

**AMES LABORATORY**  
United States Department of Energy  
Creating Materials and Energy Solutions

Creating Materials and Energy Solutions

# Branding

*Style*  
**Guide**  
*2008-2009*

Any questions about usage of the  
Ames Laboratory logo or tagline  
can be referred to:

Steve Karsjen  
Public Affairs, Graphics and Education  
294-5643  
[karsjen@ameslab.gov](mailto:karsjen@ameslab.gov)



**AMES LABORATORY**  
United States Department of Energy  
Creating Materials and Energy Solutions

# VISUAL Branding Style Guide 2008-2009

Nothing serves as a more visual representation of the Ames Laboratory than the Lab's logo and tagline. Maintaining a consistent "visual identity" helps build positive recognition for the Ames Laboratory and the U.S. Department of Energy worldwide. This contributes to brand development from which the public may gain a sense of our contributions to society, our relationship with our stakeholders and our efforts to broaden the scope of awareness of the Ames Laboratory.

The Laboratory has a variety of logos for users to select from and an agreed-upon organizational tagline. To be effective recognition builders, Ames Laboratory scientists, staff and students must have a guide that relates requirements for how to use them.

Our graphic identity, including our tagline, was developed after much evaluation, focus-group research and surveying. Our identity has the full support of the Office of the Director, and consistent Lab-wide application is essential to effectively communicate Ames Laboratory's distinctive brand. All Ames Lab programs, departments and offices that communicate internally and externally are required to consistently and correctly use the Lab's approved logo and tagline in the approved format. This includes the use of the logo and tagline in all publications, PowerPoint presentations, Web pages, etc. Variance from the standards that have been set will not be allowed.

If you have any questions about proper usage of the Ames Laboratory logo or the tagline, please contact: Steve Karsjen, Public Affairs, Graphics and Education at [karsjen@ameslab.gov](mailto:karsjen@ameslab.gov) or 294-5643.

Thank you for your support of the development of the Ames Laboratory brand.



**AMES LABORATORY**  
United States Department of Energy  
Creating Materials and Energy Solutions

# VISUAL Branding Style Guide 2008-2009



The Ames Laboratory logo is a modern symbol that highlights our mission of basic and applied science. The logo is a stylized "A." The round graphical element in the center of the logo represents the atom, the basic building block of all matter. The upward thrusting caliper represents our scientists' forward-thinking efforts to address new research challenges, and the essential element of measurement in all of our work.

The Ames Laboratory wording under the logo is typeset in Garamond Regular font.

In 2008, the wording, United States Department of Energy was added under the words Ames Laboratory. This addition was a deliberate action taken to more closely align Ames Laboratory with the Department of Energy in a visually appealing way.

In 2008, the logo was again modified to include the laboratory's tagline.

Each word in the Ames Laboratory tagline **Creating Materials and Energy Solutions** has been carefully selected by the Laboratory's Tagline committee to communicate the Laboratory's brand.

This **primary** tagline, **Creating Materials and Energy Solutions**, is recommended for use on all Ames Laboratory materials, such as stationery, business cards, forms, certificates, posters, displays, etc. When using the tagline on stationery, it should always be in Arial font, italicized, initial cap on all words and bolded. Copies of the Ames Laboratory logo with the tagline can be found at: <http://www.internal.ameslab.gov/brand/Logos.html>.

When using the tagline as a companion element with the Ames Laboratory logo on stationery, use a font size of 9. Logo/ tagline options are shown below. Do not deviate from these options. (5.1- 5.10)

The Ames Laboratory logo should **never** be altered.



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

1.1



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

1.2



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

1.3



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

1.4

Official versions of the Ames Laboratory logo are available on the Web at <http://www.internal.ameslab.gov/brand/Logos.html>. The logo is available in either EPS, TIFF or JPEG forms. There are many stylized versions of the logo from which to choose. Please contact Graphics at 294-9305 if you have any questions or problems concerning downloading copies of the logos.

Three-color versions of the logo may appear on stationary, in publications, on factsheets, posters, Web pages and brochures. Other requests for usage of the three-color versions of the Ames Laboratory logo will be reviewed upon request.

Three-color logo options available for Lab use are below. (1.1 and 1.2)

Three-color version of the Ames Laboratory logo is available for multi-use by all Lab users.

A second color version of the Ames Laboratory logo is also available for use by any and all Ames Lab users. Two-color logo options are below. (1.3 and 1.4)

Two-color versions of the logo are also available for all users.



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

VISUAL  
 Branding  
 Style  
 Guide  
 2008-2009



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions  
 2.1



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions  
 2.2



2.3



2.4



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions  
 2.5



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions  
 2.6

The Ames Laboratory logo should appear on all Laboratory publications, in all informational materials and on all printed communications that are circulated on or off-site, including news releases, brochures, posters, newsletters, factsheets, etc. and stationery, business cards, video, Web pages (includes Program Web pages) and CD-ROMs. The logo can also be applied to documents intended for use on-site by Ames Laboratory staff, such as newsletters, factsheets, posters, etc. The logo must be used appropriately so that associations between the logo and the Ames Laboratory always remain positive.

The Ames Laboratory logo is the only logo that should be used to represent the Ames Laboratory.

The logo can be used in black or white if reversed out of a solid color. However, it is likely this version will be confined to publications and marketing materials, such as those produced by Public Affairs, Graphics and Education. Please contact the Public Affairs, Graphics and Education office for questions about usage.

Use of the black and white logo is encouraged on business forms. Black and white logo options are below. (2.1 and 2.2)

Reversed out white logo option is below. This option is generally used in publications and posters. (2.3 and 2.4)

The Ames Laboratory logo is not to be altered in any way. It is to be treated as a single graphic unit and not rearranged, compressed, stretched, or altered. This includes color scheme. To ensure legibility, the height of the logo should never be smaller than 1.5 inches.



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

3.1



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

3.2



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

3.3



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

3.4



3.5

Following are **unacceptable** treatments of the Ames Laboratory logo:

**3.1 - DO NOT EXPAND**

**3.2 - DO NOT COMPRESS**

**3.3 - TOO SMALL**

**3.4 - NEVER ATTEMPT TO CHANGE COLORS**

When resizing logo hold down the shift key to maintain correct proportions of the logo.

The Ames Laboratory can not be altered to include just the caliper and circle. The Ames Laboratory logo is not known well enough to allow the use of any version other than the one that includes the words, Ames Laboratory and United States Department of Energy.

**3.5 - DO NOT USE**

The only acceptable uses of Ames Laboratory logo are those described in this guide.



**Following are the Lab's logo guidelines:**

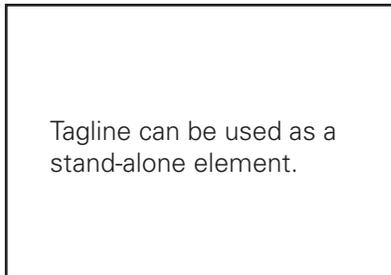
**External Communications:** Any reproduction of the Ames Laboratory logo should be done with an emphasis on quality. There should be no alteration of the color or dimensions of the logo. High-quality reproduction can normally be achieved on today's color printers. If not, color copies of the logo can be made for a fee in Graphics.

All versions of the Ames Laboratory logo (color and black and white) can be found by going to: <http://www.internal.ameslab.gov/brand/Logos.html>. Logo versions can be downloaded in either EPS, TIFF or JPEG form.

In an effort to be cost conscious, if you are printing a number of documents to be distributed to internal or external stakeholder groups, we recommend you use the black and white version of the logo.

**Factsheets:** Factsheets are the exception to the rule when mass producing documents for distribution to stakeholder groups. The Ames Laboratory factsheet is to be distributed in color only. Copies of the factsheet can be picked up at no cost from the Ames Laboratory Public Affairs, Graphics and Education office. A downloadable version of the Ames Laboratory factsheet can be found on the Web at [www.ameslab.gov/final/About/Images/Factsheet1\\_14\\_08.pdf](http://www.ameslab.gov/final/About/Images/Factsheet1_14_08.pdf).

**Business Forms:** Every effort should be made to include the logo on business forms used by Ames Laboratory as each can be a valuable way to increase awareness and positive image of the Ames Laboratory.



The tagline may also be used as a stand-alone element in materials, such as PowerPoint presentations, overheads, posters, displays, banners, etc., although it's likely that in most cases the logo and tagline would be used in conjunction with one another.

When using the alternate tagline in marketing materials, it should always be in Verdana font and initial cap on all words.

Alternate tagline options for marketing materials are below. Use Verdana font.

### Creating Materials and Energy Solutions

#### Creating Materials and Energy Solutions

All Ames Laboratory alternate tagline options can be found on the Web at: <http://www.internal.ameslab.gov/brand/Logos.html>. Primary and alternate versions of the tagline can be downloaded in either EPS, TIFF or JPEG format.

Any alternate font or style usage, must be approved by the Public Affairs, Graphics, and Education office.

#### **Alternate tagline**

Creating Materials  
and Energy Solutions



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

# VISUAL Branding Style Guide 2008-2009

## Stationery/Business Cards

All offices must use the approved Ames Laboratory letterhead, envelope and business-card format.

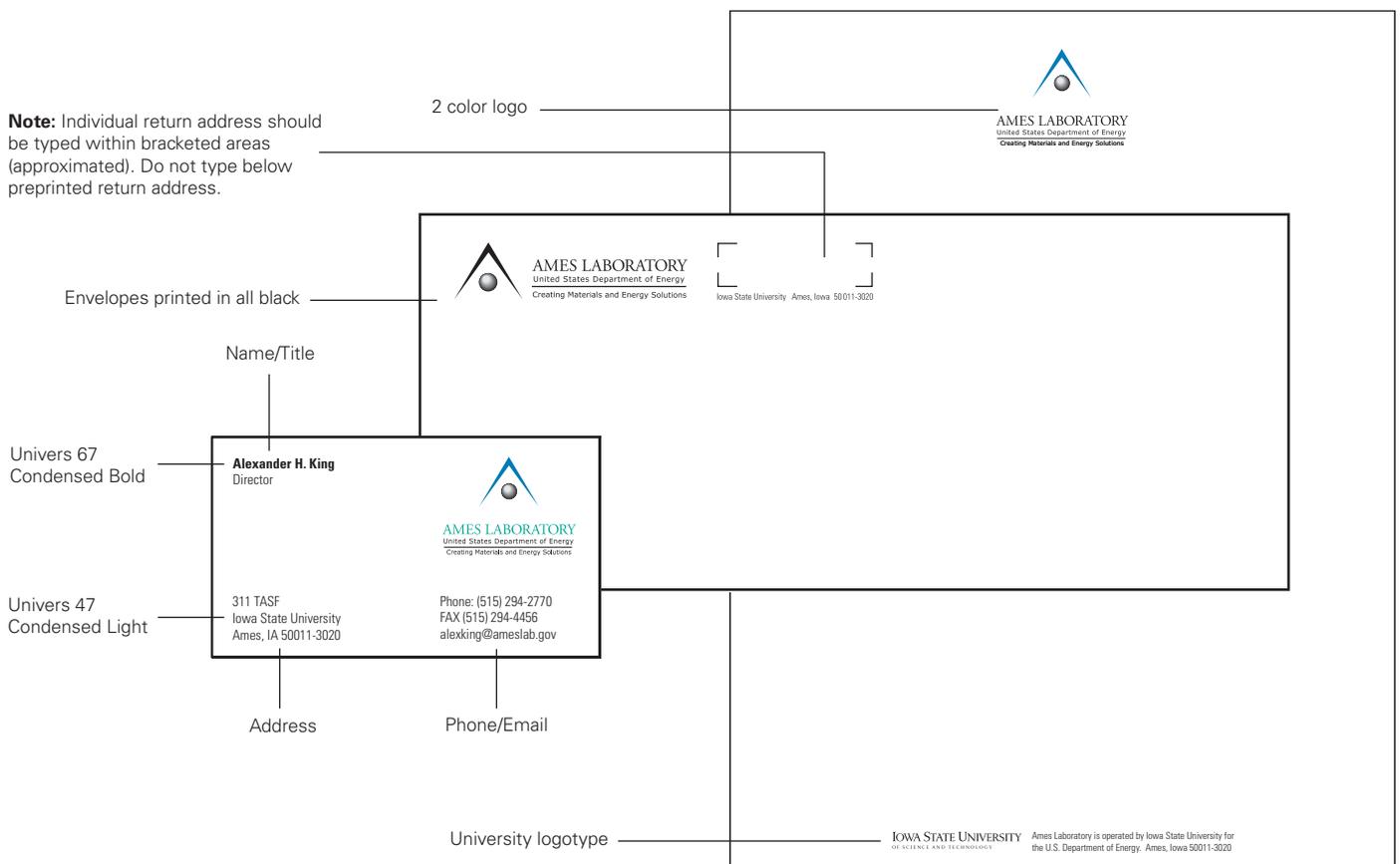
Stationery is one of the most powerful means of communicating the Ames Laboratory's image. As such, typography and printing must be of high-quality.

Ames Laboratory's stationery system consists of letterhead, an envelope and a business card. Placement of the logo and typography should not vary from the style shown below.

All elements should be printed on recyclable white paper.

Additional typography consists of Univers 67 Condensed Bold and Univers 47 Condensed Light

**Note:** Individual return address should be typed within bracketed areas (approximated). Do not type below preprinted return address.





**AMES LABORATORY**  
United States Department of Energy  
Creating Materials and Energy Solutions

### **Interoffice Memorandum**

Format for the interoffice memorandum should not be altered from what is shown below unless authorized by Public Affairs, Graphics and Education.

Memorandums shall be printed in black ink on white recycled paper.





**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

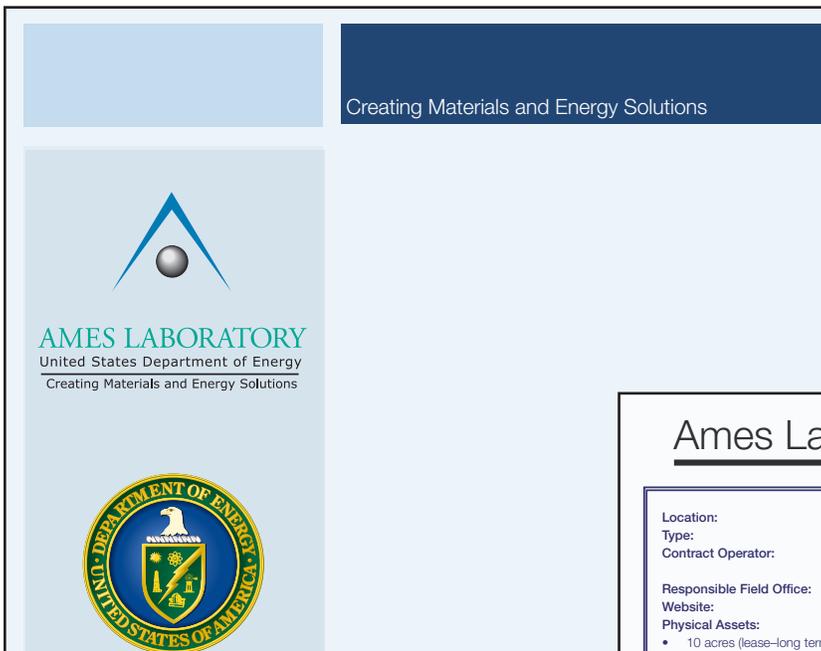
VISUAL  
 Branding  
 Style  
 Guide  
 2008-2009

**PowerPoint Presentations**

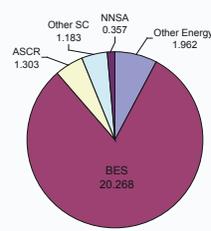
For official PowerPoint presentations to external audiences, please use the approved recommended format.

Approved recommended PowerPoint format can be found at: <http://www.internal.ameslab.gov/brand/Templates.html>

An example of the approved PowerPoint format is shown below.



## Ames Laboratory at a Glance 1

<p><b>Location:</b> Ames, IA  <b>Type:</b> Single-program laboratory  <b>Contract Operator:</b> Iowa State University of Science and Technology (ISU)  <b>Responsible Field Office:</b> Ames Site Office  <b>Website:</b> <a href="http://www.ameslab.gov/">http://www.ameslab.gov/</a></p> <p><b>Physical Assets:</b></p> <ul style="list-style-type: none"> <li>• 10 acres (lease-long term, no cost)</li> <li>• 12 buildings</li> <li>• 327,664 GSF in Active Operational Buildings</li> <li>• Replacement Plant Value: \$62.1M</li> <li>• Deferred Maintenance: \$1.5M</li> <li>• Asset Condition Index:             <ul style="list-style-type: none"> <li>◦ Mission Critical: 0.98 (Excellent)</li> <li>◦ Mission Dependent: 0.96 (Good)</li> </ul> </li> <li>• Asset Utilization Index: 0.98 (Excellent)</li> </ul> <p><b>Human Capital:</b></p> <ul style="list-style-type: none"> <li>• 300 Full-time equivalent employees;</li> <li>• 250 ISU grad/undergrad students employees and associates</li> <li>• 200 Facility users, visiting scientists, and associates</li> </ul>	<p><b>FY 2007 Total DOE Funding:</b> \$25.1M</p> <p><b>FY 2007 DOE Funding by Source PALS data (BA in Millions):</b></p>  <table border="1" style="margin-top: 10px; font-size: small;"> <caption>FY 2007 DOE Funding by Source (BA in Millions)</caption> <tr><th>Source</th><th>Value (Millions)</th></tr> <tr><td>BES</td><td>20.268</td></tr> <tr><td>Other Energy</td><td>1.962</td></tr> <tr><td>NNSA</td><td>0.357</td></tr> <tr><td>Other SC</td><td>1.183</td></tr> <tr><td>ASCR</td><td>1.303</td></tr> </table> <p><b>FY 2007 Non-DOE Funding:</b> \$1.4M</p>	Source	Value (Millions)	BES	20.268	Other Energy	1.962	NNSA	0.357	Other SC	1.183	ASCR	1.303
Source	Value (Millions)												
BES	20.268												
Other Energy	1.962												
NNSA	0.357												
Other SC	1.183												
ASCR	1.303												

2008

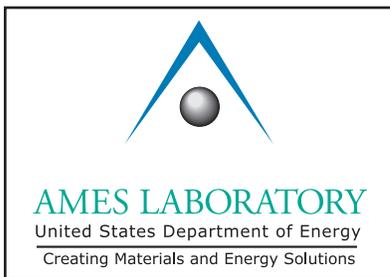
Creating Materials and Energy Solutions



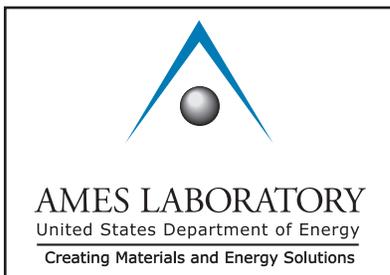
**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

**Identity Standards**

4.1



4.2



4.3



If you have any questions regarding the Lab's identity or how it should be used, please contact Public Affairs, Graphics and Education at 294-5643.

**Colors**

Colors for the Ames Laboratory logo are:



There are three choices for applying color to the logo:

4.1 PMS 3015 (blue) + PMS 3285 (green) + Black

4.2 PMS 3015 (blue) + Black

4.3 Black

Colors should not be altered or applied to elements other than what is shown at left.

Color guidelines are designed to provide flexibility for all applications, establishing a uniform and recognizable look.

When PMS colors are not available, black should be substituted.



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

**Typography**

Since the Ames Laboratory **logo** can only be used in designated ways, there are no typography options. In addition, there are no alternatives to the mandatory font style for the **tagline**. When using the tagline, follow the instructions under tagline above.

**Web**

Web pages are one of the most powerful means of communicating the Ames Laboratory's image. As such, logo and tagline usage standards must be closely adhered to.

Use only approved Ames Laboratory logos on Web pages. There should be no attempt made to change the logo colors or remove elements from the logo on Web pages.

Examples of inappropriate uses of the Ames Laboratory logo on the Web are below.



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

5.1

**5.1 - DO NOT EXPAND**



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

5.2

**5.2 - DO NOT COMPRESS**



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions



**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

5.3

**5.3 - TOO SMALL**

**5.4 - NEVER ATTEMPT TO CHANGE COLORS**

**5.5 - DO NOT USE**

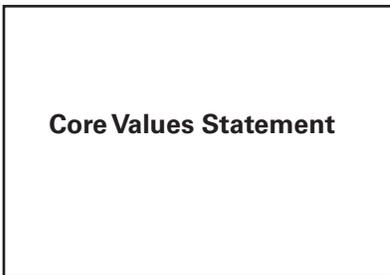


**AMES LABORATORY**  
 United States Department of Energy  
 Creating Materials and Energy Solutions

5.4



5.5



**Core Values Statement**

Each word in the Ames Laboratory Core Values statement has been carefully selected by the Laboratory's Tagline committee to help communicate the Laboratory's brand. Altering the wording or punctuation style is not allowed.

The Ames Laboratory Core Values statement can be found on the Web at: <http://www.internal.ameslab.gov/brand/Core.html>.



**Logo guidelines continued**

Core Values statement is below.

**Ames Laboratory Core Values**

Excellence:

**We are recognized for world-class research, nurturing excellence in science, education and people.**

People:

**Our people are the core of our success.**

Safety:

**We demonstrate that safety and world-class research go hand in hand.**

Inspiration:

**We inspire future generations by exciting them about science.**

Agility:

**We adapt with agility to new opportunities and the changing needs of society.**

Innovation:

**We link fundamental science of matter with application to create technological innovation.**

Collaboration:

**We are singularly focused on applying a multi disciplinary approach to the discovery, design and invention of new materials. We foster collaboration globally.**



**AMES LABORATORY**  
United States Department of Energy  
Creating Materials and Energy Solutions

## Positioning Statement

Each word in the Ames Laboratory Positioning Statement has been carefully selected by the Laboratory's Tagline committee to help communicate the Laboratory's brand. Altering the wording or punctuation style is not allowed.

The Ames Laboratory Positioning Statement can be found on the Web at: <http://www.internal.ameslab.gov/brand/Who.html>.

Positioning Statement option is below.

Ames Laboratory creates innovative materials, technologies and energy solutions. We use our expertise, unique capabilities and interdisciplinary collaborations to solve global challenges.

Questions about how to use the Ames Laboratory logo and tagline are highly recommended. For questions, contact Steve Karsjen, Public Affairs, Graphics and Education at 294-5643 or [karsjen@ameslab.gov](mailto:karsjen@ameslab.gov).

Your cooperation in helping promote the Ames Laboratory brand is appreciated.