

GRAPHICS GUIDELINES

UCAR Center for Science Education Logo Package



Logo

Primary version

This is the primary version of the SciEd logo. This version of the logo should be used in most all cases.

- only place logo on light colored backgrounds
- don't place logo on top of photos or other distracting/textured backgrounds
- don't alter, rotate or modify the logo
- follow clear space guidelines on following pages
- do not alter the colors of the logo



UCAR CENTER FOR
SCIENCE EDUCATION

Logo

Icon only

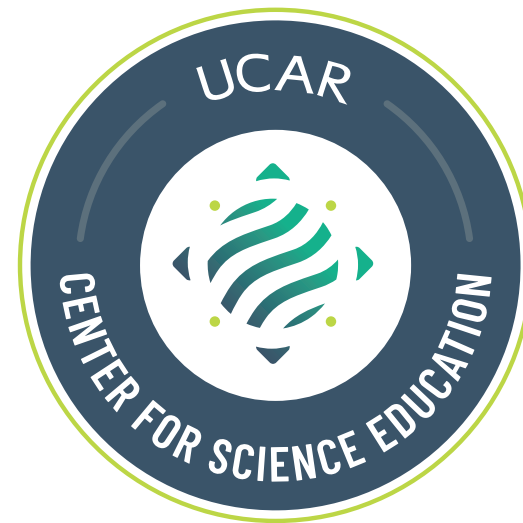
The icon-only version of the logo should be used when the full logo is already present somewhere else on the printed page, presentation or website. It is an extension to the brand but does not carry all the visual markings by itself.



Logo

Secondary versions

The stacked version & the badge version of the logo are secondary versions and should be used only when the primary version will not work.



Logo

White versions

When the logo needs to be placed over a photograph or on a dark background, the reversed out (white-only) versions should be used.



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Color

The breakdown

To the right are the color breakdowns for your logo in 3 different formats. The CMYK format would be the preferred format for on-press printing (either digital or off-set), and the RGB version would be the preferred format for viewing on-screen (website, email signatures, online PDF documents, PPT). The HEX numbers are used for website development and on-screen use as well.

Dark Grey-Blue

screen use

HEX #3b5469
RGB 59-84-105

print use

CMYK 81-61-41-23

Dark Grey-Blue transition to Green-Blue

Green-Blue

screen use

HEX #0cb18b
RGB 12-178-139

print use

CMYK 77-2-60-0

Lighter Grey-Blue

screen use

HEX #5d707c
RGB 94-112-125

print use

CMYK 67-48-40-12

UCAR Green-Yellow

screen use

HEX #bdd747
RGB 190-215-71

print use

CMYK 30-0-90-0

Primary Colors

Secondary Color

Logo

Fonts used

Below are the fonts used in your logo. You should never use these fonts to try to recreate your logo as special attention has been made to the typography and changes to the actual letterform may have been made. You can use these fonts in other documents to compliment your logo.

Barlow Semi Condensed, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Barlow Semi Condensed, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fonts can be downloaded here:

<https://fonts.google.com/specimen/Barlow+Semi+Condensed>

This is not a font, it is the official UCAR logo lettering

Barlow Semi Condensed,
Regular



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Barlow Semi Condensed,
Bold