Introduction

The Square Kilometre Array

Who are we?

The Square Kilometre Array (SKA) is a proposed radio telescope that, when built, will be the largest, and most sensitive radio telescope in the world, and will be able to scan the skies faster than any other telescope. It will be able to look back in time to explore the beginnings of the Universe and its ultimate fate. The SKA will be made up of thousands of radio wave receptors, linked together across an area the size of an entire continent. The SKA will be based in either Southern Africa or Australia – New Zealand, a decision on the site will be made in 2012. The SKA is a non-profit making organisation made of astronomers and engineers from collaborating Universities and research institutes in 20 different countries. Completion of the telescope is scheduled for 2024.

The SKA will answer five main questions:

1. How were the first black holes and stars formed?
2. How do galaxies evolve and what is dark energy?
3. Was Einstein right about gravity?
4. What forms giant magnetic fields in space?
5. Are we alone in the Universe?

However, the SKA has the potential to make discoveries that we can’t even imagine today.

Project values

The project is funded with public money and therefore fosters an open and transparent approach to information management. Information is made freely available on the website and non-technical explanations are given so that the project is easily understandable to non-astronomers.

Brand Strategy

The tone of the SKA brand should be primarily technical and professional. It should have a clean, clear, un-cluttered, business-like look whilst still conveying the exciting and inspirational nature of the project.
Dimensional usage

Our logo is the most important asset to our brand image. Its usage should be clear, concise and never cluttered by surrounding imagery. The logo should never be changed or altered in any form. It should not be recreated, scanned or reproduced unless we grant permission otherwise.

Exclusion Zone

This specifies the space around the logo that should remain free of imagery and/or typography. It is the minimum space around the logo. The area can be allocated with half of the globe device taken from the logo as illustrated above.

Size & Scale

The logo should never be reproduced smaller than 35mm wide for print purposes or 100 pixels wide for multimedia usage. If re-sizing the scaling must remain proportional and equal to the original; stretching of the logo is not permitted.

Colour usage

The logo has been designed for consistent colour reproduction. The logo is best reproduced out of industry standard Pantone Matching System inks.

The primary colours are:

- Process Cyan
  - C100 M0 Y0 K0, R0 G174 B239
- Pantone Reflex Blue
  - C100 M73 Y0 K2, R0 G84 B164

CMYK full colour reproduction of the logo is also acceptable, colour shifts in this process should be considered. For single colour printing refer to the logo variant.
Alternative logo use
A second iteration of the logo exists for printed and online materials. This should be selected for use against coloured backgrounds for example. Similar exclusion zone rules apply, however please note the rules regarding size and scale for print and digital mediums.

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Typography
The primary typeface for SKA communications is Foundry Monoline Regular, Medium and Bold.

We operate in the public sector and so should consider accessibility guidelines, minimum point size for body text should be 9pt over 12pt leading whenever possible. Body text should always appear at 70% black.

Foundry Monoline Bold - Used for main headings and key messages

ABCDEFGHIJKLMNOPQRSTUVWXZYZ
abedefghijklmnopqrstuvwxyz
1234567890"%$/.,()@

Foundry Monoline Medium - Used for sub-headings

ABCDEFGHIJKLMNOPQRSTUVWXZYZ
abedefghijklmnopqrstuvwxyz
1234567890"%$/.,()@

Foundry Monoline Regular - Used for body text

ABCDEFGHIJKLMNOPQRSTUVWXZYZ
abedefghijklmnopqrstuvwxyz
1234567890"%$/.,()@

Arial Bold - Used for online headline text

ABCDEFGHIJKLMNOPQRSTUVWXZYZ
abedefghijklmnopqrstuvwxyz
1234567890"%$/.,()@

Arial Regular - Used for online body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"%$/.,()@
The Spiral Array Graphic

The spiral graphic device already created has been redesigned for our latest communications.

The spiral can be used, as shown here, either as a front cover, powerpoint presentation or document divider design addition for internal and external materials.

Graphs and Diagrams

Graphs, pie charts and diagrams should strive to be simple, clear and concise, the brand colours should be applied wherever possible to aid consistency across communications.

We understand that due to the complex nature of the subject, there may be occasions where the redrawing of diagrams will not always be possible.
Imagery

Imagery is an important element in our communications, please ensure that specified imagery is relevant to the subject matter and content.
Applying the Brand

Stationery

Visual identity, letterhead, compliment slip and double sided business card.

Letterhead 210 x 297mm
Compliment Slip 210 x 99mm
Double Sided Business Card 90x55mm
Posters

SKA posters are an impactful way of showcasing the photography library, images should always be relevant to the subject matter of the text. Imagery should show the most up to date telescope array.

Leaflets

This is a typical SKA leaflet treatment. Always use this system to compose a SKA marketing piece. The system is flexible in terms of text layout as word count can vary for each communication.
Corporate Brochure

This is a typical SKA brochure treatment. This example shown is in landscape format, however, the system is flexible in terms of format.

As the SKA will be an aperture synthesis instrument, exciting science will be achievable before the full array is complete and initial science results are expected by about 2019. The full collecting area at frequencies below about 10 GHz will be operational in 2024.

The SKA will:

- Be the largest radio telescope in the world.
- Revolutionise our understanding of the Universe and the laws of fundamental physics.
- Have 50 times the sensitivity and 100 times the survey speed of current imaging instruments.
- Extend to at least 3000 km from the central core region.
- Have half the total collecting area of each antenna type concentrated in three central cores each 5 km in diameter.
- Have life span of at least 50 years.
- Be continuously upgradable as computing power increases.
- Be built in a radio-quiet location for uninterrupted observations.
- Use new antenna technology, signal transport, signal processing and computing.
- Have a target construction budget of £1.5 billion for the frequency range from 70 MHz to 10 GHz.

The SKA Program

The collaboration is led by an international steering committee and a jointly funded SKA Program Development Office.

TIMELINE

- 2024: FULL OPERATION
- 2019: FIRST ASTRONOMICAL OBSERVATIONS
- 2016: INITIAL CONSTRUCTION
- 2013-15: DETAILED DESIGN AND PRODUCTION ENGINEERING
- 2012-13: SITE SELECTION FUNDING APPROVAL FOR INITIAL (10% SKA) CONSTRUCTION. ESTABLISH SKA ORGANISATION
- 2008-12: SYSTEM DESIGN AND COSTING
- 2006: SHORTLISTING OF SUITABLE SITES
- 1991: SKA CONCEPT

The SKA Program is a collaboration between institutions in 20 countries including Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Korea, The Netherlands, New Zealand, Poland, Portugal, Russia, South Africa, Spain, Sweden, United Kingdom and the United States.

The Square Kilometre Array
Exploring the Universe with the world's largest radio telescope

The scale of the SKA makes it challenging - even with the expertise of a multi-national collaboration - to translate this sweeping scientific concept into the world's foremost radio astronomical facility.

www.skatelescope.org

Pop-up Banners

SKA Pop-up banners are a good way of showcasing the photography library, the banners can be used either to advertise specific areas of SKA or as a general communications tool for events.

Exploring the Universe with the world's largest radio telescope

The SKA will take several giant technological steps forward, and will image vast fields of view with enormous sensitivity, observe in several directions simultaneously and independently.

www.skatelescope.org

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Exhibition Stand

An exhibition stand is used by SKA staff as part of presentation to the wider community at events and engagements. This can be one of the most powerful communication tools when used correctly.

Example shown: 3x3 Pop-up stand with case wrap [below]. The stand should always feature the spiral graphic device, but images are interchangeable. Images should always be relevant to the subject matter of the text.

Powerpoint presentations

Presentation slides consist of cover, introduction and text heavy frames, please use Arial regular and Arial bold 80% black. Images can be incorporated into inside and separating slides.
Contacts

Johanna Bowler
Outreach Officer
Square Kilometre Array
Program Development Office
Jodrell Bank Centre for Astrophysics
3rd Floor, Alan Turing Building
Oxford Rd, The University of Manchester
Manchester M13 9PL, UK
Tel: +44 (0) 161 275 4130
Fax: +44 (0) 161 275 4049
Email: bowler@skatelescope.org
Web: www.skatelescope.org