European Organisation for Astronomical Research in the Southern Hemisphere

# ESO Visual Identity

Introduction

1.0 Basics
1.1 Typefaces
1.1.1 Standard Typefaces
1.1.2 Special Typefaces
1.2 Colours
1.3 Logo
1.3.1 Usage of Logo
1.3.2 Logo Sizes
1.3.2 Combination Logo and Text
1.3.2.1 ESO Projects Logos
1.4 Applications
1.4.1 Flags
1.4.1.1 Standard Flag
1.4.1.2 Anniversary Flag
1.4.2. Speaker's Desk
1.5 Flag Row
1.6 Formats
1.7 Photography
1.8 Tables and Graphs

2.0 Stationary
2.1 Letter
2.1.1 for Europe
2.1.2 for Chile
2.2 Envelopes
2.3 Business Cards
2.4 Compliment Cards

3.0 E-mail Signature

4.0 Print Products
4.1 Flyer 105 mm × 210 mm
4.2 Invitation Card 105 mm × 210 mm
4.3 A4 Brochure
4.4 A4 Single Page
4.5 Advertisement

5.0 Signage System
5.1 Font
5.2 Arrows and Pictograms
5.3 Position Text and Arrow
5.4 Colours
5.5 Sign Formats
5.6 Internal Signs
5.6.1 Building ABC, Level 1
5.6.1.1 Position 1
5.6.1.2 Position 2
5.6.1.3 Position 3
5.6.2 Building ABC, Level 2
5.6.2.1 Position 4
5.6.2.2 Position 5
5.6.2.3 Position 6
5.6.2.4 Position 7
5.6.2.5 Position 8
5.6.3 Building ABC, Level 3
5.6.3.1 Position 9
5.6.3.2 Position 10
5.6.3.3 Position 11
5.6.3.4 Position 12
5.6.3.5 Position 13
5.6.3.6 Position 14
5.6.3.7 Position 15
5.6.4 Bridge
5.6.4.1 Position 16
5.6.4.2 Position 17
5.6.4.3 Position 18
5.6.5 Building D, Level 1
5.6.5.1 Position 19
5.6.5.2 Position 20
5.6.5.3 Position 21
5.6.5.3 Position 22
5.6.6 Building D, Level 2
5.6.6.1 Position 23
5.6.7 Building E, Level 2
5.6.7.1 Position 24
5.6.7.2 Position 25
5.6.7.3 Position 26
5.6.7.4 Position 27
5.6.7.5 Position 28
5.6.7.6 Position 28a
5.6.8 Building E, Level 1
5.6.8.1 Position 29
5.6.8.2 Position 30
5.6.8.3 Position 31
5.6.8.4 Position 32
5.6.8.5 Position 33
5.6.8.6 Position 34
5.6.9 Door Plates, Building ABC + D + E
5.6.9.1 Mounting Office Doors with Glass Element
5.6.9.2 Mounting Doors without Glass Element
5.6.9.3 Office Room
5.6.9.4 Restroom Ladies
5.6.9.5 Restroom Men
5.6.9.6 Restroom
5.6.9.7 Handicapped Restroom
5.6.9.8 Medical Consultant Room
5.6.10 Push/Pull
5.6.10.1 Layout
5.6.10.2 Mounting
5.6.11 Glass Safety Marks
5.6.11.1 Standard
5.6.11.2 Special for Meeting Room Façades
5.6.12 No Smoking
5.6.13 No Food and Drinks

5.6.14 Fire Security Signage
5.6.14.1 Brandmeldezentrale, BMZ
5.6.14.2 FSD, Feuerwehrschlüsseldepot
5.6.14.3 Fire Extinguisher
5.6.14.4 Fire Alarm Call Point
5.6.14.5 Lift Signage
5.6.14.6 Sample of Emergency and Rescue Plan
5.6.14.7 Sample of Seating Plan
5.6.14.8 Marking of Floor Levels
5.6.14.9 Instructions in Case of Fire and Accident (ESO Safety)
5.6.14.10 Safety Instructions Meeting Rooms (ESO Safety)
5.6.14.11 Automatic fire door, keep clear
5.7 External Signs
5.7.1 Main Entrance Signage
5.7.2 Parking Places
5.7.3 Site Overview
5.7.4 Evacuation Assembly Point

6.0 ESO Supernova
6.1 Typefaces
6.1.1 Example of Usage
6.2 Colours
6.3 Logo
6.3.1 Logo Colours
6.3.2 Usage of Logo
6.3.3 Logo Sizes
6.3.4 Lettering
6.4 Combination of Logos
6.5 Applications
6.5.1 Stationary
6.5.1.1 Letter Form
6.5.1.2 Envelopes
6.5.1.3 Compliment Card
6.5.1.4 Business Cards
6.5.2 Posters
6.5.3 Lamp Post Flags
6.5.4 Speaker's Desk
6.5.5 Flag
6.5.6 Merchandise
6.5.6.1 Pen
6.5.6.2 Lanyards
6.5.6.3 T-shirts

Being the foremost intergovernmental European Science and Technology organisation in the field of ground-based astrophysics, ESO must have an appropriate recognisable and homogeneous public visibility. The Visual Identity is an integral part of ESO's overall public communication strategy.

In 2005, ESO's Visual Identity has been subject to close scrutiny and revision, and the following style sheet aims to provide detailed information about the graphical standards that must be adhered to in all public communication on behalf of ESO.

The ESO Visual Identity defines two standard typefaces: Helvetica Neue LT Com and Arial.

The typeface to be used by **professional graphic designers** is Helvetica Neue LT Com in the weights 45 Light, 46 Light Italic, 55 Roman, 56 Roman Italic, 65 Medium and 75 Bold.* Generally speaking Helvetica Neue LT Com is thought to look better on printed materials.

The generic font weight for **body text** in multiple pages publications is Helvetica Neue LT Com 45 Light. To **highlight** text please use italics (Helvetica Neue LT Com 46 Light Italics) or a bolder font (Helvetica Neue LT Com 55 Roman or Helvetica Neue LT Com 65 Medium). Do not underline text, don't letterspace and do not use outlined fonts or add shadows.

The usual typesetting is done left-justified. Body text and subtitles are set in sentence case (lower cases, upper case only at the beginning of the sentence). Headlines or main titles are set in title case (every important word is capitalised). Please do not use text in upper cases only.

For poster designs these rules do not apply. As there is less text on a poster typesetting can be done with much more freedom.

Helvetica Neue LT Com 45 Light

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,:;?!”*’/%

*Helvetica Neue LT Com 46 Light Italic*

*The quick brown fox jumps over the lazy dog.*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890*
*.,:;?!”*’/%*

Helvetica Neue LT Com 55 Roman

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,:;?!”*’/%

*Helvetica Neue LT Com 56 Roman Italic*

*The quick brown fox jumps over the lazy dog.*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890*
*.,:;?!”*’/%*

* The font can be bought at
45 Light: http://www.linotype.com/de/12757/neuehelvetica45light-schrift.html
46 Light italic: http://www.linotype.com/de/12758/neuehelvetica46lightitalic-schrift.html
55 Roman: http://www.linotype.com/de/12753/neuehelvetica55roman-schrift.html
56 Italic: http://www.linotype.com/de/12754/neuehelvetica56italic-schrift.html
65 Medium: http://www.linotype.com/de/12759/neuehelvetica65medium-schrift.html
75 Bold: http://www.linotype.com/12755/neuehelvetica75bold-font.html

The line spacing is related to the size of the font. See table below:

| Font size | Line spacing (b) |
|---|---|
| 7 pt | 3.00 mm |
| 8 pt | 3.50 mm |
| 9 pt | 3.75 mm |
| 10 pt | 4.25 mm |
| 11 pt | 4.75 mm |
| 12 pt | 5.25 mm |
| 13 pt | 5.75 mm |
| 14 pt | 6.00 mm |
| 15 pt | 6.50 mm |
| 16 pt | 7.00 mm |
| 18 pt | 7.50 mm |
| 20 pt | 8.50 mm |

**Helvetica Neue LT Com 65 Medium**

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,:;?!”*’/%

**Helvetica Neue LT Com 75 Bold**

**The quick brown fox jumps over the lazy dog.**

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**
**.,:;?!”*’/%**

Arial is the second house style font defined in the Visual Identity which can be used by **everybody besides professional graphic designers** to produce all kind of documents like letters on the ESO letterhead, Council and Finance Committee documents, PowerPoint presentations, ERP documents and many more.

Since Arial is one of the most widely distributed and used typefaces in the world, its usage ensures compatibility when exchanging documents.

As generic style for **body text** Arial Regular should be used. To highlight text Arial Italic or Arial Bold is recommended.

On *http://www.eso.org/intra/org/pad/vi/* we provide templates for PowerPoint presentations, name badges, the ESO letterhead and several other applications which use Arial as standard font.

Arial Regular

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,:;?!”*’/%

Arial Italic

*The quick brown fox jumps over the lazy dog.*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890*
*.,:;?!”*’/%*

Arial Bold

**The quick brown fox jumps over the lazy dog.**

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**
**.,:;?!”*’/%**

DejaVu Sans Mono is a monospaced font which should be used to display codes. The font can be downloaded for free from *http://dejavu-fonts.org/wiki/*.

DejaVu Sans Mono

The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,:;?!”*’‘/%

Bickham Script Pro is a script font which is used only as head line text for special printed matter like invitation cards and greeting cards.

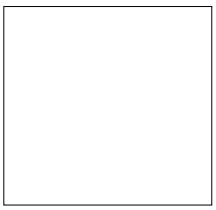
Bickham Script Pro Semibold

*The quick brown fox jumps over the lazy dog.*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890*
*„;?!”*’/%*

The ESO housecolour:
Pantone 3005
in four-color printing:
C = 100 %, M = 37 %, Y = 0 %, K = 0 %
in RGB:
R = 0, G = 119, B = 190
#0077be or web save: #0066cc
RAL colour code: RAL 5015
Self adhesive film:
Product: Oracal 751
Colour code: Euro blue 517

White
C = 0 %, M = 0 %, Y = 0 %, K = 0 %
in RGB:
R = 255, G = 255, B = 255
#ffffff



Black
C = 0 %, M = 0 %, Y = 0 %, K = 100 %
in RGB:
R = 0, G = 0, B = 0
#000000

It is allowed to use three different versions of the ESO logo:

The standard version is the one in the ESO corporate colour Pantone 3005 or it's four-colour equivalent C = 100 %, M = 37 %, Y = 0 %, K = 0 %. For the usage on the web or in PPT presentation an RGB version can be used (R = 0, G = 119, B = 190).

For printed matter in black and white please use the solid black version (K = 100 %) or the black outline version.

The white outline version can be used on dark backgrounds.

It is also allowed to place the logo on a photograph but you have to ensure that it contrasts sufficiently with the background.

The logos can be found for download at *http://www.eso.org/intra/org/pad/vi/*.

Please note when using the ESO logo:

The logo should never be used on a background with the same colour. The contrast between the logo and the background should always be superior to 50 %.

The logo proportions should not be changed. The elements that compose the logo should not be removed and the colours should not be altered.

These examples show how the logo should **not** be used.

**Do not** get rid of the box or white outline.

**Do not** put the logo on a similar colour background.

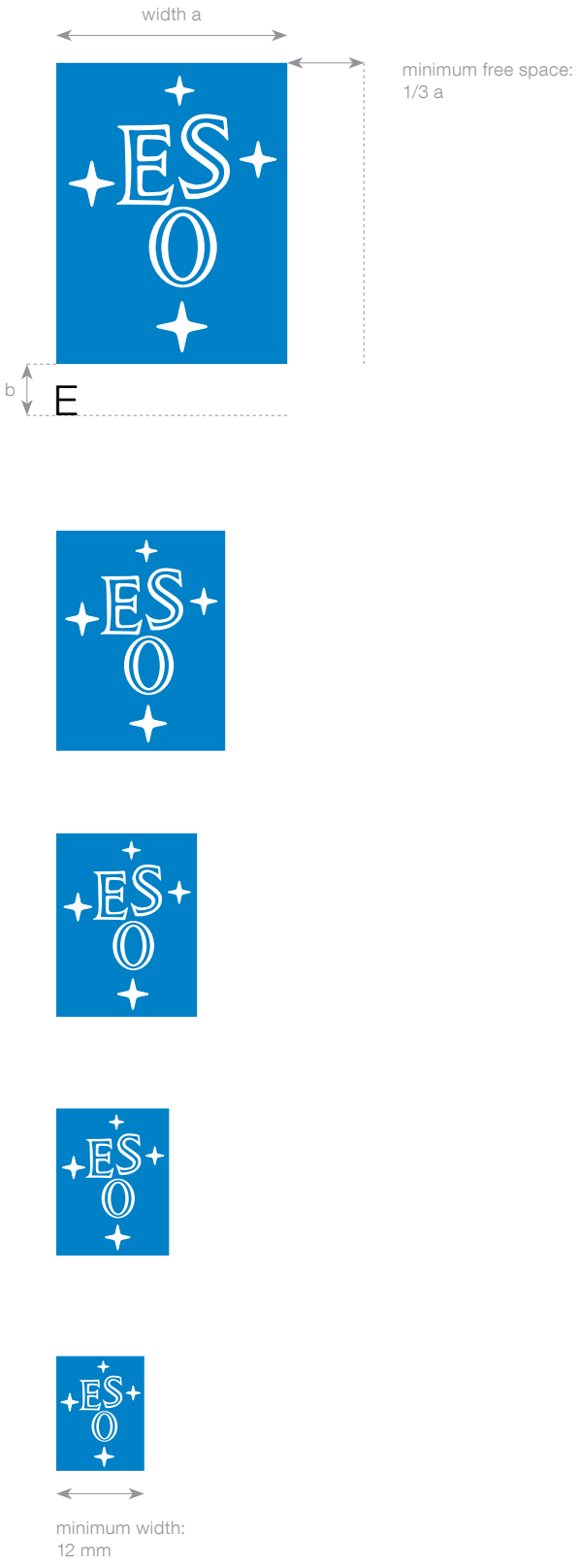
**Do not** put a logo with similar colours on a similar background.

**Do not** change the colour of the background inside the logo.

**Do not** squeeze or stretch the logo.

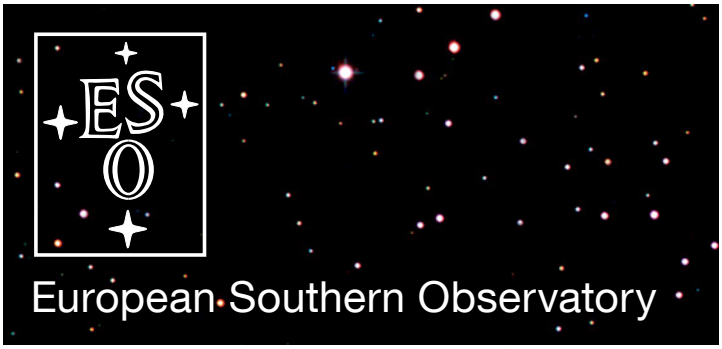
You are free to use the ESO logo in many different sizes. However, the width should not be less than 12 mm.

Please leave horizontally a free space between the logo and any verbal or visual add-on of at least a third of the width of the logo. The vertical free space between logo and added text should follow at least the recommended line spacing (b, see page 4) of the font size.



If the logo is combined with the name European Southern Observatory placed below (to be used for PR products like brochure covers and exhibition panels) the vertical free space between logo and added text should follow at least the recommended line spacing (b, see page 4 and 7) of the font size.

For the text preferably Helvetica Neue LT Com 45 Light should be used. For non-monochromatic backgrounds like astronomical images Helvetica Neue LT Com 55 Roman for better readability is recommended.

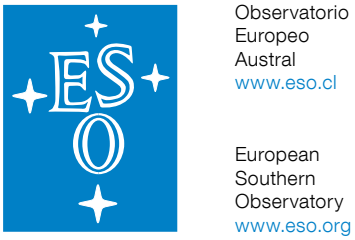



If the logo is used in a combination with the URLs www.eso.org and www.eso.cl (e.g. for PR products like mugs, stickers and the like) the same rules as described above should be applied for the positioning of the text.

The ESO logo can be used in a combination of the English title with the Spanish (Chilean) title. In this combination the logo should not have a width less than 15 mm.

Version A: English and Spanish.

Version B: Spanish and English.



Version A: Combination ESO logo and project name

Version B: Combination ESO logo,
project name and
name of the organisation

European Southern Observatory

European Southern Observatory

European Southern Observatory

European Southern Observatory

European Southern Observatory

European Southern Observatory

### 1.4.1.1 The ESO Standard Flag

Flag size: 250 cm × 150 cm, reduced to 5 % of the original size

Colours: Pantone 3005 on white background

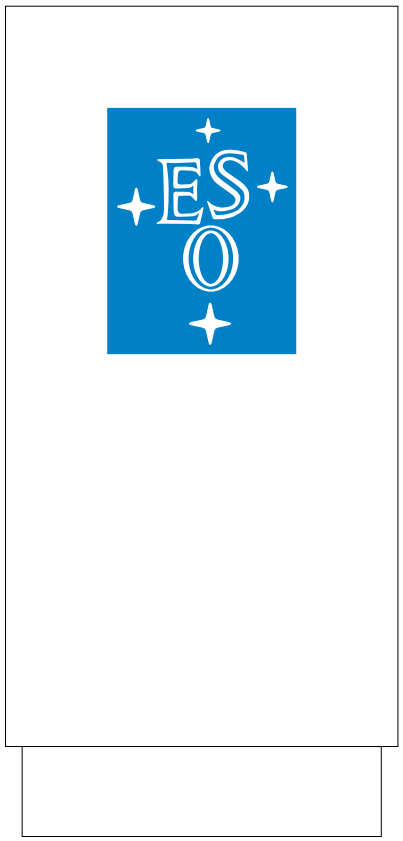
### 1.4.1.2 The ESO Anniversary Flag

Flag size: 250 cm × 150 cm, reduced to 5 % of the original size

Colours: Pantone 3005 and Pantone 131 on white background

Logo size: 25 cm × 32.5 cm

Laserprint incl. glossy lamination, foil-clad on Dibond, thickness 3.5 mm, flush mount into milled wooden front of desk.



Scale 1:10

The flag row appears on the ESO web and on printed matter to represent the currently fourteen member states, the states with observer status and Chile as host state.

The flags can be downloaded in different file formats and for different backgrounds from *http://www.eso.org/intra/org/pad/vi/*: without frames for coloured or photographic backgrounds, with black frames for white backgrounds and with white frames for black backgrounds.

Please note that the flag row is subject to changes as soon as a new member state joins ESO. So please check *http://www.eso.org/intra/org/pad/vi/* from time to time and see if the flag row you have downloaded is still up to date.

eso-flags-noframes for coloured or photographic background

eso-flags-blackframes for white background

eso-flags-whiteframes for black background

ESO is using DIN formats for its stationary (letters, envelopes, cards), for brochures, reports, flyers and for conference posters.

DIN A formats for letters, cards, brochures and posters:

DIN A0 841 mm × 1189 mm
DIN A1 594 mm × 841 mm
DIN A2 420 mm × 594 mm
DIN A3 297 mm × 420 mm
DIN A4 210 mm × 297 mm
DIN A5 148 mm × 210 mm
DIN A6 105 mm × 148 mm

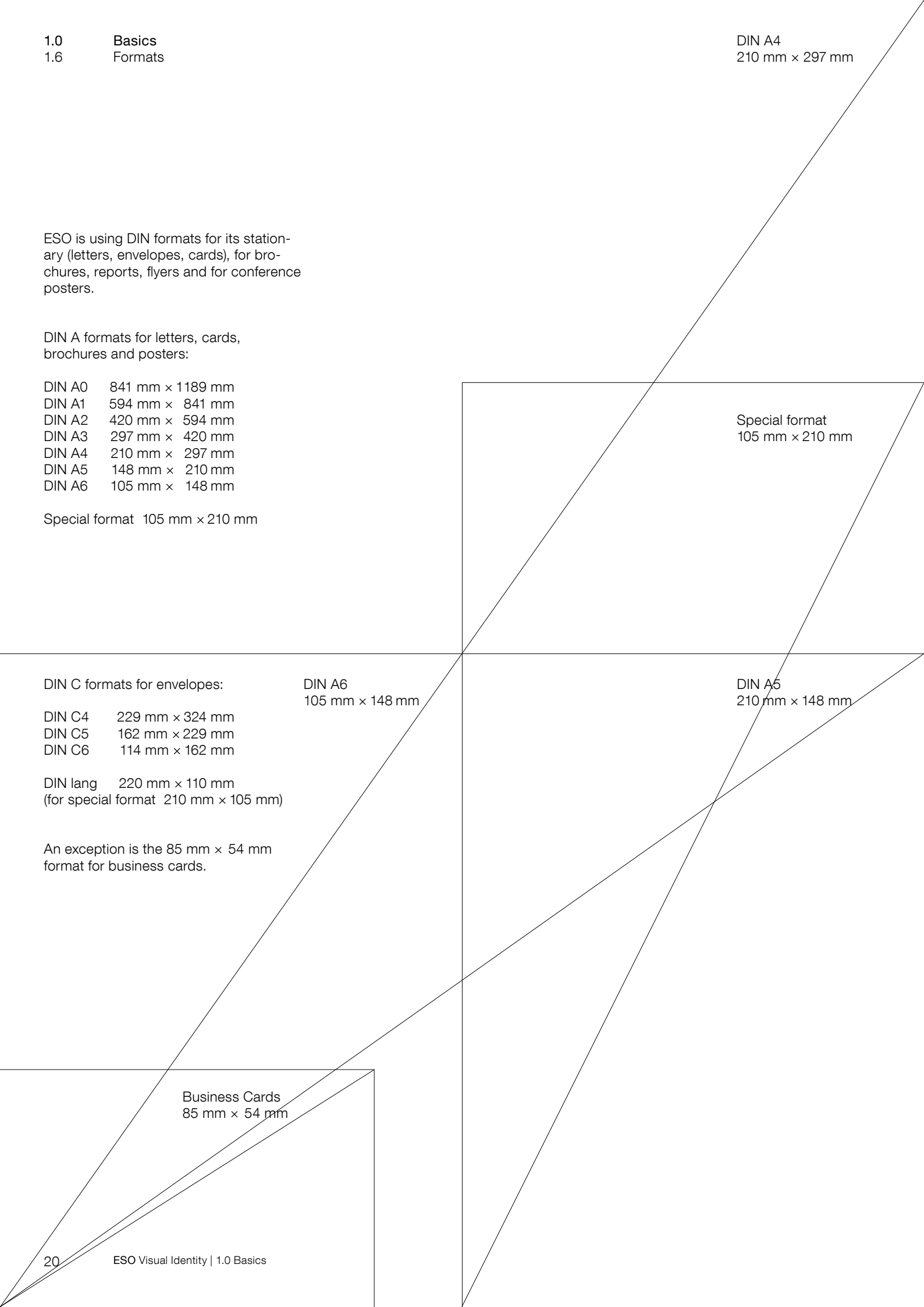
Special format 105 mm × 210 mm

DIN C formats for envelopes:

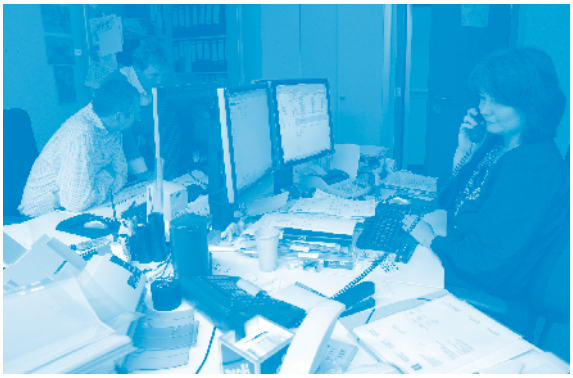
DIN C4 229 mm × 324 mm
DIN C5 162 mm × 229 mm
DIN C6 114 mm × 162 mm

DIN lang 220 mm × 110 mm
(for special format 210 mm × 105 mm)

An exception is the 85 mm × 54 mm format for business cards.



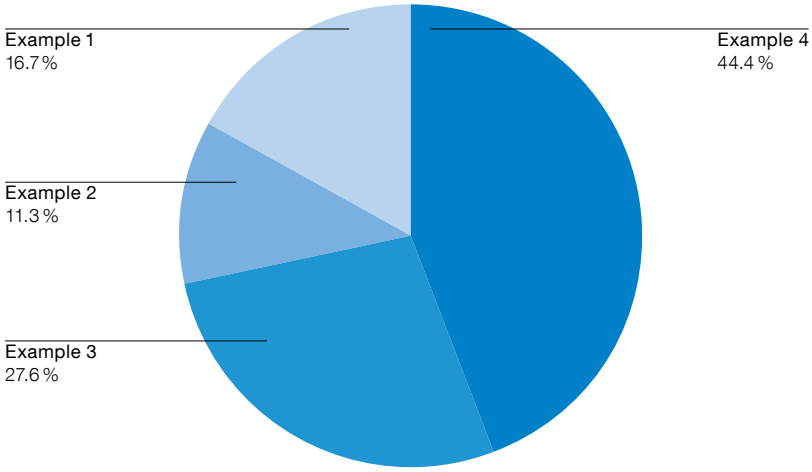
Photography can be used in four colours, duotone or black-and-white in landscape or portrait format. Please do not use shadows, frames, rounded or cutted edges.



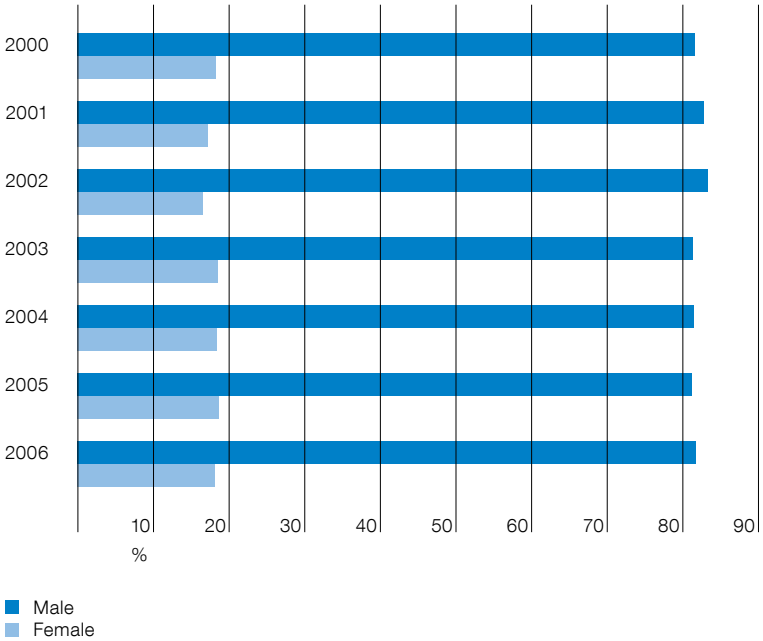
Tables should be kept in a simple and clear design with reduced highlighting of text. To structure tables horizontal lines in black should be used with a stroke width of 0.3 pt.

The same design principles should apply to column, bar, line and pie graphs. For distinction in colour please use shades of the ESO housecolour Pantone 3005 (one- or two-colour printing) or C = 100 %, M = 37 %, Y = 0 %, K = 0 % (four-colour printing). Please do not use shadows or 3D effects which would make graphs hard to read.

| Observatory | Range of years of publications | Years since first publication | *h* | *m* |
|---|---|---|---|---|
| VLT | 1999–2006 | 8 | 79 | 9.9 |
| Keck | 1996–2005 | 11 | 113 | 10.3 |
| Gemini | 2000–2006 | 7 | 33 | 4.7 |
| Subaru | 2000–2006 | 7 | 41 | 5.9 |



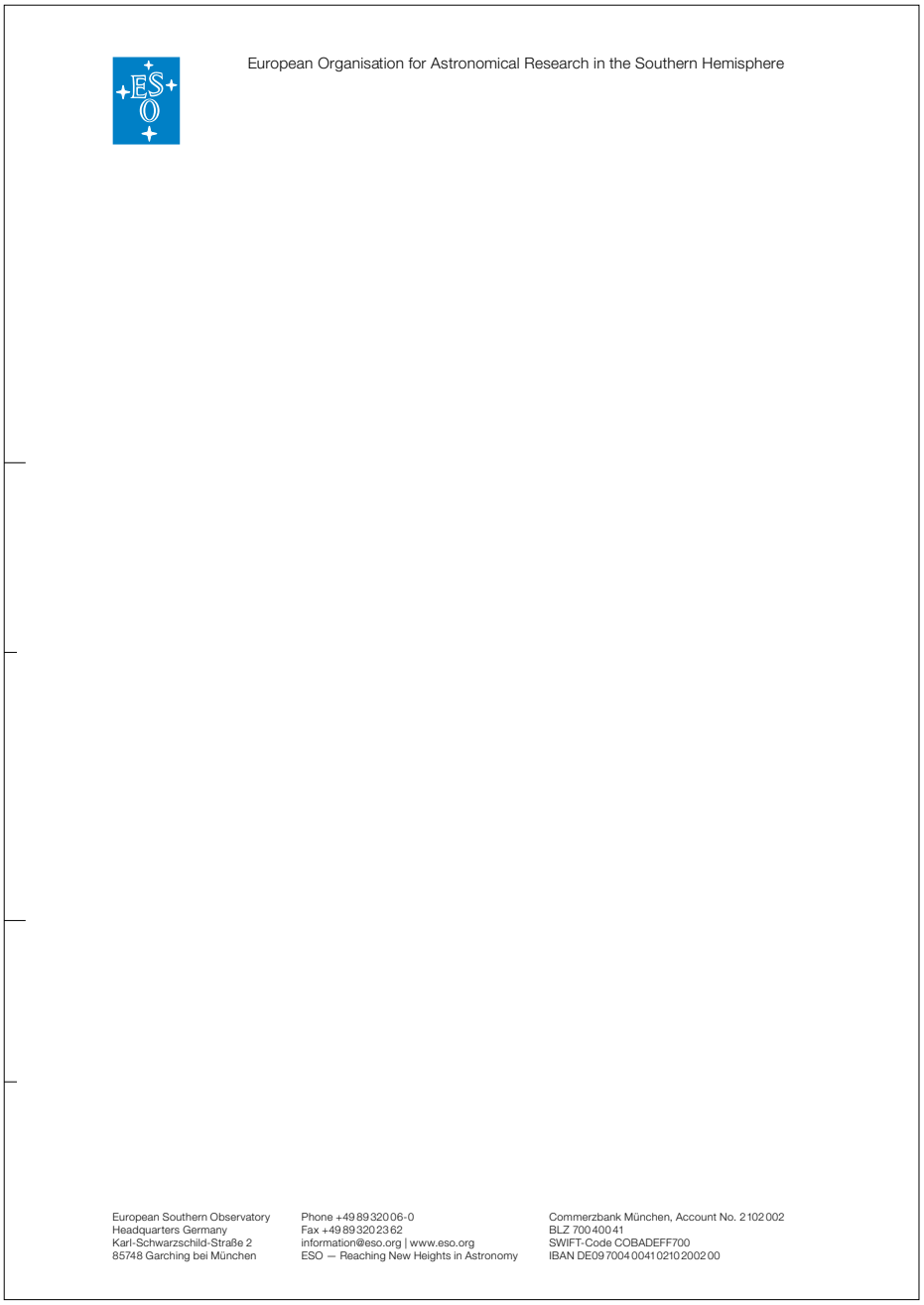

Pie chart using shades of the ESO housecolour Pantone 3005 or C = 100 %, M = 37 %, Y = 0 %, K = 0 % in steps of 25 % opacity.



In order to create an ESO letter you have two possibilities:

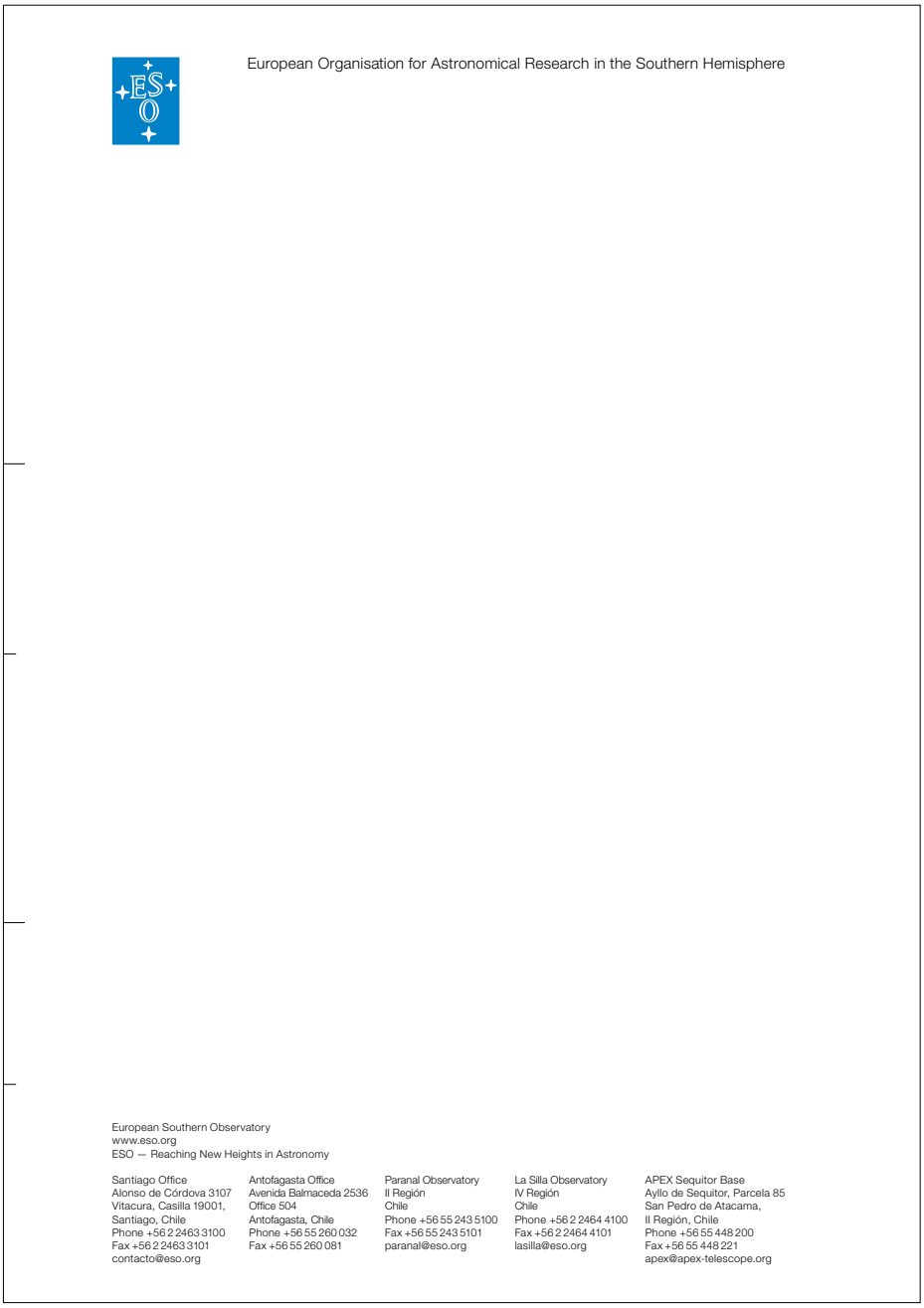
– Use the preprinted ESO letter form (shown on the right, reduced to 58 % of the original size, available from FLT) together with the template *eso-letter-template-arial.dotx* (using Arial for the bodytext). The template is available at *http://www.eso.org/intra/org/pad/vi/* and for PC users under the New menue in Office 365 Word.

– Use the complete template including graphics: *eso-letter-complete-arial.dotx* (using Arial for the bodytext) from *http://www.eso.org/intra/org/pad/vi/* or accessable via the New menue in Office 365 Word for PC users to be printed on plain paper or to be sent as PDF-file.



Here the empty Chilean version of the ESO letter form (reduced to 58 % of the original size) is shown.

A complete template, *eso-chile-letter-complete-arial.dotx* (using Arial for the bodytext), including graphics is available on *http://www.eso.org/intra/org/pad/vi/* or via the New menue in Office 365 Word for PC users. It is to be printed on plain paper or to be sent as PDF-file.

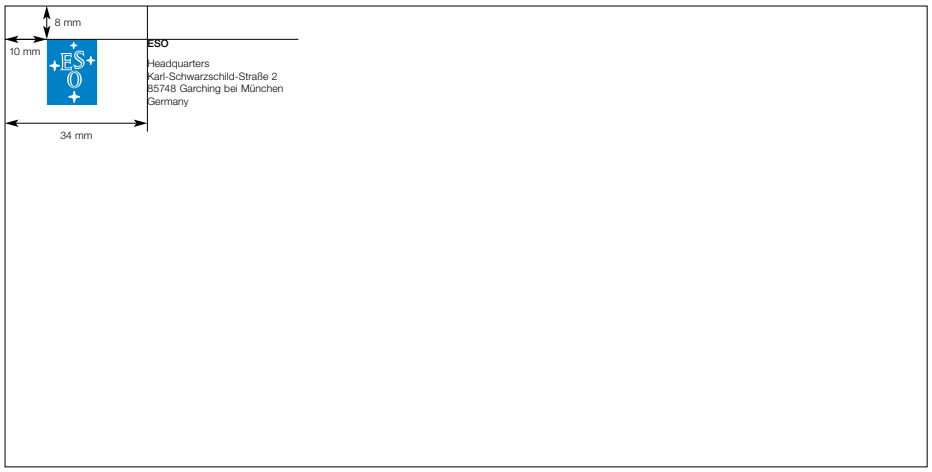


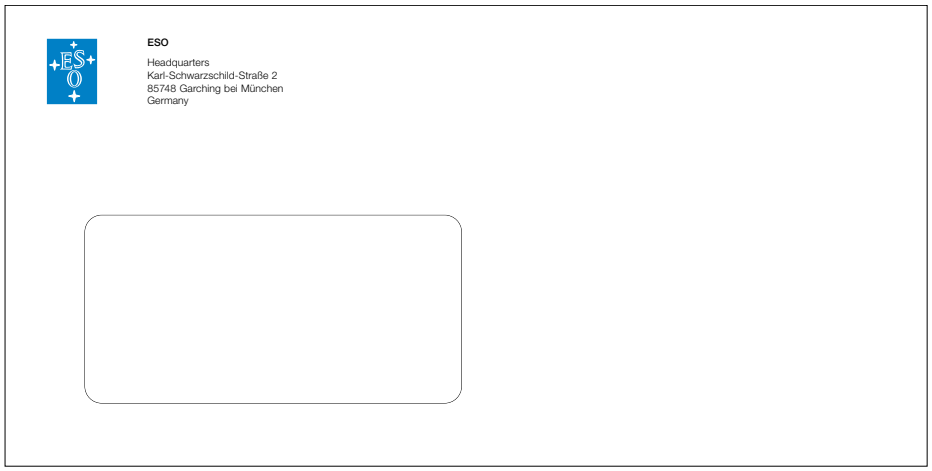
ESO envelopes are designed by the ESO education and Public Outreach Department and ordered by Facility Logistics and Transport.

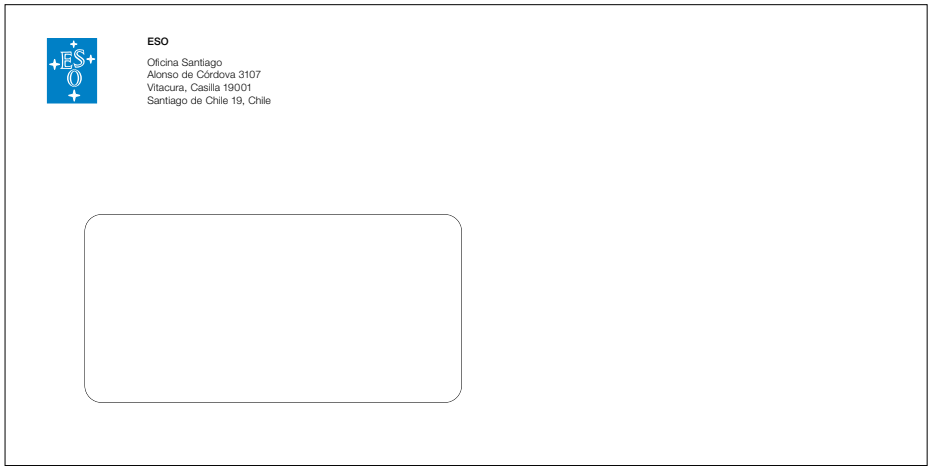
They are available at ESO Headquarters during the opening hours of the Office Supplies.

On the right you can see examples of DIN lang envelopes both for Europe and for Chile with and without a window (reduced to 55 % of the original size).

Please note that the ESO logo and the text is always placed at the upper left corner with the same distances to the edge independent from the size of the envelope.



Currently the procedure at ESO to obtain business cards is as follows:

Please download the one of the order forms shown below (reduced to 34 % of the original size) from *http://www.eso.org/intra/hr/forms.html* (at the bottom of the page under *Micellaneous*). You can fill in the form using Acrobat. Please print it, sign it, let it signed by your Division Head and give it to your Human Resources (HR) Officer. HR will approve your functional assignment and pass the form to the education and Public Outreach Department who will order your cards.

Please indicate if you need your cards for a special event on a special date.

**ESO**

European Organisation
for Astronomical
Research in the
Southern Hemisphere

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Switchboard +56 2 2463 3100
vrodrigu@eso.org
www.eso.org

European Organisation for Astronomical Research in the Southern Hemisphere

Order Form for Business Cards

Please return to HR

Name

Functional Assignment

Address — Headquarters, Karl-Schwarzschild-Straße 2, 85748 Garching bei München, Germany

Office Telephone Number +49 89 320 06-

Telefax (optional) +49 89 320 06-

Mobile Phone Number (optional) +49

E-Mail @eso.org

Signature

Date

Approval of Department Head

Approval of HR

Date

European Organisation for Astronomical Research in the Southern Hemisphere

Order Form for Business Cards

Please return to HR

Name

Functional Assignment

Address (Please tick max. two)
Please note that a maximum of two site addresses and three telephone numbers par site fit on the card.

- Santiago Office
- ALMA Santiago Central Offices
- Antofagasta Office
- La Serena Office
- Paranal Observatory
- La Silla Observatory
- ALMA Operations Support Facility
- APEX Sequitor Base

Office Telephone Number +56 +56

Switchboard Number (optional) +56 +56

Telefax (optional) +56 +56

Mobile Phone Number (optional) +56

E-Mail @eso.org

Signature

Date

Approval of Department Head

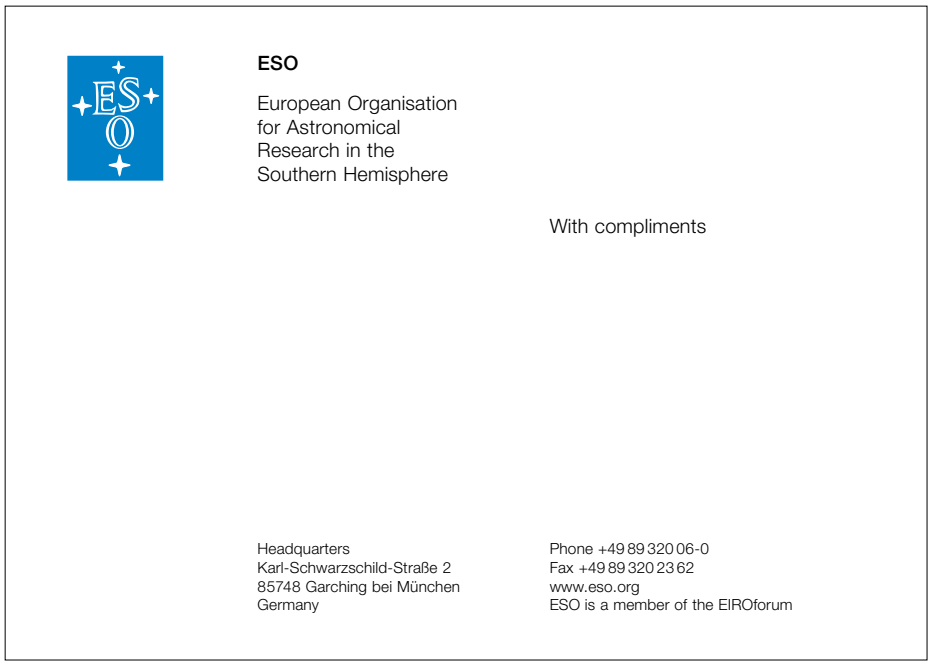
Approval of HR

Date

Like the ESO envelopes the compliment cards are designed by the ESO education and Public Outreach Department and ordered by Facility Logistics and Transport.

They are available at ESO Headquarters during the opening hours of the Office Supplies.

The examples for Europe and for Chile shown here are reduced to 82 % of the original size.



Example for an e-mail signature

--
Lars Lindberg Christensen, Head education & Public Outreach Department
ESO – European Southern Observatory
Karl-Schwarzschild-Straße 2, 85748 Garching bei München, Germany
Phone +49 89 32 00 67 61, Mobile +49 173 38 72 621
Fax +49 89 32 00 67 03, http://www.eso.org

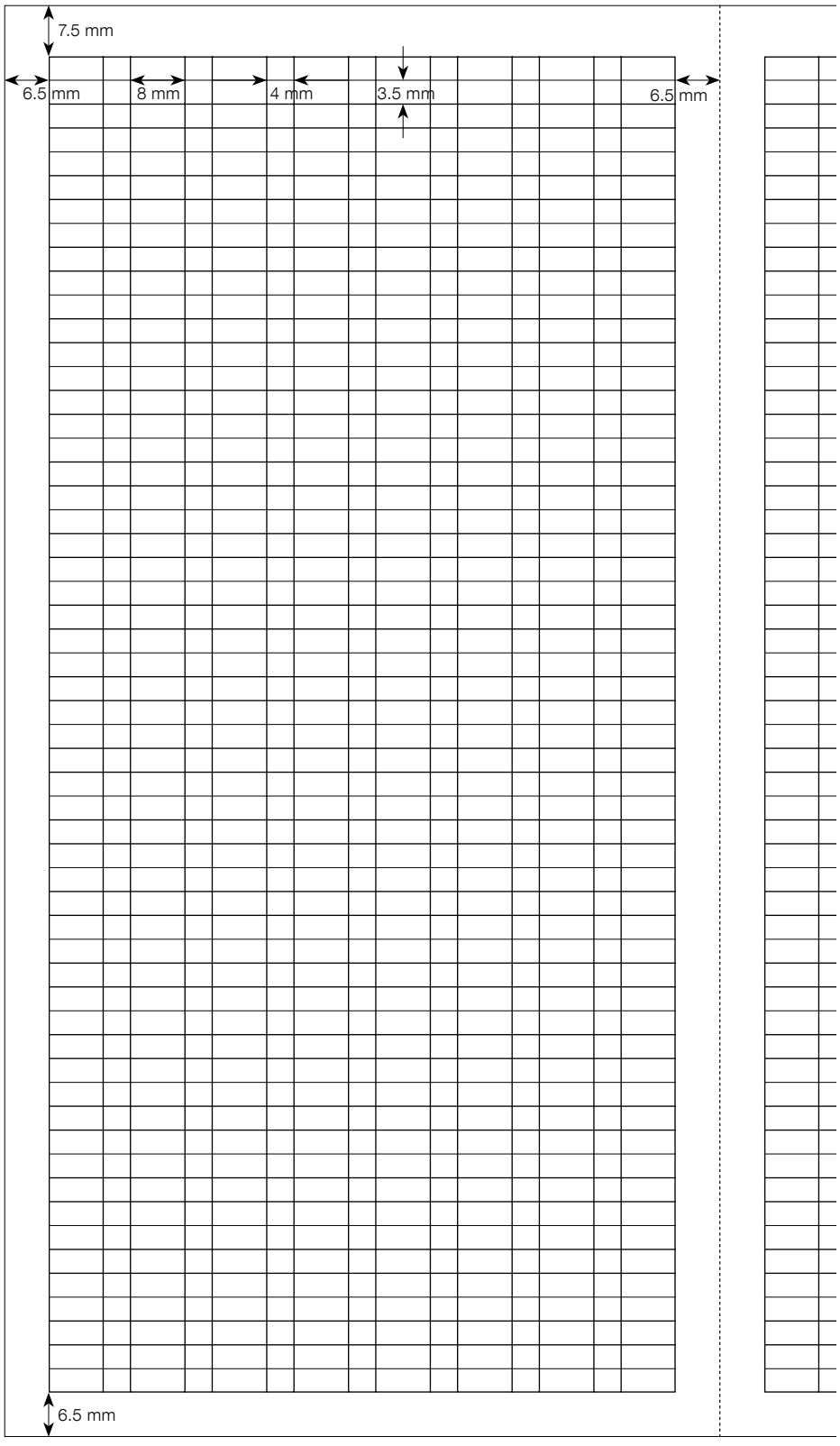
Guidelines

for the format:
– Plain text, no colour, no bold, no tabs, no blanks.
– Every signature should start with “hyphen, hyphen, blank, return” (-- ). This character combination is recognised by many e-mail clients as the start of a signature so that the client can structure an e-mail discussion when a mail is sent back and forth.
– Every signature should end with an empty line which increases the readability especially in replies to an e-mail (clear distinction between original and reply).
– Maximum 72 characters per line, otherwise text based clients split the line.
– Usenet and newsgroups require only 4 lines for signatures. Thunderbird can be used as newsgroup reader, so a short signature is desirable. This rule is not too strict, but a signature should not be longer than the content of the e-mail.

for the content:
– Must have: title, name, functional assignment, organisation/company, department.
– Post address not absolutely necessary for e-mails but desirable (recipient can save complete contact details).
– No room numbers, unnecessary for external contacts.
– Phone number and URL should be included, fax and mobile phone number is optional.
– E-mail address not necessary, e-mail client takes this information out of the e-mail header and it is also shown when e-mail is printed out.

To produce a four-pages flyer (format 105 mm × 210 mm) a design grid is available which makes it easy to do a layout with text and images.

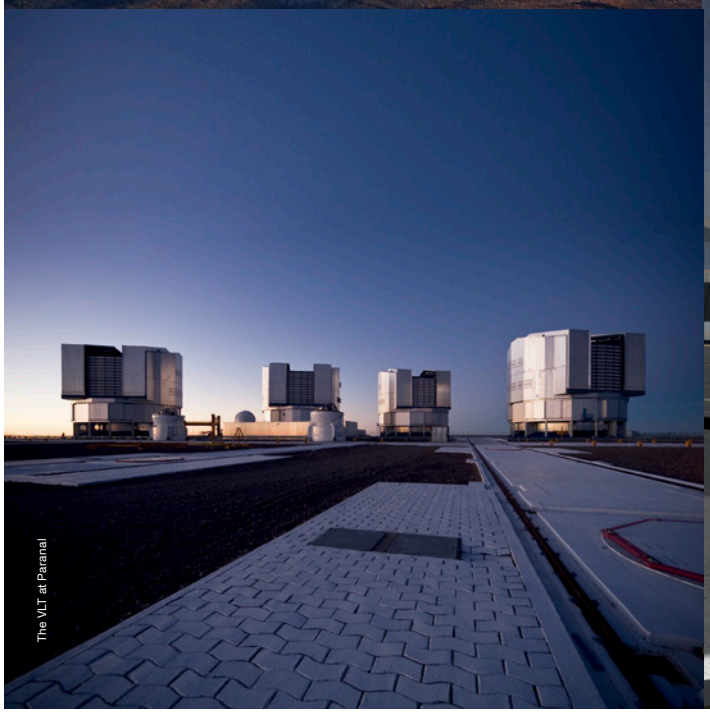
For bodytext Helvetica Neue LT Com 45 Light, 8 pt, with a line spacing of 3.5 mm is recommended. For headlines Helvetica Neue LT Com 45 Light or 55 Roman, 12 pt is a suggestion.



Here you can see an example of a layout using the grid shown on the previous page (reduced to 88 % of the original size).

An example of a layout for an invitation card which can be used as a template for similar tasks (outside pages of open card, reduced to 88 % of the original size).

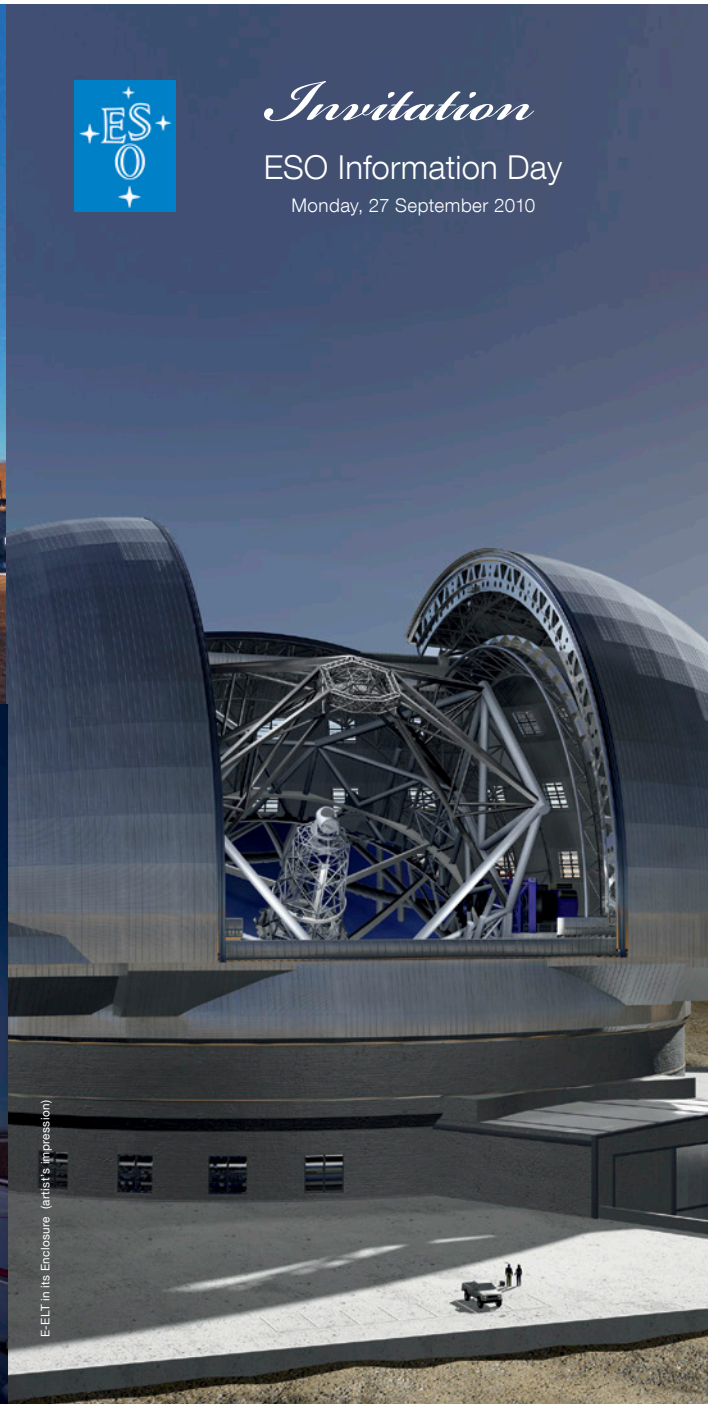
A European ALMA antenna on a transporter | ALMA (ESO/NAOJ/NRAO)


The VLT at Paranal

*Invitation*

ESO Information Day

Monday, 27 September 2010


E-ELT in its Enclosure (artist's impression)

Inside pages of the sample invitation card shown on the previous page (reduced to 88 % of the original size).

The Director General of ESO

is pleased to invite

Mr Thierry Farnir

to an Information Day
presenting the scientific and industrial opportunities
offered by ESO's programmes

Monday, 27 September 2010
10:30–16:30
(coffee and registration from 10:00)

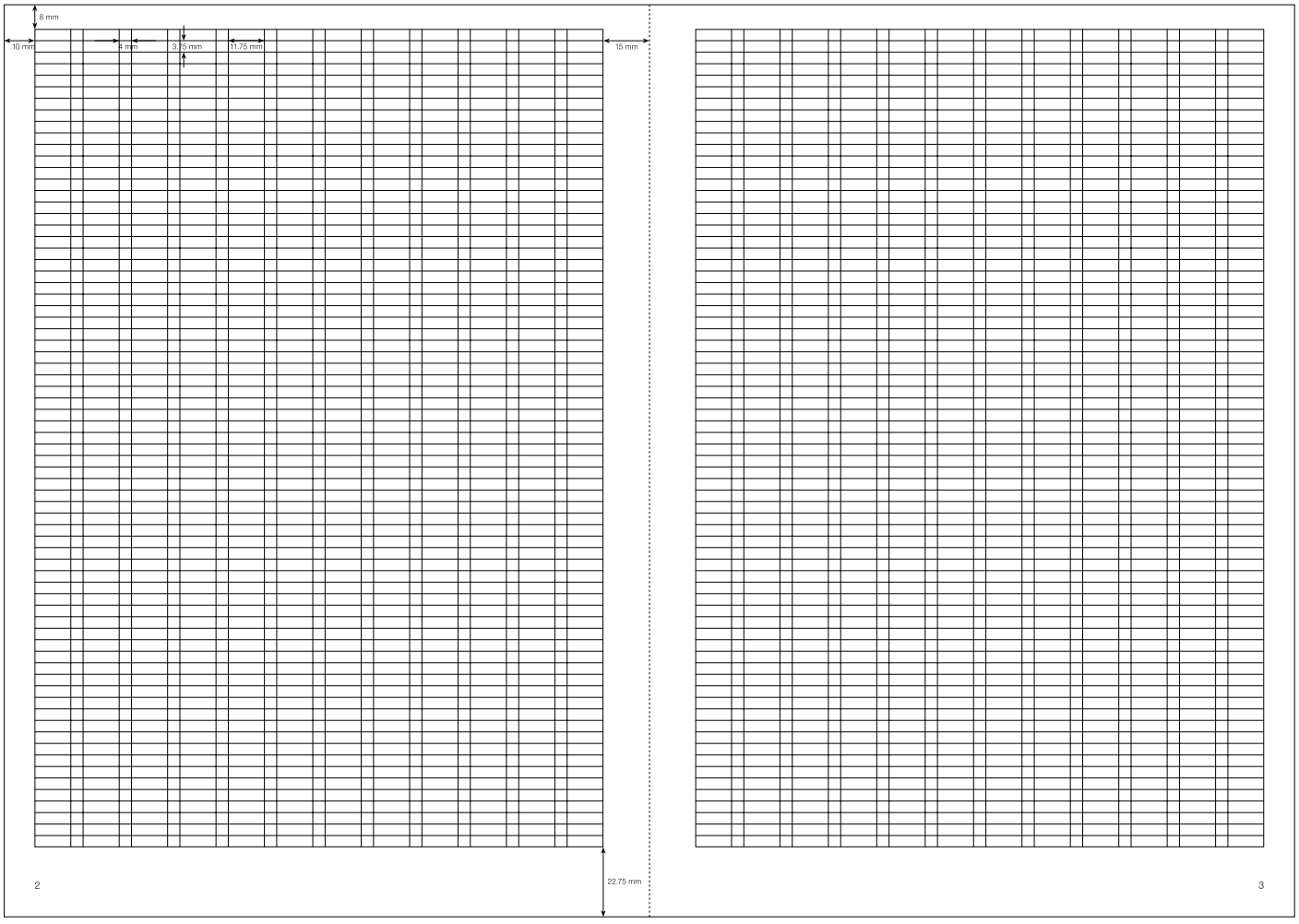
Venue:
ESO Headquarters
Karl-Schwarzschild-Straße 2
85748 Garching bei München
Germany

RSVP to:
Valérie Saint-Hilaire by
e-mail: vshilair@eso.org
or fax: +49 89 3200 64 36
by Friday, 17 September 2010

Here a design grid for an A4 brochure is shown (reduced to 44 % of the original size).

For bodytext Helvetica Neue LT Com 45 Light, 9 pt, with a line spacing of 3.75 mm is recommended, using a three-column design. But of course also two colums or a single column or four columns are possible.

An InDesign file, *proceedings_template.indd*, with the grid and predifined styles for text can be downloaded from *http://www.eso.org/intra/org/pad/vi/*.



This is an example of the usage of the A4 brochure grid (reduced to 44 % of the original size).





## Towards a new Maunder minimum?

The current solar activity minimum is onger lasting than previous ones (up to around 1900). Will there be a new pro-onged phase of strongly reduced solar activity like that during the Maunder Minimum, which lasted from 1645–1715 and coincided with the peak of the "little Ice Age" in Europe? The activity of the Sun is monitored and "space weather", which is strongly influenced by solar activity, is studied. Solar activity influences the ionisation of the upper atmosphere and the propagation of radio signals and GPS signals can be severely disturbed (see the depiction in Figure 5). Due to the expanding atmosphere, satellite orbits can become unstable and the radiation can endanger human activities in space. At the solar monitoring observatory at Kanzelhöhe, data are taken and used in combination with other observations to predict the upcoming solar activity maximum. The first predictions for the new maximum (2011) were revised and the next maximum is expected to occur two or three years later, and its amplitude is predicted to be lower than the previous one. Applying methods of nonlinear dynamics, it has been shown that solar activity behaves regularly on a longer term basis, but is affected by the onset of chaos on smaller scales (Brajša et al., 2009). For these calculations solar activity proxies have been used (such as cosmogenic isotopes).

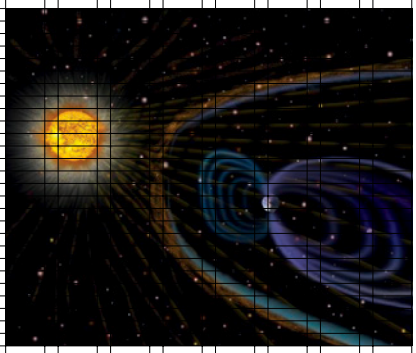


Figure 5. The solar wind interacting with the Earth's magnetosphere. It comes from the magnetosphere on the side facing the Sun. This can cause magnetic storms and, during strong solar events, flares or coronal mass ejections, even power lines on Earth can fail.

## Star formation between galaxies

While it was thought previously that galaxy evolution is mainly determined by internal processes, it is now clear that the environment plays an important role. Ram-pressure stripping of galaxies in clusters (removal of the interstellar medium by the pressure of the intracluster medium in particular has turned out to be much more efficient than previously thought (Hodiger & Hensler, 2005; Schindler et al., 2005; Domainko et al., 2006). Therefore numerical simulations of spiral galaxies moving through the intracluster medium have been performed. It was found that gas is stripped, not simply dispersed, into the intracluster medium, and it becomes clumpy, due to external pressure and radiative heating (Figure 6). In this clumpy gas new stars can form, so that the star formation rate is increased considerably by the stripping process, and in extreme cases the increase in star formation can even be up by a factor of ten (Kronberger et al., 2008). Interestingly the stars do not only form in the disc, but also in the wake behind the galaxy. Many of these stars are not bound to the galaxy, so that we have found a process that produces a population of new stars in

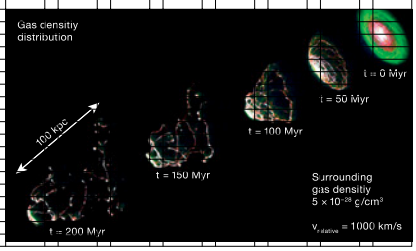



Figure 6. Simulation of a galaxy moving through the intracluster gas. The interstellar medium is stripped off by ram pressure and forms clumpy structures behind the galaxy. In these structures stars, which are no longer bound to the galaxy, can form.



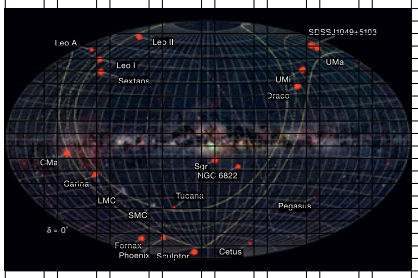



Figure 7. The disc of satellites around the Milky Way.

the space between the galaxies (Kapferer et al., 2009). The required densities for this process to take place are not as high as expected: ram pressure with star formation can also take place at distances of 1 Mpc from the cluster centre, i.e. it is expected that this is a very common process.

## Galaxy mergers and the origin of satellite galaxies

Gravitational tides are widely understood to strip and destroy galactic substructures. In the course of a galaxy merger compressive tides may develop and prevent star-forming regions from dissolving after they have condensed to form clusters of stars. A statistical study of such compressive modes of the galaxy merger in NGC 4038/39 (the Antennae) showed that ~ 15 % of the disc material undergoes compressive tides at the pericentre (Renaud et al., 2008). In addition, secondary structures form when gas-rich galaxies interact: conservation of angular momentum and energy leads to expanding tidal arms which fragment and form star clusters up to dwarf-galaxy-type objects. The formation of such "tidal dwarf galaxies" is therefore an inherent part of any cosmological structure formation theory. Detailed modelling of the evolution of such tidal dwarf galaxies in their host's potential shows that they are not easily destroyed by the host tide or their own internal energy release due to star formation (Hensler et al., 2004; Recchi et al., 2007). This issue combines two effects seen in the satellite galaxies surrounding our Milky Way: first, there are much fewer than expected from the Lambda Cold Dark Matter (ΛCDM) cosmology; and, secondly, the eleven brightest satellites of the Milky Way lie more or less in the same plane (see Figure 7 and Kroupa et al., 2005) and rotate with the same spin direction as the orbit vector. This phenomenon leads one to argue that it can only be explained if the satellites were created a long time ago through collisions between younger galaxies, i.e. to be of tidal origin (Metz et al., 2009). As a very strong but logical consequence, the satellite galaxies should also be free of dark matter, a finding that stands in fundamental conflict with kinematically derived total masses for these dwarf galaxies.

Detection of non-radial oscillation modes with long lifetimes in giant stars

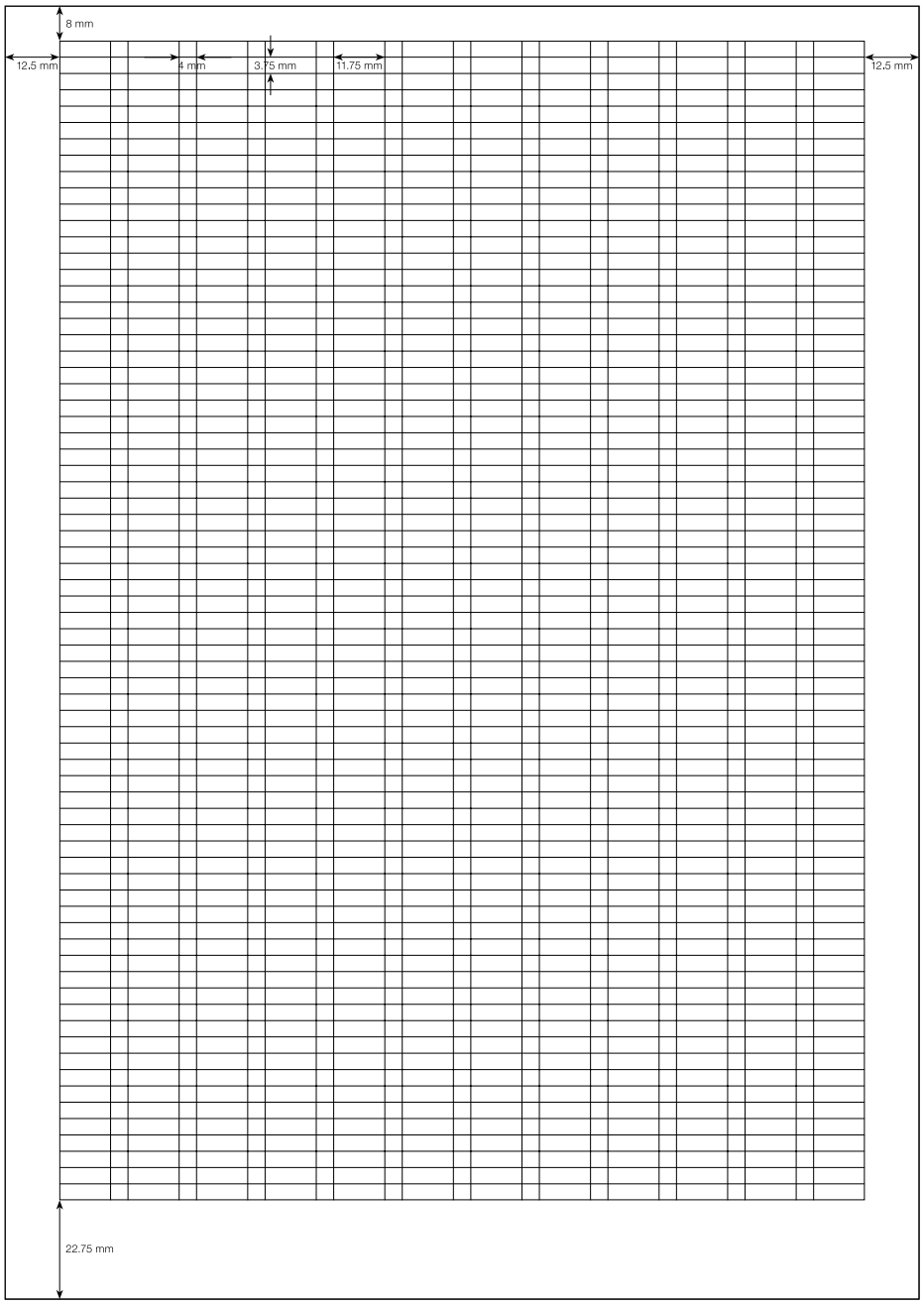
Towards the end of their lives, stars like the Sun expand greatly to become red giant stars. Such evolved stars can provide stringent tests of stellar theory, as many uncertainties in the internal stellar structure accumulate with age. Important examples are convective overshooting and rotational mixing during the central hydrogen-burning phase that determine the mass of the helium core, but which are not well understood. The analysis of radial and non-radial stellar oscillations can be used to constrain the mass of the helium core. Although all giants are expected to oscillate, it has hitherto been unclear whether non-radial modes are observable at all in red giants, or whether the oscillation modes have a short or a long mode lifetime, which determines the observational precision of the frequencies. Using data from the CoRoT mission, radial and non-radial oscillations were detected in more than 300 giant stars (De Ridder et al., 2009). For at least some of the giants, the mode lifetimes are of the order of a month. So far, no satisfactory theoretical explanation currently exists for these observations.

## Public outreach

To "share exciting discoveries and the beauty of the Universe with the broad public" (as phrased by ESO), has been, is and will, of course, be an important goal for Austrian astronomers in the future. Promotion of astronomy to the Austrian public will be enhanced by membership of ESO through the already widespread activities that have taken place, partly within the framework of the International Year of Physics 2005, the International Heliophysical Year 2007 and the International Year of Astronomy 2009. Such activities comprise: lectures at various types of adult education centres, elementary and secondary schools (see Figure 8), universities and clubs (like Rotary Clubs, Lions Clubs, etc.); advanced training courses for school teachers; regular (and irregular) guided tours, including public use of telescopes at our institutes; various open air activities, partly in cooperation with amateur astronomers; indoor activities at, say, shopping centres, fairs and the like; a yearly Austrian astronomy day; popular articles for newspapers and magazines; exclusive interviews for the press, as well as for radio and TV stations; and last, but not least, answering the widely varied questions sent in by telephone or e-mail on phenomena in the night and day sky.

The design grid for a single A4 page is shown here (reduced to 58 % of the original size).

For bodytext Helvetica Neue LT Com 45 Light, 9 pt, with a line spacing of 3.75 mm is recommended, using a three-column design. But of course also two colums or a single column or four columns are possible.



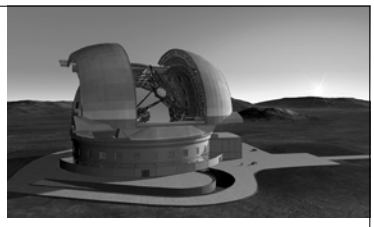
This is an example of a 10 cm × 14 cm ESO general advertisement in black and white. Of course many other formats are possible as well as four colour printing.

Here, for the bodytext Helvetica Neue LT Com 45 Light, 8 pt, with a line spacing of 3.5 mm was used.

European
Southern
Observatory

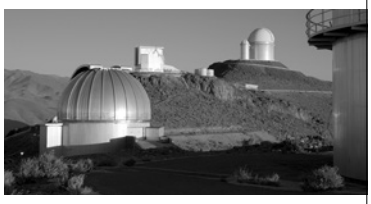
www.eso.org

ESO is the foremost intergovernmental astronomy organisation in Europe and the world's most productive astronomical observatory. It operates three sites in Chile, on behalf of its fourteen member states. It builds ALMA together with international partners and designs the European Extremely Large Telescope.



E-ELT

The Very Large Telescope

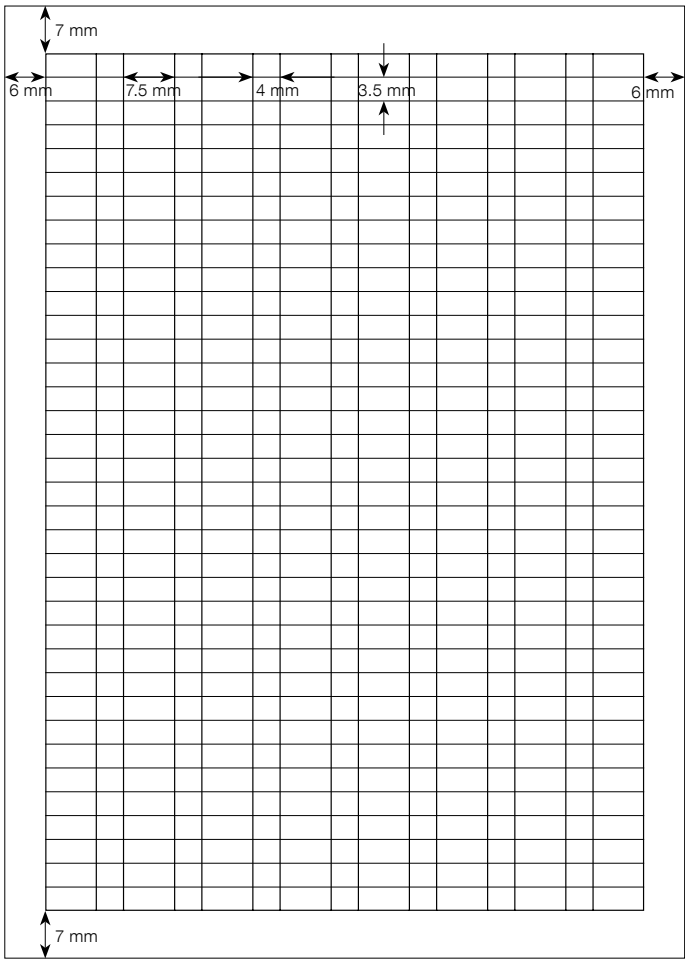


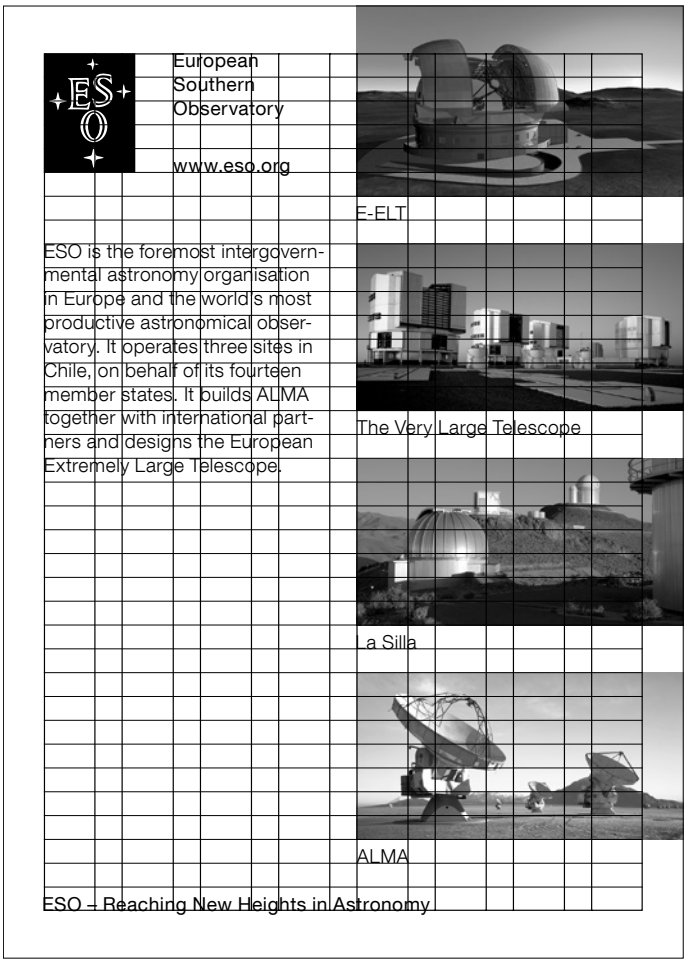
La Silla

ALMA

ESO – Reaching New Heights in Astronomy

Here the design grid of the advertisement on the previous page is shown (reduced to 90 % of the original size).



Since Helvetica Neue LT Com is the ESO house style font there is not doubt that it will also be used for the signage system. The font has proven to work well on signs in many different signage system projects from many agencies specialised in environmental graphic design. For example, Helvetica is used for the signage in the New York City Subway System.

Based on prototype signs it was decided to choose the font weight Helvetica Neue LT Com 45 Light.

Helvetica Neue LT Com 45 Light

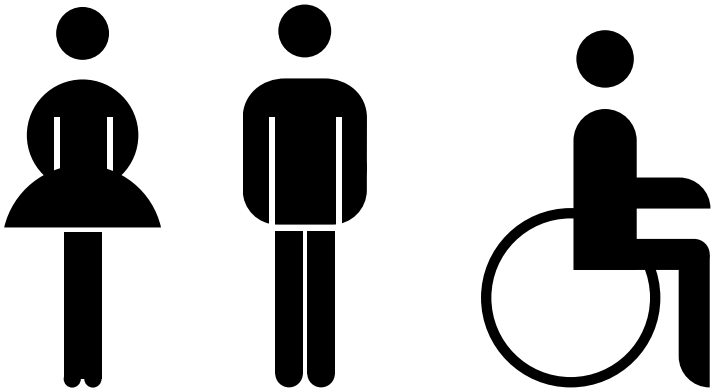
The quick brown fox jumps over the lazy dog.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
.,:;?!”*’/%

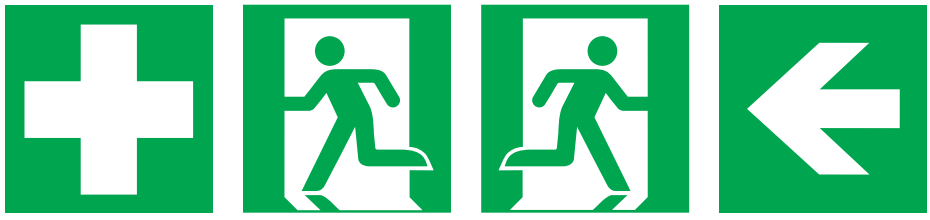
To indicate directions arrows of the font TheSans Light and TheSans Light Italic will be used.

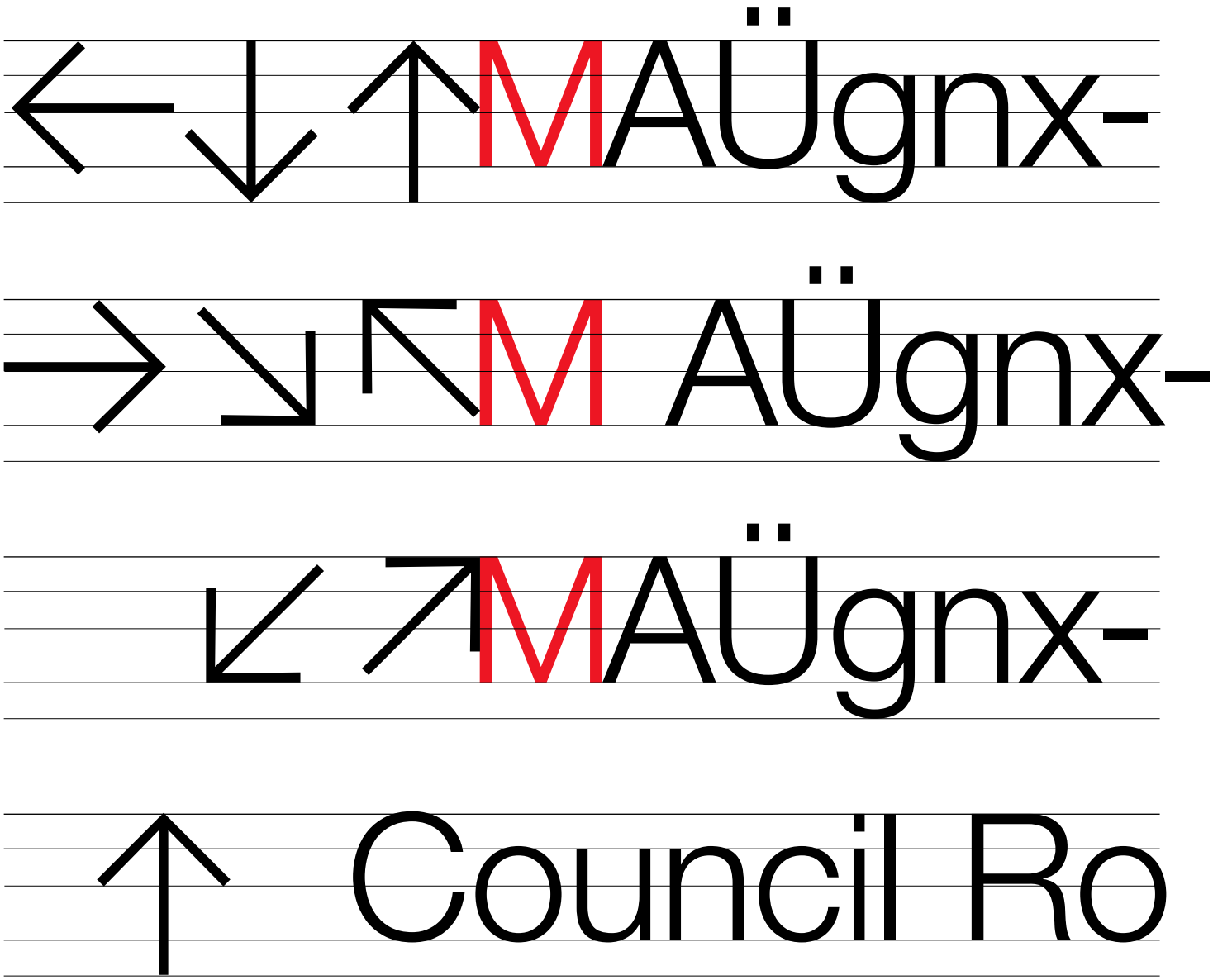
These two fonts have to be bought from https://www.fontshop.com/families/thesans.

For non-security related signs pictograms designed by Otl Aicher are suggested. A license fee of 1800 EUR for the usage has to be paid to ERCO GmbH who holds the copyrights.



For security related signs ISO 7010 pictograms will be used. The International Organization for Standardization holds the copyrights. For the usage a license agreement is necessary.

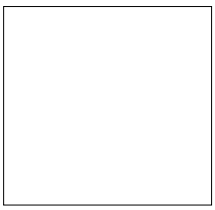





Arrow: The Sans Light Expert
Text: Helvetica Neue LT Com 45 Light

The ESO housecolour:
Pantone 3005
in four-color printing:
C = 100 %, M = 37 %, Y = 0 %, K = 0 %
in RGB:
R = 0, G = 119, B = 190
#0077be or web save: #0066cc
RAL colour code: RAL 5015
Self adhesive film:
Product: Oracal 751
Colour code: Euro blue 517

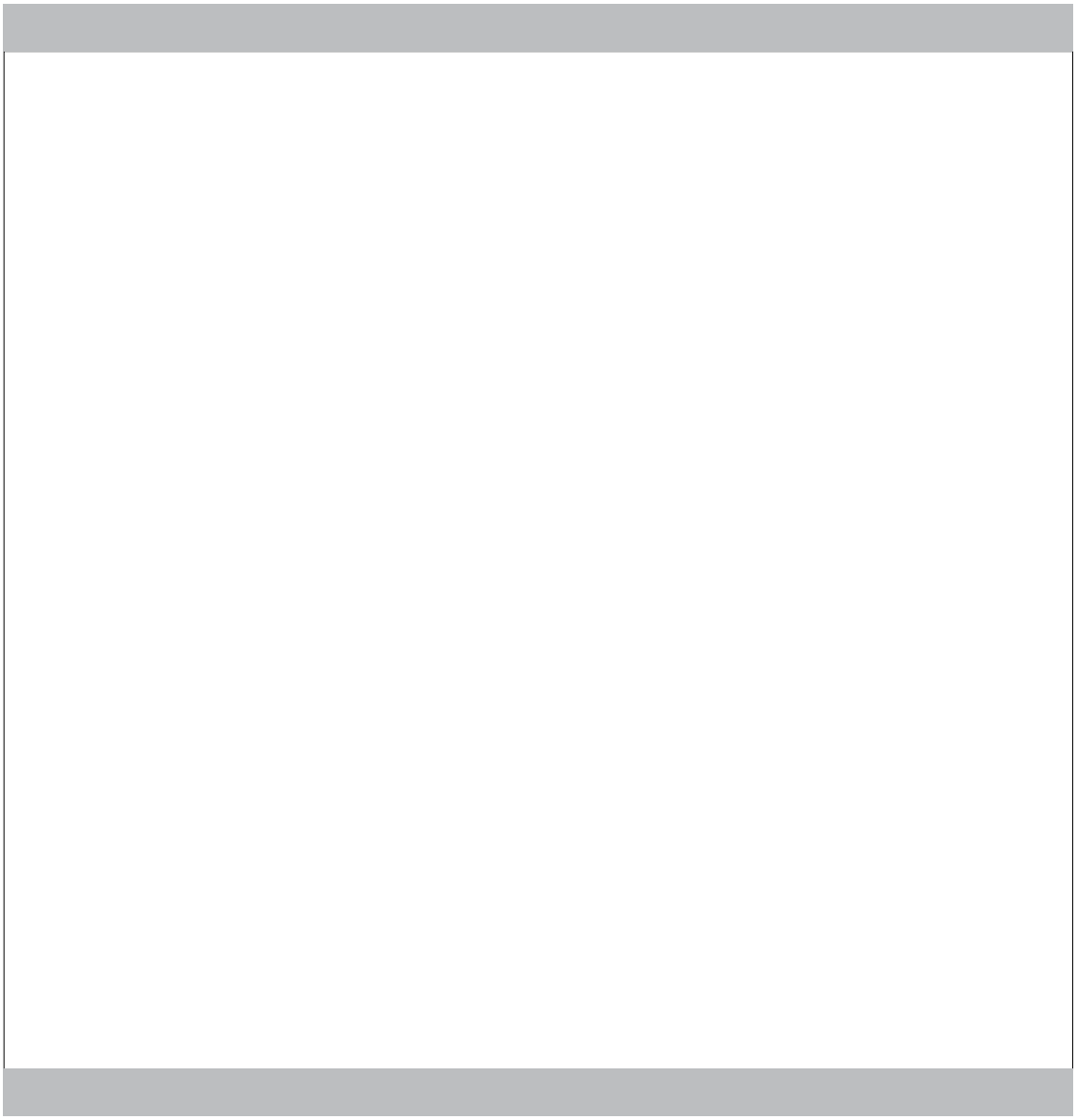
White
C = 0 %, M = 0 %, Y = 0 %, K = 0 %
in RGB:
R = 255, G = 255, B = 255
#ffffff



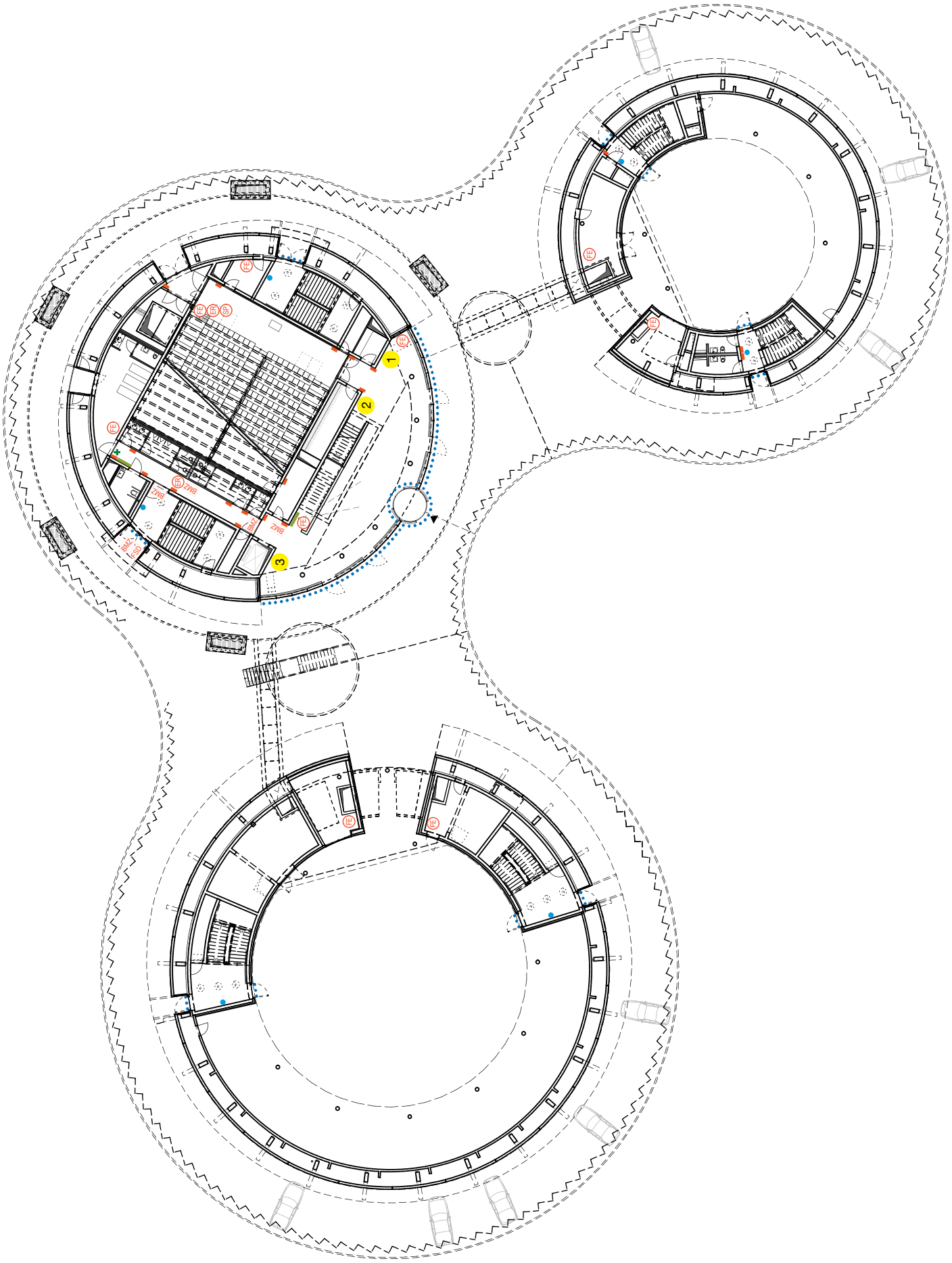
Charcoal-gray
RAL 7021

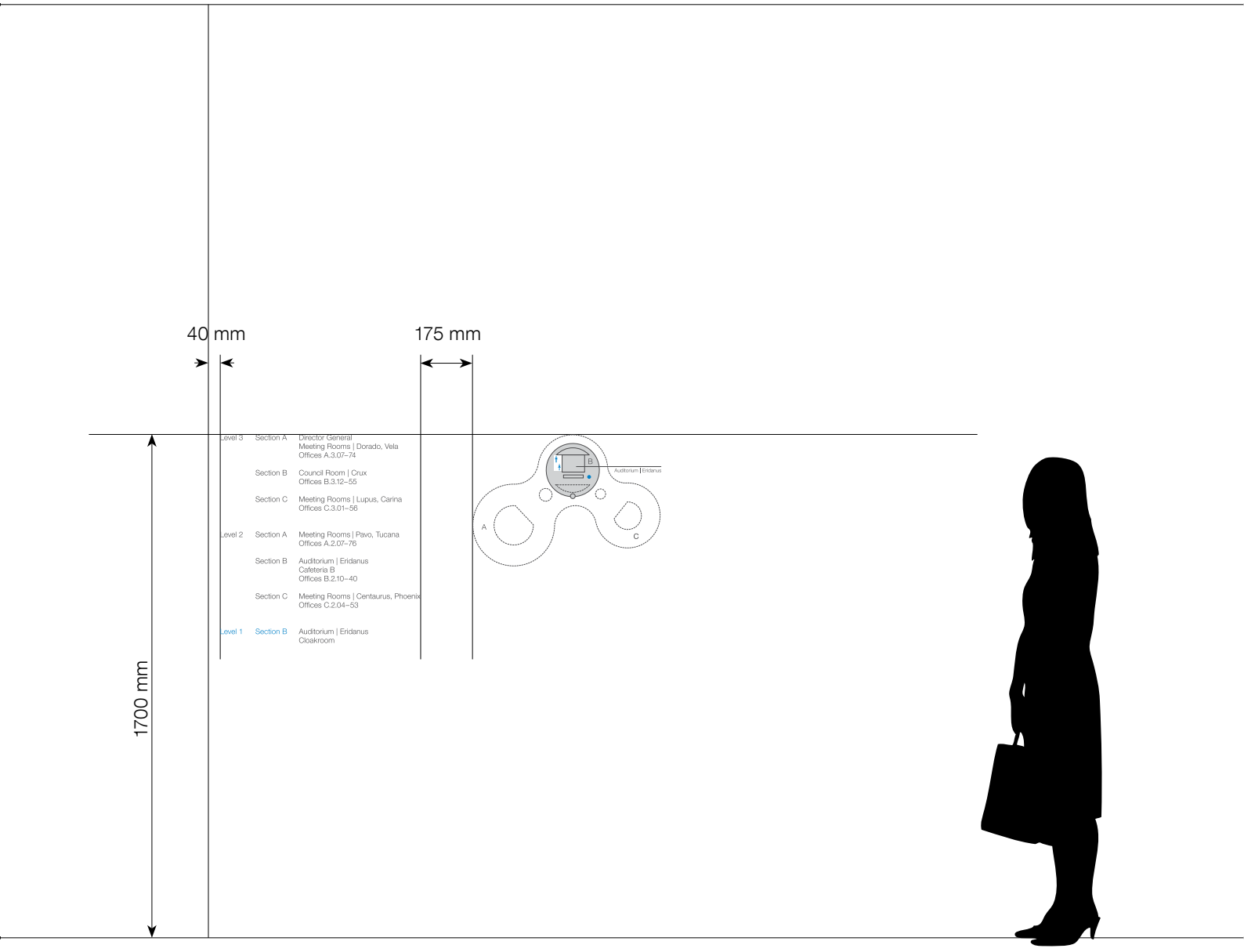
The standard format for door plates is 148 × 154 mm (model from Colberg & Foster GmbH, inlay paper format 147 × 148 mm). A3 landscape format is used for emergency and rescue plans and for security notes.

Direction signs and building overviews are mounted directly on the wall using a transfer technique.



Full scale drawing door plate


1
2
3



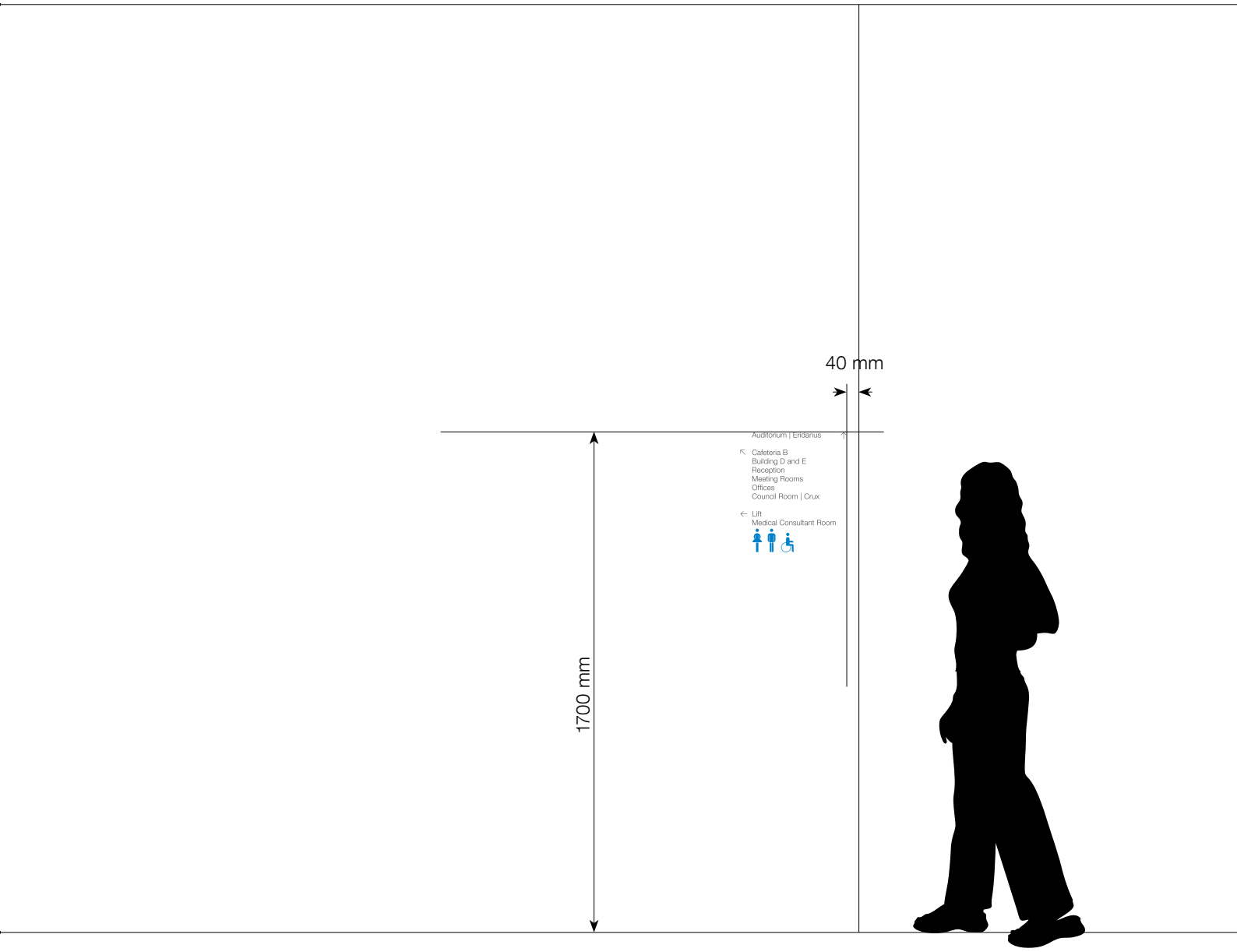

Scale 1:20

Building Overview
Position: Building ABC, Level 1, Pos. 1

Text and map: transfer technique
Cap height: 18 mm, map labels: 12 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



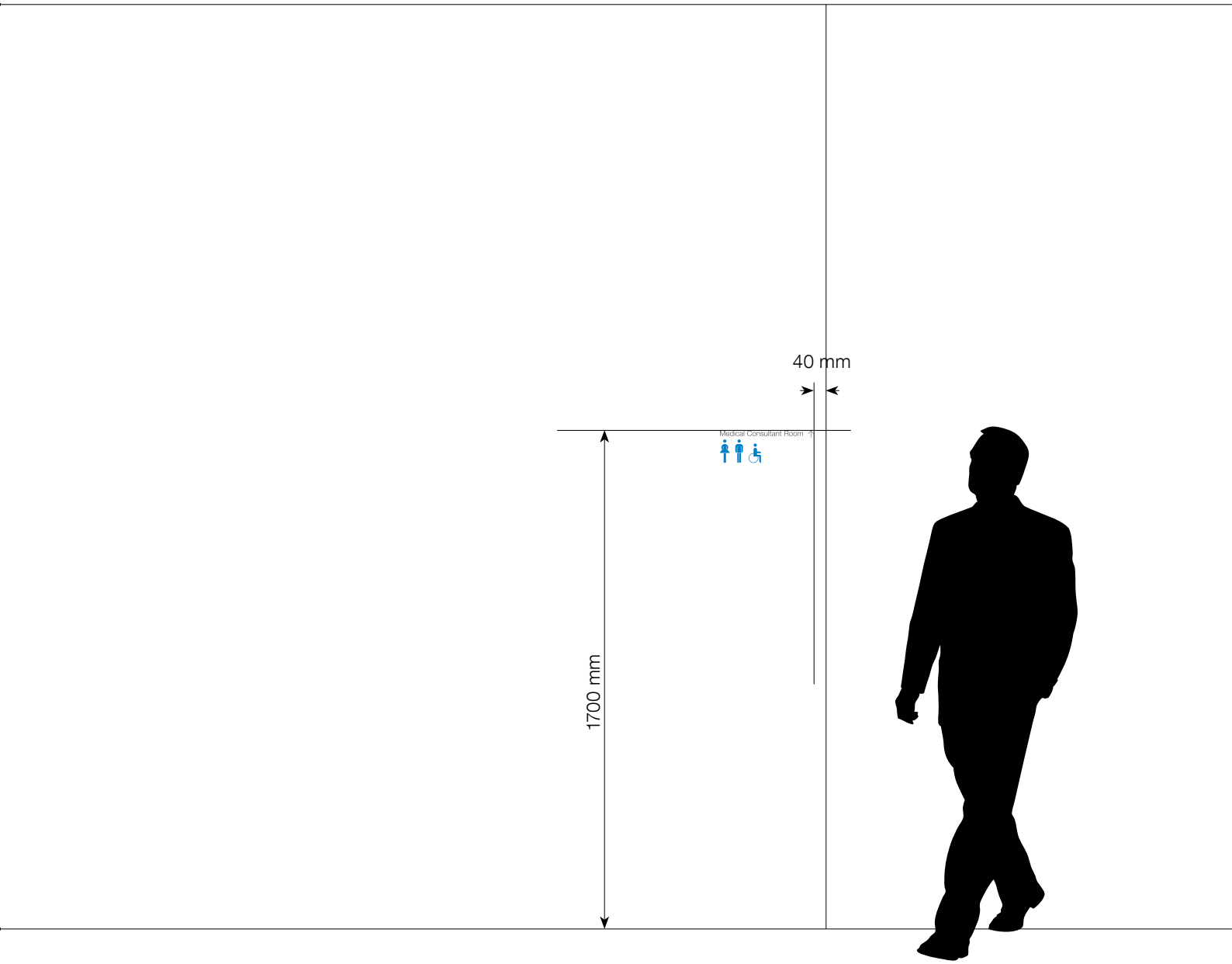

Scale 1:20

Direction Sign
Position: Building ABC, Level 1, Pos. 2

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site..



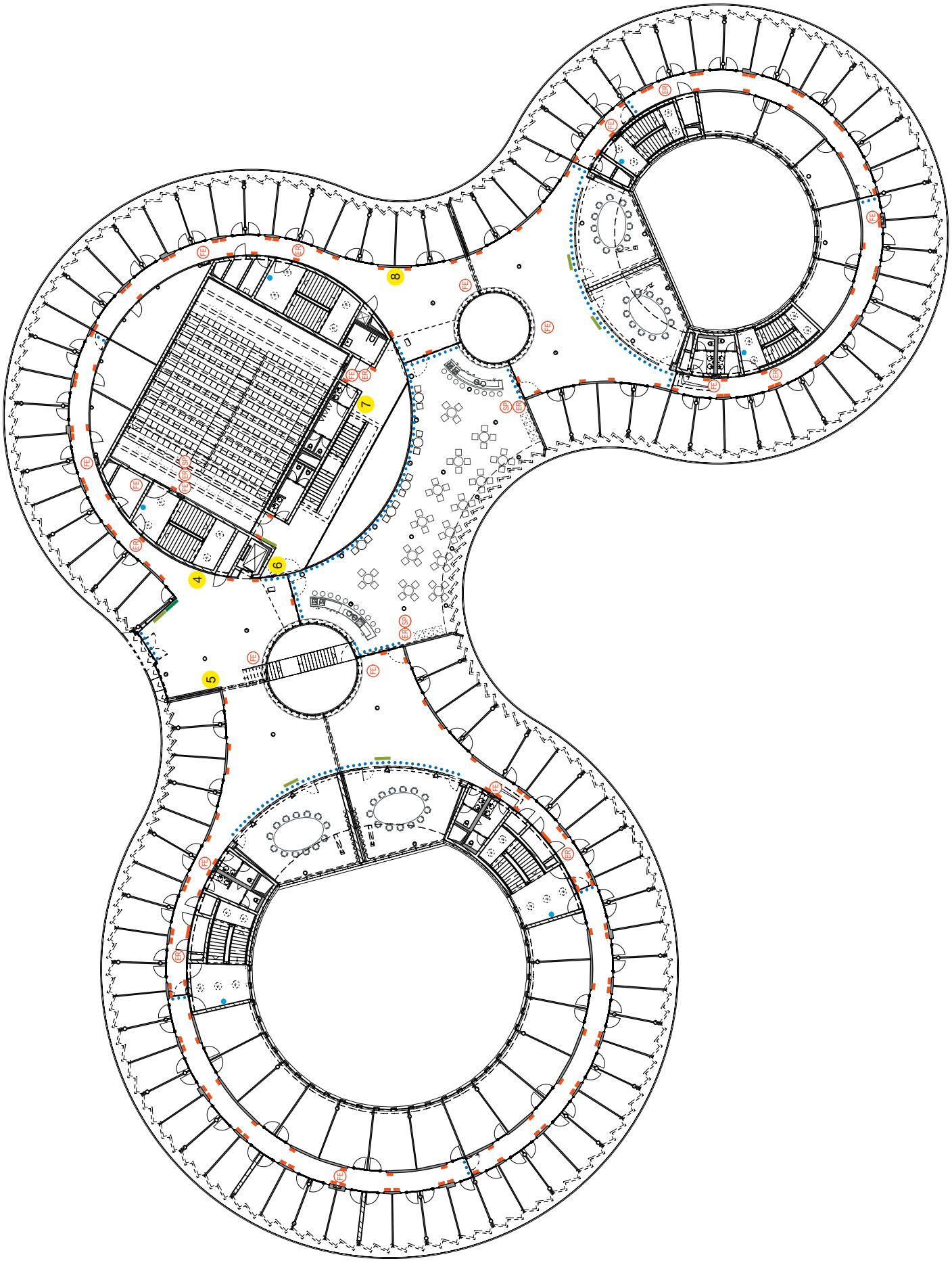

Scale 1:20

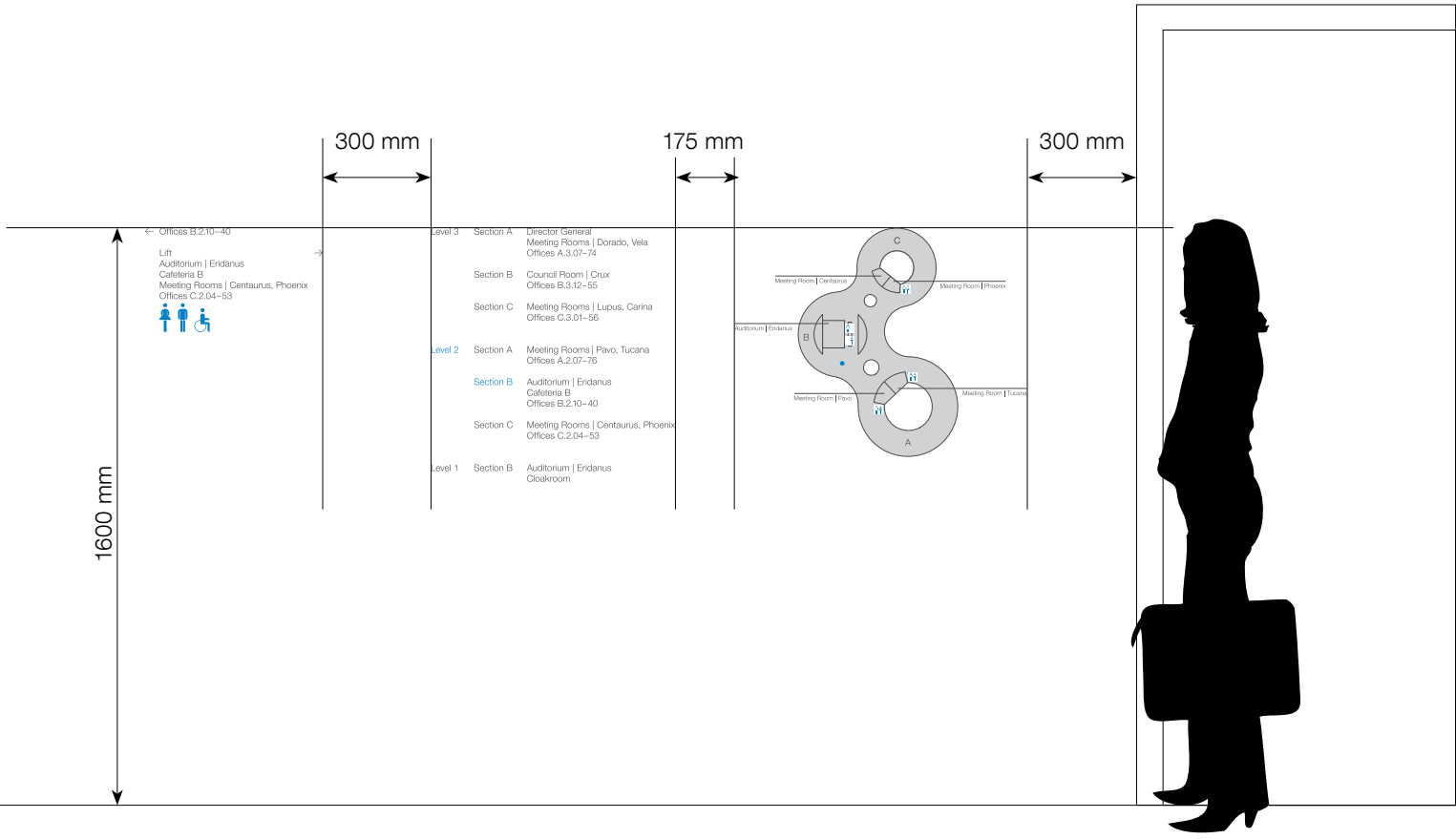
Direction Sign
Position: Building ABC, Level 1, Pos. 3

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.


8
7
6
4
5



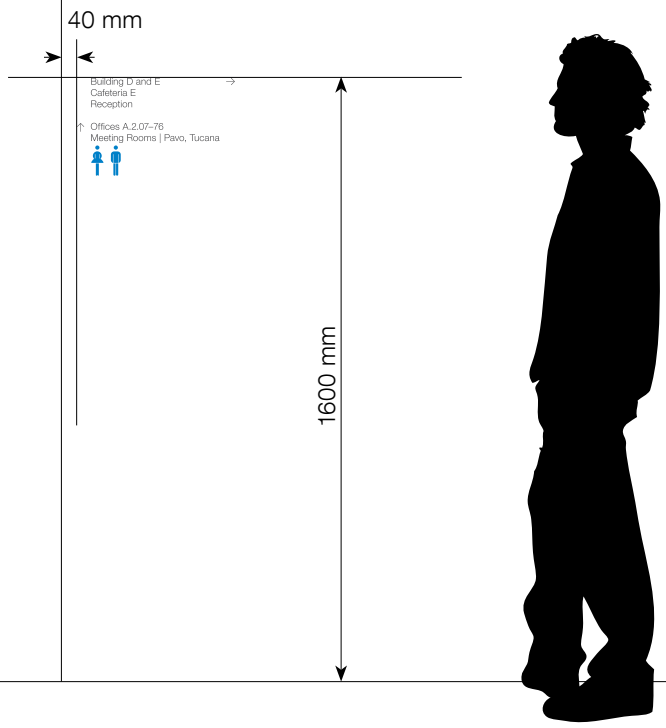

Scale 1:20

Building Overview and Direction Sign
Position: Building ABC, Level 2, Pos. 4

Text, pictograms, map: transfer technique
Cap height: 18 mm, map labels: 12 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



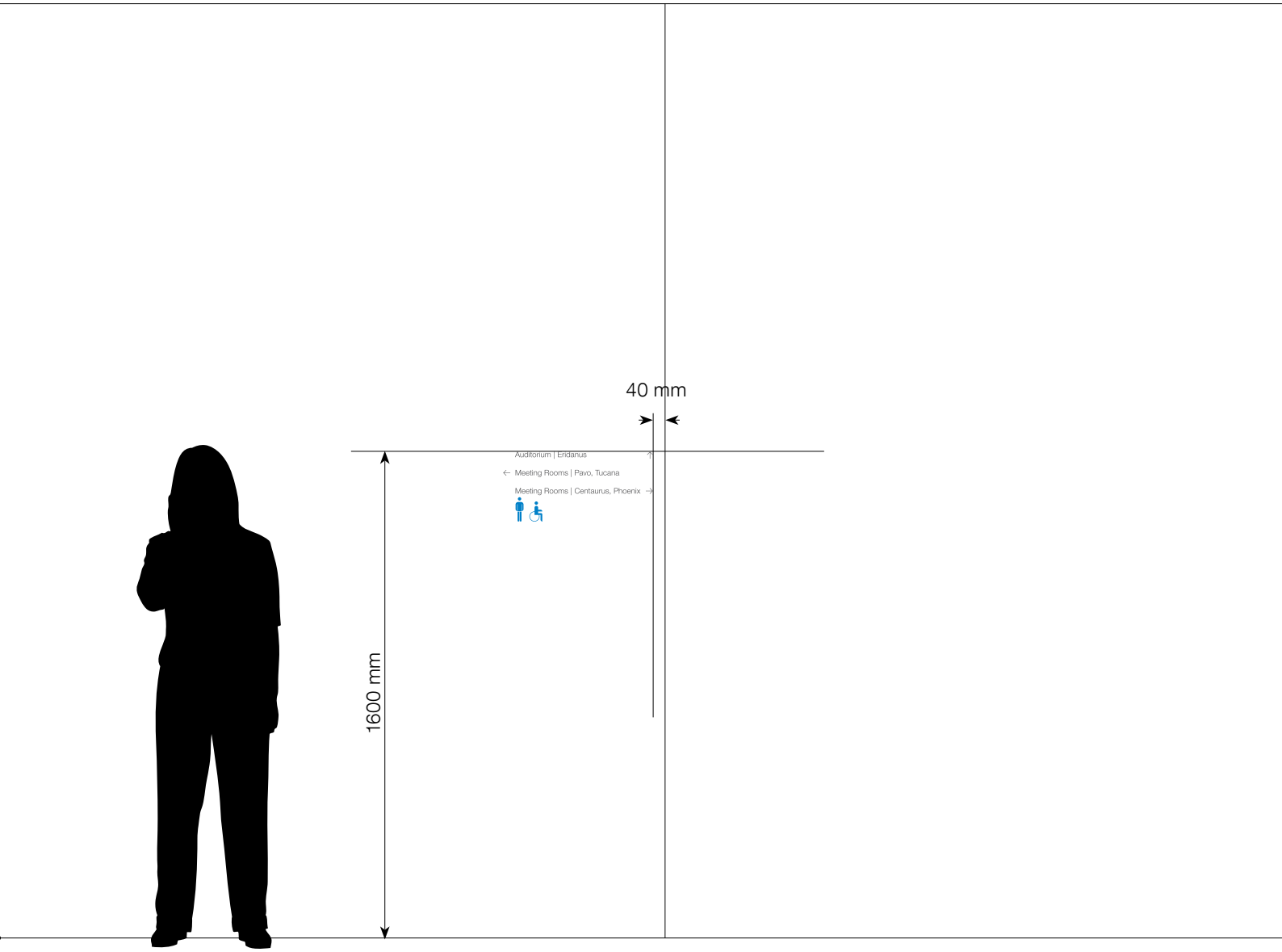

Scale 1:20

Direction Sign
Position: Building ABC, Level 2, Pos. 5

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



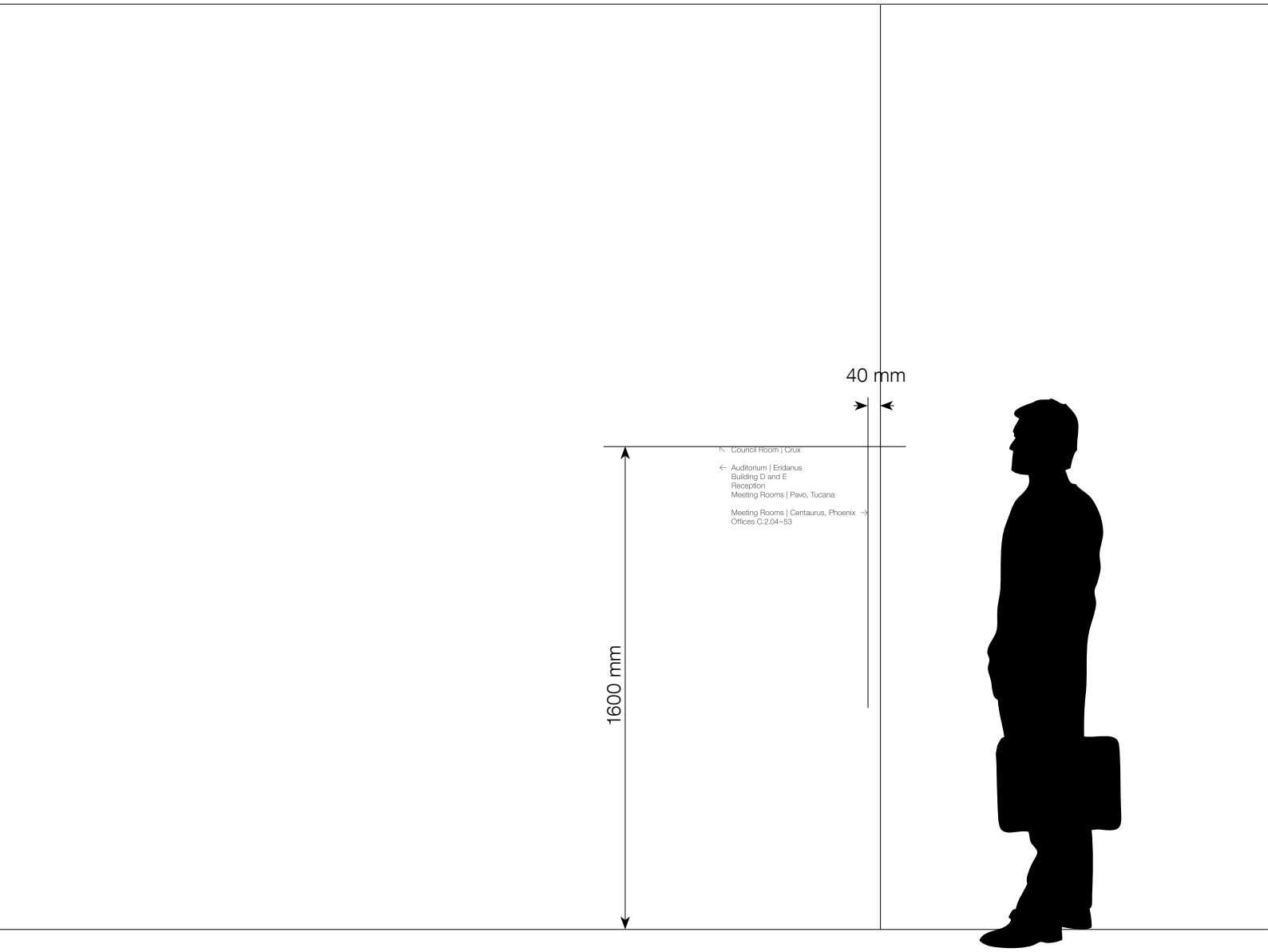

Scale 1:20

Direction Sign
Position: Building ABC, Level 2, Pos. 6

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



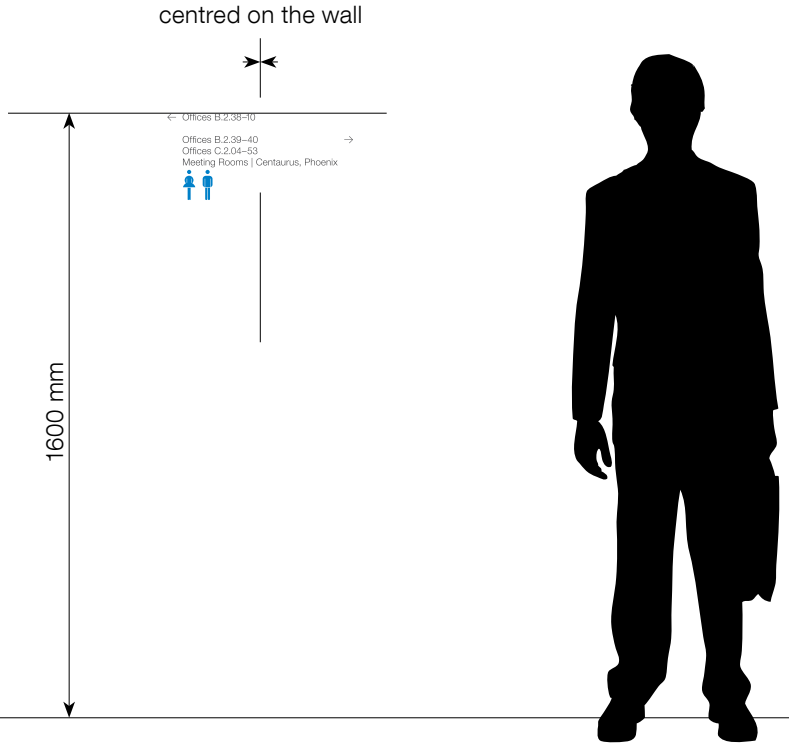

Scale 1:20

Direction Sign
Position: Building ABC, Level 2, Pos. 7

Text and arrows: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.



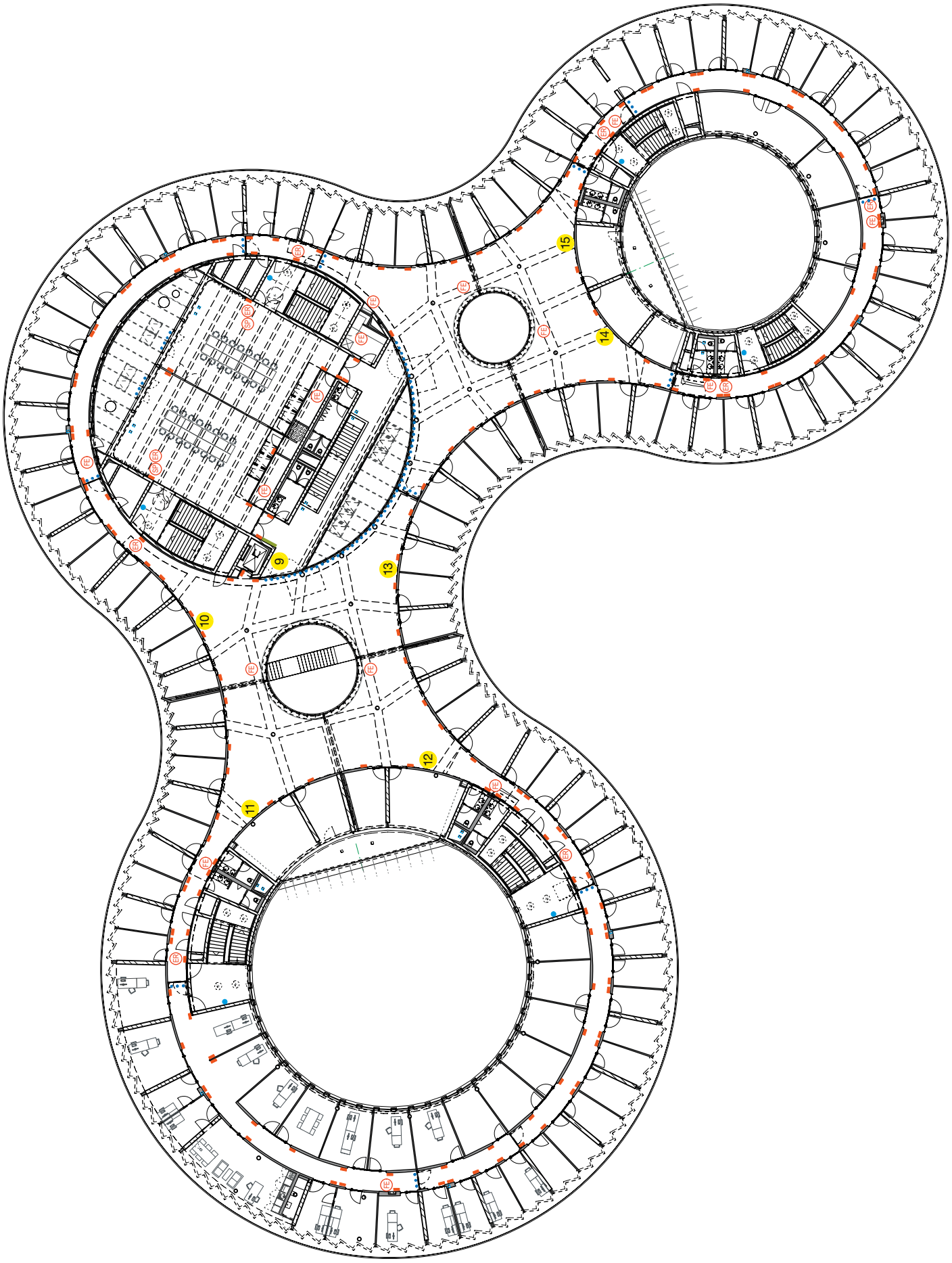

Scale 1:20

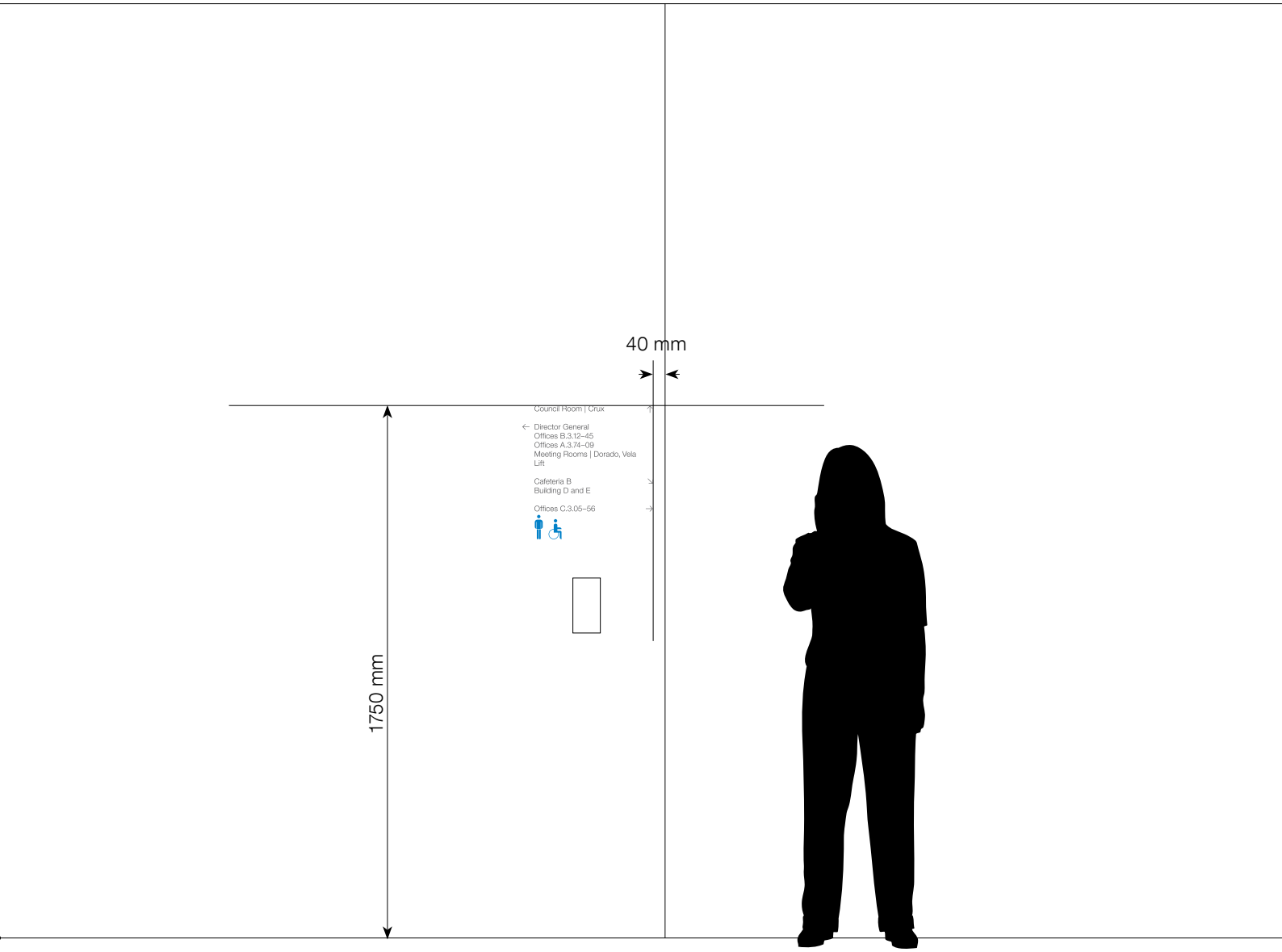
Direction Sign
Position: Building ABC, Level 2, Pos. 8

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.


9
10
11
12
13
14
15



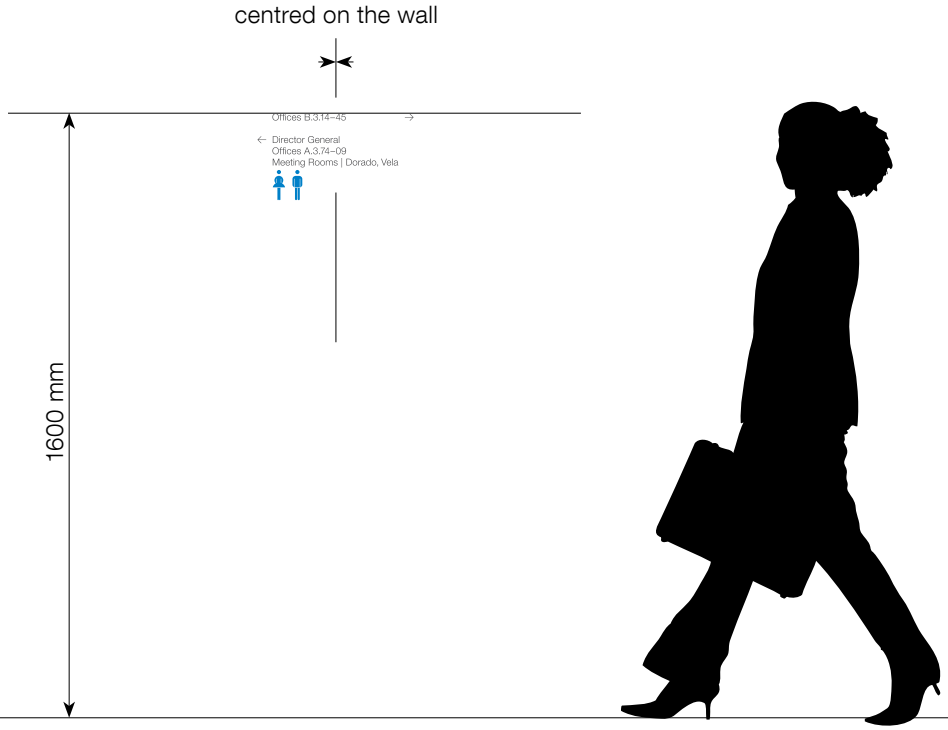

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 9

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



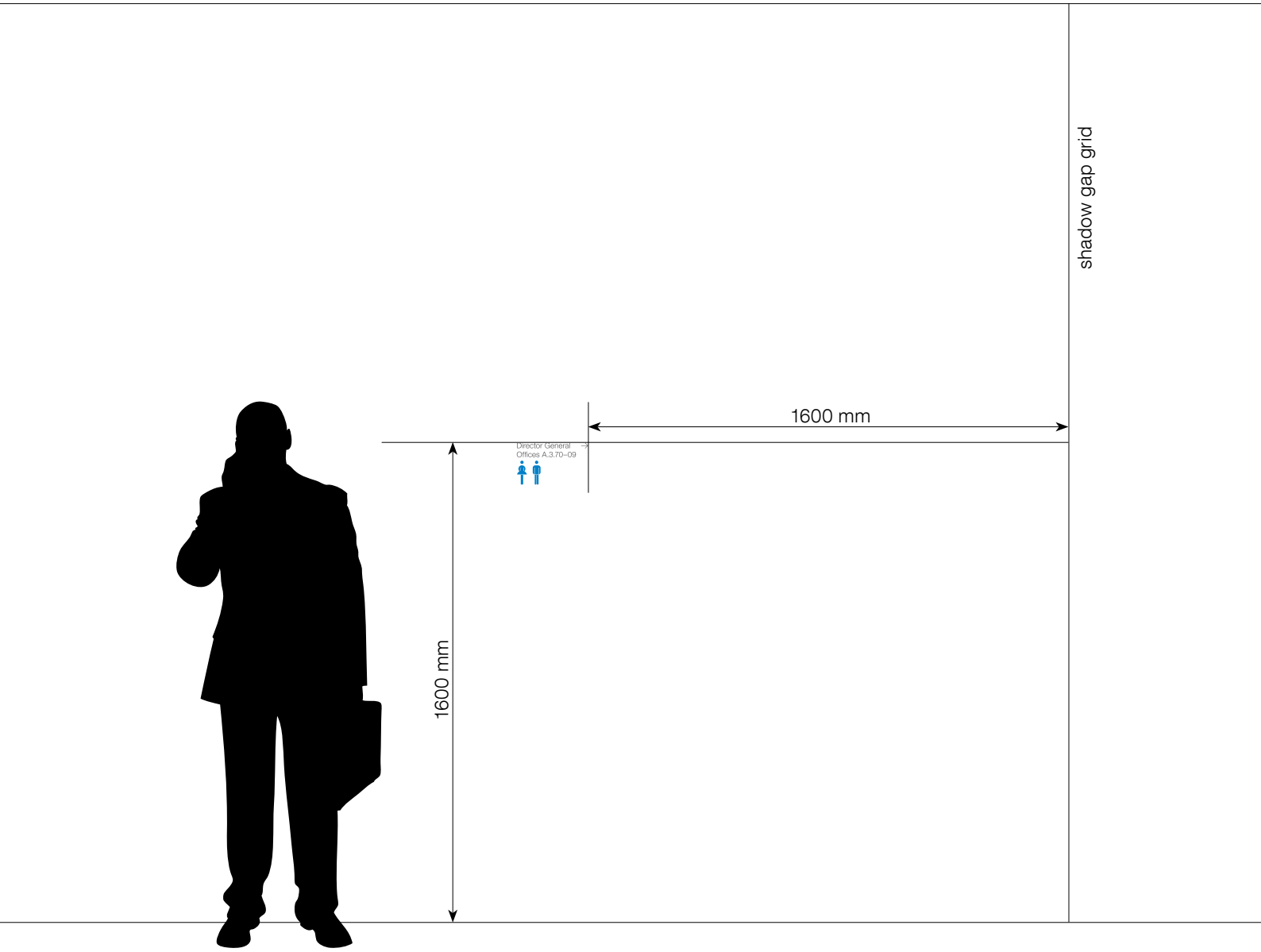

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 10

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



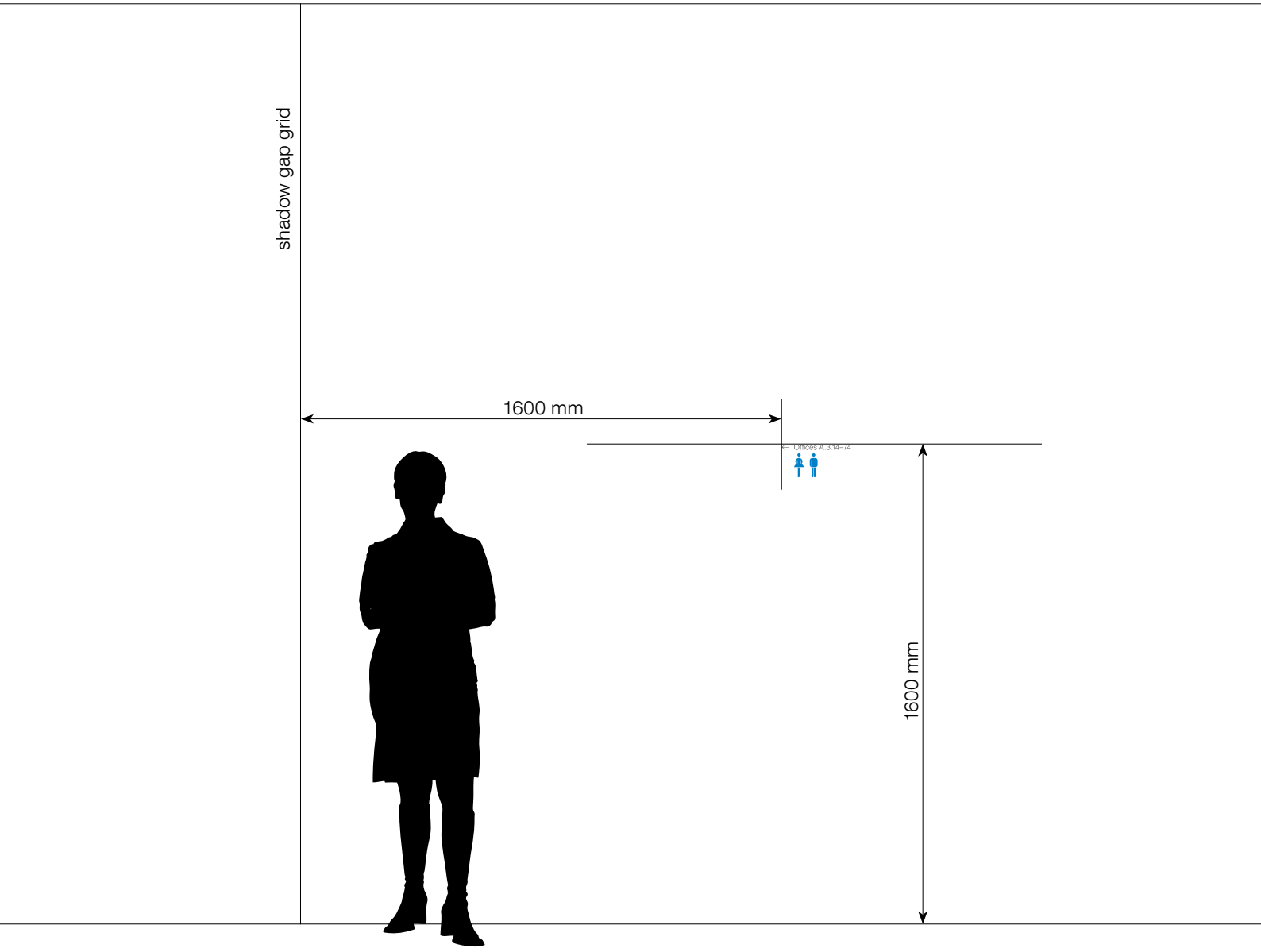

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 11

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



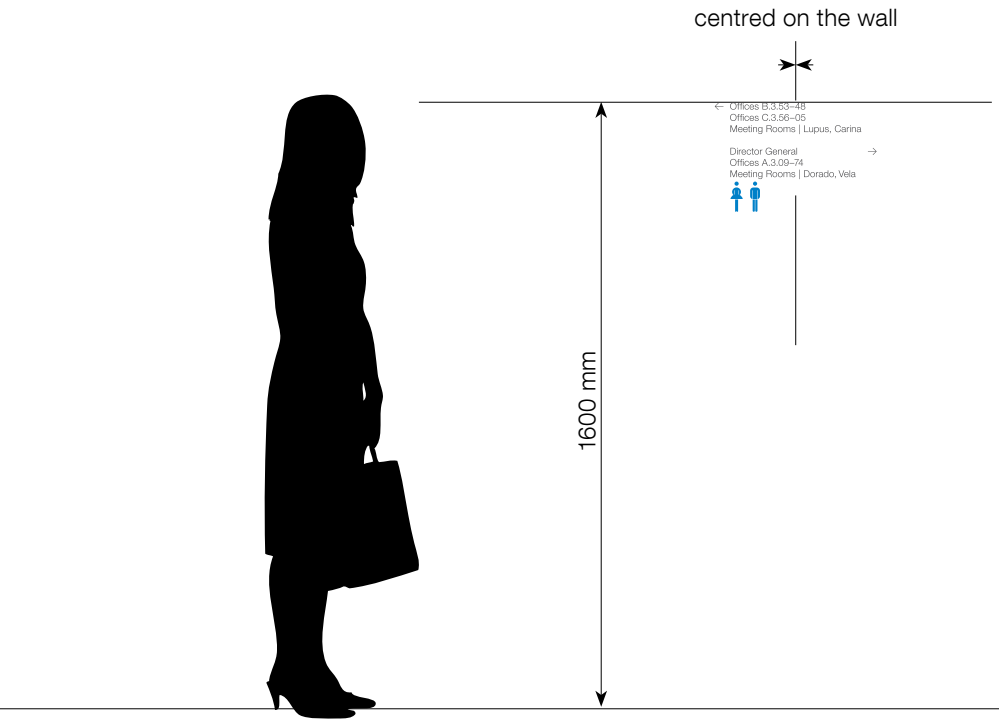

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 12

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



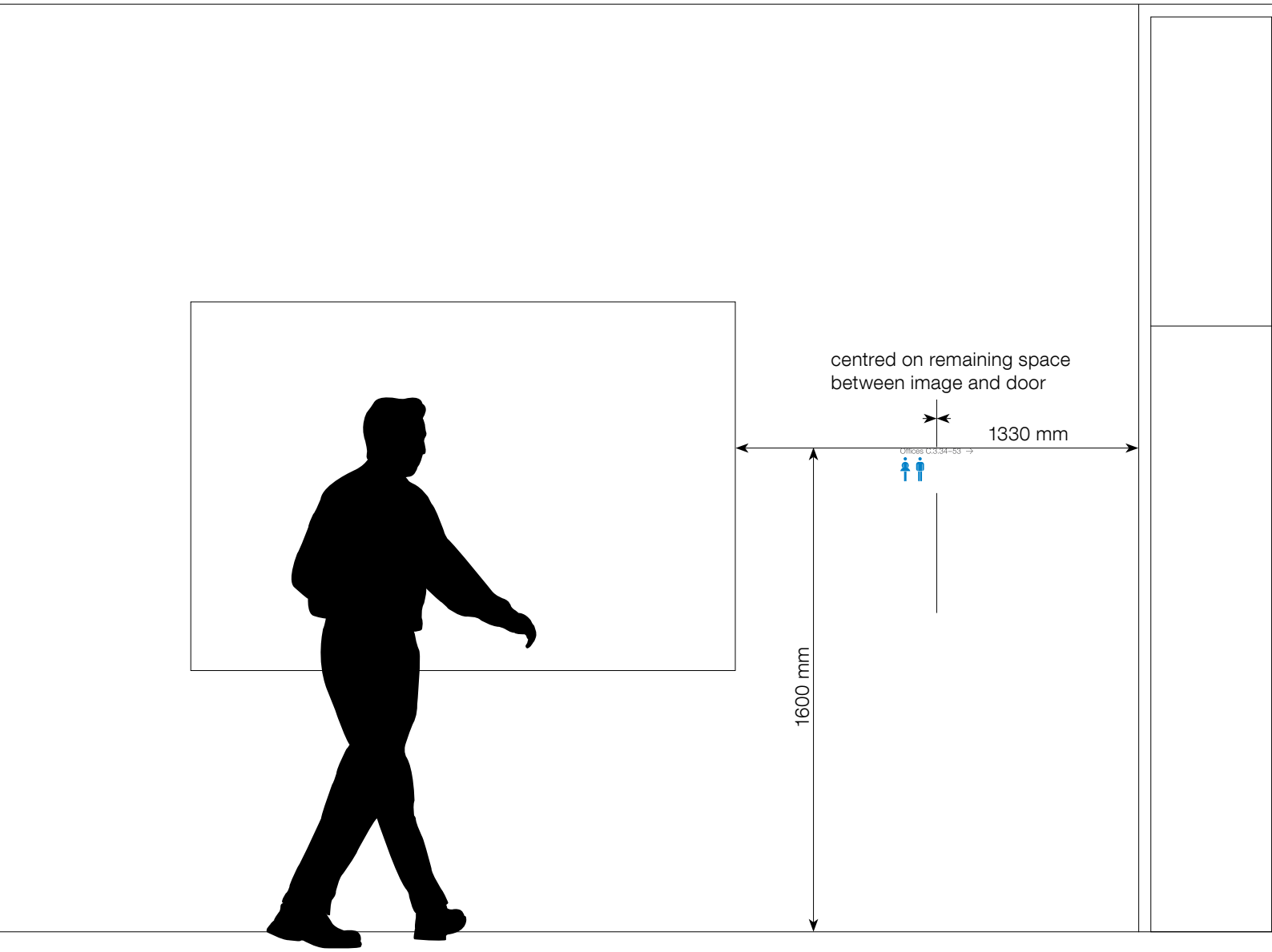

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 13

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



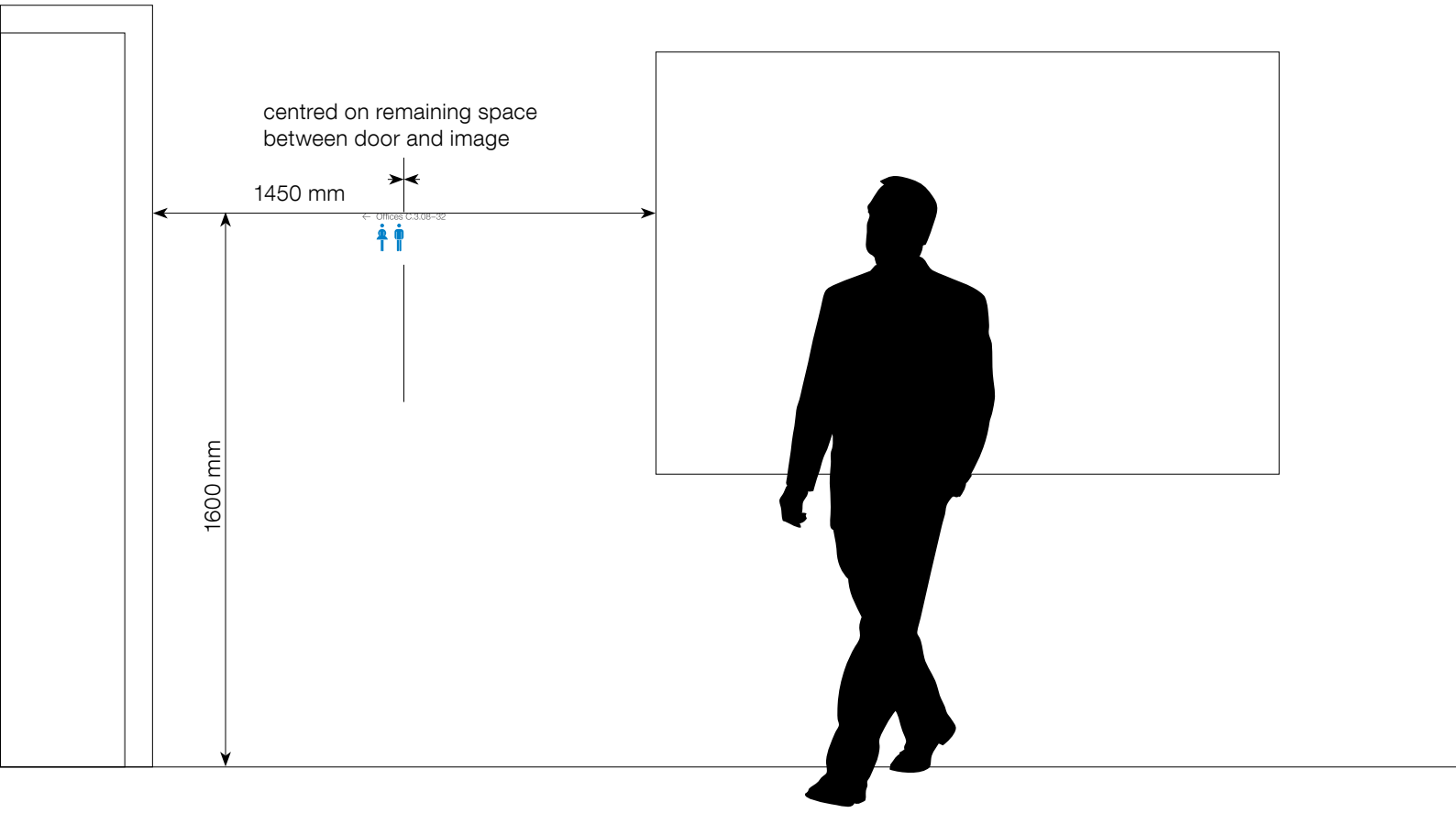

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 14

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



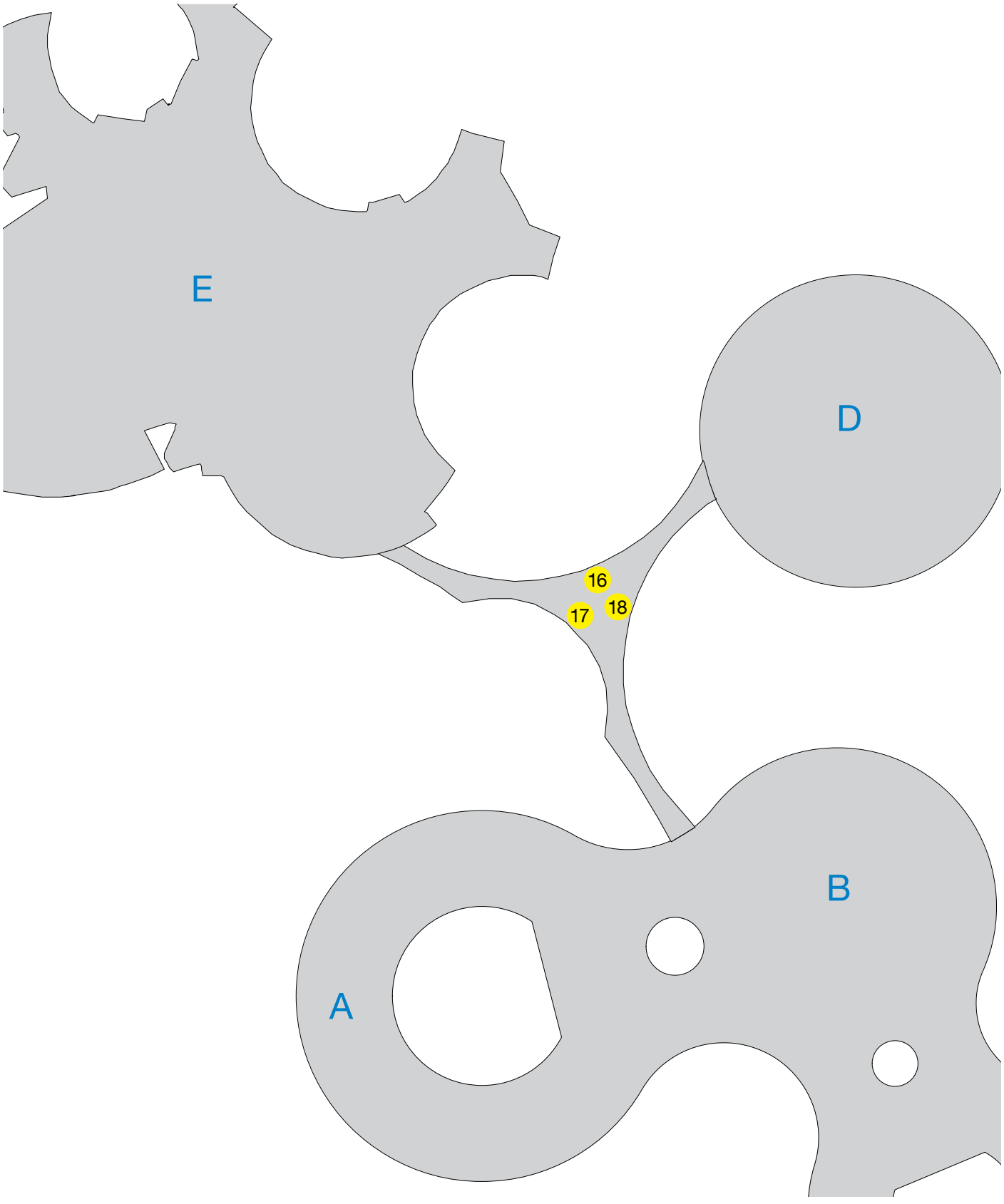

Scale 1:20

Direction Sign
Position: Building ABC, Level 3, Pos. 15

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.


E
D
16
17
18
B
A

Scale 1:20

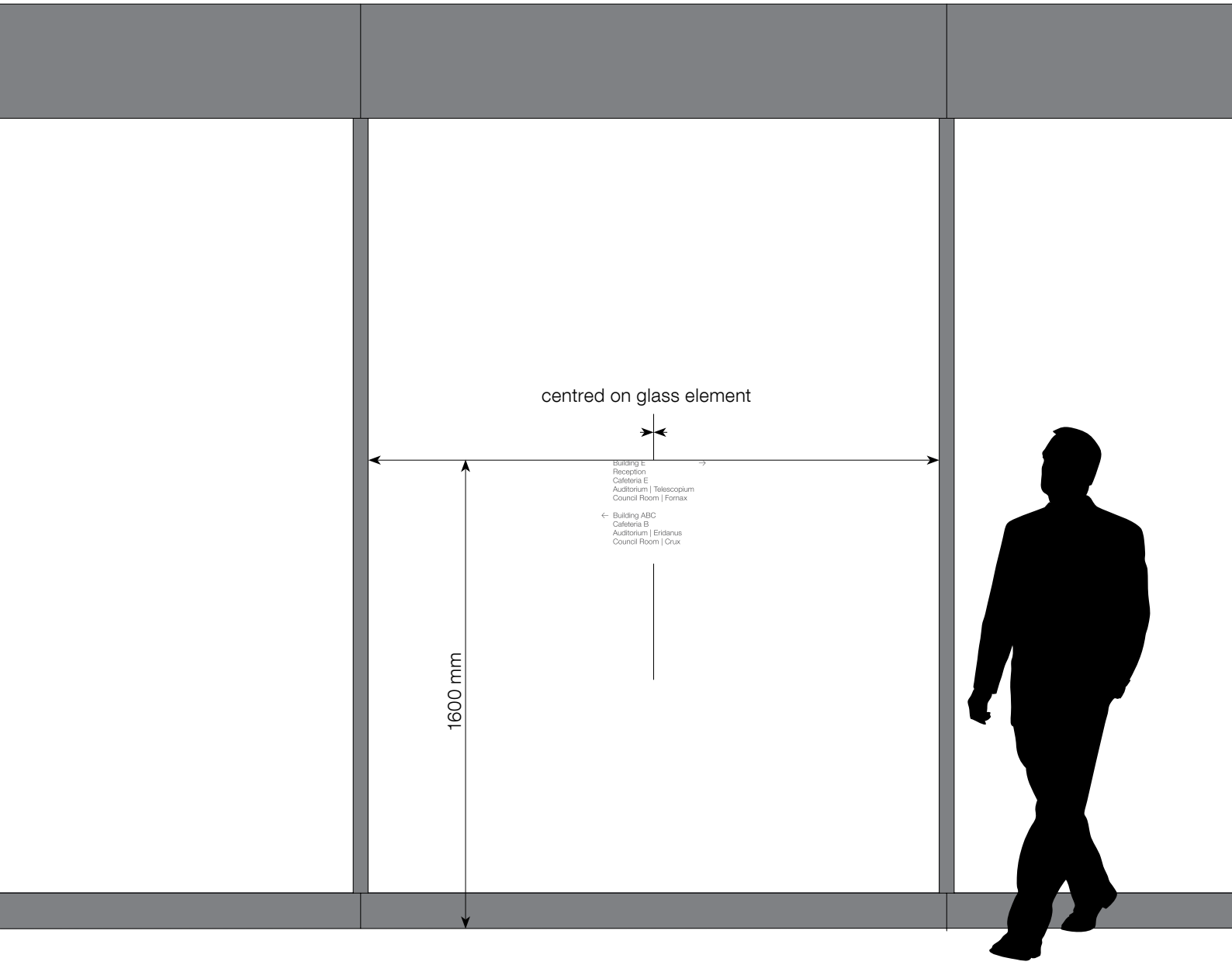
Direction Sign
Position: Bridge, Pos. 16

Text and arrows: transfer technique

Cap height: 18 mm

Colour: White

Final dimensions and position subject to samples on site.




Scale 1:20

Direction Sign
Position: Bridge, Pos. 17

Text and arrows: transfer technique

Cap height: 18 mm

Colour: White

Final dimensions and position subject to samples on site.

Scale 1:20

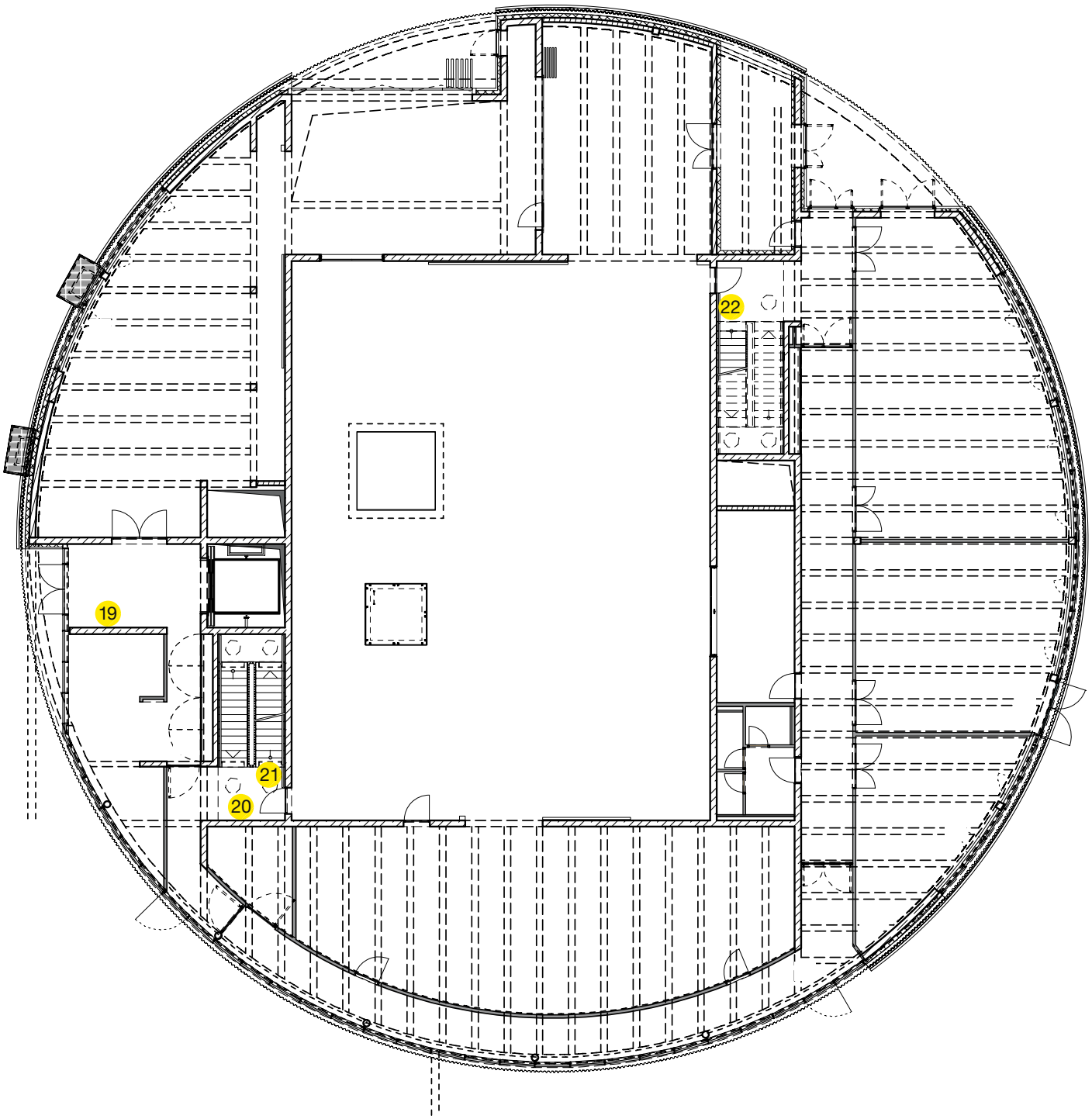
Direction Sign
Position: Bridge, Pos. 18

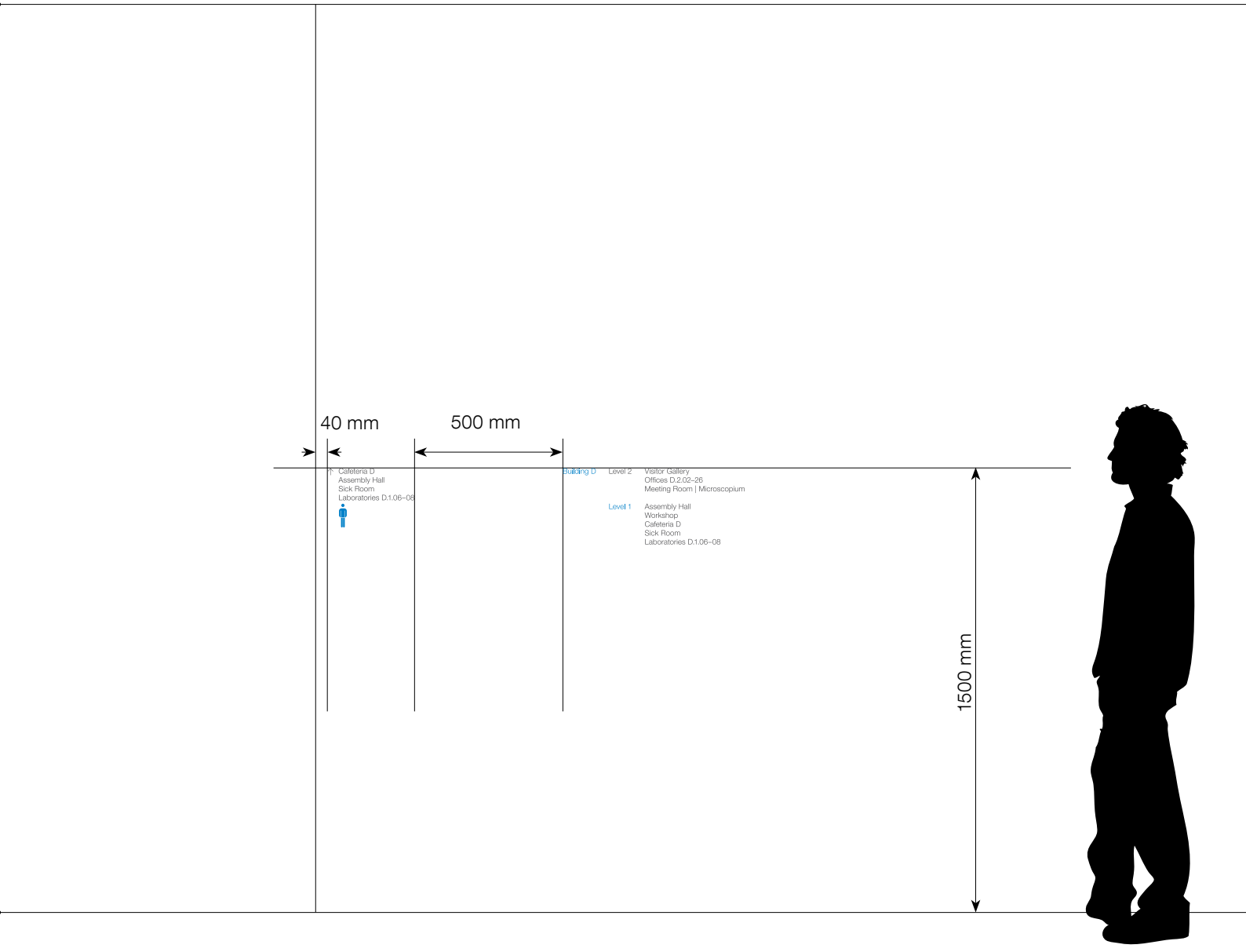
Text and arrows: transfer technique

Cap height: 18 mm

Colour: White

Final dimensions and position subject to samples on site.


22
19
21
20



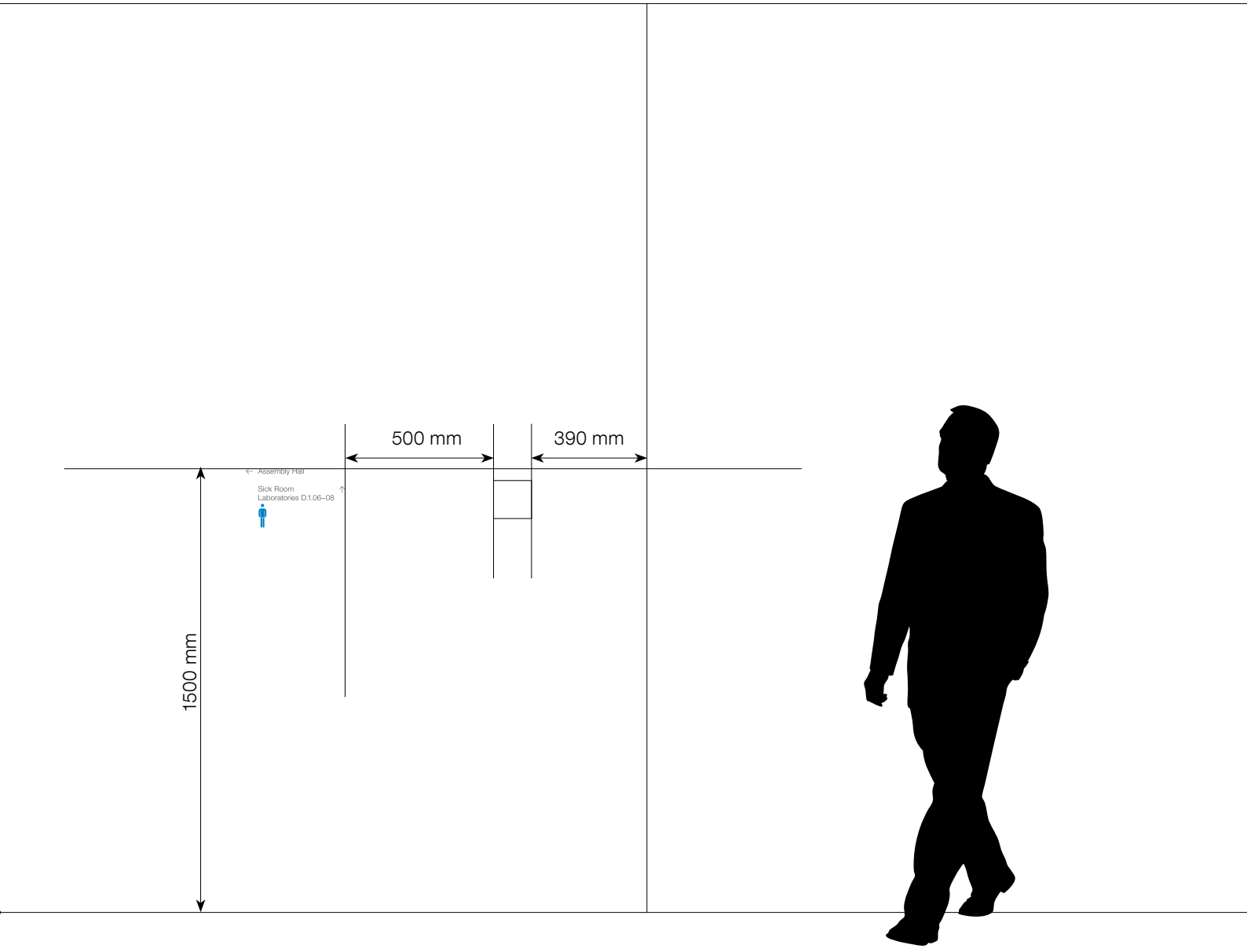

Scale 1:20

Building Overview and Direction Sign
Position: Building D, Level 1, Pos. 19

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictogram: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



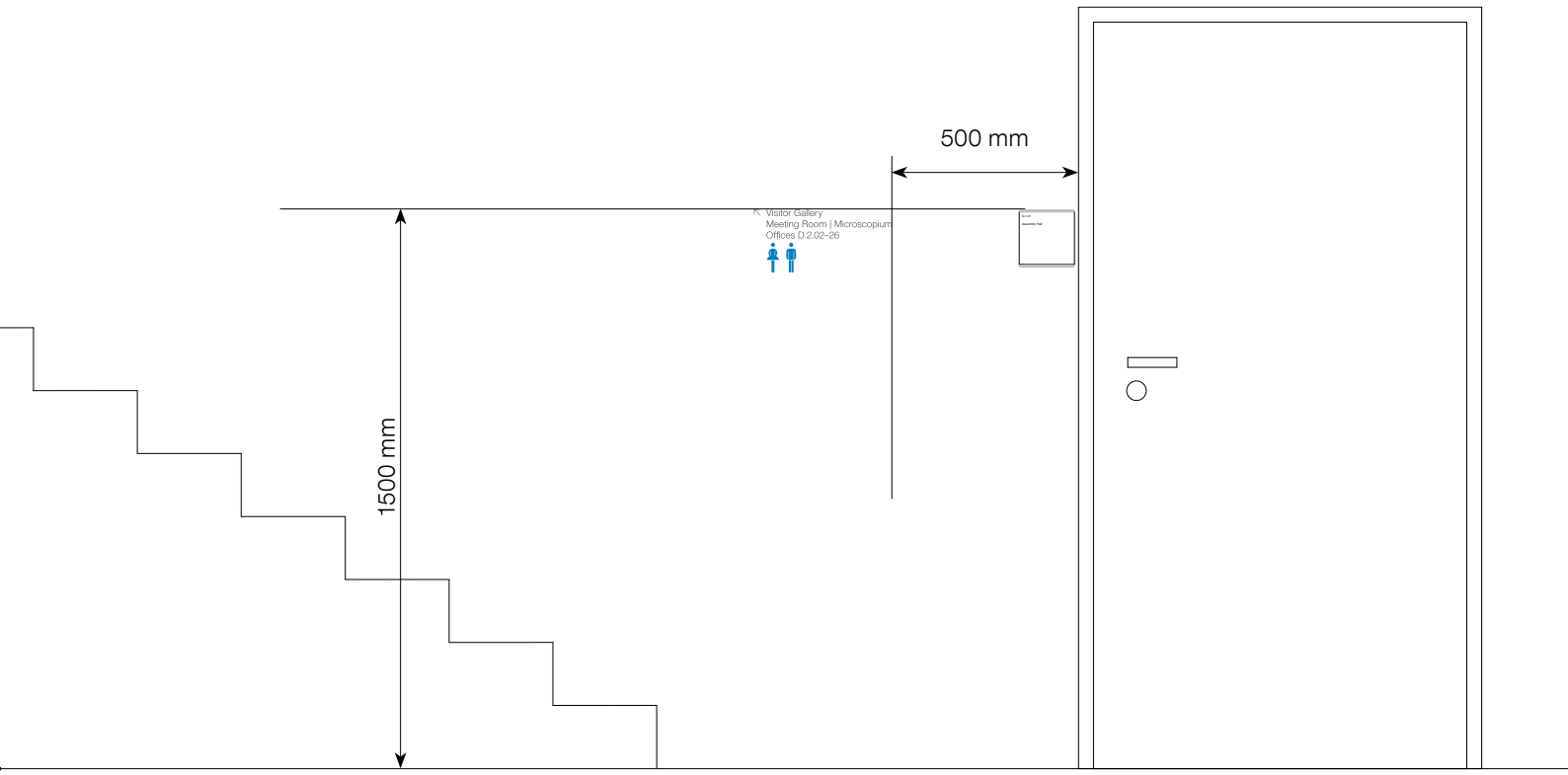

Scale 1:20

Direction Sign
Position: Building D, Level 1, Pos. 20

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictogram: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



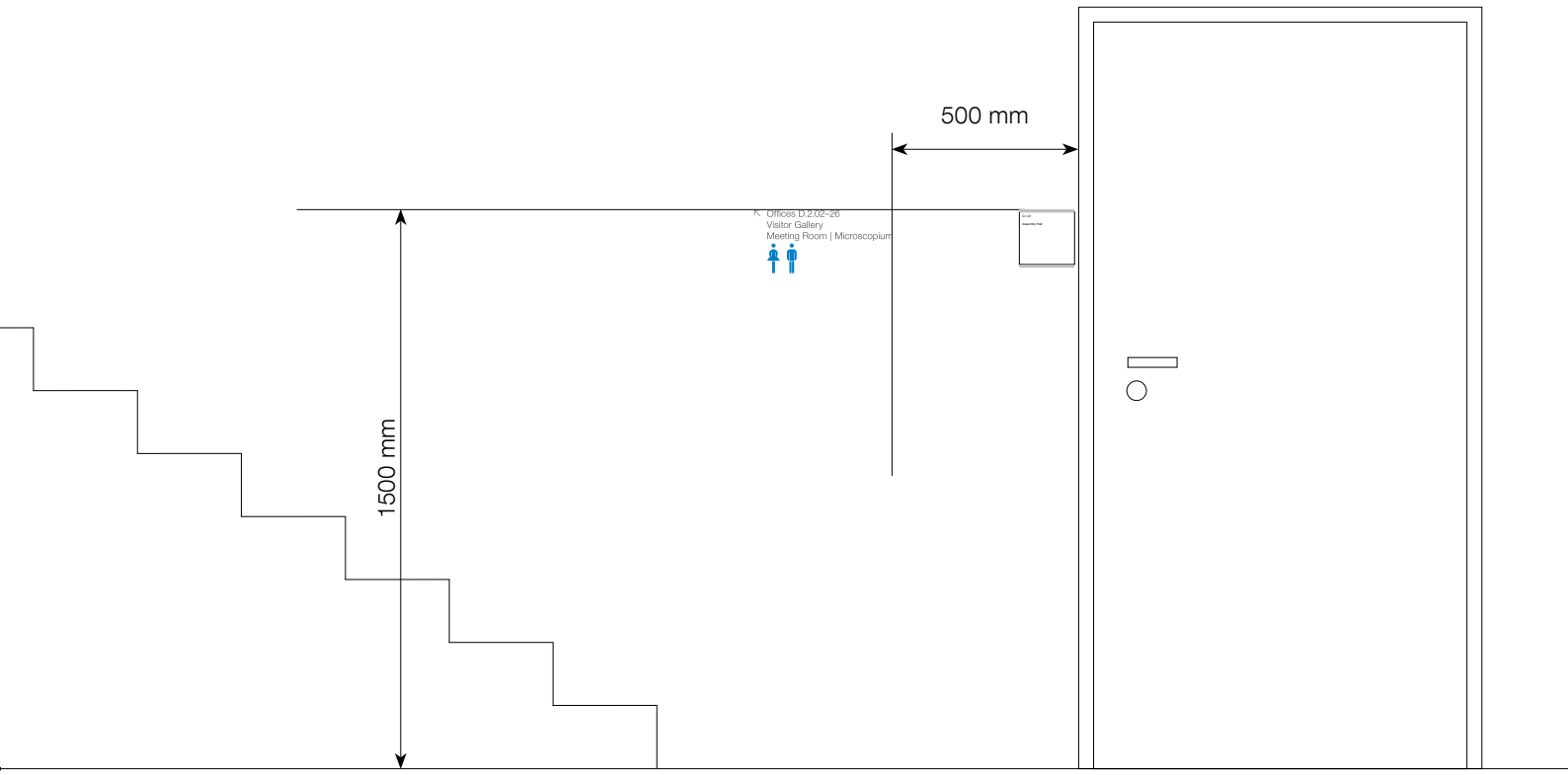

Scale 1:20

Direction Sign
Position: Building D, Level 1, Pos. 21

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



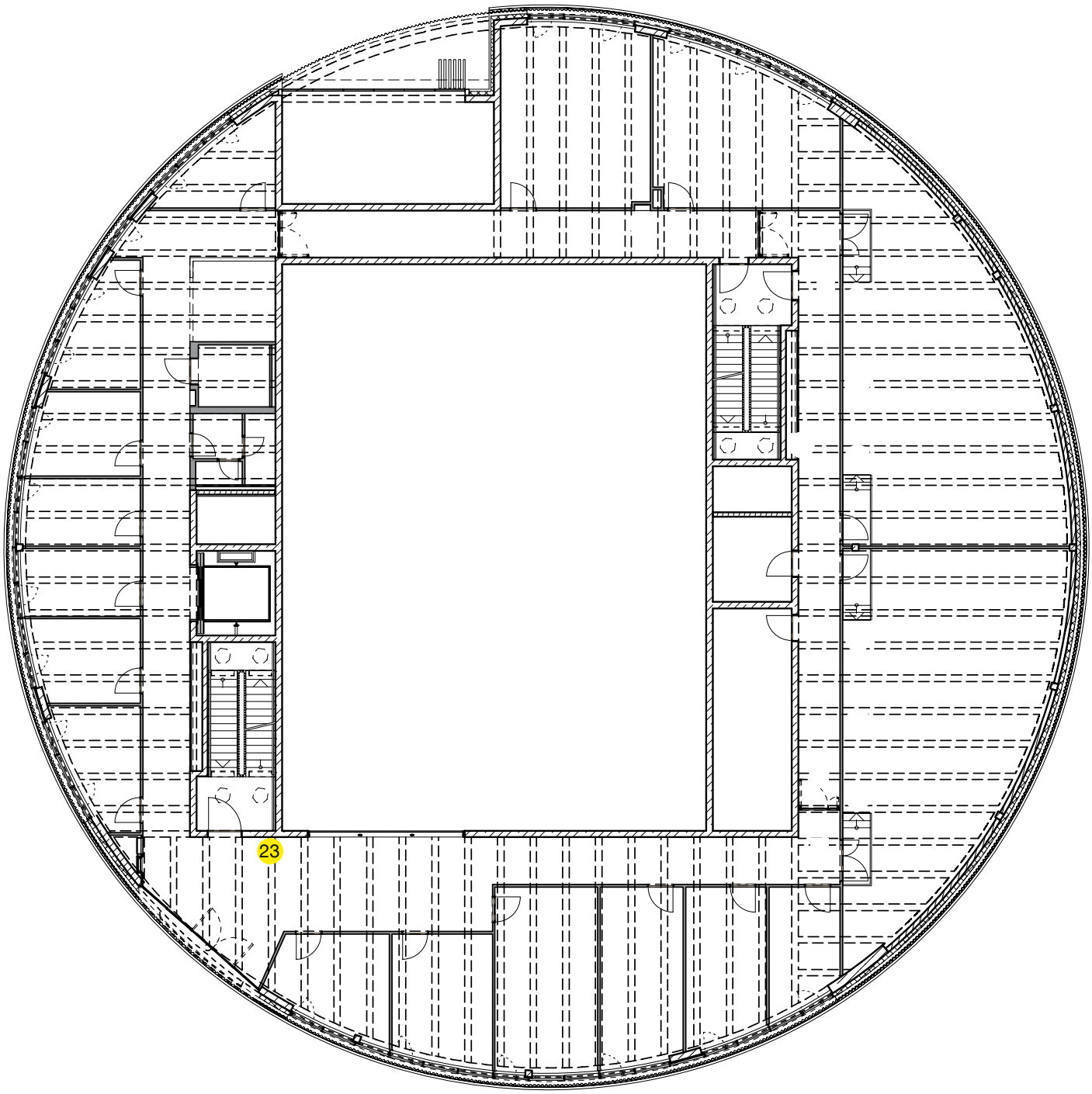

Scale 1:20

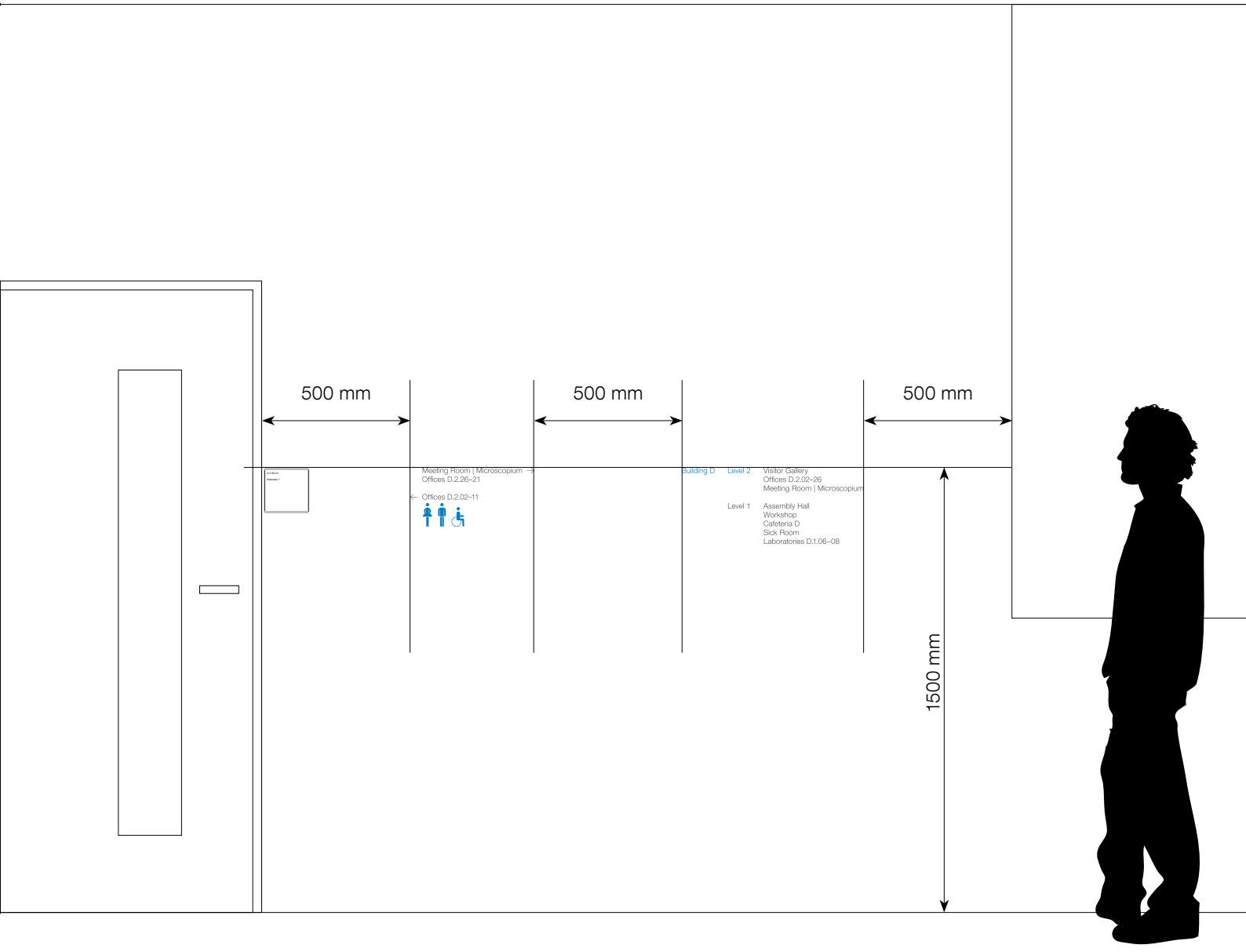
Direction Sign
Position: Building D, Level 1, Pos. 22

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.


23



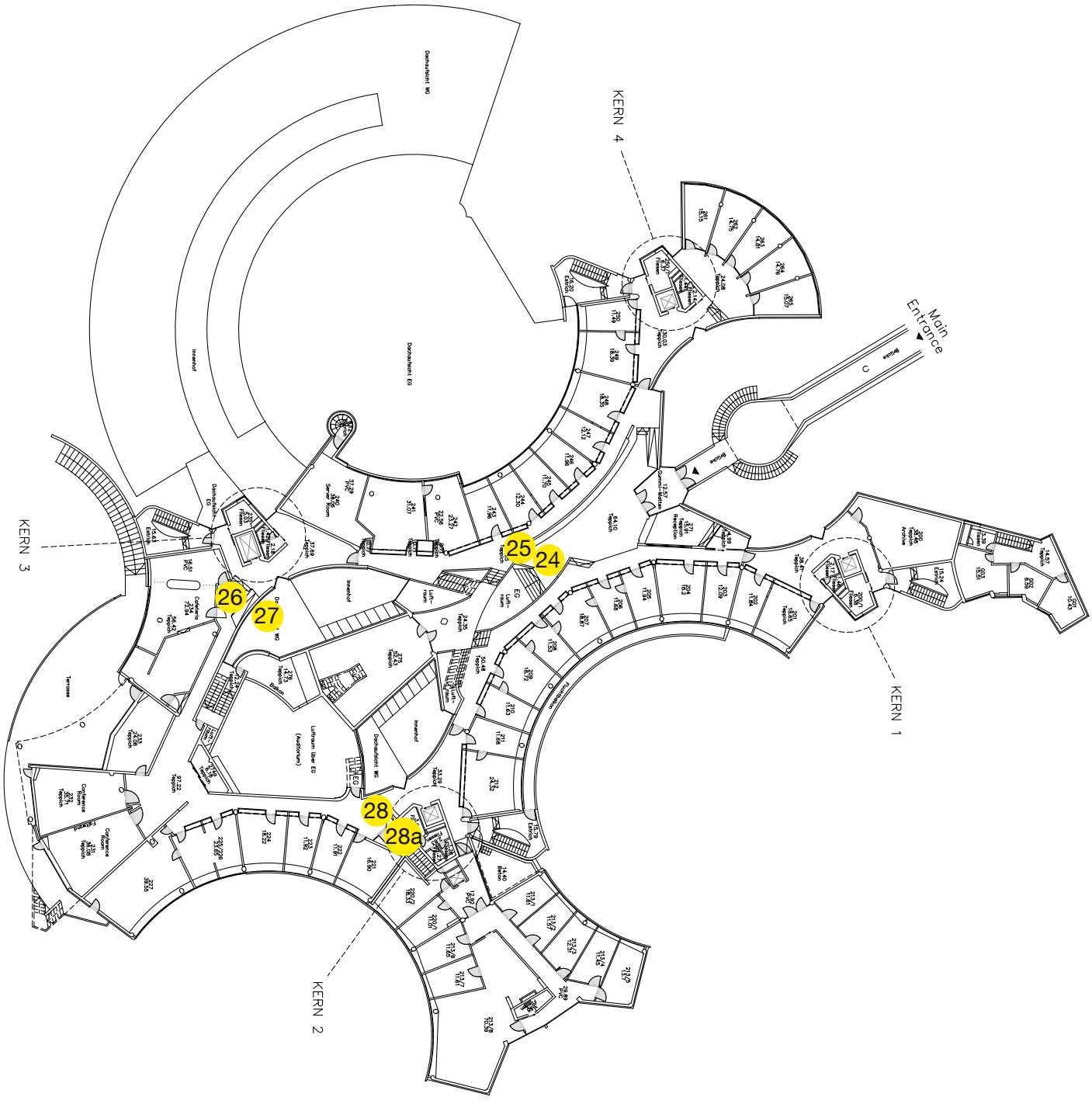

Scale 1:20

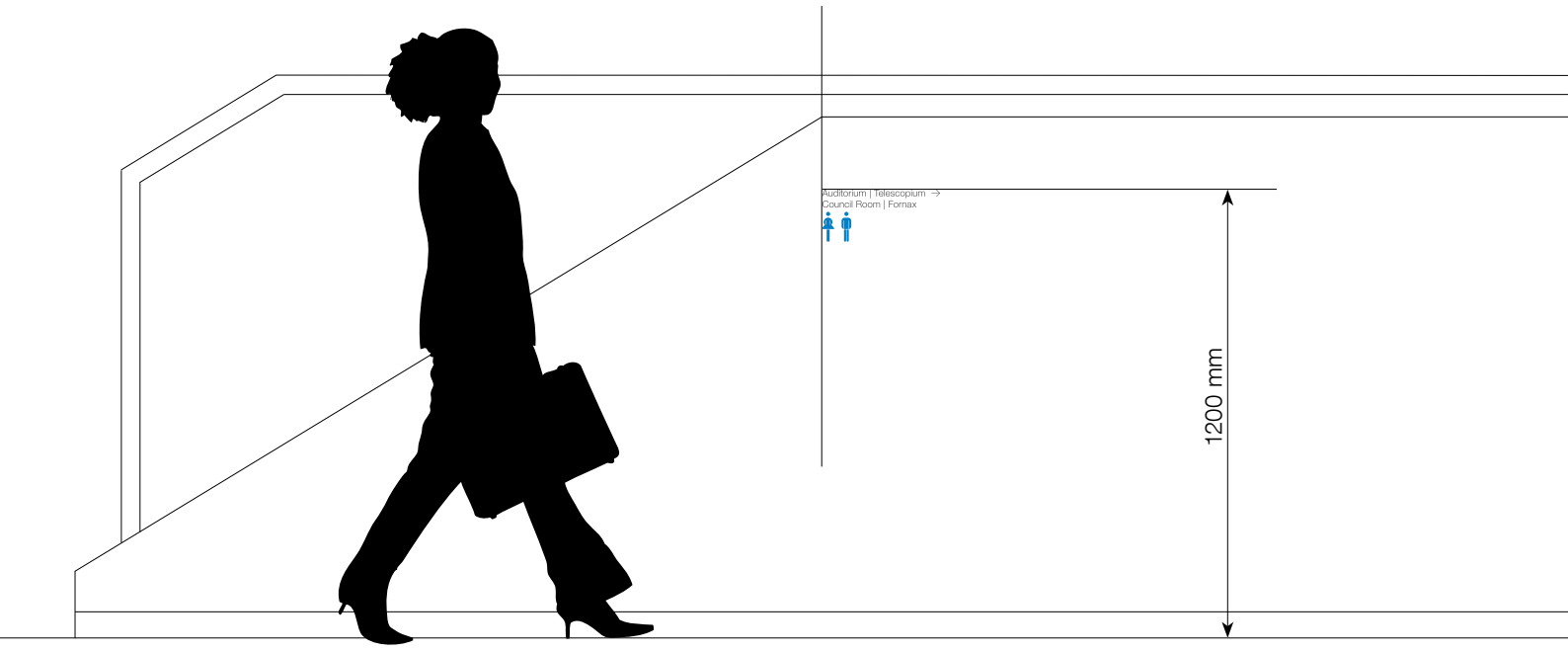
Building Overview and Direction Sign
Position: Building D, Level 2, Pos. 23

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.


KERN 4
KERN 3
KERN 1
KERN 2
Main Entrance
25
24
26
27
28
28a



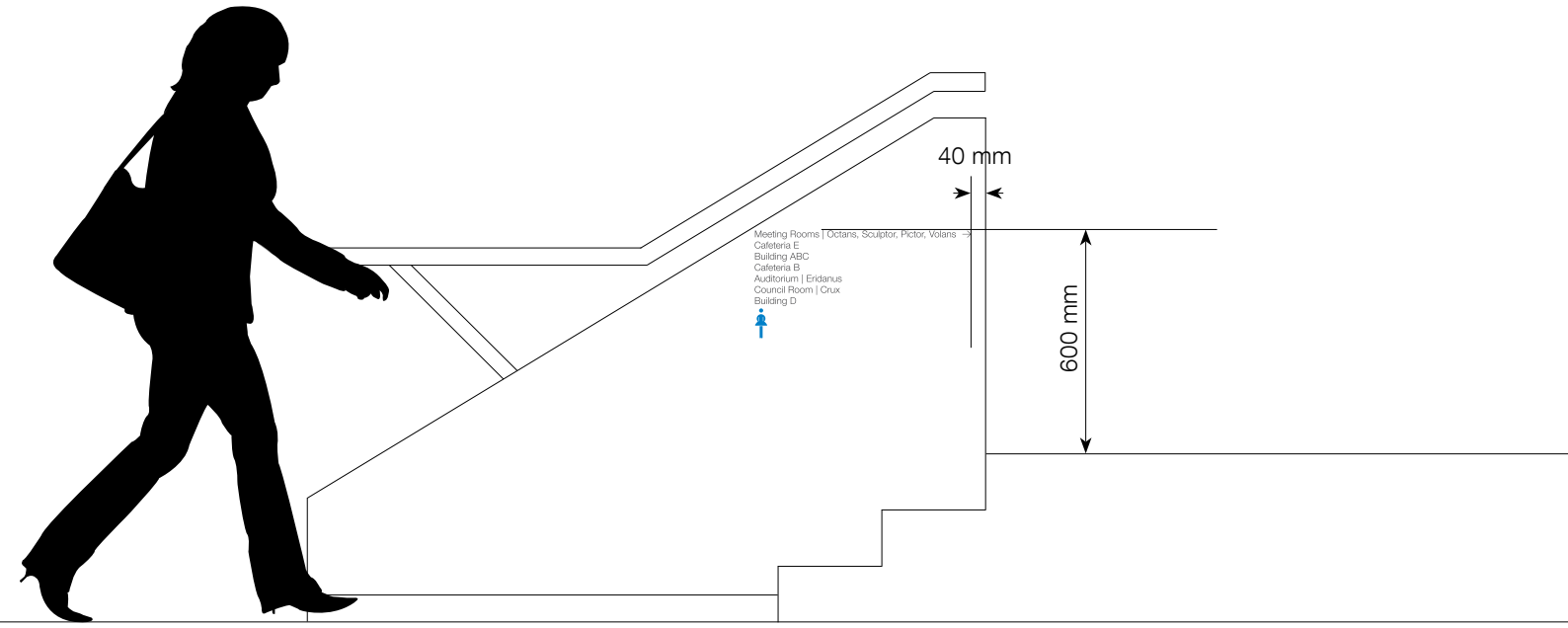

Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 24

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



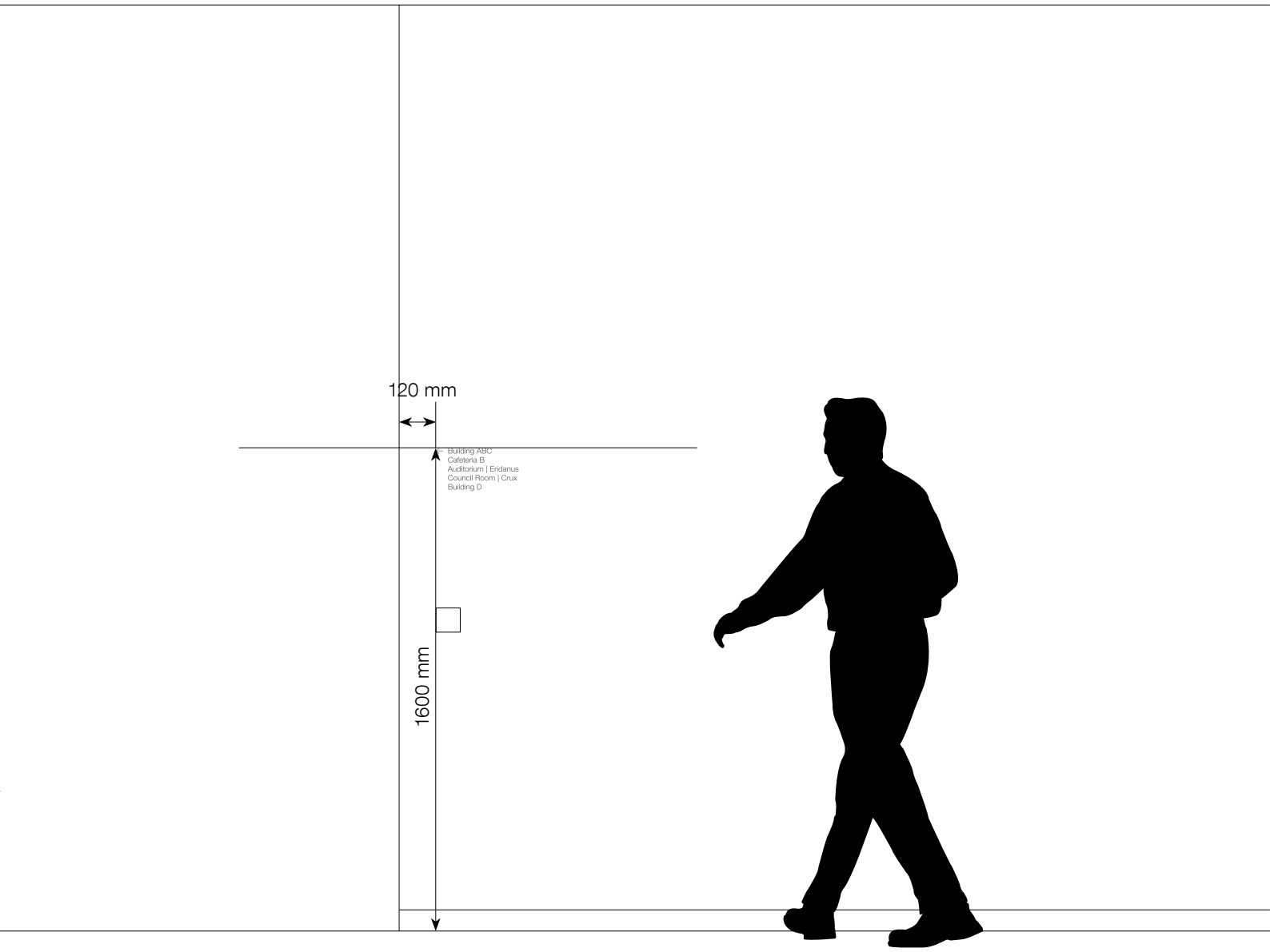

Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 25

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictogram: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



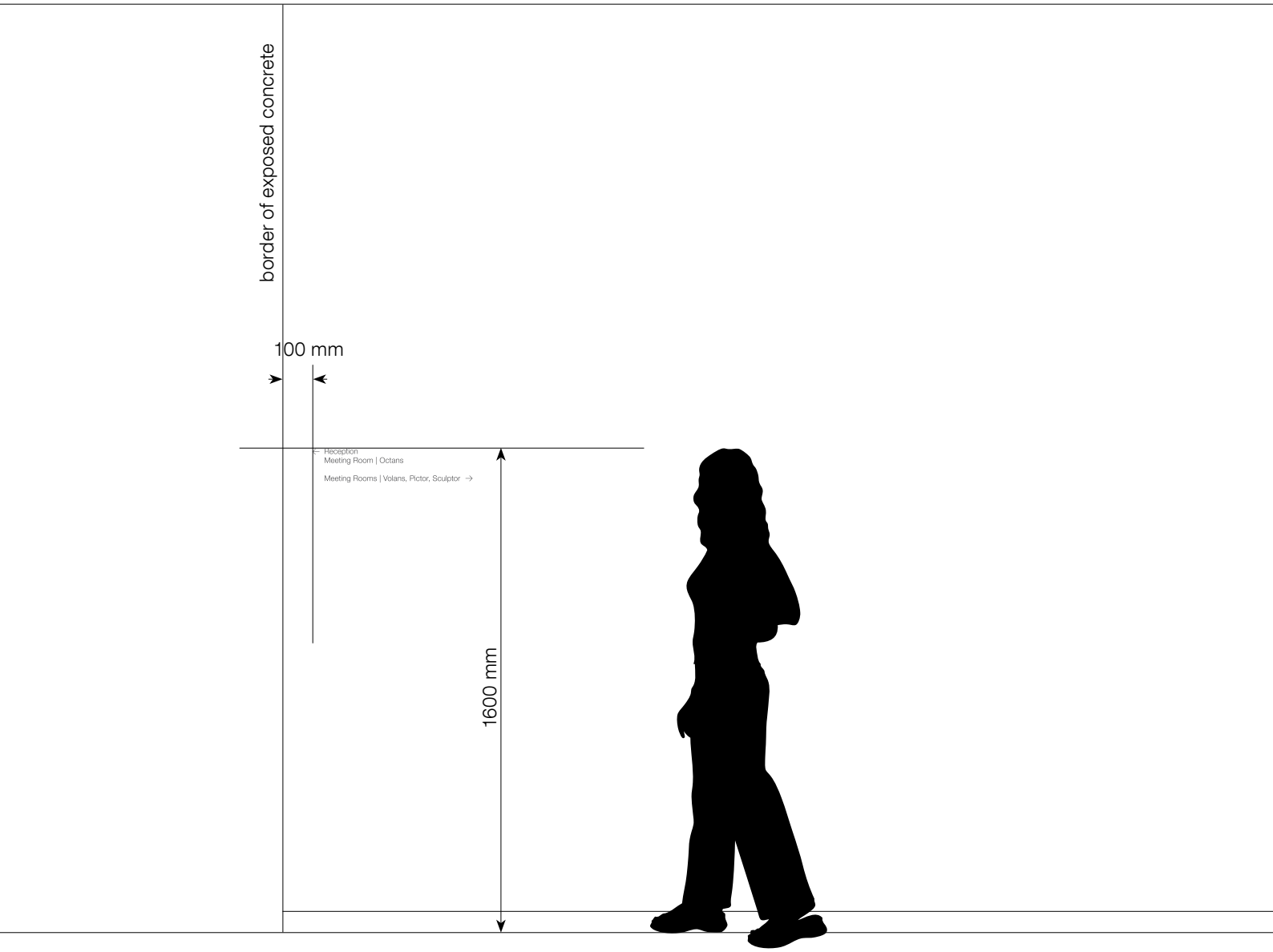

Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 26

Text and arrow: transfer technique
Cap height: 18 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.



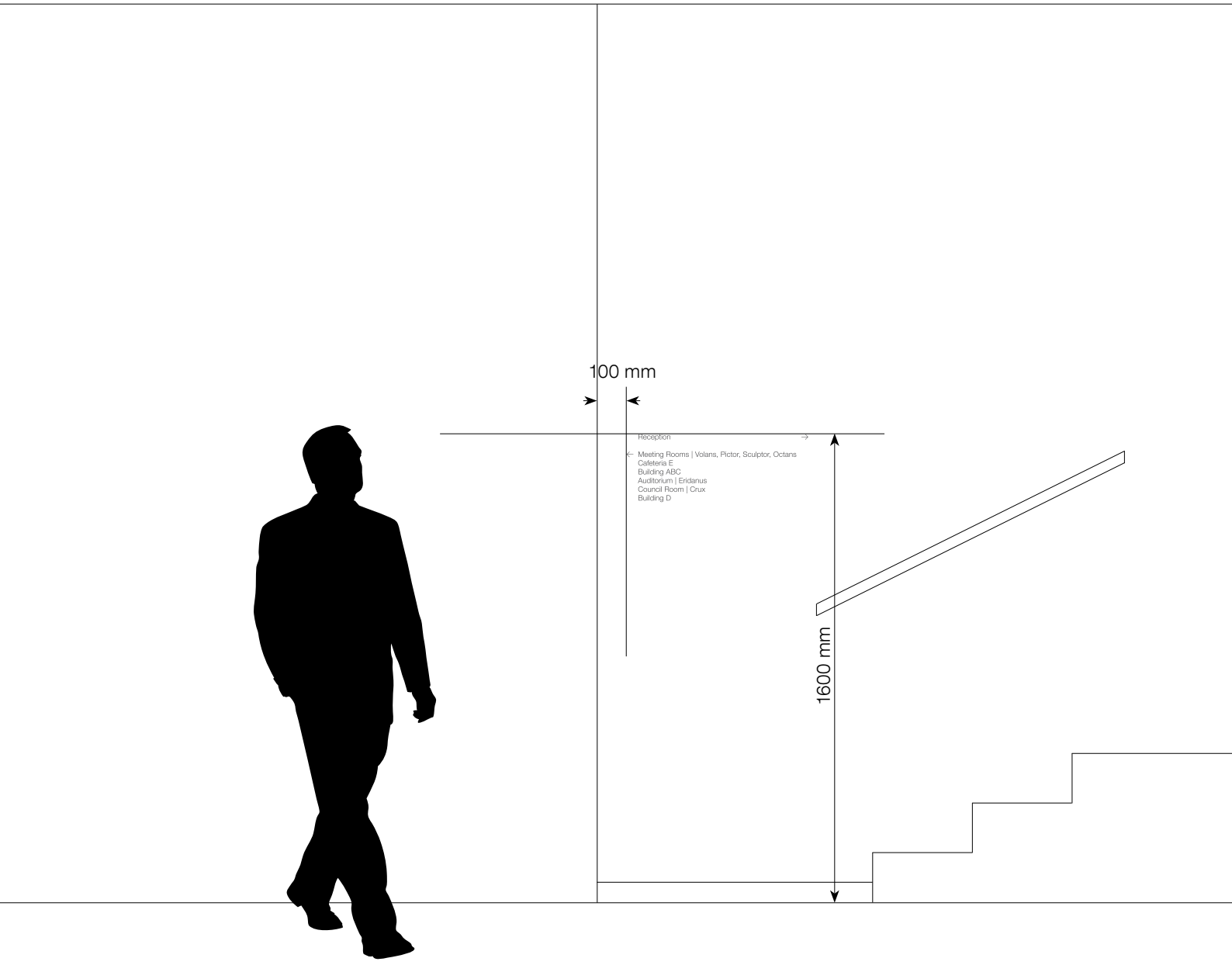

Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 27

Text and arrows: transfer technique
Cap height: 18 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.




Scale 1:20

Direction Sign
Position: Building E, Level 2, Pos. 28

Text and arrows: transfer technique
Cap height: 18 mm

Colours: Grey: RAL 7021

Final dimensions and position subject to samples on site.

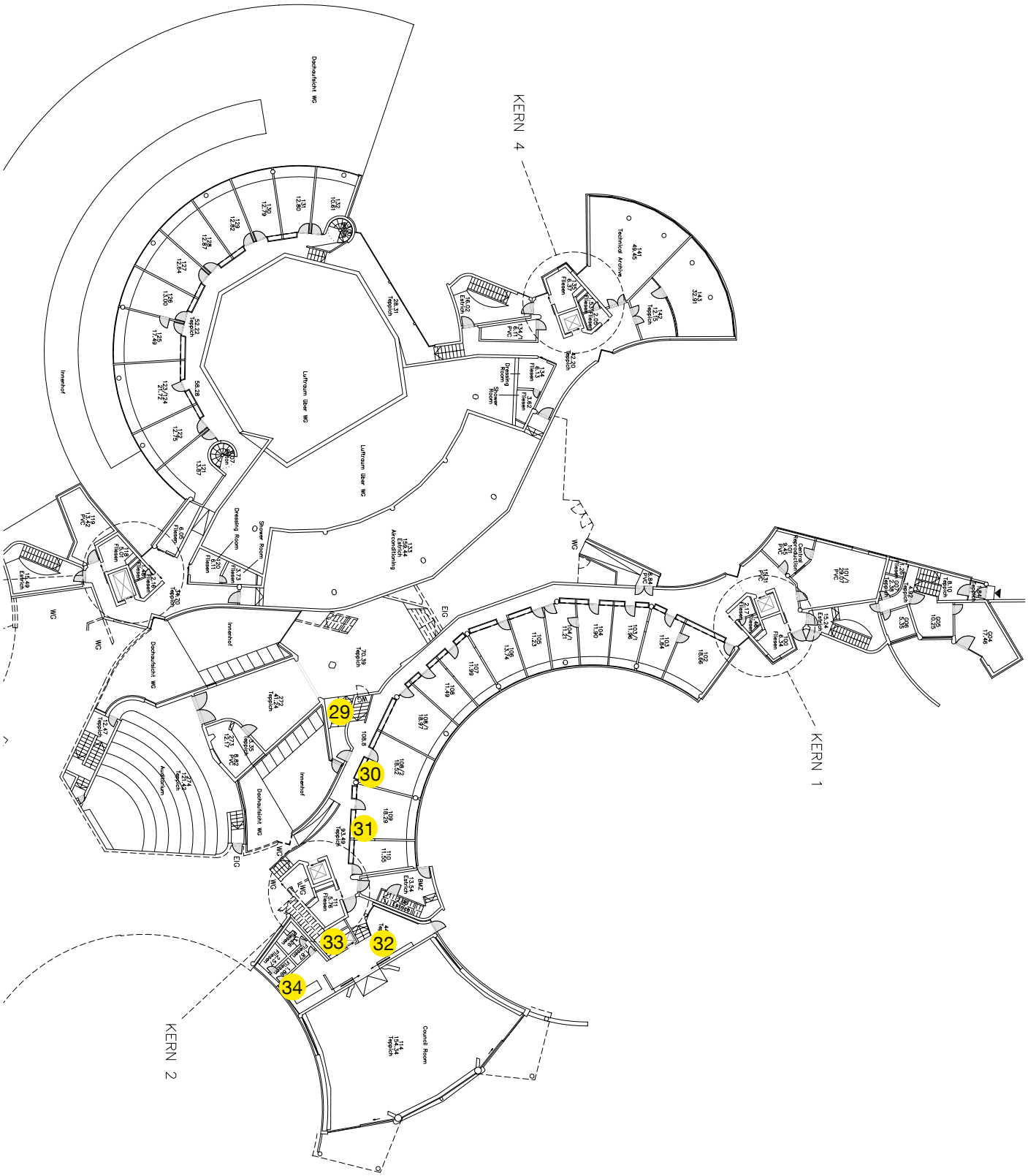
Scale 1:20

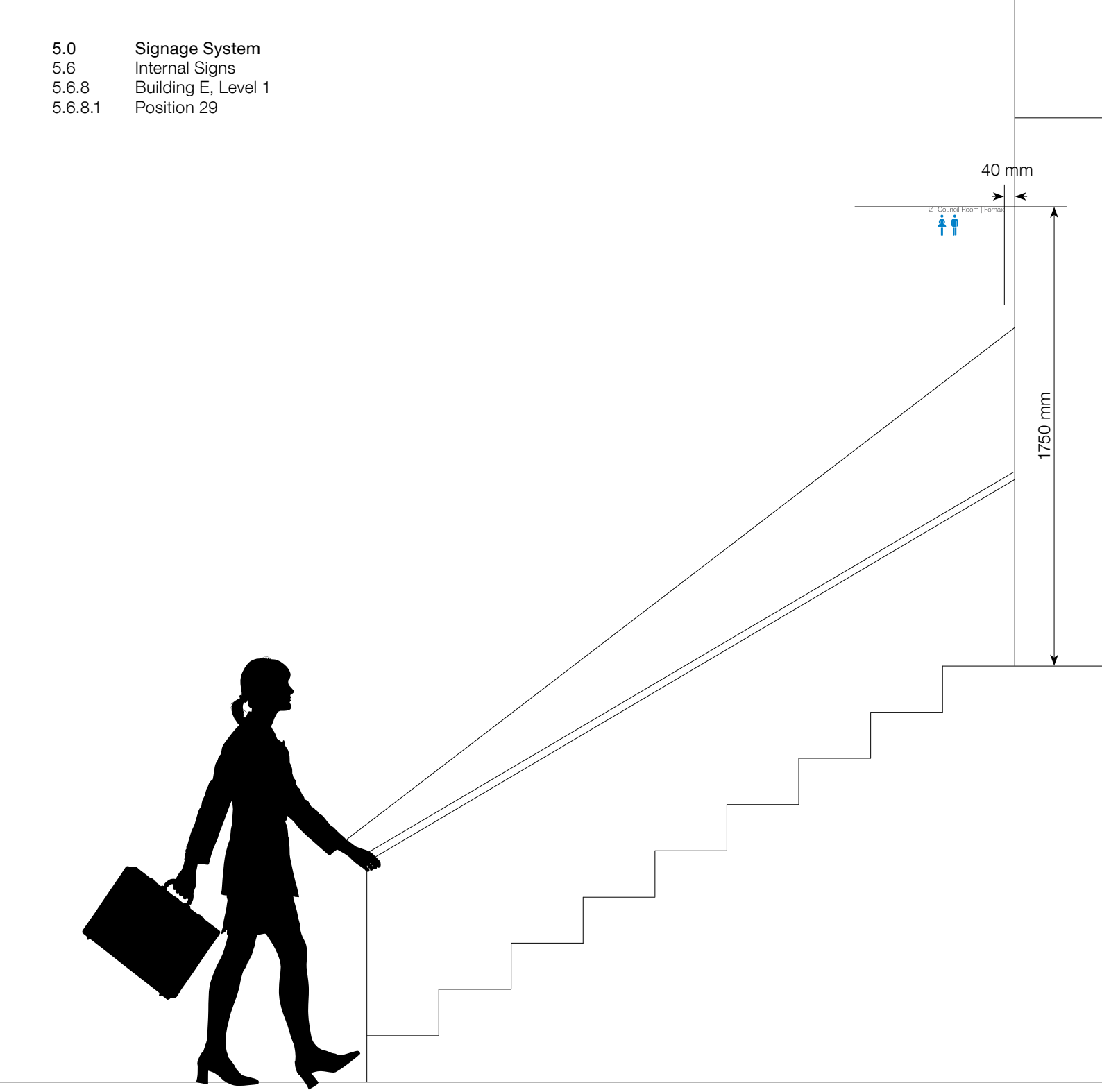
Direction Sign
Position: Building E, Level 2, Pos. 28a

Pictogram and arrow: transfer technique
Height of pictogram: 80 mm

Colours:
Pictogram: Blue, Pantone 3005
Arrow: Grey: RAL 7021

Final dimensions and position subject to samples on site.


KERN 4
KERN 1
KERN 2
29
30
31
32
33
34



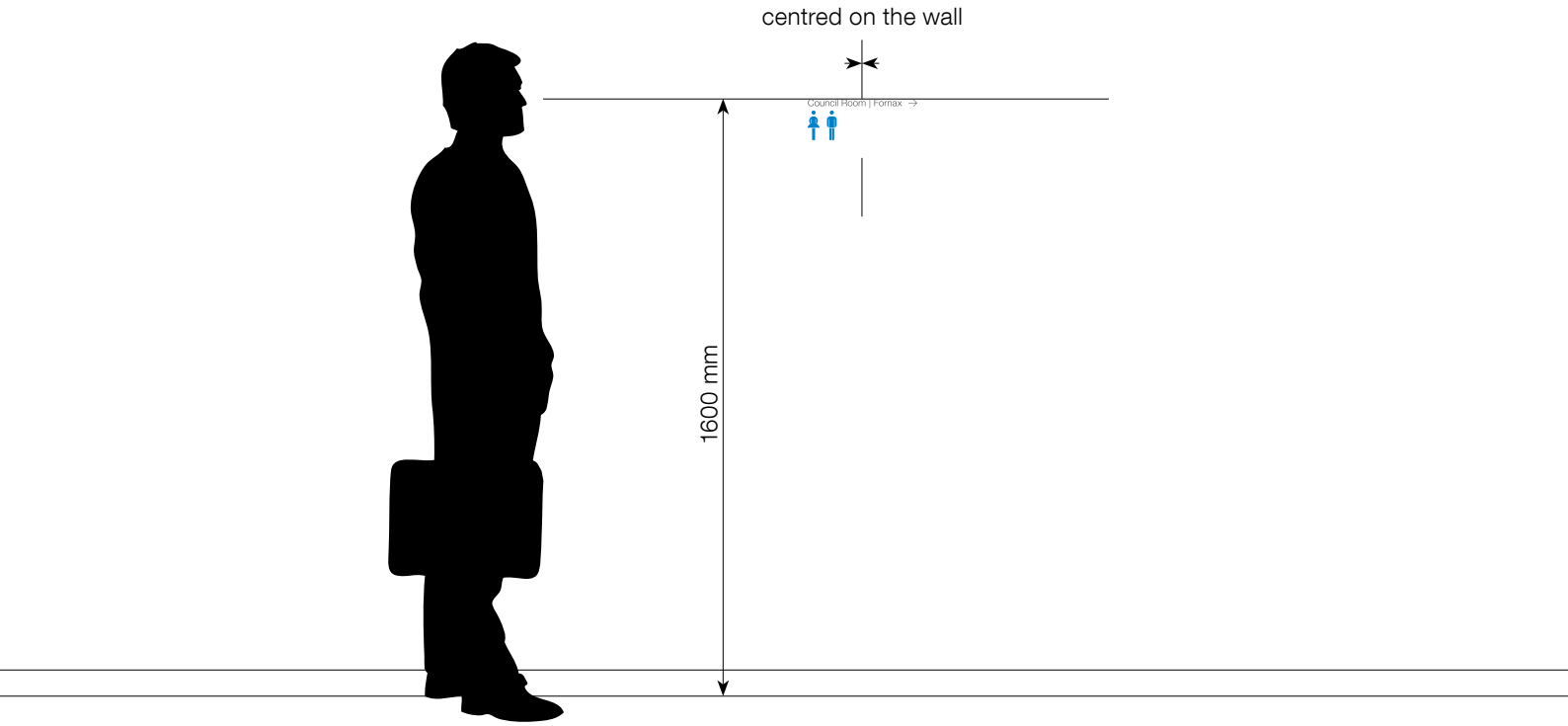

Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 29

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



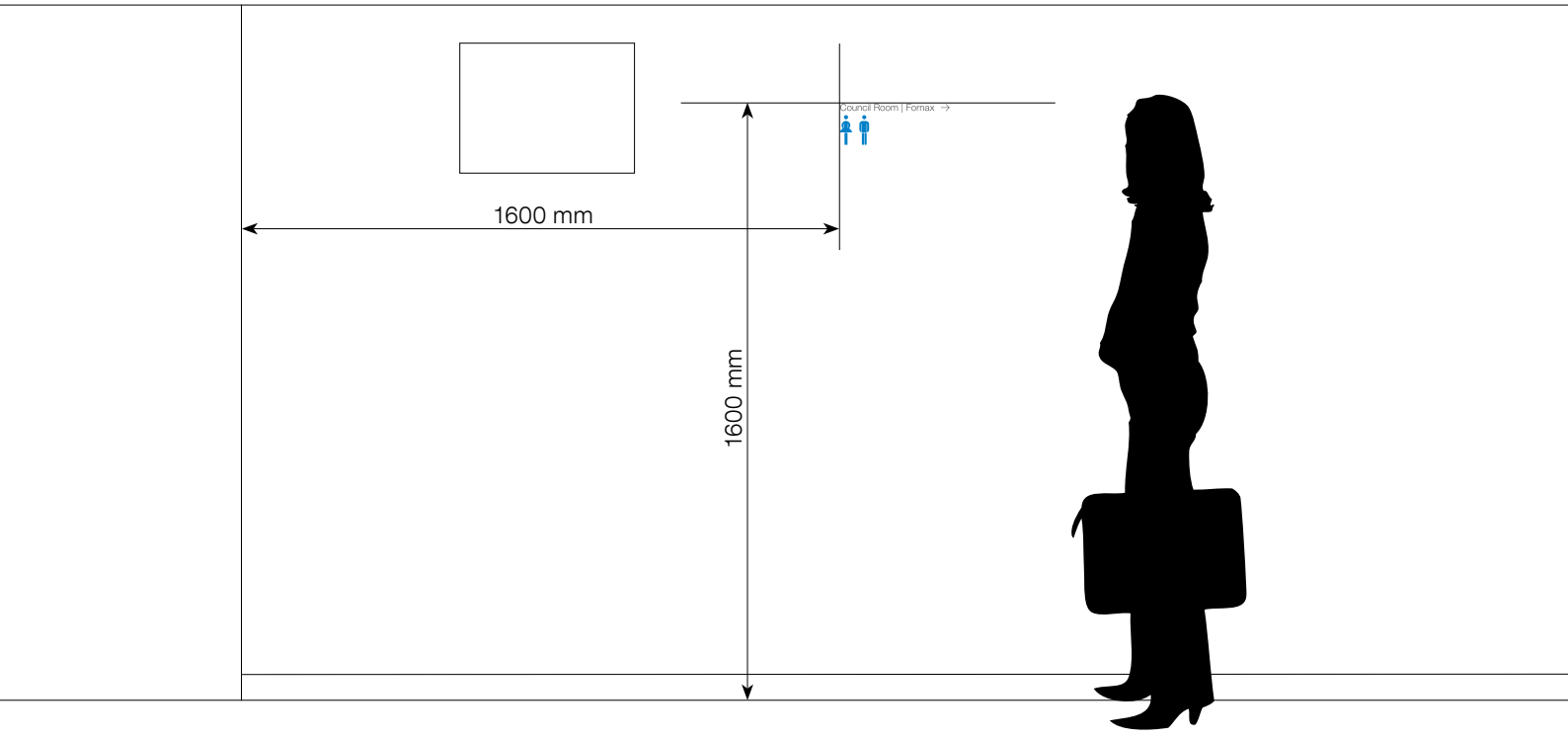

Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 30

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.




Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 31

Text and pictograms: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.

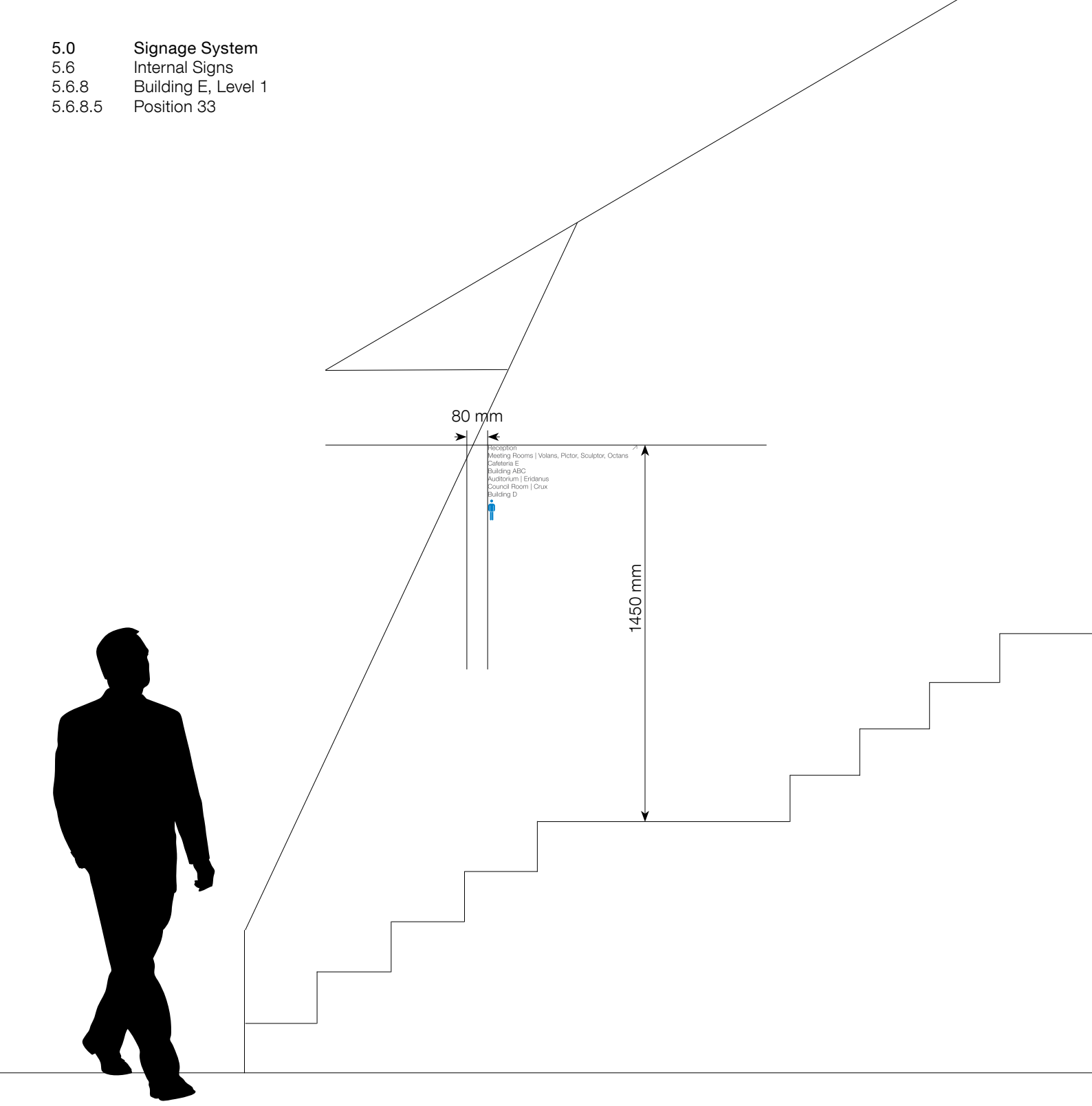
Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 32

Pictograms and arrow: transfer technique
Height of pictograms: 80 mm

Colour: White

Final dimensions and position subject to samples on site.



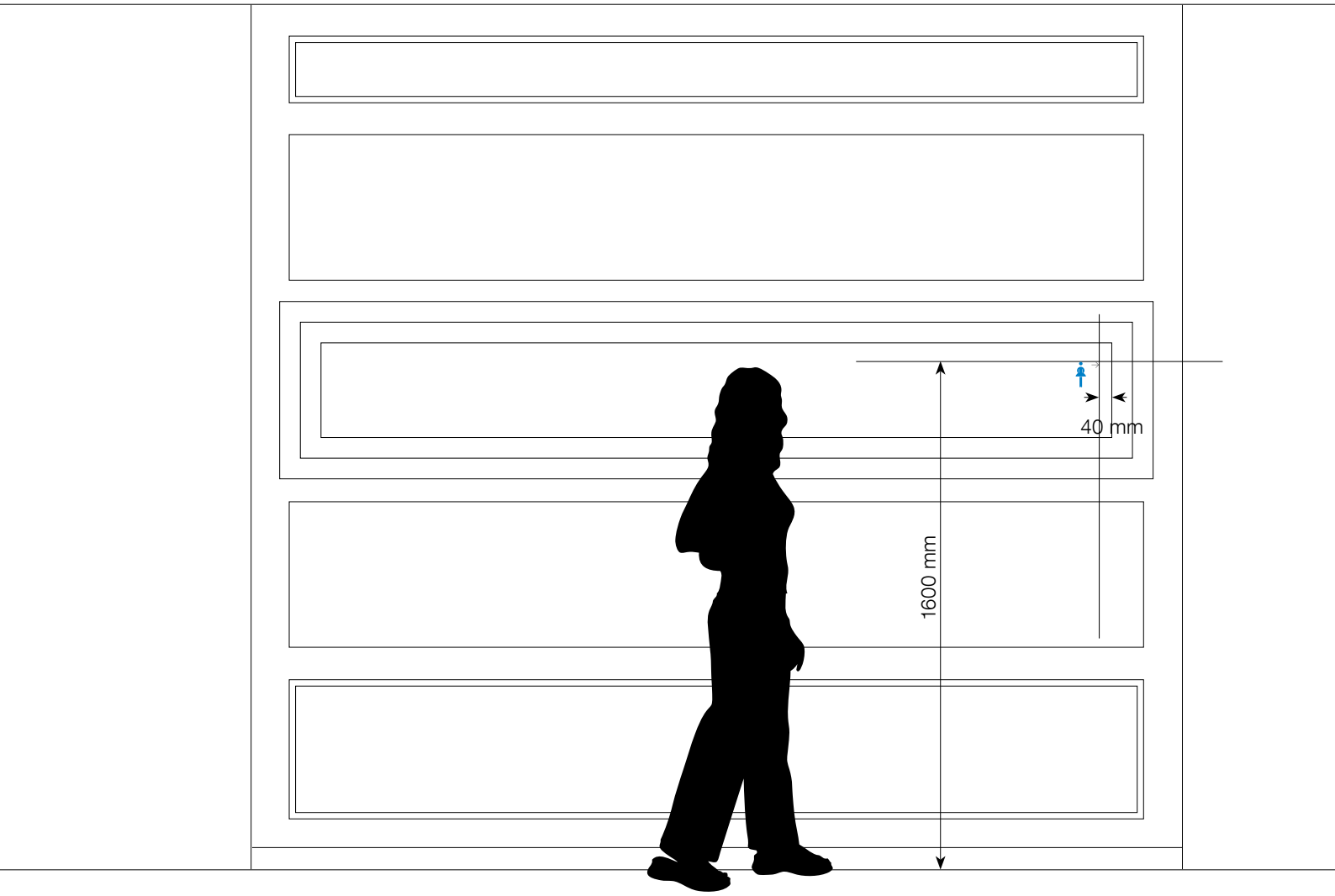

Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 33

Text and pictogram: transfer technique
Cap height: 18 mm
Height of pictograms: 80 mm

Colours: Grey: RAL 7021,
Blue: Pantone 3005

Final dimensions and position subject to samples on site.



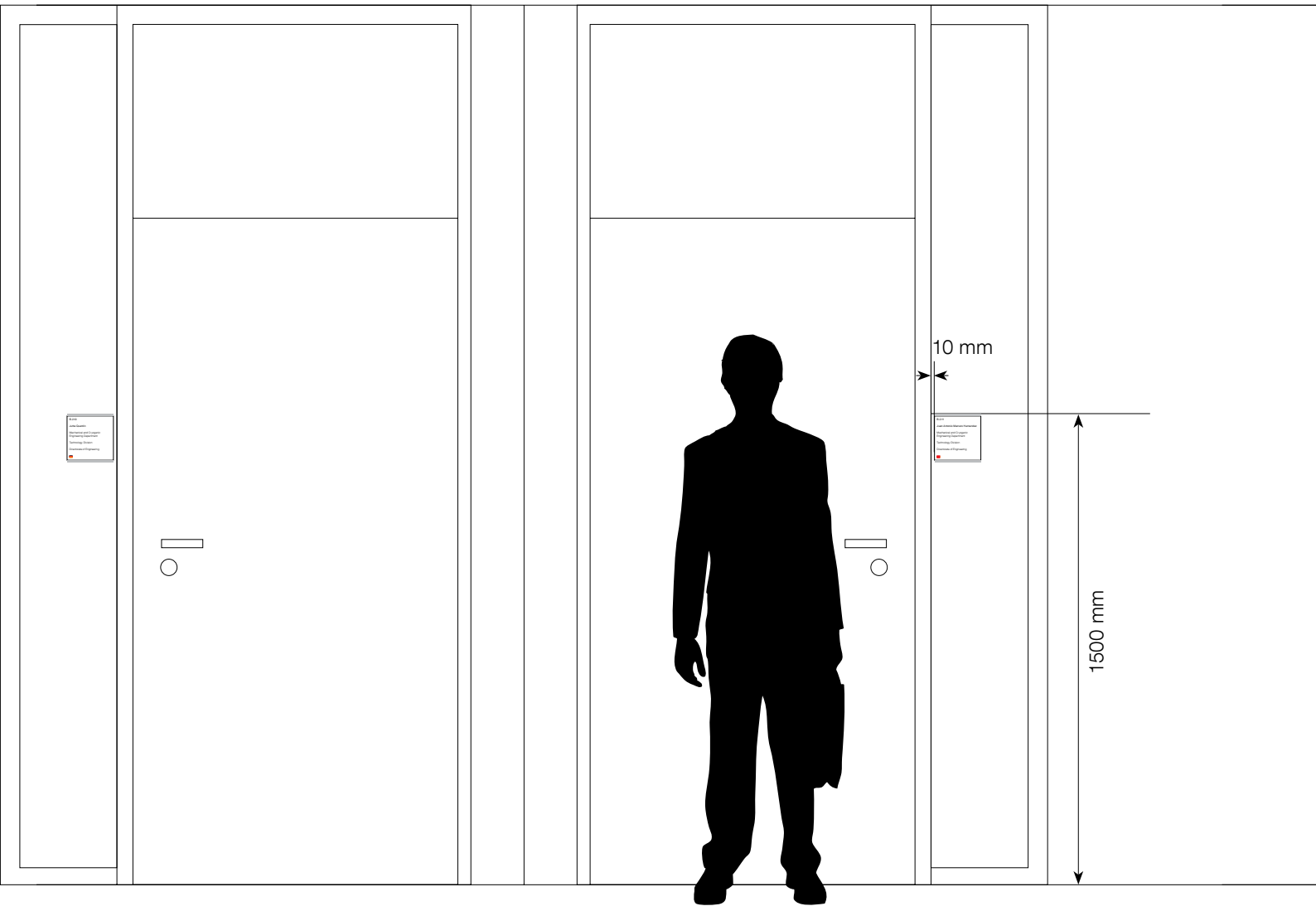

Scale 1:20

Direction Sign
Position: Building E, Level 1, Pos. 34

Pictogram and arrow: transfer technique
Height of pictogram: 80 mm

Colours:
Pictograms: Blue, Pantone 3005
Arrow: Grey: RAL 7021

Final dimensions and position subject to samples on site.




Scale 1:20

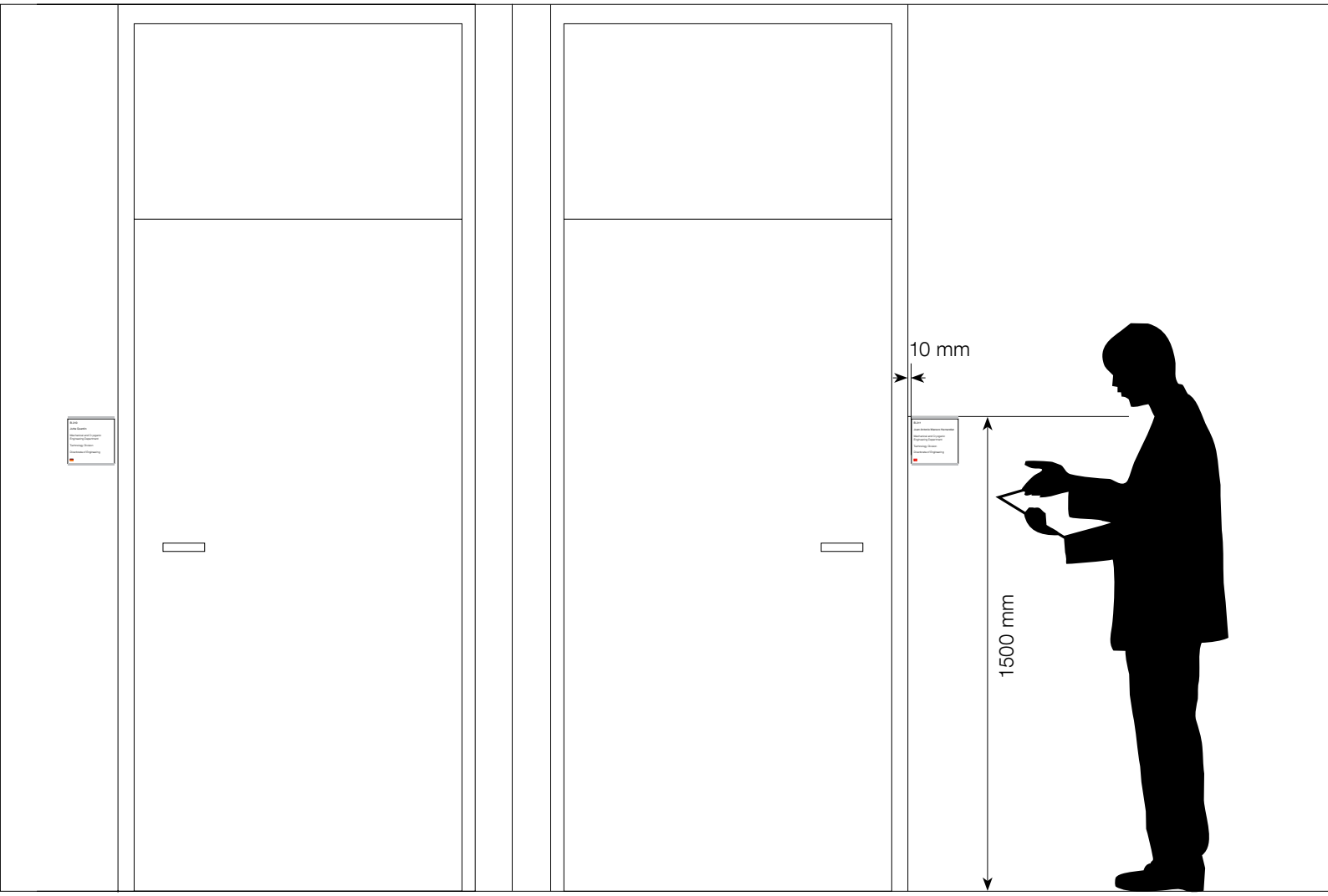
Top of sign 1500 mm above floor level,
10 mm from shadow gap.

Always mount door plate at the side of
the door handle.

Scale 1:20

Top of sign 1500 mm above floor level,
10 mm from shadow gap.

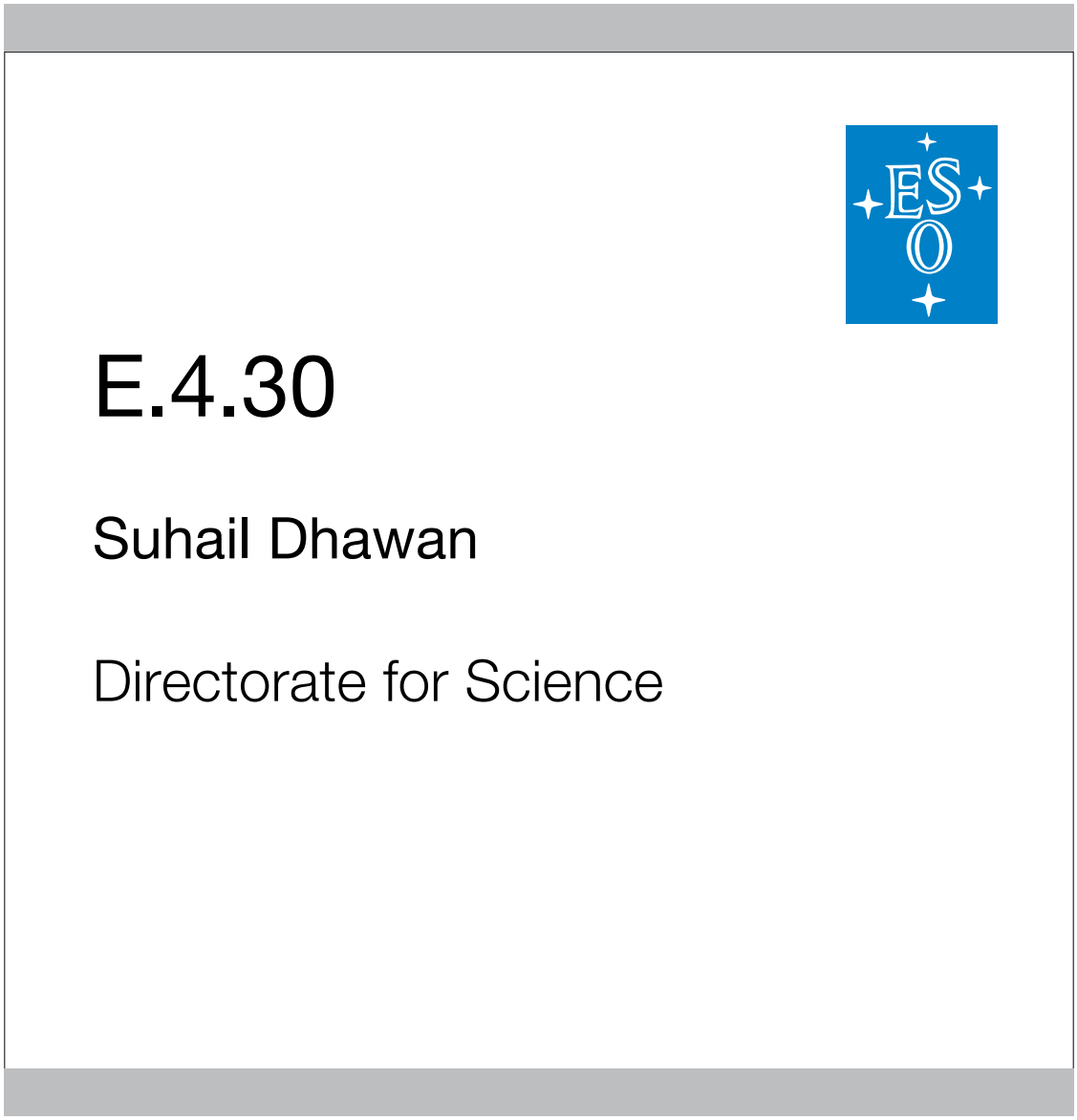
Always mount door plate at the side of
the door handle.




Scale 1:20

Top of sign 1500 mm above floor level,
10 mm from shadow gap.

Always mount door plate at the side of
the door handle.




Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

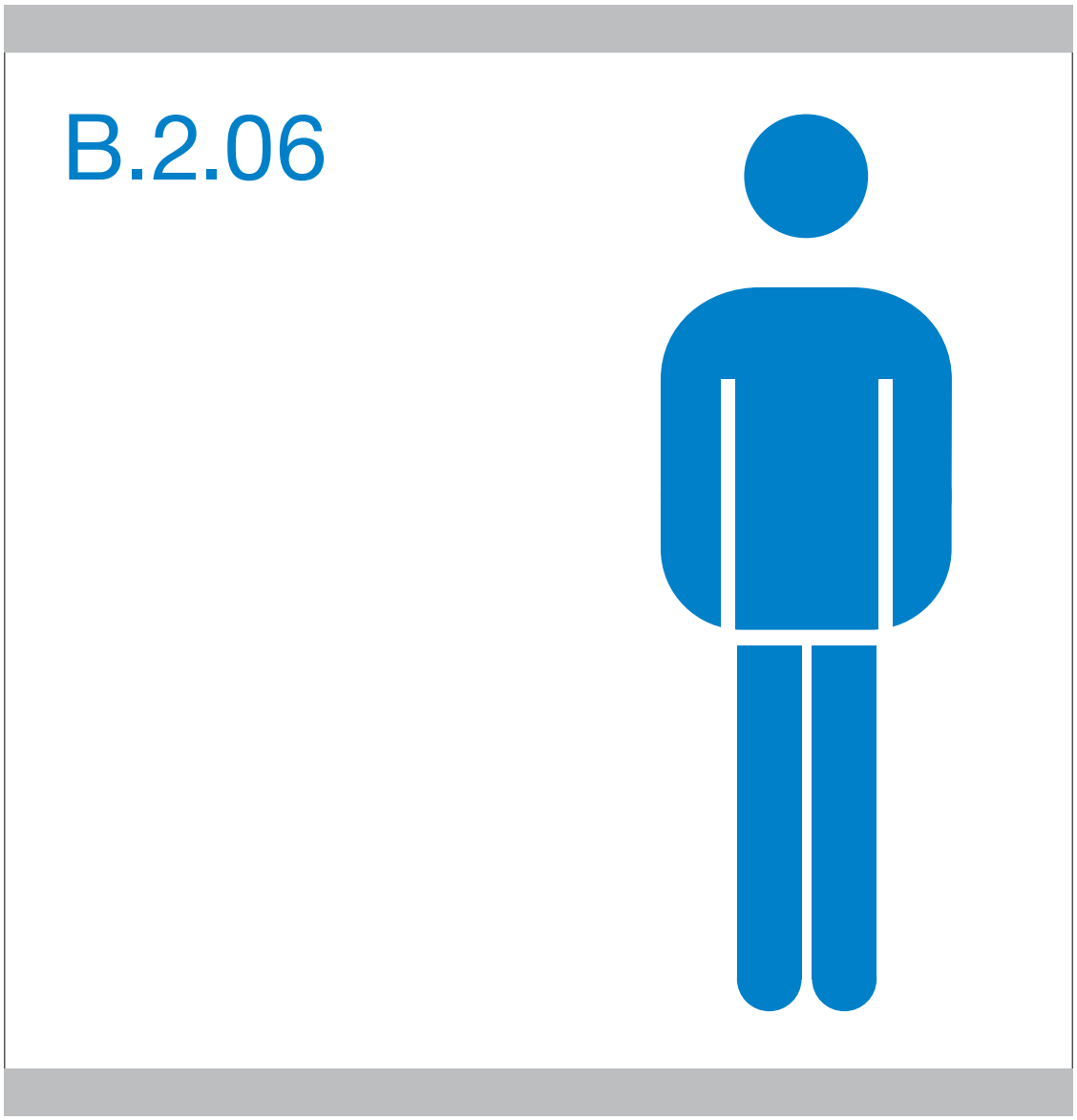
Inlay paper: 147 × 148 mm

Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

Inlay paper: 147 × 148 mm




Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

Inlay paper: 147 × 148 mm

Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

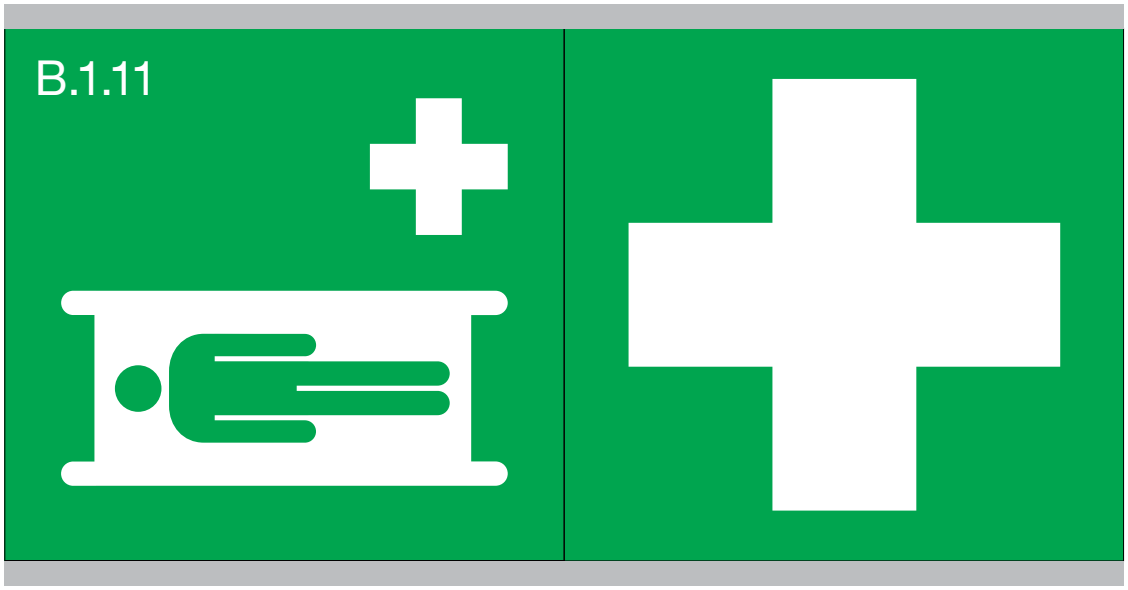
Inlay paper: 147 × 148 mm

Full scale drawing

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

Inlay paper: 147 × 148 mm




Scale: 1 : 2

Door plate: Colberg & Foster GmbH

Format total: 148 × 154 mm

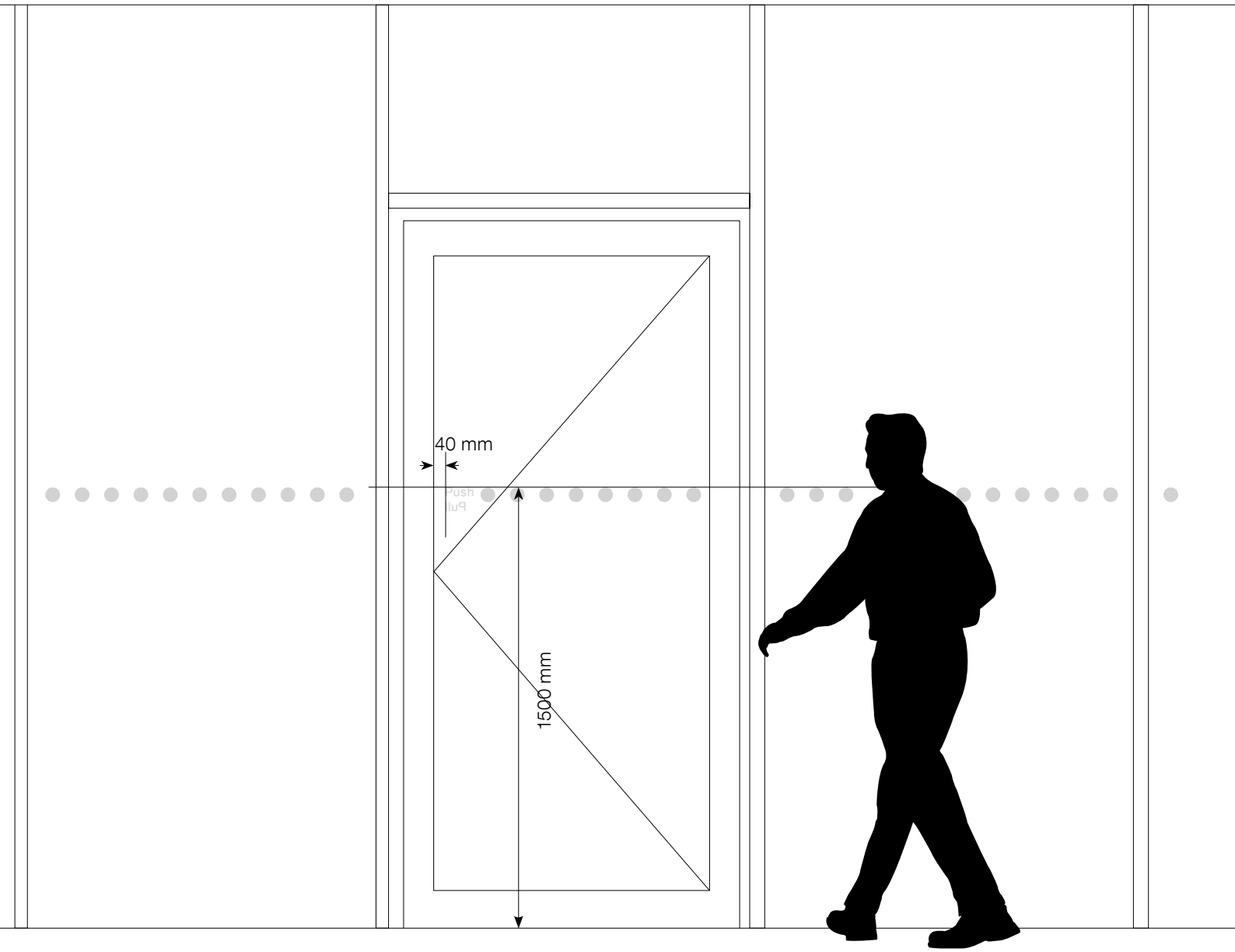
Inlay paper: 147 × 148 mm

To indicate several functions of a room, door plates can be added.

Full scale drawing

Cap height text: 30 mm

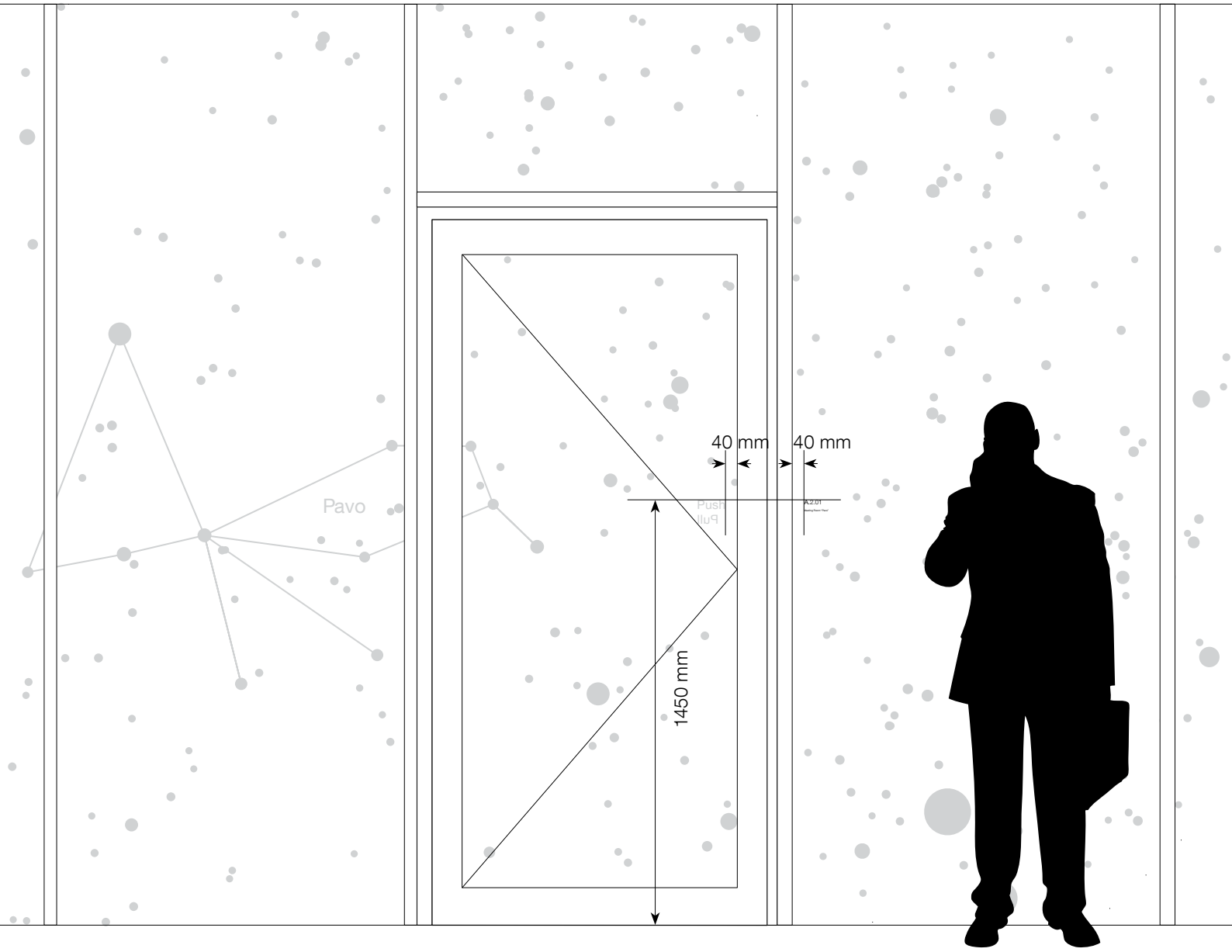
Adhesive foil, sandblast film




Scale 1:20

Push/Pull:
Top of first letter 1450 mm above floor level, 40 mm from door case
Cap height text: 30 mm
Adhesive foil, sandblast film

Glass Safety Marks:
Text: Cap height text: 50 mm
Adhesive foil, sandblast film




Scale 1:20

Push/Pull:
Top of first letter 1450 mm above floor level, 40 mm from door case
Cap height text: 30 mm
Adhesive foil, sandblast film

Room number:
Cap height: 15 mm
Meeting room number and name:
Cap height: 6 mm
Adhesive foil, colour: tbd

Glass Safety Marks:
Various diametres
Adhesive foil, sandblast film
Note: template door, real dimensions not yet available

Full scale drawing

Format: 150 × 150 mm

Full scale drawing

Format: 150 × 150 mm

Scale: 1 : 2

Format: 297 × 105 mm

Scale: 1 : 2

Format: 297 × 105 mm

Full scale drawing

ISO 7010 sign

Format: 150 × 150 mm

Full scale drawing

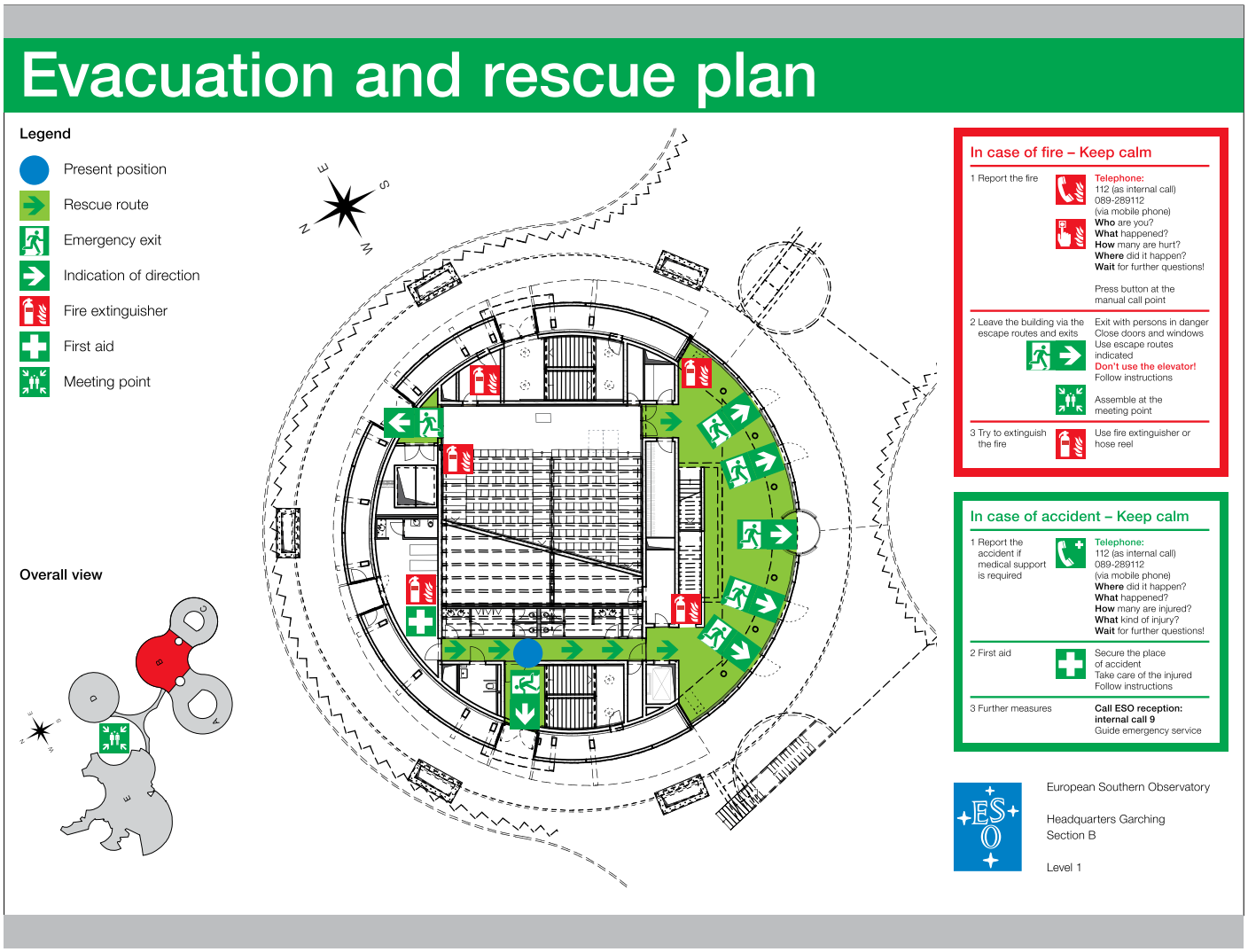
ISO 7010 sign

Format: 150 × 150 mm

Full scale drawing

Font: Helvetica Neue LT Com, 65 Medium

Format: 148 × 52 mm




Scale: 44%

Frame: Colberg & Foster GmbH

Visible header and footer with 5 mm hight, aluminium anodized E6EV1

Format total: 420 × 327 mm

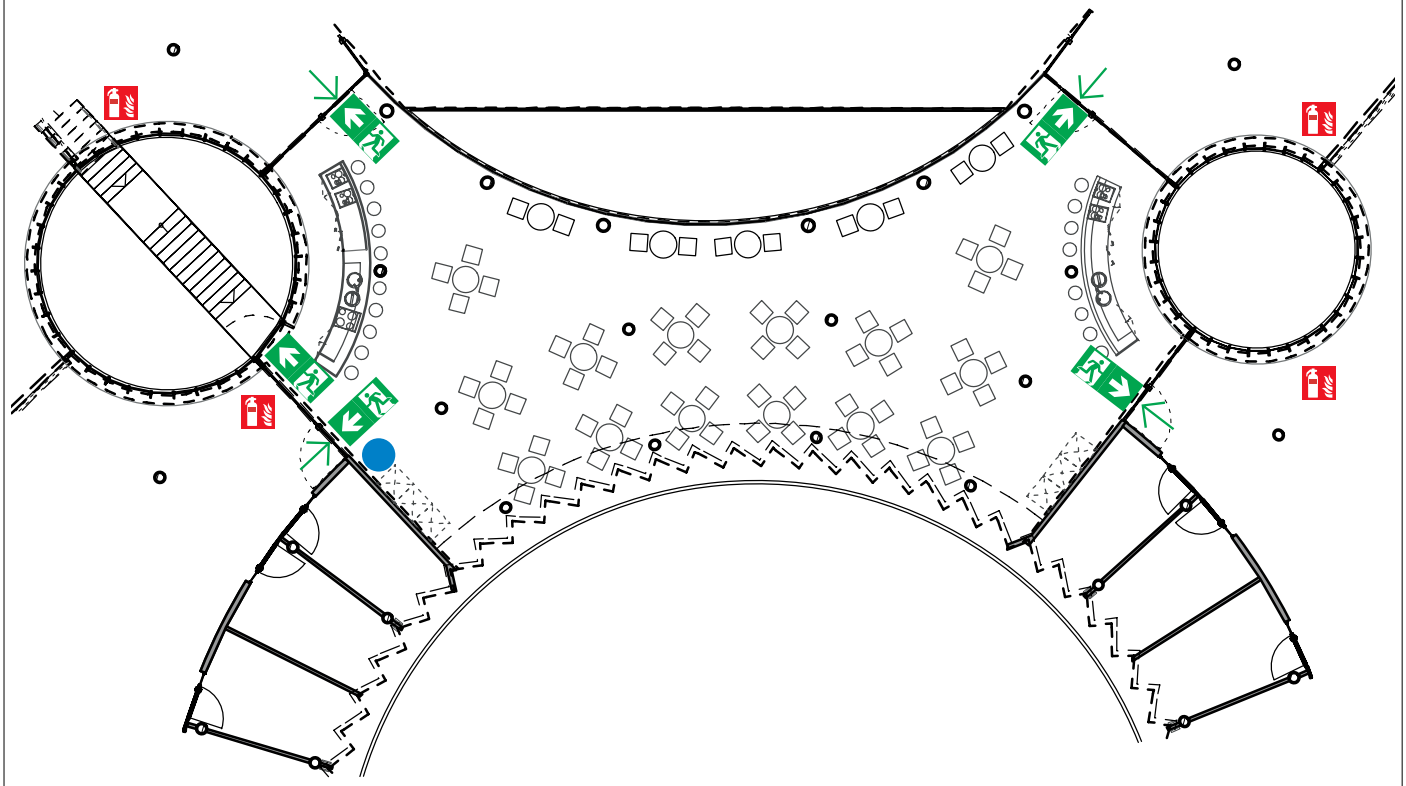
Inlay paper: 420 × 297 mm

Fonts: Helvetica Neue LT Com 45 Light and Helvetica Neue LT Com 65 Medium

Pictograms: ISO 7010 pictograms (International Organization for Standardization)

This sample is just to show the font and pictograms to be used, it does not claim accuracy.

# Seating Plan



84 Seats

Legend

Present position

Fire extinguisher

Emergency exit with indication of direction

Main entrance

M 1:100

Scale: 44%

Frame: Colberg & Foster GmbH

Visible header and footer with 5 mm hight, aluminium anodized E6EV1

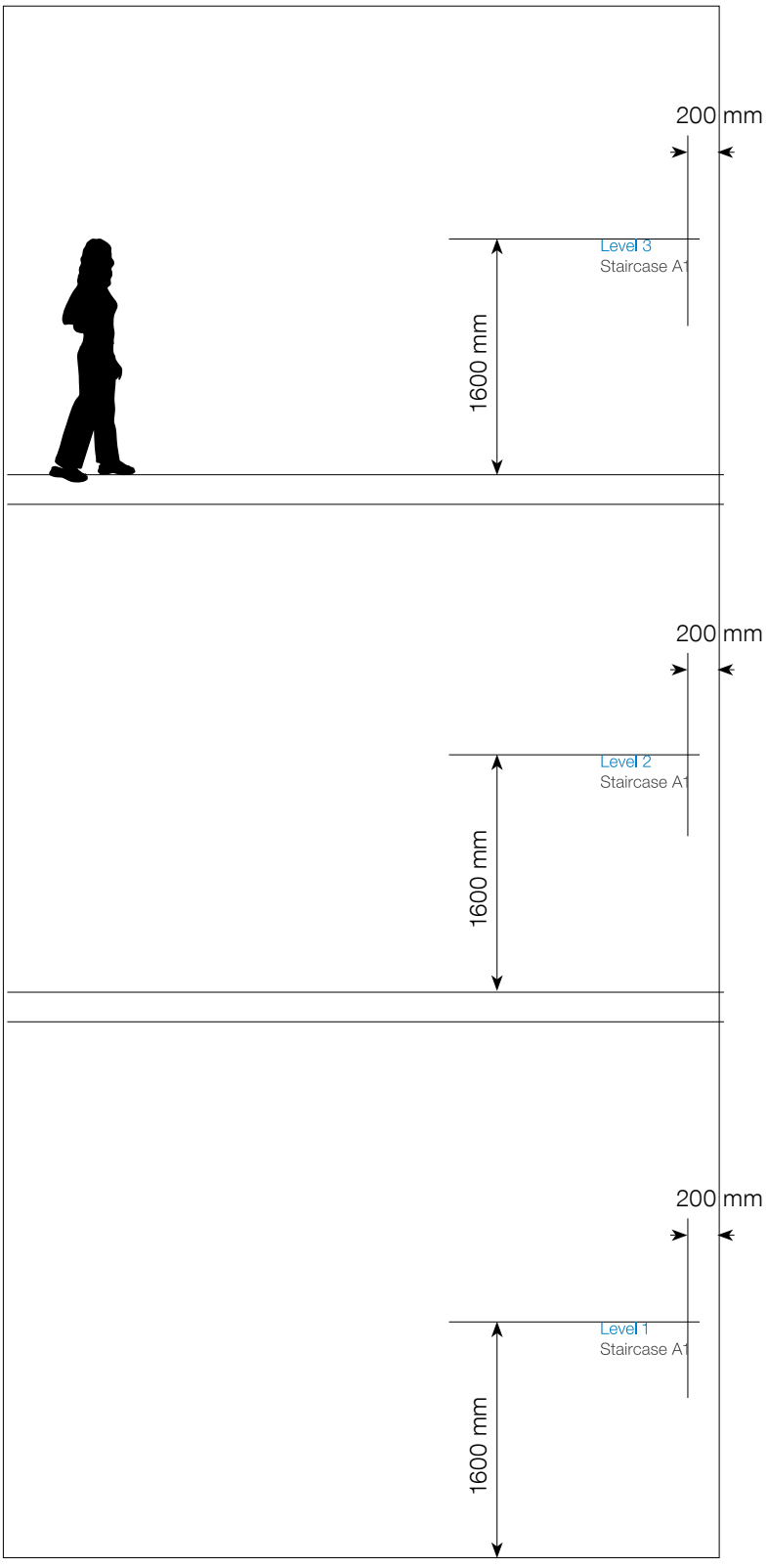
Format total: 420 × 327 mm

Inlay paper: 420 × 297 mm

Fonts: Helvetica Neue LT Com 45 Light and Helvetica Neue LT Com 65 Medium

Pictograms: ISO 7010 pictograms (International Organization for Standardization)

This sample is just to show the font and pictograms to be used, it does not claim accuracy.




Mounted on wall opposite of the door, i.e. courtyard side in building ABC.

Mounted on wall right of door in building D.

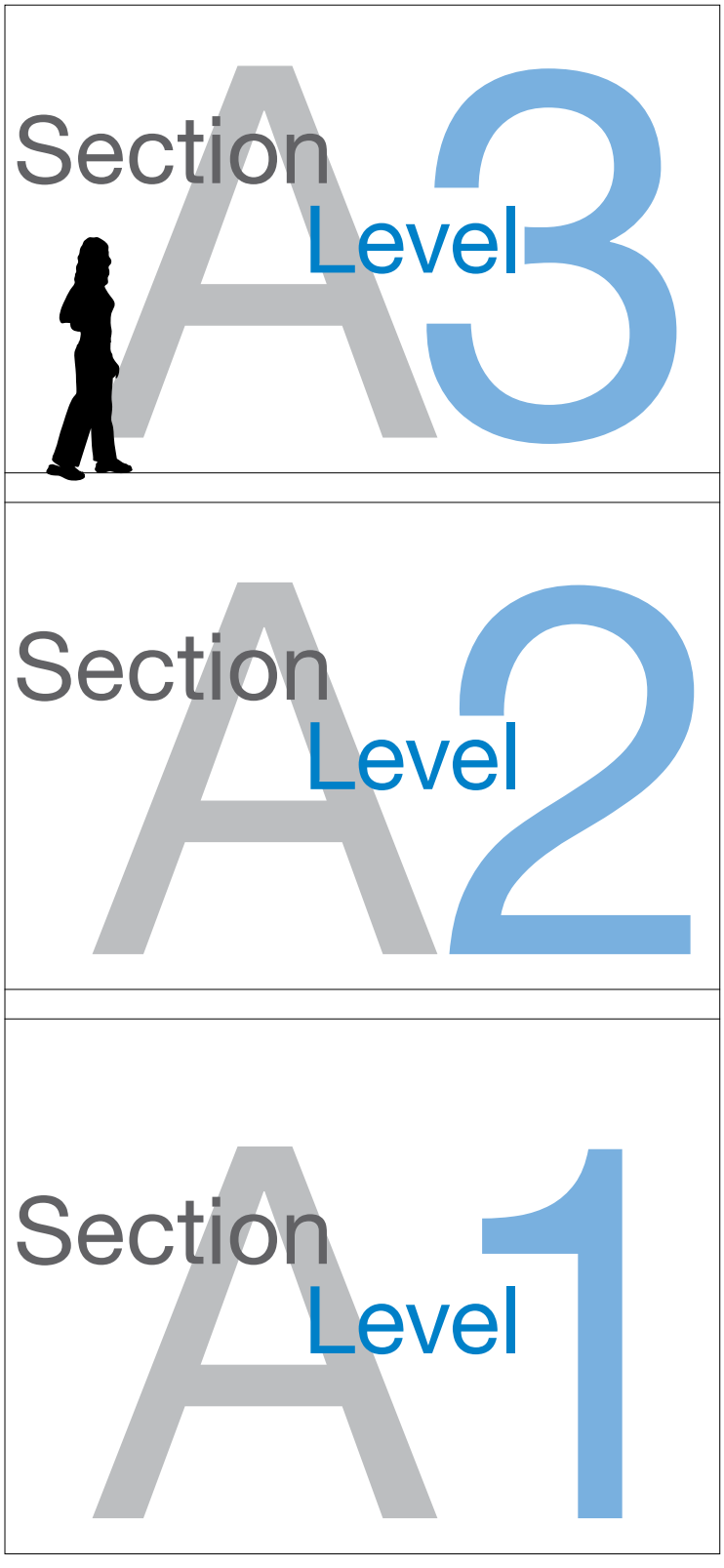
Scale 1:50

8 staircases:
5 with 3 levels, 3 with 4 levels

Cap height text and number: 80 mm
Colours: Grey: RAL 7021,
Blue: Pantone 3005

Text and pictograms: transfer technique

Final dimensions and position subject to samples on site.




Scale 1:50

Cap height text: 475 mm
Cap height number/letter: 2500 mm

8 staircases:
5 with 3 levels, 3 with 4 levels

# Fire Action

**If you discover a fire**

1 **Stay calm**
2 Contain the fire: **close the door**
3 **Report the fire**
a Press the nearest **manual call point**, or
b Phone **112** by internal call, or 089-289112 by external/mobile call and answer:
– Who is calling
– What happened (fire/explosion)
– Where (Section A, B, C, D, E)
– How many injured
– Which injuries
– Further information
4 Attempt to **extinguish** small fires
– Use hose reels and extinguishers if you are trained and confident to do so
– Do not act alone
– Do not take risks
– Never enter or open areas covered by automatic fire-fighting equipment
– Secure your exit
– Never re-enter the building

**If you hear the evacuation alarm**

1 **Leave** the room and close the door
2 **Assist** visitors and the physically impaired
3 Leave the building via the marked **escape** routes
– Do not use the elevator
– In smoke crawl, don't run
4 **Assemble** at the meeting point
– Follow the instructions from the fire brigade or the floor marshals
– Do not re-enter the building until instructed to do so

**Fire prevention**

1 Follow safety instructions:

2 Only use safe equipment

# First Aid

**Severe accident and/or unconscious victim**

1 **Stay calm**
– Reassure the victim
2 **Secure the site**
– Shut down any machinery
– Warn other people
– Get assistance from colleagues
3 **Call emergency services**
– Phone **112** by internal call, or 089-289112 by external/mobile call and report:
– Who is calling
– What happened (type of injury)
– Where (Section A, B, C, D, E)
– How many injured
– Which injuries (unconscious victim > ask for resuscitation)
– Further information
4 **Alert the ESO first aider** nearest to you
5 Use the provided first aid equipment
6 **Await emergency services** at the entrance and guide them towards the accident site
7 Complete the accident reporting (cfr. form)

**Minor accident**

1 **Stay calm**
– Reassure the victim
2 **Secure the site**
– Shut down any machinery
– Warn other people
– Get assistance from colleagues
3 **Alert the ESO first aider** nearest to you
4 Use the provided first aid equipment
5 Go to hospital/doctor as required (not BAD)
6 Complete the accident reporting (cfr. form)

Accompany victims to the hospital/doctor, or have them accompanied by colleagues or the safety department. Make sure translation to/from German is available.

Scale: 44%

Frame: Colberg & Foster GmbH

Visible header and footer with 5 mm hight, aluminium anodized E6EV1

Format total: 420 × 327 mm

Inlay paper: 420 × 297 mm

Fonts: Helvetica Neue LT Com 45 Light and Helvetica Neue LT Com 65 Medium

Pictograms: ISO 7010 pictograms (International Organization for Standardization)

# Welcome to the ESO conferencing facilities Please:

- Check out nearby escape routes
- Note that **112**, the emergency number, only works with **internal phones** (= 089-289 112 on your mobile phone)
- Report minor accidents or health issues to first aiders or reception
- Promptly follow evacuation instructions
- Report any safety or security concerns

Scale: 44%

Frame: Colberg & Foster GmbH

Visible header and footer with 5 mm hight, aluminium anodized E6EV1

Format total: 420 × 327 mm

Inlay paper: 420 × 297 mm

Fonts: Helvetica Neue LT Com 45 Light and Helvetica Neue LT Com 65 Medium

Pictograms: ISO 7010 pictograms (International Organization for Standardization)

Full scale drawing

Silk screen on adhesive foil

Scale 1:20

Adhesive foil, sandblast film

Logo size: 200 mm x 260 mm

Cap height text: 40 mm

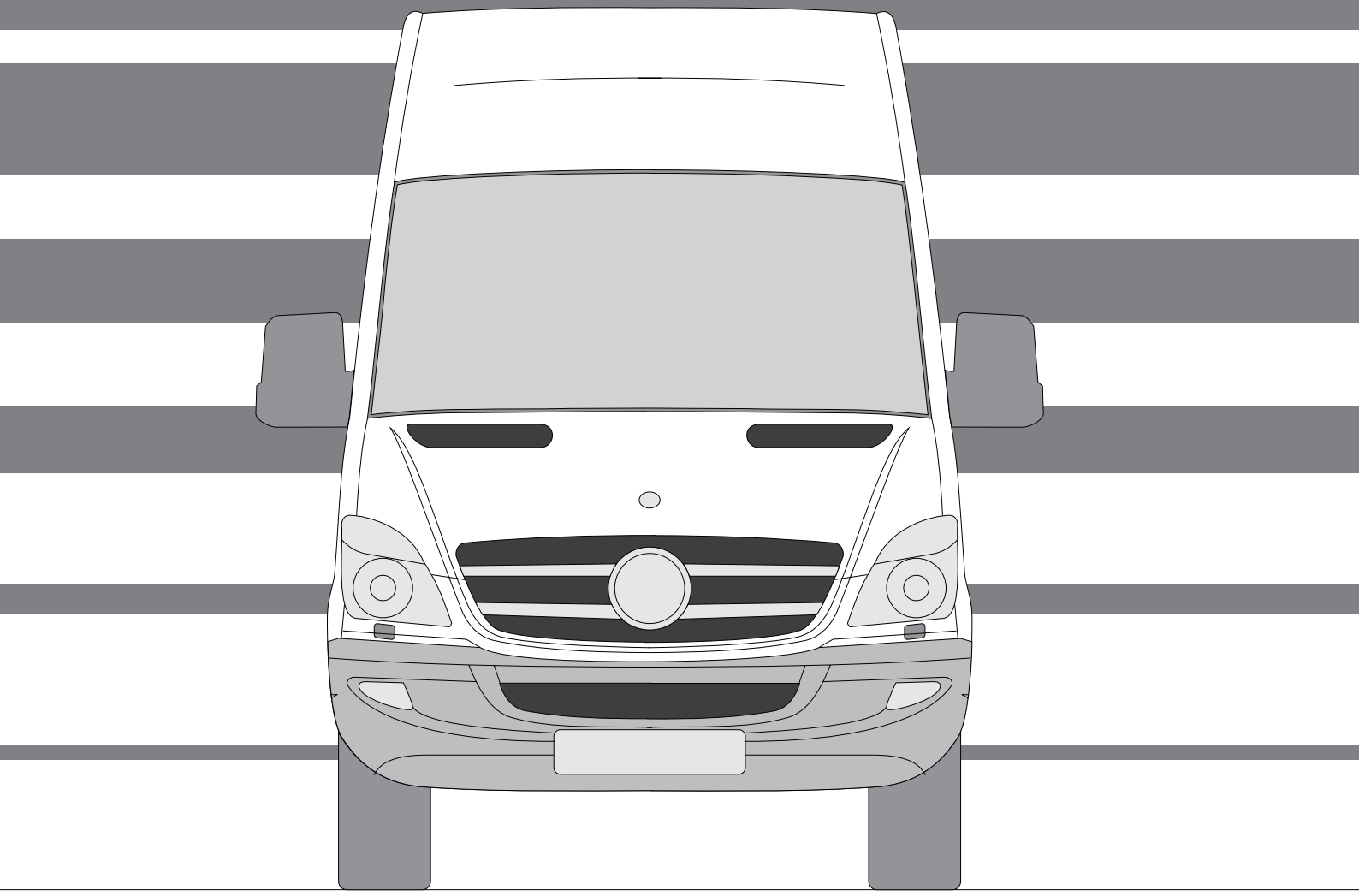
Scale 1:20

Silkscreen printing in black
on brushed aluminium or stainless steel

Logo size: 120 mm x 156 mm

Cap height text: 7.5 mm

# 0-180-11



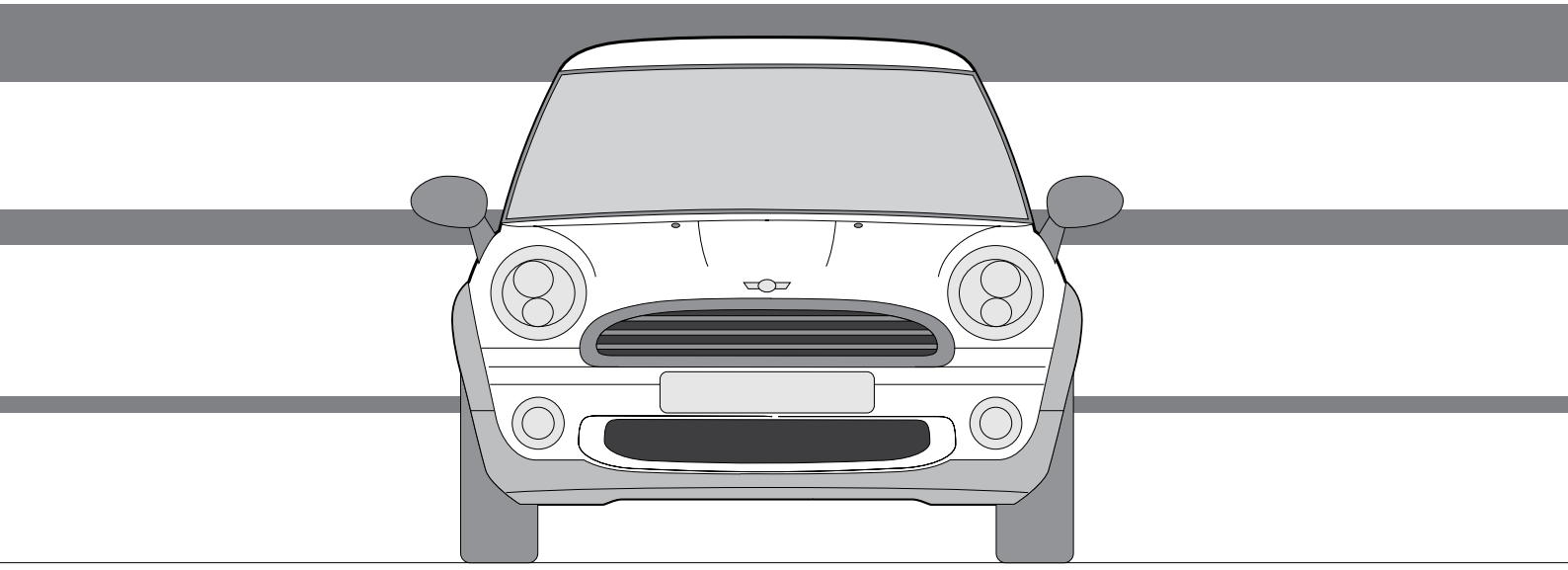
Scale 1:20

Position: Level 0, Façade outside

Text stencilled directly on the wall, white on grey background
Cap height: 100 mm

Final dimensions are subject to samples on site.

# Visitors



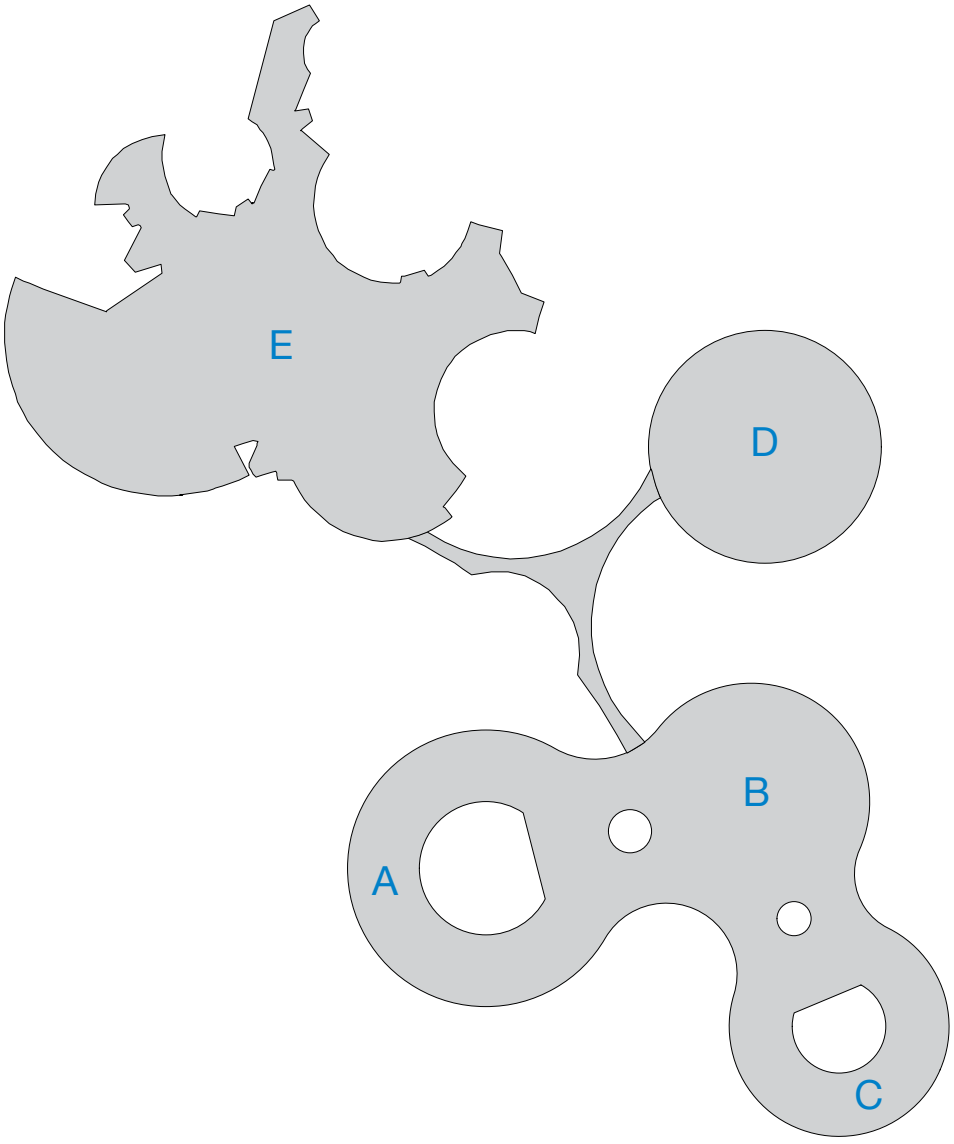
Scale 1:20

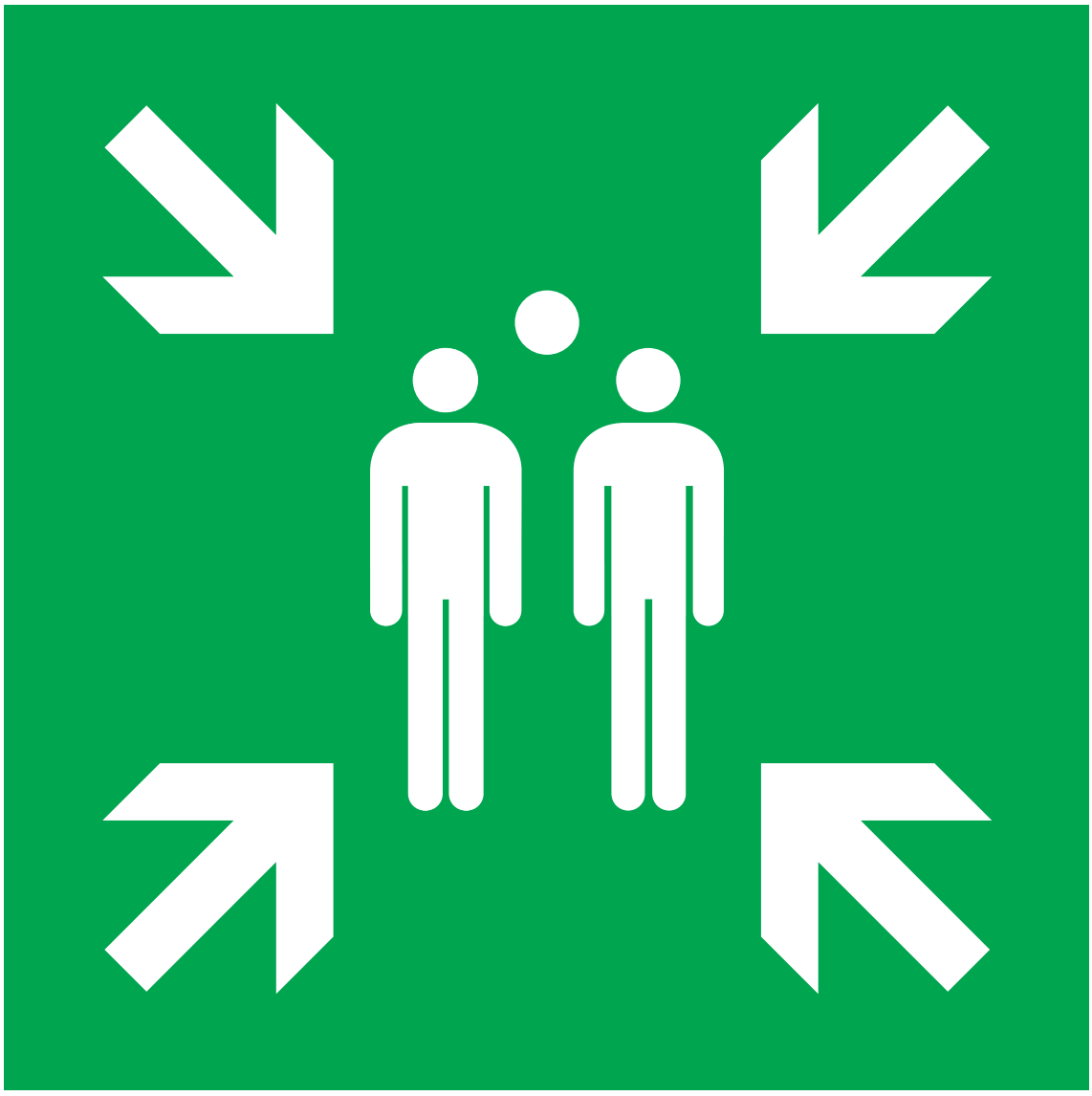
Position: Level 0, Façade outside

Text stencilled directly on the wall, white on grey background
Cap height: 100 mm

Final dimensions are subject to samples on site.

# ESO Headquarters





Scale: 1 : 2

ISO 7010 sign

Format: 300 × 300 mm

As the ESO Supernova is a sub-brand to ESO the typeface used for the Visual Identity remains Helvetica Neue LT Com.

For the ESO Supernova we introduce new members of this font family: Helvetica Neue LT Com 35 Thin and Helvetica Neue LT Com 25 Ultra Light.*

The usual font style for body text is Helvetica Neue LT Com 45 Light as in the ESO Visual Identity. To highlight text please use italics (Helvetica Neue LT Com 46 Light Italics) or a bolder font (Helvetica Neue LT Com 55 Roman or Helvetica Neue LT Com 65 Medium).

For titles,headlines and large texts we suggest to use 35 Thin or 25 Ultra light.

Do not use outlined font. For legibility, our minimum type size for body text is 9 pt with a line spacing of 3.75 mm.

The tracking should always be set to 10 and the kerning must always be made Optical.

The line spacing is related to the size of the font. See table below:

| Font size | Line spacing (b) |
|---|---|
| 7 pt | 3.00 mm |
| 8 pt | 3.50 mm |
| 9 pt | 3.75 mm |
| 10 pt | 4.25 mm |
| 11 pt | 4.75 mm |
| 12 pt | 5.25 mm |
| 13 pt | 5.75 mm |
| 14 pt | 6.00 mm |
| 15 pt | 6.50 mm |
| 16 pt | 7.00 mm |
| 18 pt | 7.50 mm |
| 20 pt | 8.50 mm |

* The font can be bought at
25 Ultra Light: http://www.linotype.com/de/45430/NeueHelveticaPro25UltraLight-product.html
35 Thin: http://www.linotype.com/de/45438/NeueHelveticaPro35Thin-product.html

Helvetica Neue LT Com 35 Thin

Title: The quick brown fox jumps over the lazy dog

Helvetica Neue LT Com 25 Ultra light

Title: The quick brown fox jumps over the lazy dog

Helvetica Neue LT Com 45 Light

Bodytext: The quick brown fox jumps over the lazy dog. Utat everibus eariant officip saecaec tiore,Veni nimi, suntio. Sum es simus pores moluptium ex et ab int. Iberspienis aspictota vendunt in natinus et endignihilla quis apit quassimi, ut occullo ruptat modic tendio torerit haribus et que venet pora que volupta venditia saeprer cipsam non pa praecatur as con pre doles sa ipsuscit quo ipsusae si volorro reiur, que quam quam imil inus, volorehent, que de corroru ptatem as eum rem cum que pa non remperiae nos est, ulparum que sus modi undaecuptas debit, que mi, nonsequi torum adit as estis nones et qui as con re parum rem fugia ipsaper ferferiam qui dolecum a delliatet volestibus destia volendus molessincium fuga. Ta debitatet a quae nonseri onectibusam qui nonseque laborer spernam alita volorit, nus sequam sunt vellaut ma nonsequae mi, non porion explabo. Natia voluptium apeliqui nimi, optaquo blab inia nobitatia si sam sunt pa volore nis aut la corum, commolo rehendusti omnis as a corro eium fuga. Ut eum inulliqui offic temodig enditatium velluptatur? Qui sum ium fugia qui nim isciis prerspiente voluptio quam que conest, conem fugiatus exerrumquis dolupti onsequis andunt a sit, voles eum aces ate vel ide niati omnis iunt que non nia doluptassit, quas vent dolore, sunt ommolup taquid evelia pelit, ideroritate iunt ut

Here an example of the usage of Helvetica Neue LT Com 35 Thin as a headline can be seen.

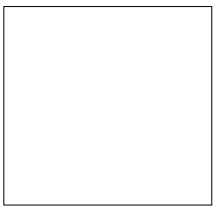
**ESO** Supernova
Now Open

The primary colours used in the ESO Supernova Visual Identity (VI) are the same as the ones used in the ESO Visual Indentity:

The ESO housecolour:
Pantone 3005 will also be the main colour of the ESO Supernova VI.

Pantone 3005 in four-color printing:
C = 100 %, M = 37 %, Y = 0 %, K = 0 %,
in RGB:
R = 0, G = 119, B = 190,
#0077be or web save: #0066cc,
RAL colour code: RAL 5015
Self adhesive film:
Product: Oracal 751
Colour code: Euro blue 517

White
C = 0 %, M = 0 %, Y = 0 %, K = 0 %
in RGB:
R = 255, G = 255, B = 255
#ffffff



Black
C = 0 %, M = 0 %, Y = 0 %, K = 100 %
in RGB:
R = 0, G = 0, B = 0
#000000

The logo for the ESO Supernova is a combination of the symbol showing a rotating star from the ESO logo and the lettering.

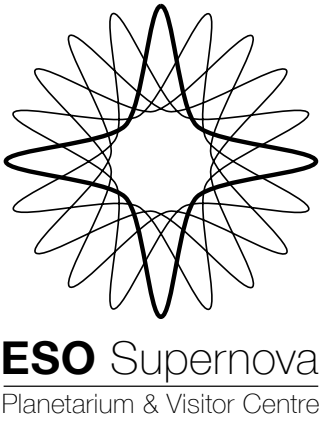
It is allowed to use three different versions of the ESO Supernova logo:

The standard version is the one in the ESO corporate colour Pantone 3005 or it's four-colour equivalent C = 100 %, M = 37 %, Y = 0 %, K = 0 %. For the usage on the web or in PPT presentation an RGB version can be used (R = 0, G = 119, B = 190).

For printed matter in black and white please use the black version (K = 100 %).

The white outline version can be used on dark backgrounds.

It is also allowed to place the logo on a photograph but you have to ensure that it contrasts sufficiently with the background.

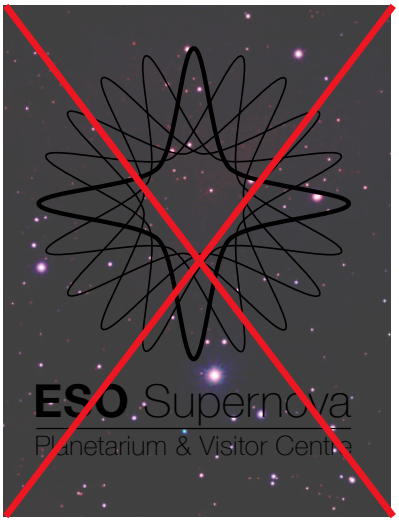


Please note when using the logo:

The logo should never be used on a background with the same colour. The contrast between the logo and the background should always be superior to 50 %.

The logo proportions should not be changed. The elements that compose the logo should not be removed and the colours should not be altered.

These examples show how the logo should **not** be used.

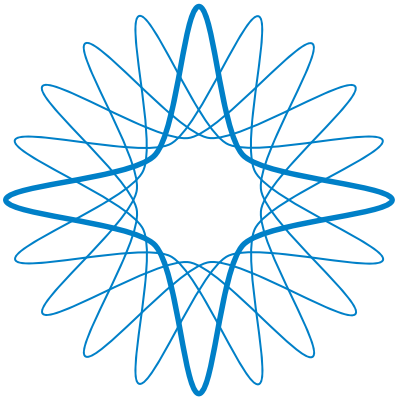


**Do not** put the logo on a similar colour background.

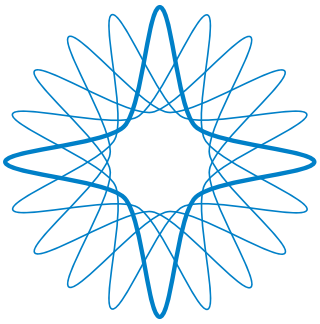
You are free to use the ESO Supernova logo in many different sizes. However, the width should not be less than 20 mm due to the readability of the lettering.

If a size of less than 20 mm width is needed the symbol only, the rotating stars, can be used and the lettering can be added to the body text.

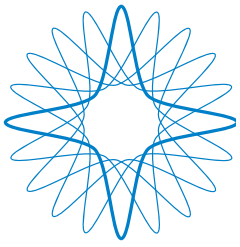
The symbol, the rotating stars, can also be used as a graphical element in various applications, see the examples on the following pages.



**ESO** Supernova
Planetarium & Visitor Centre



**ESO** Supernova
Planetarium & Visitor Centre



**ESO** Supernova
Planetarium & Visitor Centre

**ESO** Supernova
Planetarium & Visitor Centre

minimum width with lettering:
20 mm

usage if a width less than
20 mm or 120 pixels is needed

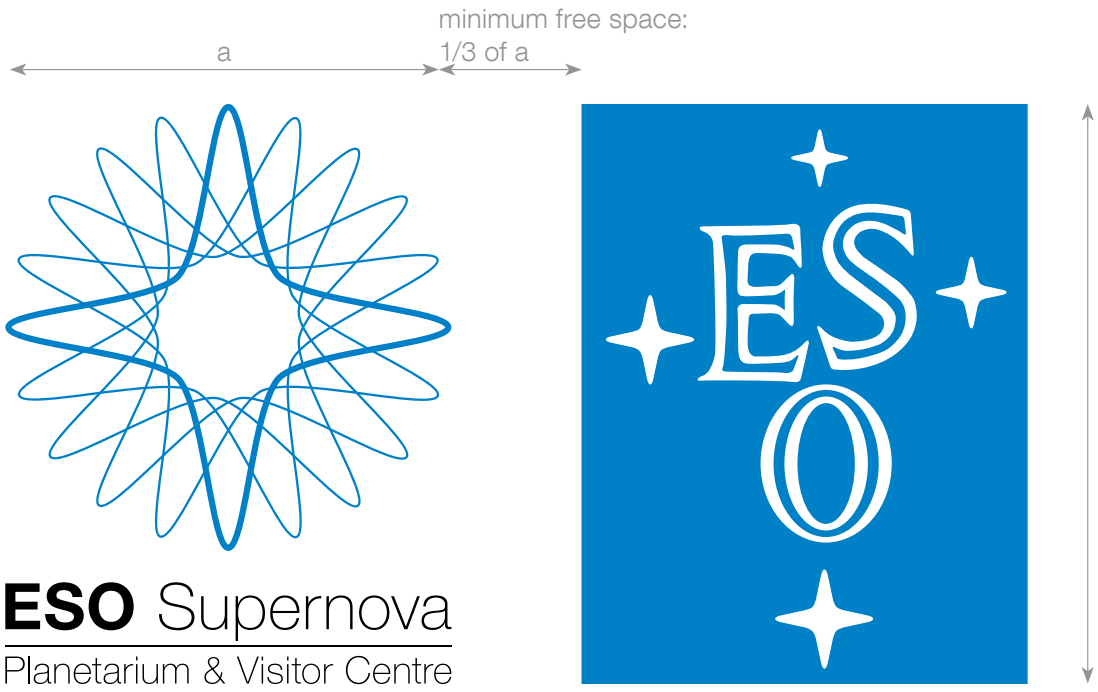
As described before, the logo for the ESO Supernova is a combination of the symbol showing a rotating star from the ESO logo and the lettering.

The lettering is typeset in two different version of Helvetica Neue LT Com.

The abbreviation ESO is set in Helvetica Neue LT Com 75 Bold, the rest of the lettering is set in Helvetica Neue LT Com 35 Thin.

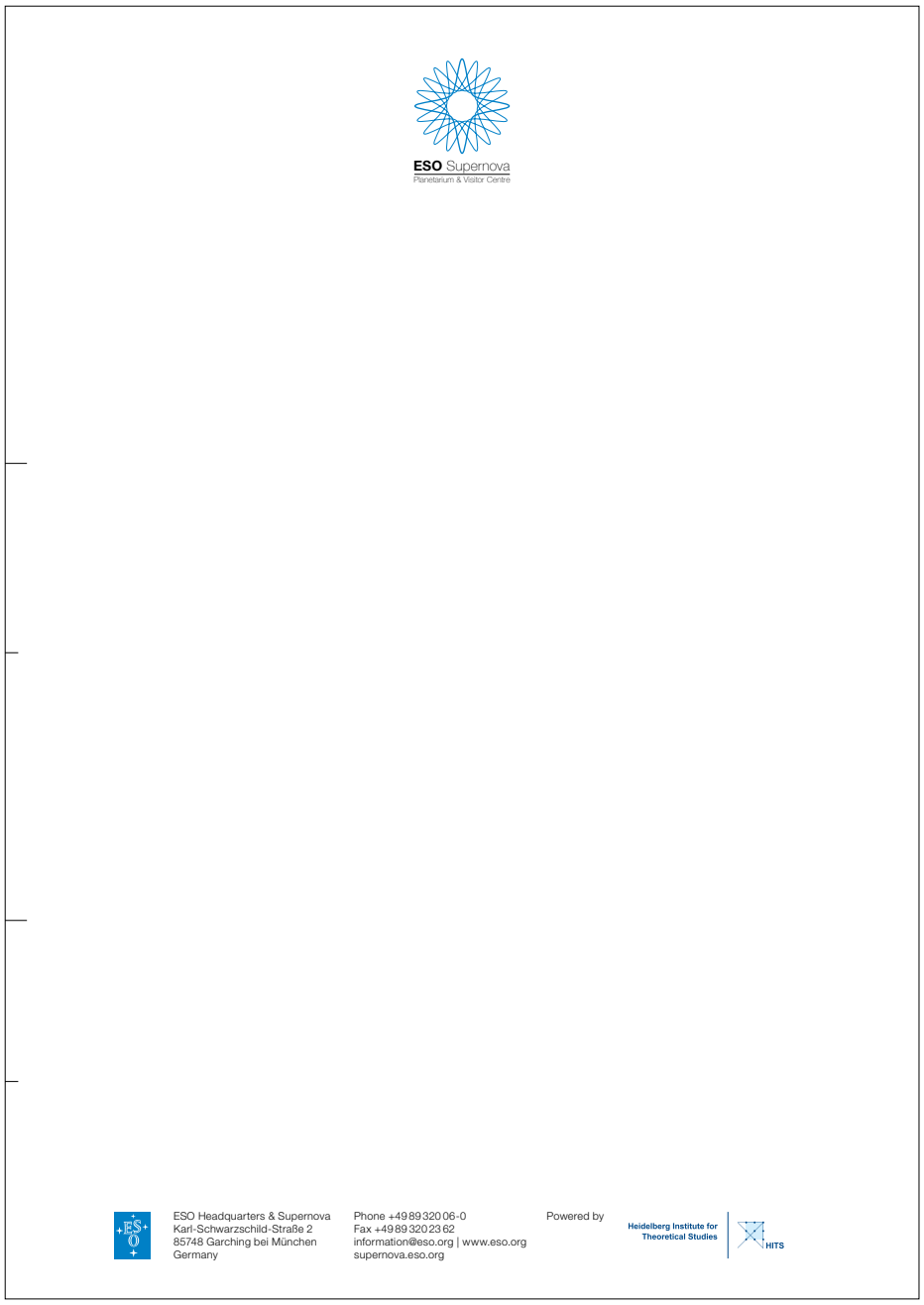
If the ESO Supernova logo is combined with the ESO logo or any other logo please leave horizontally a free space of at least a third of the width of the logo.

When the ESO Supernova logo is combined with the ESO logo, both logos should have the same height.



On official documents like the letterhead and on the ESO Supernova web page the ESO Supernova logo appears together with the ESO logo and the HITS logo. On the letterhead, the prominent positioning of the ESO Supernova logo makes clear who is the sender.

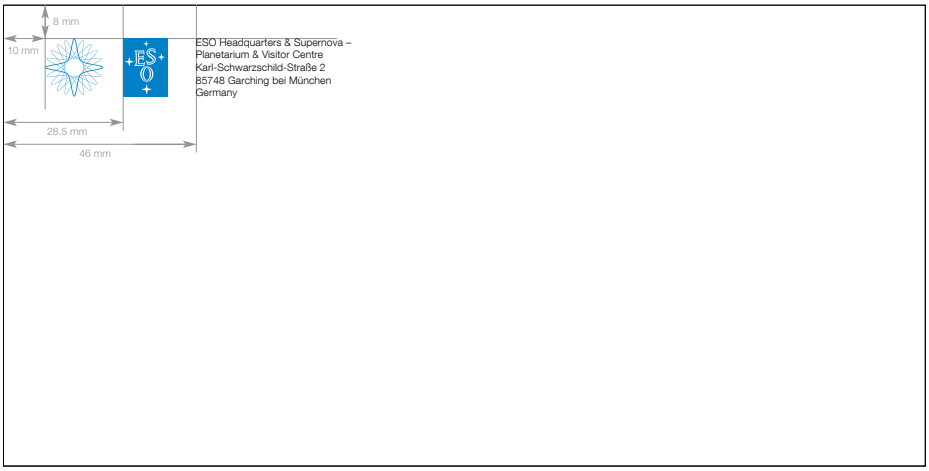
For the letter form, shown here reduced to 58 % of the original size, a template will be provided which give the position of the address field and the body text and font and font size to be used.

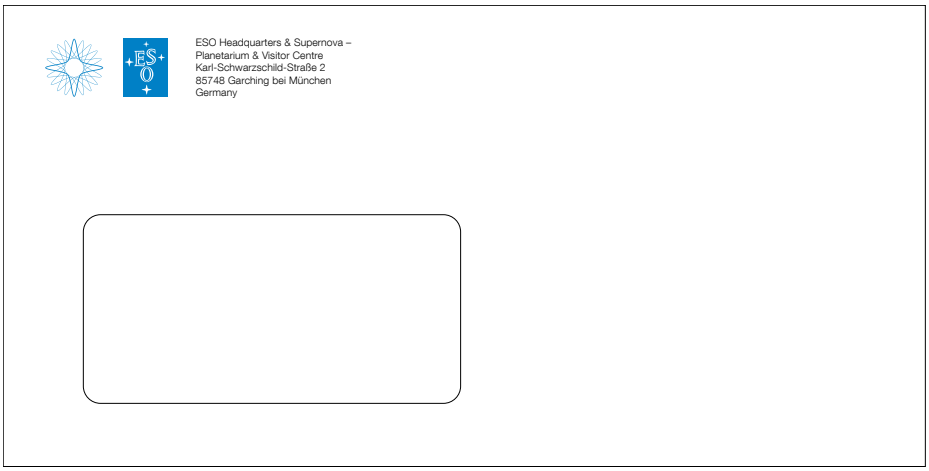


On envelopes the ESO Supernova and the ESO logo appears to make clear who is the sender and where to send returns.

Here you can see examples of DIN lang envelopes with and without a window (reduced to 55 % of the original size).

Please note that the logos and the text are always placed at the upper left corner with the same distances to the edge independent from the size of the envelope.



Compliment cards and business cards are considered as give aways not as official documents. In these cases the ESO Supernova logo can appear without any further logo.

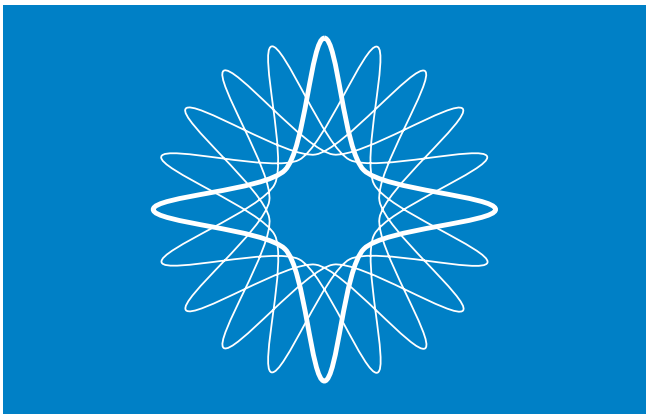
The compliment card shown here is reduced to 82 % of its original size.

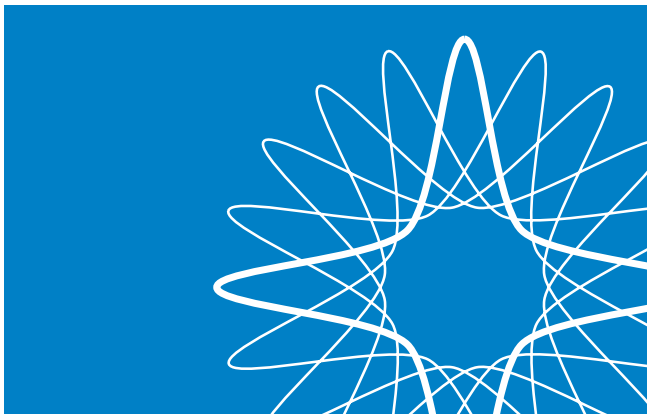
The layout for the business cards of ESO Supernova staff is shown here in the original size of 85 mm × 54 mm.

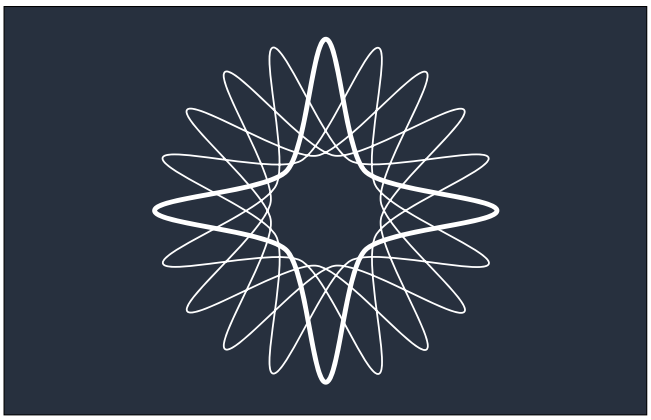
On the back of the cards the symbol of the logo, the rotating star, can be used as a graphical element.

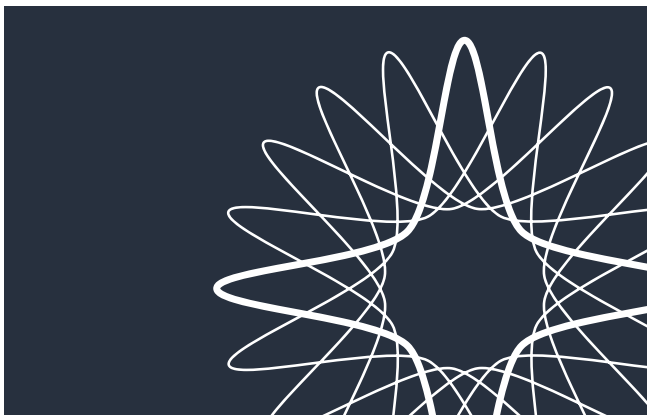
Front

Options for the back









As supernova is an extension of the ESO brand, on print products the two logos must be featured together (as shown in 6.7, Combination of Logos).

The address must always be featured on the left hand side, with the URL in the middle as shown in this example.

We suggest no drop shadows or any other effects, neiterh to the logo and nor to the text.

Flag size: 1.2 m × 0.35 m

Logo size should always fill 1/3 of the flag and should be split over both flags.

The lamp post flags should only be produced in the two colours shown, either blue with white ESO Supernova logo or black with blue ESO Supernova logo.

The text of the ESO Supernova should equal the same height of the ESO logo. The ESO Supernova logo should always be on the left and the ESO logo on the right.

**ESO** Supernova
Planetarium & Visitor Centre

Scale 1:10

0.7 m
1.2 m
ESO Supernova
Planetarium & Visitor Centre
0.35 m
0.35 m

Logo size: 35 cm × 45.4 cm

Laserprint incl. glossy lamination, foil-clad on Dibond, thickness 3.5 mm, flush mount into milled wooden front of desk.

Scale 1:10

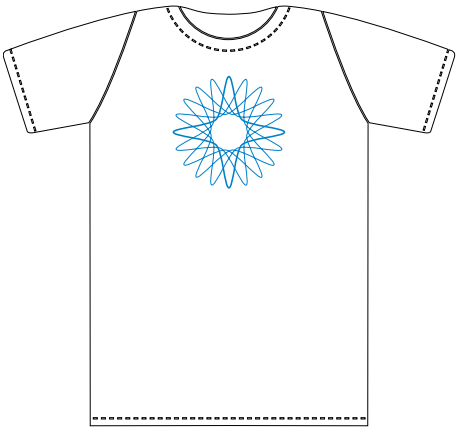
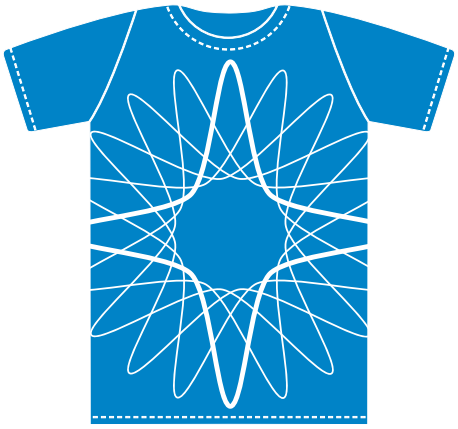
Flag size: 250 cm × 150 cm,

Colours: Pantone 3005 printed on white background

Scale 1:20

On merchandise which has the purpose to promote the ESO Supernova brand the ESO Supernova logo can appear without any further logo.

Please find here the layout of a ball pen.

The same applies for lanyards: only the ESO Supernova logo can be shown.

T-shirts give a great opportunity to show the ESO Supernova logo as a nice graphical element.