Project Jupyter **Branding Guidelines**

Contents

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.

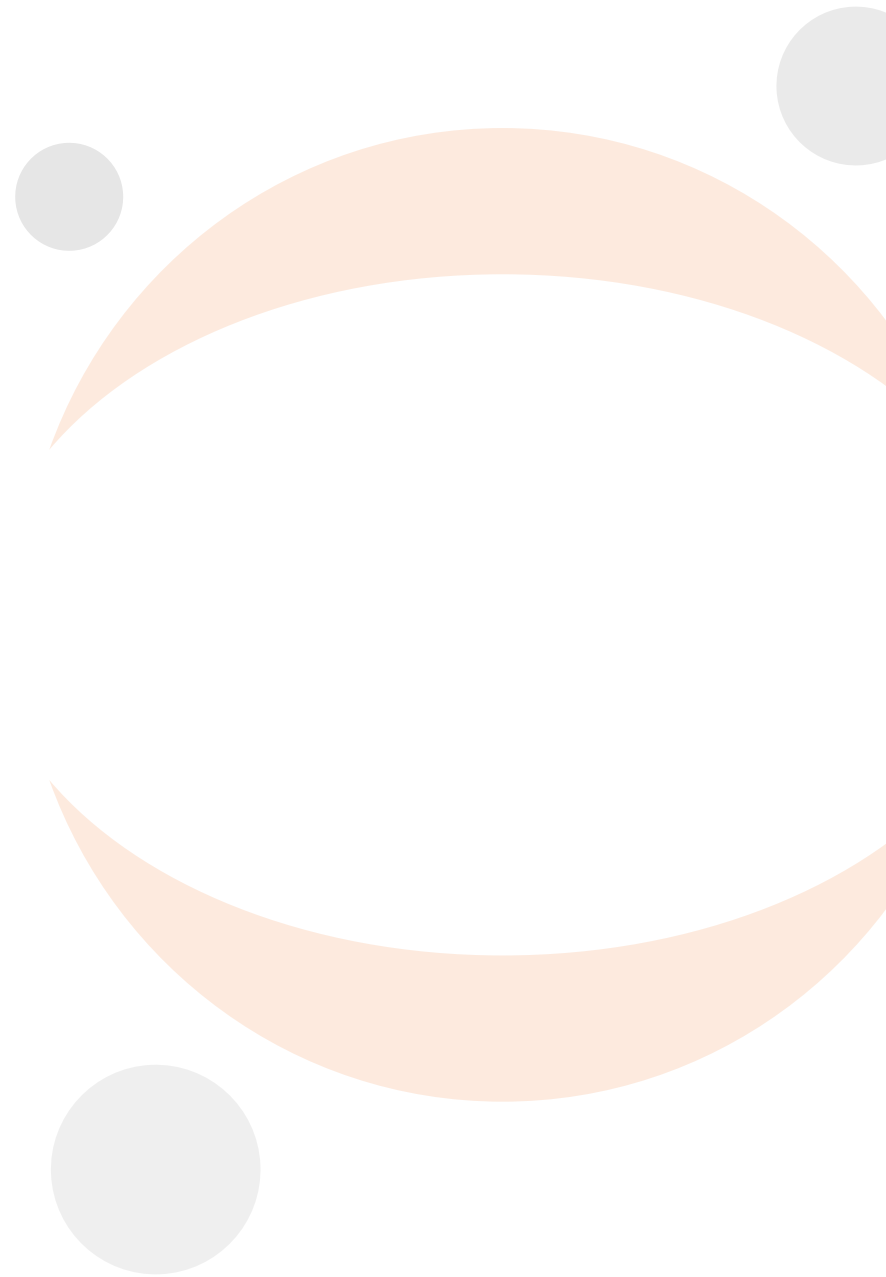*An excerpt from the Sidereus Nuncius, a paper Galileo published about 400 years ago.*

Our Logo

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

Do not alter the "Planet" figure by placing words inside of it other than the "Jupyter" wordmark.

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.

Jupyter   40px

Jupyter   20px

Logo Spacing

When measuring the ratio of the spacing, we use the height of the logo as "**X**". If you are using the logo in printed materials, allow for **½ X** of padding around all sides of the logo. When using the logo in digital media, allow for **¼ X** of padding around all sides of the logo.

Print

Display

¼ X

¼ X

X

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. To be clear, you can use any colored background, but 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.)

Figure Only Logo (Planet)

Condensed Logo

Logo Misuses

Stretch
Do not strech the logo disproportionately. Maintain the proportions when resizing the logo.

Rotate / Skew
Do not change the orientation of the logo by rotating and/or skewing the logo.

Recolor
Do not recolor the logo. Please use the logo variations for the best use.

Stroke
Do not outline the logo with a stroke of any kind.

Effects
Do not add any effects, such as bevels or drop shadows, to the logo.

Backdrop
Do not place the logo where distinction between the logo and a backdrop are confused. Be sure there is always contrast.

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 Gray 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.

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

 If you need another accent color, stick to a material design gray.

When using the logo as a backdrop in front of primary content, please set the opacity to 15%.

Jupyter Orange	#F37626
Medium Dark Gray	#616161
Dark Gray	#4D4D4D
Medium Gray	#757575
Gray	#9E9E9E
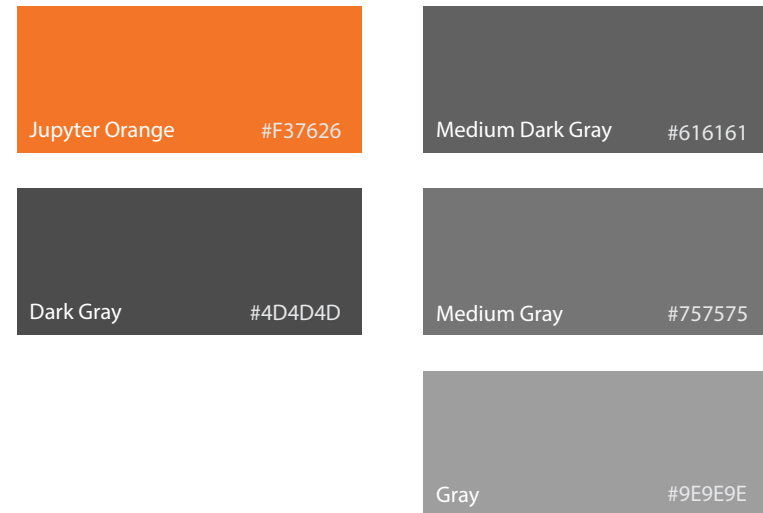
Typography

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

Helvetica Neue is used as the secondary typeface for products of Project Jupyter (i.e. the Notebook, JupyterLab, JupyterHub, etc.)

Like Myriad Pro, please use thicker font weights (such as **Medium** or **Bold**) for headers or emphasized text, and use Regular for paragraph text.

Note: If either of these fonts are unavailable you may use the other in its place.

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 shown below:

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

projectjupyter@gmail.com

jupyter