1.0 Logo

The refreshed Berkeley Lab logo represents a distinguished level of professionalism and should appear on all communications materials and related items.

The symbol in our logo depicts two iconic campus structures—Advanced Light Source at Berkeley Lab and the Campanile at the University of California—reversed-out against a dark blue field with rounded corners. This juxtaposition of familiar architectural icons symbolize and establish the unity of these institutions into one entity known as Berkeley Lab (a reduction of the longer, official, Lawrence Berkeley National Laboratory). The iconic buildings in our symbol represent the solid foundation on which we are built.

Combined with our logotype, the logo exemplifies the heritage and strength of our organization.
1.1 Components

Our logo is comprised of two components—the symbol and the logotype. These components form the visual expression of our identity.

The preferred logo (shown here) without the tagline is used on all internal and external communication.

The logo has been carefully drawn and proportioned and should never be altered in any way.

The logo with the tagline (shown on the following page) adds a third component and positions our tagline, “Bringing Science to the World,” below the logotype.
## 1.2 Configurations

The logo is provided in four principle configurations: without the tagline (preferred), with the tagline, the alternate and web.

The logo without the tagline (preferred) is used whenever possible. The tagline configuration is for all external or public communications such as scientific posters and presentations.

The alternate logo is used in space restricted applications when it’s not possible to use the preferred configuration.

The web logo has been developed specifically for horizontal web banners and is not sued for print.

<table>
<thead>
<tr>
<th>Configuration</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREFERRD (WITHOUT TAGLINE)</td>
<td><img src="image1" alt="Masterbrand Logo" /> The logo without the tagline is the preferred configuration. It’s always used for internal communications and whenever space allows.</td>
</tr>
<tr>
<td>TAGLINE</td>
<td><img src="image2" alt="Masterbrand Logo with Tagline" /> The logo with the tagline is used for external communications.</td>
</tr>
<tr>
<td>ALTERNATE</td>
<td><img src="image3" alt="Alternate Logo" /> The alternate logo combines the logotype within the symbol for a more compact configuration. This logo is used only in space restricted applications.</td>
</tr>
<tr>
<td>WEB ONLY</td>
<td><img src="image4" alt="Web Logo" /> This special horizontal configuration is only for web banners. It always appears reversed out of a Dark Blue background. Do not use this configuration for print.</td>
</tr>
</tbody>
</table>
1.3 Division Lockups

We’ve developed two types of lockups for our identity system—one that is Berkeley Lab dominant and the second, which is division dominant, that uses an endorsement line.

The purpose of this multi-level system is to provide an option that enables each Lab division to brand themselves under the overall Berkeley Lab identity, rather than with their own distinct brand or visual identity. This allows divisions to take advantage of the brand equity in the Berkeley Lab identity.

The Berkeley Lab (or masterbrand) dominant lockup is preferred and should be used whenever possible.

Communications led by divisions use the division dominant lockup with the endorsement line.

Each lockup has carefully drawn and proportioned components that should never be altered or redrawn.

For division lockups, please contact pacreative@lbl.gov.

**MASTERBRAND DOMINANT**

**BERKELEY LAB**

Earth Sciences Division

**DIVISION DOMINANT**

**ENERGY TECHNOLOGIES AREA**

A Berkeley Lab Area

Lockup

This lockup is masterbrand dominant and is the preferred lockup configuration used for all directorate-level communications.

Division Lockup

This lockup is division dominant—placing more emphasis on the division name and adding a Berkeley Lab endorsement line.
1.4 Color Variations

Our logo has been created in three color variations: Dark Blue (color), black and reverse (all white). Be sure to use the correct variation for your application.

If your application and budget allow for color printing, the color logo should be your first choice. The reverse variation is meant for limited use against a black or dark background. Don’t use the reverse variation on light colored backgrounds. Note that the rectangular shape of the symbol has been deleted on the reverse variation.

These are the only color variations to be used.

The same color variations are available for all configurations in print (CMYK/spot) and on-screen (RGB) color formats.
1.6 Clear Space

Clear space allows “breathing room” for our logo. It prevents the logo from getting crowded by text or other graphics that could decrease its impact and visibility.

The clear space is derived from x, which is measured by the height of the symbol.

Clear space should always be .5x on all sides of the logo. This amount of space should be increased whenever possible. The more space you give the logo, the greater impact it can have.

Clear space requirements are the same for all color variations, configurations and mediums (print and online) except the web configuration. Because of its unique application, clear space is more flexible.

**NOTE**

The clear space for the tagline configuration and the lockup is measured from the baseline of the tagline and the lockup’s division name.
1.7 Sizing

The logo can be scaled up as large as you need but it should never be used at sizes smaller than the recommended minimums shown here, based on the overall width of the logo or lockup.

Whenever possible, use the logo at larger sizes for maximum legibility and visibility. Minimum sizing is the same for all color variations. Please note the different sizing requirements for each configuration and print versus onscreen.

NOTE
The alternate logo is not used at sizes larger than 1” wide.
1.8 Background Control

A few general guidelines should be followed for our logo to be clear and legible. The examples shown here illustrate backgrounds that work effectively and several that do not.

The positive logos should always be staged against a white or light-colored backgrounds that provide sufficient contrast. The reverse variation should be used against black or dark backgrounds. Always be certain there is enough contrast for maximum legibility. Don’t place the logo over illustrations, patterns or images.

**DO’S**

- **DO** place the full-color logo on white backgrounds.
- **DO** place the reverse logo on Dark Blue backgrounds.
- **DO** place the full-color logo on light colored backgrounds that provide sufficient contrast.
- **DO** place the reverse logo on backgrounds from our palette that provide sufficient contrast.

**DON’T’S**

- **DON’T** place the full-color logo on dark colored backgrounds or backgrounds without sufficient contrast.
- **DON’T** place the logo on photographic backgrounds.
- **DON’T** place the logo over illustrations.
- **DON’T** place logo against patterns or busy backgrounds.
1.9 Unacceptable Use

To properly strengthen and maintain our logo’s effectiveness, care must be taken to ensure correct and consistent use in every application. Altering or redrawing it in any way weakens the power of the image and the message behind it. Shown here are just a few examples of unacceptable logo use.

**DON’T**
- stretch, distort or alter the logo
- change logo colors
- reposition logo components.
- add drop shadows or special effects
- change the logotype
- scale logo components separately
- add outlines or other graphic elements
- angle or rotate the logo
2.0 Color

Color is essential to visual identity and identity—at a deeper, cultural and institutional level. It’s about having a clear sense of common purpose and a sense of belonging, rooted in that purpose. Symbols, names, colors, and images are the visual assets that give tangible form and lasting expression to identity. Color unifies from within, as it distinguishes from without.

There are certain colors that are so interwoven with the identity of particular organizations, that they are said to virtually ‘own’ those colors. To take some of the more familiar examples, IBM is widely known under the moniker ‘Big Blue.’ Brown—both the color per se and color word—have become synonymous with UPS. Tiffany is identified with an unmistakable shade of turquoise.

Likewise, unique color pairs serve as color signatures—think of FedEx’s recognizable orange and grape combination. In the same spirit, Berkeley Lab should flaunt its colors, applying them with boldness and regularity in order to gain or keep perceptual ownership.
2.1 Primary Palette

Our primary palette consists of the dark blue used in our preferred logo, plus teal and two grays. Combined with black and white, these colors solidify and reflect our strength and innovation. The primary palette is used in a dominant manner in Lab-branded communications to give consistency and coherence to our design system.

All colors in the Berkeley Labs palette use precise color references, shown in the specifications on this page. Always use the exact values listed, which correspond to the medium being employed.

Don’t use color references or values from files that have been converted automatically between color modes. Some software programs don’t always make color conversions that are equal to the values listed in the palette specifications. Slight variances in color may occur when printed through different processes or reproduced in different media.

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.
2.2 Secondary Palette

Our secondary palette gives designers greater flexibility in creating branded materials.

While our primary palette consists of cool tones, the secondary colors introduce warmer, more vibrant values—adding variety to keep materials from looking homogeneous. These colors are used as accents on elements such as information graphics, charts and graphs.

It’s acceptable to use different tints and opacities of secondary colors as outlined on the following page.

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.
3.0 Typography

Clean, modern, legible typography is fundamental to the precise, effective conveyance of information. Symbolic notation, alphabetic characters, numerals, icons, are the very ‘form’ of information and the medium of knowledge.

Berkeley Lab is first and foremost an institution about scientific and technological information, about the advance of knowledge, and its essential role in solving fundamental human, ecological, and intellectual problems. Therefore, typography—the use of strong, modern, letterforms and faces—is one of the most important elements in Berkeley Labs’ visual branding toolkit.

We’ve chosen several typefaces for all of our communications — both serif and sans serif. Used together, these fonts combine classic looks with a contemporary feel.
3.1 Primary Typeface

Our primary typeface is ITC Franklin Gothic Std. This sans serif font is used for headlines, titles, body copy, pull-quotes, sidebars and captions. It’s our preferred typeface and should be used whenever possible.

Use only the cuts and weights shown. Italics should be used sparingly, for emphasis only.

It’s suggested to limit use of the condensed cuts and weights to legal text and footnotes.
3.2 Secondary Typeface

Our secondary typeface is Excelsior. This serif font complements our primary font, ITC Franklin Gothic Std and is used for large amounts of body copy.

Do not use this typeface for headlines or titles.
3.3 Default Typefaces

Arial is our default sans serif typeface. Use Arial only when it’s not possible to use Franklin Gothic, our primary typeface.

For example, Arial is used for websites and all Microsoft Word documents—such as faxes, memos and press releases—to ensure consistency when distributing files across workstations and platforms.

Times New Roman is our default serif typeface. Use it only when it’s not possible to use Excelsior, our secondary typeface.

DEFAULT SANS SERIF TYPEFACE

Arial

Regular
Italic
Bold
Bold Italic

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&?

DEFAULT SERIF TYPEFACE

Times New Roman

Regular
Italic
Bold
Bold Italic

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&?