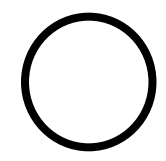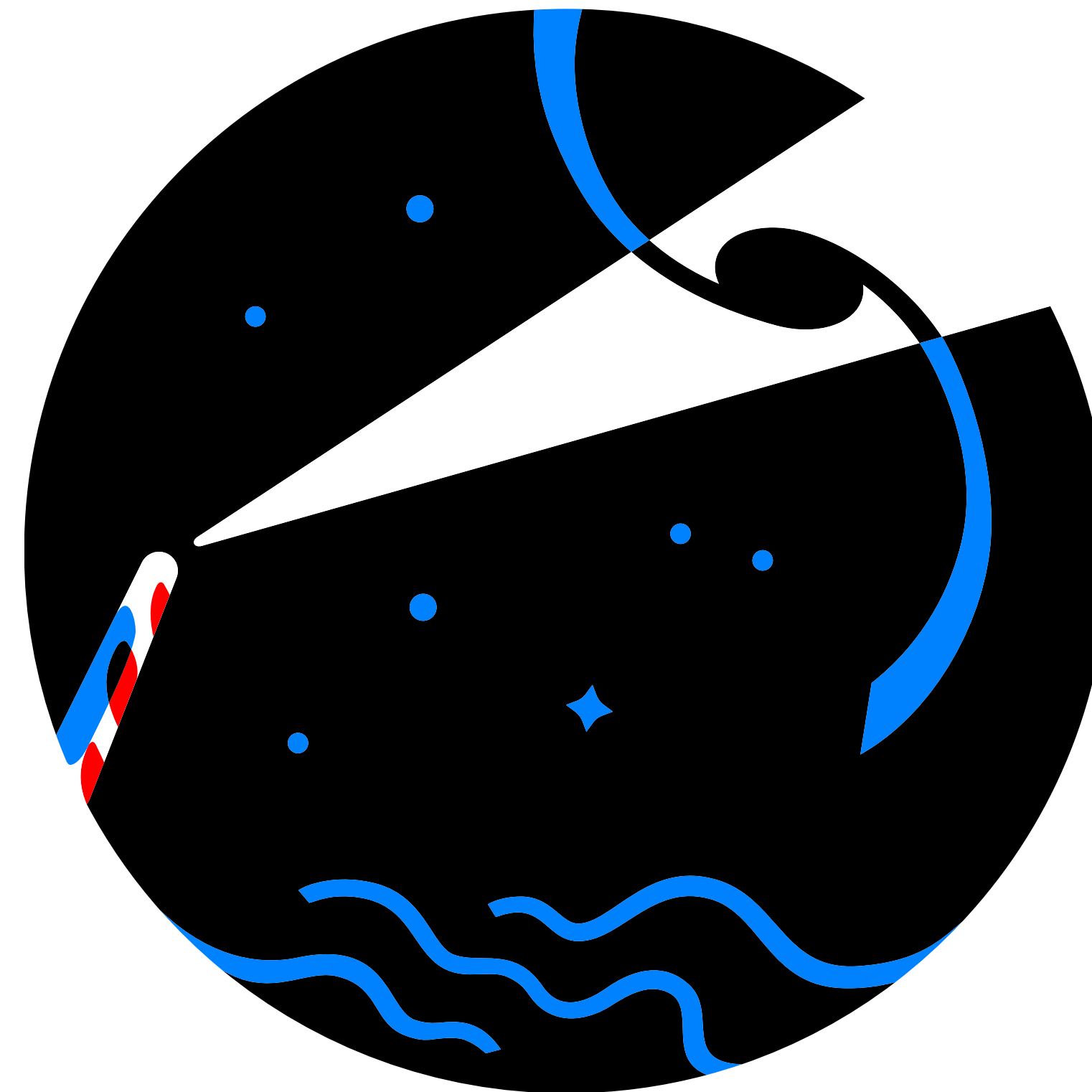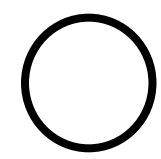BRAND DESIGN

Logotype manual
for LePhare

Introduction to the manual

This logo was built in collaboration with LePHARE's group. It was designed to give a clear yet poetical overview of computing commands for photometric analysis and redshift estimate.

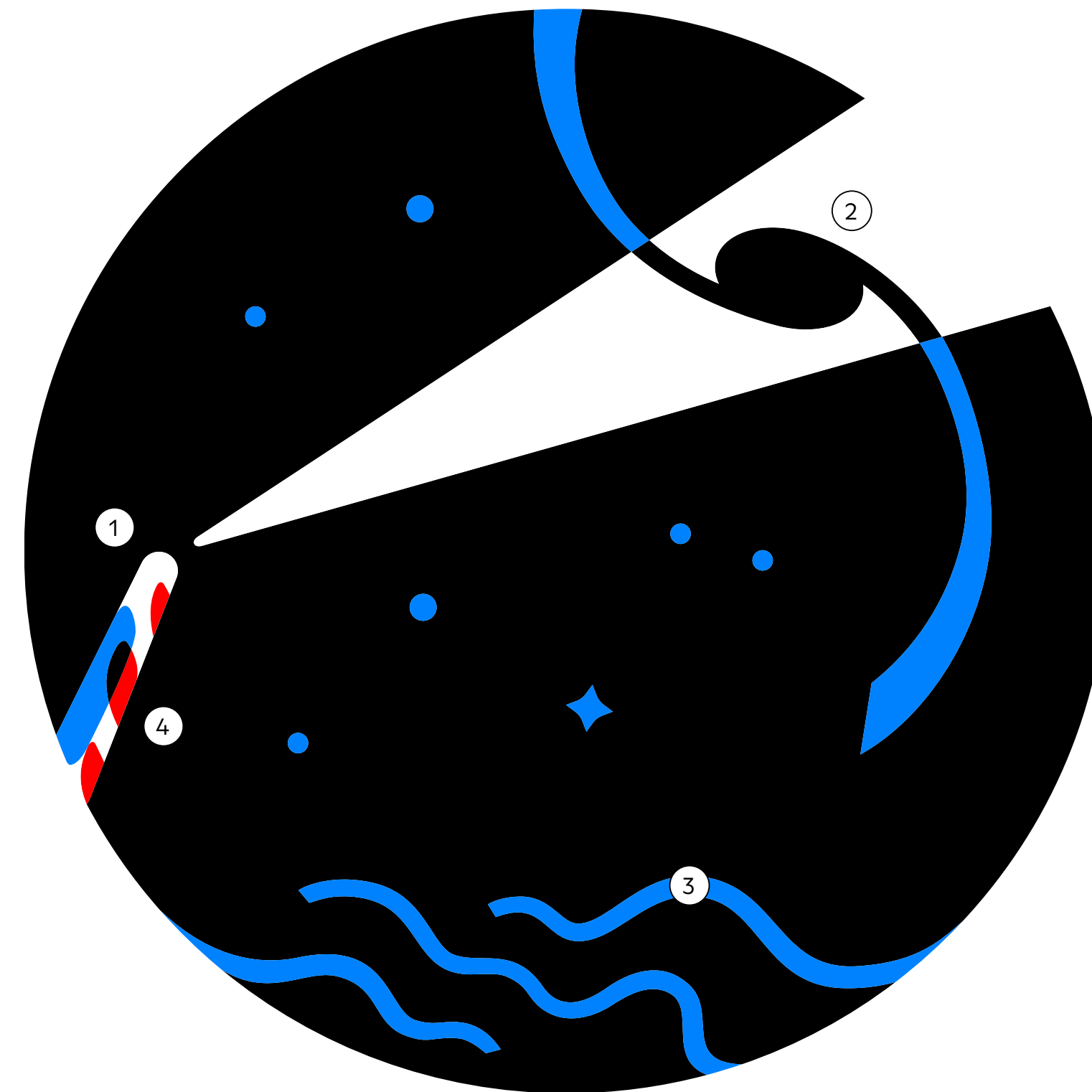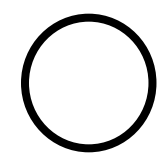This document will help you use the logo for all communication associated with the project.

About this logotype

→ A short story

The lighthouse ① is a direct pictorial representation of the French acronym. The text style evokes a coding format. A large beam reveals a galaxy ② in the sky which, alongside with a few stars, represents the main focus of observation. Below, a series of waves ③ remind of SED signature curves. Three red stripes on the lighthouse ④ echo to the wave pattern while adding a reference to redshift.
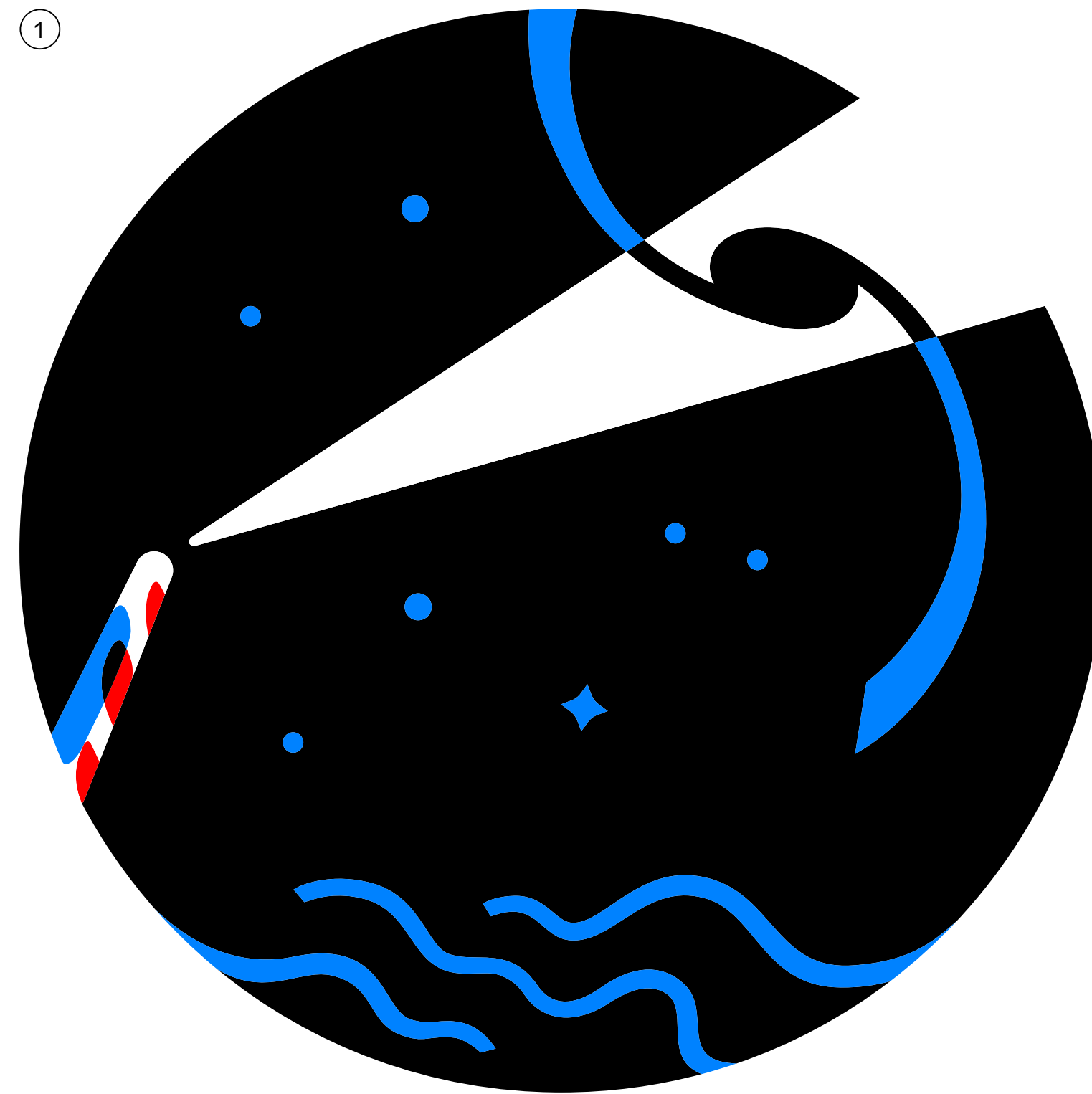

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How to use this logotype

→ Colours

The coloured logos and icons should be used whenever possible.

If colours cannot be faithfully reproduced, adaptations in grey scales and black and white may be used alternatively.
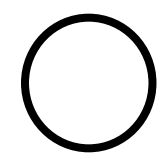
①

LePHARE

②

LePHARE

③

LePHARE

How to use this logotype

→ *Colour mode*

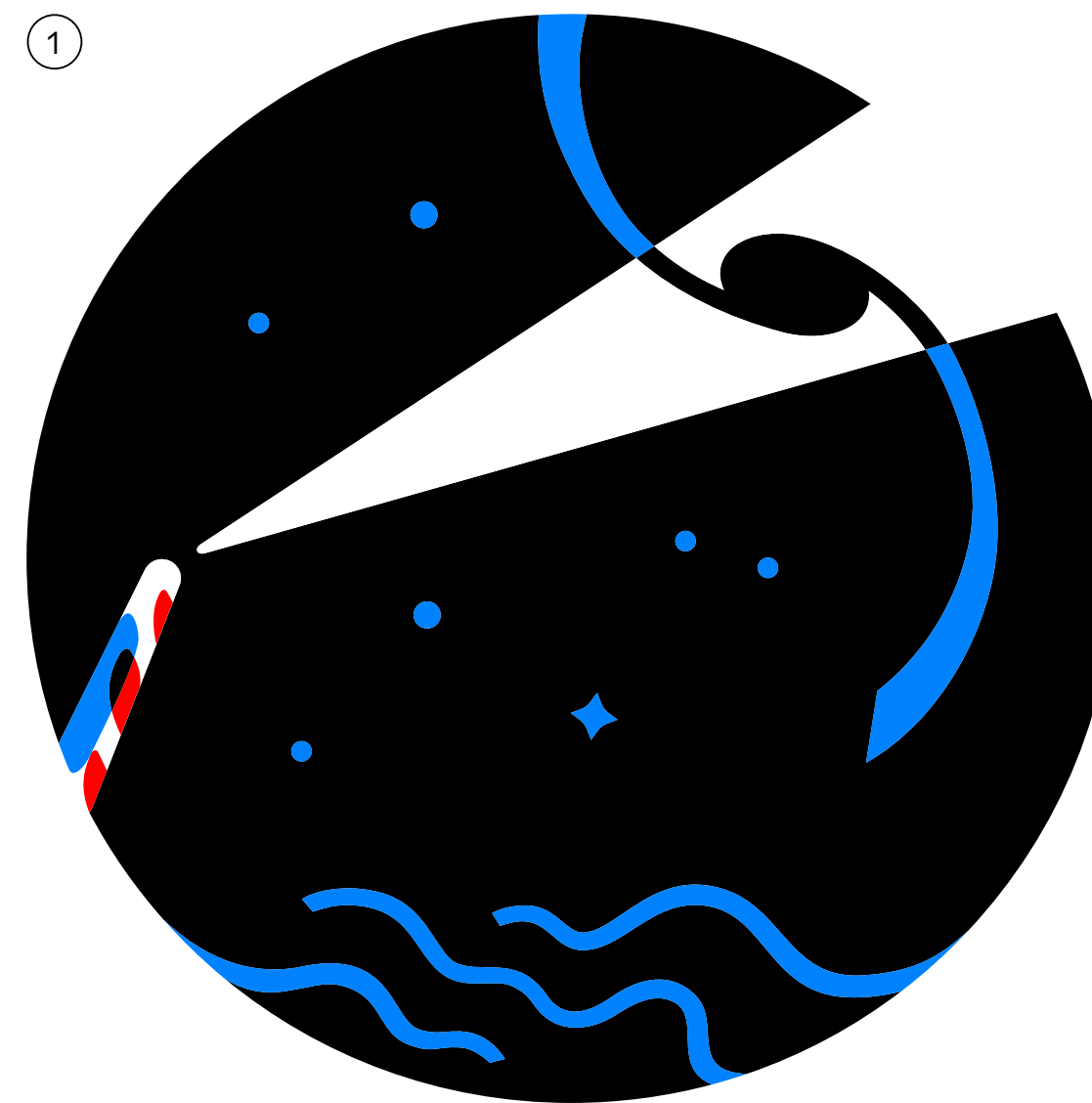Each file exists in two colour modes :

① **RGB**, for digital content

② **CMYK**, for print

They are also provided in two formats :
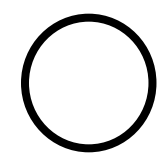
○ **pdf**, vectorial, versatile
and scalable

○ **png**, pixelated, light, easy to use
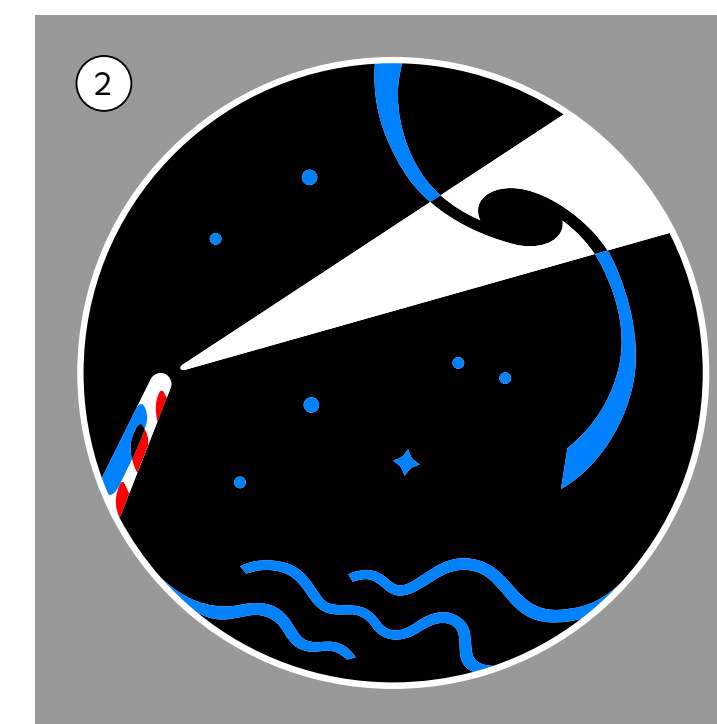and compatible with most
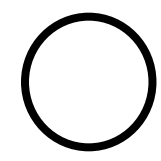softwares/platforms

① LePHARE

② LePHARE

How to use this logotype

→ Background

An outlined version with white text ① ②
is suitable to dark and black
backgrounds. Files are provided with
a transparent background to allow
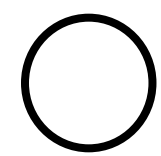more flexibility.

How to use this logotype
→ *Dimensions*

The logo must remain clear and readable. The minimum size depends on the mode of reproduction. The minimum width is 18mm for a printed document and 80px on screen.
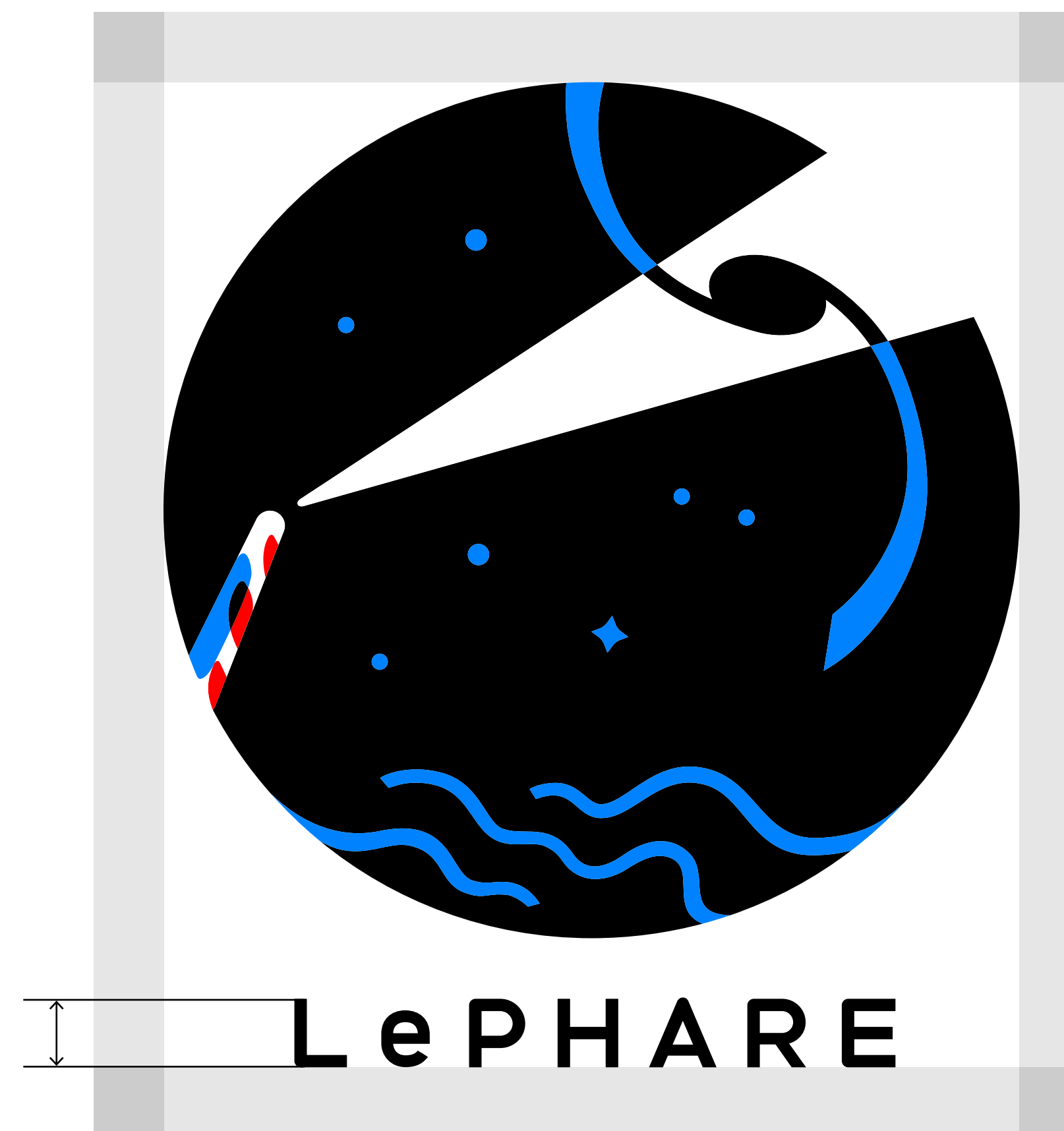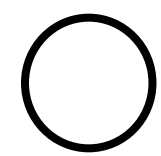
18mm or 80px

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How to use this logotype

→ Clear space

The area surrounding the logo must
be kept free of other graphic elements.
The minimum required clear space is
defined by the height of the text.

How to use this logotype

→ *Adaptation for different media*

The logo can be used in three ways depending on the context :

① **logo with text**, for all kinds of documents

② **sticker**, for larger scales assets

③ **square or circular icon**, for very small scales like social media and profile pictures

LePHARE
Photometric Analysis for Redshift Estimate.

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