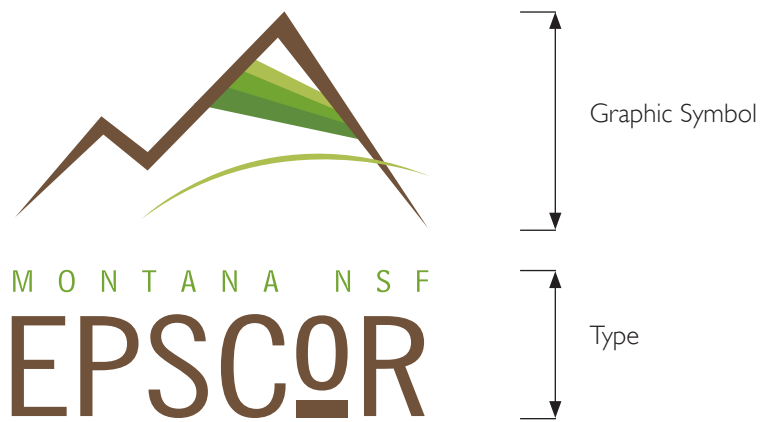MONTANA NSF

EPSCoR

BRAND USAGE GUIDE

STYLE GUIDE OVERVIEW

EPSCoR logo was created in a vertical and horizontal lockup. The logo consists of the Graphic Symbol and the Logotype.

Graphic Symbol

Type

COLOR PALETTE

The EPSCoR Logo has a 4 color treatment. The logo is designed to be reproduced primarily in CMYK*/ color format. However, PMS (Pantone Matching System) equivalents for these CMYK colors are supplied for the purposes of ensuring consistency of color reproduction.

When designing for the brand, these colors can be combined with the neutrals, and accent color.

PMS / PANTONE DS 316-1 C
CMYK / c70m80y100k0

PMS / PANTONE DS 293-2 C
CMYK / c50m0y85k35

PMS / PANTONE DS 296-1 C
CMYK / c50m0y100k20

PMS / PANTONE DS 304-4 C
CMYK / c25m0y80k15

ALTERNATIVE LOGO VERSIONS

4 Color

Grayscale

MINIMUM SIZE & CLEAR SPACE

MINIMUM SIZE

When the logo is reduced, there is a point at which it becomes ineffective. By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. The EPSCoR logo should never be reproduced smaller than 0.75 inch. width (vertical) or smaller than 1.25 inches width (horizontal).

CLEAR SPACE

To preserve the integrity of the logo and ensure maximum impact clear space must be maintained on all sides of the logo. This gives the logo room to breathe and ensures that it won't be obscured by neighboring elements or typography.

The minimum required clear space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height.' The width is equal to the height.)

0.75''

1.25''

MONTANA NSF

EPSCoR

X

LOGO DON'TS

The EPSCoR logo has been developed as a balancedwhole - complete, single piece of electronic art. At no time may the shape, configuration,or proportions be altered. Likewise, logo configurations should never be stretched or distorted in any manner. Consistent use of the logo helps maintain the integrity of the brand and ensuresgreater brand recognition.

Ideally the logo will be used on a uniformly colored and patterned background for maximum impact and clarity.

FORMATS

The EPSCoR logo can be used by collaborators for the sole purpose of acknowledging the support or to link to an EPSCoR website or acknowledge EPSCoR assistance or affiliation.

FILE FORMATS:

EPS: Used for high-resolution print quality.

TIFF: A file format for bitmap images (scans), for print usage.

JPEG: A compressed file format that contains placed files, continuous tone, gradient fills and bitmap images.

GIF: A standard format used on the Web.

For logo files and more information, contact the Montana EPSCoR office at **mus-epscor@montana.edu**