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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.

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.

logomark   logotype

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.

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 crop any part of the logo.

Do not create your own co-branding or signature.

Do not add colors to the logo.

Do not reorder the logo elements.

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

Do not add any text to the logomark.

Do not substitute the logotype with another font.

Do not manipulate or distort the logo.

Do not remove the logomark.

Do not place anything on top of the logomark.

Do not alter the proportions of the logomark or logotype.

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

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.

½ the height of the logomark

Minimum Size

To maintain full legibility, the minimum recommended reproduction width for the Fermilab logo is ¾ of an inch for the majority of communication products.

¾ of an inch wide

¾"

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Administrative Relationships: Fermilab, DOE and FRA, LLC

Fermilab is managed by Fermi Research Alliance, LLC for the U.S. Department of Energy, and whenever possible and practical the relationship among these three organizations should be acknowledged. This is particularly important for public communications.

The goal is to have the Fermilab, DOE Office of Science and FRA logo have equal visual weight when paired together. This can be tricky without a trained eye. Below is a guide on how to pair the two logos to have a balanced relationship.

Fermilab and the DOE

Whenever possible and practical, the Fermilab and DOE logos should both appear in laboratory communications, depicted at the same level in the document and scaled to a balanced proportion. Examples of proper depiction of the Fermilab and DOE logos include the Fermilab homepage fnal.gov and the About Fermilab fact sheet.

Horizontal Relationship

Step 1: After downloading both the logos, scale the word "Fermilab" and "ENERGY" to the same height. Both should be bottom aligned.


Step 2: Increase the size of the Fermilab logo by 20%. The two logos now are visually balanced. Both the "Fermilab" and "ENERGY" should be bottom aligned.

Increase Fermilab logo by 20%.

Vertical Relationship

Repeat the first step as listed for the horizontal relationship, but for **Step 2** for the vertical pairing, increase the size of the Fermilab logo by 25% and left align "E" and "F."
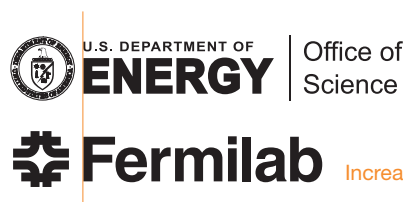
Increase Fermilab logo by 25%.

For most applications the DOE Office of Science logo may be used. Please contact Visual Media Services at vismedsr@fnal.gov if you wish to use the DOE logo.

Fermilab, FRA and DOE

Whenever possible and practical, the relationship between Fermilab and Fermi Research Alliance, LLC should be indicated by including one of the following sentences provided on the right.

This sentence should be located below the Fermilab logo, and the DOE logo if used. Examples of proper inclusion of this sentence include the Fermilab letterhead and memo templates.

Choose one of the following sentences:

Managed by Fermi Research Alliance, LLC for the
U.S. Department of Energy

⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯⋯

Managed by Fermi Research Alliance, LLC for the
U.S. Department of Energy Office of Science

Fermilab and FRA Relationship

The Fermi Research Alliance, LLC logo should be used when materials are being developed in conjunction with activities or events sponsored by FRA. Please contact Visual Media Services at vismedsr@fnal.gov to obtain a copy of the FRA logo.

Horizontal Relationship

Step 1: Begin by making the height of the word Fermilab the same height as the Fermi Research Alliance, LLC logo as shown below. Bottom align "Fermilab" and the FRA logo.

Step 2: Increase the size of the Fermi Research Alliance, LLC logo by 25%. The two logos now are visually balanced. Both the "Fermilab" and FRA logo should be bottom aligned.

Increase the FRA logo by 25%.

Vertical Relationship

Repeat the first step as listed for the horizontal relationship, but scale the FRA logo up by 35% and align the vertical centers of the Fermilab and FRA logomark.

Align the vertical centers of the logomarks.

Increase the FRA logo by 35%.

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Co-Branding

Sub-units of Fermilab (divisions, sections, centers, offices, organizations) that have a need for their own logo may request a Fermilab co-branded logo from Visual Media Services. Logos are available in various file formats (EPS, JPG, PDF, PNG) and various color profiles (CMYK, RGB, PMS) in NAL blue, black, gray or white. To request a co-branded logo, please contact VMS at vismedsr@fnal.gov.

Co-Branded Logo Examples

🎇 Fermilab
Workforce Development
& Resources Section

🎇 Fermilab
Office of Communication

🎇 Fermilab
IARC Illinois Accelerator
Research Center

🎇 Fermilab
Office of Integrated
Planning & Performance
Management

Minimum Size

To maintain full legibility, the minimum recommended reproduction width for the Fermilab co-branded logo is 1.75 inches in width for the majority of communication products.

1.75"

🎇 Fermilab
Workforce Development
& Resources Section

🎇 Fermilab
Office of Communication

🎇 Fermilab
IARC Illinois Accelerator
Research Center

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Fonts

Typefaces play an important role in identifying the Fermilab brand. For in-house communication we recommend the use of Helvetica and Palatino as the primary typefaces. Consider these font choices as guidelines and suggestions, rather than as restrictions. Substituting fonts is acceptable in internal communications if the primary type-faces are not available. When choosing your font, the overall goal should be consistency, legibility and readability.

For print and electronic communication products created by graphic designers, the recommended typefaces are Helvetica Neue and Adobe Garamond in the weights described below. Substitutions are only permitted with prior approval from Visual Media Services.

For questions or comments regarding the font selection, guide-line, or if design assistance is needed, please contact VMS at vismedsr@fnal.gov.

Fonts for Fermilab Staff

This set of fonts are intended for day-to-day use—correspondence, memos and all in-house communication. Recommended are a set of primary typefaces (Helvetica and Palatino) and substitute typefaces (Arial and Times New Roman). The substitute selection should be used only if the primary typefaces are not available on your computer. Although not shown in the example below, italic in both bold and regular weights can be used sparingly for emphasis only.

Sans Serif

Helvetica is recommended for use on displays, posters, headlines, titles, chart figures, signage, letterheads and memos. When appropriate, use Heveltica Regular for body text. Arial is the recommended substitute typeface.

Serif

Palatino is recommended for body text. It was chosen to complement Helvetica and enhance readability. Times New Roman is the recom-mended substitute typeface.

Primary Typefaces

Helvetica Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Palatino Linotype Regular (or Palatino)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Substitute Typefaces

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Times New Roman Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Fonts for Graphic Designers

This set of fonts are intended for use by graphic designers when typesetting external and key internal publications. Substitutions are only permitted with prior approval from Visual Media Services. For design assistance, please contact VMS at vismedsr@fnal.gov.

Adobe Garamond is recommended for use in lengthy publication text settings.

Helvetica Neue 55 Roman can also be used for body text. Italic in both bold and regular weights can be used sparingly for emphasis only.

Adobe Garamond Bold can also be used for headlines, subheads and titles, when appropriate.

Sans Serif Typeface: Helvetica Neue

Helvetica Neue 75 Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Serif Typeface: Adobe Garamond

Adobe Garamond
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (Use oldstyle figures)

Adobe Garamond
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (Use oldstyle figures)

Typography Examples for In-House Communication

These are a few examples of how the serif and sans serif typefaces can be used with example type sizes. Combining a primary typeface with a substitute typeface is allowed if you do not have all the primary fonts installed on your computer. When choosing your font combinations, the overall goal should be consistency, legibility and readability. Avoid using many different typefaces in your communication materials.

Recommended Type Combinations

Helvetica Bold for Headlines 10pt Bold
Palatino (Linotype) in regular weight for body text. 10pt Regular
Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis

Helvetica Bold for Headlines 14pt Bold
Helvetica Regular can be used for body text. 10pt Regular
Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis. Ehendebi taquiae et omnisitatem faccuptamus sequi omni voluptatio conseni stius.

Substitute Type Combinations

Arial Bold for Headlines 12pt Bold
Times New Roman in regular weight for body text. 10pt Regular
Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis es init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio

Arial Bold for Headlines 11pt Bold
Arial Regular can be used for body text. 10pt Regular
Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis es autaque latium autasi omni nes simagnihil int, ilibea cus persped qui con repudamus.

Other Possible Type Combinations

Helvetica Bold for Headlines 10pt Bold
Times New Roman in regular weight for body text. 10pt Regular
Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio quaspis dis es aute init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet evenis doluptatio

Arial Bold for Headlines 13pt Bold
Palatino (Linotype) in regular weight for body text. 12pt Regular
Caborem fugitatio. Nam si dolorem reptustiis mi, nust, ate prest, torrovit velesti occumquam init, nobis quia volut fuga. Nemoluptam voluptium none cuptatet

Combinations To Avoid

We discourage using a combination of sans serif typefaces, for example Helvetica for the Headline with Arial as body text, and the combination of serif typefaces, for example Palatino for the headline and Times New Roman for the body text.

Helvetica should not be used with Arial
Arial should not be used with Helvetica.

Palatino should not be used with Times New Roman
Times New Roman should not be used with Palatino.

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Fermilab Color Palette

Fermilab's core color is NAL Blue, developed for Fermilab in the 1970s by the Rustoleum® paint company. The laboratory's original color palette was developed using a selection of off-the-shelf paint colors used for tractors and farm equipment. The palette was meant to reference the farms that previously occupied the land. The current palette reflects this heritage, maintaining several original core colors while providing a range of tints and shades that reflect modern design needs and sensibilities.

The color palette is one of the most important recognition factors of the Fermilab brand. Use of color outside of the palette is strongly discouraged in print and electronic graphic applications that are intended to carry the Fermilab brand, messages and mission. Shown below are seven signature colors (featured in the center panel) with the corresponding tints and shades displayed on either side. The secondary palette is intended to complement the primary color. When choosing colors to use, it is recommended to avoid mixing signature colors with other secondary tints and shades. The appropriate color is based on the Pantone Color Standard. For matching, please refer to the current editions of the Pantone Color Publications. Each Pantone Color (PMS) listed below is followed by a C, for print on coated substrates, or a U, for print on uncoated substrates. Since substrates and processes can affect color, the CMYK, RGB and hex equivalents are guidelines only and should not be considered exact matches. NOTE: The swatches on this page are shown in the RGB equivalent color and are subject to differences in individual screen color.

Primary

Tint	Signature Colors	Shade
NAL Blue Light	**NAL Blue**	**NAL Blue Dark**
RGB: 65, 182, 230 Hex: #41B6E6 CMYK: 67, 2, 0, 0 PMS: 298C 298U	RGB: 0, 76, 151 Hex: #004C97 CMYK: 100, 53, 2, 16 PMS: 2945C 2945U	RGB: 0, 40, 85 Hex: #002855 CMYK: 100, 69, 8, 54 PMS: 295C, 295U

Secondary

Tint	Color	Shade
Marlin Blue Light	**Marlin Blue**	**Marlin Blue Dark**
RGB: 153, 214, 234 Hex: #99D6EA CMYK: 34, 0, 5, 0 PMS: 2975C, 2975U	RGB: 0, 181, 226 Hex: #00B5E2 CMYK: 75, 0, 5, 0 PMS: 306C, 306U	RGB: 0, 133, 173 Hex: #0085AD CMYK: 93, 4, 8, 24 PMS: 7704C, 7704U
NAL Green Light	**NAL Green**	**NAL Green Dark**
RGB: 120, 190, 32 Hex: #78BE20 CMYK: 65, 0, 100, 0 PMS: 368C, 367U	RGB: 76, 140, 43 Hex: #4C8C2B CMYK: 76, 3, 100, 18 PMS: 363C, 369U	RGB: 54, 87, 59 Hex: #36573B CMYK: 59, 0, 69, 75 PMS: 7735C, 7483U
Massey Ferguson Red Light	**Massey Ferguson Red**	**Massey Ferguson Red Dark**
RGB: 175, 39, 47 Hex: #AF272F CMYK: 5, 96, 80, 22 PMS: 1805C, 1805U	RGB: 138, 42, 43 Hex: #8A2A2B CMYK: 0, 97, 87, 53 PMS: 7623C, 7623U	RGB: 100, 51, 53 Hex: #643335 CMYK: 30, 85, 59, 70 PMS: 1817C, 1817U
Orange Light	**Orange**	**Orange Dark**
RGB: 246, 141, 46 Hex: #F68D2E CMYK: 0, 54, 87, 0 PMS: 715C, 130U	RGB: 203, 96, 21 Hex: #CB6015 CMYK: 1, 72,100, 7 PMS: 159C, 159U	RGB: 185, 71, 0 Hex: #B94700 CMYK: 2, 77, 100, 9 PMS: 1525C, 1525U
Prairie Gold Light	**Prairie Gold**	**Prairie Gold Dark**
RGB: 245, 225, 164 Hex: #F5E1A4 CMYK: 0, 4, 27, 0 PMS: 7401C, 127U	RGB: 254, 209, 65 Hex: #FED141 CMYK: 0, 11, 80, 0 PMS: 122C, 7404U	RGB: 234, 170, 0 Hex: #EAAA00 CMYK: 0, 30, 100, 0 PMS: 124C, 7406U
Gray 45	**Gray 75**	**Rich Black**
RGB: 167, 168, 170 Hex: #A7A8AA CMYK: 0, 0, 0, 45	RGB: 99, 102, 106 Hex: #63666A CMYK: 0, 0, 0, 75	RGB: 0, 0, 0 Hex: #000000 CMYK: 75, 68, 67, 90

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Fermilab Bar Element

The bar element can be used in addition to the logo. There are two different bar thicknesses that can be used. Below are guidelines to determine the size of the bar when using with the logo.
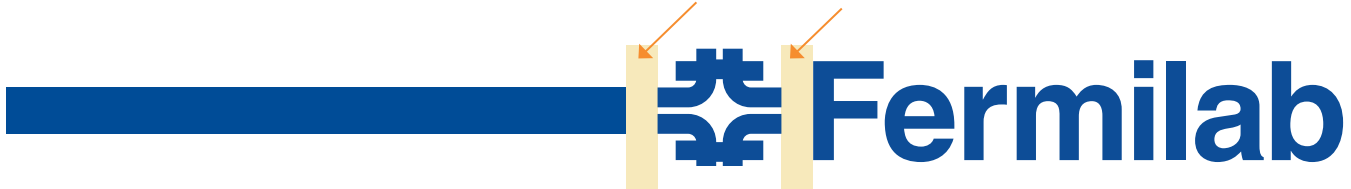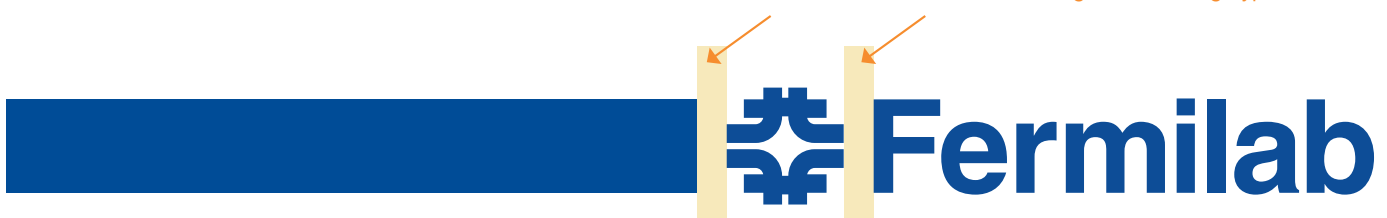
Option 1: Thin Bar
The height of the bar is determined by the height of the two inside horizontal strokes in the logomark.

This example is on the PowerPoint and Keynote template files.
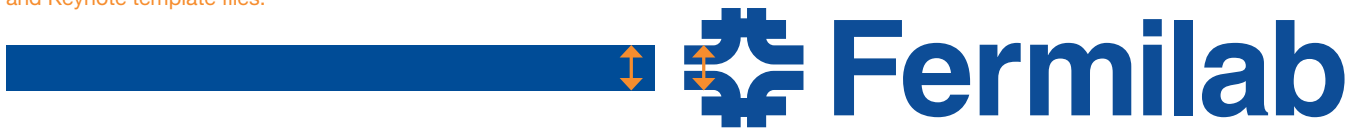
The space between the bar and the logomark should be the same width between the logomark and logotype.

Option 2: Thick Bar
The height of the bar is determined by the height of the top and bottom horizontal strokes in the logomark.

This example is on the business cards.

The space between the bar and the logomark should be the same width between the logomark and logotype.

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Email Signatures

An email signature has been created following similar conventions and styles as the business card and other communication materials. It is recommended to use one of the following email signature options below. Using a standard, consistent and clean email signature will present a more professional appearance. Consider your email signature your digital business card and include the appropriate information.

This guide shows a variety of signatures with many optional fields suitable for your specific needs. Items that should be included in your signature are the following: your name, your title, full lab name and a contact (phone, email, or lab website). Some examples below show two lines for phone, this is optional if one number is preferred. If a fax number is required, it can be added below the phone numbers. Email is optional for the simple signature options.

The recommended typefaces to use are Helvetica or Arial. The signature should be set to 12pt type size. Various weights are used in the signature, see below for the appropriate weight that should be applied to each text element.

The two colors used in the email signature are NAL Blue (RGB 0,76,151) and Gray (RGB 99,102,106).

Simple Signature Options

1. Simple Signature (with social media links)

Space

Name O. Person — Bold
Person's Title — Italic / Regular

Person's Department (optional)
Fermi National Accelerator Laboratory — Regular
xxx xxx xxxx office
www.fnal.gov — Add hyperlink.

Space

Connect with Fermilab — Bold
Facebook | Twitter — Regular / Add hyperlink.

Vertical line / Regular
(2 spaces before and after)

2. Simple Signature (no social media links)

Space

Name O. Person
Person's Title

Person's Department (optional)
Fermi National Accelerator Laboratory
xxx xxx xxxx office
www.fnal.gov
person@fnal.gov (optional)

3. Simple Signature (very basic)

Space

Name O. Person
Person's Title

Fermi National Accelerator Laboratory
www.fnal.gov
person@fnal.gov (optional)

Full Signature Options

1. Full Signature (with social media links)

Space

Name O. Person
Person's Title

Person's Department (optional)
Fermi National Accelerator Laboratory
P.O. Box 500, MS xxx
Batavia, Illinois 60510
USA

Space

xxx xxx xxxx office
xxx xxx xxxx mobile
www.fnal.gov
person@fnal.gov

Space

Connect with Fermilab
Facebook | Twitter

The address is optional. If you choose to go without the address, move the phone numbers up under the lab name, like in **simple option 2.**

2. Full Signature (no medial links)

Space

Name O. Person
Person's Title

Person's Department (optional)
Fermi National Accelerator Laboratory
P.O. Box 500, MS xxx
Batavia, Illinois 60510
USA

Space

xxx xxx xxxx office
xxx xxx xxxx mobile
www.fnal.gov
person@fnal.gov

Helpful Sites

Outlook
http://office.microsoft.com/en-us/outlook-help/create-and-add-an-e-mail-message-signature-HA010102351.aspx

Mail (mac) Setting up a signature
http://email.about.com/od/macosxmailtips/qt/et062005.htm

Notes

We strongly encourage using the options available in this guide. We discourage adding quotations or philosophical statements to your email signature. Photographic backgrounds in emails or additional logos or image files in the email signature often make correspondence difficult to read and are not always compatible with other email programs. When these extra image files are included in your signature, they are added as attachments to each email you send.

Formatting the Email Signature

Available for download is a TextEdit document (.rtf file) that contains a variety of signature styles. To ensure a correctly formatted email signature, follow the steps provided below. If assistance is needed, please contact VMS at vismedsr@fnal.gov.

1) Opening the Rich Text Format file

Most computers at Fermilab will open an .rtf file using Microsoft Word. If using Word, please be sure to compare your final signature carefully with the email signatures provided in the .rtf file. If Word has introduced additional vertical spacing or any other formatting errors, we suggest deleting the signature and starting the process over, beginning by opening the .rtf file in Word (PC) or TextEdit (Mac).

2) Locate the signature area in your email browser

Using Outlook on a PC, choose File > Options > Mail > Signatures
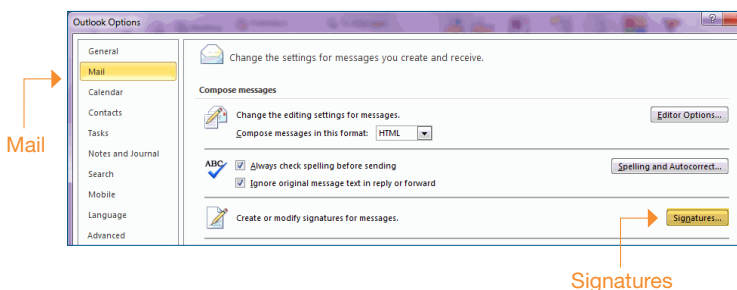
Using Outlook on a Mac, choose Outlook > Preferences > Signatures
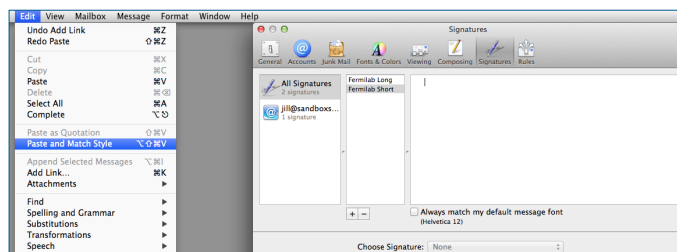
For other mail clients, please consult the Help menu. Additional help links are provided at the end of this guide for Outlook or Mac mail.

3) Copying the email signature

From the .rtf file, copy the signature style you prefer.
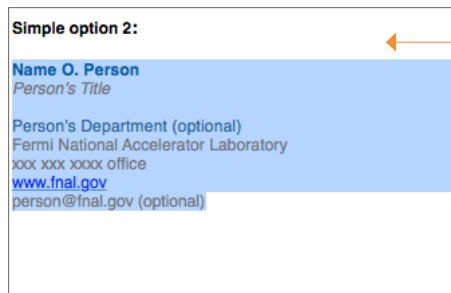
This is an example from the .rtf file. Highlight and copy the signature for pasting.

4) Pasting the email signature

In your email browser, paste the signature copied from the .rtf file. The example below is from Outlook. Your email browser may differ depending on your email program and operating system. Please refer to the helpful links provided in this guide for more information.

After pasting, remember to personalize your information (i.e. your name, department, phone numbers, and email address).
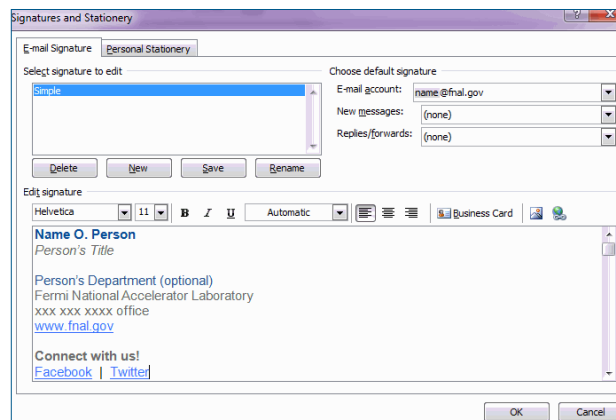
5) Adding links to the email signature

A few of the signature options provided include hyperlinks to the Fermilab website (www.fnal.gov), email address (person@fnal.gov), and social media links (Facebook | Twitter). After pasting in your new email signature and personalizing your information, be sure to check those fields to ensure that hyperlinks are present and that they point to the correct URL or email address. It is encouraged to test the hyperlinks before using the signature.

Using Outlook on a PC, you can add, view and edit hyperlinks by clicking on the icon showing a globe with a chain under it. For other email clients, please consult the Help menu or the help links provided.

Click this icon to view and edit hyperlinks.

Helpful sites for adding links
Microsoft

http://office.microsoft.com/en-us/outlook-help/add-a-return-e-mail-address-link-to-a-message-HA010156274.aspx

http://www.ehow.com/how_5704195_set-up-hyperlink-email-signature.html

Mac mail

http://email.about.com/od/macosxmailtips/qt/et_sig_link.htm

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Letterhead

Fermilab

The logo should not be moved or altered.

Your Name Here
Your Department
Your Division/Section
630.840.your extension here
630.840.fax, pager or mobile

yourname@fnal.gov

Date Here

Name Here
Address Line 1
Address Line 2
City, State Zip

Dear Name,

Text of your letter here.

Sincerely,

Your Name Here
Your Title

cc: First cc here

Helvetica 7pt type is recommended for this section. Arial is the recommended substitute typeface.

Palatino 10 pt type is recommended for use here. Times New Roman is the recommended substitute typeface.

The footer should not be moved or altered.

Fermi National Accelerator Laboratory / Kirk and Pine Street / P.O. Box 500 / Batavia, IL 60510 / 630.840.3000 / www.fnal.gov / fermilab@fnal.gov
Managed by Fermi Research Alliance, LLC for the U.S. Department of Energy Office of Science

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Business Card Template

Short Version

The blue highlighted areas indicate text to be personalized.

The non-highlighted areas should not be altered or modified.

Name O. Person

Person's Title

www.fnal.gov

Fermi National Accelerator Laboratory
P.O. Box 500, MS XXX
Batavia, Illinois 60510
USA

XXX XXX XXXX office
XXX XXX XXXX mobile
person@fnal.gov

‡ Fermilab

Phone and email should not extend past this line.

Characters should not extend past this line.

Business Card Template

Long Version

The blue highlighted areas indicate text to be personalized.

The non-highlighted areas should not be altered or modified.

Person's Department is optional.

Four lines of personal contact info.

No additional lines should be added.

This section allows for flexibility. For example, one could have the following:
office
mobile
email
email

Name O. Person
Person's Title

www.fnal.gov

Person's Department
Fermi National Accelerator Laboratory
P.O. Box 500, MS XXX
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丰 Fermilab

Phone and email should not extend past this line.

Characters should not extend past this line.

Graphic Standards
2014

Phase 1

Installing Fermilab's PowerPoint Template File (PC)

PowerPoint Template File

A Fermilab PowerPoint template has been created based on Fermilab's brand and identity. This template file is available to install and save on your computer for use on all future Fermilab presentations. This file offers a clean layout, clear typography and appropriate color choices.

The template file is available only in the standard 4:3 format.

Powerpoint Guidelines

This guideline provides information on installing the template file, opening the file to begin creating your PowerPoint, selecting slide layouts, and a brief style guide on the header and footer, colors, and fonts. The examples in this guide are screenshots from PowerPoint 2010 (and few from 2007) on a Windows XP or Windows 7 operating system. Keep in mind that PowerPoint will have a different interface and layout depending on your operating system and software version of Microsoft Office.

Installing Fermilab PowerPoint template on your computer

1. Click the **File** (PPT 2010) or **Office Button** (PPT 2007) and click **Save As.**
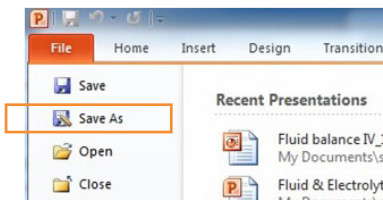
2. In the **Save as type** list box, choose **PowerPoint Template** (.pot) or (.potx)
    *   PowerPoint automatically chooses the correct folder when you choose to save as a Template(.pot). Accept the folder it suggests. Write down the full path to the folder; you may need it later.
    *   These are the correct folders and file path:
        Windows 7 or Windows Vista
        C:\Users*UserName*\AppData\Roaming\Microsoft\Templates
        Windows XP
        C:\Documents and Settings*UserName*\Application Data\Microsoft\Templates

    If you are not taken to one of these folders, navigate there manually. Substitute UserName with your user name.

3. Name the template **FermilabTemplate**
4. Click **Save** and **Close** the program

Folder: PowerPoint automatically chooses the correct folder for you when you choose to save as a Template file (.pot) or (.potx).

Windows 7 / PowerPoint 2010
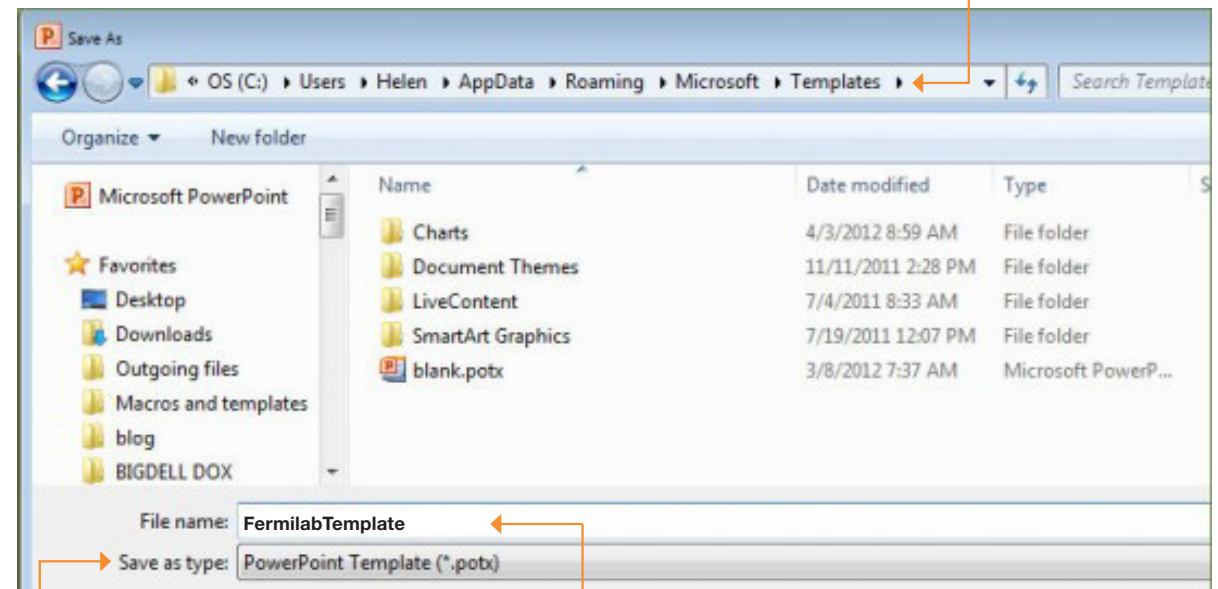
Save as type: PowerPoint Template.pot or PowerPoint Template (.potx)

File name: FermilabTemplate

Opening the Fermilab Template File

Opening the Fermilab Template file

To open the template file that has just been installed, reopen PowerPoint. Opening the Fermilab template file will vary depending on the version of operating system and particular set up of the machine being worked on.

PowerPoint 2010 Windows 7

In PowerPoint 2010 Windows 7, click on **File** and select **New** and select **My Templates.**

Click **File.**

Click **My templates.**

Click **New.**
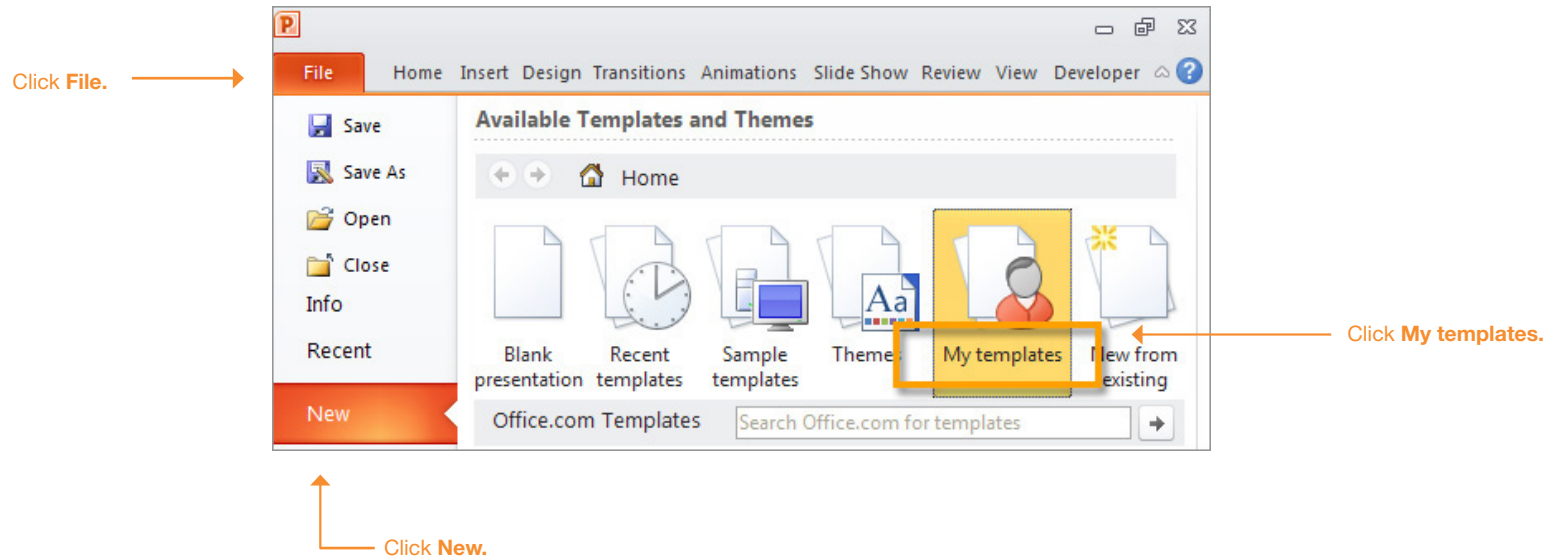
The template is designed in Standard (4:3) format.

Helpful sites

http://office.microsoft.com/en-us/power-point-help/apply-a-template-to-your-presentation-HA010338385.aspx?CTT=5&orig-in=HA010338384

Selecting Fermilab Slide Layouts

Selecting the Fermilab Slide Layouts

To insert a new slide using Fermilab's slide layout design, locate the **New Slide** tab in your version of PowerPoint. Thumbnails showing a variety of slide layouts should appear.

The **Insert new slide** toggle and **Slide Layouts** tab will be in different locations depending on the version of operating system and particular set up of the machine being worked on.

Selecting Fermilab Slide Layouts in PowerPoint 2010 Windows 7

1. Click **Home.**

2. Click the small triangle to the right of "new slide" to **insert new slides.**
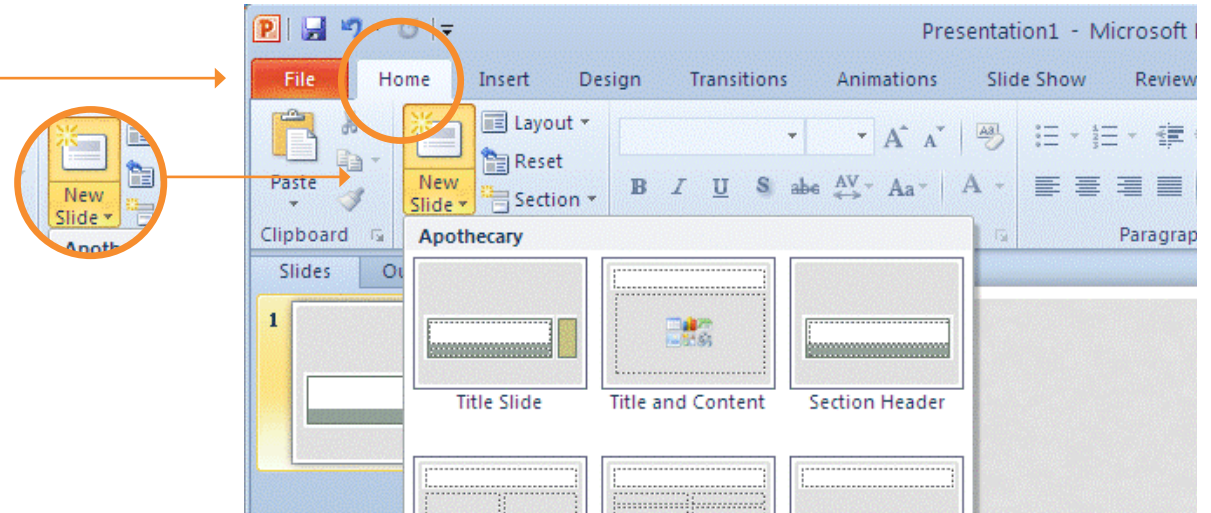
Selecting Fermilab Slide Layouts in PowerPoint 2007 Windows XP

1. Click **Home.**

2. Click the small triangle to the right of "new slide" to **insert new slides.**

Helpful site

http://office.microsoft.com/en-us/powerpoint-help/add-a-new-slide-HA001230231.aspx?CTT=1

Sample Slide Layouts

The following are sample slide layouts available for use when building your own PowerPoint presentation:

Title slide
Title with Header Line and Footer
No title, Footer only (3 slide layouts)
Title without Line with Footer

Note, PowerPoint may display the slide layouts in reverse order than what is shown in the example below.

For design consistency, it is recommened that when creating your presentation you use the slide layouts containing **Title with Header Line and Footer.** When appropriate use (sparingly) the other slide layout options.

Title Slide

Title & Content

Two Content & Caption

Content & Caption

Picture & Caption

Footer Only: Blank

Footer Only: Picture & Caption

Footer Only: Comparison

Footer Only: Title & Content

Header and Footer

The header and footer has been designed to maintain consistency in Fermilab's brand and identity.

The type size for the header title is 24pt. The type size for the footer information is 9pt in a regular weight. The "Presenter Name" and "Presentation Title" are separated by a vertical line element.

The recommended primary typeface is Helvetica and the alternate typeface is Arial.

Header

Click to add title

24pt type size

The light blue line is part of the background slide design and cannot be modified. The title of the slide should always be placed above the line.

There is an alternate slide layout available named **Title without Line with Footer.** The title size should remain at 24pt type even without the title line element.

Footer

2　　Presenter | Presentation Title　　　　　　　　　　　1/30/14　　🔷 Fermilab

Slide number

A vertical line element separates "Presenter" and "Presentation Title." A single space before and after the vertical line is recommended.

The light blue line with the Fermilab Logo is a footer design placed into the background and cannot be modified.

Date: fixed date or auto update (this can be selected in the **Header and Footer** settings on page 6).

Editing the Footer

The following are steps to edit the Footer text that appears at the bottom of each slide.

Footer

Step 1. Click on any content slide, click **Insert** and **Header and Footer...**

Step 2. The **Header and Footer** window will appear. Click on the fields to change the footer information.

Select any content slide to edit the footer, it will not work if the title slide is selected.

Date
2 options: update automatically or fixed**.**

Slide number

Footer
Type your name in place of "Presenter" and type in your presentation title. A vertical line separates the name and title. Leave a space before and after the vertical line.

Don't show on title slide
Check this box.

Apply to all
(if desired)

Another way to open the **Header and Footer** window is to click **View** and then **Header and Footer...**

Colors

A Fermilab color palette has been created and should be used when creating your PowerPoint presentation.

The Fermilab colors may appear in the first row under **Theme Colors** in your PowerPoint presentation. To see this, highlight the text to change color, click on the **Font Color** tab **(step 1)** and click **More Colors (step 2)**. A new **Colors** window will open with the Fermilab palette **(step 3)**.

If the Fermilab colors do not appear, click on the **RGB/CMYK slider** and enter the color formulas provided on the right.

Theme Colors

Recommended for text

Blue (text and bold titles)
RGB: 0,76,151 / CMYK: 100,53,2,16

Dark Gray (text)
RGB: 99,102,106 / CMYK: 0,0,0,75

Accent colors, use sparingly

RGB: 153,214,234
CMYK: 34,0,5,0

RGB: 175,39,47
CMYK: 5,96,80,22

RGB: 0,181,226
CMYK: 75,0,5,,0

RGB: 76,140,43
CMYK: 76,3,100,18

RGB: 246,141,46
CMYK: 0,54,87,0

RGB: 167,168,170
CMYK: 0,0,0,45

PowerPoint 2011

1. Font Color tab

Fermilab Colors may appear here.

2. Click **More Colors** if Fermilab's Colors do not appear in the first row under **Theme Colors.**
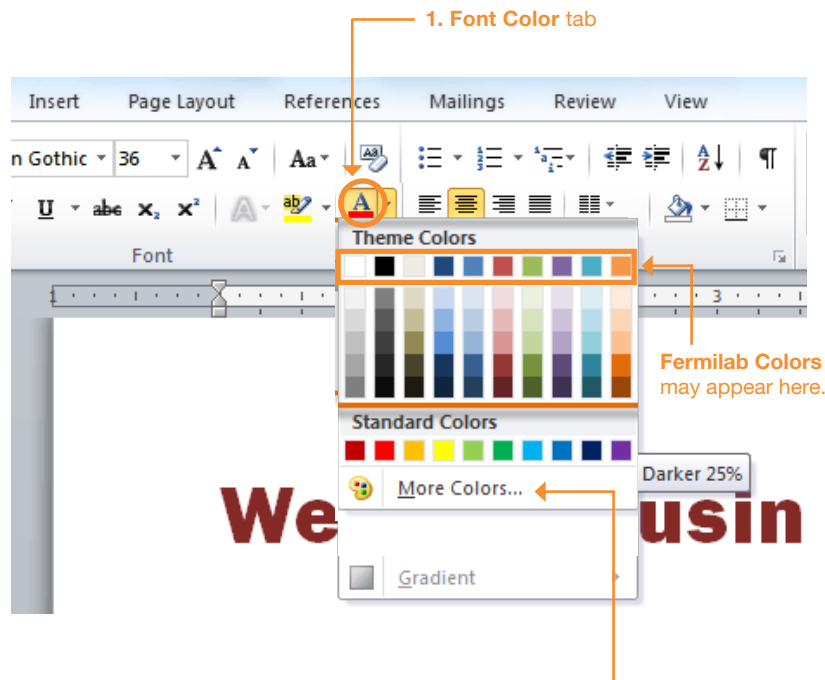
3. Colors window

Clicking on this tab will reveal the **RGB or CMYK sliders.**
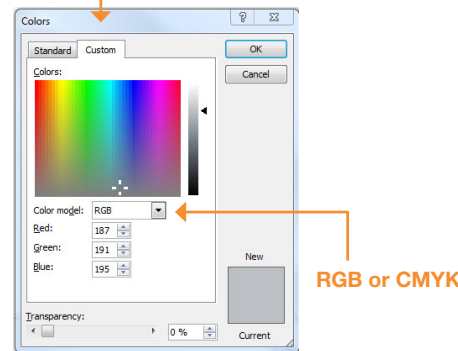
RGB or CMYK

The Fermilab colors may appear in the first row under **Theme Colors,** if this is not the case, use the **RGB/CMYK slider** window to enter the RGB or CMYK values for the Fermilab colors.
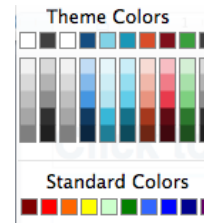
Fermilab Colors *may* appear here under **Theme Colors** and should be the same color swatches as what's shown above.

A color theme file (Fermilab.xml) is available to copy onto your harddrive.

Windows 7 save Fermilab.xml file in:
%USERPROFILE%\AppData\Roaming\Microsoft\ Templates\Document Themes\Theme Colors

Windows XP save Fermilab.xml file in:
C:\Documents and Settings\UserName\Application Data\Microsoft\Templates

Note, the folder location may differ depending on the version of windows and particular set up of the machine being worked on.

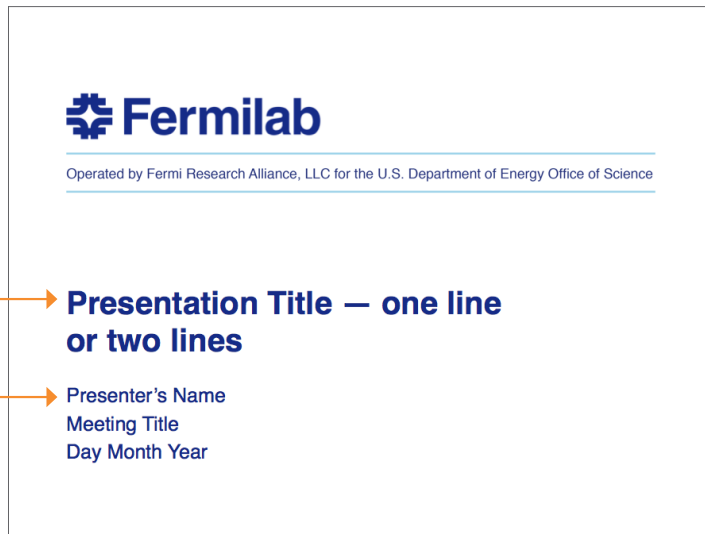If you can not access **My Themes** folder on your computer, the other option is to enter the color formulas.

Fonts

This section provides the recommended font sizes and weights to be used in your PowerPoint presentation.

Helvetica is Fermilab's sans serif typeface. This PowerPoint template has been created with Helvetica. If Helvetica is not an option, Arial is the replacement font.

Font Sizes

Title slide

Helvetica 32 pt
(alternate: Arial Bold)

Helvetica 20 pt
(alternate: Arial)

Presentation Title — one line or two lines

Presenter's Name
Meeting Title
Day Month Year

All other content slides

Helvetica 24 pt
(Bold) → **Click to edit Master title style**

Helvetica 24 pt → • Click to edit Master text styles
Helvetica 22 pt → – Second level
Helvetica 20 pt → • Third level
Helvetica 18 pt → – Fourth level
• Fifth level

Helvetica 9 pt
(Regular weight)

Graphic Standards
2014

Phase 1

Installing Fermilab's PowerPoint Template File (Mac)

PowerPoint Template File

A Fermilab PowerPoint template has been created based on Fermilab's brand and identity. This template file is available to install and save on your computer for use on all future Fermilab presentations. This file offers a clean layout, clear typography and appropriate color choices.

The template file is available only in the standard 4:3 format.

Powerpoint Guidelines

This guideline provides information on installing the template file, opening the file to begin creating your PowerPoint, selecting slide layouts, and a brief style guide on the header and footer, colors, and fonts. The examples in this guide are screenshots from PowerPoint 2011 and 2008 on a Mac computer. Keep in mind that PowerPoint will have a different interface and layout depending on your operating system and software version of Microsoft Office.

Installing Fermilab PowerPoint template on your computer

1. **Open** the file in PowerPoint. Select **Save As.** In the **Save As** window, change the file name to: **FermilabTemplate.**

2. Click **Format** and choose **PowerPoint 97–2004 Template (.pot)**, or **PowerPoint Template (.potx)** if you have a 2007 version or newer. Click **Save.**

    *After selecting the (.pot) or (.potx) in the **Format field,** your computer will by default go to the folder called **My Templates.***

    *The file path to the **My Templates** folder on your computer will vary depending on the version of your software and operating system. An example file path of where your file will be saved can look something like this:*

    ***Mac OSX:** Users/username/Library/Application Support/ Microsoft/Office/User Templates/My Templates.*
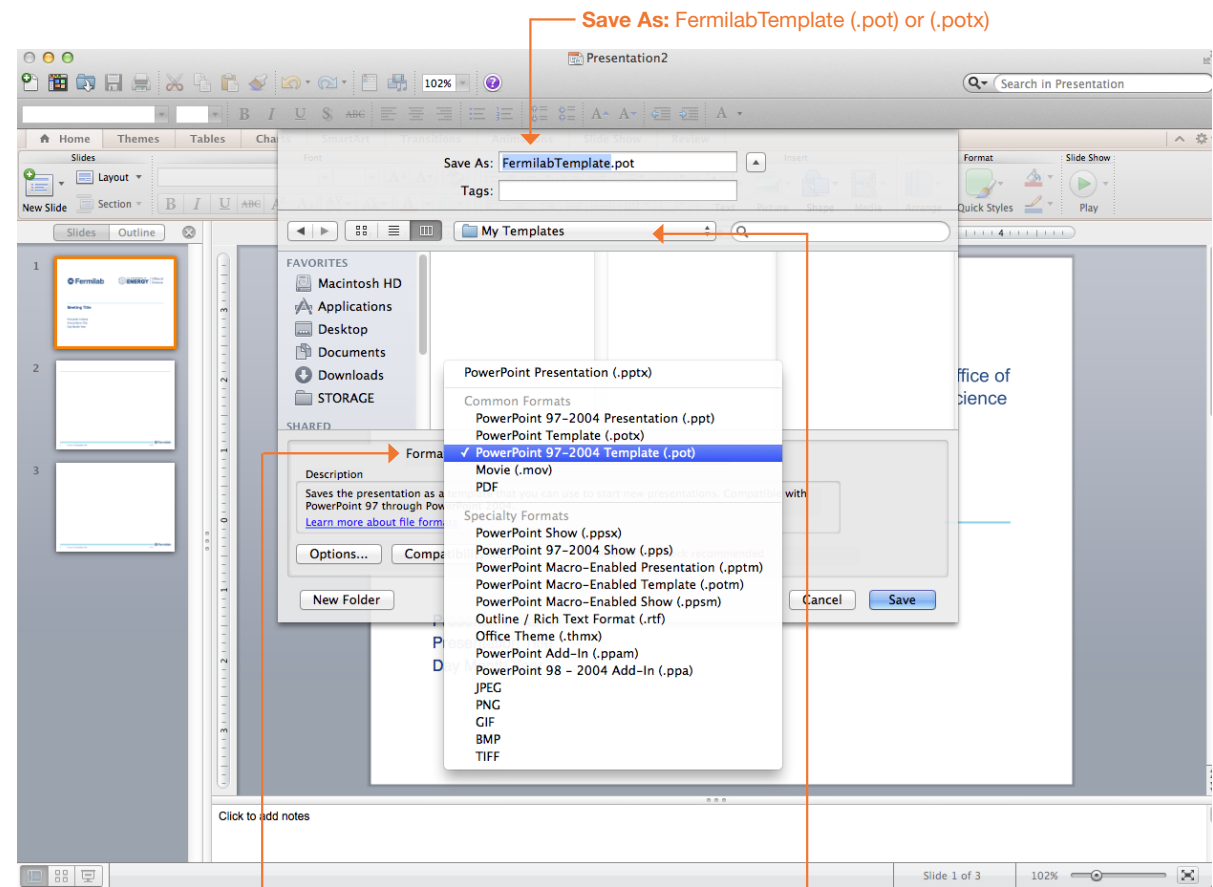
3. After saving, close and quit PowerPoint.

    *Installing the template file does not need to be repeated unless the file has been deleted from your hard drive. When saved in the **My Templates** folder as a (.pot) or (.potx), your template file will be built into your PowerPoint program.*

    Next: Opening the Fermilab Template file to begin working on your PowerPoint presentation.

Helpful site:

http://office.microsoft.com/en-us/mac-word-help/create-and-use-your-own-template-HA102929444.aspx#BMpp

Save As: FermilabTemplate (.pot) or (.potx)

Format: PowerPoint 97–2004 Template (.pot) or PowerPoint Template (.potx)

Folder: My Templates (this should change by default after (.pot) or (.potx) has been selected.
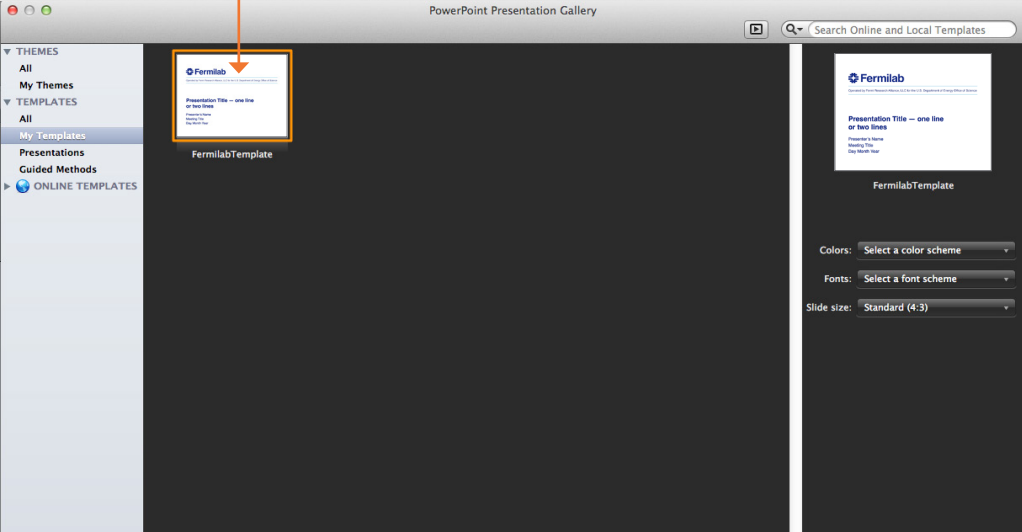
Opening the Fermilab Template File

Opening the Fermilab Template file

To open the template file that has just been installed, reopen PowerPoint. Opening the Fermilab template file will vary depending on the version of operating system and particular set up of the machine being worked on. In PowerPoint 2011, a gallery window may appear upon opening the program, and the template can be easily selected from here.

If you have an older version or the gallery window does not appear, click on **File** and select **Project Gallery** (version 2008) or **File** and select **New from Template** (version 2011).

The examples below show how to open your template file within PowerPoint using the Gallery feature.

PowerPoint 2011
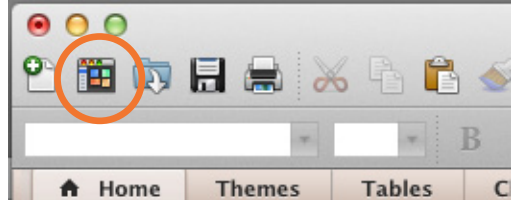
Fermilab PowerPoint Template file should appear in the gallery here.

This is another way to open the template file in 2011 version.

Leave blank.

Leave blank or choose Arial; Arial.

The template is designed in **Standard (4:3)** format.
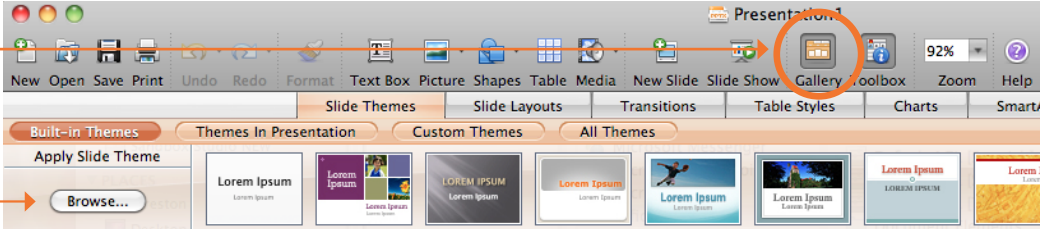
Colors and Fonts are explained in more detail on pages 7-8.

PowerPoint 2008

1. Click the **Gallery** icon.

2. Click **Browse...** to find the Fermilab Template file.

Selecting Fermilab Slide Layouts

Selecting the Fermilab Slide Layouts

To insert a new slide using Fermilab's slide layout design, locate the **Slide Layouts** tab in your version of PowerPoint. Thumbnails showing a variety of slide layouts should appear.

The **Insert new slide** toggle and **Slide Layouts** tab will be in different locations depending on the version of operating system and particular set up of the machine being worked on.
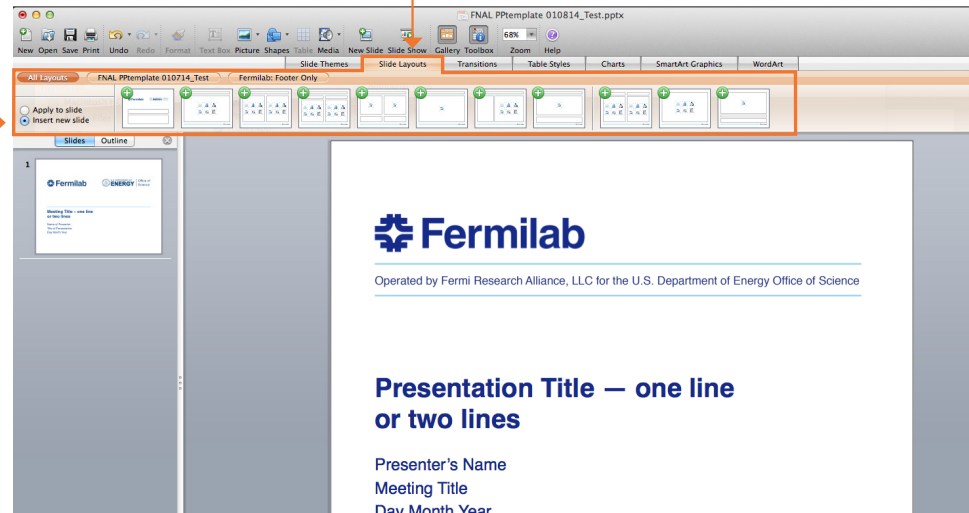
Selecting Fermilab Slide Layouts in PowerPoint 2011

1. Click the small triangle to **insert new slides.**

2. Select from the various Fermilab template slide layouts.
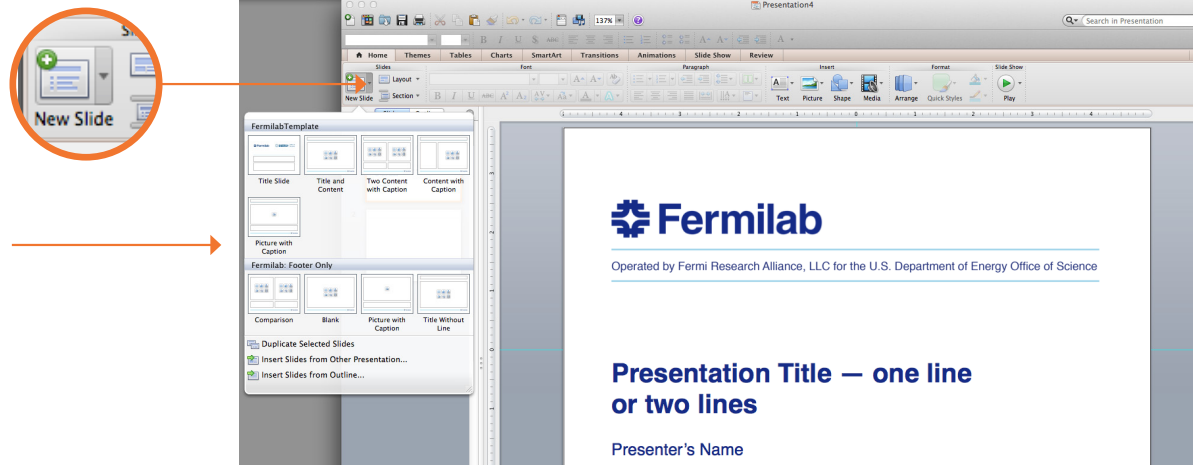
Selecting Fermilab Slide Layouts in PowerPoint 2008

1. Click on the **Slide Layouts** tab to reveal layout options.

2. Click on the toggle next to **Insert new slide.** This will allow you to choose from the various Fermilab template slide layouts.

Helpful site

http://office.microsoft.com/en-us/mac-powerpoint-help/basic-tasks-in-powerpoint-for-mac-HA102928448.aspx?CTT=1

Sample Slide Layouts

The following are sample slide layouts available for use when building your own PowerPoint presentation:

Title slide
Title with Header Line and Footer
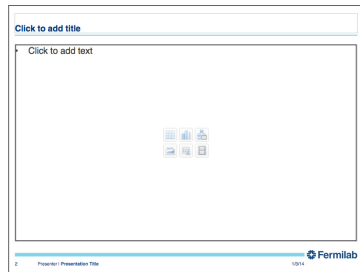**No title, Footer only (3 slide layouts)**
Title without Line with Footer

Note, PowerPoint may display the slide layouts in reverse order than what is shown in the example below.
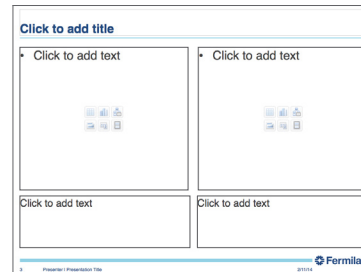
For design consistency, it is recommended that when creating your presentation you use the slide layouts containing **Title with Header Line and Footer.** When appropriate use (sparingly) the other slide layout options.

Title Slide

Title & Content
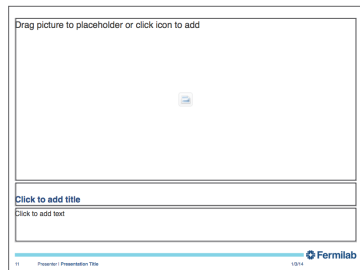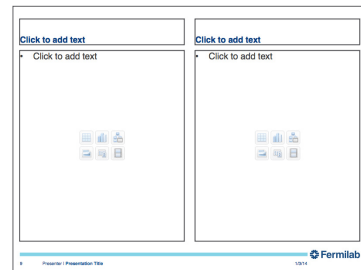
Two Content & Caption
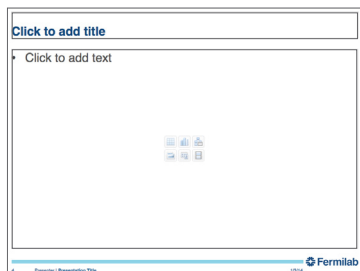
Content & Caption

Picture & Caption

Footer Only: Blank

Footer Only: Picture & Caption

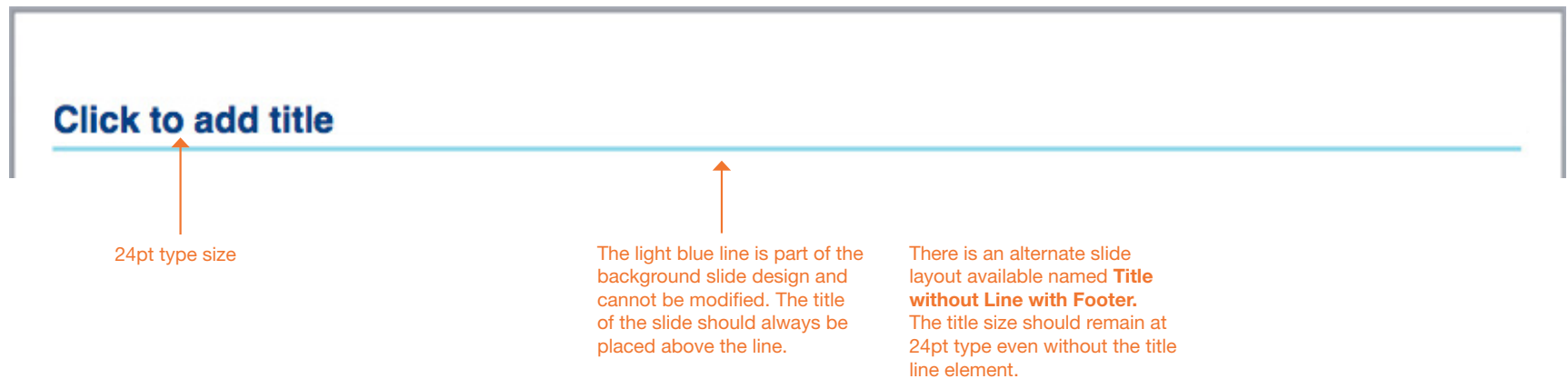**Footer Only: Comparison**

Footer Only: Title & Content

Header and Footer

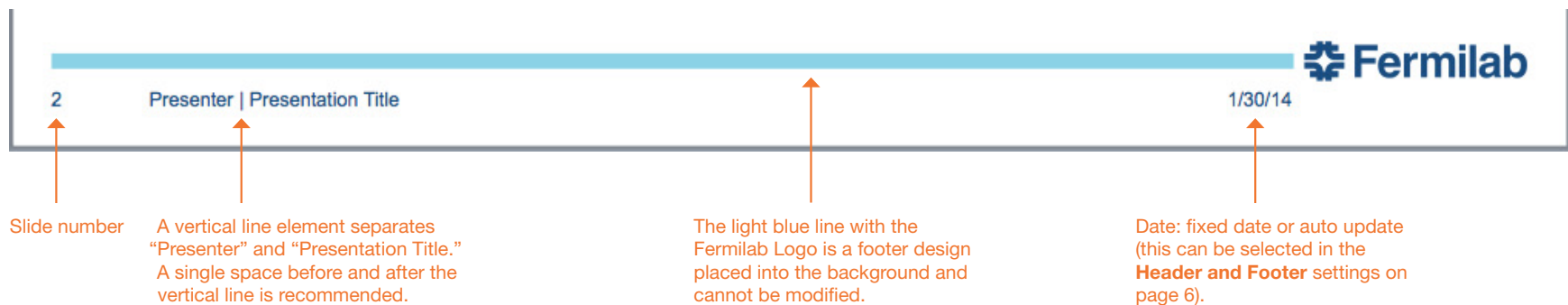The header and footer has been designed to maintain consistency in Fermilab's brand and identity.

The type size for the header title is 24pt. The type size for the footer information is 9pt in a regular weight. The "Presenter Name" and "Presentation Title" are separated by a vertical line element.

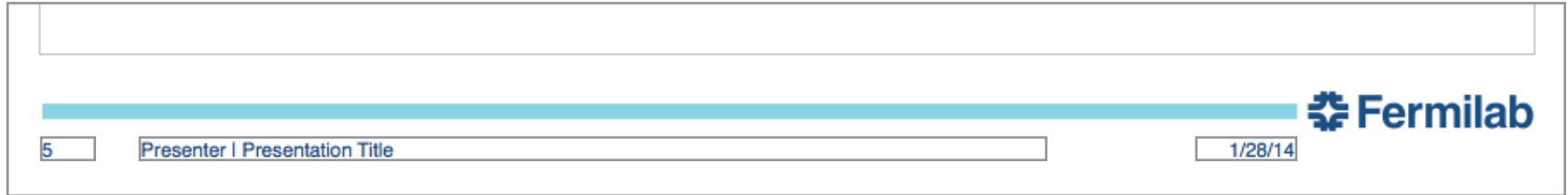The recommended primary typeface is Helvetica and the alternate typeface is Arial.

Header

Click to add title

24pt type size

The light blue line is part of the background slide design and cannot be modified. The title of the slide should always be placed above the line.

There is an alternate slide layout available named **Title without Line with Footer.** The title size should remain at 24pt type even without the title line element.

Footer

🔷 Fermilab

2   Presenter | Presentation Title   1/30/14

Slide number

A vertical line element separates "Presenter" and "Presentation Title." A single space before and after the vertical line is recommended.

The light blue line with the Fermilab Logo is a footer design placed into the background and cannot be modified.

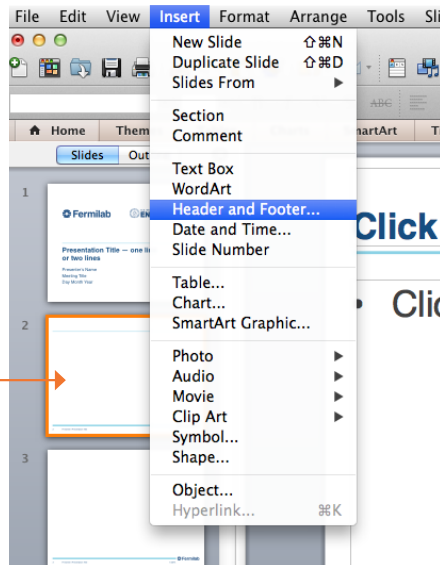Date: fixed date or auto update (this can be selected in the **Header and Footer** settings on page 6).

Editing the Footer

The following are steps to edit the Footer text that appears at the bottom of each slide.
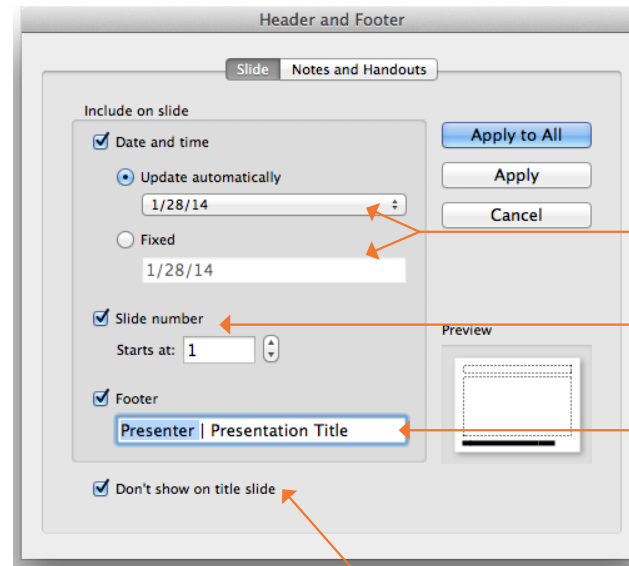
Footer

Step 1. Click on any content slide, click **Insert** and **Header and Footer...**

Select any content slide to edit the footer; it will not work if the title slide is selected.

Step 2. The **Header and Footer** window will appear. Click on the fields to change the footer information.

Date
2 options: update automatically or fixed.

Slide number

Footer
Type your name in place of "Presenter" and type in your presentation title.
A vertical line separates the name and title. Leave a space before and after the vertical line.

Don't show on title slide
Check this box.

Another way to open the **Header and Footer** window is to click **View** and then **Header and Footer...**

Colors

A Fermilab color palette has been created and should be used when creating your PowerPoint presentation.

When opening your Fermilab template file, the Fermilab theme colors may appear in the first row under **Theme Colors.** To see the Fermilab colors, highlight the text to change color, click on the **Font Color** tab **(step 1)** and click **More Colors (step 2)**. A new **Colors** window will open with the Fermilab palette **(step 3)**.

In some cases the Fermilab colors may not appear; click on the **CMYK/RGB slider** and enter the color formulas provided on the right.
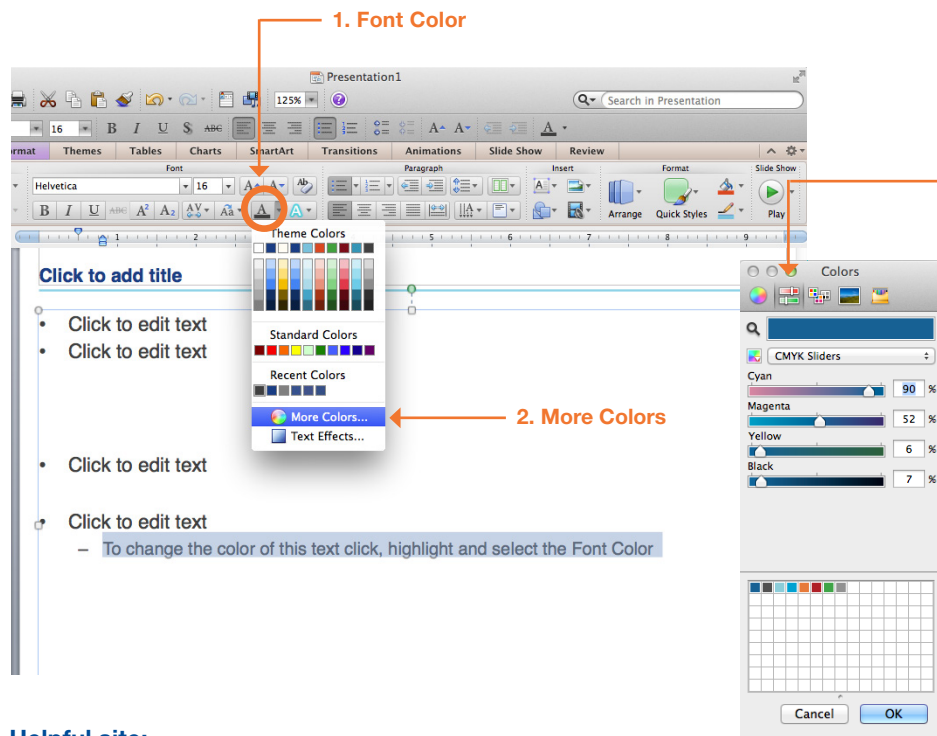
Theme Colors

Recommended for text

Blue (text and bold titles)
RGB: 0,76,151 / CMYK: 100,53,2,16

Dark Gray (text)
RGB: 99,102,106 / CMYK: 0,0,0,75

Accent colors, use sparingly

RGB: 153,214,234
CMYK: 34,0,5,0

RGB: 175,39,47
CMYK: 5,96,80,22

RGB: 0,181,226
CMYK: 75,0,5,0

RGB: 76,140,43
CMYK: 76,3,100,18

RGB: 246,141,46
CMYK: 0,54,87,0

RGB: 167,168,170
CMYK: 0,0,0,75

PowerPoint 2011

1. Font Color

3. Colors window

Clicking on this tab will reveal the **CMYK /RGB sliders.**

2. More Colors

Fermilab Palette may also appear here.

Helpful site:
http://office.microsoft.com/en-us/mac-word-help/create-and-use-your-own-template-HA102929444.aspx me-color-HA102927281.aspx?CTT=1

The Fermilab colors may appear in the first row under **Theme Colors,** if this is not the case, use the **CMYK/RGB slider** window to enter Fermilab colors.

Fermilab Colors should appear here under **Theme Colors.**
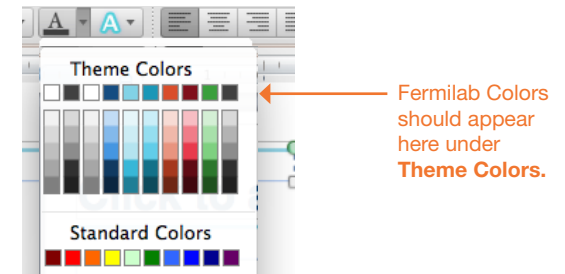
A color theme file (Fermilab.xml) is available to copy onto your harddrive.

On Mac OSX save Fermilab.xml file in:
Users/username/Library/Application Support/ Microsoft/Office/User Templates/My Themes

Note, the folder location may differ depending on the version of operating system and particular set up of the machine being worked on.

If you cannot access **My Themes** folder on your computer, the other option is to enter the color formulas.
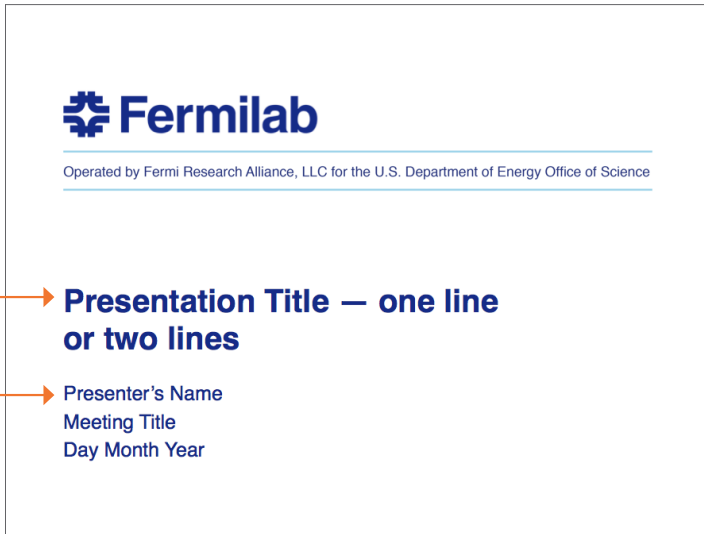
Fonts

This section provides the recommended font sizes and weights to be used in your PowerPoint presentation.

Helvetica is Fermilab's sans serif typeface. This PowerPoint template has been created with Helvetica. If Helvetica is not an option, Arial is the replacement font.

Font Sizes

Title slide

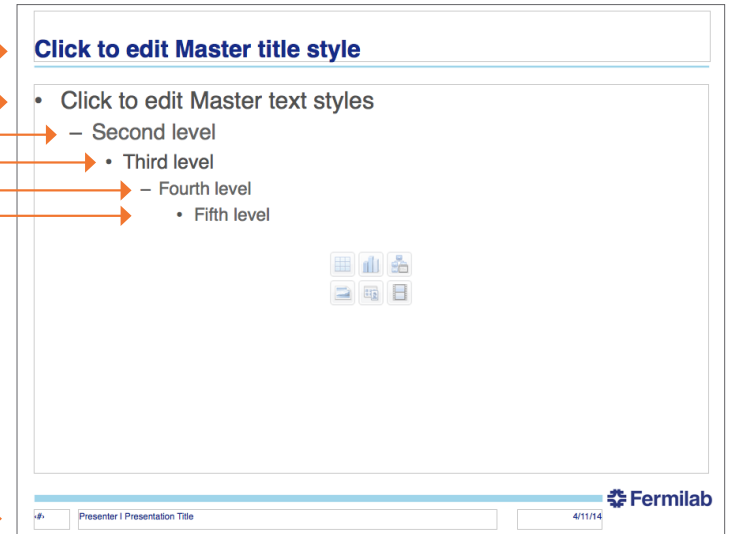**All other content slides**

Helvetica 32 pt
(alternate: Arial Bold)
→ **Presentation Title — one line or two lines**

Helvetica 20 pt
(alternate: Arial)
→ Presenter's Name
Meeting Title
Day Month Year

Helvetica 24 pt
(Bold)
→ **Click to edit Master title style**

Helvetica 24 pt
→ • Click to edit Master text styles

Helvetica 22 pt
→ – Second level

Helvetica 20 pt
→ • Third level

→ – Fourth level

Helvetica 18 pt
→ • Fifth level

Helvetica 9 pt
(Regular weight)
→ Presenter I Presentation Title   4/11/14

Graphic Standards
2014

Phase 1

Using Fermilab's Keynote Template File

A Fermilab Keynote template has been created based on Fermilab's brand and identity. This template file is available for use on all future Fermilab presentations. This file offers a clean layout, clear typography and appropriate color choices.

The template file is available only in the standard 4:3 format.

Keynote Guidelines

This guideline provides information that will be helpful in creating your presentation. Included in this guide are the following: an overview of slide layout designs; header and footer styles; colors; fonts and text styles. The examples in this guide are screenshots from Keynote 09. Keep in mind that Keynote will have a different interface and layout depending on your operating system and software version.

Using the Fermilab Keynote template file

1. Click and open the file provided that is titled
    Fermilab_KeynoteTemplate.key
    Save the template file onto your computer. It is a good idea to have a blank template file that you can reopen when starting a new presentation.

Fermilab Keynote Template

This is what the file should look like when opened in Keynote.
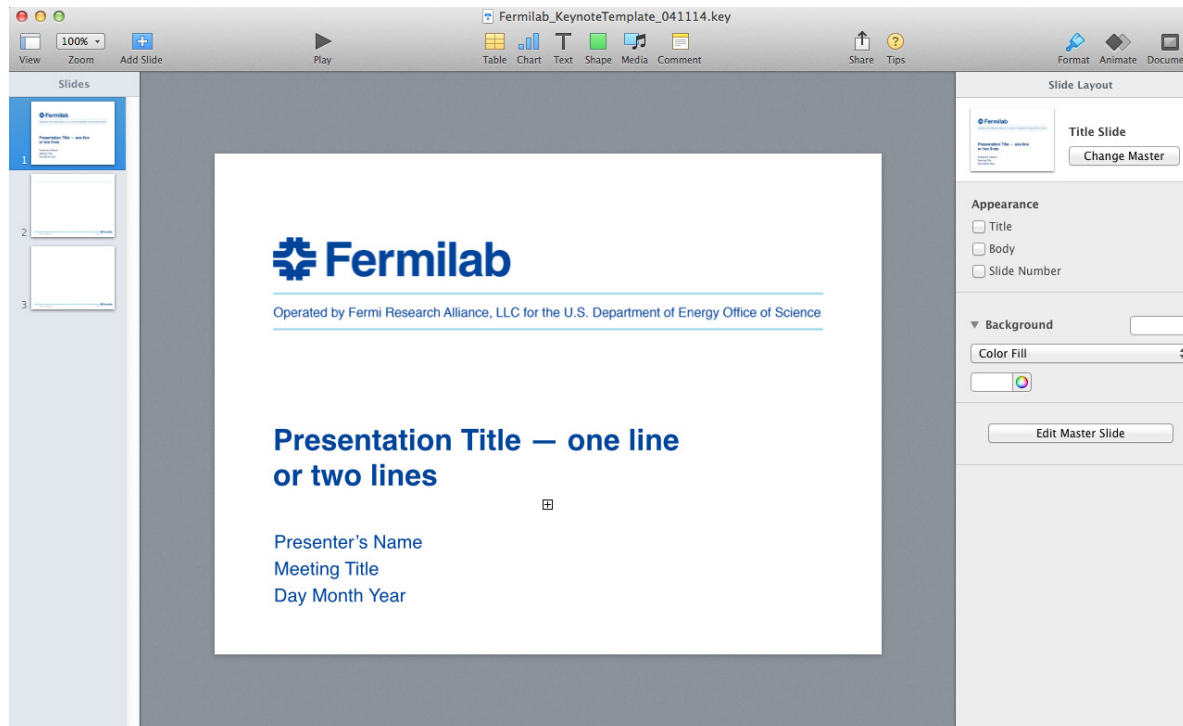
Three slides are available in the slide thumbnail menu. More slide layout options can be selected from the **"Add Slide"** button above the slide thumbnails.

Selecting Fermilab Slide Layouts

To insert a new slide using one of Fermilab's slide layout designs, locate the **Add Slide** button in the top left above the slide thumbnail menu. Thumbnails showing a variety of slide layouts should appear.

The **Add Slide** button may be in different locations depending on the version of operating system and particular set up of the machine being worked on.

1. Click **Add Slide.**
2. A window of 9 slide options are available for use.

   A description of the slide layout is on page 3.
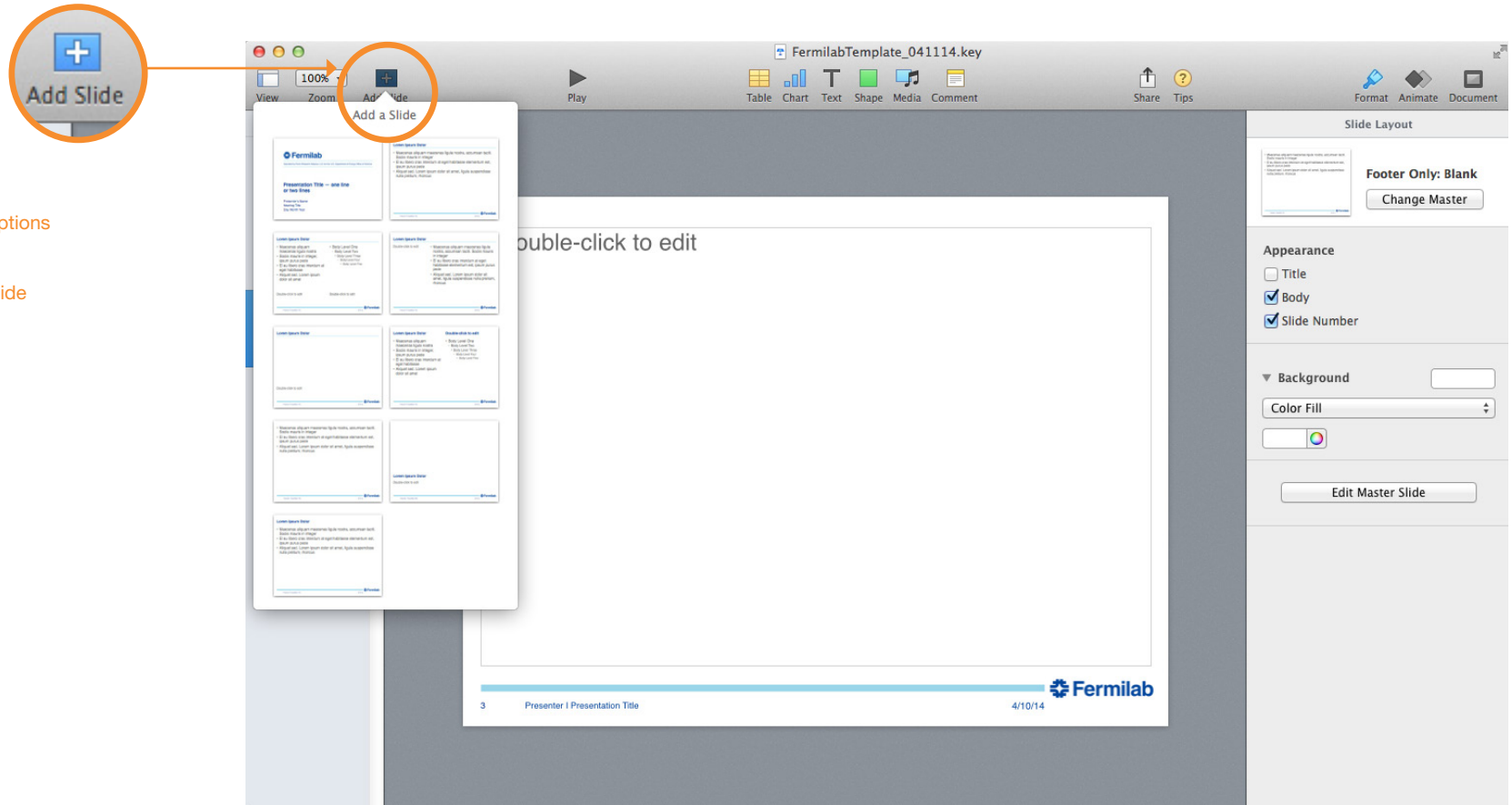
Sample Slide Layouts

The following are sample slide layouts available for use when building your own Keynote presentation:

Title slide
Title with Header Line and Footer
No title, Footer only (3 slide layouts)
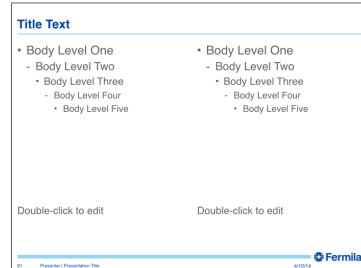**Title without Line with Footer**

For design consistency, it is recommended that when creating your presentation you use the slide layouts containing the **Title with Header Line and Footer.** When appropriate use (sparingly) the other slide layout options.
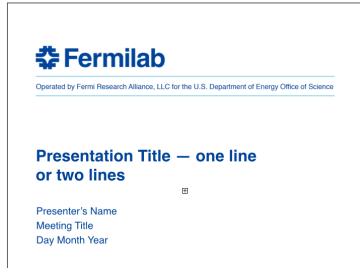
Title Slide
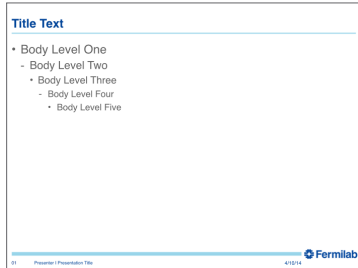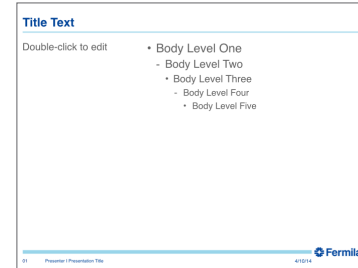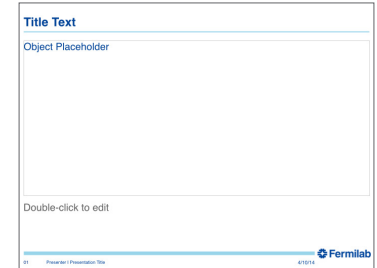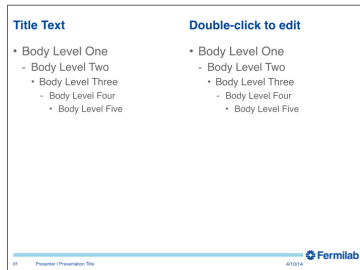

Title and Content
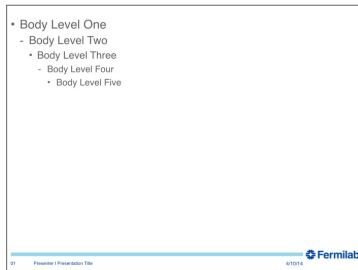

Two Content / Caption

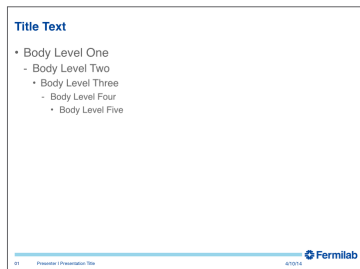**Content with Caption**

Picture with Caption

Footer Only: Comparison

Footer Only: Blank

Footer Only: Picture / Caption

Footer Only: Title and Content
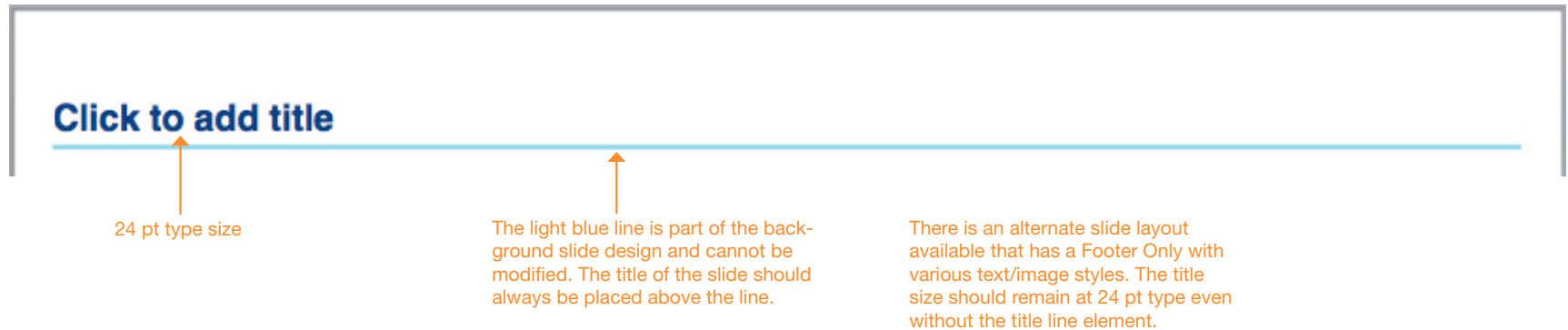
Header and Footer

The header and footer have been designed to maintain consistency in Fermilab's brand and identity.

The type size for the header title is 24 pt. The type size for the footer information is 9 pt in a regular weight. The "Presenter Name" and "Presentation Title" are separated by a vertical line element.
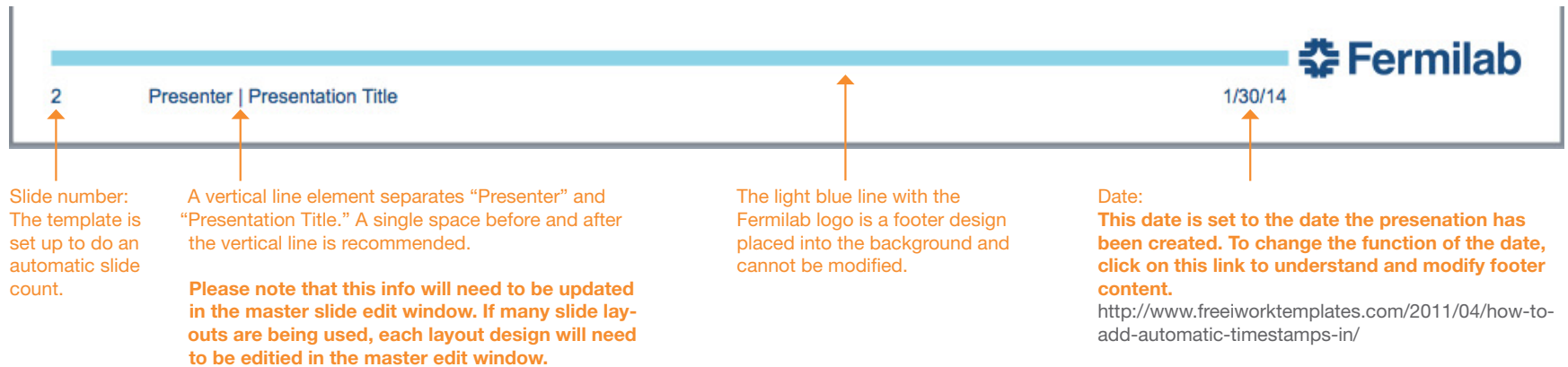
The recommended primary typeface is Helvetica and the substitute typeface is Arial.

The page number will auto generate. The date is fixed to the date the presentation has been created. To modify footer contents, click on **Edit Master Slide.** To edit the **Presenter | Presentation Title,** click on the slide layout that you are using in the **Edit Master Slide** window, and edit the **Presenter | Presentation Title.** The content will update your slides on that particlular slide layout only. Please note, if you are using multiple slide layouts in your presentation, each slide layout will need to be edited. Changing one slide layout's content will not update all slides.

Header

Click to add title

24 pt type size

The light blue line is part of the background slide design and cannot be modified. The title of the slide should always be placed above the line.

There is an alternate slide layout available that has a Footer Only with various text/image styles. The title size should remain at 24 pt type even without the title line element.

Footer

2   Presenter | Presentation Title   🔷 Fermilab   1/30/14

Slide number: The template is set up to do an automatic slide count.

A vertical line element separates "Presenter" and "Presentation Title." A single space before and after the vertical line is recommended.

Please note that this info will need to be updated in the master slide edit window. If many slide layouts are being used, each layout design will need to be editied in the master edit window.

The light blue line with the Fermilab logo is a footer design placed into the background and cannot be modified.

Date:
This date is set to the date the presenation has been created. To change the function of the date, click on this link to understand and modify footer content.
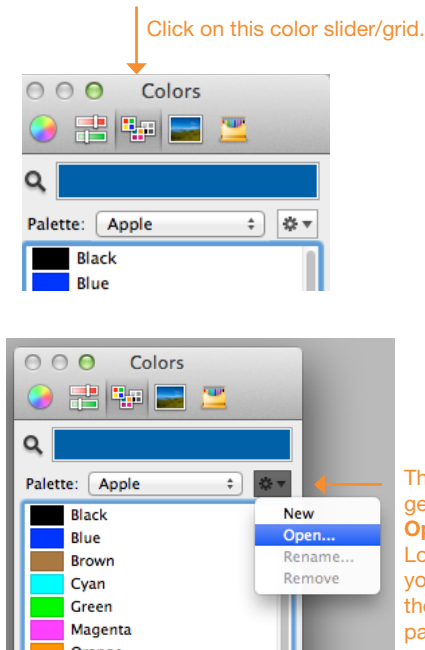http://www.freeiworktemplates.com/2011/04/how-to-add-automatic-timestamps-in/

Colors

A Fermilab color palette has been created and should be used when creating your Keynote presentation. The palette, a separate file called **Fermilab.clr,** will need to be installed for it to appear in your Keynote template file. The palette will be installed through Keynote.

 Once the palette has been installed, it will appear after selecting text, and then choosing the **Text** tab in the menu to the right. Click on the small color wheel button to open a window of the Fermilab color palette.

 If installation of the color palette does not work, click on the **CMYK/RGB slider** and enter the color formulas provided on the right.

Theme Colors

Recommended for text

Blue (text and bold titles)
RGB: 0,76,151 / CMYK:100,53,2,16

Dark Gray (text)
RGB: 99,102,106 / CMYK: 0,0,0,75

Accent colors, use sparingly

RGB: 153,214,234
CMYK: 34,0,5,0

RGB: 175,39,47
CMYK: 5,96,80,22

RGB: 0,181,226
CMYK: 75,0,5,0

RGB: 76,140,43
CMYK: 76,3,100,18

RGB: 246,141,46
CMYK: 0,54,87,0

RGB: 167,168,170
CMYK: 0,0,0,45

Instructions to install the **Fermilab.clr**.
1. Download the file onto your desktop.
2. Open Keynote.
3. In Keynote, click on the **Text** tab, click on the color wheel button (see to the right).
4. After clicking on the color wheel button, click the middle color slider/grid.

Click on this color slider/grid.

Then click on this gear icon and click **Open...**
Locate the file on your desktop and the Fermilab palette should appear.

Instructions to change the colors on text elements
1. In Keynote, click on the slide, highlight the type on the slide.
2. Click on the **Text** tab.
3. Click on the color wheel icon to see the Fermilab palette.
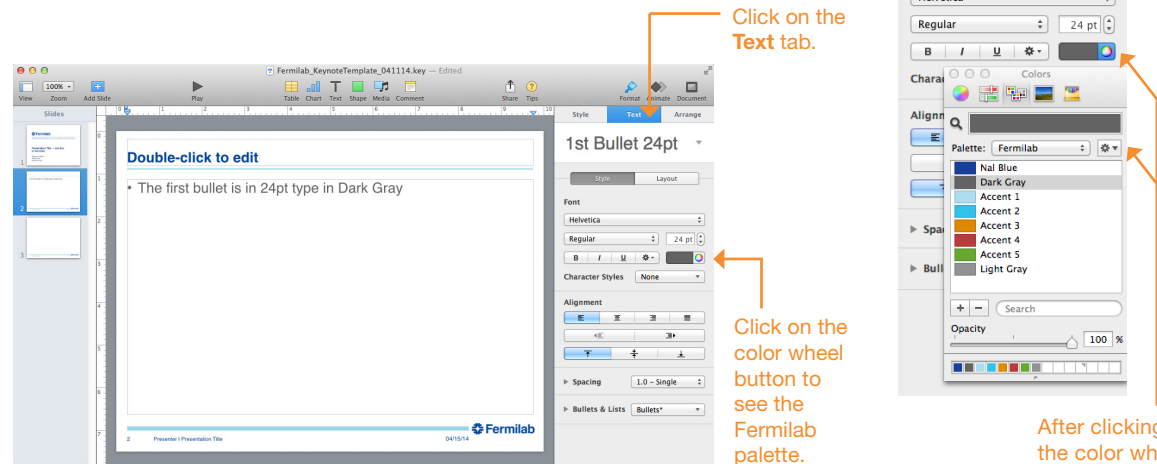4. After clicking on the color wheel button, a window should open up displaying the Fermilab colors.

Click on the **Text** tab.

Click on the color wheel button to see the Fermilab palette.

This is an enlargement to show the color menu.

After clicking on the color wheel button, a window should open up displaying the Fermilab colors.

Fonts & Text Styles

This section provides the recommended font sizes and weights to be used in your Keynote presentation. Helvetica is Fermilab's sans serif typeface. This Keynote template has been created with Helvetica. If Helvetica is not an option, Arial is the substitute font.
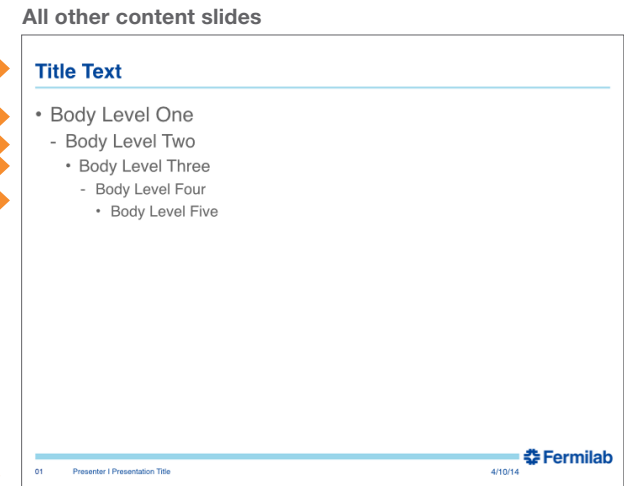
Font Sizes & Styles

This example is using Helvetica, although Arial can be used as a substitute.

Title slide

Fermilab

Operated by Fermi Research Alliance, LLC for the U.S. Department of Energy Office of Science

Helvetica 32 pt Bold → **Presentation Title — one line or two lines**

Helvetica 20 pt Regular → Presenter's Name
Meeting Title
Day Month Year

All other content slides

24 pt Bold → **Title Text**

24 pt Reg → • Body Level One
22 pt Reg → - Body Level Two
20 pt Reg → • Body Level Three
18 pt Reg → - Body Level Four
• Body Level Five

9 pt Regular → 01   Presenter | Presentation Title   4/10/14   ✦ Fermilab

Using the Text Styles built into Keynote

Text styles have been created for all text elements on your slide layouts.

1. If styles need to be reapplied or changed, click on **Text** (the middle tab) in the menu on the right.
2. Click on the small gray triangle to the right of the text style. This will show a drop down menu of more styles.
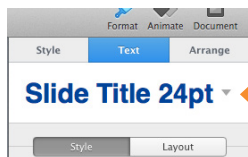
Click the small gray triangle to show more styles.
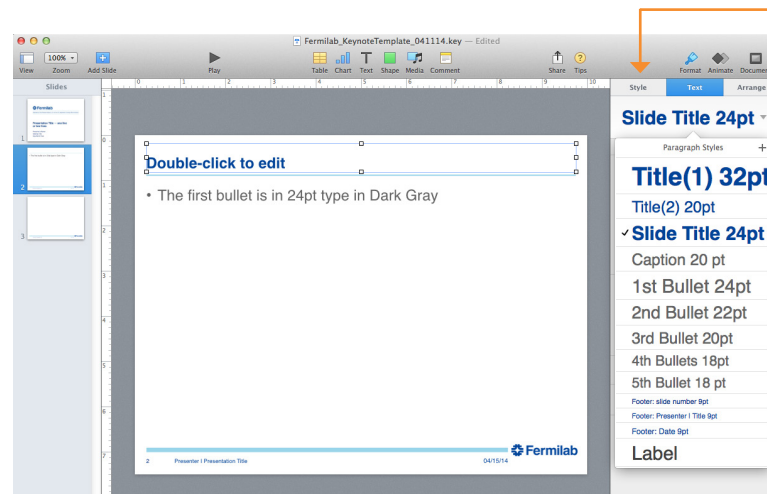
Please note:
Do not use this Style tab. This is confusing as it is labeled "Style," but it is not the correct one to use.

Slide Title 24pt ▾

Paragraph Styles +

Title(1) 32pt
Title(2) 20pt
✓ **Slide Title 24pt**
Caption 20 pt
1st Bullet 24pt
2nd Bullet 22pt
3rd Bullet 20pt
4th Bullets 18pt
5th Bullet 18 pt
Footer: slide number 9pt
Footer: Presenter | Title 9pt
Footer: Date 9pt
Label

Placing an Image or Object

To place an image or object onto your slide, click outside of the text areas on the slide, select **Insert > Choose.** Search for your file and click **Insert.** Drag the image to position it to fit on your slide layout.

After placing your image in the desired area, you can use the tools in the **Style, Image** or **Arrange** tabs (to the right). In these tabs you can mask (crop) an image, change its brightness, contrast, and other image qualities; or erase its background.
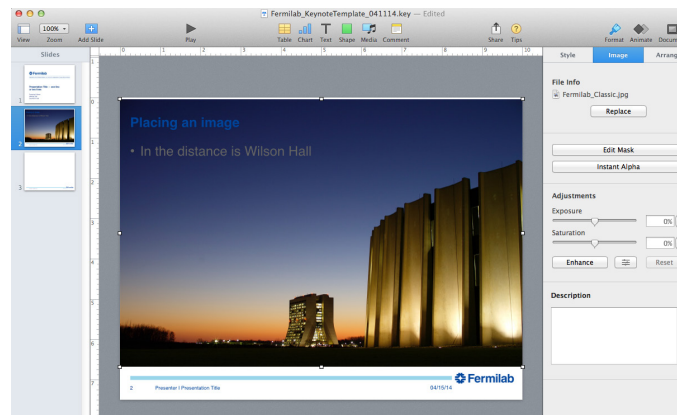
In the master slide layouts, there are a few slides that have placeholder images placed into the slide. These images have been sized and cropped to the appropriate size and within the margin. Images should not exceed past the footer design on the right or left. The right and left and top margin is .25 inches. Images should not go above or below the footer.
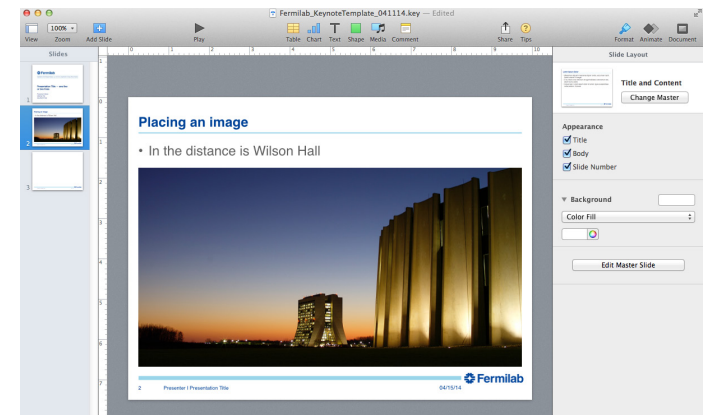
Placing an image

1. Go to **Insert,** select **Choose.**
2. Locate your image and click **Insert.**

To crop your image

1. Select the image on your slide.
2. Click the **Image** tab on the right.
3. Click **Edit Mask** and make the crop that best fits your slide layout.

Helpful sites:
Using the mask tool to crop and compose images
http://support.apple.com/kb/VI117?viewlocale=en_US

Keynote Tips
http://www.marrathon.com/tips/files/category-keynote.php

Keynote Basics for Beginners
http://www.macforbeginners.com/page.php?id=188

1. Image has been placed and it is too large for the slide layout.

3. The image has been cropped to fit the slide layout.
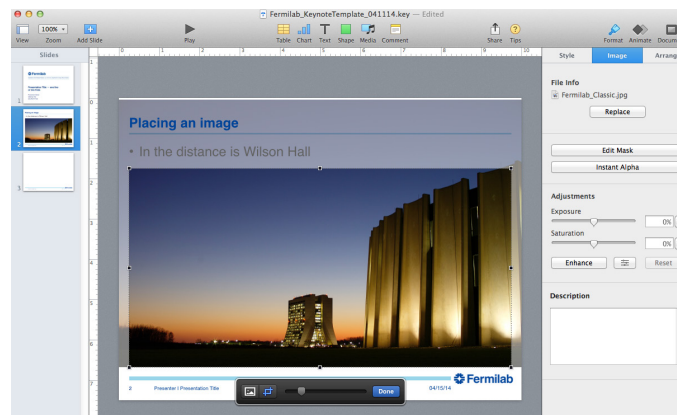
2. Click on the **Image** tab, then click **Edit Mask.**

Graphic Standards
2014

Phase 1

Glossary of Terms

Color

Four-color process / CMYK (C) Cyan, (M) Magenta, (Y) Yellow, (K) Black. The four colors used by conventional offset printing presses to create images that, to the naked eye, appear to be full color. The printing process itself is referred to as four-color process.

Pantone Matching System / PMS a standardized system for color matching and specification.

Shade the degree of vividness of a color, as modified by the addition of black.

Tint the degree of vividness of a color, as modified by the addition of white.

Identity

Identity/ brand identity the collective aspect of characteristics (including all perceptual and emotional affiliations) by which an organization is definitively recognizable or known; the core meaning of an organization.

Brand often used interchangeably with identity and often used to refer simultaneously to both the logo and the identity.

Logo a name, sign or symbol used to identify an organization.

Logomark a visual symbol representing an organization that does not generally contain the name of the institution — it more abstractly represents that institution. It may or may not always sit next to the logotype.

Logotype is the name of an institution that is designed in a visually unique way for use by that company.

Clear space the area surrounding a logo in order to ensure its legibility and integrity.

Co-branding the affiliation of two or more organizational identities.

Paper

Coated paper is paper coated with a compound to produce a smoother finish on the paper, reduce ink absorbency and increase the sharpness of reproduction.

Uncoated paper a lack of surface coating allows the ink to be absorbed by the paper and spread.

Typography and Fonts

Typeface a design for a set of characters, for example Helvetica and Palatino are typefaces.

Font an assortment or set of type or characters all of one style and one size, for example Helvetica Bold 12pt is a font.

Baseline the line upon which most letters sit, with the exception of certain characters that have descenders, such as g or p, and curved letters such as c or o which extend ever-so-slightly below.

Lining figures numerals of uniform height and width, for example 123456. This is better for use in tables and spreadsheets.

Old-style figures numerals that vary in height and width, for example 123456. They can extend above or below the baseline in a manner similar to letterforms. Good for lengthy text.

Leading describes the amount of space between two w lines of text, it is measured from baseline to baseline, also referred to as line-spacing.

Point the point system is the standard measurement for type, one point is equal to 1/72 inch or .35 millimeters.