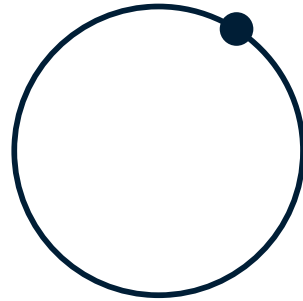




LOGOS AND SPECS

JANUARY 2018

VERTICAL



SUN **EARTH**
UNIVERSE
SOL **TIERRA**
UNIVERSO

1A: Sun_Earth_logo_V_color

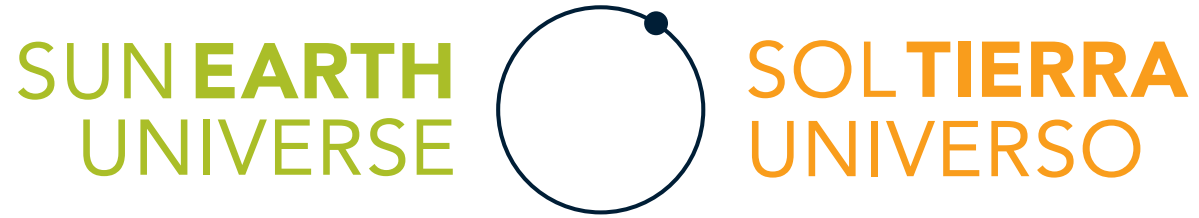


1B: Sun_Earth_logo_V_color_deep_blue



1C: Sun_Earth_logo_V_color_bright_blue

HORIZONTAL



2A: Sun_Earth_logo_H_color

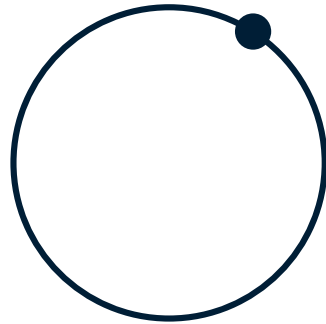


2B: Sun_Earth_logo_H_color_deep_blue



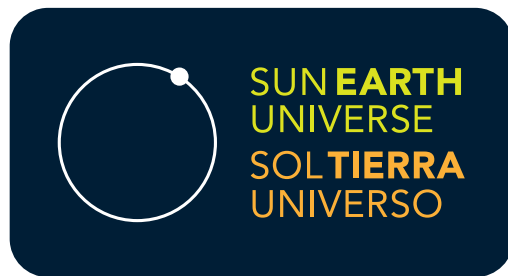
2C: Sun_Earth_logo_H_color_bright_blue

HORIZONTAL STACKED



SUN EARTH
UNIVERSE
SOL TIERRA
UNIVERSO

3A: Sun_Earth_logo_HS_color

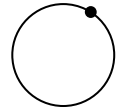


3B: Sun_Earth_logo_HS_color_deep_blue



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

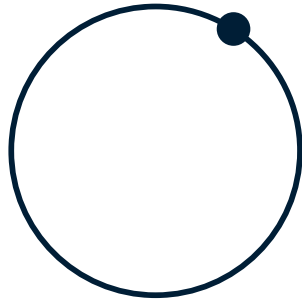


5H: Sun_Earth_logo_HS_1colorRV_bright_blue



5I: Sun_Earth_logo_HS_1colorRV_deep_blue

VERTICAL
ENGLISH ONLY



SUN EARTH
UNIVERSE

6A: Sun_Earth_EOlogo_V_color

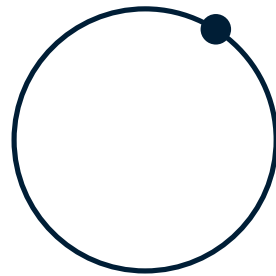


6B: Sun_Earth_EOlogo_V_color_deep_blue



6C: Sun_Earth_EOlogo_V_color_bright_blue

HORIZONTAL
ENGLISH ONLY



**SUN EARTH
UNIVERSE**

7A: Sun_Earth_EOlogo_H_color

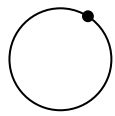


7B: Sun_Earth_EOlogo_H_color_deep_blue



7C: Sun_Earth_EOlogo_H_color_bright_blue

1-COLOR VERSIONS ENGLISH ONLY



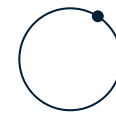
SUN **EARTH**
UNIVERSE

8A: Sun_Earth_EOlogo_V_1color_black



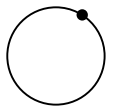
SUN **EARTH**
UNIVERSE

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

**1-COLOR VERSIONS
REVERSED
ENGLISH ONLY**



9A: Sun_Earth_EOlogo_V_1colorRV_black



9B: Sun_Earth_EOlogo_V_1colorRV_bright_blue



9C: Sun_Earth_EOlogo_V_1colorRV_deep_blue



9D: Sun_Earth_EOlogo_H_1colorRV_black



9E: Sun_Earth_EOlogo_H_1colorRV_bright_blue



9F: Sun_Earth_EOlogo_H_1colorRV_deep_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.



LIGHT BRIGHT ORANGE

C-0 M-35 Y-88 K-0
R-251 G-176 B-56
PMS 150
HTML #v

BRIGHT ORANGE

C-0 M-45 Y-100 K-0
R-249 G-157 B-28
PMS 1375
HTML #F99D1C



DEEP SPACE BLUE

C-100 M-80 Y-46 K-61
R-0 G-30 B-54
PMS 2965
HTML #001E36

BRIGHT BLUE

C-84 M-11 Y-8 K-36
R-0 G-119 B-152
PMS 7468
HTML #007798

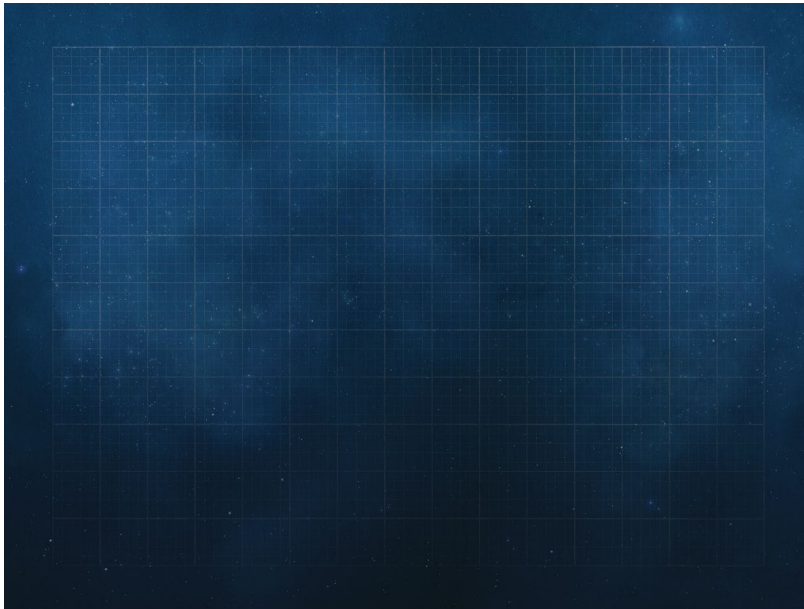


LIGHT BRIGHT GREEN

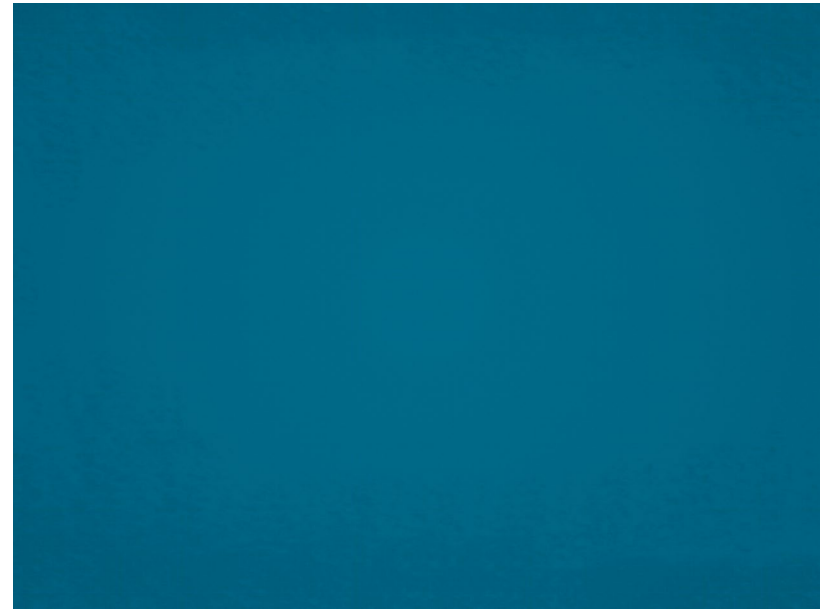
C-18 M-0 Y-100 K-0
R-219 G-225 B-32
PMS 388
HTML #DBE120

BRIGHT GREEN

C-28 M-0 Y-100 K-14
R-170 G-190 B-40
PMS 390
HTML #AABE28

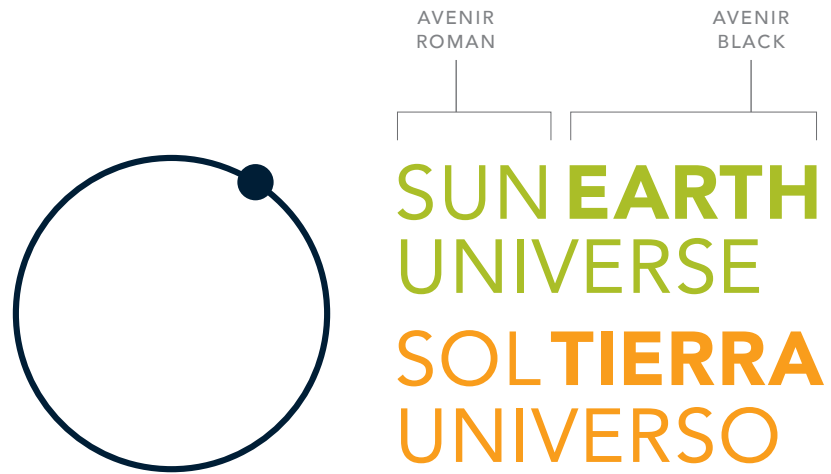


BLUE GRID WITH STARS BACKGROUND



BRIGHT BLUE TEXTURED BACKGROUND

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](https://fonts.google.com/specimen/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