



Underground Research Facility

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South Dakota Science and Technology Authority

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Feb. 14, 2023

FOR IMMEDIATE RELEASE

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## **SURF unveils new Neutrino Day brand**

*The annual, citywide science festival has a new, fresh look*

**LEAD, SD**— Today, the Sanford Underground Research Facility (SURF) unveiled the new brand for its signature event, Neutrino Day. The annual science festival has invited curious minds of all ages to Lead, South Dakota, to celebrate science and discovery since 2009.

“We are excited to share this new look with Neutrino Day fans everywhere!” said Constance Walter, SURF communications director. “This new brand—from the logo to the colors, even the new typefaces—captures the spirit of excitement and wonder that Neutrino Day has come to represent.”

Hidden within the logo is the lowercase Greek letter “nu,” the symbol for neutrinos. The logo’s color gradient represents the strange quirk of physics that allows neutrinos to “oscillate” between three different types or “flavors”—a phenomenon that puzzles physicists to this day.

In the past, Neutrino Day had a unique theme and brand each year. As the event grew, drawing more than 1,000 attendees from around the globe each year, the planning committee acknowledged the need for a consistent, recognizable brand. The planning committee worked with Aten Design Group to create a brand that could represent Neutrino Day for years to come. This spring, SURF will introduce a new Neutrino Day website, also developed by Aten Design Group.

“Neutrino Day has grown every year, and we need to grow with it,” Walter said. “The new brand and website will help us, our partners, and our attendees make the most of every Neutrino Day experience!”

This year, Neutrino Day will be held on Saturday, July 8. Attendees will find all their Neutrino Day favorites and discover new experiences, activities, and speakers. The free, family-friendly event includes hoistroom tours, science activities and exhibits for all ages, live video chats with scientists underground at SURF, and engaging talks about the research happening beneath our feet.

*Sanford Underground Research Facility is operated by the South Dakota Science and Technology Authority (SDSTA) with funding from the Department of Energy’s Office of Science. Our mission is to advance world class science and inspire learning across generations. Visit SURF at [www.sanfordlab.org](http://www.sanfordlab.org).*