

# Project Jupyter Branding Guidelines





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## Brand Origins

Our name is derived from the planet Jupiter, and evokes the traditions and ideas of science.

Galileo's publication on the moons of Jupiter is an early example of research that includes the underlying data in the publication. This is one of the core ideas and requirements for scientific reproducibility, which is a main focus of Jupyter.

The three original programming languages that worked in Jupyter's software were Julia, Python and R. While the name "Jupyter" is not a direct acronym for these languages, it nods its head in their directions. In particular, the "py" in the middle of Jupyter was chosen to honor our Python heritage.

Jupyter was built to help increase reproducibility and interactivity in scientific work.

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But on January 10th the stars appeared in the following position with regard to Jupiter; there were two only, and both on the east side

Ori.

\* \* ○

Occ.

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of Jupiter, the third, as I thought, being hidden by the planet.

*An excerpt from the Sidereus Nuncius, a paper Galileo published about 400 years ago.*



## Voice and Tone

Jupyter empowers developers, scientists, students, as well as a wide variety of users to discover, create, and share projects with the world. We believe the Jupyter brand communicates the following central themes:

Professional, but **enjoyable**

Simple, but **powerful**

Intelligent, yet **delightful**

Understanding these themes will help convey this message to those representing the project's brand. Both design and copy should convey these themes.





## Color Palette

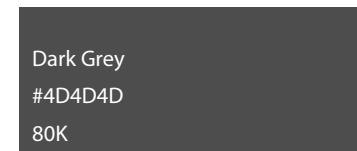
Jupyter Orange is the primary brand color. It should never be used in tints or shades. On any Jupyter collateral that isn't greyscale, this orange should be present.

Several greys are used for the logo text and moons, however, shades of grey defined by Material Design can be used in other parts of designs in cases where more flexibility is needed.

Black text on a white background is never advised, especially for digital designs. Instead, use one of the darker greys for body text. Headers or emphasized text can be in Jupyter Orange to stand out. On a dark background, white or a light grey should be used for body text.



Jupyter Orange  
#F37626  
Coated 0C 62M 95Y 0K  
Uncoated 0C 44M 78Y 0K



Dark Grey  
#4D4D4D  
80K



Medium Dark Grey  
#616161  
70K



Medium Grey  
#757575  
60K



Grey  
#9E9E9E  
50K



# Typography

Project Jupyter uses two typefaces to reflect our brand. However, third-parties are not required to use these fonts in their content.

## Myriad Pro

Myriad Pro is the primary typeface used to reflect the identity of Project Jupyter and is our wordmark's typeface. Myriad Pro is best used when designing any marketing materials for Jupyter (i.e. business cards, signage, fliers, slideshow decks, etc.)

When using Myriad Pro, please use thicker font weights (such as **Semibold** or **Bold**) for headers or emphasized text, and use the Regular font weight for paragraph text and descriptions.

**Helvetica Neue** is the secondary typeface, used for Jupyter's website. It may be used in documents if Myriad Pro is not available.

### MyriadPro

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz 1234567890

### Semibold Bold

### HelveticaNeue

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890  
Medium Bold

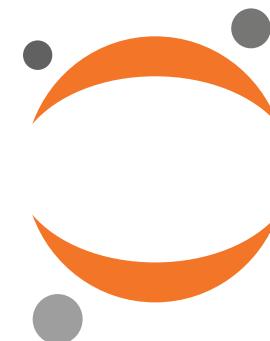


## Our Logo



The orange semicircles represent planet Jupiter. The gray circles orbiting Jupyter represent three of its moons. These are the main visual identities of Jupyter. We refer to the text as the “wordmark”, and the figure as “Planet”.

Do not change the opacity of the logo. Do not alter the “Planet” figure by placing words inside of it other than “jupyter”.

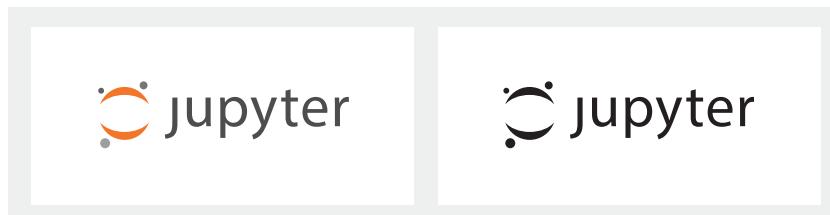




## Logo Variations

When choosing a logo make sure there is enough contrast between the logo and the background. See examples below for best use on different types of backgrounds.

*Main Logo*



*Light backgrounds*

eg.



*Dark backgrounds*

eg.



*Bright Backgrounds*

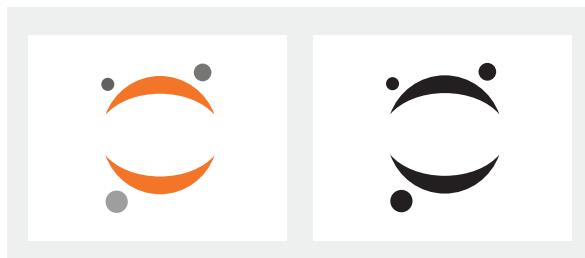
eg.



## Logo Variations (cont.)

Use the figure-only or condensed logo in cases where the standard logo does not work because of size or format restrictions.

*Figure Only Logo (Planet)*



*Condensed Logo*





## Logo Misuses

Always use the assets as provided on GitHub, without any changes. Make sure the logo is never obscured by a busy or low contrast background. Don't use older versions of the logo, like the one with the gradient on the planet, or use the logo in place of the word Jupyter in a sentence. See our trademark policy for more detail. Some examples of misuses are below.





## Logo Proportions

When using the Jupyter logo make sure to maintain the correct proportions.





## Logo Sizing

We recommend that you make sure our logo is at least 40px high for maximum legibility and visibility. However, if needed our logo can be used down to 20px high. In print, the minimum size is 10mm.



## Logo Spacing

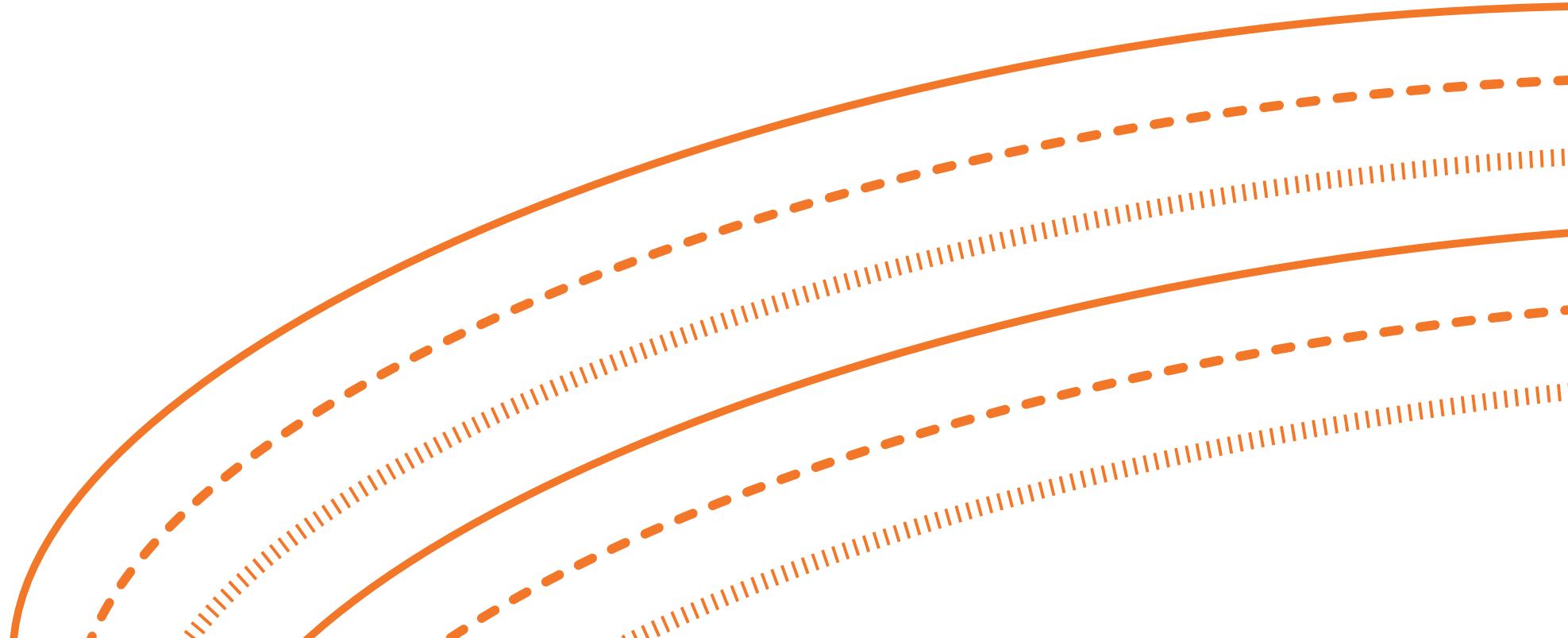
When measuring the ratio of the spacing, we use the height of the logo as “**H**”. If you are using the logo in printed materials, allow for  $\frac{1}{2} H$  of padding around all sides of the logo. When using the logo in digital media, allow for  $\frac{1}{4} H$  of padding around all sides of the logo.





## Design Elements

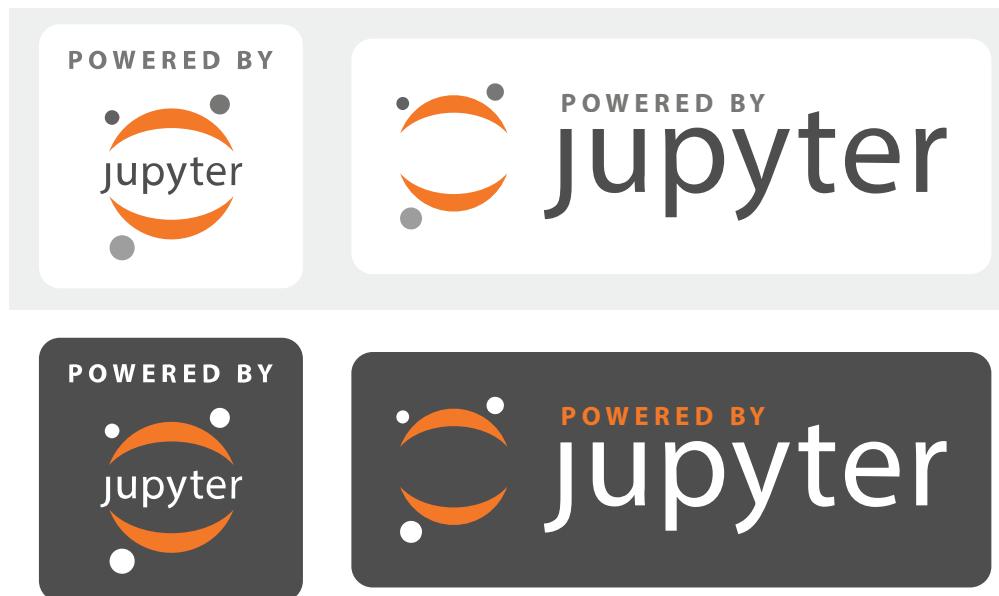
The arc is used to fill space and balance text on designs for Jupyter's marketing collateral. It should always be in Juptyer Orange, but other elements such as the orientation and spacing of lines in the arc can be altered. It should not be used at an opacity. However the arc is altered, it should always look purposeful and orderly, never like a hand-doodle. It can be mixed with other elements such as simple vector shapes, but priority should be placed on keeping the design as minimal as possible.





## Powered by Jupyter Logo

If you have a product, service or open-source project that uses Jupyter's open-source software or relies on its architecture, we recommend using the phrase "Powered by Jupyter" and/or the corresponding logo. If you choose the option without a background, make sure to leave equivalent space around the wordmark.





## More Information

All of the assets detailed in this document are available for download on our github design repository.

If you have any further questions feel free to contact us through email.



<https://github.com/jupyter/design>



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