National Energy Technology Laboratory Design Standards for the NETL Logo

May 2013

The Logo

Display of the NETL logo is critical because this symbol represents who we are — it's our signature. Consistent application of the logo is crucial to the success of our identity.

As the primary identifier of the National Energy Technology Laboratory, it is essential that the logo's appearance is consistent throughout all of the Laboratory's communications. Over time, consistent and repeated use of the logo will establish a strengthened visual identity for the laboratory. To ensure consistency it is critical for every user of the logo, regardless of personal preference, to use it in accordance with the guidelines that follow.

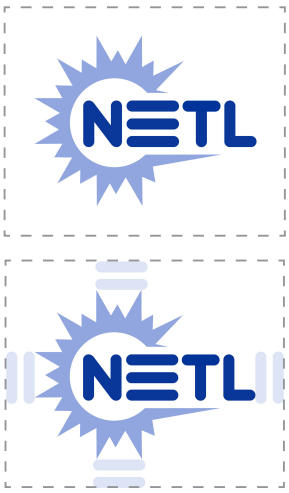
The height of the NETL logo is .75 times the length, a 3 by 4 ratio. This relationship is always the same, regardless of the reproduction size.

All logos can be found online at
www.netl.doe.gov/publications/logo

Questions concerning this logo and its application may addressed to the NETL Office of Public Affairs at
PublicAffairs@NETL.DOE.GOV

Clear Space

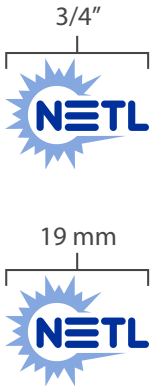
It is important to be conscious of the amount of space used around the logo, especially when it appears with other logos. The clear space helps establish the importance of the logo in environments where it competes with other graphic elements for attention. No matter what size logo you are using, use part of the stylized E to determine the appropriate amount of surrounding space, which increases or decreases proportionately with the size of the logo. Please allow for more space whenever possible.



Minimum Size

The minimum size of the logo is 3/4 inch or 19 mm in width.

There may be some cases that require special sizes or clear space allowances. For questions about unique applications, please contact NETL Office of Public Affairs at **PublicAffairs@NETL.DOE.GOV**



Acceptable Color Variations

Primary Corporate Colors

The illustration below shows NETL's corporate colors along with specific color settings.

Pantone® 286 C
RGB 0R - 56G - 169B
CMYK 100C - 83M - 0Y - 0K
HEX 0038A8

Pantone® 7451 C
RGB 144R - 166G - 221B
CMYK 45C - 25M - 0Y - 0K
HEX 90A6DD

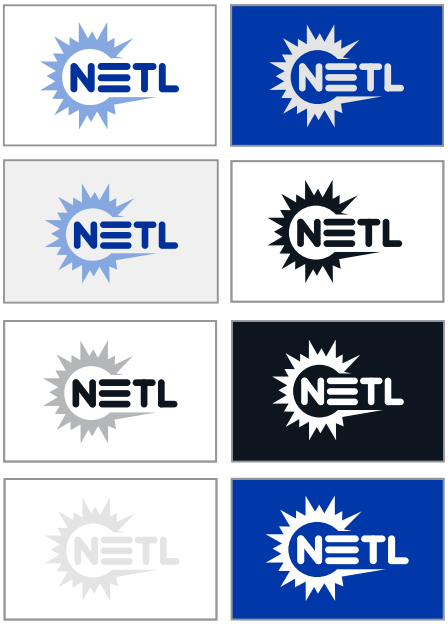
Pantone® P179-5 C
RGB 181R - 182G - 184B
CMYK 29C - 22M - 22Y - 0K
HEX B5B6B8

Pantone® P179-2 C
RGB 228R -228G - 229B
CMYK 9C - 6M - 6Y - 0K
HEX E4E4E5

Pantone® Black 6 C
RGB 0R - 0G - 0B
CMYK 40C - 20M - 20Y - 100K
HEX 000000

NETL Colors

Whenever possible, use of the two-color version of the logo is recommended. Acceptable one-color variations of the logo include: gray, light gray, black, and white.

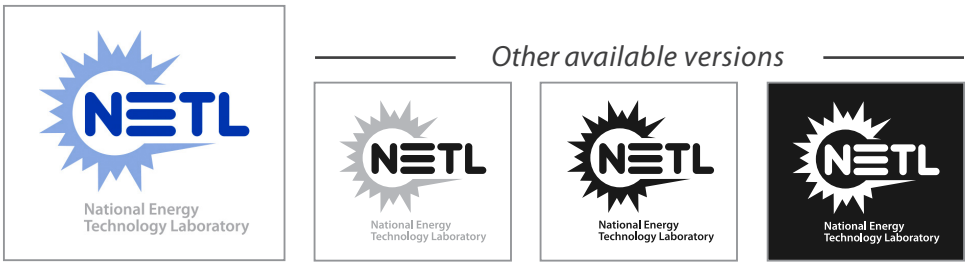


Note: If photographs or other illustrations are used as a background, please take care to ensure that any pattern or part of the image does not compete with the NETL logo.

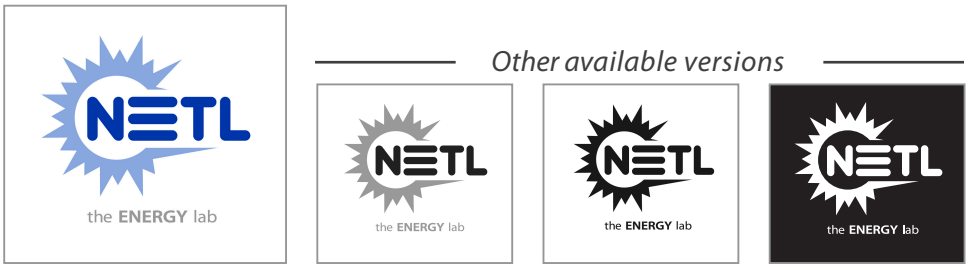
NETL signature and tagline

Combo Sets

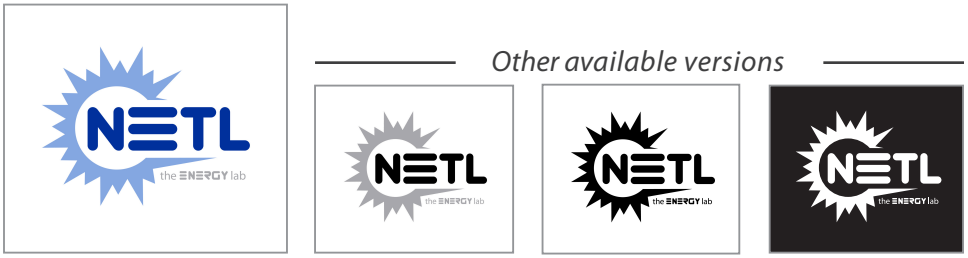
The combinations shown below are NETL's only approved placement of its signature and tagline with the NETL logo. In some situations it is also allowable to use the "National Energy Technology Laboratory" signature as a single line under the NETL logo using the same size proportions as shown below.



Minimum size when using this combination is 1.25 inches or 32 mm.



Minimum size when using this combination is 1.25 inches or 32 mm.



Acceptable, but not preferred. Minimum size when using this combination is 1.75 inches or 45 mm.

Logo Combinations

NETL Co-Branding

The DOE and NETL logos are official identifiers of the U.S. Department of Energy and the National Energy Technology Laboratory, respectively, and are only to be used in association with official NETL information. Use of these logos implies endorsement by the Laboratory and DOE of the content with which they are associated.

The DOE logo must appear on the left of the NETL logo; and the two logos must be separated by a bar. The height of the NETL letters within the burst must be no taller than the height of the word "ENERGY" in the DOE logo.

Color

Gray

Black

Reverse

Additional Information

NETL's Official Blue

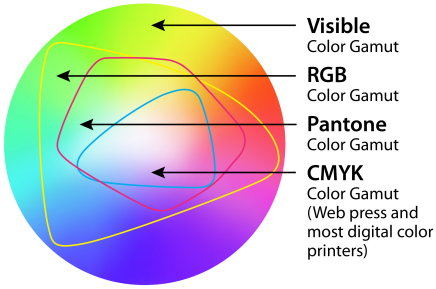
The NETL blue is represented by PANTONE 286 C. The "burst" is represented by PANTONE 745 C. Do not substitute other close matching colors or other ink colors for these Pantone colors.

The official blue Pantone 286 C color falls outside the CMYK color gamut and cannot be reproduced (an impossibility) unless printers use spot colors. Most color copiers employ CMYK technology as well and will encounter the same limitations in trying to match Pantone colors.

Technology is advancing in these areas and the color gamut of the printing process is expanding, but Pantone still falls short of the RGB gamut. There are, however, instances when the NETL blue spot color is not available. In these situations, use the four-color process formula (CMYK) for printing or the RGB values for on-screen viewing. Always match to NETL's official Pantone color swatches.

CMYK Color Shifts

The illustrations below show that color intensity of Pantone colors used for NETL's official blue is reduced because of the CMYK gamut limitations.



Pantone® 286 C	CMYK 100C - 83M - 0Y - 0K
Pantone® 7451 C	CMYK 45C - 25M - 0Y - 0K

Additional Logo Combinations

DOE Logo + NETL Signature

When the NETL logo is used in a design (such as a header), this text version is preferred. If the text "National Energy Technology Laboratory" is used as part of a cover header or title, the DOE logo may be placed independently within the layout. The horizontal format is preferred, but in some designs a vertical version is acceptable.

U.S. DEPARTMENT OF ENERGY | National Energy Technology Laboratory

Color

U.S. DEPARTMENT OF ENERGY
National Energy Technology Laboratory

U.S. DEPARTMENT OF ENERGY | National Energy Technology Laboratory

Color + Reverse

U.S. DEPARTMENT OF ENERGY
National Energy Technology Laboratory

U.S. DEPARTMENT OF ENERGY | National Energy Technology Laboratory

Black

U.S. DEPARTMENT OF ENERGY
National Energy Technology Laboratory

U.S. DEPARTMENT OF ENERGY | National Energy Technology Laboratory

Reverse

U.S. DEPARTMENT OF ENERGY
National Energy Technology Laboratory

NETL Signature and Tagline Variations

DOE Logo + NETL Signature and Tagline

This layout is similar to what is shown on page 8 and is also preferred when the NETL logo is used in a design such as a header. A vertical version is not available in this combination.

U.S. DEPARTMENT OF ENERGY | the ENERGY lab National Energy Technology Laboratory

Color

U.S. DEPARTMENT OF ENERGY | the ENERGY lab National Energy Technology Laboratory

Color + Reverse

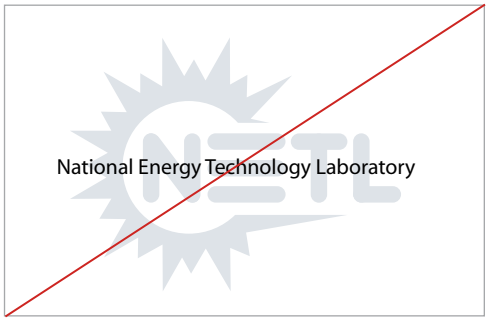
U.S. DEPARTMENT OF ENERGY | the ENERGY lab National Energy Technology Laboratory

Black

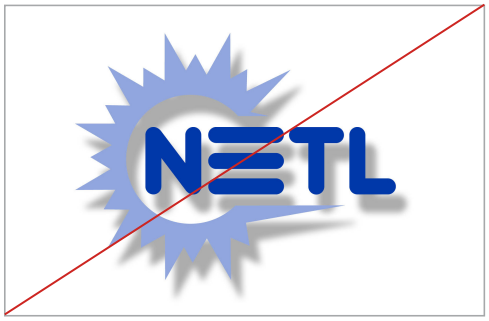
U.S. DEPARTMENT OF ENERGY | the ENERGY lab National Energy Technology Laboratory

Reverse

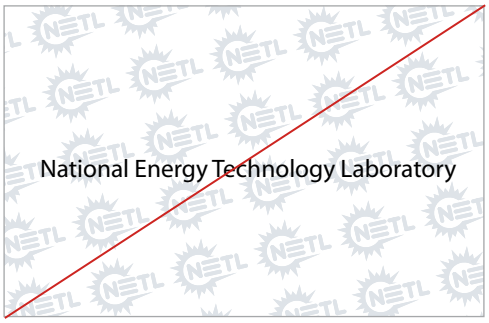
Unacceptable Use



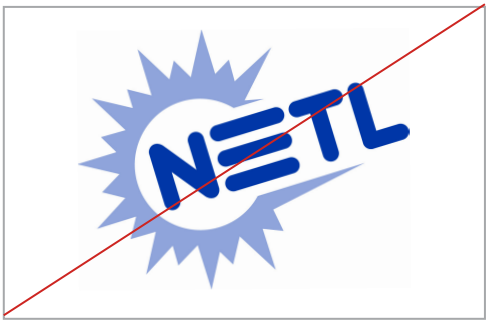
Never use the NETL logo as a background.



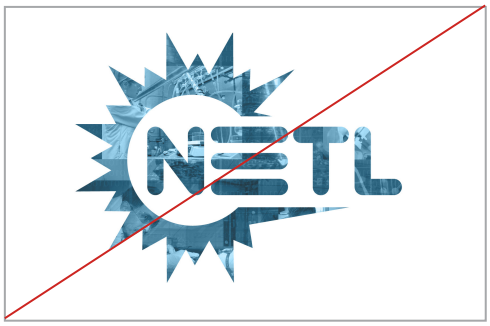
Never add a shadow.



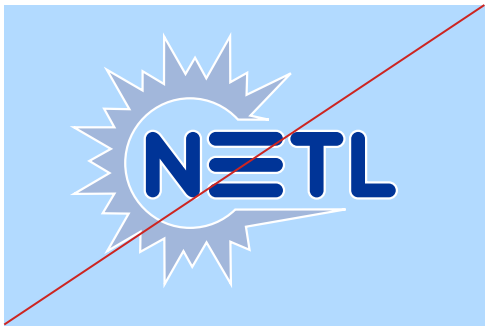
Never use the NETL logo as a pattern.



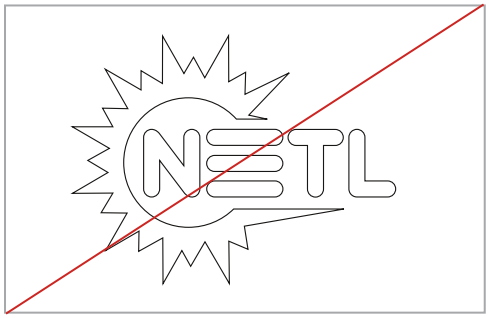
Never angle the logo.



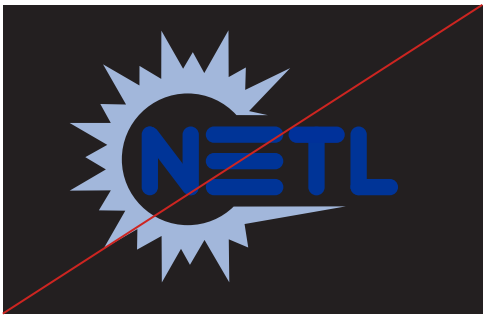
Never fill any part of the NETL logo.



Never add a line, stroke, or glow to the logo.

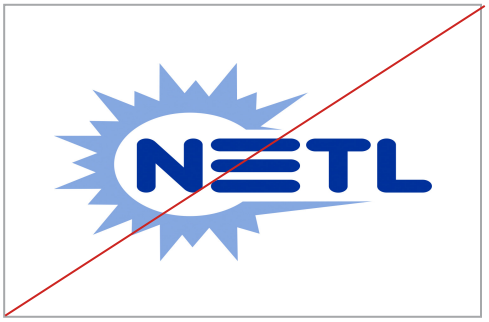


Never outline the logo.

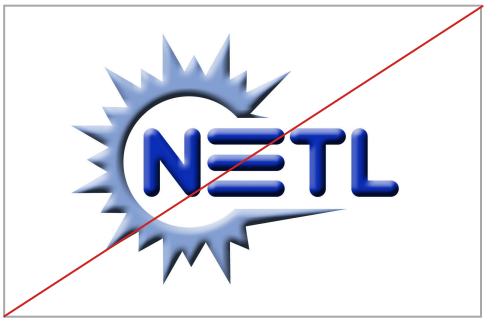


Never use the color version over dark backgrounds.

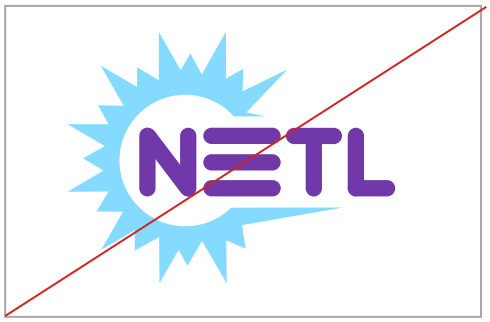
Unacceptable Use



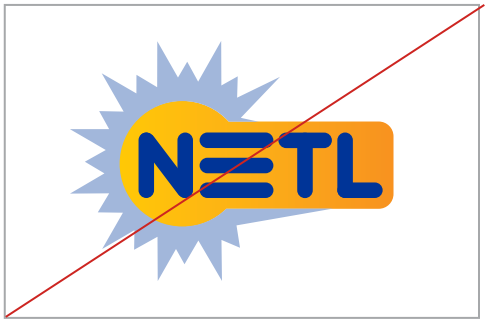
Never alter the shape of the logo.



Never add a filter effect or texture.



Never alter the colors of the logo.



Never add extra elements to the logo.

National Energy Technology Laboratory

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Scan this with your smartphone to link to NETL's website.