

NCAR
UCAR

Brand
Standards

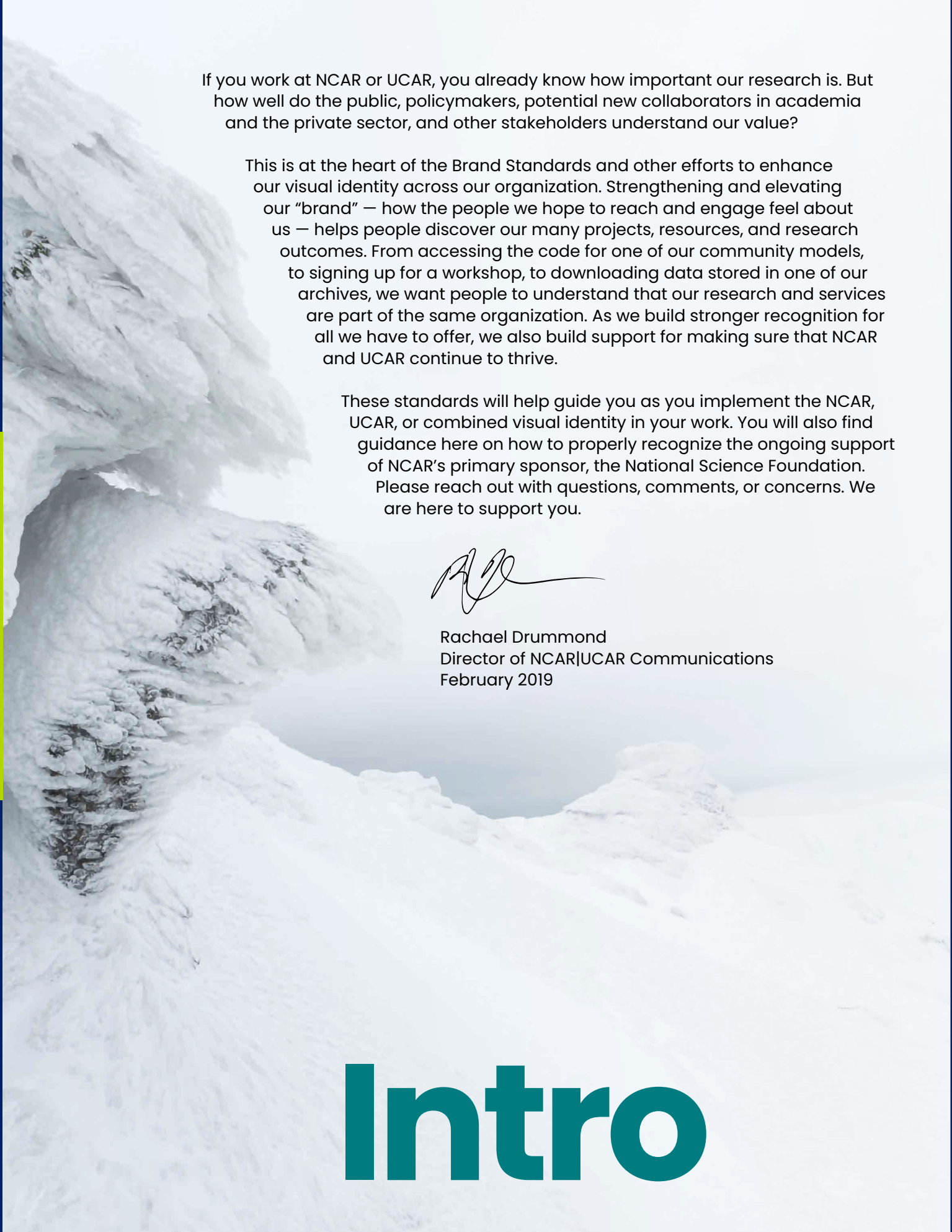
FEBRUARY 2019

For updates, visit news.ucar.edu/brand

Produced by
NCAR | **COMMUNICATIONS**
UCAR

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If you work at NCAR or UCAR, you already know how important our research is. But how well do the public, policymakers, potential new collaborators in academia and the private sector, and other stakeholders understand our value?

This is at the heart of the Brand Standards and other efforts to enhance our visual identity across our organization. Strengthening and elevating our “brand” — how the people we hope to reach and engage feel about us — helps people discover our many projects, resources, and research outcomes. From accessing the code for one of our community models, to signing up for a workshop, to downloading data stored in one of our archives, we want people to understand that our research and services are part of the same organization. As we build stronger recognition for all we have to offer, we also build support for making sure that NCAR and UCAR continue to thrive.

These standards will help guide you as you implement the NCAR, UCAR, or combined visual identity in your work. You will also find guidance here on how to properly recognize the ongoing support of NCAR’s primary sponsor, the National Science Foundation. Please reach out with questions, comments, or concerns. We are here to support you.



Rachael Drummond
Director of NCAR|UCAR Communications
February 2019

Intro



About NCAR

The National Center for Atmospheric Research was established in 1960 by the National Science Foundation as its first federally funded research and development center.

NCAR provides the Earth system science community with state-of-the-art resources, including supercomputers, research aircraft, sophisticated computer models, and extensive data sets.

Equally important, NCAR's in-house staff of preeminent researchers and engineers delve into fundamental research questions, producing a wealth of scientific publications that help lead the way for the broader Earth system science community.

NCAR also provides rich education and outreach opportunities, from fellowships for early career scientists to scientific workshops to free public lectures.

About UCAR

The University Corporation for Atmospheric Research is a nonprofit consortium of more than 115 North American colleges and universities focused on research and training in the Earth system sciences. UCAR has managed NCAR since its founding on behalf of the National Science Foundation.

Operationally, UCAR is the trusted administrator of the financial, human resources, facilities, and information technology functions that are essential to NCAR's success.

UCAR's community programs extend and enhance the world-class research done at NCAR. UCAR also provides a clear voice for the community, conveying the value of research, education, and partnerships to policy- and decision-makers.

How do I use the logos correctly?

All subgroups within NCAR and UCAR, including UCAR's community programs, should use one of the approved logos in this section as their primary visual identifier. The use of a common icon, type style, and layout relates all of our organization's diverse groups to one another.

To maintain consistency and strengthen our overall brand, the elements of each logo should not be modified in any way other than:

Size

- The spellout of the organization's full name should be removed if the size of the logo makes it difficult to read.

Color vs. white

- The full-color version is always preferred.
- The white version may be used against a dark background or image that does not provide sufficient contrast for the full-color logo to come across clearly.

Customized logos should be created in collaboration with, or approved by, Communications.

The fonts used within each logo is a distinct

and integral part of that logo and should not be altered.

New Lincoln Gothic

- Used for the letters "NCAR" and "UCAR" and in the spelled-out names of the two entities as part of the legacy logos.
- This font should not be used anywhere, for any reason, outside of the logo itself.

Poppins Semibold

- Used for the spelled-out names of the organizations or units as part of the contemporary and customized logos.
- Poppins is also the primary font used for headings and body text on the website and in other designed print materials.

For more information on correct font usage, see the Typography section.

Beyond NCAR and UCAR units, the logos may also be used by NSF and organizations with which we have official partner relationships. Any other proposed use should be discussed with Communications and all uses must comply with [UCAR's Terms of Use](#).

Which logo should I use?

The logos summarized below are described in more detail on the following pages.

Contemporary logos: Broadly, these logos use the acronym for NCAR and UCAR in New Lincoln Gothic font without the accompanying icons that are part of the legacy logos. They can be used alone, stacked, or with a spellout of the organization's name.

The logo stack is the preferred choice for cross-organizational materials that relate to both NCAR & UCAR. This logo highlights the partnership between the two organizations and shows that both are part of the same family.

Customizable logos: This is the preferred way to identify an NCAR or UCAR unit, such as a lab or program. This shows the unit's

relationship to NCAR or UCAR and makes clear that the unit is part of the larger organization.

Legacy logos: These logos should be used sparingly and should never be stacked or customized for a particular lab, program, or other unit. We recommend their use at the bottom of a website or the end of a brochure or handout. They may also be used among other logos to show partnerships, collaborations, sponsors, or funders. Legacy lab logos should adhere to the same guidelines.

For logo permissions and technical help:



designhelp@ucar.edu

Logo Identity & Usage

NCAR | NATIONAL CENTER FOR
ATMOSPHERIC RESEARCH

UCAR | UNIVERSITY CORPORATION
FOR ATMOSPHERIC RESEARCH

UCAR | COMMUNITY
PROGRAMS



Contemporary logos

The logo stack can be used to show the partnership between NCAR and UCAR. Text-based logos must be all black, all white, or a color from the approved color palette. (See Use of Colors section.)

Contemporary
Logos

NCAR | 

NCAR | HIGH ALTITUDE
OBSERVATORY

UCAR | 

UCAR | OPERATIONS

Customizable logos

This customizable logo template allows labs, programs, and departments to create an individual logo that still retains a cohesive look and feel. Customized logos should be approved by Communications.

If a customized logo configuration is needed that does not fit this template, please contact Communications for help.  designhelp@ucar.edu



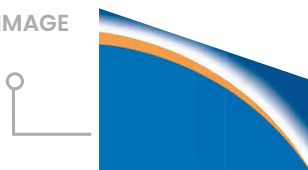
Download the
logo library.

Customizable
Logos

Logotype

Icon

EMBEDDED IMAGE



WEB/DIGITAL

RGB: 0.55.97

HEX/HTML: 003761

PRINT

CMYK:

100.84.33.20

FONT

New Lincoln Gothic

NCAR

NATIONAL CENTER FOR ATMOSPHERIC RESEARCH

☐ **Optional**
( NCAR)

Aligned with left edge of Logotype

WEB/DIGITAL

RGB: 26.23.27

HEX/HTML: 1A171B

PRINT

CMYK: 0.0.0.100

FONT

New Lincoln Gothic

Logotype

Icon

WEB/DIGITAL

RGB: 17.76.122

HEX/HTML: 114C7A

PRINT

CMYK: 93.71.26.9



WEB/DIGITAL

RGB: 81.81.85

HEX/HTML: 51515F

PRINT

CMYK: 63.55.37.39

FONT

New Lincoln Gothic

UCAR

UNIVERSITY CORPORATION FOR ATMOSPHERIC RESEARCH

☐ **Optional**
( UCAR)

Aligned with left edge of Logotype

WEB/DIGITAL

RGB: 26.23.27

HEX/HTML: 1A171B

PRINT

CMYK: 0.0.0.100

FONT

New Lincoln Gothic

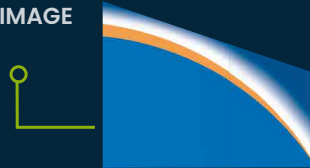
Legacy Logos



Download the
logo library.

Icon

EMBEDDED IMAGE



Logotype

WEB/DIGITAL

RGB: 255.255.255

HEX/HTML: FFFFFFFF

PRINT

CMYK: 0.0.0.0

FONT

New Lincoln Gothic

NCAR

NATIONAL CENTER FOR ATMOSPHERIC RESEARCH

Aligned with left edge of Logotype

WEB/DIGITAL

RGB: 255.255.55

HEX/HTML: FFFFFF

PRINT

CMYK: 0.0.0.0

FONT

New Lincoln Gothic

Icon

WEB/DIGITAL

RGB: 255.255.255

HEX/HTML: FFFFFFFF

PRINT

CMYK: 0.0.0.0



Logotype

WEB/DIGITAL

RGB: 255.255.255

HEX/HTML: FFFFFFFF

PRINT

CMYK: 0.0.0.0

FONT

New Lincoln Gothic

UCAR

UNIVERSITY CORPORATION FOR ATMOSPHERIC RESEARCH

Aligned with left edge of Logotype

WEB/DIGITAL

RGB: 255.255.55

HEX/HTML: FFFFFFFF

PRINT

CMYK: 0.0.0.0

FONT

New Lincoln Gothic

Logo variations

The spellout of the organization's full name should be removed if the logo is being used at a size that makes the text difficult to read.

When used, the position and length of the spellout may not be modified. For example, it cannot be shifted further left, stretched, or

compressed to fit a particular shape. See Restricted Logos on the following page for more examples.

The NCAR and UCAR logos may be used in their original colors (as detailed above) or in white. No other colors are permitted.

Restricted Logos



Do NOT reposition the Spellout



Do NOT change the icon size or position



Do NOT use unauthorized colors



Do NOT scale disproportionately



Do NOT use any previous versions of our logos



Do NOT change Logotype font



Do NOT change size of divider



Do NOT change Logotype color



Do NOT change logo spacing



Do NOT change Logotype case



Do NOT use
unauthorized colors



Do NOT use New Lincoln Gothic for lab or department name



Do NOT add
extra logo elements

NSF logo

NSF's logo can be used by recipients of NSF support for the sole purpose of acknowledging that support. NSF's logo can be used to link to an NSF website or acknowledge NSF assistance or affiliation.



Who cannot use the logo?

NSF's logo cannot be used in a manner that falsely implies employment by or affiliation with NSF. NSF's logo cannot be used to imply or endorse a product or service.

Do I need permission to use the NSF logo?

No explicit permission is necessary to use the NSF logo. However, please reference the official NSF Visual Identity Guidelines before use.

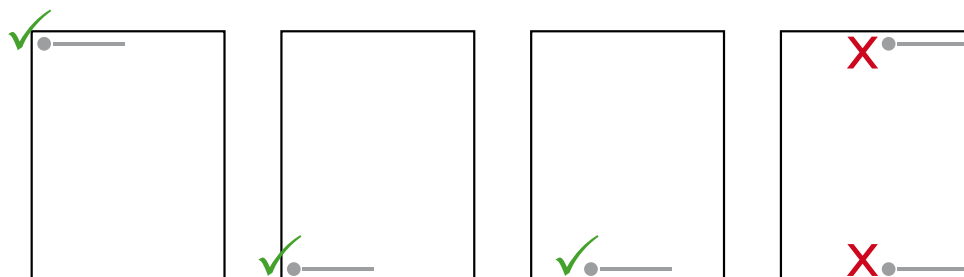
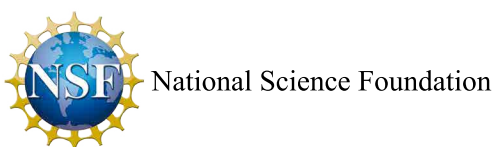


Download the NSF
Visual Identity Guidelines.

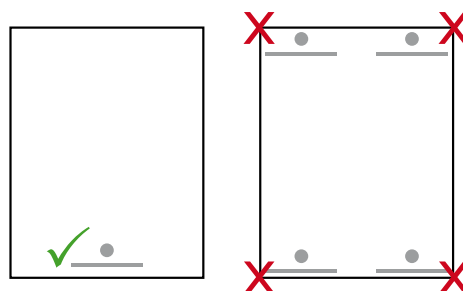
NSF logo & Usage

NSF guidelines for logo placement in print products

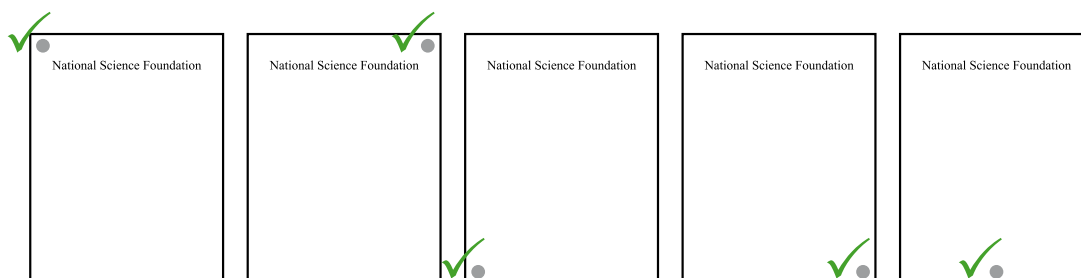
Below are guidelines as they pertain to print items such as brochures, posters and other standard-sized print products. Note the text-to-right configuration can only be placed in the upper and lower left corners or centered on the bottom. The text-underneath configuration can only be used centered on the bottom. The exception to these guidelines occurs when the “National Science Foundation” text appears in an extraordinarily large format across the top of the page. In this case, the NSF logo may appear in any corner, or on the bottom of the page-centered-without the “National Science Foundation” text in close proximity.



When using this configuration, the unified identity should appear either in the top- or bottom-left areas of the document, or centered at the bottom area.



In this configuration, the unified identity should only appear at the bottom of a document, centered.



In this configuration, the logo can be placed unaccompanied in any of the four corners or centered on the bottom.



Download the NSF Visual Identity Guidelines.

UCAR PRIMARY COLORS		WEB/DIGITAL RGB: 0.121.124 HEX/HTML: 00797C
	PMS 3557 C	PRINT CMYK: 100.5.43.25
		WEB/DIGITAL RGB: 40.147.157 HEX/HTML: 28939D
	PMS 2235 C	PRINT CMYK: 81.9.41.15
		WEB/DIGITAL RGB: 64.193.172 HEX/HTML: 40C1AC
	PMS 7465 C	PRINT CMYK: 58.0.36.0

PMS 3557 (UCAR Green) is the primary UCAR color and should be used prominently on UCAR materials. It can be used for text or background color.

PMS 2235 (UCAR Lighter Green) is the secondary, lighter UCAR color and should be used prominently on UCAR materials. It can be used for text when PMS 3557 is too dark.

PMS 7465 (UCAR Lightest Green) is the tertiary and lightest UCAR color and should be used prominently on UCAR materials. It can be used for text when PMS 3557 and PMS 2235 are too dark.

NCAR PRIMARY COLORS		WEB/DIGITAL RGB: 26.101.143 HEX/HTML: 1A658F
	PMS 2152 C	PRINT CMYK: 92.44.13.22
		WEB/DIGITAL RGB: 0.127.163 HEX/HTML: 007FA3
	PMS 314 C	PRINT CMYK: 100.5.14.17
		WEB/DIGITAL RGB: 0.193.213 HEX/HTML: 00C1D5
	PMS 3115 C	PRINT CMYK: 59.0.14.0

PMS 2152 (NCAR Blue) is the primary NCAR color and should be used prominently on NCAR materials. It can be used for text or background color.

PMS 314 (NCAR Lighter Blue) is the secondary, lighter NCAR color and should be used prominently on NCAR materials. It can be used for text when PMS 2152 is too dark.

PMS 3115 (NCAR Lightest Blue) is the tertiary and lightest NCAR color and should be used prominently on NCAR materials. It can be used for text when PMS 2152 and PMS 314 are too dark.

NCAR + UCAR DUAL USE COLORS		WEB/DIGITAL RGB: 1.33.105 HEX/HTML: 012169
	PMS 280 C	PRINT CMYK: 100.85.5.22
		WEB/DIGITAL RGB: 168.199.0 HEX/HTML: A8C700
	PMS 3570 C	PRINT CMYK: 30.0.90.0

PMS 280 (Deep Blue) is the main secondary color. It can be used for text or background color on both UCAR and NCAR materials.

PMS 3570 (Highlight Green) should be used to highlight important headlines and icons but should never be used as a background or large color field.

TEXT + ICONS COLORS		WEB/DIGITAL RGB: 83.86.90 HEX/HTML: 53565A
	PMS COOL GRAY 11 C	PRINT CMYK: 44.34.22.77
		WEB/DIGITAL RGB: 151.153.155 HEX/HTML: 97999B
	PMS COOL GRAY 7 C	PRINT CMYK: 20.14.12.40
		WEB/DIGITAL RGB: 187.188.188 HEX/HTML: BBBCBC
	PMS COOL GRAY 4 C	PRINT CMYK: 12.8.9.23
		WEB/DIGITAL RGB: 217.217.214 HEX/HTML: D9D9D6
	PMS COOL GRAY 1 C	PRINT CMYK: 4.2.4.8

PMS Cool Gray 11 should be used for text, icons, and when a dark background color is needed. Lighter grays can be used as needed.

PMS Cool Gray 7 should be used for text, icons, and when a dark background color is needed. Lighter grays can be used as needed.

PMS Cool Gray 4 should be used for text, icons, and when a neutral background color is needed. Darker grays can be used as needed.

PMS Cool Gray 1 should be used for text, icons, and when a light background color other than white is needed.

BACKGROUND COLORS		WEB/DIGITAL RGB: 195.215.238 HEX/HTML: C3D7EE
	PMS 2707 C	PRINT CMYK: 20.6.0.0
		WEB/DIGITAL RGB: 206.217.229 HEX/HTML: CED9E5
	PMS 650 C	PRINT CMYK: 18.6.1.2
		WEB/DIGITAL RGB: 219.226.233 HEX/HTML: DBE2E9
	PMS 649 C	PRINT CMYK: 10.3.1.0

PMS 2707 (Background Blue 1) should be used as an alternative to white as a background or large color field.

PMS 650 (Background Blue 2) should be used as an alternative to white as a background or large color field.

PMS 649 (Background Blue 3) should be used as an alternative to white as a background or large color field.

Use of Colors

Typo graphy



Poppins OTF

Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

Download font



Poppins OTF is to be used for all header and body text. The following pages will display different use examples of the font family.

Cormorant TTF

Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic

Download font



Cormorant TTF is to be used for fine print and asterisk notations.

Brand
Fonts

Poppins Bold. 30pt. All caps.

Poppins Bold. 18pt. All caps.

Poppins Medium Italic. 12pt.
Sentence case.
Indented for quote box.

Poppins SemiBold. 12pt.
Sentence case.

Poppins Regular. 10pt.
Sentence case.

Poppins SemiBold. 10pt.



Poppins Regular. 10pt.
"Left Indent" 0.375 in.
"First Line Left Indent" -0.1875 in.

Poppins SemiBold. 10pt.
Sentence case.

Text: Poppins Regular. 8pt.
Icons: Font Awesome. 12pt.

Cormorant Light Italic. 8pt.
Sentence case.

LOREM IPSUM

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Duis aute irure dolor in reprehenderit

- Donec quis dolor justo
- Donec vel diam neque

Name Surname, Title or Affiliation

 example@ucar.edu  /ncar.ucar
 303-555-5555  @ncar_science
 303-555-5555  @ncar_ucar

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NCAR



UCAR

f /ncar.ucar

t @ncar_science

@ @ncar_ucar

Sample Setting 1

Poppins Bold. All caps.
Print: 22pt. • Web: 40px.

Poppins Medium Italic. Sentence case.
Print: 10pt. • Web: 19.2px.

Poppins Medium. All caps.
Print: 8pt. • Web: 15px.

Poppins SemiBold. All caps.
Print: 12pt. • Web: 22px.

Poppins Regular. Sentence case.
"Justify with last line aligned left"
Print: 10pt. • Web: 19.2 px.



Poppins Bold.
Print: 7pt. • Web: 14px.

Poppins SemiBold. All caps.
Print: 10pt. • Web: 19.2px.

Poppins Regular.
Print: 10pt. • Web: 19.2px.

Poppins SemiBold. All caps.
Print: 10pt. • Web: 19.2px.

Text: Poppins Regular.
Print: 8pt. • Web: 15px.

Cormorant Light Italic. Sentence case.
Print: 8pt. • Web: 14px

LOREM IPSUM EXCEPTEUR

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

DATE • NAME SURNAME, TITLE OR AFFILIATION

DUIS AUTE IRURE DOLOR

Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident. Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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GET DETAILS

DUIS AUTE IRURE DOLOR IN REPREHENDERIT

- Donec quis dolor justo
- Donec vel diam neque

NAME SURNAME, TITLE OR AFFILIATION

✉ example@ucar.edu

☎ 303-555-5555

📱 303-555-5555

📘 /ncar.ucar

🐦 @ncar_science

📷 @ncar_ucar

* Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

LOREM IPSUM EXCEPTEUR

Ut enim ad minim veniam, quis nostrud exercitation laboris.

DATE • NAME SURNAME, TITLE OR AFFILIATION

DUIS AUTE IRURE DOLOR

Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident. Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident. Duis aute irure dolor in reprehenderit in voluptate occaecat velit esse cillum dolore eu fugiat nulla pariatur.

CONTACT INFO

✉ xy@ucar.edu
☎ 303-555-5555
📱 303-555-5555

IN REPREHENDERIT

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DUIS AUTE IRURE DOLOR IN REPREHENDERIT

- Donec quis dolor justo vel neque



CILLUM DOLORE EU

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[GET DETAILS](#)

** Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.*



NCAR



Sample Setting 2

Poppins Bold. 27pt.
Title case.

Poppins Bold. 90pt.
Title case.
Must be one-two words only.

Laborem Donec

Poppins Bold. 22.5pt. All caps.

Poppins Bold. 13.5pt. All caps.

LOREM IPSUM EXCEPTEUR SINT OCCAECAT

Poppins Medium Italic. 12pt.
Sentence case.
Indented for quote box.

“ *Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.* ”

Poppins SemiBold. 12pt.
Sentence case.

Duis aute irure dolor

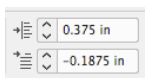
Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident. Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Poppins SemiBold. 10pt.

Duis aute irure dolor in reprehenderit



Poppins Regular. 10pt.
“Left Indent” 0.375 in.
“First Line Left Indent” -0.1875 in.

- Donec quis dolor justo
- Donec vel diam neque

Poppins SemiBold. 10pt.
Sentence case.

Name Surname, Title or Affiliation

Text: Poppins Regular. 7pt.
Icons: Font Awesome. 10pt.

✉ example@ucar.edu
☎ 303-555-5555
📱 303-555-5555

📘 /ncar.ucar
🐦 @ncar_science
📷 @ncar_ucar



LOREM IPSUM EXCEPTEUR SINT OCCAECAT

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- Donec quis dolor justo pariatur
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“ Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. ”

f /ncar.ucar

t @ncar_science

i @ncar_ucar

Sample Setting 3

Poppins Bold. 13pt. All caps.

Poppins Bold. 33pt. All caps.

Poppins SemiBold Italic. 16pt.
Sentence case.

Poppins Light. 12pt. Sentence case.

Poppins SemiBold. 12pt.
Sentence case.

Poppins Regular. 10pt.
Sentence case.

EXCEPTEUR LOREM IPSUM

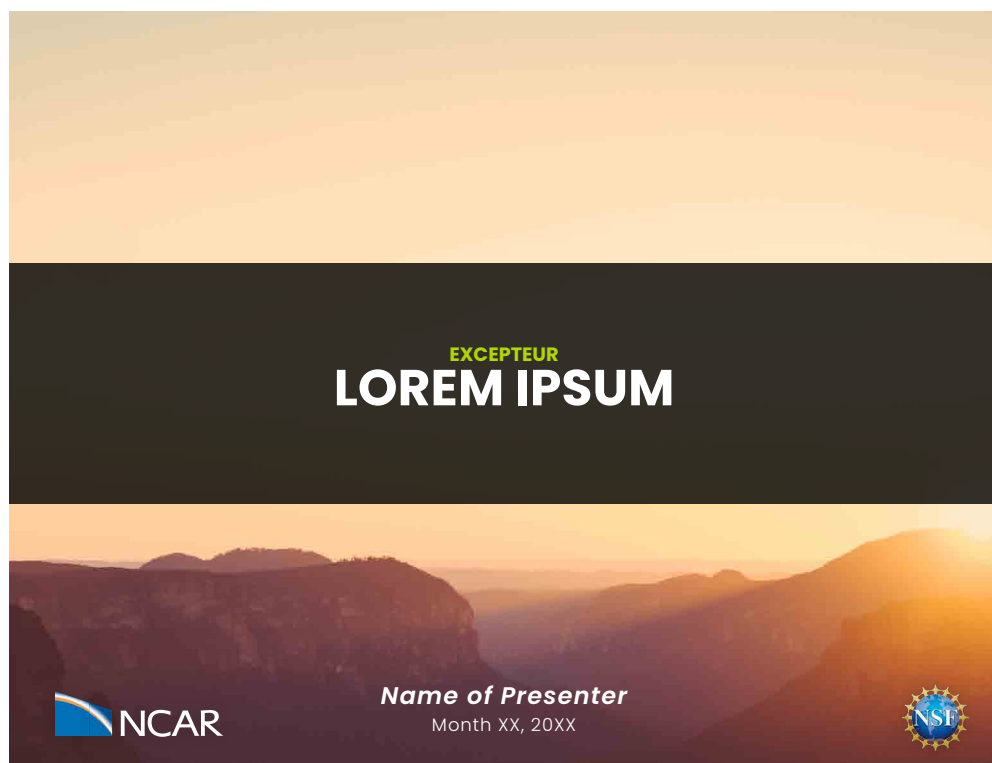
Name of Presenter

Month XX, 20XX

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Header and subheader
may be swapped in order
depending on usage.



Sample Setting 4

Photo graphy

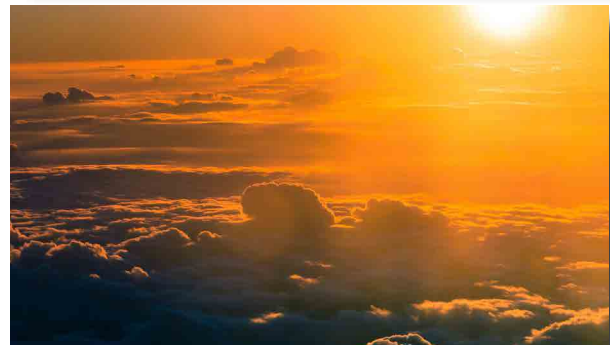
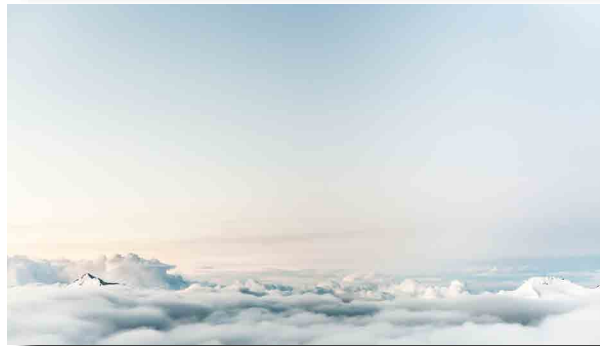
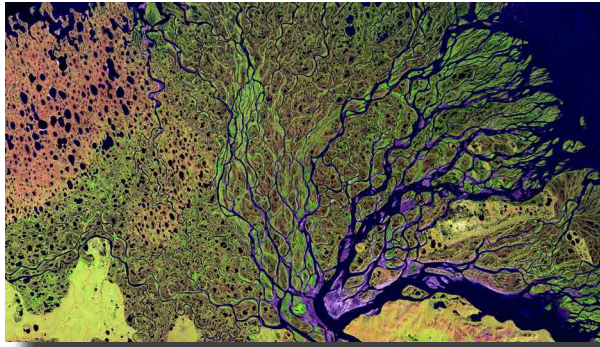
Photo selection & placement

NCAR and UCAR's visual identity relies heavily on photography. The shift from white backgrounds to image backgrounds is one of the major pillars of our rebranding effort.

Stunning visuals that complement our science outreach materials help attract a wide variety of audiences, which is increasingly important in the crowded world of digital communication.

The following pages display and elaborate on the types of images that should be used in all outreach materials.





Hero imagery

Hero images — large, dramatic pictures — should be used to illustrate overarching ideas on prominent webpages and for cover pages, brochures, and other outreach materials. The images should be high quality and typically be professionally produced. The image can relate directly to the topic or, for more general topics, can highlight one of the many varied parts of the Earth system.

Selecting Images



People imagery

Portraits should be taken in good light, with uncluttered, relevant backgrounds, and business- or research-appropriate attire. Action shots should be professionally produced when possible.

How to use images

- For print use high-resolution images at 300 DPI (dots per inch).
- For screens use low-resolution images at 72 PPI (pixels per inch).
- Hero images can be used full bleed (edge to edge); other image types should be used at smaller sizes.
- Use images within body content sparingly.
- Always use CMYK colors for printing and RGB colors in web and other screen applications.
- Do not create composite images or otherwise alter the facts within an image without clearly stating how the image has been altered.
- Do not use images that show violations of the UCAR health and safety guidelines.

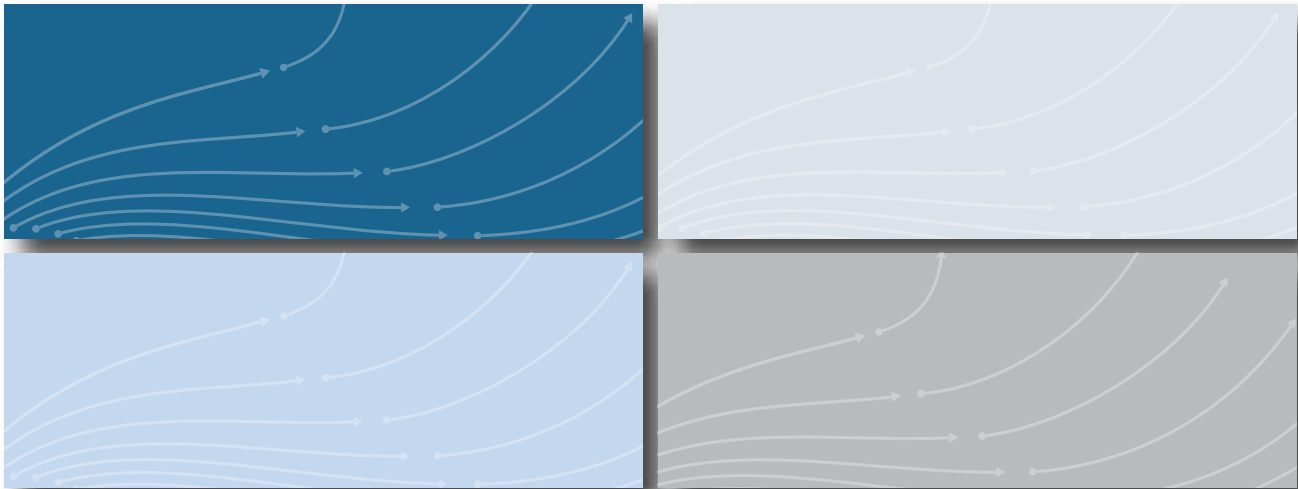


Design Structure

Design structure & layout

The following pages depict examples of proper design structure and layout. Templates can be found and downloaded in this section.





NCAR Waves

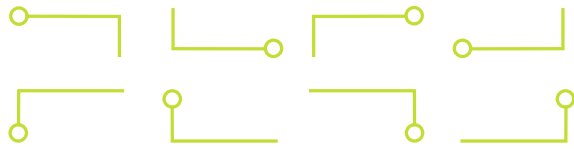
Background graphics can be used to add interest to large background areas but should not be used if the information overlaying the background is complex. The graphics should be subtle and not affect legibility. Do not use the NCAR background graphic with UCAR content.



UCAR Connectors

Background graphics can be used to add interest to large background areas but should not be used if the information overlaying the background is complex. The graphics should be subtle and not affect legibility. Do not use the UCAR background graphic with NCAR content.

Graphic Elements

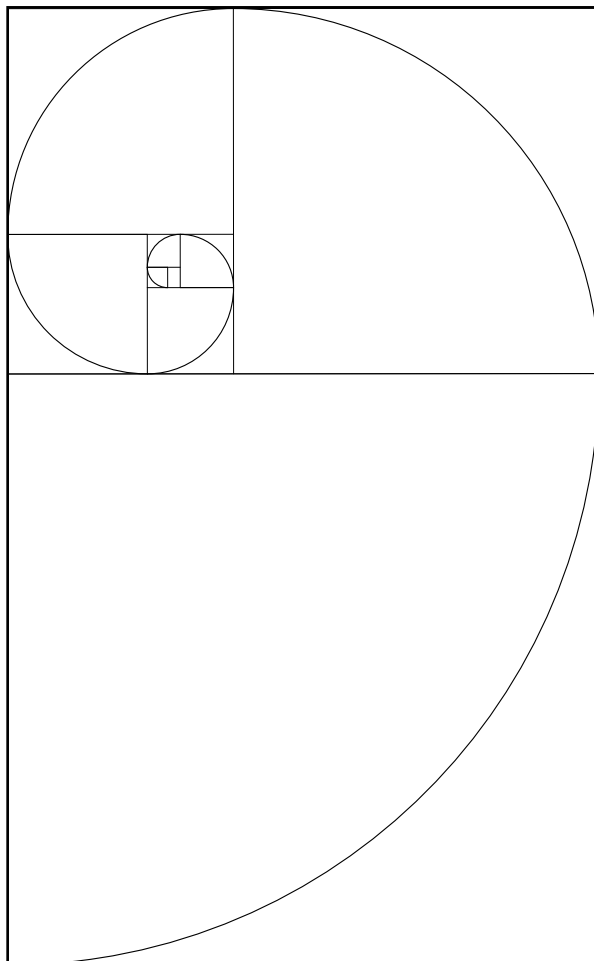


Descriptor lines

Descriptor lines point to certain elements on a page or image. These are often used to elaborate on the specific elements or to create pinpoints on maps. Any color may be used; PMS 3570C is preferred.

Action buttons

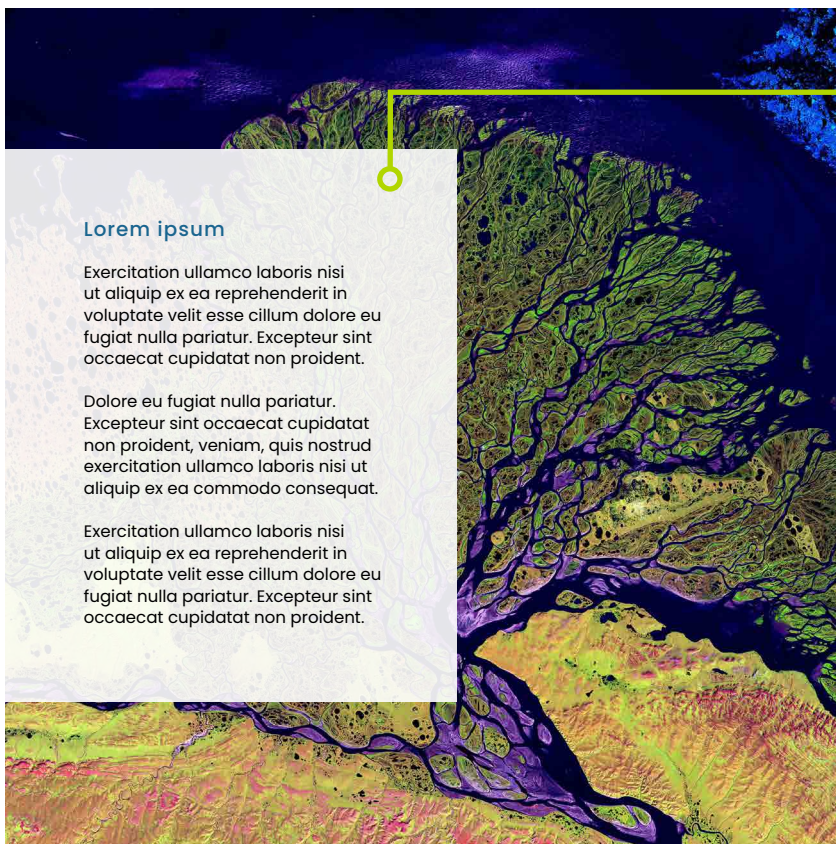
Action buttons are used to create a “call-to-action” and must have text inside. The text can be set in one line or stacked in two; however, it cannot be longer than half the width of the paragraph or title above it.



Fibonacci spiral

Also called the “golden ratio,” this spiral can be used to guide layout structure, helping you proportion the components on the page – from header to sidebars – into a visually appealing design. Use the Fibonacci spiral to ensure text-heavy handouts are well spaced.





Lorem ipsum

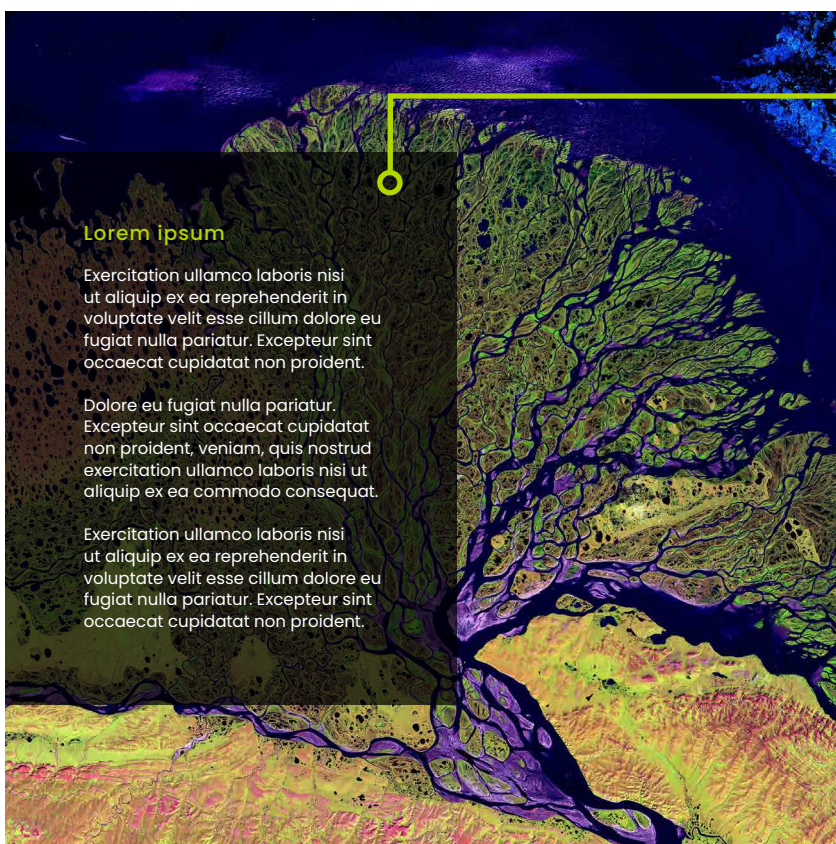
Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

White background

White rectangle with 80% to 90% opacity. Header in NCAR Blue (PMS 2152 C), UCAR Green (PMS 3557 C), or Deep Blue (PMS 280 C). Body text in black or gray (PMS Cool Gray 11 C).



Lorem ipsum

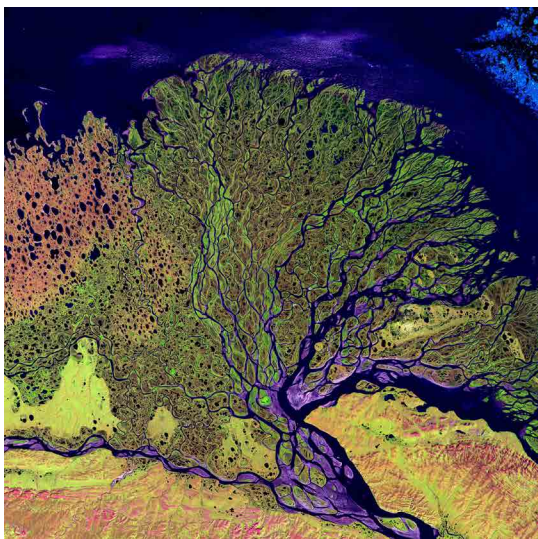
Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Black background

Black rectangle with 80% to 90% opacity. Header in Highlight Green (PMS 3570 C), NCAR Lightest Blue (PMS 3115 C), or UCAR Lightest Green (PMS 7465 C). Body text in white.



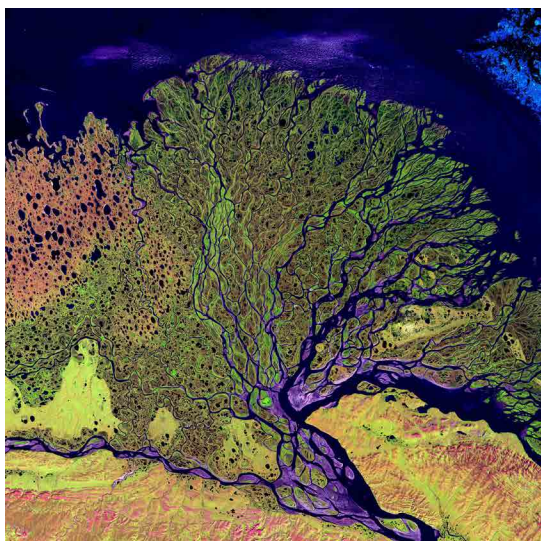
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Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

NCAR background

Rectangle in NCAR Blue (PMS 2152 C). Header in Highlight Green (PMS 3570 C). Body text in white.



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Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

UCAR background

Rectangle in UCAR Green (PMS 3557 C). Header in Highlight Green (PMS 3570 C). Body text in white.

Layout Structure

Lorem ipsum

Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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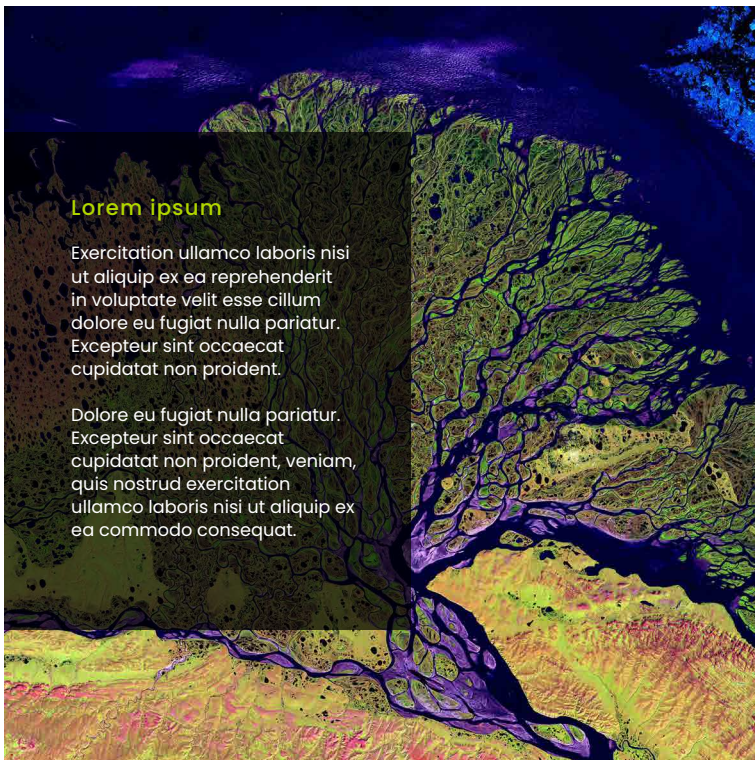
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Light Layouts



Lorem ipsum

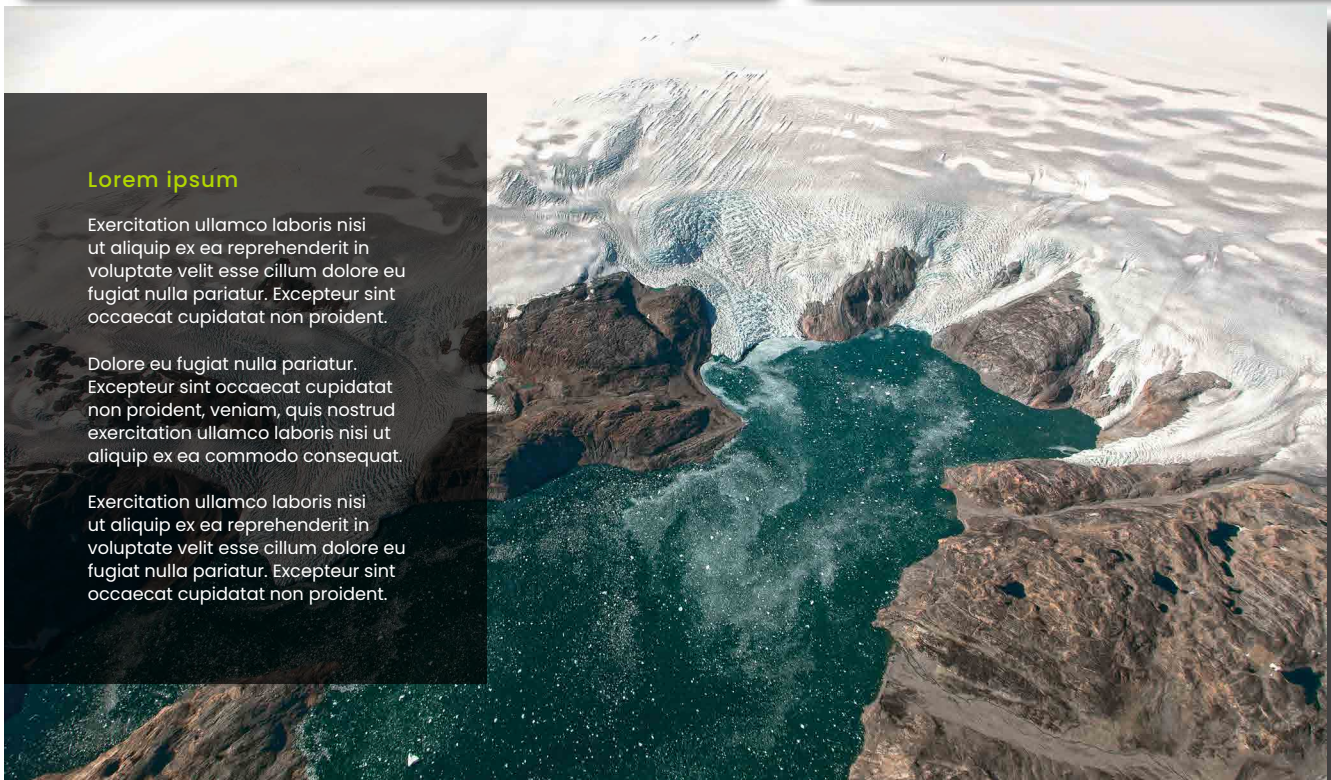
Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



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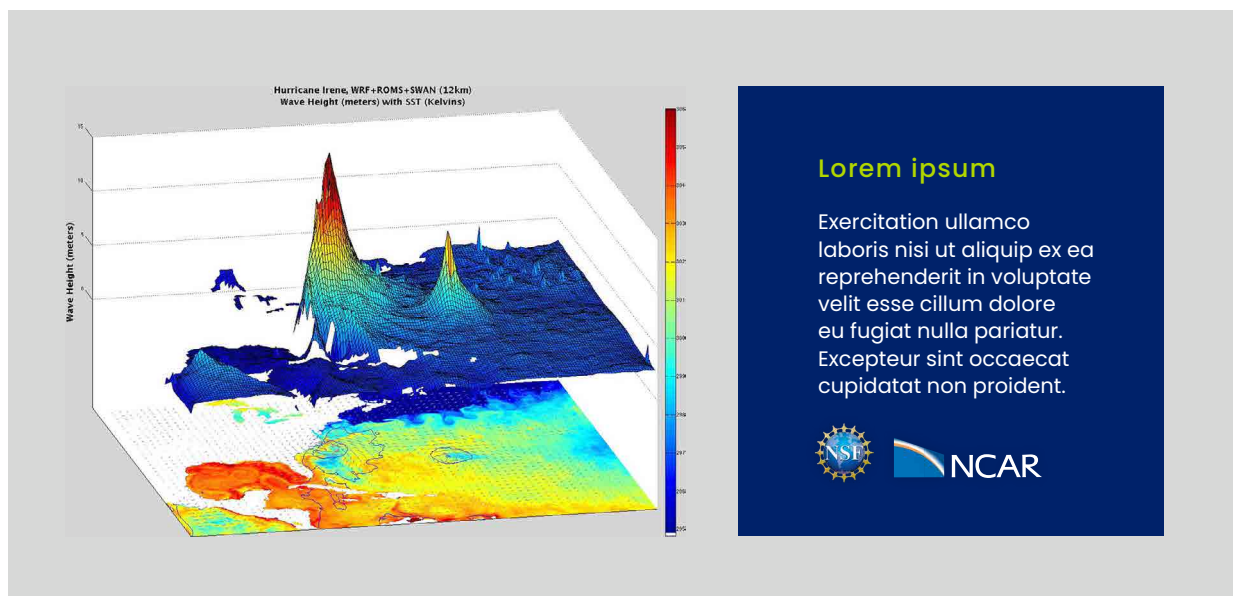
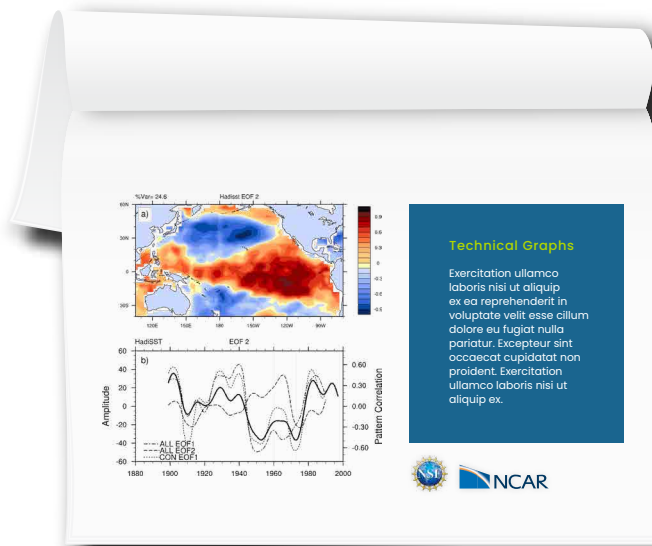
Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

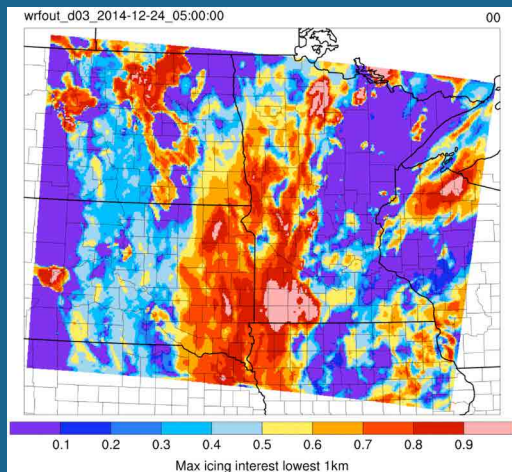
Dark Layouts

Scientific & Technical Layouts

Visually isolate each graph or figure

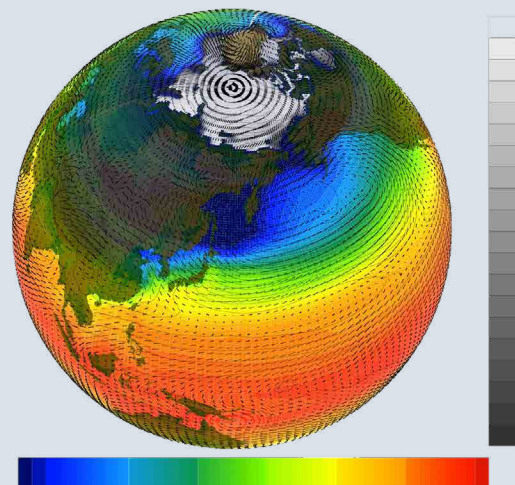
One of our main goals is to engage audiences across the spectrum, from the curious public to policymakers to colleagues in the field. In order to share the science effectively, do not overwhelm the reader by adding too many graphs or figures to one page. Separate each figure by creating a solid box around it, or allocate one figure per page.





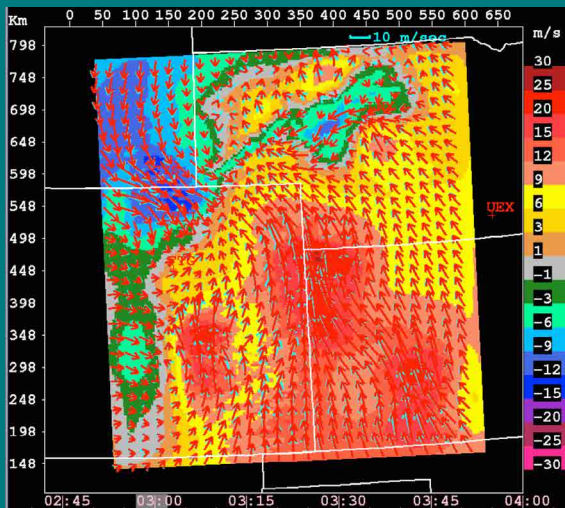
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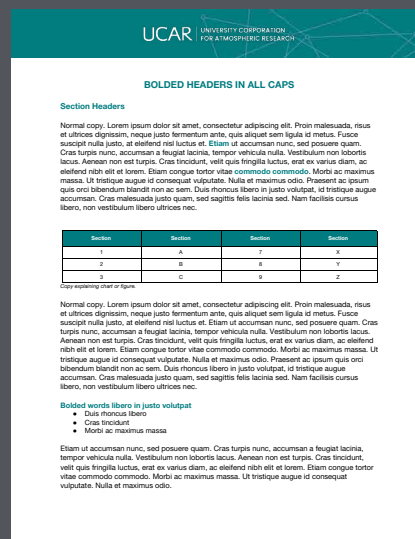
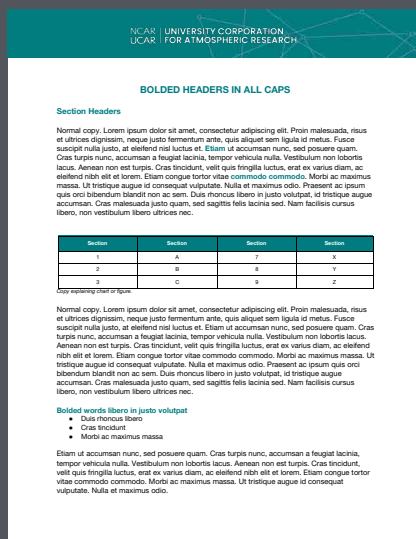
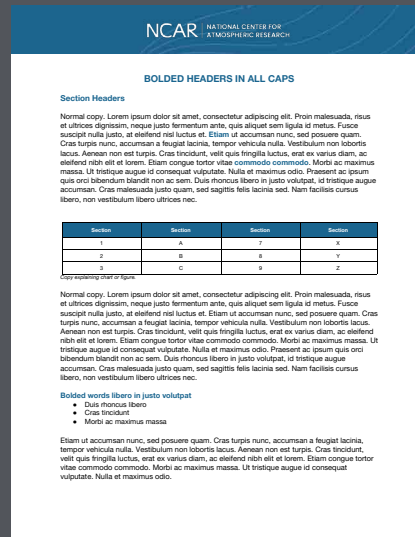
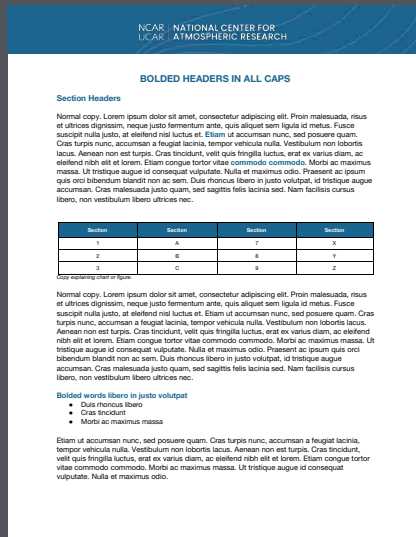
Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Exercitation ullamco laboris nisi ut aliquip ex ea reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Templates

Word templates



Templates



Download these templates and more, and view our gallery of on-brand design examples.

PowerPoint template



Microsoft Office Font: Helvetica

Use the following font weights and sizes when using Microsoft Office software:

Header Bar: Helvetica Bold, 20pt
Body Text: Helvetica Regular, 18pt

Scientific Poster PowerPoint template

TITLE IN HELVETICA, BOLD, CAPS 72-80 PTS

**Names Of Authors In Helvetica, Bold, 48-56 Pts**

BACKGROUND

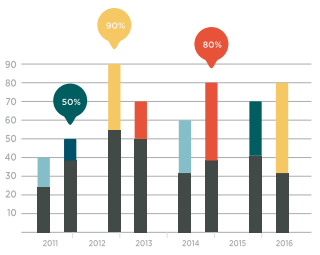
Heading, Helvetica, 44 pts, bold
Text in Helvetica, 36 pts. This should include a short background of the topic to set the context and state the main aims and objectives of your work. What differentiates your work from your competition? Why is your work novel in the field?

METHODS
Heading, Helvetica, 44 pts, bold
Text in Helvetica, 36 pts. The methods section (poster space permitting) should include basic parameters including target sample, setting, duration of study, inclusion/exclusion criteria, statistical techniques, key interventions assessed and primary outcome measures.

- Use bullet points for ease of reading
- Keep points clear and limit to one line

OBJECTIVES

Caption, Helvetica, 32 pts, bold

RESULTS

Heading, Helvetica, 44 pts, bold
Text in Helvetica, 36 pts. The results section should include data analysis and stratification and should only include the results which answer the stated hypothesis. Moreover, essential to the results section is the inclusion of pertinent and key graphs, graphics, images and tables. These need to be large enough for the audience members to see and be as attractive and clutter-free as possible.

CONCLUSIONS

Heading, Helvetica, 44 pts, bold
Text in Helvetica, 36 pts. The conclusions must derive directly from the results section and answer solely what has been proposed at the start of the paper. Obvious confounders and limitations should also be acknowledged. Key improvements as well as potential for project expansion should also be considered.

ACKNOWLEDGMENTS
Text in Helvetica, 28 pts. Only cite key references integral to your study, as references are wordy and space consuming. Use a smaller font to the main body text to reduce this.



MODELS



FIELD CAMPAIGNS



SCIENCE VISITS



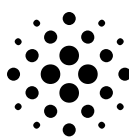
TECH TRANSFERS



WEATHER



WATER



AIR QUALITY



CLIMATE



OBSERVATIONS



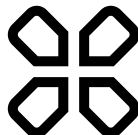
DATA SOFTWARE + SERVICES



DATA ASSIMILATION



FELLOWSHIPS



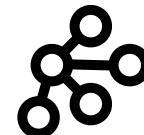
UNIVERSITY COLLABORATION



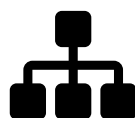
OUR HISTORY



PARTNERSHIPS



MANAGEMENT



ORG CHART



SCIENTIFIC PROGRAM SUPPORT



EDUCATION + TRAINING



ABOUT OUR PROGRAMS



GENERAL USE UCAR



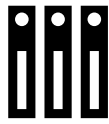
GENERAL USE NCAR

Download icons

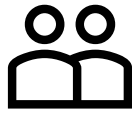


Icons should always be used in groups of two or more, with topics all similarly relevant to the main topic. Icons should always appear

with their label underneath in all caps. If placed on a color background, icons should be reversed (white) versions. See website homepage for examples. For custom icons, contact designhelp@ucar.edu.



COMPUTATIONAL RESOURCES



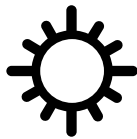
OUR STAFF



SPECS



PRESS ROOM



THE SUN



EARTH SYSTEM SCIENCES



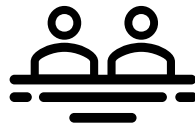
DIVERSITY & INCLUSION



ADVOCACY



OUR LABS



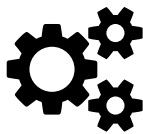
INTERNSHIPS



CONTACT US



DOCUMENTS



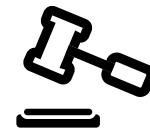
WHAT WE DO



WHAT WE OFFER



OUR LEADERSHIP



GOVERNANCE



HONORS + AWARDS



WHERE WE FOCUS



OPPORTUNITIES



PHOTO GALLERY

Icon Library