

# Landslide Reporter & Landslide Viewer Logo Guide

The Cooperative Open Online Landslide Repository (COOLR)

[landslides.nasa.gov](https://landslides.nasa.gov)

March 2018

# Logo Concept: Landslide Reporter



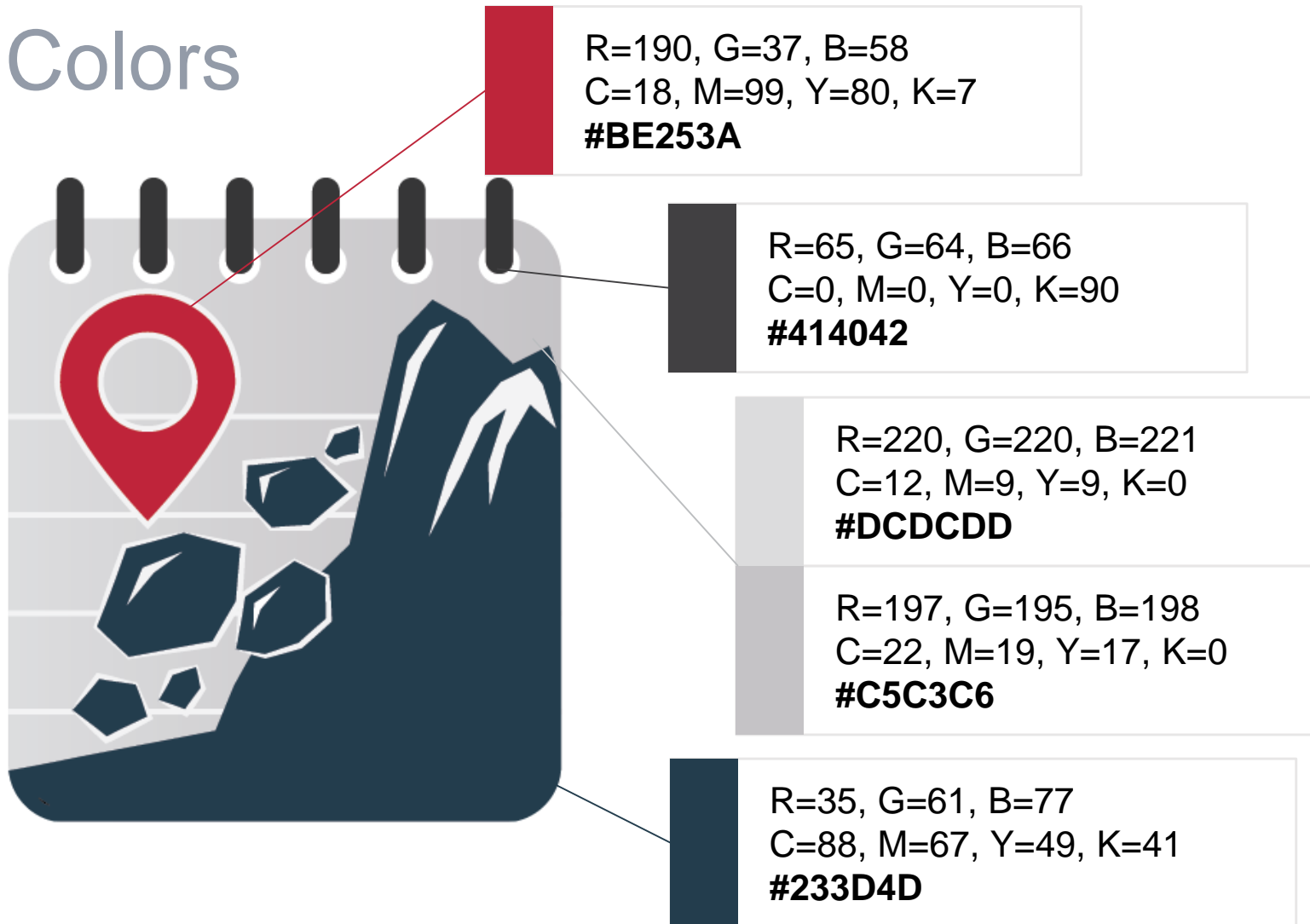
- Simple design and color scheme for scalability.
- **Landslide and mountains foreground:** Intuitive and similar to rockslide hazard road signs.
- **Notepad background:** Represents the citizen scientist recording notes about a landslide event, or “reporting” the event.
- **Location marker:** Bold and a universally-recognized symbol, signifying the importance of location in the application and representing its map-based design.

# Logo Concept: Landslide Reporter



- Simple design and color scheme for scalability.
- **Landslide and mountains foreground:** Intuitive and similar to rockslide hazard road signs.
- **Layers background:** Represents of the layering of landslide data on top of environmental data in the application.
- **Eye:** Symbolizes visualizing the data in the application.

# Logo Colors



# Color Scheme I

Primary	<div>#BE2439 RGB: 190,37,58</div>	<div>#233D4D RGB: 35,61,77</div>	<div>#C5C3C6 RGB: 197,195,198</div>	<div>#DCDCDD RGB: 220,220,221</div>	<div>#5AB1BB RGB: 90,176,186</div>
Secondary	<div>#3E4E50 RGB: 62,78,80</div>	<div>#8EB1C7 RGB: 143,177,199</div>	<div>#3E6990 RGB: 62,105,144</div>	<div>#DD722C RGB: 221,114,44</div>	<div>#F4C95E RGB: 244,201,94</div>

# Color Scheme II

Primary	#BE2439 RGB: 190,37,58	#233D4D RGB: 35,61,77	#C5C3C6 RGB: 197,195,198	#DCDCDD RGB: 220,220,221	#5AB1BB RGB: 90,176,186
Secondary	#3E4E50 RGB: 62,78,80	#8EB1C7 RGB: 143,177,199	#3E6990 RGB: 62,105,144	#DD722C RGB: 221,114,44	#F4C95E RGB: 244,201,94

Note that some colors may be indistinguishable from others when printing in grayscale, so make sure to use colors, patterns, or shapes that are easily distinguishable in grayscale when using the colors to make graphs.

# Logo Variants

1. Color
  1. With white border
  2. Without white border (LR logo only)
2. Black and white
3. Monochromatic
  1. Black-only
  2. white-only



