

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 core programming languages supported by Jupyter are 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.

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.**

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

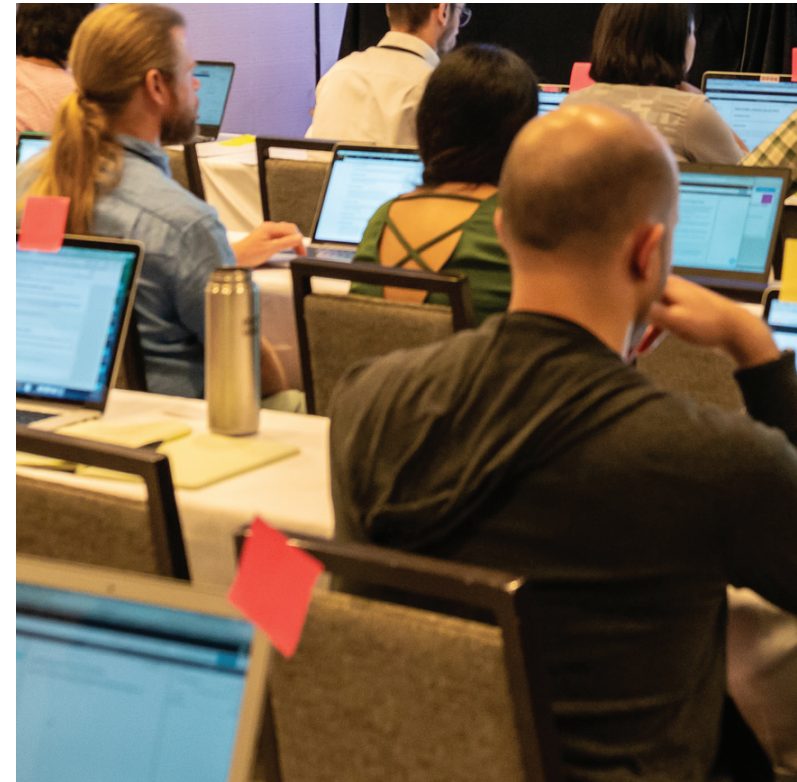
Jupyter empowers developers, scientists, students, as well as a wide variety of users to discover, create, and share projects with the world. We believe the Jupyter brand communicates the following central themes:

Professional, but **enjoyable**

Simple, but **powerful**

Intelligent, yet **delightful**

Understanding these themes will help convey this message to those representing the project's brand.





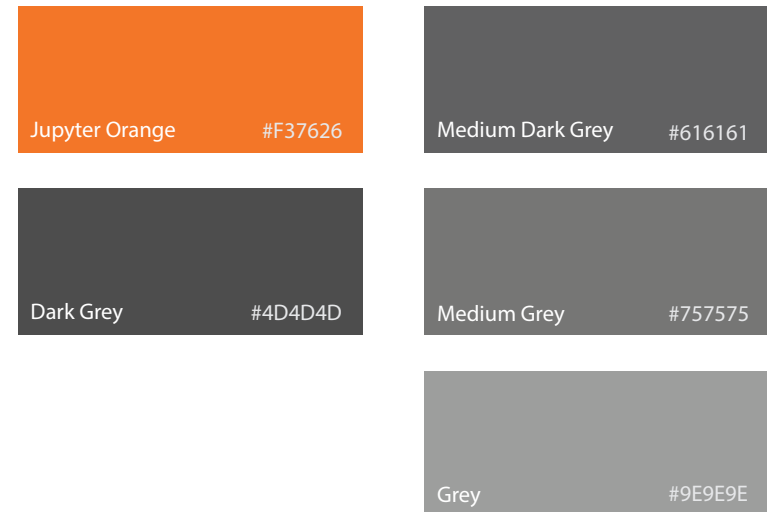
Color Palette

Our primary color, Jupyter Orange, is the main signifying color of the brand. In terms of brightness, it is a medium dark orange.

Dark Grey is used for the color of the text in the main logo. It has enough contrast to make the text stand out against the various gray moon colors.

Grey, Medium Grey, and Medium Dark Grey are the different shades of Jupyter's moons. They illustrate the depths of the moons in the logo.

Use shades of grey defined by material design in cases where more are needed.





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/descriptions.

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890



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”.

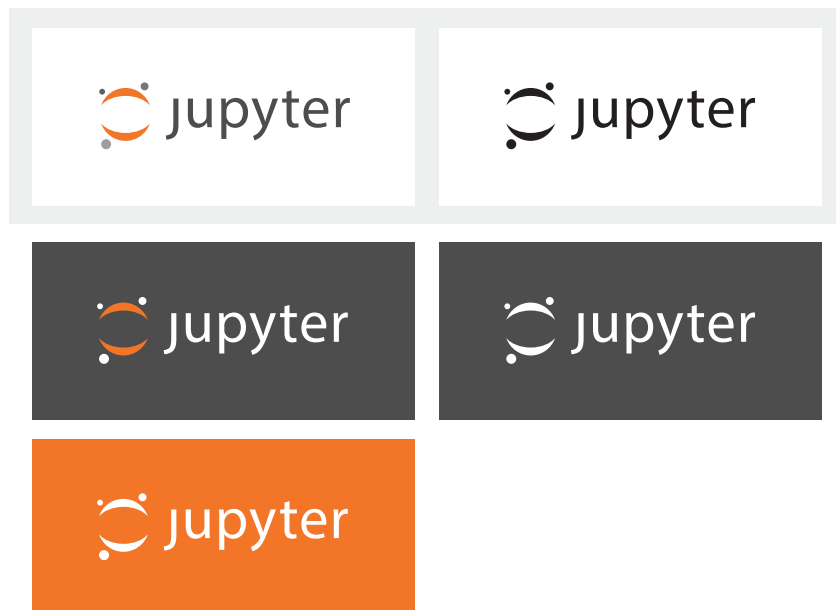




Logo Variations

When choosing a logo make sure there is enough contrast between the logo and the background. There are three different categories for backgrounds: light, dark, and bright colored backgrounds. The background color should be chosen with purpose, but does not need to be part of Jupyter's color scheme unless the application is solely about Jupyter. Make sure to select a logo from its appropriate row below to ensure acceptable contrast levels.

Main Logo



Light backgrounds

eg.

Dark backgrounds

eg.

Bright Backgrounds

eg.



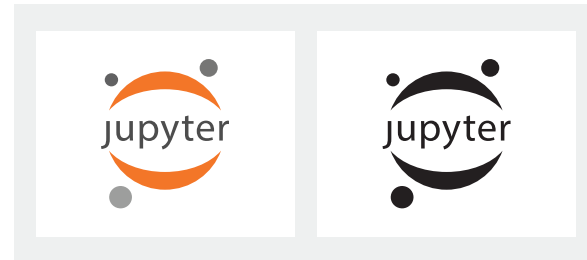
Logo Variations (cont.)

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

Do not **alter** or manipulate our logo in any way. Only use approved brand assets in all cases.

Do not use **older** versions of the logo, such as those with gradients. Always use current assets.

Do not **stretch**, rotate, or skew the logo. Maintain the proportions when resizing the logo.

Do not change the **colors** of the logo or add **effects** such as bevel, drop shadow, or outline.

Do not **obscure** the legibility of the logo in any way. Make sure that photo backgrounds have enough contrast that the logo is still clear.

Do not put **anything inside** the planet besides the word “jupyter,” as in the condensed logo.

Do not use the logo **in place of the word** Jupyter in a sentence.

Do not use make the logo the **largest** element on the page, except in certain official Jupyter collateral.





Logo Proportions

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



Main Logo



Condensed Logo



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.





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.



POWERED BY



POWERED BY





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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