



# AURA

BRAND STYLE GUIDE



**Our Mission:** AURA enables astronomical discovery and promotes broad engagement in exploring the Universe.

**Our Vision:** AURA is committed to creating a world in which astrophysics discovery inspires and engages all of humanity.

AURA enables astrophysics breakthroughs by creating and sharing universal access to world-class facilities.

The Association of Universities for Research in Astronomy (AURA), a 501(c)(3) nonprofit organization founded in 1957, is a consortium of 49 US institutions and 2 international affiliates. Although it began as a small organization with just eight founding members, AURA is now a thriving scientific institution with 51 members and about 1,800 employees.

AURA's role is to establish, nurture, and promote public observatories and facilities that advance innovative astronomical research. In addition, AURA is deeply committed to public and educational outreach.

#### **AURA Centers**

AURA manages world-class astronomical Centers for the National Science Foundation (NSF) and NASA.

For NSF, AURA manages NSF NOIRLab, located in Tucson Arizona, La Serena, Chile and Hilo, Hawai'i, and the NSF National Solar Observatory (NSO) located in Boulder Colorado and Maui, Hawai'i.

For NASA, AURA manages the Space Telescope Science Institute (STScI) located in Baltimore, Maryland.

## AURA's Values

Scientific Integrity

Open Access

Professional Integrity

Service

Transparency

Respect

Safety

AURA operates some of the largest and most advanced astronomical facilities on the planet and in space for NSF and NASA.

AURA is an equal opportunity employer of about 1,800 talented staff.

AURA provides open access to data through its archives to support research.

AURA provides support and resources for the astronomical community.

AURA is a trusted, honest, and scientifically accurate source of astronomical information and news.

AURA's mission includes promoting public understanding of our universe and the benefits of scientific exploration through outreach and education.



## LOGO

### AURA Logo for Light Background

2-Color: PMS294 / BLACK

4-Color: C100 M86 Y30 K23 / K100

RGB: #282c6a / BLACK

### AURA White Logo for Dark Backgrounds

White logo with a transparent background

Logo files can be downloaded here:  
<https://www.aura-astronomy.org/media/>

Original Adobe Illustrator files are available upon request.

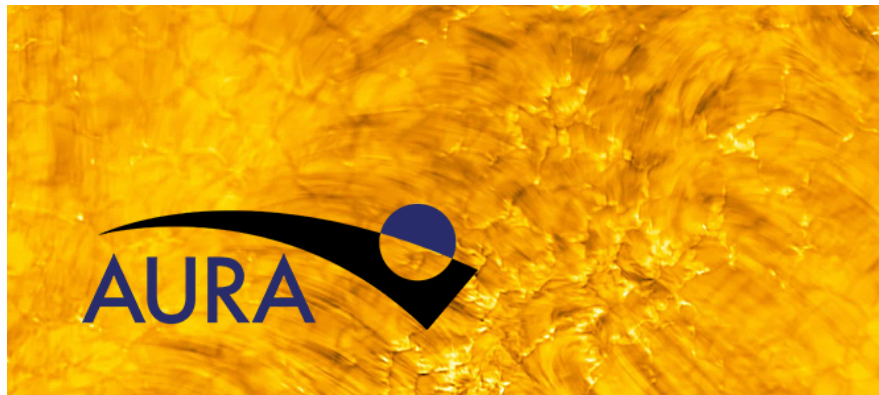


## LOGO USAGE



### OK Usage

AURA white logo on dark background.  
NOTE: bottom half of circle is transparent.



### OK Usage

AURA black/blue logo on a light background.  
NOTE: bottom half of circle is transparent.

### DO NOT

Disproportionately scale the logo. The circle must remain perfectly round.



### DO NOT

Fill the bottom half of the circle with white.



# IMAGERY

## Available Images

Use astronomical images and images of telescope facilities found on the AURA, NOIRLab, Rubin Observatory, NSO, STScI, or NASA Science (Hubble, JWST) websites.

### Links:

<https://www.aura-astronomy.org>

<https://noirlab.edu/public/images/>

<https://nso.edu/gallery/>

<https://rubinobservatory.org/gallery>

<https://science.nasa.gov/mission/webb/#Latest-Images>

<https://science.nasa.gov/mission/hubble/multimedia/hubble-images/>

<https://www.stsci.edu>



Montage of telescopes managed or operated by AURA. Credit: AURA/S Lifson

## Image Use Guidelines

Images of telescopes and astronomical images are an integral part of AURA's brand and can be found at the links provided.

- Always use the highest resolution and clearest images possible (optimized).
- Always properly credit images, usually available at the image source. Use full credits including image processing if room allows.
- As much as possible, provide captions explaining images.
- AI generated images should be avoided. If used, credit the source.

**Each of our centers have their own terms of image use. Please refer to the following websites for information:**

STScI: <http://www.stsci.edu/copyright>

NSF National Solar Observatory: <https://www.nso.edu/about/image-use-policy/>

NSF NOIRLab images: <https://noirlab.edu/public/copyright/>

NSF-DOE Vera C. Rubin Observatory images: <https://rubinobservatory.org/gallery/media-policy>

## TYPOGRAPHY

AURA's typography is typically sanserif with a clean modern look.

**Logo Font:** Futura Medium

**ABCdef**

**Headline Font:** Avenir Heavy

**ABCdef**

**Body Text:** Helvetica Regular or Arial if Helvetica is unavailable

**ABCdef**

If a serif option is needed:

**Serif Font:** PT Serif Regular

**ABCdef**

## CENTER BRANDING

The NSF Centers and facilities AURA operates must adhere to specific branding guidelines as directed by the NSF.

### **Naming:**

NSF NOIRLab

NSF-DOE Vera C. Rubin Observatory (Rubin)  
The International Gemini Observatory (Gemini)

NSF National Solar Observatory (NSO)

NSF Daniel K. Inouye Solar Telescope (Inouye)

NOIRLab Brand Guidelines:

<https://noirlab.edu/public/media/archives/techdocs/pdf/techdoc001.pdf>

Rubin Visual Identity:

<https://rubin.canto.com/g/RubinVisualIdentity/index?viewIndex=1>