



**MEDIA KIT**  
**Sciencenter**

**THE SCIENCENTER  
IS A HANDS-ON  
SCIENCE MUSEUM  
LOCATED IN  
ITHACA, NEW YORK.**

# IGNITING CURIOSITY TOGETHER

## MISSION

Cultivate an engaged  
community of  
curious, collaborative,  
critical thinkers.

## VISION

A community where  
people use science as a  
way of understanding  
the world.

## WE VALUE



Being a welcoming place  
that embraces a diversity of  
lived experiences.



Science as a lens for learning  
about the world.



Our place in the community,  
which includes our story, our  
reputation, and our meaningful  
collaborations.



Natural curiosity that leads  
to free-choice learning.



Our team, both staff and  
volunteers, for their  
connections, adaptability,  
drive, and collaborative spirit.

# POWERING EXPLORATION THROUGH HANDS-ON STEM EDUCATION

The Sciencenter, a hands-on science museum in Ithaca, NY, was built by volunteers over 30 years ago. It offers educational programs and interactive exhibits for children and families. The museum reaches audiences who have historically faced barriers to accessing hands-on STEM education in partnership with community-based organizations, libraries, and schools.

A vital regional resource and nationally recognized, the Sciencenter welcomes over 100,000 visitors from all 50 states and nearly 3,000 students annually. 22% of these visitors benefit from free or reduced admission. The Sciencenter's outreach programs reach another 6,000 community members, and its traveling exhibits engage more than one million people worldwide each year.



# AWARDS & ACCOLADES

In 2024, Senator Lea Webb awarded the New York State Senate's Empire Award to the Sciencenter, the State Senate's highest honor for businesses and organizations making meaningful contributions to their communities.

The Sciencenter has also earned repeated regional recognition, winning gold for Best Museum in the Finger Lakes Favorites awards in both 2024 and 2025. In 2025, it was also named Best Place to Go on a Rainy Day in the Best of Ithaca awards.

As a partner with Kids Discover the Trail!, the Sciencenter welcomes all second-grade students in Tompkins County for curriculum-based field trips, promoting connections among students from different neighborhoods to build respect and understanding.

The Sciencenter is a vital partner in the National Informal STEM Education Network (NISE Net) and is collaborating on a NISE science activity toolkit for museums nationwide. Accredited by the American Alliance of Museums (AAM), the Sciencenter is also a proud member of the Association of Science-Technology Centers (ASTC) and the Association of Children's Museums (ACM).



# **MEDIA RESOURCES**

# LOGO

[DOWNLOAD LOGOS](#)

Primary logo - Horizontal  
Use on white background



Black & White logo - Horizontal  
Use on white background



White logo - Horizontal  
Use on dark background



Colors logo - Horizontal  
Use on white background



Stacked logo  
Use on white background



Emblem logo  
Use on white background



# COLOR PALETTE



C 91, M 67, Y 0, K 0  
Hex # 1f5fac



C 59, M 2, Y 100, K 0  
Hex # 76bc21



C 18, M 83, Y 0, K 0  
Hex # ca509d



C 97 M 96, Y 0, K 41  
Hex # 1e1965

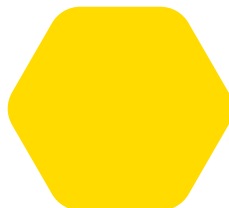
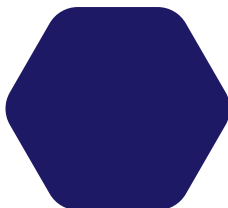
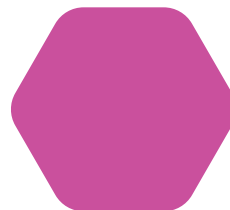
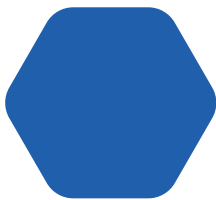


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Hex # ffdb00



C 6, M 62, Y 100, K 0  
Hex # e77c22

# DESIGN ELEMENTS



# TYPE

HEADER - ALL CAPS

**DOSIS EXTRA BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

SUBHEADER

Nunito Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BODY 1

Nunito SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BODY 2

Nunito Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# PHOTOGRAPHY & CAPTIONS

[DOWNLOAD PHOTOS](#)



Sciencenter volunteer introduces visitors to the inhabitants in their Tidepool Touch Tank filled with sea stars, crabs, and more!



In the Airways Maze, visitors send colorful balls through a fifteen-foot air tube maze, using airflow to navigate twists and turns.



In the Watergates Gallery, children explore hydrology and engineering by experimenting with rubber ducks and testing water flow through gates and barriers.



Sciencenter's Curiosity Corner (ages 0-4) offers hands-on exploration and play with features like an infant area, water table, activity stations, and an outdoor playground.



Sciencenter's Family Learning Area features kits for toddlers and preschoolers to explore sensory learning and motor skills.



Experience interactive outdoor exhibits at the Science Park, where visitors can explore sound, motion, water, and physics through activities like music-making, bouncing on a Kevlar cable bridge, and a 14-foot rope structure.

# PHOTOGRAPHY & CAPTIONS

[DOWNLOAD PHOTOS](#)



Children meet a reptile up close and personal in one of Sciencenter's live animal galleries, where they can learn fascinating facts about the animal's behavior, habitat, and role in the ecosystem.



Visit the Build Space for creative engineering fun! Kids can design, problem-solve, test structures on the Shake Table, and collaborate on builds with PVC pipes and wooden planks.



Discover the science behind tornadoes and other extreme weather phenomena in Sciencenter's Energy Gallery.



Explore daily programming at the Sciencenter and unlock your inner scientist. Experiment, observe, and learn through hands-on activities!



Build a gravity dam with metal blocks to prevent creek flooding in Sciencenter's Watergates Gallery.




Explore Sciencenter's Saltonstall Animal Room with habitats showcasing global biodiversity, including amphibians, reptiles, and fish.

# CONNECT WITH US!



**Cydney Wixon**  
Marketing and Communications Manager  
cwixon@sciencenter.org  
607-272-0600 x115

 601 1<sup>st</sup> St  
Ithaca, NY 14850

 607) 272-0600

 [sciencenter.org](https://www.sciencenter.org)

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