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Executive Summary: Guidelines for the Einstein Telescope Visual Identity

This summary is designed for quick reference. For detailed explanations and additional examples, refer to the ET Brandbook.

1. Logo overview.....	1
2. Logo variants.....	2
3. Color usage.....	3
4. Usage - Guidelines.....	4
6. Patterns and applications.....	5
7. Dos and Don'ts.....	6

The Einstein Telescope (ET) logo represents the brand identity across various applications. It is essential to follow these guidelines to maintain a consistent and professional appearance.

1. Logo overview

The ET logo consists of two elements:

1. ET Monogram - two letters incorporating a wave-shaped pattern.
2. "Einstein Telescope" text set in TT Norms Pro Medium Uppercase, aligned to the right.



2. Logo variants

Primary variant (vertical and horizontal)

- Suitable for general applications on clear, non-cluttered backgrounds.
- Available in vertical and horizontal layouts for flexibility.

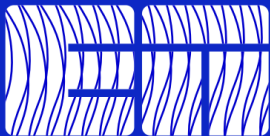
- Includes positive and negative, colored and black&white versions for printing on different background colors.



EINSTEIN
TELESCOPE



EINSTEIN
TELESCOPE



EINSTEIN
TELESCOPE



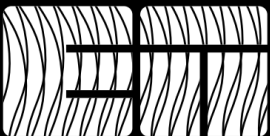
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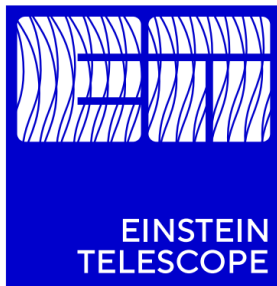


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Secondary variant

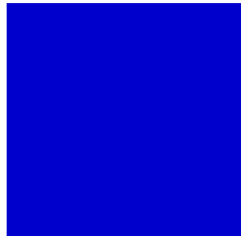
- Enclosed within a rectangle for better readability on images or colored backgrounds.

- Available in vertical and horizontal layouts, negative and positive version for flexibility.



3. Color usage

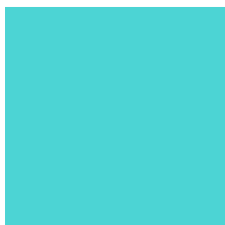
- **Primary color** - for digital and print media.



use for digital media
Blue # 0000CC

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

- **Secondary colors:**



use for digital media
Green # 33CCCC

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



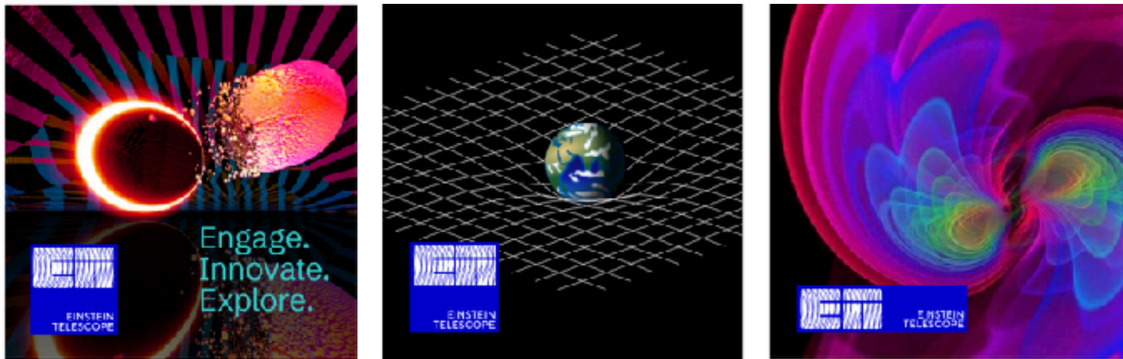
use for digital media
Green # 009999

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

4. Usage - Guidelines

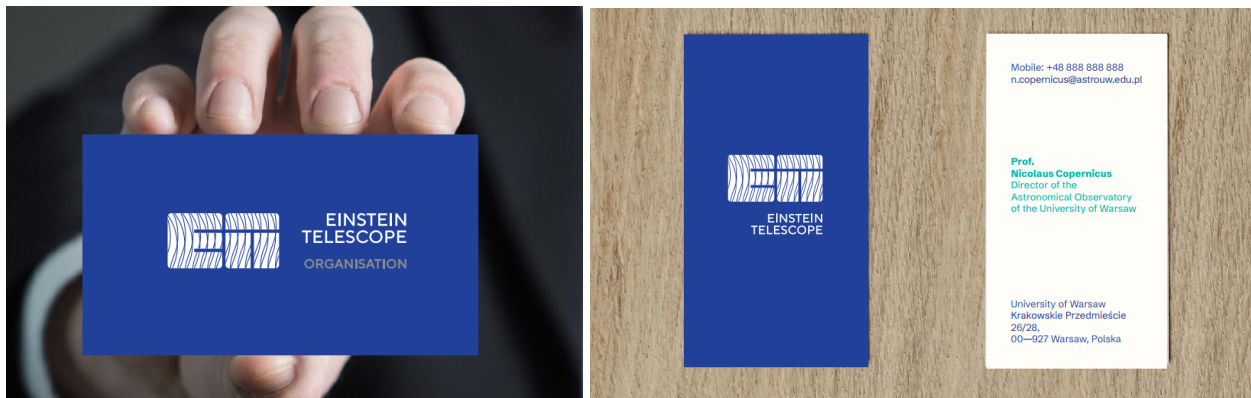
Choosing between variants

- Use **primary variants** on clear backgrounds.
- Use **secondary variants** when readability may be compromised, especially on digital media (e.g., social banners or images).



Vertical and horizontal layouts

- Select based on available space:
 - Vertical layout: for compact spaces.
 - Horizontal layout: for wide formats, e.g., headers.



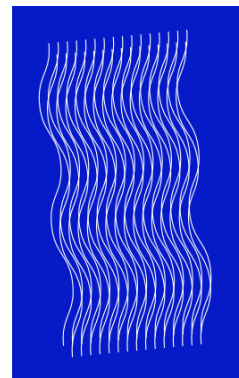
Large-Scale applications

- For large surfaces (e.g., building facades), split the monogram and text into separate elements to maintain visual balance.



6. Patterns and applications

- **Patterns** may be used as decorative elements for social banners, badges, and merchandise.
 - Available in blue, green and white.
 - Wave-shape and ET-pattern



7. Dos and Don'ts

Correct usage

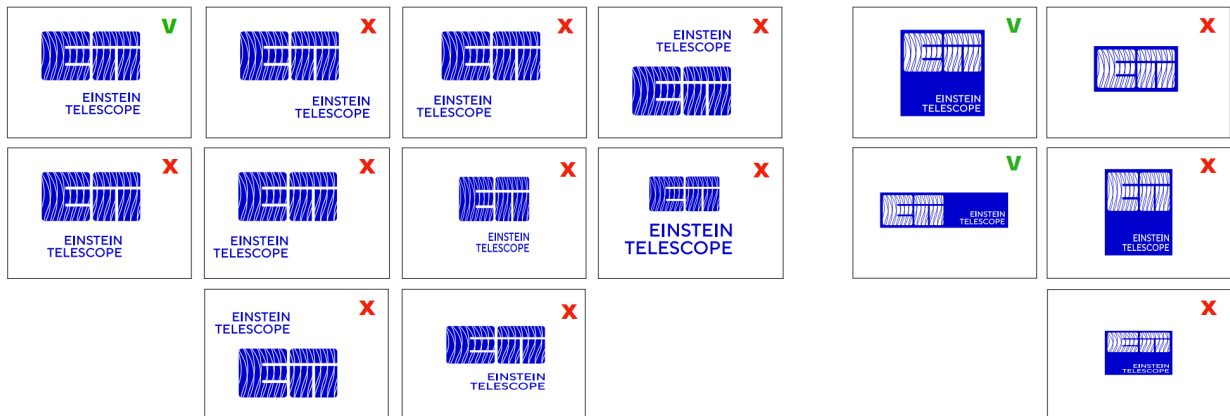
- Use the logo in its appropriate variant and layout.
- Maintain clear visibility and color contrast.

Incorrect usage

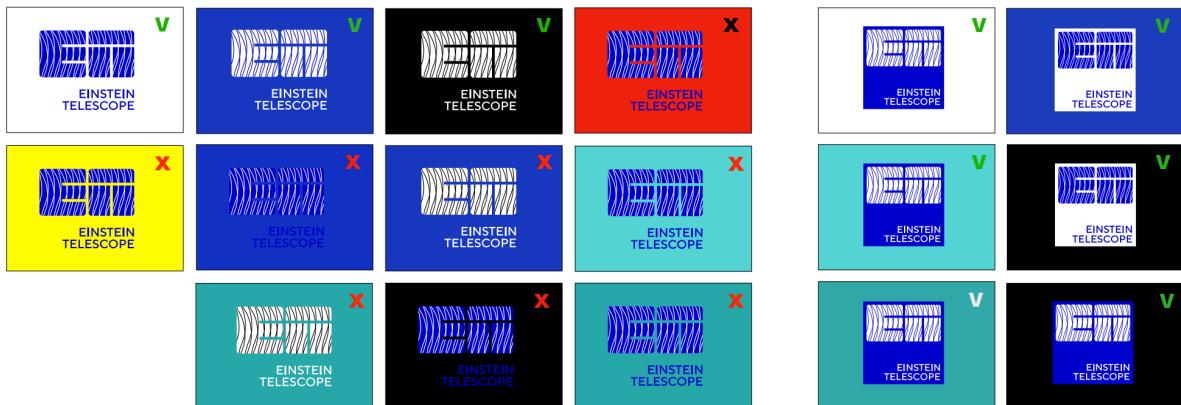
- Do not distort, resize disproportionately, or alter the logo's elements.
- Avoid placing the logo on cluttered or low-contrast backgrounds.
- Don't use colors other than blue, white and black.

- Don't use the primary logo superimposed on images or photos, except in cases where the background is very dark and therefore does not compromise legibility.

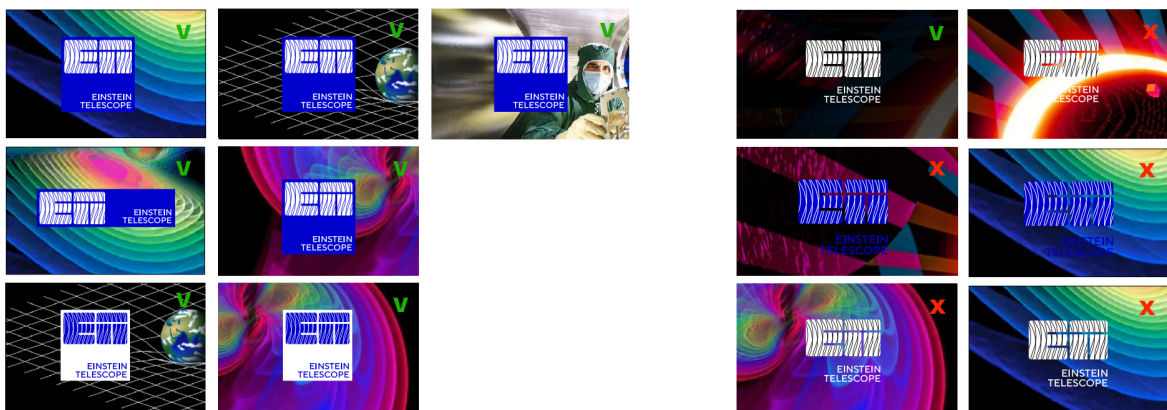
Prohibition of arbitrary logo parameter changes



Background colors



Background with image or photo



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