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In Celebration of its 90th Anniversary, the Adler Planetarium Unveils New Brand

Jan. 20, 2020— The universe may be 14 billion years old, but the Adler’s look is brand new—for the first time in its 90 year history, the Adler Planetarium has unveiled a new brand. More than just a logo, the new Adler identity acts as a beacon of hope for anyone who ever thought science was inaccessible. It is a symbol that reminds us all to look up and explore the universe together because it takes EVERYONE to do science—only together, with our collective knowledge and skills, can we truly create a better world for everyone.

When Michelle Larson took the helm as CEO in 2013, she took this vision to heart and made it her mission to supercharge the experience and the enthusiasm the entire staff has for inspiring curiosity and connections to the sky. “We are an incubator for inclusive science. We spark curiosity because as humans, we all have a seat at the table.”

Rooted in a solid foundation of more than eighteen months of work to define a strategic framework including a new mission, vision, brand promise, values, and personality, followed by another twelve months of visual positioning work that included stakeholder interviews, mood boards, workshops and presentations, the new Adler Planetarium brand brings to life an identity designed to challenge conventional expectations with unexpected moments of creativity and surprise.

Developed and designed by branding partners [Pause for Thought](#) and [The Change Project](#), the Adler Planetarium’s new brand boasts yellow as the primary color, leverages bold and welcoming fonts, features rich imagery, and community-created background illustrations. The move towards yellow was choiceful—it’s bright, cheerful, and optimistic—like the Sun! To ensure this primary yellow color could be received equally and consistently across various channels by all current and future guests, the Adler conducted additional research using ADA guidelines and creative best practices to mitigate vision challenges associated with color blindness.

For a peek at Adler’s new brand identity, here are some photos for use:

[PR BrandLaunch Content 200120](#)

Through this collective work, the Adler Planetarium is poised for the next 90 years and beyond to advance its mission as we explore the universe together, and as our founder Max Adler once said, “find new interests and fresh inspiration so that science may be advanced.”

About the Adler Planetarium:

The Adler Planetarium connects people to the universe and each other. Whether it is introducing a guest to the Ring Nebula, a neighborhood school to a community partner, a research team to an army of citizen scientists, or one staff member to another, the Adler’s focus on meaningful connections dates back nearly a century.

Today, the museum hosts more than half a million visitors each year and reaches millions more through youth STEM programs, neighborhood skywatching events, online citizen science, and other outreach projects. With the Adler’s support, people of all ages, backgrounds, and abilities gain the

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confidence to explore their universe together and return to their communities ready to think critically and creatively about any challenge that comes their way.