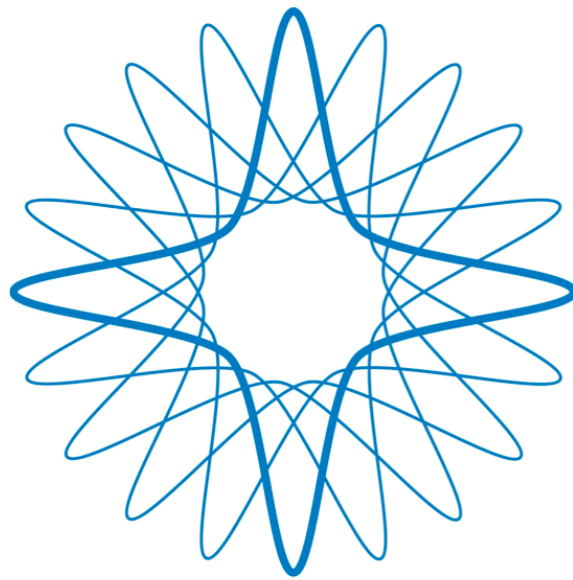




# Quick guide to defining your organisational DNA, branding & more

Dana Sandu, ESO Communication Strategy Officer &  
Community Coordinator



# **ESO** Supernova

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## Planetarium & Visitor Centre

[supernova.eso.org](http://supernova.eso.org)

A cooperation between ESO and the Heidelberg Institute for Theoretical Studies (HITS), the research institute of the Klaus Tschira Stiftung (KTS)

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**Klaus Tschira Stiftung  
gemeinnützige GmbH**

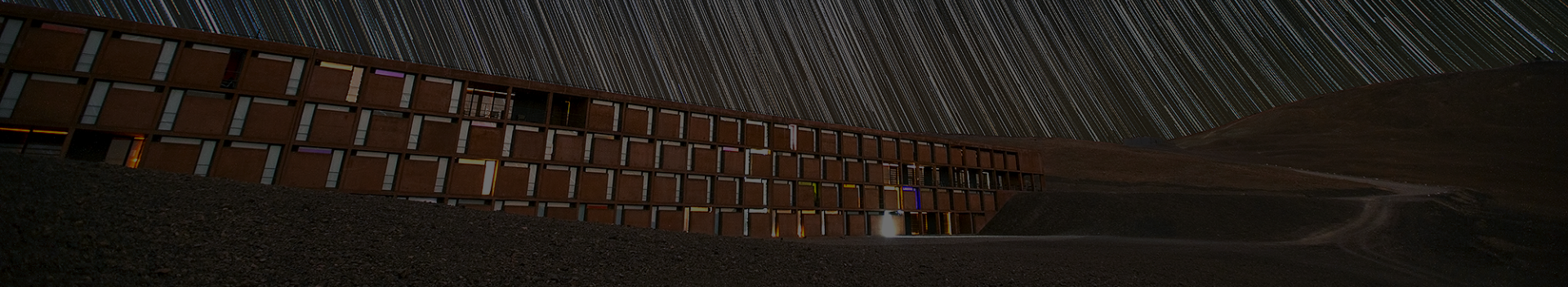


**Heidelberg Institute for  
Theoretical Studies**

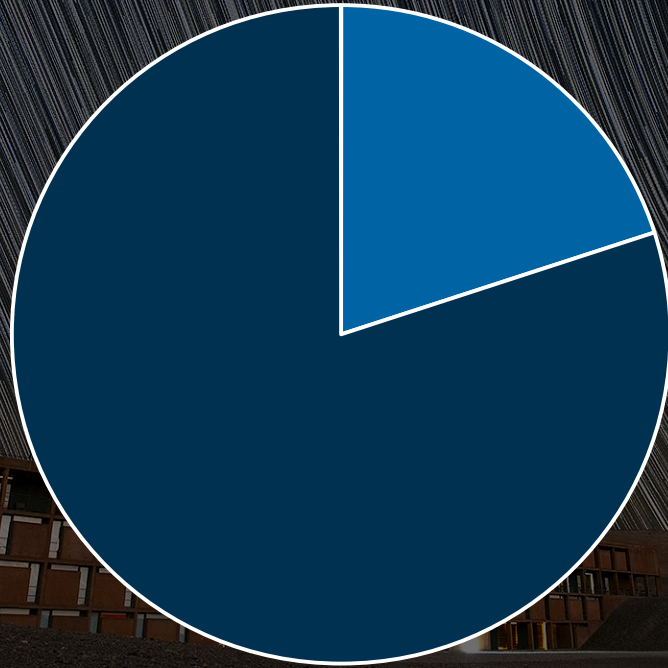


# Table of Contents

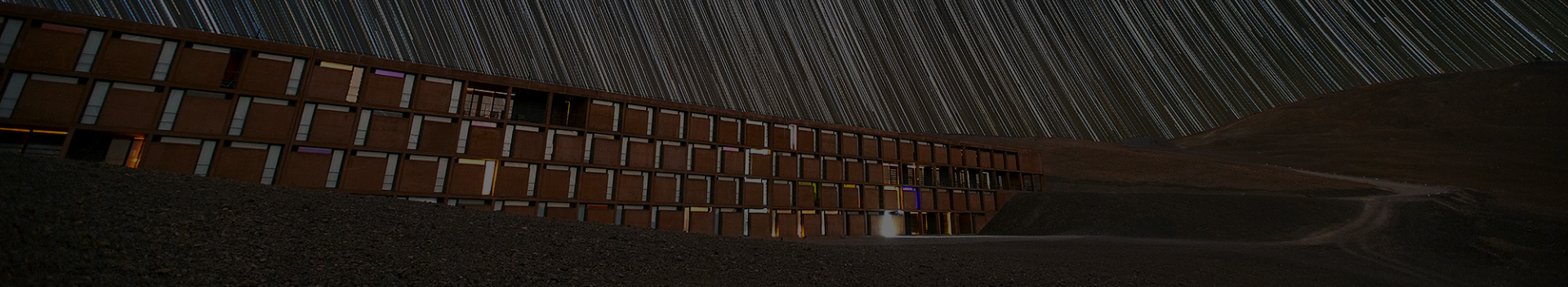
- Building the Brand
- Finding the Content
- Identifying the Target Groups
- Planning Promotion



- Brand: the total sum of thoughts, feelings, perceptions, beliefs, attitudes that your target audiences have.



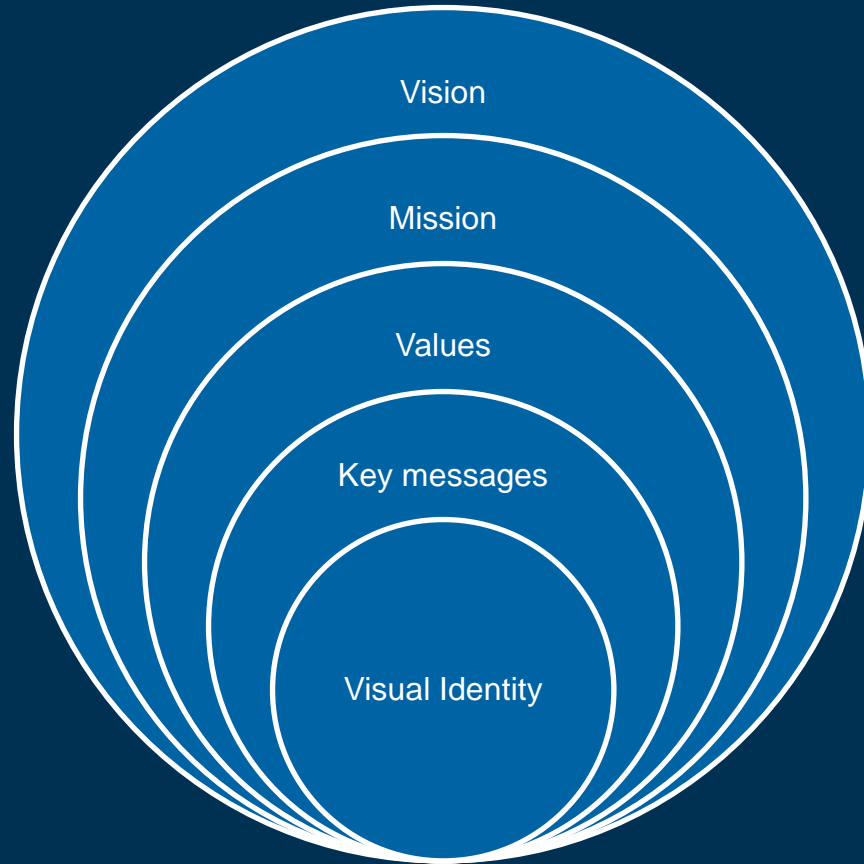
- Origin of the word brand comes from "to burn".





# 1. BUILDING THE BRAND

# 5 essential elements for the brand of your organisation



- What will your organisation achieve 10 years from now?





An aerial photograph of the ESO Supernova building, a large, modern, circular structure with a glass facade and a green roof. The building is surrounded by a parking lot with several cars and a landscaped area with trees and flags. A text overlay is positioned in the foreground, featuring a background of a colorful nebula and stars.

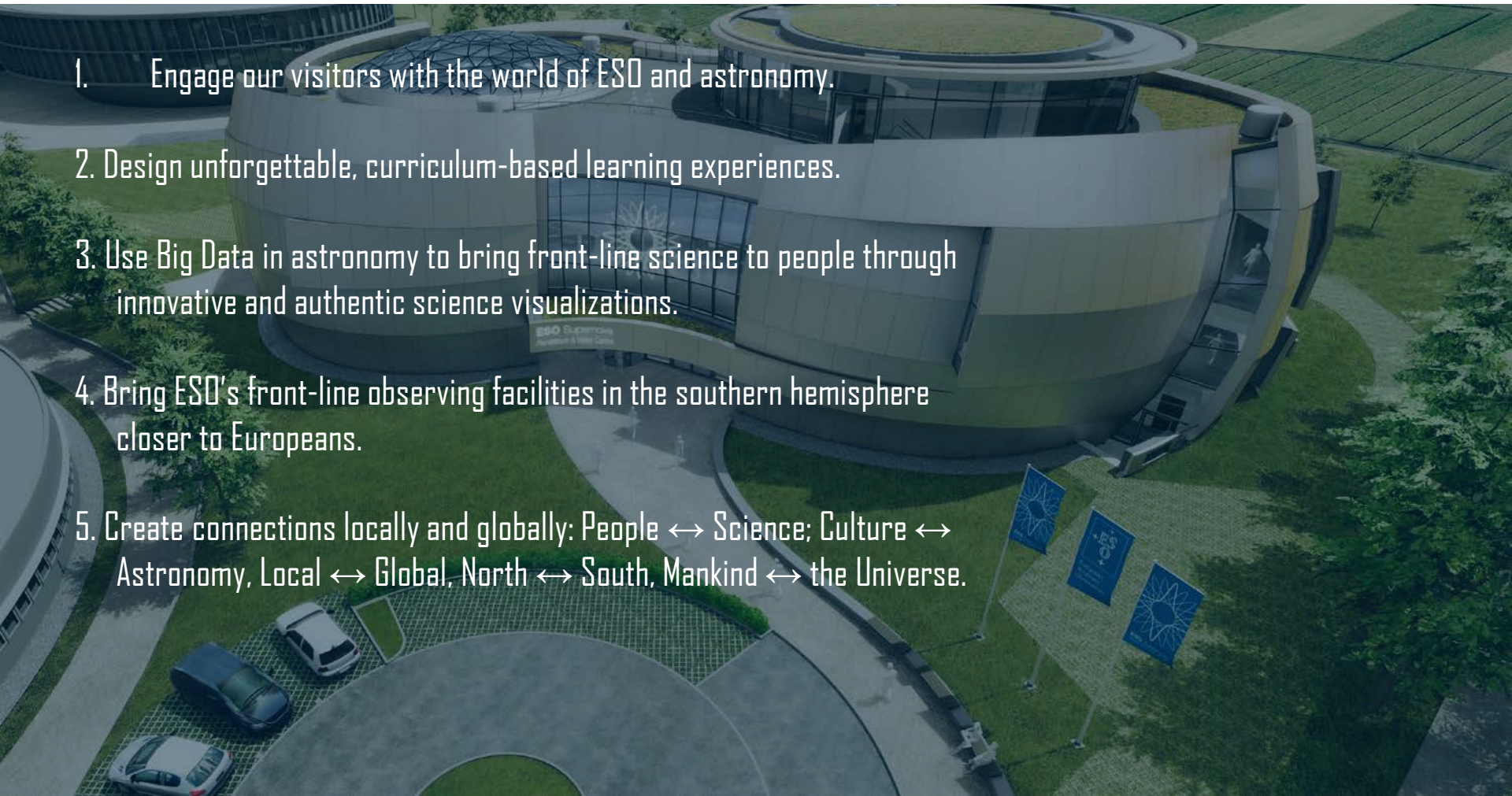
We will make **Europeans** aware and proud of their **astronomical** achievements. By **sharing** the fascinating world of **astronomy** and **ESO**, we will **inspire** coming generations to **appreciate** and **understand** the Universe around us.

- What does your organisation need to do in order to achieve its vision?



# ESO Supernova — Mission

1. Engage our visitors with the world of ESO and astronomy.
2. Design unforgettable, curriculum-based learning experiences.
3. Use Big Data in astronomy to bring front-line science to people through innovative and authentic science visualizations.
4. Bring ESO's front-line observing facilities in the southern hemisphere closer to Europeans.
5. Create connections locally and globally: People ↔ Science; Culture ↔ Astronomy, Local ↔ Global, North ↔ South, Mankind ↔ the Universe.



- Define, incorporate and respect 3 to 5 core values of your organisation.



# ESO Supernova – Values

**INSPIRATION**



**ENGAGEMENT**



**AUTHENTICITY**



**INNOVATION**



**CONNECTION**



- Define a set of key messages that you want to convey about your organisation.



## ESO Supernova – Key messages

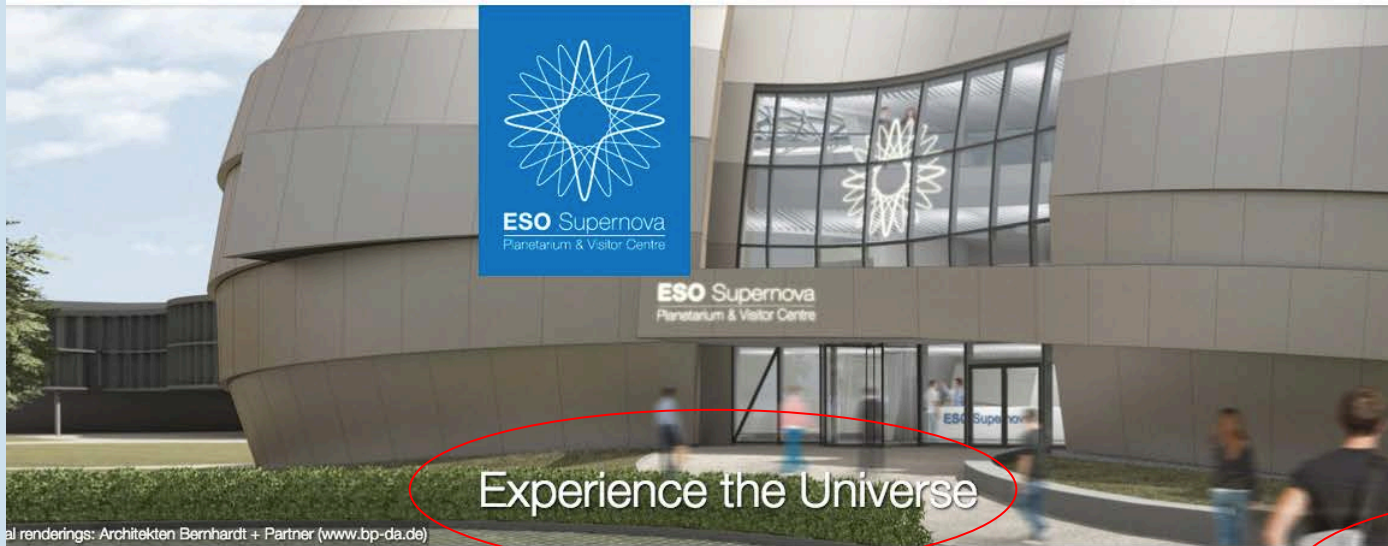
- Experience the Universe
- A new supernova over Munich
- State-of-the-art digital planetarium
- Free planetarium shows and exhibition!
- Largest tilted planetarium in Germany, Austria and Switzerland
- Bringing ESO's telescopes from Chile to you
- Unforgettable learning experiences for schools
- Inspiring younger generations to appreciate and understand the Universe around us

# ESO Supernova – Key messages

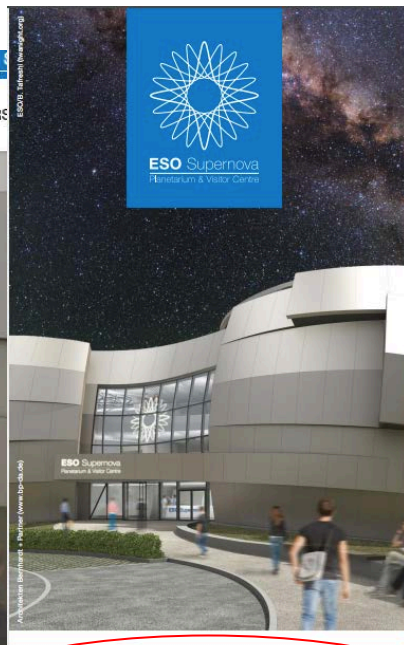
ESO Supernova currently under construction

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Architectural renderings: Architekten Bernhardt + Partner ([www.bp-da.de](http://www.bp-da.de))



Experience the Universe



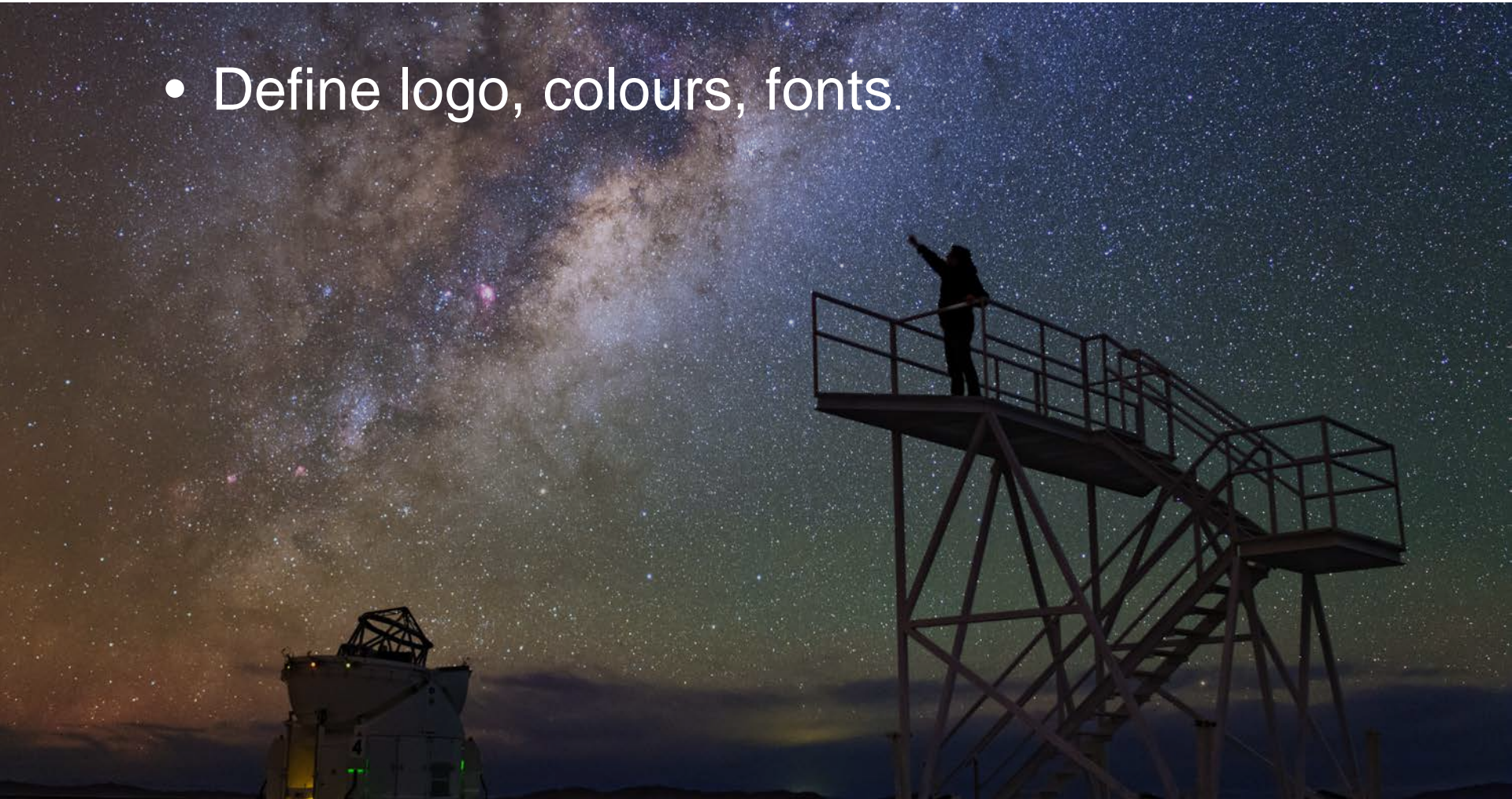
The building is donated by the Klaus Tschira Stiftung.

Klaus Tschira Stiftung  
gemeinnützige GmbH





- Define logo, colours, fonts.



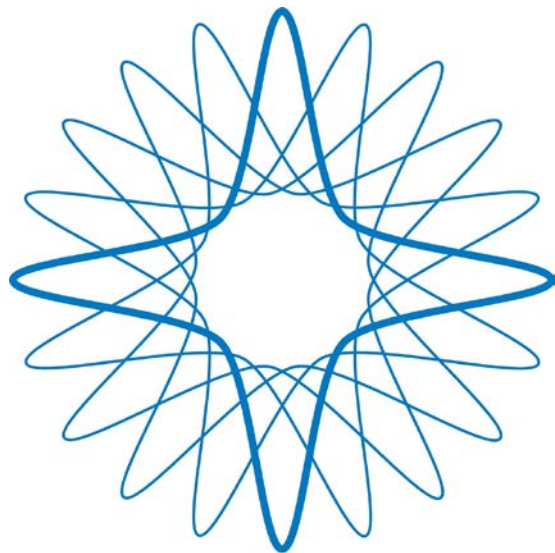
# Basics Ideology

The new building's unique design will resemble the form of a binary star system transferring mass from one component to the other, which will lead to a supernova. This is also reflected in the name of the facility: ESO Supernova.

Supernovae are exploding stars, and will eventually throw much of the material from their parent stars back out into the interstellar medium, changing its chemical composition. The multiple overlapping stars in the logo symbolise the energy of the supernova and the vibrant energy of the educational facility.



*The star of the ESO logo*



**ESO** Supernova  

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Planetarium & Visitor Centre

As the ESO Supernova is a sub-brand to ESO the typeface used for the Visual Identity remains Helvetica Neue LT Com.

For the ESO Supernova we introduce new members of this font family: Helvetica Neue LT Com 35 Thin and Helvetica Neue LT Com 25 Ultra Light.\*

The usual font style for body text is Helvetica Neue LT Com 45 Light as in the ESO Visual Identity. To highlight text please use italics (Helvetica Neue LT Com 48 Light Italic) or a bolder font (Helvetica Neue LT Com 55 Roman or Helvetica Neue LT Com 65 Medium).

For titles, headlines and large texts we suggest to use 35 Thin or 25 Ultra light.

Do not use outlined font. For legibility, our minimum type size for body text is 9 pt with a line spacing of 3.75 mm.

The tracking should always be set to 10 and the kerning must always be made Optical.

The line spacing is related to the size of the font. See table below:

Font size	Line spacing (b)
7 pt	3.00 mm
8 pt	3.50 mm
9 pt	3.75 mm
10 pt	4.25 mm
11 pt	4.75 mm
12 pt	5.25 mm
13 pt	5.75 mm
14 pt	6.00 mm
15 pt	6.50 mm
16 pt	7.00 mm
18 pt	7.50 mm
20 pt	8.50 mm

\* The font can be bought at  
25 Ultra Light: <http://www.linotype.com/de/45430/NeueHelveticaPro25UltraLight-product.html>  
35 Thin: <http://www.linotype.com/de/45436/NeueHelveticaPro35Thin-product.html>

Helvetica Neue LT Com 35 Thin

Title: The quick  
brown fox jumps  
over the lazy dog

Helvetica Neue LT Com 25 Ultra light

Title: The quick  
brown fox jumps  
over the lazy dog

Helvetica Neue LT Com 45 Light

Bodytext: The quick brown fox jumps over the lazy dog. Utat everibus eariant officip saecaeac tiore,Veni nimi, suntio. Sum es simus pores moluptium ex et ab int. Iberspiensis aspictota vendunt in natinus et endignihilla quis apit quassimi. ut oculo ruptat modic tendio tonerit haribus et que venet porta que volupta venditia saepser cipsam non pa praecatur as con pre doles sa isuscuti quo igesusae si volorro rekur. que quam quam imi inus, volorehent, que de corroru ptatem as eum rem cum que pa non remperiae nos est, ulparum que sus modi undaeceptas debet, que mi, nonsequi torum adit as estis nones et qui as con re parum rem fugia ipsaper ferferiam qui dolecum a delliatet volestibus destia volendus molessincium fuga. Ta debitetat a quae nonseri onectibusam qui nonseque laborer spernam alita valorit, nus sequam sunt vellaut ma nonsequea mi, non porion explabo. Natia voluptium apeliqum nimi, optaquo biab inia nobitatia si sam sunt pa volore nis aut la corum, commolo rehendusti omnis as a corro eium fuga. Ut eum inulliqui offic temodig enditatum velluptatur? Qui sum ium fugia qui nim iacis prersipiente voluptio quam que conest, conem fugiatas exerrumquis dolupti onsequis andunt a sit, volies eum acce ate vei ide niasi omnis iunt que non nia doluptassit, quas vent dolore, sunt ommolup taquid eveila pelit, iderorate iunt ut

It is allowed to use three different versions of the ESO Supernova logo:

The standard version is the one in the ESO corporate colour Pantone 3005 or it's four-colour equivalent C = 100%, M = 37%, Y = 0%, K = 0%. For the usage on the web or in PPT presentation an RGB version can be used (R = 0, G = 119, B = 190).

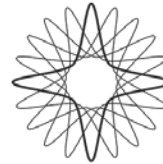
For printed matter in black and white please use the black version (K = 100%).

The white outline version can be used on dark backgrounds.

It is also allowed to place the logo on a photograph but you have to ensure that it contrasts sufficiently with the background.



**ESO Supernova**  
Planetarium & Visitor Centre

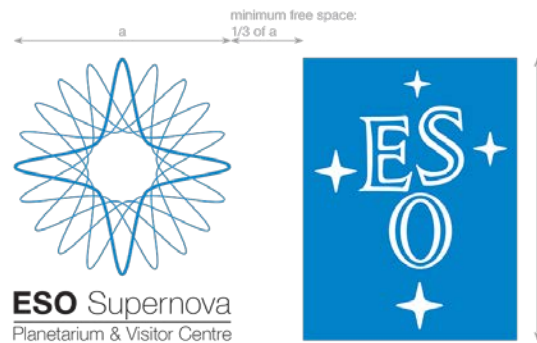


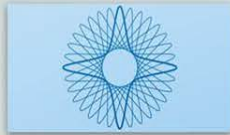
**ESO Supernova**  
Planetarium & Visitor Centre



If the ESO Supernova logo is combined with the ESO logo or any other logo please leave horizontally a free space of at least a third of the width of the logo.

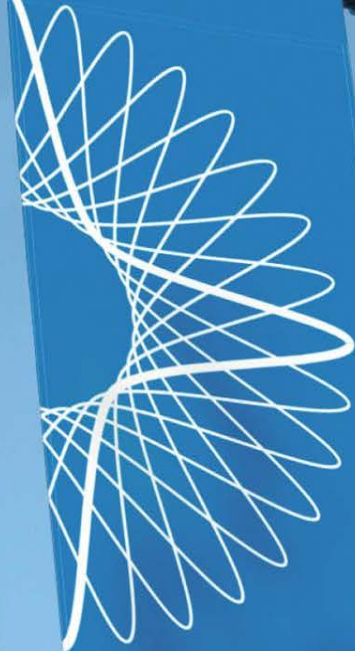
When the ESO Supernova logo is combined with the ESO logo, both logos should have the same height.







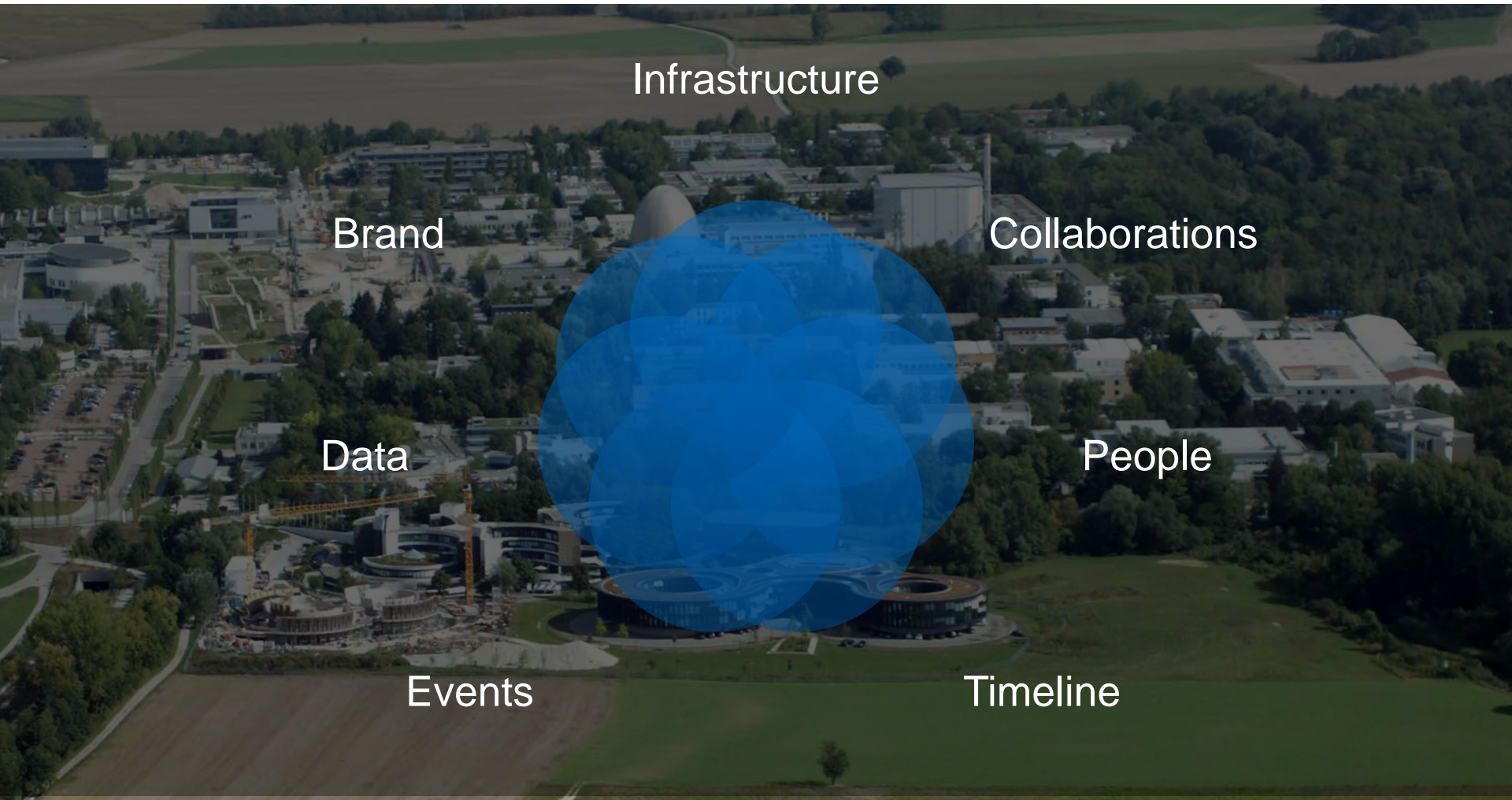
**ESO** Supernova  
Planetarium & Visitor Centre





A vibrant, multi-colored nebula with a central bright star, set against a dark space background filled with distant stars. The nebula features a mix of blue, green, and purple hues, with a prominent bright yellow-white star at its core. The background is a deep black, peppered with numerous small, distant stars of various colors.

## 2. FINDING THE CONTENT



Infrastructure

Brand

Collaborations

Data

People

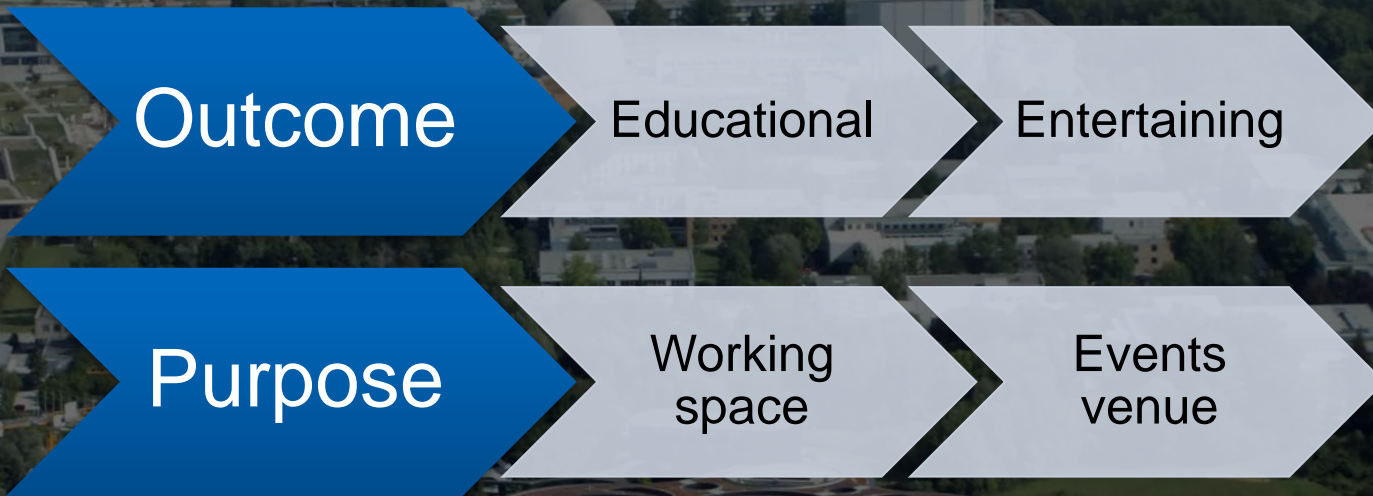
Events

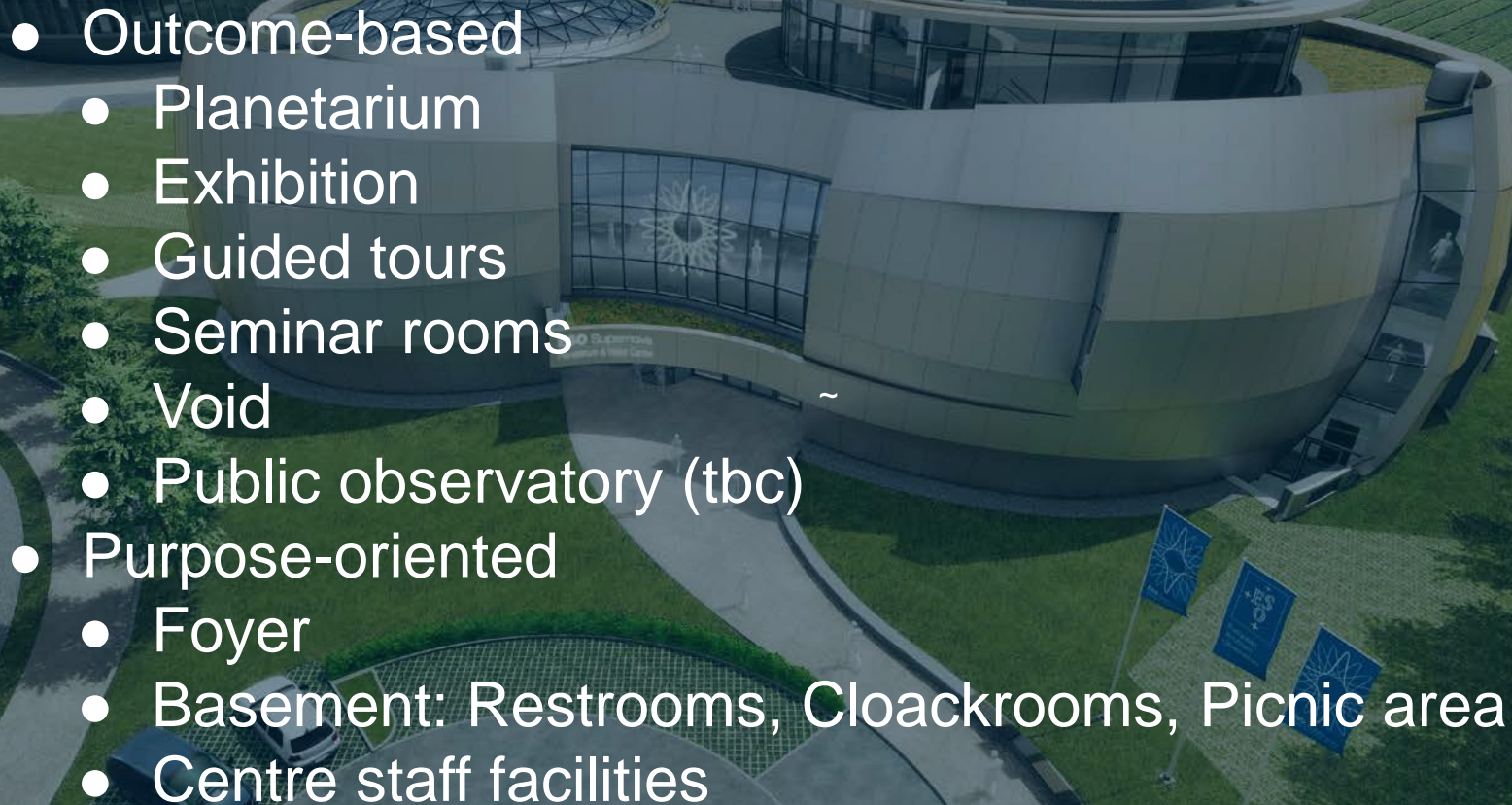
Timeline

## ESO Supernova — Assets

- Science done at ESO & associated news
- Audiovisuals (images, videos)
- Products for the community (fulldome, music, educational products)
- A new building, as well as the older ESO buildings
- Scientists, engineers & passionate people
- Partnerships
- Plans/Timeline
- Brand.



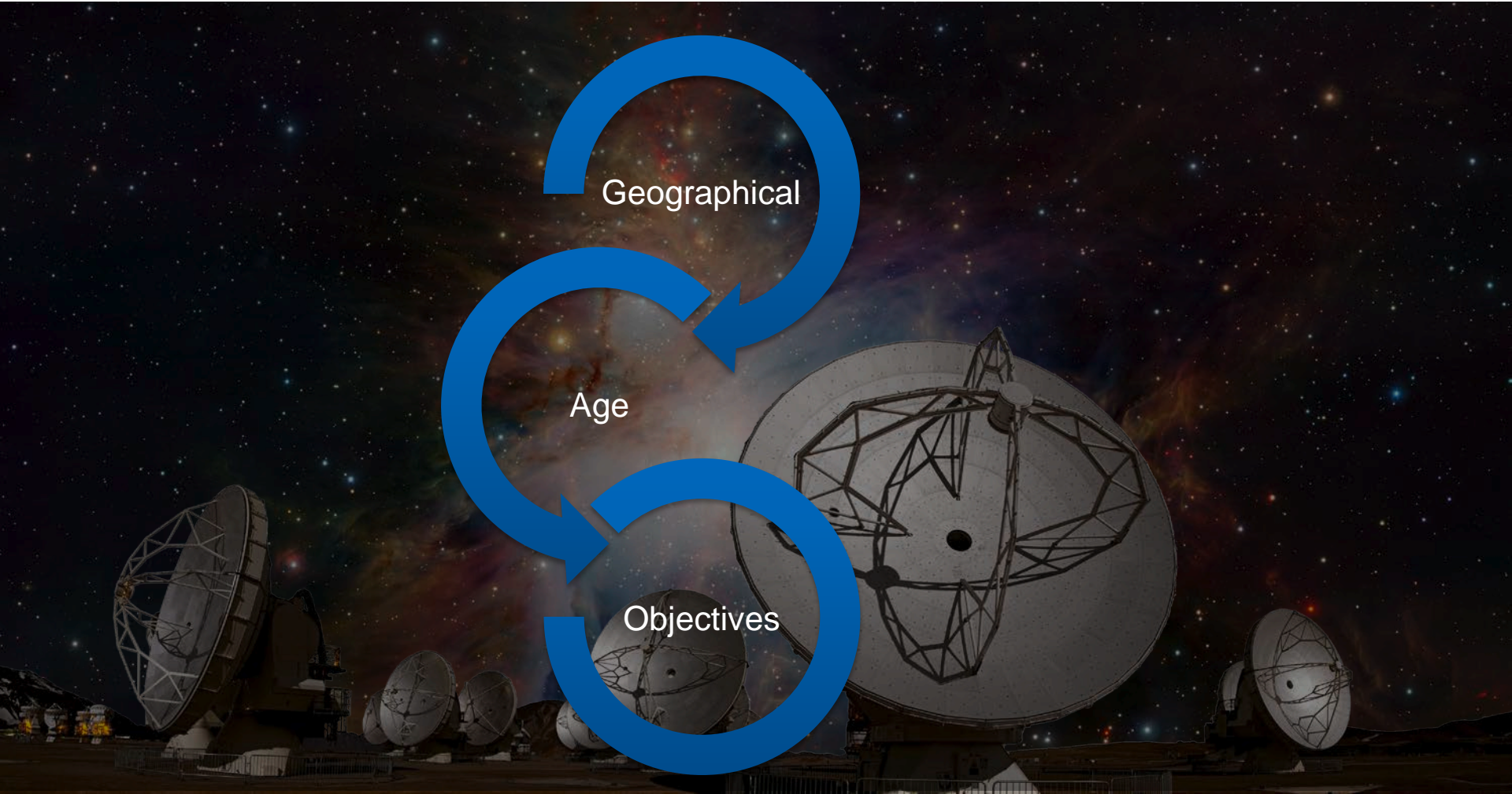


- Outcome-based
    - Planetarium
    - Exhibition
    - Guided tours
    - Seminar rooms
    - Void
    - Public observatory (tbc)
  - Purpose-oriented
    - Foyer
    - Basement: Restrooms, Cloackrooms, Picnic area
    - Centre staff facilities
- 
- An aerial photograph of the ESO Supernova building, a large, modern, curved structure with a glass facade and a green roof. The building is surrounded by greenery and a parking area. The text is overlaid on the left side of the image.

A vibrant, multi-colored nebula with a central bright star, set against a dark space background filled with distant stars. The nebula features a mix of blue, green, and purple hues, with a prominent bright yellow-white star at its core. The background is a deep black, peppered with numerous small, distant stars of various colors, including orange, red, and blue. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing the text.

## 2. IDENTIFYING THE TARGET GROUPS

# Target Groups — catchment area

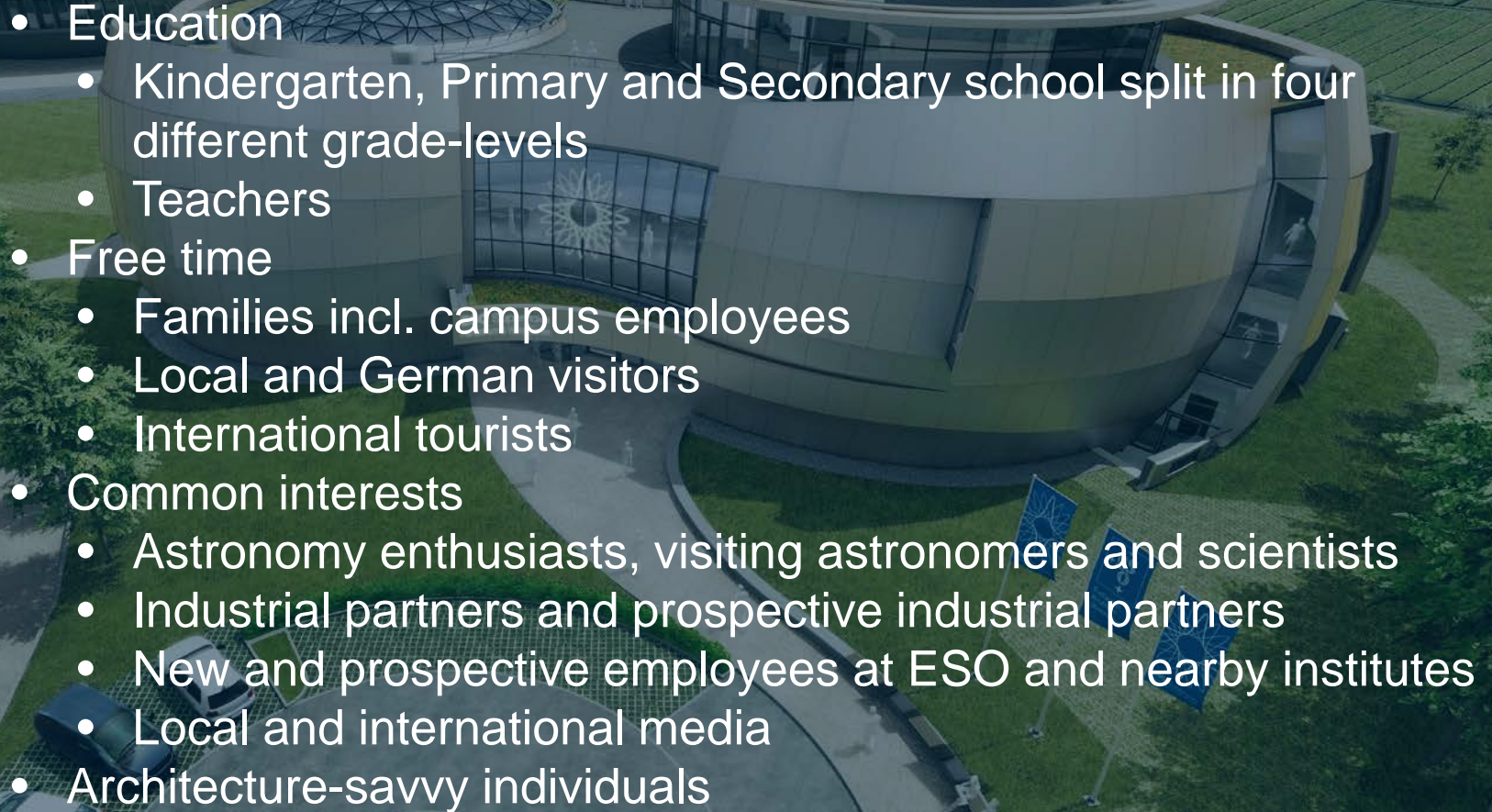


Geographical

Age

Objectives

# ESO Supernova – Target Groups

- Education
    - Kindergarten, Primary and Secondary school split in four different grade-levels
    - Teachers
  - Free time
    - Families incl. campus employees
    - Local and German visitors
    - International tourists
  - Common interests
    - Astronomy enthusiasts, visiting astronomers and scientists
    - Industrial partners and prospective industrial partners
    - New and prospective employees at ESO and nearby institutes
    - Local and international media
    - Architecture-savvy individuals
- 

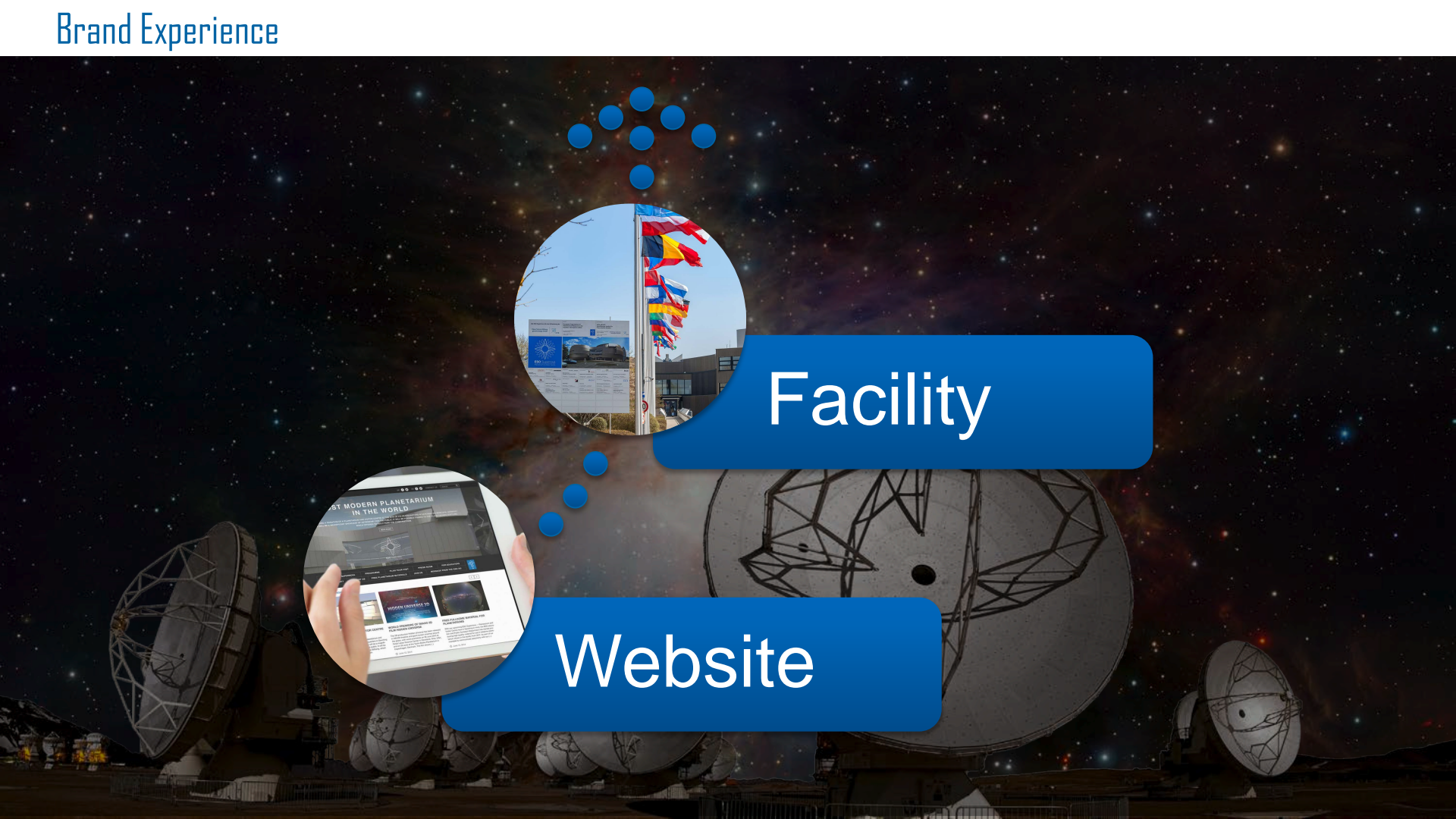


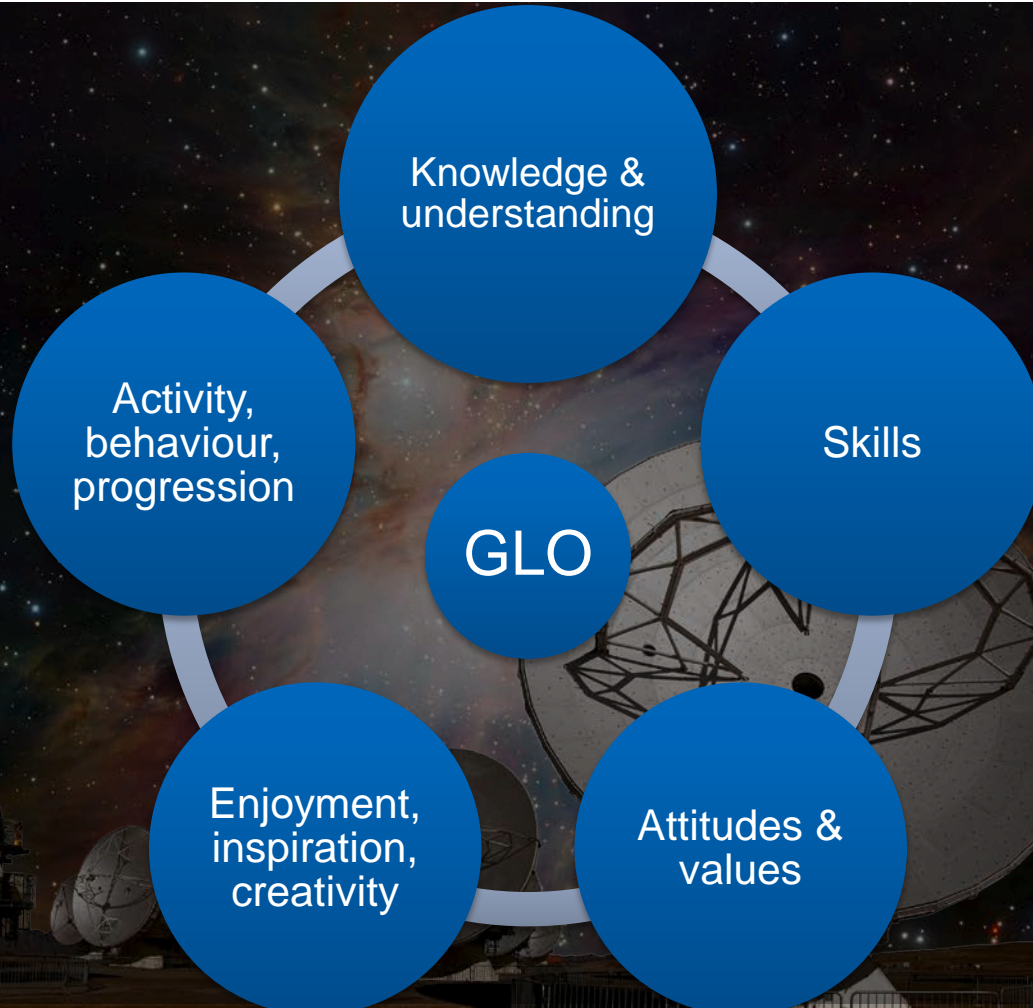


Facility



Website





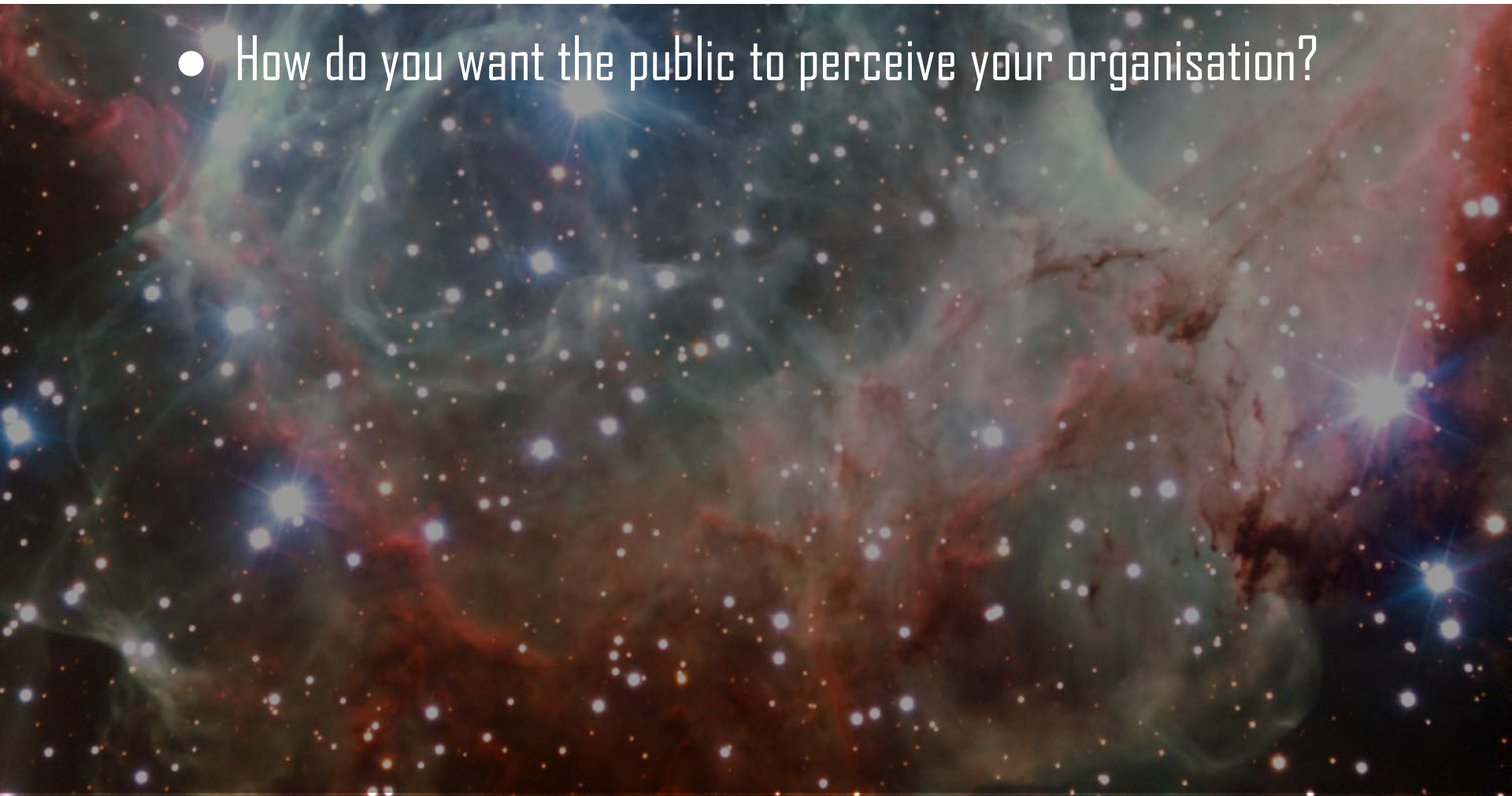
- The ESO Supernova will emphasise astronomy's **powerful impact on humans** through its combination of science, philosophy and almost artistic images of the Universe.
- We will combine **real-world, authentic exhibits** from the most powerful telescopes on Earth with engaging, personal experiences offered by **passionate guides, educators and presenters**.
- The visitors will feel **inspired** by mankind's scientific discoveries and be **proud** of the role Europe has played in advancing our understanding of the Universe.

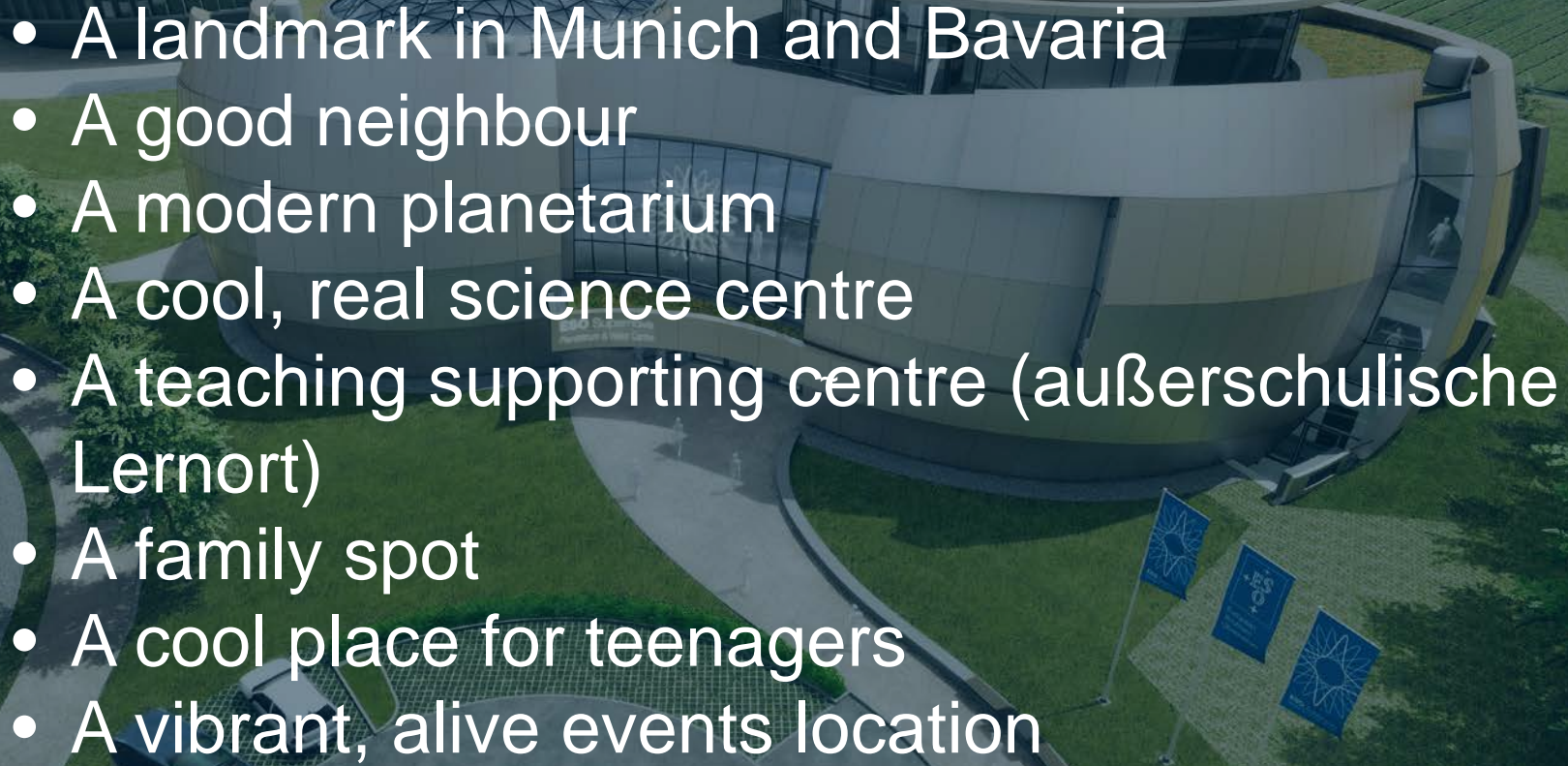
- Have gained a better understanding of important phenomena like the Earth's interaction with the Sun and the Moon, day/night, the seasons, lunar phases, eclipses, the calendar, tides, the year
- Be able to place us humans in the context of a vast Universe in space and time and be able to relate how the Earth fits in with the rest of our Solar System, our Milky Way and the Universe
- To change from the attitude that the Universe is “out there”, to seeing it as having a direct influence on our lives (cf. space weather, and the Chelyabinsk meteorite)
- Be in a position to change behaviour with regard to how he/she perceives our own planet



# 4. PLANNING PROMOTION

- How do you want the public to perceive your organisation?



- A landmark in Munich and Bavaria
  - A good neighbour
  - A modern planetarium
  - A cool, real science centre
  - A teaching supporting centre (außerschulische Lernort)
  - A family spot
  - A cool place for teenagers
  - A vibrant, alive events location
- 
- An aerial photograph of the ESO Supernova building, a large, modern, curved structure with a glass facade and a circular roof. The building is surrounded by greenery and a parking lot. Three blue flags with the ESO logo are visible in the foreground.

## Selling points

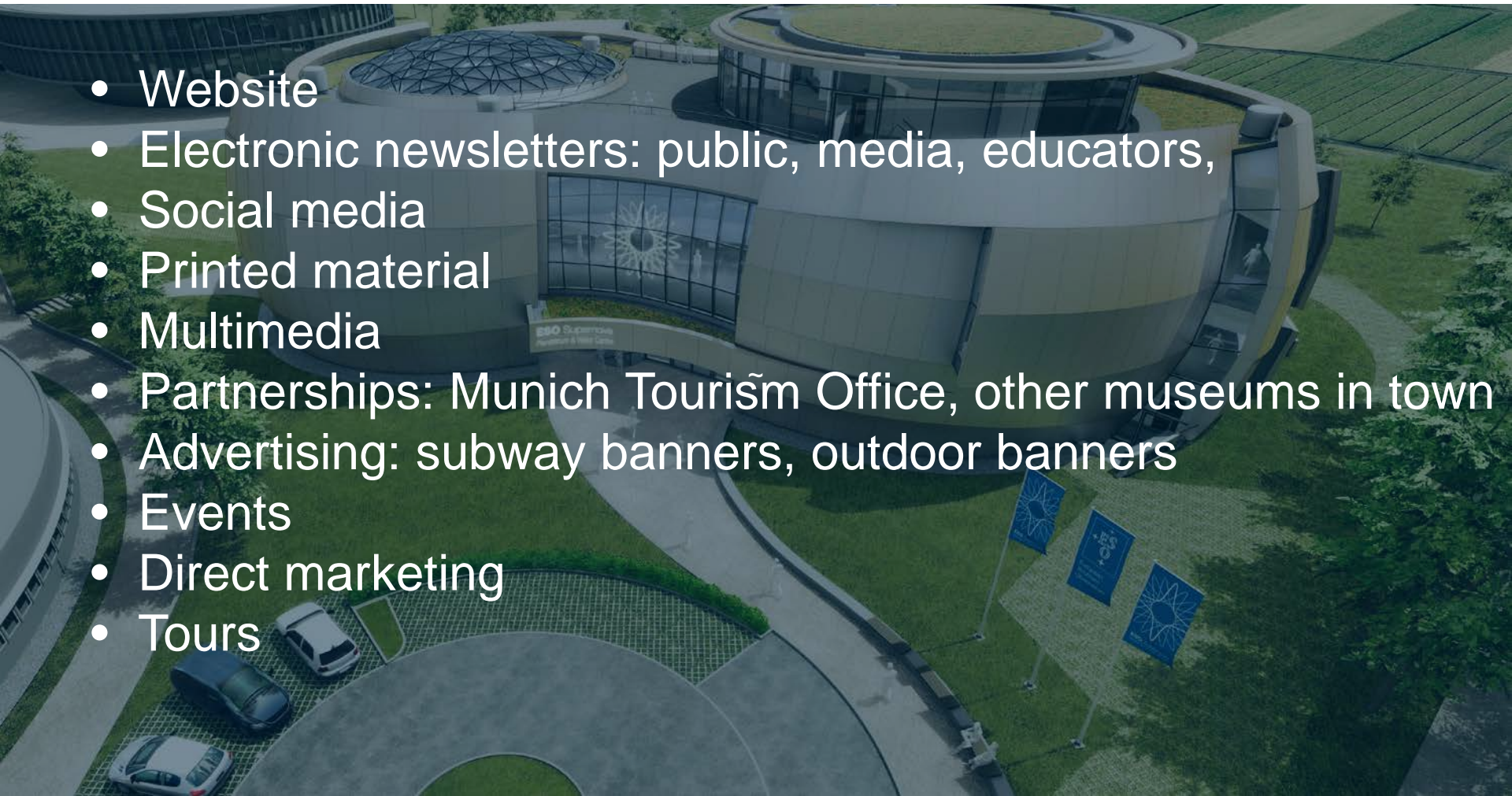
- What makes your organisation unique?
- What are your strong points?



- Free planetarium shows and exhibition!
- Largest tilted planetarium in Germany, Austria and Switzerland
- Bringing ESO's telescopes from Chile to you
- Innovative and authentic science visualisations
- Curriculum-based educational workshops for students and teachers
- Free planetarium shows for other planetariums
- An architecturally stunning venue for your events
- The first real-time, data-driven distribution system for planetariums

- Where are you going to communicate your positioning and selling points?

- Website
- Electronic newsletters: public, media, educators,
- Social media
- Printed material
- Multimedia
- Partnerships: Munich Tourism Office, other museums in town
- Advertising: subway banners, outdoor banners
- Events
- Direct marketing
- Tours



# MOST MODERN PLANETARIUM IN THE WORLD

ESO HAS RECEIVED A DONATION OF A PLANETARIUM AND VISITOR CENTRE AT THE SITE OF ITS HEADQUARTERS IN GARCHING. THE CENTRE WILL BE A MAGNIFICENT SHOWCASE OF ASTRONOMY FOR THE PUBLIC. IT WILL BE POSSIBLE THANKS TO FINANCE FROM THE DONATION WHICH OFFERED TO FULLY FUND THE CONSTRUCTION.

READ STORY

# To sum up

SUPERNOVA PROGRAMME PLAN YOUR VISIT PRESS ROOM FOR EDUCATORS  
JOIN US MESSAGE FROM THE ESO DG  
FREE PLANETARIUM MATERIALS



ATOR CENTRE

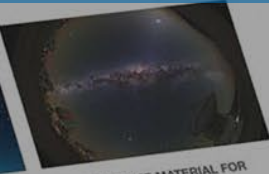
planetarium and  
quarters in Garching  
will be a magnifi-  
public. It will be  
a building, which  
on.



**WORLD PREMIERE OF IMAX® 3D  
FILM HIDDEN UNIVERSE**

The 3D production Hidden Universe has been released in IMAX® theatres and giant-screen cinemas around the globe, with world premieres on 28 June 2013 at the Great Lakes Science Center in Cleveland, Ohio, USA, and on 29 June at the Tycho Brahe Planetarium in Copenhagen, Denmark. The film shows (.)

June 12, 2014



**FREE FULLDOME MATERIAL FOR  
PLANETARIUMS**

With our upcoming ESO Supernova – Planetarium and Visitor Centre here in Garching in mind, the ESO Education and Public Outreach Department has started producing high-quality material for use in full-dome planetarium shows in the facility from 2011. As part of our mandate to communicate astronomy with our (.)

June 12, 2014

- 
1. Build your Brand (vision, mission, values, key messages and visual identity)
  2. Find the Content (assets, functions)
  3. Identify your target groups (experience & GLO)
  4. Plan Promotion (positioning, selling points, communication channels)

# Thank you!

@oanasandu

ESO Community Coordinator & Strategy Officer

e-mail: [osandu@partner.eso.org](mailto:osandu@partner.eso.org)

[facebook.com/oana.sandu](https://facebook.com/oana.sandu)

[supernova.eso.org](https://supernova.eso.org)

[astronomycommunication.org](https://astronomycommunication.org)

