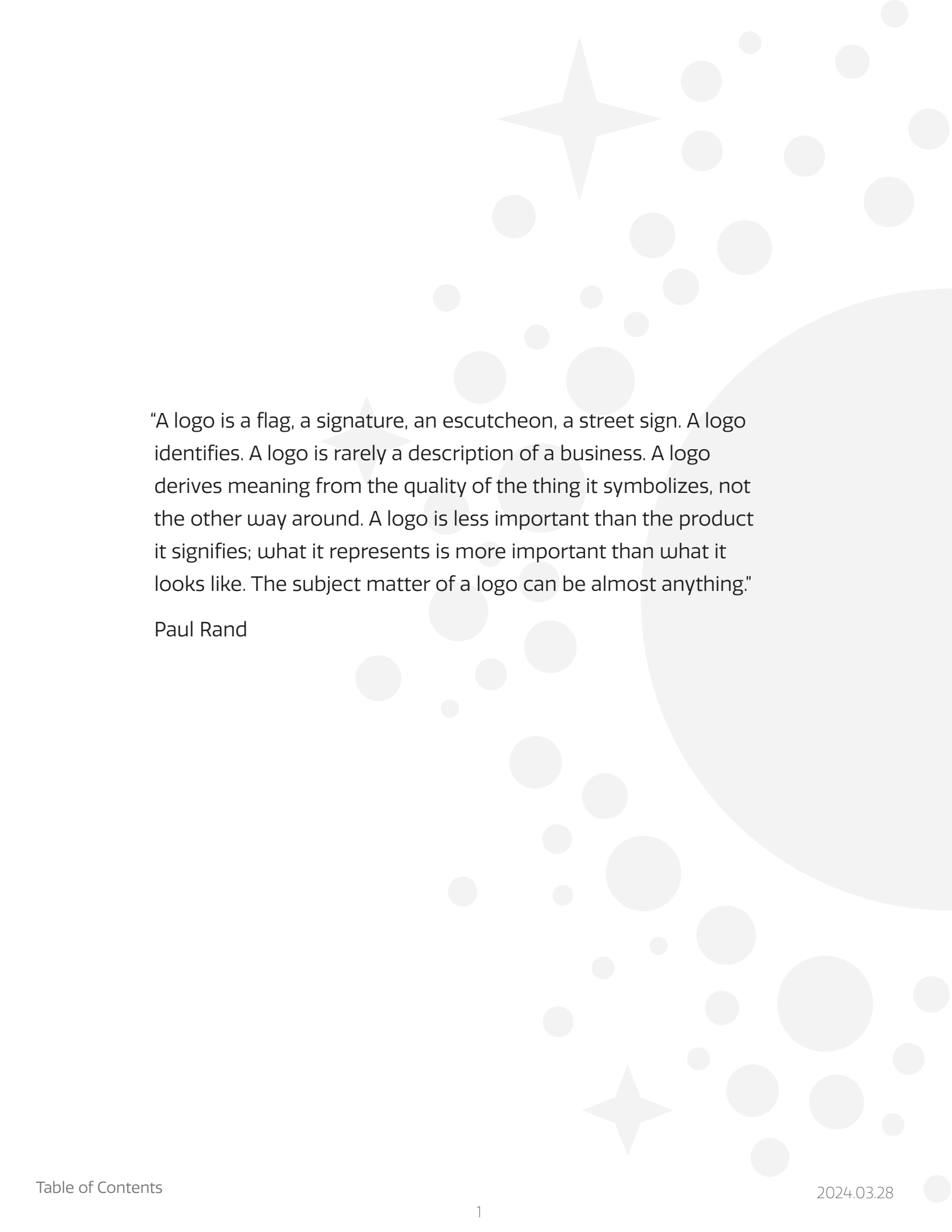


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The background of the page is white and features a decorative pattern of light gray stars and circles of various sizes. A large, faint star is positioned in the upper left, and another is in the lower right. Numerous circles of different diameters are scattered across the page, with a particularly large one on the right side.

"A logo is a flag, a signature, an escutcheon, a street sign. A logo identifies. A logo is rarely a description of a business. A logo derives meaning from the quality of the thing it symbolizes, not the other way around. A logo is less important than the product it signifies; what it represents is more important than what it looks like. The subject matter of a logo can be almost anything."

Paul Rand

Introduction – about this manual

This Visual Identity or Branding Manual provides detailed information about the graphical standards that must be adhered to by all staff in all public communication.

The NOIRLab Visual Identity (VI) is the official “manual” that sets out the visual aspects of branding that we as NOIRLab staff create in order to evoke certain feelings and experiences connected with our identity. It includes logo design, fonts, photos, and any other visuals that we produce to communicate our brand.

A strong VI is not just pretty; it is purposeful. We are not just designing for today, but for our brand’s future. Our VI should be:

- Flexible: It should be able to grow with our brand, as we may branch out into new areas, projects or services;
- Comprehensive: We want to equip our designers (and any content creators) with the tools they need to properly do their job;
- Intuitive: It should be intuitively designed and well constructed so that each element complements the other;
- Accurate: A VI is a tool to communicate our brand essence — our personality, values, etc.;
- Practical: the VI should have examples and templates for the different products, and be accompanied by a template download page.

This will be expanded in the future as we collect more use cases.

All logos in this Visual Identity can be downloaded from the [NOIRLab logo archive](#).

Staff also have access to a [collection of templates](#).

A list of NOIRLab partners is [maintained here](#).

For questions about design issues, please email: graphics@noirlab.edu.

For questions about branding decisions, please email lars.christensen@noirlab.edu.

About NOIRLab

NOIRLab Mission: Enabling and sharing breakthrough discoveries in astronomy and astrophysics with state-of-the-art ground-based observatories, data products, and services for a diverse and inclusive community.

Our tagline is Discovering Our Universe Together and our products and services are the design, maintenance and operation of infrastructures making astronomical observations.

We:

- realize the scientific and operational synergies of an integrated multi-mission center;
- stimulate and pursue current and future opportunities for domestic and international collaborations to advance ground-based OIR facilities and capabilities;
- serve as a focal point for community development of innovative scientific programs, exchange of ideas and creative development;
- engage the public in the process of astronomical discovery to stimulate curiosity and interest in STEM subjects and to enhance general appreciation of science;
- drive advances and innovation in technology and data science;
- foster the development of a diverse and inclusive workforce in the US;
- are a world leader in ground-based OIR astronomy, providing a center for development of future projects across all scales, from international flagship observatories to university-led projects, and fully exploiting the investments made to date in our existing facilities, increasing synergistic operation, e.g. for transient detection and follow-up.

NOIRLab's goals:

1. Through its Programs — the NSF Community Science and Data Center (CSDC), the International Gemini Observatory, the NSF Cerro Tololo Inter-American Observatory (CTIO), the NSF Kitt Peak National Observatory (KPNO) and, the Vera C. Rubin Observatory operations — NOIRLab serves as a focal point for community development of innovative scientific programs, the exchange of ideas, and creative development.
2. The lab's infrastructure enables the astronomy community to advance humanity's understanding of the Universe by exploring significant areas of astrophysics, including dark energy and dark matter, galaxies and quasars, the Milky Way, exoplanets, and small bodies in our own Solar System.
3. NOIRLab enhances the strengths of each facility and provides new opportunities for staff while expanding scientific capabilities and improving the experience for users.
4. By providing cutting-edge facilities that benefit both the staff and the scientific community, the lab positively impacts ground-based nighttime astronomical science. In addition, the lab focuses on developing international collaborations and partnerships to advance ground-based optical and infrared facilities and capabilities.
5. In collaboration with the astronomical community, partner organizations, other US optical and infrared system operators and NSF, NOIRLab develops and advances a strategic vision for future NSF-funded optical and infrared facilities.

NOIRLab Design brief

A good logo is distinctive, appropriate, practical, graphic and simple in form, and it conveys the organization's intended message. It should be possible to print a logo at any size and, in most cases, it should be effective without color. A logo should be simple, memorable, timeless and versatile.

NOIRLab Logo

- Should be unprecedented and groundbreaking
- Should be distinct, memorable, and unique
- Should be simple and scalable (vector)
- Should convey astronomy and ideally evoke discovery and innovation
- Should be welcoming of sub- or derivate logos for the Programs, and if needed even for telescopes or projects
 - Needs to meet accessibility criteria for distinction between logos
 - Should have distinct elements that can be reused for Program logo versions
- Should not have negative or confusing connotations/associations
- Should be versatile, mutable and flexible according to use case (web, print, small, black/white, large...)
- Should be identifiable to non-specialists
- Should be attractive to specialists (incl. staff)
- Visual part should be usable without words (e.g. when tiny)
- Should indicate new ways of communicating science
- Should communicate that our observatories are revolutionizing forces in astronomy
- Should capture public appeal and intrigue
- Should have newsworthiness (meaning having conflict, new interesting angle and aesthetics)
- Should have the capability to show diversity, equality and inclusion
- Other expressive keywords: durability, power, respect and intelligence



General branding principles

Brand or Brand identity — visual representations that identify NOIRLab and cause an emotional response in the viewer. Beyond the NOIRLab logo, these include the use of official titles in public communications (i.e. NOIRLab Director), images that are uniquely identifiable as NOIRLab i.e. the summit facilities or legacy science images, slogans, mottos, or messaging, business names and domain names, color and symbol usage, etc. Brand identity should not be confused with brand experience.

Brand Experience — the brand experience is the desired emotional response to the NOIRLab Brand. Examples of this includes; feelings of trustworthiness, NOIRLab as a source of scientifically accurate data, NOIRLab has innovative observing opportunities, NOIRLab strives for personal and institutional growth over status quo, NOIRLab has caring staff, NOIRLab is a great place to work, etc.

A clear and consistent brand identity mitigates brand confusion where users may not immediately understand that the content they are viewing is NOIRLab produced. The NOIRLab brand is used to develop a unified identity, increase NOIRLab's visibility to primary audiences and support the growth and positive elements of our reputation.

The NOIRLab brand is more than a logo, it is everything that visually identifies NOIRLab and is used to:

- develop a visual and emotional identity;
- support the development of brand experience;
- support the growth of NOIRLab's reputation;
- increase NOIRLab's visibility.

NOIRLab images and messages support our purpose, vision, strategy and value to stakeholders. These images and messages exemplify the NOIRLab brand and should be reinforced in NOIRLab's communication activities.

The NOIRLab brand covers representations that identify NOIRLab, including its official titles, the NOIRLab logo, slogans, business, and domain names, etc.

Usage that is inconsistent with the NOIRLab brand could be interpreted as unprofessional and cause users to go elsewhere. Examples include:

- incorrect color usage, or
- applying the brand in a way that implies endorsement where none exists, or
- promoting values that are not aligned with the NOIRLab brand, etc.

In the environment around NOIRLab we have 9 brands:

1. U.S. National Science Foundation
2. Association of Universities for Research in Astronomy, Inc. (AURA)
3. **NOIRLab**
 4. International Gemini Observatory
 5. NSF Mid-Scale Observatories
 6. NSF Cerro Tololo Inter-American Observatory
 7. NSF Kitt Peak National Observatory
 8. NSF Community Science & Data Center
 9. Vera C. Rubin Observatory

NSF NOIRLab is our primary brand; the NOIRLab logo should be used on all products without exception. The Programs are our secondary brands, and AURA (etc.) our tertiary brands.

We must *always* show close visual or textual association with NSF (see separate section below) and with AURA (typically at the bottom of a page, or on the back). NSF should be expanded to U.S. National Science Foundation on the first use.

We do not use an abbreviation (not NAL, nor NOARL), and do not use the long-form U.S. National Science Foundation National Optical-Infrared Astronomy Research Laboratory, except for in legal documents like contracts.

The MSO brand is not used towards the public, but may be used towards the user community.

The NOIRLab brand is a valuable asset. Staff and third parties should act in ways that promote and protect the brand. For instances that are not covered by this manual please contact info@noirlab.edu.

The NOIRLab Logo

There is usually a meaning behind an effective logo, and it communicates the intended message.

It is human nature that different shapes can influence how people will perceive a brand. For the graphical element of the logo, geometric shapes were chosen over more organic or circular shapes because humans associate geometric shapes with innovation, durability, power, respect, and intelligence. A conscious decision was made to match this perception by choosing a font that is bold and modern, yet will be timeless as well. Sans serif fonts convey innovation, bold fonts convey power, and straight fonts convey stability.

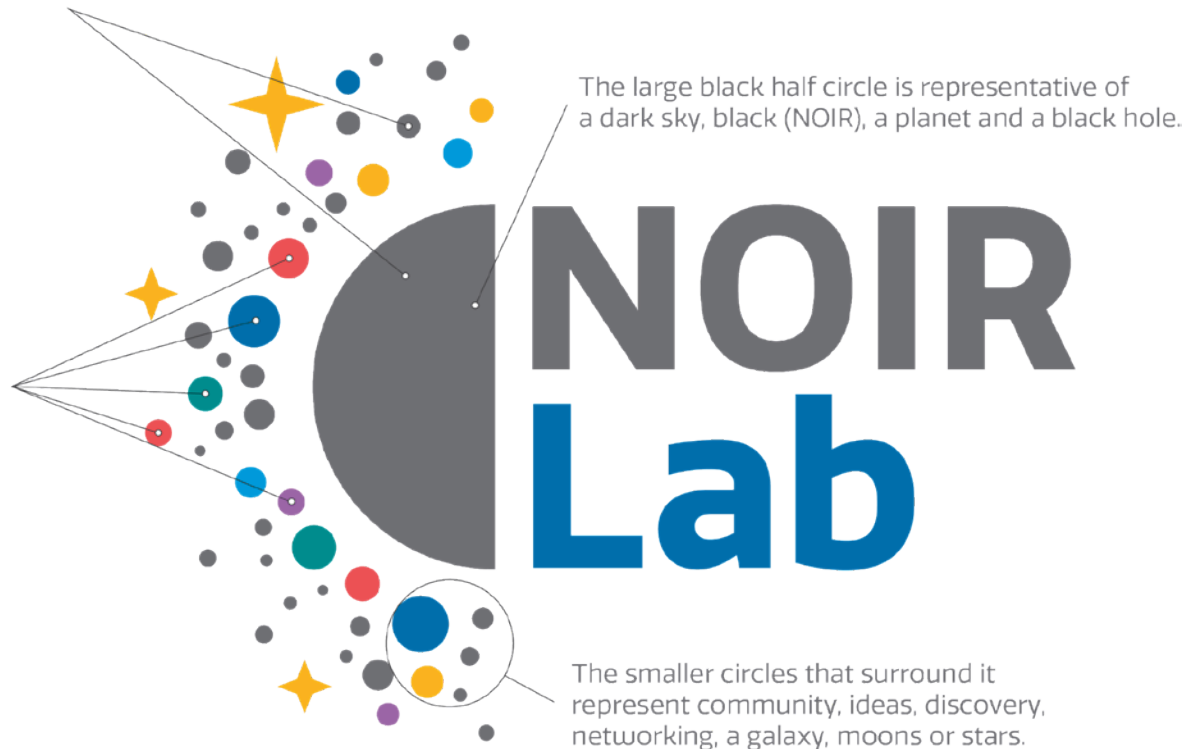
The logo is based on the design brief and on keywords from NOIRLab.edu: community, innovation, ideas, diversity, exchange, creative, development, science, and discovery.

- The designers considered how these words relate to NOIRLab and its Programs, and how to make these words into imagery.
- The developed logo has numerous meanings:
 - The large black half-circle represents a dark sky, black (“noir” in French), a planet, and a black hole.
 - The smaller circles that surround it represent community, diversity, ideas, discovery, networking, a galaxy, moons, or stars.
 - The five colors of the smaller circles represent the five Programs within NOIRLab.
- The intention was to create a logo that is both geometric and organic. Both of these styles evoke certain feelings within people, from bold and innovative to friendly and inclusive.



The intent was to create a logo that is both geometric and organic. Both of these styles evoke certain feelings within people from bold and innovative to friendly and inclusive.

The five colors of the smaller circles represent the five programs within NOIRLab.



The large black half circle is representative of a dark sky, black (NOIR), a planet and a black hole.

The smaller circles that surround it represent community, ideas, discovery, networking, a galaxy, moons or stars.

More about the NOIRLab logo: <https://noirlab.edu/public/about/logo/>

Text choice:

- sans serif fonts: innovation
- bold fonts: power
- straight fonts: stability.

NOIRLab logo variations

Versions for colored backgrounds

Preferred version

Use the full colored logo whenever possible;
Only when it is not possible should the others be used.



Special applications

For applications where 1 and 2 will not suffice or for one-color application; embroidery, one color printing, etc, these three options are available

One-color Black



One-color White

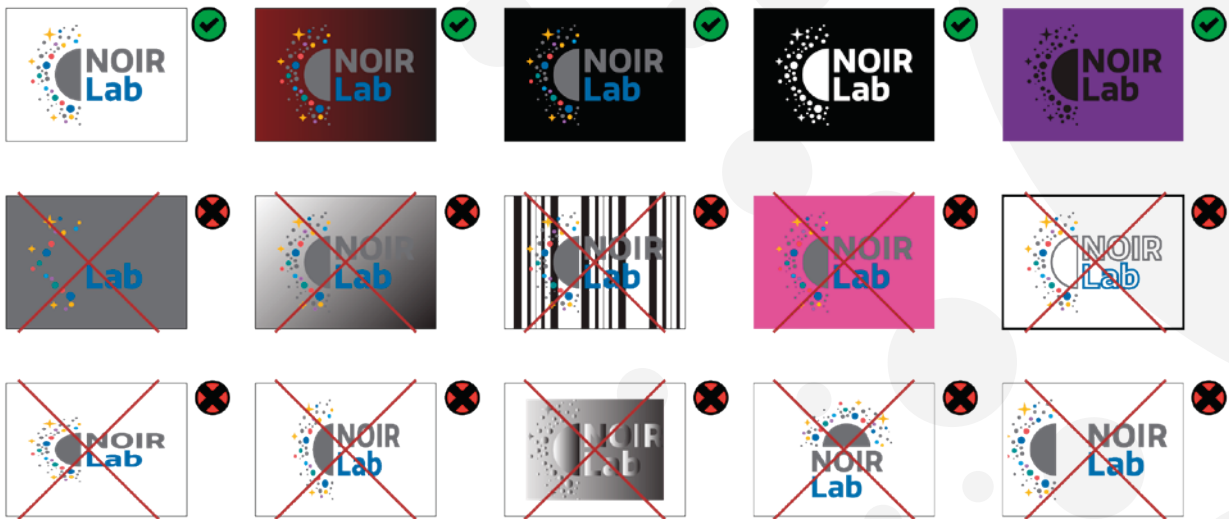


Solid color in the NOIRLab color palette.

The black and white work well on all the colors in the palette



Appropriate and Inappropriate Uses



Widescreen version (for special applications)

Generally speaking the stacked version of the logo (above) is preferred. The wide or single line version of the NOIRLab logo should be used when a rectangular footprint is more appropriate or will help balance the visual weight of the NOIRLab logo with that of other logos in a line up (especially if they are primarily horizontal) so that the NOIRLab logo is well balanced with the other logos.



Clear Space

There must be a minimum defined space around all instances of the logo so that it stands out from other logos and text that it might appear with. The clear space (CS) must be equal to the height of the NOIR letters. The same applies when using the NSF and NOIRLab logo together.



NSF and NOIRLab

In all print products, with very few exceptions, the NSF and AURA logos are included with the NOIRLab logo (NSF | NOIRLab and then AURA further down or to the right). The only exceptions are:

1. Products where space is extremely limited (e.g. on a pencil, in certain social media contexts)
2. Products where we'd imply that we're acting on behalf of, or impersonate, NSF: "NSF's logo cannot be used in a manner that falsely implies employment by or affiliation with NSF" (e.g. on a business card or a letterhead).

The NSF and NOIRLab logos should always be used in color if at all possible.

The NOIRLab logo should not overpower the NSF logo in terms of size: the size of the black hole should at most be 70% as big as the blue NSF "ball".

The NSF logo has its own set of guidelines. When using the NSF logo by itself please consult the [NSF Logo & Visual Identity Guidelines](#).

NOIRLab Typeface

NOIRLab’s primary font was chosen to be bold and modern, yet timeless as well. Studies have found that sans serif fonts convey innovation, bold fonts convey power, and straight fonts convey stability.

- Titles should use the same typeface as the logo
- Copytext can be in a different typeface, possibly even serif
- Fall-back typefaces are commonly found on all standard computers.

The Visual Identity defines three standard NOIRLab typefaces; headline, body serif, and body sans serif font families. In addition the VI also identifies one specialty font.

- **Quatro** is the primary typeface for headlines, subheads and call-outs.
- **Source Sans Pro** or **Freight** are the secondary typefaces for use as sans serif, and serif body text respectively.
 - You may download Source Sans Pro [here](#).
- **Barlow** (a specialty font) is used where a more narrow font is required.
- It is recognized that most staff will not have these fonts available. If you do not have access to the three official NOIRLab fonts it is recommended you use Arial or Times New Roman as fallback typeface choices.

Quatro — Headlines, Subheads, & Callouts

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Sans Pro — for sans serif body text

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Freight — for serif body text

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fallback typeface: Arial — (sans serif)

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fallback typeface: Times New Roman — (serif)

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Specialty typeface: Barlow — for narrow applications

abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz
abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color Usage

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive NOIRLab brand.

We have seven colors in our palette and three accent colors. You are not required to use them when designing your communication material, but if you do, please use the color specifications below.



NOIRLab primary grey

Pantone 424 C
RGB: 110 110 114
#6E6E72
CMYK: 58 50 46 14

NOIRLab primary blue

Pantone 307 C
RGB: 0 109 168
#006DA8
CMYK: 100 20 0 25

CTIO Red

Pantone 2348 C
RGB: 237 76 76
#ED4C4C
CMYK: 1 86 69 0

CSDC Purple

Pantone 2083 C
RGB: 162 96 205
#985FC7
CMYK: 51 72 0 0

Gemini Gold

Pantone 1235 C
RGB: 255 183 27
#FFB71B
CMYK: 0 31 98 0

Kitt Peak Sky Blue

Pantone 2925 C
RGB: 0 154 222
#0099CC
CMYK: 78 24 6 0

Rubin Teal

Pantone 2237 C
RGB: 5 139 140
#058B8C
CMYK: 84 27 45 4

US-ELTP Orange

Pantone 2237 C
RGB: 253 113 14
#FD710E
CMYK: 0 68.93 100 0

Accent Colors

These accent colors may be used with the NOIRLab palette.

Warm accent (a hue of Gemini gold)

Pantone 1485 C
 RGB: 250 179 100
 #FAB364
 CMYK: 0 34 68 0

Warm accent (From Rubin's colors)

Pantone 2004 C
 RGB: 255 219 120
 #FFDB78
 CMYK: 0 5 59 0

Cool accent (from Rubin's colors)

Pantone 7738 C
 RGB: 60 174 63
 #3CAE3F
 CMYK: 70 0 93 5

In addition, tints and shades of these colors may be used while still keeping within the NOIRLab color palette.

Shades <--		Program Colors		--> Tints	
#383939	#545656	NOIRLab Grey	#707272	#8D8E8E	#A9AAAA
#004D6F	#0074A7	Kitt Peak Blue	#009ADE	#33AE E5	#66C2EB
#003754	#00527E	NOIRLab Blue	#006DA8	#338AB9	#66A7CB
#034646	#046869	Rubin Teal	#058B8C	#37A2A3	#69B9BA
#805C0E	#B38405	Gemini Gold	#FFB77B	#FFC556	#FFD382
#772626	#B23939	CTIO Salmon	#ED4C4C	#F17070	#F49494
#513067	#7A489A	CSDC Purple	#A260CD	#AD7FD2	#C7A0E1

Additional Brand Elements

Bi-colored diagonals are used as part of the branding on posters, webpages, and others.



Watermark elements

Watermarks may be used to help supplement the overall branding where appropriate (ie this manual)



Program Iconography

This includes examples of representations of the programs, that are not program logos but are evocative of them while maintaining a cohesive whole. These icons may be used as a proxy for representing the Programs when a specific Program logo is not needed. These icons should not be used individually.



Applications of the Visual Identity

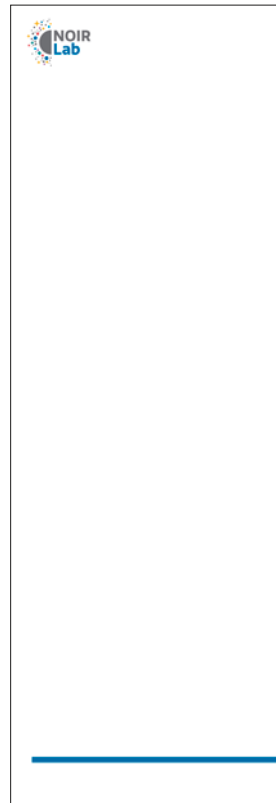
Letterhead

The NOIRLab Letterhead follows the AURA model — NOIRLab name and logo on the top and listing of all Programs down the right side:

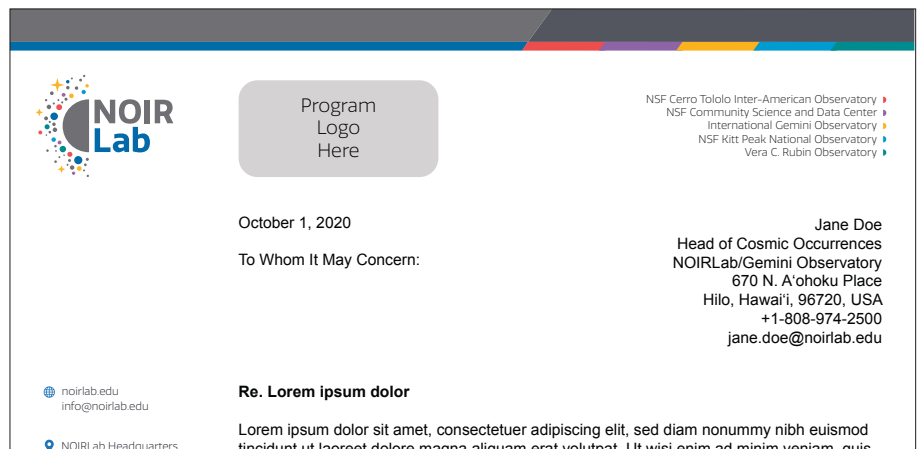
- NSF Cerro Tololo Inter-American Observatory
- NSF Community Science and Data Center
- International Gemini Observatory
- NSF Kitt Peak National Observatory
- Vera C. Rubin Observatory

Letterhead with the primary body text sans serif Arial Typeface. Printer margins are set to 0.25" on all sides.

Program directors and other leaders have expressed a need to occasionally add one or more program logos to the NOIRLab letterhead manually. There is room to do this to the right of the NOIRLab logo.

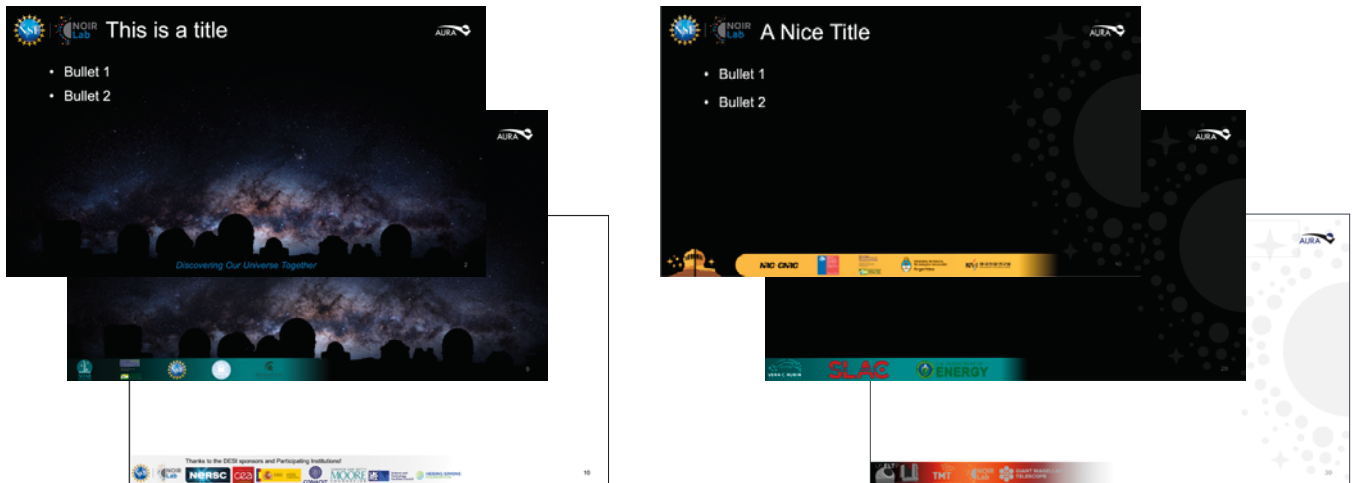


Directors' assistants may add Program logos to the Letterhead to the right of the NOIRLab logo.



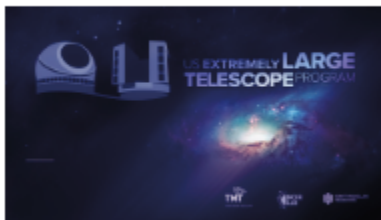
Presentation slides

This is the template for PowerPoint or Google Presentation slides. The template has additional slides to be used in connection with the Programs/projects where we have partners, such as Gemini, DESI, SOAR, Rubin, US-ELTP.



There are a few other templates for projects where we are a minority partner, like the US-ELTP. These are linked on the Intranet: <https://noirlab.edu/intra/resources/templates?destination=/intra/resources/templates>

Other Presentation Templates

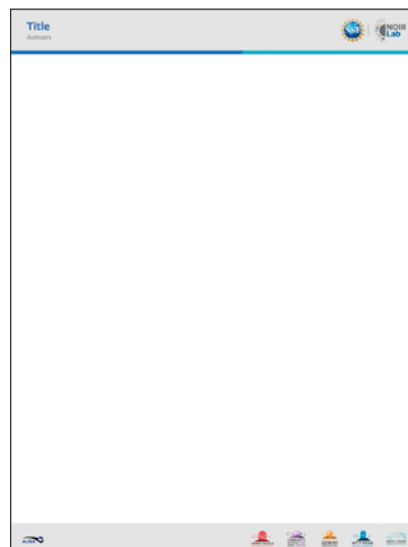


USELTP PPT template v3 (added 22 December 2023)



Poster Templates

Two poster templates will be provided with built-in header and footer with appropriate logos and mission statement. Content and backgrounds will be able to be added by the user to the central region of the poster.



Social Media Posts and Events



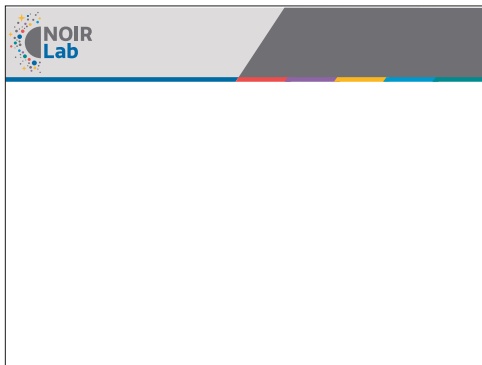
Employee Access Badges

Templates for NOIRLab Employee access badges, dependent on technology available at each site for printing and producing ID badges.

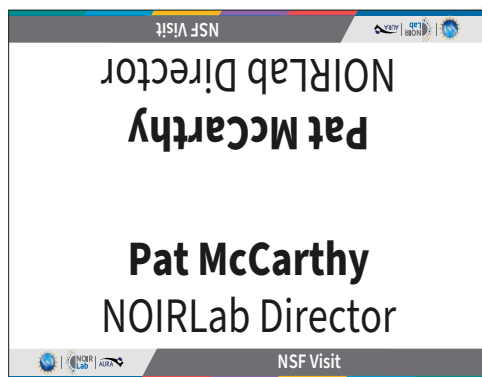


Conference Name Tags

Examples of NOIRLab conference name badge, and NOIRLab name badge template with Program logo added as well as partners logo line-up (which can also include sponsors).



Conference Table Tents



Office Door Signs



Templates for printable tags for employee offices.

Controlled document template



Credit block for CAD drawings



Operated by AURA
 under cooperative agreement with NSF

Acknowledgments and Affiliations

Acknowledgments in scientific papers

This webpage lists the different scientific acknowledgments needed in scientific papers: <https://noirlab.edu/science/about/scientific-acknowledgments>

Affiliations on conference badges, email signatures etc.

Suggested Email signatures

NOIRLab staff should include both NOIRLab and (where applicable) their Program's name in their affiliation statement, using the forms shown below:

- Jennifer Lotz
Director, International Gemini Observatory
NSF NOIRLab
- Lori Allen
Director, Mid-Scale Observatories
NSF NOIRLab
- Bob Blum
Director for Operations, Vera C. Rubin Observatory
NSF NOIRLab
- Tod Lauer
NSF NOIRLab



Mark Newhouse, Manager
Web & Graphics Services
Education & Engagement–AZ
NSF NOIRLab
+1 520 318 8142, noirlab.edu

Discovering Our Universe Together

NOIRLab Scientific and Technical Staff Affiliations

NOIRLab staff may include both NOIRLab and (where applicable) their Program's name or Programs' names in their affiliation statement, using either of the forms shown below:

- NAME, NSF NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, Kitt Peak National Observatory/NSF NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, Cerro Tololo Inter-American Observatory/NSF NOIRLab, Casilla 603, La Serena, Chile
- NAME, International Gemini Observatory/NSF NOIRLab, 670 N A'ohoku Place, Hilo, Hawaii, 96720, USA
- NAME, Community Science and Data Center/Mid-Scale Observatories, NSF NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, Mid-Scale Observatories/NSF NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, SOAR Telescope/NSF NOIRLab, Casilla 603, La Serena, Chile

Conference registrations

- NAME, NSF NOIRLab
- NAME, CSDC/NSF NOIRLab
- NAME, KPNO/NSF NOIRLab
- NAME, International Gemini Observatory/NSF NOIRLab
- NAME, Rubin Observatory/NSF NOIRLab
- NAME, MSO/CSDC, NSF NOIRLab
- NAME, CTIO/NSF NOIRLab

Image and video Credits

Credits for images and videos will have the Program before NOIRLab, NSF and AURA. A photographer may be added.

Examples:

- KPNO/NOIRLab/NSF/AURA/A. Name
- International Gemini Observatory/NOIRLab/NSF/AURA/A. Name

Branding in press releases and other texts

- Aim to always mention the NSF NOIRLab brand first NOIRLab can be mentioned thereafter. The U.S. National Science Foundation always needs to be expanded before NSF NOIRLab on the first occurrence.
- Mention the Program as in “Kitt Peak National Observatory, a Program of NSF NOIRLab”.

Business Cards

These are the business card layouts for the three separate locations, all sharing the same reverse side of the card. Possible spot gloss on the NOIRLab logo graphic on the back.



The logo displayed on business cards will be NOIRLab. Most staff will work in the matrix, but any remaining Program affiliations can be part of the title of the employee.



Program logos

The Programs are our secondary brands: Gemini, CSDC, KPNO, CTIO and Rubin Operations. Our parent brand, NOIRLab, comes first — visually in products, as well as in written form in texts. We should feature the Program logos as widely as possible, but care should be taken to never introduce confusion about what our primary brand is (NOIRLab). For this reason, Program logos are usually never shown alone without NOIRLab.

The Program logos are part of a NOIRLab “logo family” following our guiding principle that our Programs/facilities should be presented in a symmetrical sense. They all show a clear connection to the Program as well as to NOIRLab and follow the requirements in the NOIRLab logo brief above.

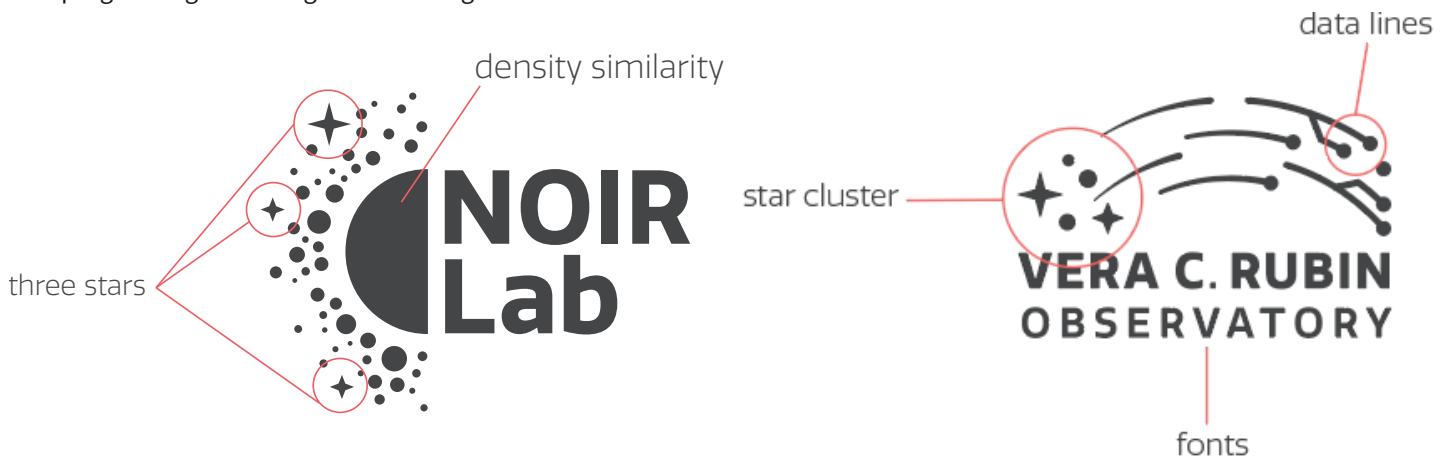
Examples of the use of the Program logos:

1. On slides in footer (for Gemini and Rubin can also be the logo strip).
2. For Science Announcements related to Gemini.
3. When showing Rubin images in the image archive.

NOIRLab Program Logos

The four program logos incorporate elements of both the NOIRLab and Rubin Observatory logos. These elements are used to create a suite of program icons for other NOIRLab programs (Cerro Tololo, Kitt Peak, MSO and CSDC).

The star cluster from the Rubin Observatory logo is implemented as a unifying element among all of the NOIRLab program logos to bring the brand together.



Vera C. Rubin Observatory (operations)



NSF Cerro Tololo Inter-American Observatory



NSF Kitt Peak National Observatory



NSF Mid-Scale Observatories

Please note that this logo should never appear in conjunction with either the Kitt Peak logo or the Cerro Tololo logo. Generally this logo will only be used in communications with the science community.



NSF Community Science and Data Center

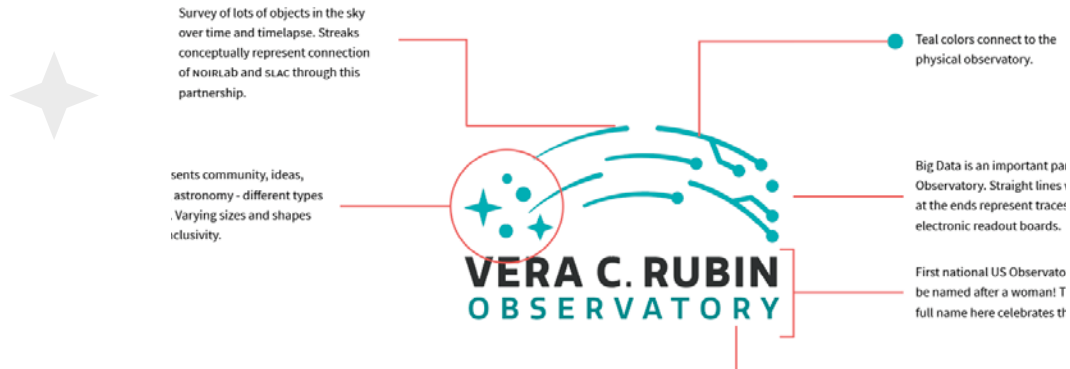


The International Gemini Observatory

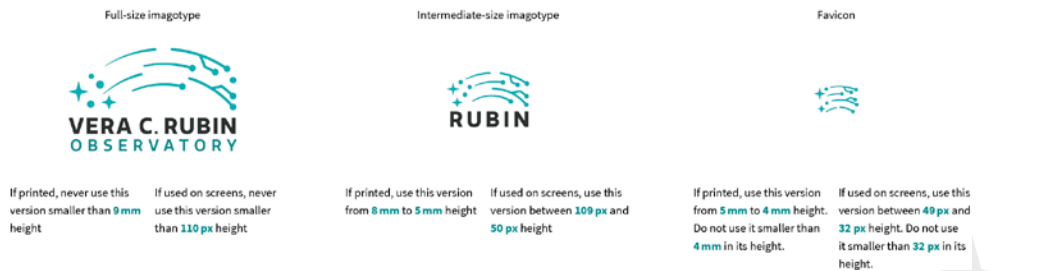


Anatomy of the logos

The examples that follow use the Vera C. Rubin logo to illustrate specific concepts such as the construction of the logos, use case for different sizes, and clearance needed around the respective logos.



Imagotype - Acceptable variants



Clearance space

Here the Rubin logo is used as an example of how clear space is to be applied to the family of NOIRLab logos.



Minimum size of logos:



NOIRLab Programs Logo Suite



Program Stickers

To be flexible and accommodate personal choice of Program(s) (which may change with time) we have produced a standard line of Program logo stickers. These can be put on door plates or access cards as staff prefers.

Program Logo Lineups

For certain Programs and projects — i.e. the Gemini, US-ELTP and Rubin Programs as well as DESI, SOAR, WIYN — the logo lineups should be used as often as practically feasible to show the partnership, ideally in all “substantial” products. Some examples:

1. First and last slide in presentations
2. On the Program web pages on /Public and /Science
3. In the Gemini User Newsletter
4. Science conference posters
5. If a publication has pages or spreads for a given Program
6. Signage

The International Gemini Observatory Participants line-up

The participants are listed in the order that they joined the Gemini partnership. NSF holds more than 50% of the partnership, so the NSF logo is perceptibly larger than the other participants.

The Gemini Participants Line-up will always be used together with NOIRLab, Gemini and AURA logos in a more prominent location (e.g. above). The order of the International Gemini Observatory participants is determined by the order of joining the partnership. With NSF as the majority partner, it should appear perceptibly larger than the other logos in the lineup (~20%).

Funding partner logo line-up”



Example:



The Rubin Observatory Operations partners



The diameter of the NOIRLab ball is 70% of the NSF ball.



Example:

Mayall/DESI partners



or



WIYN/NEID partners



SOAR partners

CTIO | NSF | NOIRLab SOAR



Special E&E Partnerships

In local engagement graphics for instance for *Journey*, *Viaje*, *Astroday*, and TON programs the Program logo can come first followed by the NOIRLab horizontal logo. When the Gemini logo is used with the participant logos, the Gemini logo should come first followed by NSF|NOIRLab and the rest of the participants (see [logo line up](#) section)

Other partnerships

Example IAU Centre for the Protection of the Dark and Quiet Sky from Satellite Constellation Interference (CPS) - a collaboration between the IAU, NOIRLab and SKAO.



Telescope names

If the name of an individual telescope is shown — e.g. on the actual building itself it is shown with the Program logo as well as the funding agency and NOIRLab, possibly in the logo line-up.

Please use NSF or U.S. National Science Foundation before NSF-owned facilities such as the NSF Nicholas U. Mayall 4-meter Telescope.

We here explicitly exclude Tenant telescopes as these are not owned or operated by NOIRLab. Some examples are below:



Signage:

On Buildings and Signs in front of Buildings

Proposed usage of the NOIRLab logo following the NSF [Logo and Identity Guidelines](#).

Example of new signage:



Example of proposed secondary entrance signage:



On Vehicles



Example of decals for NOIRLab vehicles including EVs.

Other logos:

US Extremely Large Telescope Program

This logo is for the NOIRLab project (not the wider US-ELTP). Note, this project may evolve into a NOIRLab Program.

