

THE CENTER OF GRAVITY

Logo style guide
(Updated July 2025)

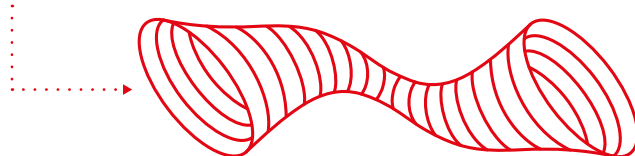
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Logo anatomy

At the Center of Gravity, we strive to understand the gravitational interaction and the cosmos. Bringing together cutting edge research in observations of black holes, our endeavor spans from data analysis to theoretical disciplines within astrophysics and high-energy physics. Our logo, therefore, represents the many elements of our work: curved geometries, the possibilities of wormholes, other universes, the potential to explore different perspectives of gravitational phenomena. In short, the inside and out of things.

The symbol



THE CENTER OF GRAVITY

The wordmark

Colors

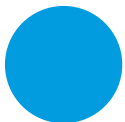
The primary logo colors are red and black. Additional colors for the logo variants include cyan, white and black.



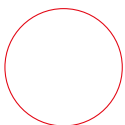
Hex: #E30614 • RGB: 200, 6, 20 • CMYK: 0, 100, 100, 0



Hex: #000000 • RGB: 0, 0, 0 • CMYK: 0, 0, 0, 100



Hex: #009DE0 • RGB: 0, 157, 224 • CMYK: 0, 100, 100,



Hex: #FFFFFF • RGB: 255, 255, 255 • CMYK: 0, 0, 0, 0

Typography

Primary font

The font used in the logo's wordmark is Proxima Nova. Beautifully designed by Mark Simonson, this font should be the preferred choice to use in all communications related to the Center of Gravity.

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary fonts

As alternative fonts for headings and body text we suggest using Lato or Fira Sans, both of which are easily available.

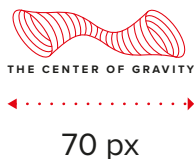
Minimum size

To ensure good legibility across digital and print applications the logo should never appear smaller than the recommended minimum size. For digital applications, the logo should have a minimum width of 70 px. For print, the minimum width should be 25 mm.

Minimum print width

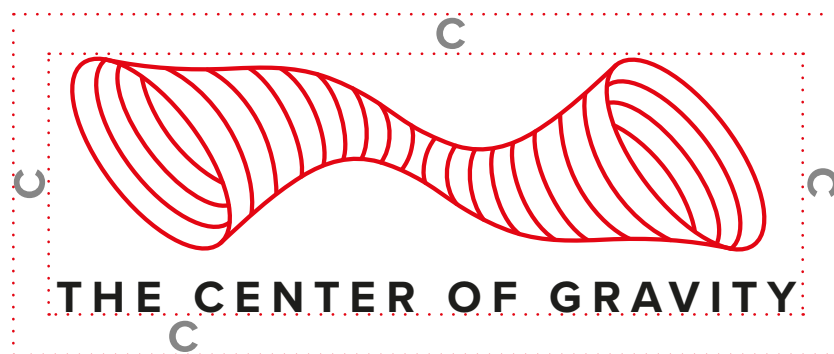


Minimum web width



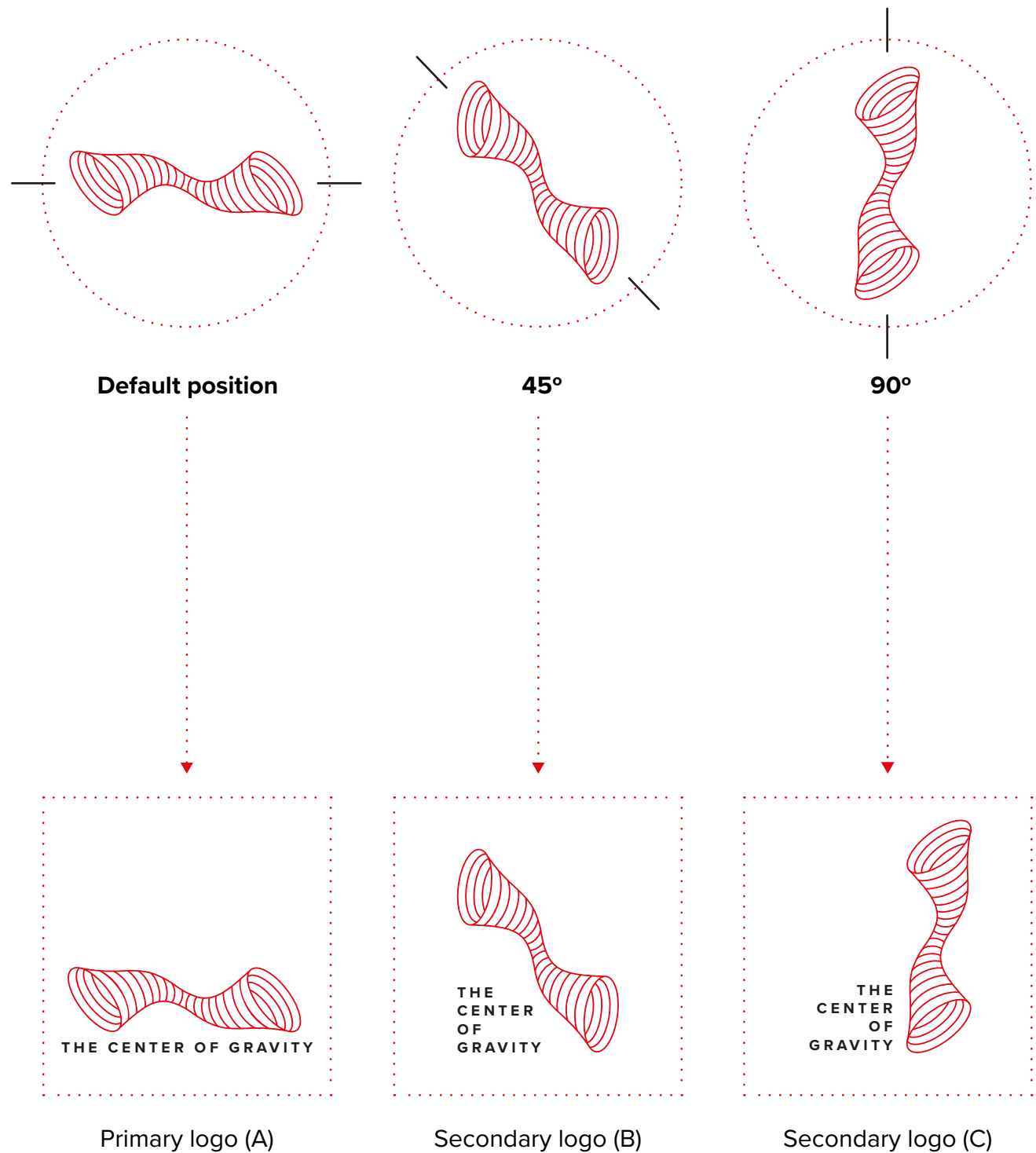
Clear space

To avoid obstructing the visibility of the logo, it is important to maintain a safe zone around it. Please make sure the minimum amount of clear space around the logo matches the height of the letter “c” as illustrated here.



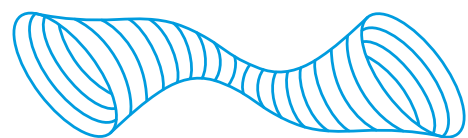
Logo variants: approved angles

In certain cases, the symbol may be rotated 45° and 90° degrees. In these cases, the wordmark also changes its position and should be displayed as shown below.

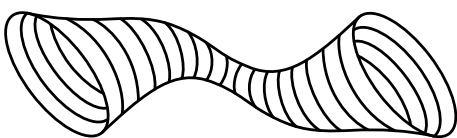


Color variants

The primary logo should be used whenever possible. In exceptional circumstances, the following color variations may be used as alternatives:



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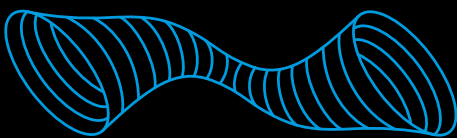
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Incorrect uses of the logo

For the sake of clarity and consistency, it is crucial to preserve the integrity of the logo. Common mistakes are listed below.

Don't change the colors of the logo



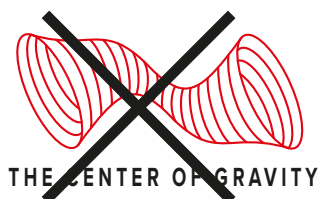
Don't change the font of the wordmark



Don't apply shadows, gradients, or other effects



Don't rotate, skew or distort the logo



Ideally, the logo should appear on a solid background. If you must use the logo over a photograph or a busy background, please make sure the logo will stand out and will be clearly legible. Thank you!



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