



California  
Science  
Center

# Contents

About	3
Introduction	4
Architecture	5
Typography	6
Color	8
Variations	9
Primary Logo	11
Secondary Logo	12
Vertical Logo	14
Usage	15
Clear Space	17
Incorrect Usage	18
Photography	20

# About



**California Science Center** provides an innovative model for science learning by combining exhibits with an on-site Science Center School and Amgen Center for Science Learning.

We aspire to cultivate curiosity and encourage science learning in everyone by creating fun, memorable experiences—because science is an indispensable tool for understanding our world and enriching people’s lives.

# Introduction

Welcome to our brand manual! This document unifies our communication and identity in everything that we do and serves as a guide for all who wish to use our brand, making it easier to implement right from liftoff.



# Architecture

Our mark presents the starting point for the CSC's visual identity. It contains brand assets, namely the rocket ship and stars, that can and should be used across instances to create a sense of unity and cohesion.



# Typography

**Arboria** is the typeface we used for our logo and its variations. Every so often, we use it for applications such as bags, signage, posters, and other printed material. We recommend applying it sparingly.

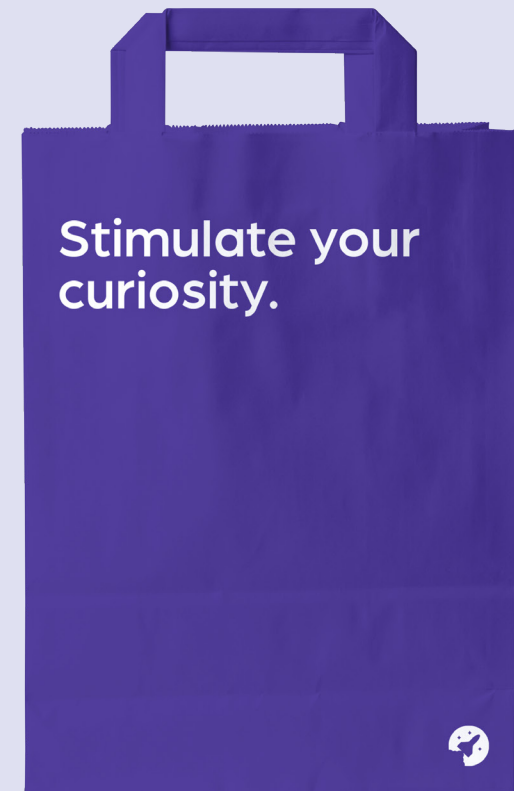
**Quicksand** is the primary typeface that we like to use throughout our website, mobile application, and documents such as this one. It's important to vary the weight and size of the type to show hierarchy and increase legibility.

## **arboria**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & @ ' ' " " \* ^ # / ( ) [ ] { } . ,

## **quicksand**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & @ ' ' " " \* ^ # / ( ) [ ] { } . ,



# Color

**Aurora** is the core color that represents our brand. It originates from the light displays that can be seen from the north and south poles caused by solar winds that often feature various shades of purple. If in doubt, use this color!

**Meteorite** is our secondary purple color and should be used as a complement to Aurora or a contrast to other elements.

**Cloud** can be used for typography, backgrounds, and visual assets.

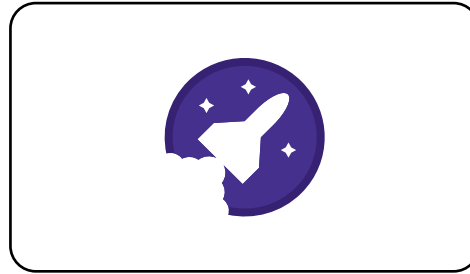
**Lunar** is our accent and supporting color; never apply it to typography, the CSC name, or the logo itself.

When designing for digital, use RGB. For print, CMYK is preferred. PMS is the acronym of last resort.

Aurora	45318D hex 69, 41, 142 rgb 91, 99, 4, 0 cmyk 2104 C pms
Meteorite	372172 hex 55, 33, 114 rgb 91, 99, 4, 25 cmyk 2105 C pms
Cloud	FFFFFF hex 255, 255, 255 rgb 0, 0, 0, 0 cmyk
Lunar	DFE0F1 hex 223, 224, 241 rgb 7, 7, 0, 5 cmyk 7443 C pms

# Variations

In order from left to right, top to bottom, only display the CSC logomark in one of the four color schemes on a background that provides ample contrast or harmony.





# Primary Logo

Radiating energy and optimism, our primary logo maintains priority in use cases as it is the most powerful representation of the CSC identity. Use it frequently, throughout space and time!



## Secondary Logo

For instances where the full name in the primary logo can become difficult to read, opt for the secondary logo—where California Science Center is abbreviated.







700 Exposition Park Dr  
Los Angeles, CA 90037  
(323)-724-3623  
californiasciencecenter.org



700 Exposition Park Dr  
Los Angeles, CA 90037  
(323)-724-3623  
californiasciencecenter.org



## Vertical Logo

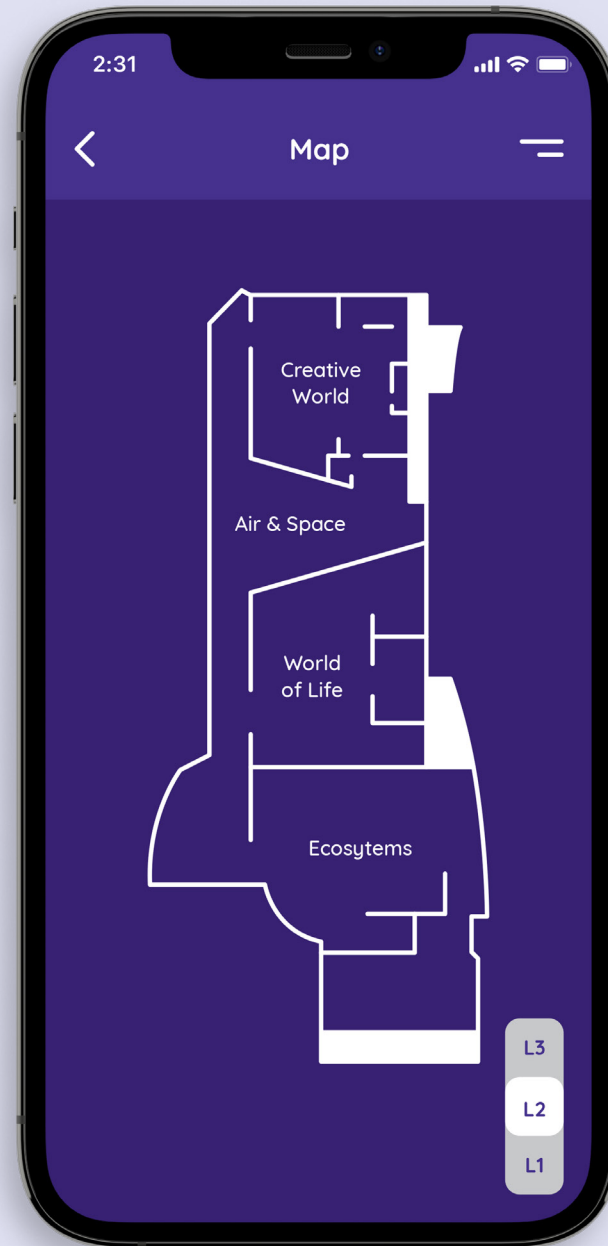
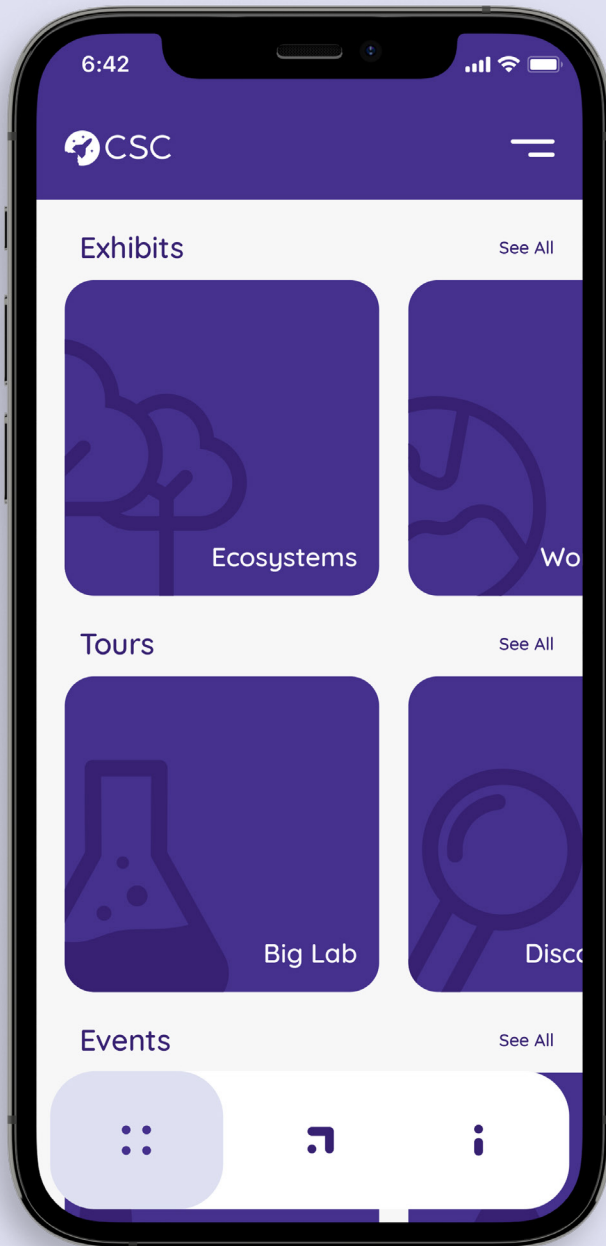
When horizontal space is limited, use our vertical logo. This is the logo that should be paired with photography as well.



# Usage

The logo you decide to display should also correspond to the amount of visual real estate you have to work with. At the largest size, use our primary logo, and at the smallest, use our vertical logo. Remember, the objective is to maintain optimal legibility.





# Clear Space

When using our logo with other graphic elements, make sure you give it space to breathe. The area surrounding the logo is defined by the dimensions of the star element at 2x the size. Think of the space as an ozone layer that protects the logo. Apply this rule to the secondary and vertical variations of the logo as well.



# Incorrect Usage

Follow the laws of conservation to ensure visual consistency when working with the logo.



Don't Add Any Effect



Don't Skew



Don't Add Unspecified Colors



Don't Rotate



Don't Resize Any Aspect



Don't Remove Elements



California  
Science  
Center

[Visit](#)

[Programs](#)

[About](#)



## Mission Success 2021

Join us in celebrating the opening of California Science Center's brand new Samuel Oschin Air and Space Center!

[Learn More](#)

# Photography

Lastly, all images should communicate our brand values and have an aura of excitement, curiosity, and most importantly, joy. The presence of elements associated with outer space and space exploration is encouraged, but not required.

When combining the CSC logo with photography, only use the vertical variation of our logo in white or black, positioned in the bottom right of the composition, at 15-20% of the size of the image with equal spacing from the bottom right edges.







**California Science Center**

565,000 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



### Astronaut Interviews: Charlie Precourt

1,00,000 views • 1 day ago

This is one in a series of exclusive astronaut interviews filmed inside space shuttle Endeavour at the California Science Center. In this interview, conducted in 2016, astronaut Charlie Precourt talks about many engaging topics including flying the Gulfstream G-II aircraft for training, seeing 16 sunrises and sunsets every day while in orbit, and celebrating a birthday in space! He also gives interesting perspectives on working with cosmonauts on trips to Mir and the importance of science learning.

Astronaut interviews were made possible by a generous grant from The Ahmanson Foundation.

For more science videos, visit [californiasciencecenter.org/beyond](http://californiasciencecenter.org/beyond)

UPLOADS

PLAY ALL



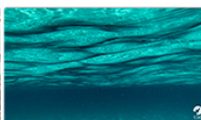
**Amazing Macaw | California Science Center**

100,000 views • 2 days ago



**Be an Engineer with Astronaut Danny Olivas | California Science Center**

200,000 views • 3 days ago



**Ocean Waves | California Science Center**

100,000 views • 4 days ago



**Ecosystems | California Science Center**

100,000 views • 4 days ago



**Marine Life | California Science Center**

100,000 views • 6 days ago



**Virtual Hands on Science | California Science Center**

100,000 views • 7 days ago

Always ensure that you have the approval of the appropriate copyright owners before using a photographic image in CSC communications.

If you are having trouble with anything in this manual, you are missing brand elements, or you are unsure if your communication best represents the California Science Center, contact us directly at [4info@cscmail.org](mailto:4info@cscmail.org).