



Logo guidelines

Our new logo

This new logo represents the beautiful diversity of our sector, our collaborative nature, strength together and our commitment to everyone who works for the smallest of science centres to the largest.

The new design completes the existing Fibonacci element of the current logo, now shown as a circle, still following a form inspired by the Fibonacci sequence. This makes the symbol self-contained and therefore more recognisable and flexible when used in marketing. With two more strands added to the logo we've introduced two extra colours that fit tonally within the colour palette, retaining the link to the original ASDC logo.

Primary logo:



Secondary logo:



The logo typeface is Silka Light and Silka Semibold

Colour palette

The new vibrant colour palette with seven colours:

YELLOW PMS 116C RGB 243 206 0 CMYK 7 16 100 0	LIGHT GREEN PMS 382C RGB 202 213 0 CMYK 29 0 99 0	MID GREEN PMS 368C RGB 118 188 33 CMYK 60 0 100 0	GREEN PMS 362C RGB 0 152 68 CMYK 94 3 96 0	TEAL PMS 3272C RGB 0 153 168 CMYK 100 0 37 0	LIGHT BLUE PMS 2925C RGB 0 116 154 CMYK 93 38 25 8	BLUE PMS 7683C RGB 25 59 105 CMYK 100 80 32 17
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In addition to the full colour logo, whiteout and blackout versions are available when the colour version is unsuitable:



Whitespace

The 'whitespace' is the minimum area around the logo that should remain clear to ensure other text or graphics do not interfere with the clarity or impact of the logo.

The size of the whitespace is equivalent to the space between the Fibonacci element and the text block, as illustrated below.



All logo variations can be downloaded from the [ASDC website](#).

If you are using our logo please notify us with a link so we can stay aware of our reach. For any queries about the use of the logo, please contact the team by emailing admin@sciencecentres.org.uk.