



The Savannah River Site

Branding Guide

A guide to the use of the SRS logo, colors and publishing products

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Introduction

The Savannah River Site has established brand identity guidelines and standards to ensure clear communications when using the SRS name or logo for internal and external audiences.

The SRS brand communicates and establishes a positive relationship among SRS, employees and stakeholders. The brand is the public face of the site and the framework that shapes the site's many communication avenues. Conscientious application of the SRS brand should appear throughout all modes of internal and external communications.

This guide outlines the correct visual and editorial use of the SRS brand. This guide is also available on InSite: Type "logo" in the search field, click on "Quick Search," and select "SRS Logo and Publishing Products."

Design, photography, video and illustrations

The SRS brand benefits from sophisticated graphic design in print, web and electronic media that incorporates high-quality, professional photography, video and illustration.

External publications in particular should reflect professional treatments that serve to elevate SRS publications above those of the general marketplace.

Savannah River Nuclear Solutions (SRNS) Corporate Communications serves as the central organization for the creation of the SRS logo, branding guide and its associated publications (print and electronic), websites, photography, video and illustrations. SRNS Corporate Communications works to ensure that all external publications and graphic representations of SRS adhere to approved standards.

The SRS logo



The SRS logo is a valuable asset and a recognizable visual representation of the Savannah River Site.

There are three approved versions of the SRS logo (see examples above).

Correct use of these logos will ensure positive and consistent images that will carry the site's identity for years to come. Incorrect usage of these logos results in a negative impact on the site's image.

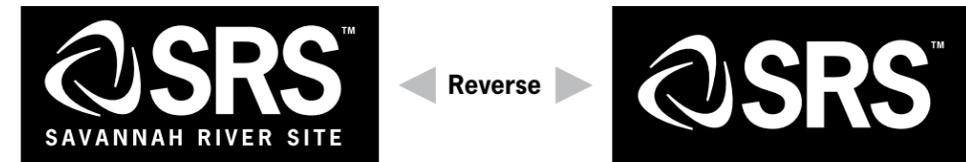
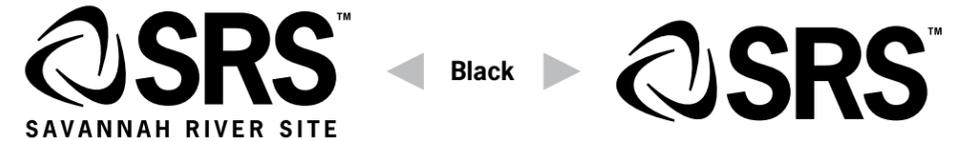
Color, typography, sizing and placement are integral features of any logo, and this guide provides specifications for those elements as they apply to the SRS logo, regardless of the mode of communication (print or electronic).

By respecting these guidelines, users can assist SRS in maintaining the integrity of its brand.

Approved versions of the SRS logo

Usage rules apply to all approved variations of the SRS logo.

There are three approved versions of the SRS logo. The logo variations include color, black and reverse.



Color

Black



Reverse

Please do not extract the logos in this PDF for publication use.

Misuse of the SRS logo

Usage rules apply to all approved variations of the SRS logo.

The SRS logo must be used **only** in the approved configurations that are available on InSite (see the “Logo Variations” section in this document). **It is essential that the logo is reproduced without misuse.** Misuse of the logo results in the dilution of the SRS brand. Some common forms of misuse of the SRS logo appear on this page.

Do not stretch the logo either vertically or horizontally

Do not distort the logo

Do not reposition the logo components

Do not change the colors in the logo

Do not change the relationship of the logo components

Do not add text to the logo

Do not add other artwork to the logo

Do not change the font in the logo

Do not outline any part of the logo

Do not obscure the logo

Do not box the logo

Do not use the logo without the TM

Do not use the mark by itself

Misuse of the SRS logo (continued)

Usage rules apply to all approved variations of the SRS logo.

Using the SRS logo on backgrounds

The SRS logo may not be placed on a background of “busy” photographs or graphics, highly-patterned backgrounds or on colors that clash with, muddy or obscure the logo. Examples of misuse appear below.

Other guidance on using the SRS logo

The logo must never be used to represent SRS in text, including in a headline or body copy.

The logo (including the mark) must not be animated.

The logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features or symbols.

Logo colors

Usage rules apply to all approved variations of the SRS logo.

The SRS logo is made up of four distinct colors: Dark blue, bright blue, orange and green. Users should never change the colors of the logos provided on InSite.

Industry-standard color values are shown below for information only.

Values include the Pantone Matching System (PMS); Cyan/Magenta/Yellow/Black (CMYK); Red/Green/Blue (RGB); and HEX.

PMS and CMYK color values are used in printed materials.

RGB values are used for electronic media, such as PowerPoint presentations and video.

HEX values are used in web-based publications.



PMS: 2955 CMYK: 100.45.0.37 RGB: 0.82.136 HEX: 005288	All dark blue areas and text
PMS: 2925 CMYK: 85.24.0.0 RGB: 0.150.215 HEX: 0096D7	All bright blue areas
PMS: 152 CMYK: 0.50.100.1 RGB: 244.146.29 HEX: F4921D	All orange areas
PMS: 339 CMYK: 84.0.56.0 RGB: 0.177.147 HEX: 00B193	All green areas

Please note that the colors in printed materials will vary slightly because of different output devices, and that printed colors may differ slightly from electronic versions.

Logo spacing and sizing

Usage rules apply to all approved variations of the SRS logo.

Clear Space

Clear space is the specified area of empty space surrounding any official identity.

Observance of clear space ensures that the logo is separated distinctly from any other graphic or typographical elements. This preserves the identity of the logo and serves to underscore its graphic integrity.

The amount of clear space varies proportionally with the size of the logo. **More space is allowable; less space is not.**

For the two SRS logos that use the acronym, minimum clear space is defined as **the height of the capital "S" in the logo.**

For the horizontal SRS logo that does not use the acronym, minimum clear space is defined as **twice the height of the capital "S" in the logo.**



Sizing

To ensure legibility, the full logo version may not be used any smaller than 1.5" in length.

The acronym-only logo version may not be used any smaller than 1" in length.

The horizontal version may not be used any small than 2" in length.

For use on merchandise such as pens, pins or other items, please contact SRNS Corporate Communications for guidance.



Using the SRS logo with other logos

U.S. Department of Energy seal and logo

The SRS logo does not replace the official U.S. Department of Energy (DOE) seal and associated logos. Use of the DOE seal and logos on SRS documents requires the permission of DOE Office of External Affairs.

Using the SRS logo with other logos

The SRS logo does not replace the logo of any company doing business at the Savannah River Site.

However, the SRS logo may be displayed in conjunction with other logos, but must be distinctly visually separated. (See Page 9 for information on “clear space.”) If used “side by side” with another logo, the SRS logo takes precedence and appears first. If vertically “stacked,” the SRS logo takes precedence and comes first in the stack.

See Page 11 for examples of correct and incorrect usage.

Using the SRS logo with other logos *(continued)*

Correct horizontal usage



Incorrect horizontal usage



Correct vertical (stacked) usage



Incorrect vertical (stacked) usage



Employee, media and commercial third-party use of the SRS logo

Employees are requested to use the SRS logo sparingly and always in accordance with approved guidelines. Employees may not use the SRS logo on items intended for sale.

The news media may obtain approved versions of the SRS logo from the Savannah River Site's external website. The SRS logos are available for download at www.srs.gov.

Commercial or other "third party" entities are not allowed to use the SRS logo without official permission from the U.S. Department of Energy.

How to get the SRS logo and the SRS PowerPoint template

Logo availability

The SRS logo is available on InSite in the approved formats outlined in this guide.

To obtain the logo, go to InSite, type "logo" in the search field, click on the "Q" for Quick Search, and follow the links to the SRS Publishing Products page.

Presentation template availability

An SRS presentation template in PowerPoint is also available on the SRS Publishing Products page on InSite.

Note: The SRS presentation template is not a substitute for individual company presentation templates. The SRS template should only be used when presenting in an official capacity for the Savannah River Site as a whole, not when presenting for an individual company.

Also, **the SRS logo is NOT to be added to individual company templates for routine use.** To do so violates both the SRS branding guide as well as the branding guides of individual companies.

Incorrect usage



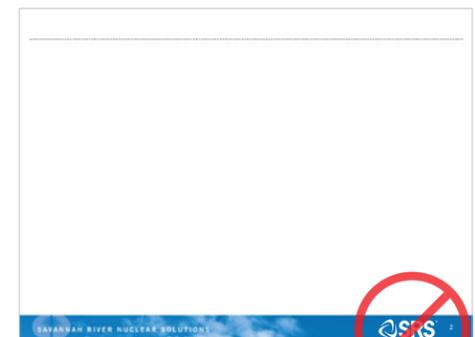
Incorrect usage



Incorrect usage



Incorrect usage



The SRS color palette for use in publications

The color palette for SRS publications contains not only colors from the SRS primary logo, but also secondary colors, background colors and accent colors.

The “look and feel” of SRS publications should be light, clean and uplifting, with liberal amounts of white space. The chart below indicates the primary, secondary, background and accent colors that may be used in SRS publications.

The publication templates available on InSite have been created with these approved colors.

Approved colors

 Dark blue, bright blue and bright green are the dominant colors for SRS publications. Tints of these colors may be used as background colors.

 Orange is the primary accent. A tint of this color may be used as a background color.

 Dark green and purple may be used as secondary accents. These colors may be used **sparingly** at 100%. They may also be used as tints.

 A tint of the yellow may be used as a background. It is generally **discouraged** from use at 100%.

 Red may only be used when a red color is required (for instance, in a chart or graph). Do not tint. Red is **discouraged** from use in generally SRS publications.

The chart on Page 15 includes values for each approved color, including the Pantone Matching System (PMS); Cyan/Magenta/Yellow/Black (CMYK); Red/Green/Blue (RGB); and HEX. Percentages (tints) of each color are also shown.

PMS and CMYK color values are used in printed materials.

RGB values are used for electronic media, such as PowerPoint presentations, and are web-safe.

HEX values are used in web-based publications.

Please note that the colors in printed materials will vary slightly because of different output devices. Printed colors may differ from electronic versions.

The SRS color palette *(continued)*

Primary Colors			Primary Accent	Secondary Accents	
PMS 2955 100.45.0.37 0.82.136 005288	PMS 2925 85.24.0.0 0.150.215 0096D7	PMS 339 84.0.56.0 0.177.147 00B193	PMS 152 0.51.100.1 243.144.29 F3901D	PMS 342 100.0.71.43 0.111.81 006F51	PMS 7447 60.58.0.19 99.97.154 63619A
90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%
40%	40%	40%	40%	40%	40%
30%	30%	30%	30%	30%	30%
20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%

Color Values Legend

PMS	PMS 294
CMYK	100.45.0.37
RGB	0.82.136
HEX	005288

20% Background

PMS 122 0.17.80.0 255.210.79 FFD24F
100%

Red if Required

PMS 1795 0.94.100.0 238.52.36 EE3424
Do not tint.

