Brand identity
Style guides

Design
Arecibo Observatory Logo & Brand Identity Guidelines

Company
University of Central Florida

Date
08/25/2020

Designer
Ricardo R. Correa
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our logo is the face of AO
the primary visual expression that we use to identify ourselves meaning that we need to be careful to use it correctly and to do so consistently.
Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side.
AO logo used on an application will often depend on the background and production method. When using the logo on a white background you can use full color version or blue color logo.
Primary colors

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<th>CMYK</th>
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<tr>
<td>85 50 0 0</td>
<td>#1C75BC</td>
<td>78 68 67 90</td>
<td>#303642</td>
</tr>
<tr>
<td>11 8 9 0</td>
<td>#E0E0E0</td>
<td>0 0 0 0</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>74 72 53 55</td>
<td>#322D39</td>
<td></td>
<td></td>
</tr>
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The Typeface Family

Only one font styles are used for the logo, typeface family: Montserrat

When to Use:

Montserrat (bold) is the primary font used for the logotype/logo wording.

Montserrat (Bold)

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()²

When to Use:

Montserrat (regular) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

Monteserrat (regular)

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()²
Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Montserrat.

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.
business card

3.5 in * 2 in
front
-name 12pt
-job title 8pt
-details 7pt
back
-centred white logo with blue background

Jane Doe
Scientist

HC-3 Box 53995
Arecibo, P.R. 00612
787-878-2612 ext. 999
jdoe@naic.edu

www.areciboobservatory.org