

BRANDING

Area of Isolation

The minimum amount of space that must surround the logo and logotype is referred to as area of isolation (white space). It is the area of visual protection intended to prevent other visual elements from conflicting with the logo and logotype. This sample illustrates the preferred area of isolation. There will be situations when this formula may be changed, such as layouts for exhibits and various promotional materials. Any alteration must be approved by the Regulatory & Stakeholder Interface group.

The words “Los Alamos” may be displayed in either white or grey, depending upon the color of the background. The color which provides the greatest visibility should be chosen. There will be situations when this formula may be changed, such as layouts for exhibits and various promotional materials. It is acceptable to place the N3B Street address below the logo and within the clear space on business cards, envelopes, and letterheads.



Area of Isolation



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Individual Department Logos

Logos for groups may be desirable for use on morale/non-reimbursable clothing and swag. Only program manager level group names may be used in conjunction with the logo. Approved groups are listed here.

Please contact Regulatory & Stakeholder Interface (N3BCommunications@em-la.doe.gov) early in your planning to obtain a logo sized right for your needs.

Click here to download the department logos.



Authorized Department Logos



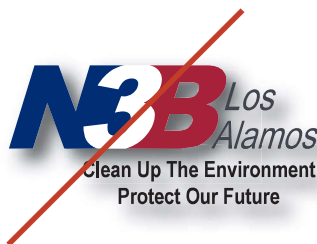
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Logo Misuse

To ensure consistency across all mediums, it's important to use the proper logos and typography in all communications.

The following rules need to be adhered to:

- Do not distort the logo
- Do not rotate the logo
- Do not recolor or recreate any part of the logo
- Do not add drop shadows to the logo
- Do not place any other text in the designated white space, this includes department names, groups, events, or other text. The exception to this rule is the street address of N3B may be placed in the white space on business cards, in email signatures, on envelopes, and on the letterhead.
- Do not use any part of the logo by itself
- Do not use any color other than white on a non-white background
- Do not add additional elements to the logo.
- Do not change the typeface or style of the logo
- Do not reproduce the logo smaller than ¾" in width



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N3B Tagline

The tagline communicates and emphasizes the importance of our work. It is important that it be utilized consistently.

The following rules need to be adhered to:

- Arial black may be used as the font for the tagline
- Univers LT Std 57 Condensed, and Univers 47 Light Condensed may also be used
- In circumstances where a narrower font is required, Arial Narrow Bold may be used instead
- Never use a period following either of the statements
- When using the tagline on one line, separate with a hyphen
- Capitalize the first letter of each word
- When separating the tagline on two lines, do not use the hyphen
- Do not change or alter the wording of the tagline
- Depending on the layout of the artwork, the two line tagline may be left or right justified
- The tagline can be used with the logo, but does not necessarily need to be used in conjunction with the logo.

Only black, white or N3B gray should be used for the text color of the tagline.

N3B Tagline - Arial Black

Clean Up The Environment - Protect Our Future

**Clean Up The Environment
Protect Our Future**

N3B Tagline - Arial Narrow Bold

Clean Up The Environment - Protect Our Future

Clean Up The Environment
Protect Our Future

N3B Tagline - Univers LT STD 67 Bold Condensed

Clean Up The Environment - Protect Our Future

Clean Up The Environment
Protect Our Future

N3B Tagline - Univers LT STD 57 Condensed

Clean Up The Environment - Protect Our Future

Clean Up The Environment
Protect Our Future

Clean Up The Environment
Protect Our Future

N3B Tagline - Incorrect Usage

~~Clean Up The Environment
Protect Our Future~~

~~CLEANING UP THE ENVIRONMENT - PROTECTING OUR FUTURE.~~

~~Clean Up The Environment
Protect Our Future~~

~~CLEANING UP THE ENVIRONMENT - PROTECTING OUR FUTURE.~~

BRANDING

N3B Insights Logo

The N3B Insights logo is used on the N3B Intranet site, and should be used similarly to the main N3B logo.

The following rules need to be adhered to:

- Do not distort the logo
- Do not rotate the logo
- Do not recolor or recreate any part of the logo
- Do not place any other text in the designated white space
- Do not add additional elements to the logo.
- Do not change the typeface or style of the logo



Use of N3B Logo in Conjunction with EM-LA and DOE Logos

When all three logos are placed together, EM-LA should always be placed on the left, with the N3B logo in the middle, and the DOE logo should be placed on the right.

Approvals will be needed to use either the EM-LA or DOE logo. Please consult with Regulatory & Stakeholder Interface (N3BCommunications@em-la.doe.gov) early in your project for assistance.



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Typography

The typographic personality is intended to be bold, contemporary, and confident. It is supposed to be simple and direct. Headlines may be slightly larger to provide a sense of importance and visual presence. The intent of the body copy typeface is to be as legible as possible. The variety of weights and styles is to provide a wide range of options for any number of applications. Arial is the primary font to be used throughout branded N3B documents, as well as in conjunction with the logo. Any font variations, including italics, within the Arial family may be used. Fonts, such as Esri, used for maps (engineering, topographic, etc.) are acceptable. Although the primary font is Arial, acceptable alternative fonts are listed below.

Acceptable Fonts (Sans Serif)

Primary:

Arial - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Arial Narrow - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Arial Narrow Italics - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Arial Narrow Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Calibri - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Italics - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Alternative Fonts (for Titles and Headers, not body text):

Arial Black - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Impact - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Acceptable Fonts (Serif)

Primary:

Times New Roman - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman Italics - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Times New Roman Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Cambria - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Cambria Italics - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Cambria Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789