

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

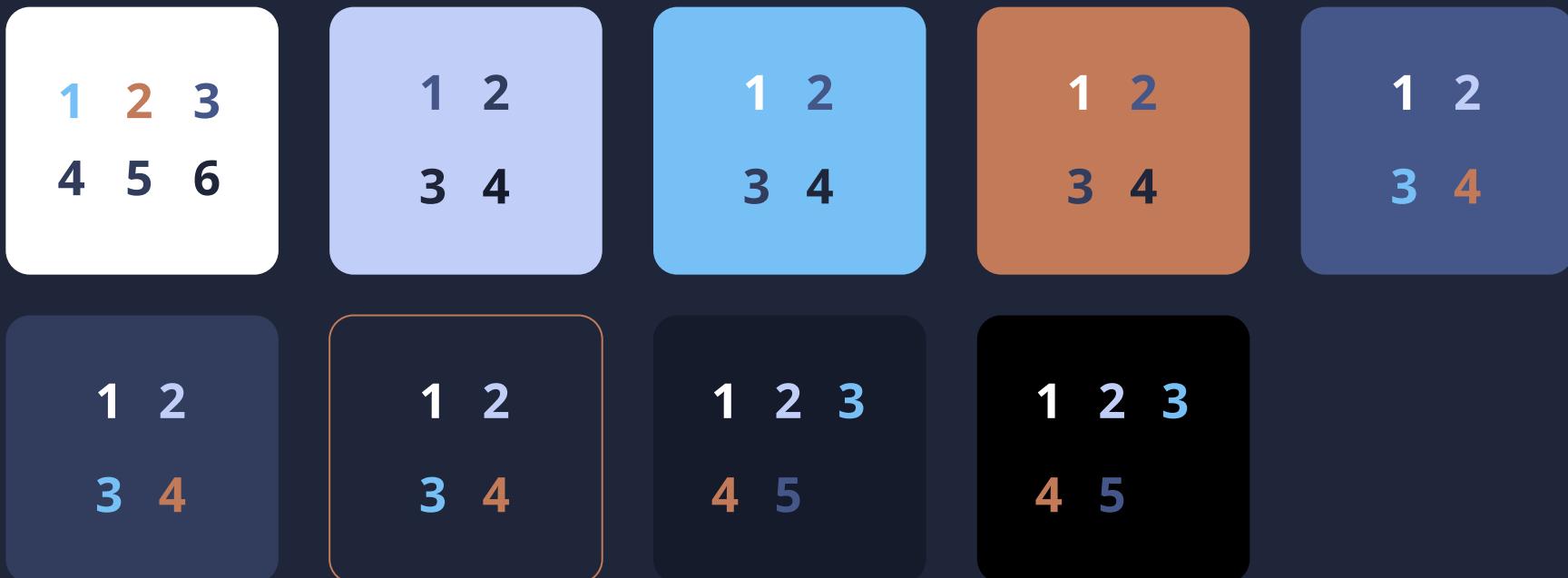
RGBA: (22,27,43,100)

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.

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

Example Text

Example Text

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.

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

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

Example Text

Example Text

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

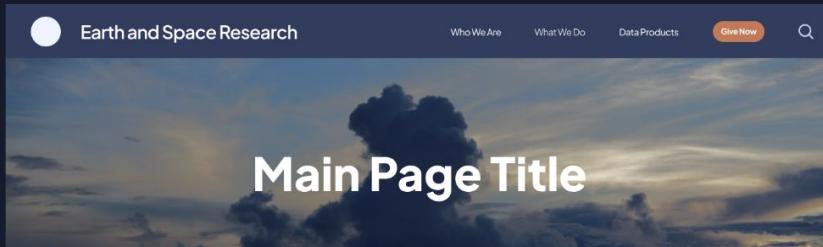
Title text: bolded

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.



Main Page Title

Sub-Title Text to explain the page...this should be bolded and centered

Who We Are What We Do Data Products GiveNow 

Research Topics

Oceans

The oceans cover 71% of the earth's surface and are critical to life on our planet. At ESR, many of our scientists specialize in physical oceanography, which studies the physical properties of the earth's ocean such as motion, distribution of heat and salt, and the transfer of heat between the ocean, atmosphere, and sea ice.

Global Ocean Surface Conditions

Surface Currents: ESR scientists have developed and maintain the Ocean Surface Current Analyses-Real-time (OSCAR) database, which is a NASA funded research project that provides global surface currents. A main research objective of the OSCAR project is to improve the generation of surface currents by ocean vector winds, and compare them with the currents in the ocean. This is done by the transfer of momentum between the atmosphere and the ocean through the planetary boundary layer.

Surface Salinity: We also provide systematic estimation and assessment of satellite sea surface salinity over the global ocean.

Long-Term Climate Trends

ESR scientists participate in the Global Ocean-Ship-Based Hydrographic Investigations Program (GO-SHIP) cruises which collect repeat hydrography (temperature, salinity, and other critical variables) throughout the world's oceans. GO-SHIP brings together scientists with interests in physical oceanography, the carbon cycle, marine biology, and ecosystems, and other users and collectors of hydrographic data to develop a globally coordinated network of sustained hydrographic sections as part of the global ocean climate observing system.

Our scientists also monitor the evolution of the El Niño/Southern Oscillation (ENSO) signal in the tropical Pacific Ocean and the Pacific Decadal Oscillation (PDO). We provide weekly (?) updates to current signals in the Pacific, and provide the current status of the ENSO INDEX and PDO INDEX.

Tides

Tides can have a critical impact on the world's oceans and the transfer of heat and salt. In regions of strong tidal currents, the total contribution to ocean mixing becomes an important process that modified water masses. ESR researchers focus on understanding tides and their effects in the polar oceans. To do this, we develop tide models, analyze satellite-derived measurements of sea surface height changes, and contribute to tide gauges of polar oceans (sea heights and currents).

3D Ocean Models

Computer models are critical tools for investigating ocean circulation and water mass properties, and expected changes in the ocean due to climate change. They help us understand how oceans, ice shelves, and surface currents interact with each other. The models provide a way to understand what is happening in regions that are very remote and hard to sample, including under Antarctica's massive ice shelves. We use national High Performance Computing (HPC) facilities to run large models at high enough resolution to resolve critical features of these environments.

Find out more through our ocean related data products:



Earth & Space Research

Increasing societal understanding of the Earth system through scientific research and public education.

Explore  

Our Work

Earth and Space Research (ESR) is a Seattle-based, nonprofit institute specializing in oceanographic research. Our research at ESR covers a wide range of topics from polar oceanography to equatorial studies. We also conduct frequent K-12 outreach activities, introducing kids to basics of oceanography and climate through hands-on learning.



Research

Utilize the complex oceans and atmosphere through satellite data, advanced modeling, and data analysis to support decision-making and research.

[Learn More](#)



Education

Established on programs that engage students and teachers in science and research, leading researchers gain scientific data.

[Learn More](#)



Solutions

ESR partners with industry leaders and organizations to develop and implement innovative technologies and products.

[Learn More](#)

Spotlight



Author 

NU Seattle's Experience Expo

In 2024, Earth and Space Research (ESR) expanded its educational programs by hosting a small team of data scientists and researchers to engage students from Northeastern University (NU) Seattle as part of an intensive 8-week internship experience called the NU Seattle's Experience Expo ..

Discover With Us

Get involved with ESR: support our research, stay informed, or join our team to contribute to groundbreaking Earth and space science advancements!



Support our Research

Support our research and advance our understanding of the environment and science.



Stay Informed

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



Join Our Team

Join our team and help us to research, to actively contribute to leading edge discoveries and outcomes.

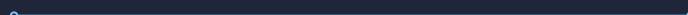
Text Sizing

Title



50

Sub-Title



25

Body Text



18

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!

Title Text

The title and body text are too close

Example Text

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

Title Text

Too many colors in one place makes the colors distracting.

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

Have some space between so the text are easily readable

Example Text

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

Title Text

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

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.

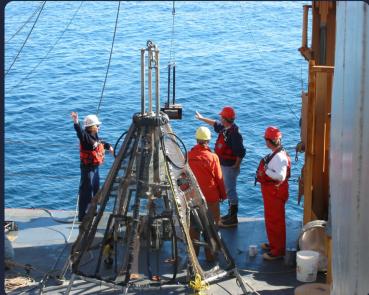
Primary

Secondary



Do's & Don'ts

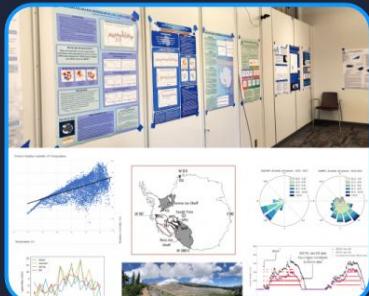
15 px curve



15px for images that support body text

30px for clickable items and informative rectangles

30 px curve



Research

ESR explores the cryosphere, oceans, and atmosphere through satellite data, advanced models, and field research. Discover our cutting-edge work!

[Learn More](#)

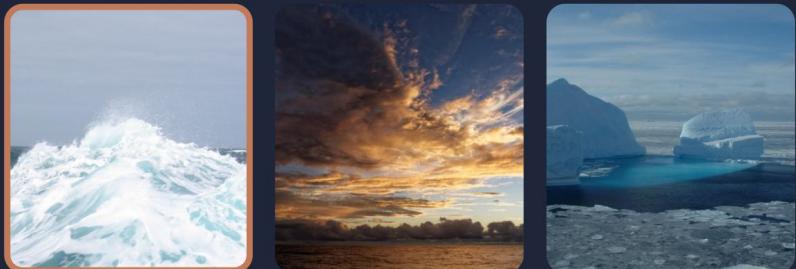
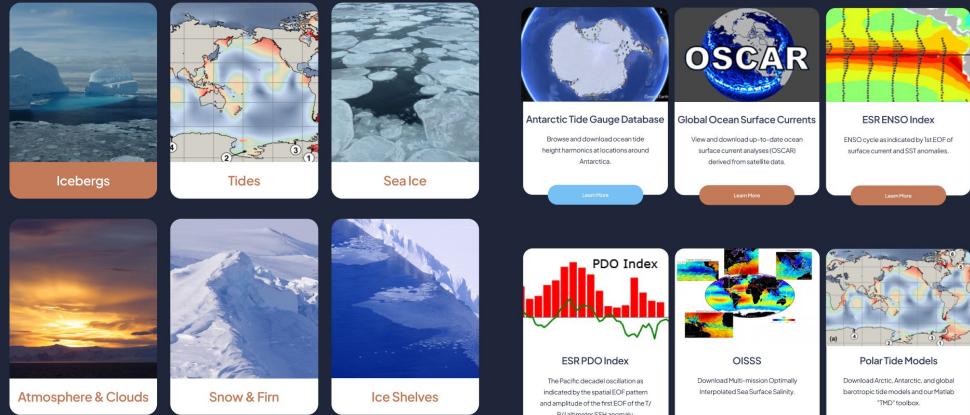
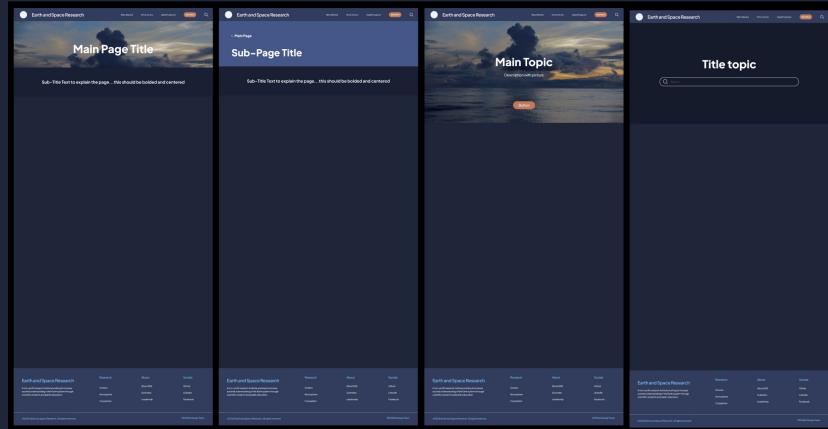
Primary

Secondary



Ice Shelves

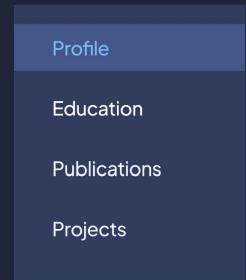
Website Formats



Oceans

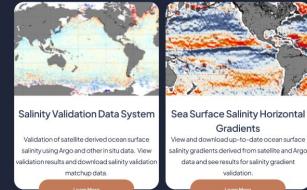
Atmosphere

Cryosphere



- Sidebar

The only
unrounded
square



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.**



Research

ESR explores the cryosphere, oceans, and atmosphere through satellite data, advanced models, and field research. Discover our cutting-edge work!

[Learn More](#)



Education

ESR provides hands-on programs in oceanography, climate science, and space exploration, empowering students to work with leading researchers and gain scientific skills.

[Learn More](#)



Solutions

ESR partners with industry leaders and educational institutions to develop solutions for the myriad issues facing our planet.

[Learn More](#)



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.

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



Earth and Space Research

Learn more about us at: www.esr.org