

SUN EARTH
UNIVERSE



SOL TIERRA
UNIVERSO



Promotional and Marketing Materials

7. Promotional and Marketing Materials

Contents

(please see Chapter 1 - List of Host Resources for complete table of contents)

Contents	1
NASA Acknowledgement of Support	2
NASA Approval Process for Use of the NASA Insignia Logo and Seal	2
NISE Network and Exhibition Logos	3
NISE Network Logos	3
Exhibition Logos	8
Taglines and Promotional Phrases	16
Style Guide - Color Palette Specifications	17
Style Guide - Fonts	18
Customizable Ads	19
Promotional Photos	23
Promotional Video	24
Exhibition Descriptions	28
Acknowledgements	28
Appendix - Exhibition Logos and Specs	28
Appendix - NISE Network Logos	28

NASA Acknowledgement of Support

Where appropriate, credit should be given to the NISE Network and to the exhibition funder NASA.

The *Sun, Earth, Universe* exhibition was created by the National Informal STEM Education Network (NISE Network) in collaboration with NASA.

This material is based upon work supported by NASA under cooperative agreement award number NNX16AC67A and 80NSSC18M0061. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the view of the National Aeronautics and Space Administration (NASA).

NASA Approval Process for Use of the NASA Insignia Logo and Seal

Use of the NASA insignia logo and seal is restricted by NASA and should **NOT** be added to your press releases, promotional materials, exhibition signage, or wayfinding signage.

The NASA insignia logo (the blue "meatball" insignia), the retired NASA logotype (the red "worm" logo), and the NASA seal may not be used for any purpose without explicit permission. These images may not be used by persons who are not NASA employees or on products, publications or web pages that are not NASA-sponsored. These images may not be used to imply endorsement or support of any external organization, program, effort, or persons.

For more information about obtaining permission to use the NASA seal, please see

<https://www.nasa.gov/multimedia/guidelines/index.html>

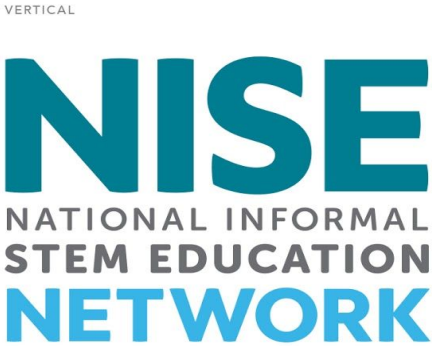
Contact: Bert Ulrich, bert.ulrich@nasa.gov

NISE Network and Exhibition Logos

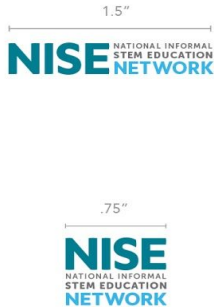
A selection of NISE Network and *Sun, Earth, Universe* exhibition logos provided for use when creating graphic materials of your own. The NISE Network logos can be found at <http://www.nisenet.org/catalog/nise-network-logo-national-informal-stem-education-network>

NISE Network Logos

PRIMARY LOGOS
3-COLOR



MINIMUM SIZE



HORIZONTAL

NO TAG

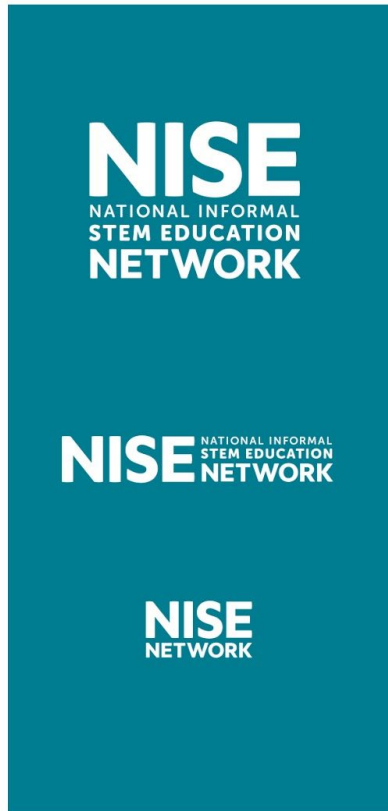
NET MARK



1-COLOR



1-COLOR REVERSED



1-COLOR TINTS



BLACK

GRAYSCALE

NISE
NATIONAL INFORMAL
STEM EDUCATION
NETWORK

NISE
NATIONAL INFORMAL
STEM EDUCATION
NETWORK

NISE NATIONAL INFORMAL
STEM EDUCATION
NETWORK

NISE NATIONAL INFORMAL
STEM EDUCATION
NETWORK

NISE **NISENET**
NETWORK

NISE
NETWORK

NISENET

COLOR SPECS



BLUE
C-65 M-10 Y-0 K-0
R-60 G-180 B-231
PMS 298
HTML #3cb4e7



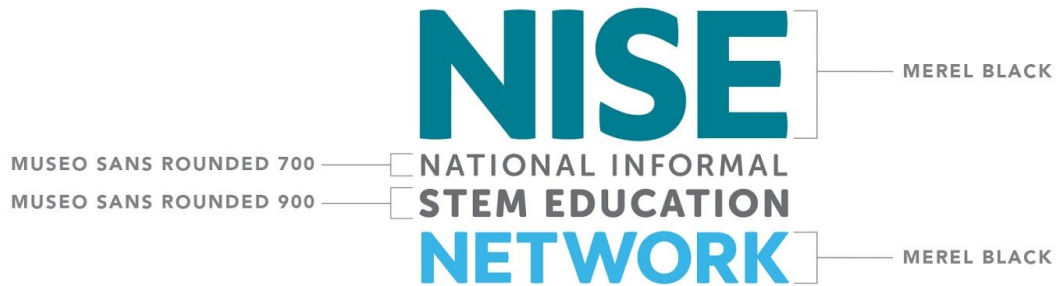
TEAL
C-100 M-7 Y-25 K-30
R-0 G-124 B-145
PMS 7474
HTML #007c91



GRAY
C-0 M-0 Y-0 K-70
R-109 G-130 B-133
PMS 424
HTML #6d6e71

NISE — TEAL
NATIONAL INFORMAL
STEM EDUCATION — GRAY
NETWORK — BLUE

TYPE



TYPEFACE INFO

MUSEO SANS ROUNDED 700 AND 900

A friendly, highly legible, sans serif typeface that is suitable for many applications. The logo uses the 700 and 900 weights, the full family includes 5 different weights. Available for purchase at myfonts.com

The very similar, non-rounded version, Museo Sans, is also available at myfonts.com the 500 weight is distributed for free.

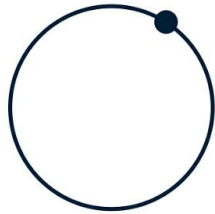
MEREL BLACK

A modern geometric typeface with humanist attributes. The logo uses black, the heaviest weight available. Five weights available for purchase at myfonts.com

Exhibition Logos

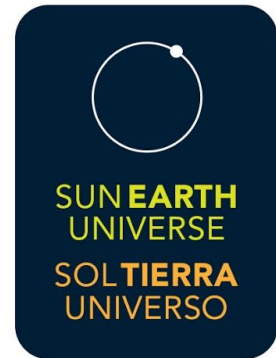
The Sun, Earth, Universe exhibition logos can be found at <http://www.nisenet.org/catalog/sun-earth-universe-exhibition-logos>

VERTICAL

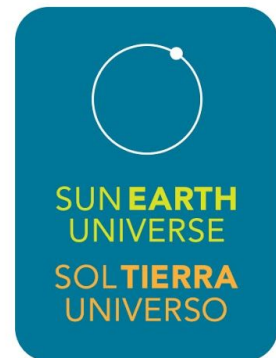


SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

1A: Sun_Earth_logo_V_color



1B: Sun_Earth_logo_V_color_deep_blue



1C: Sun_Earth_logo_V_color_bright_blue

HORIZONTAL



2A: Sun_Earth_logo_H_color

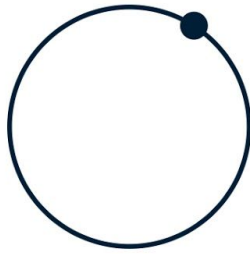


2B: Sun_Earth_logo_H_color_deep_blue



2C: Sun_Earth_logo_H_color_bright_blue

HORIZONTAL STACKED



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

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



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

4A: Sun_Earth_logo_V_1color_black



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

4B: Sun_Earth_logo_V_1color_bright_blue



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

4C: Sun_Earth_logo_V_1color_deep_blue



SUN EARTH SOL TIERRA
UNIVERSE UNIVERSO

4D: Sun_Earth_logo_H_1color_black



SUN EARTH SOL TIERRA
UNIVERSE UNIVERSO

4E: Sun_Earth_logo_H_1color_bright_blue



SUN EARTH SOL TIERRA
UNIVERSE UNIVERSO

4F: Sun_Earth_logo_H_1color_deep_blue



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

4G: Sun_Earth_logo_HS_1color_black



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

4H: Sun_Earth_logo_HS_1color_bright_blue



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

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

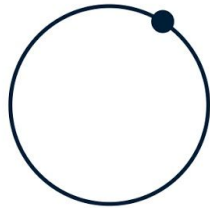


5H: Sun_Earth_logo_HS_1colorRV_bright_blue



5I: Sun_Earth_logo_HS_1colorRV_deep_blue

VERTICAL
ENGLISH ONLY



**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

HORIZONTAL
ENGLISH ONLY



7A: Sun_Earth_EOlogo_H_color



7B: Sun_Earth_EOlogo_H_color_deep_blue



7C: Sun_Earth_EOlogo_H_color_bright_blue

**1-COLOR VERSIONS
ENGLISH ONLY**



**SUN EARTH
UNIVERSE**

8A: Sun_Earth_EOlogo_V_1color_black



**SUN EARTH
UNIVERSE**

8B: Sun_Earth_EOlogo_V_1color_bright_blue



**SUN EARTH
UNIVERSE**

8C: Sun_Earth_EOlogo_V_1color_deep_blue



**SUN EARTH
UNIVERSE**

8D: Sun_Earth_EOlogo_H_1color_black



**SUN EARTH
UNIVERSE**

8E: Sun_Earth_EOlogo_H_1color_bright_blue



**SUN EARTH
UNIVERSE**

8F: Sun_Earth_EOlogo_H_1color_deep_blue

Taglines and Promotional Phrases

Taglines and fun phrases for promotion you may want to use (with different photos):

- The *Sun, Earth, Universe* exhibition is an engaging and interactive museum exhibition about Earth and space science for family audiences.
- An interactive exhibition about Earth and space science!
- Fun, hands-on, and engaging
- Explore the universe with NASA
- Explore the Sun, Earth, and universe!
- Design, build, and test your own model spacecraft to complete a mission to space.
- Use real science tools to reveal the information that's invisible to human eyes.
- Put your mission-planning knowledge to the test in a tabletop game. Will your mission be the first to be completed? What will you discover?
- Little scientists use imaginative play to explore the surface of Mars with toy rovers and spacecraft.
- Sit back, relax, and browse space-themed books and reading cards.
- Learn about upcoming astronomical events, local events, and citizen science opportunities, and share your thoughts about space-themed questions.
- How is Earth changing? Explore satellite images of Earth to see how human actions impact our home.
- How do storms on the Sun impact Earth? Examine the Sun from the calm solar minimum to the intense solar maximum.
- What's it like on other planets? Create a topographic map of Venus to learn how scientists use color to visualize data.
- Are we alone? Spin a tumbler of 10,000 beads representing all of the stars we can see from Earth to search for the single bead that represents our own life-supporting star, the Sun.

Style Guide - Color Palette Specifications

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.



LIGHT BRIGHT ORANGE	BRIGHT ORANGE	DEEP SPACE BLUE	BRIGHT BLUE	LIGHT BRIGHT GREEN	BRIGHT GREEN
C-0 M-35 Y-88 K-0	C-0 M-45 Y-100 K-0	C-100 M-80 Y-46 K-61	C-84 M-11 Y-8 K-36	C-18 M-0 Y-100 K-0	C-28 M-0 Y-100 K-14
R-251 G-176 B-56	R-249 G-157 B-28	R-0 G-30 B-54	R-0 G-119 B-152	R-219 G-225 B-32	R-170 G-190 B-40
PMS 150	PMS 1375	PMS 2965	PMS 7468	PMS 388	PMS 390
HTML #v	HTML #F99D1C	HTML #001E36	HTML #007798	HTML #DBE120	HTML #AABE28



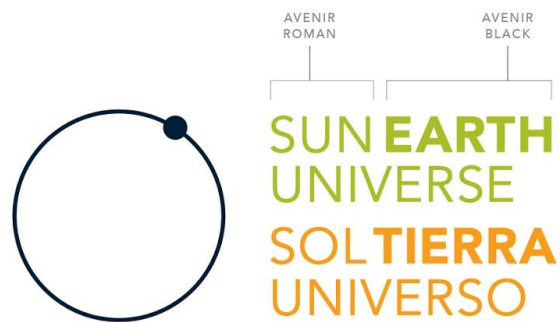
BLUE GRID WITH STARS BACKGROUND



BRIGHT BLUE TEXTURED BACKGROUND

Style Guide - Fonts

TYPE



TYPEFACE INFO

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

Design Build Test 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

Customizable Ads

We have created customizable ads for you to use in marketing the *Sun, Earth, Universe* exhibition. We have provided files in both Adobe Illustrator (AI) and PDF format. Please keep in mind that most preview programs will give you an error message if you don't download all resources for the Illustrator file that you wish to edit. The easiest way to avoid this error is to download the entire folder as opposed to individual AI files.

We have a wide collection of alternate exhibition photographs available for free download at <https://nisenet.smugmug.com/Sun-Earth-Universe-exhibition>. These can be used to further customize the ads or create your own.

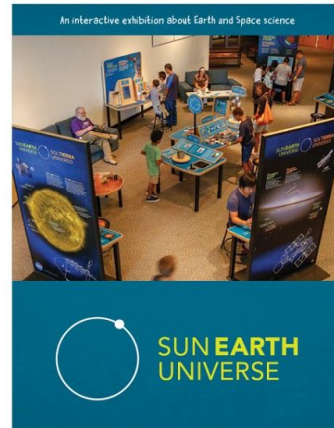
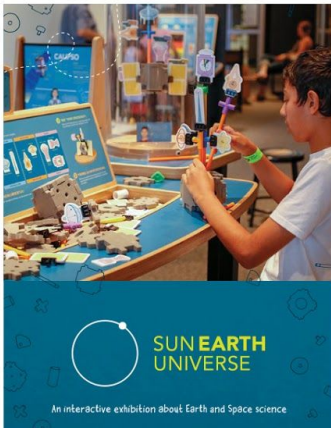
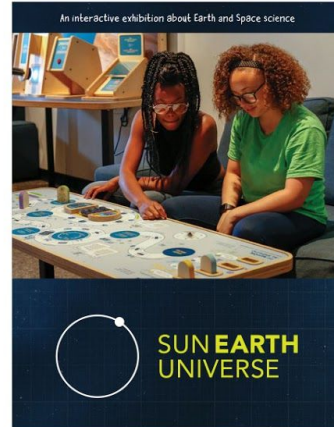
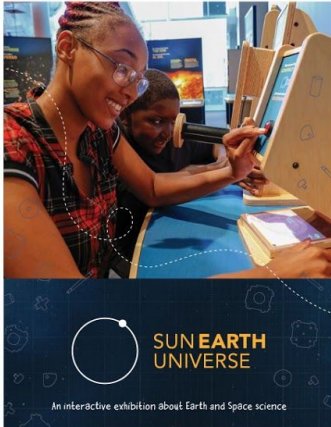
Banner Format Ads



Horizontal Format Ads



Vertical Format Ads



Promotional Photos

We have provided a selection of photographs to be used in promoting and marketing the Sun, Earth, Universe exhibition. We also have a wide collection of alternate exhibition photographs available for free download at <https://nisenet.smugmug.com/Sun-Earth-Universe-exhibition>.



SEU_1.jpg



SEU_2.jpg



SEU_4.jpg



SEU_7.jpg



SEU_10.jpg



SEU_15.jpg



SEU_16.jpg



SEU_18.jpg



SEU_20.jpg



SEU_29.jpg



SEU_42.jpg



SEU_49.jpg



SEU_55.jpg



SEU_60.jpg



SEU_61.jpg



SEU_65.jpg



SEU_73.jpg



SEU_75.jpg



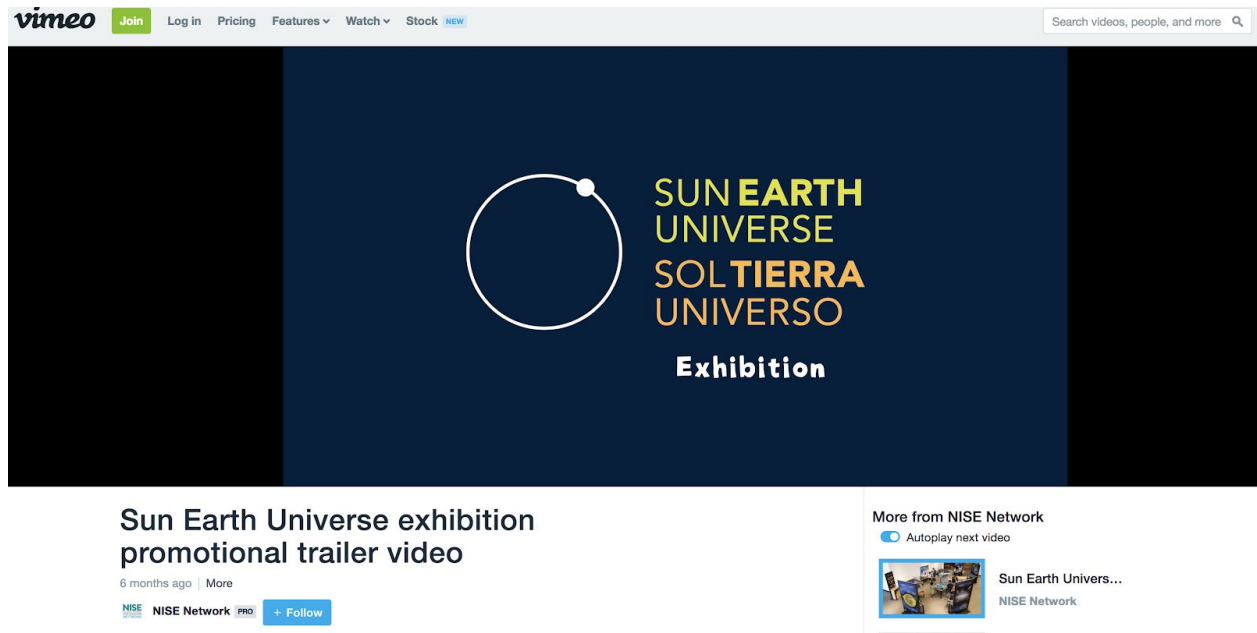
SEU_78.jpg



SEU_79.jpg

Promotional Video

We have created short promotional film that gives a glimpse of the NISE Network's *Sun, Earth, Universe* exhibition. The video can be downloaded at <https://vimeo.com/283110083>



The screenshot shows a Vimeo video player interface. The video content is a dark blue background with a white circle on the left containing a small white dot. To the right of the circle, the text reads: "SUN EARTH UNIVERSE SOL TIERRA UNIVERSO Exhibition". Below the video player, the title "Sun Earth Universe exhibition promotional trailer video" is displayed, along with "6 months ago | More" and a "Follow" button. On the right side, there is a "More from NISE Network" section with an "Autoplay next video" toggle and a thumbnail for "Sun Earth Univers... NISE Network".

Press Release

Sample customizable press release

YOUR LOGO

EXHIBITION LOGO

Date:

Contact:

Phone:

Email:



Discover the *Sun, Earth, Universe* exhibition at **(name of your organization)**!

(Insert your local *Sun, Earth, Universe* exhibition opening location, date, and specific event information here.)

How is Earth changing? What is it like on other planets? Does life exist beyond Earth? What’s happening on the Sun, and how does it affect us? *Sun, Earth, Universe* is a new exhibition about our planet, the solar system, and the universe, and the big questions NASA is trying to answer about each. Packed with engaging, hands-on interactive exhibits and dazzling imagery, this 600-square-foot exhibition will connect visitors with current NASA science research and launch them on a journey to explore the universe!

Sun, Earth, Universe includes fun and compelling exhibits for visitors of all ages. Follow the design-build-test cycle of engineering and build a model spacecraft for your own mission to space. Spin a tumbler of 10,000 beads, representing all of the stars we can see from Earth to search for the unique one that represents our Sun. Reveal hidden images using the same tools NASA scientists employ to explore the otherwise invisible forces and energy of the universe. Take a break in the seating area and play the Your Mission to Space board game, or help younger visitors pilot rovers across the Mars landscape play table. These fun experiences (and many more!) introduce visitors to ongoing NASA research in the fields of heliophysics, Earth

science, planetary science, and astrophysics, and encourage them to imagine what the future of Earth and space science might hold.

The *Sun, Earth, Universe* exhibition will be on display at **(name of your organization)** as part of a nationwide effort designed to engage audiences in the awe-inspiring fields of Earth and space science.

(Insert information about other special activities that your location may host, information about local partnerships and collaborations, and any other event-specific information.)

The *Sun, Earth, Universe* exhibition was created in collaboration with the National Aeronautics and Space Administration (NASA). The *Sun, Earth, Universe* exhibition was developed by a team led by the Science Museum of Minnesota, and fifty-two copies will be fabricated and distributed nationwide by the National Informal STEM Education Network (NISE Network).

Acknowledgement

The Sun, Earth, Universe exhibition was developed in collaboration with the National Aeronautics and Space Administration (NASA). Sun, Earth, Universe exhibitions are developed and distributed nationwide by the National Informal STEM Education Network (NISE Network).

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About the NISE Network

The National Informal STEM Education Network (NISE Network) is a national community of informal educators and scientists dedicated to fostering public awareness, engagement, and understanding of current science, technology, engineering, and math (STEM).

More about the exhibition

<http://www.nisenet.org/sunearthuniverse>

All locations awarded a copy of the exhibition

<http://www.nisenet.org/sunearthuniverse-locations>

Exhibition photos

<https://nisenet.smugmug.com/Sun-Earth-Universe-exhibition>

Exhibition Logos

<http://www.nisenet.org/catalog/sun-earth-universe-exhibition-logos>

Exhibition companion website for museum visitors

Many exhibition panels provide a question prompt and a link to explorescience.org/sun. Here visitors to the exhibition will find NASA video footage and mobile-friendly interactives that provide them with the opportunity to go further while at the museum or at home using their mobile device.

<http://www.explorescience.org/sun>

A note about using the NASA logo, seal, and insignia

Use of the NASA seal, logo, program identifiers, or flags is restricted by NASA and they should **NOT** be added to your press release or promotional materials.

The NASA insignia logo (the blue "meatball" insignia), the retired NASA logotype (the red "worm" logo), and the NASA seal may not be used for any purpose without explicit permission. These images may not be used by persons who are not NASA employees or on products, publications, or web pages that are not NASA-sponsored. These images may not be used to imply endorsement or support of any external organization, program, effort, or persons.

For more information, please visit:

<http://www.nasa.gov/multimedia/guidelines>.

Exhibition Descriptions

Please Refer to Chapter 2 - Introduction and Description for detailed descriptions of:

- Exhibition Component Titles
- Short Descriptions of Exhibition Components
- Overall Exhibition Description (short, medium, long options)
- Exhibition Components Descriptions (short, medium, long options)

Acknowledgements

This material is based upon work supported by NASA under cooperative agreement award numbers NNX16AC67A and 80NSSC18M0061. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the view of the National Aeronautics and Space Administration (NASA).

Appendix - Exhibition Logos and Specs

Please see attached appendix

Appendix - NISE Network Logos

Please see attached appendix