



For a brighter future

Brand Identity Guidelines  
February 28, 2006

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# Introduction

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It is our ambition to create a powerful and compelling reputation for Argonne National Laboratory – one that helps attract talent, motivate employees and build trust with prospects and partners.

In order to strengthen our reputation we must also create a consistent and relevant image. To this end guidelines have been established for managing the Argonne brand. These guidelines ensure that the way in which we all communicate the Argonne brand will help to create our desired reputation.

The Argonne brand positioning and identity provide a springboard for all of our communications efforts. They help us broaden Argonne's appeal to our many stakeholder groups, including the scientific and the non-scientific community.

We ask that you follow the standards presented in this set of guidelines. It is through our combined efforts that we will realize the greatest results – and that Argonne will continue to thrive in the years to come.



# Brand positioning

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Argonne's brand positioning is a proposition that we strive to own in the minds of our audiences. It is how we want Argonne to be perceived and makes clear what we promise to deliver.

A brand positioning is not a slogan or catch phrase. Rather, it is a statement that provides strategic direction and helps to ensure communications are consistent with business strategy and desired reputation.

The Argonne National Laboratory brand positioning statement:

Where scientists come together to open up  
new possibilities for the future.



# Brand personality

Argonne's brand personality comprises a few core attributes. These attributes help guide the tone and manner of our communications. This alignment ensures the Argonne brand will be meaningful to all of our stakeholders.

## Argonne is exciting...

- **dynamic**
- **visionary**
- **innovative**
- **responsible**
- **forward-looking**

## Argonne is a leader...

- **well-run**
- **integrity**
- **world-class**
- **responsible**
- **attractive to stars**

## Argonne makes a difference...

- **committed**
- **contributing**
- **proactive**
- **doing the right thing**

## Argonne is a unique place...

- **inviting**
- **integrated**
- **melting pot**
- **collaborative**
- **idea exchange**



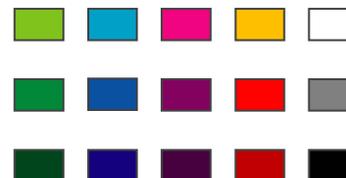
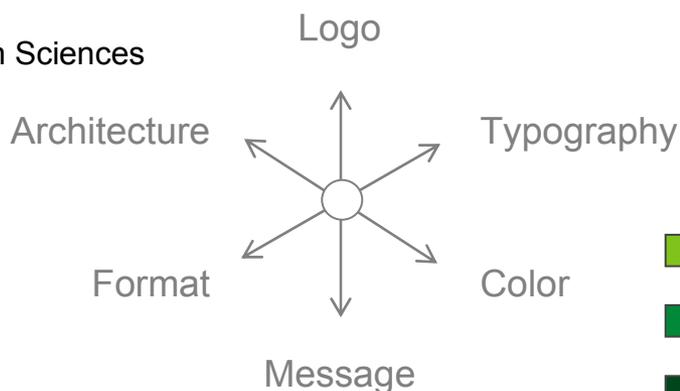
# Brand identity

The Argonne brand identity is more than a logo. It is made up of many elements including our language, brand architecture, literature and online formats, color palette and typography. Together these elements help form a visual and verbal identity that helps to distinguish and represent the Argonne brand.



Chemical Engineering  
Chemistry  
Decision and Information Sciences

AaBbCcDdEeFf



“For a brighter future.”



# The Argonne logo

The Argonne logo is our most important visual asset and the cornerstone of our visual identity. It is a clear representation of our positioning and acts as a symbol of our reputation.

This logo incorporates the brand name “Argonne” with the descriptor “National Laboratory” and the “delta” symbol. The “delta,” the symbol of change, reinforces the meaning behind our brand positioning: “where scientists come together to open up new possibilities for the future.”

It is important that we all follow a single set of standards for using the Argonne logo. Through consistent use, this logo will accrue the greatest awareness which, in turn, will benefit us most.



# Logo configurations

Here are two configurations of the Argonne logo, one horizontal and the other vertical. The horizontal configuration is the preferred configuration of the Argonne logo. The vertical configuration is reserved for applications that are too narrow for the horizontal configuration.

It is permitted to use the Argonne “delta” symbol on its own only in instances after the complete Argonne logo has been shown.

Argonne Logo horizontal configuration



Argonne Logo vertical configuration



# Logo color versions

The Argonne logo will be produced in many different types of media. The color versions shown below allow the logo to retain its look no matter how it is reproduced. Although the full-color versions are preferred, the one-color logo may be necessary for limited color print runs. The line art logo is suitable for fax forms and other limited resolution applications.

Defer to using the full-color reversed versions of the Argonne logo whenever possible.

	Full-color logo	One-color logo	Line art logo
Reversed logo versions			
Positive logo versions			



# Logo clear space and minimum size

Clear space and minimum size requirements help ensure the legibility and visibility of the Argonne Logo. These standards prevent the logo from becoming lost among surrounding typography, images or other design elements.

It is preferred that the Argonne logo appear on either a black or white background.



The height of the center triangle in the Argonne symbol denotes the distance from the logo to other type, imagery and design elements



Minimum size horizontal configuration of the Argonne logo



Minimum size vertical configuration of the Argonne logo



## The Argonne name

It is preferred that the Argonne name be presented in full – do not use the abbreviation “ANL” to describe Argonne National Laboratory. Instead use “Argonne National Laboratory” or, if it has already been conveyed to the reader that Argonne is a national laboratory, use “Argonne” on its own. “ANL” may be used in areas that are not editorial in nature, such as reference codes, indexes and our URL.

~~ANL is home to some of the world’s leading facilities for conducting materials research.~~

Argonne is home to some of the world’s leading facilities for conducting materials research.



# What to avoid

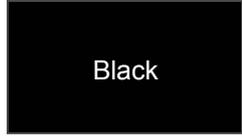
Shown below are some of the most common things to avoid when using the Argonne Logo

<p>Do not encroach on the logo's "clear area"</p> 	<p>Do not rearrange elements of the logo</p> 	<p>Do not lock up division, names or taglines with the Argonne logo</p> 	<p>Do not lock the symbol up with product or service names</p> 
<p>Do not distort the logo</p> 	<p>Do not rotate the logo</p> 	<p>Do not recolor the logo</p> 	<p>Do not place the logo on backgrounds that impair legibility</p> 
<p>Do not reset the logo's typography</p> 	<p>Do not lock the Argonne name with alternate symbols</p> 	<p>Do not use the Argonne symbol as part of illustrations or charts</p> 	<p>Do not replace the white center of the "Delta" symbol</p> 



# Color palette

Use the colors shown below when creating Argonne communications materials. These colors can be used directly as shown or screened back to any percentage of their original value.

 <p>Lime</p> <p>C50 M00 Y100 K00 WEB 66FF00 PMS 376</p>	 <p>Cyan</p> <p>C100 M00 Y00 K00 WEB 0099FF PMS Process Cyan</p>	 <p>Magenta</p> <p>C00 M100 Y00 K00 WEB FF00CC PMS Process Magenta</p>	 <p>Yellow</p> <p>C00 M25 Y100 K00 WEB FFCC00 PMS 7408</p>	 <p>White</p> <p>C00 M00 Y00 K00 WEB FFFFFFFF PMS White</p>
 <p>Grass</p> <p>C100 M00 Y100 K00 WEB 009900 PMS 3415</p>	 <p>Blue</p> <p>C100 M50 Y00 K00 WEB 3366CC PMS 2935</p>	 <p>Violet</p> <p>C50 M100 Y25 K00 WEB 660066 PMS 2425</p>	 <p>Red</p> <p>C00 M100 Y100 K00 WEB FF0000 PMS 1795</p>	 <p>Grey</p> <p>C00 M00 Y00 K50 WEB 666666 PMS 423</p>
 <p>Dark green</p> <p>C100 M50 Y100 K00 WEB 006600 PMS 349</p>	 <p>Night Sky</p> <p>C100 M100 Y00 K00 WEB 330099 PMS 2746</p>	 <p>Purple</p> <p>C75 M100 Y50 K00 WEB 330033 PMS 262</p>	 <p>Crimson</p> <p>C35 M100 Y100 K00 WEB 990000 PMS 704</p>	 <p>Black</p> <p>C00 M00 Y00 K100 WEB 000000 PMS Black</p>



# Typography

The typefaces we chose help to set a tone for our communications. Our primary typeface, Helvetica, helps to present Argonne National Laboratory with the clarity, stature and modernity that we want associated with all of our endeavors. Use Helvetica for all display type. The typeface Arial may be used in lieu of Helvetica.

Our secondary typeface, Times, is for use in large text areas. Use Helvetica, Arial or Times for body text.

Helvetica	ABCabc	ABCabc	<b>ABCabc</b>	<b>ABCabc</b>	<b>ABCabc</b>
	Light	Roman	Bold	Heavy	Black
	<i>ABCabc</i>	<i>ABCabc</i>	<b><i>ABCabc</i></b>	<b><i>ABCabc</i></b>	<b><i>ABCabc</i></b>
	Light Italic	Roman Italic	Bold Italic	Heavy Italic	Black Italic
Times	ABCabc	<i>ABCabc</i>	<b>ABCabc</b>	<b><i>ABCabc</i></b>	
	Roman	Italic	Bold	Bold Italic	
Arial	ABCabc	<i>ABCabc</i>	<b>ABCabc</b>	<b><i>ABCabc</i></b>	
	Plain	Italic	Bold	Bold Italic	



# Brand architecture

Brand architecture is a system for organizing and presenting the type, relationship and purpose of brands within an institution's product and service portfolio. Independent of how an institution views itself internally, it structures an institution's offerings in a way that makes them more accessible and valued by its stakeholders.

## Masterbrand



## Research Divisions

Advanced Photon Source  
 Argonne Theory Institute  
 Biosciences  
 Center for Nanoscale Materials  
 Chemical Engineering  
 Chemistry  
 Decision and Information Sciences

Educational Programs  
 Energy Systems  
 Energy Technology  
 Environmental Science  
 High Energy Physics  
 Infrastructure Assurance Center  
 Intense Pulsed Neutron Source

Materials Science  
 Mathematics and Computer Science  
 Nuclear Engineering  
 Physics  
 Structural Biology Center  
 Transportation Technology R&D Center



# Required stationery design

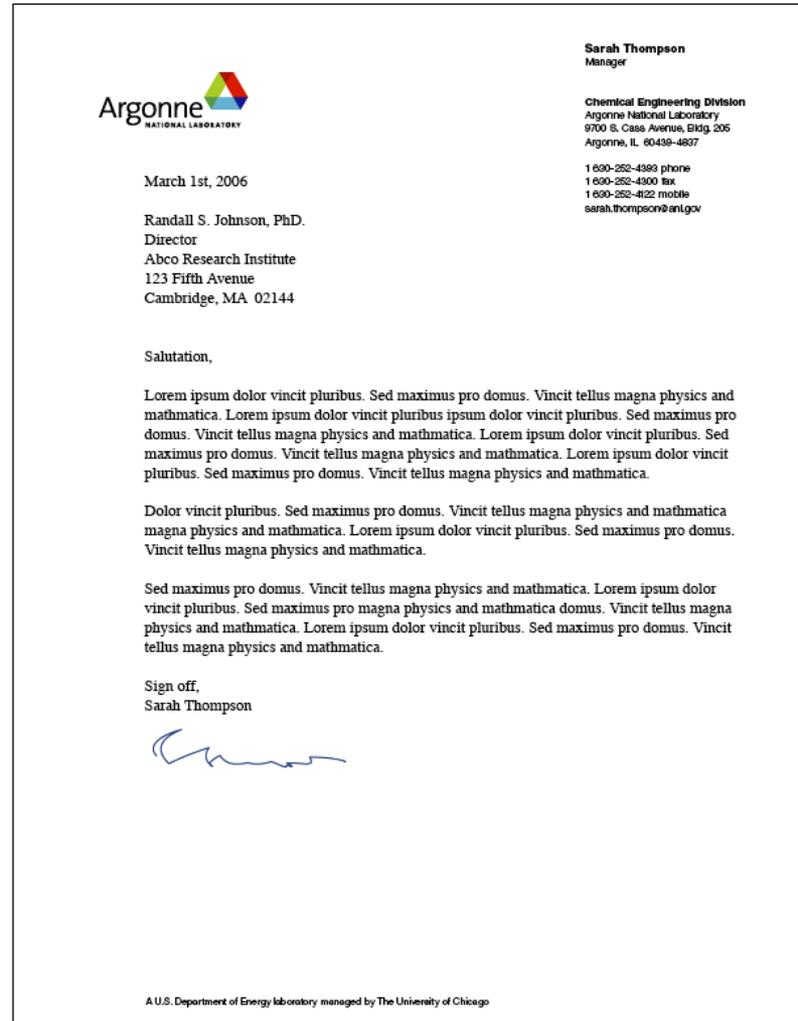


Business card front

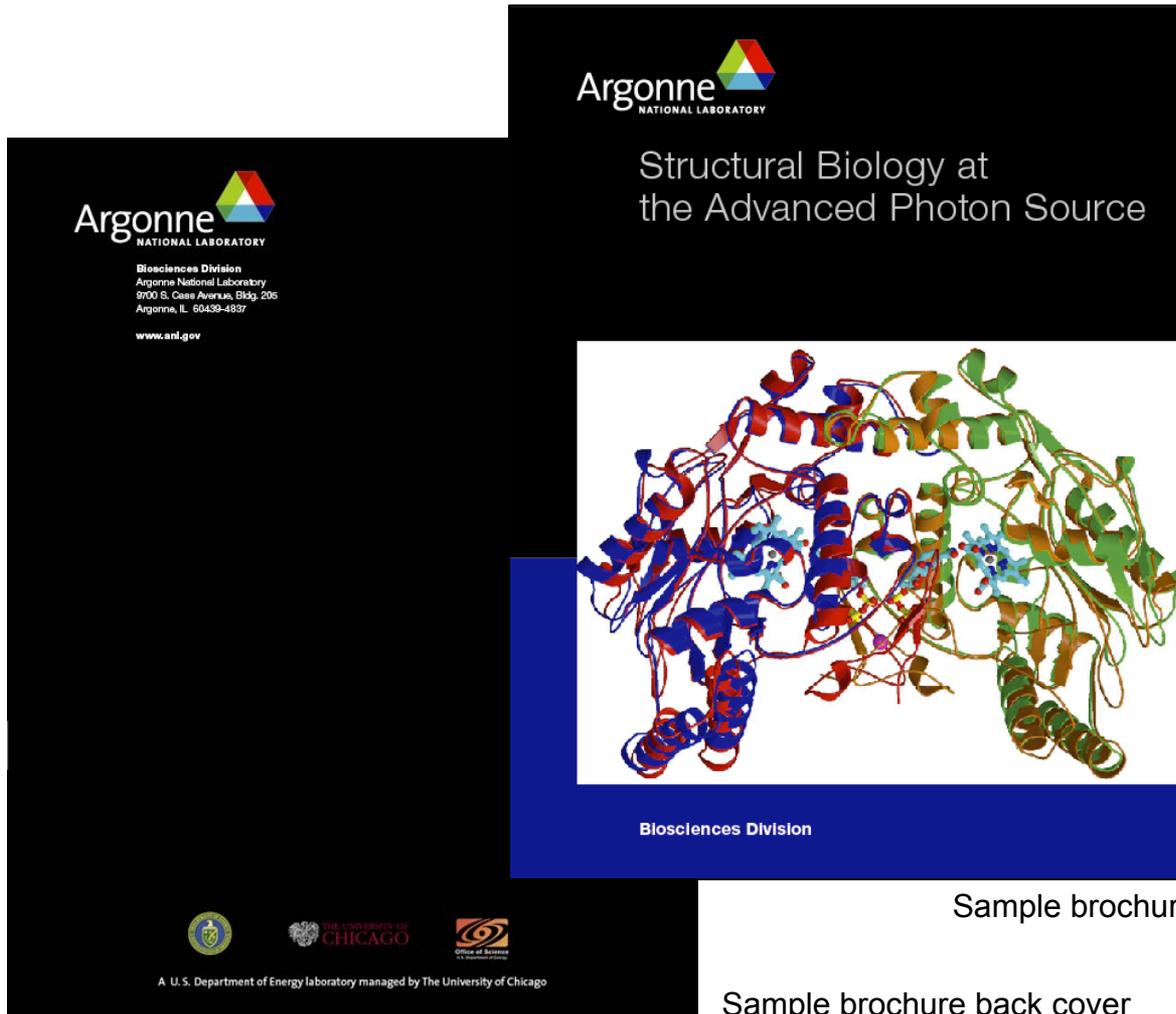


Business card back

Personalized letterhead



# Sample brochure cover design



Sample brochure front cover

Sample brochure back cover



# Required signage design



Lawn sign



# Logo artwork files

Shown below each logo is the name of the corresponding electronic artwork file

 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_4C_R_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_PMS_R_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_WEB_R_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_RGB_R_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_1C_R_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_W_R_H</p>
 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_4C_R_V</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_PMS_R_V</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_WEB_R_V</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_RGB_R_V</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_1C_R_V</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_W_R_V</p>
 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_4C_P_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_PMS_P_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_WEB_P_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_RGB_P_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_1C_P_H</p>	 <p>Argonne NATIONAL LABORATORY</p> <p>ANL_W_P_H</p>
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# Contact information

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