



GRAPHIC STANDARDS

February 2024

LOGO GUIDELINES



The HPDF logo is a custom design and should only be displayed using official artwork.



The HPDF logo should occupy its own space. Always maintain a safe distance; "X" is equal to the height from the baseline of the text to the very bottom of the logo as seen here.



U.S. DEPARTMENT OF
ENERGY

Office of
Science



BERKELEY LAB

All three logos (Jefferson Lab, DOE, Berkeley Lab), will be displayed within one piece of collateral where space allows.



*A Partnership of Jefferson Lab & Berkeley Lab
for the U.S. Department of Energy's Office of Science*



A Partnership of Jefferson Lab & Berkeley Lab

When all three logos are not present, display the HPDF logo with one of the below two taglines:
"A Partnership of Jefferson Lab and Berkeley Lab for the U.S. Department of Energy's Office of Science"
"A Partnership of Jefferson Lab and Berkeley Lab"

Color Variations



Solid Color



Single Color



Solid Black



Solid White

Email Signature

Your Name Here

Avenir Black at 10pt

Title

High Performance Data Facility
email address
phone number

Avenir Book Oblique at 8pt

Avenir Roman at 7pt



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TYPOGRAPHY

Primary Font

Avenir is the primary font used in HPDF materials.

Aa

Avenir

At que que consequ osandantium facerum vent porpora tenimus cillore secest adi into tectur? Ut molest, nus, que provident, sum rest, odit essitater lic tem aut que inctus everum harchillabo. Acid etur resequis aut am, ut rae omnim quis aut quiam, oditam, consequam utectur?

Avenir Black

Avenir Black Oblique

Avenir Book

Avenir Book Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXx

YZz0123456789(&?!/,;:_+;%@*")

Web/Alternate Font

In those instances when Avenir is not available, use Arial as an alternate font.

Aa

Arial

At que que consequ osandantium facerum vent porpora tenimus cillore secest adi into tectur? Ut molest, nus, que provident, sum rest, odit essitater lic tem aut que inctus everum harchillabo. Acid etur resequis aut am, ut rae omnim quis aut quiam, oditam, consequam utectur?

Arial Bold

Arial Bold Italic

Arial Regular

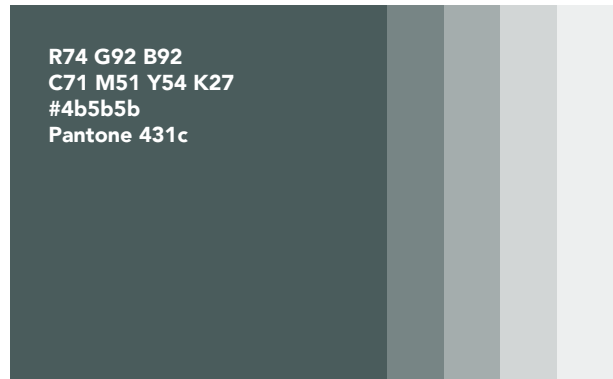
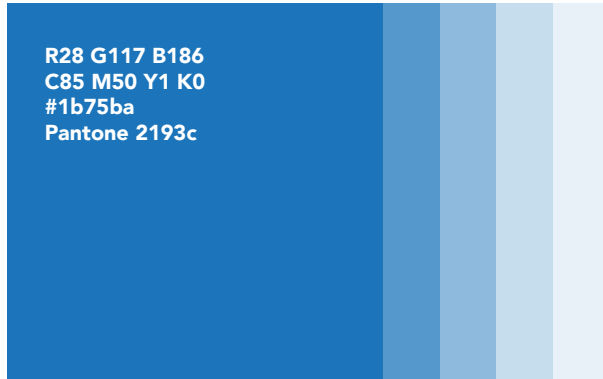
Arial Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYzZz

0123456789(&?!/,;:_+;%@*")

COLOR PALETTE



Things to avoid



- Using anything but the approved logo.
- Attempting to create your own logo.
- Reproducing the logo in non-approved fonts/colors.
- Stretching or altering the logo's proportions.
- Enlarging or reducing elements of the logo.
- Attaching anything to the logo.
- Rearranging elements of the logo.
- Using the logo as part of a sentence or phrase.
- Altering the orientation of the logo.
- Using the logo in a crowded space.
- Printing on top of the logo.
- Applying effects to the logo.
- Creating unapproved logo lockups.

