

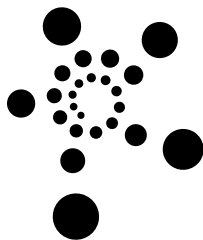
faces from earth

CORPORATE IDENTITY GUIDELINES

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faces from earth

LOGO

GEOMETRY EXPLAINED

Inspiration:

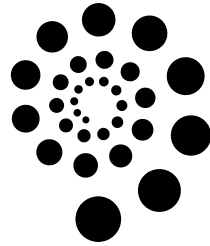
SPIRAL

galaxies

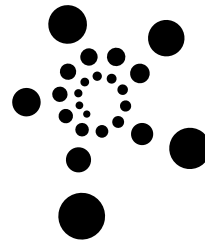
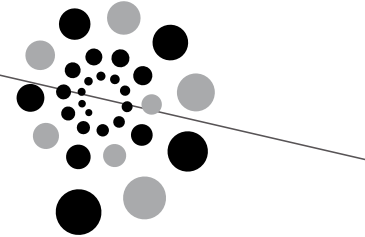
keywords
stars
figure
call
dimensions

facts

SPIRAL STEPS:
dot scale: 106,4%
rotation: -35°
disposition:
X: -0,73
Y: -0,88



-13°



STARCHILD EMBLEM

The STARCHILD logo represents the whole essence of Faces from Earth. It's abstract enough to cover all it's aspects, while it has some relevant associations hidden in it.

LOGO

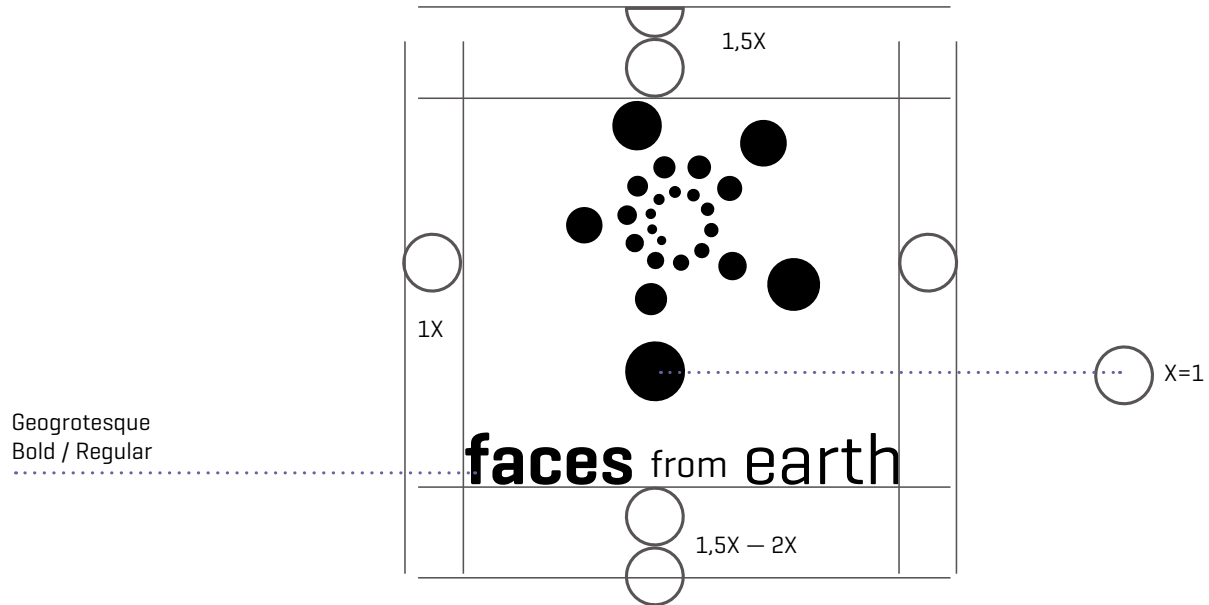
SPACING TO CONSIDER

with minimum
BUFFER ZONE
/ space requirement

X=1

distances defined by
the largest dot of the
Starchild emblem

facts



Geogrotesque
Bold / Regular

The buffer zones should be kept empty. Please avoid collisions with other logos or graphical elements, and maintain the suggested distances. The emblem needs space to show its depth and freedom.



The logo with alternate logotype position.
Only recommended for extremely
horizontal compositions
like web banners.

LOGO

HORIZONTAL

logotype positioned for
alternate uses

USE ONLY IF

there is no other choice

SEEN ON

Faces from Earth website
and possibly for
online banners

facts

LOGO

PI CLUB

logotype for mixed
use with PI

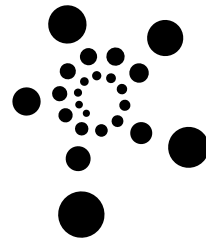
USE ONLY IF

there is a strong
connection with PI and
the current project

AVOID

usage in FfE leading
projects and in FfE branding

facts



faces from earth

PI PEREGRINUS
INTERSTELLAR

Logo used with the PI Club logo together.
Faces from Earth is a Peregrinus
Interstellar project.



LOGO

Faces from Earth
logo is

MONOCHROME

but it can be used with
several colours

IT HAS TWO FORMS:

Positive & Inverse

both usage is preferable,
inverse dots can be more
likely interpreted as stars

facts

The logo can be used in both versions,
Monochrome inverse has the advantage
that it can be used on almost any darker
colour in printed media or online spaces.

LOGO

DOs & DON'Ts

Inverse logo

VIOLET

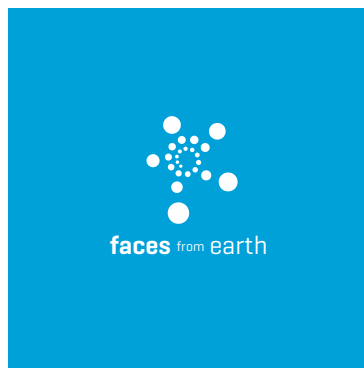
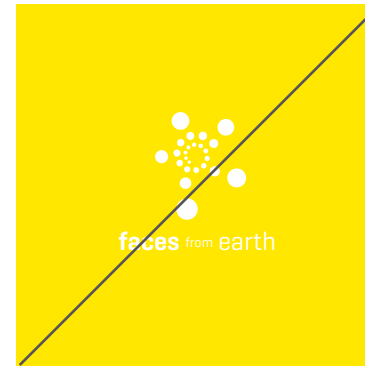
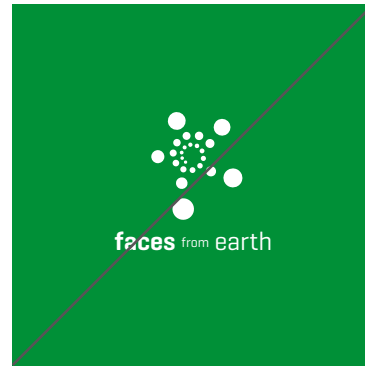
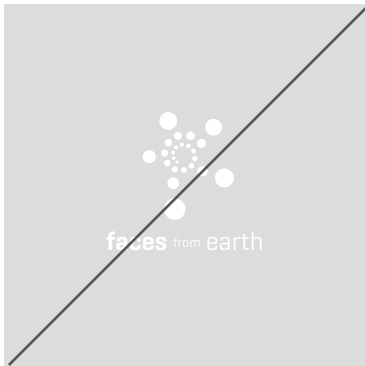
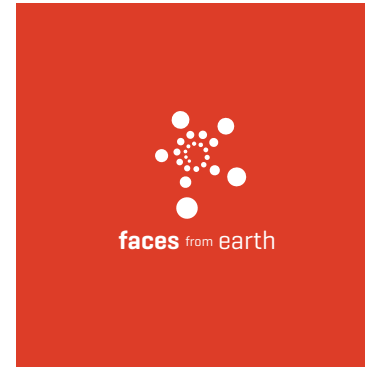
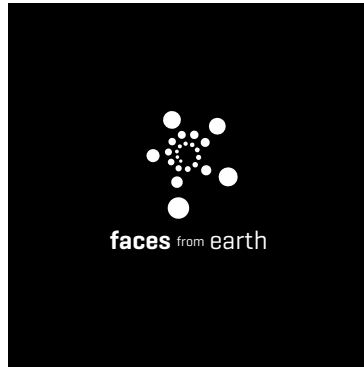
is preferred
as fill below the
logotype

AVOID

green and yellow fills

pink and **light blue**
are not allowed

facts



For Inverse, only white is allowed.
For the positive variant, violet and black.
Background is suggested to stay violet or
black / dark grey

LOGO

DOs & DON'Ts

Positive logo

VIOLET

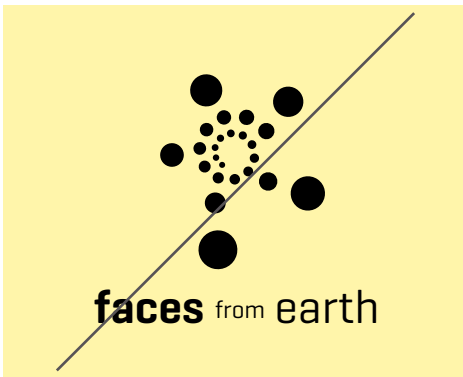
is preferred
for a positive logo

AVOID

filled backdrops

for fills try to use white,
inverse logo instead

facts



For the positive variation, there are only two colours to be applied. Everything else must be avoided.
Background should be white.

COLOURS OF Identity

Faces from Earth has

4

Pantone colours for visual communication

DIFFERENT VARIATIONS of these apply to both of these purposes:

BUSINESS USE

PUBLIC OUTREACH

facts



Pantone 273 UP

CMYK: 68% 68% 0% 0%

RGB: 105% 95% 100%



Pantone Cool Gray 3 C

CMYK: 68% 68% 0% 0%

RGB: 105% 95% 100%



Pantone 1797 UP

CMYK: 10% 92% 100% 0%

RGB: 105% 95% 100%



Pantone 425 PC

CMYK: 68% 68% 0% 0%

RGB: 105% 95% 100%

We use colours in a hierarchic way. Pantone 273 UP - violet is our leading colour, while others follow on demand.

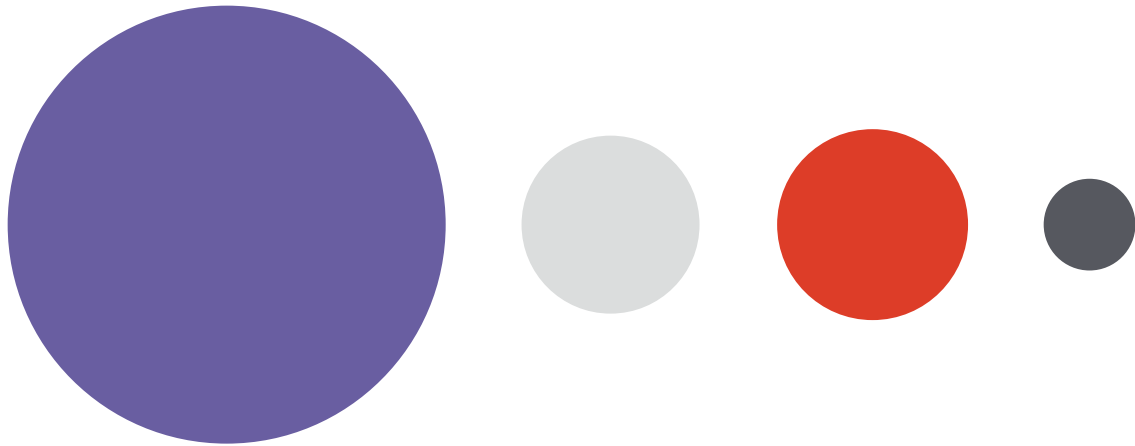
COLOURS OF Identity

SYSTEM OF
IMPORTANCE
&
HIERARCHY
OF COLOURS

NOT

A SUGGESTION
FOR FILL SIZES
OR CONTENT

facts



The colour grey also represents white, as it can be used for similar purposes. Violet dominates Faces from Earth colourspace, and should be applied on atleast once on any medium.

Museo

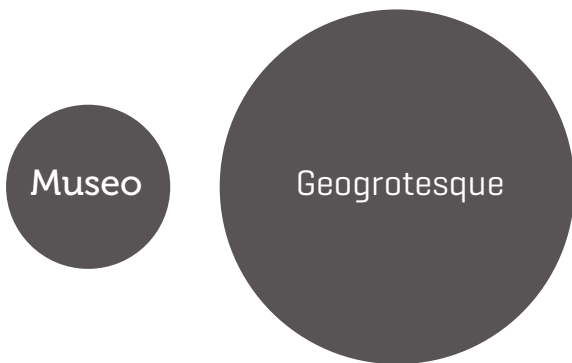
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

Preferred dominance of fonts [not sizes]



Geogrotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-=+<>?:" ' `

While Geogrotesque should be used in most cases, Museo is also important for headlines or quotes in prints... See next page for applications.

FONT S

2

font families are used for communication

THE PRIMARY FONT IS **GEOGROTESQUE**

MUSEO is dominant in PUBLIC OUTREACH

WEBSAFE FONT: **VERDANA**

facts

Cosmic Call

1&2

Museo headline usage

GEOGROTESQUE SUBLINE

For the vast majority of human existence, most members of our species rarely ventured beyond the borders of the places they were born and raised in their entire lives. For them, the whole world consisted of their family and their village. As for the other people in distant lands far away, they often had only a limited awareness of them, based mostly on stories told by visitors who had either been to these exotic realms themselves or knew someone who said they had journeyed there.

AVOID
BOLD
CAPS
ONLY

GEOGROTESQUE SUBLINE

Museo can work very nicely for huge headlines, but it should be guided by Geogroteque in every case. Museo shouldn't be used on bold-900.

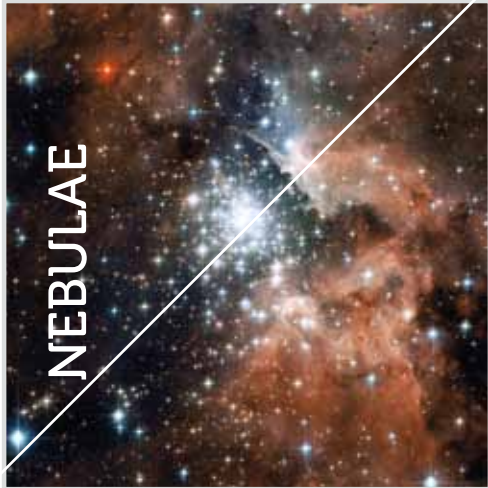
FONTS EXAMPLES

MUSEO is dominant in
PUBLIC OUTREACH

Use Museo for
large headlines.
Normal Caps are
preferred.

Geogrotesque **BOLD**
and light should be
used less.

facts



FONTS EXAMPLES

FONTS OVER PHOTOS
AND VIDEOS

**Geogrotesque
Regular, SemiBold,
Bold for
photo overlays.**

AVOID

All-Caps MUSEO,
do not use it vertically

facts

For texts on images Geogrotesque is preferred, while Museo still can work for poster headlines. Museo is a decorative font, it should not be rotated to 90 degrees. Choose negative overlay for better readability.

BUSINESS USE GUIDELINES

Colour

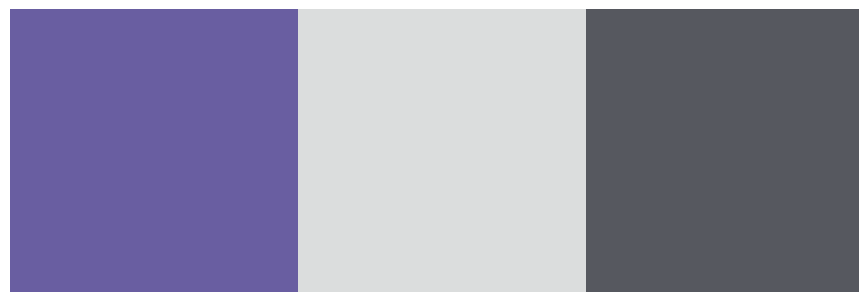
Cool grey or white background

Violet, white and grey dominate

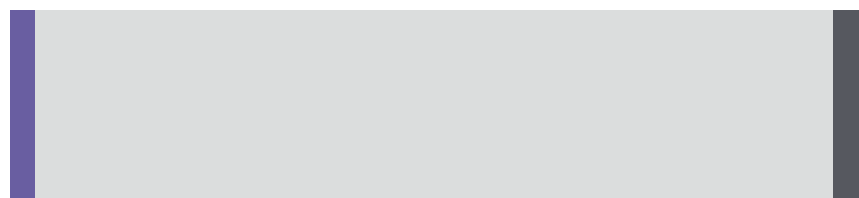
WHITESPACE is used to ease the weight of violet and dark grey colours

facts

COLOUR HARMONY



COLOUR BALANCE



COLOUR FOR COVERS



Faces from Earth keeps it's communication bright and minimalistic on mediums for commercial / business usage like collaborations, marketing purposes and financial communication.

BUSINESS USE GUIDELINES

Example



Forming a letter

WHITESPACE dominates the page

CI colours are applied:

DARK GREY
&
VIOLET

facts

Faces from Earth Humberg 31 D-24113 Molfsee, Germany	+49 (0)171 - 62 69 530 pacher@peregrinus.net www.faces-from-earth.net	
		
Dear Thomas		
<p>Our species came to see that our world is neither at the center nor the bottom of existence, but just one of several planets circling an average star in a galaxy of 400 billion suns with worlds and possibly life of their own. In turn our galaxy, which we call the Milky Way, was realized to be one of perhaps 100 billion other stellar islands in the Universe, and some scientists theorize even that immense cosmic arena may have many companions or perhaps even an infinity of them.</p> <p>When humanity began to venture in the direction of those numerous points of light in the night sky once we had grasped their true natures, first with telescopes and later with rockets and spaceships, we also pondered who or what might dwell in those faraway alien places and what their reactions might be towards us.</p> <p>The truth is, in this fiftieth anniversary year of SETI, the Search for Extraterrestrial Intelligence, when astronomer Frank Drake began the modern SETI era by scanning two nearby stars in April of 1960 with a large radio telescope among the rural hills of West Virginia, we have yet to find any serious evidence for other intelligences or even life itself beyond Earth, despite a number of milestones which include the discovery of over 400 exoplanets since the last decade. Nevertheless, certain astronomers and others contend that the chances remain very good for the existence of other culturally and technologically sophisticated species throughout the galaxy.</p> <p>While various SETI projects run by both amateur and professional people continue to listen and look for other living minds in the Cosmos, a few have decided that with so many stellar systems to investigate, discovering who else is out there might be helped along if we deliberately made humanity's presence known to the galaxy, thus METI, or Messaging to Extraterrestrial Intelligences.</p> <p>The first deliberate METI efforts began in the 1970s. Among those initial projects were the golden plaques and records carried respectively aboard the space probes Pioneer 10 and 11 and Voyager 1 and 2. Realizing that these robotic vessels would become among the first human artifacts to leave the Sol system after their missions to the outer gas giant planets, Drake and his colleague Carl Sagan and others designed messages and information packages for the beings who might one day find them drifting through the galaxy.</p>		
15. 05. 2010		
Larry Pacher		

Faces from Earth Humberg 31 D-24113 Molfsee, Germany	+49 (0)171 - 62 69 530 pacher@peregrinus.net www.faces-from-earth.net	
		
Dear Thomas		
<p>Our species came to see that our world is neither at the center nor the bottom of existence, but just one of several planets circling an average star in a galaxy of 400 billion suns with worlds and possibly life of their own. In turn our galaxy, which we call the Milky Way, was realized to be one of perhaps 100 billion other stellar islands in the Universe, and some scientists theorize even that immense cosmic arena may have many companions or perhaps even an infinity of them.</p> <p>When humanity began to venture in the direction of those numerous points of light in the night sky once we had grasped their true natures, first with telescopes and later with rockets and spaceships, we also pondered who or what might dwell in those faraway alien places and what their reactions might be towards us.</p> <p>The truth is, in this fiftieth anniversary year of SETI, the Search for Extraterrestrial Intelligence, when astronomer Frank Drake began the modern SETI era by scanning two nearby stars in April of 1960 with a large radio telescope among the rural hills of West Virginia, we have yet to find any serious evidence for other intelligences or even life itself beyond Earth, despite a number of milestones which include the discovery of over 400 exoplanets since the last decade. Nevertheless, certain astronomers and others contend that the chances remain very good for the existence of other culturally and technologically sophisticated species throughout the galaxy.</p> <p>While various SETI projects run by both amateur and professional people continue to listen and look for other living minds in the Cosmos, a few have decided that with so many stellar systems to investigate, discovering who else is out there might be helped along if we deliberately made humanity's presence known to the galaxy, thus METI, or Messaging to Extraterrestrial Intelligences.</p> <p>The first deliberate METI efforts began in the 1970s. Among those initial projects were the golden plaques and records carried respectively aboard the space probes Pioneer 10 and 11 and Voyager 1 and 2. Realizing that these robotic vessels would become among the first human artifacts to leave the Sol system after their missions to the outer gas giant planets, Drake and his colleague Carl Sagan and others designed messages and information packages for the beings who might one day find them drifting through the galaxy.</p>		
05. 05. 2010.		
Larry Pacher		

The company logo should be only applied on the top corner if there is enough space below.
See logo instructions.

PUBLIC OUTREACH GUIDELINES

Colour

Colors can be more dominant, and widely used

VIOLET AND RED COULD BE COMBINED BUT:

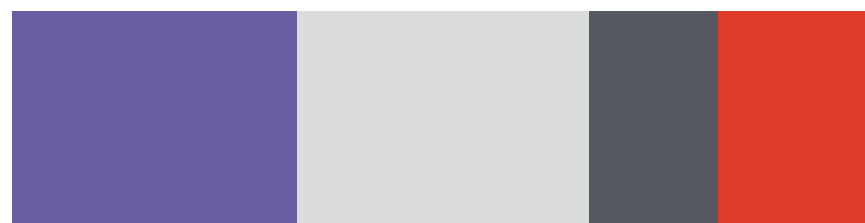
AVOID
direct contact between red and violet

facts

COLOUR HARMONY



COLOUR BALANCE



OTHER COLOUR SUGGESTIONS



When it comes to public outreach projects, more colours are suggested. They can be combined, but colours which do not fit in the harmony must be avoided.

PUBLIC OUTREACH GUIDELINES

Example

C.I. defined red can be used for fills

CONTRASTS AND STRONGER COMBINATIONS

AVOID
information overflow

facts

C.I. colour

Students preparing for the 'launch' in Hungary.

Our little group in South Africa

A 'FECES FROM EARTH' CAMPAIGN ARRANGED IN MAY 2010, TO INTRODUCE THE CONCEPT OF POSSIBLE EXTRATERRESTRIAL LIFE AND INTERSTELLAR MESSAGES TO SCHOOL STUDENTS. HERE ARE RESULTS IN NUMBERS: *

WE HAVE REACHED

5 COUNTRIES

Including Ukraine, Hungary, Sri Lanka, Germany and South Africa

104 STUDENTS

took part of various ages, from 10 to 15

THE ACTIVITY:

What if there is extraterrestrial life out there?
What would we say to a hypothetical E.T.?

Thinking about these questions leads naturally to consider topics like **sensitive communication, self-reflection, responsible preparation** and handling of encounters by adults and students.

WE ASKED THEM TO PAINT MESSAGES FOR E.T.!

Completed messages were released with helium balloons as a message in a bottle.

The Voyager Golden Record

BACKGROUND:

Humanity has sent several probes into space, four of them (Voyager 1&2, Pioneer 11&12) carried messages for their finders. By now, all of them left our solar system, drifting away in deep space.

As the probes are extremely small compared to the vastness of interstellar space, it is unlikely that they will ever be accidentally encountered. If they are ever found by an alien species, it will most likely be far in the future, and thus the record is best seen as a time capsule or a symbolic statement rather than an attempt to directly communicate with extraterrestrial life. **These messages are still of great importance, as they represent humanity itself. Feces from Earth is determined to keep people thinking about such messages, and how they tell about us as citizens of our Universe.**

summary

Public Outreach prints need more vibrance and illustration. Clarity can be maintained with font usage and short texts.

The message is designed with noise resistant format and characters, which make it resistant to alteration by noise. These messages were transmitted in 1999 and 2003 from Evpatoria Planetary Radar under scientific guidance of Alexander L. Zaitsev. Richard Braastad coordinated the overall project.

The transmitting system of the EPR has not been changed since 1999. **Its main characteristics are as follows: the central frequency is 5.01 GHz, and the effective area of the transmitting antenna is about 2500 square meters.** The work is conducted from a highly stable hydrogen generator in a mode of continuous coherent radiation with average capacity up to 150 kW. The digital information is transmitted using carrying frequency manipulation with a deviation of 48 kHz: The nominal shift of +24 kHz corresponds to the symbol "1," and the shift of -24 kHz corresponds to the symbol "0." The message transmission rate was determined by known radio communication formulas, assuming that "there" — at the reception end of a space radio link — the antenna with a quality factor [the ratio of the effective area to receiving system total noise temperature] equals 20000 m²/K is used, which meets SKA terrestrial aerial lattice: The team assumed the technology there is only ten years more advanced than our own. For a distance of 50 light-years, corresponding calculations give the value of 400 bits per second as the appropriate transmission rate for broadcast of Cosmic Call 2003's scientific messages.

RADIO MESSAGE TO MULTIPLE SYSTEMS

year:

1999 & 2003

first message arrives in:

2036

country:

Ukraine

Telescope in RT-70 in Yevpatoria

radio frequency:

5010 MHz

with transmission power of

150 kW

FACTS

53

starts always on top

Use different thickness
of Geogrotesque

The ribbon is made for catching the eye of the reader. It should contain relevant information, that inspires them to search for more.

ELEMENTS to work with THE RIBBON

FOR DISPLAYING FACTS,
DATA, DETAILS

Must be placed
always at the edge of
the page

AVOID
placing it elsewhere

facts



←
SPIRALS: should be used for backdrops on 20-30% Opacity. Do not use uncutted versions.

CICRLES: Can be used with both fonts

LINED TEXT:

Other elements are best seen as decorative backgrounds, though if they use the circle as basis, they can be relevant as well. The spiral has also a lot in common with the FfE logo.

ELEMENTS to work with

SPIRALS:

should be used for backdrops, avoid direct and strong usage - use it on edges of page.

CIRCLES:

behind text, illustration quotes...

LINED TEXT

for notes, information

facts

FACES FROM EARTH

CORPORATE IDENTITY GUIDELINES

BUDAPEST, HUNGARY

MAY, 2010
