STYLE GUIDE

CMU Astronomy Club

A NEW VISUAL IDENTITY

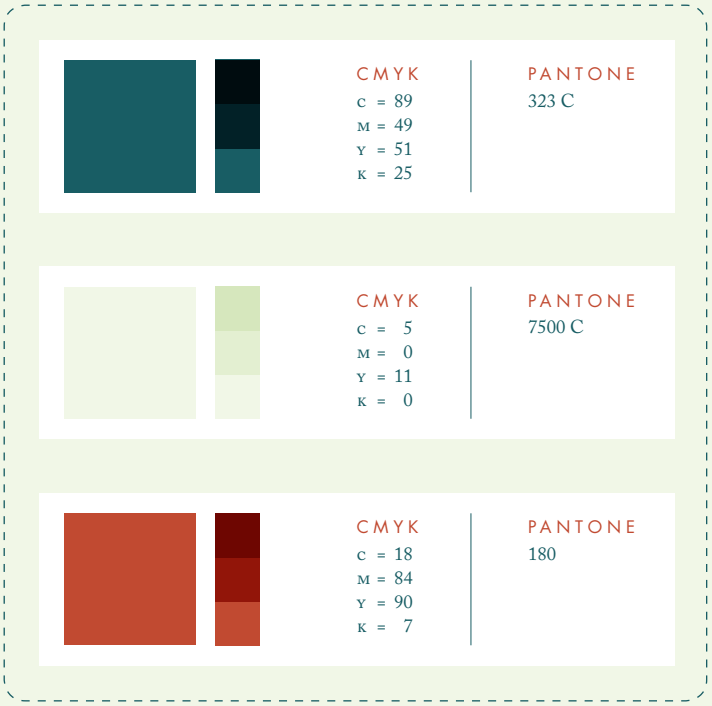
The Carnegie Mellon University Astronomy Club (Astroc) has long filled an important niche in the student organization culture at CMU — it is a diverse and enthusiastic collection of undergrad and graduate students sharing and promoting their interest in astronomy, astrophysics, observation, space-science, and exploration. To reflect this broad mission, the Astronomy Club needs a more concise, consistent, and clear visual identity and communication system.

The CMU Astronomy Club's new visual identity draws on historical attributes of the club to build a new brand. Evoking the circular shape of a planet banded by a ring, the new primary logo marks are undeniably celestial. Further, The optimistic upward slant of the type and retro treatment in general reflects a nostalgic vision of the future, which coincides with the founding of the Carnegie Mellon Astronomy Club in 1967. Both the American space program and the CMU Astronomy Club are linked to a powerful sense of excitement, discovery, exploration, and fun. The visual expression of the Astronomy Club on Carnegie Mellon's campus and in the Pittsburgh community must also strive to capture and reflect this forward-thinking sentiment while it stokes interest in astronomy, exploration, and science.

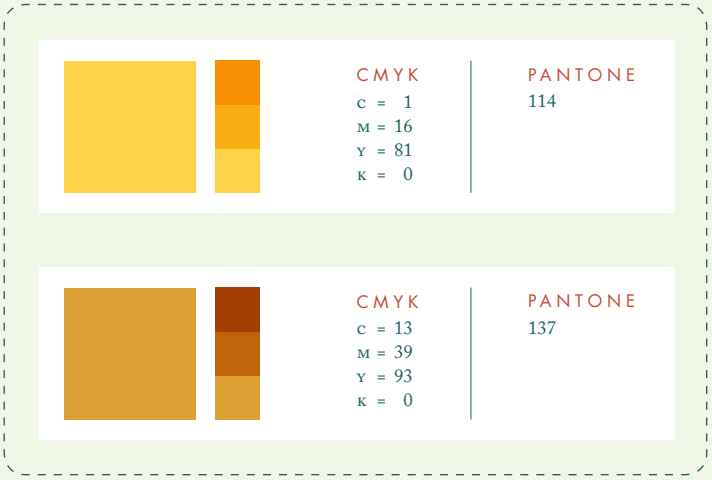
COLOR PALETTE

Colors used to unify the CMU Astronomy Club identity

Primary Colors

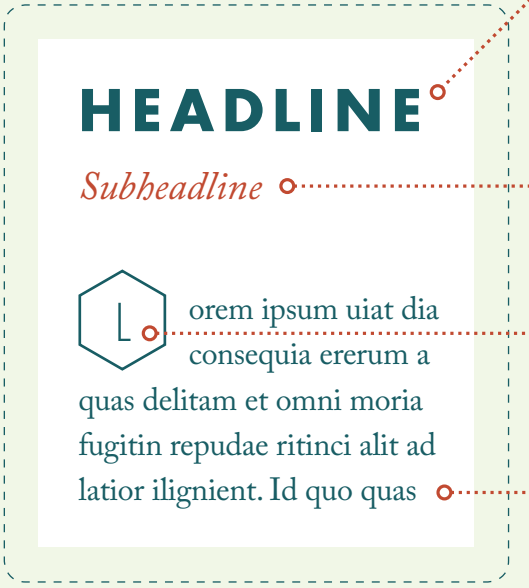


Secondary Colors



TYPOGRAPHY

Approved typefaces & styles for use on internal / external communications



Futura Std.
Style: bold & small-caps
Size: 30pt
Tracking: 100pt

Adobe Caslon Pro
Style: italic
Size: 15pt

Futura Std.
Style: light & hex-framed
Size: 19pt

Adobe Caslon Pro
Style: regular
Size: 12pt
Leading: 17pt

Futura Std.
Style: bold
Size: 19pt

Futura Std.
Style: light
Size: 10pt
Leading: 15pt

PHOTOGRAPHY

Approved photographic styles and treatments

Blue Wash

B/W image at 50% opacity on top of Astroc Blue swatch.

Subject Matter

Images should be Astronomy Club-related, depicting Astronomy Club events, trips, equipment, members, or Carnegie Mellon facilities. Abstract space-science-related imagery may be used sparingly.

Treatments

Images shall typically be presented as-is or with naturalistic post-processing. In cases where an Astronomy Club logo is over-laid on the image, a blue wash shall be applied over the image to create sufficient contrast for the logo, and the image must not be too complex or distracting.

Quality

All images shall be high-quality, with no visible artifacting or distortions. Ideally these should be taken with a DSLR camera. Standard rules of composition, including good lighting and proper exposure settings should be observed.

ICONOGRAPHY

Motifs and symbols

Lorem ipsum uiat dia consequia ererum a quas delitam et omni fugitin repudae ritinci atae nem. Latior.

Hex End Sign / Tombstone
follows the end of an article

Individual Hex
filled or stroked blue.

Tessellating Hex Field
on yellow background

The Hexagon

Hexagons are a staple of sci-fi television and literature, making their most famous appearance as a motif on *Star Trek* in the 1960s. They occur naturally in the universe, in the hexagonal polar storm of Saturn and many other places. The form is also used for various scientific astronomical purposes, notably in the mirror segments of large telescopes such as the James Webb and E-ELT among others.

Because the form tessellates perfectly, it symbolizes an elegance, efficiency. Astronomy Club's visual identity leverages that clean, efficient icon in its aesthetic.

Use & Treatments

At the end of longer articles, a hexagonal End Sign or tombstone is used to indicate the conclusion of the article. Elsewhere, the mark be used sparingly as a design element, but never on the same page as an official or auxiliary logo. The hex motif may be used as a tessellating field on an official colored background, or as an individual hex cell with a blue fill or stroke.

PRIMARY LOGOS

Preferred visual representations of Astronomy Club.

1. Abbreviation Lockup

For use in situations where "CMU Astronomy Club" is the appropriate way to refer to the organization. This logo is primarily intended to be used at medium to large sizes (1" or greater).

2. Full Name Lockup

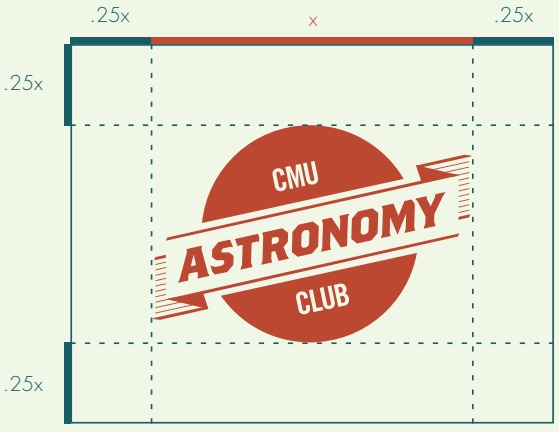
For use in situations where "Carnegie Mellon Astronomy Club" is the appropriate way to refer to the organization. This logo is primarily intended to be used at medium to large sizes (1" or greater).

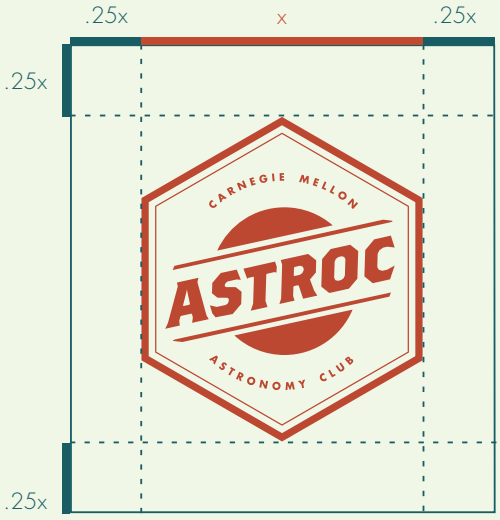
PRIMARY LOGO USAGE

Guidelines for clear space

1. Clear Space

Maintain a minimum distance or margin of clear space around the primary logo marks to preserve legibility and prevent them from being obscured or undermined by other elements.





PRIMARY LOGO USAGE

Guidelines for background color

2. Background Colors / Context

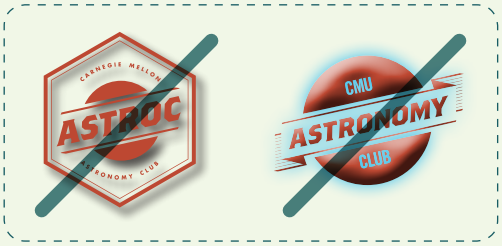
Approved background color/context for primary logo marks.

PRIMARY LOGO USAGE

Guidelines for avoiding misuse

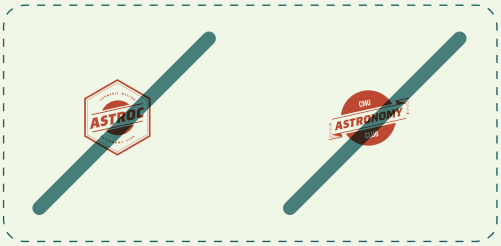
3. Forbidden Alterations

i. Do not **alter the proportions** of the marks.



ii. Do not **apply effects** such as glows or drop shadows to the marks.

iii. Do not **rotate** or **skew/distort** the marks.



iv. Do not **render the marks at smaller sizes** than approved.

v. Do not **change the typeface** or **add embellishments** to the marks.

vi. Do not **apply unapproved fill or background colors** to the marks.

AUXILIARY LOGOS

Special-case visual representations of Astronomy Club

3. Small, Simplified Lockup

For use in situations where "Astroc" is an appropriate way to refer to the organization, and where a simple, roughly square and small icon is required (e.g. social media profile pictures). This lockup is primarily intended to be used at small sizes (less than 1")

4. Small, Planet-Only Lockup

An alternative to the small, simplified lockup above, this lockup can also be used on social media platforms or in other contexts where a textless icon is desired and sensible. This lockup is primarily intended to be used at small sizes (less than 1")

CARNEGIE MELLON
Astronomy Club

CARNEGIE MELLON
Astronomy Club

5. Horizontal Lockup

For use in situations where "Carnegie Mellon Astronomy Club" is the appropriate way to refer to the organization and a horizontal logotype is required for appropriate space use in a document.

BRANDED MATERIALS

Examples of items with CMU Astronomy Club branding applied

Letterhead

Branded stationery for printed club communications

Apparel

Branded hoodies and T-shirts

BRANDED MATERIALS

Examples of items with CMU Astronomy Club branding applied

Powerpoint / Keynote

Astroc-branded presentations

BRANDED MATERIALS

Examples of items with CMU Astronomy Club branding applied