

AMES LABORATORY IDENTITY STANDARDS

LOGO COLORS

Pantone colors are used for the Ames Laboratory identity and are referred to by their Pantone Color Matching System (PMS) number:



There are three choices for using colors with the logo:

Figure 1: PMS 3015 (blue) + PMS 3285 (green) + Black

Figure 2: PMS 3015 (blue) + Black

Figure 3: Black

Due to variations in color printers, the PMS colors may not print in a different shade of blue and/or green. For most internal documents, this does not present a problem. However, if you are producing a publication for distribution to a broader audience (internal or external), please contact Graphic Services in 132 TASF.

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

FIGURE 1: Blue-Green-Black

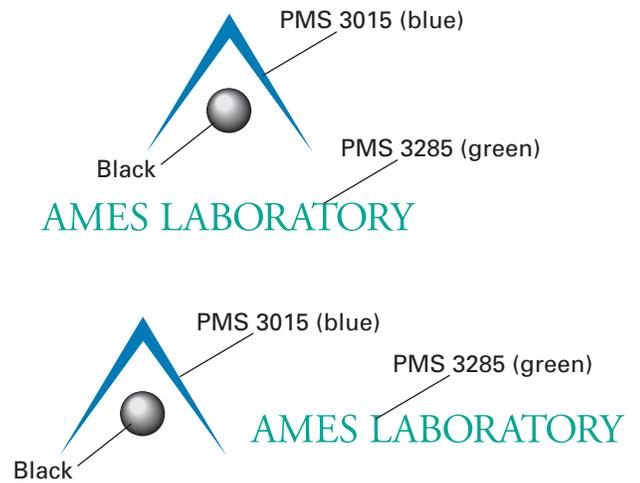


FIGURE 2: Blue & Black

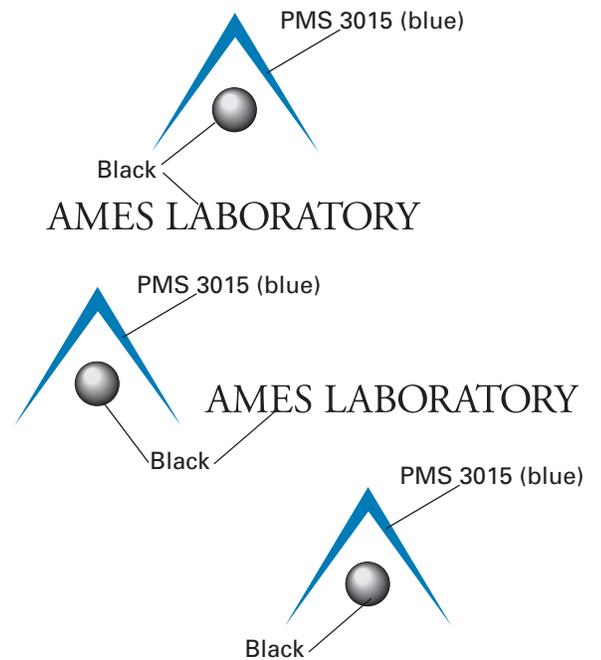


FIGURE 3: Black Only

