

# **Logo and Brand Guidelines**

NCAR/UCP/UCAR

Communications | UCAR President's Office

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### ABOUT THIS DOCUMENT

This NCAR/UCP/UCAR manual provides guidelines for our logos, websites, and related digital and print materials. It outlines the visual elements that represent our collective identity—the shared brand by which others recognize who we are as an organization.

### RELATED UCAR POLICIES

#### [3.1 Official Communications](#)

[Social Media Guidelines](#)

#### [3.5 Publication and Information Dissemination](#)

[Guidelines for Advertisements, Press Releases, Sponsorships, & Exhibits](#)

[Additional communications-relevant policies](#)

### LOGO AND BRANDING HELP

**For questions about UCAR’s Communications Policies and Procedures:**

Rachael Drummond, *Director of Communications*  
303-497-8604 | rachald@ucar.edu

**For technical advice on file types:**

Michelle Flores, *Web Developer*  
303-497-2115 | commweb@ucar.edu

**For logo permissions:**

Zhenya Gallon, *Editor*  
303-497-8607 | commweb@ucar.edu

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# 1 LOGOS

## 1.1 About Our Logos

All sub-groups within NCAR, UCP, and UCAR use one of our three logos as their primary visual identifier. The use of a common icon, type style, and layout relates all of our organization's diverse groups to one of these three identities.

For these reasons, the elements of each logo should not be modified in any way (other than size and color vs. transparency).

The font families used within each logo are a distinct and integral part of that logo and should not be altered. The Lincoln Gothic font in the letters "NCAR" and "UCAR" should not be used for any text in any context outside of:

- the logo itself and
- the name of the lab/program/group within a website banner (for more about banners, please see [Section 2-Website Components](#) in this manual)

The logos available for download from the UCAR wiki are for use by NCAR, UCP, and UCAR units, by NSF, and by organizations with which we have an official partner relationship. We make them available to these specific users only, without requiring a login, [here](#).

Any other proposed use should be discussed with Communications ([commweb@ucar.edu](mailto:commweb@ucar.edu)) and all uses must comply with [UCAR's Terms of Use](#). If you do not see a solution that fits your needs, please contact us to discuss and review your options.

## 1.2 Logo Anatomy

### 1.2.1 UCAR Logo Anatomy

#### ICON

Color: CMYK 93/71/26/9  
RGB 37/83/129  
HEX 255381  
PMS mid 541 and 548



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#### LOGOTYPE

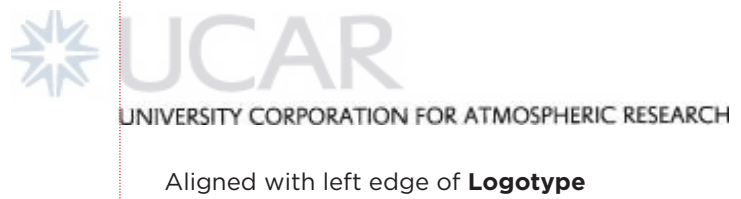
Font: New Lincoln Gothic  
Color: CMYK 63/55/37/39  
RGB 77/79/94  
HEX 4D4F5E  
PMS 7546



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#### STANDARD SPELLOUT

Font: New Lincoln Gothic  
Color: CMYK 0/0/0/100



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#### STRETCHED SPELLOUT

Font: New Lincoln Gothic  
Color: CMYK 0/0/0/100



## LOGO AND BRANDING GUIDELINES

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### 1.2.2 NCAR Logo Anatomy

#### ICON

Embedded Image



#### LOGOTYPE

Font: New Lincoln Gothic  
Color: CMYK 100/45/0/37  
RGB 0/82/136  
HEX 005288  
PMS 2955



#### STANDARD SPELLOUT

Font: New Lincoln Gothic  
Color: CMYK 0/0/0/100



Aligned with left edge of **Logotype**

#### STRETCHED SPELLOUT

Font: New Lincoln Gothic  
Color: CMYK 0/0/0/100



Aligned with left edge of **Icon**

## LOGO AND BRANDING GUIDELINES

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### 1.2.3 UCP Logo Anatomy

There are two types of UCP logo:

- UCP Directorate
- UCP Programs

#### 1.2.3.1 UCP Directorate

##### LOGOTYPE

Font: New Lincoln Gothic  
Color: CMYK 63/55/37/39  
RGB 77/79/94  
HEX 4D4F5E  
PMS 7546

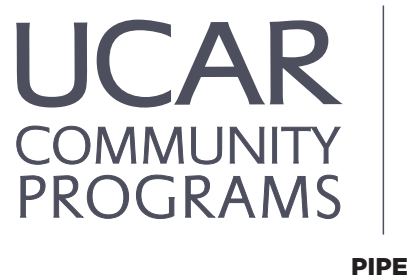


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#### 1.2.3.2 UCP Programs

##### LOGOTYPE

Font: New Lincoln Gothic  
Color: CMYK 63/55/37/39  
RGB 77/79/94  
HEX 4D4F5E  
PMS 7546





## LOGO AND BRANDING GUIDELINES

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### 1.2.4 NSF Logo

NSF's logo can be used by recipients of NSF support for the sole purpose of acknowledging that support.

NSF's logo can be used to link to an NSF website or acknowledge NSF assistance or affiliation.

#### **Who cannot use the logo?**

NSF's logo cannot be used in a manner that falsely implies employment by or affiliation with NSF. NSF's logo cannot be used to imply or endorse a product or service.

#### **Do I need permission to use the NSF logo?**

No explicit permission is necessary to use the NSF logo.

[NSF Logo Guide \(PDF\)](#) | [NSF Logos for download](#)



Four color  
with shading



Four color  
without shading



Grayscale  
with shading



Grayscale  
without shading

### 1.2.5 Using NCAR, UCP, UCAR, and NSF logos in combination

When using more than one logo:

- Use the SMALL logos without any spellout ([See 1.4.1](#)).
- Size all logos so that the NCAR and UCAR logotypes (the acronyms, not the icons) are the same size.
- Align all NCAR/UCP/UCAR logos so that the logotypes share the same baseline.
- Size the blue globe in the NSF logo so its height is just slightly larger than the height of the NCAR or UCAR acronym.
- Align the NSF logo on the same midline as the NCAR/UCP/ UCAR logos.

#### NCAR and NSF



#### NCAR and UCP



#### NCAR, UCP and UCAR



### 1.2.6 Using multiple logos within slide presentations

For use of logos in the footer of slide presentations, see [Section 3](#) in this document.

Within the pptx file, the Notes section for each Title Page example provides specific logo sizes.

### 1.3 File Format

RASTER FILE FORMATS	INTENDED USE		PROPERTIES		
	PRINT	WEB + ELECTRONIC	SCALABLE	TRANSPARENT BACKGROUND	COLOR
JPG	X	X	Reduction only	No	RGB or HEX
PNG		X	Yes	Yes	RGB or HEX
TIFF	X		Yes	No	CMYK or PMS
VECTOR FILE FORMAT					
EPS	X		Yes	Yes	CMYK or PMS

## 1.4 Sizes

### 1.4.1 SMALL

Intended use: When space is limited — primarily for Web/Electronic

Spellout: None

Color: Color or white-on-black

Formats to use: JPG/PNG

Download link: to come



1.4.2 MEDIUM

Intended use: Spellout flush left (stretched) for legibility at medium sizes.  
Spellout: Stretched  
Color: Color or white-on-black  
Formats to use: Color JPG only – for electronic use  
Download link: to come



### 1.4.3 LARGE — UCAR

Intended use: Suitable for larger formats  
Spellout: Standard  
Color: Color or white-on-black  
Formats to use: JPG/PNG for electronic uses — TIFF for print  
Download link: to come



### 1.4.3 LARGE — NCAR

Intended use: Suitable for larger formats  
Spellout: Standard  
Color: Color or white-on-black  
Formats to use: JPG/PNG for electronic uses — TIFF for print  
Download link: to come



1.4.3 LARGE — UCP

- Intended use: Suitable for larger formats
- Spellout: Standard
- Color: Color or white-on-black
- Formats to use: JPG/PNG for electronic uses — TIFF for print
- Download link: to come





## 1.5 Logo usage

### 1.5.1 Using logos on color backgrounds

Use reverse (white) versions only.

### 1.5.2 Standback, or white space—the required minimum amount of clear space around each logo

The standback around the NCAR and UCAR logos is equal to the space between the symbol and logotype



The standback around the UCP logo is equal to the space between text and the vertical pipe



1.5.3 Incorrect Uses—Examples

Do not reposition the **Spellout**



Do not change **Logotype** color



Do not use **unauthorized color**



Do not **scale disproportionately**



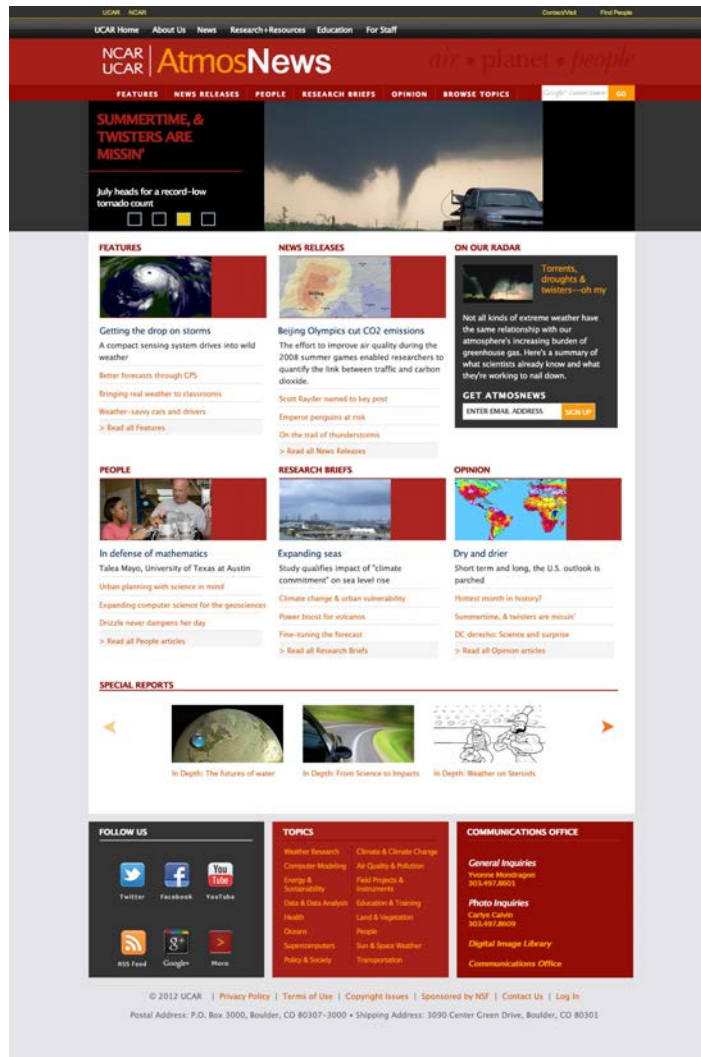
Do not use any **previous versions of our logos**



## 2 WEBSITE COMPONENTS

### 2.1 Atmos Theme

The Atmos Theme provides a unified look, feel, and user experience across our Web presence, providing visitors with a more consistent experience no matter where they land within our complex organization. Clear signals are provided regarding the primary owner of the site as well as the site's relationship to the organization as a whole. Key elements include the banner and OrgNavFooter, as described in this document. Details on implementation of the Atmos Theme using Drupal or any other platform are provided on the WAG wiki [here](#).



## LOGO AND BRANDING GUIDELINES

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### 2.2 NCAR/UCP/UCAR Atmos Theme banner

Because these banners use a specialized font (Lincoln Gothic), please contact Communications at [commweb@ucar.edu](mailto:commweb@ucar.edu) to request a banner for your website. We will make every effort to turn your request around within two business days. Do not create banners using any other font.

**Name of top-level organizational unit (lab, observatory, office)  
on one line—centered top-to-bottom**

NCAR  
UCAR

Unit Name Lincoln Gothic

**Name of top-level unit on two lines—same depth as stacked NCAR/UCAR**

NCAR  
UCAR

Unit Name Lincoln Gothic  
Two Lines

**Name of top-level unit and subunit (division, section)—same depth as stacked**

NCAR  
UCAR

Unit Name  
Subunit Site Name

**UCP Programs logo at left, with individual entity's logo at right. All lettering that is not part of a pre-existing logo should follow the same guidelines as those outlined above (use Lincoln Gothic for the Unit Name) and in [Section 2.3](#), below (use Baskerville roman/italic for tagline or slogan).**

UCAR  
COMMUNITY  
PROGRAMS



COSMIC Program Office  
Constellation Observing System for Meteorology, Ionosphere, and Climate

### 2.3 Tagline or slogan

**OPTION 1:** Dark lettering / bulleted style / 3-4 words maximum



**Font:** Baskerville Roman and Italic  
**Placement:** Centered top to bottom  
**Color:** HEX 004779

**OPTION 2:** Light lettering / bulleted style / 3-4 words maximum



**Font:** Baskerville Roman and Italic  
**Placement:** Centered top to bottom  
**Color:** HEX A9CADE

**OPTION 3:** Light lettering / slogan style



**Font:** Baskerville Roman and Italic  
**Placement:** Centered top to bottom  
**Color:** HEX A9CADE

### 2.4 Website Font

The NCAR/UCP/UCAR Atmos Theme uses the **Ubuntu** font family for all headings, body text, and other text elements that are not part of the banner or tagline (as outlined in [Sections 2.2](#) and [2.3](#), above)

DO NOT manipulate the font in any way, including excessive letterspacing or scaling.

**Excessive plus letterspacing**

**Excessive minus letterspacing**

**Horizontal scaling**

**Vertical scaling**

### 2.5 Slide/Presentation Font

**Verdana** is used for slide presentations (see [Section 3](#), below).

### 2.6 Web Footer Requirements and Code

To meet federal and other jurisdictional requirements, all websites from organizations like ours must provide copyright, privacy policy, and terms of use statements. UCAR's Office of General Counsel maintains and updates this information and all NCAR, UCP, and UCAR websites should link to this required information within the footer that appears on each page.

In addition, all NCAR sites are required to include the official NSF sponsorship and disclaimer statement.

To further unify the look and feel of our websites, the organization-wide Web Advisory Group provides code and instructions for customizing and implementing the required footer content as well as cross-organization navigation. The code and instructions for implementing and customizing OrgNavFooter to meet your group's needs is [available on the WAG wiki](#).

#### **OrgNavFooter—NCAR Footer Example:**

*Meets legal requirements for all units and NSF requirements for NCAR.*

*UCP customization turns off the NSF logo and disclaimer.*

© 2014 UCAR | [Privacy Policy](#) | [Terms of Use](#) | [Copyright Issues](#) | [Sponsored by NSF](#) | [Managed by UCAR](#) | [Webmaster/Feedback](#)  
Postal Address: P.O. Box 3000, Boulder, CO 80307-3000 • Shipping Address: 3090 Center Green Drive, Boulder, CO 80301



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# LOGO AND BRANDING GUIDELINES

## 2.7 Web Color Palettes

These dark/light color pairs are provided for creating Atmos Theme website banners and other blocks of color.

### 2.7.1 NCAR/UCAR

<https://wiki.ucar.edu/download/attachments/52004557/AtmosThemeColorPalette.jpg>





2.7.2 UCP

<https://wiki.ucar.edu/download/attachments/270533115/UCP-style-guide-9-26-13.jpg>



### 3 SLIDE PRESENTATIONS

#### 3.1 Title Slide

##### 3.1.1 Header/Banner

The header banner is based on the Atmos Theme website banner. The NCAR/UCAR or UCP logotype (the acronym) is an **image using the Lincoln Gothic font**. For flexibility, the Lab/Program/Group name is in **Verdana**.

The tagline, in **Baskerville Roman/Italic** is optional. It uses the light font color for visibility when projected.

The text font for headings, subheads, and text is **Verdana**.

##### 3.1.2 Logo alignment

The NCAR and UCAR logos are aligned with their baselines. The UCP and NSF logos are aligned at their midlines.

See the separate [NCAR/UCP/UCAR Slide Templates](#), where the Notes section for the Title Page provides specific logo size measurements.

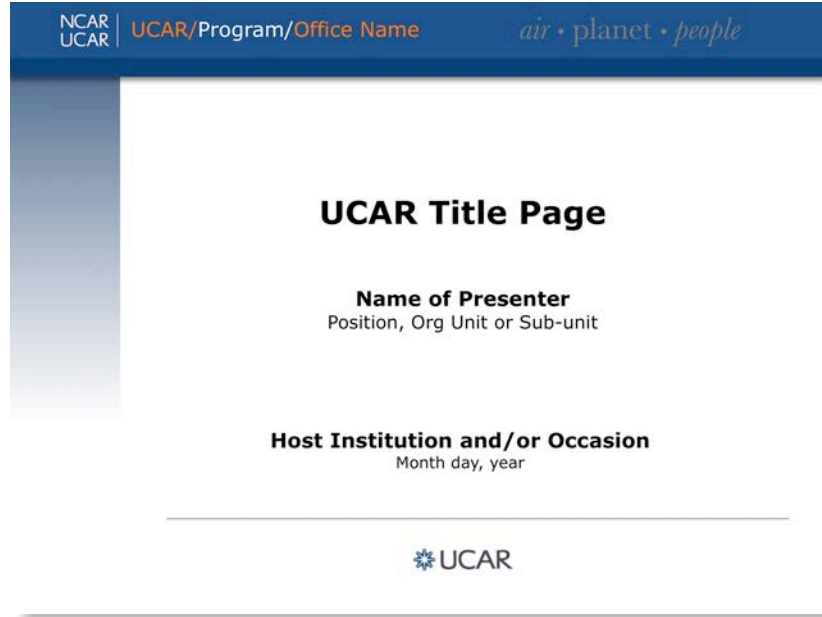
##### 3.1.2.1 NCAR



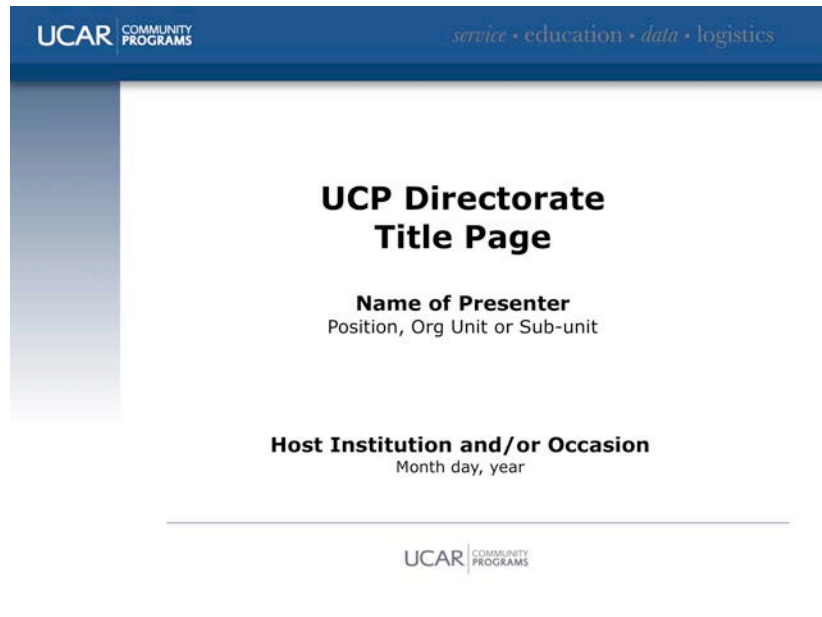
## LOGO AND BRANDING GUIDELINES

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### 3.1.2.2 UCAR



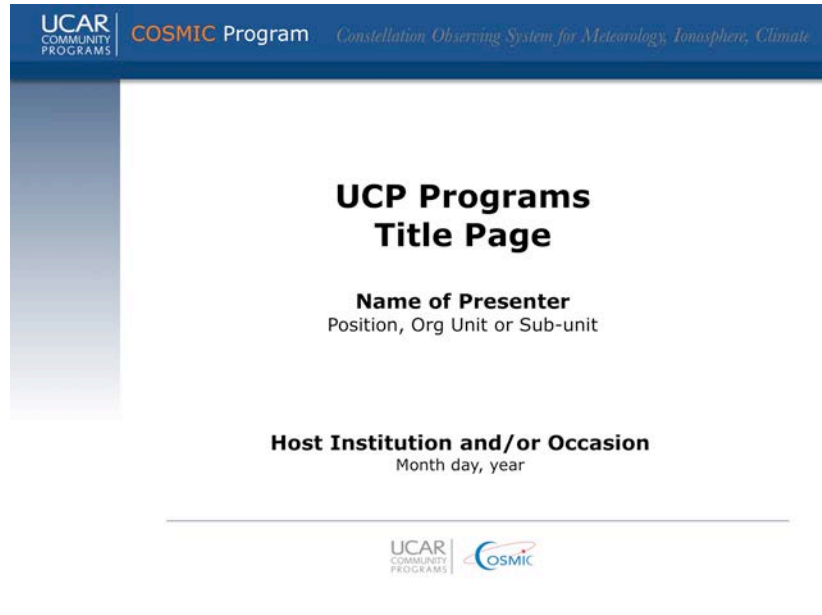
### 3.1.2.3 UCP Directorate



## LOGO AND BRANDING GUIDELINES

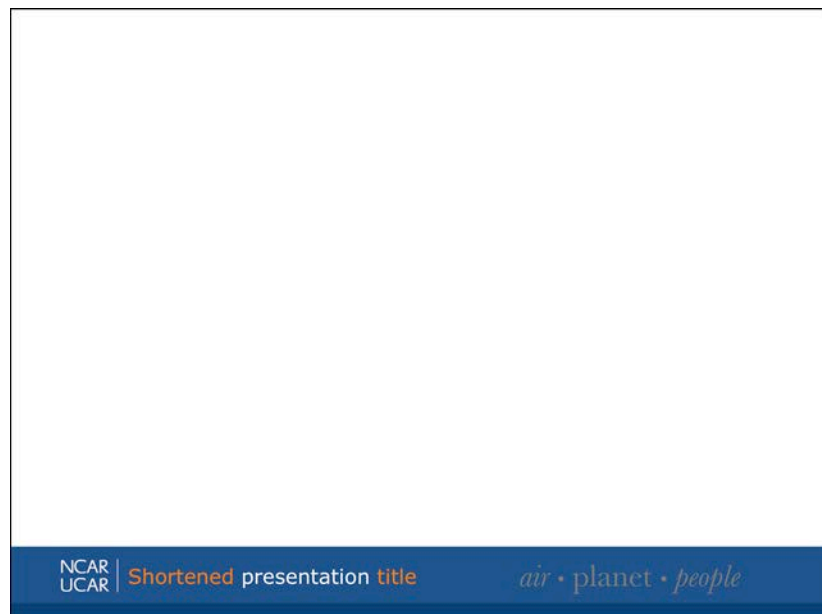
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### 3.1.2.3 UCP Community Programs



### 3.2 Subsequent Slides

The font for the **Shortened presentation title** is **Verdana**.



### 4 BUSINESS CARDS

All Business Cards are ordered through the Contracts office within F&A, using this [order form \(PDF\)](#). For Business Card assistance, contact F&A/Contracts at [conuser@ucar.edu](mailto:conuser@ucar.edu), ext. 8866.

There are separate styles, for NCAR and for UCAR. The design may not be altered.

You are not limited to the information in the examples below and can, for example, eliminate the fax number and/or add a website URL or mobile number.

**Example of NCAR Format**



**Example of UCAR Format**



### 5 BROCHURES AND OTHER PRINTED MATERIALS

Please adhere to these logo and brand guidelines in all your printed materials. For advice on print and other materials, contact Shilo Hall in Communications ([shall@ucar.edu](mailto:shall@ucar.edu)) to set up a consultation.

### 6 SOCIAL MEDIA

Communications manages the institution's social media channels, including Facebook, Twitter, YouTube, and Google Plus, under the AtmosNews brand and logo.



Social media content and administration guidelines are [here](#). To discuss social media branding, please contact Zhenya Gallon in Communications ([zhenya@ucar.edu](mailto:zhenya@ucar.edu)).

### 7 VIDEO

All video published on publically visible sites, including NCAR/UCAR websites, YouTube, Vimeo, etc., must include this UCAR copyright notice on the final slide:

©YYYY UCAR

To be sure that NSF requirements as well as those of any other sponsor are included in the content disclaimer, we have created a blanket disclaimer statement for inclusion in all NCAR/UCAR videos. Here is an example of a closing slide that incorporates the copyright and disclaimer requirements:

