ZOONIVERSE
ADLER PLANETARIUM

Print and App Style Guide
July 2018

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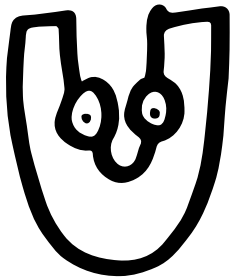
Primary logo

Primary logo should be used as often as possible. In cases in which color is not possible, or if size limits legibility, see the following page.

Secondary logos

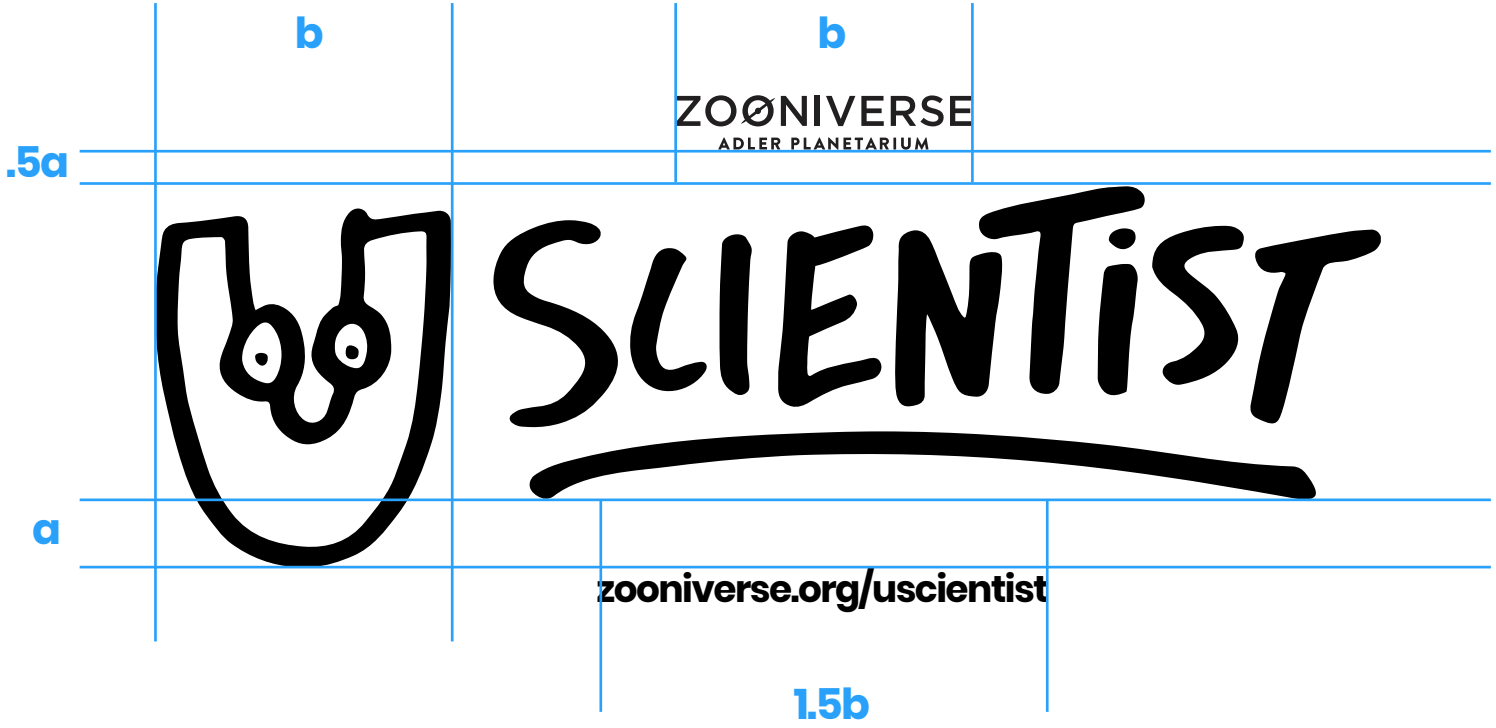
ONE-COLOR OPTION



SECONDARY LOGO

Use the secondary logo only in cases in which the primary or one-color options have already been used. The one-color option may also appear in white on a colored background.

Logo with additional elements



This lockup should be used at print sizes larger than 2 inches or screen sizes larger than 500 pixels. Note that the URL may change.

Print and messaging

Print and messaging

Colors

NEON
#E0FF3D

PRIMARY BRAND COLOR

PURPLE
#ACA9FD

PINK
#E5FF4D

PEACH
#FFDAD4

LIGHT BLUE
#B9E9FF

BLUE
#0055FF

GREEN
#77DDBB

SECONDARY BRAND COLORS

Use these colors in various combinations to add personality and a bit of whimsy.
NEON should be used sparingly outside of the logo.

Print and messaging

Typography

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

POPPINS BOLD

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

IBM PLEX MONO REGULAR

Typography usage

POPPINS BOLD

Headlines: Poppins Bold, letter-spacing: -40
Labels: Poppins Bold, letter-spacing: 140

Font sizes should be appropriate to the medium in which they are found.

Poppins Bold is available to download from Google Fonts.

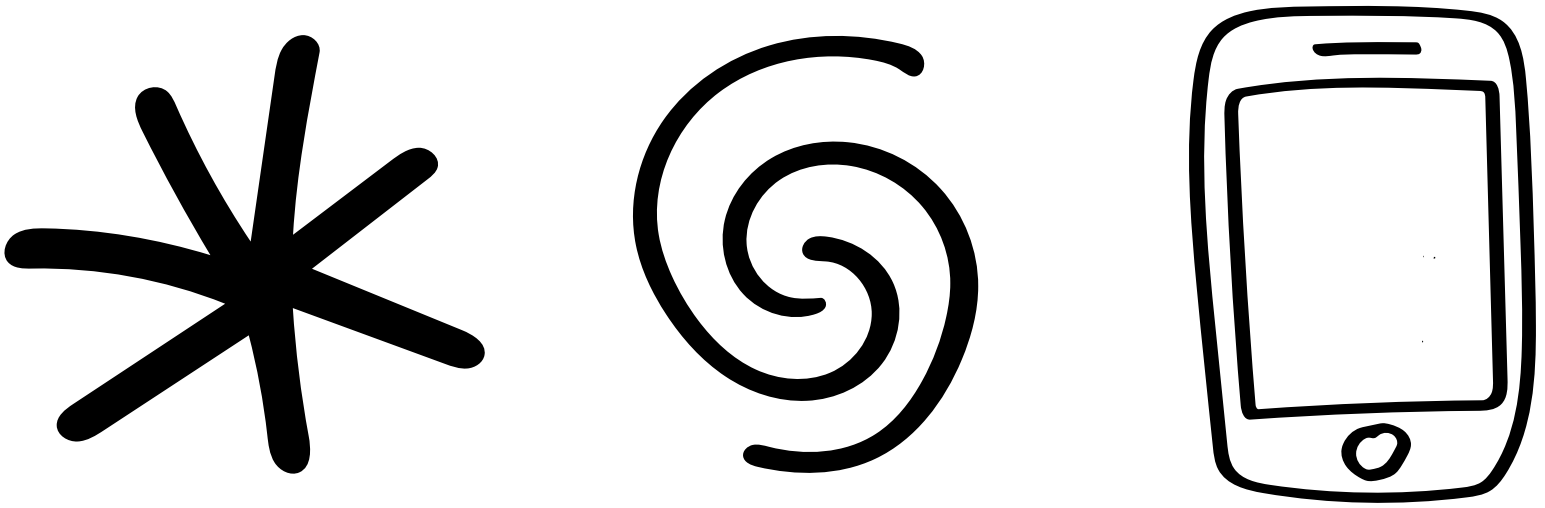
IBM PLEX MONO REGULAR

Body: IBM Plex Mono Regular, letter-spacing: -20

Body copy / paragraph text. Should not be used for headlines or anything larger than a paragraph.

IBM Plex Mono Regular is available to download from Google Fonts.

Hand-drawn elements



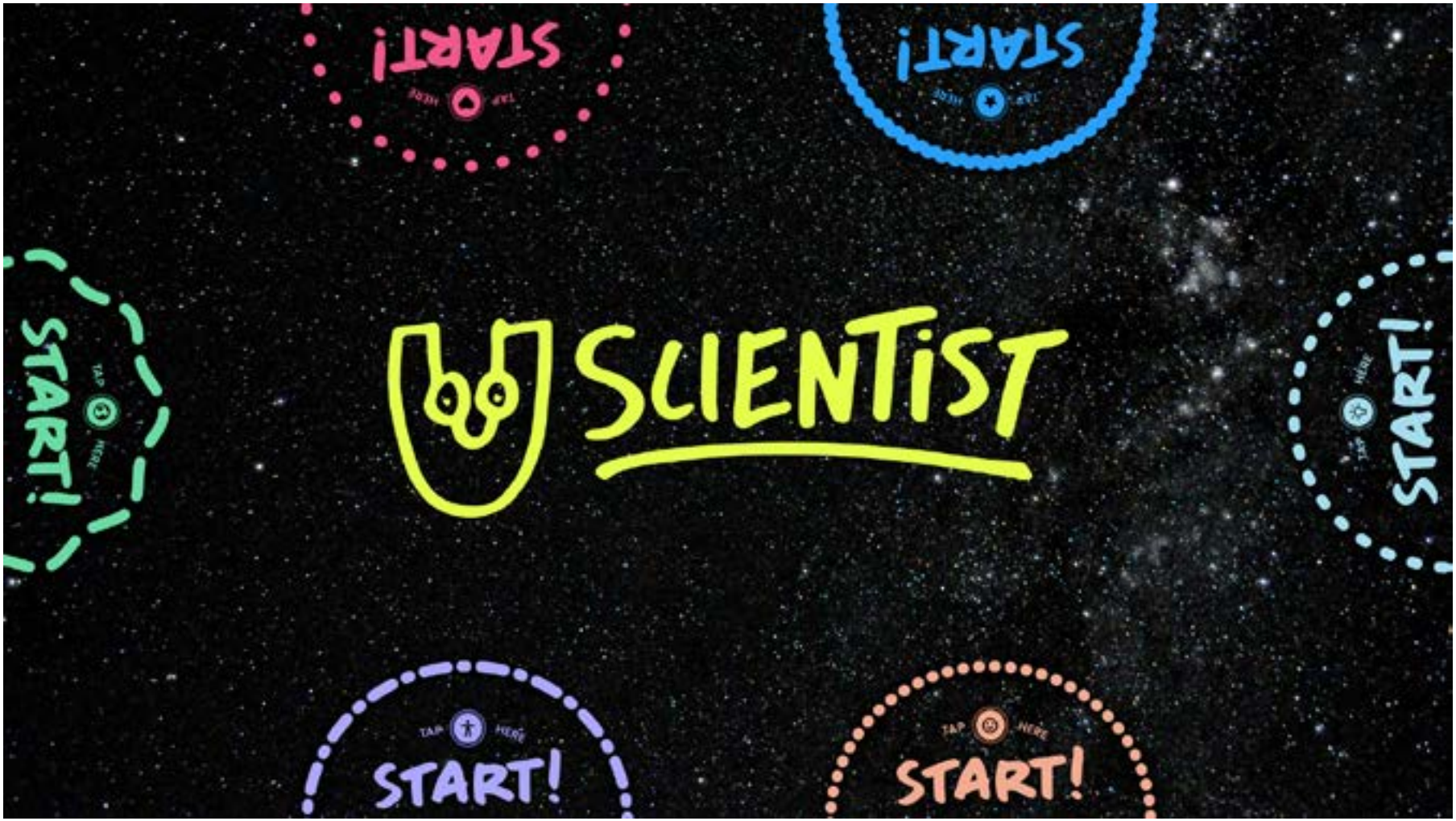
Hand-drawn elements bring an element of whimsy and youthful energy to the U!Scientist brand. They should be used extremely sparingly.

Examples

BANNERS

App design

Idle screen



App design

Text

H1

Karla Bold
15 pt
letter-spacing: -0.6
line-height: 14.4

H2

Karla Bold
10.5 pt
letter-spacing: -0.5
line-height: 12

H3

Karla Bold
5.75 pt
letter-spacing: -0.25
line-height: 6

Help text

Karla Italic
8.25 pt
letter-spacing: -0.15
line-height: 11.5

LABEL

Karla Bold
5.75 pt
letter-spacing: 0
line-height: 6
text-transform: uppercase

Body

Karla Regular
8 pt
letter-spacing: -0.15
line-height: 10.5

Button text

Karla Bold
8 pt
letter-spacing: -0.15
line-height: 13

Text sizes are extremely small to account for the very high resolution of the touch table.

Colors

GREEN	HELP BLUE	WORK-SPACE	PANEL, BUTTON	NOT WHITE
#63AB51	#015F77	#343434	#55565A	#E1E3E6

APP INTERFACE COLORS

PURPLE	PINK	PEACH	LIGHT BLUE	BLUE	GREEN
#ACA9FD	#E5FF4D	#FFDAD4	#B9E9FF	#0055FF	#77DDBB

SECONDARY BRAND COLORS

Button styles

primary (answers)

DEFAULT

PRESSED

SELECTED

DISABLED

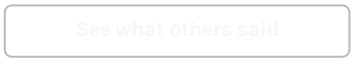
secondary

DEFAULT

PRESSED

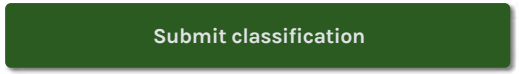
SELECTED

DISABLED

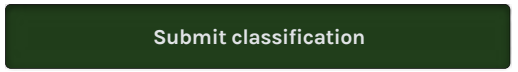


tertiary (submit)

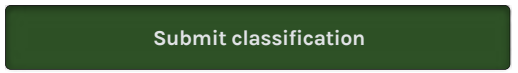
DEFAULT



PRESSED



SELECTED

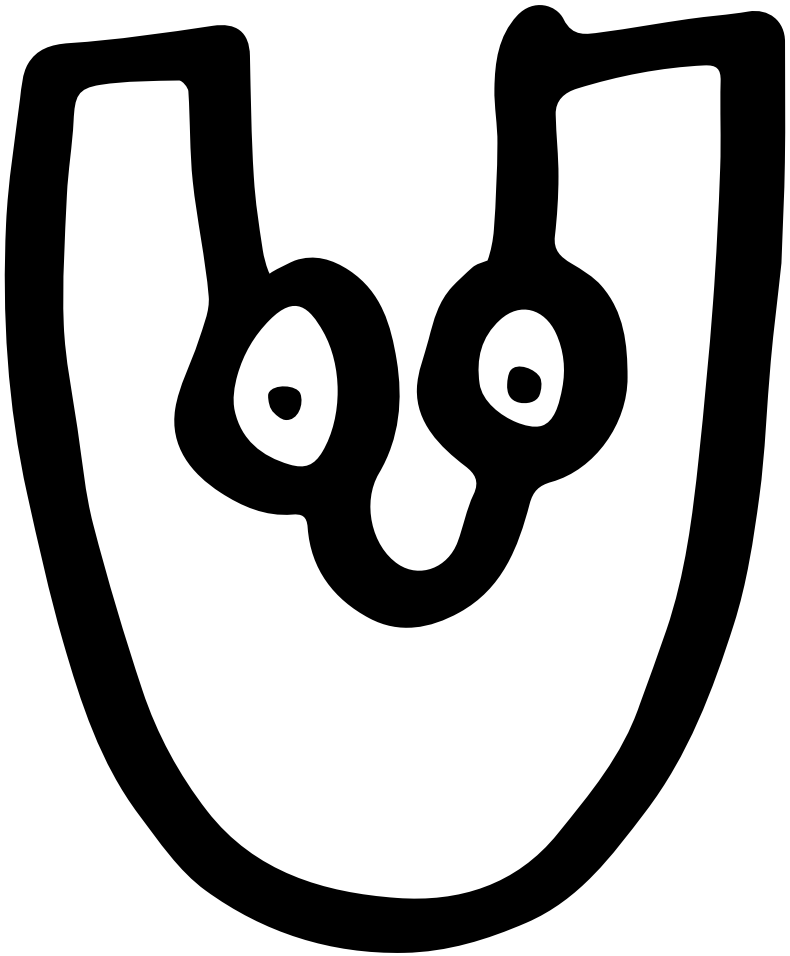


DISABLED

Prototype links

ATOMIC.IO

Use Atomic for usability prototyping on the touch tables. It is connected to Google Analytics for testing purposes as well as animation and interaction direction.

INVISION

Use InVision for development “Inspect” mode. It should look the same as the Atomic prototype but will not behave correctly.