NATIONAL MAGLAB

Style Guide

Rules and guidelines to help you get the most out of our brand and logo.

Contact Caroline McNiel at McNiel@magnet.fsu.edu with any questions or concerns regarding this brand.

Edited: 10/07/14

Official Name vs. Brand Name

The official name of the institution is the National High Magnetic Field Laboratory. There is a version of our new logo that uses our official name.

The brand name of the institution is the National MagLab. Brands can be defined as the name or symbol that identifies an organization. A brand is also the connection that our audiences, from MagLab users to kindergarten students, have with our institution. Our new logo builds on the positive reputation the MagLab has in our community and connects our physical lab to our online presence - the lab's social media accounts all use National MagLab.

Brand Name (Primary) Logo

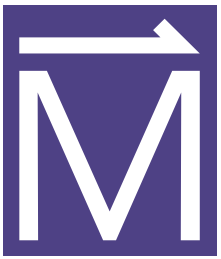
This will be the main version of the logo used at the National MagLab:

Full Name Logo

This version should be used in formal settings where our full name is appropriate:

Mark

Our mark can be used for audiences that have already seen our logo. For example, if the logo is displayed on the title page of a Powerpoint the following pages can use the mark.



Color Palette

MagLab Violet is the primary color used to represent the lab. MagLab Gray, Red, and Blue can be paired with MagLab Violet, but should never be used on their own.

VIOLET

C 85 **M** 84 **Y** 0 **K** 6

PMS 7672 c

R 76 **G** 65 **B** 132

WEB 4C4184

GRAY

C 57 **M** 51 **Y** 30 **K** 13

PMS Cool Gray 11 c

R 83 **G** 86 **B** 90

WEB 53565A

RED

C 2 **M** 100 **Y** 85 **K** 6

PMS 186 c

R 227 **G** 24 **B** 55

WEB E31837

BLUE

C 90 **M** 66 **Y** 0 **K** 0

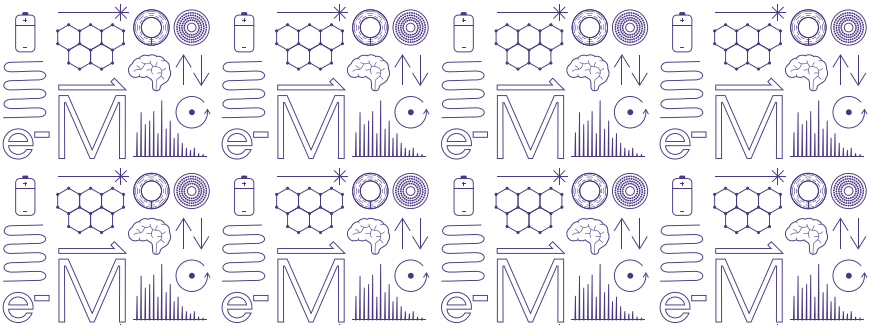
PMS 7455

R 58 **G** 93 **B** 174

WEB 3A5DAE

Brand Pattern

The brand pattern can be used to tell more of the MagLab's story of using magnets to explore materials, energy, and life. It supports the logo and can be used to fill empty spaces. Type should not be put on top of the pattern.



Logo Treatments

Our violet and black logo might suit every application. Use these additional treatments of the logo to fit your needs.

Use this version when color printing is not available:

Use this version on black or dark backgounds:

Use this version on gray backgrounds. Do not use on black:

Using the Logo

Minimum Size

Legibility is crucial. The length of the Primary Logo must not be smaller than 1 inch (2.54 centimeters) or 72 pixels.

NATIONAL MAGLAB

The length of the Full Name Logo must not be smaller than 1.25 inches (3.18 centimeters) or 90 pixels.

NATIONAL HIGH MAGNETIC FIELD LABORATORY

Clear Zone

There must be adequate empty space around the logo. The space must be greater than or equal to the size of the B in the Primary Logo (use the E for Full Name Logo.)

Do's and Don'ts

Using the logo correctly is easy! Watch out for these common mistakes.

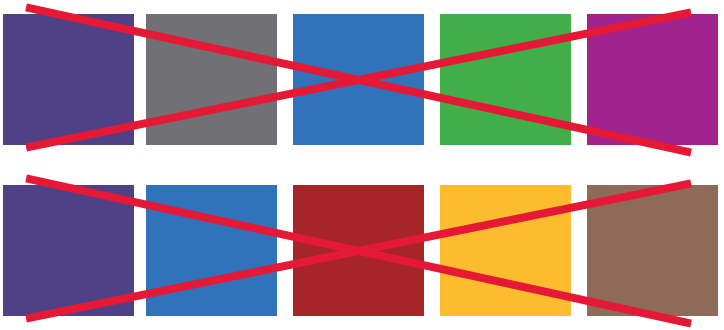
Maintain the correct proportions. Do not stretch or squish the logo. When resizing, pull from the corners, not from the top or sides.

Never add shadows, bevels, or other effects to the logo.

Do not add borders to the logo.

Do not put black text on a gray background, use the version of the logo with white text.

A controlled color palette keeps our brand distinct and recognizable. Do not mix other colors with our palette.



Official Stationary

Our letterhead and logo has been updated. Make sure to add your personal information to the footer. The letterhead template can be found here:

zdrive > Lab-Wide Use > *MagLab Logo Files > Letterhead

If your name and title are too long to fit on one line you can reduce the size of the type. The preferred typeface is Open Sans, which can be downloaded for free here:

www.google.com/fonts/specimen/Open+Sans

Standard Letterhead

NATIONAL MAGLAB

Florida State University
1800 East Paul Dirac Drive
Tallahassee, Florida 32310
nationalmaglab.org

October 7, 2014

Make sure to add your personal information to the footer.

Labora voluptaqui ducitem porati dollaptium aut exerspel et ut aut alistiumque es adigentiam quide labo. Berupta erovit officianto consequati discil in coratquia simporro vel ipsandi denestias maionse proratiusci dolum dest, si omnis et qui qui beat illantium recumquis dolorro quia non pratiur moloressi reius am quibeatur rem culpa cus ut et voluptam ut exerro qui dolut eum aut volupta pelest, venda nit et imagnam, ut odipsam int eatur rehendi de nam velestota volor acculpa ruptas doluptatur? Qui tempore pellam que sam est atem voleste perci aut ditatiam evelis expliquassi sit quo ex et andunti onsequi ut adit inctasinum auda delent rernamet id eri dolor aut volor modiam volupta

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Caroline McNiel, Graphic Designer 850.644.9186 | mcniel@magnet.fsu.edu

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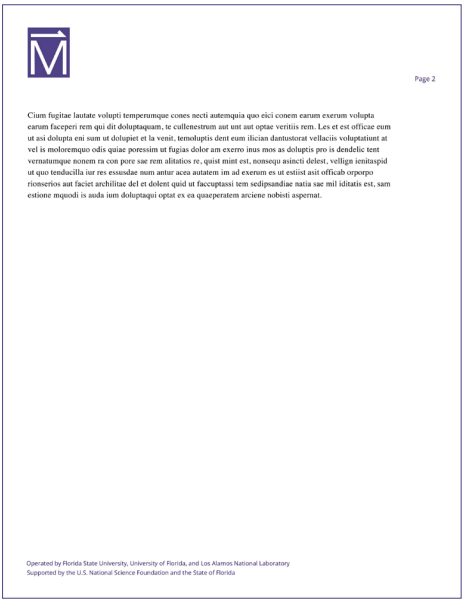
FIRST PAGE


Page 2

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SECOND PAGE

Standard Envelope

NATIONAL MAGLAB

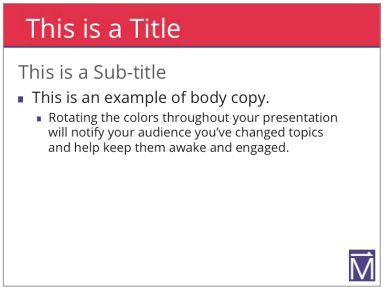
1800 E. Paul Dirac Drive
Tallahassee, FL 32310, USA

Presentations

To better help you prepare Powerpoint presentations we designed a collection of slide designs that fit the MagLab brand. The presentation template can be found here:

zdrive > Lab-Wide Use > *MagLab Logo Files > Powerpoint

Slide Examples



The information you present is important, and we are here to help you communicate effectively Here are some guidelines that will increase the impact of each slide:

1. Each slide should contain no more than three- five major points;
2. Title text should between 36 and 48 points and body text between 24 and 30;
3. Providing a graphic or other visual will greatly enhance the message points;
4. Use clip art sparingly;
5. Powerpoint slides should be used to supplement the presentation, not replace it.

Here are some other resources with helpful presentation tips:
Basic principles of PowerPoint hygiene-
www.stevedenning.com/Business-Narrative/powerpoint-principles.aspx

7 Ways Tim Cook Gave a Steve Jobs-Like Presentation-
www.forbes.com/sites/carminegallo/2012/03/08/7-ways-tim-cook-gave-a-steve-jobs-like-presentation/