



# Zoom into Nano **Promotional Resources**

# Logos + Colors

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Primary logo



Primary logo w/ taglines



Color specifications

**CMYK** 50/00/100/00  
**RGB** 141/198/63  
**PMS** 368  
**#** 8dc63f

**CMYK** 00/57/92/00  
**RGB** 246/136/47  
**PMS** 715  
**#** f6882f

**CMYK** 100/0/0/0  
**RGB** 0/174/239  
**PMS** 2995  
**#** 00aeef

# Logos

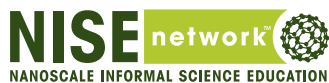
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Additional logo versions



## NISE Net Logo Family

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# Typefaces

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## PANTON LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
1234567890

## CALIBRI LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
1234567890

## PANTON REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
1234567890

## CALIBRI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
1234567890

## PANTON EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## CALIBRI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ &  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### PANTON FONT FAMILY

The Explore Science logo was based on the Panton typeface. Panton is used throughout Explore Science materials for headlines and titles. The versatile font family includes nine different weights. **Panton is available for purchase at [myfonts.com](http://myfonts.com)**

### CALIBRI FONT FAMILY

Calibri is used for body copy. It can be used anywhere when Panton is unavailable. Calibri Regular and Bold come with the Windows operating system and also with Microsoft Word for Mac. **Calibri Light is available for purchase at [myfonts.com](http://myfonts.com)**



## Banner



64 x 24 inches

## Ads & Posters



Each ad layout is provided in both English and bilingual format

## Ads & Posters



11 x 17 inches



8.5 x 11 inches

Each poster layout is provided in both English and bilingual format

# Ads & Posters

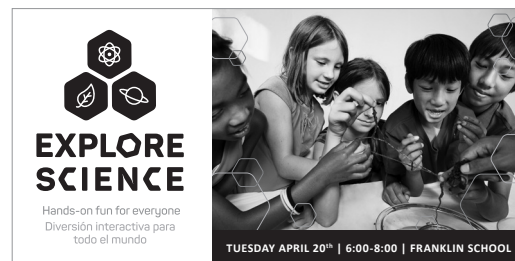


11 x 17 inches

Each ad and poster is also provided in black and white



8.5 x 11 inches



# Press Photos



ExSci\_press\_photo\_001.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_002.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_003.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_004.jpg  
Credit: Gary Hodges, Sciencenter



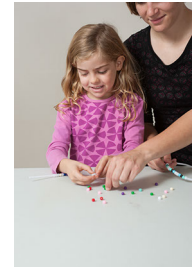
ExSci\_press\_photo\_005.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_006.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_007.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_008.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_009.jpg  
Credit: Emily Maletz



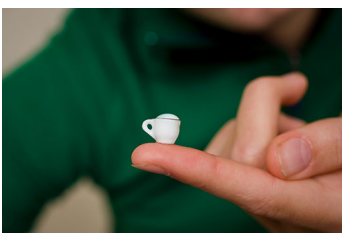
ExSci\_press\_photo\_010.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_011.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_012.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_013.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_014.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_015.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_016.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_017.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_018.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_019.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_020.jpg  
Credit: Gary Hodges, Sciencenter



# Press Photos



ExSci\_press\_photo\_021.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_022.jpg  
Credit: Gary Hodges, Sciencenter



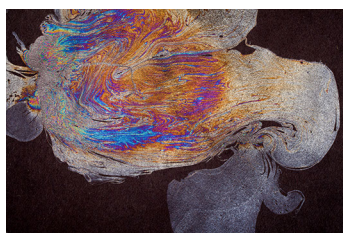
ExSci\_press\_photo\_023.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_024.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_025.jpg  
Credit: Gary Hodges, Sciencenter



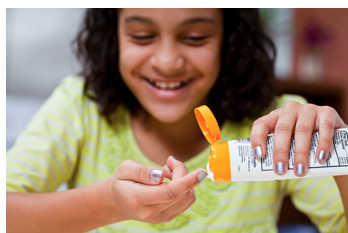
ExSci\_press\_photo\_026.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_027.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_028.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_029.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_030.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_031.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_032.jpg  
Credit: Emily Maletz



ExSci\_press\_photo\_033.jpg  
Credit: Gary Hodges, Sciencenter



ExSci\_press\_photo\_034.jpg  
Credit: Gary Hodges, Sciencenter



We encourage you to use the Explore Science publicity photos in marketing Explore Science and NISE Net-related events, and in creating Explore Science-related materials.

When using imagery in your project, include a photo credit. See image thumbnails for specific credit information.

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Hands-on fun for everyone





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