



The Stargazing Grants: Branding Guidelines and Logo Usage

Date: March 9 2012

Many congratulations on your Stargazing Grant. These grants are funded through a strategic partnership between ASDC and STFC, therefore all events must display both the STFC and ASDC logos which can be found on our website in various formats and are pasted below. We have also supplied some text for you to use when writing about the events.

We have produced two 'logo banners' to make it easy for you and to ensure the proportions and layouts conform to the STFC guidelines. Please note the STFC logo in the banner should not be printed smaller than 33 mm across.

The logos should be used as follows:

1. ASDC and STFC logos must be on all online marketing and promotion.
2. Ideally ASDC and STFC Logos should be on any print material but we appreciate that due to the quick turnaround, this might not be possible
3. STFC and ASDC are the only logos you must use. Dark Sky Discovery logos should be used in addition if your Dark Sky Discovery (DSD) partner asks for this. Using the DSD logo means you must also notify the DSD press officer at STFC (Lucy Stone) or the DSD project director (Dan Hillier) in sufficient time that they can get approval from Natural England and the Big Lottery Fund who fund DSD. Please ensure you have permission to use the DSD logo, and if in doubt, do not use it.
lucy.stone@stfc.ac.uk
dan.hillier@stfc.ac.uk
4. The logo banners are on our website at:
www.sciencecentres.org.uk/projects/stargazing/logosandbranding.html

The logos are therefore as follows:

A. The standard logos



B. If your Dark Sky Discovery partner has asked you to use their logo



Example words to use in your press releases and on your website

ASDC/STFC partnership

The UK Association for Science and Discovery Centres (ASDC) and the Science and Technology Facilities Council (STFC) have formed a new strategic partnership bringing together some of the most fascinating and diverse science in the country with the talents and infrastructure of the nation's largest network of science engagement organisations.

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

The partnership aims to inspire more young people across the UK with the wonders of the physical sciences by sharing the amazing stories and technologies of STFC. One of the first activities within this project are the stargazing events happening at science and discovery centres across the UK between March and June 2012, in partnership with local astronomy experts from the STFC-supported Dark Sky Discovery Project.

ASDC

ASDC brings together more than 60 of the UK's major science engagement organisations including all the key science and discovery centres and science museums. The ASDC membership makes up the largest network of science engagement professionals in the UK who together engage over 20 million people each year with the wonders of science.

Between them, these centres engage 385,000 members of the public every week, in all parts of the UK, helping people to explore and delve into science in a hands-on, involving and personal way. A map of all the centres is here:

http://www.sciencecentres.org.uk/downloads/ASDC_Map_Jan%202012.pdf

Follow us on Twitter @sciencecentres

STFC

The Science and Technology Facilities Council is keeping the UK at the forefront of international science and tackling some of the most significant challenges facing society such as meeting our future energy needs, monitoring and understanding climate change, and global security.

The Council has a broad science portfolio and works with the academic and industrial communities to share its expertise in materials science, space and ground-based astronomy technologies, laser science, microelectronics, wafer scale manufacturing, particle and nuclear physics, alternative energy production, radio communications and radar.

STFC operates or hosts world class experimental facilities including:

- in the UK; ISIS pulsed neutron source, the Central Laser Facility, and LOFAR. STFC is also the majority shareholder in Diamond Light Source Ltd.
- overseas; telescopes on La Palma and Hawaii

It enables UK researchers to access leading international science facilities by funding membership of international bodies including European Laboratory for Particle Physics (CERN), the Institut Laue Langevin (ILL), European Synchrotron Radiation Facility (ESRF) and the European Southern Observatory (ESO).

STFC also has an extensive public outreach and engagement programme. It is using its world leading research to inspire and enthuse schools and the general public about the impact and benefits that science can have on society.

STFC is one of seven publicly-funded research councils. It is an independent, non-departmental public body of the Department for Business, Innovation and Skills (BIS). www.stfc.ac.uk

Follow us on Twitter @STFC_Matters

Dark Sky Discovery

Where is your best local spot for stargazing? Astronomers around the country are starting to map the best places to see the night sky in local communities around the UK and a number of “Dark Sky Discovery Sites” have just been unveiled. In England, a £175k grant from Natural England is funding the Dark Sky Discovery project to involve local community groups and schools in choosing more of these star-spotting hot spots. www.darkskydiscovery.org.uk.

The Dark Sky Discovery partnership is a network of national organisations for research and amateur astronomy in the UK.

The Dark Sky Discovery project for England is a two year programme of activities in nine English regions. In each region, astronomy and open space organisations are working with a wide range of

local community groups, including schools, cultural organisations and special needs groups to identify the best local places for stargazing.