STYLE GUIDE

CMU Astronomy Club
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

- **PANTONE 323 C**
  - CMYK: c = 89, m = 49, y = 51, k = 25

Secondary Colors

- **PANTONE 7500 C**
  - CMYK: c = 5, m = 0, y = 11, k = 0

- **PANTONE 180**
  - CMYK: c = 18, m = 84, y = 90, k = 7

- **PANTONE 114**
  - CMYK: c = 1, m = 16, y = 81, k = 0

- **PANTONE 137**
  - CMYK: c = 13, m = 39, y = 93, k = 0
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

1. **Sidebar Heading**

Sidebar Body. Lorem ipsum dolor sit ad consectetur adipiscing elit sed iuvent et qui dolupta tatem aut que reicietur vero comor dolup ta epi eraes tectorrum qui berum.
PHOTOGRAPHY

Approved photographic styles and treatments

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 overlaid 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.
The Hexagon

Hexagons are a staple of scifi 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.
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.
2. Background Colors / Context

Approved background color/context for primary logo marks.

*B/W*  
50% Faded  
BG image
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

3. Small, Simplified Lockup
For use in situations where “Astro” 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”)

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

PRESENTATION TITLE

Presentation subtitle

SLIDE TITLE

• Point 1
  • Lorem ipsum dolor sit amet consectetur adipiscing elit.
  • Dolor sit amet
    • Lorem ipsum dolor sit amet consectetur adipiscing elit.

LOREM IPSUM
Dolor sit amet
  • Lorem ipsum
    • Dolor sit amet
      • Lorem ipsum dolor sit amet consectetur adipiscing elit.
BRANDED MATERIALS

Examples of items with CMU Astronomy Club branding applied

- **Stamp**:
  - CMU Astronomy Club
  - CMU ASTRONOMY CLUB

- **Mug**:
  - CMU Astronomy Club

- **Poster**:
  - CMU Astronomy Club
  - Meetings every Friday
  - Doherty Hall 3230
  - 7:30 pm

- **Bag**:
  - CMU Astronomy Club