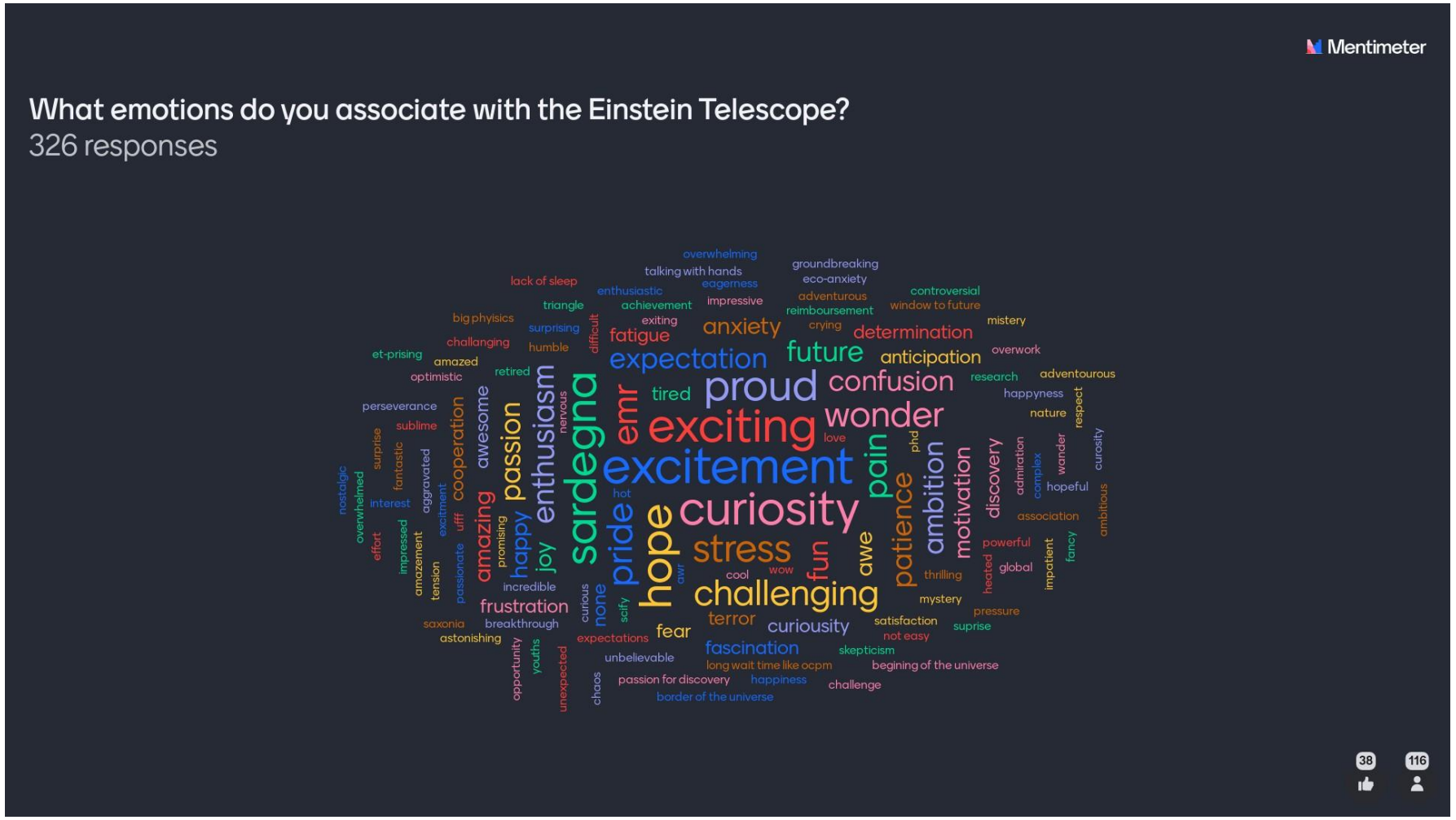
BRAINSTORMING: EINSTEIN TELESCOPE LOGO. A JOURNEY OF DISCOVERY



GOALS:

- BRIEF FOR THE DESIGNER
- COMMUNITY ENGAGEMENT
- INTEGRATION

PROCESS:

- 5 QUESTIONS
- >1500 RESPONSES
- >150 PARTICIPANTS

RESULTS:

- COMMUNITY INTEGRATION
- ENGAGEMENT
- INSIGHTS FOR THE DESIGNER

THE FIRST THING that comes to your mind

when you hear "Einstein Telescope"

20,5%
gravitational wave(s)

12%
universe

4%
black holes

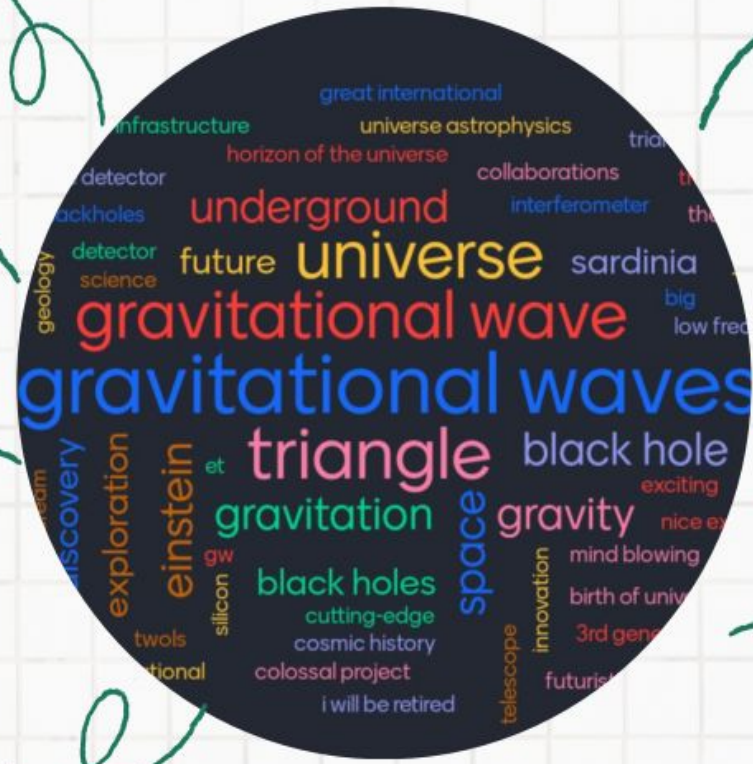
8%
triangle

3%
discovery

4%
future

3%
Einstein

3%
gravity



The main CHARACTERISTICS

that define the Einstein Telescope

12%

underground

5,5%

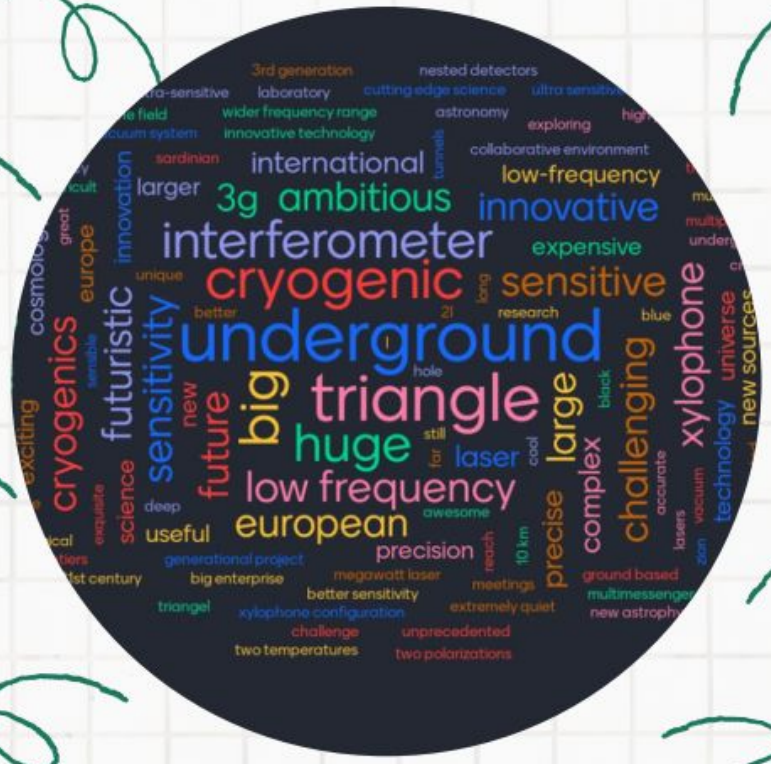
cryogenic

4%

sensitive

4%

european



9,5%

big/large/huge

8%

triangle

4,5%

interferometer

3%

future/futuristic

EMOTIONS
you associate

with the
Einstein
Telescope?

14%
excitement

7%
curiosity

7%
pride

6%
stress/fatigue/
frustration

6%
hope

5%
challenge/
ambition

4%
happyness/joy/fun

3,5%
enthusiasm/
fascination

WORK WITH A GRAPHIC DESIGNER

CRISTINA CHIAPPINI: www.cristinachiappini.com

07.06.2024

Concept
Design Identity for ET Einstein Telescope

Cristina Chiappini
Design Studio

Visual identity proposals for the Einstein telescope.

In the ideas for the new identity I tried to take inspiration from the shape of gravitational waves, the deformation of space-time, the merger of black holes and not from the possible shapes of the structure of the Einstein Telescope.

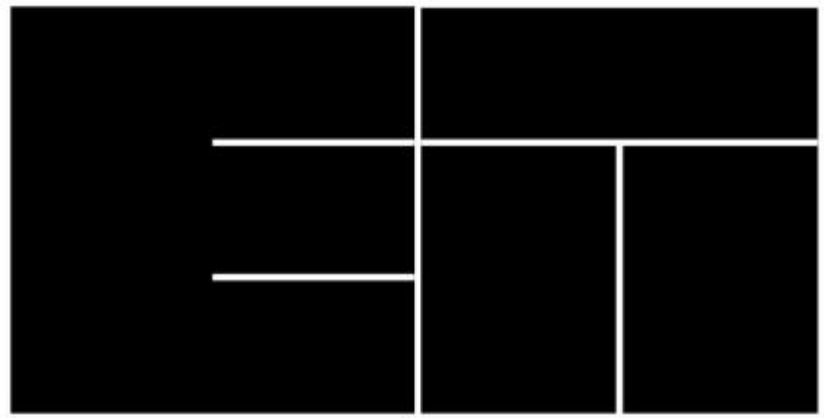
I tried to imagine an innovative visual identity that could communicate this extraordinary project (ET) over time both through the graphic language of the sign and the use of the typographic character.

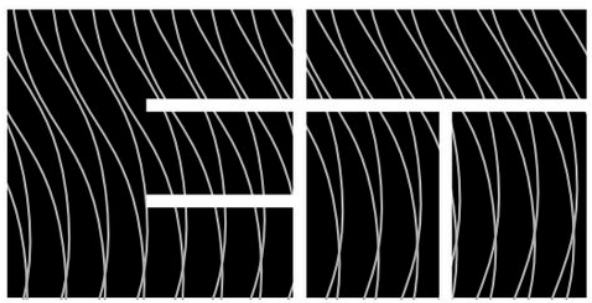
First Proposal:

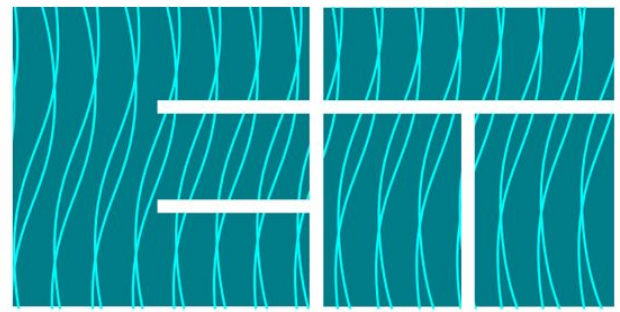
Waves and light

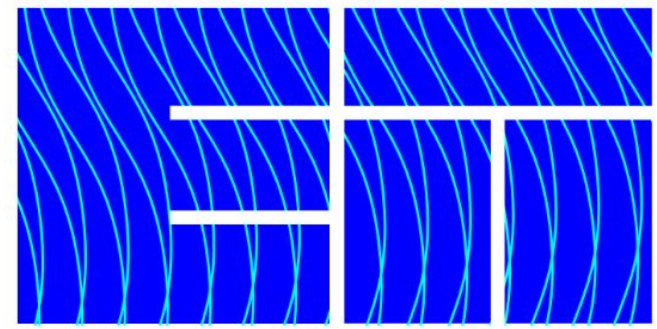
First Proposal:
Waves and light

In this proposal, the crucial element is a graphic elaboration of the two letters of the Einstein Telescope acronym, ET. The character body becomes a block of (underground) mass crossed by the waves. The voids (laser light beams) draw the shape of the letter. The dynamic element of the waves cross and 'lightens' the block of the acronym.



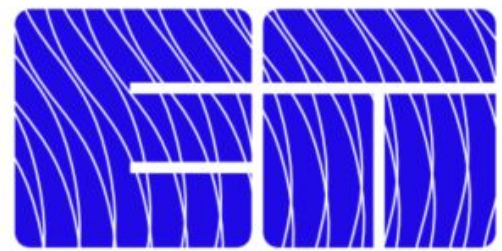






EINSTEIN
TELESCOPE

EINSTEIN
TELESCOPE



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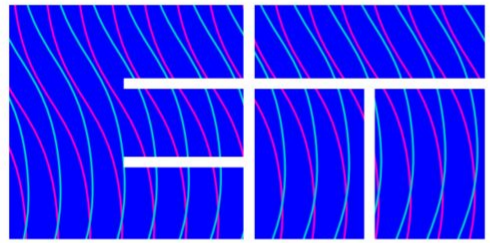
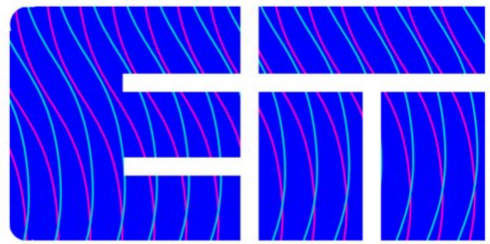
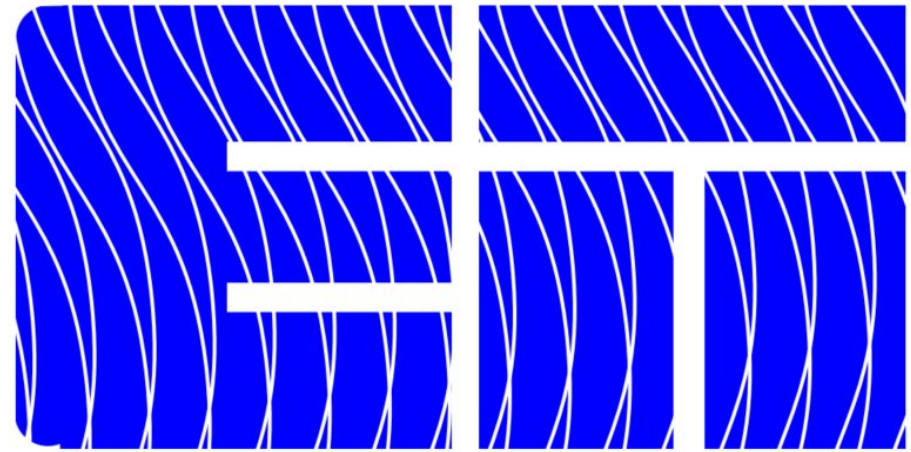
TELESCOPE



EINSTEIN
TELESCOPE



EINSTEIN
TELESCOPE



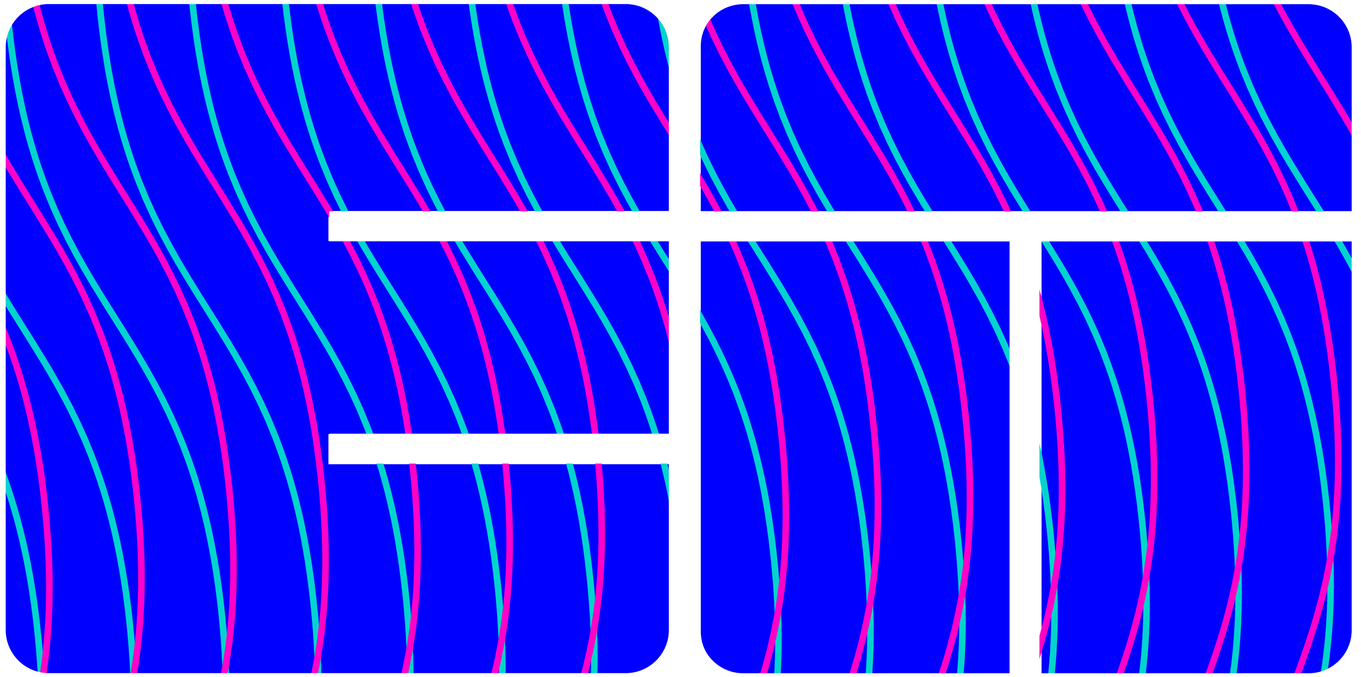
EINSTEIN
TELESCOPE

EINSTEIN
TELESCOPE

EINSTEIN
TELESCOPE

Blu and Pink Waves

Version of the logo with colored waves for large format reproduction.



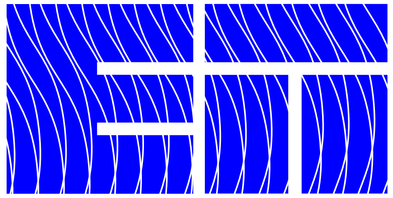
First Proposal: Waves and light

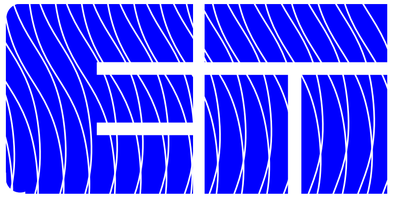
Vertical Blu Waves
Squared corners

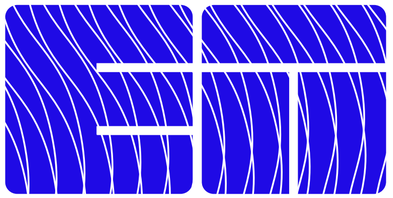
Vertical Blu Waves
Left Rounded corners
Right Squared corners

Vertical Blu Waves
Rounded corners

The letters are perceptually separated, but they still create a sense of unity,







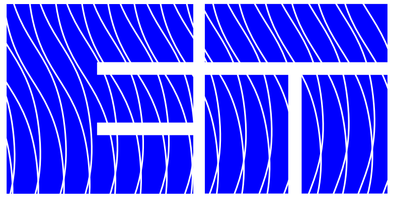
First Proposal: Waves and light

Vertical Blu Waves
Squared corners

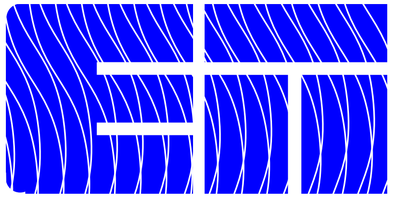
Vertical Blu Waves
Left Rounded corners
Right Squared corners

Vertical Blu Waves
Rounded corners

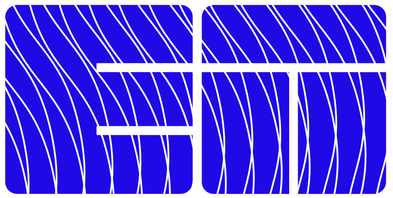
Variation with the extended wording under the acronym.



EINSTEIN
TELESCOPE



EINSTEIN
TELESCOPE

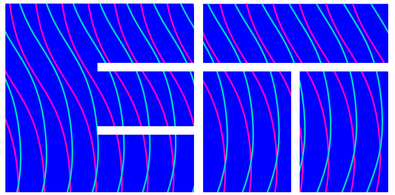


EINSTEIN
TELESCOPE

First Proposal: Waves and light

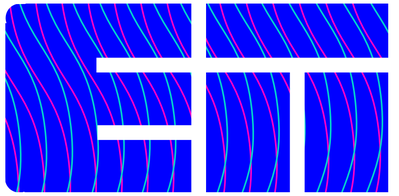
Increase in internal
whiteness

Vertical Blu and Pink Waves
Squared corners
with extending wording
Increase in internal whiteness



EINSTEIN
TELESCOPE

Vertical Blu and Pink Waves
Left Rounded corners
Right Squared corners
with extending wording
Increase in internal whiteness



EINSTEIN
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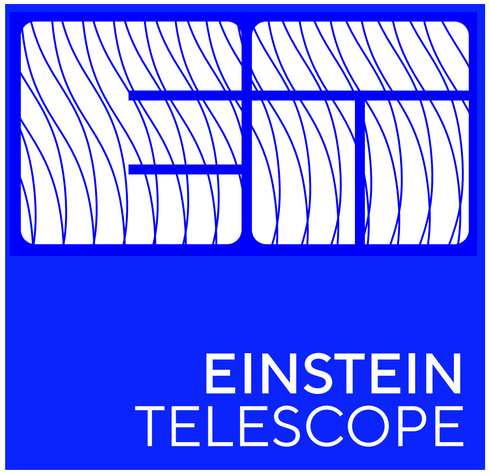
Vertical Blu Waves
Negative

Negative variant of the same idea, that offers the freedom of declining the logo in different formats, institutional and communication uses.



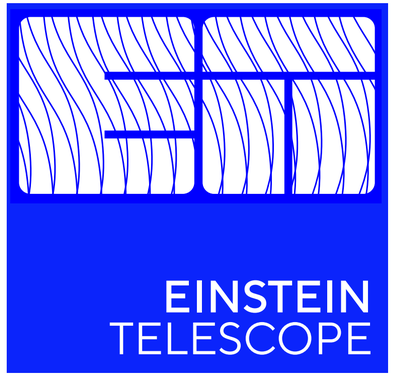
Declinations of the proposal to be used on different supports.

1 Vertical
2 Horizontal

3 A version that underlines the concept of the underground.

4 Negative ET
Positive Einstein Telescope in the rectangular perimeter

1



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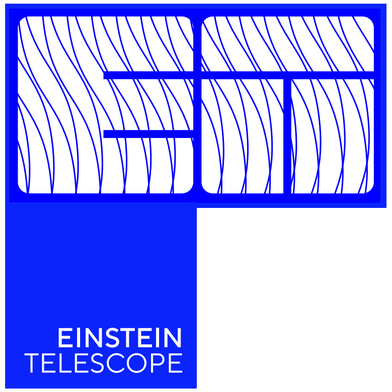
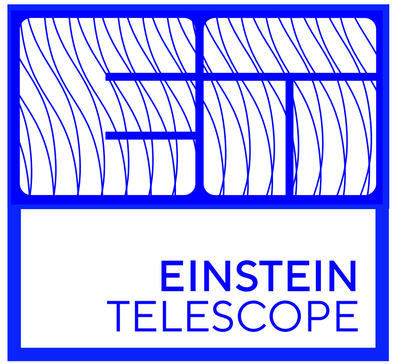


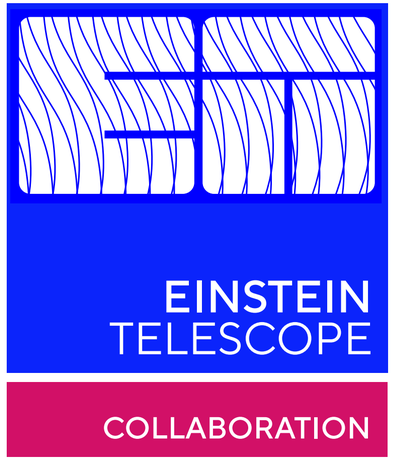
2

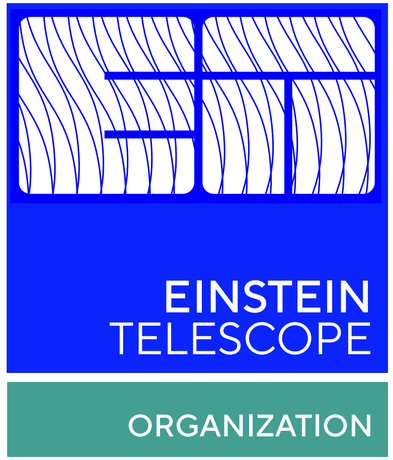
4



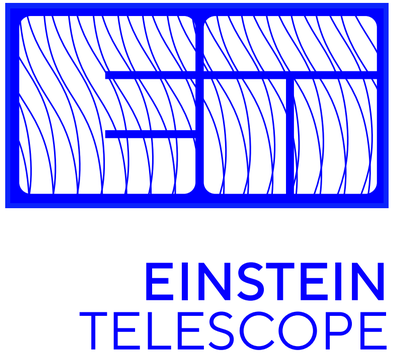
Declinations of the proposal to be used on different supports.

With Collaboration and Organization separated by a rectangle.





Negative
Rounded corners

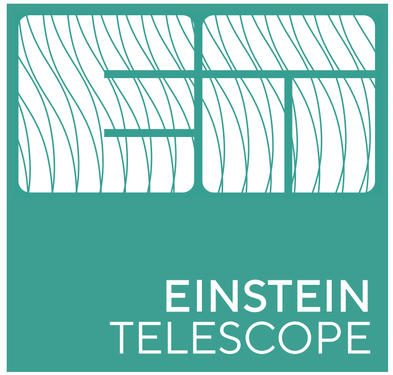


Declinations of the proposal to be used on different supports.

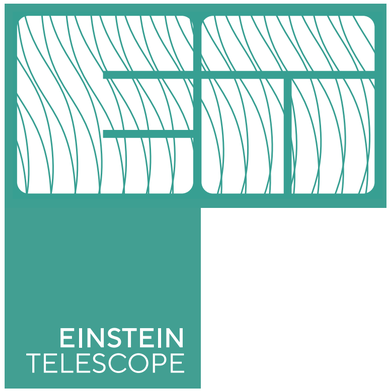
1 Vertical
2 Horizontal

3 A version that underlines the concept of the underground.

1



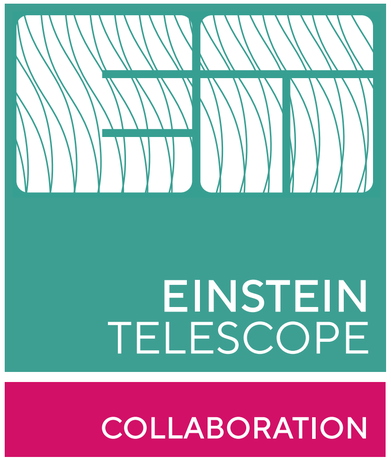
3

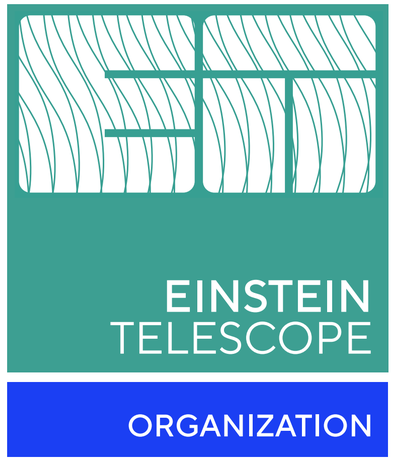


2

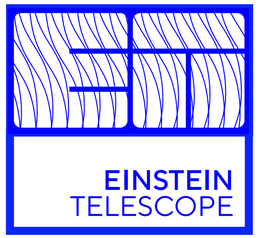
Green
Negative

With Collaboration and
Organization separated
by a rectangle.





This is an example of the letterhead.



EINSTEIN
TELESCOPE

Nikola Tesla
77 Massachusetts Ave,
Cambridge, MA 02139,
Unites States

22.04.1917

Objects: On the Electrodynamics of Moving Bodies

Dear, these curves have been extracted from the full model. Due to the symmetry, the three vertical ones are identical and the three horizontal ones are identical as well.

The off-diagonal elements of the transfer matrix (not shown in this report) are of the same order of magnitude as the diagonal ones. It means that, in order to control the platform, a decoupling strategy has to be applied. As an example, a decoupling strategy based on a Jacobian approach has been used to minimize the coupling and move from the local frame to the Cartesian frame of the AP. This is schematically represented in Figure 2.11, where J_a is the actuator Jacobian and J_s is sensor Jacobian. These Jacobian matrices are mainly depending on the geometry of the active platform as well as on the position of the sensors and actuators on the active platform.

Once the plant is decoupled, each degree of freedom can be controlled individually as shown in the same figure. The poles and zeros of the controllers are designed based on a manual tuning (loop shaping) in the SISO tool - Matlab. This method is efficient in terms of understanding the behavior of the system and also the positions of the poles/zeros of the controller.

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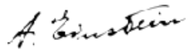
I look forward to hearing from you soon.

Best Regards,
Albert Einstein



University of Warsaw

26/28 Krakowskie Przedmieście, 00-927 Warsaw
tel.: +48 22 55 20 000 – fax: +48 22 55 24 029

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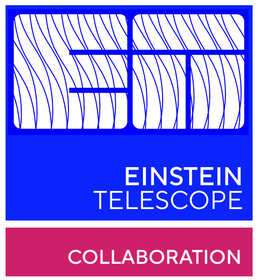

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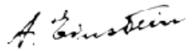

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tel.: +48 22 55 20 000 – fax: +48 22 55 24 029

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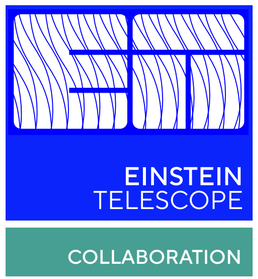
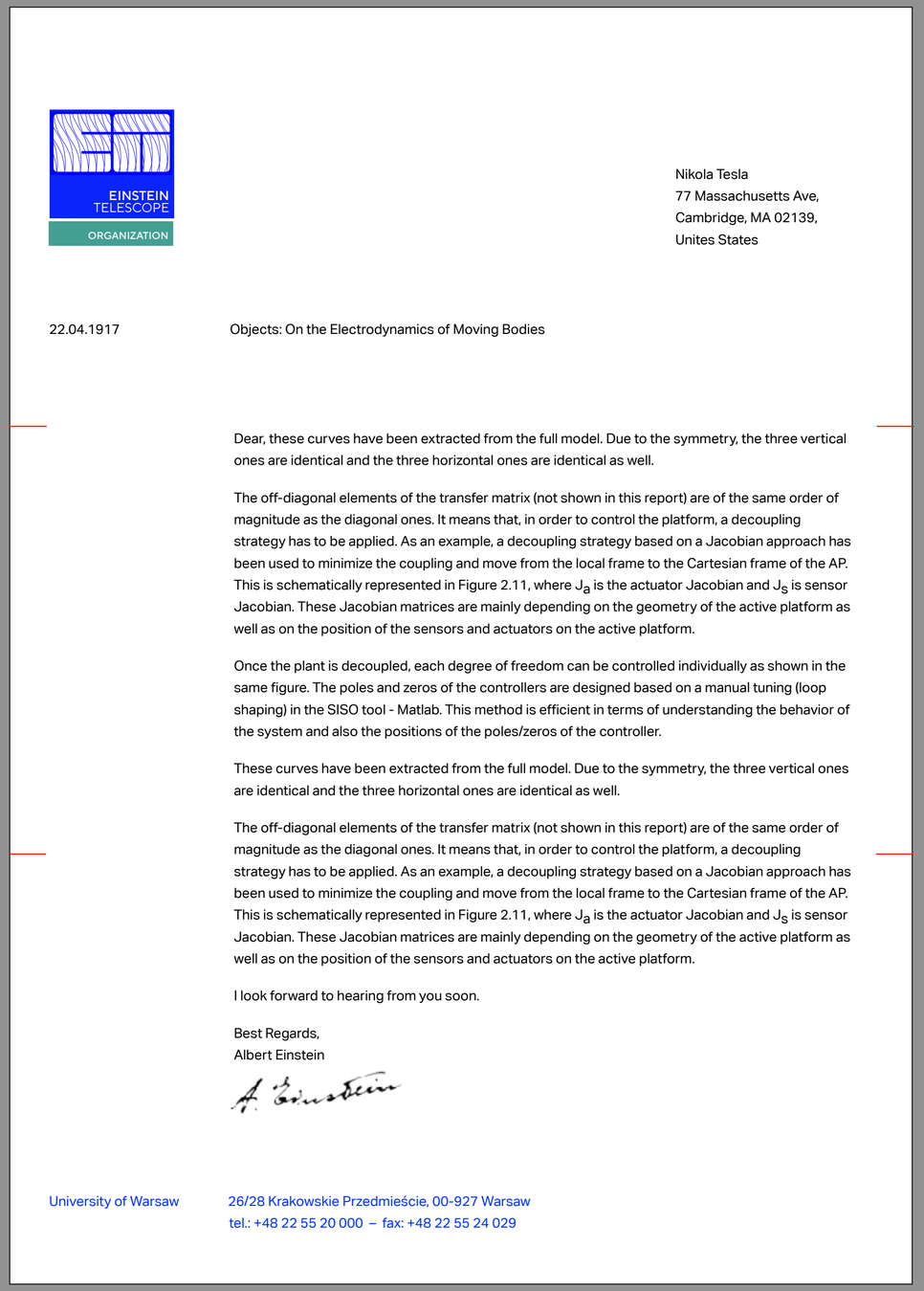
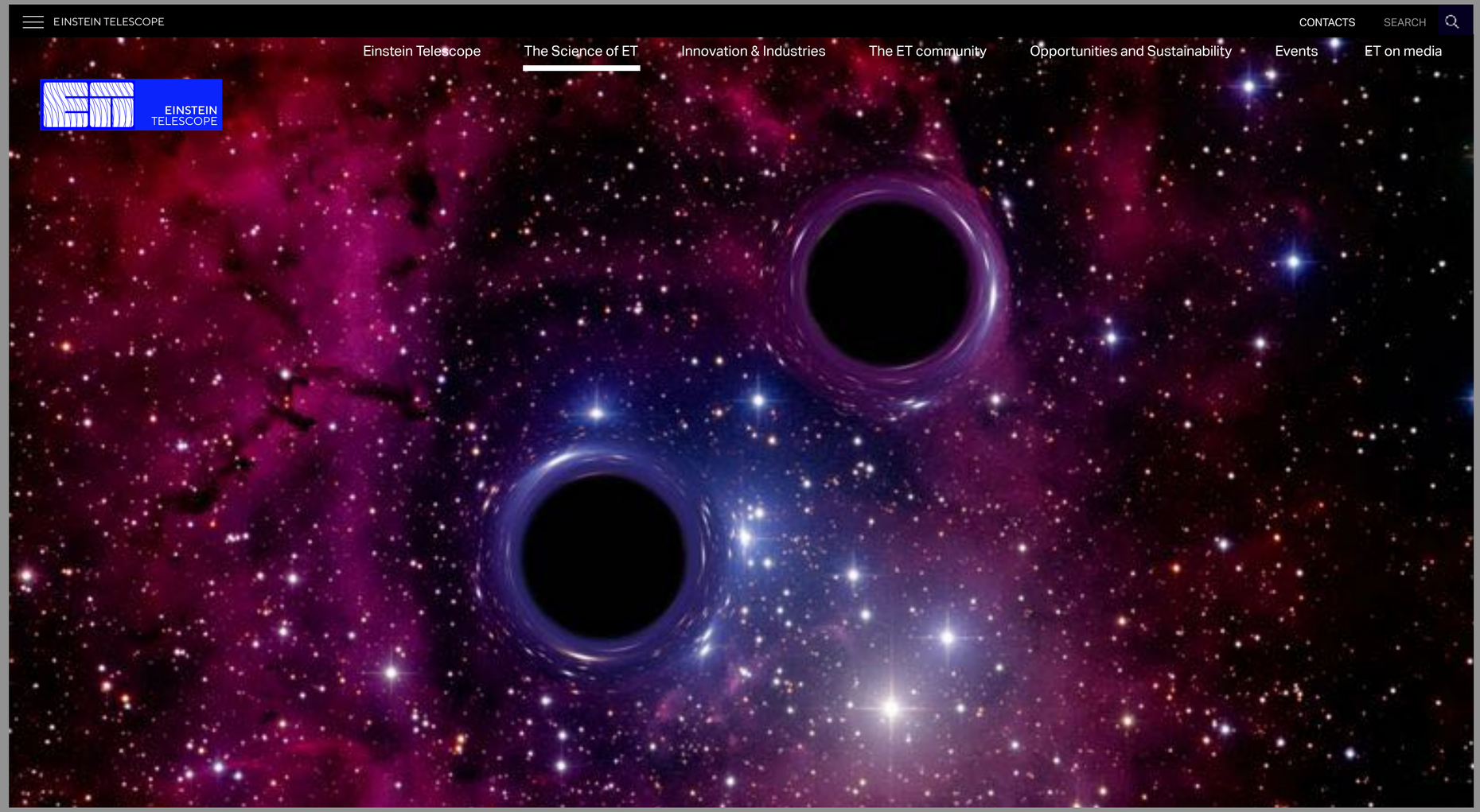




This is an example of the website, how the logo works on the interface.



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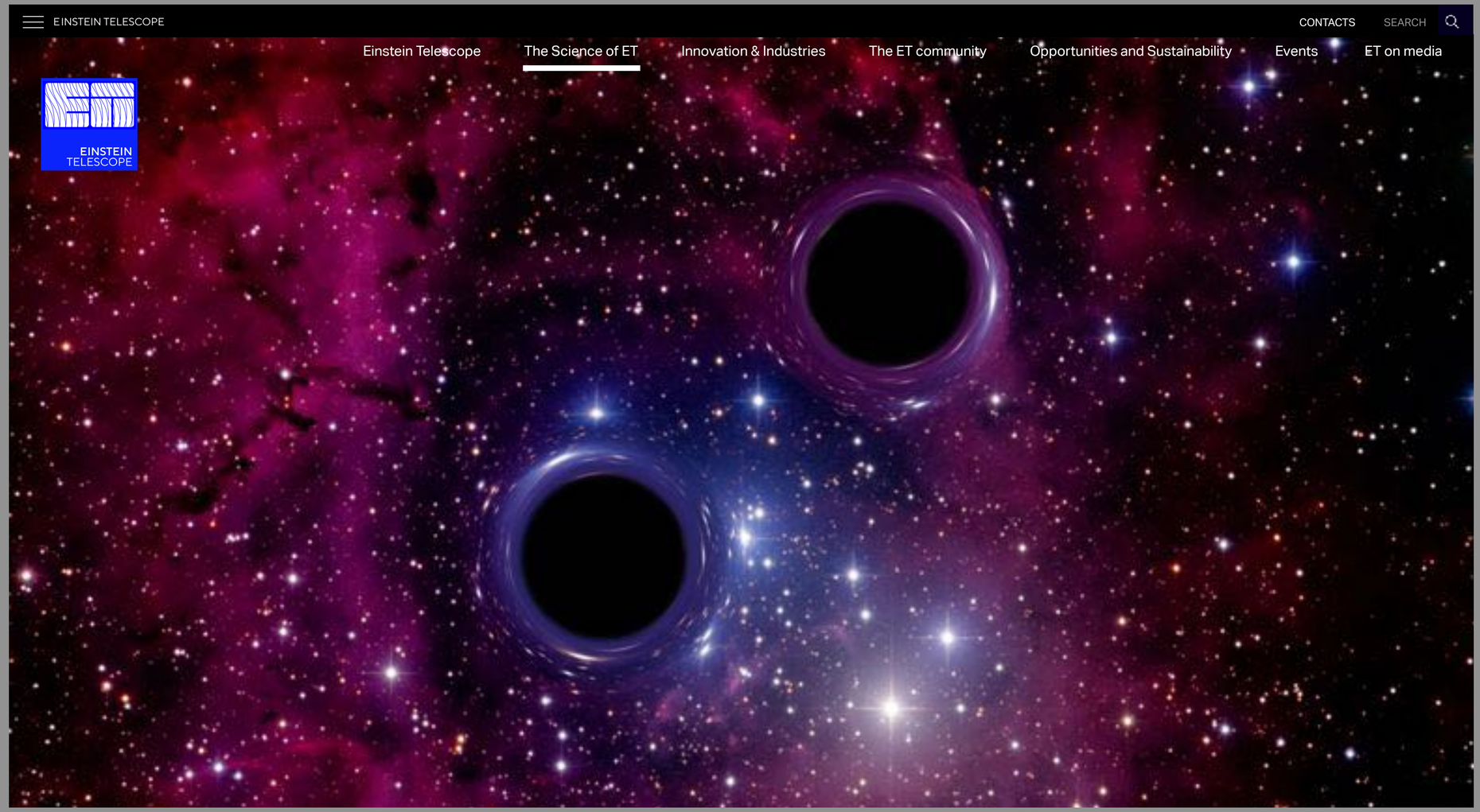
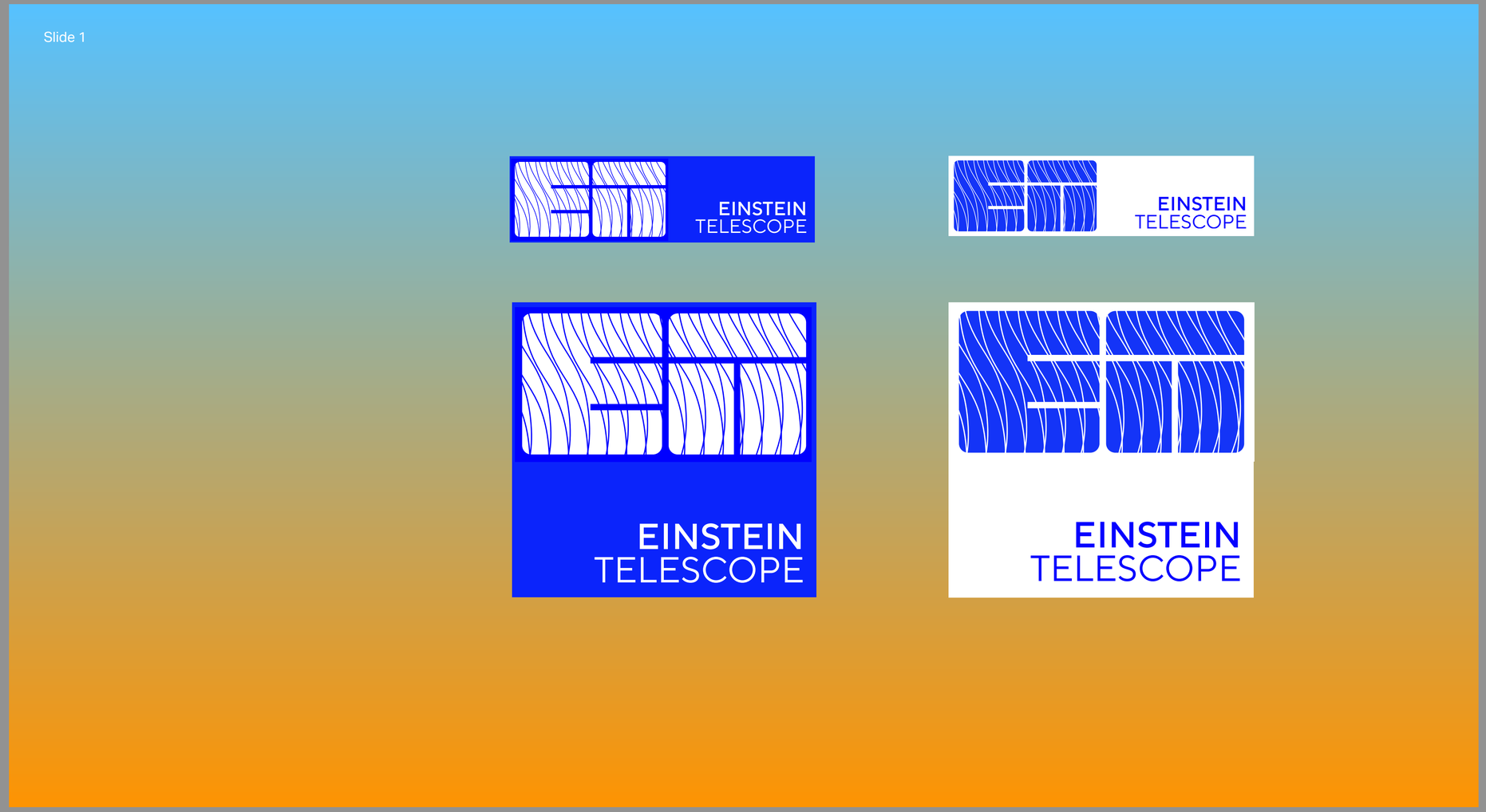
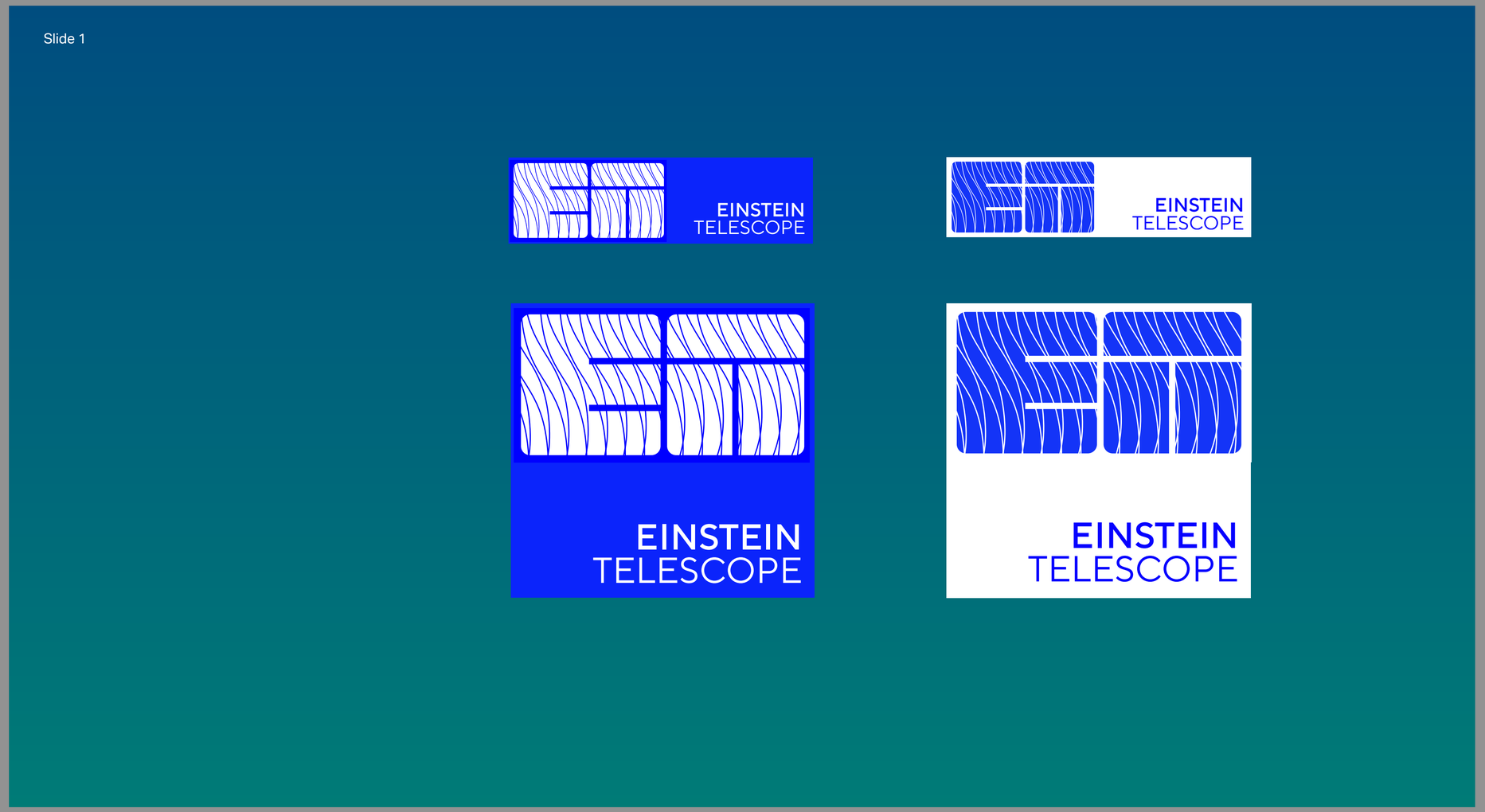


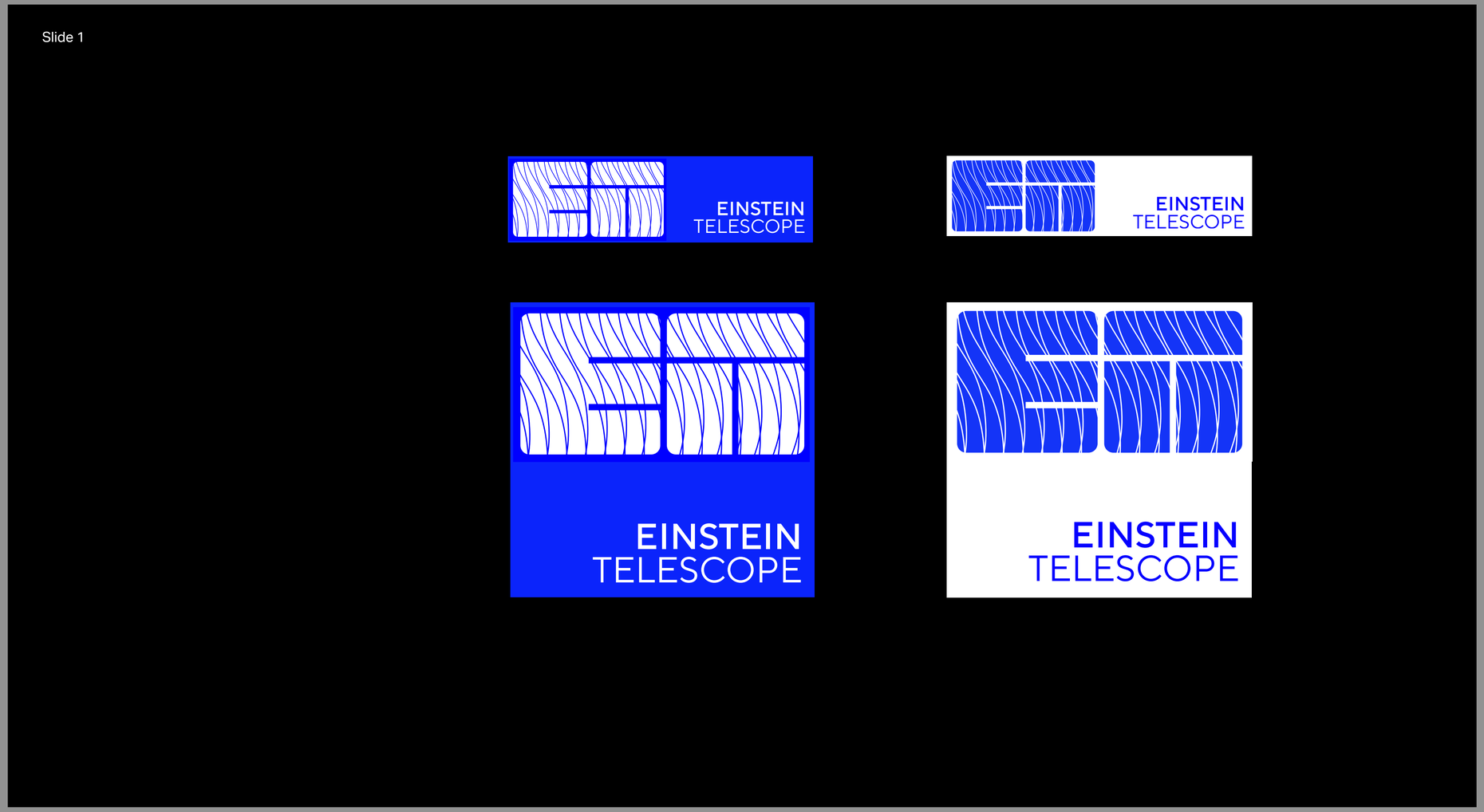
Slide presentation example
Light background



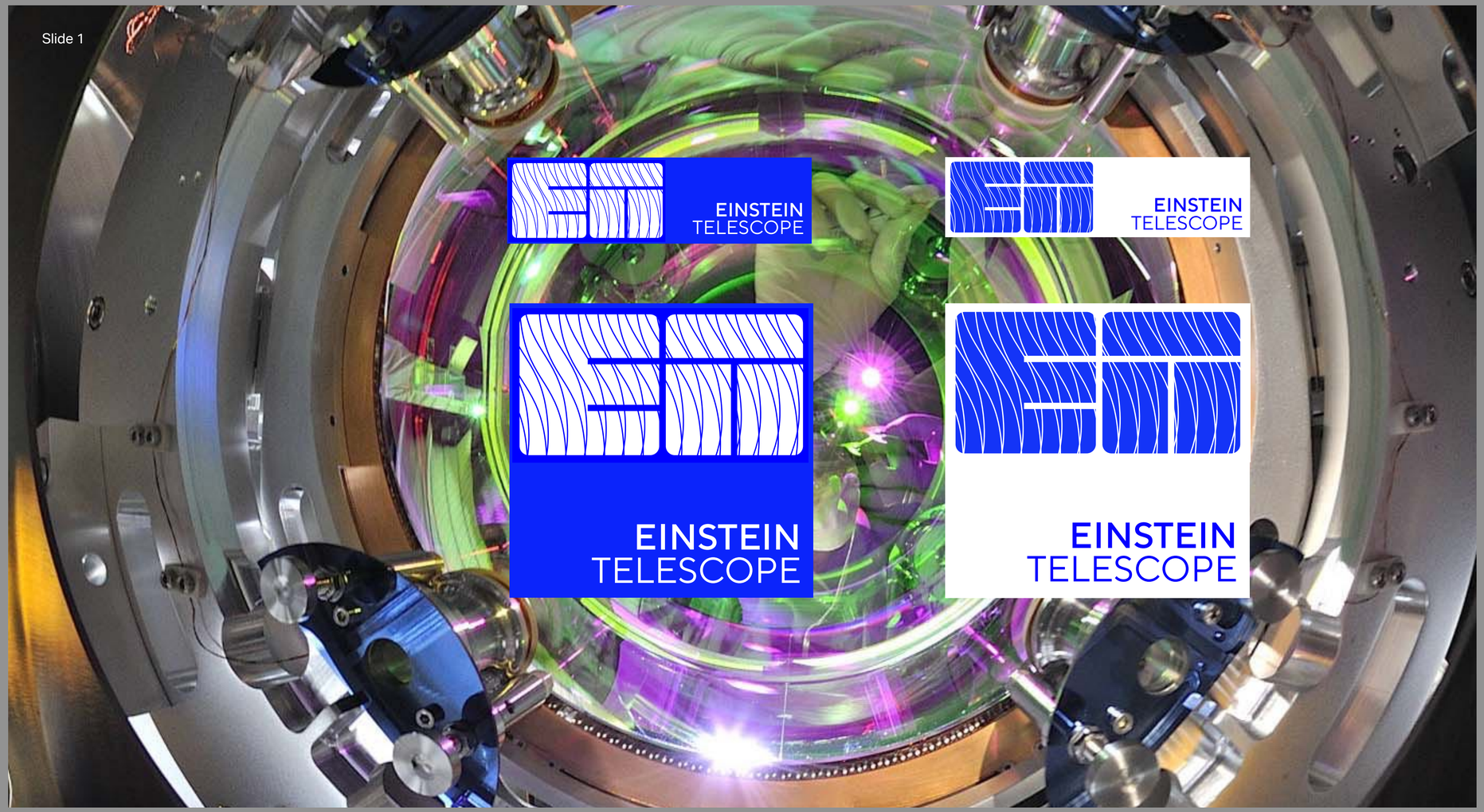
Slide presentation example
Dark background



Slide presentation example
Black background



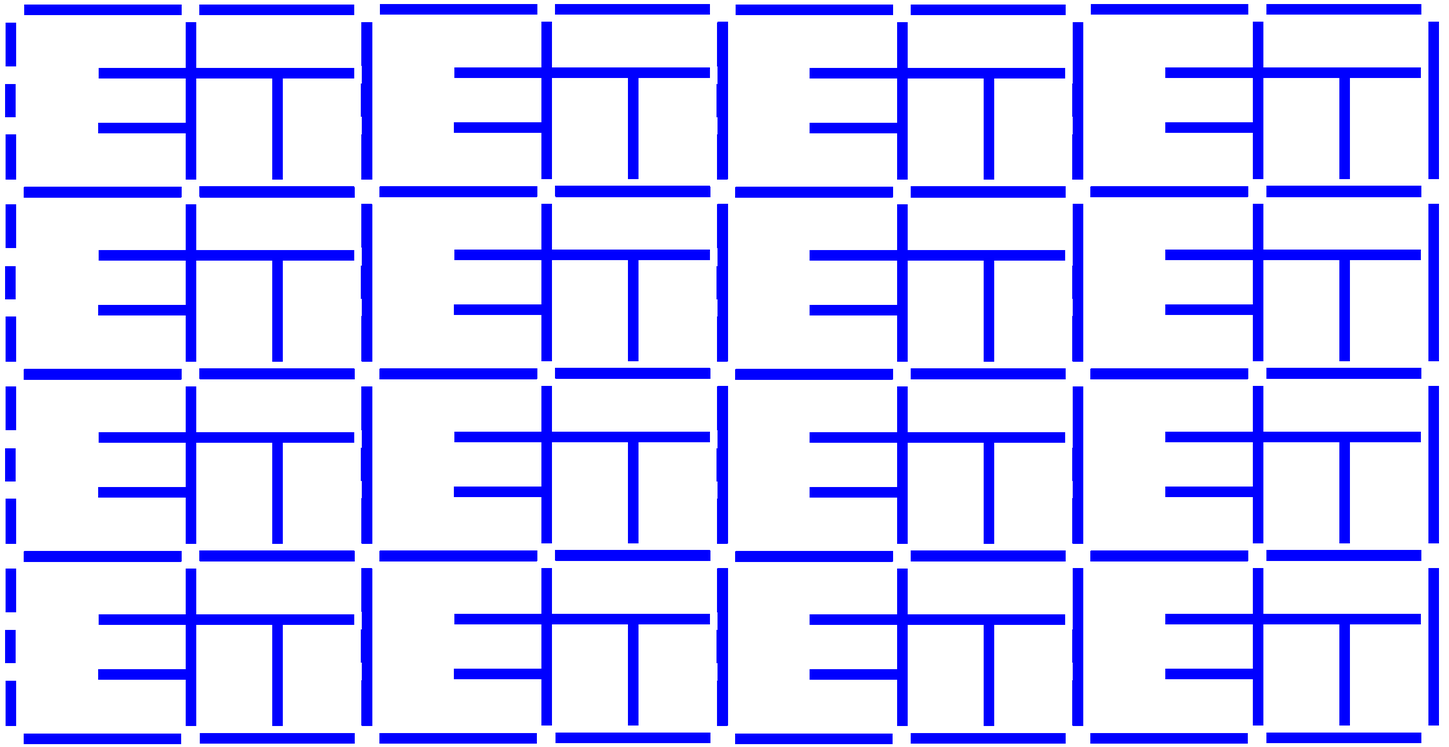
Slide presentation example
Picture background



This is an example of the facade to understand the logo is displayed in large dimensions on the architectural structure.

First Proposal: Waves and light

The modular repetition of the logo creates a grid.



First Proposal: Waves and light

This is the application on the cotton bag

07.06.2024

Thank you!

Cristina Chiappini
Design Studio

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