



INTRODUCTION

This style guide contains the assets and guidance for use of the Helio Physics Big Year Identifier. All assets included in this guide can be [downloaded here](#).

The Heliophysics Big Year is a NASA-led public engagement campaign designed to promote heliophysics broadly, make heliophysics science and information accessible to all, and showcase ongoing efforts to understand the Sun and all that it touches. We are challenging the public to participate in as many Sun science activities as possible from October 2023 to December 2024, leading up to and around solar maximum.

We are inviting the scientific community, NASA partners, education and academic institutions, and all those interested in sharing the science, art, and beauty of heliophysics to participate in the Heliophysics Big Year. We have created the following identifier as a way to tie together the collective efforts of the entire heliophysics community into one cohesive brand. Anyone supporting the Heliophysics Big Year effort may use these resources in accordance with this style guide.

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IDENTIFIER



FULL COLOR (PRIMARY)

USAGE NOTES
Graphic for use on light backgrounds.



WHITE

USAGE NOTES
Graphic for use on color or dark backgrounds.



WHITE

USAGE NOTES
Graphic for use on dark backgrounds when background color will interfere with full color.



BLACK

USAGE NOTES
Graphic for use on light backgrounds when background color will interfere with full color.

IDENTIFIER LOGOTYPE



HELIOPHYSICS
BIG YEAR

FULL COLOR (PRIMARY)

USAGE NOTES

Graphic for use on light backgrounds.



HELIOPHYSICS
BIG YEAR

WHITE

USAGE NOTES

Graphic for use on color or dark backgrounds.



HELIOPHYSICS
BIG YEAR

WHITE

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Graphic for use on dark backgrounds when background color will interfere with full color.



HELIOPHYSICS
BIG YEAR

BLACK

USAGE NOTES

Graphic for use on light backgrounds when background color will interfere with full color.

DISPLAY FONTS

DISPLAY FONTS

**FUTURA PT
COND**

ABCdef
FOR MAIN TITLES

FUTURA PT
MEDIUM

ABCdef
FOR SUBTITLES

SYSTEM FONT ALTERNATIVES

**ARIAL NARROW
BOLD**

ABCdef
FOR MAIN TITLES

Display fonts are only for use on titles and headers. Use Arial Narrow, when Futura PT is unavailable.

BODY FONTS

The Helvetica typeface should be used for all body text. Use the Arial or Inter font family when Helvetica is unavailable. Only use Arial for presentations.

ABCdef
THIN

ABCdef
ITALIC

ABCdef
CONDENSED

ABCdef
LIGHT

ABCdef
MEDIUM

ABCdef
MEDIUM
CONDENSED

ABCdef
ROMAN

ABCdef
BOLD

ABCdef
CONDENSED
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

IDENTIFIER COLORS

MAIN BRANDING COLOR



ORANGE

RGB: 239, 90, 36

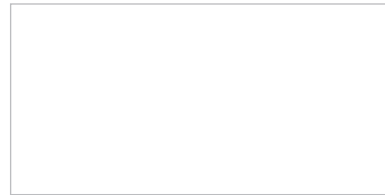
HEX EF5A24



YELLOW

RGB: 249, 174, 59

HEX F9AE3B



WHITE

RGB: 255, 255, 255

HEX FFFFFFFF



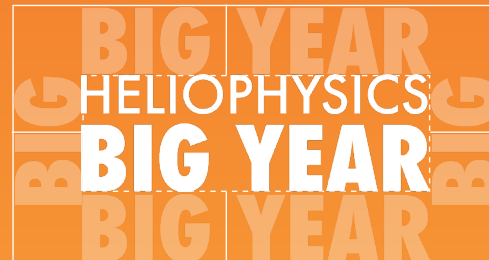
BLACK

RGB: 0, 0, 0

HEX 000000

PROTECTED SPACE

Make sure to leave breathing space around the identifier. The recommended protected space surrounding the graphic identifier is equal to or greater than the height of the 'BIG YEAR' on all sides.



MINIMUM SIZE

For optimal legibility, the full graphic identifier should appear no smaller than 1", and the logotype no smaller than .33"



ASSETS - FULL IDENTIFIER



DESCRIPTION

Identifier key artwork - white version can be used on dark or colorized backgrounds. (.eps and .svg files for print)

FILENAME

HBY_branding.eps
HBY_color_full.png
HBY_white_full.png
HBY_black_full.png
HBY_color_full.svg
HBY_white_full.svg
HBY_black_full.svg

LOGOTYPE



DESCRIPTION

Type Only - use when appearing with other NASA branding.
(.svg files for print)

FILENAME

HBY_color_typeOnly.png
HBY_white_typeOnly.png
HBY_black_typeOnly.png
HBY_color_typeOnly.svg
HBY_white_typeOnly.svg
HBY_black_typeOnly.svg

ASSETS - WATERMARK



DESCRIPTION

Graphic Only (.svg files for print) - can be used as watermarks on pages bleeding off the page with low opacity (30%).

FILENAME

HBY_color_watermark.png
HBY_white_watermark.png
HBY_black_watermark.png
HBY_color_watermark.svg
HBY_white_watermark.svg
HBY_black_watermark.svg

ASSETS - ANIMATED IDENTIFIER (COLOR WITH GLOW)



DESCRIPTION

Animated Identifier in Color with Glow
Effect on Black BG

FILENAME

HBY_Identifier_Motion_ColorGlow_2kProres.mov
HBY_Identifier_Motion_ColorGlow_2kProres.mp4
HBY_Identifier_Motion_ColorGlow_4kProres.mov
HBY_Identifier_Motion_ColorGlow_4kProres.mp4
HBY_Identifier_Motion_ColorGlow_Square.gif
HBY_Identifier_Motion_ColorGlow_Square.mov
HBY_Identifier_Motion_ColorGlow_Square.mp4
HBY_Identifier_Motion_Colorglow_v01.mp4
HBY_Identifier_Motion_ColorGlow_Vertical_4kProres.mov

ASSETS - ANIMATED IDENTIFIER (COLOR ON ALPHA)



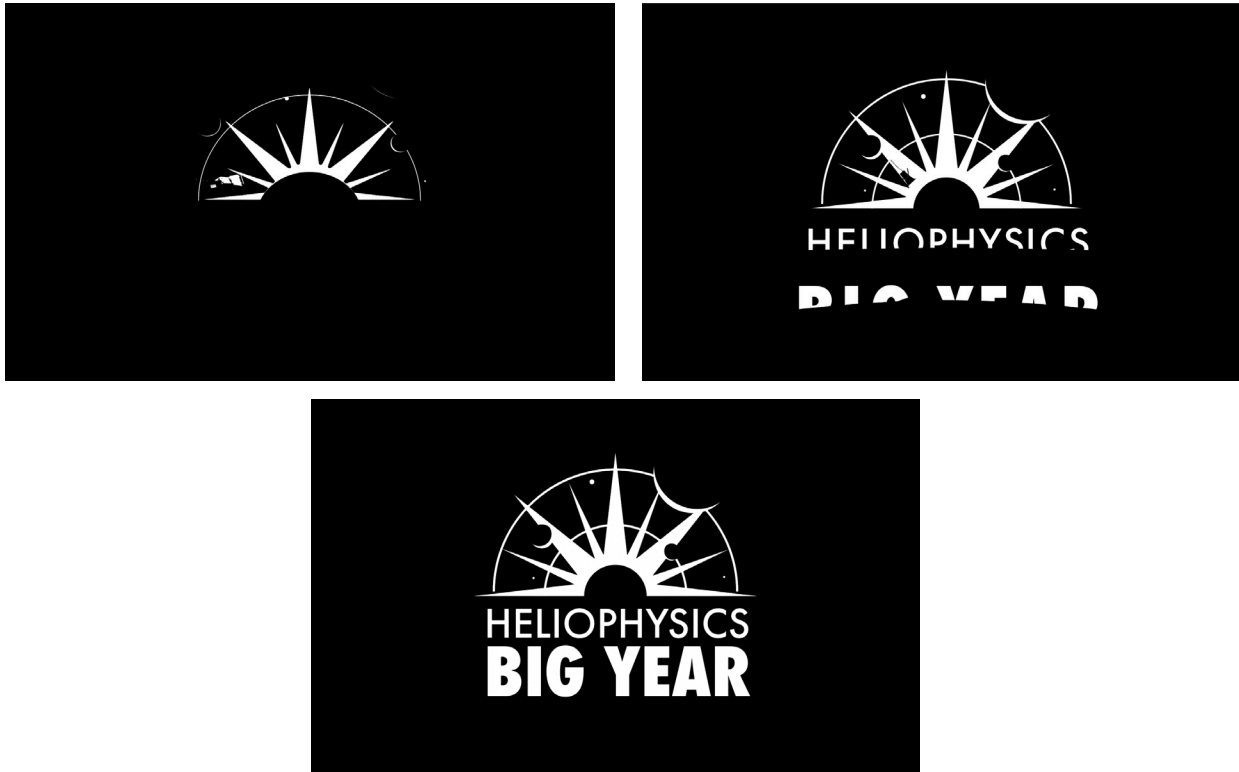
DESCRIPTION

Animated Identifier in Color on Alpha

FILENAME

HBY_Identifier_Motion_ColorAlpha_2kProres.mov
HBY_Identifier_Motion_ColorAlpha_2kProres.mp4
HBY_Identifier_Motion_ColorAlpha_4kProres.mov
HBY_Identifier_Motion_ColorAlpha_4kProres.mp4
HBY_Identifier_Motion_ColorAlpha_Sqaure_OnWhite.gif
HBY_Identifier_Motion_ColorAlpha_Square.gif
HBY_Identifier_Motion_ColorAlpha_Square.mov
HBY_Identifier_Motion_ColorAlpha_Square.mp4
HBY_Identifier_Motion_ColorAlpha_v01.mp4

ASSETS - ANIMATED IDENTIFIER (WHITE ON ALPHA)



DESCRIPTION

Animated Identifier in White on Alpha

FILENAME

HBY_Identifier_Motion_WhiteAlpha_2kProres.mov
HBY_Identifier_Motion_WhiteAlpha_2kProres.mp4
HBY_Identifier_Motion_WhiteAlpha_4kProres.mov
HBY_Identifier_Motion_WhiteAlpha_4kProres.mp4
HBY_Identifier_Motion_WhiteAlpha_Square.gif
HBY_Identifier_Motion_WhiteAlpha_Square.mov
HBY_Identifier_Motion_WhiteAlpha_Square.mp4

