Introduction

The Joint Genome Institute logo possesses smooth, flowing lines that pay tribute to the helical sculpture that is the centerpiece of the institute. Energy and microbial dark matter spiral along the helix lattice work (grays) with the other colors portraying photosynthesis (green), water (blue), earth (terracotta), and sunlight (yellow). Please review these usage guidelines to help protect the JGI brand, and always use the identity with great care.
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Logo / Elements

The JGI Logo is the combination of four separate elements: The initialism and the icon (which constitute the indicia), next to the logotype and the DOE tag. The full-color logo shown below is the primary and preferred visual identification.
Logo / Clear Space

The JGI LOGO requires a safe area of approximately one full-letter height around all text edges, on all four sides. The full-letter height is based on the JGI logotype. This safe area protects the logo from clutter, impingement and brand confusion when used in conjunction with other graphic elements.
**Logo / Berkeley Lab Branded**

When the JGI LOGO and Berkeley Lab logo are used together, the Lab logo is placed first. Lab logo height equals the height of the icon. Clearance equals the width of the italic letter “/” in the JGI logotype.
Logo / Position and Order of Logo Footer

The JGI Logo is positioned on the left, followed by Biosciences, Berkeley Lab and Department of Energy, Office of Science (DOE) logos in the order as shown.

For applications where the horizontal logo with DOE tagline is used as a header, the stacked tall logo can be used as shown.

Use the horizontal logo with DOE tagline when it is **not** used in the header.

In some applications like Powerpoint, it is not necessary to include the JGI logo if it appears elsewhere on the page.

Logo placement and treatment on website footer only.
Logo Variation / Acceptable / Horizontal

Horizontal CMYK

Preferred / Use this preferred logo whenever possible

Horizontal 1-Color Black

Horizontal 1-Color Grayscale

Horizontal 1-Color White
(for use on dark backgrounds)
Logo Variation / Acceptable / Stacked

- Stacked CMYK
- Stacked Tall CMYK (for smaller size applications only)
- Stacked 1-Color Black
- Stacked Tall 1-Color Black (for smaller size applications only)
- Stacked 1-Color Grayscale
- Stacked Tall 1-Color Grayscale (for smaller size applications only)
- Stacked 1-Color White
- Stacked Tall 1-Color White (for use on dark backgrounds and for smaller size applications only)
Logo Variation / Acceptable / Indicia and Icon

CMYK

1-Color Black

1-Color Grayscale

1-Color White
(for use on dark backgrounds)

CMYK

1-Color Black

1-Color Grayscale

1-Color White
(for use on dark backgrounds)
Logo Variation / Acceptable / Reverse Color Icon on LBL Blue Background

Horizontal Full Color Reverse on LBL Blue

Stacked Full Color Reverse on LBL Blue

Stacked Tall Full Color Reverse on LBL Blue
(for smaller size applications only)

Indicia Full Color Reverse on LBL Blue

Reversed Full Color Icon on LBL Blue
(for use as a graphic element)
**Logo / Unacceptable**

DO NOT resize the icon

DO NOT reposition the icon

DO NOT replace colors

DO NOT use the logo against a background with insufficient contrast or conflicting color
Logo / JGI Family

JGI PhycoCosm
THE ALGAL GENOMICS RESOURCE

JGI Data Portal

JGI MycoCosm
THE FUNGAL GENOMICS RESOURCE

JGI Phytozome
THE PLANT GENOMICS RESOURCE

JGI GOLD
GENOMES ONLINE DATABASE

JGI IMG/ER
INTEGRATED MICROBIAL GENOMES / EXPERT REVIEW

JGI IMG/M
INTEGRATED MICROBIAL GENOMES / WITH MICROBIAL SAMPLES

Our JGI

JGI CSP

FICUS
Facilities Integrating Collaborations for User Science

NeLLi
New Lineages of Life

VEGA
Viral EcoGenomics & Applications
Symposium hosted by the DOE Joint Genome Institute

Logo
Color
Using Color / Primary

An official color palette was developed to represent our brand. The colors chosen reflect the dynamism and excitement of the JGI brand. In order to maintain consistency, it’s important to use only the approved colors as outlined below.

The primary color palette represents energy and microbial dark matter (Rich Black, Dark Gray Helix and Light Gray Helix), photosynthesis (Bright Green Plants), water (Slate Blue Water), earth (Terracotta Earth), and sunlight (Yellow Sunlight).

All colors in the JGI primary palette use precise color references, shown in the specifications below. Always use the exact values listed, which correspond to the medium being employed.

### Primary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rich Black</td>
<td>70 / 63 / 62 / 58</td>
<td>52 / 52 / 52</td>
<td>343434</td>
</tr>
<tr>
<td>Dark Gray Helix</td>
<td>62 / 55 / 54 / 28</td>
<td>90 / 90 / 90</td>
<td>5a5a5a</td>
</tr>
<tr>
<td>Light Gray Helix</td>
<td>46 / 38 / 38 / 2</td>
<td>145 / 144 / 144</td>
<td>919090</td>
</tr>
<tr>
<td>Terracotta Earth</td>
<td>0 / 65 / 100 / 15</td>
<td>211 / 105 / 27</td>
<td>d3691b</td>
</tr>
<tr>
<td>Slate Blue Water</td>
<td>50 / 20 / 5 / 25</td>
<td>100 / 140 / 170</td>
<td>648caa</td>
</tr>
<tr>
<td>Bright Green Plants</td>
<td>46 / 8 / 100 / 0</td>
<td>153 / 189 / 60</td>
<td>98bc3c</td>
</tr>
<tr>
<td>Yellow Sunlight</td>
<td>0 / 30 / 80 / 0</td>
<td>253 / 186 / 77</td>
<td>fdba4d</td>
</tr>
</tbody>
</table>
Using Color / Secondary and Tertiary

Our secondary palette gives designers greater flexibility in creating branded materials. These colors are used as accents on elements such as information graphics, charts and graphs. Contact David Gilbert (degilbert@lbl.gov) for guidance on the application of secondary and tertiary colors.

All colors in the JGI secondary and tertiary palettes use precise color references, shown in the specifications below. Always use the exact values listed, which correspond to the medium being employed.

Secondary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Blue</td>
<td>68 / 35 / 17 / 40</td>
<td>79 / 117 / 139</td>
<td>4F58B</td>
<td>5405C</td>
</tr>
<tr>
<td>Forest Green</td>
<td>47 / 11 / 92 / 39</td>
<td>121 / 134 / 60</td>
<td>79863C</td>
<td>PMS 7491C</td>
</tr>
<tr>
<td>LBL Blue</td>
<td>100 / 35 / 32 / 82</td>
<td>26 / 36 / 38 / 68</td>
<td>00313C</td>
<td>PMS 547C</td>
</tr>
<tr>
<td>Fungi Gray</td>
<td>74 / 51 / 22 / 8</td>
<td>103 / 10 / 153</td>
<td>676D99</td>
<td>PMS 2109C</td>
</tr>
<tr>
<td>Genome Purple</td>
<td>24 / 0 / 98 / 8</td>
<td>182 / 189 / 0</td>
<td>B6B00</td>
<td>PMS 390C</td>
</tr>
<tr>
<td>Switchgrass Green</td>
<td>0 / 45 / 94 / 0</td>
<td>255 / 158 / 47</td>
<td>FF9E1B</td>
<td>PMS 1375C</td>
</tr>
<tr>
<td>Microbe Orange</td>
<td>547C</td>
<td>5405C</td>
<td>542C</td>
<td></td>
</tr>
<tr>
<td>Data Blue</td>
<td>60 / 19 / 1 / 4</td>
<td>123 / 175 / 212</td>
<td>7B9FD4</td>
<td></td>
</tr>
</tbody>
</table>

Tertiary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forest Green</td>
<td>47 / 11 / 92 / 39</td>
<td>121 / 134 / 60</td>
<td>79863C</td>
<td>PMS 7491C</td>
</tr>
<tr>
<td>LBL Blue</td>
<td>100 / 35 / 32 / 82</td>
<td>26 / 36 / 38 / 68</td>
<td>00313C</td>
<td>PMS 547C</td>
</tr>
<tr>
<td>Fungi Gray</td>
<td>74 / 51 / 22 / 8</td>
<td>103 / 10 / 153</td>
<td>676D99</td>
<td>PMS 2109C</td>
</tr>
<tr>
<td>Genome Purple</td>
<td>24 / 0 / 98 / 8</td>
<td>182 / 189 / 0</td>
<td>B6B00</td>
<td>PMS 390C</td>
</tr>
<tr>
<td>Switchgrass Green</td>
<td>0 / 45 / 94 / 0</td>
<td>255 / 158 / 47</td>
<td>FF9E1B</td>
<td>PMS 1375C</td>
</tr>
<tr>
<td>Microbe Orange</td>
<td>547C</td>
<td>5405C</td>
<td>542C</td>
<td></td>
</tr>
<tr>
<td>Data Blue</td>
<td>60 / 19 / 1 / 4</td>
<td>123 / 175 / 212</td>
<td>7B9FD4</td>
<td></td>
</tr>
</tbody>
</table>
Typography
Typography / Print and Presentations

There are two approved font families in the JGI typography system: Myriad Pro and Trade Gothic Condensed. These two font families were chosen to complement the identity and help convey the character of the brand. It’s important to use them as outlined to maintain consistency within layouts.

**Myriad Pro**

<table>
<thead>
<tr>
<th>light</th>
<th>light italic</th>
<th>regular</th>
<th>italic</th>
<th>semibold</th>
<th>semibold italic</th>
<th>bold</th>
<th>bold italic</th>
<th>black</th>
<th>black italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>12345678910</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Trade Gothic Condensed**

<table>
<thead>
<tr>
<th>no. 18</th>
<th>no. 18 oblique</th>
<th>bold no. 20</th>
<th>bold no. 20 oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>12345678910</td>
<td></td>
</tr>
</tbody>
</table>

**Arial**

<table>
<thead>
<tr>
<th>regular</th>
<th>italic</th>
<th>bold</th>
<th>bold italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>12345678910</td>
<td></td>
</tr>
</tbody>
</table>

For Microsoft PowerPoint and Word
Typography / Website

There are two approved font families for use on the JGI website: Karla and Oswald. These two font families were chosen to complement the identity and help convey the character of the brand. It’s important to use them as outlined to maintain consistency across pages.

Karla

- regular
- italic
- bold
- bold italic

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 12345678910 |

Oswald

- extra light
- light
- regular
- medium
- semibold
- bold

| ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz | 12345678910 |

A DOE OFFICE OF SCIENCE NATIONAL USER FACILITY

Oswald

Karla
**Presentations / PowerPoint, Keynote, and Google Slides**

JGI Slide Template Standard: Size 4:3

Color, text, information graphics and photography are tools to help make your point, not detract from it. Effects such as 3-D, gradients and unnecessary shadows add clutter, not visual interest. White space serves an important function by creating visual breathing room and focusing the viewer on your content.

Arial is a universally-available font. It is used in place of JGI’s official fonts, Myriad Pro and Trade Gothic Condensed, in PowerPoint projects.

JGI Slide Template Wide: Size 16:9
Microsoft PowerPoint / Horizontal Posters

JGI Horizontal Poster Templates: Sizes 42"x36" and 48"x36".

All poster layouts have 1" border clearance for framing.
Size 42"x36" prints on standard plotter printer paper.
Microsoft PowerPoint / Vertical Posters

JGI Vertical Poster Templates: Sizes 36"x42" and 36"x48".

All poster layouts have 1" border clearance for framing
Size 42"x36" prints on standard plotter printer paper
Microsoft Word / Memos and Letterhead

Microsoft Word Templates. Size 8.5"x11".

Arial is a universally-available font. It is used in place of JGI’s official fonts, Myriad Pro and Trade Gothic Condensed, in PowerPoint projects.
Business Card / Specifications and Ordering

Business cards are ordered online: https://creative.lbl.gov/ordering-business-cards/

Name, Academic Title | Job Title

Lawrence Berkeley National Laboratory
One Cyclotron Road | Bldg. 91 | Room 00000
Berkeley, CA 94720

t: 000.000.0000 | c: 000.000.0000

f: (or) Personal Pronouns: (she/her/hers)
email@lbl.gov | jgi.doe.gov

JGI/Berkeley Lab Business Card — Front

JGI Business Card — Back
Contact

For assistance or additional information:
David Gilbert, degilbert@lbl.gov