



OPERATED BY SAVANNAH RIVER NUCLEAR SOLUTIONS

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# Branding Guide

*A guide to the SRNL logo, colors and publishing products*

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# Introduction

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Savannah River National Laboratory (SRNL), has established brand identity guidelines and standards to ensure clear communications when using the SRNL name or logo for internal and external audiences.

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

This guide outlines the correct visual and editorial use of the SRNL brand. If you have questions about using the SRNL brand, please contact SRNS Corporate Communications for further guidance. This guide is also available on InSite: type "logo" in the search field, click on "Quick Search," and select "SRNL Publishing Products and Logos."

*Note: Publications intended for off-site use must be approved through the Savannah River Site's "Request for Information Review and Release" process (OSR-14-357LN). This form can be accessed by going to Insite, clicking on "Forms," and entering the OSR number.*

## Introduction *(continued)*

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### **Design, photography, video and illustrations**

The SRNL 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 SRNL publications above those of the general marketplace.

SRNS Corporate Communications serves as the central organization for the creation of professional printed materials, web sites, photography, video, illustrations and animations. Corporate Communications works to ensure that all external publications and graphic representations of SRNL adhere to approved standards.

## The SRNL Primary Signature

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The SRNL primary signature, or logo, is a registered trademark and is a valuable asset for the corporation and a visual representation of our company.

Correct use of the SRNL logo will ensure a positive and consistent image that will carry the company's identity for years to come. Incorrect usage of the logo results in a negative impact on the company'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 SRNL logo, regardless of the mode of communication (print, web, video, presentation, merchandising, etc.).

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

### **Logo availability**

The SRNL logo is available on InSite in a variety of digital formats. Go to InSite, type "logo" in the search field, and click on "Quick Search." SRNL logos, along with other approved SRNL publication tools, are available by clicking on the link.

## Logo Spacing and Sizing

Usage rules apply to all approved variations of the SRNL 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.

For the SRNL logo, clear space is defined as **the height of the first two lines of text in the logo**.

The amount of clear space varies proportionally with the size of the logo.

**More space is allowable; less space is not.**

### Minimum Spacing

The minimum preferred spacing to the top and bottom of the logo is 100 percent of the height of the first two lines of text ("X" in the example at right).



The minimum preferred spacing to the left and right of the logo is 200 percent of the height of the first two lines of text ("2X" in the example at right).



### Sizing

To ensure legibility, the full horizontal SRNL logo may not be used smaller than 1.5" in length. If the logo needs to be smaller than 1.5" (for example, as a mark on an ink pen or other merchandise), a set of Special Application logos has been prepared (see Page 8).



## Logo Colors

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

The SRNL logo is made up of two distinct colors: dark blue and bright green.

Industry-standard color values are shown below.

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.

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.



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All dark blue  
areas and text

PMS: 2955  
CMYK: 100.45.0.37  
RGB: 0.82.136  
HEX: 005288

PMS: 339  
CMYK: 84.0.56.0  
RGB: 0.177.147  
HEX: 00B193

Green Line



# Misuse of the SRNL logo

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

The SRNL 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 SRNL brand. Some common forms of misuse of the SRNL logo appear below.

**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 copy 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.**

# Misuse of the SRNL logo (continued)

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

## Using the SRNL logo on backgrounds

The SRNL 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.

## Approved Versions of the SRNL logo

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

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There are five approved versions of the SRNL logo, including 1) a full horizontal, 2) a full horizontal-long, 3) a full stacked, 4) an acronym horizontal, and 5) an acronym stacked.

All five versions are available in the preferred two-color variation, a black variation, and a reverse (white) variation.

All the versions are displayed on the next three pages.

Electronic files of all versions and variations are available on InSite. Just type “logo” into the search field, click on “Quick Search,” and follow the links.

## Special Applications

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

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If the SRNL logo is to be imprinted on very small items, such as ink pens, or embroidered on shirts, it is permissible to use versions of the logo designated as “Special Application.” For legibility reasons, these logos do not carry the full Savannah River National Laboratory name or the “operated by Savannah River Nuclear Solutions”. **These versions of the logo are not to be used in routine business communications. See page 12 for more details.**

Electronic files of the “Special Application” logos are available on InSite. Just type “logo” into the search field, click on “Quick Search,” and follow the links.



## Variations: Color

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

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DO NOT EXTRACT THE LOGOS IN THIS PDF FOR PUBLICATION USE.



▲ Color - full - horizontal



▲ Color - full - horizontal-long



▲ Color - full - stacked



▲ Color - acronym - horizontal



▲ Color - acronym - stacked

## Variations: Black

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

DO NOT EXTRACT THE LOGOS IN THIS PDF FOR PUBLICATION USE.



▲ Black - full - horizontal



▲ Black - full - horizontal-long



▲ Black - full - stacked



▲ Black - acronym - horizontal



▲ Black - acronym - stacked

## Variations: Reverse (White)

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

DO NOT EXTRACT THE LOGOS IN THIS PDF FOR PUBLICATION USE.



▲ Reversed - full - horizontal



▲ Reversed - full - horizontal-long



▲ Reversed - full - stacked



▲ Reversed - acronym - horizontal



▲ Reversed - acronym - stacked

## Variations: Special Applications (for Merchandise and Clothing)

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

DO NOT EXTRACT THE LOGOS IN THIS PDF FOR PUBLICATION USE.

The SRNL logo is frequently imprinted on very small items, such as ink pens, or embroidered on shirts. Logo versions designated as “Special Application” are to be used for these items. For legibility reasons, these logos do not carry the parent company names.



**These versions of the logo are not to be used in routine business communications.**

The approved “Special Application” versions of the SRNL logo are designed to be used on products, such as clothing and promotional merchandise that are SRNL-sanctioned.

Adding the name of an SRNL group or organization under the logo is not allowed (see example at right). For clothing, it is customary for SRNL organizational names to be embroidered on the sleeve of the shirt. Group names may also be included on other areas of the item not directly adjacent to the SRNL logo.

When ordering merchandise or clothing, it is advisable to check with SRNL Corporate Communications and/or Legal, to ensure that the logo is applied and displayed correctly.



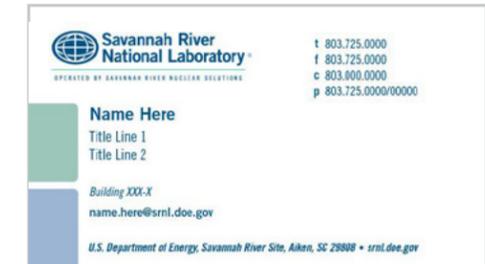
## Use of the SRNL Logo with Other Company Logos

The SRNL logo may be displayed in conjunction with other company logos; however, they must be visually and distinctly separated (see section on “Clear Space” on Page 4). Check with SRNL Corporate Communications and/or Legal, to ensure that the logo is applied and displayed correctly.

## Approved SRNL Publishing Products

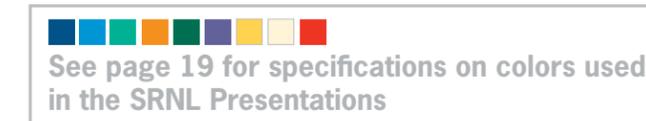
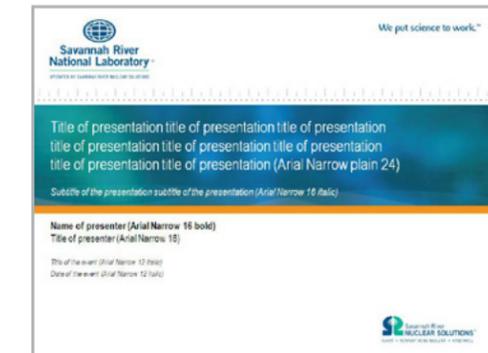
### SRNL Business Cards

Business cards are available by going to InSite, clicking on “Forms” and searching for OSR 3-106. A valid activity code is required to place an order for business cards.



### SRNL Presentation Template

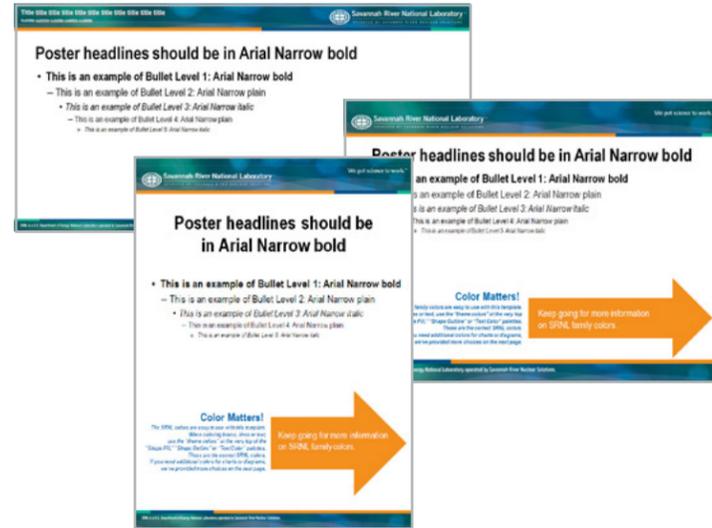
The SRNL presentation template is available as an electronic PowerPoint template on InSite. Go to InSite, type “logo” in the search field, select “Quick Search,” and follow the links. To save a template to your desktop, right-click on the link and select “Save Target As.”



## Approved SRNL Publishing Products *(continued)*

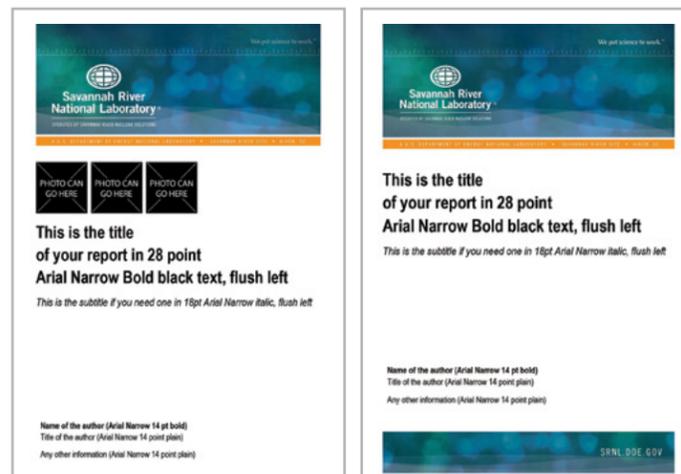
### SRNL Poster Template

The SRNL poster template is available as an electronic PowerPoint template on InSite. Go to InSite, type “logo” in the search field, select “Quick Search,” and follow the links. To save a template to your desktop, right-click on the link and select “Save Target As.”



### SRNL Report Cover Templates

Two versions of SRNL report cover templates are available on InSite. One version contains placeholders for photographs. The other version is text only. Both versions are available in Publisher and Microsoft Word. To access the templates, go to InSite, type “logo” in the search field, select “Quick Search,” and follow the links. To save a template to your desktop, right-click on the link and select “Save Target As.”



## Approved SRNL Publishing Products *(continued)*

### SRNL Letterhead

The SRNL letterhead is available electronically. Go to InSite, type “logo” in the search field, select “Quick Search,” and follow the links. To save a template to your desktop, right-click on the link and select “Save Target As.”



## Approved SRNL Publishing Products *(continued)*

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### Small Envelopes

No. 10 SRNL envelopes **will be available soon** through Site Stores.



Aiken, SC 29808 • [www.srnl.doe.gov](http://www.srnl.doe.gov)

## Approved SRNL Publishing Products *(continued)*

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### Large Envelopes

Large SRNL envelopes **will be available soon** through Site Stores.



# SRNL Color Palette

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

The “look and feel” of SRNL 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 SRNL publications. The chart 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.

## Approved colors

### Primary Colors

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
-----------------------------------------------	----------------------------------------------	---------------------------------------------	-----------------------------------------------

Dark blue, bright blue, bright green and orange are the dominant colors for SRNL publications. Orange is to be used **sparingly**.

### Secondary Accents

PMS 342 100.0.71.43 0.111.81 006F51	PMS 7447 60.58.0.19 99.97.154 63619A
----------------------------------------------	-----------------------------------------------

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.

### 20% Background

PMS 122 0.17.80.0 255.210.79 FFD24F
100%

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

### Red if Required

PMS 1795 0.94.100.0 238.52.36 EE3424
-----------------------------------------------

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 SRNL publications.

**Color Values Legend**

PMS	PMS 000
CMYK	000.00.0.00
RGB	0.00.000
HEX	000000

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.

# SRNL PowerPoint Color Palette

## SRNL PowerPoint Color Chart

PowerPoint displays and prints color differently than some programs. The SRNL PowerPoint template provided on InSite contains samples of RGB colors that print and display more closely to the **general approved colors found on Page 18**. A sample of the PowerPoint color chart appears below.

These supplemental colors (see below) may be used as needed in charts or diagrams. They are not to be used as primary colors in SRNL publications.

Primary Colors				Accent Color
RGB 0.105.176 White Text	RGB 243.144.29 White Text Black Text	RGB 0.111.81 White Text	RGB 254.240.100 Black Text	RGB 238.52.36 White Text
RGB 143.210.255 White Text Black Text	RGB 249.202.145 Black Text	RGB 157.245.211 Black Text	RGB 254.247.176 Black Text	<b>Please use sparingly!</b>

If you need additional colors for charts or diagrams, here are some supplemental colors.

Supplemental Colors				
RGB 0.105.215 White Text	RGB 99.97.154 White Text	RGB 165.243.241 White Text	RGB 215.200.222 Black Text	RGB 254.208.212 Black Text



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