

YCIU BRANDING

The Yale Center for the Invisible Universe was established to bring together multiple disciplines at Yale, particularly within physics and astronomy. It serves as a hub for advancing the study of the “invisible universe” through workshops and interdisciplinary collaboration.

The identity typically appears on a black background, evoking “invisible universe”—areas of inquiry that extend beyond what can be directly observed—reinforcing YCIU’s pioneering research in dark matter, dark energy, black holes, and neutrinos. The core symbol is flexible, featuring a series of concentric segments that recall the early orbital models of the universe as well as the optical rings of a telescope—tools previously used to investigate the visible universe. Voids in the rings represent the invisible and yet to be discovered. The components are designed to function both as a unified mark and as independent elements across applications. Custom letter forms were developed to integrate with the symbol, creating a cohesive and distinctive visual system.

Beyond the identity, extensive applications were developed to support YCIU’s programming and outreach, including interstitial animation, digital templates, workshop and conference materials, and branded apparel. These assets are designed to increase visibility, foster engagement, and invite participation from academic audiences and the wider public.

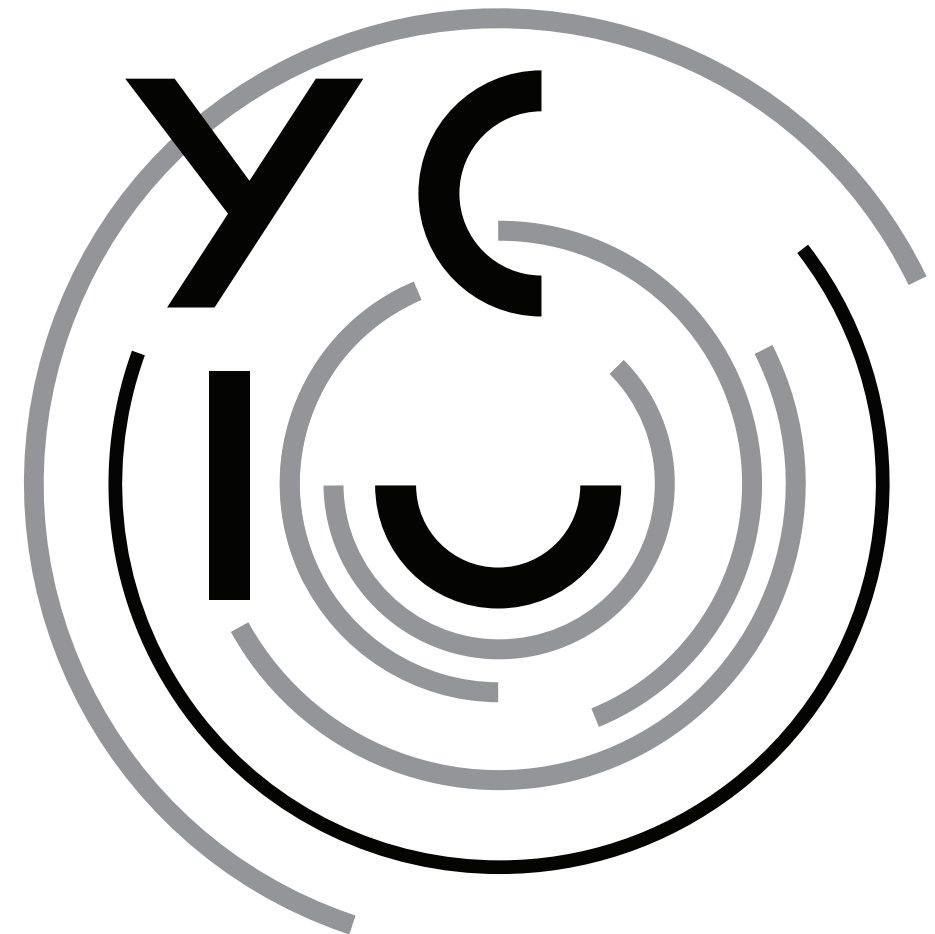
01. Project Brief
02. Animation Storyboard
03. Stacked Lockup
04. Primary Lockup
05. Horizontal Lockup
06. Sticker
07. Presentation Slides
08. Email Template
09. Flyer
10. Etched Water Bottle, Mug,
Blind Stamped Notebook
11. Tote, Baseball Cap
12. T-Shirts
13. Beanies



Video uploaded separately.



YALE CENTER FOR THE
INVISIBLE UNIVERSE



YALE CENTER FOR THE
INVISIBLE UNIVERSE













SEMINAR

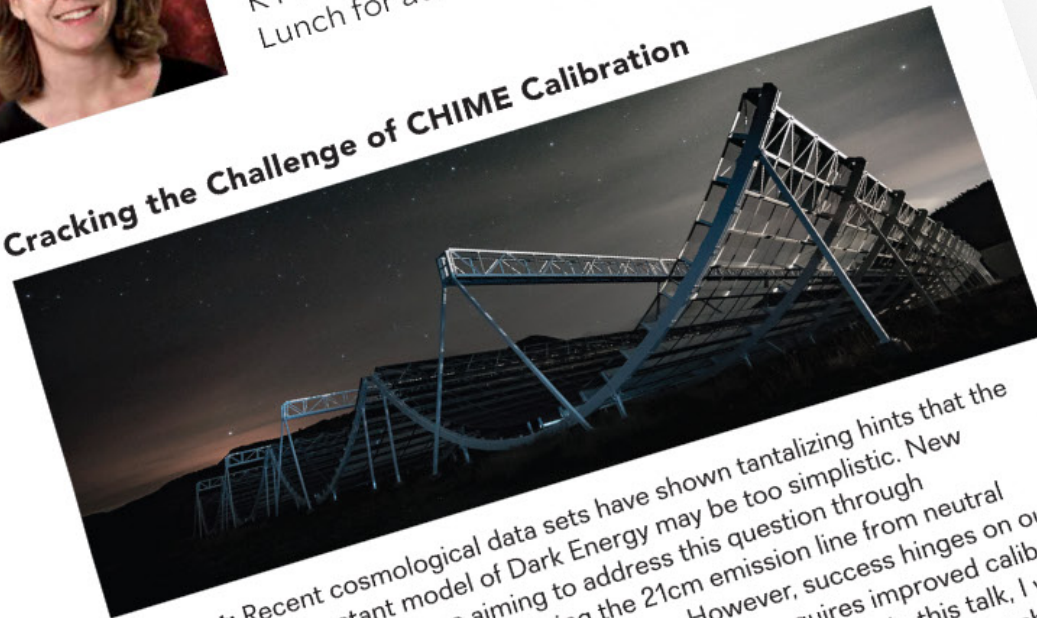


Laura Newburgh
Yale Physics

Friday, November 7
12:00p.m.

KT 509 Loung
Lunch for attendees 11:50a.m.

Cracking the Challenge of CHIME Calibration



Abstract: Recent cosmological data sets have shown tantalizing hints that the cosmological-constant model of Dark Energy may be too simplistic. New experiments like CHIME are aiming to address this question through 3-dimensional maps of structure using the 21cm emission line from neutral hydrogen contained in abundance in galaxies. However, success hinges on our ability to remove bright foreground emission, which requires improved calibration of the instrument and new techniques in foreground removal. In this talk, I will describe recent and upcoming results from the CHIME experiment that show a significant detection of neutral hydrogen in distant galaxies, highlight recent progress in calibration since those papers for our ultimate goal of improved measurements of Dark Energy, and discuss future directions for the analysis.

Sponsored by the Departments of Astronomy and Physics, Wright Laboratory, FAS, and Yale University.

