VERTICAL

1A: Sun_Earth_logo_V_color

SUN EARTH UNIVERSE

SOL TIERRA UNIVERSO

1B: Sun_Earth_logo_V_color_deep_blue

1C: Sun_Earth_logo_V_color_bright_blue
3A: Sun_Earth_logo_HS_color

3B: Sun_Earth_logo_HS_color_deep_blue

3C: Sun_Earth_logo_HS_color_bright_blue
1-COLOR VERSIONS

4A: Sun_Earth_logo_V_1color_black
4B: Sun_Earth_logo_V_1color_bright_blue
4C: Sun_Earth_logo_V_1color_deep_blue

4D: Sun_Earth_logo_H_1color_black
4E: Sun_Earth_logo_H_1color_bright_blue
4F: Sun_Earth_logo_H_1color_deep_blue

4G: Sun_Earth_logo_HS_1color_black
4H: Sun_Earth_logo_HS_1color_bright_blue
4I: Sun_Earth_logo_HS_1color_deep_blue
1-COLOR VERSIONS
REVERSED

5A: Sun_Earth_logo_V_1colorRV_black
5B: Sun_Earth_logo_V_1colorRV_bright_blue
5C: Sun_Earth_logo_V_1colorRV_deep_blue

5D: Sun_Earth_logo_H_1colorRV_black
5E: Sun_Earth_logo_H_1colorRV_bright_blue
5F: Sun_Earth_logo_H_1colorRV_deep_blue

5G: Sun_Earth_logo_HS_1colorRV_black
5H: Sun_Earth_logo_HS_1colorRV_bright_blue
5I: Sun_Earth_logo_HS_1colorRV_deep_blue
SUN EARTH UNIVERSE

6A: Sun_Earth_EOlogo_V_color

6B: Sun_Earth_EOlogo_V_color_deep_blue

6C: Sun_Earth_EOlogo_V_color_bright_blue
COLOR SPECS

NOTE: Light bright orange and light bright green are used when the logo is on a blue background, bright orange and bright green are used when the logo is on a white background.

<table>
<thead>
<tr>
<th>LIGHT BRIGHT ORANGE</th>
<th>BRIGHT ORANGE</th>
<th>DEEP SPACE BLUE</th>
<th>BRIGHT BLUE</th>
<th>LIGHT BRIGHT GREEN</th>
<th>BRIGHT GREEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-0 M-35 Y-88 K-0</td>
<td>C-0 M-45 Y-100 K-0</td>
<td>C-100 M-80 Y-46 K-61</td>
<td>C-84 M-11 Y-8 K-36</td>
<td>C-18 M-0 Y-100 K-0</td>
<td>C-28 M-0 Y-100 K-14</td>
</tr>
<tr>
<td>PMS 150</td>
<td>PMS 1375</td>
<td>PMS 2965</td>
<td>PMS 7468</td>
<td>PMS 388</td>
<td>PMS 390</td>
</tr>
<tr>
<td>HTML #v</td>
<td>HTML #F99D1C</td>
<td>HTML #001E36</td>
<td>HTML #007798</td>
<td>HTML #DBE120</td>
<td>HTML #AABE28</td>
</tr>
</tbody>
</table>

BLUE GRID WITH STARS BACKGROUND

BRIGHT BLUE TEXTURED BACKGROUND
**TYPE**

**AVENIR**
Avenir is a highly legible sans serif typeface and comes with 6 weights. This typeface is used for the Sun Earth Universe logo and for body copy throughout the exhibition.

The word Avenir means future in French. Avenir comes preinstalled on MacOS, and is included with installation of Adobe products. Also available for purchase at: myfonts.com

Free Google font alternative: Muli fonts.google.com/specimen/Muli

**DBT Writing Medium**
DBT Writing Medium is a custom font that was created for the Sun Earth Universe Exhibition. It is used throughout the panels for captions and labels.

DBT Writing Medium is available for free download at nisenet.org

**Design Build Test Writing Black**
DBT Writing Black is a custom font that was created for the Sun Earth Universe Exhibition. It is used throughout the panels for titles, captions and labels.

DBT Writing Black is available for free download at nisenet.org