“A logo is a flag, a signature, an escutcheon, a street sign. A logo identifies. A logo is rarely a description of a business. A logo derives meaning from the quality of the thing it symbolizes, not the other way around. A logo is less important than the product it signifies; what it represents is more important than what it looks like. The subject matter of a logo can be almost anything.”

Paul Rand
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Introduction — about this manual

This Visual Identity or Branding Manual provides detailed information about the graphical standards that must be adhered to in all public communication on behalf of NOIRLab.

The NOIRLab Visual Identity (VI) is the official “manual” that sets out the visual aspects of branding that we as NOIRLab staff create in order to evoke certain feelings and experiences connected with our identity. It includes logo design, fonts, photos, and any other visuals that we produce to communicate our brand.

A strong VI is not just pretty; it is purposeful. We are not just designing for today, but for our brand’s future. Our VI should be:

- Flexible: It should be able to grow with our brand, as we may branch out into new areas, projects or services;
- Comprehensive: We want to equip our designers (and any content creators) with the tools they need to properly do their job;
- Intuitive: It should be intuitively designed and well constructed so that each element complements the other;
- Accurate: A VI is a tool to communicate our brand essence — our personality, values, etc.;
- Practical: the VI should have examples and templates for the different products, and be accompanied by a template download page.

This will be expanded in the future as we collect more use cases.

For questions about design issues, please email: graphics@noirlab.edu.

For questions about branding decisions, please email lars.christensen@noirlab.edu.

About NOIRLab

NOIRLab Mission: Enabling breakthrough discoveries in astrophysics with state-of-the art ground-based observatories, data products and services for a diverse and inclusive community.

Our tagline is Discovering Our Universe Together and our products and services are the design, maintenance and operation of infrastructures making astronomical observations.
We:

- realize the scientific and operational synergies of an integrated multi-mission center;
- stimulate and pursue current and future opportunities for domestic and international collaborations to advance ground-based OIR facilities and capabilities;
- serve as a focal point for community development of innovative scientific programs, exchange of ideas and creative development;
- engage the public in the process of astronomical discovery to stimulate curiosity and interest in STEM subjects and to enhance general appreciation of science;
- drive advances and innovation in technology and data science;
- foster the development of a diverse and inclusive workforce in the US;
- are a world leader in ground-based OIR astronomy, providing a center for development of future projects across all scales, from international flagship observatories to university-led projects, and fully exploiting the investments made to date in our existing facilities, increasing synergistic operation, e.g. for transient detection and follow-up.

NOIRLab’s goals:

1. Through its Programs — the Community Science and Data Center (CSDC), the international Gemini Observatory, the Cerro Tololo Inter-American Observatory (CTIO), the Kitt Peak National Observatory (KPNO) and, the Vera C. Rubin Observatory operations — NOIRLab serves as a focal point for community development of innovative scientific programs, the exchange of ideas, and creative development.
2. The lab’s infrastructure enables the astronomy community to advance humanity’s understanding of the Universe by exploring significant areas of astrophysics, including dark energy and dark matter, galaxies and quasars, the Milky Way, exoplanets, and small bodies in our own Solar System.
3. NOIRLab enhances the strengths of each facility and provides new opportunities for staff while expanding scientific capabilities and improving the experience for users.
4. By providing cutting-edge facilities that benefit both the staff and the scientific community, the lab positively impacts ground-based nighttime astronomical science. In addition, the lab focuses on developing international collaborations and partnerships to advance ground-based optical and infrared facilities and capabilities.
5. In collaboration with the astronomical community, partner organizations, other US optical and infrared system operators and NSF, NOIRLab develops and advances a strategic vision for future NSF-funded optical and infrared facilities.
NOIRLab Design brief

A good logo is distinctive, appropriate, practical, graphic and simple in form, and it conveys the organization’s intended message. It should be possible to print a logo at any size and, in most cases, it should be effective without color. A logo should be simple, memorable, timeless and versatile.

Logo

- Should be unprecedented and groundbreaking
- Should be distinct, memorable, and unique
- Should be simple and scalable (vector)
- Should convey astronomy and ideally evoke discovery and innovation
- Should be welcoming of sub- or derivate logos for the Programs, and if needed even for telescopes or projects
  - Needs to meet accessibility criteria for distinction between logos
  - Should have distinct elements that can be reused for Program logo versions
- Should not have negative or confusing connotations/associations
- Should be versatile, mutable and flexible according to use case (web, print, small, black/white, large...)
- Should be identifiable to non-specialists
- Should be attractive to specialists (incl. staff)
- Visual part should be usable without words (e.g. when tiny)
- Should indicate new ways of communicating science
- Should communicate that our observatories are revolutionizing forces in astronomy
- Should capture public appeal and intrigue
- Should have newsworthiness (meaning having conflict, new interesting angle and aesthetics)
- Should have the capability to show diversity, equality and inclusion
- Other expressive keywords: durability, power, respect and intelligence
General branding principles

Brand or Brand identity — visual representations that identify NOIRLab and cause an emotional response in the viewer. Beyond the NOIRLab logo, these include the use of official titles in public communications (i.e. NOIRLab Director), images that are uniquely identifiable as NOIRLab i.e. the summit facilities or legacy science images, slogans, mottos, or messaging, business names and domain names, color and symbol usage, etc. Brand identity should not be confused with brand experience.

Brand Experience — the brand experience is the desired emotional response to the NOIRLab Brand. Examples of this includes; feelings of trustworthiness, NOIRLab as a source of scientifically accurate data, NOIRLab has innovative observing opportunities, NOIRLab strives for personal and institutional growth over status quo, NOIRLab has caring staff, NOIRLab is a great place to work, etc.

A clear and consistent brand identity mitigates brand confusion where users may not immediately understand that the content they are viewing is NOIRLab produced. The NOIRLab brand is used to develop a unified identity, increase NOIRLab's visibility to primary audiences and support the growth and positive elements of our reputation.

The NOIRLab brand is more than a logo, it is everything that visually identifies NOIRLab and is used to:

- develop a visual and emotional identity;
- support the development of brand experience;
- support the growth of NOIRLab's reputation;
- increase NOIRLab's visibility.

NOIRLab images and messages support our purpose, vision, strategy and value to stakeholders. These images and messages exemplify the NOIRLab brand and should be reinforced in NOIRLab's communication activities.

The NOIRLab brand covers representations that identify NOIRLab, including its official titles, the NOIRLab logo, slogans, business, and domain names, etc.

Usage that is inconsistent with the NOIRLab brand could be interpreted as unprofessional and cause users to go elsewhere. Examples include:

- incorrect color usage, or
- applying the brand in a way that implies endorsement where none exists, or
- promoting values that are not aligned with the NOIRLab brand, etc.
In the environment around NOIRLab we have 9 brands:

- NSF
- AURA
- **NOIRLab**
  - Gemini Observatory
  - MSO
  - CTIO
  - KPNO
  - CSDC
  - Vera C. Rubin Observatory

**NSF’s NOIRLab** is our primary brand and is a “branded house”; the NOIRLab logo should be used on all products without exception.

We must *always* show close visual or textual association with NSF (see separate section below) and with AURA (typically at the bottom of a page, or on the back).

We do not use an abbreviation (not NAL, nor NOARL), and promote the use of the short-form name (NOIRLab) over the long-form National Optical-Infrared Astronomy Research Laboratory.

The MSO brand is not used towards the public, but may be used towards the user community.

The NOIRLab brand is a valuable asset. Staff and third parties should act in ways that promote and protect the brand. For instances that are not covered by this manual please contact info@noirlab.edu.
The NOIRLab Logo

There is usually a meaning behind an effective logo, and it communicates the intended message.

It is human nature that different shapes can influence how people will perceive a brand. For the graphical element of the logo, geometric shapes were chosen over more organic or circular shapes because humans associate geometric shapes with innovation, durability, power, respect, and intelligence. A conscious decision was made to match this perception by choosing a font that is bold and modern, yet will be timeless as well. Sans serif fonts convey innovation, bold fonts convey power, and straight fonts convey stability.

The logo is based on the design brief and on keywords from NOIRLab.edu: community, innovation, ideas, diversity, exchange, creative, development, science, and discovery.

- The designers considered how these words relate to NOIRLab and its Programs, and how to make these words into imagery.

- The developed logo has numerous meanings:
  - The large black half-circle represents a dark sky, black (“noir” in French), a planet, and a black hole.
  - The smaller circles that surround it represent community, diversity, ideas, discovery, networking, a galaxy, moons, or stars.
  - The five colors of the smaller circles represent the five Programs within NOIRLab.

- The intention was to create a logo that is both geometric and organic. Both of these styles evoke certain feelings within people, from bold and innovative to friendly and inclusive.
The NOIRLab logo can be downloaded from: https://noirlab.edu/public/about/logo/

Text choice:

- sans serif fonts: innovation
- bold fonts: power
- straight fonts: stability.
NOIRLab logo variations

Versions for colored backgrounds

Preferred version
Use the full colored logo whenever possible;
Only when it is not possible should the others be used.

Special applications
For applications where 1 and 2 will not suffice or for one-color application; embroidery, one color printing, etc, these three options are available
Solid color in the NOIRLab color palette.

The black and white work well on all the colors in the palette.

Appropriate and Inappropriate Uses
Widescreen version (for special applications)

Clear Space
There must be a minimum defined space around all instances of the logo so that it stands out from other logos and text that it might appear with. The clear space (CS) must be equal to the height of the NOIR letters. The same applies when using the NSF and NOIRLab logo together.

NSF and NOIRLab
In all print products, with very few exceptions, the NSF and AURA logos are included with the NOIRLab logo (NSF | NOIRLab and then AURA further down or to the right). The only exceptions are:

1. Products where space is extremely limited (e.g. on a pencil, in certain social media contexts)
2. Products where we'd imply that we're acting on behalf of, or impersonate, NSF: “NSF’s logo cannot be used in a manner that falsely implies employment by or affiliation with NSF” (e.g. on a business card or a letterhead).

The NSF and NOIRLab logos should always be used in color if at all possible.

The NOIRLab logo should not overpower the NSF logo in terms of size: the size of the black hole should at most be 70% as big as the blue NSF “ball”.

The NSF logo has its own set of guidelines. When using the NSF logo by itself please consult the NSF Logo & Visual Identity Guidelines.
NOIRLab Typeface

NOIRLab’s primary font was chosen to be bold and modern, yet timeless as well. Studies have found that sans serif fonts convey innovation, bold fonts convey power, and straight fonts convey stability.

- Titles should use the same typeface as the logo
- Copytext can be in a different typeface, possibly even serif
- Fall-back typefaces, commonly found on all standard computers, for both titles and copy texts should be provided

The Visual Identity defines three standard typefaces; headline, body serif, and body sans serif font families.

- **Quatro** is the primary typeface for headlines, subheads and call-outs.
- **Source Sans Pro** or **Freight** are the secondary typefaces for use as sans serif, and serif body text respectively.
  - You may download Source Sans Pro [here](#)
- It is recognized that most staff will not have these fonts available. If you do not have access to the three official NOIRLab fonts it is recommended you use Arial or Times New Roman as fallback typeface choices.

### Quatro — Headlines, Subheads, & Callouts

<table>
<thead>
<tr>
<th>Lower-case</th>
<th>Capital letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

### Source Sans Pro — for sans serif body text

<table>
<thead>
<tr>
<th>Lower-case</th>
<th>Capital letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

### Freight — for serif body text

<table>
<thead>
<tr>
<th>Lower-case</th>
<th>Capital letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

### Fallback typeface: Arial — (sans serif)

<table>
<thead>
<tr>
<th>Lower-case</th>
<th>Capital letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>

### Fallback typeface: Times New Roman — (serif)

<table>
<thead>
<tr>
<th>Lower-case</th>
<th>Capital letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
</tbody>
</table>
Color Usage

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive NOIRLab brand.

We have seven colors in our palette and three accent colors. You are not required to use them when designing your communication material, but if you do, please use the color specifications below.
**Accent Colors**

These accent colors may be used with the NOIRLab palette.

<table>
<thead>
<tr>
<th>Warm accent (a hue of Gemini gold)</th>
<th>Warm accent (From Rubin's colors)</th>
<th>Cool accent (from Rubin's colors)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 1485 C</td>
<td>Pantone 2004 C</td>
<td>Pantone 7738 C</td>
</tr>
<tr>
<td>RGB: 250 179 100</td>
<td>RGB: 255 219 120</td>
<td>RGB: 60 174 63</td>
</tr>
<tr>
<td>#FAB364</td>
<td>#FFDB78</td>
<td>#3CAE3F</td>
</tr>
<tr>
<td>CMYK: 0 34 68 0</td>
<td>CMYK: 0 5 59 0</td>
<td>CMYK: 70 0 93 5</td>
</tr>
</tbody>
</table>

In addition, tints and shades of these colors may be used while still keeping within the NOIRLab color palette.
Additional Brand Elements

Bi-colored diagonals are used as part of the branding on posters, webpages, and others.

Watermark elements

Watermarks may be used to help supplement the overall branding where appropriate (ie this manual)

Program Iconography

This includes examples of representations of the programs, that are not program logos but are evocative of them while maintaining a cohesive whole. These icons may be used as a proxy for representing the Programs when a specific Program logo is not needed. These icons should not be used individually.
Applications of the Visual Identity

Letterhead

The NOIRLab Letterhead follows the AURA model — NOIRLab name and logo on the top and listing of all Programs down the right side:

- Cerro Tololo Inter-American Observatory
- Community Science and Data Center
- Gemini Observatory
- Kitt Peak National Observatory
- Vera C. Rubin Observatory

Letterhead with the primary body text sans serif Arial Typeface. Printer margins are set to 0.25” on all sides.

Program directors and other leaders have expressed a need to occasionally add one or more program logos to the NOIRLab letterhead manually. There is room to do this to the right of the NOIRLab logo. Our collection of logos is maintained in the public logo archive: noirlab.edu/public/products/logos/

Directors’ assistants may add Program logos to the Letterhead to the right of the NOIRLab logo.
Presentation slides

This is the template for PowerPoint or Google Presentation slides:

Poster Templates

Two poster templates will be provided with built-in header and footer with appropriate logos and mission statement. Content and backgrounds will be able to be added by the user to the central region of the poster.
Social Media Posts and Events

Employee Access Badges
Templates for NOIRLab Employee access badges, dependent on technology available at each site for printing and producing ID badges.

Conference Nametags
Office Door Signs

Templates for printable tags for employee offices.

Controlled document template

Credit block for CAD drawings

Operated by AURA
under cooperative agreement with NSF
Acknowledgments and Affiliations

Acknowledgments in scientific papers

This webpage lists the different scientific acknowledgments needed in scientific papers:
https://noirlab.edu/science/about/scientific-acknowledgments

Affiliations on conference badges, email signatures etc.

Suggested Email signatures

NOIRLab staff should include both NOIRLab and (where applicable) their Program's name in their affiliation statement, using the forms shown below:

- Jennifer Lotz
  Director, Gemini Observatory
  NSF’s NOIRLab
- Henry Roe
  Deputy Director, Gemini Observatory
  NSF’s NOIRLab
- Lori Allen
  Director, Mid-Scale Observatories
  NSF’s NOIRLab
- Bob Blum
  Director for Operations, Vera C. Rubin Observatory
  NSF’s NOIRLab
- George Jacoby
  NSF’s NOIRLab

Lars Lindberg Christensen
Head of Communications, Education & Engagement
A: 950 North Cherry Ave., Tucson, AZ 85719, USA
C: +1 520 461 0433
W: noirlab.edu
Z: https://noirlab-edu.zoom.us/my/larszoom
IAU Press Officer & Former President of Commission 55
NOIRLab Stories — Beyond the Science: Our new blog
Note my new email: lars.christensen@noirlab.edu
Discovering Our Universe Together
NOIRLab Scientific and Technical Staff Affiliations

NOIRLab staff should include both NOIRLab and (where applicable) their Program’s name in their affiliation statement, using the forms shown below:

- NAME, NSF’s NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, Kitt Peak National Observatory/NSF’s NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, Cerro Tololo Inter-American Observatory/NSF’s NOIRLab, Casilla 603, La Serena, Chile
- NAME, Gemini Observatory/NSF’s NOIRLab, 670 N A’ohoku Place, Hilo, Hawaii, 96720, USA
- NAME, Community Science and Data Center/NSF’s NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, Mid-Scale Observatories/NSF’s NOIRLab, 950 N Cherry Ave, Tucson, AZ 85719, USA
- NAME, SOAR Telescope/NSF’s NOIRLab, Casilla 603, La Serena, Chile

Conference registrations

- NAME, NSF’s NOIRLab
- NAME, CSDC/NSF’s NOIRLab
- NAME, KPNO/NSF’s NOIRLab
- NAME, Gemini Observatory/NSF’s NOIRLab
- NAME, Rubin Observatory/NSF’s NOIRLab
- NAME, MSO/NSF’s NOIRLab
- NAME, CTIO/NSF’s NOIRLab

Image and video Credits

Credits for images and videos will have the Program before NOIRLab, NSF and AURA. A photographer can be added.

Examples:

- KPNO/NOIRLab/NSF/AURA/A. Name
- International Gemini Observatory/NOIRLab/NSF/AURA/A. Name

Branding issues in press releases and other texts

- Aim to always mention the NSF’s NOIRLab brand first NOIRLab can be mentioned thereafter.
- Mention the Program as in “Kitt Peak National Observatory, a Program of NSF’s NOIRLab”.

Business Cards

These are the business card layouts for the three separate locations, all sharing the same reverse side of the card. Possible spot gloss on the NOIRLab logo graphic on the back.

![Business Cards](image)

The logo displayed on business cards will be NOIRLab. Most staff will work in the matrix, but any remaining Program affiliations can be part of the title of the employee.
Program logos

The Programs are our secondary brands: Gemini, CSDC, KPNO, CTIO and Rubin Operations. As a branded house our master brand, NOIRLab, comes first — visually in products, as well as in written form in texts. We should feature the Program logos as widely as possible, but care should be taken to never introduce confusion about what our primary brand is (NOIRLab). For this reason, Program logos are usually never shown alone without NOIRLab.

The Program logos are part of a NOIRLab “logo family” following our guiding principle that our Programs/facilities should be presented in a symmetrical sense. They all show a clear connection to the Program as well as to NOIRLab and follow the requirements in the NOIRLab logo brief above.

Examples of the use of the Program logos:

1. On slides in footer (for Gemini and Rubin can also be the logo strip).
2. For Science Announcements related to Gemini.
3. When showing Rubin images in the image archive.

NOIRLab Program Logos

All NOIRLab's currently five Programs have logos that can be used individually. Four new logos incorporate elements of the NOIRLab and Rubin Observatory logos, to create a suite of program icons for other NOIRLab programs (Kitt Peak, Cerro Tololo, MSO and CSDC).

The star cluster from the Rubin Observatory logo is implemented as a unifying element among all of the NOIRLab program logos to bring the brand together.
For the scientific community the MSO logo can also be applied (please note that this logo should never appear in conjunction with either the Kitt Peak logo or the Cerro Tololo logo). MSO Logos
The Gemini Observatory

The Gemini brand is a sub-brand of the NOIRLab brand. It has a rich visual language creating connections to its stakeholders, and it continues to flourish as one of NOIRLab’s Programs.

Logo

The Gemini Observatory logo is a legacy logo last updated in 2009.

If the logo will be at such a size where the statement of purpose would be illegible, the logo should be used without the statement of purpose. There is also a Spanish version of the logo. Do not customize the Gemini Logo by changing the shape, color or crop; When placing the graphic be sure that you keep the same aspect ratio as the original.

AURA & Participant Logos

Please refer to the “Gemini Observatory Participant line-up” section of this document. The participant logos should be included whenever possible, especially if the NSF logo is included.

Logos that are associated with the Gemini brand can be downloaded on the Logos section of the NOIRLab website.
The Vera C. Rubin Observatory

Survey of lots of objects in the sky over time and time lapse. Streaks conceptually represent connection of NOIRLab and SLAC through this partnership.

This represents community, ideas, discovery, astronomy - different types of objects. Varying sizes and shapes conveys inclusivity.

Big Data is an important part of Rubin Observatory. Straight lines with dots at the ends represent traces on digital electronic readout boards.

First national US Observatory to be named after a woman! The full name here celebrates this.

Teal colors connect to the physical observatory.

The Rubin Observatory imagotype - Acceptable variants

Full-size imagotype

If printed, never use this version smaller than 9 mm height.

Intermediate-size imagotype

If used on screens, never use this version smaller than 1.0 px height.

If printed, use this version from 5 mm to 5 mm height.

If used on screens, use this version between 20 px and 30 px height.

Favicon

If printed, use this version from 5 mm to 4 mm height. Do not use it smaller than 4 mm in its height.

If used on screens, use this version between 49 px and 32 px height. Do not use it smaller than 32 px in its height.

Logos that are associated with the Rubin brand can be downloaded on the Logos section of the NOIRLab website.
Clearance space

Here the Rubin logo is used as an example of how clear space is to be applied to the family of NOIRLab logos.

Minimum size of logos:

This height should not be less than 110 px
NOIRLab Programs Logo Suite

NOIRLab Programs Logo Suite

KITT PEAK NATIONAL OBSERVATORY

CERRO TOLOLO INTER-AMERICAN OBSERVATORY

COMMUNITY SCIENCE AND DATA CENTER

GEMINI OBSERVATORY

KITT PEAK NATIONAL OBSERVATORY

VERA C. RUBIN OBSERVATORY

CTIO

Cerro Tololo

CTIO

CSDC

CTIO

CTIO
Program Logo lineups

For the Gemini and Rubin Programs the logo lineups should be used as often as practically feasible to show the partnership — ideally in all “substantial” products. Some examples:

1. First and last slide in presentations
2. On the Program web pages on /Public and /Science
3. In the Gemini User News Letter
4. Science conference posters
5. If a publication has pages or spreads for a given Program

The Gemini Observatory Participants line-up

The participants are listed in the order that they joined the Gemini partnership. NSF holds more that 50% of the partnership, so the NSF logo is perceptibly larger than the other participants.

The Gemini Participants Line-up will always be used together with NOIRLab, Gemini and AURA logos in a more prominent location (e.g. above). The order of the Gemini Observatory participants is determined by the order of joining the partnership. With NSF as the majority partner, it should appear perceptibly larger than the other logos in the lineup (~20%).

Example use case.

For more information and to register, visit: https://noirlab.edu/science/resources/meetings/gsm2021
The Rubin Observatory operations partners

The diameter of the NOIRLab ball is 70% of the NSF ball.

Telescope names

If the name of an individual telescope is shown — e.g. on the actual building itself it is shown with the Program logo as well as the funding agency and NOIRLab, possibly in the logo line-up. We here explicitly exclude Tenant telescopes as these are not owned or operated by NOIRLab. Some examples are below:
Signage: On Buildings and Signs in front of Buildings

Proposed usage of the NOIRLab logo following the NSF Logo and Identity Guidelines.

Building names

![Building names](image)

Parking lot sign

![Parking lot sign](image)
Reserved parking

Stickers
To be flexible and accommodate personal choice of Program (which may change with time) we will produce a standard line of Program logo stickers. These can be put on door plates or access cards as staff prefers.

Buttons
To be flexible and accommodate personal choice of Program (which may change with time) we will produce a standard line of logo buttons. These can be put on clothes, hats etc. as staff prefers.
Partner logos

We have many telescope and project partners: e.g. WIYN, SOAR, DESI, DES and others. These are tertiary brands.

- They can in addition be used on an exceptional basis in products. They are always shown with the NOIRLab and the relevant Program logo to not create confusion about what our primary brand is (NOIRLab) as well as the secondary brands (the Programs).
- We will strive to show these partner logos on the individual partner web pages on /Public and /Science.
- We will archive the latest version of these partner logos in the logo archive (also in vector form).