

**CENTRE FOR THE PROTECTION OF THE
DARK AND QUIET SKY FROM SATELLITE
CONSTELLATION INTERFERENCE**



Brand Guidelines

v1.0 | May 2022

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Introduction

The Centre for the Protection of the Dark and Quiet Sky from Satellite Constellation Interference (also known as CPS which is shorthand for Centre for Protection of Sky) is a global organisation co-hosted by NOIRLab and the SKAO, under the auspices of the International Astronomical Union (IAU).

Over the past couple of years, the International Astronomical Union (IAU) has become deeply concerned about the increasing number of launched and planned satellite constellations in mainly low Earth orbits. The IAU embraces the principle of a dark and radio-quiet sky, not only as essential to advancing our understanding of the Universe of which we are a part, but also for the cultural heritage of all humanity and for the protection of nocturnal wildlife.

The new Centre will facilitate global co-ordination of efforts by the astronomical community in concert with observatories, space agencies, industry and other sectors to help mitigate the negative

consequences of satellite constellations. The united voice of the Centre will also raise awareness of these issues within the United Nations Committee on the Peaceful Uses of Outer Space, The Office for Outer Space Affairs and other international policy bodies.

The Centre's hubs will support communities related to software development for observations, policies, technology and engagement through training and outreach. The Centre's co-ordinated approach will be critical in implementing solutions to help preserve our ability to study space.

Primary logo

Overview

Our logo is the most important asset in our identity. It is the visual embodiment of our organisation and should be treated with care and respect wherever it is used. The CPS logo takes the form of a roundel. The rationale to create the logo was defined from the core principles of the Centre and includes symbolism based on those principles.

Satellites, orbital tracking lines, distant stars and the curvature of the planet Earth below are all visual clues for the challenge CPS faces in mitigating the negative aspects of satellite constellations.

Our brand features a primary logo, a primary logo with partner brand lock-ups and a secondary (alternative) logo for smaller applications.

The primary logo

Our primary logo should always be considered the first choice, and includes our full name running around the inner circumference of the roundel. The logo is designed to be used where the type will be at a legible size to read for the viewer (see logo metrics and positioning advice for more information on size and legibility).

The primary logo is available in full colour, mono black and mono white variants. The full colour logo should always be used on white or very pale coloured single tone background.

For cases where the logo must be used on a darker background or where placement, printing or other limitations will not accept the full colour logo in an aesthetically pleasing way then the mono variants are available for use.



Primary logo with main partner lock-ups

In cases where we want to promote our founding member partnerships with IAU, NOIRLab and the SKAO we have developed a version of the logo which includes brand partner lock-ups.

The use case for this version of the logo is in a context where the founding member logos would not be included otherwise, for example when the logo is to be used in a product or material not issued by or not necessarily involving the Centre's founding members. This includes events or other institutions requesting the use of the CPS logo in their communications materials.

As with all logos in our brand toolkit, full colour and mono black / white variants are available and follow the same use criteria (see primary logo for more detail).



Secondary (alternative) logo

The CPS secondary alternative logo is a simplified version of the primary logo. The main difference is the removal of the fully qualified Centre name text running around the inside circumference of the roundel. The extra space created by removal of the type has allowed for other elements including the shorthand name 'CPS' to be slightly increased in size.

The main use case for this version is when the logo is to be used at small scale and where the full name would not be legible or readable to the viewer. For further advice on the legibility criteria, please view the logo metrics and positioning pages further on.

As with all logos in our brand toolkit, full colour and mono black / white variants are available and follow the same use criteria (see primary logo for more detail).



Secondary (alternative) logo

The CPS secondary alternative logo is a simplified version of the primary logo. The main difference is the removal of the fully qualified centre name text running around the inside circumference of the roundel. The extra space created by removal of the type has allowed for other elements including the shorthand name 'CPS' to be slightly increased in size.

The main use case for this version is when the logo is to be used at small scale and where the full name would not be legible or readable to the viewer. For further advice on the legibility criteria (please view the logo metrics and positioning pages further on).

As with all logos in our brand toolkit, full colour and mono black / white variants are available and follow the same use criteria (see primary logo for more detail).



Logo metrics, size advice and exclusion zones

Primary logo

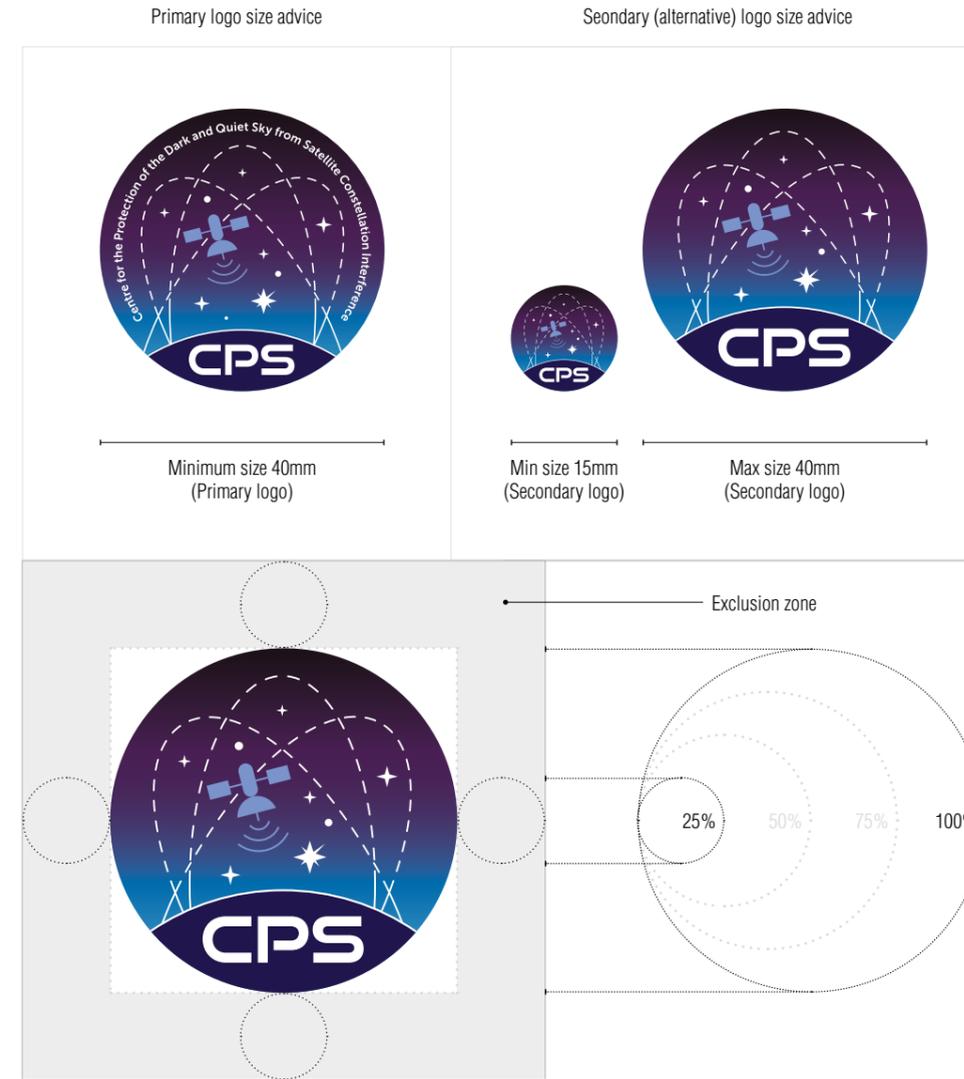
Use the Primary logo or Primary logo with main partner brand lock-ups at the suggested minimum dimensions.

Secondary (alternative) logo

Use the secondary logo when the area, material size or design situation for the logo dictates that it must be used at small scale and the legibility of the type would be difficult to read. Follow the guide opposite for size dimensions and resolutions.

Exclusion zone

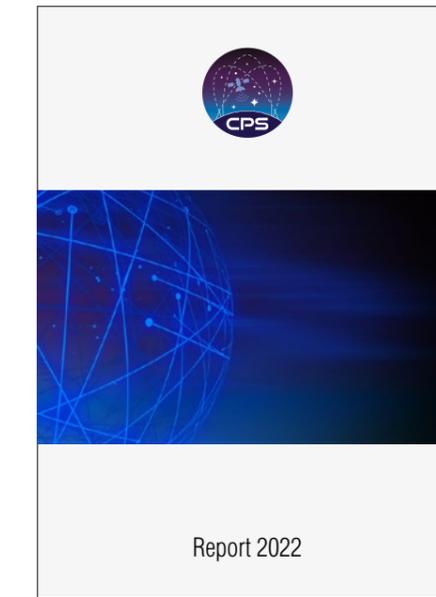
The logo should have adequate clear space around its perimeter. The illustration below demonstrates the minimum exclusion zone of clear space around the logo. To make this relative to the size you will be using the logo at whilst also being simple to judge, we've set the exclusion zone to be specified as a circle that is $\frac{1}{4}$ (25%) size of your use case and measured from the four compass points of the roundel (see illustration below). Note that this is the minimum exclusion measurement and allowing more space where possible is preferable.



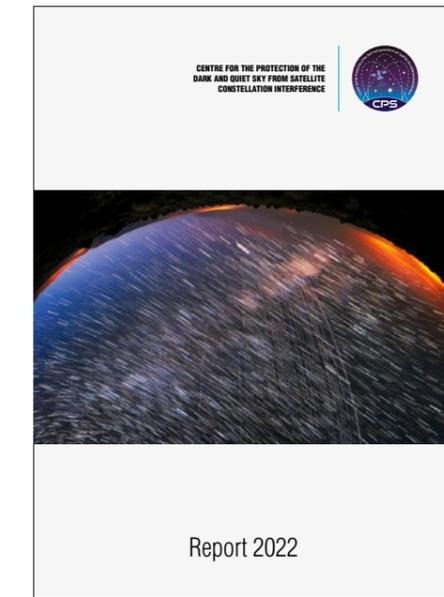
Logo positioning advice

Due to the encapsulated nature logo and all of its elements being contained in a roundel badge its positioning is versatile. We have provided example guidance below on best practice to maintain consistency across different brand communications.

When the logo is featured on its own and...
 ...on an opening page or introduction to content, always aim to position the logo above all other content and horizontally centred.
 ...on back cover, outrow or closing content, use smaller and generally positioned below other content as a sign off.
 ...if horizontal centering doesn't look visually appealing on the layout then left of right alignment can be used.

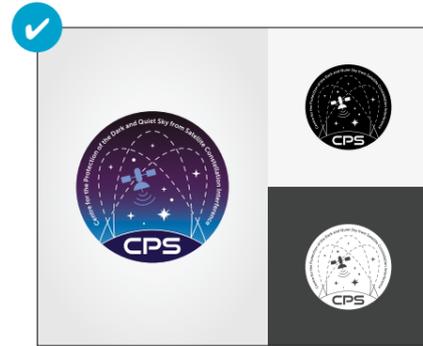


When the logo is featured with descriptive text or as part of a content lock-up and...
 ...on an opening page or introduction to content, consider using the logo left or right aligned.
 ...on back cover, outrow or closing content, use smaller and generally positioned below other content as a sign off.



Logo Do's and Don'ts

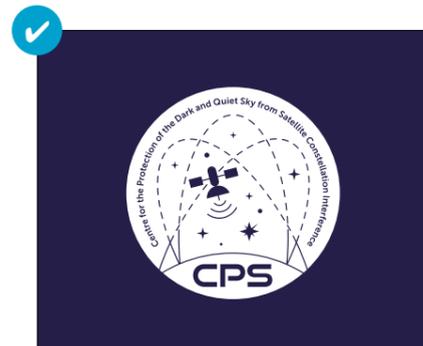
Use the logo carefully, the below examples demonstrate good practice, allowed use and disallowed use of our logo.



Do use the official supplied logo tool kit logo files



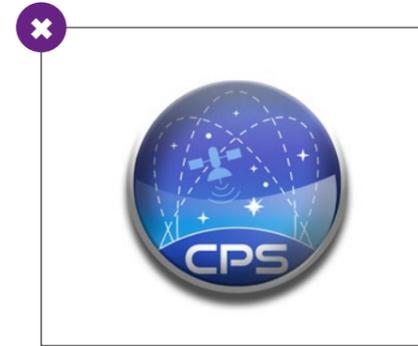
Do use the secondary logo based on size and background



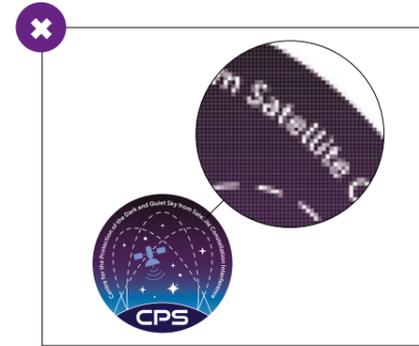
Do use the correct primary logo based on size and background



Do follow the exclusion zone rules to provide clear space



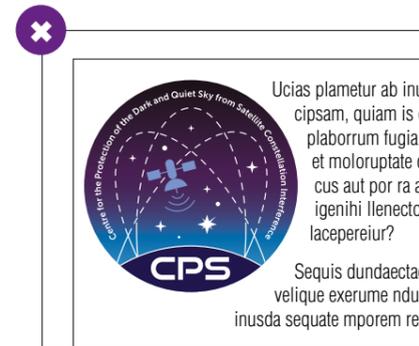
Don't recreate the logo or modify it in any way



Don't use the primary logo too small allowing the text become illegible

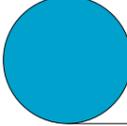
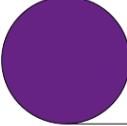
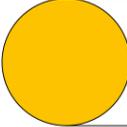
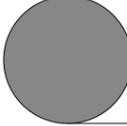
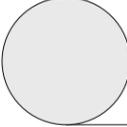


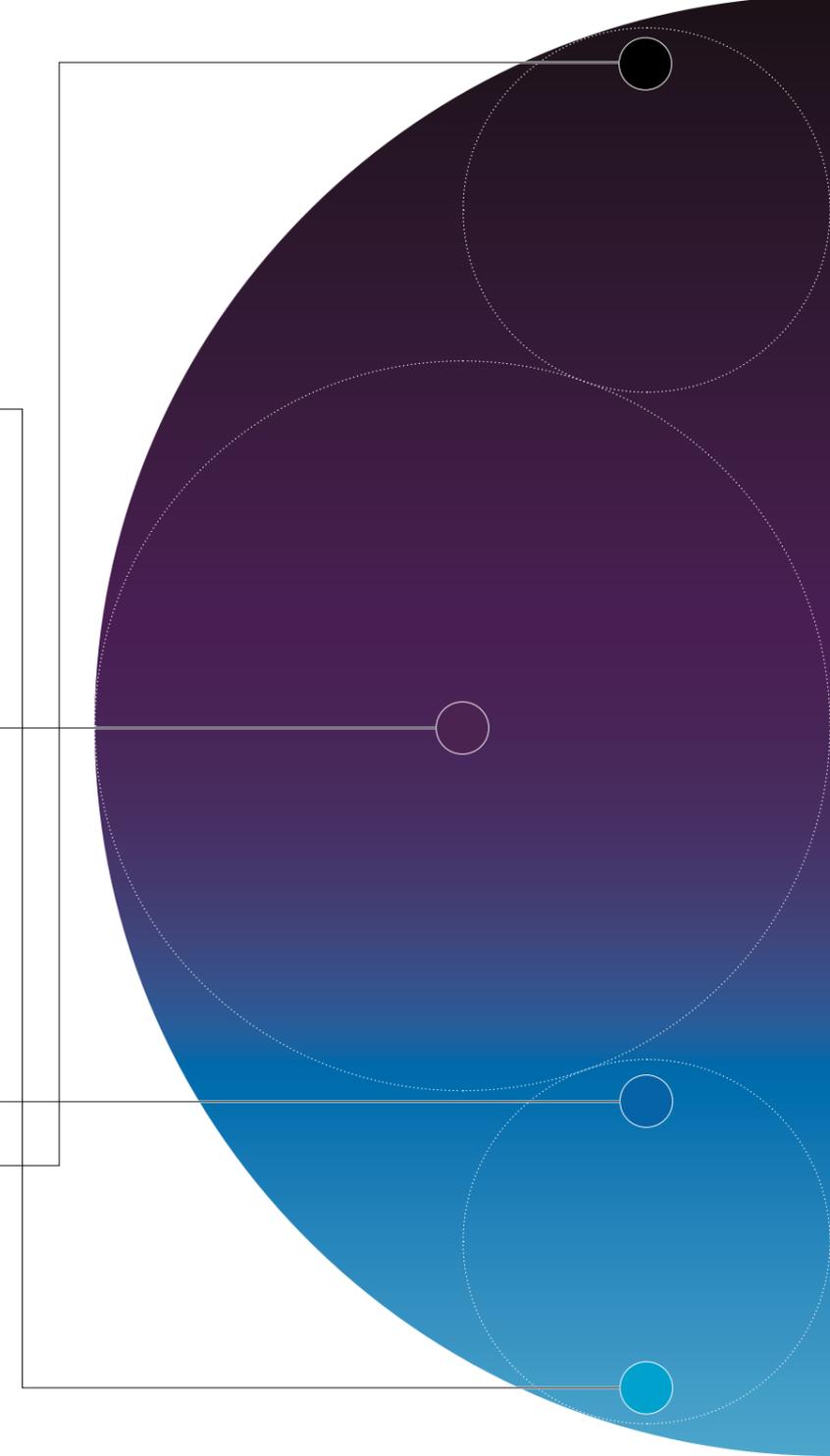
Don't use the full colour logo on a dark or complex background



Don't position the logo too close to other elements

Colour palette and gradient colour

 <p>PANTONE 298 C CMYK C:76 M:16 Y:12 K:0 RGB R:4 G:165 B:203 HEX #4A5CB</p>	 <p>PANTONE 526 C CMYK C:75 M:100 Y:0 K:0 RGB R:102 G:45 B:145 HEX #662D91</p>
 <p>PANTONE 660 C CMYK C:91 M:57 Y:6 K:2 RGB R:0 G:106 B:171 HEX #006AAB</p>	 <p>PANTONE 525 C CMYK C:77 M:98 Y:36 K:32 RGB R:73 G:31 B:83 HEX #491F53</p>
 <p>PANTONE 275 C CMYK C:99 M:100 Y:34 K:40 RGB R:32 G:21 B:76 HEX #20154C</p>	 <p>PANTONE 123 C CMYK C:25 M:0 Y:100 K:0 RGB R:255 G:194 B:14 HEX #FFC20E</p>
 <p>PANTONE 877 C CMYK C:0 M:0 Y:0 K:60 RGB R:128 G:130 B:133 HEX #808285</p>	 <p>PANTONE 877 C CMYK C:0 M:0 Y:0 K:60 RGB R:128 G:130 B:133 HEX #808285</p>
 <p>PANTONE Process Black C CMYK C:0 M:0 Y:0 K:100 RGB R:35 G:31 B:32 HEX #231F20</p>	



Brand fonts for external communications

Helvetica Condensed - Light

Our main font which is used for all typographical messaging where necessary. Use for headlines, body text and long paragraphs, use on white backgrounds and toned backgrounds (but only for the latter where it is legible).

Helvetica Condensed – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!&@“”%*#£(). ,©

Helvetica Condensed – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!&@“”%*#£(). ,©

Helvetica Condensed - Black

Use to emphasise a messaging point in normal body copy or bold headlines.

Helvetica Condensed - Medium

Use as a secondary typeface weights for variety or when Helvetica-Light is less legible.

Helvetica Condensed – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!&@“”%*#£(). ,©

Fonts for internal documents

Helvetica - Regular

For instances where professional versions of the fonts are not always installed on user computer systems. Helvetica-Regular should be used as the system brand font for general internal communications. Usage would include: Microsoft Office, Google Docs, Email and other general office templates.

Helvetica – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!&@“”%*#£(). ,©

Helvetica – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!&@“”%*#£(). ,©

Helvetica - Bold

Use to emphasise a messaging point in normal body copy or bold headlines.

