

GRAPHIC STANDARDS MANUAL

- 2** | Introduction
- 3** | Importance of the EMSL Brand
- 4** | Logos
- 5** | Design Elements
- 6** | Facility Distinctions
- 7** | Size Requirements
- 8** | Color Usage
- 9** | Recommended Typefaces
- 10** | Unacceptable Usage
- 13** | Usage with Photos
- 14** | Additional Guidelines
- 15** | Contact Information

Introduction

Introduction

The EMSL identity is a valuable asset to the W.R. Wiley Environmental Molecular Sciences Laboratory. The stylized image of a person with a molecule illustrates our focus as a user facility that provides resources and capabilities for fundamental scientific research. The typographic elements provide visual ties to the previous version of the EMSL logo, but the new identity is a more contemporary design that possesses a dynamic quality while remaining functional at varying sizes.

The green color was chosen to reflect the association of EMSL with PNNL, and gold highlights were selected for the molecule and text elements for added visual impact.

This brand identity becomes very visible to the public and is used to build awareness of our organization. It is crucial that everyone – including staff, users, partners, vendors, and consultants – be responsible for using the EMSL identity and logos consistently in all applications, both internally and externally.

How to Use This Manual

This manual provides an easy-to-use reference to ensure consistent use of our graphic identity for both internal and external applications. Clear examples demonstrating what is and is not acceptable in applying the graphic identity are included. These standards can be downloaded in pdf format. If you have questions regarding an application that has not been outlined in this manual or need further clarification, please contact the appropriate department listed on page 15.

Importance of the EMSL Brand

Importance of the EMSL Brand

All Environmental Molecular Sciences Laboratory branded communications should follow the EMSL Graphic Standards. In addition to meeting these standards, using the recommended EMSL fonts, colors, and logo signatures is the best way to give all EMSL communication efforts a successful, timeless brand identity. Most importantly, it maintains a consistency across all EMSL communications that foster a sense of familiarity and confidence to its diverse audience. The EMSL brand name should be managed with the view that its integrity be maintained and strengthened.

The graphic identity of an organization embodies its goals and objectives. Since our graphic identity is the cornerstone of all communication efforts, it is essential that its integrity is protected. Use of the graphic identity carries with it the responsibility to uphold the ideals of our mission. It benefits everyone involved when the identity is applied consistently to convey one clear message.

Purpose of Graphic Standards

A graphic identity represents the image and aspirations of an institution. It is the cornerstone of all communication efforts, and must be applied consistently to convey a single, clear message. For the Environmental Molecular Sciences Laboratory, the central message of our graphic identity is that of a user-focused research organization. The stylized image of a person in motion represents users and the dynamic research occurring at EMSL. The use of a molecule in the graphic symbolizes the “Molecular” element in the organization’s name.

Considering the importance of our image, it is vital that we safeguard it by using our graphic identity correctly. Everyone involved in communications at EMSL has a responsibility to apply the identity in a consistent and accurate way. This Graphic Standards Manual contains guidelines for the proper use of our identity. It describes authorized usage for communications of all kinds. Any exceptions to the requirements of the Graphic Standards Manual must be approved by the EMSL Communications Program Manager prior to authorizing usage in all media. EMSL’s graphic identity is born of tradition and built of aspiration. It represents who we are and who we want to be. It is therefore up to each of us to protect it and remain vigilant in controlling its use.

These newly revised guidelines replace all previously published standards. The intent of all revisions implemented is to provide enhanced design flexibility, simplification, and clarity.

Logos

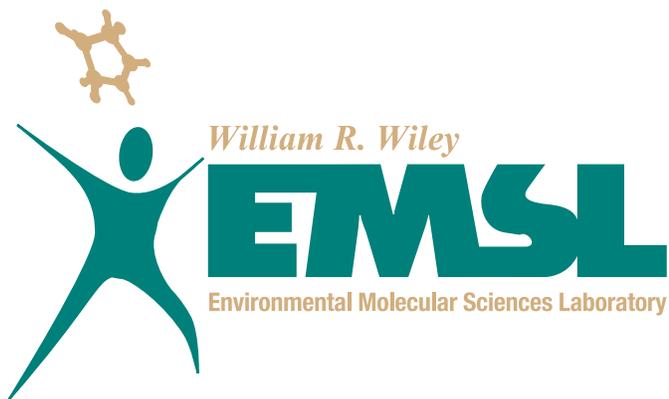
Primary EMSL Logo

The official Logo is the primary component of the Environmental Molecular Sciences Laboratory graphic identity system. The Logo was created to replace all other pre-existing logos developed for EMSL.

The Logo consists of a stylized human figure, a symbol of a molecular chain, and a unique typographic element displaying the full name of the William R. Wiley Environmental Molecular Sciences Laboratory.

The official Logo must appear in a prominent position on all EMSL communication documents without exception and must be consistently applied within the guidelines of this manual.

Shown here is the primary Logo configuration, which is the preferred version for all communications. In instances where the smaller type of the Word Mark may become illegible, the alternate Logo shown below may be used.



Alternate EMSL Logo

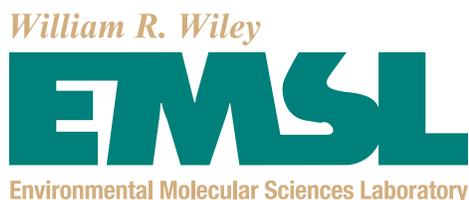
In instances where scale or reproduction methods make it difficult to read the "William R. Wiley" and "Environmental Molecular Sciences Laboratory" text immediately above and below the EMSL Logotype, this alternate version of the EMSL Logo is available.



Design Elements

EMSL Word Mark

The Word Mark is a unique typographic element displaying the full name of the William R. Wiley Environmental Molecular Sciences Laboratory.



EMSL Logotype

The official Logotype of the Environmental Molecular Sciences Laboratory is the EMSL Word Mark without the words “William R. Wiley” and “Environmental Molecular Sciences Laboratory” above and below the stylized letters that form the EMSL acronym.



EMSL Bug

The stylized human figure beneath a symbol of a molecular chain may be incorporated into communications as a secondary design element only, and should never replace the official Logo as the sole representation of the EMSL visual identity.



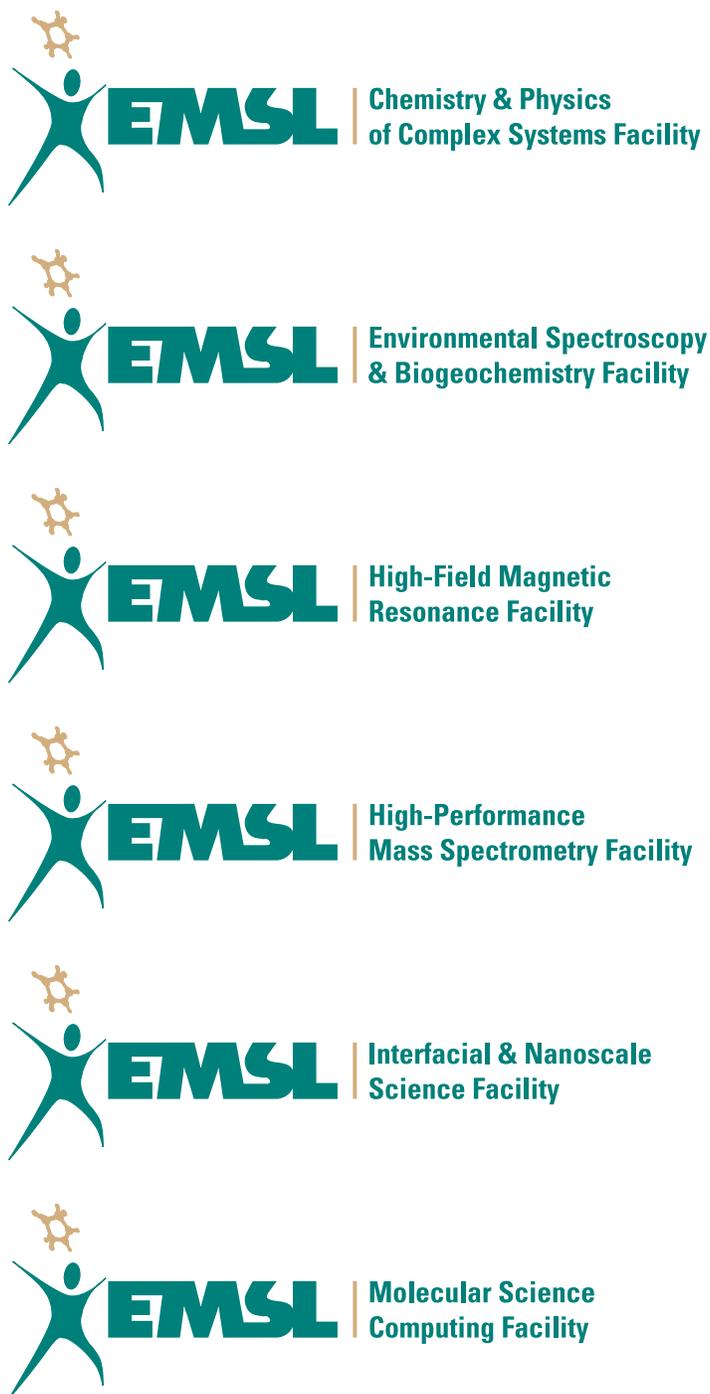
Logo and Word Mark Configurations

In all configurations, it is unacceptable to change any aspect of the Logo, Word Mark, or Logotype, including their relationship in size and spacing. It is unacceptable to recreate these graphic elements. Please download accurately proportioned Logos from DigiSource. Any other configurations require the prior approval of the EMSL Communications Program Manager.

Logo with Facility Distinction

Flush Left Configuration with Facility Distinction

Shown here is an alternate configuration of the official Logo with a facility distinction. It is intended for use when emphasis on a specific EMSL facility is desired.



Size Requirements

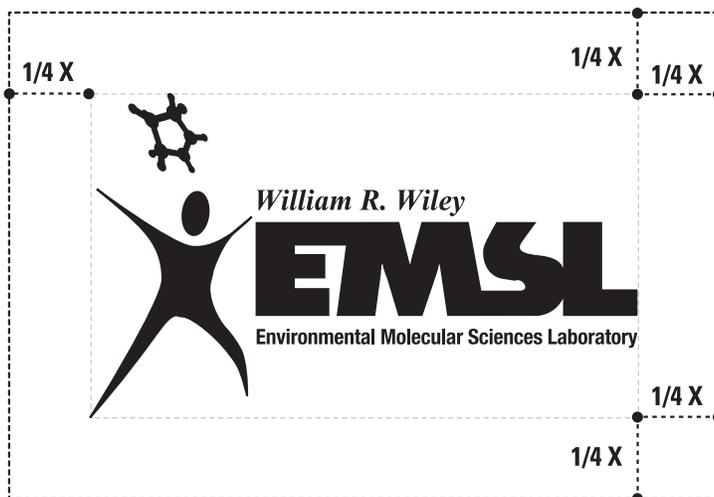
Area of Isolation for the Logo and Word Mark

The area surrounding the Logo and Word Mark must be equal to or more than $1/4 X$, where X is equal to the total height of the Logo (see example at right).

The Logo and Word Mark must not be placed close to distracting design elements and must not become part of a larger pattern or design element.

The Minimum Reproduction Size of the Logo

The minimum print reproduction size of the Logo is 1 inch.



Color Usage

Approved Logo Colors

The Logo should be reproduced in the official EMSL colors. Shown at right is the official EMSL Pantone® color palette for print applications.

Pantone® Metallics

Green: PMS 8743

Gold: PMS 8580

Pantone® Coated

Green: PMS 328

Gold: PMS 465

Pantone® Uncoated

Green: PMS 328

Gold: PMS 465

CMYK Formulas

Green: C = 100 M = 0 Y = 47 K = 31

Gold: C = 18 M = 31 Y = 56 K = 0

RGB Formulas

Green: 0r 108g 95b

Gold: 181r 159g 99b

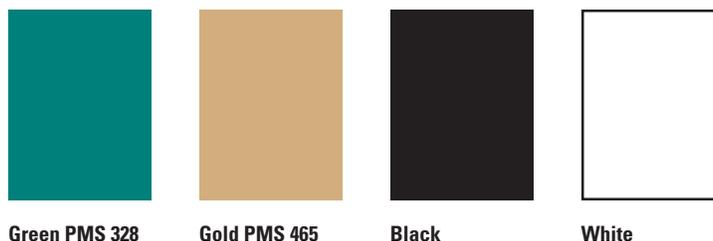
Hexadecimal Color Codes

Green: #006C5F

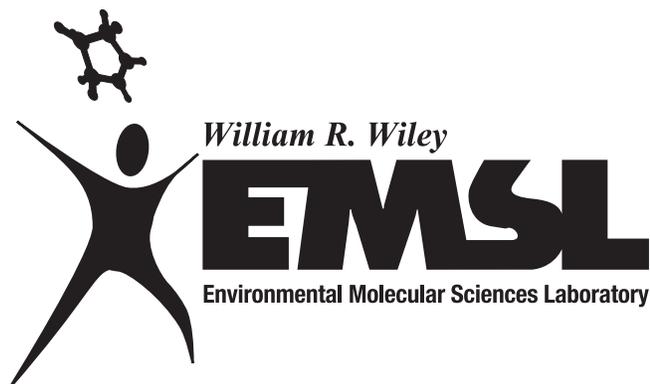
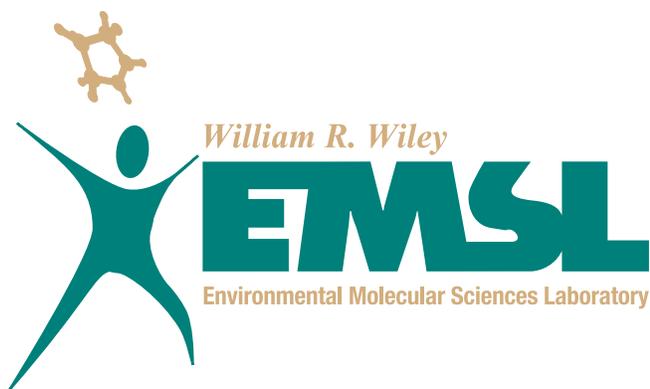
Gold: #B59F63

The Logo must never appear in screen tints and must always appear in the solid color combinations described above. **Please see page 13 for correct color usage with photographs.**

PANTONE® is Pantone, Inc.'s check-standard trademark for color reproductions and color reproduction materials.



Differences in ink color may occur depending on the quality of paper or product material used. The final product must match the official PMS colors shown here.



Recommended Typefaces

The following typefaces are authorized for use in EMSL signage and business systems. In addition, they are recommended for use in publication and other communication documents, whenever appropriate. Other complimentary typefaces may be selected for use in communication materials.

Serif Family

Times New Roman in bold, italic, and bold italic can be used for headlines, text, facility distinctions, and address blocks. The Logo contains a customized Logotype based on the typeface Times.

This typeface must never be substituted for the official Logotype.

Sans Serif Family

Futura in light, light italic, book, book italic, bold, and bold italic can be used in headlines, subheads, and text to complement the Times typeface.

To Obtain the Recommended Typefaces

The approved EMSL typefaces are available for purchase/download from a number of typeface foundries, including the Adobe® Type Library at <http://www.adobe.com/type/main.html>.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Unacceptable Usage

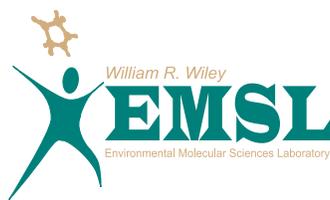
In order to establish and maintain consistent and effective use of the EMSL Logo, it is essential to follow the standards in this manual. The sample incorrect examples illustrated on these pages demonstrate some common errors that can be made.

Such mistakes will undermine EMSL's effort to present a strong and unified image, and will alter the perception and meaning of the Logo.

Please note that although only one Logo is used for demonstration purposes, all the official Logos are subject to these parameters.

Different Typeface

Using other typefaces in place of the official Logotype is unacceptable.



X UNACCEPTABLE

Improper Proportion

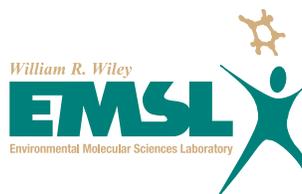
The size of the Logo in relationship to the typography of the Logotype should not be altered. Always reduce and enlarge the Logo proportionately.



X UNACCEPTABLE

Improper Arrangement of Logo Elements

The placement of the human figure and molecule elements relative to the typography of the Logotype should not be altered.



X UNACCEPTABLE

Improper Alignment of Logo

The alignment of the human figure and molecule elements relative to the typography of the Logotype should not be altered.

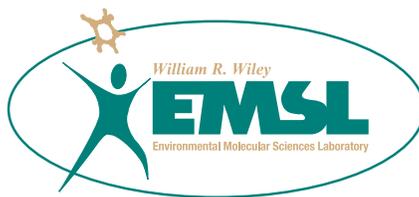


X UNACCEPTABLE

Unacceptable Usage

Enclosure and Framing

The Logo should not be encumbered or contained by any other visual elements. It should never be partially or fully enclosed or framed in a restricting oval, circle, square or any other specific shape or area.



X UNACCEPTABLE

Distracting Background

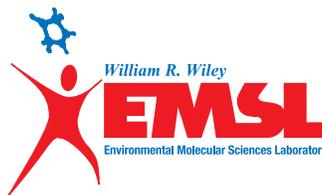
The Logo should never be placed on backgrounds that distract or overpower.



X UNACCEPTABLE

Improper Color

The Logo should never be reproduced in any colors other than the official approved colors.



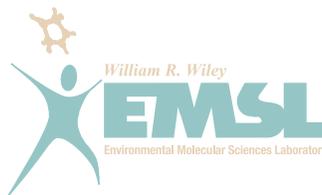
X UNACCEPTABLE

Screen Tints

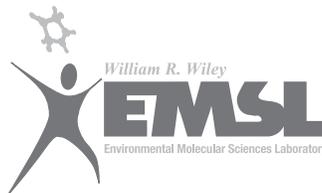
Using screen tints of the official EMSL colors in any combination is unacceptable.

For 1-color applications, using screen tints for any Logo element is unacceptable.

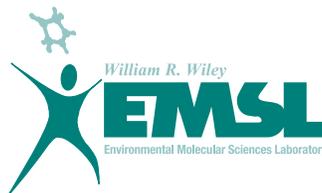
Avoid using color digital files with outputting to a black and white laser printer. This will render the official colors of green and gold in screens of black and is unacceptable.



X UNACCEPTABLE



X UNACCEPTABLE



X UNACCEPTABLE

Unacceptable Usage

Overlapping Visual Elements

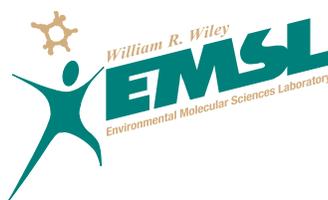
The Logo should not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols or images overlapping or aligned with the Logo.



X UNACCEPTABLE

Distortion

The Logo should not be subject to distortion or manipulation, i.e., slanting, twisting or curving.

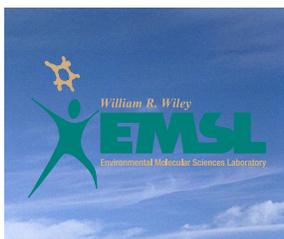


X UNACCEPTABLE

Usage with Photos

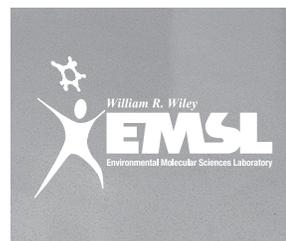
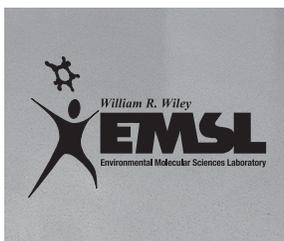
Acceptable 4-color

When using the Logo over a 4-color photograph, the green and gold Logo or the white Logo must be used. The placement of the Logo should be in an area of the photograph where there are no distracting patterns or elements. When using the white Logo, the photograph should be seen through all transparent elements.



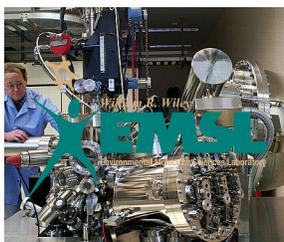
Acceptable 1-color

When using the Logo over a 1-color photograph, the black Logo or the white Logo must be used. In both cases, the photograph should be seen through all transparent elements. The placement of the Logo should be in an area of the photograph where there are no distracting patterns or elements.

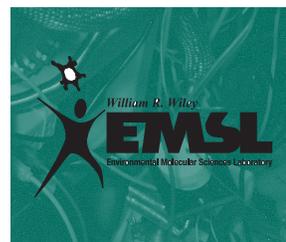


Unacceptable 4-color

When using the Logo over a 4-color photograph, it is unacceptable to place the Logo over an area of the photograph where there are distracting patterns or elements. It is unacceptable to use the black logo with white transparent elements in any 4-color application.



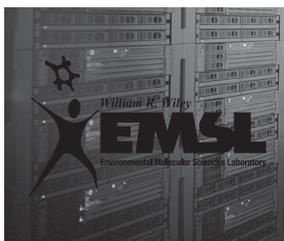
X UNACCEPTABLE



X UNACCEPTABLE

Screen Tints

When using the Logo over a 1-color photograph, it is unacceptable to place the Logo over an area of the photograph where there are distracting patterns or elements. It is unacceptable to use the white Logo over an area that is of similar lightness.



X UNACCEPTABLE



X UNACCEPTABLE

Additional Guidelines

Digital Files

All authorized Logo configurations are available in digital formats. The recommended format for using the Logo in digital files is the EPS format. Do not scan or image the Logo from reproduction masters. Digital files containing the official Logo can be obtained in EPS format readable by Macintosh® or Windows® platforms at <http://www.pnl.gov/docs/mediakit/logos>.

Procedures for Exceptions to the Graphic Standards Manual

Any exceptions to the requirements of the Graphic Standards Manual and the use of any secondary logos must be approved by the EMSL Communications Program Manager prior to publishing. Please follow the steps below when submitting an exception request.

- Request must include written justification of exception, artwork, name and contact information.
- Send requests in digital format to julia.white@pnl.gov, by fax to (509) 376-0420, or by plant mail to MSIN #K8-91.
- Allow one week for a decision. Most exception request decisions do not take a full week but some do require review by additional offices. A decision will be returned as soon as possible.
- If you have questions, contact Julia White at (509) 376-1369 or julia.white@pnl.gov.

Secondary Logo Guidelines

Occasionally, the need may arise to include the logos of other programs, departments, or institutions on EMSL branded communications. When this need does occur, the EMSL Logo should always be used as the primary logo – while any additional organization’s mark will be considered a secondary logo.

Because the extensive use of secondary logos can dilute the official EMSL Logo’s value, all secondary logos should be approved by the EMSL Communications Program Manager.

When a secondary logo is approved, the EMSL Logo must be the same size or larger than the secondary logo in all uses.

Contact Information

**For additional information
regarding the EMSL graphic
standards, please contact:**

Julia White

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