Brand Standards
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MARCH 2020

For updates, visit news.ucar.edu/brand

Produced by **COMMUNICATIONS**
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

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
Contemporary logos

The logo stack can be used to show the partnership between NCAR and UCAR. The stack seal (on left) should not be used if the text in the outer circle is too small to be legible. These text-based logos must be all black, all white, or a color from the approved color palette. (See Use of Colors section.)

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.
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
Acknowledgment of support from the National Science Foundation

Under the terms of the National Science Foundation Cooperative Agreement with UCAR, in the section on “Financial & Administrative Terms and Conditions,” effective October 22, 2018, NSF support for NCAR must be acknowledged in the following ways:

For all NCAR scientific publications:
NSF base funding must be acknowledged in all scientific publications by NCAR staff, even when primary or additional funding comes from other agencies or other NSF grants. The statement below must appear in the publication. Additional funding and acknowledgments should be addressed in a separate sentence.

- This material is based upon work supported by the National Center for Atmospheric Research, which is a major facility sponsored by the National Science Foundation under Cooperative Agreement No. 1852977. [Additional funding/acknowledgment sentence goes here. See examples below.]

Examples of additional funding/acknowledgment sentences include:

- Computing resources were provided by the Climate Simulation Laboratory at NCAR’s Computational and Information Systems Laboratory (CISL).
- This research was also funded in part by NASA Award No. XXXXXX and the U.S. Department of Energy.
- The data were collected using NSF’s Lower Atmosphere Observing Facilities, which are managed and operated by NCAR’s Earth Observing Laboratory.

For websites, one-pagers, white papers, brochures, and other informational materials, including news releases issued by NCAR|UCAR Communications, the following statement must appear on the material.

- This material is based upon work supported by the National Center for Atmospheric Research, a major facility sponsored by the National Science Foundation and managed by the University Corporation for Atmospheric Research. Any opinions, findings and conclusions or recommendations expressed in this material do not necessarily reflect the views of the National Science Foundation.

For media interviews:
NSF support must be orally acknowledged by the person being interviewed during all media interviews including, but not limited to, social media, radio, television, and film. For example:

- This research/study/project was funded/partially funded by the National Science Foundation. The other funders include xxx.

For NSF logo use:
Before using the logo, please see the following pages in this document, and consult NSF’s Logo and Usage Standards, which are summarized at https://www.nsf.gov/policies/logos.jsp.

Signage and markings:

Staff must consult with the NSF Program Officer on the cost, timeline, design, and placement of any signage using the NSF logo or name on any building or site; particularly in instances where interagency or international partnerships exist.
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 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.

NSF logo & Usage

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 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.
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.

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.

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.

PMS Cool Gray II 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.

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.
Typography

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.
**LOREM IPSUM**

**EXCEPTEUR SINT OCCAECAT**

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**Name Surname, Title or Affiliation**

*example@ucar.edu* /nlar.ucar

303-555-5555
303-555-5555

**Cormorant Light Italic. 9pt.**

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**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 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.
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.

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.

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.

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

**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.

**Graphic Elements**

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.
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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.
Templates

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

Word templates

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, 48-56pts

Background

- Heading, Helvetica, 44 pts, bold

Methods

- Heading, Helvetica, 44 pts, bold

Objectives

- Heading, Helvetica, 44 pts, bold

Results

- Heading, Helvetica, 44 pts, bold

Conclusions

- Heading, Helvetica, 44 pts, bold

Acknowledgments

- Heading, Helvetica, 48 pts

Use bullet points for ease of reading. Keep your text and lists as short as possible.
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.