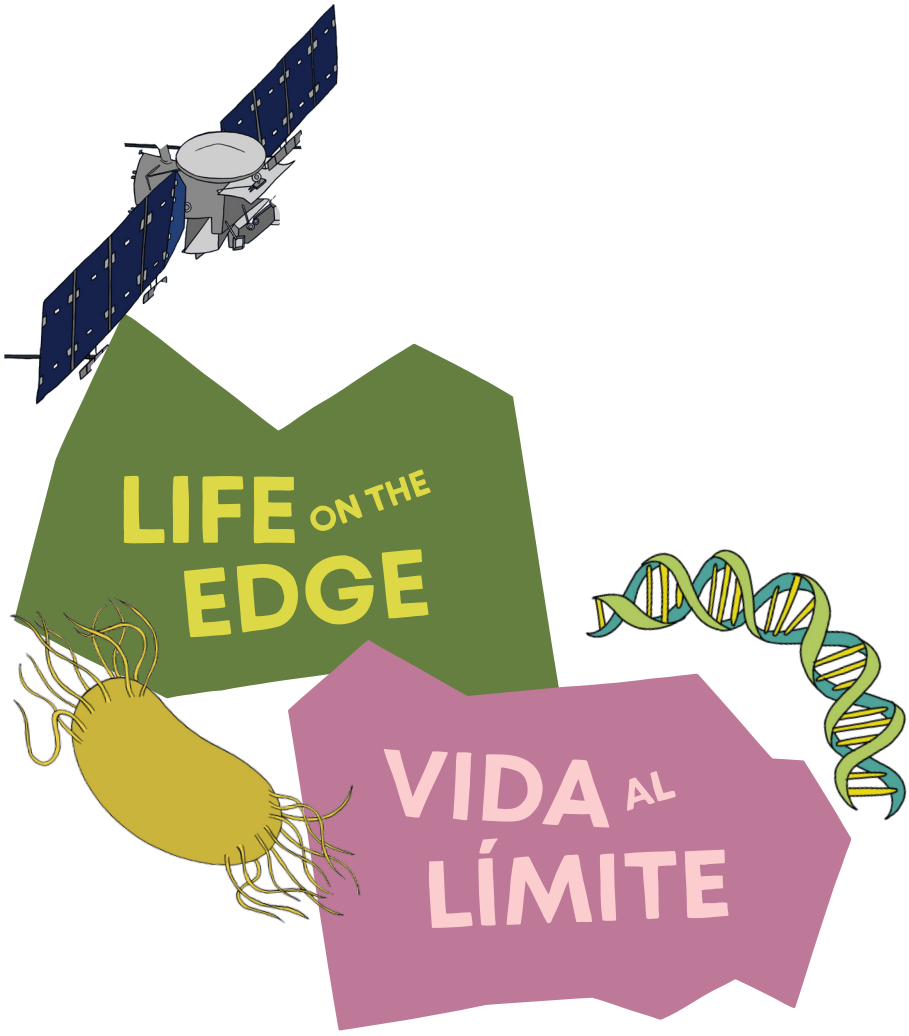


MARKETING KIT

Sciencenter

TABLE OF CONTENTS

EXHIBITION SUMMARY

Life is all around us, hidden in plain sight.
Explore extreme environments on Earth and gain perspective about the possibilities of life in our Solar System and beyond. Explore a microbial colony, navigate a rover, and use light to reveal faraway planets.

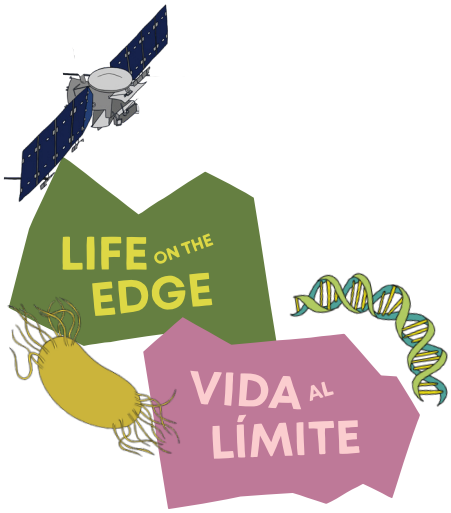
Learning Goals

- Astrobiologists study Earth to help them in the search for life in space
- Life is a dataset of 1—discovering life in space could change how we feel about our world
- Using new tools and technologies, we could discover habitable planets outside of our Solar System

BRANDING GUIDELINES

LOGO

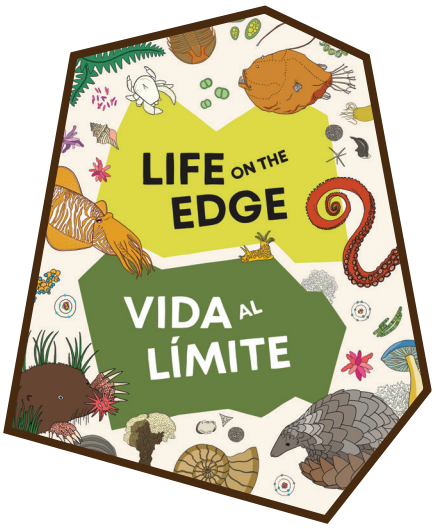
Option 1 - Primary Logo - Vertical



Option 2 - Logo Horizontal Version

Option 3 - Stacked Version

Option 4 - Graphic Panel Version



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COLOR PALETTE

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Hex # b8be14

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C 62, M 33, Y 91, K 15
Hex # 677f41

C 69, M 12, Y 36, K 26
Hex # 368887

C 12, M 60, Y 10, K 13
Hex # c07295

TYPE

MONT BOLD - HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
1234567890

MONT BOOK - CAPTIONS

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NUNITO - PRIMARY BODY COPY

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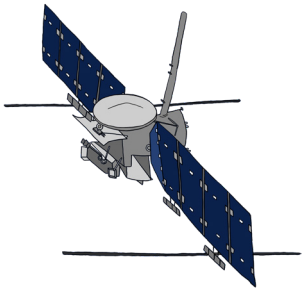
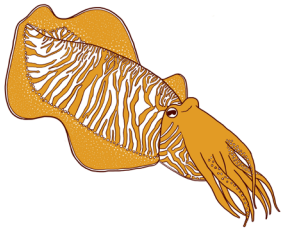
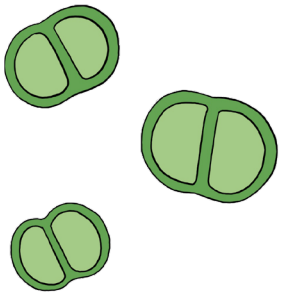
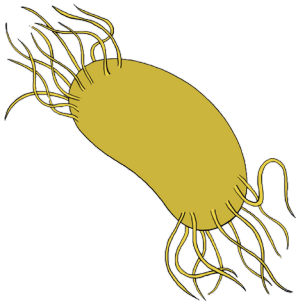
DESIGN ELEMENTS

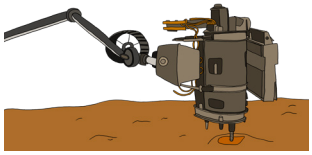
Illustrations

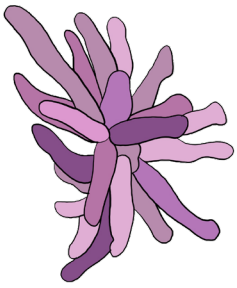


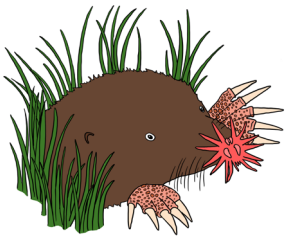


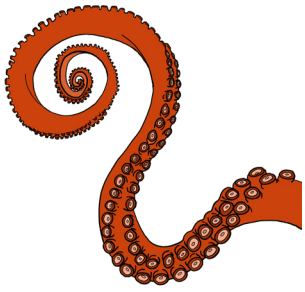












Background element

PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (94)

Life on the Edge introduces visitors to some of the most crucial questions we face in our search for life, specifically: What is life? Through the eyes of everyday scholars and scientists, visitors learn how the definition of something is as important as the search itself. In *Life on the Edge*, visitors will discover that life is hidden in plain sight by exploring a colorful microbial colony, learning about the importance of our missions to Mars, investigating rover tests in the Atacama Desert, and using spectroscopy to detect what light reveals in faraway places.

75 WORDS (71)

Life on the Edge explores extreme environments on Earth and expands awareness of the possibilities for life in our Solar System and beyond. In *Life on the Edge*, visitors will discover that life is hidden in plain sight by exploring a colorful microbial colony, learning about the importance of our missions to Mars, investigating rover tests in the Atacama Desert, and using spectroscopy to detect what light reveals in faraway places.

50 WORDS (54)

Life on the Edge introduces visitors to some of the most crucial questions we face in our search for life and learn how the definition of something is as important as the search itself. Visitors learn about the concept of life, how we think of “extremes,” and the search for life beyond our planet.

25 WORDS (23)

Life on the Edge explores extreme environments on Earth and expands awareness of the possibilities for life in our Solar System and beyond.

EXHIBIT DESCRIPTIONS

ENTRY

The entryway introduces visitors to some of the most crucial questions we face in our search for life, specifically: What is life? Through the eyes of everyday scholars and scientists, visitors learn how the definition of something is as important as the search itself. Here, you will learn about the concept of life, how we think of "extremes," and the search for life beyond our planet.

HIDDEN IN PLAIN SIGHT

Understand how microbes contribute to nutrient cycling by using a movable video microscope to investigate a bacterial colony inside a Winogradsky panel and discover that the world is teeming with life that is often hidden in plain sight.

DISCOVERING BIOSIGNATURES

- Code a rover and experience what it is like to plan a route for a rover across the Atacama Desert. Scan the environment for signs of life like scientists did in preparation for the Perseverance mission.
- Discover the goal behind the Perseverance mission by using a microscope and UV light to analyze sample returns from Mars.
- Learn how fossils on Earth give us clues about life from long ago. Touch 490 million-year-old stromatolites from Saratoga Springs, NY.
- View a 1/10 scale detailed Perseverance Rover model, Ingenuity Helicopter model, and sample tube model.
- Examine samples of small fossils and fluorescent minerals on two monitors using a video microscope and a longwave UV light.

LIGHT REVEALS

- Make a selection on an interactive kiosk to light up spectral tubes (tubes of gas) and view them with diffraction lenses to see each gas' unique spectral lines.
- Observe how Earth is viewed with different types of light; Gamma, X-ray, Visible, and UV.
- Understand how scientists use the transit method to learn about exoplanets by setting a kinetic model of a solar system into motion and watching while a digital display shows dips of light as exoplanets pass in front of the light source.

EXHIBIT DESCRIPTIONS

ADAPTED FOR EXTREMES

- Explore realistic models of hydrothermal vent communities that include detailed replicas of black and white smoker vents, and discover the diversity of creatures living in the deep sea and how they survive.
- Graphic mural illustrates possible ways we might use spacecraft to explore faraway worlds like Europa and Titan.
- Build a creature from magnetic wooden blocks, and display your creation in an illuminated “alien world.”

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>
Media Contact:
Issued: <Date>
FOR IMMEDIATE RELEASE

DISCOVER EXTREME ENVIRONMENTS ON EARTH IN LIFE ON THE EDGE, OPENING AT <MUSEUM NAME> ON <DATE>

<CITY> <DATE> Discover new environments on Earth and in space at <museum name> starting on <DATE>! *Life on the Edge* is a new exhibition exploring extreme environments on Earth and expanding awareness of the possibilities for life in our Solar System and beyond. In *Life on the Edge*, visitors will discover that life is hidden in plain sight by exploring a colorful microbial colony, learning about the importance of our missions to Mars, investigating rover tests in the Atacama Desert, and using spectroscopy to detect what light reveals in faraway places.

At *Life on the Edge*, visitors will have the opportunity to understand how microbes contribute to nutrient cycling by using a movable video microscope to investigate a bacterial colony in a Winogradsky column and discover that the world is teeming with life that is often hidden in plain sight. They can also code a rover and experience what it is like to plan a route for a rover across the Atacama Desert and scan the environment for signs of life like scientists did in preparation for the Perseverance mission. Visitor's will be able to explore realistic models of hydrothermal vent communities that include detailed replicas of black and white smoker vents, and discover the diversity of creatures living in the deep sea and how they survive. *Life on the Edge* helps people understand how scientists use the transit method to learn about exoplanets by setting a kinetic model of a solar system into motion and watching while a digital display shows dips of light as exoplanets pass in front of the light source.

Life on the Edge is produced by Sciencenter in partnership with The Spacecraft Planetary Image Facility (SPIF), and is made possible by the generous support of NASA. The exhibition is toured by Sciencenter, Ithaca, NY.

Life on the Edge will be on display through <DATE>.
Life on the Edge is sponsored locally by <SPONSOR>.

<museum boilerplate>

# # #

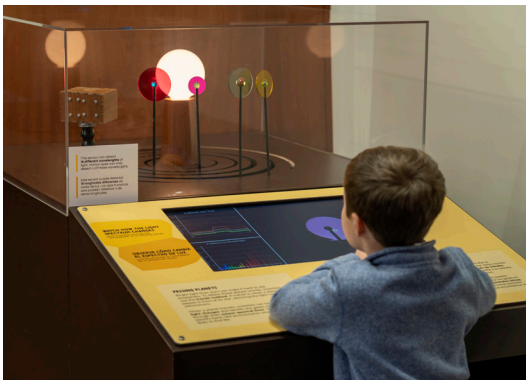
PHOTOGRAPHY & CAPTIONS

At *Life on the Edge*, understand how microbes contribute to nutrient cycling by using a movable video microscope to investigate a bacterial colony and discover that the world is teeming with life that is often hidden in plain sight.

At *Life on the Edge*, code a rover and experience what it is like to plan a route for a rover across the Atacama Desert. Scan the environment for signs of life like scientists did in preparation for the Perseverance mission.

At *Life on the Edge*, make a selection on an interactive kiosk to light up spectral tubes (tubes of gas) and view them with diffraction lenses to see each gas' unique spectral lines.

At *Life on the Edge*, examine samples of small fossils and fluorescent minerals on two monitors using a video microscope and a longwave UV light.



At *Life on the Edge*, understand how scientists use the transit method to learn about exoplanets. Set a kinetic model of a solar system into motion and watch while a digital display shows dips of light as exoplanets pass in front of the light source.

At *Life on the Edge*, build a creature from magnetic wooden blocks, and display your creation in an illuminated "alien world."

ADVERTISING CREDITS

CREDIT LINES:

Life on the Edge is produced by the Sciencenter in partnership with SPIF, and was made possible with generous support from NASA, under award No NNX16AM22G.

GUIDELINES:

The credit line is to be used in all printed and digital materials: press releases and other announcements, advertising, website, media advisories, opening event invitations, membership newsletters and calendars, rack cards, and brochures. It is also to be used in speeches, educational and public programming materials, as well as, other materials promoting or referencing the Exhibition in more than name.

When space permits, as in a press release and on the website please add:
Life on the Edge is produced by the Sciencenter in partnership with the Spacecraft Planetary Image Facility (SPIF), and was made possible with generous support from NASA under award No NNX16AM22G. *Life on the Edge* is toured by the Sciencenter, Ithaca, NY.

NAME OF THE EXHIBITION:

On first reference: *Life on the Edge*
After first reference: *the Exhibition*

SCIENCENTER LOGO

Primary logo

Sciencenter

Stacked logo

Sciencenter
Ithaca, New York

SPIF LOGO

SPIF

Use on a dark background

NASA LOGO

NASA

Adhere to NASA Brand Guidelines