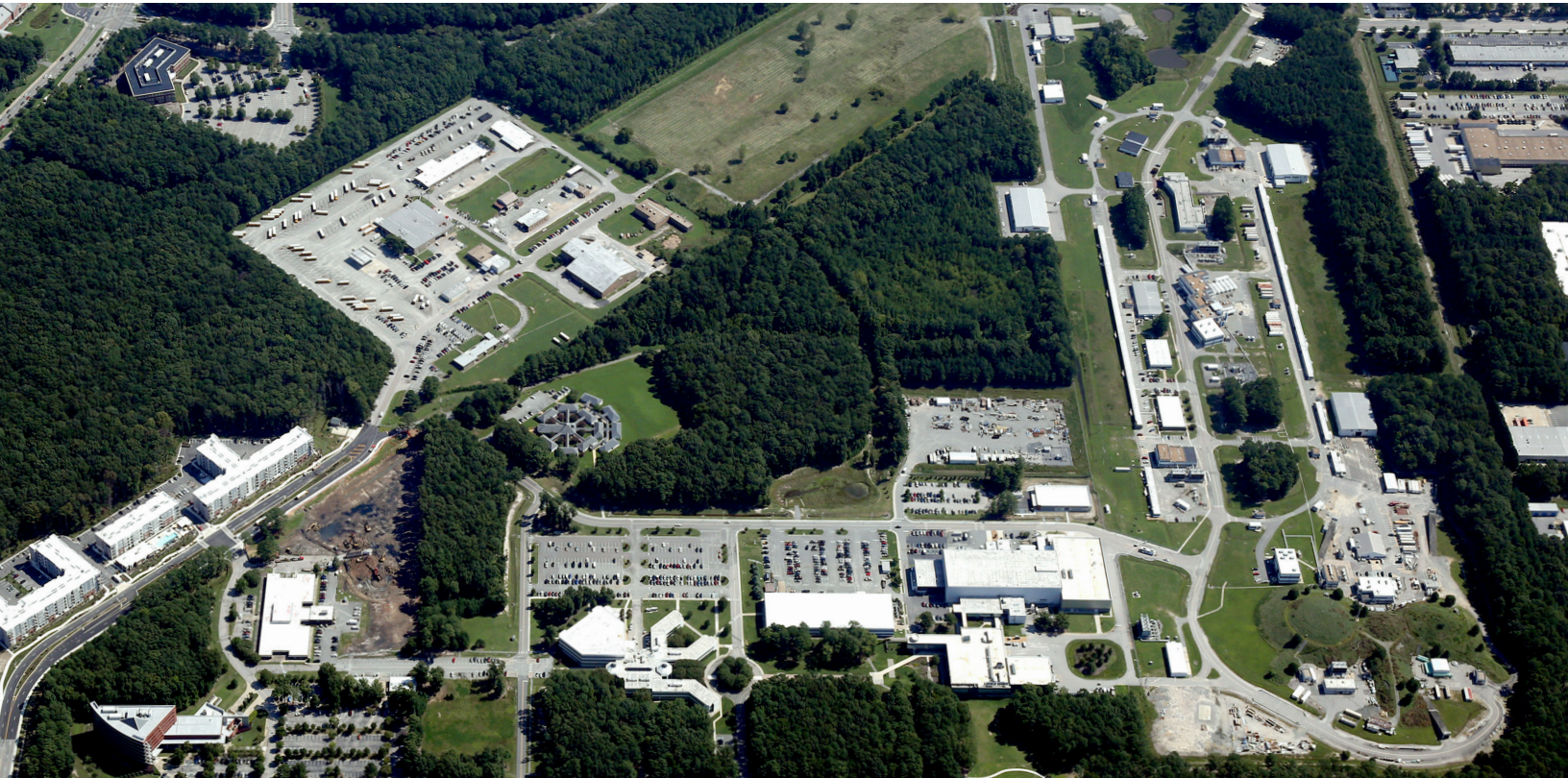


JEFFERSON LAB

GRAPHIC STANDARDS



Owner: Jefferson Lab Communications Office

Updated: July 2023

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INTRODUCTION

This guide establishes official policy and standards for Jefferson Lab publications, stationery, signs and other communicative collateral and applications, such as the web. No set of guidelines can anticipate all types of communications developed for Jefferson Lab. Using a piece of collateral not addressed here? Use your best judgment based on the examples within.

Questions? Contact the Communications Office at jlabinfo@jlab.org.

MORE THAN A NAME OR LOGO

More than a name or logo, our brand is one way we professionally represent our organization. It gives a clear picture of who we are to everyone we reach out to. Our mission – exploring the nature of matter and fostering technology that matters – infuses our brand.

ONE LAB, TWO NAMES

Our official first name is Thomas Jefferson National Accelerator Facility. Our more popular name – “Jefferson Lab” – is the official second name, acceptable in all uses – news releases, feature articles, academic journals, web content and so on – after first reference to TJNAF.

Never use “Jeff Lab,” “Jeffs Lab,” “Jeff Labs,” “TJLab” or “Jefferson Laboratory.” “JLab” is acceptable only in (1) informal correspondence such as a chart or graph that has limited space; (2) some approved public-facing material, such as an event poster promoting our brand; and (3) interoffice documents, where deemed appropriate.



UPHOLDING THE BRAND

Follow this guide in all forms of lab communications and materials. Doing so helps ensure that communications from every department and office speak with a clear and uniform voice – the one that best represents Jefferson Lab.

For newsletters, posters, etc., that are not internal to JLab, you must coordinate with and obtain approval from the Communications Office before distribution.

This does not apply to scientific papers and publications, which have their own review and approval process.

OUR MISSION. OUR TAGLINE.

OUR MISSION: WHERE THE BRAND BEGAN

Thomas Jefferson National Accelerator Facility is a national laboratory under the U.S. Department of Energy's Office of Science. Scientists worldwide utilize the lab's unique particle accelerator, known as the Continuous Electron Beam Accelerator Facility, to probe the most basic building blocks of matter – the particles and the forces that bind them – that make up our world. That also helps us foster innovative technologies that better our day-to-day world.

Moreover, the lab performs advanced computing and applied research with industry and university partners, and provides programs designed to help educate the next generation in science and technology.

Jefferson Science Associates, manages and operates Jefferson Lab for DOE. The Southeastern Universities Research Association and PAE partnered to create JSA.

OUR TAGLINE: EXPLORING THE NATURE OF MATTER

Jefferson Lab's tagline, "Exploring the Nature of Matter," captures the spirit and personality of the lab. The tagline can stand alone (as pictured at right), or be graphically interlocked with the lab logo – for use in various official publications and promotional materials for the lab.

Never use the tagline as a headline, the title of a publication or as the predominant feature of any page. However, the logo may be used as the dominant feature on banners and displays.



OUR LOGO



THE OFFICIAL LOGO ALONE (JUST "JEFFERSON LAB")

The logo without the "Exploring..." tagline or the TJNAF name consists of two parts: the swoosh symbol and the name "Jefferson Lab" – as pictured above.



THE OFFICIAL JLAB-TJNAF LOGO

The JLab logo with the official lab name – TJNAF – consists of three parts: the name "Jefferson Lab," the swoosh symbol and TJNAF written out.



THE OFFICIAL JEFFERSON-LAB-TAGLINE LOGO

The logo with the tagline consists of three parts: the swoosh symbol, the name "Jefferson Lab" and the lab's tagline "Exploring the Nature of Matter."

What follows are the specifications, such as the digital files and application sizes, for using the official logo.

THE “INS AND OUTS” OF USING THE OFFICIAL JEFFERSON LAB LOGO

How to Space the Logo

The Jefferson Lab logo should occupy its own space. Always maintain a generous area on all sides of the logo – a “safe” space equal to half the height of the “Jefferson Lab” in the logo. Note the clearly defined limits in the examples shown on the last page and here below.

What Size Is Appropriate for the Logo

The minimum application size for the Jefferson Lab logo is 1.0 inch or 2.54 centimeters. The length is measured from the left side of the “J” to the right side of the “b.”

Which Color Options Exist for the Logo



You have the following six options to choose from:

- Black and red on a white background.
- White and red on a black background.
- All black on a white background.
- All white on a black background.
- Black text with a grey swoosh on a white background.
- White text with a grey swoosh on a black background.

Which Digital File to Use: .JPG or .EPS?

To use the Jefferson Lab logo in printed materials, use the digital files with .eps extensions. For onscreen viewing, use the logos with .jpg extensions.

Please consult your vendor for the preferred file format before submitting artwork for production. Electronic files of Jefferson Lab’s logo (some of which are pictured at right) are available on the [Communications Office Resources page](#).



Which Colors Imbue Our Logo

Consistent use of the lab's color palette helps build and reinforce brand recognition by creating a strong, recognizable look for Jefferson Lab.

The official Jefferson Lab colors are PMS 187 C (red) and PMS Black C (black).



PMS 187 C
R:166 G:25 B:46
C:0 M:85 Y:72 K:35
#a6192e



PMS Black C
R:29 G:29 B:29
C:0 M:0 Y:0 K:89
#1d1d1d

The logo can be produced in copper, gold or silver inks or foils, and reversed or white on dark backgrounds.

What Typefaces Make Up the Logo

In discussing proper typeface for the Jefferson Lab logo itself, we'll also touch on correct typeface for the text in our informational materials (i.e., collateral), such as fact sheets.

Like in Jefferson Lab documents, proper fonts are also an integral part of the lab's logo. Trebuchet MS is the preferred font used for the logo. In those instances when Trebuchet MS is not available, use Arial as the alternate font.



Other Typefaces: Collateral

Proper fonts are an integral part of Jefferson Lab's brand as well. For all Jefferson Lab collateral and promotional materials, Century Gothic is the preferred sans-serif font and Garamond is the preferred serif font. This excludes conference and event-specific materials that might have their own prescribed typefaces – depending on audience, etc.

Next, we'll discuss more specific uses of the logo. For each, the specs above apply unless otherwise noted!

WHERE TO USE THE LOGO

The Jefferson Lab logo is the primary visual representation of our brand and should accompany all lab communications. Never recreate, alter or distort the logo in any way.

- **Front covers** – The logo should appear on the front cover of periodicals and brochures, and in advertising (including print, broadcast, web and outdoor materials such as posters and flyers).
- **Lab media** – The logo should also be used on such lab media as podium signs, name tags, banners and displays, as well as in broadcast media and on websites.

Design or color alterations or additions to the specifications outlined in this manual are prohibited without consent. The Communications Office reserves the right to review and reject any alteration of the logo.

To obtain approved artwork for the logos, visit our logo and template [webpage](#).



HOW TO USE OUR LOGO WITH OUTSIDE ENTITIES

Requests to use the lab logo for presentations, websites or other communications outside of the lab are granted for one-time use on a case-by-case basis. Our logo may be used, for example, to indicate our partnering with, say, a local school system (pictured at right).

If that permission is granted, all communications displaying the logo will (1) state “Logo used with permission from Jefferson Lab” and (2) adhere to the standards in this guide.

To obtain approval to use the Jefferson Lab brand for outside entities, contact the Communications Office at jlabinfo@jlab.org.

participants do not learn the challenge they will face until the actual event!



Each NNPS Engineering Design Challenge is hosted in collaboration with a local partner and is intentionally crafted to support the standards, demonstrate the interrelatedness of subject areas, and expose students to a range of the diverse career opportunities that exist. We are pleased to share that today's community partner is Jefferson Lab, a world-leading nuclear physics research facility located here in Newport News. Today's challenge will encourage students to combine science and engineering as they devise a solution to a given problem.

Atoms are so small that they cannot be seen with the naked eye. To put this in perspective, a single speck of dust is comprised of about 3 trillion atoms. To learn about the particles that make up these atoms, scientists conduct experiments at Jefferson Lab. The Continuous Electron Beam Accelerator Facility, or CEBAF, and the Low Energy Recirculator Facility, or LERF, are two machines that act like giant microscopes and allow scientists to view parts of an atom. These machines work by utilizing energized particles, or photons (light), to study the smallest bits of matter. By studying these building blocks of matter, scientists help us to better understand how matter makes up our world and universe. This can help us find ways to improve health care, make new and stronger materials, and create sustainable energy for a cleaner environment.

HOME CONNECTION

We encourage you to continue the discussion at home this evening. The following suggested questions could be used to start the conversation.

- What did you learn today?
- What did you contribute to your team's work?
- What was the best part of your design?
- What would you modify to make your design more effective?

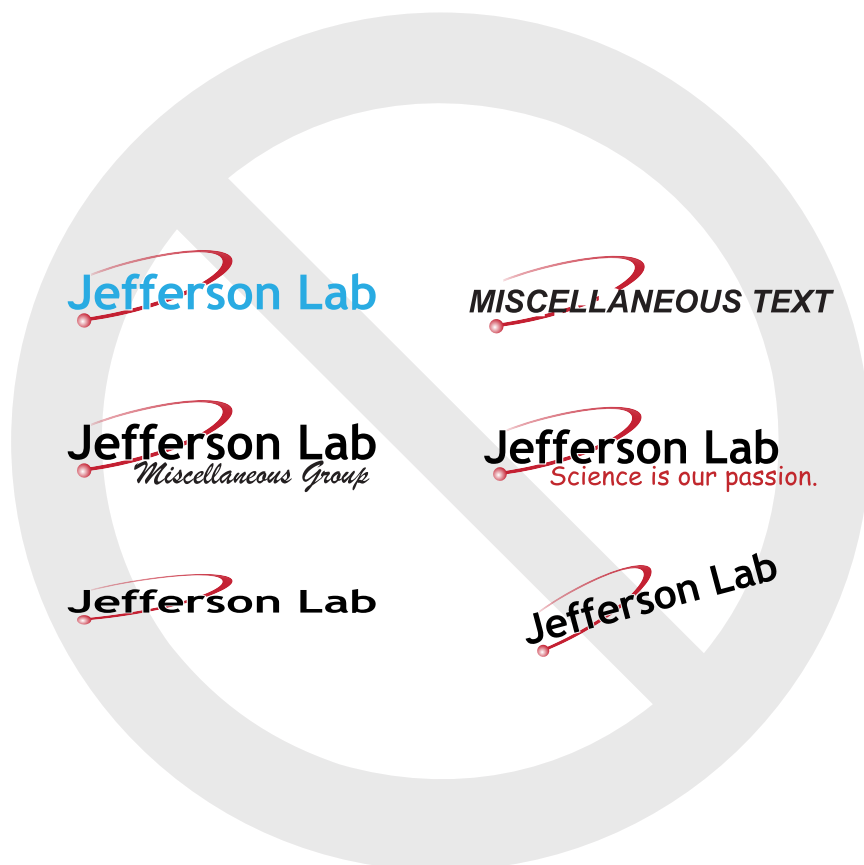


HOW NOT TO USE THE JEFFERSON LAB LOGO

Recalling the aforementioned stipulations on using the Jefferson Lab logo, note the following violations – to ensure they don't happen!

No one is allowed to:

- Use anything but the approved logo.
- Attempt to create their own Jefferson Lab logo.
- Reproduce the logo in non-approved colors.
- Stretch or alter the logo's proportions.
- Enlarge or reduce the artwork beyond the next size provided.
- Attach anything to the logo.
- Use part of the logo; it is an integral unit, always keep it whole.
- Use the logo as part of a sentence or phrase.
- Alter the horizontal orientation of the logo.
- Use the logo in a crowded space.
- Print on top of the logo.
- Use the logo as a watermark.



Website Use of Our Logos

Avoid interchanging Jefferson Lab web logos with our print logos – as the web ones have been resized and optimized specifically for web use.

- Several versions of the web logos are available for download [here](#).
- All restrictions for the standard logos apply to the web logos, with the exception of size usage.

OTHER, MISCELLANEOUS USES OF THE LOGO

Division or Department Logos

The Communications Office, on a case-by-case basis, will create logos for important subsections of the lab where logos have been identified as a business need by the directorate. These logos are considered a separate and distinct brand under the Jefferson Lab brand umbrella. They may be used in promotional materials alone, and on official documents, webpages and printed public-facing documents with the lab logo.



Collaboration and Experiment Logos

The Communications Office will, on a case-by-case basis, evaluate logos for collaborations and experiments (as pictured at right). For any such approved logo, no element of the Jefferson Lab logo may be used; the collab/experiment logo must stand on its own or in partnership with the lab logo.



Other Related Logos

Click to go to the [page](#).

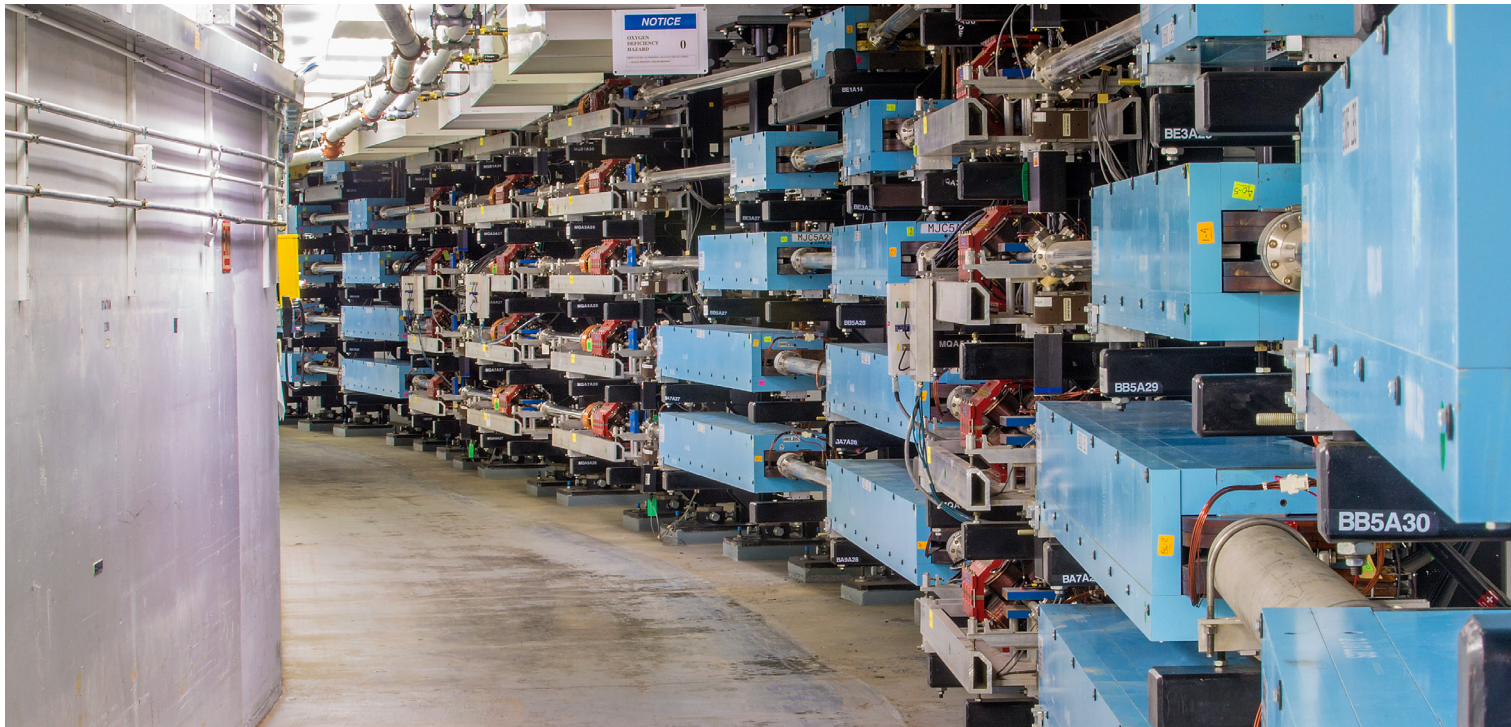


Jefferson Science Associates, LLC

Thomas Jefferson National Accelerator Facility

Use of the JSA (shown above), SURA and PAE logos must be routed through their individual offices for permission and terms of use.

You can also contact the Communications Office at jlabinfo@jlab.org to provide assistance with routing your request to the appropriate channels.



JEFFERSON LAB PHOTOS AND IMAGES

Jefferson Lab photos are available for public use, with some restrictions, and are posted on the lab's Flickr website at: www.flickr.com/photos/jeffersonlab/.

The information that Jefferson Lab provides to any individual or group asking to use a Jefferson Lab photo states:

"Jefferson Lab photos may be used with permission from the lab's Communications Office for nonprofit purposes. Photos should be credited as follows: 'Photo courtesy of Jefferson Lab' or 'Jefferson Lab photo.'

"You may inform Jefferson Lab of your intent to use a public photo or obtain approval to use a photo outside of the public domain by emailing the Communications Office at jlabinfo@jlab.org.

"Please note that some images may have been obtained from other organizations and will be noted in a credit line. Permission to use these images should be obtained directly from those organizations.

"If Jefferson Lab material is to be used for commercial purposes (such as advertisements), it must not explicitly or implicitly convey Jefferson Lab's endorsement of commercial goods or services. If a Jefferson Lab image includes an identifiable person, using the image for commercial purposes may infringe that person's right of privacy or publicity, and permission should be obtained from the person."

COMMUNICATIONS: EXTERNAL AND INTERNAL

Standards for publications and all other media ensure that communications from every department and office speak with a clear, uniform and professional voice that best represents the image and brand of Jefferson Lab.

That goes for both internal communications (interoffice memos, reports to the Thomas Jefferson Site Office, etc.) and external communications (public-facing posters, web content, etc.). Additionally, all Jefferson Lab business correspondence must be clear and professional.

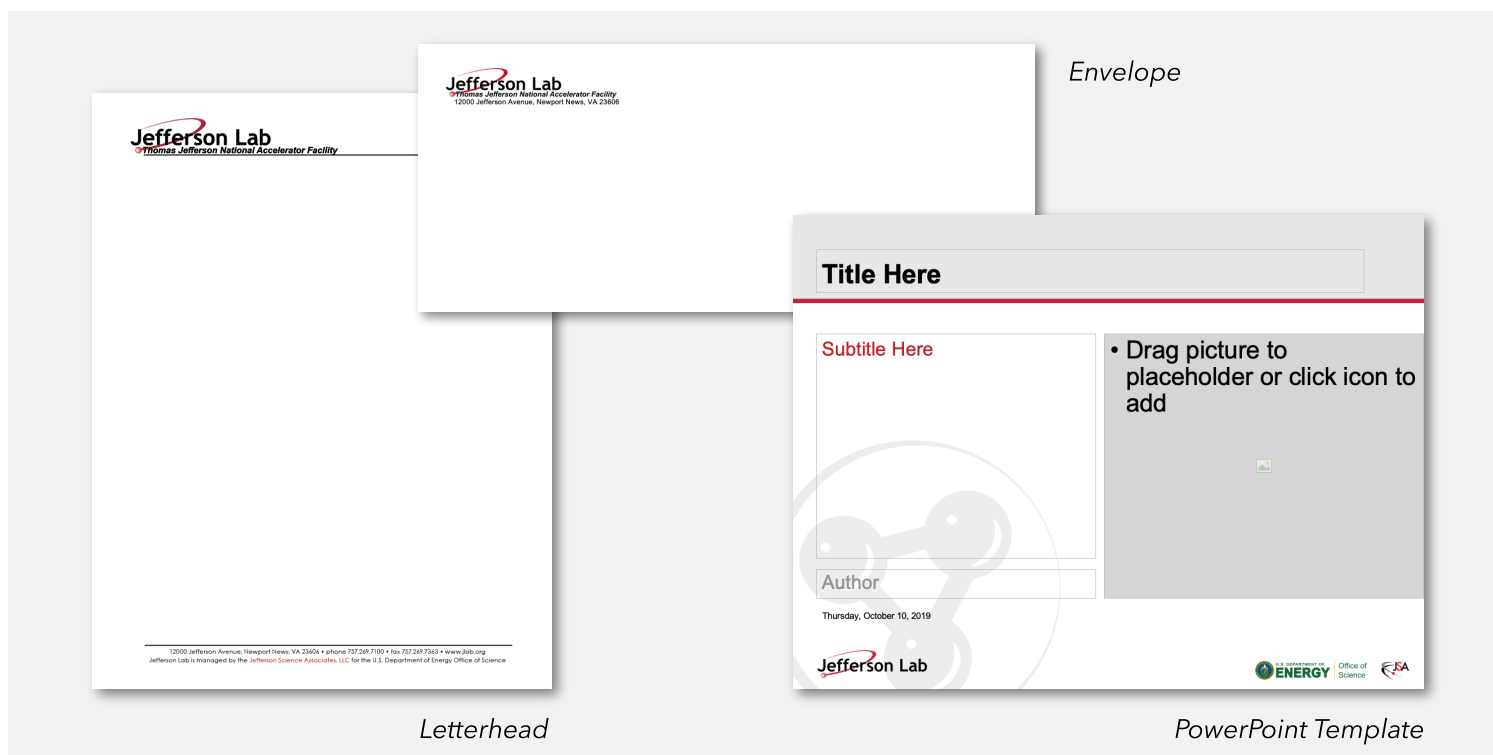
Current templates and master documents are available for download on the [Communications Office Resources Page](#).

EXTERNAL COMMUNICATIONS: LETTERS, FAX COVERS, ETC.

- Jefferson Lab Letterhead
- JSA Thomas Jefferson Site Office Letterhead
- Fax Cover
- Mailing Label
- Envelope
- Business Card
- Visitor Itinerary Template

INTERNAL COMMUNICATIONS: POWERPOINT, REPORT COVERS, ETC.

- Internal Memo Template
- Poster
- Official Jefferson Lab PowerPoint Templates (Best Practices)
 - Standard Format PowerPoint Template
 - Wide Screen Format PowerPoint Template
- Monthly Lab Calendar
- Jefferson Lab Report Cover



Email Signature

Follow the example shown to create your email signature.

All items below are Arial – except for the logo (refer to instructions below on logo).

Font: Arial

Name

11 pt. Bold, Black

First Last

Title

10 pt. Bold, Dark Gray

Title

Thomas Jefferson National Accelerator Facility
Jefferson Science Associates, LLC

Phone number, Email/web Address

10 pt. Regular, Dark Gray

757-269-XXXX | your-email@jlab.org

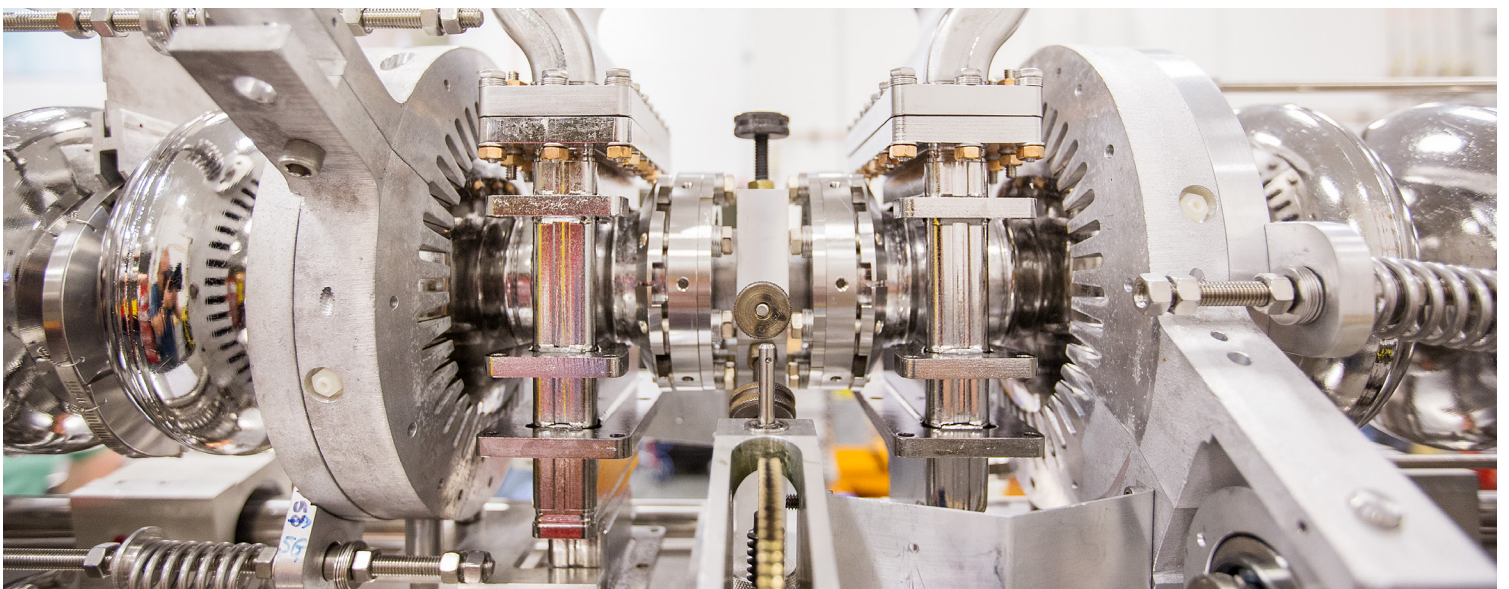
Jefferson Lab

Logo

The logo is scaled to a height of 32 pixels (.45" at 72 dpi). Minimum clear space should be observed between the baseline of the last line of text and the logo.

Do not add any additional graphics, logos, slogans or messages to your email signature. Do not use backgrounds (colors or images) in email communications. You may add contact information to the email signature if it is related to Jefferson Lab – such as a fax number, pager number or secondary website address.

You can find a correctly sized logo for email [here](#).





WEBPAGES AND OUR WEBSITE

Internet and intranet templates have been developed for use in the creation of public and internal websites for www.jlab.org. Jefferson Lab staff and Users may request additional website templates based on the current design by contacting the webmaster at webmaster@jlab.org.

Contact the webmaster for training on how to build a webpage that individual divisions/offices/etc. maintain.

