

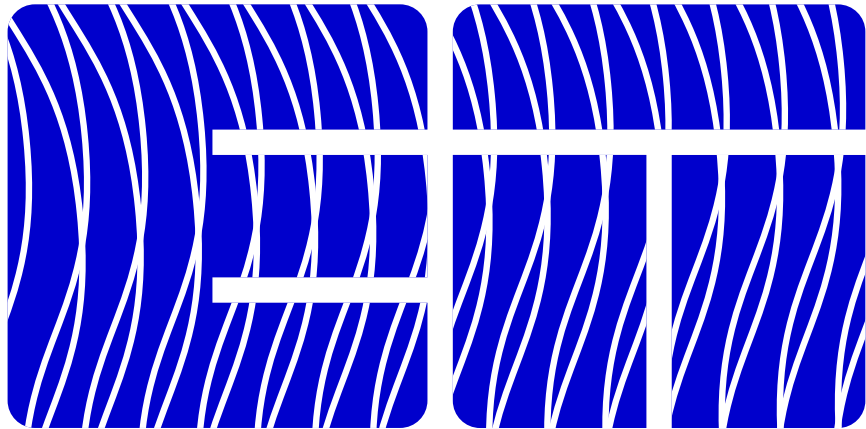
---

# Einstein Telescope

## Brand Identity Guidelines

---

# basic elements

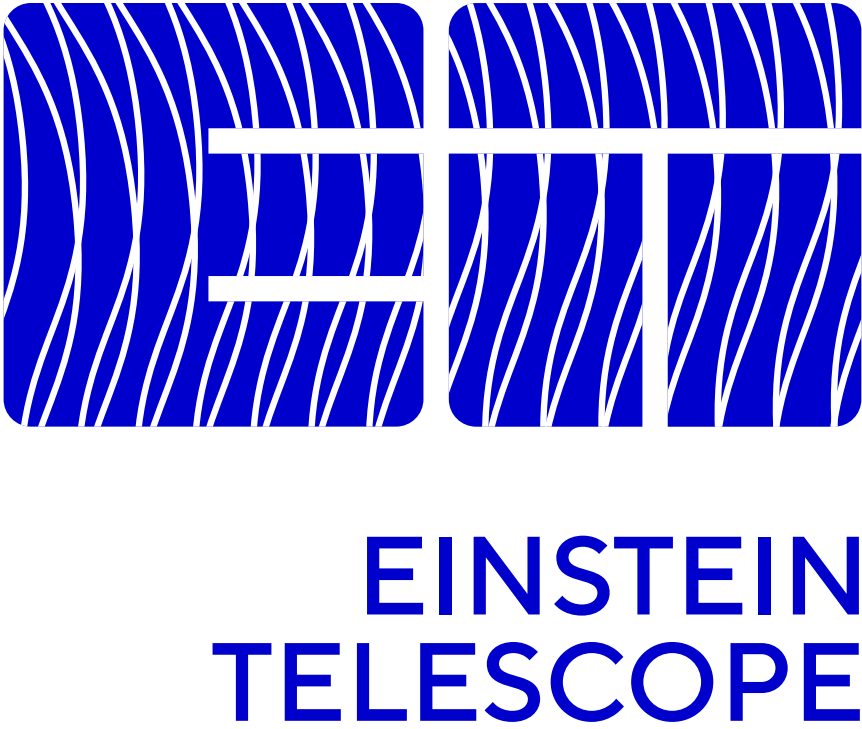


EINSTEIN  
TELESCOPE

primary variant of the logo / positive version

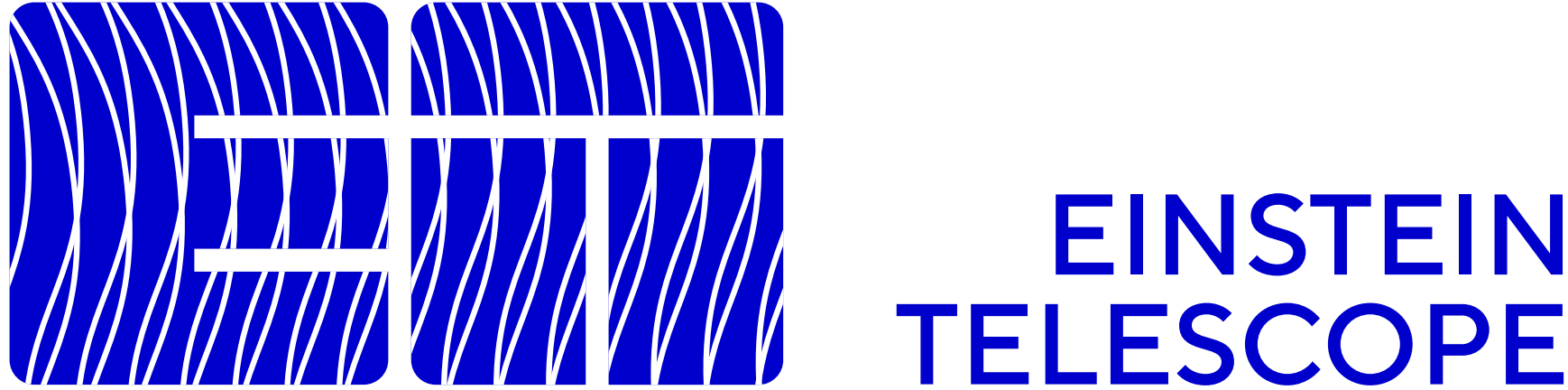
vertical

file: 03



horizontal

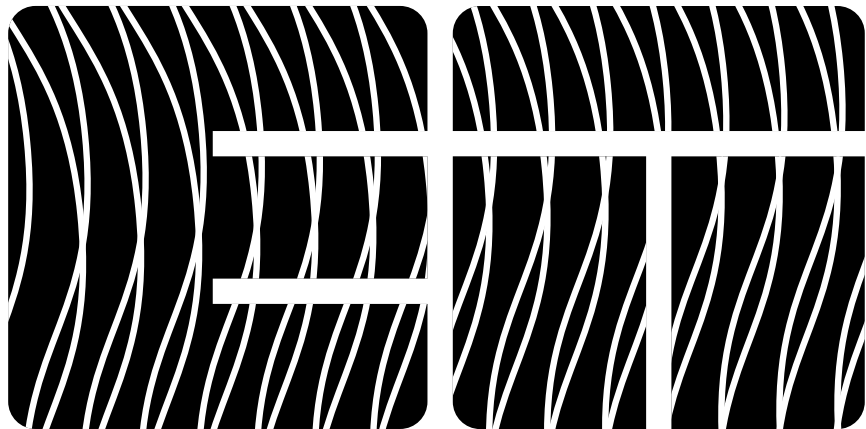
file: 04



primary variant of the logo / positive version / black

vertical

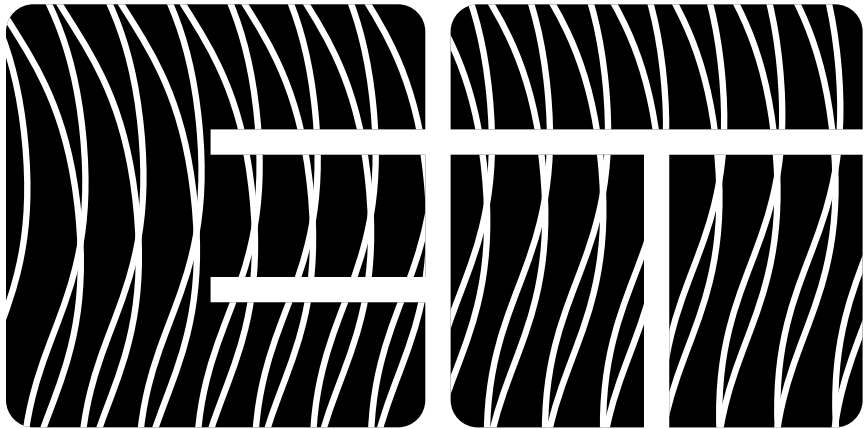
file: 09



EINSTEIN  
TELESCOPE

horizontal

file: 10

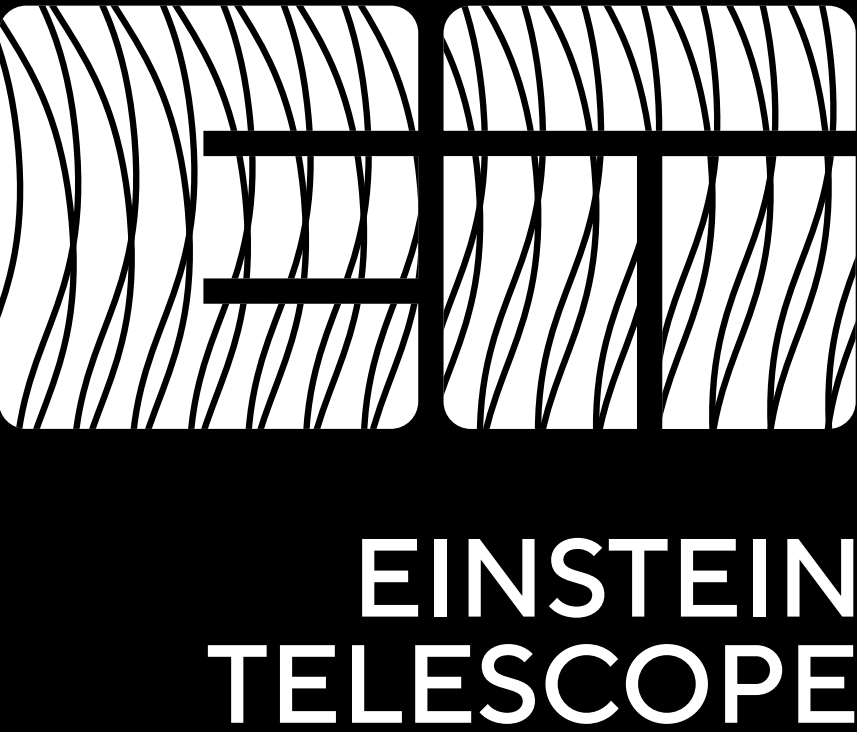


EINSTEIN  
TELESCOPE

primary variant of the logo / negative version / black and white

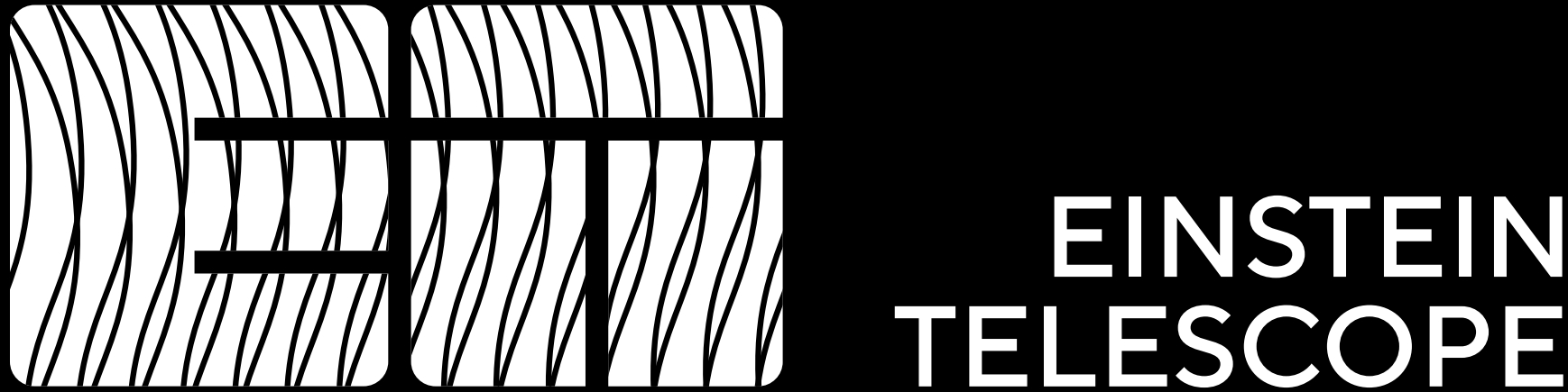
vertical

file: 07\_a



horizontal

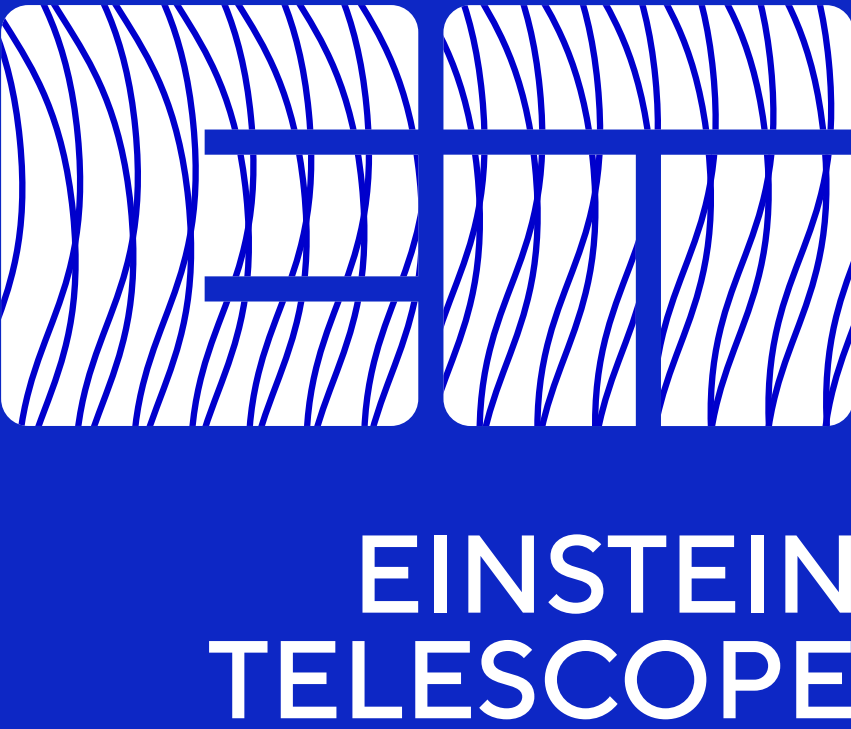
file: 08\_a



primary variant of the logo / negative version / blue and white

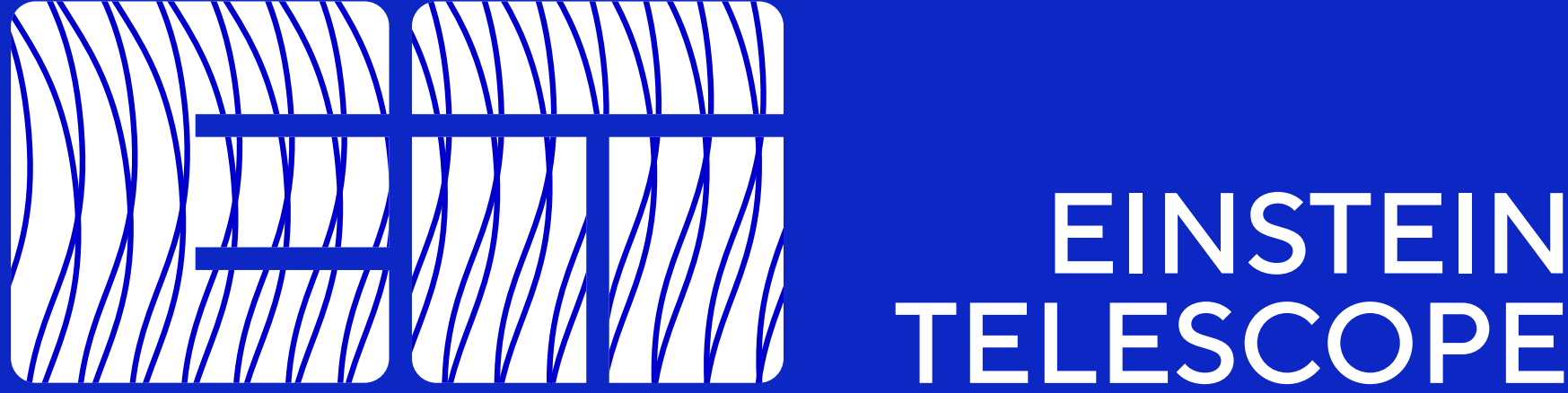
vertical

file: 07\_b



horizontal

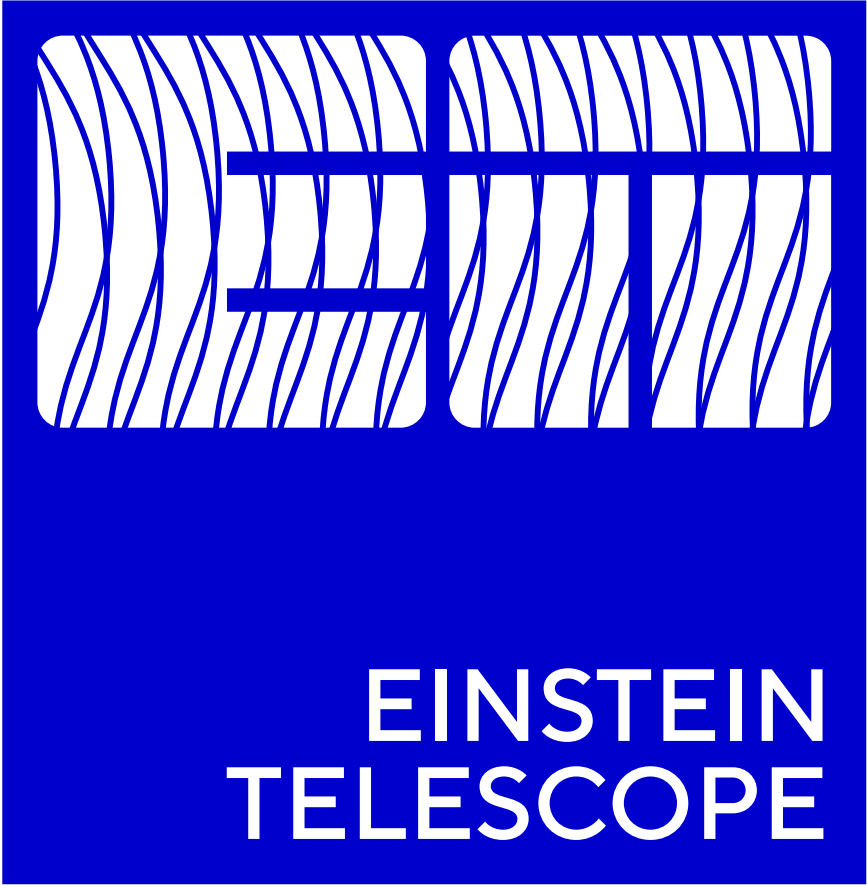
file: 08\_b



secondary variant of the logo / positive version

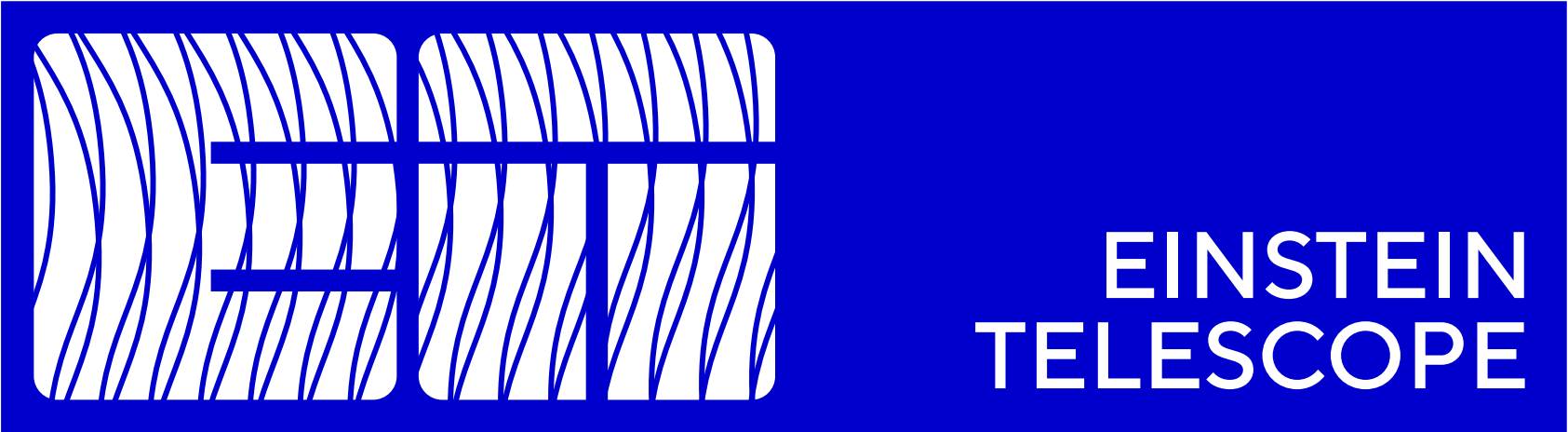
vertical

file: 01



horizontal

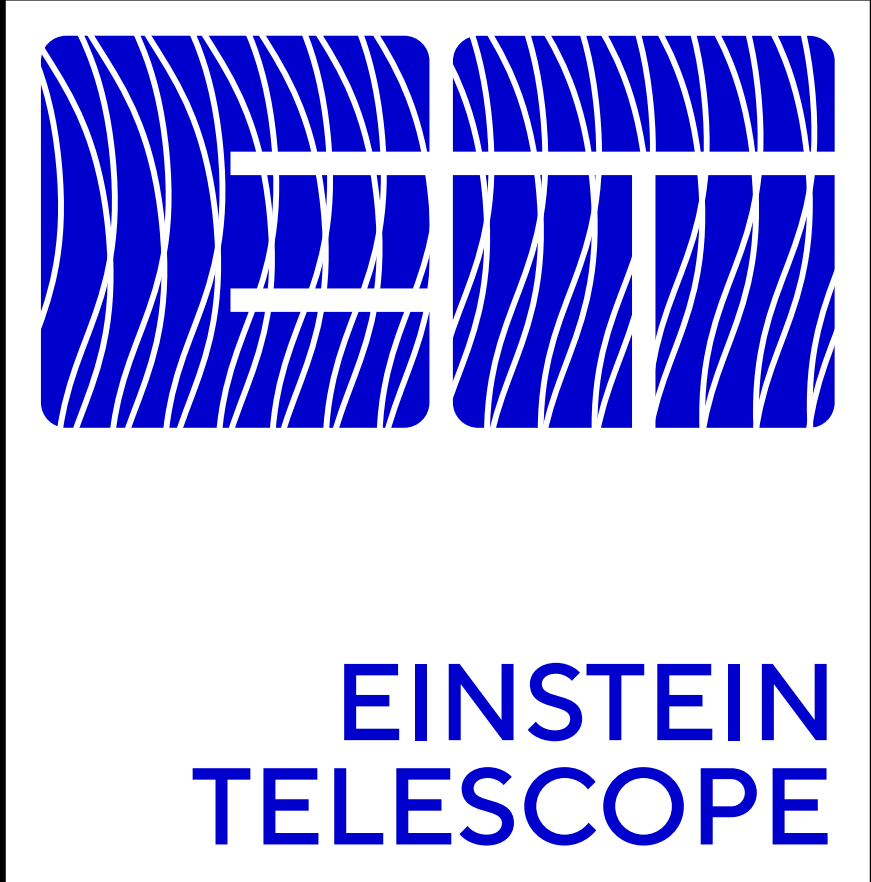
file: 02



secondary variant of the logo / negative version

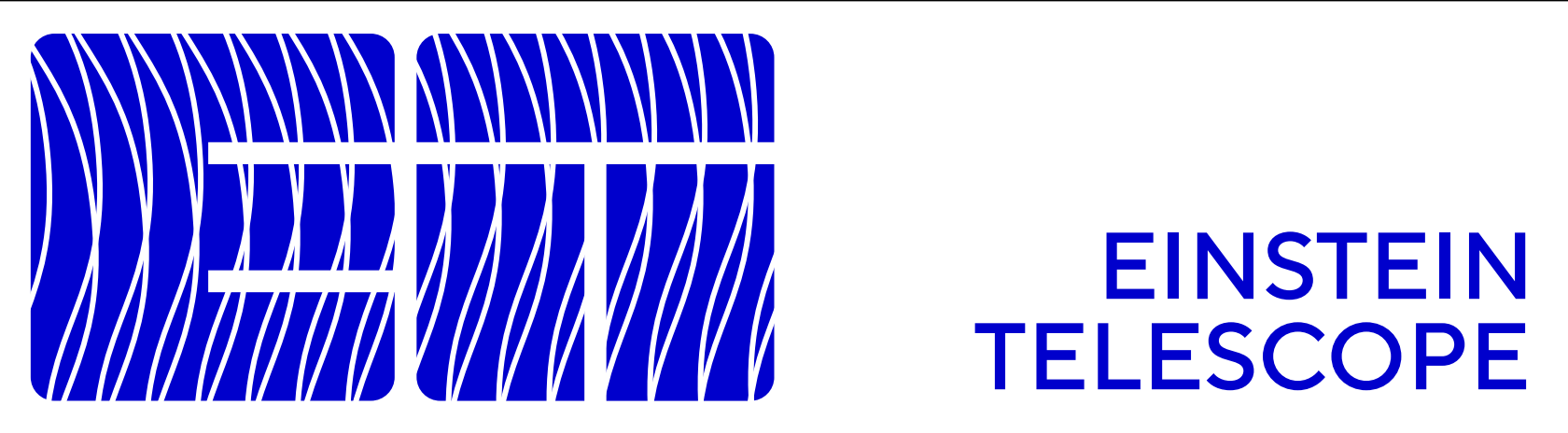
vertical

file: 05



horizontal

file: 06



horizontal version collaboration

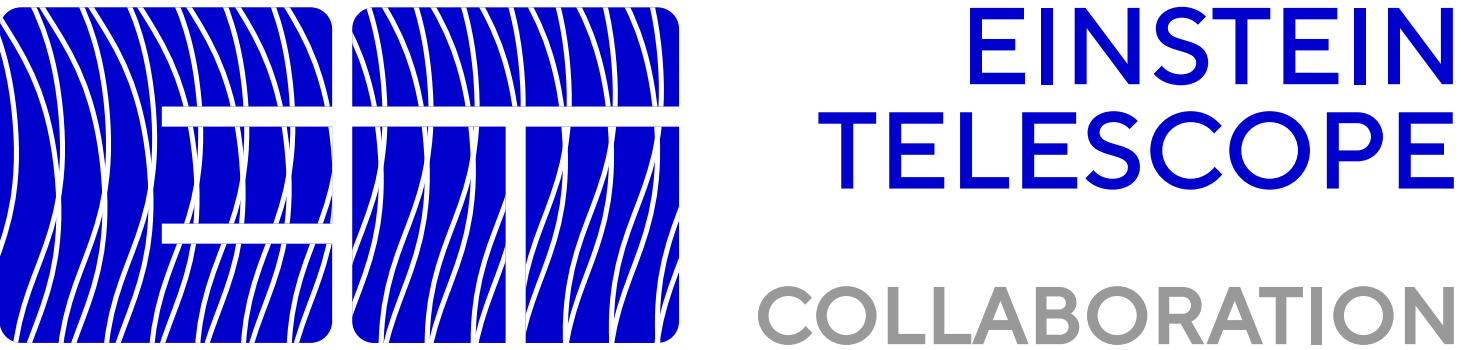
blue and green

file: 14 a



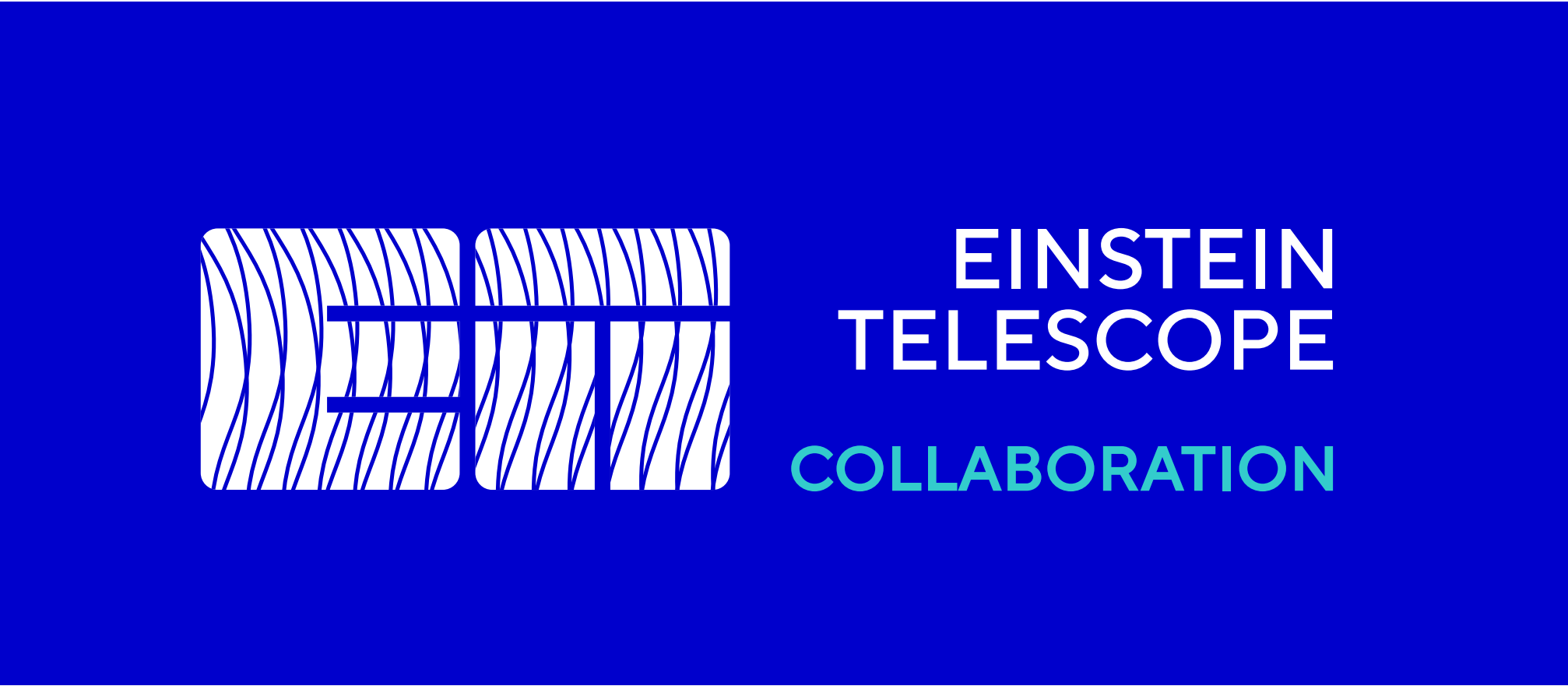
blue and silver

file: 14 b



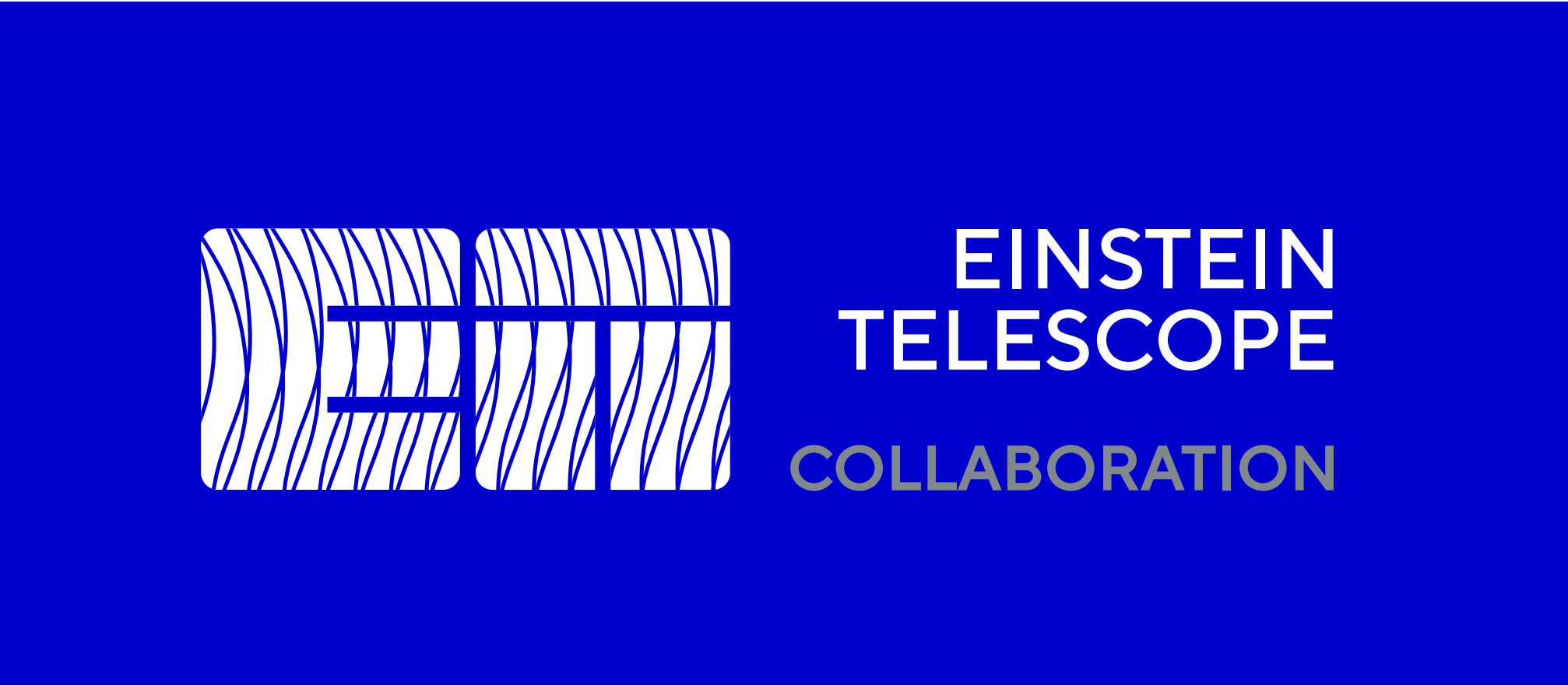
negative

file: 14 d



negative+silver

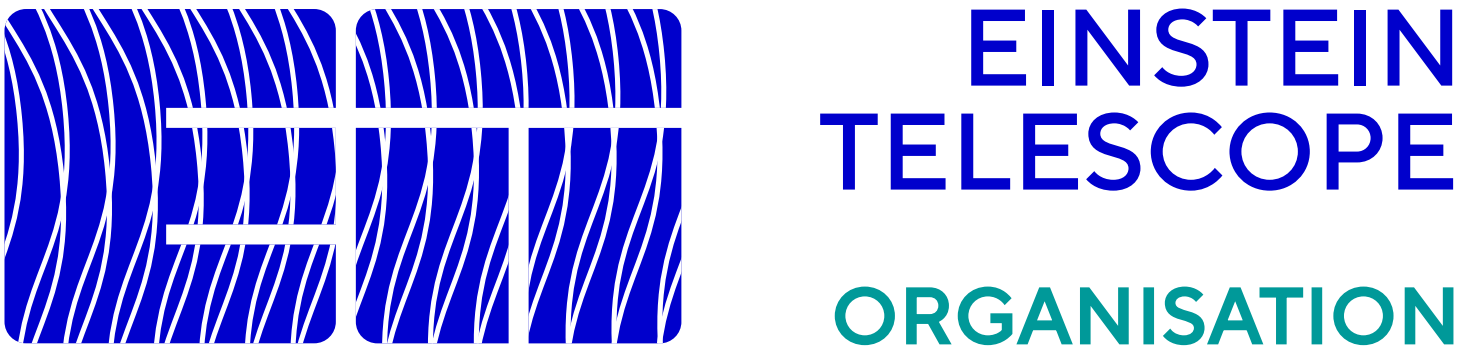
file: 14 c



# horizontal version organisation

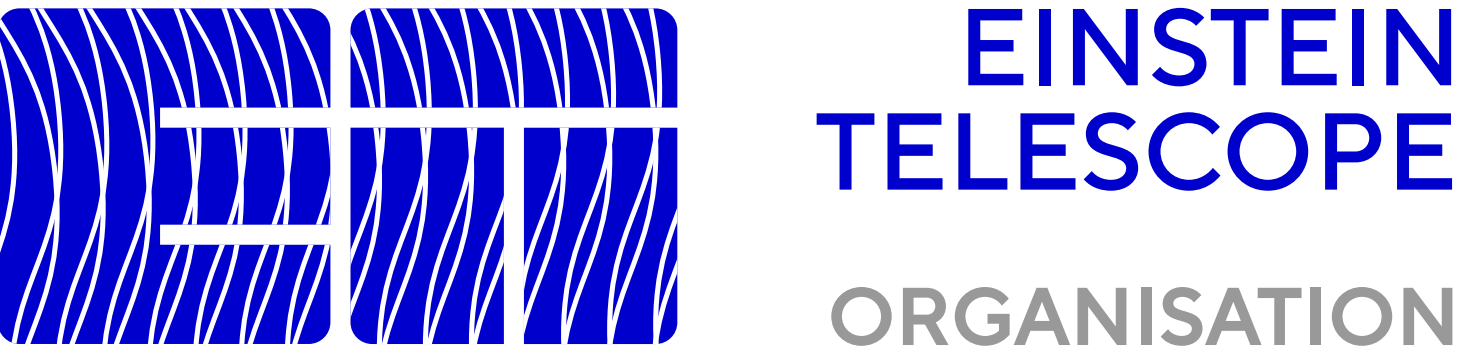
blue and green

file: 15 a



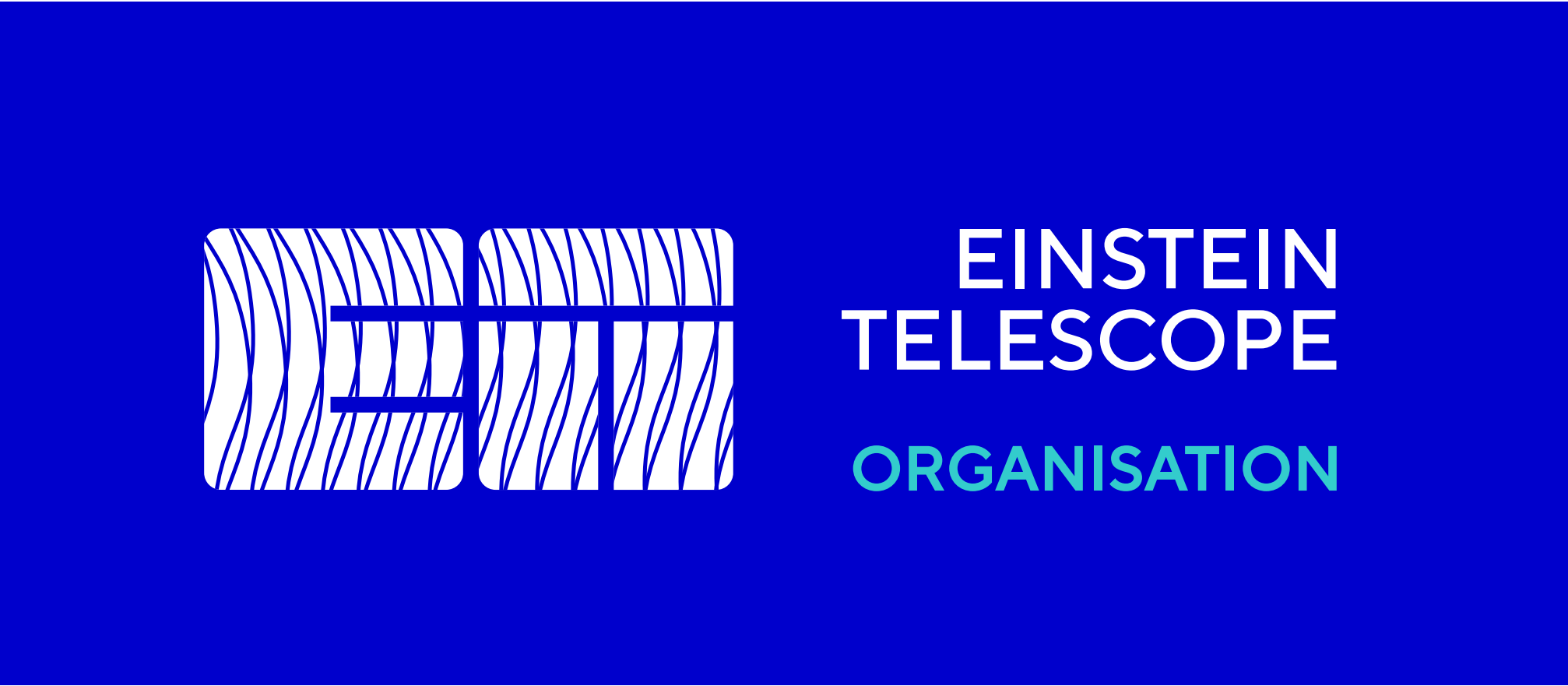
blue and silver

file: 15 b



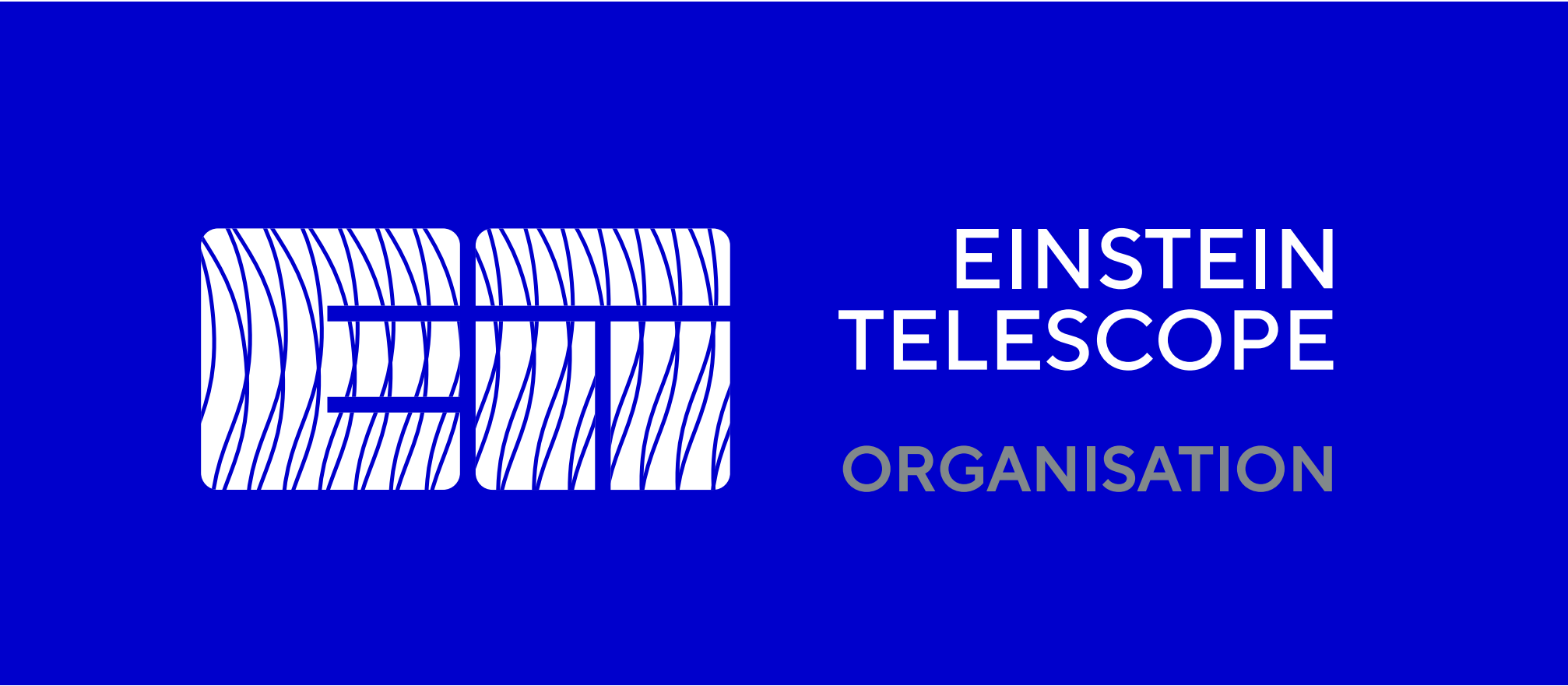
negative

file: 15 d



negative+silver

file: 15 c



vertical version collaboration

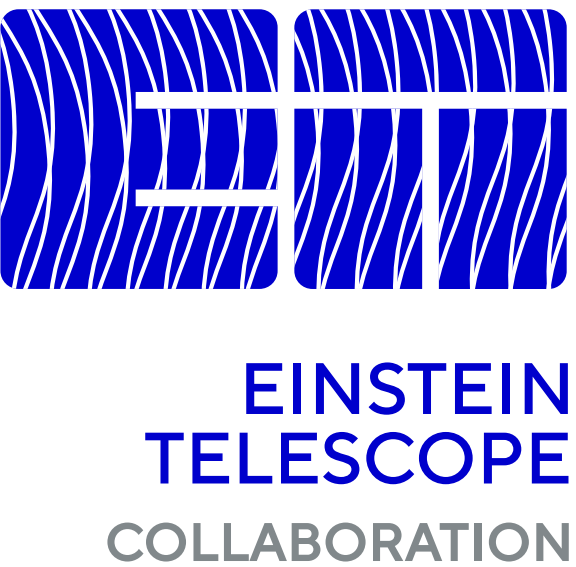
blue and green

file: 16 a



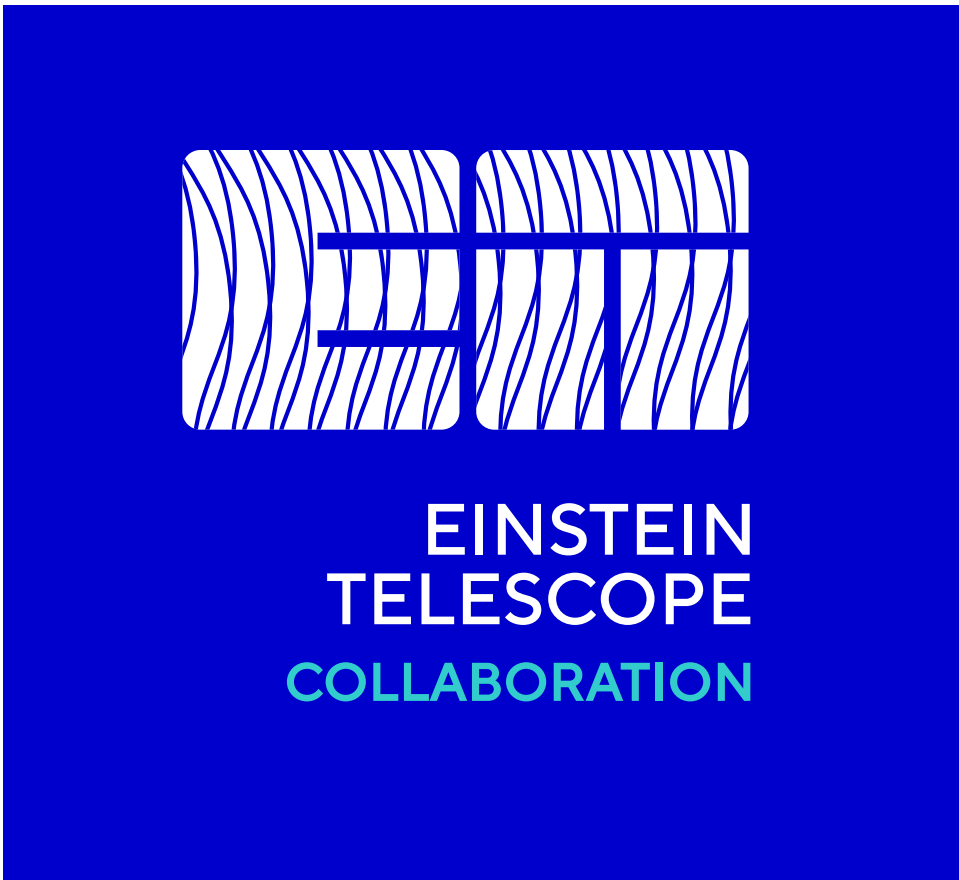
blue and silver

file: 16 b



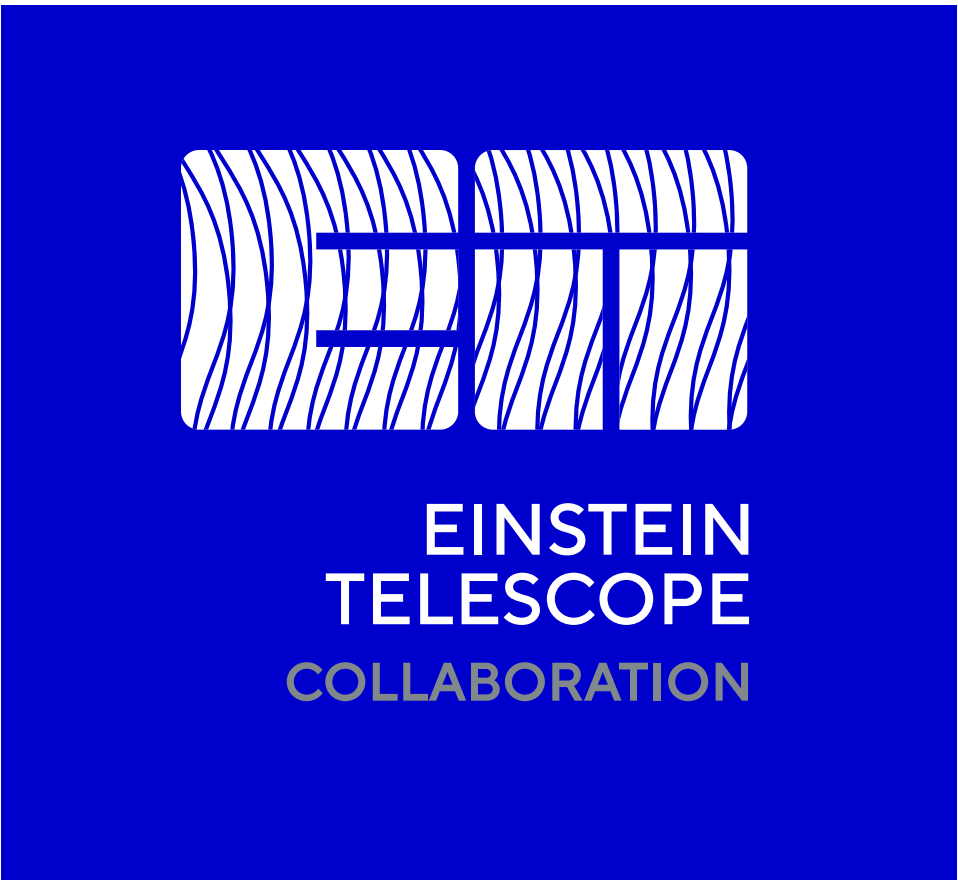
negative

file: 16 d



negative+silver

file: 17 c



vertical version organisation

blue and green

file: 17 a



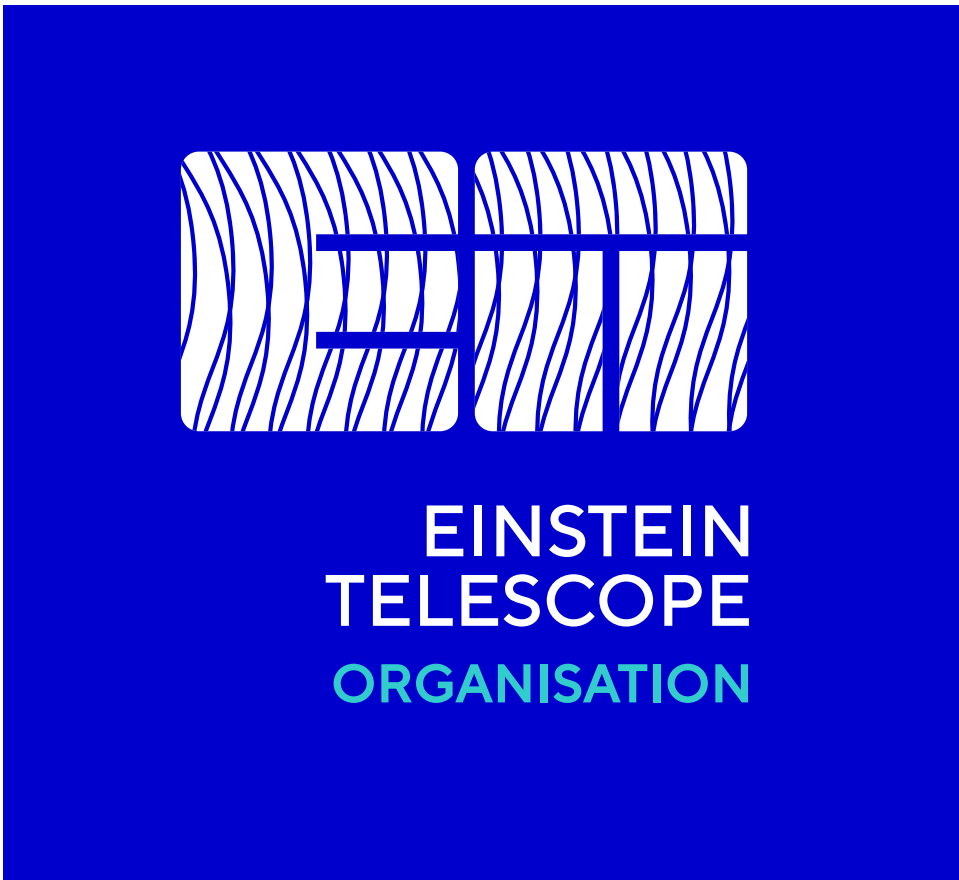
blue and silver

file: 17 b



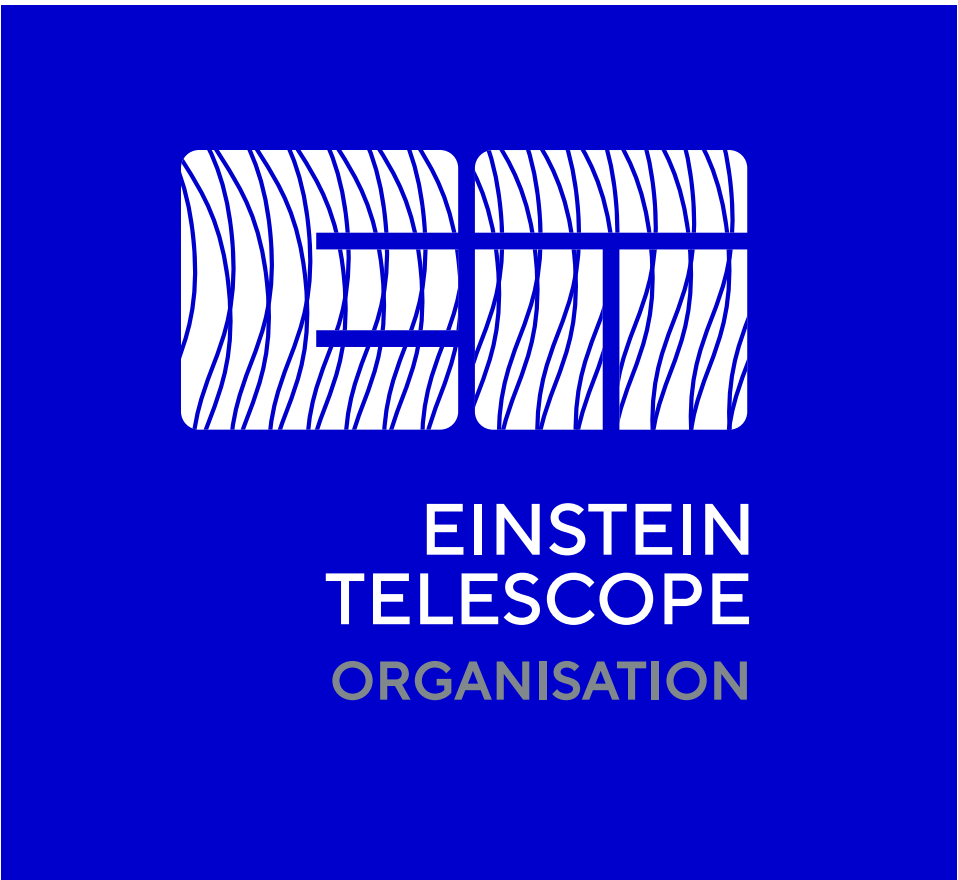
negative

file: 17 d



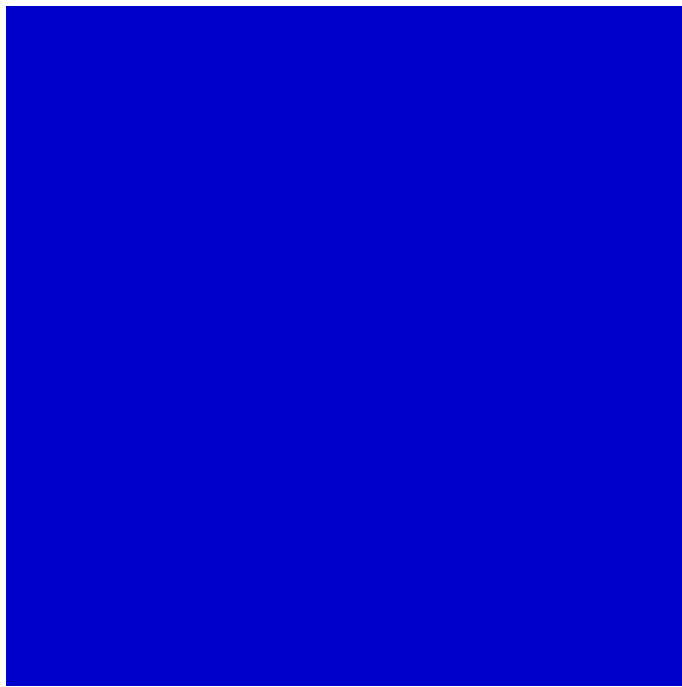
negative+silver

file: 16 c



primary color

# Primary Color



use for digital media

**Blue # 0000CC**

use for printed media

**CMYK:**  
**100% cyan, 90% magenta**

secondary colors for texture or background

# Secondary Colors

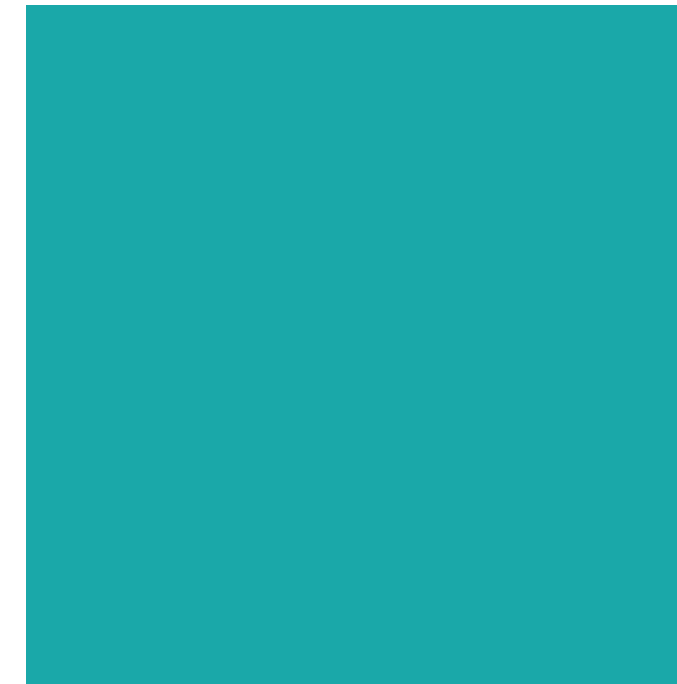


use for digital media

**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**

## secondary colors

# Secondary Colors



use for printed media

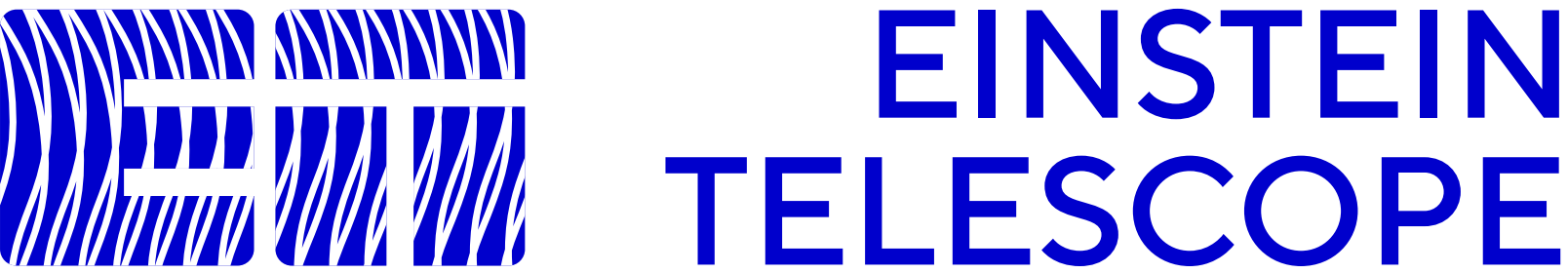
**PANTONE:**  
**877 Silver**

version for small applications

horizontal

Logos no. 21 are to be used on applications on fabric or various materials small dimension. They have the characteristic of having perforated waves, so the waves take on the color of the background.

file: 21a\_ET\_horizontal\_CMYB SMALL



version for small applications / black

horizontal

Logos no. 21 are to be used on applications on fabric or various materials small dimension. They have the characteristic of having perforated waves, so the waves take on the color of the background.

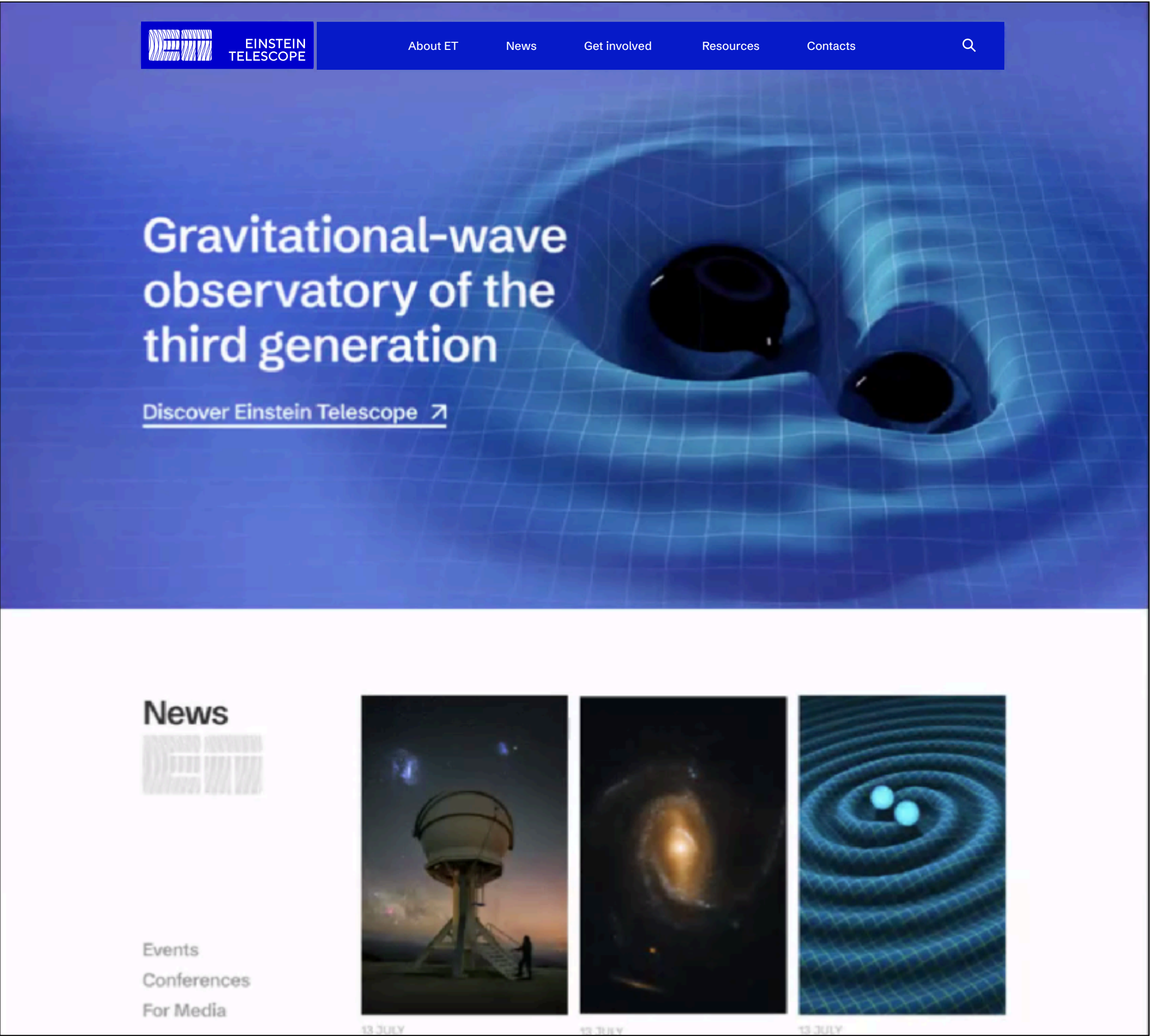
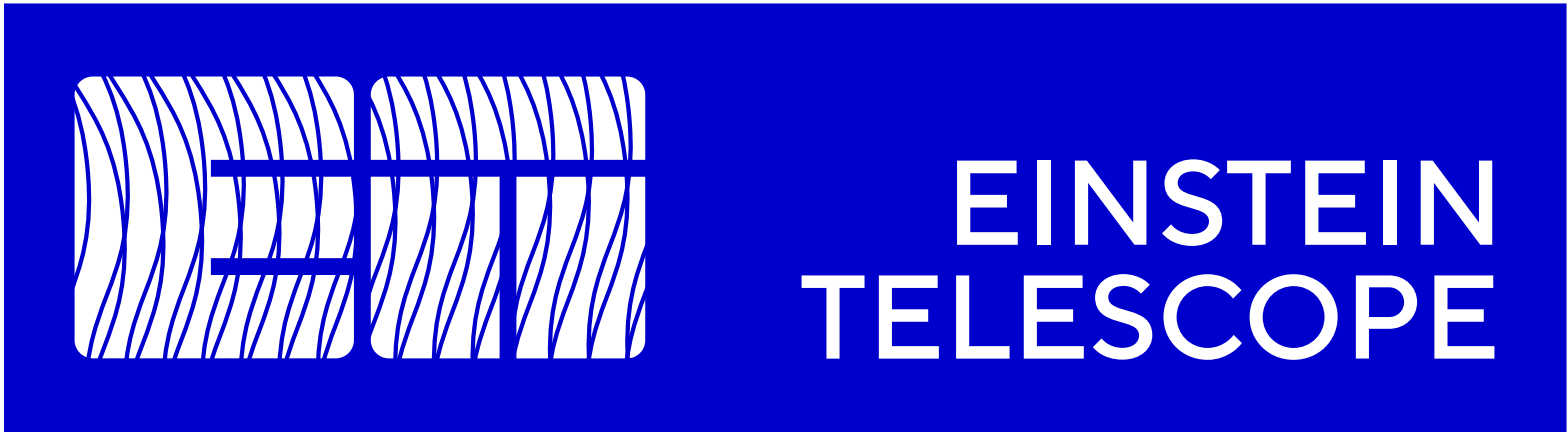
file: 21\_b\_ET\_horizontal\_CMYB SMALL



version for website header

horizontal

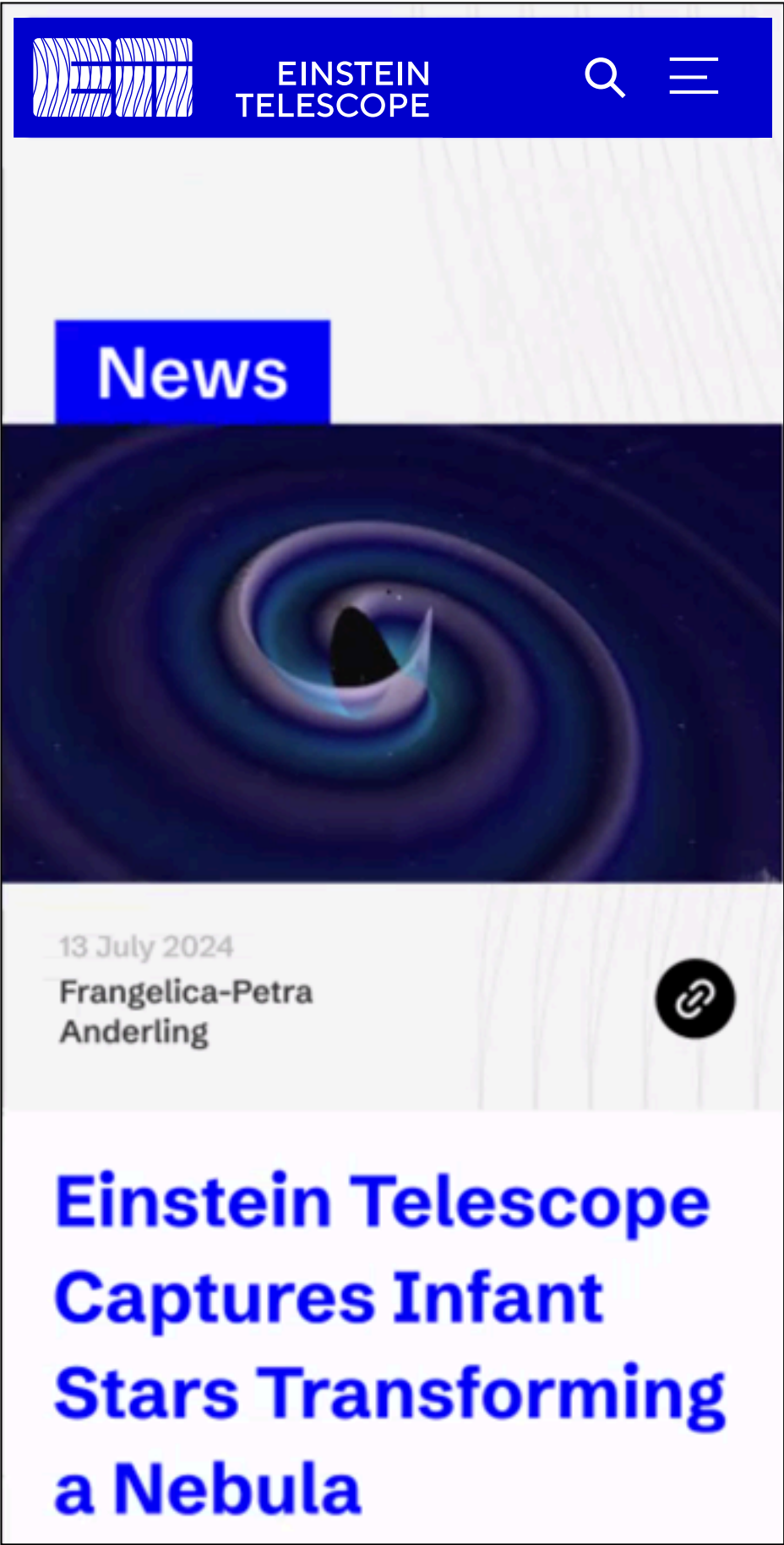
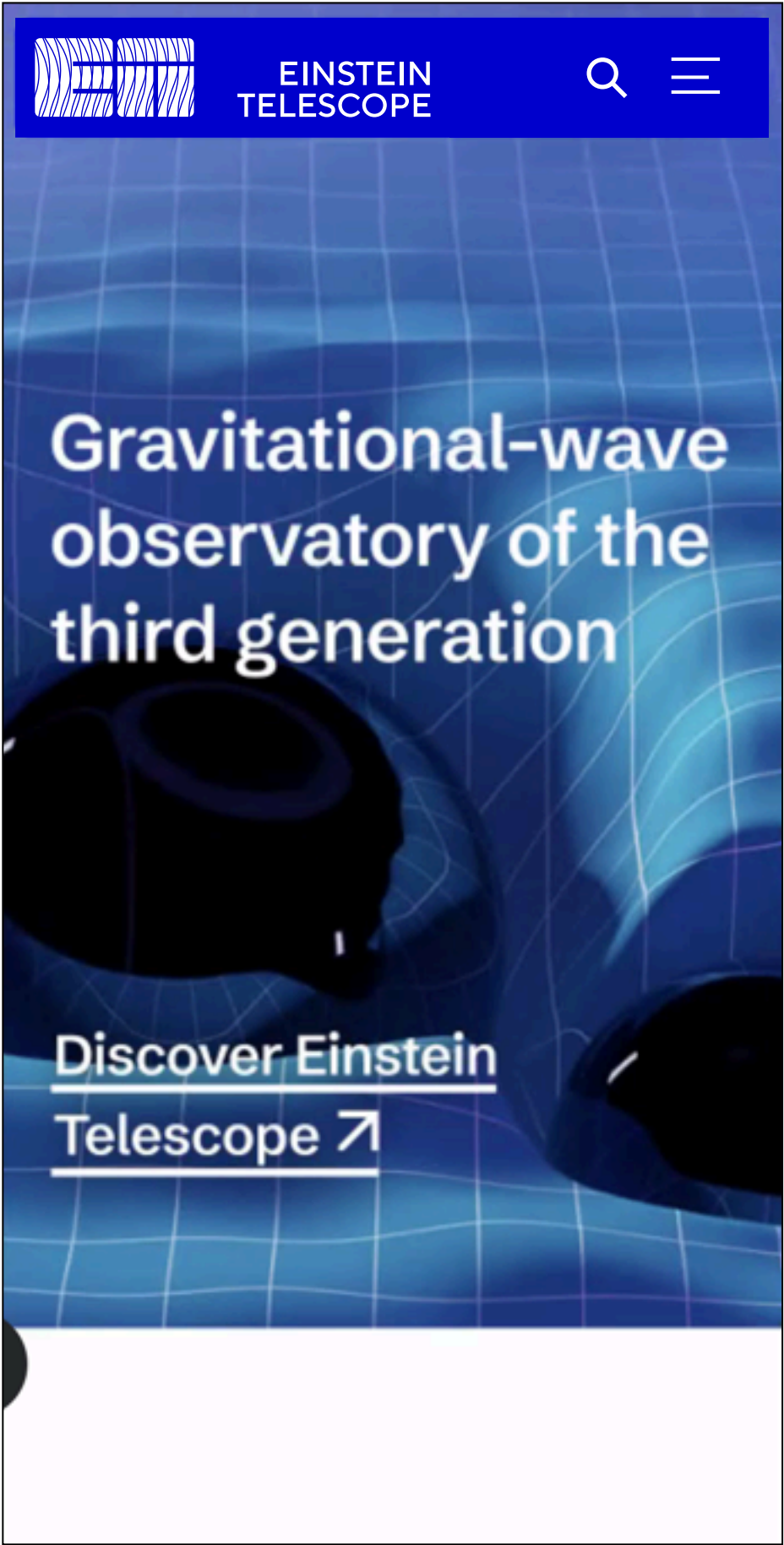
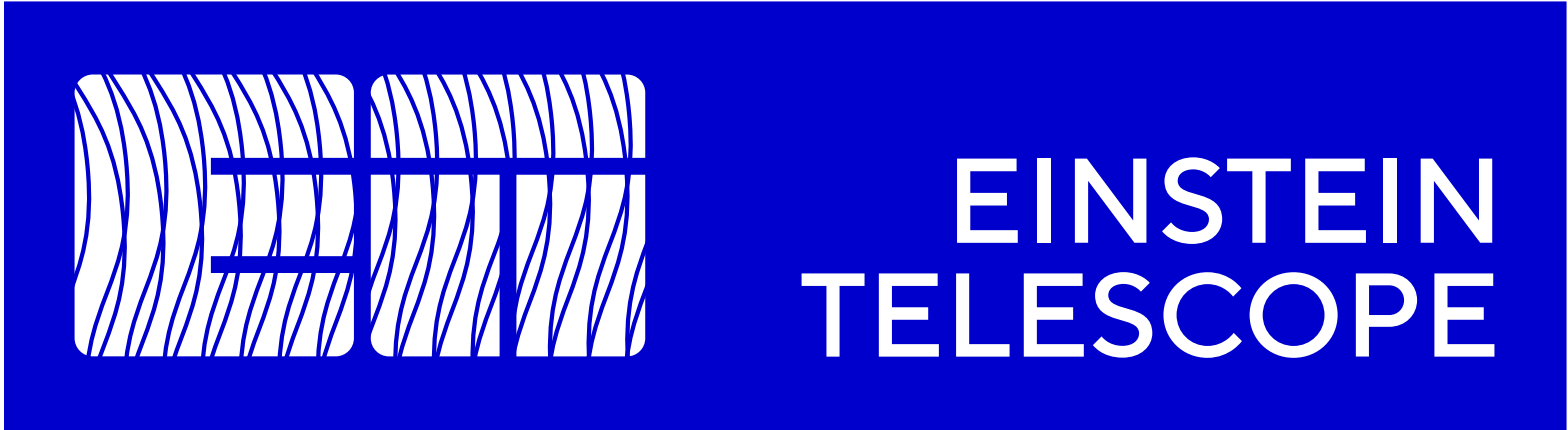
file: 13



version for website header

horizontal

file: 13



# secondary typography for printed media and digital media

## Schibsted Grotesk

Schibsted Grotesk is a Google Font  
<https://fonts.google.com/specimen/Schibsted+Grotesk?stroke=Sans+Serif>

### Regular

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789

### Medium

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789

### SemiBold

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789

### Bold

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789

### ExtraBold

abcdefghijklmnopqrstuvwxz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123546789

Everyone has the  
right to freedom

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

# secondary typography for printed media and digital media

## Schibsted Grotesk

Schibsted Grotesk is a Google Font  
<https://fonts.google.com/specimen/Schibsted+Grotesk?stroke=Sans+Serif>

### Italics

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

### Italics Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

### Italics Semibold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

### Italics Bold

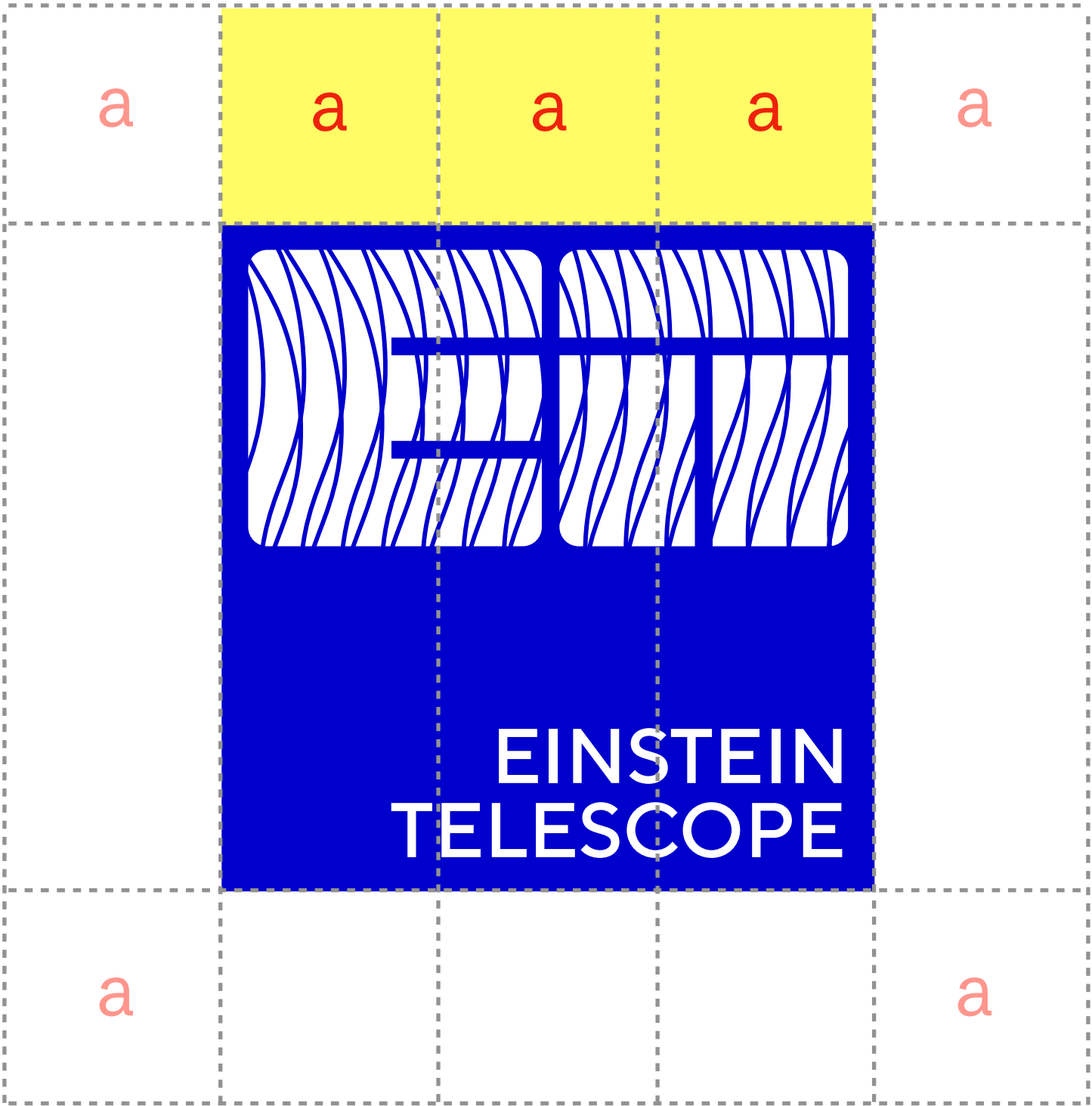
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Everyone has the  
right to freedom

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

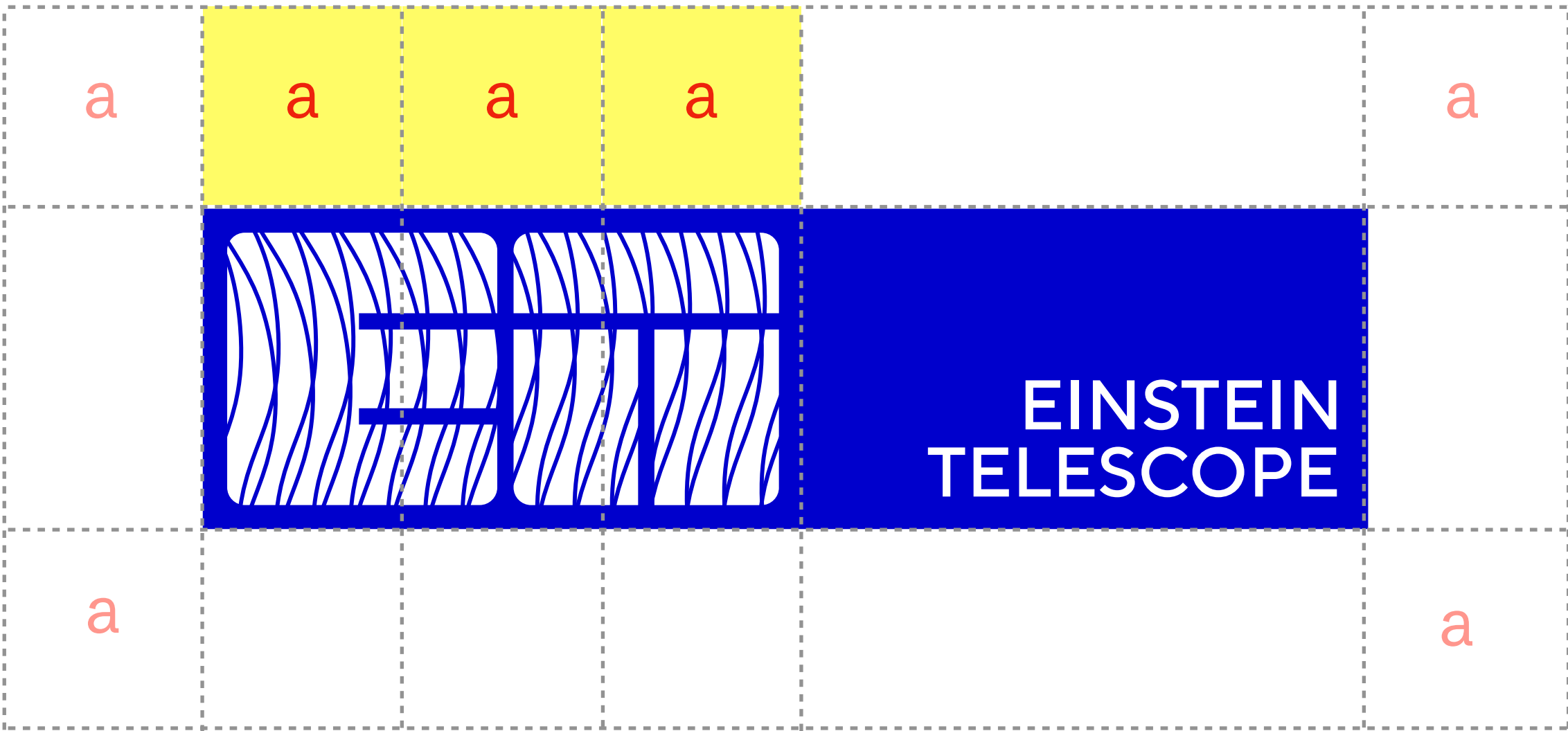
buffer zone / secondary variant of the logo

vertical



The buffer zone is ⅓ of the width of the monogram including the outer frame.

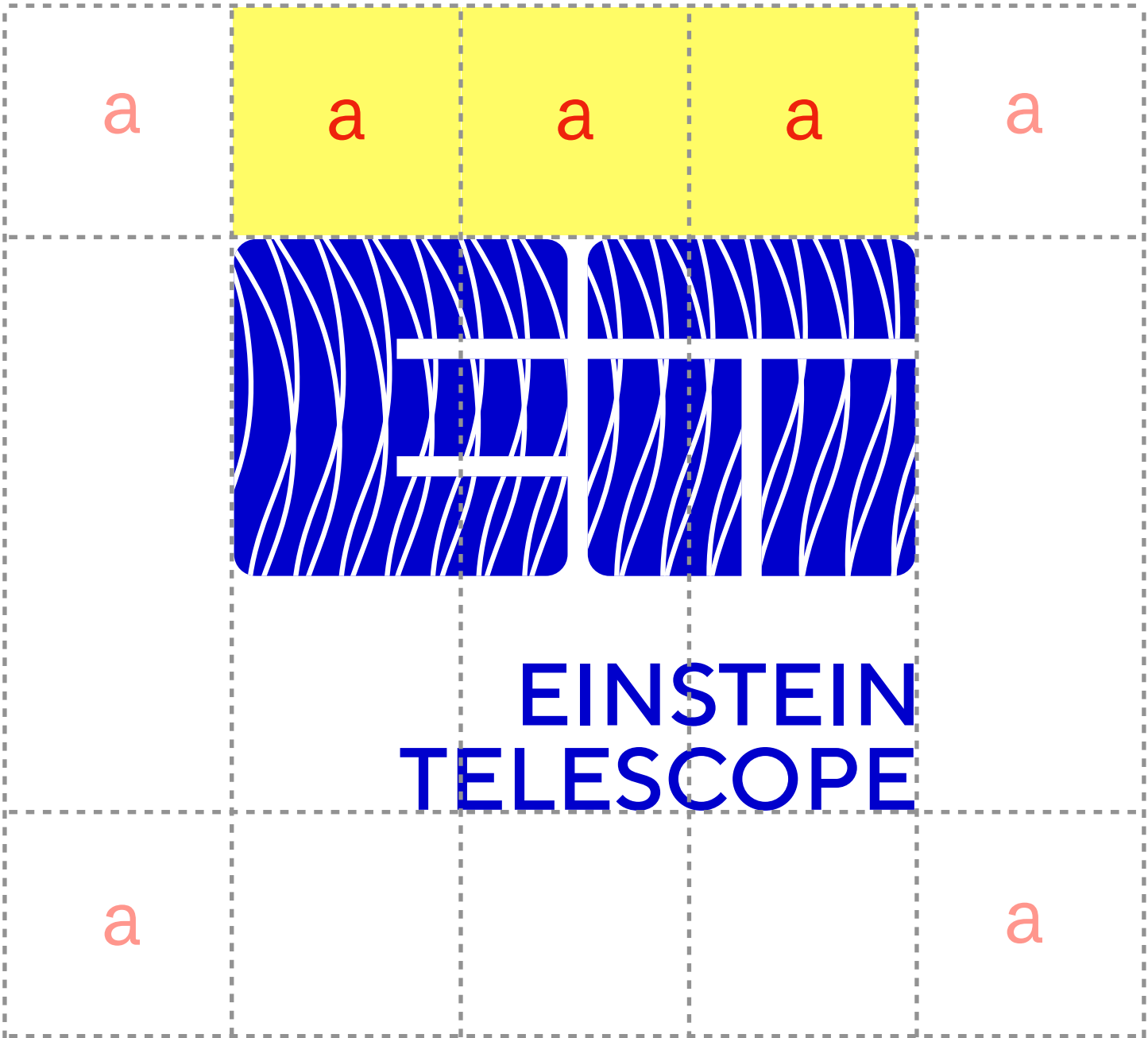
horizontal



The buffer zone is ⅓ of the width of the monogram including the outer frame.

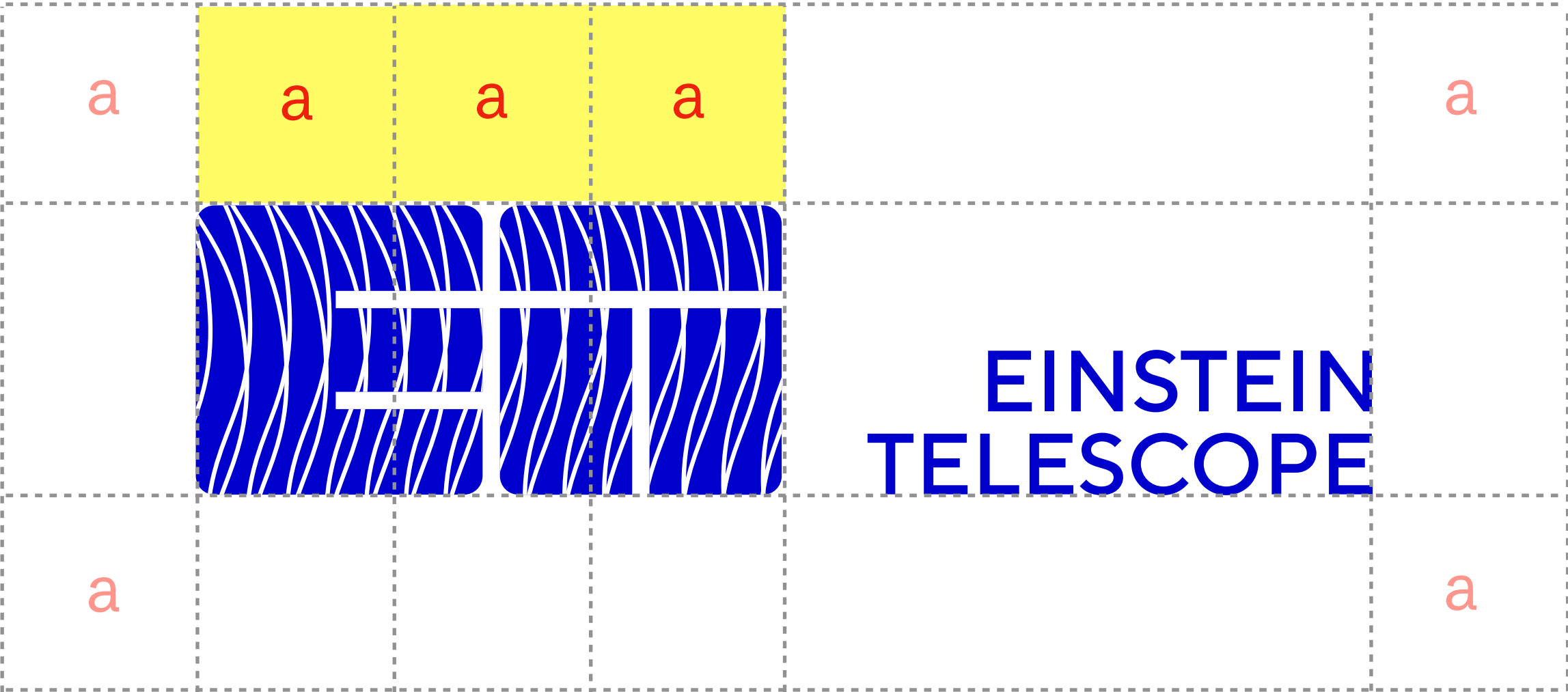
buffer zone / primary variant of the logo

vertical



The buffer zone is ⅓ of the width of the monogram.

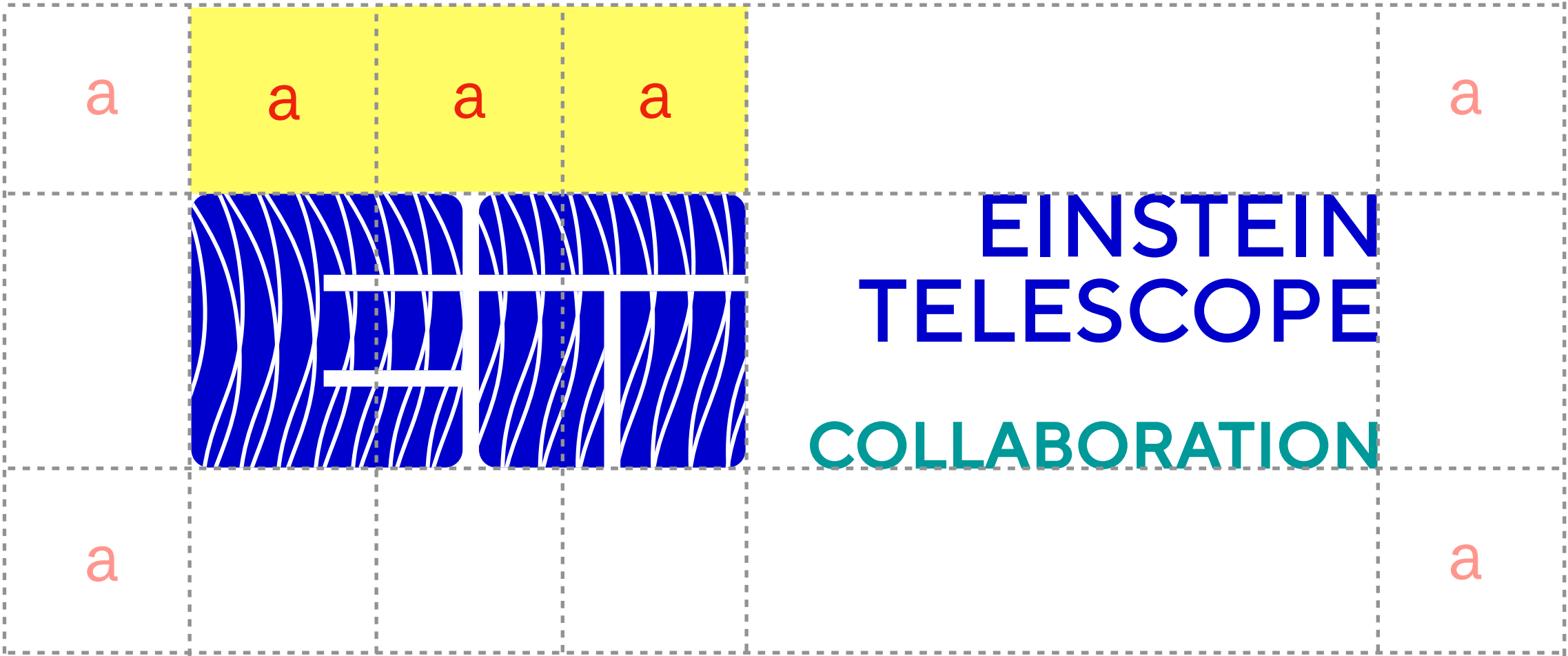
horizontal



The buffer zone is ⅓ of the width of the monogram.

buffer zone / version collaboration or organisation

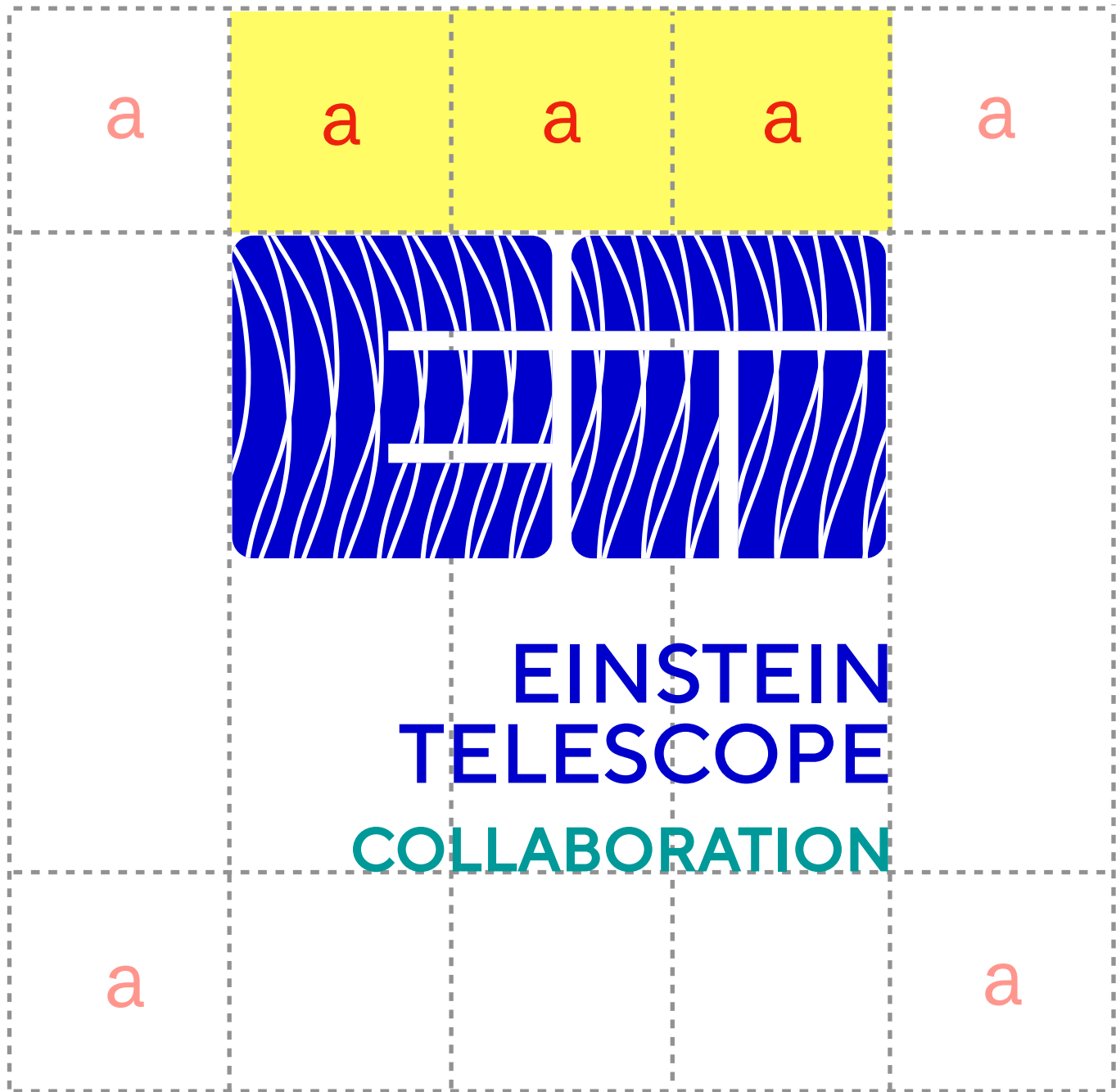
horizontal



The buffer zone is  $\frac{1}{3}$  of the width of the monogram.

buffer zone / version collaboration or organisation

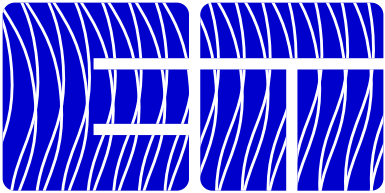
vertical

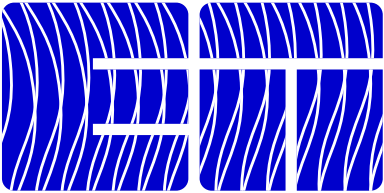


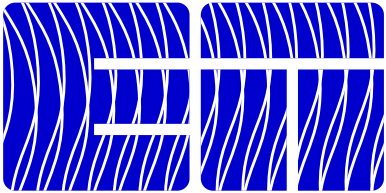
The buffer zone is  $\frac{1}{3}$  of the width of the monogram.

# Dos and Don'ts - Prohibition of arbitrary logo parameter changes

## logo primary variant



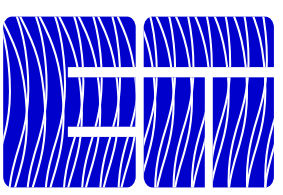










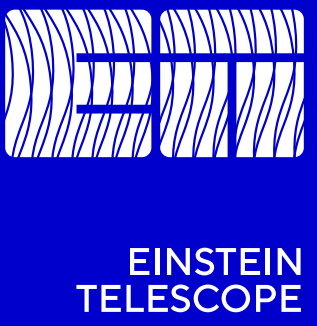


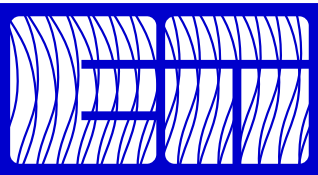




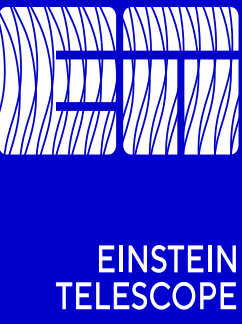


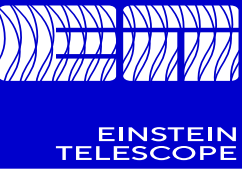
## Logo secondary variant





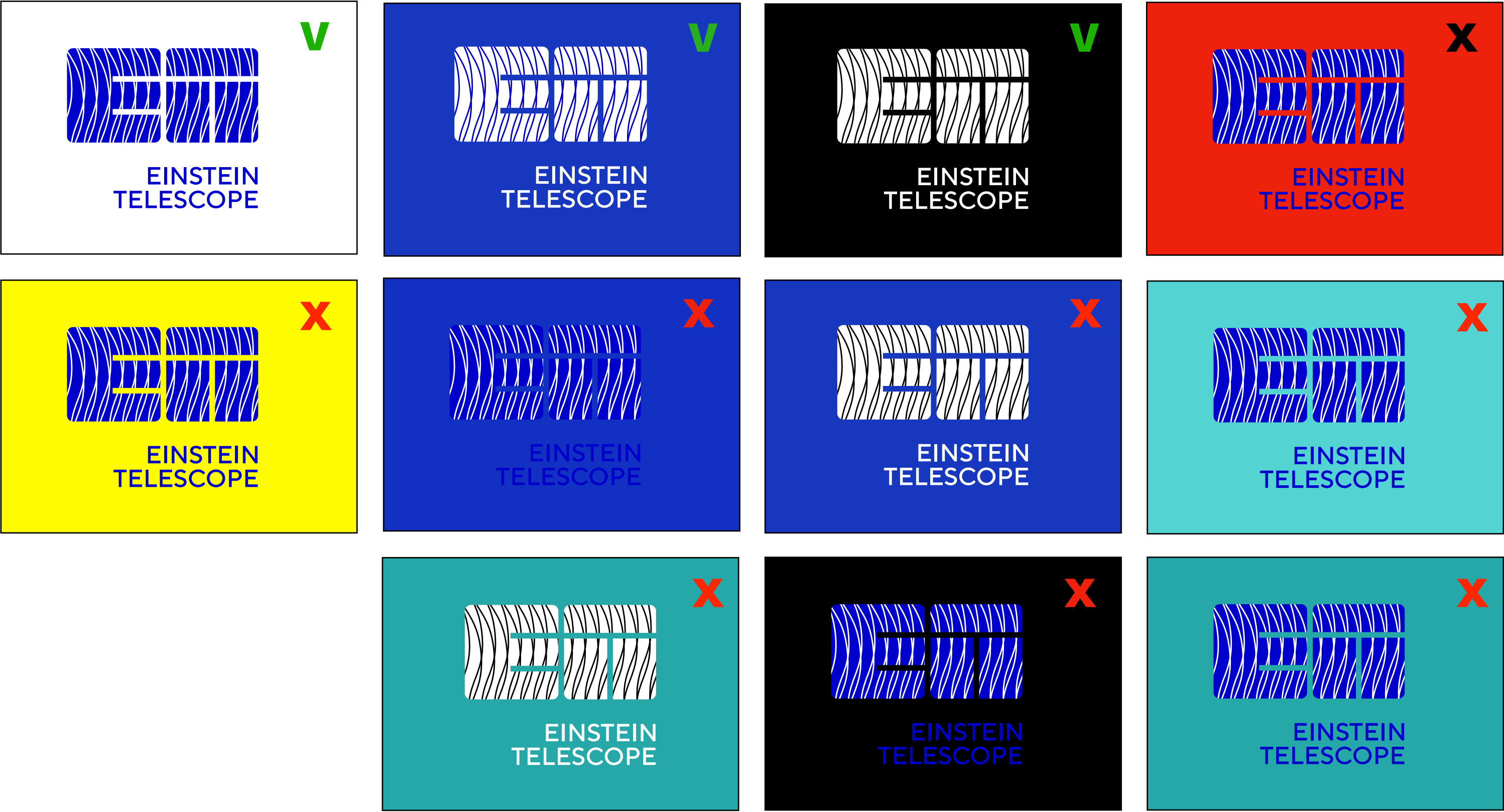






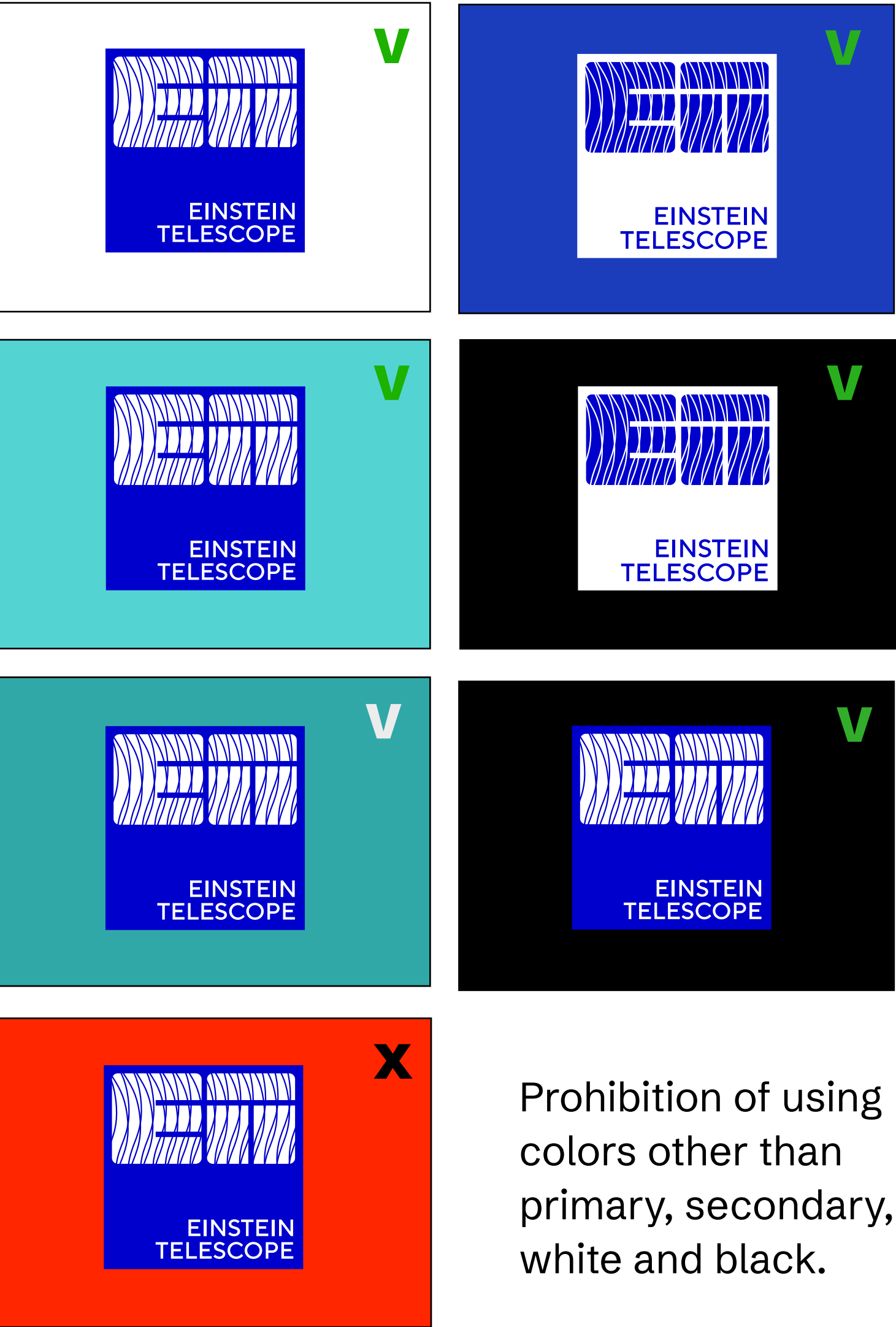
# Dos and Don'ts - Background colors

## Logo primary variant



Prohibition on the use of colors other than white, blue and black.

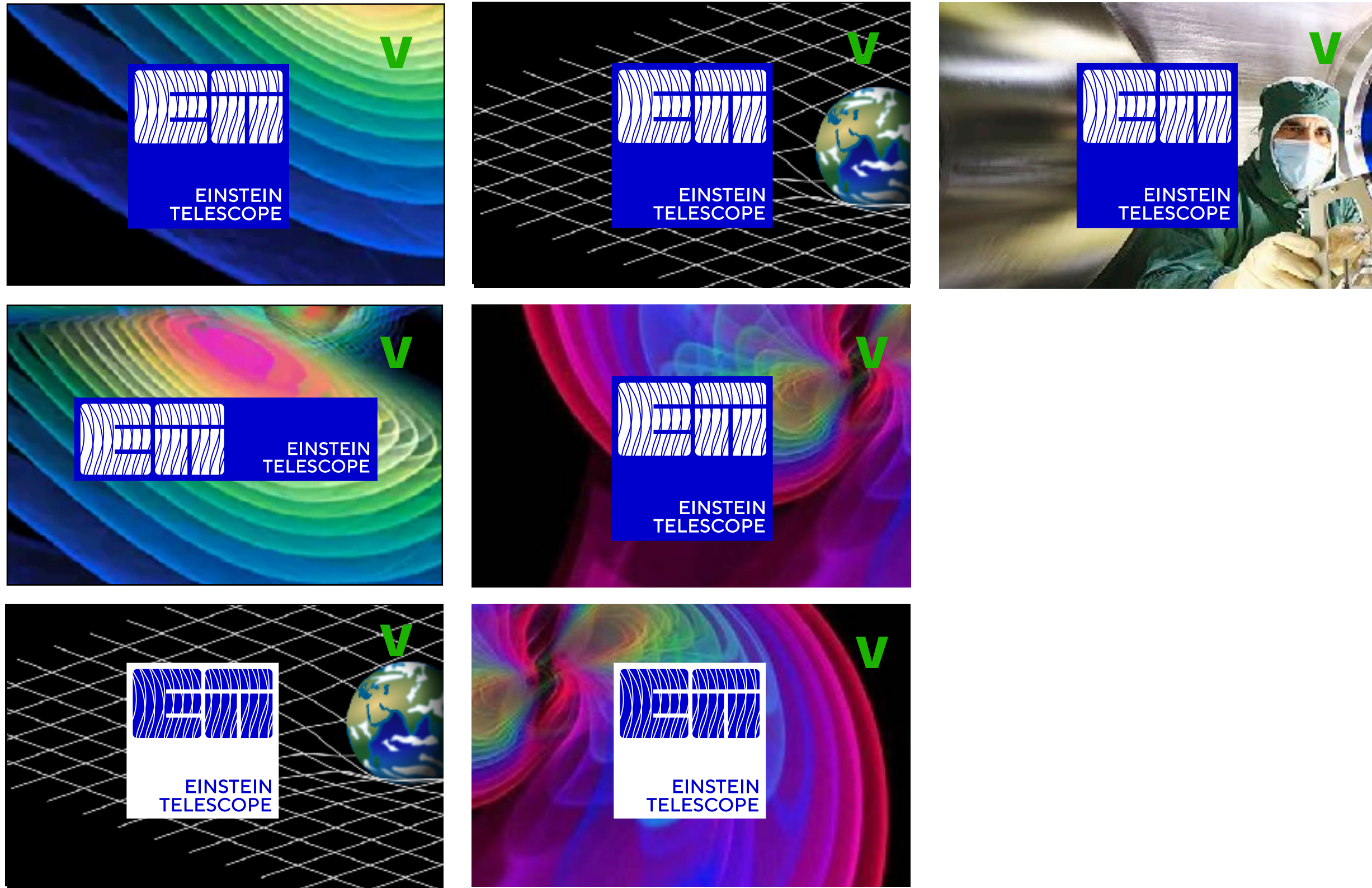
## Logo secondary variant



Prohibition of using colors other than primary, secondary, white and black.

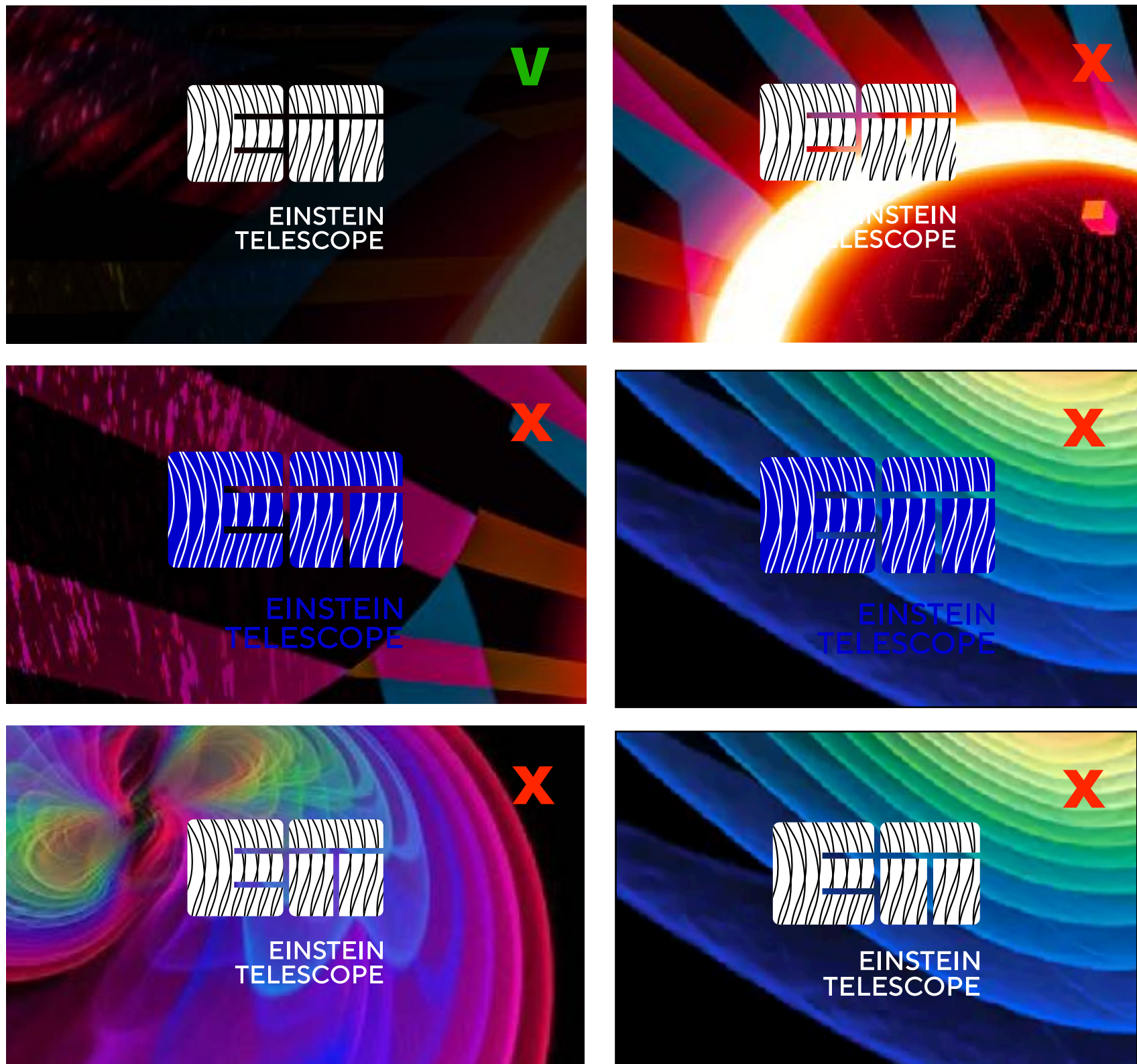
# Dos and Don'ts - background with image or photo

## Logo secondary variant



Typically where there is a need to have a background image and therefore the logo can be placed on the image without losing its readability. And also where there is a colored background that makes it difficult to read the logo.

## Logo primary variant



The primary logo cannot be superimposed on images or photos, except in cases where the background is very dark and therefore does not compromise legibility.

# letterhead

Adobe InDesign file: ET\_letterhead 21x29.7

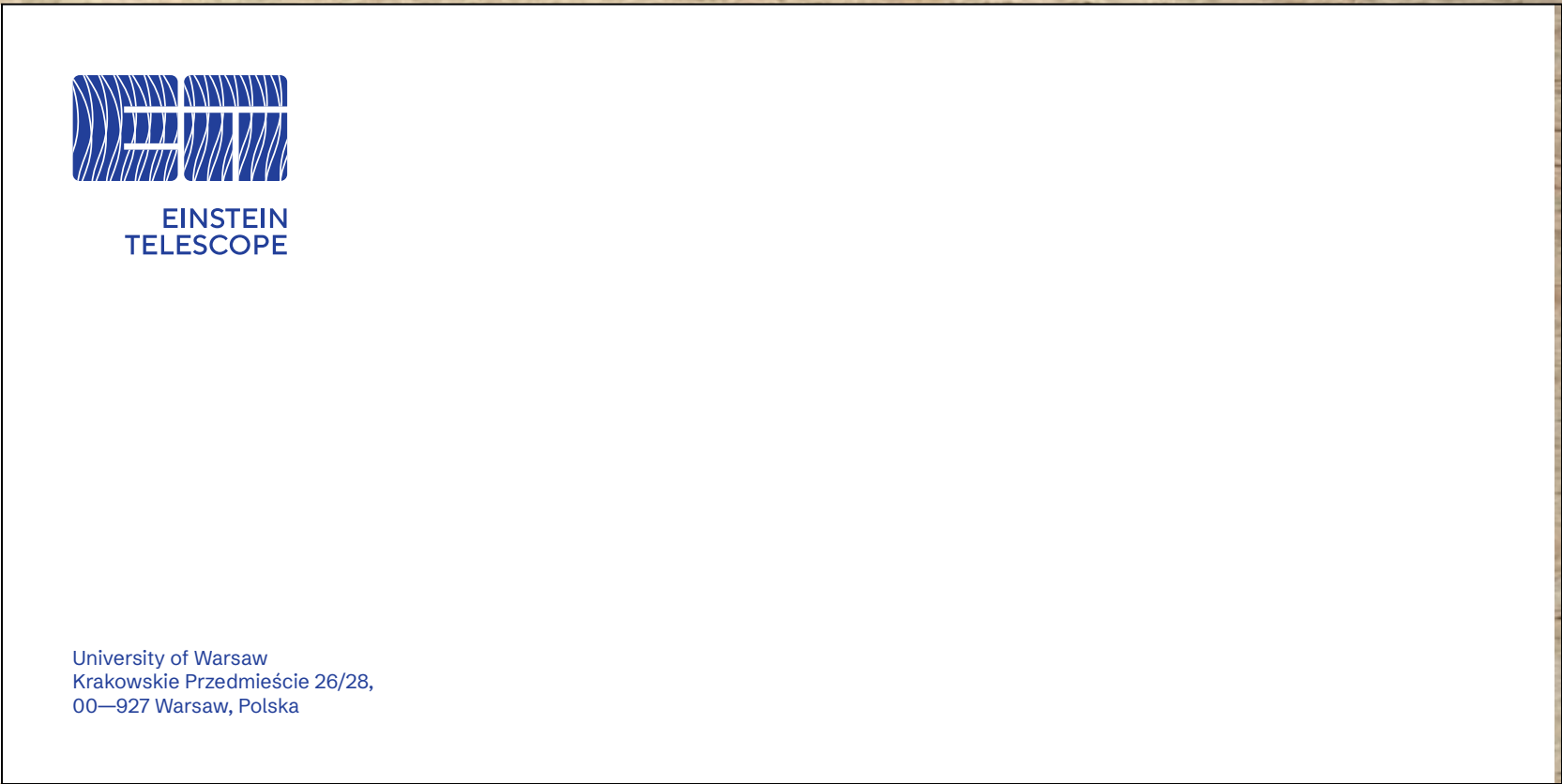
Microsoft Word file: ET\_letterhead\_WORD 21x29.7



envelope 11x22 print on envelope flap. or envelope 11x22\_front print

Adobe InDesign file: ET\_Envelope 11x22 print on envelope flap

Adobe InDesign file: ET\_Envelope 11x22\_front print



# business card - vertical

generic

Adobe InDesign file: ET\_VERT\_Business card 90x50



# business card - vertical

## collaboration

Adobe InDesign file: ET\_VERT\_Business card 90x50



# business card - vertical

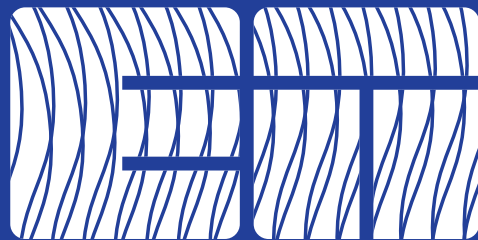
## organisation

Adobe InDesign file: ET\_VERT\_Business card 90x50



# business card - horizontal

Adobe InDesign file: ET\_HORIZ\_Business card\_90x50



EINSTEIN  
TELESCOPE

# business card - horizontal

Adobe InDesign file: ET\_HORIZ\_Business card\_90x50



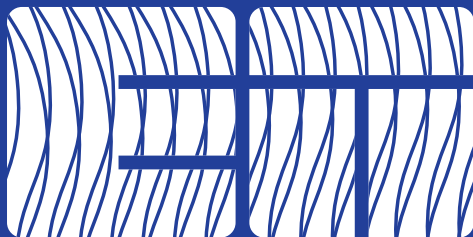
**Prof.  
Nicolaus Copernicus**  
Director of the  
Astronomical  
Observatory  
of the University  
of Warsaw

Mobile: +48 888 888 888  
n.copernicus@astrouw.edu.pl

University of Warsaw  
Krakowskie Przedmieście  
26/28,  
00—927 Warsaw, Polska

# business card - horizontal

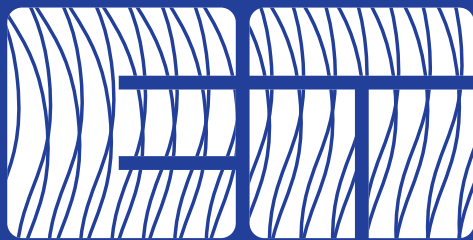
file: ET\_HORIZ\_Business card\_90x50 (silver)



EINSTEIN  
TELESCOPE  
COLLABORATION

# business card - horizontal

file: ET\_HORIZ\_Business card\_90x50 (silver)

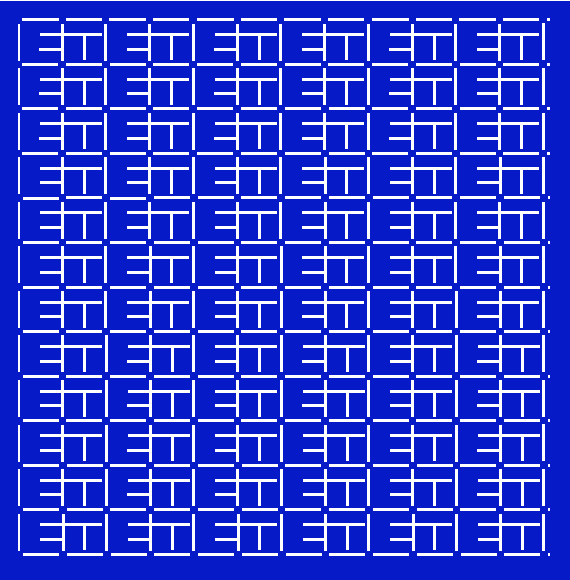
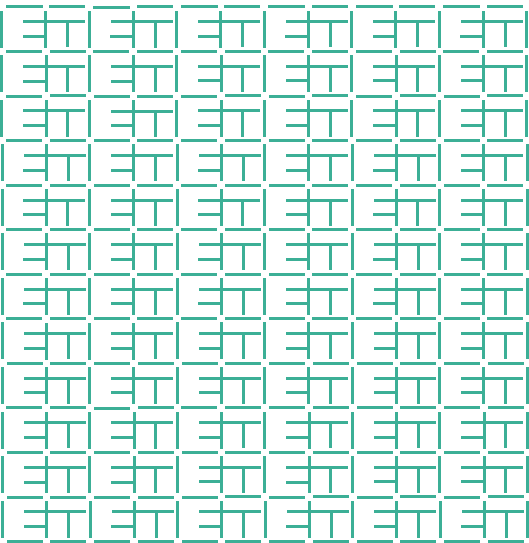
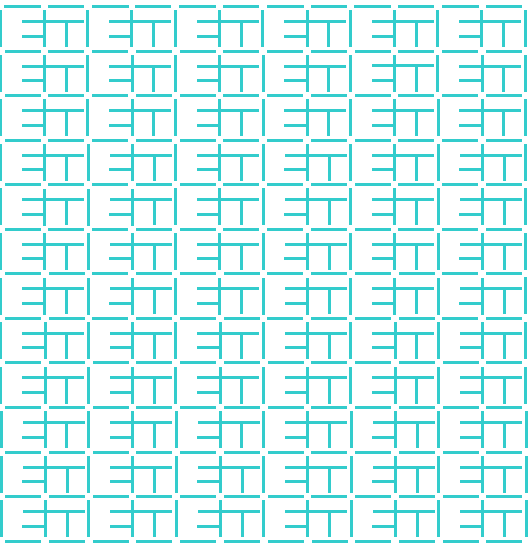
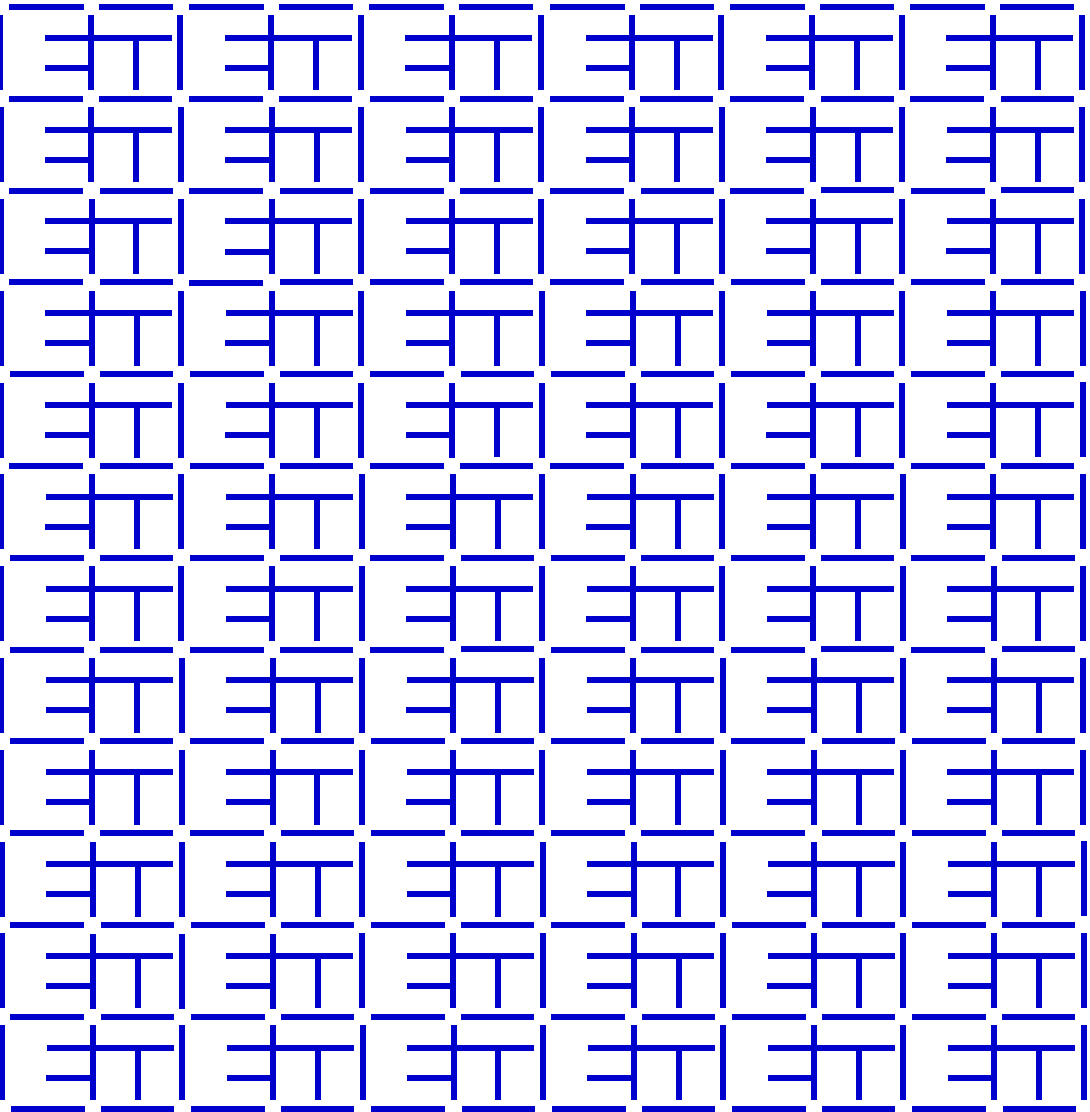


EINSTEIN  
TELESCOPE  
ORGANISATION

pattern

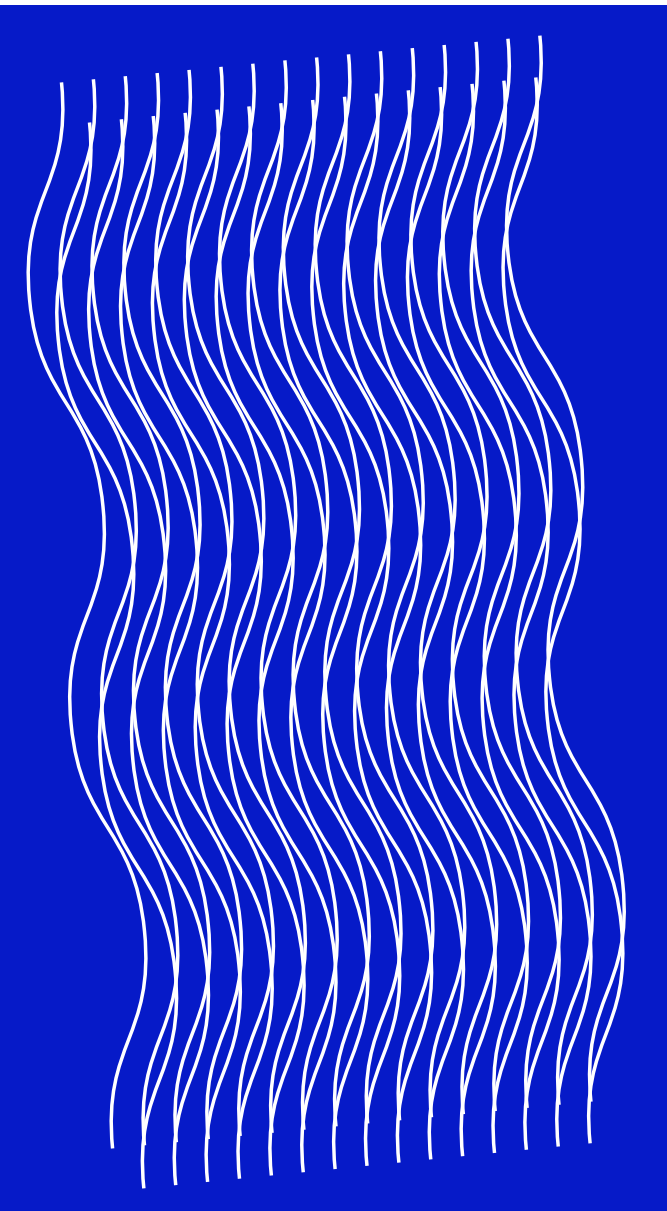
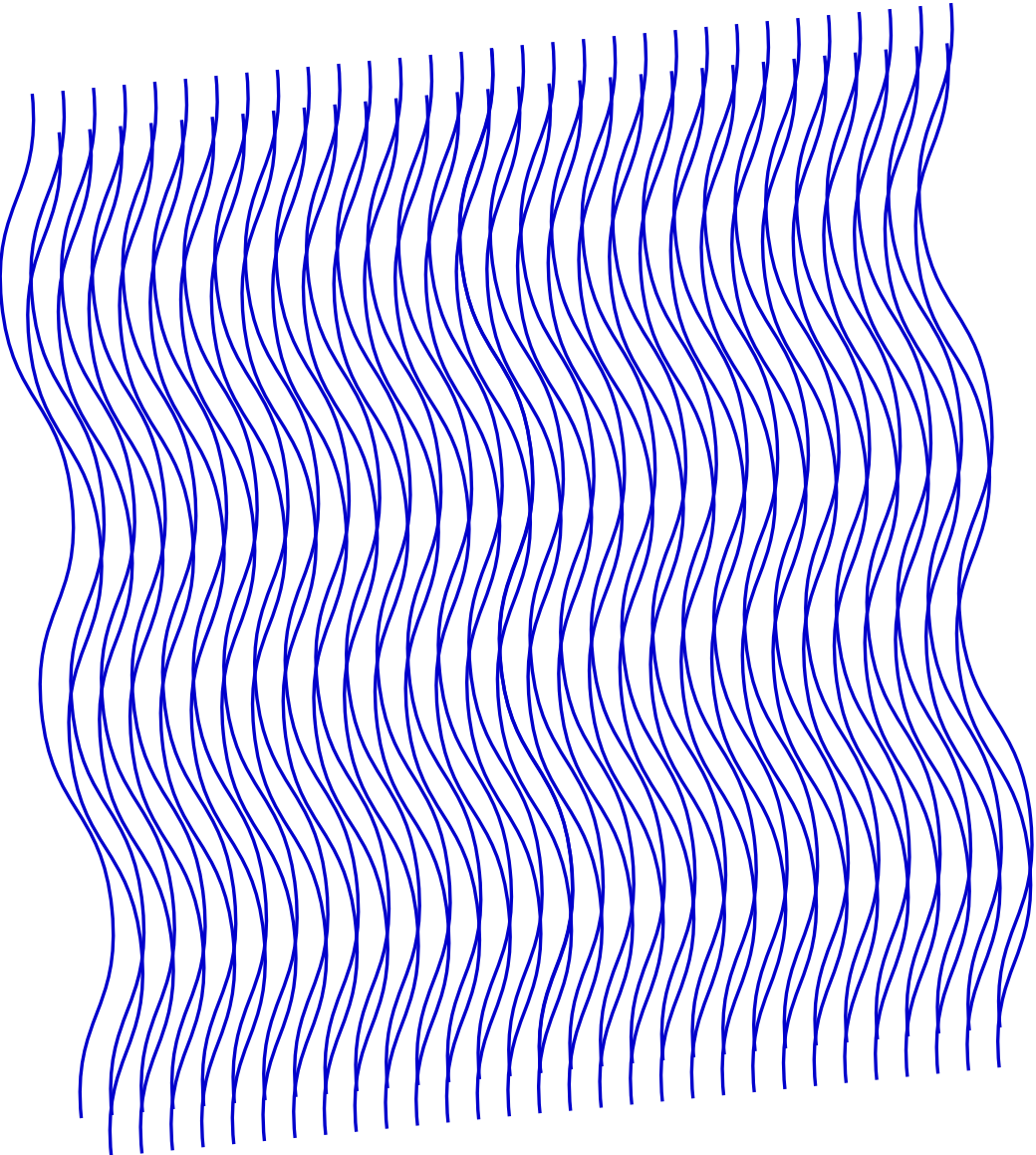
pattern ET

file: 18\_ET\_pattern



pattern waves

file: 19\_ET\_pattern



payoff

on a single line

on three lines

file: 20\_payoff

file: 20\_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.

mugs



# cotton bags



# umbrella

Logos no. 22 are to be used on applications on fabric or various materials normal dimension. They have the characteristic of having perforated waves, so the waves take on the color of the background.

file: 22\_c\_ET\_vertical\_CMYB



wireless charger

vertical

file: 22\_a\_ET\_vertical (blue)  
file: 22\_b\_ET\_vertical (back)  
file: 22\_c\_ET\_vertical (white)

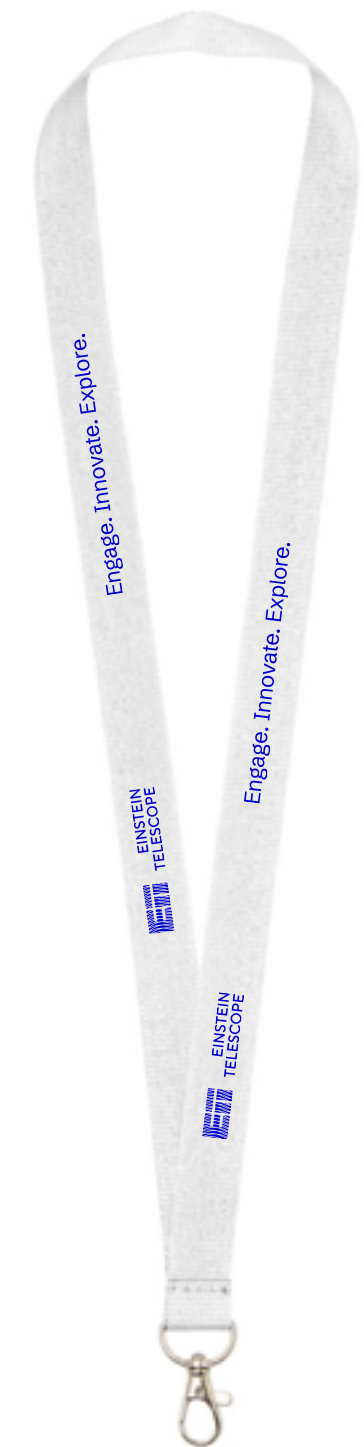
Logos no. 22 are to be used on applications on fabric or various materials normal dimension. They have the characteristic of having perforated waves, so the waves take on the color of the background.



# lanyard conference badge

Logos no. 21 are to be used on applications on fabric or various materials small dimension. They have the characteristic of having perforated waves, so the waves take on the color of the background.

file: 21\_a\_ET\_horizontal (blue)  
file: 21\_b\_ET\_horizontal (back)  
file: 21\_c\_ET\_horizontal (white)



# lanyard conference badge

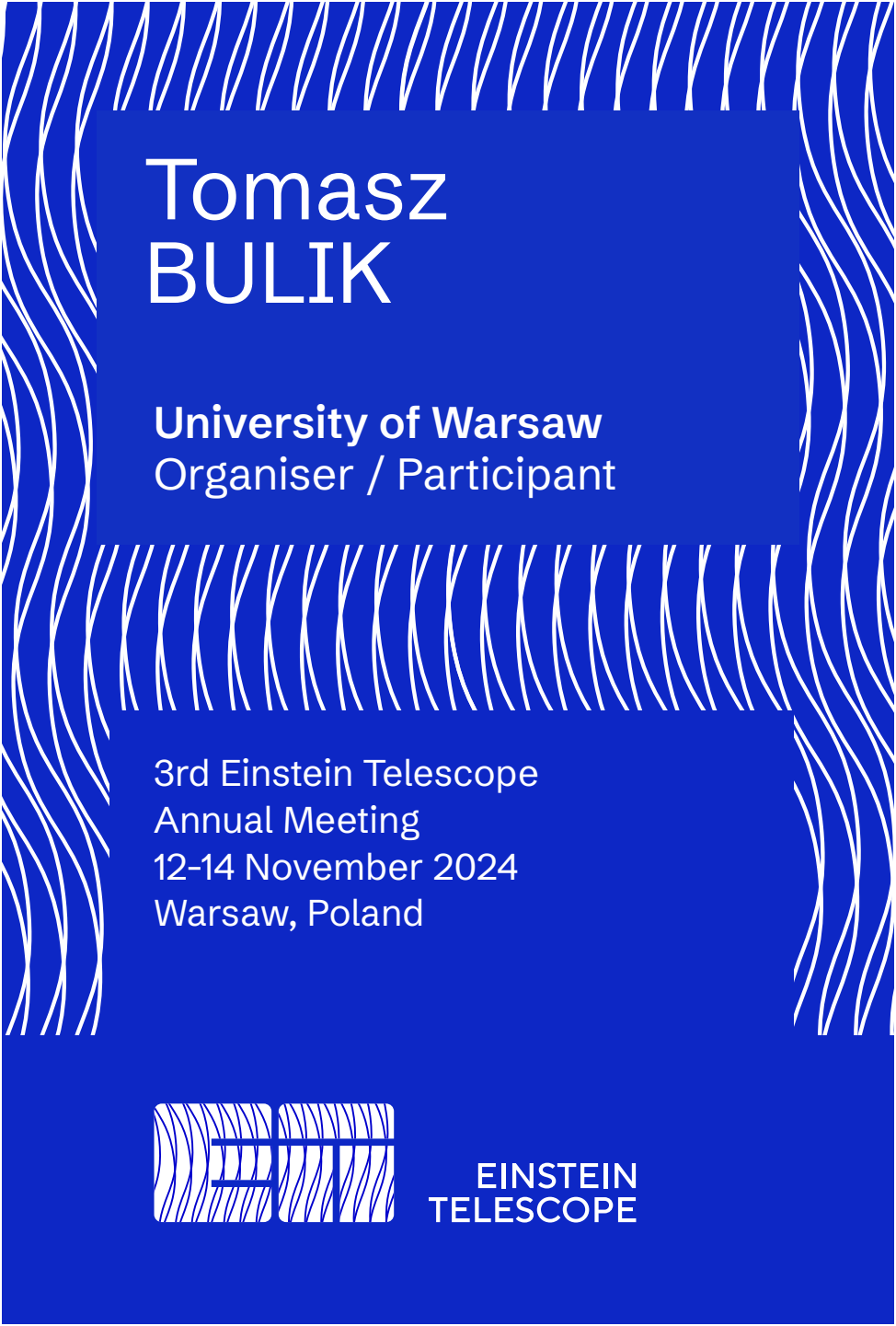
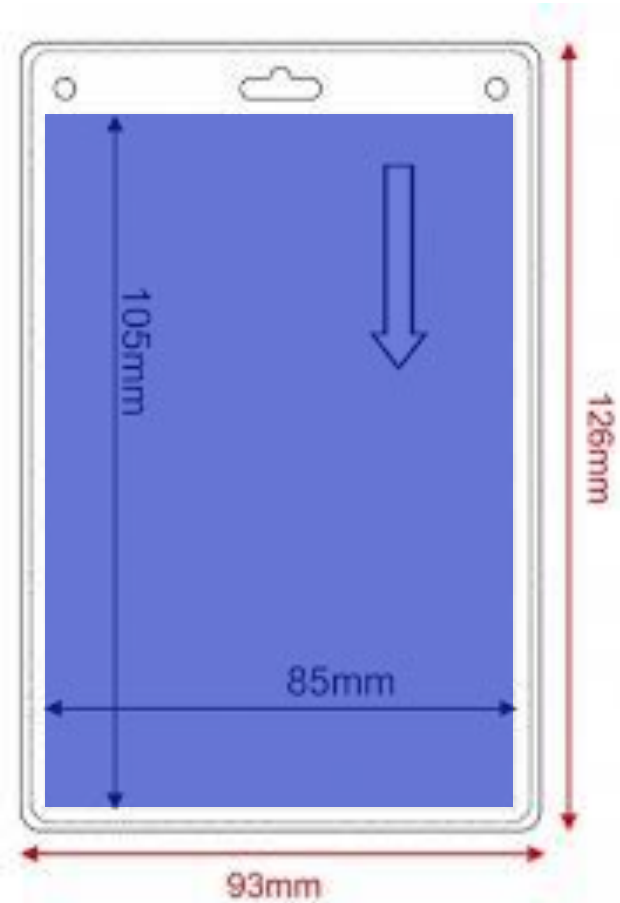
Logos no. 21 are to be used on applications on fabric or various materials small dimension.

They have the characteristic of having perforated waves, so the waves take on the color of the background.

file: 21\_a\_ET\_horizontal (blue)  
file: 21\_b\_ET\_horizontal (back)  
file: 21\_c\_ET\_horizontal (white)



# conference badge

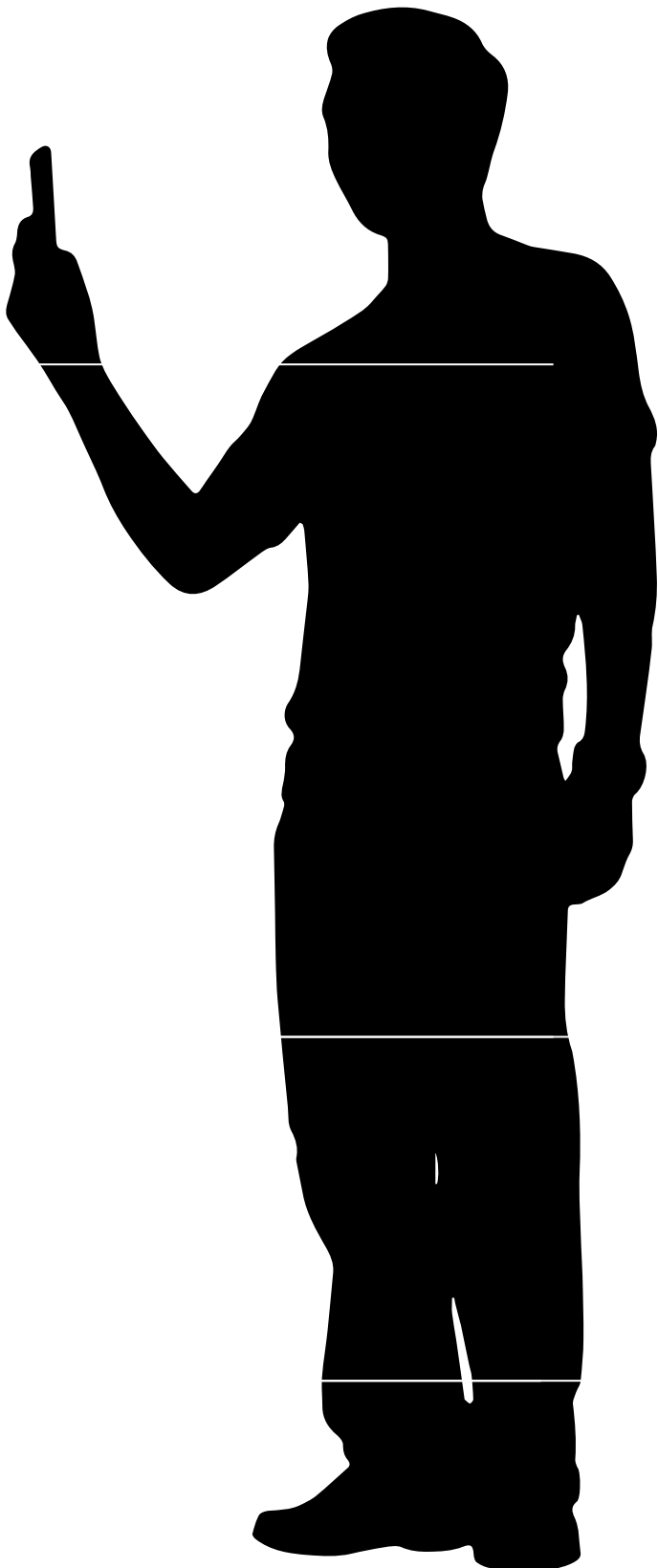
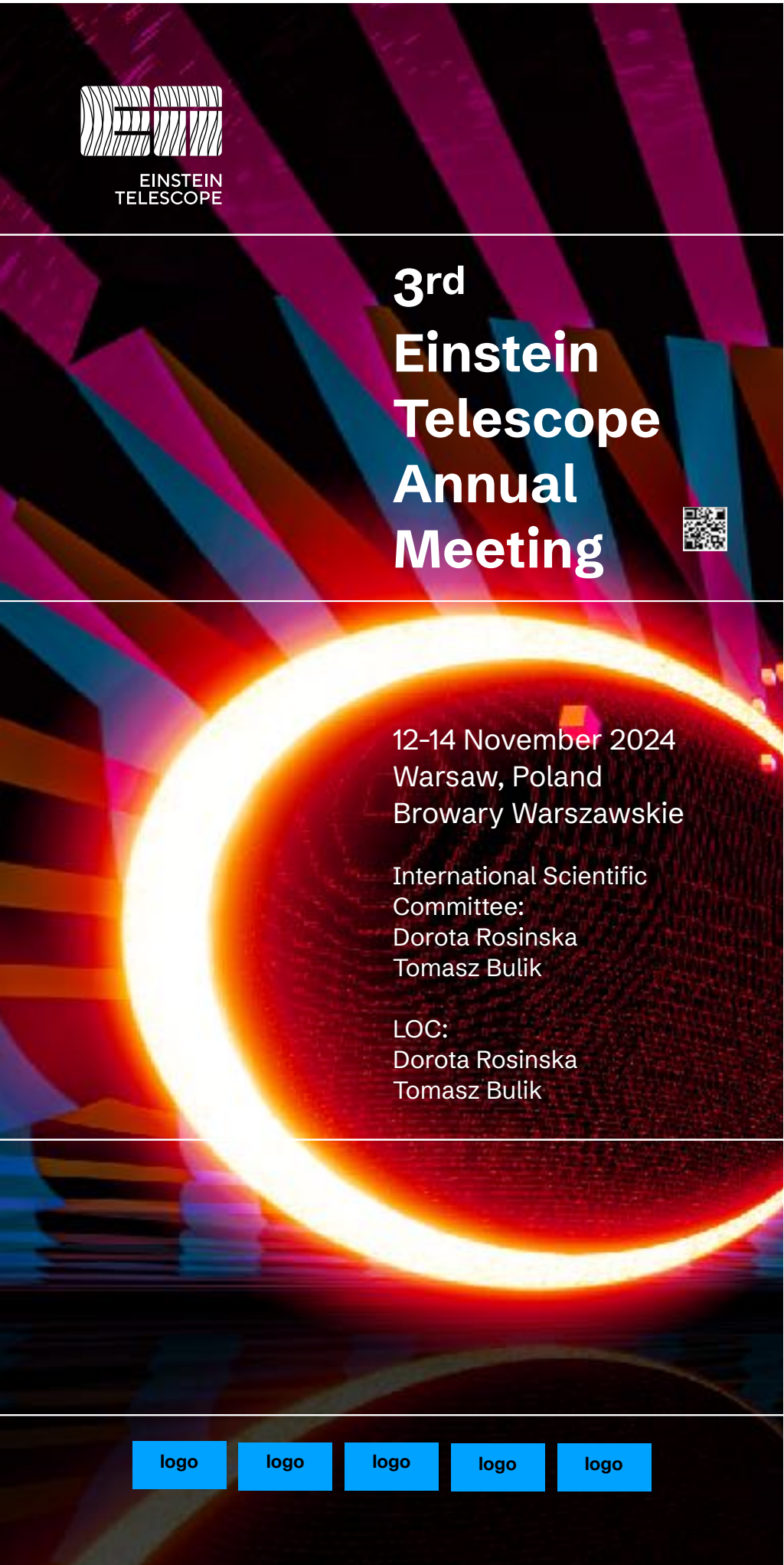


rollup

85x200

100x200

**Rollup Guidelines**  
It is possible to change the background image, the important thing is that the texts are clearly visible.



rollup

85x200

100x200

Logo dimension  
basic width  
cm 15

Font:  
**Schibsted Grotesk bold**  
Body size 200  
Line spacing 240

Font:  
**Schibsted Grotesk medium**  
Body size 100  
Line spacing 120

Font:  
**Schibsted Grotesk medium**  
Body size 85  
Line spacing 102

The 85x200 cm rollup banner features a dark background with a vibrant, abstract geometric pattern in shades of purple, blue, and orange. A large, glowing orange and yellow circular light source is positioned in the lower half. The Einstein Telescope logo is in the top left corner. The main title '3rd Einstein Telescope Annual Meeting' is centered in the upper half. To the right of the title is a QR code. Below the title, the event details are listed: '12-14 November 2024', 'Warsaw, Poland', 'Browary Warszawskie', 'International Scientific Committee: Dorota Rosinska, Tomasz Bulik', and 'LOC: Dorota Rosinska, Tomasz Bulik'. At the bottom, there are five blue rectangular buttons, each containing the word 'logo'.

cm 10

cm 10

cm 30

cm 46,5

cm 28

cm 70

cm 42

cm 35

cm 18,5

Logo dimension  
basic width  
cm 15

Font:  
**Schibsted Grotesk bold**  
Body size 200  
Line spacing 240

Font:  
**Schibsted Grotesk medium**  
Body size 100  
Line spacing 120

Font:  
**Schibsted Grotesk medium**  
Body size 85  
Line spacing 102

The 100x200 cm rollup banner features a dark background with a vibrant, abstract geometric pattern in shades of purple, blue, and orange. A large, glowing orange and yellow circular light source is positioned in the lower half. The Einstein Telescope logo is in the top left corner. The main title '3rd Einstein Telescope Annual Meeting' is centered in the upper half. To the right of the title is a QR code. Below the title, the event details are listed: '12-14 November 2024', 'Warsaw, Poland', 'Browary Warszawskie', 'International Scientific Committee: Dorota Rosinska, Tomasz Bulik', and 'LOC: Dorota Rosinska, Tomasz Bulik'. At the bottom, there are five blue rectangular buttons, each containing the word 'logo'.

cm 10

cm 10

cm 30

cm 46,5

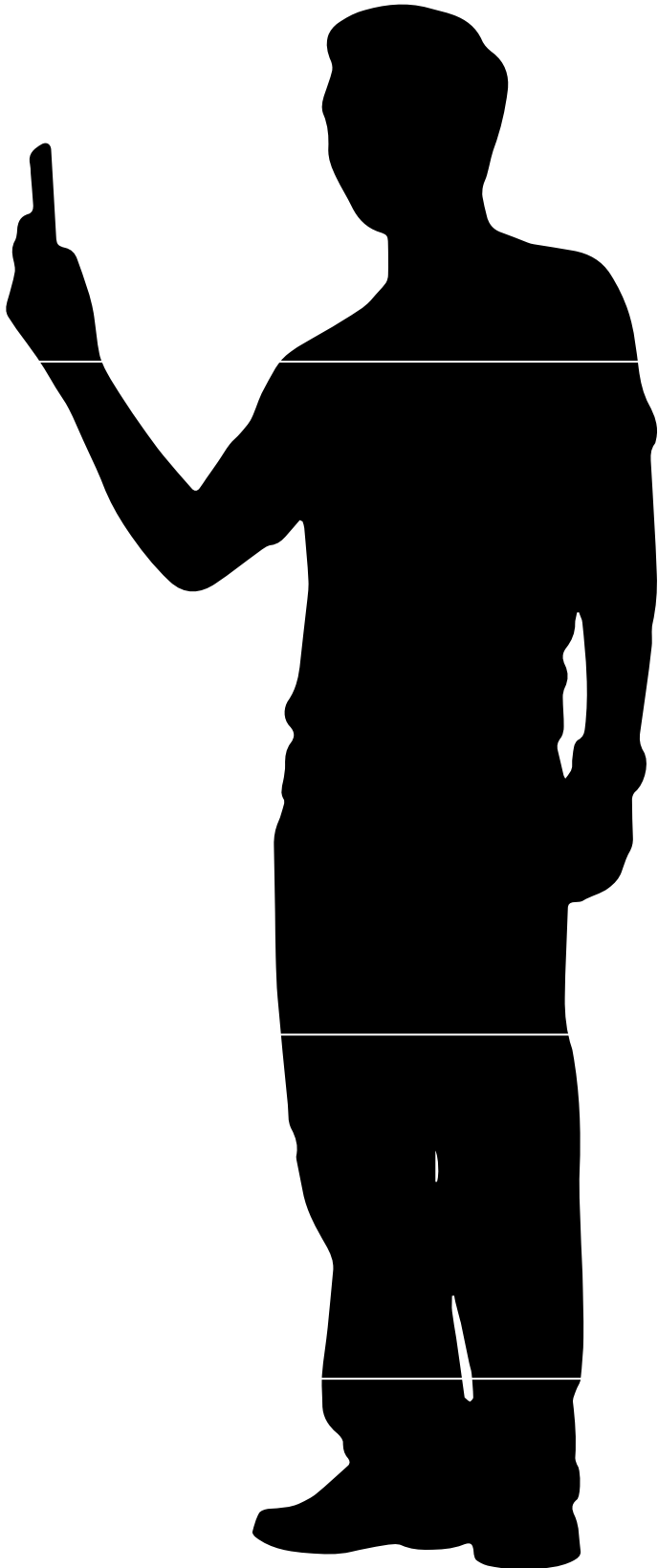
cm 28

cm 70

cm 52

cm 35

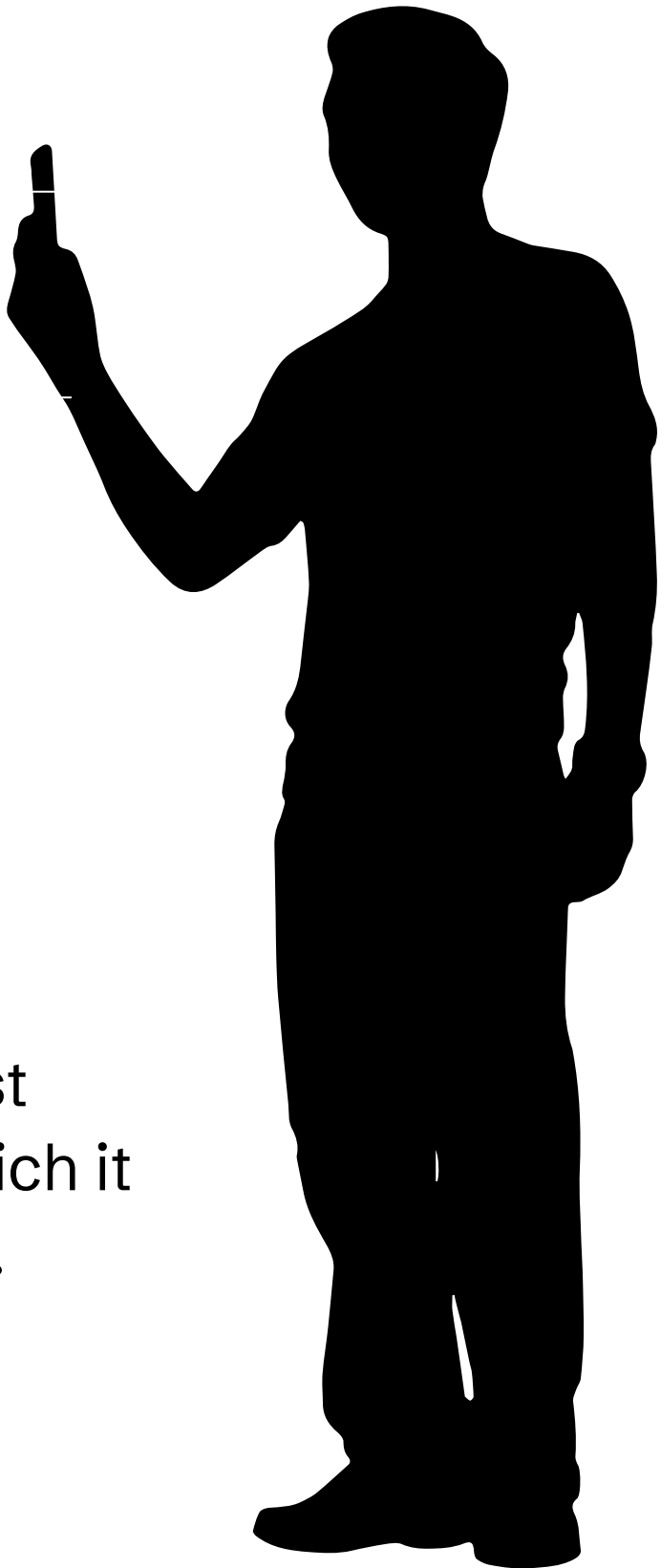
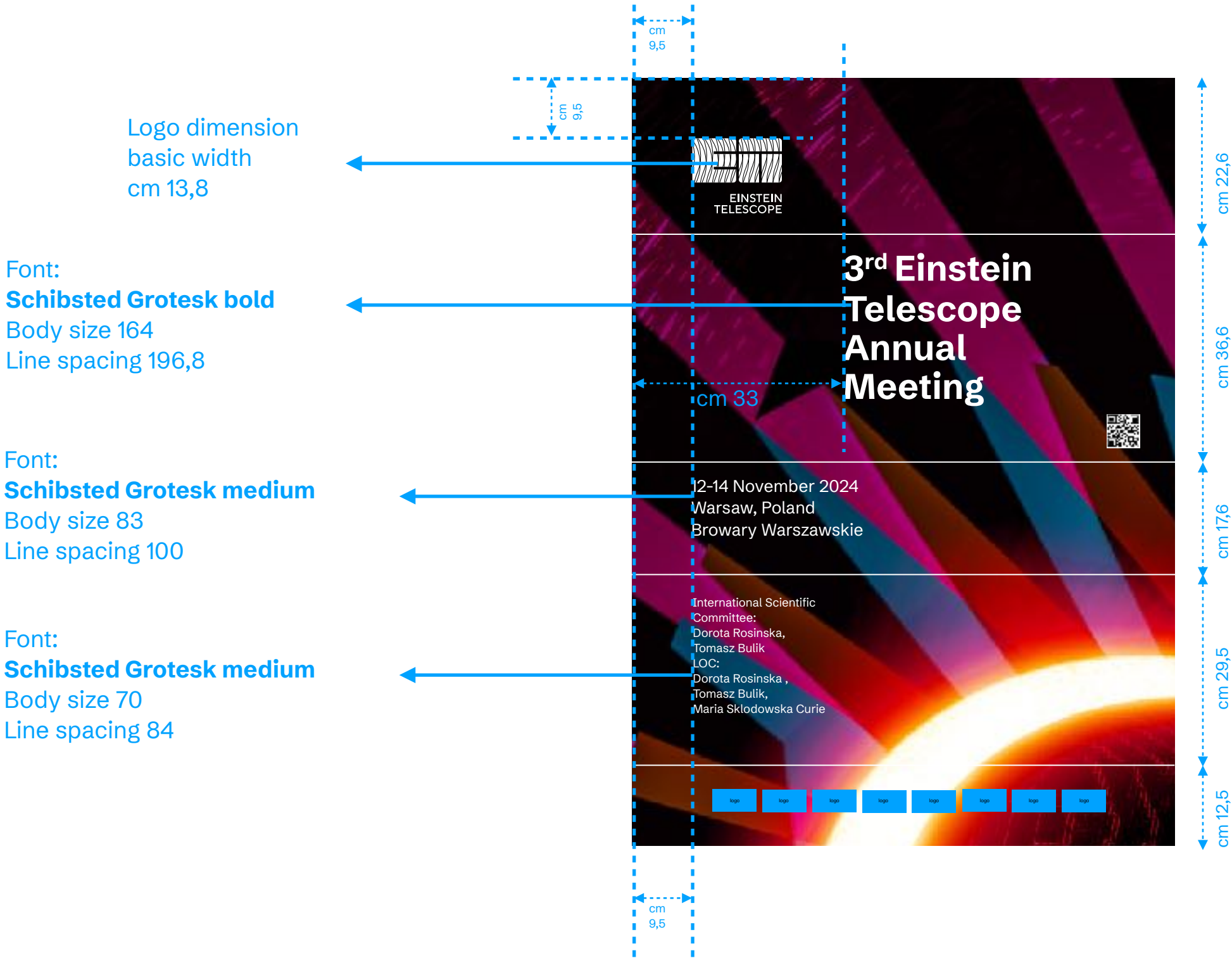
cm 18,5



poster

A0 - cm 84,1x 118,9

A1 - cm 59,4 x 84,1



Poster Guidelines

It is possible to change the background image, the important thing is that the texts are clearly visible.

The A1 format is the first derived from A0, of which it represents exactly half.

# brochure

## Brochure cover

The cover is composed of 3 elements: the logo, the payoff, the background image.

The position of the logo and the payoff on the cover depends on the subject of the image or photo.

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

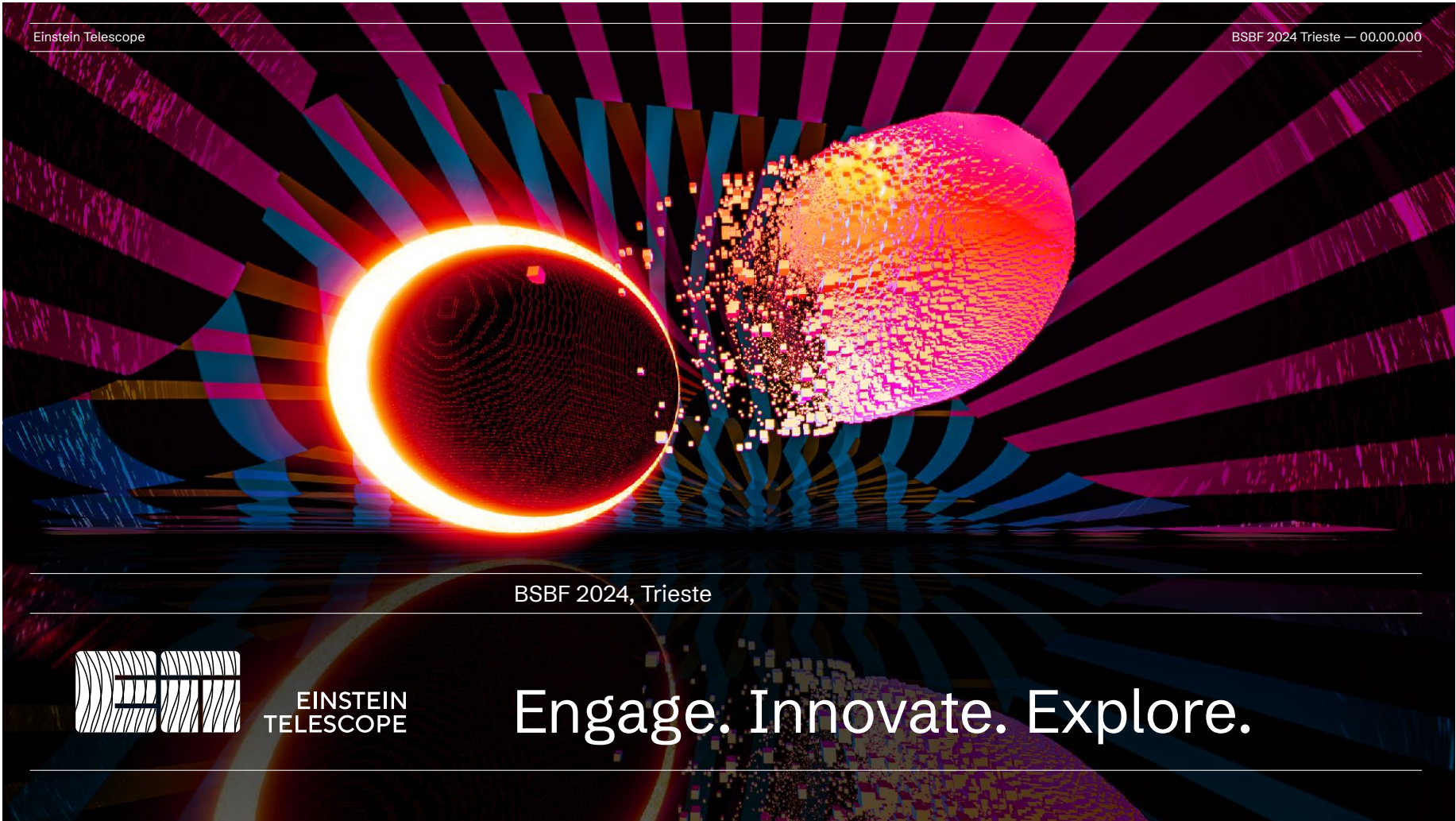
The logo version (primary or secondary) will also depend on the image type.



presentation template

file: 16.9\_ET Presentation template

file: 4.3\_ET Presentation template



Einstein TelescopeBSBF 2024 Trieste — 00.00.000

Gravitational waves

Gravitational waves are transient displacements in a [gravitational field](#)—generated by the motion or acceleration of [gravitating](#) masses—that [radiate outward](#) from their source at the [speed of light](#).<sup>[1]</sup> They were first proposed by [Oliver Heaviside](#) in 1893 and then later by [Henri Poincaré](#) in 1905 as the gravitational equivalent of [electromagnetic waves](#).<sup>[2]</sup> In 1916,<sup>[3]</sup> [Albert Einstein](#) demonstrated that gravitational waves result from his [general theory of relativity](#) as ripples in [spacetime](#).<sup>[5][6]</sup>

Note:

- <sup>[1]</sup> Speed of light
- <sup>[2]</sup> Electromagnetic waves
- <sup>[3]</sup> Spacetime

Gravitational waves transport energy as **gravitational radiation**, a form of [radiant energy](#) similar to [electromagnetic radiation](#).<sup>[7]</sup> [Newton's law of universal gravitation](#), part of [classical mechanics](#), does not provide for their existence, since that law is predicated on the assumption that [physical interactions propagate instantaneously](#) (at infinite speed)—showing one of the ways the methods of Newtonian physics are unable to explain phenomena associated with relativity.

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Index of content

- large european research infrastructure
- future ground based gravitational wave detector
- next generation gw
- observatory after advanced ligo, virgo and kagra
- located in europe

- large international community
- scientific motivation

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Gravitational waves



01 Gravitational waves caption

Gravitational waves are transient displacements in a [gravitational field](#)—generated by the motion or acceleration of [gravitating](#) masses—that [radiate outward](#) from their source at the [speed of light](#).<sup>[1]</sup> They were first proposed by [Oliver Heaviside](#) in 1893 and then later by [Henri Poincaré](#) in 1905 as the gravitational equivalent of [electromagnetic waves](#).<sup>[2]</sup> In 1916,<sup>[3]</sup> [Albert Einstein](#) demonstrated that gravitational waves result from his [general theory of relativity](#) as ripples in [spacetime](#).<sup>[5][6]</sup>

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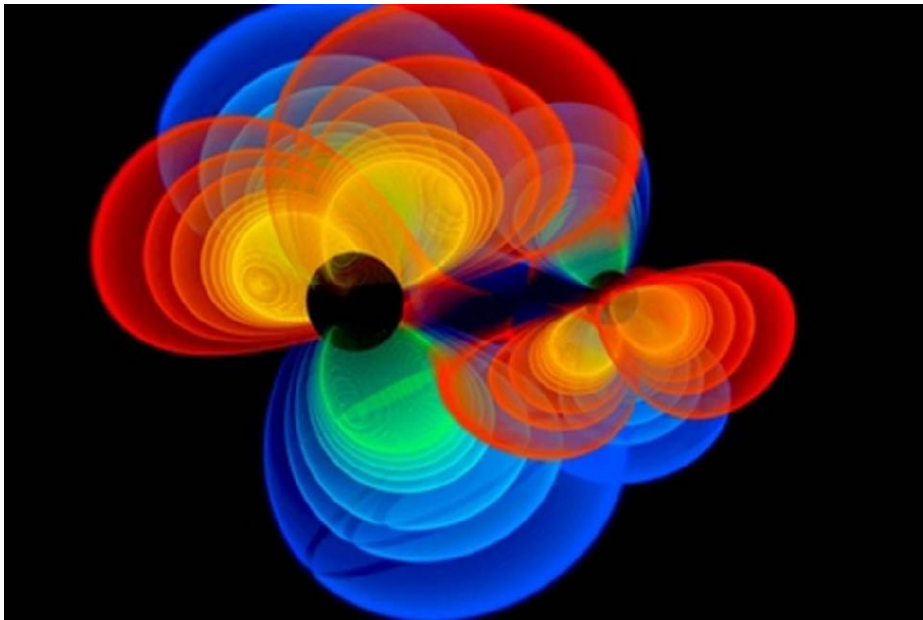
6

presentation template

file: 16.9\_ET Presentation template

file: 4.3\_ET Presentation template

Einstein TelescopeBSBF 2024 Trieste — 00.00.000



01 Gravitational waves caption

**Gravitational waves** are transient displacements in a **gravitational field**—generated by the motion or acceleration of **gravitating masses**—that **radiate outward** from their source at the **speed of light**.<sup>[1]</sup> They were first proposed by **Oliver Heaviside** in 1893 and then later by **Henri Poincaré** in 1905 as the gravitational equivalent of **electromagnetic waves**.<sup>[2]</sup> In 1916,<sup>[3]</sup> <sup>[4]</sup> **Albert Einstein** demonstrated that gravitational waves result from his **general theory of relativity** as ripples in **spacetime**.<sup>[5]</sup><sup>[6]</sup>

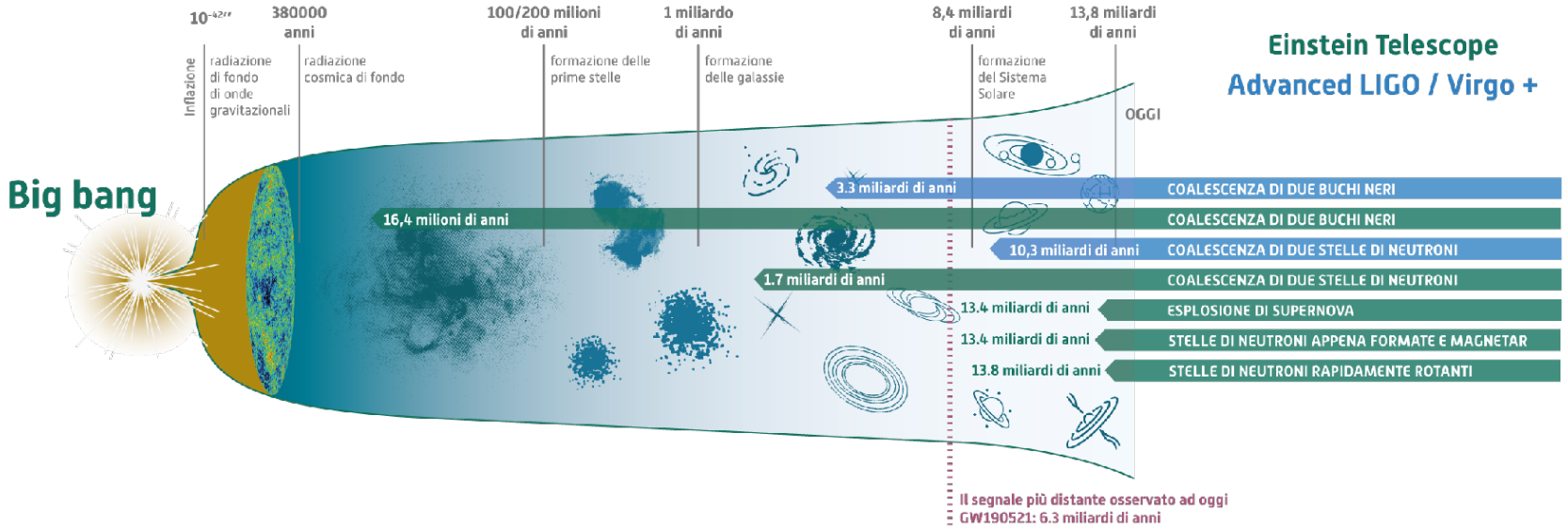
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### Big Bang



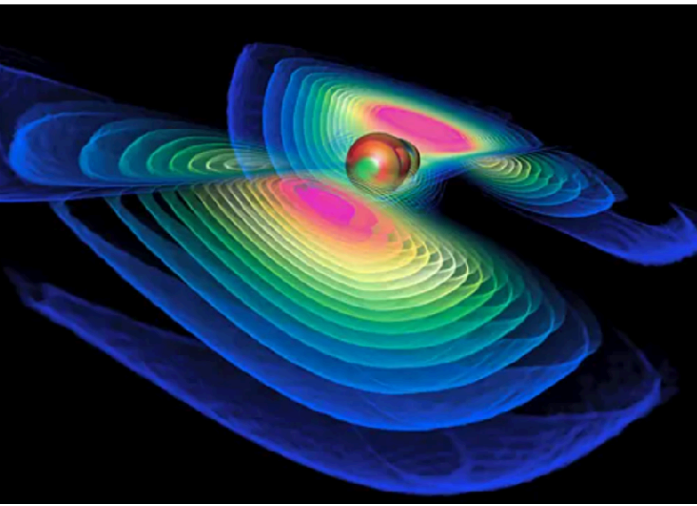
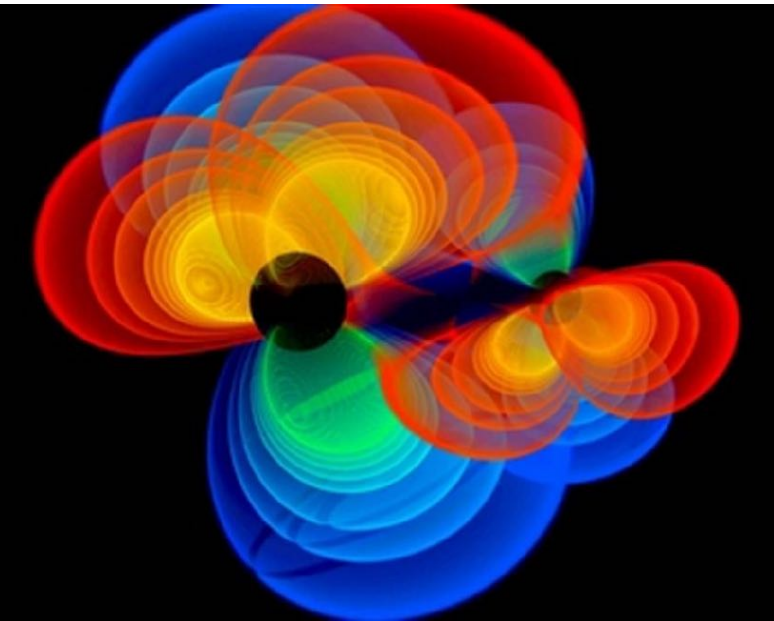
**Einstein Telescope  
Advanced LIGO / Virgo +**

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01 Gravitational waves caption

02 Gravitational waves caption

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Caption:  
EU Map  
The **European Union (EU)** is a **supranational political and economic union of 27 member states that are located primarily in Europe**.<sup>==</sup>  
The Union has a total area of 4,233,255 km² (1,634,469 sq mi) and an estimated total population of over 449 million. The EU has often been described as a ***sui generis*** political entity combining the characteristics of both a **federation** and a **confederation**.

Containing 5.8% of the **world population** in 2020,<sup>==</sup> EU member states generated a **nominal gross domestic product (GDP)** of around US\$16.6 trillion in 2022, constituting approximately one sixth of global **nominal GDP**.  
<sup>==</sup> Additionally, all EU states except Bulgaria have a very high **Human Development Index** according to the **United Nations Development Programme**.



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presentation template

file: 16.9\_ET Presentation template

file: 4.3\_ET Presentation template

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**Gravitational waves** are transient displacements in a gravitational field—generated by the motion or acceleration of gravitating masses—that radiate outward from their source at the speed of light.<sup>[1]</sup> They were first proposed by Oliver Heaviside in 1893 and then later by Henri Poincaré in 1905 as the gravitational equivalent of electromagnetic waves.<sup>[2]</sup> In 1916,<sup>[3]</sup> <sup>[4]</sup> Albert Einstein demonstrated that gravitational waves result from his general theory of relativity as ripples in spacetime.<sup>[5][6]</sup>

Gravitational waves transport energy as **gravitational radiation**, a form of radiant energy similar to electromagnetic radiation. <sup>[7]</sup> Newton's law of universal gravitation, part of classical mechanics, does not provide for their existence, since that law is predicated on the assumption that physical interactions propagate instantaneously (at infinite speed)—showing one of the ways the methods of Newtonian physics are unable to explain phenomena associated with relativity.

Note:  
<sup>[1]</sup> Speed of light  
<sup>[2]</sup> Electromagnetic waves  
<sup>[3]</sup> Spacetme

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**Gravitational waves**



**Gravitational waves** are transient displacements in a gravitational field—generated by the motion or acceleration of gravitating masses—that radiate outward from their source at the speed of light.<sup>[1]</sup> They were first proposed by Oliver Heaviside in 1893 and then later by Henri Poincaré in 1905 as the gravitational equivalent of electromagnetic waves.<sup>[2]</sup> In 1916,<sup>[3]</sup> <sup>[4]</sup> Albert Einstein demonstrated that gravitational waves result from his general theory of relativity as ripples in spacetime.<sup>[5][6]</sup>

Gravitational waves transport energy as **gravitational radiation**, a form of radiant energy similar to electromagnetic radiation. <sup>[7]</sup> Newton's law of universal gravitation, part of classical mechanics, does not provide for their existence, since that law is predicated on the assumption that physical interactions propagate instantaneously (at infinite speed)—showing one of the ways the methods of Newtonian physics are unable to explain phenomena associated with relativity.

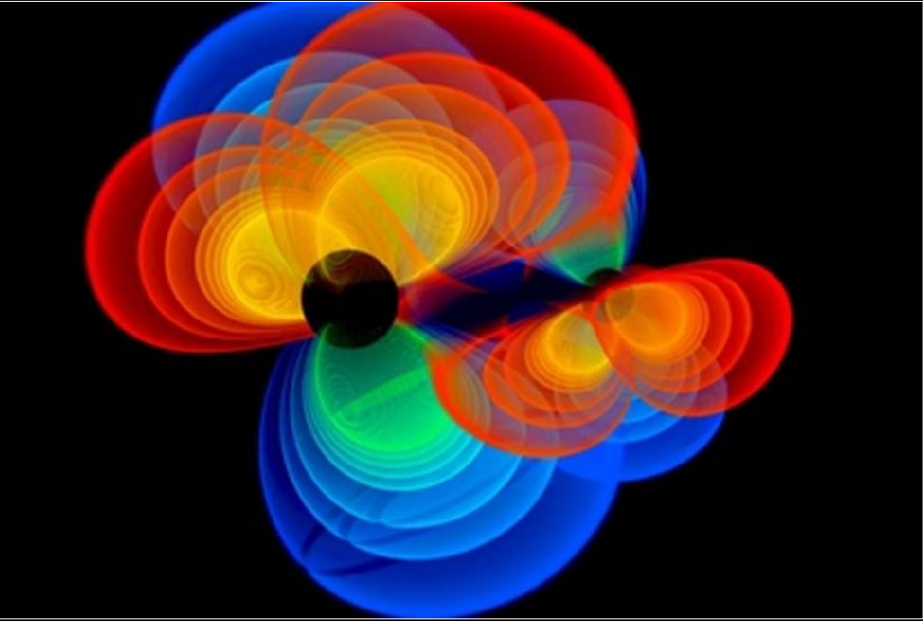
01 Gravitational waves caption

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BSBF 2024 Trieste — 00.00.000



**Gravitational waves** are transient displacements in a gravitational field—generated by the motion or acceleration of gravitating masses—that radiate outward from their source at the speed of light.<sup>[1]</sup> They were first proposed by Oliver Heaviside in 1893 and then later by Henri Poincaré in 1905 as the gravitational equivalent of electromagnetic waves.<sup>[2]</sup> In 1916,<sup>[3]</sup> <sup>[4]</sup> Albert Einstein demonstrated that gravitational waves result from his general theory of relativity as ripples in spacetime.<sup>[5][6]</sup>

01 Gravitational waves caption

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Thank you!

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social media / logo

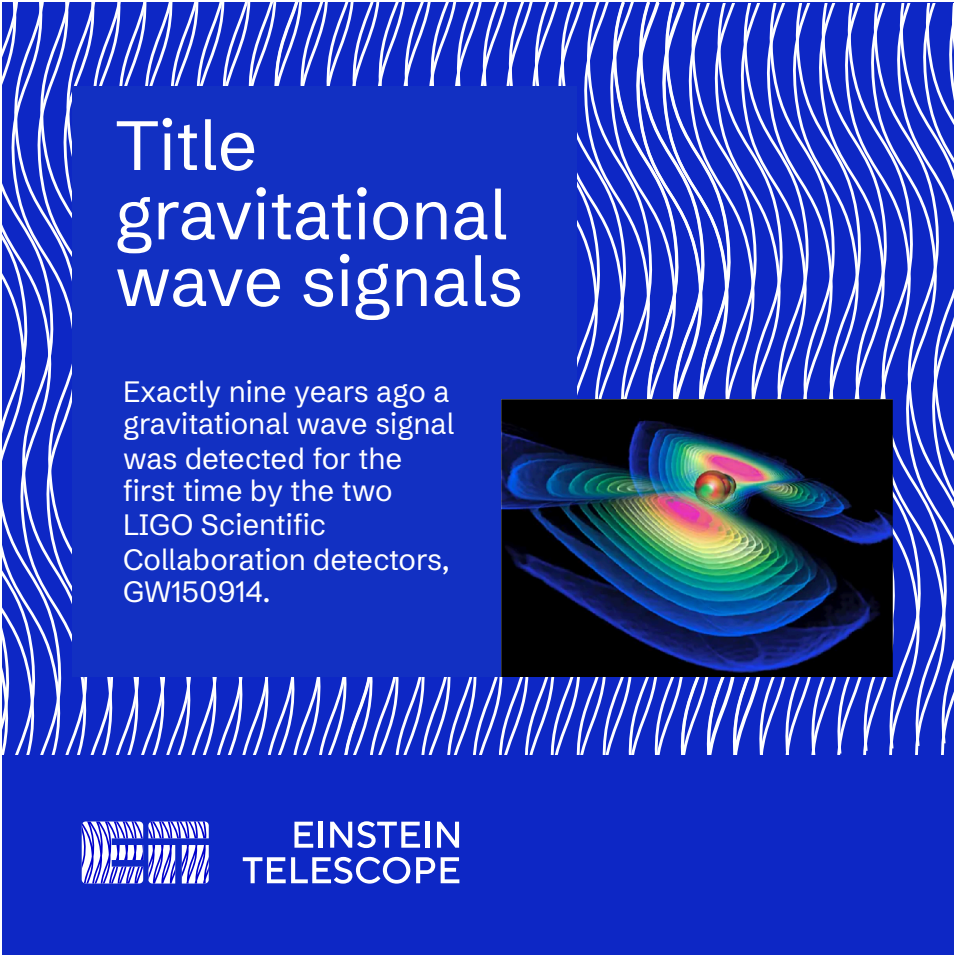
1080x1080 instagram banner template



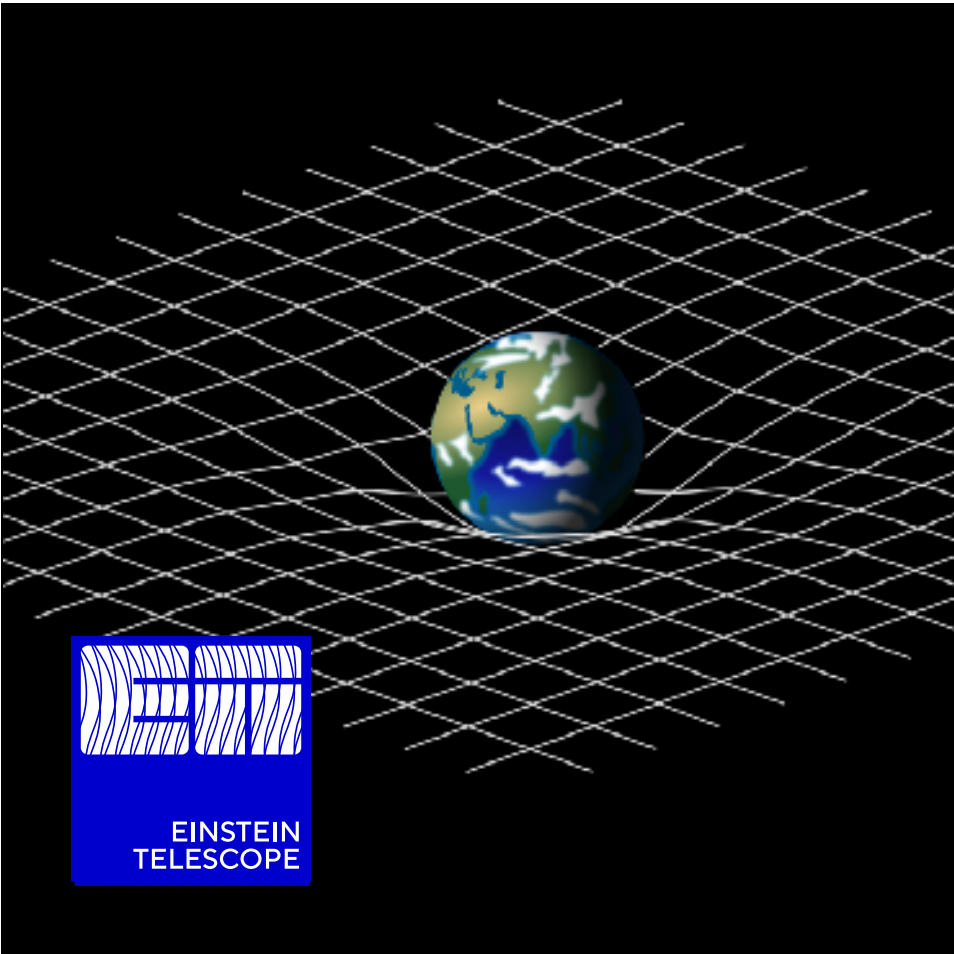
N.1



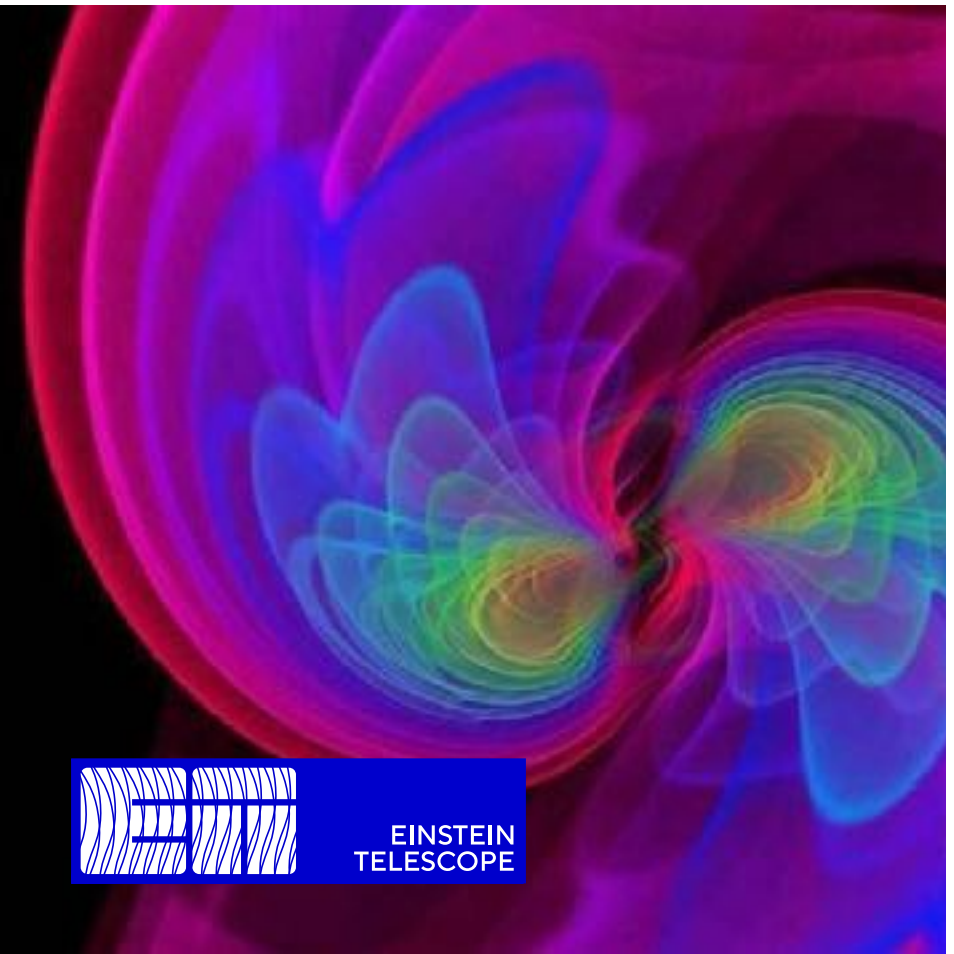
N.2



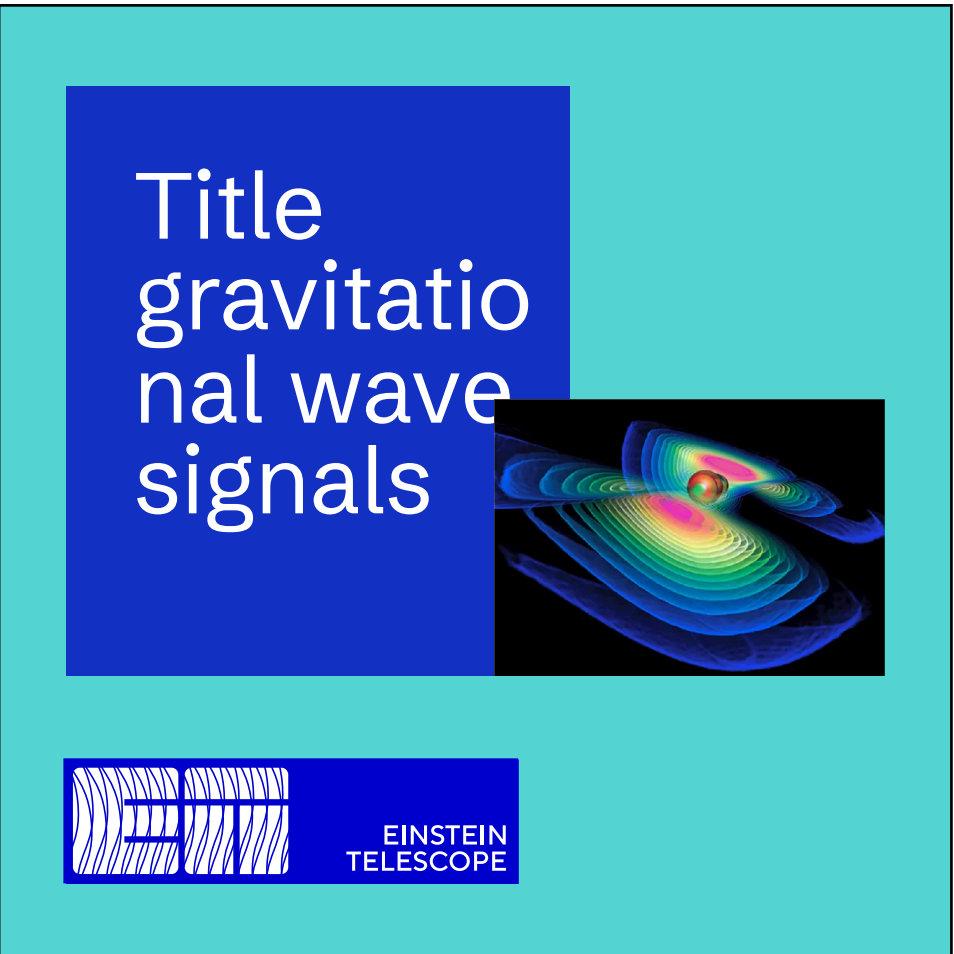
N.3



N.4



N.5



N.6

social media / logo

rectangular banner template

profile image template



N.2  
rectangular

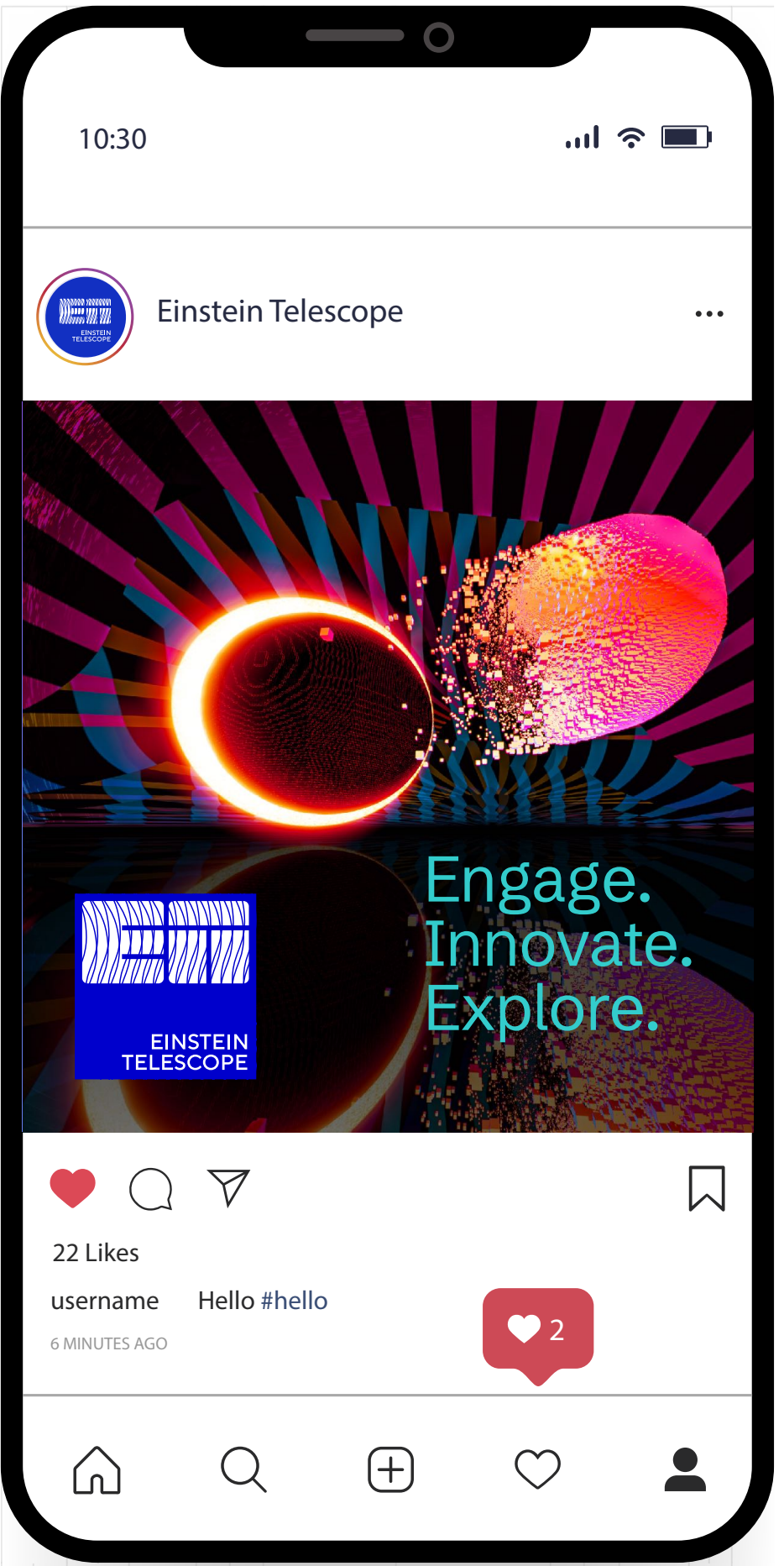
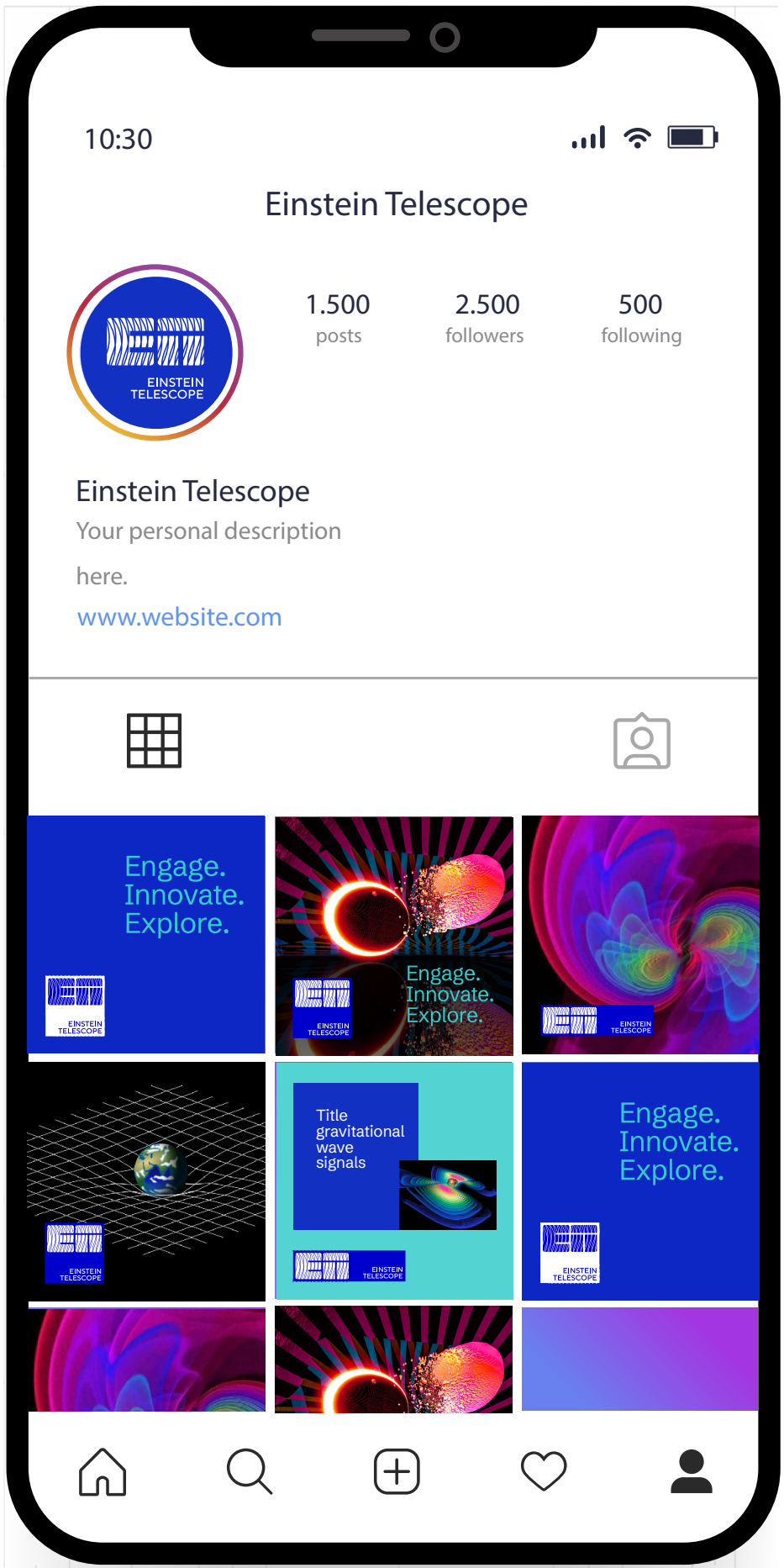
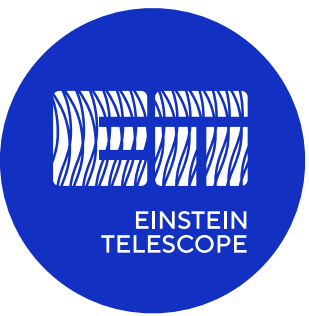
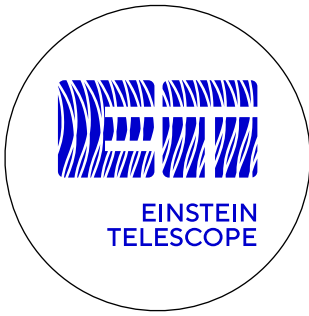
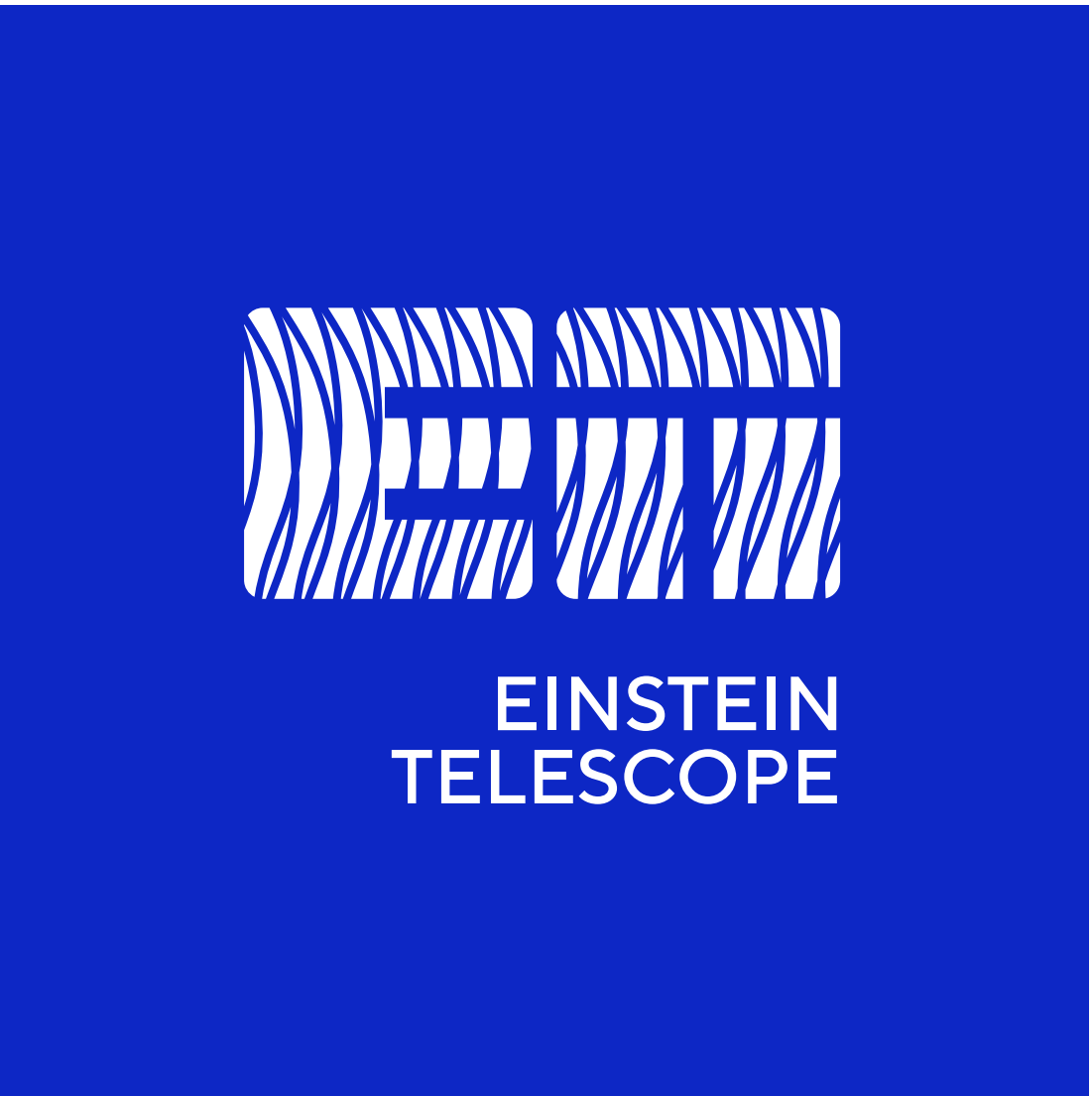
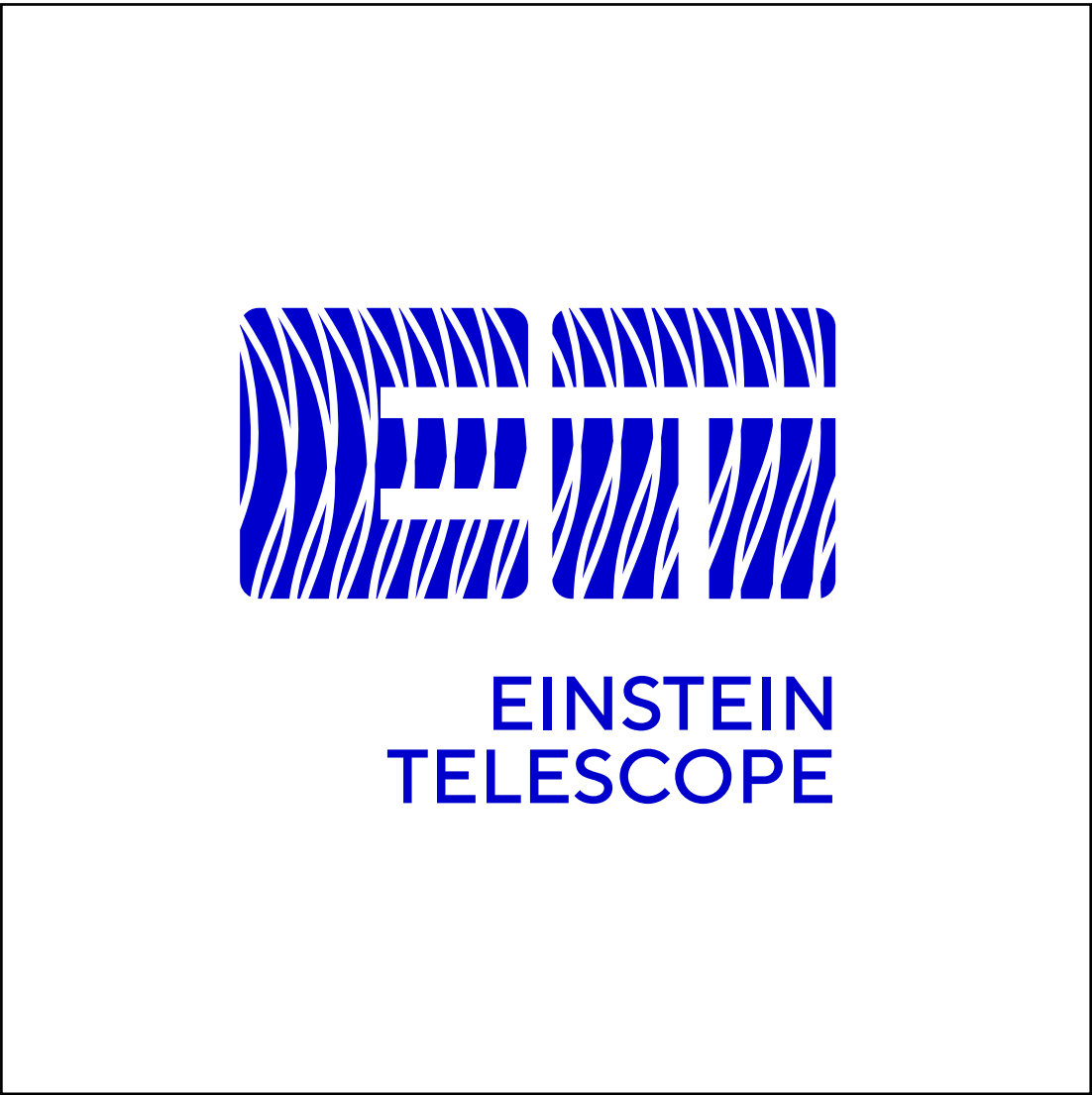


N.2  
rectangular  
without logo

social media / logo for icon - small dimension

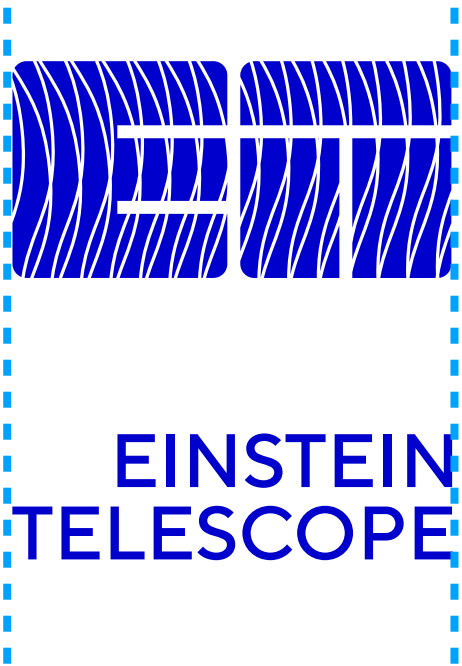
file: 23\_a\_ET\_vertical\_social\_icon\_RGB  
file: 23\_a\_ET\_vertical\_social\_icon\_RGB.svg

file: 23\_b\_ET\_vertical\_social\_icon\_RGB  
file: 23\_b\_ET\_vertical\_social\_icon\_RGB.svg



book cover

file: 24\_ET\_perforated waves  
file: 25\_Einstein\_Telescope



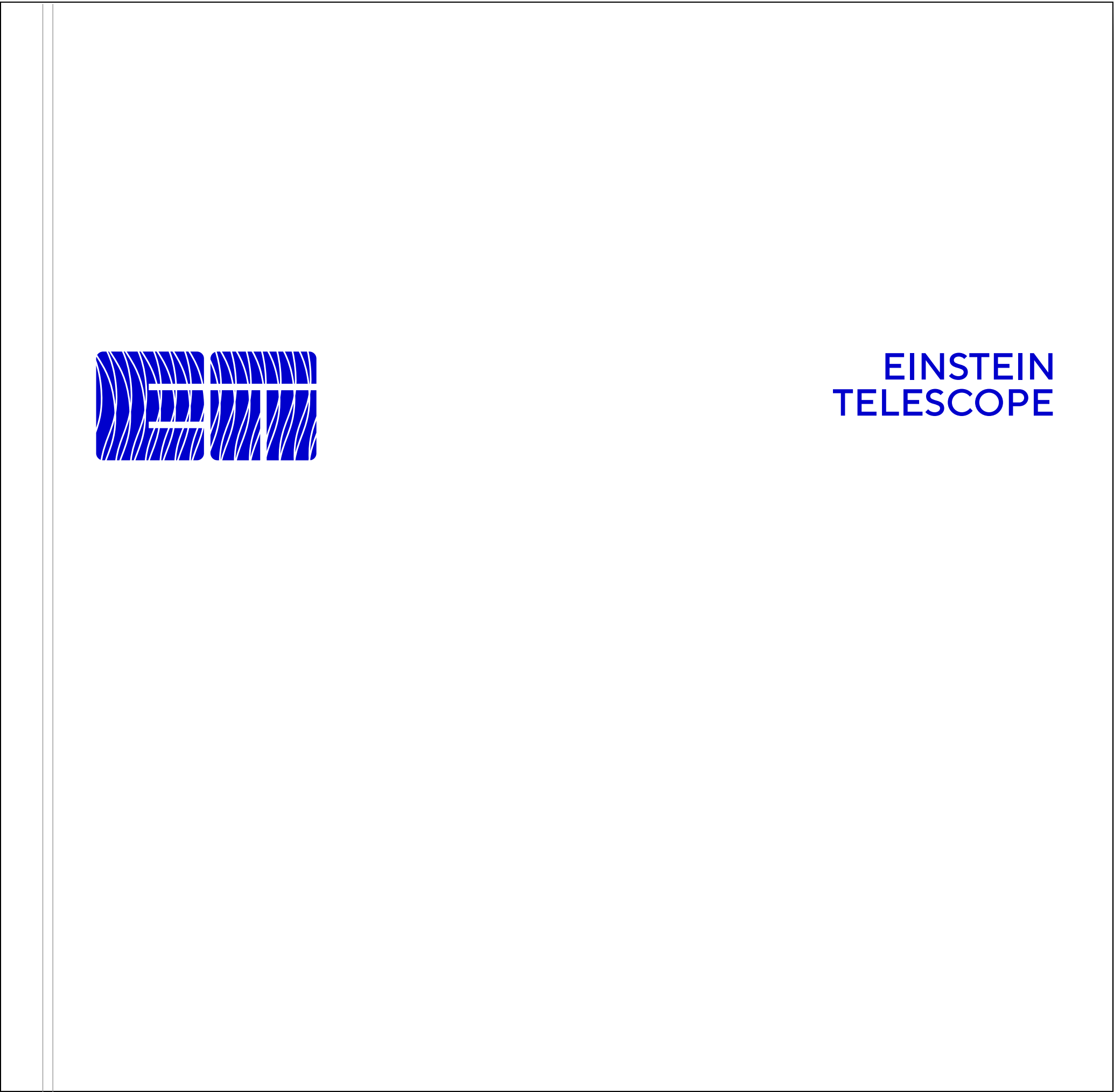
file:  
24\_ET\_perforated waves

file:  
25\_Einstein\_Telescope

Book cover

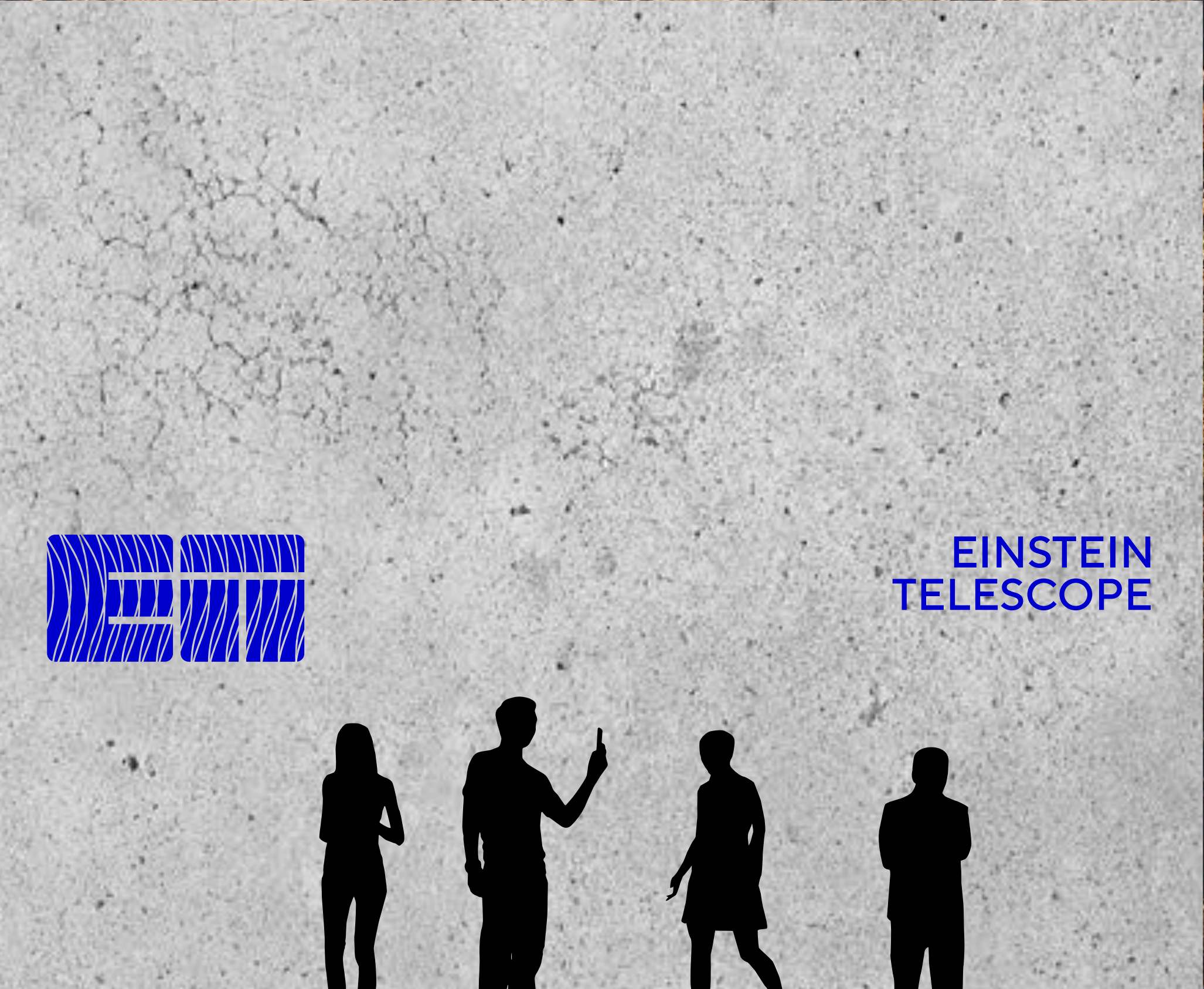
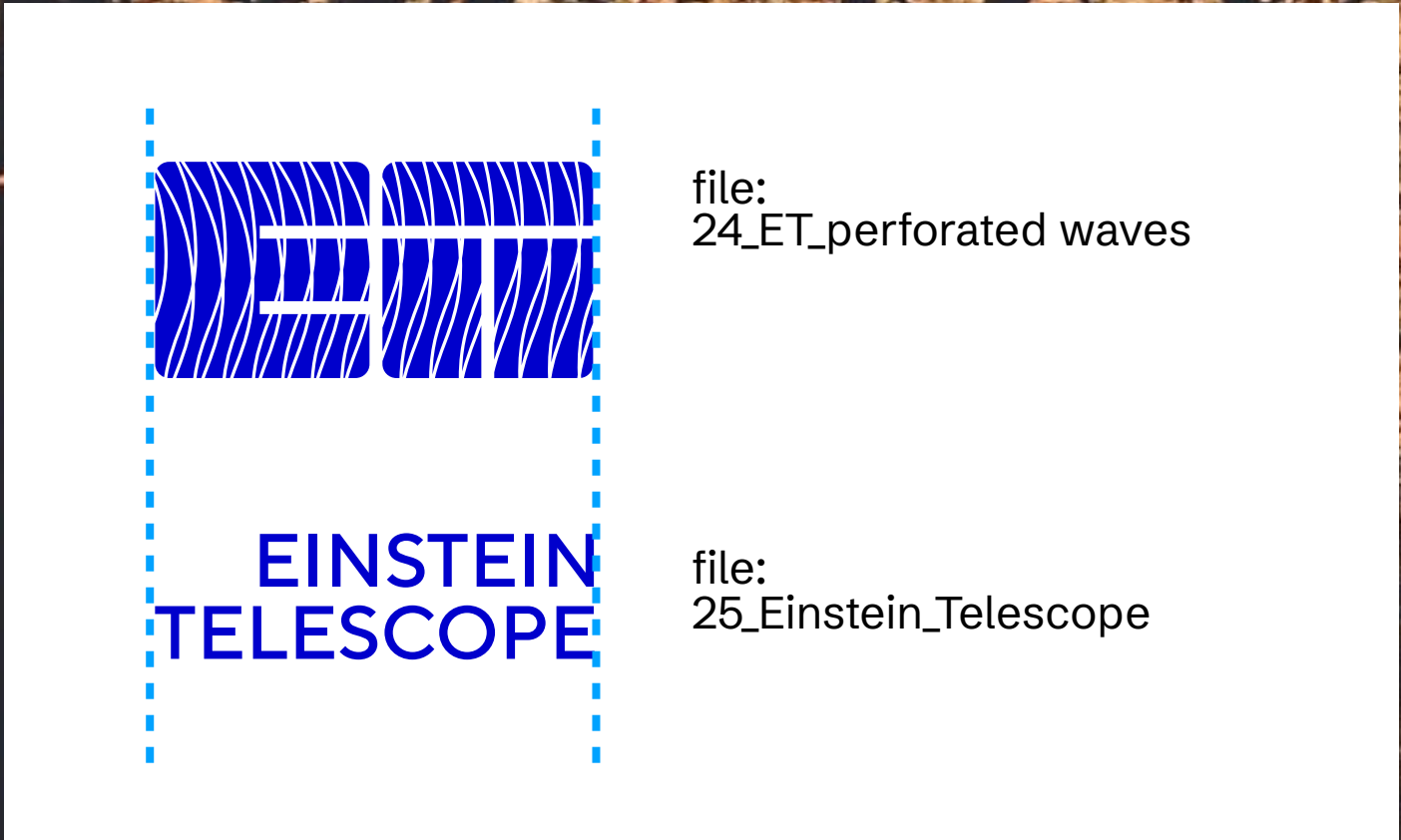
The cover is composed of 2 elements: the monogram and the words "Einstein Telescope".

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



building wall - big dimension

file: 24\_ET\_perforated waves  
file: 25\_Einstein\_Telescope



stand wall - big dimension

file: 07\_a  
file: 07\_b



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# Einstein Telescope

## Brand Identity Guidelines

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