



## Marketing resources

On the CD that accompanies this project, you will find the full marketing pack in electronic form. This includes:

- **Marketing images**
- **Project logos and Partner logos**
- **PowerPoint templates**
- **Text you can use to describe the workshops and the project**
- **Sample press releases**

We are keen that this project encourages people to share, innovate and pushes the field forward. As such we are passionate that the project's resources are shared and made openly available for a variety of people to use. For this reason we have licensed everything under Creative Commons.

### Images for your use

To assist you in marketing your workshops and activities to schools and families, and to assist you in getting press interest, we have commissioned photographers to take a series of photos. As part of the project, you are free to use these as you wish (for example, on the web, in print, in PowerPoints, in your annual reports and board presentations). You are also free to give these to media outlets for them to use. The professional photos are of students and adults participating in the activities and experiments, as well as close-ups of the equipment. These photos are supplied in both high-res and low-res formats.

You do not need to credit ASDC or the photographer each time you use our images. We would however want to have both ASDC and STFC mentioned (in full) somewhere in the accompanying text.

### Copyrights on materials

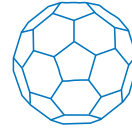
All of the project materials, including the handbook, workshops and images (but excluding the logo and hand-drawn illustrations), are licensed under Creative Commons Attribution-ShareAlike 3.0 Unported. This allows anyone to use and share the resources under certain conditions.

#### The Creative Commons licence means you are free to:

- Share the resources; to copy, distribute and transmit the work
- Remix the resources; to adapt the work

#### However you can **ONLY** do this under the following conditions:

- **Attribution**; you must attribute the work in the manner specified by ASDC (but not in any way that suggests that they endorse you or your use of the work)
- **Non-commercial**; you may not use this work for commercial purposes
- **Share Alike**; if you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one



The full license can be found here: <http://creativecommons.org/licenses/by-nc-sa/3.0/legalcode>.

**Attribution for the purpose of the Creative Commons Licence:** Copyright belongs to the Explore you Universe Project [www.exploreyouruniverse.org](http://www.exploreyouruniverse.org), led by The UK Association for Science and Discovery Centres.

**For clarification, whilst we would want you to acknowledge and celebrate ASDC and STFC in the text, we are not requiring you to attribute every picture.**

### Using images from elsewhere

STFC, ESA, CERN, ESO and NASA all have galleries of images that are free for you to use. You must check the specific images for terms of usage, as some may require approval. You can find links to these galleries and specific guidance about their usage on [www.exploreyouruniverse.org](http://www.exploreyouruniverse.org)



## Referring to the workshops and shows

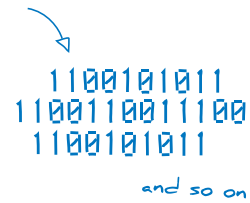
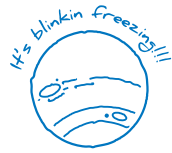
You should use 'Explore Your Universe' as the title of all your activities associated with this project.

**For example:**

- Explore Your Universe: Family show
- Explore Your Universe: Masterclass
- Explore Your Universe: Meet the expert
- Explore Your Universe: Schools workshop

You can use either the main project logo for everything, or these individual specific logos for your marketing, as you choose.





## The strapline

The project strapline is Atoms to Astrophysics. This should appear in your text.



ATOMS TO ASTROPHYSICS



**When using the strap line, it must always be placed either**

- To the right of the title or logo (as above)
- **or**
- Centred beneath the title/logo

When written in text, the strap line should be used as follows, with Capitals

**Explore Your Universe: Atoms to Astrophysics**

**You are not** obliged to use the strap line. Use it where you wish.

We hope you will evolve and grow these workshops over time. Therefore, after the first year of your delivery, you may interchange this strapline with the name of your specific new activity, for example, **“Explore Your Universe: Recreating the Big Bang”**.

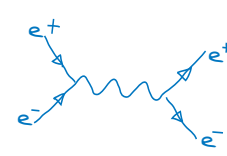
## Sample Marketing Text

You are free to use all or part of this text in any manner you choose. We would want you to mention the Science and Technology Facilities Council (STFC) wherever possible, and to ensure you celebrate their role in the shows and workshops.

### Schools Workshop (10-13)

This exciting, curriculum focused workshop uses cutting-edge research by the Science and Technology Facilities Council to help students explore new topics and broaden existing knowledge in science. Using a range of intriguing equipments not usually available to schools, it will allow students to deepen their understanding of fundamental topics such as magnets and fields, electrons and charge and how we observe our Universe.

Through exciting demonstrations and hands-on activities, this workshop will inspire students aged 10-13 with the astounding work of UK scientists and engineers.



### Schools Masterclass (14-16)

This exciting, curriculum focused masterclass uses cutting-edge research by the Science and Technology Facilities Council to introduce new topics and broaden existing knowledge in GCSE level Science and Physics. Using a range of astounding equipment not usually available to schools, it will allow students to deepen their understanding of fundamental topics such as fields, electromagnetic radiation, charged particles and how we observe our Universe.

Through exciting demonstrations and hands on activities, this masterclass will bring alive how UK scientists and engineers are at the forefront of scientific advancement in all areas from Atoms to Astrophysics..

### Family Show

This exciting, new science show brings alive the latest amazing science being explored by UK scientists and engineers. From discoveries about outer space and our universe, to exploring how light and electricity work, this show might even make your hair stand on end! Come and join us for a highly charged and intriguing 30 minutes. For families and children aged 8 and over to everyone, we explore the world of atoms and particle accelerators, explore how light travels, look at some materials with unusual properties and talk about how we observe our Universe.

Through exciting demonstrations this science show will show families, how from atoms to astrophysics, British scientists and engineers are at the forefront of scientific advancement.

### Acknowledging the project

In your online and print publications, you are not obliged to use the Explore Your Universe logo, or images, however you must mention that activity was support by ASDC and STFC.

## Press

We have provided a sample press release in the electronic marketing pack. You are free to cut and paste from this to create bespoke press releases to celebrate your role in this national project with your local press. We have also provided you with ASDC and STFC approved boiler plates for use in the 'Notes to Editors'.

We would like to run a co-ordinated national press campaign for the project in early 2013 as the first centres begin to deliver activities with schools and families and will send you a sample press release at that time.

In the first months of the project you must seek approval for any press release that mentions the project by sending your draft press releases to the project manager: [michaela.livingstone@sciencecentres.org.uk](mailto:michaela.livingstone@sciencecentres.org.uk)

**Please give the website address wherever possible: [www.exploreyouruniverse.org](http://www.exploreyouruniverse.org)**

### Talking about the project

Online, we would want you to mention that activity was support by ASDC and STFC (use the names in full) and add our logos. For print we ask you to include this (especially the logos) where at all possible.

**We would be keen that you use the Explore Your Universe logo and web address where possible.**



## Text to use

**Below are 4 separate paragraphs of approved text for you to use:**

“This project is a partnership between the UK Association for Science and Discovery Centres (ASDC) and the Science and Technology Facilities Council (STFC).”

“Explore Your Universe is a two year national, strategic partnership between the UK Association for Science and Discovery Centres (ASDC) and the Science and Technology Facilities Council (STFC). The project brings together some of the most fascinating and diverse science in the country with the talents and infrastructure of the nation’s largest network of science engagement organisations.

The project aims to inspire more young people across the UK with the wonders of the physical sciences by sharing the amazing stories and technologies of STFC.

Overall, the programme is providing a series of exceptional hands-on activities, experiments, schools workshops, public shows, meet-the-expert sessions and a variety of other events, all focussing on STFC science and giving young people the confidence, curiosity, and interest to continue to explore and ask questions long after they leave the science and discovery centres. This national project will be led by ASDC in collaboration with The National Space Centre in Leicester and Jodrell Bank Discovery Centre in Cheshire.”

## Social Media

We would be delighted if you would post pictures, comments and videos on to the Facebook page, and encourage your visitors to do the same.

**[www.facebook.com/pages/explore-your-universe/441870042517559](https://www.facebook.com/pages/explore-your-universe/441870042517559)**

(or just search ‘Explore Your Universe’)

When using twitter, if possible, please use the hashtag **#exploreyouruniverse**

We’ll be tweeting from: **@Atoms2Astrophys (ExploreYourUniverse)**

**Further information on the project’s social media and press campaign will be given at the training academies and on the website.**



## The Brand Identity

### Our Logo

We use our logo for all internal and external communications.

This includes in-house staff communications, stationery, forms etc. As well as advertising and direct marketing.

Our wordmark is made from specially drawn characters so it can't be replicated from a standard typeface.

Always use the artwork that is available from the Project Manager when using our logo.

Email [michaela.livingstone@sciencecentres.org.uk](mailto:michaela.livingstone@sciencecentres.org.uk) or download from the resource section on our website: [www.exploreyouruniverse.org](http://www.exploreyouruniverse.org)

### Main identity



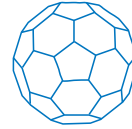
### Use with care

Our logo has been designed to be used as a strong communications device that can work well on all types of media large and small.

**Do not alter the appearance of this logotype, either by distortion, special effects or by any added features.**

Use this logotype consistently on all communications. Doing so will help create awareness, understanding and recognition.





## Logo Versions

The full colour logo should be used whenever possible and the black version should only be used if you are printing in black and white.

The white negative logo should only be used on solid blocks of any of the brand colours.

### Full colour positive logo



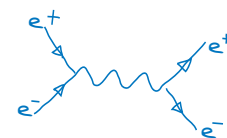
### Black and white positive logo



### White negative logo







## Clear space and size

To ensure clarity and impact it is important not to crowd the logo with text or images. Always ensure there is a clear space between the logo and other elements equal to the width of the **X** in **EXPLORE**.

To maintain legibility, the logo cannot be reproduced below a minimum size of 25mm wide.

### Minimum logo exclusion zone



### Logo minimum size



## Brand colours

Colour and its use is an integral part of our brand expression.

There are two primary colours and five secondary colours which help to create a sense of diversity and bring life to the brand. All colours can be used. However the main brand colours are the blues.

The use of black is advised for body copy only.

### Primary colours



Pantone 296C

CMYK =  
100/46/0/70

RGB = 0/45/86



Pantone 2935C

CMYK =  
100/46/0/0

RGB = 0/118/192

### Secondary colours



Pantone 227C

CMYK =  
0/100/7/19

RGB = 198/0/111



Pantone 520C

CMYK =  
64/100/12/0

RGB = 124/43/131



Pantone Warm Red C

CMYK =  
0/75/90/0

RGB = 242/101/49



Pantone 321C

CMYK =  
100/0/31/23

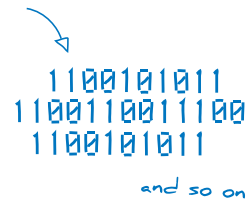
RGB = 0/140/153



Pantone Warm Gray 9C

CMYK =  
0/11/20/47

RGB = 154/139/125



## Fonts

The Explore Your Universe font for all professionally printed materials is Omnes, designed by Joshua Darden at [dardenstudio.com](http://dardenstudio.com). It has been chosen for its friendly, approachable yet individual appearance.

The Omnes weights displayed for use are below:

Omnes regular – use for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Omnes semi bold – use for headings, sub headings and emphasis at body copy sizes only

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

For in-house documents Arial has been chosen for its ease of use and compatibility.

Arial regular – use for in-house body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Arial bold – use for in-house headings, sub headings and emphasis at body copy sizes only

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**