

## Fermilab Logo

Fermilab's logo — which includes both the historic logomark and the logotype "Fermilab" — serves as the core graphic identity for the lab. Whenever possible and practical, use the logo in its entirety as described and provided in this guide.

The Fermilab logo should only be obtained directly from the download links on the website at <http://www.fnal.gov/faw/designstandards/logo.html>. Provided are various file formats suitable for your communication needs (jpg, eps, png, pdf) in four color options (NAL blue, black, gray and white). The Fermilab logo must appear on all internal and external communications. To preserve and ensure its consistent

reproduction, the logo should not be redrawn, altered or modified in any way.

The logo shall not be used in any manner that falsely implies employment by, or affiliation with, Fermi National Accelerator Laboratory. The Fermilab logo may not be used for commercial purposes, including but not limited to endorsement of products or services.

For questions or comments regarding logo usage or guidelines, or if design assistance is needed, please contact VMS at [vismedsr@fnal.gov](mailto:vismedsr@fnal.gov).

### Logo

The entire logo includes the logomark combined with the logotype. To use the logo mark without the logotype requires permission from Visual Media Services.



### File Formats

Various logo formats and color profiles are available for download for your communication materials. The following are available for download: **EPS** (this is a vector file and recommended for all professionally printed applications), **JPG, PNG, PDF** (these formats are good for web and presentation). The JPG logo file is best used for on-screen application. The PNG file is available with a transparent

background, which allows for the logo to be placed on a color background or photo. The Fermilab logo is also available in the following color profiles: **CMYK, PMS and RGB**.

For questions or comments regarding logo usage or guidelines, or if design assistance is needed, please contact at [vismedsr@fnal.gov](mailto:vismedsr@fnal.gov).



NAL Blue



Gray 75



White



Black

# Fermilab Logo Usage

## DO NOT change the logo or alter in it any way.

No part of the logo should be altered or manipulated. These examples illustrate a few of the unacceptable uses of the logo.

**Other do not do's:**  
Do not apply effects to the logo.



Do not add colors to the logo.

Do not crop any part of the logo.



Do not reorder the logo elements.

Do not create your own co-branding or signature.



Do not apply a color different than what is available for download.



Do not substitute the logotype with another font.



Do not alter the proportions of the logomark or logotype.



Do not manipulate or distort the logo.



Do not place the logo on a busy image or patterned background.



Do not remove the logomark.



Do not add any text to the logomark.



Do not place anything on top of the logomark.



Do not place anything in the logomark.

## Application Examples

These are examples of how the logo might be expressed on various applications. These are not the only acceptable uses of the logo but are examples of acceptable usage. For applications when the

logo is placed on a complicated background, the logo should be reversed out to white. The logo must always have a crisp contrast with the background color or image.



## Clear Space

The Fermilab logo must be surrounded by a clear space at least half the height of the logomark. The clear space around the logomark is measured from the top, right, left and bottom of the mark.



## Minimum Size

To maintain full legibility, the minimum recommended reproduction width for the Fermilab logo is 3/4 of an inch for the majority of communication products.

