PIERRE AUGER OBSERVATORY

Description of this PAO logo

This is a brief description about this Auger Observatory logo. This logo participates in the international convocatory about the design of a special logo for this observatory. And I (your anonymous friend) want to explain the meaning of the logo elements that I used to design it according to the iconography and typography.

The logo represents the international observatory. The planet Earth [●] where two Čerenkov tanks (each one installed in the enormous array of tanks in the northern and southern hemisphere) are represented over a circunference that represents the planet. Obviously the white figure [] represents a single tank of the array in the United States and, in other side, the figure [] represents other tank of the array over the land of Argentina, in the southern hemisphere.

Over each tank exists a cosmic ray that come from the space. That rays, when interact with the terrestrial atmosphere, open a particle cascade. This event is represented by the symbols [] and []. The secret hexagonal geometry of this logo also represents the special hexagonal array of tanks of the observatory. We can change the color, but I think that use black is more elegant.

With these elements we can play, build and find new aplications of this logo. For example, we could represent the northern or southern hemisphere scientific team cutting in the horizontal middle of the logo. The upper side could represents the northern team and the other side the southern team. Or we can make a funy hexagonal array of logos.

The logo have its own special typography. The complete letters of the alphabet are based and designed on the basic struture of the cosmic rays symbols of the logo. The letter "A", "Y" and the letter "V" are the most clear examples. A good coincidence appears in the letter "A" of AUGER and in the union "AV" in the word OBSERVATORY. You can make many arranges using the words and the logo.

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