Earth and Space Research

2024 Branding Guidelines

Colors

Our color palette reflects the balance between earth and space, combining grounded tones with cool, atmospheric hues. The orange brings warmth and energy, symbolizing innovation and exploration. The blues evoke the vastness of the sky and ocean, representing trust, depth, and clarity. The splash of white suggests the polar regions, representing expanses of snow and ice. Together, these colors convey our goals and discovery in our work.

Glossary: Color Codes And Usages

Hex	For HTML code usage
RGBA	For backgrounds and opacity volume (RGBA - the “A” stands for opacity)
HSL	Machine readable and can be picked from images
CMYK	Printed materials (on paper or physical products)

Color Codes

Hex: #C37A58

RGBA: (195,122,88,100)

CMYK: (0,37,55,24)

HSL: (19.1,47.1%,55.5%)

Hex: #455689

RGBA: (69,86,137,100)

CMYK: (50,37,0,46)

HSL: (224.3,33.3%,40.6%)

Hex: #323D5D

RGBA: (50,61,93,100)

CMYK: (46,34,0,64)

HSL: (224.3,29.6%,27.8%)

Hex: #C1CFF8

RGBA: (193,207,248,100)

CMYK: (22,17,0,3)

HSL: (226.7,77.1%,86.3%)

Hex: #77C0F5

RGBA: (119,192,245,100)

CMYK: (51,22,0,4)

HSL: (205.9,86.2%,71.6%)

Hex: #1F263A

RGBA: (31,38,58,100)

CMYK: (47,34,0,77)

HSL: (224.4,30.3%,17.5%)

Hex: #161B2B

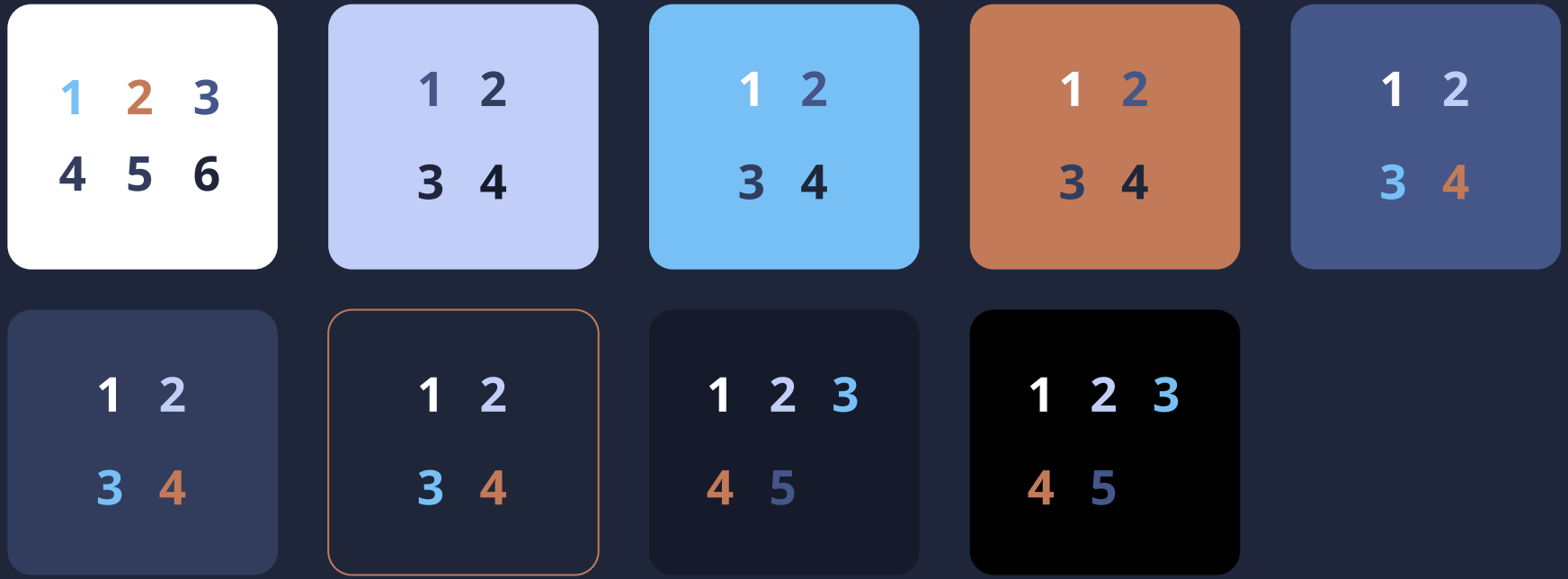
RGBA: (22,27,43,100)

CMYK: (49,37,0,83)

HSL: (225.7,32.3%,12.7%)

Color Usage

Typography Color Combinations



Note: Avoid using black as a background color. If black must be used, the option above mentions the text colors that will fit with it. In this guide, the three darkest colors will be represented as one color here as they are similar (**#323D5D, #1F263A, #161B2B).**

Color Usage

- Text on dark backgrounds, background color
- Alternative text, section background, footer text, design elements
- Headings and important text, secondary buttons, hover states
- Buttons, links, highlighted areas, call to action
- Alternative text, text backgrounds, shapes or designs
- Background, text on light backgrounds
- Main background, text on light background
- Darker backgrounds for sections in a page
- Text on light backgrounds

Primary Colors

Secondary Colors

Accent Colors

Primary

Secondary

For buttons, highlighted sections, links, and call to action items

For hover states, heading or important text, and secondary buttons

Do’s & Don'ts

DON’T

Example Text

Example Text

Unreadable. Dark text on dark background and light text on light background makes it hard to read. Light colors include orange, offset white, and light blue while rest are considered dark colors.

DO

Example Text

Example Text

Readable. Lighter text on dark background and darker text on light background. The only exception is pairing accent colors with white as the color still pops out and is a good combination.

Example Example

This is an offset of the white color. The website’s main text of information should not be this color.

Only special backgrounds, menus and footers, as well as note text should be the color of offset white.

For button hover states, while these are the correct colors for buttons, the hover color should not be a separate color. If a user hovers on a blue button it shouldn’t change to orange.

When hovering, the color of the button should either be slightly lighter or darker than the original color state. Make sure the text is however readable and the same color in both hover and normal states.

Typography

We use Noto Sans for its clarity, versatility, and legibility across various platforms. Its clean, modern design ensures easy readability, particularly on dark backgrounds, making it an ideal choice for conveying information in a straightforward and accessible manner. Noto Sans enhances the inclusive and professional tone of our brand, supporting our mission to make research accessible to all.

Noto Sans

Normal text

Subtitle/important text: bold or semi-bold

Title text: bolded

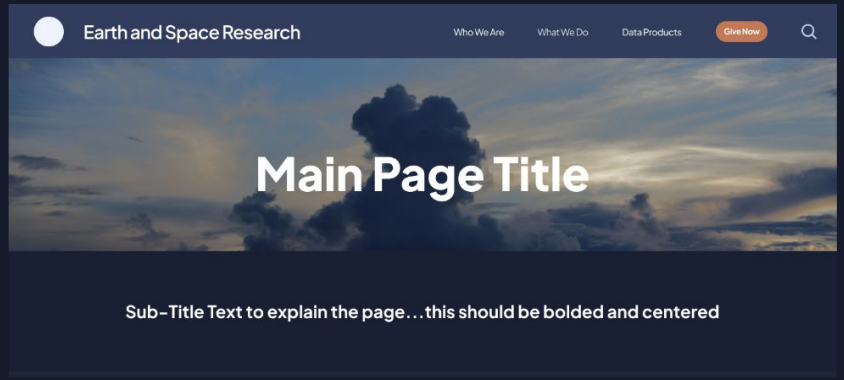
Disclaimer: Ensure all text meets accessibility guidelines with sufficient contrast against background colors.

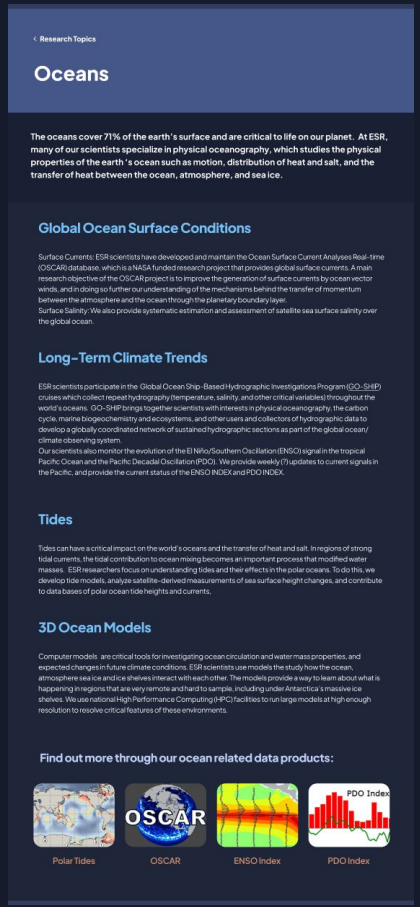
General Rules: Website

Title - Title Case

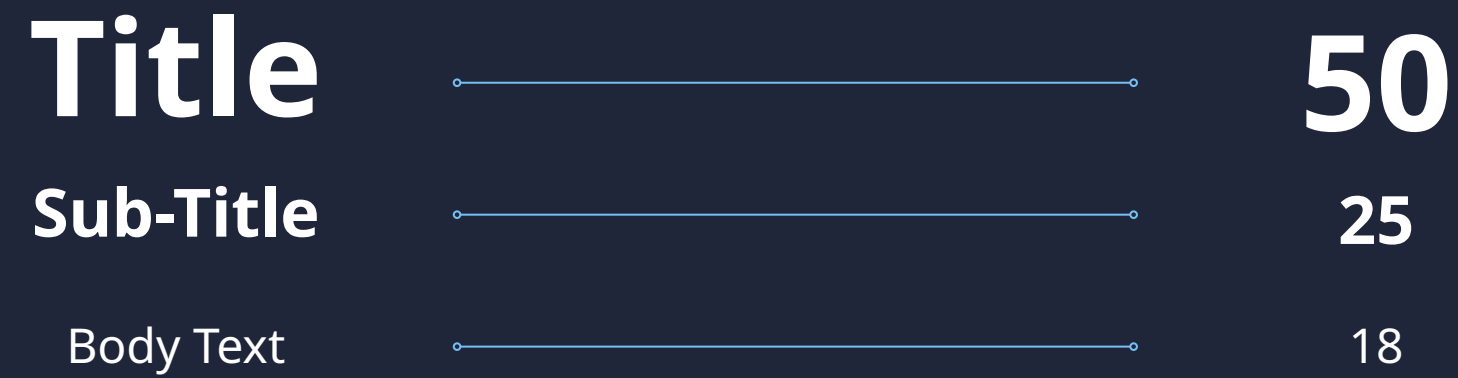
Subtext: Important text here. In the website, important text is separated by color border

General text: this is informative or general text on the page on research, data products, and more.





Text Sizing



Title: Bolded, background of either a picture or different color, centered

Subtitle: semi-bolded and optional color background, centered on headings and left-aligned if else

Body Text: normal Noto Sans, left-aligned for general text, centered on buttons or special backgrounds

Around 1.5 spacing between lines

Disclaimer: This is only the sizing for website text. Please reference these sizings and choose the text size that might be best appropriate for the material (website, flyers, packets, cards, etc...).

Do’s & Don'ts

DON’T

Title Text Don’t clump all of the text together! Sometimes it’s nice to separate text enough so the reader understands what the section of text is about. Make sure the title, subtitle, and body text are all on different lines. Sometimes, even lines can help distinguish subtitle from body text!

DO

Title Text

Establish a hierarchy of text so the reader is able to understand the information much easier. Make sure the titles, subtitles, and body text all differ.

Title Text
The title and body text are too close

Title Text

Have some space between so the text are easily readable

Example Text

Text is not centered and not equally spaced between the shape/button.

Example Text

Make sure that the text is centered aligned in shapes and text background!

Title Text

Too many colors in one place makes the colors distracting.

Title Text

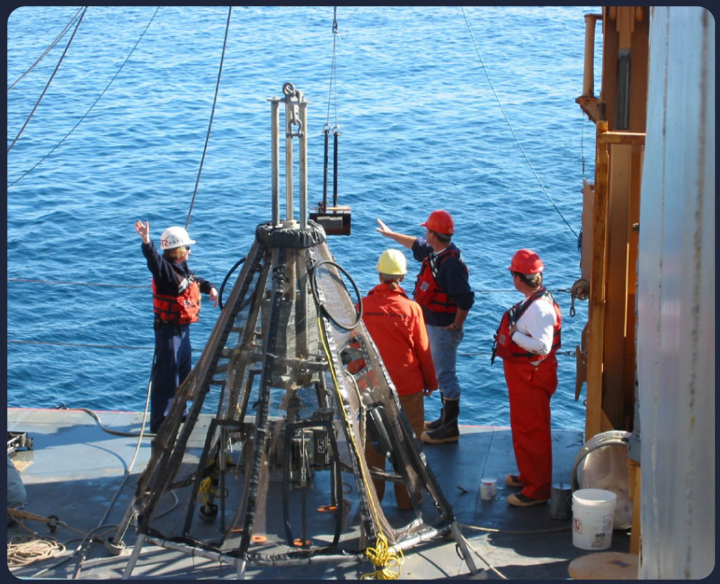
Keep it simple two-toned colors so that text is easily readable.

Primary

Secondary

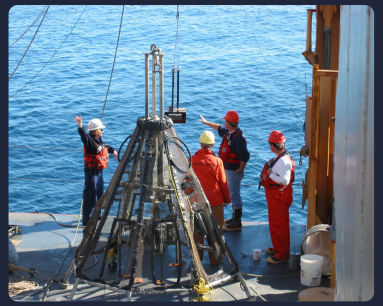
UI Components

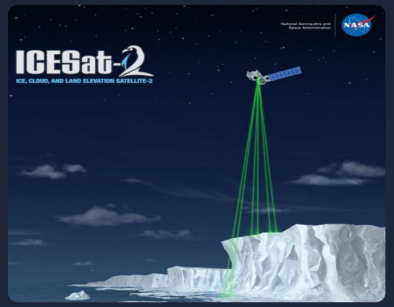
Our UI components are designed to create a user experience that feels welcoming, modern, and intuitive. Rounded corners on container cards and buttons convey an approachable and modern aesthetic. By incorporating smooth, rounded edges, we soften the interface, enhancing readability and visual comfort. Here are some of the user-friendly elements and guidelines for visual aspects of Earth and Space Research.

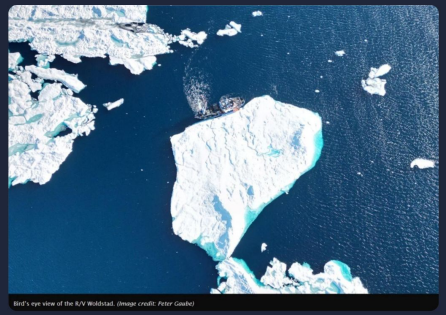


Do’s & Don'ts

15 px curve



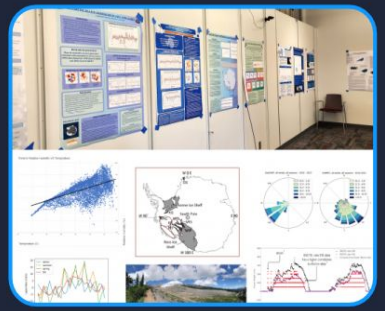




15px for images that support body text

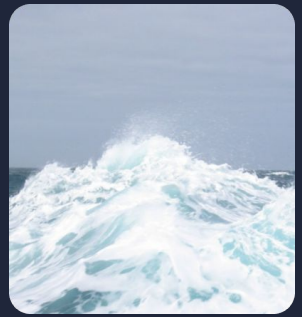
30px for clickable items and informative rectangles

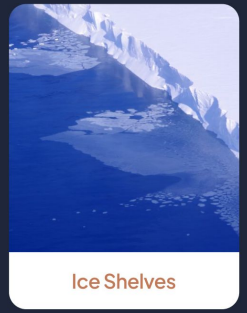
30 px curve



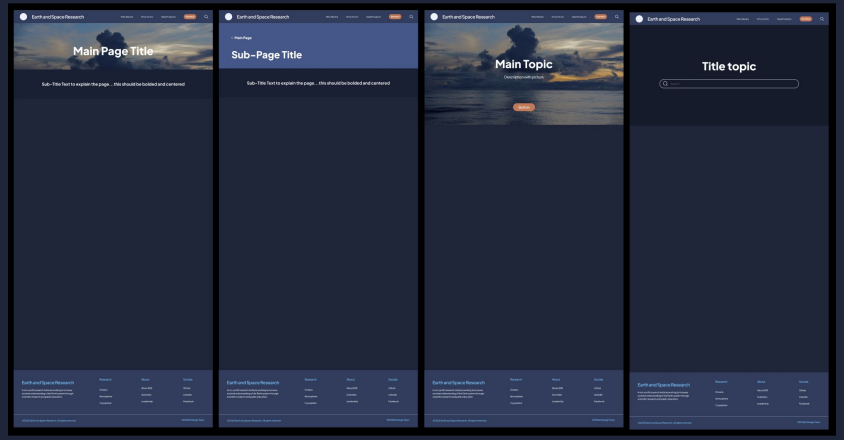
Primary

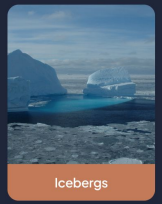
Secondary

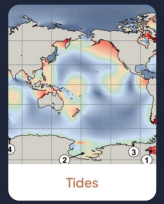


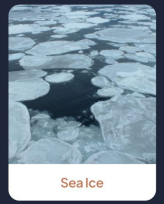


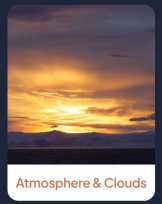
Website Formats

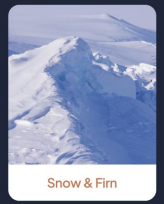


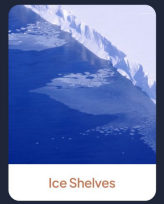

Icebergs

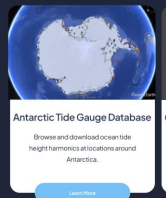

Tides


Sea Ice


Atmosphere & Clouds


Snow & Firn


Ice Shelves


Antarctic Tide Gauge Database

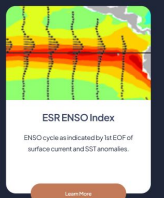
Browse and download ocean tide height harmonics at locations around Antarctica.

Learn More

Global Ocean Surface Currents

View and download up-to-date ocean surface current analyses (OSCAR) derived from satellite data.

Learn More


ESR ENSO Index

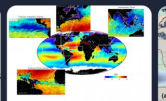
ENSO cycle as indicated by 1st EOF of surface current and SST anomalies.

Learn More

ESR PDO Index

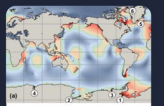
The Pacific decadal oscillation as indicated by the spatial EOF pattern and amplitude of the first EOF of the T/P/J altimeter SSH anomaly.

Learn More


OISSS

Download Multi-mission Optimally Interpolated Sea Surface Salinity.

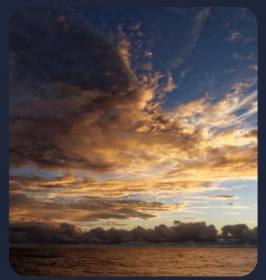
Learn More


Polar Tide Models

Download Arctic, Antarctic, and global barotropic tide models and our Matlab "TMD" toolbox.

Learn More


Oceans


Atmosphere


Cryosphere

Profile

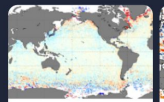
Education

Publications

Projects

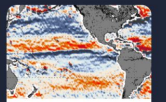
- Sidebar

The only unrounded square


Salinity Validation Data System

Validation of satellite derived ocean surface salinity using Argo and other in situ data. View validation results and download salinity validation matchup data.

Learn More


Sea Surface Salinity Horizontal Gradients

View and download up-to-date ocean surface salinity gradients derived from satellite and Argo data and see results for salinity gradient validation.

Learn More

Visual Icons

Guidelines

- **Have it be professional formats**
- **Icons that are rounded are more preferred**
- **Have outlines be a little thick so the icon can be seen through dark backgrounds but enough so the simplified shape can be understood.**

***Iconify* and *Iconify8* are plugins in Figma that were used to create icons for ESR's Figma prototype of the website.**

Support our Research

Support our research to drive innovation and advance our understanding of Earth and space sciences.

Stay Informed

Stay informed to receive the latest updates and insights on our pioneering Earth and space science research.

Join Our Team

Join our team as an intern or researcher to actively contribute to cutting-edge discoveries and advance Earth and space sciences.

Earth and Space Research

Learn more about us at: www.esr.org