



LEAP

LEARNING THE EARTH WITH ARTIFICIAL INTELLIGENCE AND PHYSICS (LEAP)

Style Guide

(v. January 2024)

INTRODUCTION

This guide explains how to represent LEAP correctly and consistently in printed materials online, and in social media. It outlines LEAP's visual identity, including graphics, colors, and fonts. It is a resource for all of LEAP to speak with one voice and tell our story. If you have any questions, please contact Catherine Cha, Manager of Communications + Knowledge Transfer, at cc102@columbia.edu.

VISUAL

LOGOS

The LEAP logo(s) should be used consistently and without modification, and should only be used in the colorways / presentations below:



LEAP



LEAP



LEAP

Space + Size Requirements

LEAP logos should be used with the appropriate spacing and sizing to make them more visible and distinguish them from surrounding elements.

Logo Restrictions

Use the logo(s) provided in LEAP's shared Drive. Please do not:

- add a bevel or emboss
- change the colors
- outline in any color
- add a drop shadow or glow
- change the orientation (e.g., angle of logo)
- reconfigure or change the aspect ratio of the logo(s)
- distort proportions
- recreate elements (e.g., altering globe graphic)
- place logo on a busy background
- change background color
- place logo on similar colors

Logo Library

LEAP logos can be accessed and downloaded from [LEAP's "Branding" Folder](#).

COLORS

Below are LEAP's official colors.

CMYK values are for print only, while the HEX and RGB values apply to all other media, including websites.

Primary Color

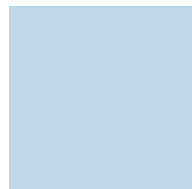


PANTONE 280C
CMYK 99 / 69 / 0 / 59
RGB 1 / 33 / 105
HEX 012169

Secondary Colors



PANTONE 3295C
CMYK 100 / 0 / 12 / 53
RGB 0 / 121 / 107
HEX 00796B



PANTONE 290C
CMYK 21 / 8 / 0 / 8
RGB 185 / 217 / 235
HEX B9D9EB

Accent Color



CMYK 4 / 3 / 0 / 56
RGB 109 / 110 / 113
HEX 6D6E71

TYPOGRAPHY

LEAP Logo

The Pirulen font should only be used with LEAP logos. Creating a logo for LEAP is prohibited.

PIRULEN
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

Headings, Titles

The Montserrat font should be used as body text font in designs for external audiences and a display font for headings and titles with larger text (in print and online).

<u>MONTERRAT</u>	<u>MONTERRAT BOLD</u>
ABCDEFGHIJKLM	ABCDEFGHIJKLM
NOPQRSTUVWXYZ	NOPQRSTUVWXYZ
abcdefghijklm	abcdefghijklm
nopqrstuvwxyz	nopqrstuvwxyz
1234567890	1234567890

Body Text

The Verdana font should be used as body text on websites and in official documents.

<u>VERDANA</u>	<u>VERDANA BOLD</u>
ABCDEFGHIJKLM	ABCDEFGHIJKLM
NOPQRSTUVWXYZ	NOPQRSTUVWXYZ
abcdefghijklm	abcdefghijklm
nopqrstuvwxyz	nopqrstuvwxyz
1234567890	1234567890

IMAGERY

Imagery makes a difference in how people perceive LEAP and our mission. Use high-quality imagery whenever possible. Stock photography should not be used to portray LEAP personnel or our work. If you have limited options for photography / video, contact Catherine Cha at cc102@columbia.edu.

LEAP has and is developing relationships with skilled photographers and videographers to help produce original photos or videos.

HEADSHOTS

Headshot photographs of LEAP personnel should be passport-style, and meet the following guidelines:

- The photo should be a color, JPEG file
- The background should be uniform and light-colored
- The subject should be facing forward with head and shoulders clearly visible
- The subject should not be wearing sunglasses or a hat
- The subject is encouraged to smile and show their personality
- Whenever possible, the JPEG file should not exceed 1MB in size

SOCIAL MEDIA

Social media is an integral part of LEAP's presence and communications. We encourage brand consistency on social media. The following is the recommended avatar for LEAP social media accounts:



LEAP's Social Media Platforms

- [Twitter/X](#) = @LeapStc
- [LinkedIn](#) = @LEAP-STC
- [Instagram](#) = @leap_stc
- [YouTube](#) = @LEAP_STC

Please tag LEAP freely, particularly when you are engaging in research, work, travel, presentations, social events that involve LEAP. As always, please be wise and judicious in the content of your posts when you are tagging LEAP.

Common LEAP Hashtags

- #ML #AI #data #datascience #compsci
- #climate #climatechange #climateadaptation #climatescience
- #models #climatemodels
- #clouds #ice #physics #ocean #heat
- #LEAPEducation
- #community #teamwork #collaboration #mentorship

Common Institutional Tags

- NSF
- Columbia, Columbia Climate School, Columbia Engineering, Columbia Business
- UC Irvine, NYU, Univ. of Minnesota, Teachers College, NCAR, NASA GISS
- And of course, your colleagues!

If you have any questions about social media usage related to LEAP, please contact Catherine Cha, Sr. Manager of Knowledge Transfer + Communications.

PRESENTATION FORMATS

[PowerPoint slide deck template](#)

[Poster template](#)

WRITTEN

STYLE

[Associated Press](#) (AP)

[IEEE](#)

[ACM](#)

Use of Name

Our name is Learning the Earth with Artificial Intelligence and Physics. The full name should be used in the first reference. The acronym “LEAP” may be used alone once the full name has been introduced as “Learning the Earth with Artificial Intelligence and Physics (LEAP).”

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