

COLORS

The website uses a set of standardized earthy colors for all the observatories. The color scheme was inspired by Munsell soil charts. Each CZO, including the National presence, has a set of colors built monochromatically from a main base color.

The colors are complemented by a set of dark grays and black. Link colors are standardized too. Mostly they are a **particular shade of blue (#11639d)** that fits with the overall color schemes.



CZO web style guidelines

National Colors

NATIONAL

ACTUAL COLORS

THEORETICAL COLORS

#dfe2d0	25% transparency over white
#bfc4a1	50% transparency over white
#8b9554	base
#7a834a	12% black over base (most CZOs are 10%)
#6f7743	20% black over base

The National presence mostly uses a set of monochromatic green colors as shown here.

TYPOGRAPHY

Branding font

The main branding font is **Ubuntu.** It is used for non-body copy like the headers and subheaders of this guideline document. Ubuntu was chosen for practical and branding reasons. Firstly, Ubuntu is a free, decently designed typeface with many font weights etc.

regular medium light *italic* medium italic light italic bold bold italic

CZO typically pairs Ubuntu bold with light italic such as

CRITICAL ZONE OBSERVATORIES

U.S. NSF NATIONAL PROGRAM

The Ubuntu typeface is a good fit for CZO because it also evokes "science/technology" while also providing some humanity/personality. Examples of the latter are the roundness of the sans serif letterforms as well as quirks like the incomplete stroke of the lowercase "f" and "t". Ubuntu is used on all of the website banners, headers, etc.

Download Ubuntu for free at http://font.ubuntu.com/

Body font

The Ubuntu font is *not* recommended for body copy because it can be hard to read paragraphs of it. The website instead uses the more readable Verdana for body text. Print materials like this guide have used Helvetica and other fonts (typically sans serif). We will likely provide a standard guideline for body text later.

LOGOS / WORDMARKS

There are several logos in use at the national level as well as an array of differing logos used for individual observatories. In the future, CZO would benefit from more consistent logos at all levels.

If a small squarish logo is needed for National Program use, the preferable logo is the simple Green square version as used on YouTube, Twitter, etc. (see below example). The CZO logo may have square or rounded corners, a white border or no border. Some social media apps will automatically crop the green square into a circular version.



If a larger, more vertical space is available, consider using a wordier logo:



If landscape-aspect is needed, the best logo option may be a banner-type logo such as



Or use a cropped version such as

CZO CRITICAL ZONE OBSERVATORIES U.S. NSF NATIONAL PROGRAM

Important: The current "CZO" wordmark is *not* Ubuntu font. The wordmark is a custom modification of the **Eurostile** font. It was created before the current website by Eric Parrish (Boulder). You may see yet more fonts used for headers, which are inconsistencies introduced over the years (often by different people, including individual CZOs). It's those kinds of inconsistencies that we need to weed out in 2016.

Example Logos

Logos for individual logos have not been standardized with any common elements. Here are some examples.



BANNERS

The website uses a unique banner for each CZO. For all but the National website, the banner is a cropped photo of the individual CZO's field area. For example, here is the background web banner for Catalina-Jemez CZO.



Higher resolution, print-quality banners are available for all CZOs.

The National banner uses a color gradient adopted from print materials in use when the current website was created. Here is a version that could be helpful for digital materials like PowerPoint slides or print materials like handouts or posters.



Banners may or may not incorporate the NSF logo. Some examples:



IMAGES

Shown below are some commonly used images to give a sense of the CZO visual style.



High resolution version: <u>http://criticalzone.org/</u> <u>images/national/photos-and-images/1National/</u> <u>czone chorover et al catalina jemez czo.jpg</u>

Required attribution info: <u>http://criticalzone.org/</u><u>national/about/media-kit-1national/</u>

Banner image used for Twitter





Above credit: Jenny Parks Illustration / Southern Sierra CZO. High resolution version available at <u>http://criticalzone.org/images/national/photos-and-images/1National/</u> <u>CZbanner.jpg</u>

ICONS

Standard icons are used to help tag web content by scientific discipline. Here are the discipline icons.



Font versions of the icons were created at <u>http://fontello.com/</u>, derived from multiple icon sets.

TAGLINE

"Studying the zone where rock meets life"

This tagline has not been widely adopted. It needs reconsideration.

A longer one might be based on this?

"Discovering how Earth's living skin is structured, evolves, and provides critical functions that sustain life."

PRINTED MATERIALS



Examples of printed materials

< Front cover of 3-panel standard brochure (2014, Eric Parrish).



Poster (2014, Eric Parrish)