



AUTONOMY RESEARCH CENTER FOR **STEAHM**

BRAND GUIDELINES

TABLE OF CONTENTS

03 INTRODUCTION

04 OUR LOGO

05 Primary Usage

06 Dark Background

07 Spacing

08 Sizing

09 Logo Misuse

10 TYPOGRAPHY

11 GRAPHIC ELEMENTS

13 Construction of Elements

14 Color Palette

15 APPLICATION

16 Internal

17 External

18 BRAND VOICE

19 Language



INTRODUCTION

What is ARCS?

The Autonomy Research Center for **STEAHM** (ARCS) is a newly established NASA-sponsored multidisciplinary university center of excellence, combining the knowledge, experience, and talents of faculty and students from across California State University, Northridge (CSUN) colleges and units, including **S**cience (physical, social, and behavioral) (S), **T**echnology (Technology and engineering), **E**ntrepreneurship (E and business), **A**rts (Arts, media, and communication), **H**umanities (H) and **M**athematics (M).



OUR LOGO

LOGO REVIEW

This visual treatment contains an subtle spaceship's orbit around the C and represents 3 ideas:

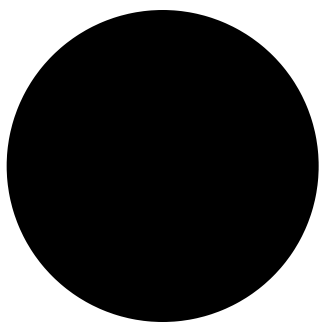
- 1) A call back to the white circular orbit in the NASA logo representing **space travel** and the **path of a celestial object**.
- 2) Not only does an orbit mean a path but it is also considered a sphere of activity, interest, or application. It represents how this center will become the **main sphere of influence for CSUN students with similar interests** in Science, Technology, Entrepreneurship, Arts and Humanities, Math and Autonomy Research.
- 3) The small subtle spaceship also acts as the point of an arrow and represents the idea of **zero waste and recycling for energy**.

OUR LOGO

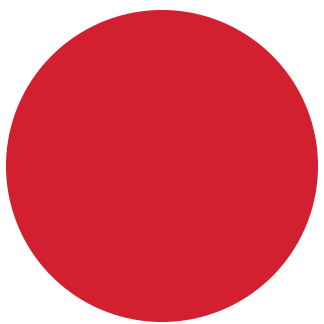


PRIMARY USAGE

This design is ARCS primary logo. The typeface can be Black (CO MO YO K100) or Rocket Red (PANTONE 186 C).



BLACK
#000000
CMYK 0, 0, 0, 100
RGB 0, 0, 0



PANTONE 186 C
#D22030
CMYK 12, 100, 91, 3
RGB 210, 32, 48

LOGO VISIBILITY



PRIMARY USAGE

There may be instances where documents will be printed or shown in black and white only. This logo may be printed and used over black clothing.

SPACING



SPACING

Spacing around the logo allows for the logo to breathe, as well as maintain the balance between the text, graphic elements, and photos. Use the letter A from the logo as a reference to help maintain space.

RESPONSIVE LOGO



SIZING

For legibility, the logo should be no smaller than 2 inches / 144px.

RULE

If it's smaller than 2 inches the words have to be removed and typed out.

NOTE

Although there is no maximum for sizing, be mindful of the space around it and ensure that the logo is viewed clearly, but also comfortably.

LOGO MISUSE



Do not stretch or distort logo.



Do not change colors of logo.



Do not move parts of the logo.



Do not apply drop shadow or effects.



Do not alter size relation or placement of shapes and logotype.



Do not outline logo.

TYPOGRAPHY

PRINT

ATC Overlook Bold
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

ATC Overlook Bold is used for headlines or print.

ATC Overlook Regular
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

ATC Overlook is used as a secondary typeface for body copy.

PRESENTATION

Helvetica Bold
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Helvetica Bold is used for headlines in presentations.

Helvetica Regular
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Helvetica Regular is used as a secondary typeface for presentations and

WEBSITE


ATC Overlook Bold
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

ATC Overlook Bold is used for headers in the website. Use in all caps.

Roboto Light
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Roboto Light is used as a secondary typeface for the website body copy.

GRAPHIC ELEMENTS



ELEMENTS CONSIST OF:

ORBIT

ICONOGRAPHY

GRAPHICAL ELEMENTS



On dark background



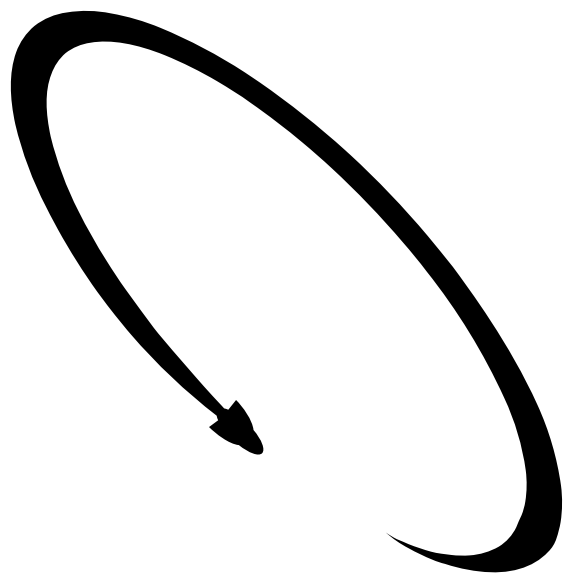
On white background



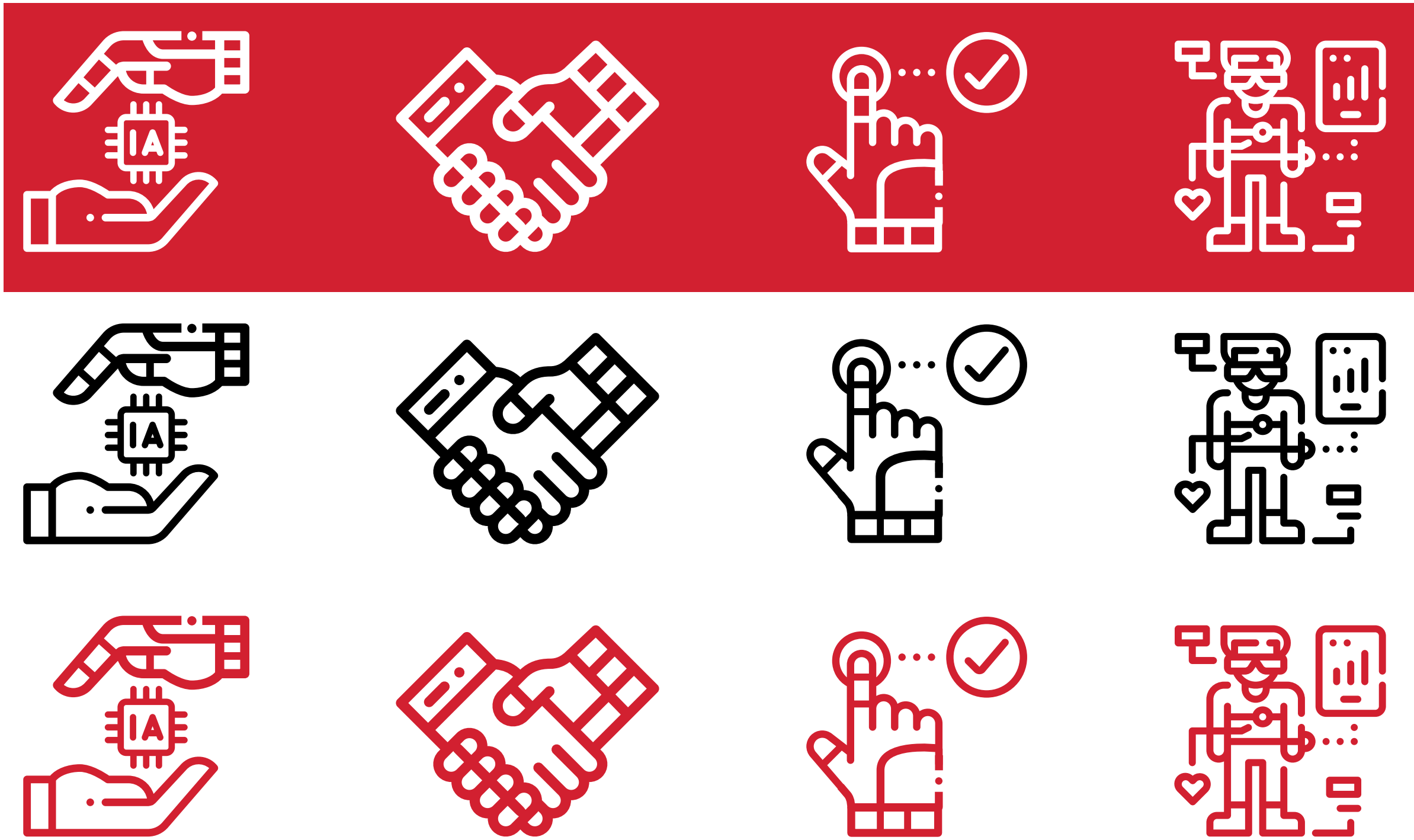
On red background

CONSTRUCTION OF ELEMENTS

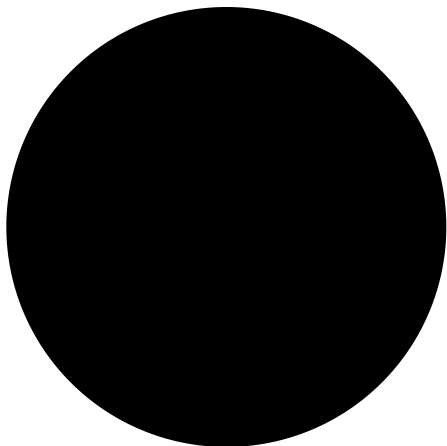
ORBIT



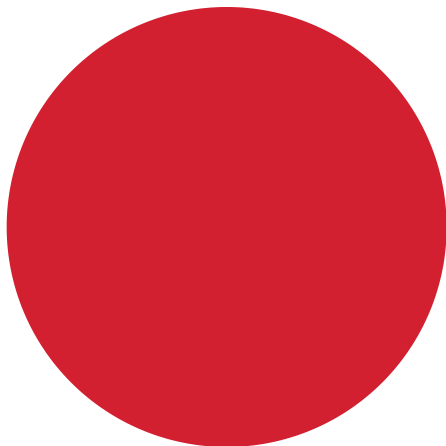
ICONS



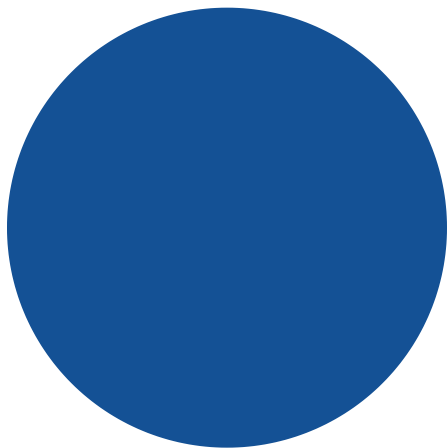
COLOR PALETTE



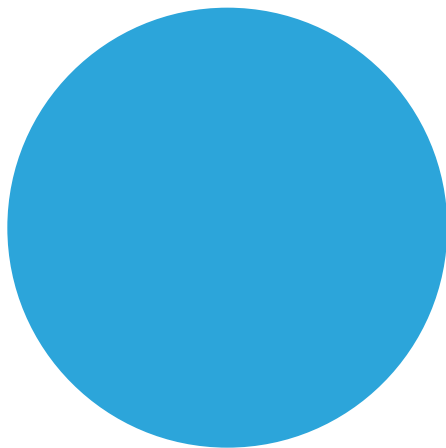
BLACK
#000000
CMYK 0, 0, 0, 100
RGB 0, 0, 0



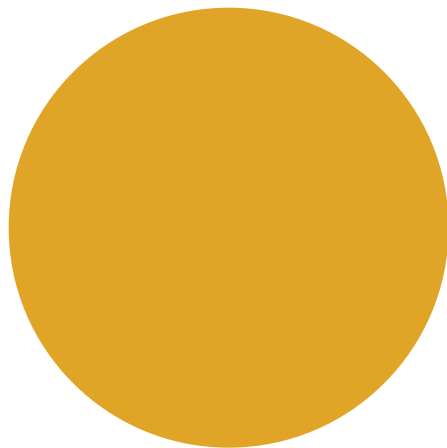
PANTONE 186 C
#D22030
CMYK 12, 100, 91, 3
RGB 210, 32, 48



PANTONE 4152 C
#145195
CMYK 99, 67, 0, 4
RGB 20, 81, 149



PANTONE 2985
#2CA5DA
CMYK 71, 18, 1, 0
RGB 44, 165, 218



PANTONE 2007 C
#EOA526
CMYK 1, 31, 91, 5
RGB 224, 165, 38

APPLICATION



APPLICATION SAMPLES


ARCS designs are applied to a variety of deliverables, ranging from packaging to t-shirts. Deliverables are an effective way of creating brand awareness within the target market. Through these designs, we not only create a sense of community and trust among our faculty and students, but we are also promoting our message to stakeholders and potential partners.

INTERNAL APPLICATION



EXTERNAL APPLICATION

PREPARE
FOR
LIFT OFF



PREPARE FOR LIFT OFF
Thursday, February 27th, 2020 at 2:30pm

Countdown begins at 3pm

RSVP NOW

ARCS Headquarters
Reseda Annex
CSU, Northridge

9324 Reseda Blvd, Room 207
Northridge, CA 91324

To the visionaries who helped launch this mission, to
the pioneers who want to go boldly with us, we invite
you to converge at ARCS.

Save the Date and Stand By.

www.arcs.ai

RSVP NOW



Go above and beyond.

ARCS
Autonomy Research Center for STEM

For more information, visit www.csun.edu/arcs



CSUN

BRAND VOICE

ARCS BRAND IDENTITY & LANGUAGE

KEYWORDS

Visionary
Pioneer
Team Players
Convergence
Skilled Workforce
Diverse Leaders
Societal Impact

BRAND VOICE

APPLICABLE QUOTES/TEXT

For the Future

Go Above and Beyond

Students. Leaders. Educators.

Visionary Explorers

Futuristic Expansion

LANGUAGE

When using ARCS in text, always capitalize all the letters.

When using ARCS, do not separate letters by periods.