



# Logo Guidelines

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## INTRODUCTION

The new NERSC identity is a distinctive combination of type and symbol; together they suggest the strength and vitality that represents NERSC. Everything about the identity—the shapes, color, type and placement of the elements—has been custom designed and carefully considered.

### Preferred Logo

The preferred logo is the horizontal rays NERSC logo shown above.

### Contact Information

For questions regarding use of our logo or to request logo artwork, please contact:

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Slack: @mwylie

# Master Logos

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There are two versions of the Master NERSC logo.

1 Preferred Master logo

This version is the default logo and is used in most instances.



2 Preferred Master logo + Descriptor ( 2 versions)

The horizontal format is the preferred version of the logo + descriptor text. Use the stacked format only in circumstances that cannot accommodate the horizontal layout.

HORIZONTAL  
FORMAT



**National Energy Research  
Scientific Computing Center**

STACKED  
FORMAT



**National Energy Research  
Scientific Computing Center**

## Social Media “N” Icon

The “N” graphic is to be used for Social Media purposes and should never be used alone to represent NERSC in other contexts, such as presentations or printed materials.



# Incorrect Logo Use MASTER VERSION

The following are incorrect uses of the NERSC logo.



1 Do not reassign colors to the NERSC letterforms.

2 Do not reassign colors to the NERSC rays.

3 Do not replace the gradient of the rays with solid colors.

4 Do not add another graphic in place of the rays.

5 Do not alter the positions or relationship of the components.

6 Do not distort or add graphic elements to the logo.

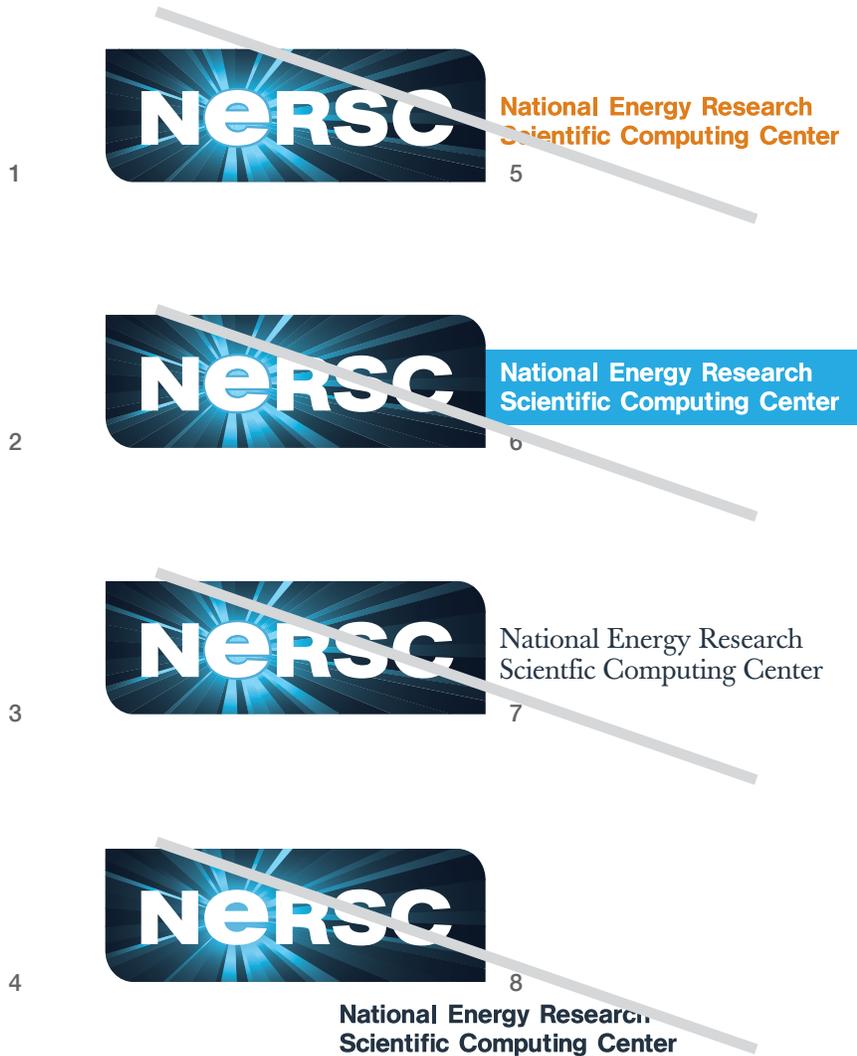
7 Do not add effects such as dropshadows to the logo.

8 Do not change the typeface of the logo.

# Incorrect Logo Use

MASTER + DESCRIPTOR

The following are incorrect uses of the NERSC logo.



1 Do not reassign colors to the descriptor letterforms.

2 Do not distort or add graphic elements to the logo.

3 Do not change the typeface of the descriptor text.

4 Do not alter the positions or relationship of the components.

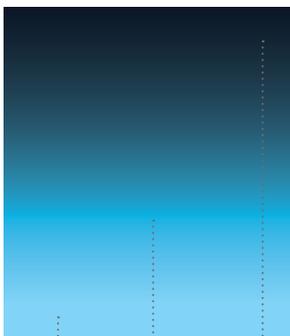
# Color

Color is a key element in the NERSC identity. No matter what you're designing or printing, make every effort to ensure the colors you print match those specified here as closely as possible. Always use the logo on a white background.



Rays .....

## RAYS GRADIENT



SKY

TURQ

SLATE

## SKY



Pantone 297 C



44 / 0 / 0 / 0



31 / 176 / 224

## TURQ



Pantone 298 C



70 / 10 / 3 / 0



65 / 182 / 230

## SLATE



Pantone 296 C



90 / 80 / 55 / 70



12 / 21 / 39

## GREYSCALE / REVERSED / BLACK AND WHITE USAGE

The NERSC logo should be used on a white background whenever possible. If the logo has to be knocked out of black, use the treatments and files indicated below. You will be provided with the original artwork.



GREYSCALE

FILE NAME: NERSC\_logo\_bw



REVERSED

FILE NAME: NERSC\_logo\_bw\_solid\_rvs



BLACK AND WHITE - 1 Color

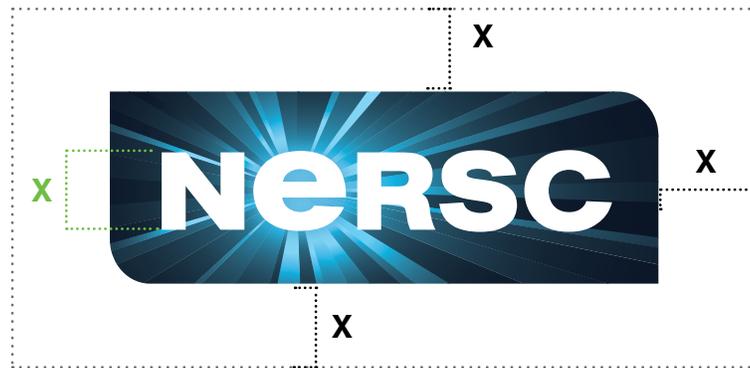
FILE NAME: NERSC\_logo\_bw\_solid

# Size & Placement

## CLEAR SPACE REQUIREMENTS

Clear space is the area surrounding the logo that should be kept free of any text or graphic elements. This ensures that the logo stands out distinctively. Clear space is measured by the height of the “N” in the word “NERSC”, shown as the value X below. The recommended minimum clear space is 1X (one N height) on all sides of the logo.

Clear Space Example



## MINIMUM SIZE REQUIREMENTS

A minimum logo size has been established to ensure the clarity and legibility of the logo. The logo may scale up as large as desired.

### For Horizontal Master Logo

Minimum logo size is 1.25” wide.



### For Master Logo with descriptor

The minimum size should not be proportionally smaller than a width of 1.75” for the main logo. (APPLIES TO BOTH HORIZONTAL AND STACKED VERSIONS OF THIS LOGO)



### For logo needs under 1.25”

For situations where the Master Logo is needed in a size under 1.25”, the solid version should be used. The logo should never be scaled smaller than .5” wide and can be used in solid black or Slate.

