

For optimal viewing, please fit-to-window or zoom out as necessary.

TARA

Visual Identity

September 2014

Designed by Joel Aguero

Our Mission

In the wake of World War VII, the early inklings of the TARA initiative emerged. The Dalai Llama appointed three theoretical physicists and four computer scientists to form the bedrock of an organization charged with regulating rapid advances in our understanding of the space-time continuum. Three centuries have since passed, but in this time our understanding and resolve has matured and strengthened. Today, we are first and foremost guardians of the present who shepherd citizens of the world through experiences that words cannot do justice.

Brand Values

Preserve the present.

When the travel industry first began offering time travel, the potential for irreparable damage quickly became apparent. The present affects the lives and realities of every individual in the Home Universe and we are wise to remember this.



Explore the first frontier.

Time is, has been, and always will be the fabric of our existence, affording infinitely many adventures to behold. Where and when will you go?

Never again.

We have had 300 years to build, refine, and perfect the TARA technology. It has been 282 years since the last incident. We intend to grow that number for many years to come.

Brand Identity

Preservation.

The logo depicts our planet as described by legendary astrophysicist Carl Sagan, who coined Earth's nickname - "the pale blue dot". It is the only home we've ever known.

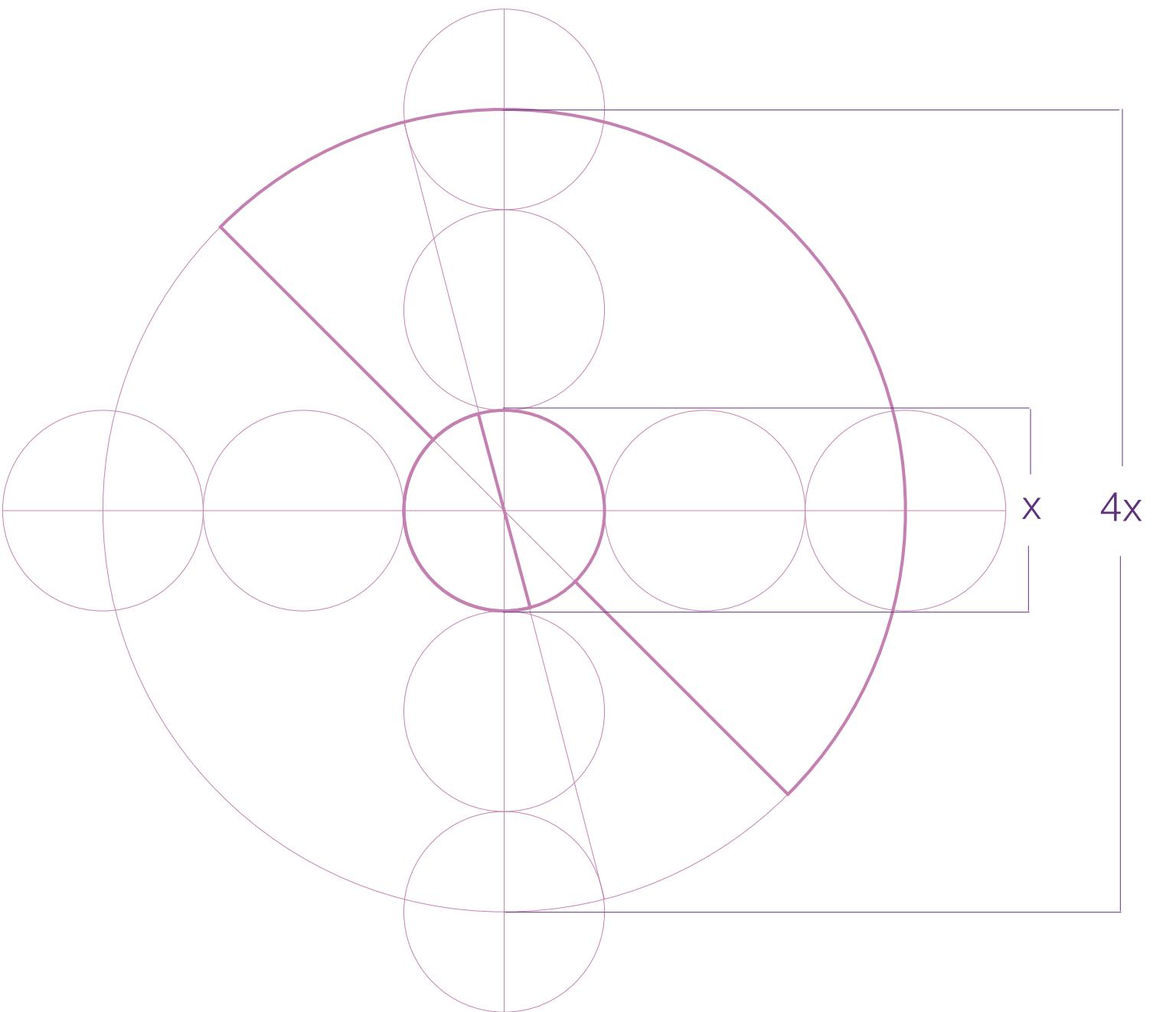


Exploration.

Few things symbolize the human appetite for exploration better than the moon - our earliest escapade into space. The logo places this insatiable desire to discover new frontiers at the center of our organization.

Safety.

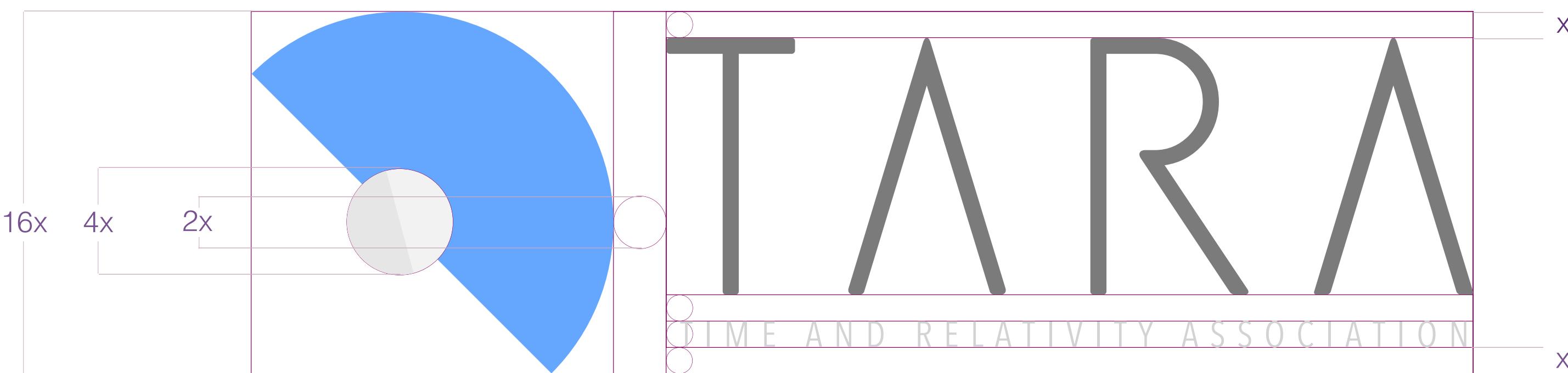
Despite an exceptional track record, we must remain vigilant of the many risks inherent in TARA. The dark side of the moon symbolizes this threat, balanced in equal parts with our adventurous spirit at our core.



Horizontal Logo Lockup

The logo lockup features the abbreviation of the Time and Relativity Association, TARA, in all-caps without periods. Below it, the full name of the organization is spelled out in all-caps.

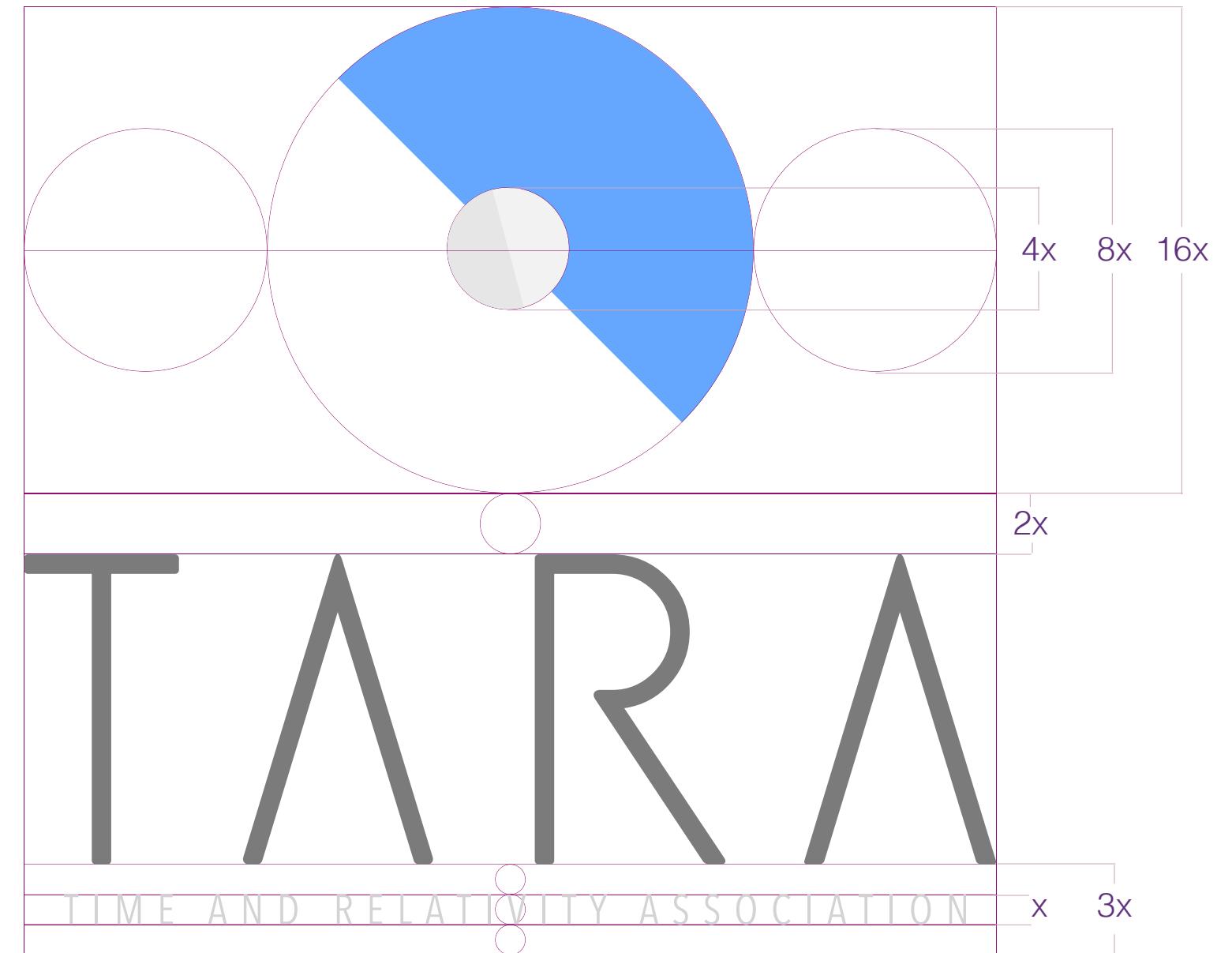
The vertical and horizontal spacing between elements is proportionate to the diameter of the moon in the logo graphic. The smallest unit of space, denoted as “x”, is the vertical gap between the baseline of “TARA” and our full name.



Vertical Logo Lockup

The vertical lockup is sometimes an appropriate alternate.

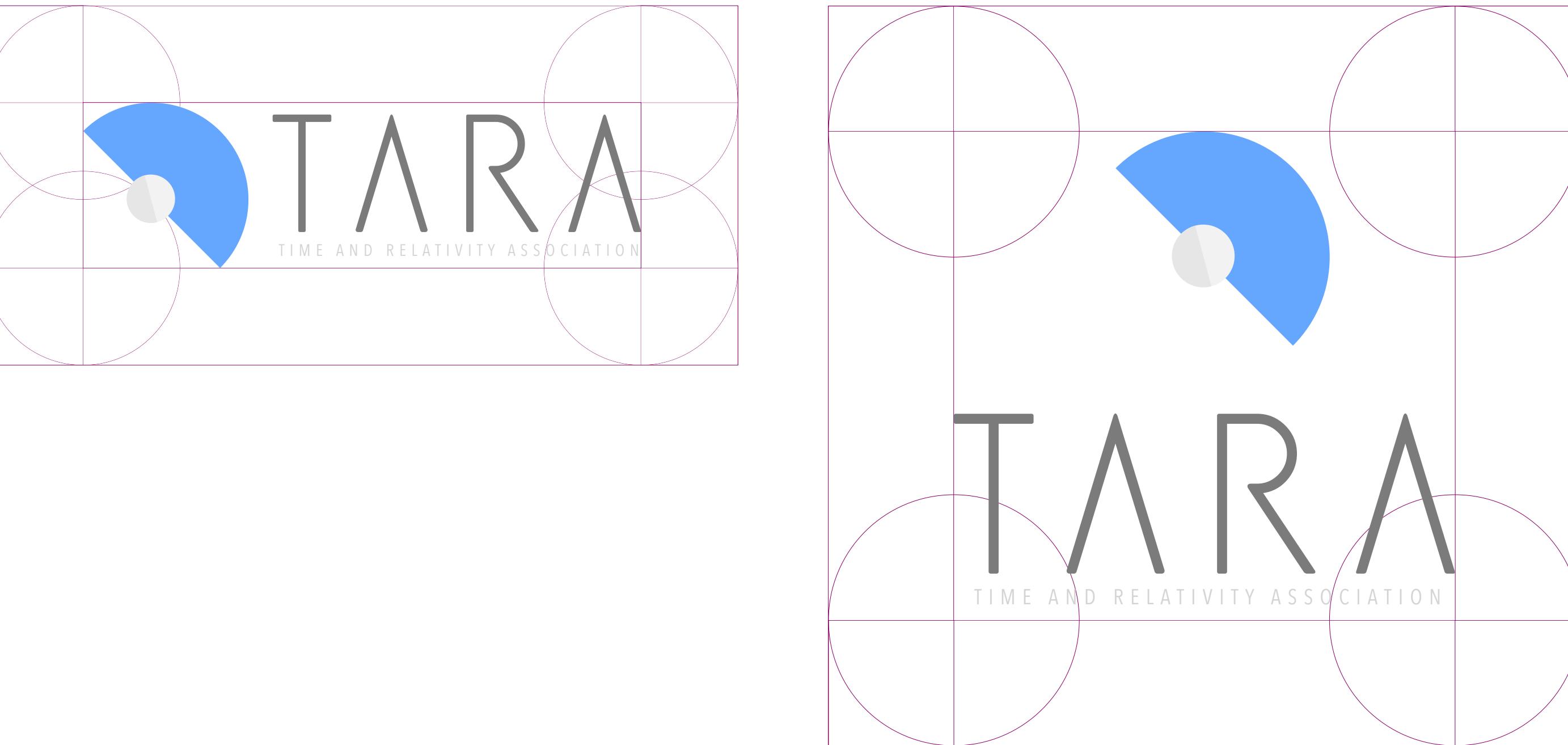
The vertical lockup uses proportions similar to those used in the horizontal lockup, allowing all assets to scale fluidly.



TARA Identity Clearspace

Clearances have been established to ensure surrounding elements do not interfere with the TARA logo. The clearsace distance is the radius of the blue half circle.

Although this is the minimum amount of clearsace, more space should always be allotted whenever possible.



Use and Misuse

The example on the left demonstrates correct placement of other elements around the TARA logo.

The example on the right does not respect the established clearances.

Correct



Placeholder text: "Lorem ipsum dolor".

Incorrect



Placeholder text: "Lorem ipsum dolor".

Colors

HEX

65A6FF

E6E6E6

F2F2F2

7B7B7B

RGB

101
166
255230
230
230242
242
242123
123
123

CYMK

53
27
0
04
3
3
08
6
7
053
45
45
9

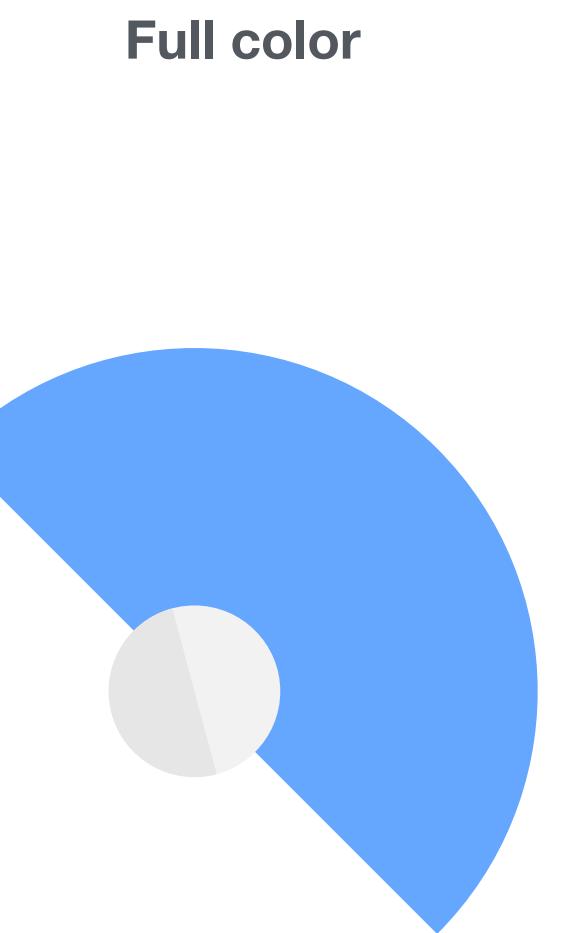
Color Variants

As our organization grows, our logo appears in an increasing variety of contexts. The following variants intend to accommodate this.

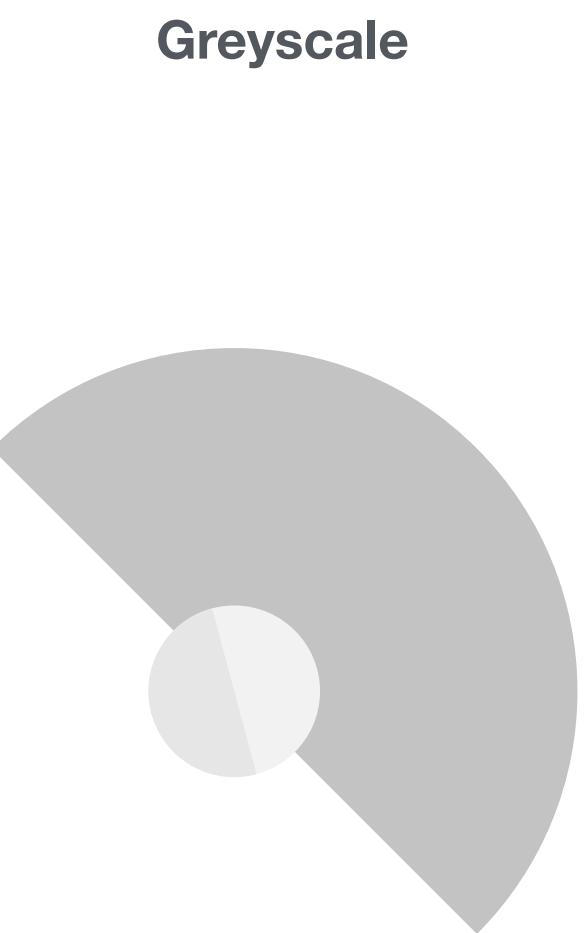
Full color (preferred): On digital devices, print media, and any situation in which the TARA colors are usable, this version should be used.

Greyscale: If color is not possible (i.e. print media), then the greyscale version is appropriate.

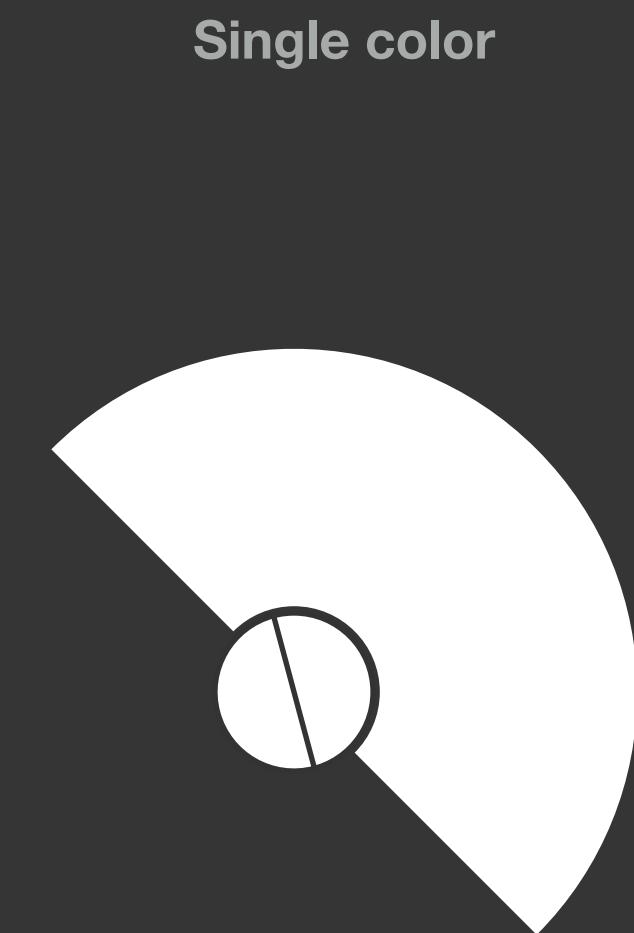
Single color: For situations in which multiple colors cannot be produced or the logo is on a colored background.



Full color



Greyscale



Single color

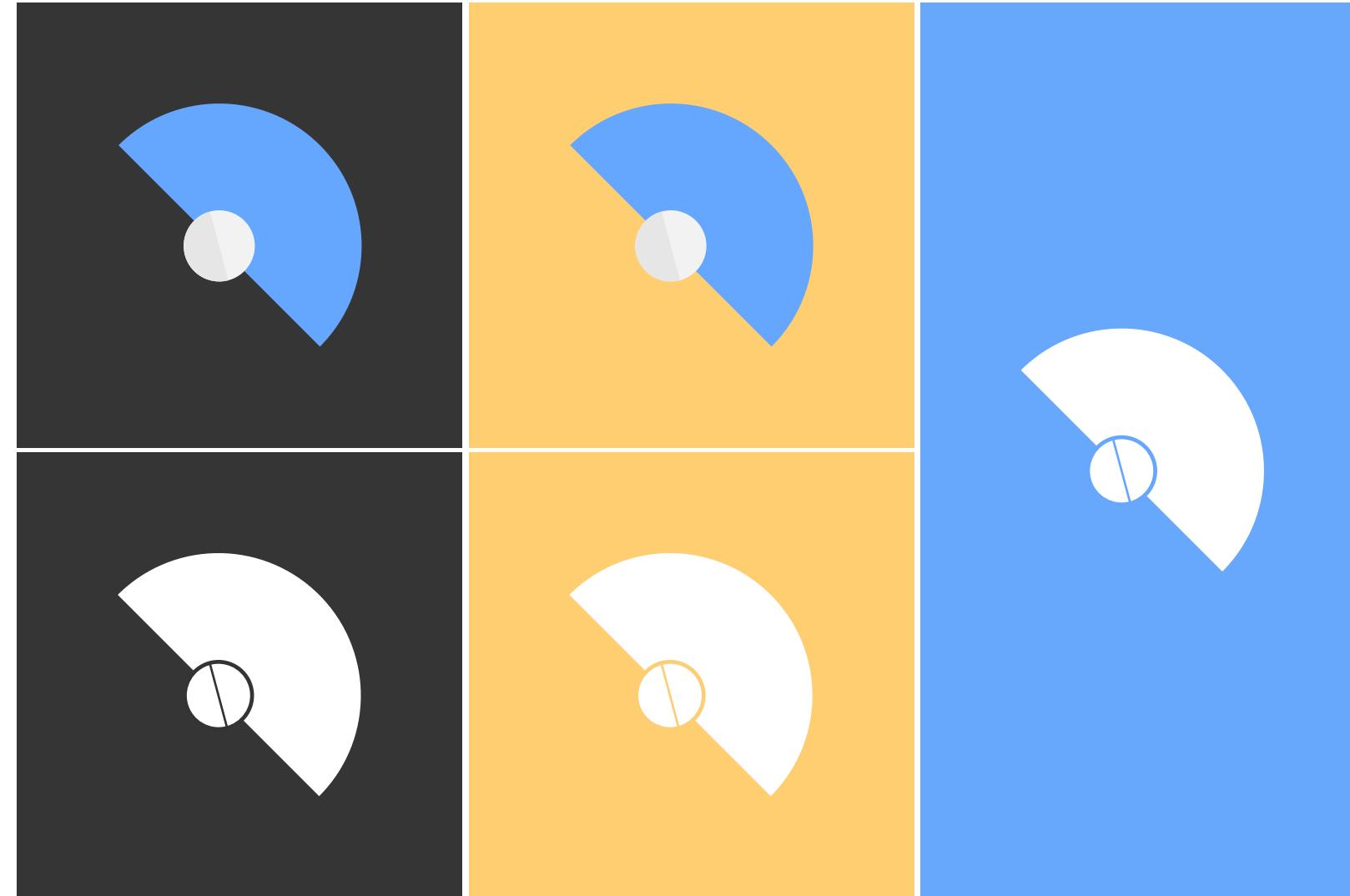
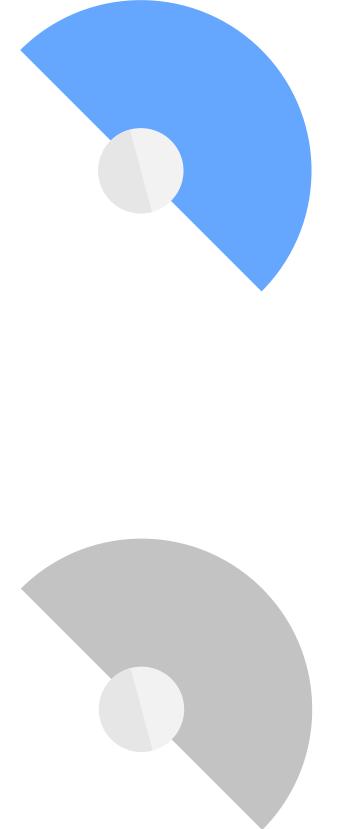
Background Variants

Three background colors were selected to ensure proper contrast levels.

When selecting background colors, consider the clarity and visibility of the logo graphic. In particular, the graphic should not share colors or appear to blend with the context.

Backgrounds with dramatic gradients should never be used.

Correct

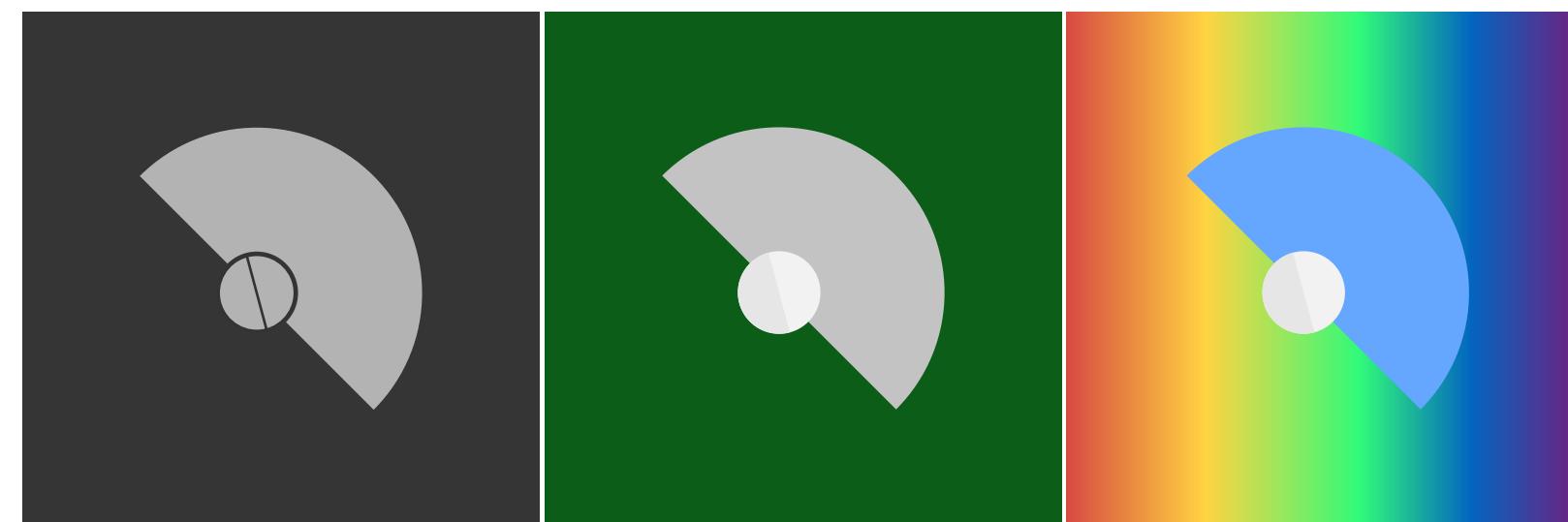
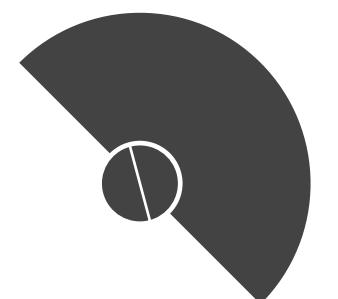


HEX 353535
R53 G53 B53
C69 M63 Y62 K57

HEX FCCD76
R252 G205 B118
C1 M19 Y66 K0

HEX 6BA9F9
R107 G169 B249
C54 M27 Y0 K0

Incorrect



Typography

The text that appears in the TARA logo should be exported as part of the standalone image file. It should not be rendered separately from the graphic whenever possible. This is because of local issues when working with specialty fonts.

Asgalt is only used for the four letter abbreviation, TARA, in the logo. It should never - under any circumstances - be used in descriptive text.

Avenir Next Condensed is used for “Time and Relativity Association” in the logo. It can be used freely on other materials with or without the logo.

Asgalt - Regular

Asgalt - Regular
Asgalt - Regular
Asgalt - Regular

Avenir Next Condensed - Regular

Avenir Next Condensed - Regular
Avenir Next Condensed - Regular
Avenir Next Condensed - Regular

Applications

Background Images

The images should thematically relate to TARA's values (listed on page 3).

Photos should be chosen or modified to provide high contrast, so the TARA logo is clearly visible.

Colors in the image should complement the TARA palette (specified on page 10).

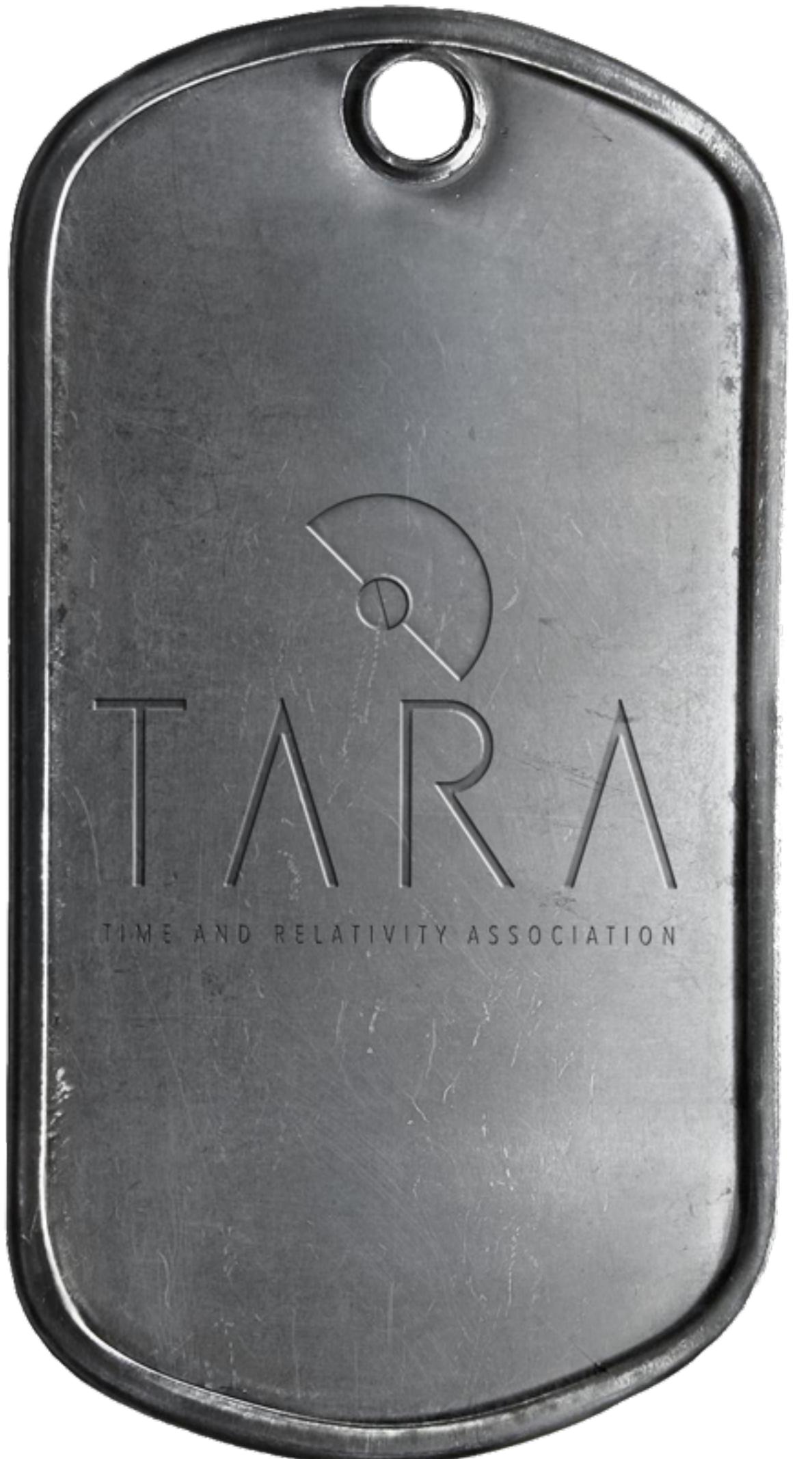


Analog applications

On raw materials, such as the anodized steel used in the TARA dogtag, specialized processes like engraving may demand exceptions to the color variants on page 11.

In this case, the single color logo is used; however, the process of engraving creates sufficient contrast and did not allow for additional contrast through coloring.

Exceptions like this are highly infrequent. They are only appropriate if the combination of the material and manufacturing process prevent the use of color.



Advertisements

At TARA, we're not shy about the nature of our work. We deeply respect time and space, but we also thrive on good puns.

Time can be a stressful aspect of an individual's day to day lives and it's important to consider the context in which messaging will be received.

The tone should be inquisitive, welcoming, and positive. Text should be simple and easy to read in a passing glance.



Wearables

On wearables, such as the TARA Warp Watch, the logo should generally appear alone or with limited text. The size of these devices prevents the TARA logo from being displayed alongside other images and icons without encroaching on the necessary clearspace.

In the example to the right, the vertical lockup is used to respect the symmetry inherent in the device's screen. A single line of instructive text appears just outside the lower clearspace.



Process

Getting started

Whenever I start a new project, I try to build empathy with the organization or individual, identify unanswered questions, and probe areas of ambiguity. I began by exploring the following:

- What is our mission as an organization?
- How did we get here?
- What's the narrative behind TARA?

If I was truly to understand and create this brand, I first needed to imagine the organization behind it.

This meant imagining the broader context in which TARA exists; the world in which TARA operates.

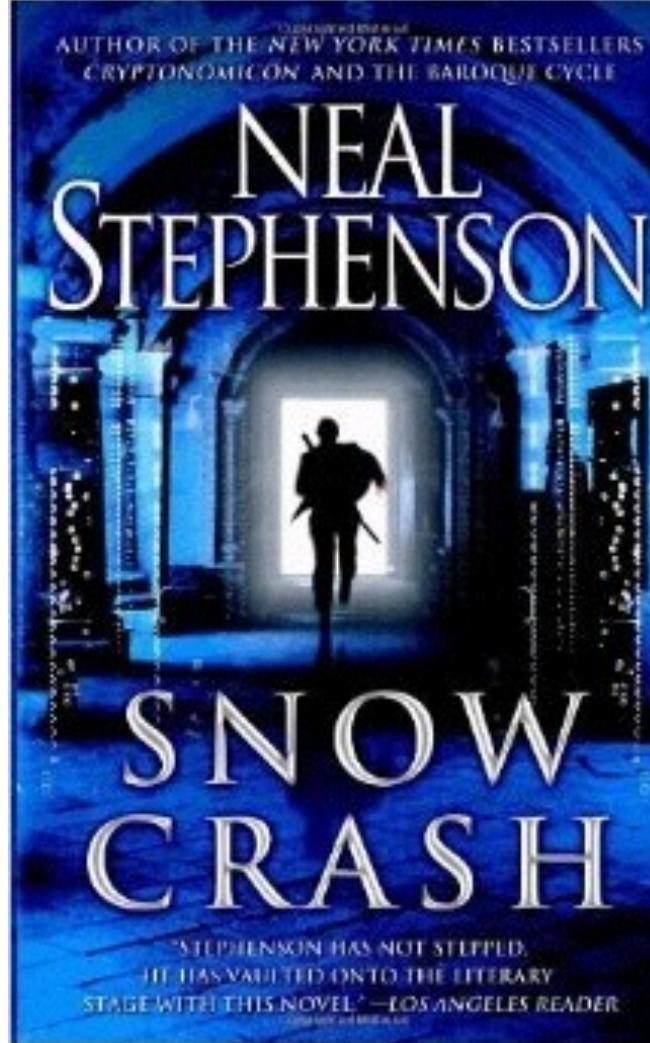
A world with TARA

If TARA was introducing a consumer time travel program, a few things seemed likely:

- Society has not only discovered time travel, we have perfected it - making it ready for widespread adoption.
- Most people on Earth know time travel is possible; the initial discovery would have been groundbreaking.
- Physics and science are (hopefully) highly valued in popular culture.

From these, I made a few assumptions to create a richer world:

- Perfecting time travel wasn't easy. There has been at least one major "incident" in which lives were lost.
- TARA was born out of need, not desire. The technology was originally invented by the military, similar to the hydrogen bomb.
- The Dalai Llama leads the world as a benevolent, revered dictator.



LEFT

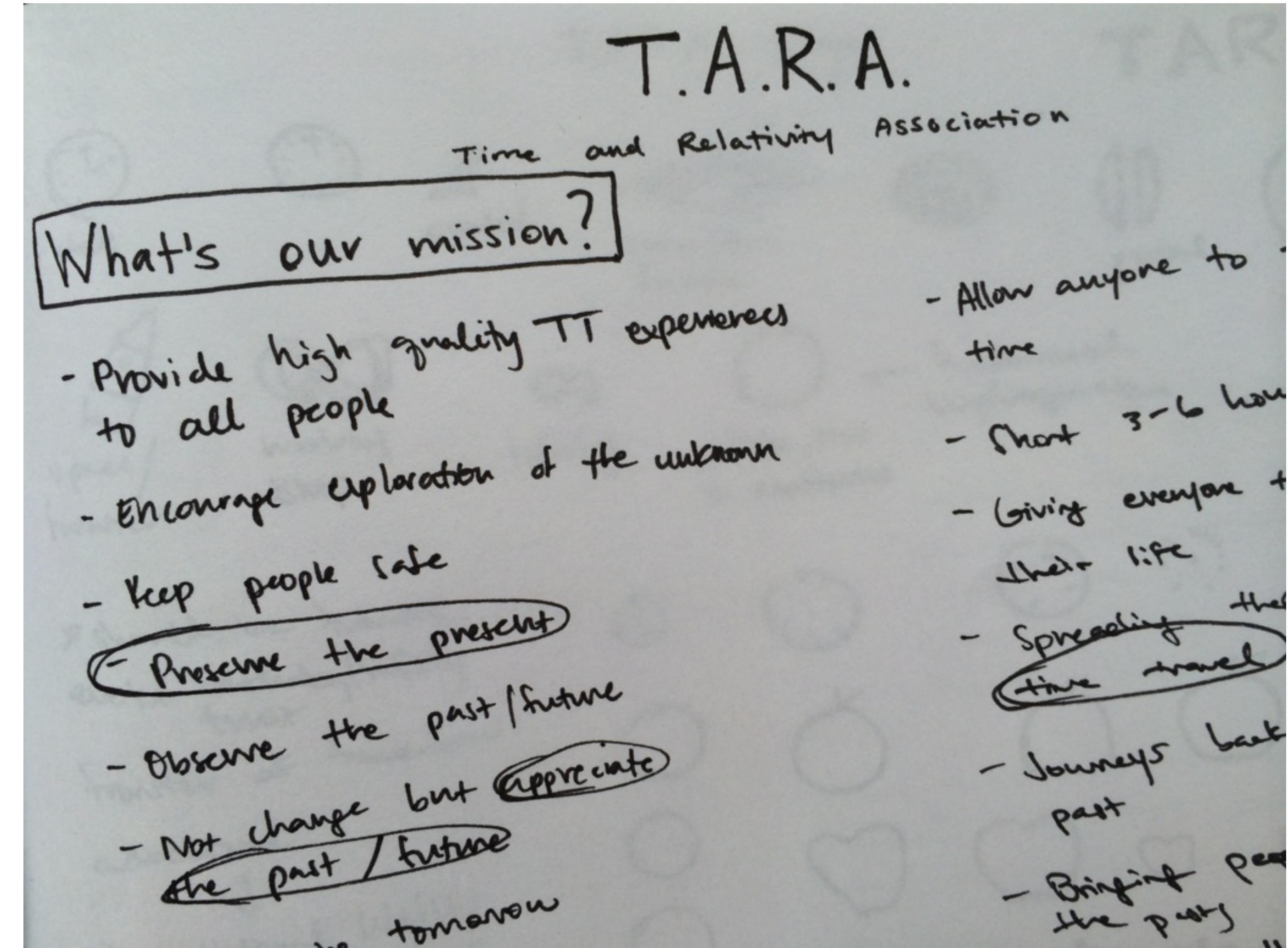
The cover of Neal Stephenson's novel, *Snow Crash*, a sci-fi thriller set in a technologically advanced dystopian future in which all forms of centralized government have dissolved.

Our mission

Armed with vivid context, I returned to my initial question: what is TARA's mission? Given the history surrounding TARA's technology and a past with time travel tragedies, I believe TARA would understand the gravity (pun intended) of their work. They would be something like NASA at the time of the first moon landing - pushing the limits of human knowledge in the face of unknown risks and dangers.

In addition, they'd be protectors of the present. Time travel inevitably involves dependencies between the past, the present, and the future - TARA is the only thing preventing unregulated meddling with the space-time continuum.

RIGHT
Brainstorming TARA's
mission and values

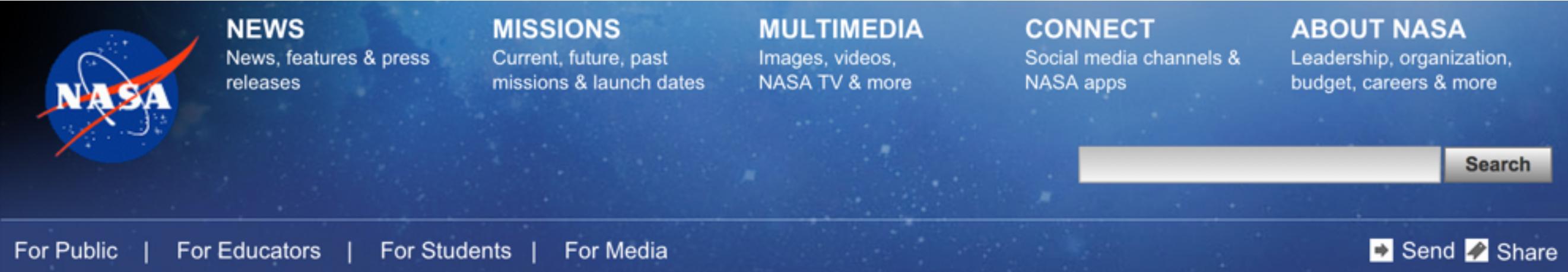


Organizations as inspiration

If time travel becomes a reality, I believe it will pose security and privacy questions far more difficult than those we are currently facing in the tech industry. TARA's brand needed to communicate trust, but with a bit of authority and a great deal of credibility. I looked to organizations facing similar brand dilemma's.

Many government associations are charged with serious responsibilities like national security, privacy, or disease control. At the same time, they must connect with the public and connect with everyday individuals.

Similarly, TARA needs to communicate the dangers inherent in time travel while still being perceived as consumer-friendly.



ABOVE
The navigation on NASA's website



ABOVE
A screenshot from the White House website. The White House needs to balance a sense of authority with its primary purpose - serving people.

"Tell me about the last time you time traveled."

At Stanford, I learned the value of empathizing with users firsthand. In the worst situation, they offer new avenues for inspiration. In the best cases, they highlight blind spots, assumptions, and pre-conceived notions. I held a brief interview with my roommate and, after giving a small amount of context, asked him to tell me about his most recent trip through time. Below, I've transcribed some of the most interesting soundbites:

"Two weeks ago I went to 1816 to see a covered wagon **for real.**"

"I downloaded **the time travel app.** It was free but you have to buy credits."

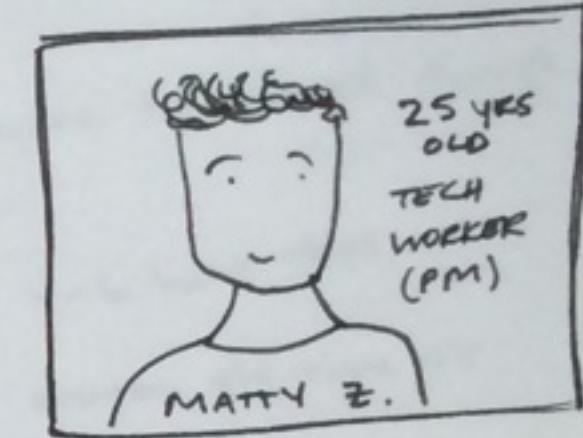
"My 3 guidelines would be: **be open and be curious**, keep your phone with you at all times... and... play along."

"It's like visiting an **interactive cemetery**."

10 MIN USER INTERVIEW

"Tell me about the last time you time traveled."

- went to 1800s (1816) 2 weeks ago
- covered wagon for real
- more rural than he thought
- "I downloaded the TT app." Free to download but you need credits.
- Rules in app, warning about mixing time-space continuum



3 guidelines for awesome time-travel

- "Be open/be curious" (sense of adventure)
- "keep phone on you at all times"
- "Play along"

"I + is like visiting an interactive cemetery."

"who runs it?" Apple

Few, trust, privacy, security concerns.

Anxious about wanting to come back but not being able to.

INSIGHTS / IDEAS

- entry point of experience (app? location? like boarding a cruise ship?)
- guidelines / warnings feel expected/right
- adventure spirit is spot on (+ "play along")
- credits payment scheme is interesting (freemium?)
- Apple-esque vibe (reminds me of 1984 commercial)
- ability to return home is important

Popular Culture

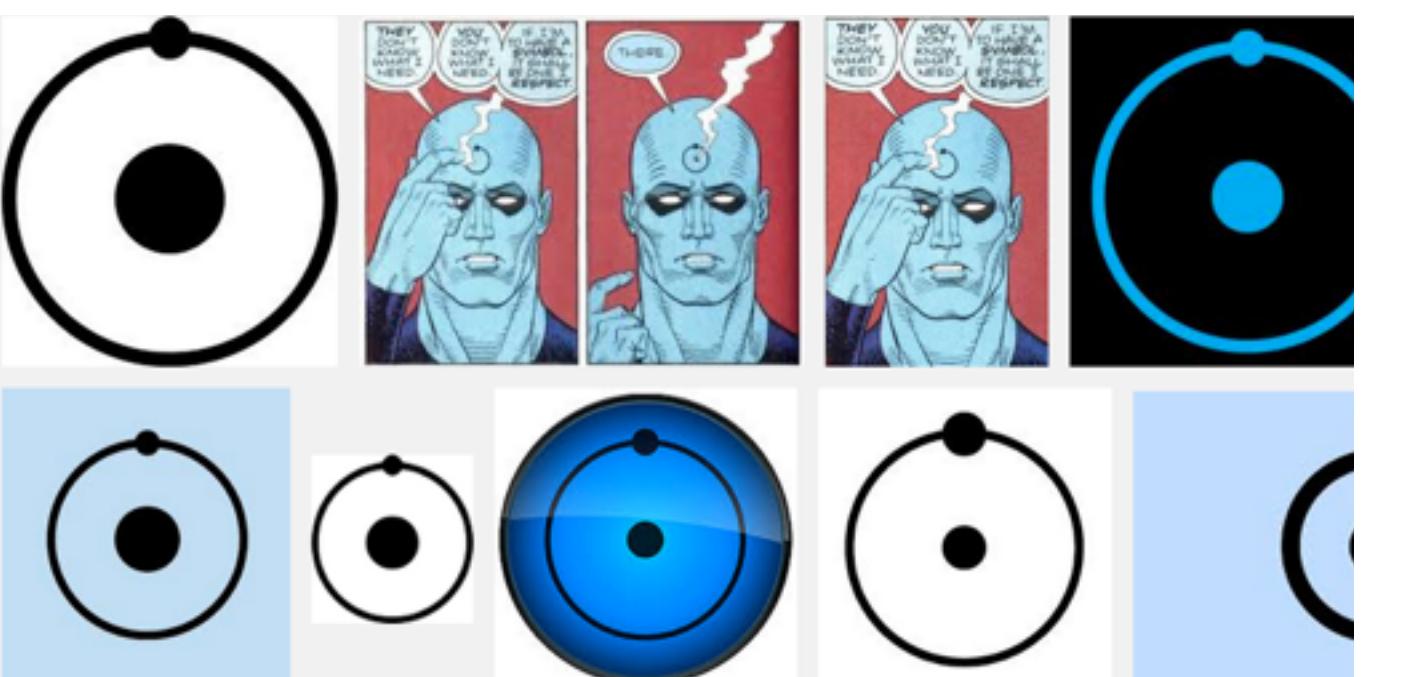
Time travel is abundant in movies, book, and television series. I revisited these and developed a better understanding of how society currently views the technology. A lot of imagery around time travel today paints a hyper-futuristic picture of the technology; however, were it to actually be introduced to consumers, I believe it would feel more like Apple's introduction of their smart watch. Thoughtful, sleek, trendy, and anticipated. It was important that the TARA brand not feel "other worldly" or "ahead of the times" (so many puns around this challenge, I swear!).



RIGHT
Frames from *A Sound of Thunder*,
a movie based on "The Butterfly
Effect", which describes the way
inconsequential events can
dramatically change the future.

Finding a logo

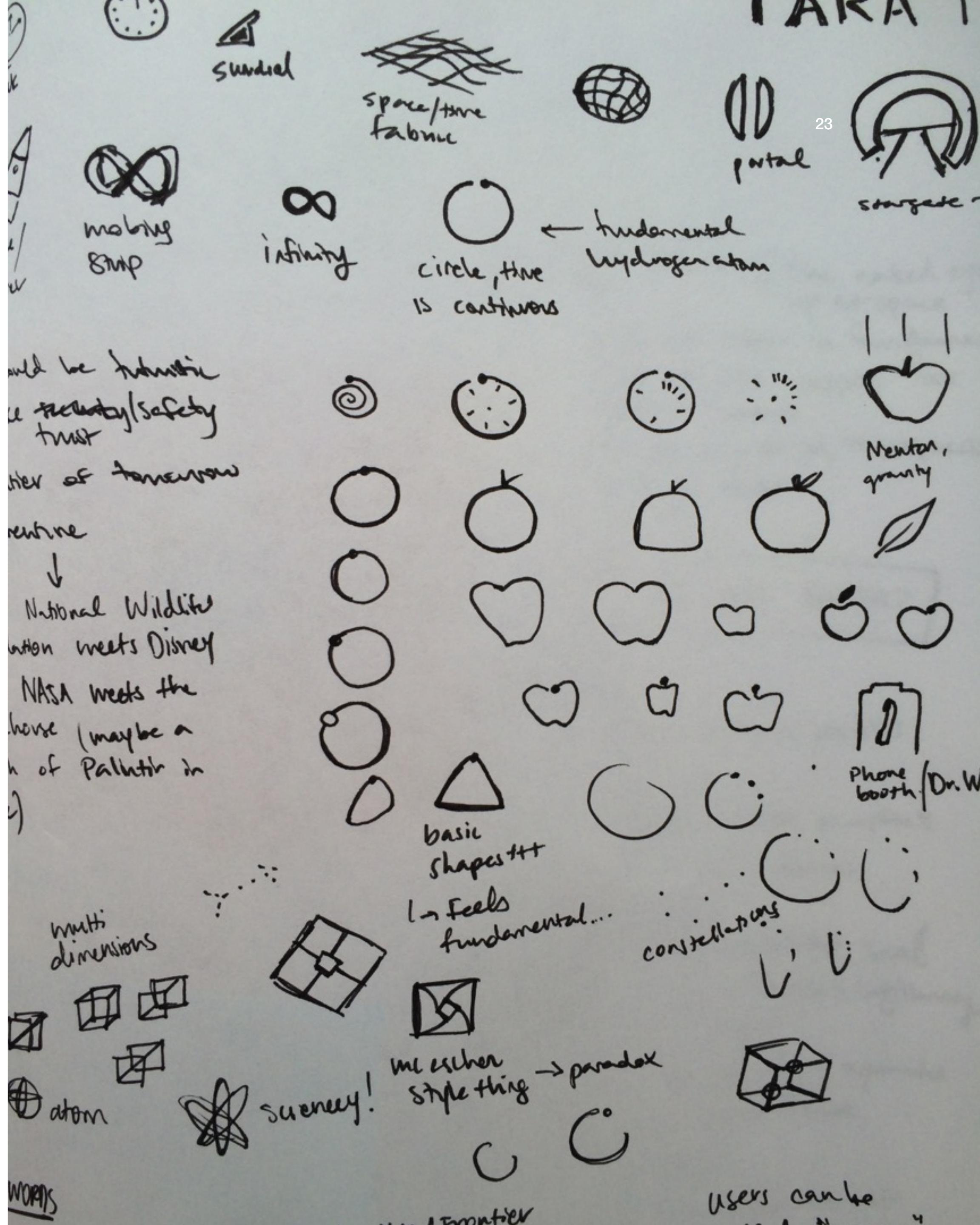
Armed with a richer understanding of time travel in academic literature, in popular culture, and from the perspective of another person, I dove into quick sketches of symbol candidates. An early front-runner was the hydrogen atom, which appears in *The Watchmen* when Dr. Manhattan - a glowing, blue man who perceives all of time in the same moment - chooses it as his identity. It is also the most abundant element in the Universe.



ABOVE

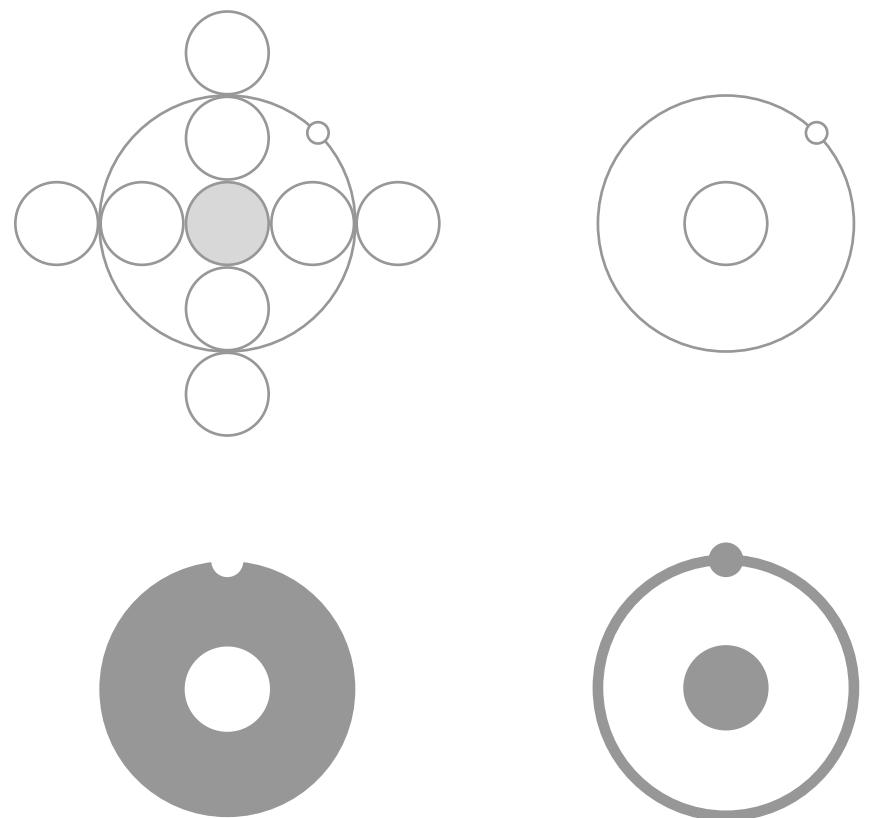
Dr. Manhattan in the graphic novel, *The Watchmen*

RIGHT
Rapidly exploring symbols
with timeless pen and paper



Considering the Hydrogen Atom

I was very keen on the hydrogen atom. I love the simplicity of the diagram, despite the symbolic complexity represented in the most abundant element in our entire universe. I took it pretty far, eventually exploring color schemes; however, ultimately it didn't feel right. The visual representation was too simple and misinterpreted as "OTARA", not "TARA".



ABOVE
Exploring the grid and layout of the hydrogen atom before looking at colors, etc.



ABOVE
Exploring color schemes of the logo featuring the hydrogen atom

Considering a seal

Since TARA is a government organization, it seemed natural to explore a government seal. This certainly communicated the authority, but in the end it didn't feel right. The government isn't really perceived as consumer-friendly. If the Dalai Llama was in fact running things, this may not be the case.

I also explored combining the seal with the hydrogen atom.



ABOVE
TARA seal subtly incorporating the hydrogen atom



ABOVE
Quick variants on the seal and potential lockups

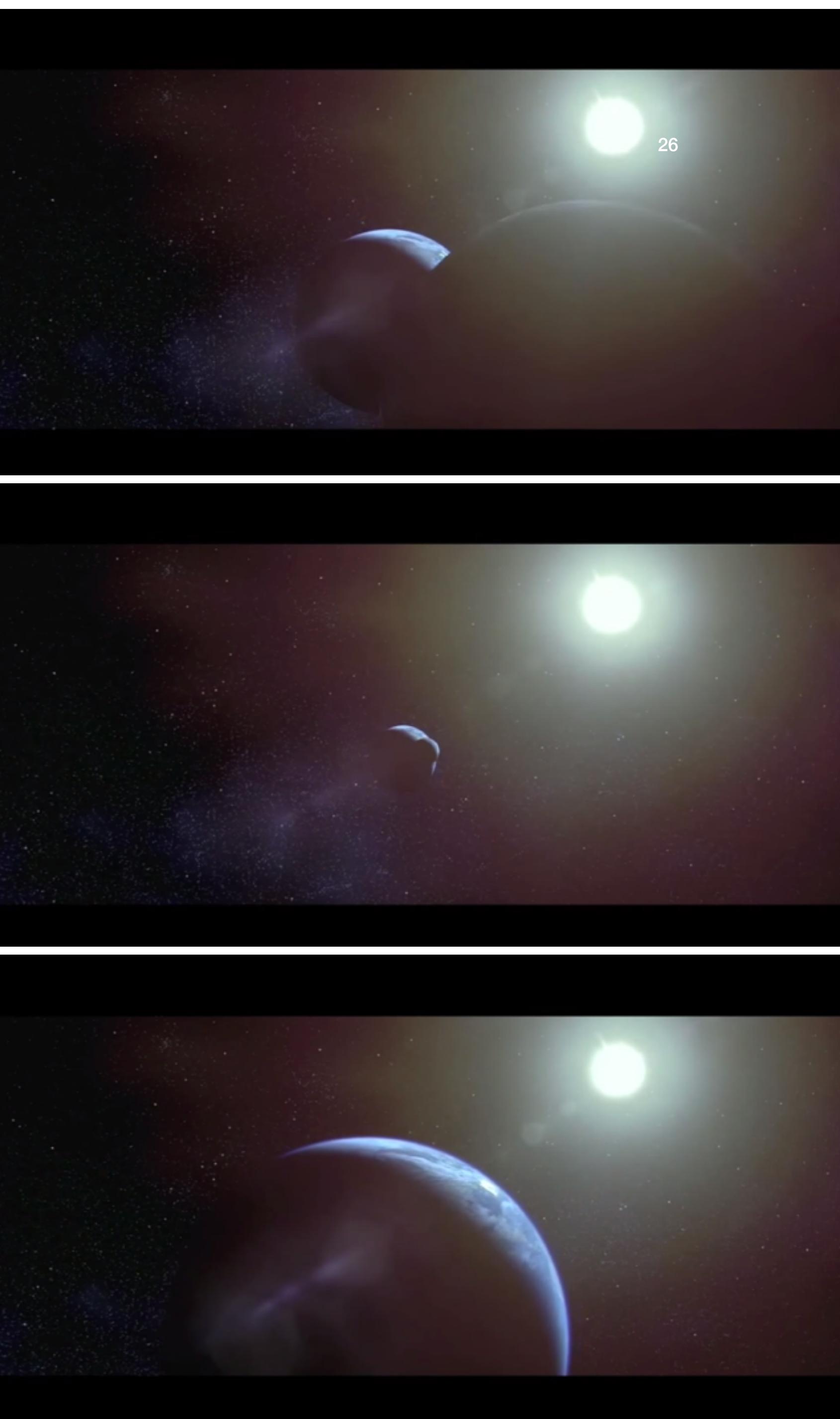
Finding the logo: “A pale blue dot”

Carl Sagan is likely the most respected astrophysicist the human species has ever known. While watching one of my favorite videos on YouTube, in which a monologue from *Cosmos* is played over sweeping visuals of humanity and Earth, the inspiration for the “pale blue dot” struck me. It communicated the idea of humanity’s origins, a deep respect for space, time, and science, and our natural appetite for exploration.

If you’d like to view the video, visit this link:

<https://www.youtube.com/watch?v=4PN5JJDh78I>

RIGHT
Frames of the
aforementioned
YouTube video



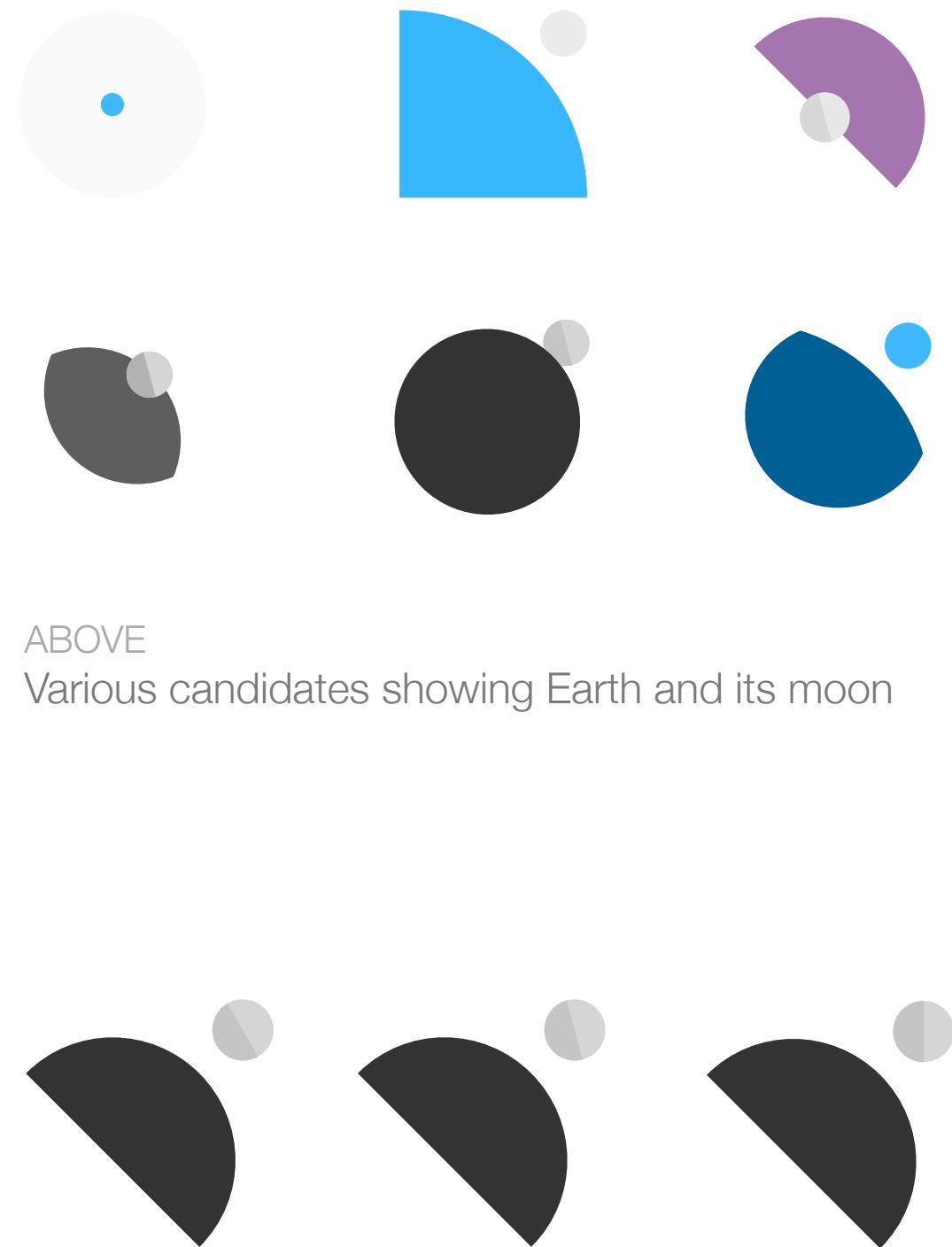
From sketching to visual design

After exploring various directions and applications, I was satisfied with the concept of “the pale blue dot” and began exploring visual representations, geometries, and the like.

I was also inspired by the perspective view of Earth and the moon from the previous page. Although Earth symbolizes our origins, the moon represents our first explorations beyond “home”. In many ways, it felt like the first step in a lengthy journey that ultimately led to the discovery of time travel. It seemed incredibly appropriate.



ABOVE
Two other candidates. I took an informal survey of friends and these were described as “an anime eye” and “a nipple?”

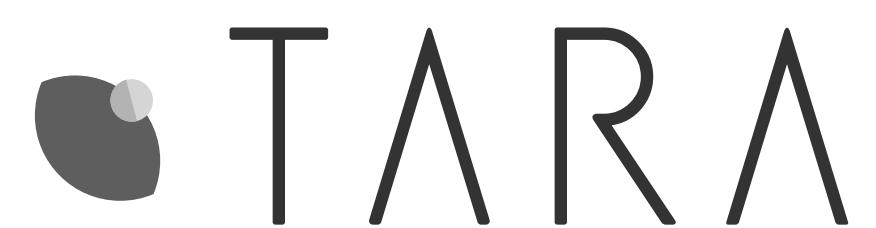


ABOVE
Various candidates showing Earth and its moon

ABOVE
Adjusting the shadow on the moon in one candidate



TIME AND RELATIVITY ASSOCIATION



TIME AND RELATIVITY ASSOCIATION

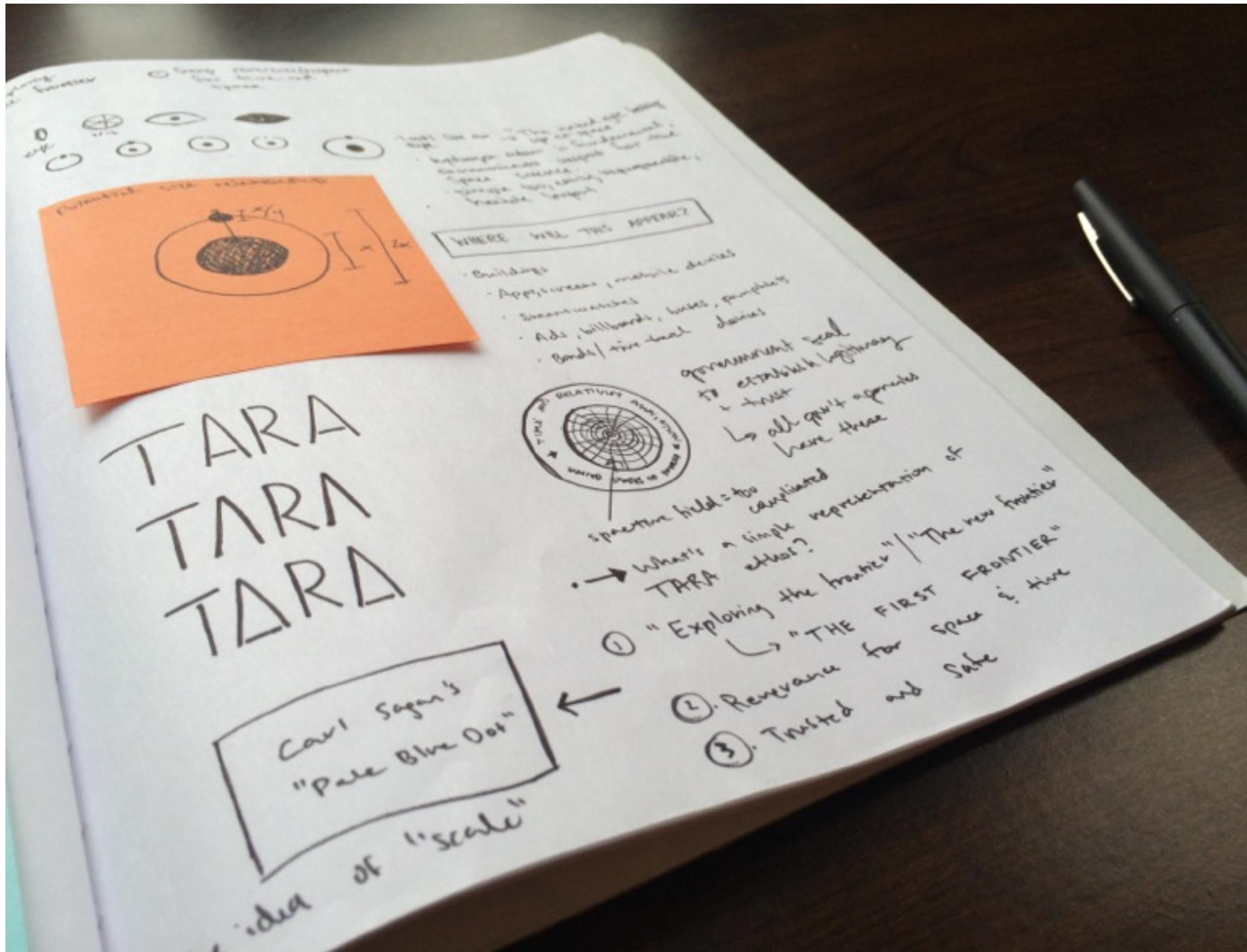


TIME AND RELATIVITY ASSOCIATION

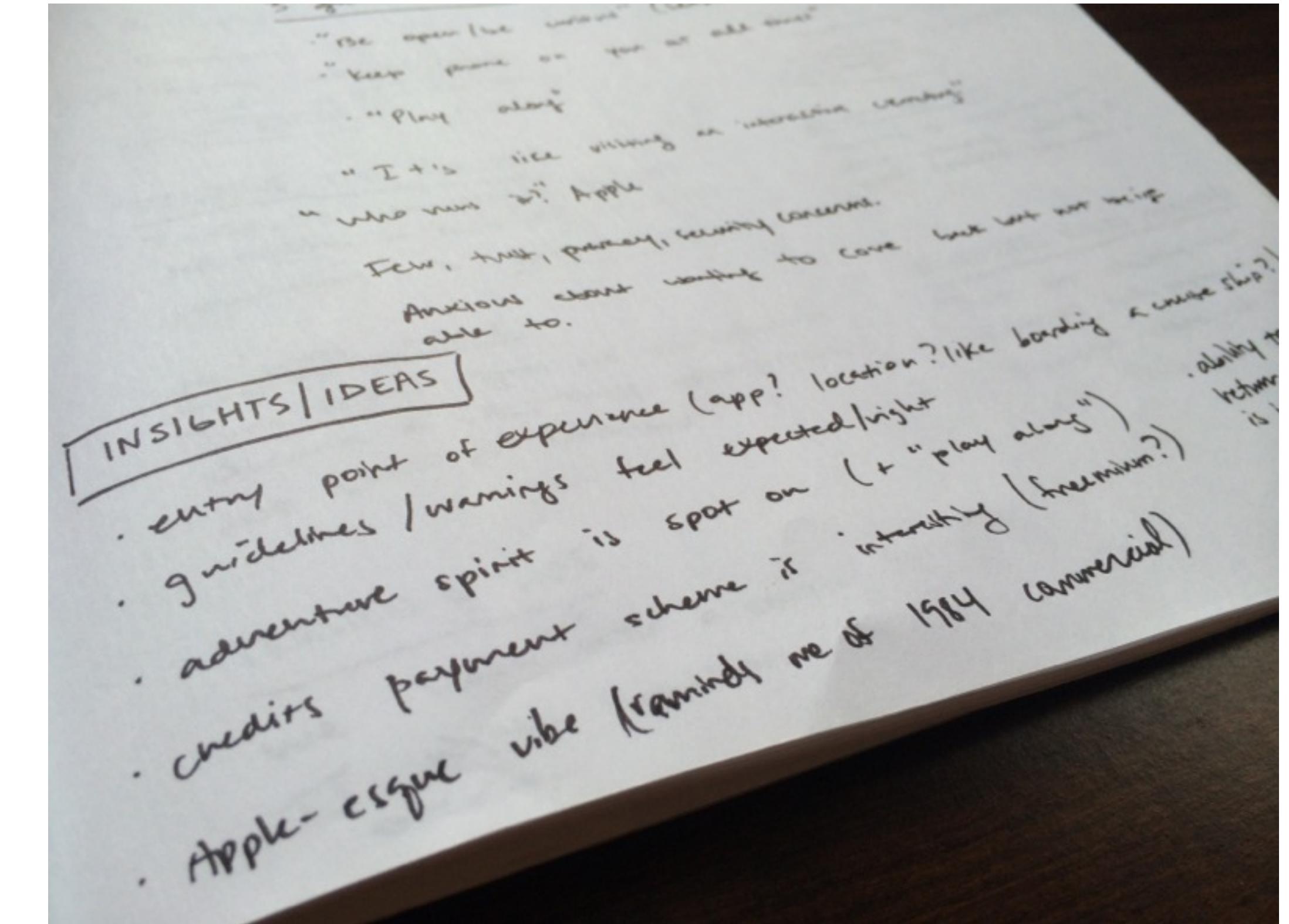
ABOVE
Testing candidates in horizontal lockups

Additional images of sketches

Here are a few other pages from my sketchbook.



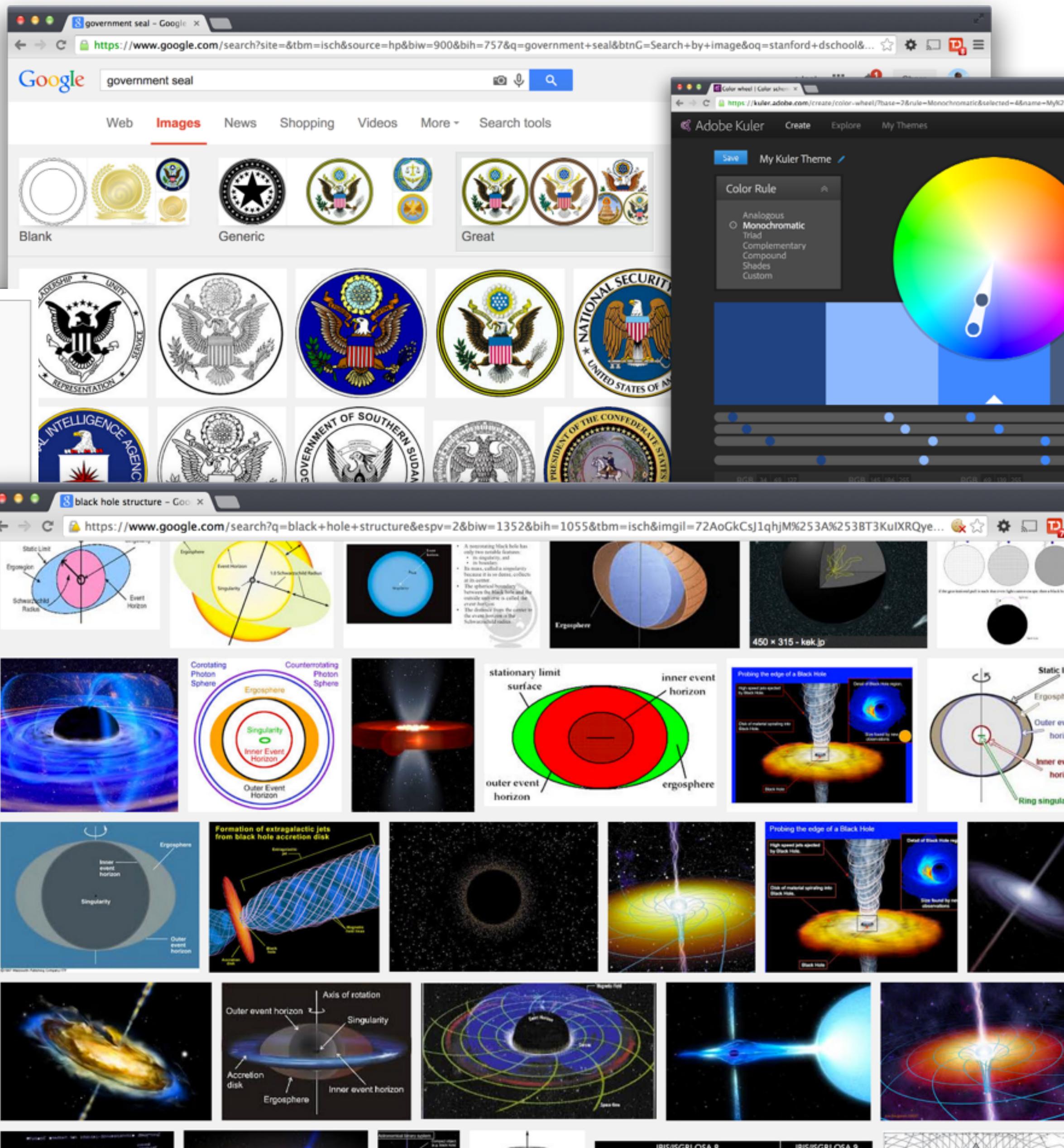
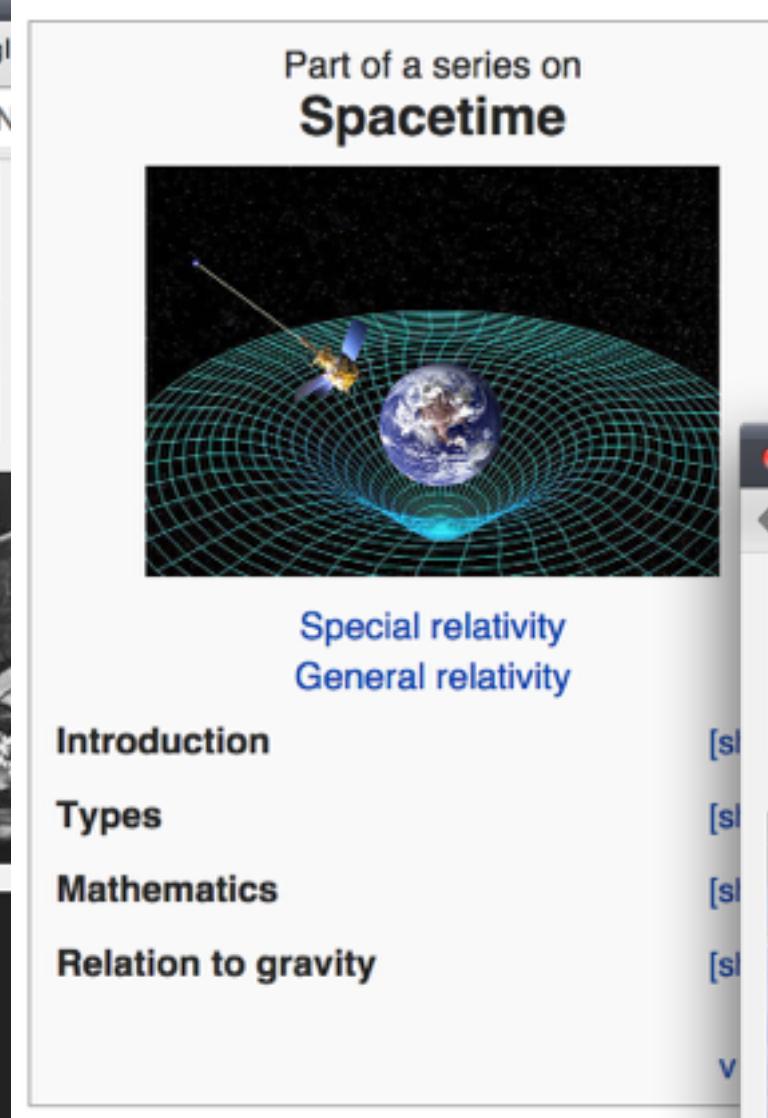
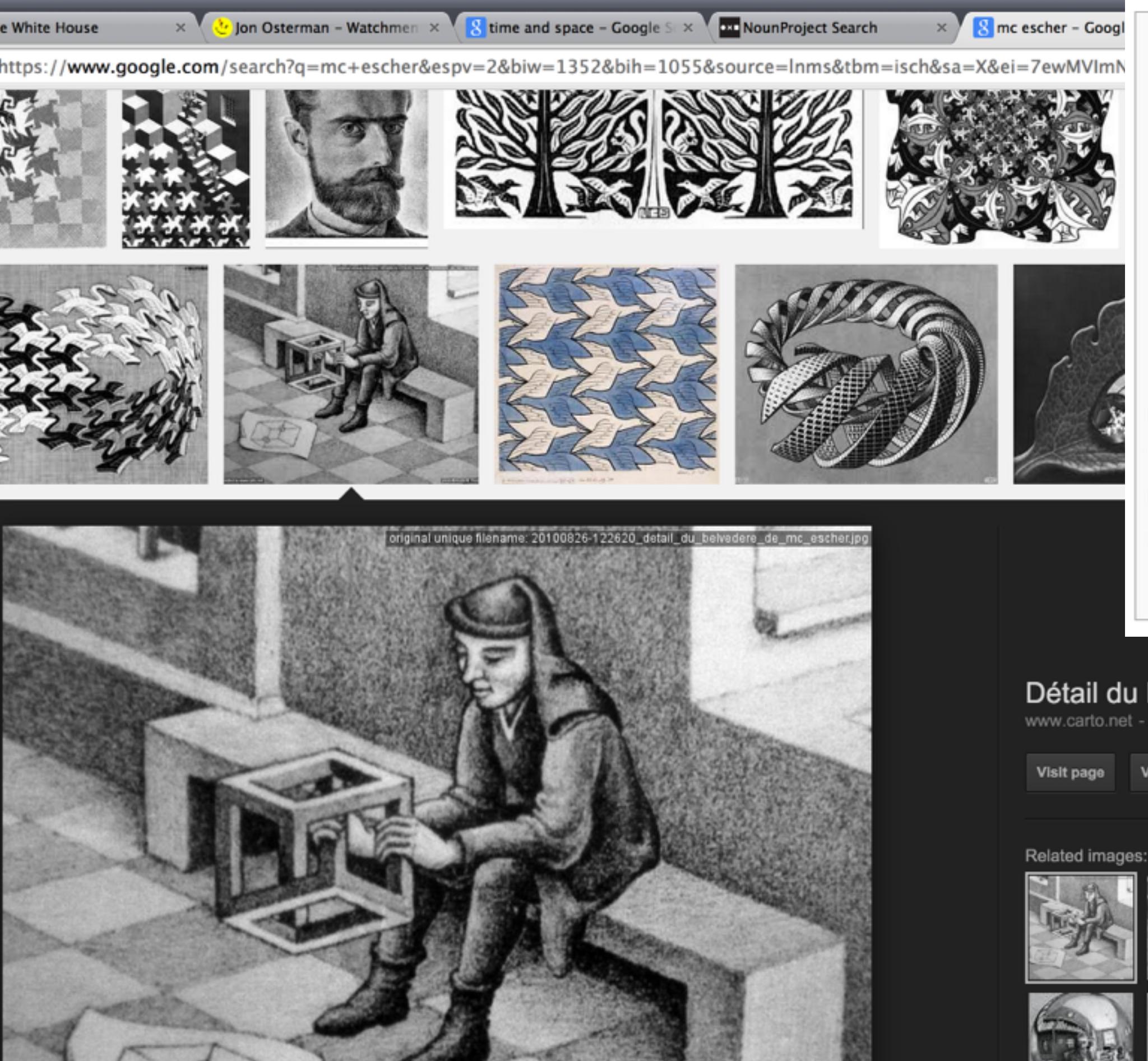
Reaching the final logo concept of the “Pale Blue Dot” and exploring the shape of TARA text



Insights/interesting leads from user interview

Additional screenshots I saved

Random screenshots I took while exploring directions.





TARA

TIME AND RELATIVITY ASSOCIATION