

Brand Guidelines



Table of Contents

Brand Guidelines	1
Introduction	2
Table of Contents	3
Logo	4
Logo / Elements	5
Logo Variation / Acceptable / Horizontal	6
Logo Variation / Acceptable / Stacked	7
Logo Variation / Acceptable / Indicia	8
Logo Variation / Acceptable / Icons	9
Logo / Unacceptable	10
Logo / Clear Space	11
Logo / Berkeley Lab Branded	12
Color	13
Using Color	14
Typography	15
Typography	16
Templates	17
Microsoft PowerPoint / Presentations	18
Microsoft PowerPoint / Presentations	19
Microsoft PowerPoint / Horizontal Posters	20
Microsoft PowerPoint / Vertical Posters	21
Microsoft PowerPoint / Specifications	22
Microsoft Word / Memos and Letterhead	23
Microsoft Word / Specifications	24
Business Card / Specifications	25
Contact	26

Logo



Logo / Elements

The **JGI Logo** is the combination of four separate elements: The **initialism** and the **icon** (which constitute the **indicia**), next to the **logotype** and the **DOE tag**. The full-color logo shown below is the primary and preferred visual identification.



Logo Variation / Acceptable / Horizontal



Horizontal CMYK

Preferred / Use this preferred logo whenever possible



Horizontal 1-Color Black



Horizontal 1-Color Grayscale



Horizontal 1-Color White
(for use on dark backgrounds)

Logo Variation / Acceptable / Stacked



Stacked CMYK with and without DOE tag



Stacked 1-Color Black with and without DOE tag



Stacked 1-Color Grayscale with and without DOE tag



Stacked 1-Color White with and without DOE tag
(for use on dark backgrounds)

Logo Variation / Acceptable / Indicia



1-Color Black



1-Color White
(for use on dark backgrounds)

Logo Variation / Acceptable / Icons



CMYK



1-Color Black



1-Color Grayscale



1-Color White
(for use on dark
backgrounds)

Logo / Unacceptable



DO NOT resize the icon



DO NOT reposition the icon



DO NOT replace colors



DO NOT use the logo against a background with insufficient contrast or conflicting color

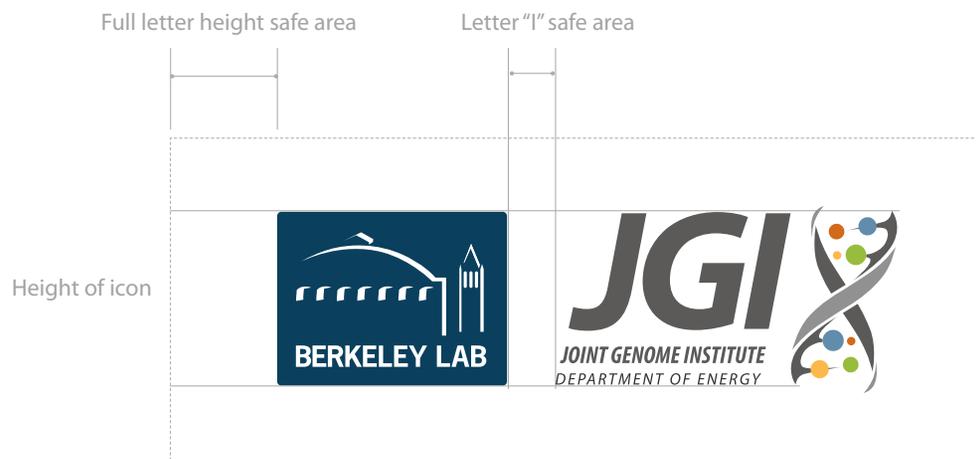
Logo / Clear Space

The JGI LOGO requires a safe area of approximately one full-letter height around all text edges, on all four sides. This safe area protects the logo from clutter, impingement and brand confusion when used in conjunction with other graphic elements.



Logo / Berkeley Lab Branded

When the JGI LOGO and Berkeley Lab logo are used together, the Lab logo is placed first. Lab logo height equals the height of the icon. Clearance equals the width of the italic letter “/”.



Color



Using Color

An official color palette was developed to represent our brand. The colors chosen reflect the dynamism and excitement of the JGI brand. In order to maintain consistency, it's important to use only the approved colors as outlined below.



CMYK
70 / 63 / 62 / 58

RGB
52 / 52 / 52

HEX
000000

PMS
Black



CMYK
62 / 55 / 54 / 28

RGB
90 / 90 / 90

HEX
5a5a5a

PMS
Cool Gray 11C

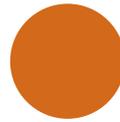


CMYK
46 / 38 / 38 / 2

RGB
145 / 144 / 144

HEX
919090

PMS
Cool Gray 8C



CMYK
0 / 65 / 100 / 15

RGB
211 / 105 / 27

HEX
cd6929

PMS
173C



CMYK
50 / 20 / 5 / 25

RGB
100 / 140 / 170

HEX
678ca7

PMS
652C



CMYK
46 / 8 / 100 / 0

RGB
153 / 189 / 60

HEX
99bd3c

PMS
397C



CMYK
0 / 30 / 80 / 0

RGB
253 / 186 / 77

HEX
fdb4d

PMS
143C

For PowerPoint use darker blue and green.



CMYK
58 / 17 / 0 / 46

RGB
59 / 110 / 143

HEX
185582

PMS
5405C



CMYK
45 / 0 / 80 / 35

RGB
96 / 154 / 62

HEX
609a3e

PMS
7490C

Typography



Typography

There are two approved font families in the JGI typography system: Myriad Pro and Trade Gothic Condensed. These two font families were chosen to complement the identity and help convey the character of the brand. It's important to use them as outlined to maintain consistency within layouts.

Myriad Pro

light
light italic
 regular
italic
 semibold
semibold italic
bold
bold italic
black
 black italic

ABCDEFGHIJKLMN
 NOPQRSTUVWXYZ

abcdefghijklmn
 opqrstuvwxyz

12345678910

Trade Gothic Condensed

no. 18
no. 18 oblique
bold no. 20
bold no. 20 oblique

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ

abcdefghijklmn
 opqrstuvwxyz

12345678910

Arial

For Microsoft PowerPoint and Word.

regular
italic
bold
bold italic

ABCDEFGHIJKLMN
 NOPQRSTUVWXYZ

abcdefghijklmn
 opqrstuvwxyz

12345678910

Templates

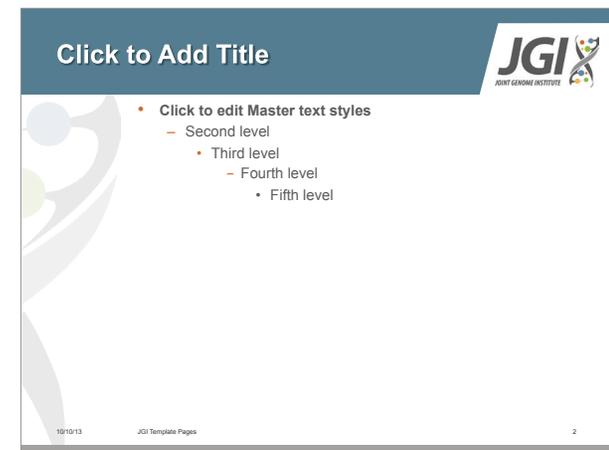


Microsoft PowerPoint / Presentations

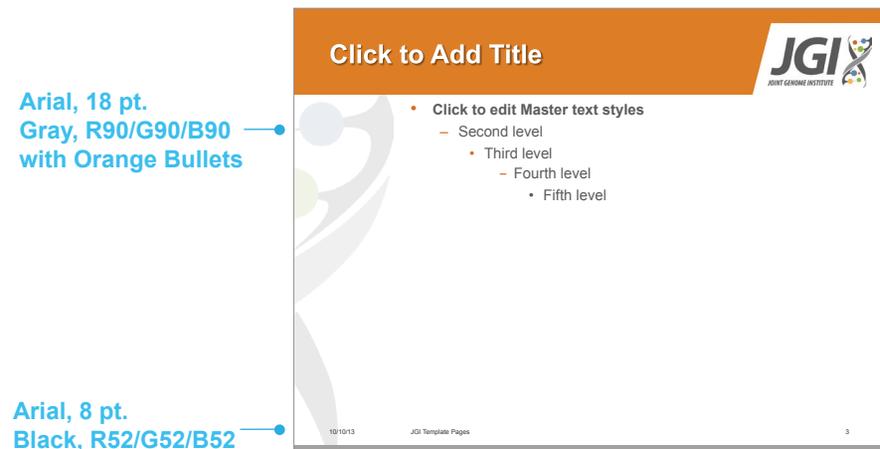
JGI Template. Size 10"x7.5".



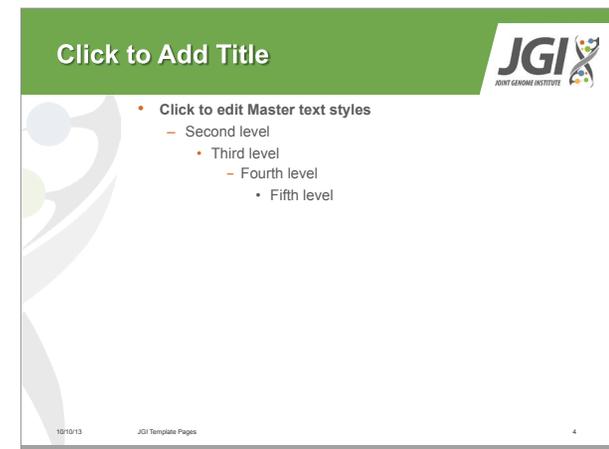
JGI_Template.pptx: Title Page



JGI_Template.pptx: Blue Content Page



JGI_Template.pptx: Orange Content Page



JGI_Template.pptx: Green Content Page

Microsoft PowerPoint / Presentations

JGI Science Template. Size 10"x7.5".



Arial, 32 pt. Bold, White, Shadow

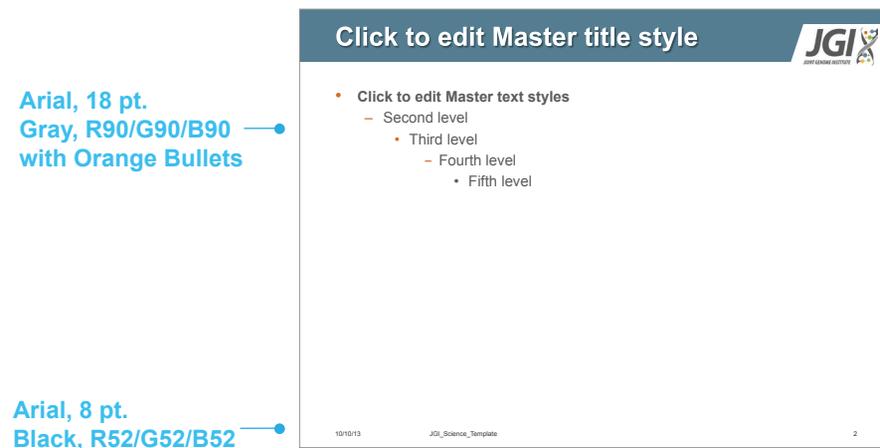
Arial, 20 pt. White, Shadow

JGI_Science_Template.pptx: Title Page

JGI/Berkeley Lab Template. Size 10"x7.5".



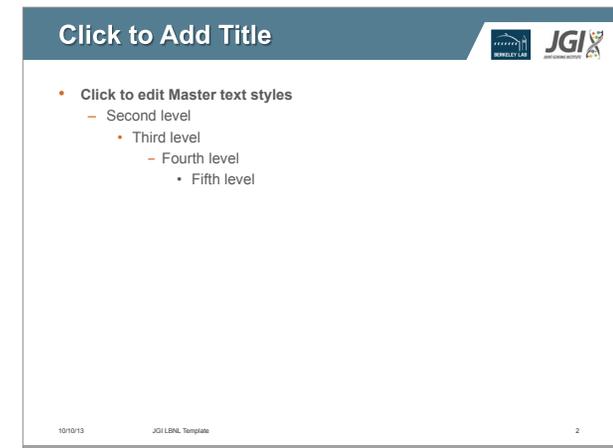
JGI_LBNL_Template.pptx: Title Page



Arial, 18 pt. Gray, R90/G90/B90 with Orange Bullets

Arial, 8 pt. Black, R52/G52/B52

JGI_Science_Template.pptx: Content Page



JGI_LBNL_Template.pptx: Content Page

Microsoft PowerPoint / Horizontal Posters

JGI Horizontal Poster Templates: Sizes 42"x36" and 48"x36".

- Arial, 88 pt. Bold, White
- Arial, 72 pt. White
- Arial, 54 pt. White
- Arial, 32 pt. Bold, White
- Arial, 24 pt. Black
- R52/G52/B52

Click here to add the poster title
Click here to add authors
Click here to add authors

INTRODUCTION, ABSTRACT Type in or paste your text here	MATERIALS & METHODS Type in or paste your text here	RESULTS Type in or paste your text here	CONCLUSIONS Type in or paste your text here
OBJECTIVES Type in or paste your text here			REFERENCES Type in or paste your text here
			ACKNOWLEDGEMENTS or CONTACT Type in or paste your text here

The work conducted by the U.S. Department of Energy Joint Genome Institute is supported by the Office of Science of the U.S. Department of Energy under Contract No. DE-AC02-05CH11221.

4 Column Layout

CONCLUSIONS Type in or paste your text here	REFERENCES Type in or paste your text here	ACKNOWLEDGEMENTS or CONTACT Type in or paste your text here
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The work conducted by the U.S. Department of Energy Joint Genome Institute is supported by the Office of Science of the U.S. Department of Energy under Contract No. DE-AC02-05CH11221.

3 Column Layout

CONCLUSIONS Type in or paste your text here	REFERENCES Type in or paste your text here	ACKNOWLEDGEMENTS Type in or paste your text here
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The work conducted by the U.S. Department of Energy Joint Genome Institute is supported by the Office of Science of the U.S. Department of Energy under Contract No. DE-AC02-05CH11221.

Wide Center Layout

REFERENCES Type in or paste your text here	REFERENCES Type in or paste your text here	ACKNOWLEDGEMENTS or CONTACT Type in or paste your text here
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The work conducted by the U.S. Department of Energy Joint Genome Institute is supported by the Office of Science of the U.S. Department of Energy under Contract No. DE-AC02-05CH11221.

Right Highlight Layout

All poster layouts have 1" border clearance for framing.
Size 42"x36" prints on standard plotter printer paper.

Microsoft PowerPoint / Vertical Posters

JGI Vertical Poster Templates: Sizes 36"x42" and 36"x48".

- Arial, 88 pt. Bold, White
- Arial, 72 pt. White
- Arial, 54 pt. White
- Arial, 32 pt. Bold, White
- Arial, 24 pt. Black
- R52/G52/B52

The image displays four distinct vertical poster layouts for the Joint Genome Institute (JGI). Each layout features a dark blue header with a title area and author information. The main content area is divided into sections for Introduction, Materials and Methods, Results, Conclusions, Objectives, References, and Acknowledgements. The JGI logo is positioned in the top right corner of each poster. The footer of each poster contains the text: "The work conducted by the U.S. Department of Energy Joint Genome Institute is supported by the Office of Science of the U.S. Department of Energy under Contract No. DE-AC02-05OR21400." The four layouts are: 4 Column Layout, 3 Column Layout, Wide Center Layout, and Right Highlight Layout.

Arial, 24 pt. Bold, White

All poster layouts have 1" border clearance for framing
 Size 42"x36" prints on standard plotter printer paper

Microsoft PowerPoint / Specifications

Color, text, information graphics and photography are tools to help make your point, not detract from it. Effects such as 3-D, gradients and unnecessary shadows add clutter, not visual interest. White space serves an important function by creating visual breathing room and focusing the viewer on your content.

Arial is a universally-available font. It is used in place of JGI's official fonts, Myriad Pro and Trade Gothic Condensed, in PowerPoint projects.

Presentations

OPENING SLIDE TITLE: 32 pt. Bold, White, with Shadow.

OPENING SLIDE SUBTITLE: 20 pt. White, with Shadow.

SLIDE TITLE: 32 pt. Bold, White with Shadow.

SUBSUBTITLE: 20 pt. Gray R90 / G90 / B90.

TEXT AND BULLETS: 18 pt. Gray R90 / G90 / B90, with Orange Bullets.

FOOTER: 8 pt. Black.

Posters

SLIDE TITLE: 88 pt. Bold, White.

SLIDE SUBTITLE 1: 72 pt. White.

SLIDE SUBTITLE 2: 54 pt. White.

HEADINGS: 32 pt. Bold, White.

TEXT AND BULLETS: 24 pt. Black, with Black Bullets.

FOOTER: 24 pt. Bold, White.

Microsoft Word / Memos and Letterhead

Microsoft Word Templates. Size 8.5"x11".

This screenshot shows a Microsoft Word memo template with several annotations. The top header bar is blue and contains contact information on the left and the JGI logo on the right. The main body of the memo is white and contains a 'MEMO' header, a 'TO:' field, and a 'FROM:' field. The 'TO:' field is annotated with 'Arial, 10 pt. White'. The 'FROM:' field is annotated with 'Arial, 22 pt. Bold, Blue'. The 'DATE:' field is annotated with 'Arial, 11 pt.'. The 'RE:' field is annotated with 'Arial, 11 pt.'. The footer contains the address '2800 Mitchell Drive, Walnut Creek, CA 94598' and the website 'www.jgi.doe.gov', which is annotated with 'Lines .75 pt. Gray R90 / G90 / B90' and 'Arial, 10 pt. Bold, Blue'.

Phone: 925/ 296-xxxx
Fax: 925/ 296-xxxx
Email: xxx @lbl.gov

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UNITED STATES DEPARTMENT OF ENERGY

MEMO

TO:

FROM:

DATE: October 1, 201

RE:

Text

MEMO

TO:

FROM:

DATE: October 9, 2013

RE:

Text

2800 Mitchell Drive, Walnut Creek, CA 94598
www.jgi.doe.gov

2800 Mitchell Drive, Walnut Creek, CA 94598
www.jgi.doe.gov

JGI Memo

JGI/Berkeley Lab Memo

This screenshot shows a Microsoft Word letterhead template. The top header bar is blue and contains the Berkeley Lab logo on the left and the JGI logo on the right. The main body of the letterhead is white and contains the address '2800 Mitchell Drive, Walnut Creek, CA 94598' and the website 'www.jgi.doe.gov' at the bottom.

JGI JOINT GENOME INSTITUTE
UNITED STATES DEPARTMENT OF ENERGY

JGI JOINT GENOME INSTITUTE
UNITED STATES DEPARTMENT OF ENERGY

2800 Mitchell Drive, Walnut Creek, CA 94598
www.jgi.doe.gov

JGI/Berkeley Lab Letterhead

Microsoft Word / Specifications

Arial is a universally-available font. It is used in place of JGI's official fonts, Myriad Pro and Trade Gothic Condensed, in MicroSoft Word memos and letterheads.

Memos

HEADER GRAPHIC: W8" x H1.35".

JGI HEADER: 10 pt. White.

JGI MEMO: 22 pt. Bold, Blue.

JGI TEXT: 11 pt. Black.

JGI FOOTER: 10 pt. Bold, Blue R100 / G140 / B170.

LINES: .75 pt. Gray R90 / G90 / B90.

Letterhead

HEADER GRAPHIC: W8" x H1.35".

JGI TEXT: 11 pt. Black.

JGI FOOTER: 10 pt. Bold, Blue R100 / G140 / B170.

LINES: .75 pt. Gray R90 / G90 / B90.

Business Card / Specifications

Adobe InDesign Template. Size 3.5"x2".



JGI/Berkeley Lab Business Card — Front

JGI LOGO: W2.6492" x H.4471"
BERKELEY LAB LOGO: W.5916" x H.4471"
TEXT COLOR: Black 80%



JGI General Business Card — Front



JGI Business Card — Back

Contact

For assistance or additional information:

David Gilbert, degilbert@lbl.gov

