Einstein Telescope
Brand Identity Guidelines
Explanatory Notes

Design by Cristina Chiappini

2024

basic elements



The **ET logo** consists of two elements:

- the **ET Monogram** formed by two monolithic letters in which a wave-shaped pattern is incorporated.

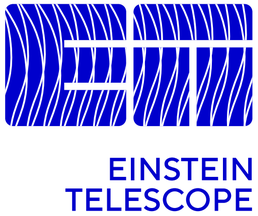
EINSTEIN
TELESCOPE

- the name **"Einstein Telescope"** that is aligned to the right with the type TT Norms Pro Medium Uppercase.

The positioning and size of these two elements may vary across different versions. For example, there are horizontal and vertical layouts, versions for small applications, versions with backgrounds, website headers, and versions designed for large-scale use.

Details on these variations are provided in the following pages.

primary and secondary variants of the logo



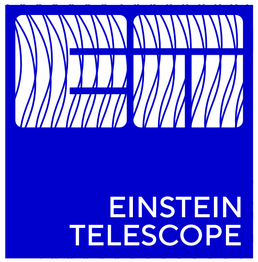
The ET logo has two main types of variants:

- **Primary variant**

(page 3, 4, 5, 6, files: 03, 04, 09, 10, 07a, 08a, 07b, 08b)

- **Secondary variant**

(page 7, 8, files: 01, 02, 05, 06)

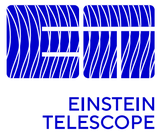


The choice between the two uses depends on the background: if the logo must be superimposed on images that prevent its readability, it is advisable to choose the secondary variant, both for analog and digital media.

See the **Brandbook** pages: page 55 social media banner.
In particular, the use of the version with the background (secondary version) strengthens the perception and impact of the logo on the small dimensions of digital media.

This should not become a strict rule, because in some cases where the background image allows it, it's possible to use the primary variant of the logo.
See **Brandbook** pages: page 47, 48, 49, 50, 51, 54.

horizontal and vertical versions of the logo









Horizontal and vertical versions

Inside the **primary** and **secondary** variants, there are the **vertical** (ET Monogram above and "Einstein Telescope" below) and **horizontal** (ET Monogram on the left and "Einstein Telescope" on the right) versions of the logos.

Primary and secondary variants

The choice between the two versions (vertical or horizontal) depends on the format of the medium (see examples on pages 31 and 34 for the business card). On a horizontal card, the horizontal logo version is used, while on a vertical card, the vertical version is applied.

If the available space on the medium is very large, there is flexibility in choosing between the horizontal and vertical versions (see page 42 for the umbrella example).

Primary variant









Primary variant - positive, negative blue versions

The choice between these two versions is linked to the background color. If the background color is white or a light color, you choose to use the positive version.

See: letterhead (pg. 29), envelope (pg. 30).

If the background color is blue, black or a dark color, you choose to use the negative version.

See: envelope (pg. 30), business card on (pg. 31-34), umbrella (pg. 42).

Primary variant



Primary variant - positive, negative black and white versions

The choice between these two versions is linked to the use of the logo on paper media and other materials where there is the possibility of printing only in black and white (without the possibility of using other colors). See wireless charger (pg 43).

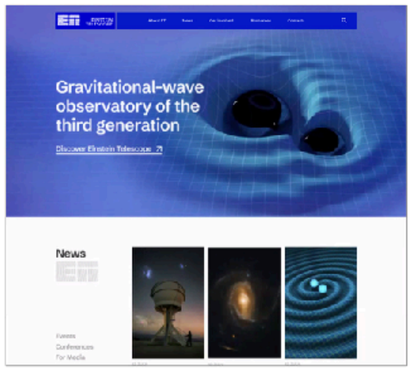
If the background color is white, you choose to use the positive version. If the background color is black, you choose to use the negative version.

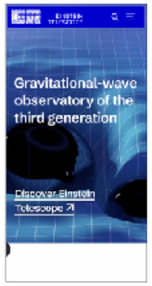
Secondary variant





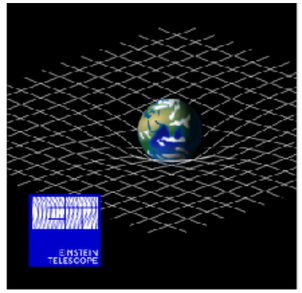


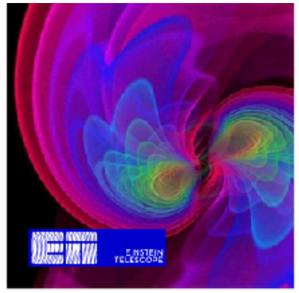












Secondary variant

The logo variant with a background features the monogram and the "Einstein Telescope" text enclosed within a rectangle.
In the **vertical version**, the rectangle appears almost square, with the monogram positioned at the top and the text at the bottom.
In the **horizontal version**, the rectangle is elongated, with the monogram on the left and the text on the right.

This background variant is primarily intended for web use, such as in a site header, where the rectangle can extend to include the site menu (see pages 18-19).
It is especially useful when the logo needs to be placed over a background image without losing readability or on a colored background that makes the logo difficult to read (see examples on pages 54 and 55 for social media banners).

Secondary variant

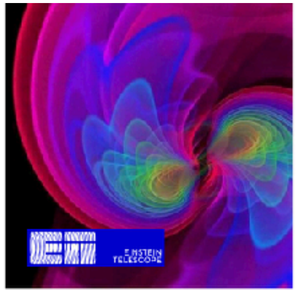


Secondary variant

In the case of merchandising items such as mugs (page 40) and cotton bags (page 41), where there are multiple elements, the pattern with the repetition of the ET monogram (page 38) and the payoff (page 39), it is recommended to use the logo with a background.

Vertical / Horizontal

If the available space on the merchandise is large enough, there is flexibility to choose either the horizontal or vertical logo version

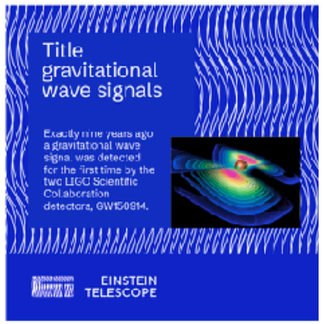


Small formats









Small formats

For small horizontal formats, such as pens (pages 16 and 17) and conference lanyard badges (pages 44 and 45), a horizontal version of the logo is used with thicker waves inside the ET monogram, and the "Einstein Telescope" text is as tall as the monogram. The file for this is "21_a_ET_horizontal SMALL."

Logos no. 21 are designed for small applications on fabrics or various materials. These logos feature perforated waves, allowing the waves to take on the color of the background.

For banners containing a lot of information (text, images), the logo without a background can be used in reduced versions, as seen in example no. 3 on page 55. In this case, the logo is placed at the bottom of the banner in full color, the news text is written on the institutional blue background, and the banner background features the wave pattern.

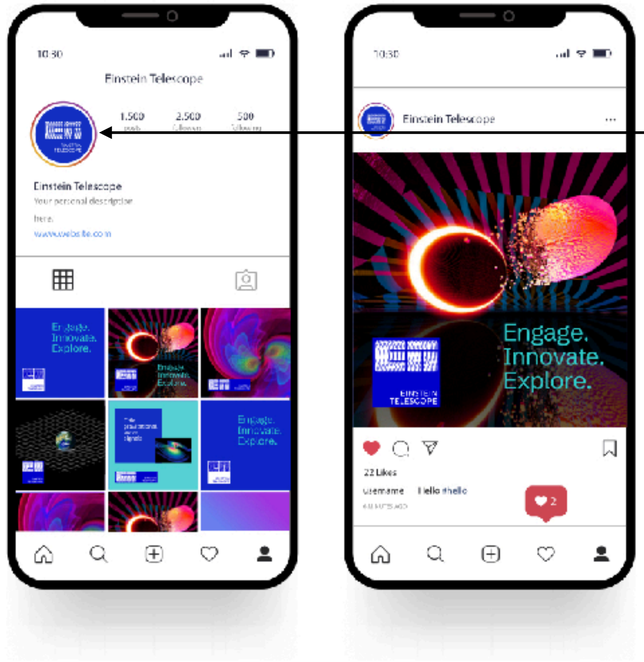
Circular format

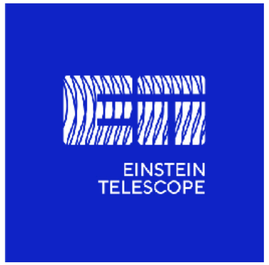


Circular format

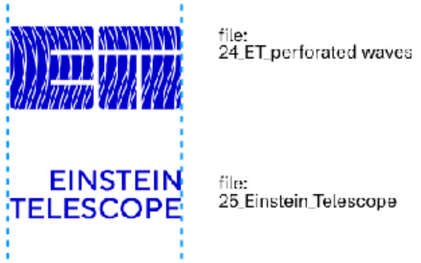
The vertical version of the logo is used for circular formats, such as the wireless charger on page 43.

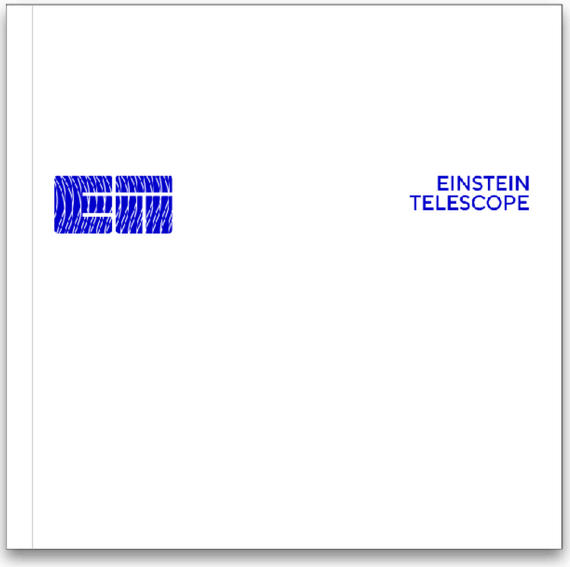
The vertical version also appears in the social network icon (page 56). Since this icon is displayed at a very small size, the logo has been specially designed with thicker waves for improved visibility.
file: 23_a_ET_vertical_social_icon_RGB
file: 23_b_ET_vertical_social_icon_RGB





Empty formats





Book cover

The cover is composed of 2 elements:
the monogram and the words "Einstein Telescope"

The size of the logo is 1/5 of the width of the cover format.

In particular, for empty formats without any information, logos, or other graphic elements, it is possible to use the designated file logo version:
24_ET_perforated waves, 25_Einstein_Telescope.
See page 57.

This version divides the ET monogram and the "Einstein Telescope" text, positioning them on opposite sides of the format. The ET monogram is placed on the left, and the "Einstein Telescope" text on the right. Both elements must have the same base width to ensure balance and visual harmony.

Large formats



file:
24_ET_perforated waves

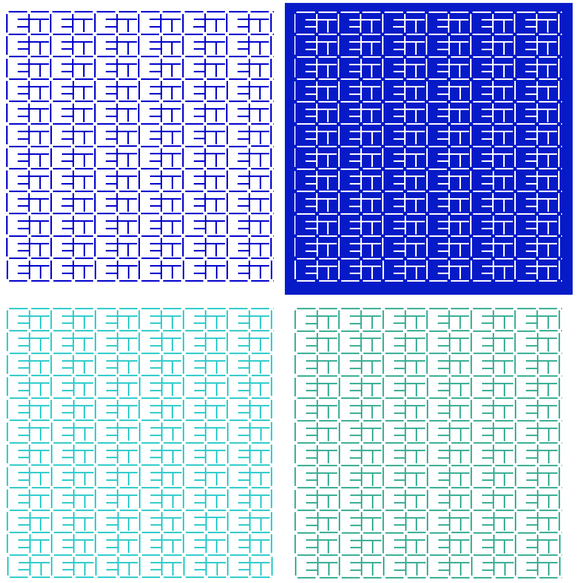
file:
25_Einstein_Telescope



Large formats - applications on the facade of a building
For large formats such as the facade of a building where there are no additional elements like information, logos, or architectural features, it is possible to use the designated version of the logo file:
24_ET_perforated waves, 25_Einstein_Telescope.

This version divides the ET monogram and the "Einstein Telescope" text, positioning them on opposite sides of the format. The ET monogram is placed on the left, and the "Einstein Telescope" text on the right. Both elements must have the same base width to ensure balance and visual harmony. See page 58.

Patterns







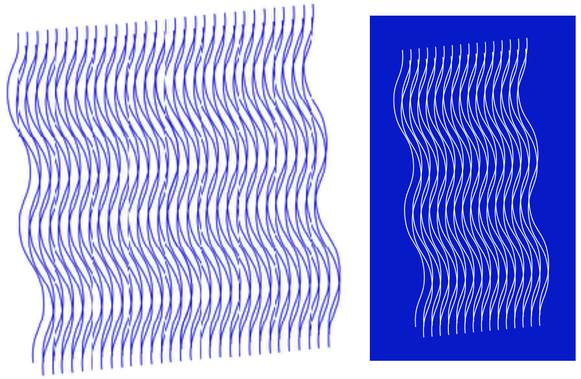
Patterns

The ET identity includes two types of patterns.

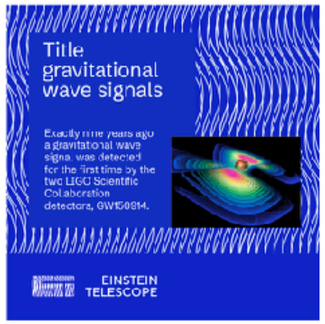
Pattern with the repetition of the simplified ET monogram to form a square, used for merchandising items (page 18).

Example: mugs, cotton bags.
Can be used in blue, white, light teal, dark teal.
File: 18_ET_pattern_RGB
(page 38)

Patterns







Patterns

Pattern with the repetition of waves (page 38)
is utilized for social media banners (page 54) and conference badges (page 46), to decorate small surfaces or as a background.
It is available in both blue and white color options.
File: 19_ET_WAVES-RGB

Payoff

Engage.
Innovate.
Explore.

Engage. Innovate. Explore.

Engage. Innovate. Explore.

Engage.
Innovate.
Explore.

Engage. Innovate. Explore.

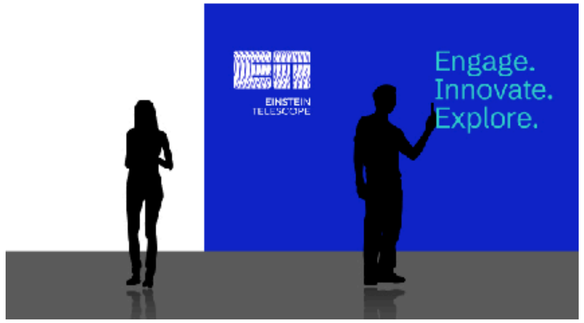
Engage.
Innovate.
Explore.

Engage. Innovate. Explore.

Engage.
Innovate.
Explore.

Engage. Innovate. Explore.

Engage.
Innovate.
Explore.











Payoff

The payoff “Engage. Innovative. Explore.” (page 39) is available in file no. 20 and comes in the colors blue, white, black, light teal, and dark teal. You can choose to present it on a single line or in three lines, depending on the medium and available space. Examples of its usage can be found on mugs (pg. 40), cotton bags (pg. 41), umbrella (pg. 42), lanyard conference badges (pgs. 44-45), brochure (pg. 50), presentation template (pg. 51), social media banner (pg. 54), stand wall (pg. 59).

Logo version for ET Collaboration







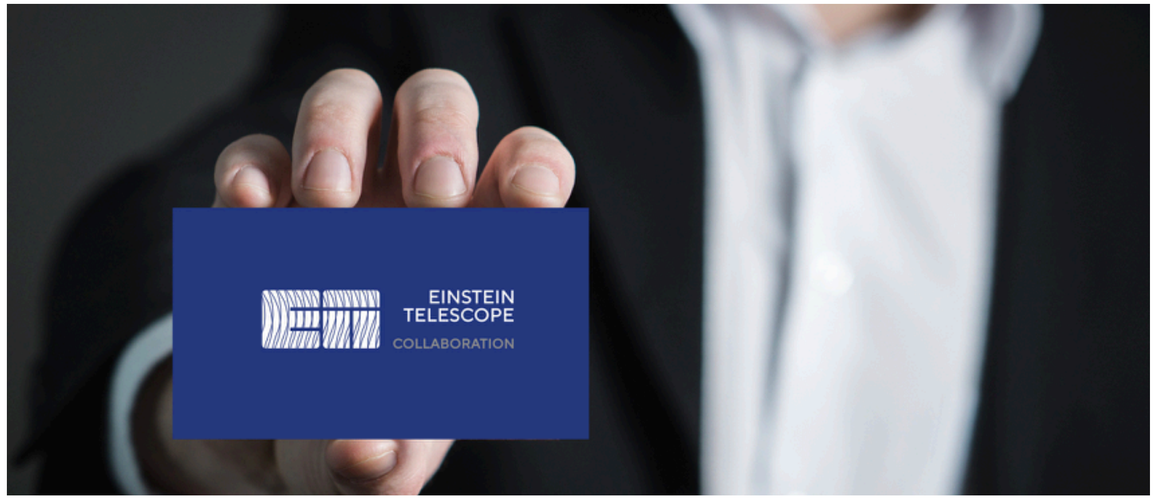




Version for ET Collaboration

Versions of the logo featuring the addition of the word **“collaboration”** have been developed in both vertical and horizontal variants (see logos on pages 9 and 11).
These versions are applied in various formats, including business cards (pages 32 and 36).

The word **“collaboration”** comes in two color variants: dark green (a secondary color) and silver (a secondary color).



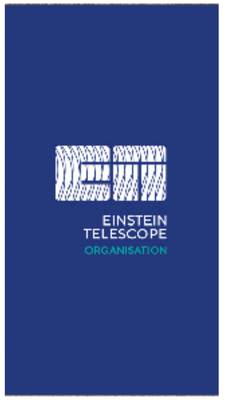
Logo version for ET Organisation











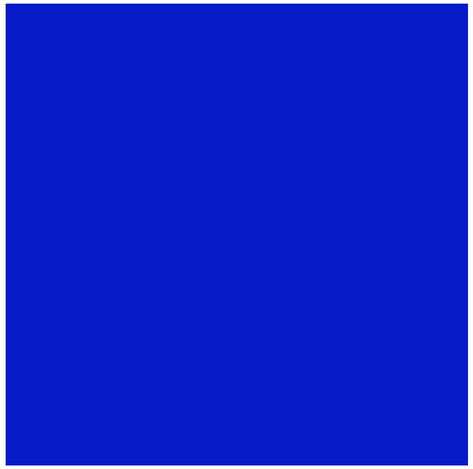
Version for ET Organisation

Versions of the logo with the addition of the word “**organisation**” have been developed in both vertical and horizontal variants (see logos on pages 10 and 12).
These versions are also applied in formats such as business cards (pages 33 and 37).

The word “**organisation**” is available in two color variants: dark green (a secondary color) and silver (a secondary color).



Primary colors



Use of primary color

It is prominently used in the main version of the logo, serves as a background color, and is applied throughout the identity, including in the patterns.
This blue establishes a consistent and recognizable visual theme across all branding elements.

The blue is composed as follows:

use for digital media
Blue # 0000CC

use for printed media
CMYK: 100% cyan, 90% magenta

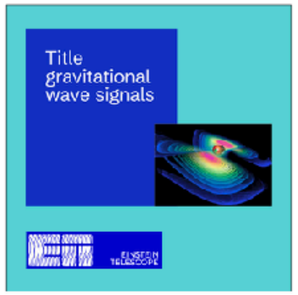
Secondary colors

The **secondary colors** of the ET identity are light teal and dark teal.

Light teal is used for patterns, the payoff, and as a background color for social banners to create greater contrast (see page 55, no. 6).

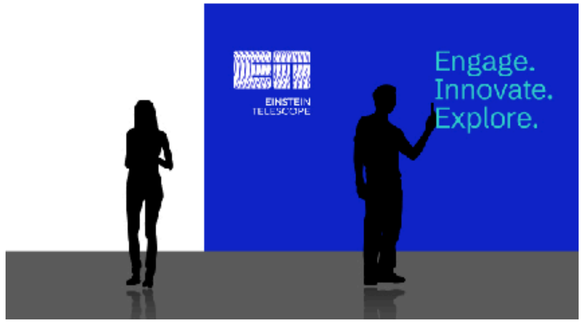
Composition for digital media:
Green #33CCCC

Composition for printed media
CMYK: 44% cyan, 22% yellow







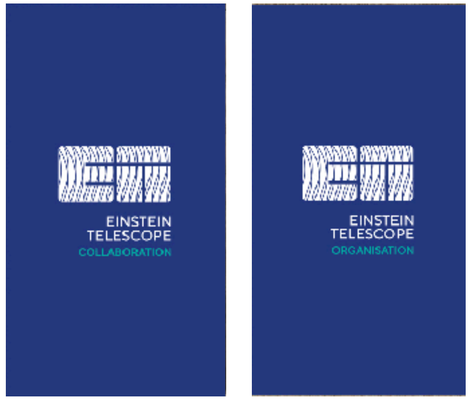


Secondary colors

Dark teal is applied to patterns, the payoff, and the words "collaboration" and "organisation."

Composition for digital media:
Green #009999

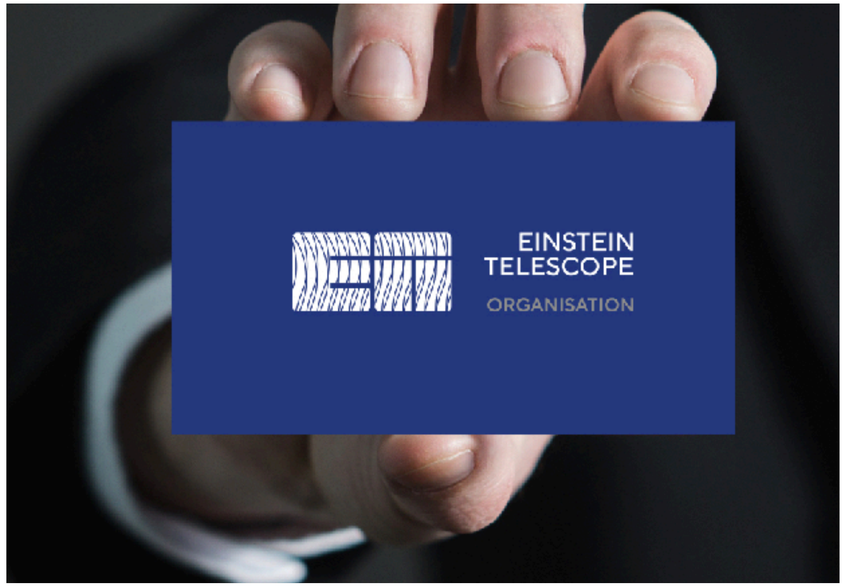
Composition for printed media
CMYK: 77% cyan, 36% yellow

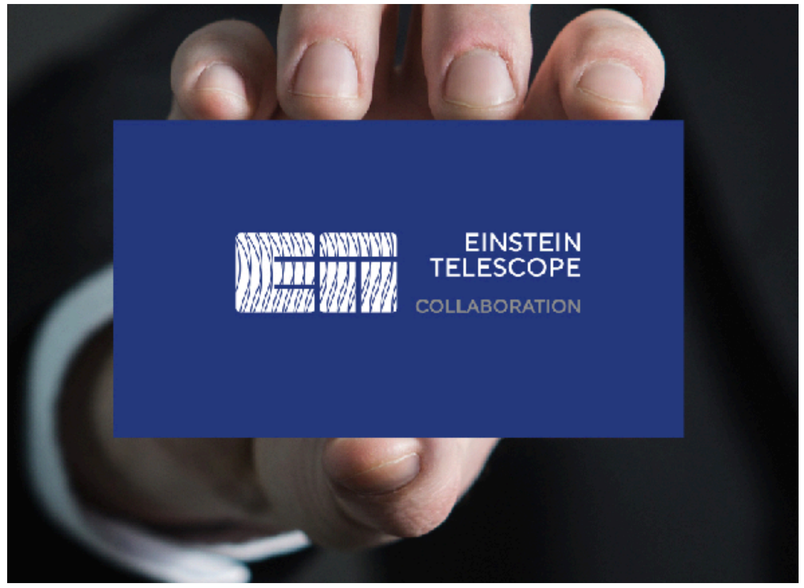




Secondary colors

Among the secondary colors there is **silver** used inside the logo for the words “collaboration” and “organization” as an alternative to the **dark teal**.
Silver is used only on the printed materials.
PANTONE: 877 Silver





Einstein Telescope
Brand Identity Guidelines
Explanatory Notes

Design by Cristina Chiappini

2024