

AMES LABORATORY IDENTITY STANDARDS

LOGO

The Ames Lab logo consists of two components – a symbolic stylized “A” and Ames Laboratory typeset in Garamond Regular.

There are three variations of the logo available for a variety of applications:

Version 1 is used on the Lab’s stationary and should be the first choice for most applications.

Version 2 is used on official interoffice communication materials and may be used when a horizontal or off-center format would be more appropriate.

Version 3 should be used only with supplemental materials when Ames Laboratory has already been clearly identified on the primary materials.

Do not change the arrangement of the components or change the proportional relationship between the components. (If you resize the encapsulated postscript (EPS) image, hold the shift key down to keep the image in proportion.)

No additional elements should be added to any of the variations of the logo.

Unless authorized by Public Affairs, do not typeset “Ames Laboratory” because you may not have the correct font installed on your computer.

All reproductions of the Ames Laboratory logo in any medium should be made directly from original reproduction artwork – not from second or third generation copies.

Digital versions (Mac and Windows compatible) of the logo are available from Graphic Services and through the Ames Laboratory internal network (APPS/Public/Logos and Nameplates).

If you have any questions regarding the Lab’s identity or how it should be used, please contact Public Affairs at 294-1405.

Version 1 - Preferred



AMES LABORATORY

Three-color



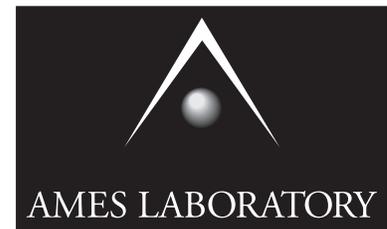
AMES LABORATORY

Blue & black



AMES LABORATORY

Black & white



Reversed

Version 2 - Alternate



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Version 3 - Supplemental

