

SLAC National Accelerator Laboratory Identity Guidelines

In 2008, SLAC National Accelerator Laboratory adopted a new name and a new logo. Using a standard logo and way of referencing the laboratory ensures that all divisions of the laboratory reap full benefit from their identification with SLAC and, in turn, SLAC garners appropriate recognition for its many accomplishments from its distinctive parts. With this in mind, please adhere to the following guidelines:

Referencing the Lab

"SLAC National Accelerator Laboratory" should always be spelled out in its entirety on first reference. Follow-up references can shorten the name to "SLAC," but the laboratory should never be referred to as "SNAL" or "SLACNAL." As SLAC is no longer an acronym, it should never be spelled out; however, the word "SLAC" should always be represented in upper-case letters.

Logo

The SLAC National Accelerator Laboratory logo consists of the SLAC graphic element, labeled "logo" below. Whenever possible, the logo should be accompanied by the "National Accelerator Laboratory" word mark beneath.



Clear Space

To ensure high visibility and uncluttered presentation, always maintain clear space around the logo. To determine clear space, measure the height of the "N" in "National" in the logo. The clear space should equal the height of the "N" on all sides. The clear space will vary depending on the size of the logo.



Sizing

The logo should always be large enough to ensure legibility. If publication requires the use of the logo in such a size that the "National Accelerator Laboratory" word mark is illegible, the secondary logo and word mark combination may be used. If you need to use the secondary logo and word mark combination, please contact the Communications Office at 650-926-8703 or communications@slac.stanford.edu and they will provide you with an electronic version. Nonetheless, the primary logo, with the full word mark on one line beneath it, remains the preferred laboratory logo.

Primary:



Secondary:



Color Palette

The logo and word mark can be printed or published in the following colors: two-color red logo/black word mark; one-color black; and one-color white. When used on a white background, the two-color version is preferred; an all-black or all-white version is available for use when the preferred two-color version is not possible or appropriate. Do not create versions of the logo in other colors or proportions.

The red used in the logo has the following color mix:

Pantone 201
CMYK: 0/100/65/34
RGB: 164/0/29
WEB: 153/0/0 (#990000).

Co-Branding with the DOE

If desired, the laboratory logo can be published in conjunction with the Department of Energy logo. The DOE logo must be of comparable size to the laboratory logo and must be spaced by at least the height of three "N"s. The DOE logo is available for download at <http://tinyurl.com/5u5tbt>.



Downloads

The laboratory logo is available in several file formats:

High-resolution GIF: This type of file is ideal for Web use. In this format, the logo will retain the correct colors when displayed on a computer screen.

High-resolution JPG: This is a standard file format for office software and can be downsampled/downsized for Web use. The artwork is saved at a large size, and should print/reproduce at high quality.

Portable Network Graphics (PNG): This file can be used in most office software, including PowerPoint and Word, and allows for transparency in areas where there is no artwork (allowing background colors to show through).

The original vector-based Illustrator artwork saved with an Encapsulated Postscript (EPS) header: This is a preferred file format for professional printing and publishing. Being vector-based, the artwork will scale large and small and print at the maximum resolution of the output device.

Download the logo from the Communications Office Web site (<http://www-group.slac.stanford.edu/com/images/gallery/logos.htm>). Please do not "borrow" the logo from another source.

Other Graphical Resources

Additional resources, including PowerPoint templates and laboratory letterhead will be provided soon.

Please contact the Communications Office at communications@slac.stanford.edu or (650) 926-2204 with questions regarding these guidelines.