2019 Zooniverse style guide

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This document contains information about the Zooniverse brand for use in print and online. Please refer to this guide when using any form of the Zooniverse logo in public, such as in press releases, digital presentations, or scientific posters.

For an up-to-date digital version of this guide, refer to the Design System Manager: https://projects.invisionapp.com/dsm/zooniverse/primary-brand

Contact **becky@zooniverse.org** with questions or comments.
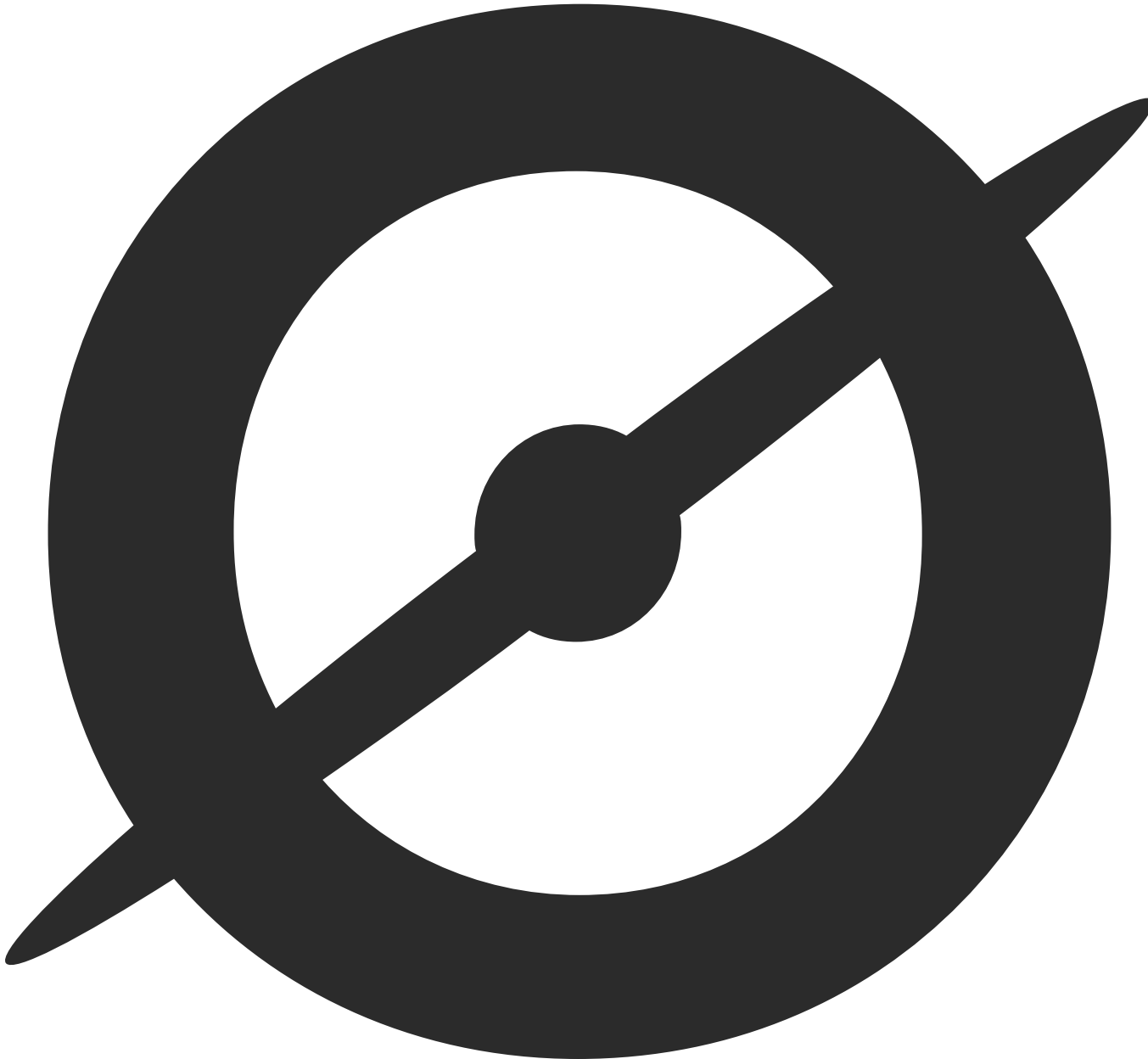
Logo usage

Primary logo

ZOONIVERSE

This logo should be used in most applications. It should always appear in this format, never split up on multiple lines.

This logo should only appear in Black, White, or Zooniverse Teal.

Circle logo

In print, the Circle Logo should only be used in secondary locations after the Primary Logo has been used.

Additional uses can include swag or giveaways like stickers, pins, or other promotional items. When used in that way, it should be accompanied by the Zooniverse url written in all-caps Karla Bold.

Partner Logo

Zooniverse is made possible through a partnership with many institutions; University of Oxford, Adler Planetarium, and University of Minnesota in particular. With this in mind, this logo should be used whenever possible, particularly when it will be seen by a broad audience.

This logo replaces individual partner logos in all applications.

This logo should only appear in Black or White. The University of Oxford logo always appears in a rectangle, never alone.

Typography

Karla

LOREM IPSUM DOLOR

The quick brown fox jumps over the lazy dog.

Karla is Zooniverse's primary typeface. It encapsulates the Zooniverse ethos: friendly, helpful, and always there when you need it. Karla is available for free download from Google Fonts.

Use Karla in nearly all circumstances: headlines, body copy, lables, captions. See the following pages for detailed instructions.

Using Karla

LABEL

Label: Karla Bold all-caps. Space out (track out) letters if possible. Use this style for the topic 'kicker' above headlines, photo captions, or section headers. It should always be 25% the size of the main headline

Really big headline

Really big headline: Karla Regular, downstyle. Use sparingly for emphasis. Use for slide deck section divider slides, poster titles, etc.

Main headline

Main headline: Karla Bold. Tighten (track in) letters if possible. Should be used for nearly all headlines: slide headers, website headers, etc. Karla Bold occurs most often on the Zooniverse website and this style should be carried through to as many other applications as possible.

"For myself, I like a universe that includes much that is unknown and, at the same time, much that is knowable. A universe in which everything is known would be static and dull, as boring as the heaven of some weak-minded theologians. A universe that is unknowable is no fit place for a thinking being. The ideal universe for us is one very much like the universe we inhabit. And I would guess that this is not really much of a coincidence." *Carl Sagan*

Body: *Karla Regular. Always use Karla for body copy, with the exception of languages with special characters that are not available in Karla. Alternative font is Helvetica.*

Oswald

LOREM IPSUM DOLOR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Oswald is the Zooniverse's secondary typeface. It is used very sparingly for emphasis. Only use Oswald in big headlines on promotional publications like handouts, stickers, etc.

Oswald can be downloaded for free from Google Fonts.

Oswald should only be in all-caps SemiBold, tracked in if possible.

Color

Primary colors (teal++)

ZOONIVERSE TEAL
#00979D

DARK TEAL
#005D69

LIGHT TEAL
#ADDDE0

GOLD
#F0B200

LIGHT GOLD
#F6D885

DARK GREY
#5C5C5C

MID GREY
#A67A8

When in doubt, just use teal. Teal for everything. Gold may be used sparingly for emphasis, but consider accessibility standards and do not use gold on a white background. .
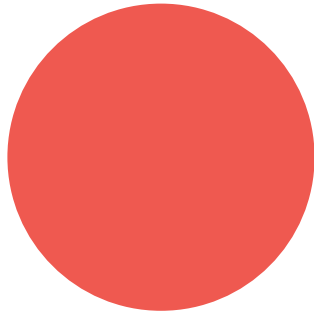
Body text should only appear in black or white. Labels may be teal, but take care that there is enough contrast between the color and the background (e.g. Light Gold does not work on a white background).
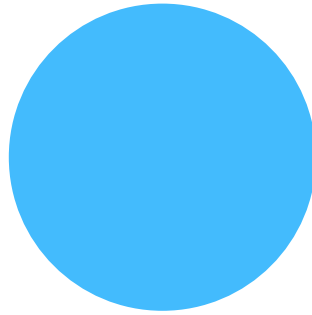
Interface colors
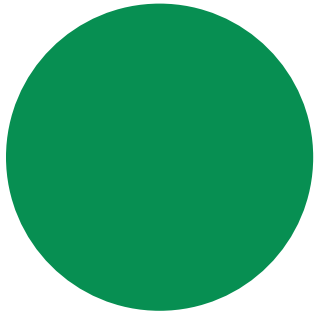
GREEN
#078F52

TOMATO RED
#E45950

BLUE
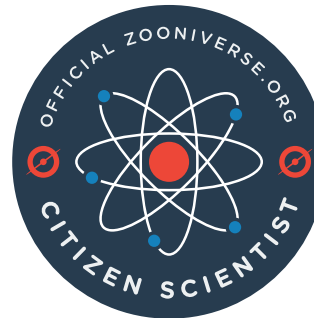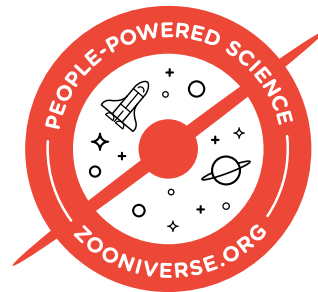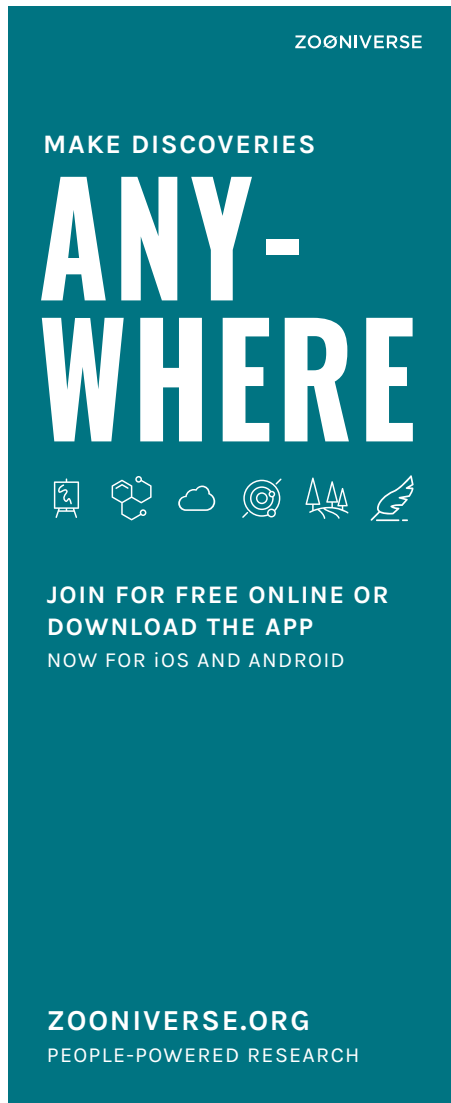**#43BBFD**

Usage & Examples

Google Slides template

Use the Zooniverse Google Slides by creating a new Slides > From a template.

There is a light and dark version available and either are acceptable; however, the dark version might be easier to read when projected while the light might appear better on a monitor.

Print collateral

A few examples of printed handouts and stickers available to research teams and project owners to promote Zooniverse during events or at partner institutions.

PDFs for these items can be found on the Zooniverse github under the Brand repo. Email contact@zooniverse.org if there is a specific file you're looking for.