Brand Guidelines

JGI · **JOINT GENOME INSTITUTE**
UNITED STATES DEPARTMENT OF ENERGY

Introduction

The new Joint Genome Institute logo takes an evolutionary step into the future, while staying true to the strength of its past. It possesses smooth, flowing lines that pay tribute to the helical sculpture that is the centerpiece of the institute. Energy and movement spiral at its core, with colors that portray life, water, earth and sun.

Please review these usage guidelines to help protect the JGI brand, and always use the identity with great care.

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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
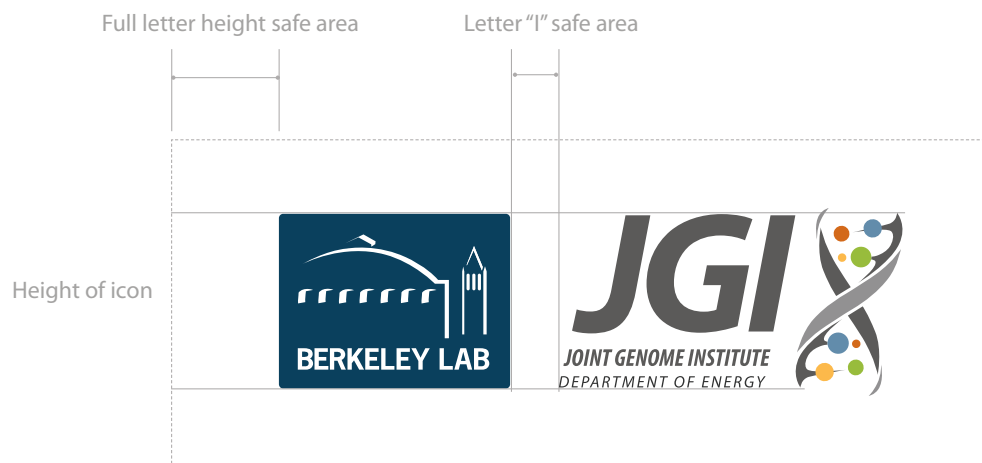with insufficient contrast or conflicting color

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.

Full letter height safe area

Full letter height safe area

Full letter height

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 "*I*".

Full letter height safe area

Letter "I" safe area

Height of icon

Full letter height safe area

Letter "I" safe area

Height of icon

Color

Using Color

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

CMYK 70 / 63 / 62 / 58	CMYK 62 / 55 / 54 / 28	CMYK 46 / 38 / 38 / 2	CMYK 0 / 65 / 100 / 15	CMYK 50 / 20 / 5 / 25	CMYK 46 / 8 / 100 / 0	CMYK 0 / 30 / 80 / 0
RGB 52 / 52/ 52	RGB 90 /90 / 90	RGB 145 / 144 / 144	RGB 211 / 105 / 27	RGB 100 / 140 / 170	RGB 153 / 189 / 60	RGB 253 / 186 / 77
PMS Black	PMS Cool Gray 11C	PMS Cool Gray 8C	PMS 173C	PMS 652C	PMS 397C	PMS 143C

For PowerPoint use darker blue and green.

				CMYK 58 / 17 / 0 / 46	CMYK 45 / 0 / 80 / 35	
				RGB 59 / 110 / 143	RGB 96 / 154 / 62	
				PMS 5405C	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

ABCDEFGHIJKLM
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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

12345678910

Templates

Microsoft PowerPoint / Presentations

JGI Template. Size 10"x7.5".
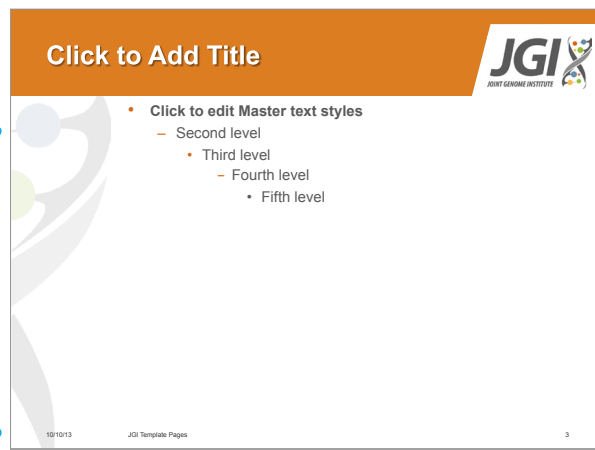
Arial, 32 pt. Bold, White, Shadow
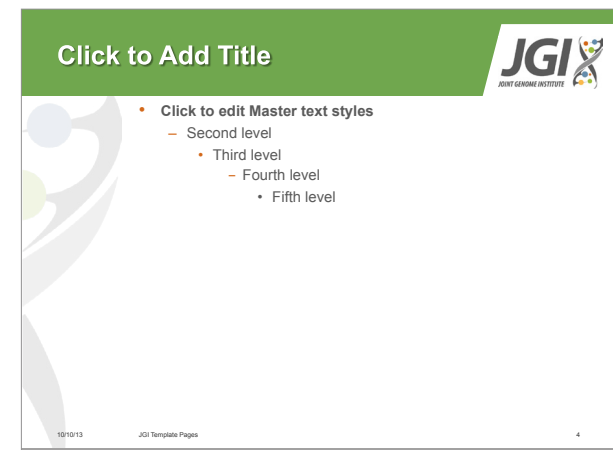
Arial, 20 pt. White, Shadow

Click to Add Title

Click to add subtitle

JGI_Template.pptx: Title Page

Click to Add Title

- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
        - Fifth level

10/10/13   JGI Template Pages   2
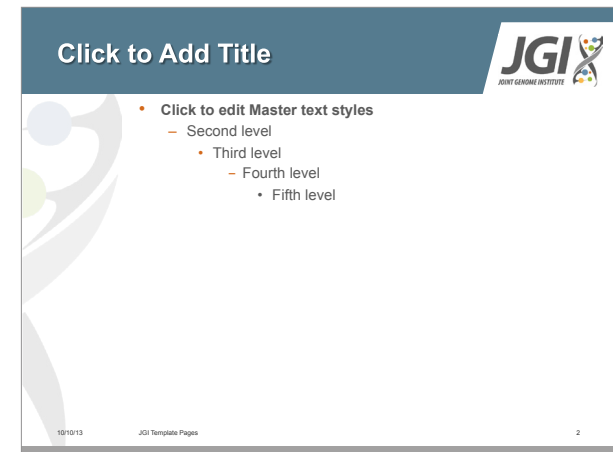
JGI_Template.pptx: Blue Content Page

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

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

Click to Add Title

- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
        - Fifth level

10/10/13   JGI Template Pages   3

JGI_Template.pptx: Orange Content Page

Click to Add Title

- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
        - Fifth level

10/10/13   JGI Template Pages   4

JGI_Template.pptx: Green Content Page

Microsoft PowerPoint / Presentations

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

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

Arial, 32 pt. Bold, White, Shadow

Arial, 20 pt. White, Shadow

JGI_Science_Template.pptx: Title Page

JGI_LBNL_Template.pptx: Title Page
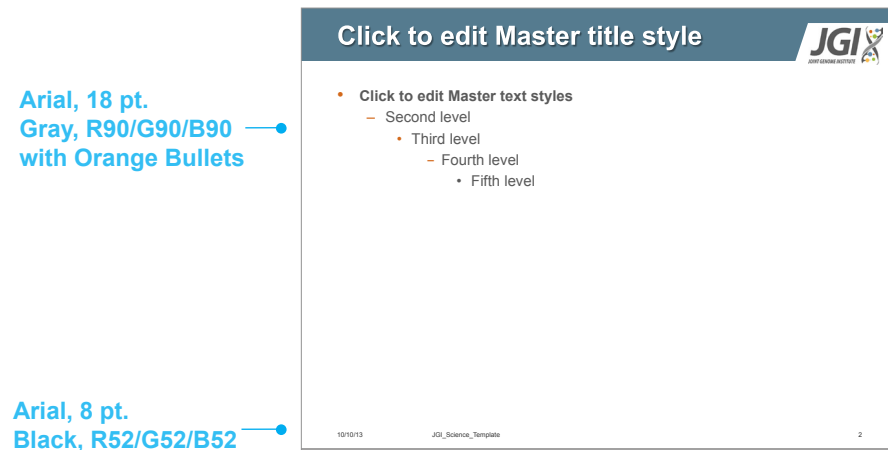
Arial, 18 pt. Gray, R90/G90/B90 with Orange Bullets

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

JGI_Science_Template.pptx: Content Page
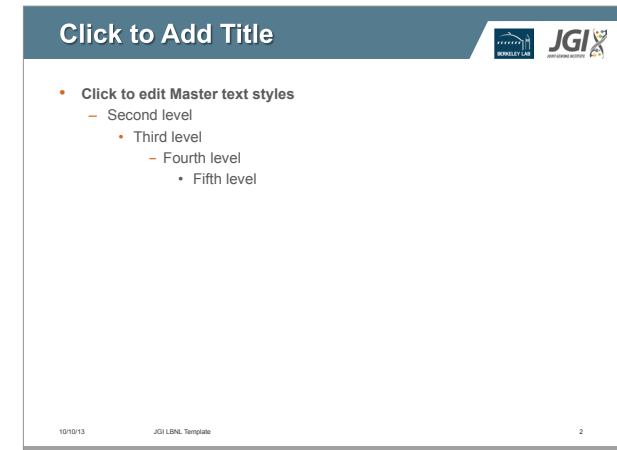
JGI_LBNL_Template.pptx: Content Page

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

Arial, 24 pt. Bold, White

4 Column Layout

3 Column Layout

Wide Center Layout

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

Arial, 24 pt. Bold, White

4 Column Layout

3 Column Layout

Wide Center Layout

Right Highlight Layout

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".

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

MEMO

TO:

FROM:

DATE: October 1, 201

RE:

Text

2800 Mitchell Drive, W
www.jgi.doe.gov

JGI Memo

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

Arial, 10 pt. White

MEMO — **Arial, 22 pt. Bold, Blue**

TO:

FROM:

DATE: October 9, 2013

RE:

Arial, 11 pt.

Text — **Arial, 11 pt.**

Lines .75 pt. Gray R90 / G90 / B90

Arial, 10 pt. Bold, Blue

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

JGI/Berkeley Lab Memo

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".

Trade Gothic Bold, 10 pt.   **Trade Gothic Condensed No. 18, 10 pt.**

JGI JOINT GENOME INSTITUTE
UNITED STATES DEPARTMENT OF ENERGY

1 line space

Edward M. Rubin, M.D., PhD. | Director

Trade Gothic Condensed No. 18, 10 pt. 1.2 line spacing

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Berkeley, CA 94720
EMRubin@lbl.gov | www.jgi.doe.gov
T: 510.486.5072 | C: 925.296.5650
F: 510.486.4229

BERKELEY LAB

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%

.25 .125   .125

.25

JGI JOINT GENOME INSTITUTE
UNITED STATES DEPARTMENT OF ENERGY

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.25

JGI General Business Card — Front

JGI Business Card — Back

Contact

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