



MOOSE

MISSION OBJECT ORIENTED SCRIPTING ENVIRONMENT

THE MOOSE PRIMARY LOGOTYPE

The MOOSE logotype consists of the **Skeleton Moose** with the title **MOOSE** and subtitle **Mission Object Oriented Scripting Environment**.

The **MOOSE PRIMARY LOGOTYPE**, seen to the right, is set in MOOSEs two primary colors, **MOOSE Standard Dark**, which makes up the primary bulk of the logotype, and **MOOSE Ultralight** highlighting the **OO** and **Object Oriented**, as these words and the concept behind them are the primary focus of the entire MOOSE project.



MOOSE Dark



MOOSE Light

This is the MOOSE Logotypes primary look, and the logotype that should be used when displayed on a white background in as many instances as possible, as long as none of the conditions explained on the following pages of this document are met.

The MOOSE logotype uses the font Akzidenz-Grotesk.

The variant BQ Extra Condensed Bold is the font used in the logotype, and the rest of this document is set in Akzidenz-Grotesk BQ Condensed Regular.

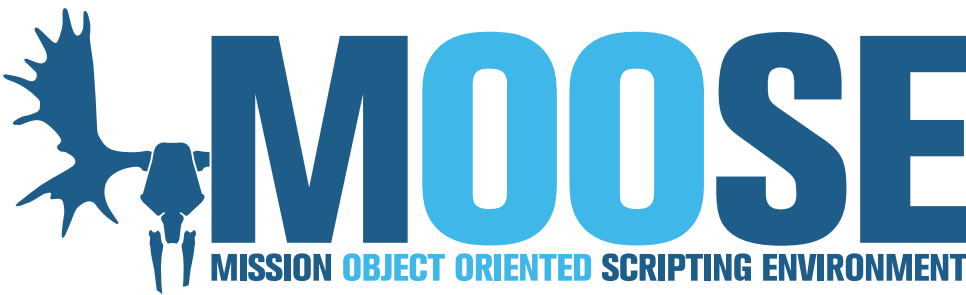
When making text for MOOSE, use a sans-serif condensed font if available.



THE MOOSE SECONDARY LOGOTYPE

For instances where the display area for the logotype is more than 1.5 times wider than it is tall it is recommended to use the **MOOSE SECONDARY LOGOTYPE**. This version of the logotype features the Skeleton Moose placed to the left of the logotype with one of its horns removed. The horns are also shorter in this variant to keep the total height of the logotype down, but without sacrificing recognition.

Note on placement: When using the secondary logotype in a document or publication that contains text, place the logotype in the **TOP RIGHT CORNER**.



THE MOOSE SYMBOL

The **MOOSE SYMBOL** consists of only the Skeleton Moose artwork. The pieces of the lower jaws are longer in this format compared to the **PRIMARY LOGOTYPE** variant. The **MOOSE SYMBOL** is to be used for artistic display and fill, where the **MOOSE PRIMARY LOGOTYPE** or **MOOSE SECONDARY LOGOTYPE** is already displayed.



BLACK & WHITE VARIANTS

In instances where the logotype is displayed on a display area that is **OTHER THAN WHITE OR VERY LIGHT BACKGROUNDS**, that risk the logotype to loose contrast to its display area the **BLACK** or **WHITE** variants should be used. For example a grey, or black background or most importantly a background that contains **ANY COLOR**, use the **BLACK** or **WHITE** variants of the logotype, depending on which variant creates the most contrast to the display area.



MOOSE PRIMARY LOGOTYPE in black, on light blue



MOOSE SECONDARY LOGOTYPE in white, on brown.

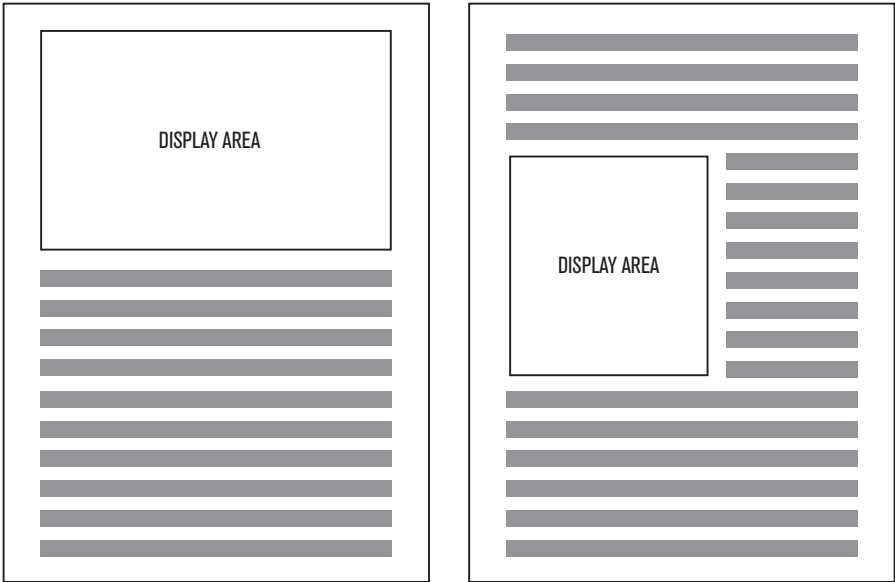


The MOOSE SYMBOL in white, on red.

WHAT IS A DISPLAY AREA?

A display area is like it's title suggests the area that the logotype will be displayed. Which of the versions that is used is dictated by the display area. If the display area is square or taller than it is wide, the **PRIMARY VARIANT** should be used. If the display area is more than 1,5 times wider than it is tall, the **SECONDARY VARIANT** should be used.

But remember to keep track of what actually makes up the display area, as it is not the document it is beeing placed in, but rather the space within the document.

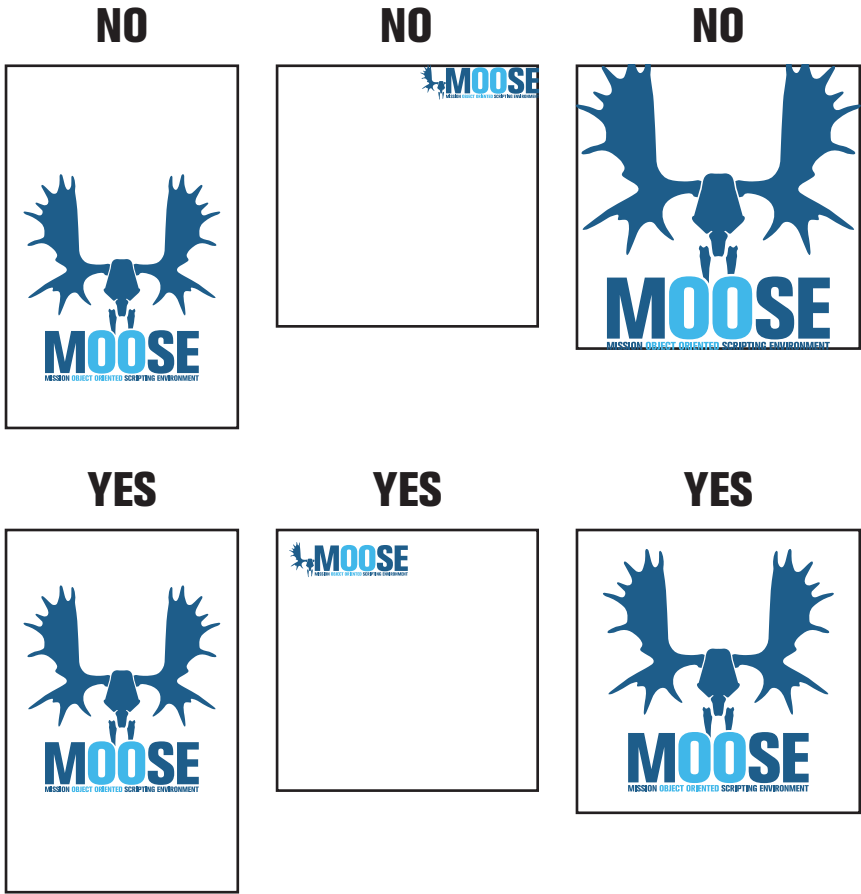


In the left instance, the display area is more than 1,5 times wider than it is tall, and the **SECONDARY VARIANT** of the logotype should be used. While in the right instance, the **DISPLAY AREA** is taller than it is wide, and the primary variant of the logotype should be used.

There are of course exceptions to the rule. In instances where the display area is big enough, and is at the top, the **PRIMARY VARIANT** of the logotype should be used **IF PLACEMENT ALLOWS**.

PLACEMENT

Since there are multiple variants of the **MOOSE LOGOTYPE** knowing which one to choose is important, but perhaps even more so is placement. The most important thing is space. The logotype needs to have enough space to the next object or border of the display area so that it does not look cramped or cluttered. Also, make sure that the logotype is centered in the display area is square, and just above it – in the optical center – if the display area is taller than it is wide.



ICONS

When the MOOSE LOGOTYPE is used as an icon, such as in a Slack Team icon there is a certain icon variant. To keep things simple, the logotype consists of MOOSE Dark and white.



Being quite small, the important thing of an icon is that it keeps the primary recognizables, which in MOOSEs logotype case is the Skeleton Moose. There are variants of it of course, should there be need.



FORUM AVATARS

A set of forum avatars will be available for general release in case someone would like to have the MOOSE symbol as their identifier on all different platforms. The ones seen below are only a selection, there are of course endless different variations possible.

