



BRAND STYLE GUIDE

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The CosmoQuest Identity

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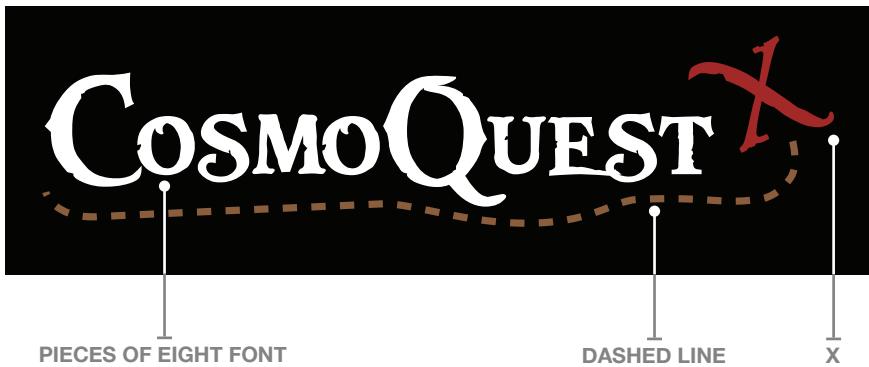
The goal of this Style Guide is to establish a clear, consistent and unique visual identity for CosmoQuest. Uniform graphic elements provide the framework for establishing a visual identity. In turn, designers can use this architecture to create materials that enhance public knowledge of CosmoQuest's work.

basic elements

Basic Elements

The CosmoQuest Logo

The CosmoQuest logo is the primary logo for external communications material. The organization's policies regarding logo usage are designed to ensure that the public recognition of the CosmoQuest logo is not diluted by other CosmoQuest identities. The logo must be included on all organization publications, displays, visual communications and markings. Designed in 2011, the CosmoQuest logo contains the following elements. Note that in the examples below the logo is on black for illustrative purposes only.



The CosmoQuest logo should be reproduced only from original reproduction proofs, transparencies, or electronic files that can be obtained from the CosmoQuest website.

The logo cannot be used in a sentence or conjoined with other symbols.

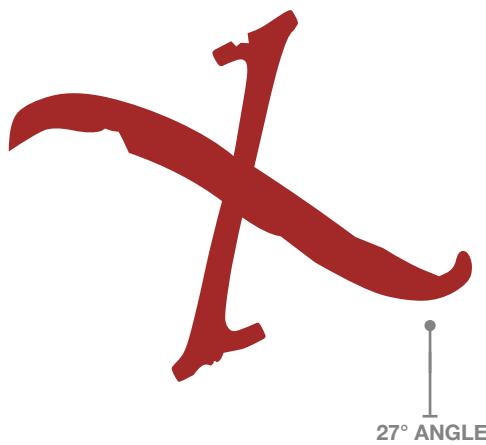
The logo cannot be placed at an angle.

Any logo adaptations needed to meet the printing requirements of other formats (e.g., silkscreening, embossing, etc.) must be pre-approved by CosmoQuest.

Basic Elements

The CosmoQuest X Logo

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The X logo color should always remain CosmoQuest burgundy.

The X logo can also be used as a standard logo once the CosmoQuest logo has been introduced in the publication.

The X logo should not be rotated from its 27 degree angle.

Basic Elements

Minimum Size

5

Always use the logo so that it is properly proportioned to the size of the page or panel to which it is being applied. The minimum size for the reproduction of the CosmoQuest logo is 1.5 inches in length, with the exception of business cards and approved promotional items. For on-screen applications, do not reduce the size below 100 pixels in width.



The X logo should be used when the CosmoQuest logos width is lesser than one and a half inches.

If a smaller insignia is required, permission must be granted from CosmoQuest, or the X logo must be used in the CosmoQuest logos place. The minimum size of the X logo is 5/8 of an inch.

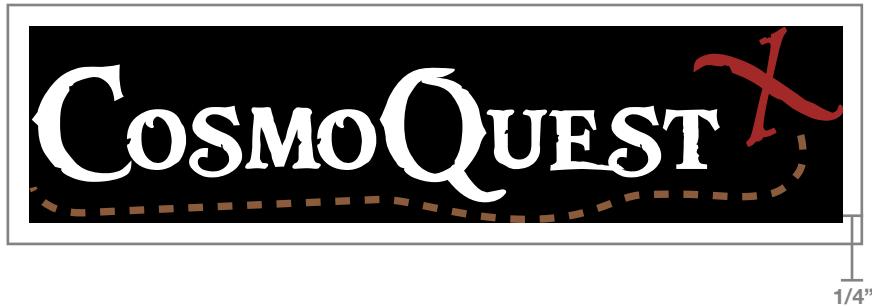


Basic Elements

The CosmoQuest Logo Protected Space

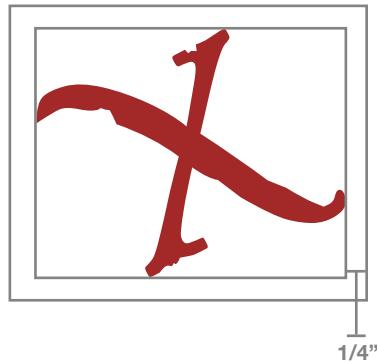
6

The logo protected space refers to the clear space surrounding the logo in its entirety. This clear space ensures the unobstructed and visible placement of the CosmoQuest and X logos. The minimum width for the protected area is 1/4 of an inch around the logo.



No additional text may be placed within the protected area surrounding the CosmoQuest logo or X logo.

The logos should always be placed on a black, dark gray, or white background. No other colors should be used.



Basic Elements

Color Variations: Print

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The CosmoQuest logo has two variations: a full-color logo with white text and a full-color logo with black text. The X logo should only be used in burgundy. Select the most appropriate of the variations of the logo based on production requirements, media qualities, and visibility and proper usage. The following color codes should be used when the logo is being used in printed materials.



BURGUNDY SPOT: Pantone 7628 C
TAN SPOT: Pantone 7505 C



BURGUNDY PROCESS COLOR: C24 M95 Y92 K19
TAN PROCESS COLOR: C40 M56 Y78 K25



BLACK: C0 M0 Y0 K100

Basic Elements

Color Variations: Screen

8

The CosmoQuest logo has two variations: a full-color logo with white text and a full-color logo with black text. The X logo should only be used in burgundy. Select the most appropriate of the variations of the logo based on production requirements, media qualities, and visibility and proper usage. The following color codes should be used when the logo is being used for web or screen purposes.



BURGUNDY SCREEN: R163 G42 B41
TAN SCREEN: R131 G96 B63



BURGUNDY WEB: #A32A29
TAN WEB: #83603F



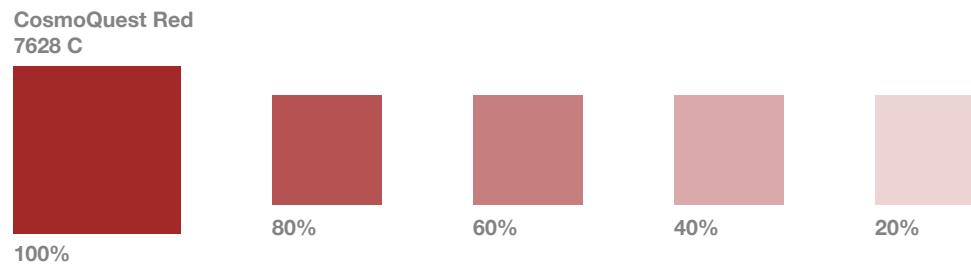
SCREEN: R0 G0 B0

Basic Elements

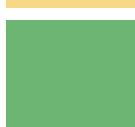
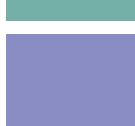
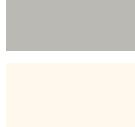
Primary Color

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Color plays a significant role in representing the CosmoQuest brand. Use CosmoQuest Red (Pantone 7628 C) on all corporate-wide communications. When consistently used over time, this color will become directly associated with the CosmoQuest brand. Only specific tints of this color, which have been listed below, have been approved for use.



(Existing color palette. The following pages are changes made based on Cia's notes and observations.

	Process C18, M100, Y87, K8 RGB R188, G33, B50 #BC2132		Process C23, M100, Y89, K16 RGB R168, G30, B45 #A81E2D		Process C13, M65, Y42, K0 RGB R216, G119, B123 #D8777B
	Process C0, M80, Y86, K0 RGB R240, G91, B54 #F05B36		Process C11, M82, Y92, K2 RGB R215, G83, B48 #D75330		Process C0, M47, Y47, K0 RGB R246, G155, B127 #F69B7F
	Process C5, M20, Y83, K0 RGB R243, G199, B73 #F3C749		Process C16, M27, Y88, K0 RGB R218, G179, B66 #DAB342		Process C3, M13, Y55, K0 RGB R247, G217, B136 #F7D988
	Process C85, M20, Y100, K7 RGB R26, G140, B68 #1A8C44		Process C87, M26, Y100, K14 RGB R21, G125, B63 #157D3F		Process C60, M7, Y72, K0 RGB R112, G182, B115 #70B673
	Process C84, M32, Y50, K8 RGB R25, G128, B127 #19807F		Process C86, M37, Y53, K15 RGB R24, G115, B114 #187372		Process C56, M15, Y36, K0 RGB R116, G176, B168 #74B0A8
	Process C86, M80, Y0, K0 RGB R66, G79, B162 #424FA2		Process C92, M87, Y0, K0 RGB R56, G68, B156 #38449C		Process C48, M43, Y0, K0 RGB R137, G141, B197 #898DC5
	Process C69, M86, Y0, K0 RGB R110, G71, B156 #6E479C		Process C75, M89, Y9, K1 RGB R98, G63, B140 #623F8C		Process C36, M46, Y4, K0 RGB R167, G141, B187 #A78DBB
	Process C37, M86, Y35, K7 RGB R159, G68, B110 #9F446E		Process C41, M87, Y40, K15 RGB R143, G61, B99 #8F3D63		Process C23, M51, Y24, K0 RGB R197, G139, B158 #C58B9E
	Process C45, M38, Y38, K2 RGB R145, G145, B144 #919190		Process C51, M42, Y42, K7 RGB R130, G131, B131 #828383		Process C27, M22, Y26, K0 RGB R189, G186, B179 #BDBAB3
	Process C0, M2, Y8, K0 RGB R255, G248, B233 #FFF8E9		Process C9, M9, Y17, K0 RGB R229, G223, B208 #E5DFD0		Process C0, M2, Y8, K0 RGB R255, G248, B233 #FFF8E9

Basic Elements

Color Palette Specifications

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The following color codes have been approved for use when creating graphics, publication material, or screen material for CosmoQuest. No modifications to these colors are permitted.

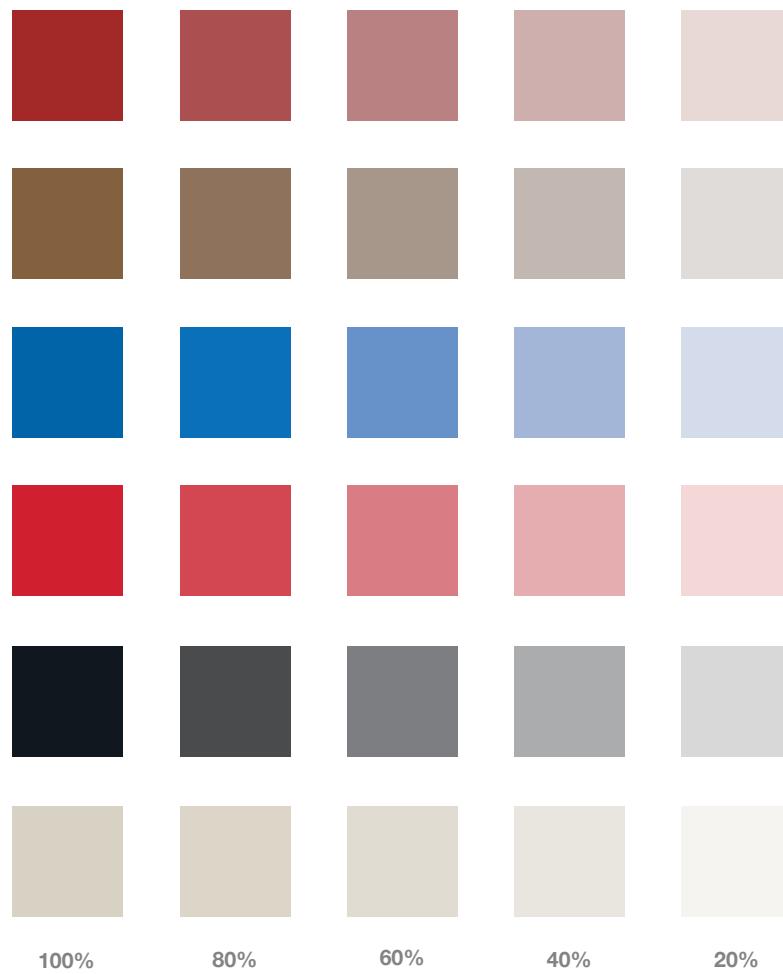
Pantone (spot)	CMYK (print)	RGB (screen)	Hexadecimal (web)
	7628 C C24 M95 Y92 K19	R163 G42 B41	#A32A29
	7505 C C40 M56 Y78 K25	R131 G96 B63	#83603F
	300 C C100 M62 Y7 K0	R0 G92 B185	#005CB9
	186 C C12 M100 Y91 K3	R207 G10 B44	#CF0A2C
	BLACK 6 C C81 M71 Y59 K75	R17 G24 B32	#111820
	7527 C C15 M13 Y21 K0	R216 G210 B196	#D8D2C4

Basic Elements

Color Palette Specifications

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Below are examples of the different levels of opacity of the CosmoQuest color palette. No other levels of opacity may be used when creating graphics, publication material, or screen material for CosmoQuest.

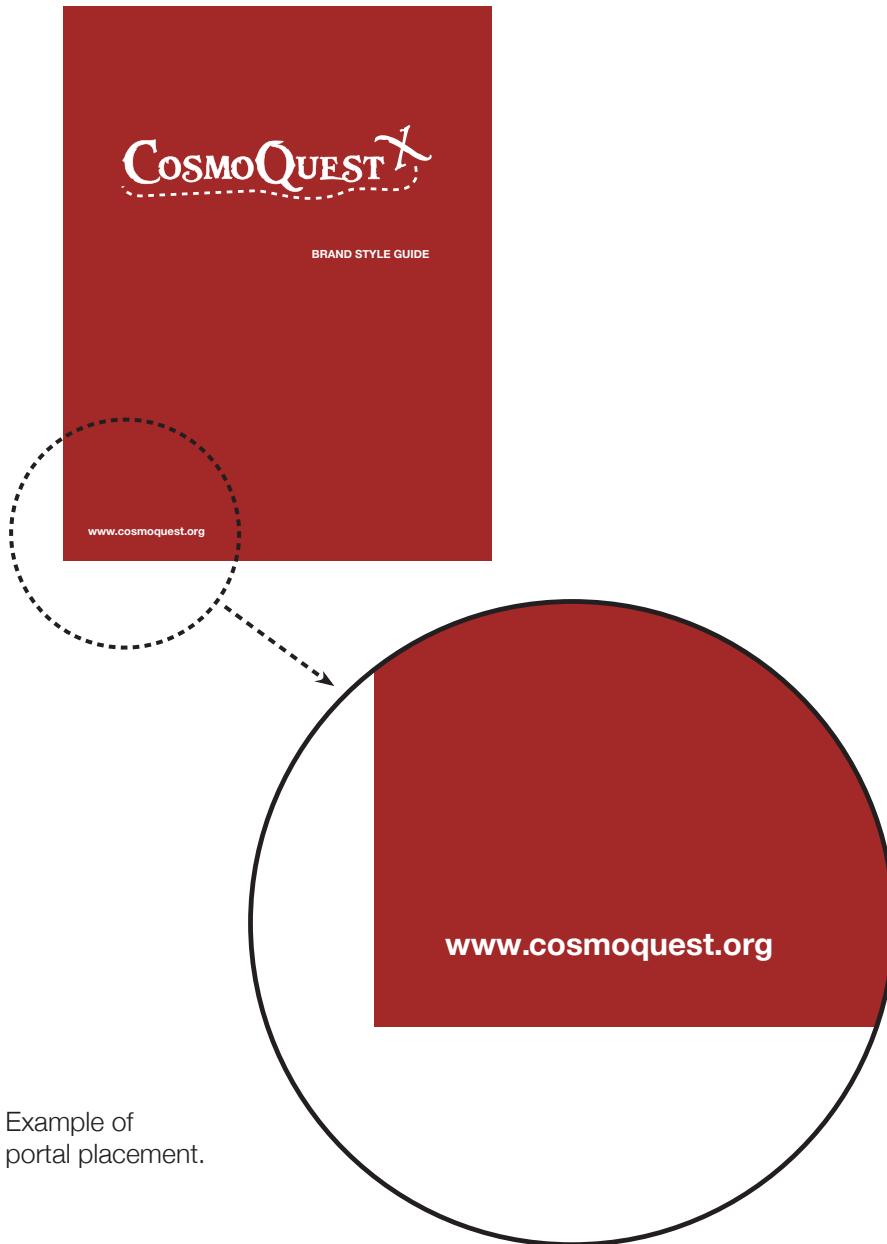


Basic Elements

Portal Address

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The CosmoQuest portal address must be used on all CosmoQuest communication material except certificates. The location of the portal address should reflect its position as an essential component of the overall visual language created by the communications material.



The portal address must appear as follows:
www.cosmoquest.org

The portal address may appear on either the front or back cover of a publication. Refer to the specific application for placement location. The only mandatory placement occurs when it is used with a center or program address on the back cover of a multipage publication (see page 22).

No Web addresses other than the portal can appear on a single-page publication or the front cover of a multipage publication unless it is part of the publication's title or in the body copy.

The portal address must remain separate from the identifier configuration and any other copy.

Basic Elements

Sans Serif Typeface

13

The Helvetica Neue type family is the approved CosmoQuest sans serif typeface. The typeface is available in many weights and styles that are essential to create distinction across all communications. Type cannot be placed over a product or logo. Preferred color usage of text is black or dark grey on a white or light background or white type on a dark grey or black background.

ABCdef
Helvetica Neue Regular

ABCdef
Helvetica Neue Medium

ABCdef
Helvetica Neue Bold

ABCdef
Helvetica Neue Condensed Bold

ABCdef
Helvetica Neue Thin

ABCdef
Helvetica Neue Light

ABCdef
Helvetica Neue UltraLight

ABCdef
Helvetica Neue Italic

ABCdef
Helvetica Neue Medium Italic

ABCdef
Helvetica Neue Bold Italic

ABCdef
Helvetica Neue Condensed Black

ABCdef
Helvetica Neue Thin Italic

ABCdef
Helvetica Neue Light Italic

ABCdef
Helvetica Neue UltraLight Italic

Additional fonts:

When creating educational material for middle-school or younger students, audience-specific fonts may be used for both the headlines and the body text. Below are the approved fonts:

ABCdef
Daniel Regular

ABCdef
Daniel Bold

ABCdef
Daniel Black

ABCdef
Talking to the Moon

ABCDE
Stencil STD

Arial may be used when Helvetica Neue is not available.

ABCdef
Arial

Basic Elements

Serif Typeface

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Garamond has been selected as CosmoQuest's serif typeface, as it complements Helvetica Neue with a more classical look-and-feel. Garamond is to be used sparingly, and never for large areas of body text on screen or web. The predominant typeface should always be Helvetica Neue.

ABCdef
Garamond Light

ABCdef
Garamond Light Italic

ABCdef
Garamond Book

ABCdef
Garamond Book Italic

ABCdef
Garamond Bold

ABCdef
Garamond Bold Italic

ABCdef
Garamond Ultra

ABCdef
Garamond Ultra Italic

Times New Roman may be used when Garamond is not available.

ABCdef

Times New Roman

Basic Elements

Headlines: Vertical Type

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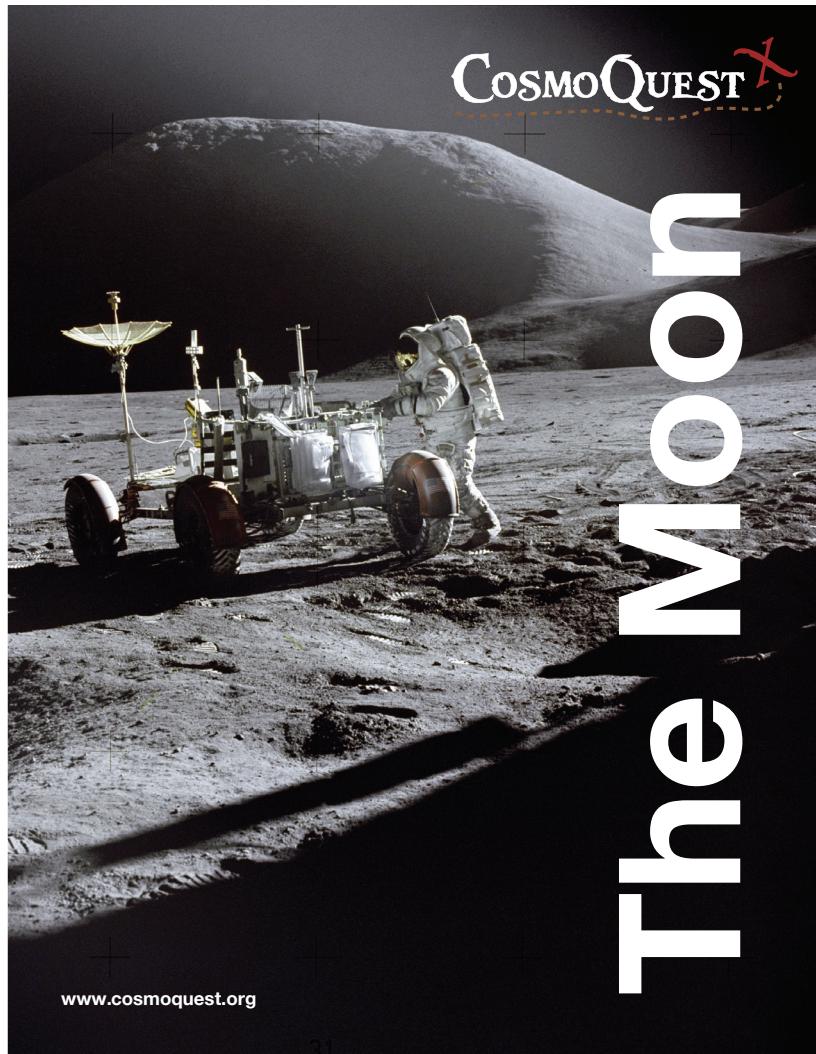
As another element of the CosmoQuest style, vertical layouts of short, primary headlines are encouraged on single-page publications and the front covers of multipage publications. A single line is the only allowable format; longer headlines should be horizontal.

Align the vertical text so that the x-height of the letters is centered against the right of the CosmoQuest wordmark.

Vertical text must be placed on the right side of the publication. A vertical headline may not be more than one line of text, and the text must read upward.

Vertical type may not violate the identifier configuration's protected space.

Vertical type must appear in Helvetica Neue Bold or, if unavailable, Arial Bold.



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Basic Elements

Division Lines

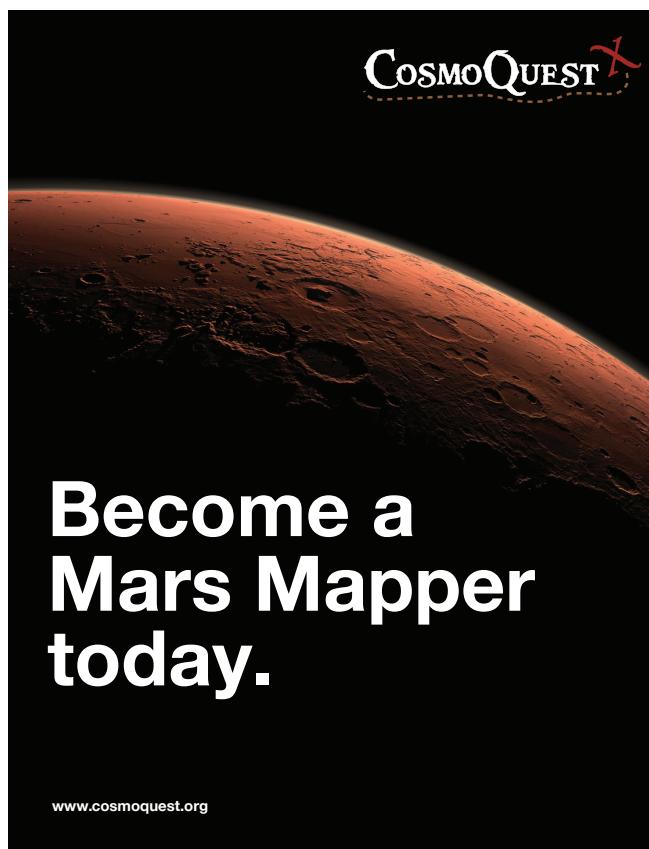
applications

Publication Style

Single-Page Publications: Fliers and Posters

18

Fliers and posters must incorporate all of the communication elements according to the placement standards. The preferred location of the portal address is the lower left-hand corner. No Web address other than that of the portal can appear unless it is part of the publication's title or other body text.

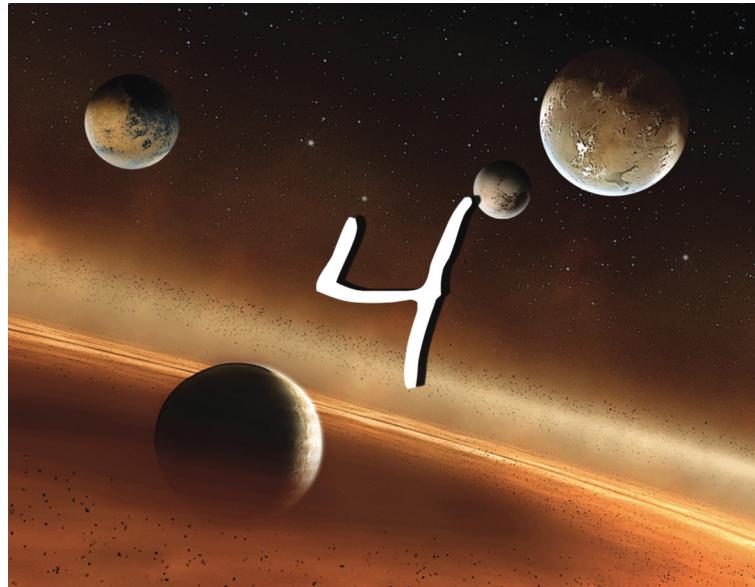


Publication Style

Single-Page Publications: Table Signs

19

CosmoQuest table signs should adhere to either a standard letter size or be presented as a four inch by six inch table tent. If other dimensions are desired, permission must be granted from CosmoQuest. Unlike fliers or posters, the CosmoQuest portal address does not need to go on table signs.



Example of a letter size table card design

Publication Style

Multipage Publications: Front and Back Cover

20

The CosmoQuest logo must appear on the front cover of multipage publications.

Center and program names cannot appear on the front cover unless they are part of the publication's title. Center names and physical and Web addresses may appear on the back cover.

The preferred location of the portal address is on the back cover. No Web address other than that of the portal can appear on the front cover unless it is part of the publication's title. If both the portal and center or program Web addresses are used on the back cover, they must be configured per the example below.

The publication number must be placed in the lowermost left-hand corner of the back cover.



Front cover



Back cover with portal only

Educational Products:

In addition to the usual branding elements, educational products must carry a box identifying the intended users and grade levels. The box may appear in either of the lower corners of the front cover. (See below for an example showing the box in the lower right-hand corner.)

Educational Product	
Educators & Students	Grades 9-12

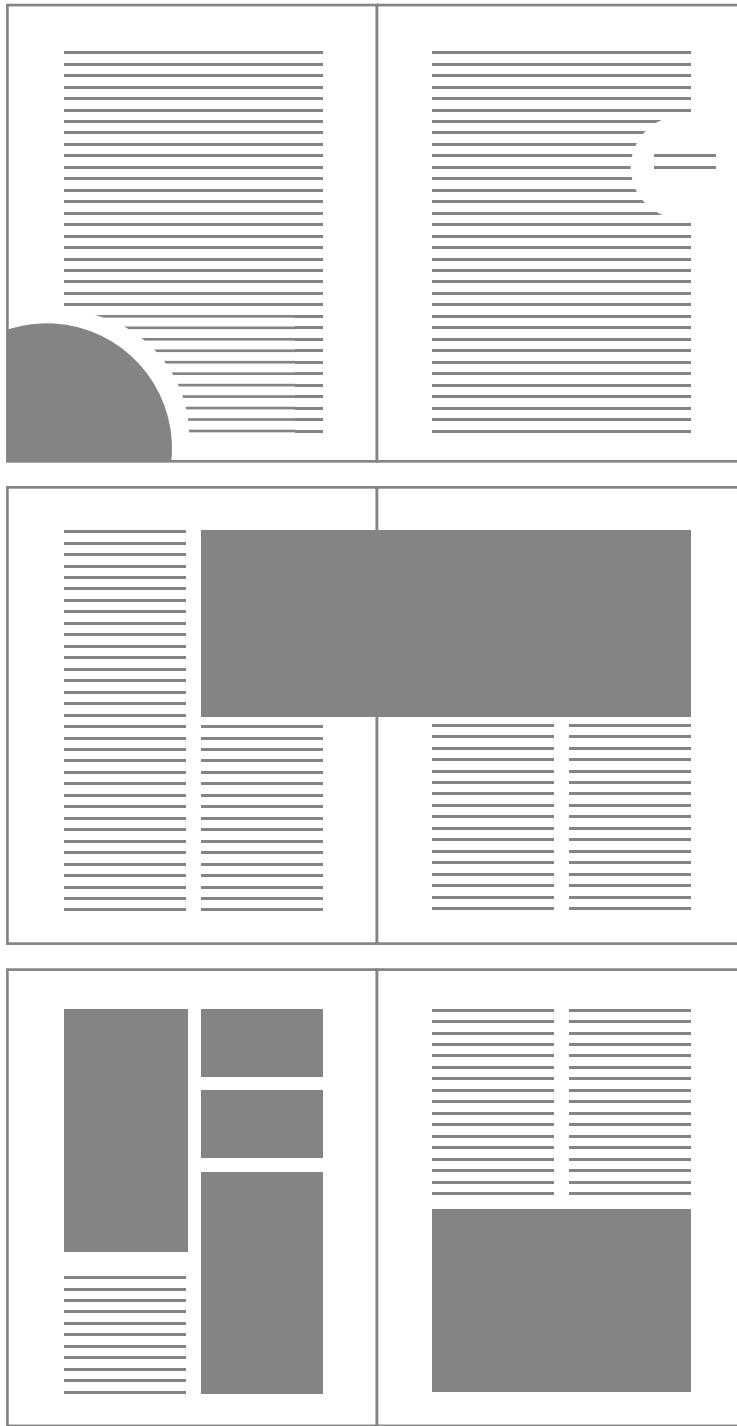
Front cover

Publication Style

Multipage Publications: Newsletters and Magazines

21

The format and layout of newsletters and magazines should be designed as part of the overall communication goal of the item with both the subject matter and audience in mind. There are no grid layout specifications for the inside pages of a multipage publication. The only specification is the placement of the elements per this guide.



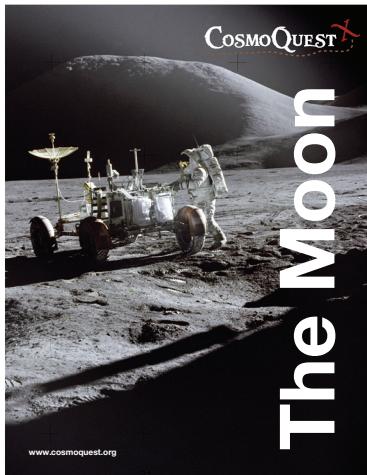
Examples of interior page formats

Publication Style

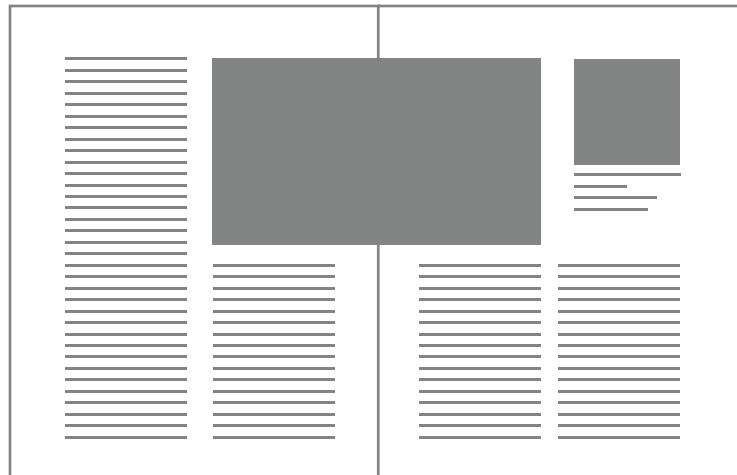
Multipage Publications: Brochures and Invitations

22

Just like with other publications, there are no grid or layout specifications for the inside pages of brochures and invitations. However, the placement of vertical text and use of image must comply to the CosmoQuest style guidelines.



Example of lettersize cover design



Example of lettersize layout



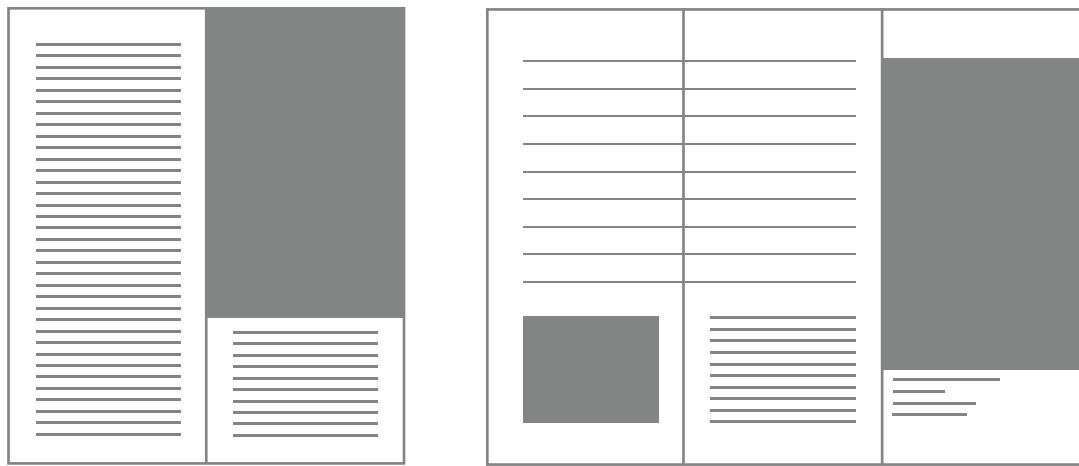
Example of a custom-size cover design



Example of a custom-size layout



Example of trifold brochure cover design



Examples of a trifold brochure layout

Electronic Media Packaging

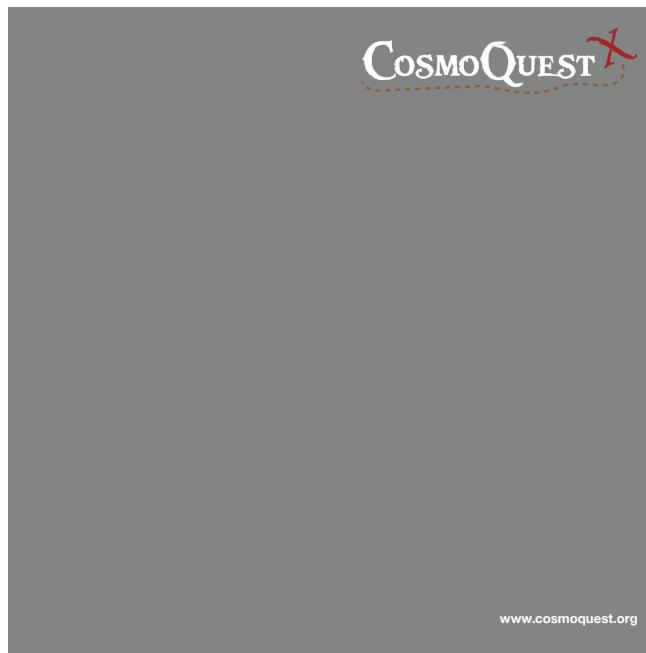
23

CD/DVD jewel case covers or videotape covers with both a front and back must conform to the cover standards for a multipage publication. If the case cover only has a printed font, then it must conform to the standards for a single-page publication.

CD/DVD labels must use the CosmoQuest logo and the portal address. The logo must also appear on the spine.



CD/DVD Label



Jewel Case

Electronic Media Electronic Slide Presentation Template

24

Electronic slide presentations are an important component of CosmoQuest's communication strategy. Therefore, it is encouraged that all presentations incorporate the elements correctly and consistently.

When placing the CosmoQuest elements, think of an electronic slide presentation as a multipage publication with the first slide as the front cover, the last slide as the back cover, and the slides in between as the inside pages. However, the logo may be centered on the last slide as a sign off. A template can be provided from CosmoQuest upon inquiry.



Example of a presentation first page design

*Learning through Guided Inquiry
& Authentic Investigations*

audience:
formal and informal educators

products:
classroom curricula paired with citizen science
explanatory videos of activities

activities:
master teacher summer institute
regional teacher professional development
ongoing online PD / community building

evaluation:
external evaluators (McREL), internal research

funding by NASA, CAN, Patreon

Educators' Zone

Example of a presentation interior page design

Logos

Co-Sponsor Logos

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Logos of co-funding partners may be used in CosmoQuest communications material, commercial merchandise, or hardware if they have advance approval from CosmoQuest.

Communications material developed with co-sponsors is not considered an exclusive CosmoQuest publication. Therefore, the guidelines for the CosmoQuest logo configuration do not apply.

When creating a grouping for a CosmoQuest publication, the CosmoQuest logo must be the first logo to appear. The logos must be of the same height so that they carry the same visual weight.

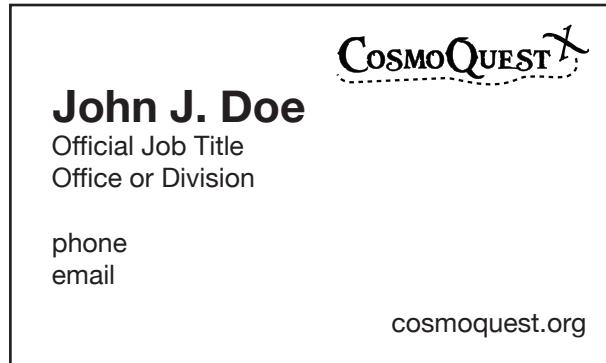
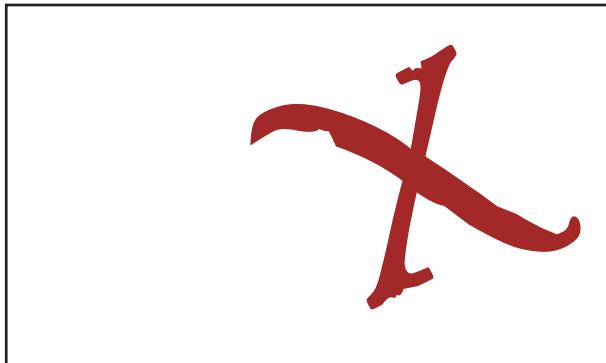
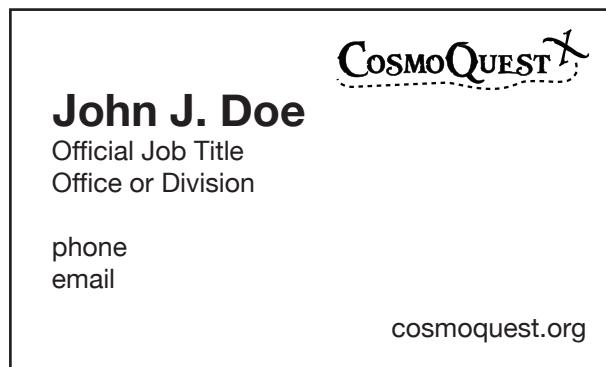
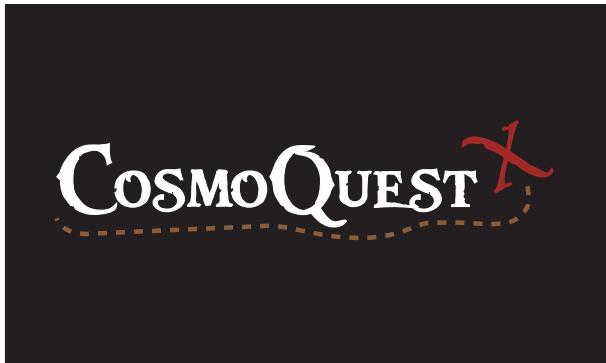


stationery

Stationery Business Cards

27

Two variations on the CosmoQuest business card are available for use. Both designs must abide by the style guide standards with color and logo protected space. Personal information on the back is subject to change per user.



Stationery Letterheads

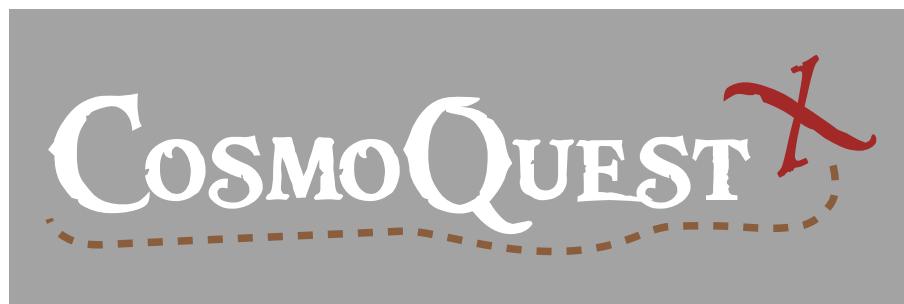
28

CosmoQUEST 

the logo

The Logo On Light or Medium Color Backgrounds

30



Choose background colors in which the vector CosmoQuest logo are clearly visible against the background.

The Logo On Dark or Black Color Backgrounds

31



Choose background colors in which the vector CosmoQuest logo are clearly visible against the background.

The Logo Violations

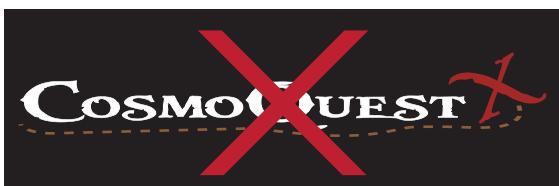
32



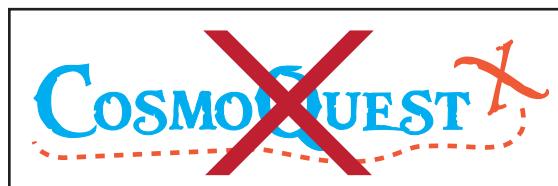
Never delete elements of the logo.



Never add elements around the logo.



Never distort the logo.



Never change the original colors.



Never add other colors to any elements of the logo.



Never add a glow to the logo.



Never rearrange any elements of the logo.



Never incorporate other text into the logo