

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.

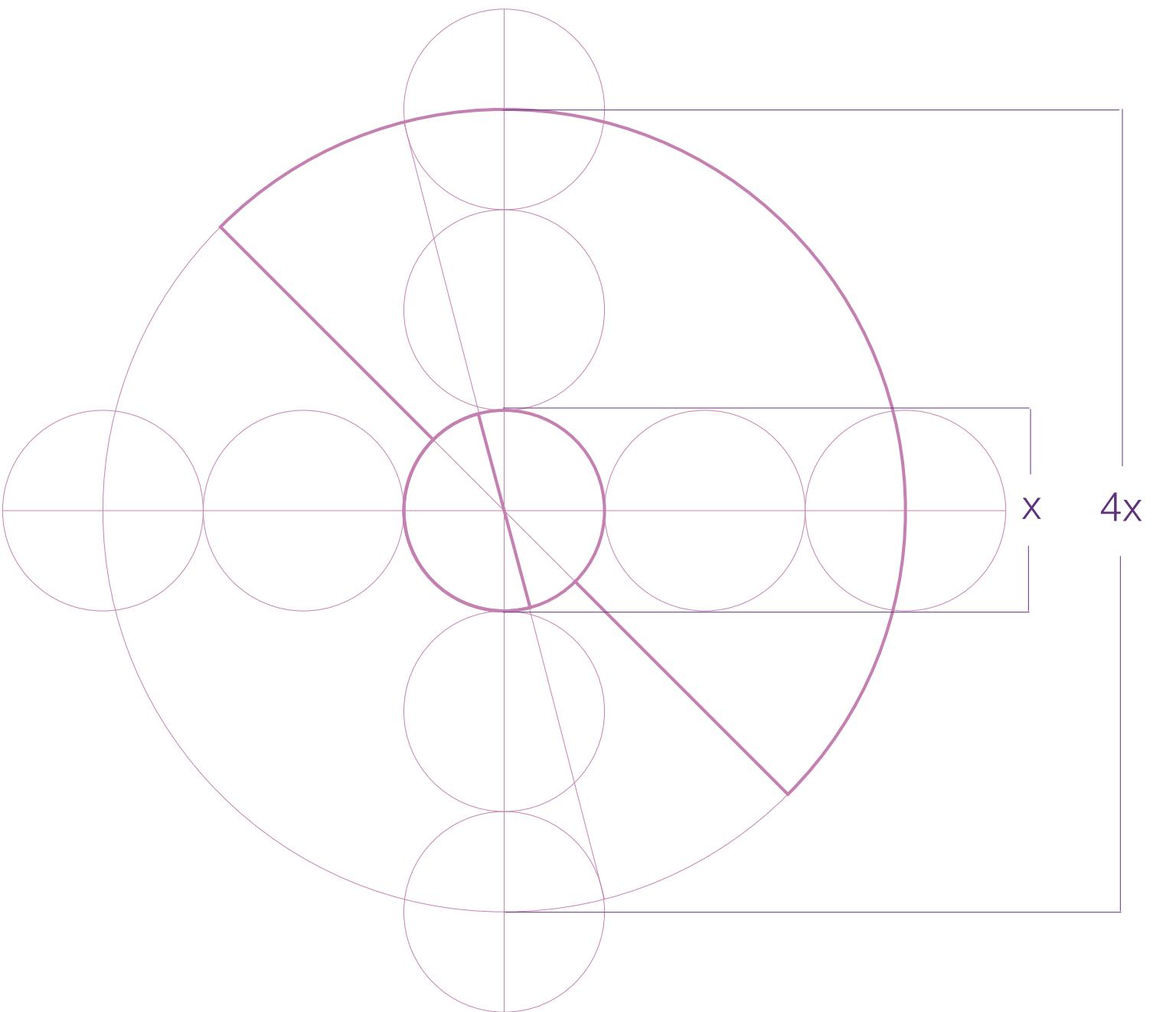


Exploration.

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.

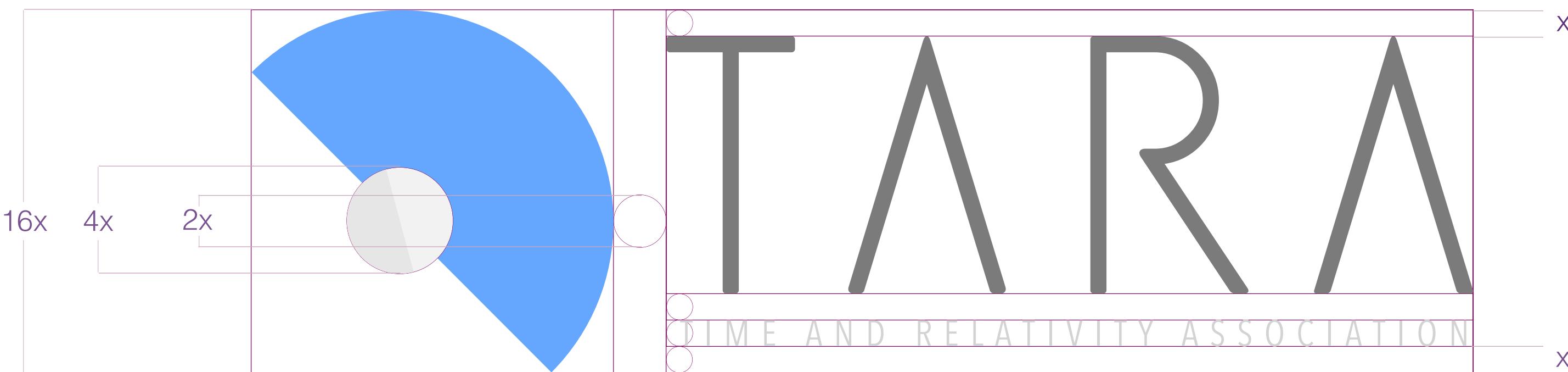
Despite an exceptional track record, we must remain vigilant of the many risks inherent in TARA. The dark side of the moon symbolizes this threat, balanced in equal parts with our adventurous spirit at our core.



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.

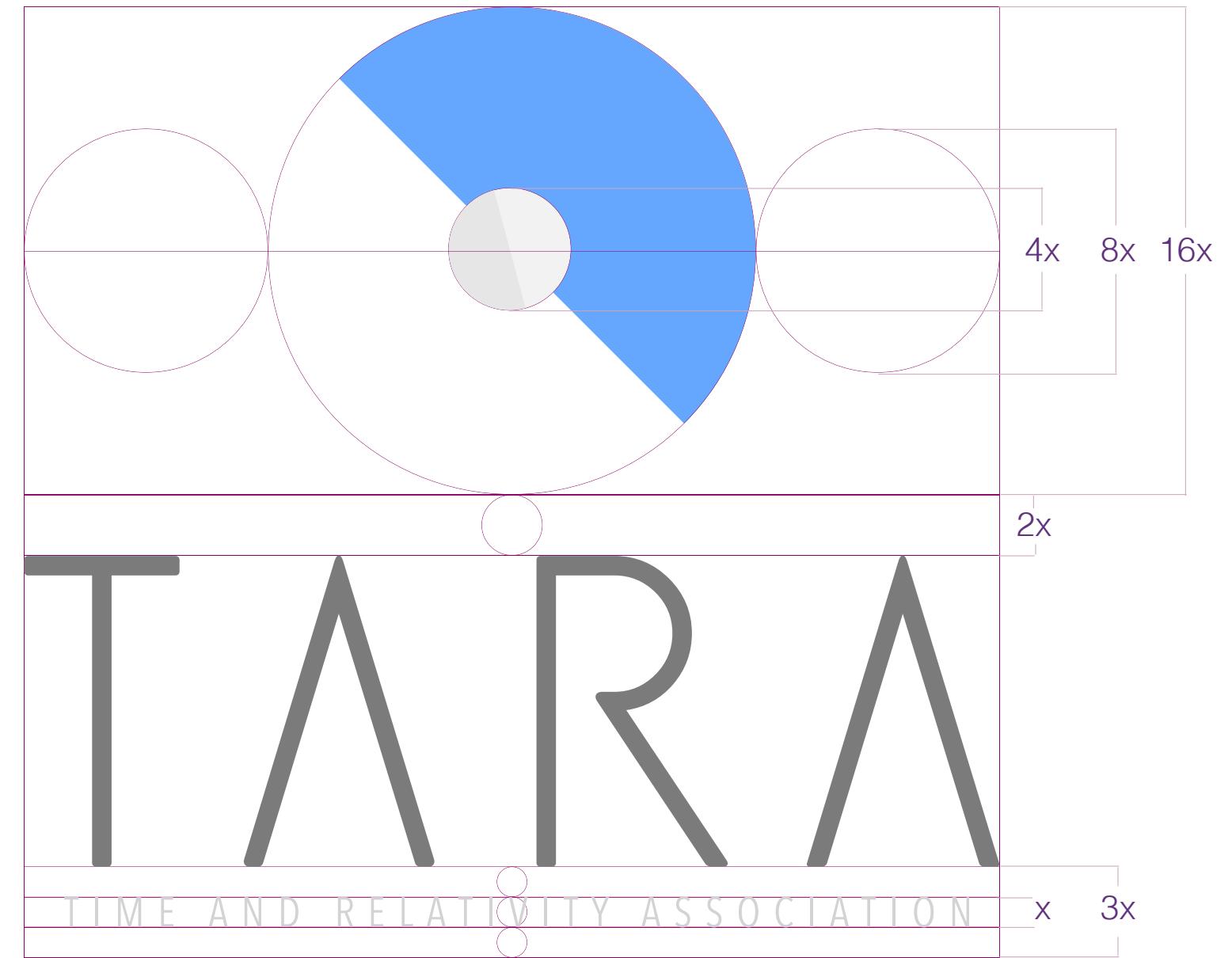
The vertical and horizontal spacing between elements is proportionate to the diameter of the moon in the logo graphic. The smallest unit of space, denoted as “x”, is the vertical gap between the baseline of “TARA” and our full name.



Vertical Logo Lockup

In cases where the horizontal lockup cannot be used, the vertical lockup is an appropriate alternate.

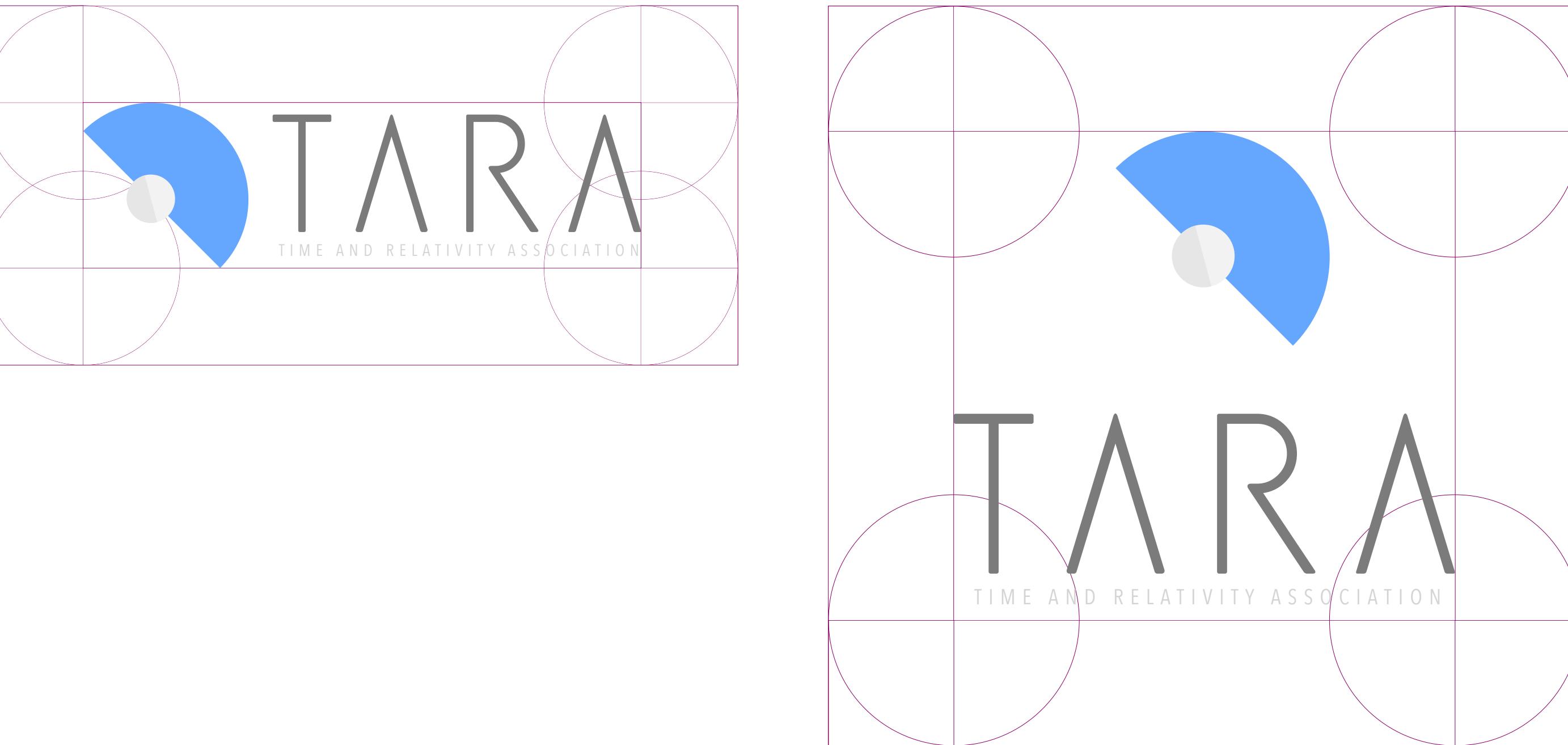
The vertical lockup uses proportions similar to those used in the horizontal lockup, allowing all assets to scale fluidly.



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



Lorem ipsum
dolor

Incorrect



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.

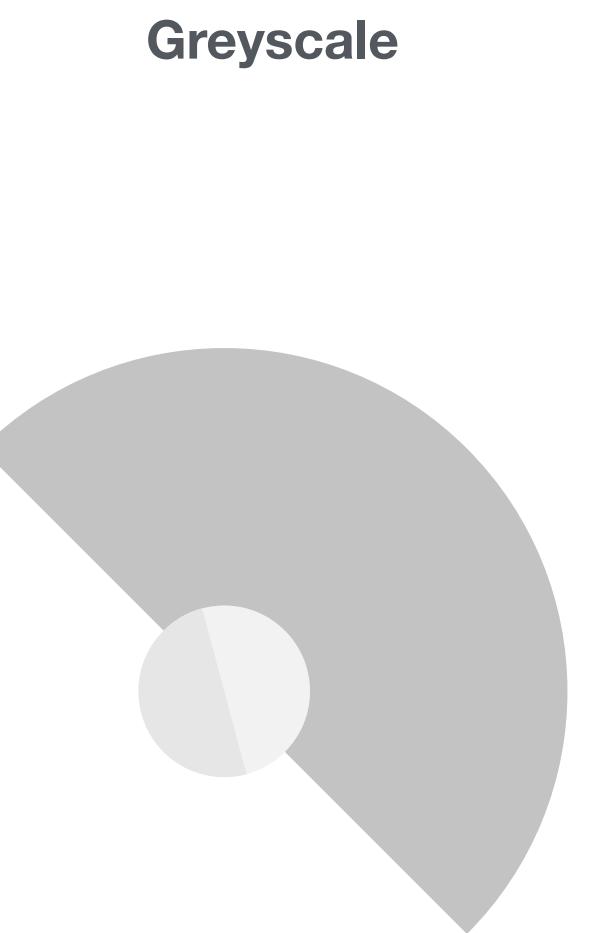
Full color (preferred): On digital devices, print media, and any situation in which the TARA colors are usable, this version should be used.

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

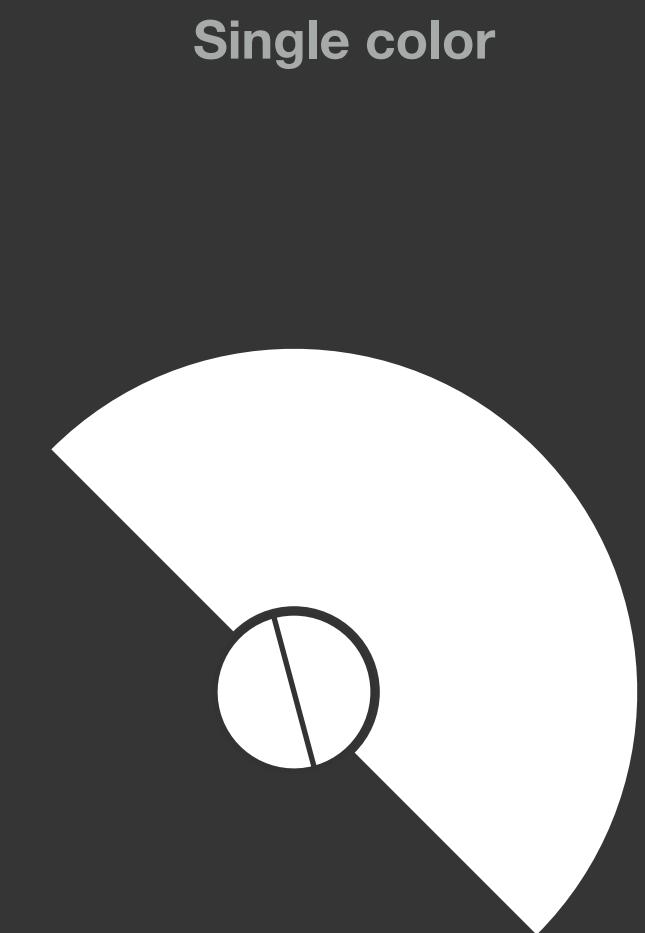
Single color: For situations in which multiple colors cannot be produced or the logo is on a colored background.



Full color



Greyscale



Single color

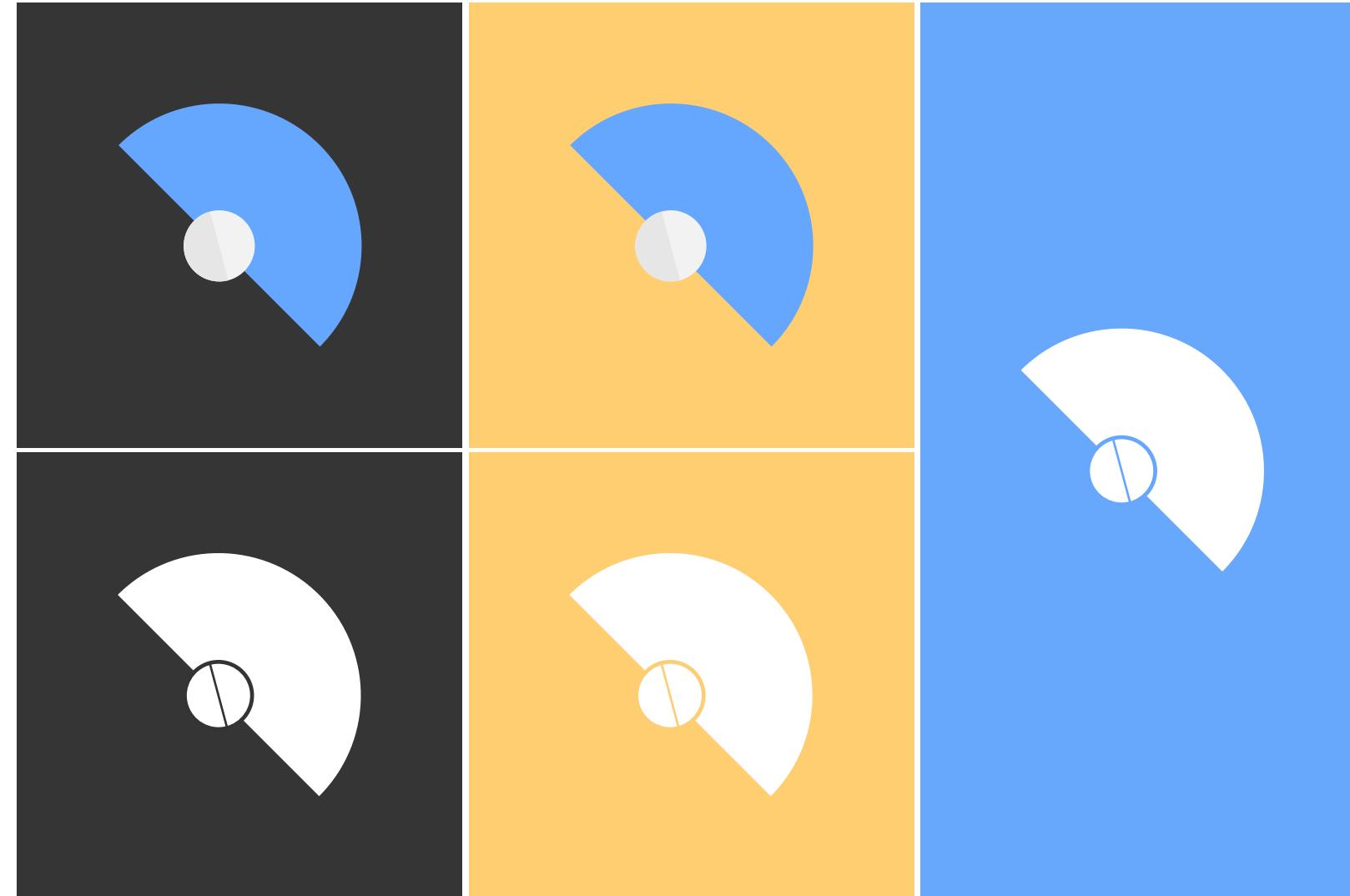
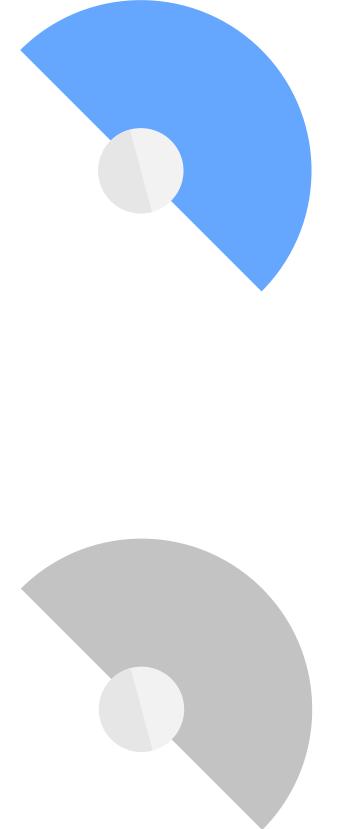
Background Variants

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

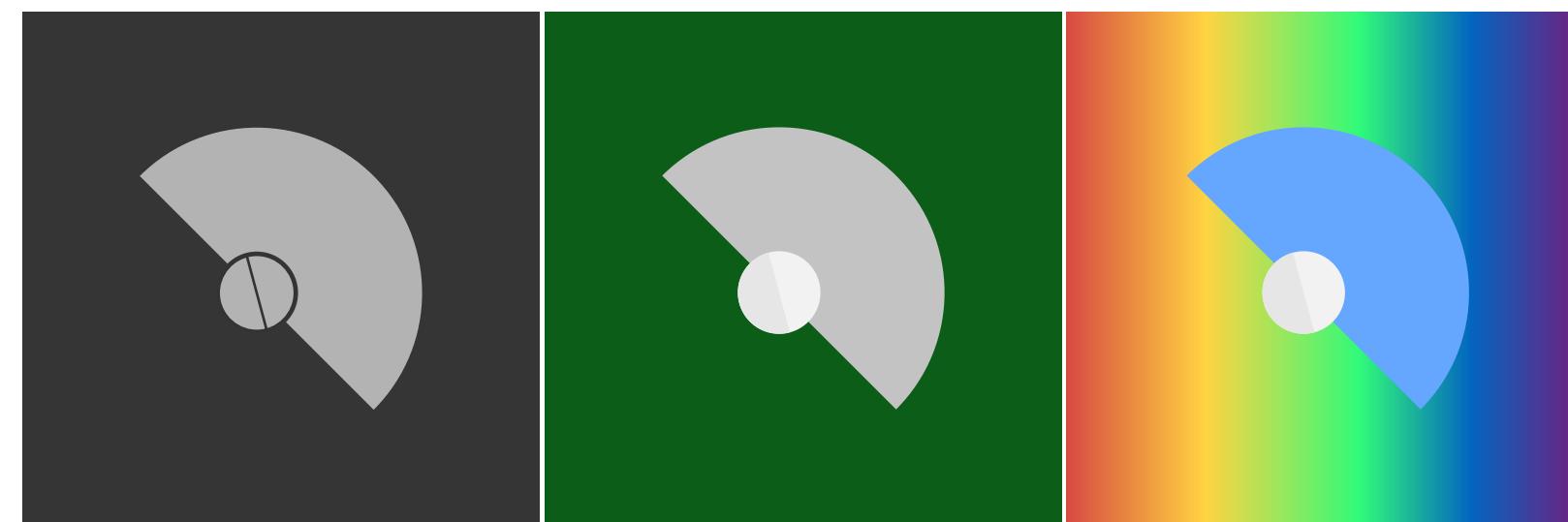
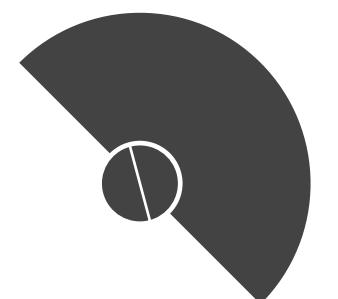


HEX 353535
R53 G53 B53
C69 M63 Y62 K57

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).

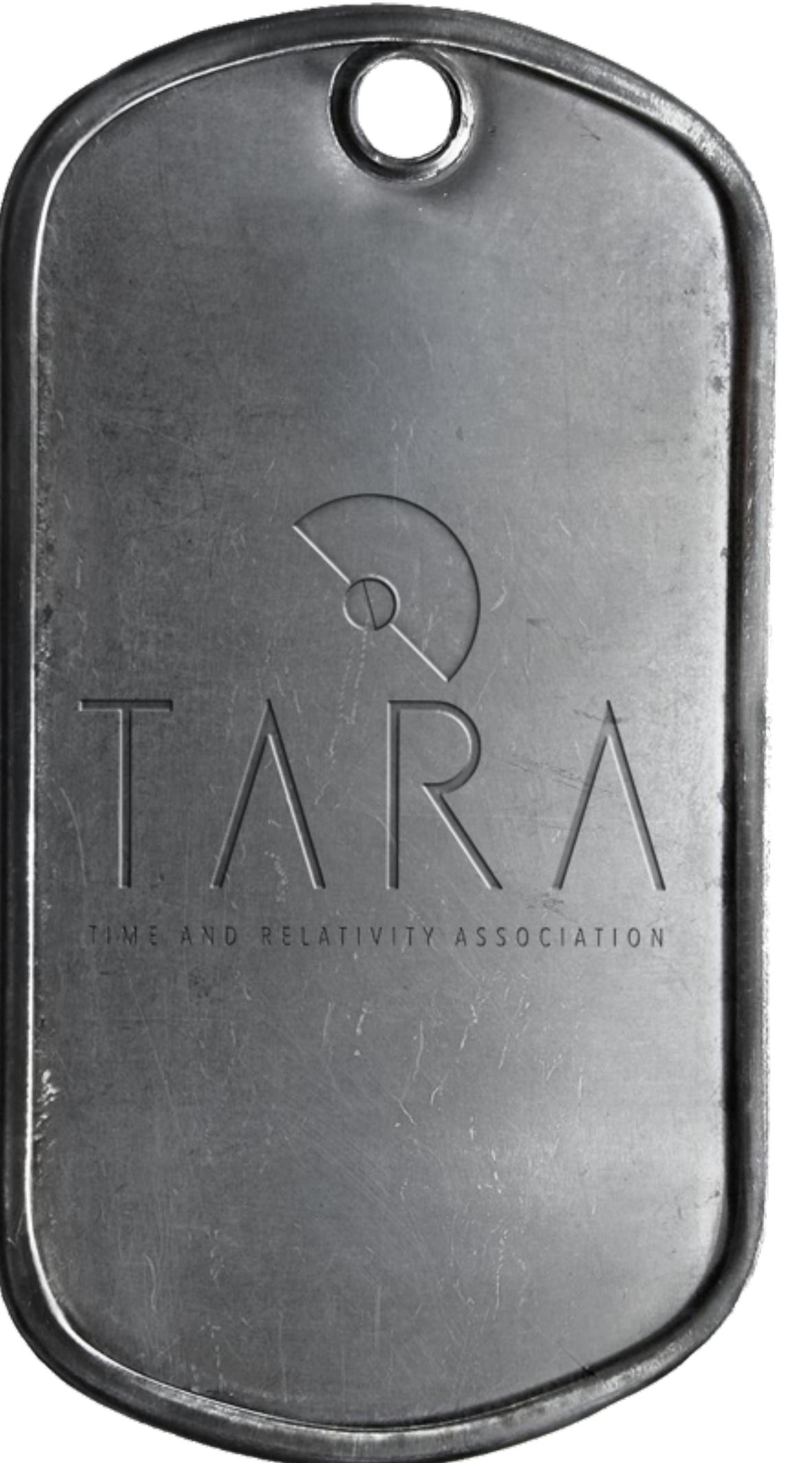


Your TARA Dogtag

The only uniform we'll ever implement. Despite sweeping advances in retina identification and the mainstreaming of blood IDs, there is no replacement for cold, hard anodized steel.

Balancing the modernity of technological advances with the importance of blending in across time periods, this dog tag is our finest piece of technology yet.

Sealed between two nanoscale walls of anodized steel is a robust tracking and identification system that helps us keep you safe across space and time.



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

T.A.R.A.

Time and Relativity Association

What is this organization all about?

A large part of my sketching was spent exploring the identity of TARA, imagining the organization in existence, and constructing a narrative around the brand. At the start of the project, I didn't feel like I had any clue what type of work TARA did or what type of people work for TARA.

Answering this question meant creating the TARA mission and brand values detailed on pages 1 and 3, respectively.

What's our mission?

- Provide high quality TT experiences to all people
- Encourage exploration of the unknown
- Keep people safe
- Preserve the present
- Observe the past / future
- Not change but appreciate the past / future
- ... tomorrow

- Allow anyone time
- Short 3-
- Giving ev their life
- Spreading time -
- Journeys past
- Bringin the r

Human inspiration

A strong logo is the linchpin of any brand. I wanted to create something simple but recognizable. It needed to have a meaningful back story and deeply resonate with the core of TARA as an organization.

I read research summaries on time travel, revisited relevant books and movies like *A Sound of Thunder*, explored the Internet's vast pool of time travel illustrations and fan art. I held a short user interview with my roommate, in which I asked him to relive his most recent time travel experience. This was a wonderful source of inspiration.



Screenshots from *A Sound of Thunder*, which prominently features time travel

Notes from my user interview

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

Similar organizations

If time travel becomes a reality, I believe it will pose security and privacy questions far more difficult than those we have been addressing 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 share similar traits.

Collage of various site I explored for inspiration



U.S. Digital Services Playbook

The American people expect to interact with government through digital channels such as websites, email, and mobile applications. By building better digital services that meet the needs of the people that use our services, we can make the delivery of our policy and programs more effective.

Today, too many of our digital services projects do not work well, are delivered late, or are over budget. To increase the success rate of these projects, the U.S. Government needs a new approach. We created a playbook of 13 key "plays" drawn from successful best practices from the private sector and government that, if followed together, will help government build effective digital services.

[SEE THE PLAYS](#)

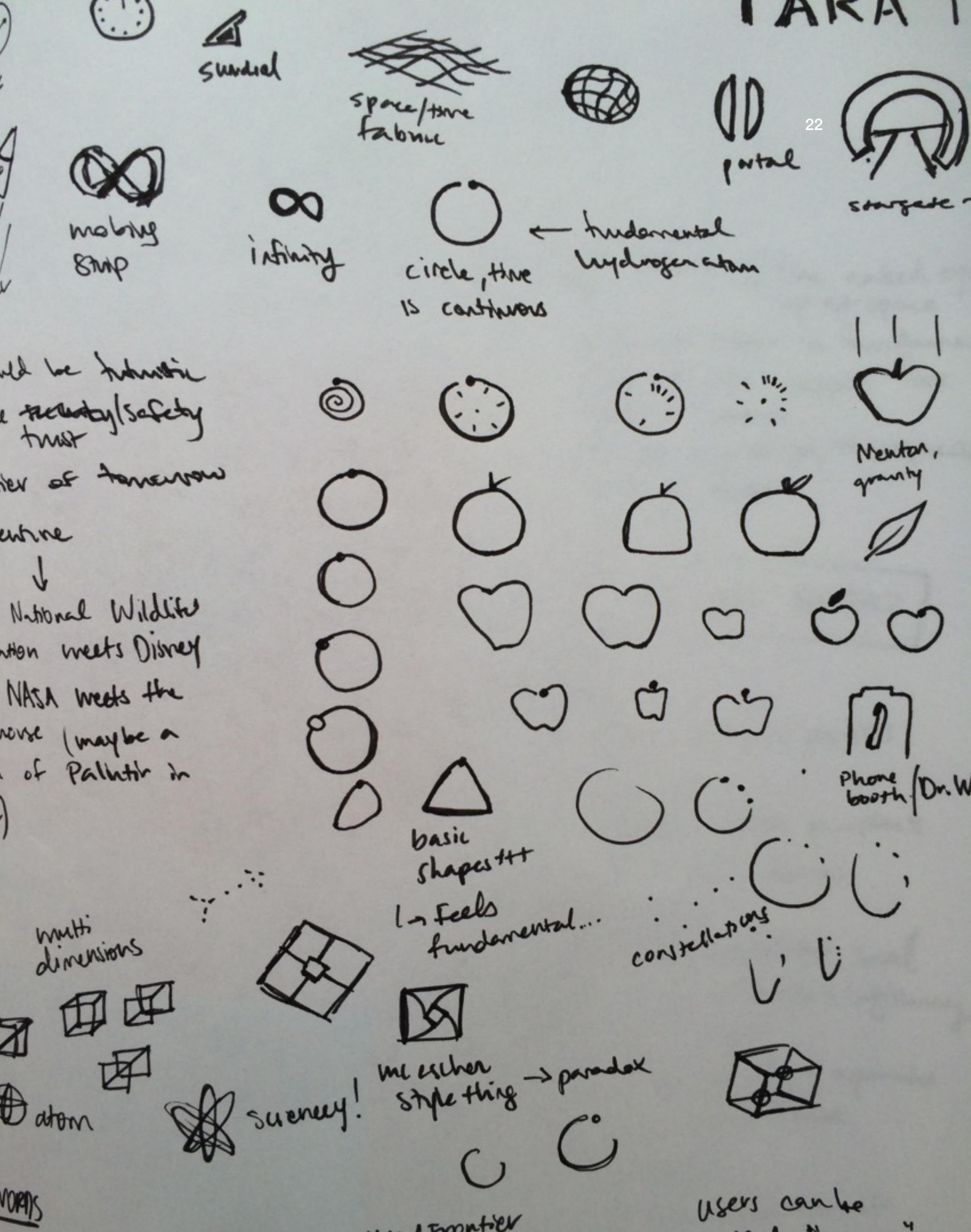
[HELP IMPROVE THIS CONTENT](#)

Sketching logos

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 because he deeply respects it. It is also the most abundant element in the Universe.

However, eventually I hit a wall, at which point I took a break and remembered one of my favorite videos on the Internet.

A page of sketches from my notebook

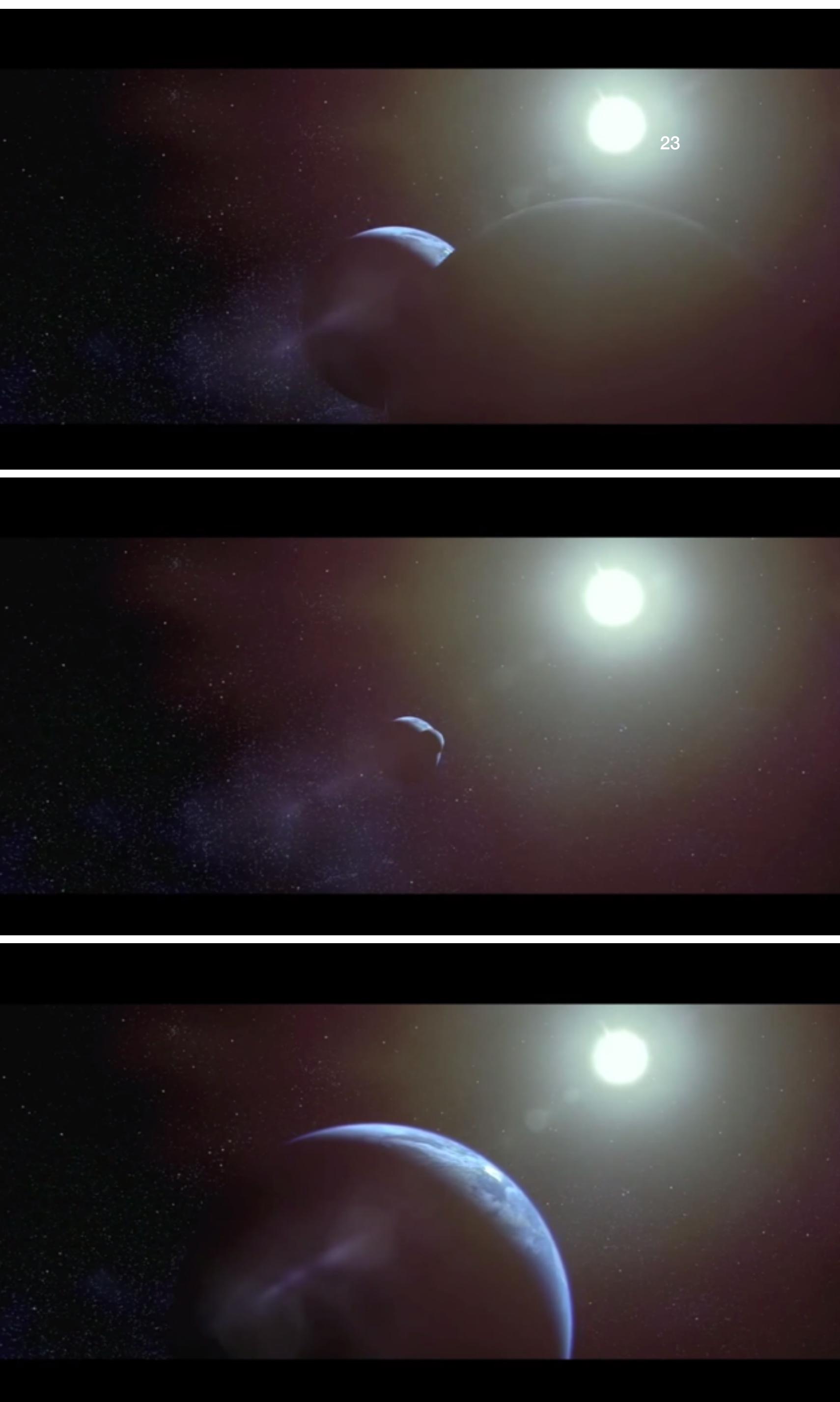


Finding the logo: “A pale blue dot”

Carl Sagan is certainly one of the most referred astrophysicists to have existed, truly rivaled by none that I can think of. I watched one of my favorite videos on YouTube, in which a monologue from *Cosmos* is played over sweeping visuals of humanity and Earth. This ultimately served as the foundation of my inspiration because it denoted a deep respect for space, time, and science while highlighting humanity’s appetite for exploration.

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

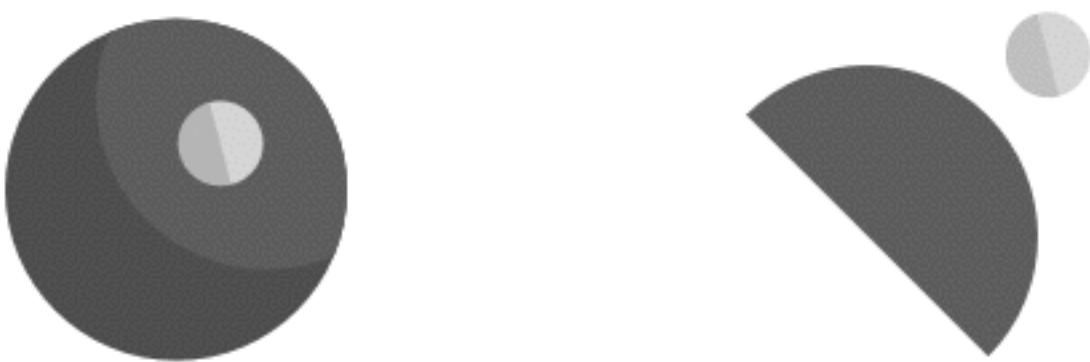
<https://www.youtube.com/watch?v=4PN5JJDh78I>



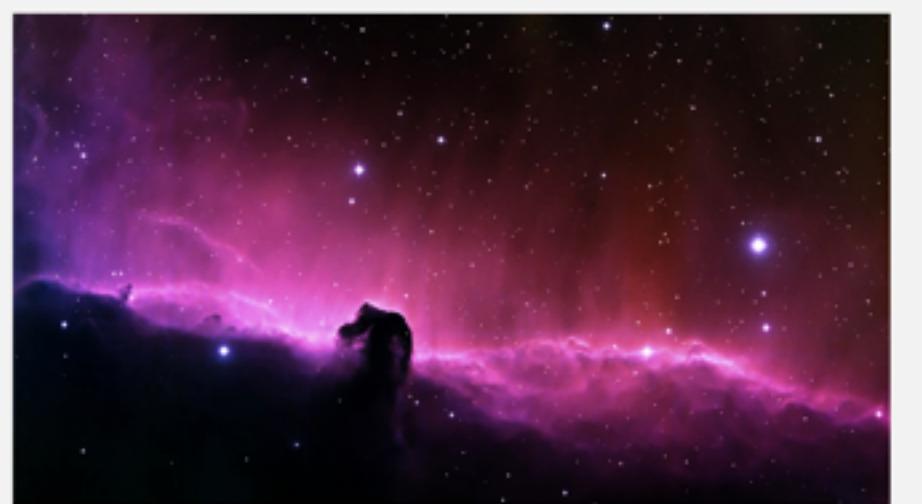
Frames of the
aforementioned
Youtube video

From sketching to visual design

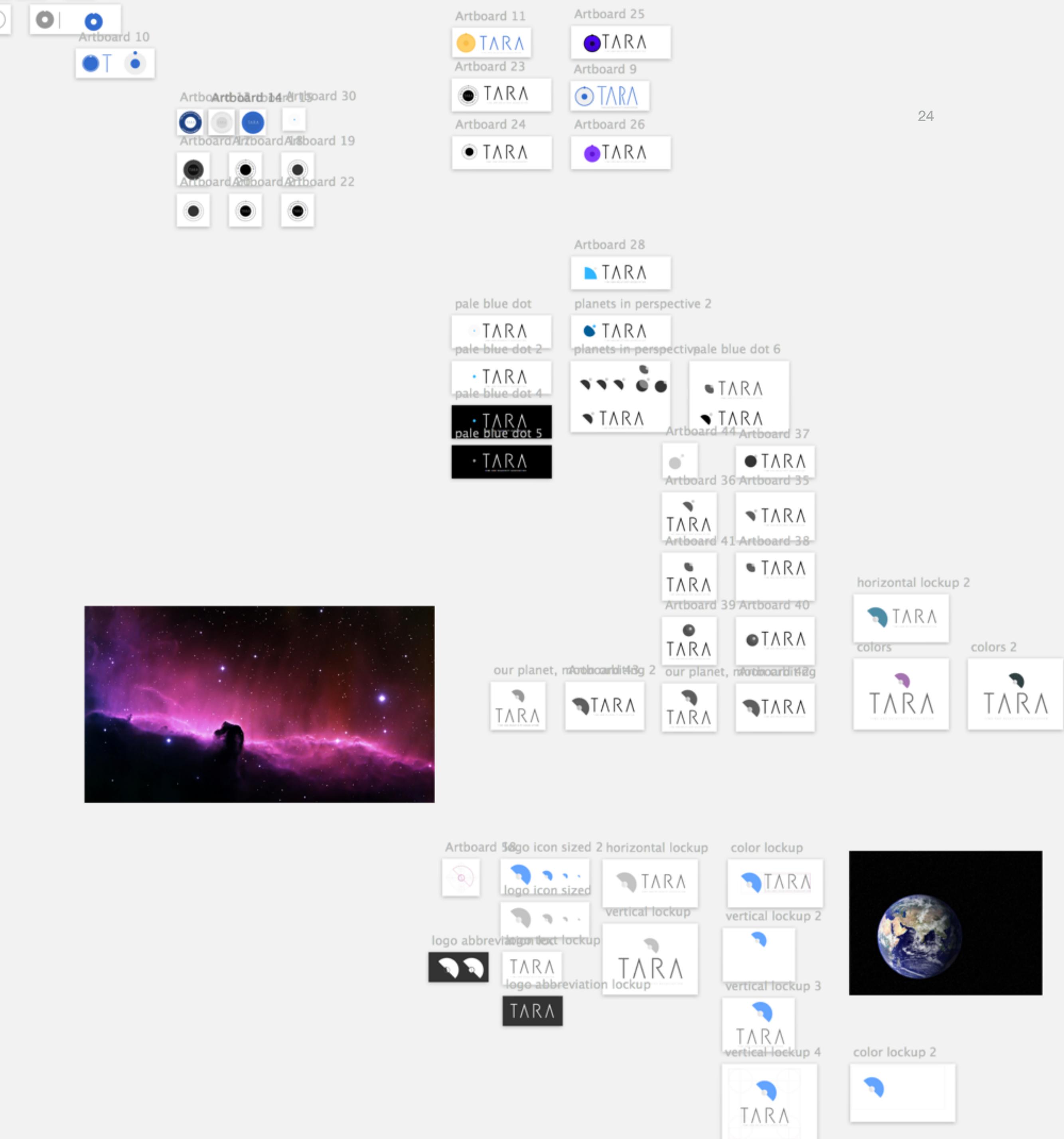
After exploring various directions and applications, I moved into Sketch to rapidly iterate on the geometries of a few of my favorite layouts.



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



Screenshot of my sketch workspace after rapidly iterating

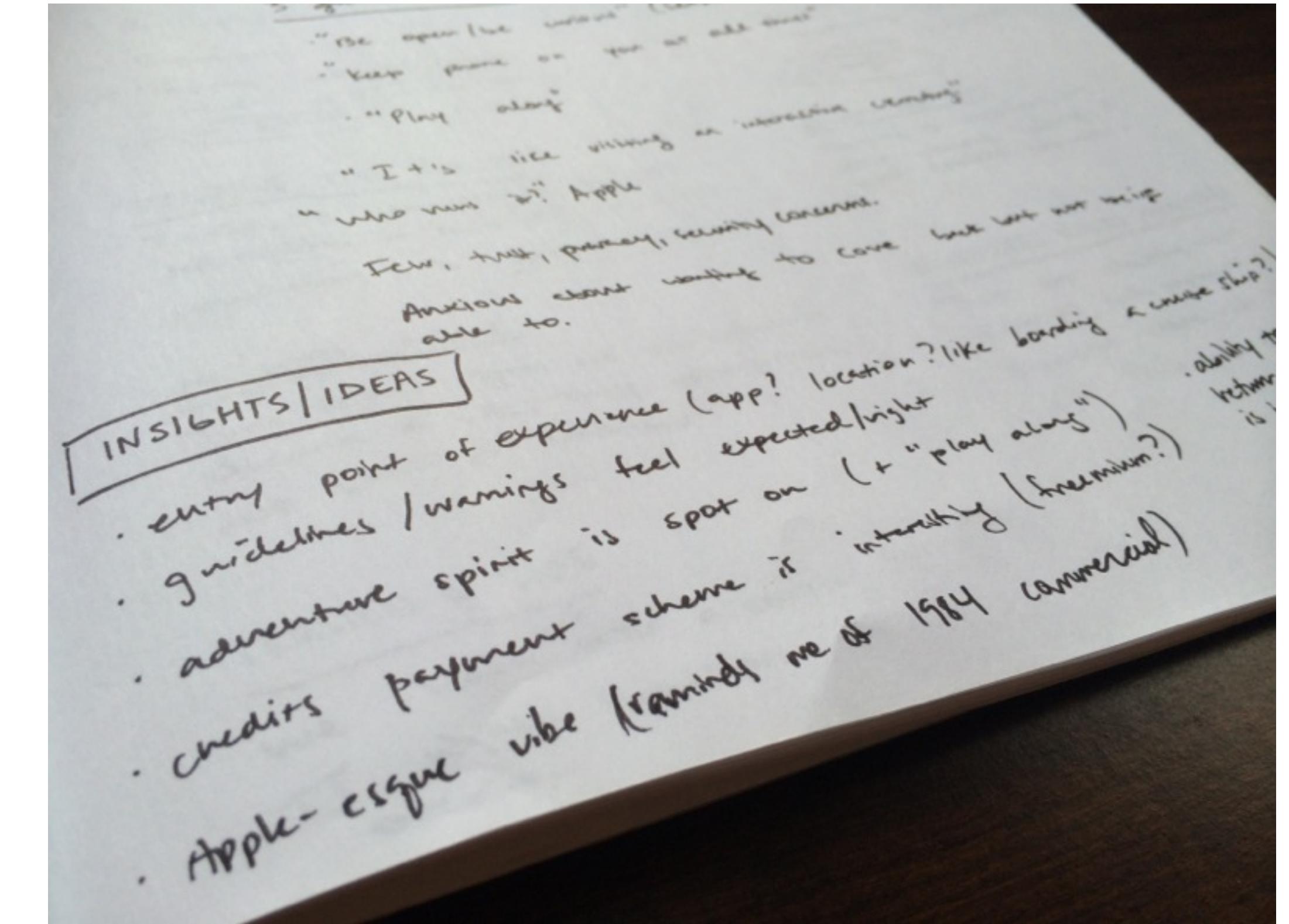


Additional images of sketches

Here are a few other pages from my sketchbook.



Reaching the final logo concept of the “Pale Blue Dot”



Insights/interesting leads from user interview

Additional screenshots I saved

I took these while working in an effort to document my process.

