

# Brand Guidelines



# 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



## 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.



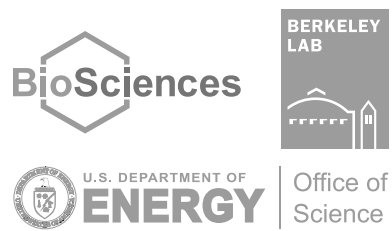
Use the horizontal logo with DOE tagline when it is **not** used in the header.



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  
(for use on dark backgrounds)



Stacked Tall 1-Color White  
(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



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

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



## 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



### Tertiary



Dark Blue	Forest Green	LBL Blue	Fungi Gray	Genome Purple	Switchgrass Green	Microbe Orange	Data Blue
CMYK 68 / 35 / 17 / 40	CMYK 47 / 11 / 92 / 39	CMYK 100 / 35 / 32 / 82	CMYK 26 / 36 / 38 / 68	CMYK 74 / 51 / 22 / 8	CMYK 24 / 0 / 98 / 8	CMYK 0 / 45 / 94 / 0	CMYK 60 / 19 / 1 / 4
RGB 79 / 117 / 139	RGB 121 / 134 / 60	RGB 0 / 49 / 60	RGB 110 / 98 / 89	RGB 103 / 10 / 153	RGB 182 / 189 / 0	RGB 255 / 158 / 47	RGB 123 / 175 / 212
HEX 4F58B	HEX 79863C	HEX 00313C	HEX 6E6259	HEX 676D99	HEX B6BD00	HEX FF9E1B	HEX 7BAFD4
PMS 5405C	PMS 7491C	PMS 547C	PMS Warm Gray 11C	PMS 2109C	PMS 390C	PMS 1375C	PMS 542C

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

light  
*light italic*  
 regular  
*italic*  
 semibold  
*semibold italic*  
 bold  
*bold italic*  
 black  
 black italic

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ

abcdefghijklmn  
 opqrstuvwxyz

12345678910

### Trade Gothic Condensed

no. 18  
*no. 18 oblique*  
 bold no. 20  
*bold no. 20 oblique*

ABCDEFGHIJKLMN  
 OPQRSTUVWXYZ

abcdefghijklmn  
 opqrstuvwxyz

12345678910

### Arial

For Microsoft PowerPoint and Word

regular  
*italic*  
 bold  
*bold italic*

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ

abcdefghijklmn  
 opqrstuvwxyz

12345678910

# 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

ABCDEFGHIJKLMN  
NOPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

12345678910

## Oswald

extra light  
light  
regular  
medium  
semibold  
bold

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

12345678910



Oswald

Karla

Templates



# Presentations / PowerPoint, Keynote, and Google Slides

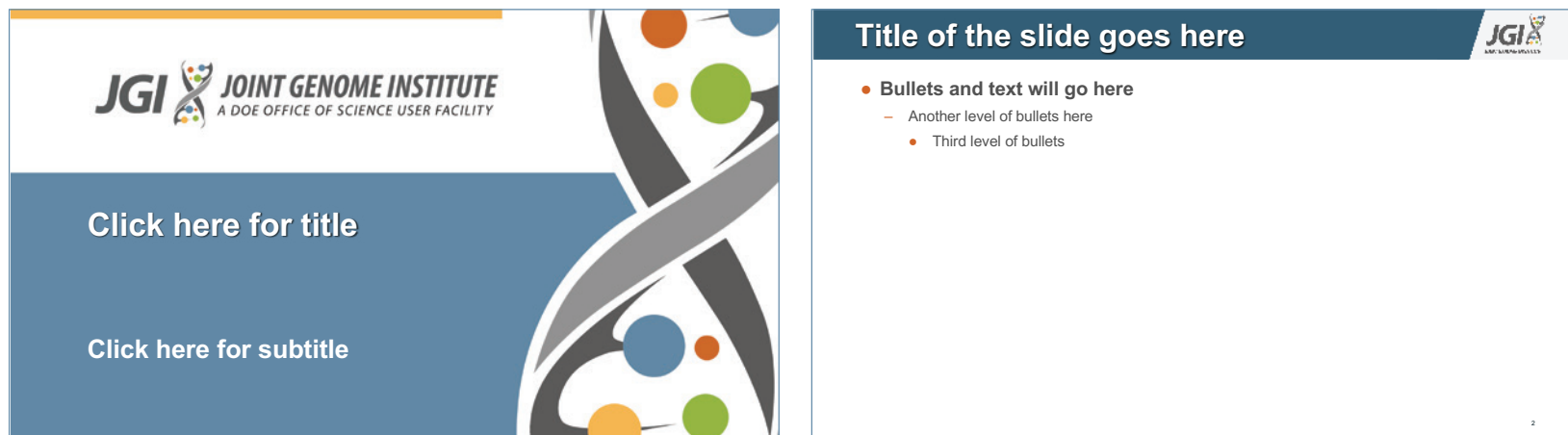
## JGI Slide Template Standard: Size 4:3



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".

The image displays four distinct horizontal poster templates for the Joint Genome Institute (JGI). Each template features a dark blue header with the JGI logo and the text 'Click here to add authors'. The main content area is divided into sections for 'INTRODUCTION, ABSTRACT', 'MATERIALS & METHODS', 'RESULTS', 'CONCLUSIONS', 'OBJECTIVES', 'REFERENCES', and 'ACKNOWLEDGEMENTS or CONTACT'. The footer contains logos for BioSciences, the Department of Energy, and the Office of Science, along with a disclaimer: 'The work conducted by the Joint Genome Institute is supported by the Office of Science of the U.S. Department of Energy under Contract No. DE-AC02-05CH11231.' The four templates are: 1) 4 Column Layout: A grid of four columns with sections for Introduction, Materials & Methods, Results, Conclusions, Objectives, References, and Acknowledgements. 2) 3 Column Layout: A grid of three columns with sections for Conclusions, References, and Acknowledgements. 3) Wide Center Layout: A wide central section with sections for Conclusions, References, and Acknowledgements. 4) Right Highlight Layout: A wide central section with sections for Conclusions, References, and Acknowledgements, with a highlighted orange section for Acknowledgements or Contact.

4 Column Layout

3 Column Layout

Wide Center Layout

Right Highlight Layout

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".

The image displays four overlapping vertical poster templates for the Joint Genome Institute (JGI). Each template includes a header with a title and authors area, the JGI logo, and a footer with logos for BioSciences, U.S. Department of Energy, and Office of Science, along with a disclaimer: "The work conducted by the Joint Genome Institute is supported by the Office of Science of the U.S. Department of Energy under Contract No. DE-AC02-05CH11231." The templates are:

- 4 Column Layout:** Features a header with "Click here to add the poster title" and "Click here to add authors". The main content area is divided into four columns: INTRODUCTION, MATERIALS AND METHODS, RESULTS, and CONCLUSIONS. Below these are sections for OBJECTIVES and REFERENCES. The footer includes logos and a disclaimer.
- 3 Column Layout:** Features a header with "Click here to add the poster title" and "Click here to add authors". The main content area is divided into three columns: CONCLUSIONS, REFERENCES, and ACKNOWLEDGEMENTS. The footer includes logos and a disclaimer.
- Wide Center Layout:** Features a header with "Click here to add the poster title" and "Click here to add authors". The main content area is divided into two columns: METHODS and CONCLUSIONS. Below these are sections for REFERENCES and ACKNOWLEDGEMENTS. The footer includes logos and a disclaimer.
- Right Highlight Layout:** Features a header with "Click here to add the poster title" and "Click here to add authors". The main content area is divided into two columns: METHODS and REFERENCES. Below these are sections for CONCLUSIONS and ACKNOWLEDGEMENTS. The footer includes logos and a disclaimer.

All poster layouts have 1" border clearance for framing  
 Size 42"x36" prints on standard plotter printer paper

Right Highlight Layout



# 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.



The JGI Memo template features a blue header bar with contact information on the left and the JGI logo on the right. The contact information includes phone, fax, and email addresses. Below the header, the word "MEMO" is prominently displayed. To the left of the main content area, there are fields for "TO: Name", "FROM: Name", "DATE: May 7, 2020", and "RE: Subject". The main content area contains a "Text" label and a horizontal line. At the bottom left, there is a footer with the text "Lawrence Berkeley National Laboratory | jgi.doe.gov".

JGI Memo

JGI/Berkeley Lab Memo



The JGI Letterhead template features a blue header bar with the JGI logo on the right. The logo includes the text "BERKELEY LAB" and "JOINT GENOME INSTITUTE A DOE OFFICE OF SCIENCE USER FACILITY". Below the header, the word "Text" is prominently displayed. At the bottom left, there is a footer with the text "Lawrence Berkeley National Laboratory | jgi.doe.gov".

JGI Letterhead

JGI/Berkeley Lab Letterhead

# Business Card / Specifications and Ordering

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



JGI/Berkeley Lab Business Card — Front



JGI Business Card — Back

# Contact

For assistance or additional information:

**David Gilbert**, [degilbert@lbl.gov](mailto:degilbert@lbl.gov)

