

The Savannah River National Laboratory Name, Logo and Identity

A guide to their correct use

The Savannah River National Laboratory logo is a uniquely designed element that defines SRNL in print and electronic media. It is important that the symbol remains constant and unchanged each time it is used. Over time, it will come to represent the goodwill of the Savannah River National Laboratory.

SRNL name and slogan

- When referring to the laboratory for the first time in a document, always use the full name “Savannah River National Laboratory” (not “Lab”), which may be followed by the abbreviation SRNL in parentheses. After it has been written in this form, subsequent references can be shortened to SRNL.
- The name Savannah River National Laboratory and its abbreviation SRNL should never appear as all-lowercase letters.
- At some location in all printed documents, the information “A U.S. Department of Energy National Laboratory managed and operated by Savannah River Nuclear Solutions, LLC” must be included.
- When a slogan is used, it must be the SRNL tagline *We Put Science To Work*. This slogan may be used as part of the logo (when used as shown below), as a separate visual element (in one of the typefaces described on the following pages), or incorporated into the text. When used as a visual element (for example, on the cover of a document), the slogan must carry the superscripted TM mark. When used in text, it must be in italics, a contrasting typeface, all capitals, or some other device that will draw attention to it as a trademarked phrase.

SRNL logo

Understanding the elements of the SRNL logo

The logo artwork is furnished in final digital form, not to be re-created or modified. Key elements that must remain uniform include:

- The SRNL globe
- The tagline “We Put Science To Work”
- Trademark (“TM”) use
- Typography
- Clear space
- Color usage

There are several versions of the SRNL logo. Each, with their proper use, is described below

The full logo with tagline (horizontal or stacked)

The full SRNL logo with tagline consists of the globe, the acronym SRNL, the words “Savannah River National Laboratory,” the company name “Operated by Savannah River Nuclear Solutions, LLC,” the tagline “We Put Science To Work” and the trademark symbol “TM.”

- This must appear at least once in all publications that use graphics for visual effect (brochures, magazines, booklets, etc.), and on the title page of all slide presentations.
- On posters, displays, etc., it must be used at least once unless the company name is included elsewhere on the display.

- The horizontal version must be at least 3” total width; the stacked version must be at least 2 ½” total width



The full logo (horizontal or stacked)

The full SRNL logo consists of the globe, the acronym SRNL, the words “Savannah River National Laboratory,” and the trademark symbol “TM” (without the company name or tagline).

- The horizontal version must be at least 2 ½” total width; the stacked version must be at least 1 ½” total width.



The abbreviated logo with tagline (horizontal or stacked)

The abbreviated SRNL logo consists of the globe, the acronym SRNL, the words “We Put Science To Work” and the trademark symbol “TM.”

- These may appear at any size, as long as all elements are legible.



The abbreviated logo (horizontal or stacked)

The abbreviated SRNL logo consists of the globe, the acronym SRNL and the trademark symbol “TM.”

- These may appear at any size, as long as all elements are legible.



Reverse

Reverse versions (for use on dark backgrounds) for each of the above are available.

- Use the reverse logo only when sufficient background contrast allows for unobstructed reading.
- When the reverse version is placed on photos or graphics, make sure that the graphic does not show through the interior of the globe.





B&W Reverse on
patterned background

What is clear space and how is it used with the SRNL logo?

Clear space is the space between a logo and any other graphic element (such as photos, illustrations, headlines or text blocks). This helps establish the logo's importance in environments where it competes for attention with other graphic elements.

- For most uses, ½ inch of clear space on each side of the logo is required. No other elements may violate the clear-space buffer zone.
- When the total document size is less than 3 inches tall and 4 1/2 inches wide (on a business card, for example), the clear space buffer zone around the logo is 1/8 inch on each side.
- The specified clear space standards are minimums. More space may be allotted.

Additional guidelines for general use of the SRNL logo

Color use

The official colors for the SRNL logo are

- Blue (Pantone 294; RGB: 0, 85, 150 - see Color Palette, page 5)
- Black
- The combinations of blue and black as shown above
- White (or combinations of white, black and blue shown above), when used on a black or other dark background

No others colors are permitted without individual permission from the SRNL communications office. Graphic treatments, such as stripes or dots, are not permitted.

Backgrounds

The SRNL logo may be used on colored or patterned backgrounds, so long as the logo remains easily identifiable and is not incorporated into the background itself.

Typography

The typefaces, or fonts, used in the SRNL logo have been converted to outlines. In other words, the letters have been changed into a "picture." It is important to always use this picture form of the logo, rather than trying to match the font, so that all spacing and other elements remain exactly the same.

The typeface for the tagline, when used as part of the logo, is also converted to outlines.

When the tagline is used as a visual element, separate from the logo, it is to appear in Arial, or Myriad Pro, if available. When used as a visual element, it is to appear with initial capitals: We Put Science To Work.

Trademark symbol

The SRNL logo must appear with the trademark (™) symbol positioned as shown for each version of the logo. The ™ symbol must be legible.

The SRNL logo should never:

- be redrawn, stretched, twisted or other wise resized in any way that is not proportional to the original logo (Always be careful, when enlarging or reducing the logo, to resize it proportionally, so that the height and width keep the same ratio.)
- be cropped to obscure any part of the logo
- be obscured by type or other graphics across the face of the logo
- be combined with or attached to any other symbols or words
- appear with additional borders or decorative elements
- appear with drop-shadows or backlighting to the signature
- include any additional shape or graphic across any part of the logo

Color Palette

Color is a very strong component of brand identity. Use of uniform colors helps to identify all of our publications, presentations and poster displays as representing SRNL. The following are the colors for use in SRNL publications, presentations, posters and other communications tools.

Approved colors

	Dark blue, bright blue and bright green are the dominant colors for SRNS publications.
	Orange may be used as the primary accent. This color is to be used sparingly . A tint of this color may be used as a background
	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). It is generally discouraged from use in SRNS publications.

The chart on the following page 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.

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

Primary Colors			Primary Accent	Secondary Accents	
PMS 294 100.58.0.21 0.85.150 005596	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		20% Background	Red if Required
PMS	PMS 294	PMS 122	PMS 1796
CMYK	100.58.0.21	0.17.80.0	0.94.100.0
RGB	0.85.150	255.210.79	238.52.36
HEX	005596	FFD24F	EE3424
		100%	

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.

These colors are already set as the default in the SRNL standard presentation template and poster template. If you need to set the colors in a document, most common programs (Word, PowerPoint, etc.) use the RGB numbers, with the first digit being the red value, the second being green, and the third being blue.

Typography Standards

Consistent typography in all SRNL communications ensures visual continuity and strengthens brand identity. For posters, slide presentations, and other items that are primarily visual, the standard font is the Arial family (or Myriad Pro if available), with Times New Roman used for large text blocks and accents. For text-based documents, the standard font is Times New Roman, with Arial (or Myriad Pro if available) used as needed for titles, headings, call-outs and other accents.

Material Guidelines

All material intended for external audiences must undergo Release of Information review. (This is sometimes called “STI” review, although – strictly speaking – STI only refers to material that meets the strict definition of “scientific and technical information.”)

Templates

Templates are available for slide presentations and posters.