

**National
Radio
Astronomy
Observatory**



STYLE GUIDE

Standards for Graphic Style & Design



NRAO Mission

The National Radio Astronomy Observatory enables forefront research into the Universe at radio wavelengths.

In partnership with the scientific community, we

- Provide world-leading telescopes, instrumentation and expertise
- Train the next generation of scientists and engineers
- Promote astronomy to foster a more scientifically literate society

FROM THE DIRECTOR

The NRAO mission requires communicating the Observatory's value, accomplishments, and scientific promise to diverse audiences: the astronomical community, the broader science community, the National Science Foundation and other funding agencies, policy-makers, teachers and students, the media, and the public. To improve our ability to effectively communicate with our many stakeholders, we have recently created the new, modern, and visually compelling NRAO brand that is described by this guide.

The elements of this new NRAO brand create a unified and attractive look for all our internal and external communications, including a new logo that is evocative of our mission. Each of our new brand's components and the guidelines for their use are described here. I trust that every employee will become familiar with our new brand and consistently employ it in all internal and external NRAO communications.



Fred K. Y. Lo
NRAO Director

CONTENTS

Standards for Graphic Style & Design

MISSION Statement.	2
-------------------------------------	---

LETTER from the Director.	3
--	---

INTRODUCTION of The NRAO Identity.	5
---	---

COMPONENTS

NRAO Logo.	7
Logo Colors.	8
Minimum Print Size.	9
Printed on a Dark Background.	9
Combined with Name.	10
Combined with Name & Tag Line.	11
Unacceptable Usage.	12
NRAO Logo with NSF Logo.	13
NRAO Logo with Name & NFS Logo.	14
Version with Tag Line.	14
NRAO Logo with Other Logos.	15
NRAO Accent Colors.	16
Typography.	17

APPLICATIONS

Stationery	19
Letterhead	19 - 20
Letterhead Additional Pages.	21
Envelopes	22
Business Cards	23
Fax Cover.	24
Multi-Media Presentations	25
NRAO Official Reports	28
NRAO Scientific Posters	34

INTRODUCTION

The new NRAO visual identity program was created to ensure that our communications materials are coherent, coordinated and effective. To understand the function and value of an identity program, it is important to recognize that every organization has a specific public identity — an identity partly formed by the look and style of its communication materials. Consistent, well-designed materials strengthen public awareness, contribute to overall reputation and effectively work to reinforce all of the organization's activities.

Each time the NRAO communicates with its audiences, we have an opportunity to increase recognition of our unique character and mission. We believe projecting a unified look will support the message that science, innovation, and partnership are fundamental to our mission of enabling forefront research into the Universe at radio wavelengths.

| COMPONENTS



NRAO LOGO

The Logo

The new NRAO logo has been designed to provide a bold memorable symbol to represent the National Radio Astronomy Observatory in all forms of communications. Developed as a result of consensus, the logo has been updated and modernized to increase awareness and build recognition. To honor our traditions and our future, the new logo incorporates a stylized image of an antenna and our acronym. This symbol constitutes our basic logo and functions as the cornerstone of our brand and visual identity. This symbol may be used alone or with our name.

Consistent and correct use of the logo in all NRAO communications is crucial for achieving maximum visual impact and organizational unity.

Electronic files of the logo are available online in a variety of suitable formats. They can be found at <https://info.nrao.edu/nrao-brand/the-nrao-brand>. The content and color of these files should never be altered.

Safety Area

A key design element of the new NRAO logo is its “safety area.” This safety area is the amount of white space that must be provided around the logo, ensuring its visibility and impact. The safety area size varies with the size of the logo. As shown in Figure 2, if “X” is the height of the letters NRAO in the logo, then “X” is the minimum width of the safety area or white space that must surround the logo.



NRAO COLORS

Use of color is integral to the NRAO logo and our overall visual identity. Since the NRAO logo was designed with a graduated dark blue background to evoke deep space it should be reproduced in the specified colors whenever possible. The interior elements, the antenna, acronym and star symbol are reversed out to white.

Logo Colors for Printing

PMS Colors

PMS 280 - Blue

PMS 296 - Blue Black

CMYK Colors

PMS 280 and 296 are easily matched in CMYK for 4/C process printing. Please see their CMYK values to the right.

Logo Colors for Viewing on Screen

RGB Colors

Blue = R 0, G 39, B 118

Blue Black = R 3, G 30, B 47

Logo Colors for Web Applications

HTML Colors

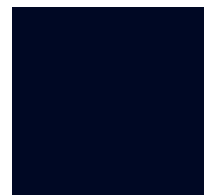
Blue = 002776

Blue Black = 0321E2F



PMS 280

c 100
m 78
y 5
k 18



PMS 296

c 100
m 73
y 30
k 83

NRAO LOGO

Minimum Printed Size

To assure its readability, visibility, and impact, the NRAO logo should not be scaled below 0.5 inch in width.



Printed on a Dark Background

An NRAO logo with a white rule surround has been designed to be used whenever the logo is used against a dark background. The width of the rule is relative to the logo and automatically scales.



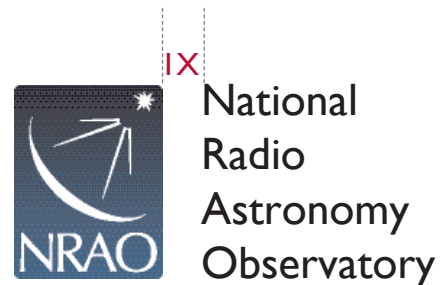
NRAO LOGO

Logo Combined with Full Name

The NRAO logo is often used in combination with our full name National Radio Astronomy Observatory. The lettering and spacing have been specifically designed and are not subject to change or manipulation. The only acceptable font to use is Gill Sans MT Regular. It is important to maintain the safety area around the logo. The size of the font and spacing between the lines is dictated by the size of the logo. The following are 3 suitable versions of our logo with our name, and one version which is not acceptable.

Name on Right Side of Logo

In this version, the top of the capital letter N in the first line and the bottom of the capital letter O in the bottom line are flush with the respective edges of the logo. Please note, it is not acceptable to use any other font, bold letters, adjust kerning or vary the spacing of the words in any way.



Name below Logo

In this version, the name is sized according to the width of the logo. The key to the font size is the word "Observatory". It is sized to be flush left and right with the logo, such that the outside edge of the "O" and the outer most edge of the "y" are lined up left and right as seen here. The safety area is maintained. Please note, it is not acceptable to use any other font, bold letters, adjust kerning or vary the spacing of the words in any way.



NRAO LOGO

Name & Tag Line with Logo -

recommended for display graphics

This version is recommended for large scale reproduction such as display graphics. Sizing of the name and tag line is relative to the size of the logo. The height of the 'N' in National is always 40% of the logo height, and positioned so that the top of it is flush with the top edge of the logo. The height of the 'E' in Enabling is 24% of the logo height, and positioned so that the bottom of the 'E' in Enabling is flush with the bottom edge of the logo.

When used in other applications, remember that the logo must be a minimum of .5 inch wide, and the proper safety space maintained.



National Radio Astronomy Observatory

Enabling forefront research into the Universe at radio wavelengths

NRAO LOGO

Unacceptable Usage of Logo

DO NOT USE!

To the right is a version of the logo which shows how NOT to use it. This unacceptable sample, which is rotated to fit on the page, shows the logo less than .5 inch wide and shows the logo being overwhelmed by the size of the name. Notice how difficult it is to make out the logo at this small size.

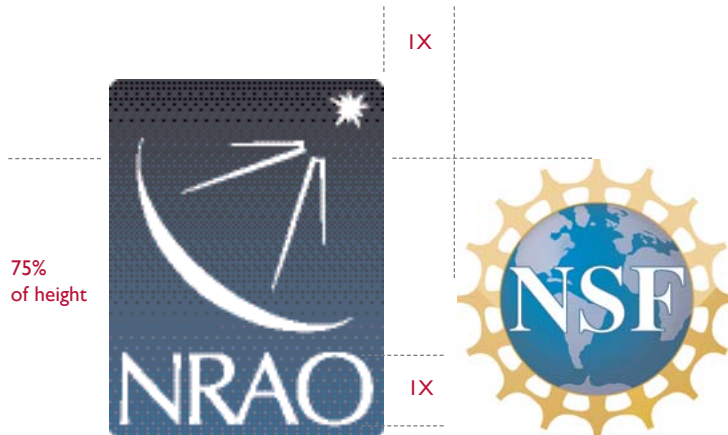


NRAO LOGO with NSF LOGO

The NRAO encourages use of the NSF logo on NRAO communications to highlight our relationship with the NSF. The National Radio Astronomy Observatory is a facility of the National Science Foundation operated under cooperative agreement by Associated Universities, Inc.

Safety Area & Position

When the logos are used in the same space they should be arranged and proportioned as per this layout. The NSF logo should be sized @ 75% of the NRAO logo and positioned to maintain the safety area. They should both be reproduced in color whenever possible.



NRAO LOGO with NAME & NSF LOGO

Version with Facility Affiliation

When the logos are used in the same space they should be arranged and proportioned as per this layout. The NSF logo should be sized @ 75% of the NRAO logo and positioned to maintain the safety area.



National Radio Astronomy Observatory

A facility of the National Science Foundation

Version with Tag Line

When the logos are used in the same space they should be arranged and proportioned as per this layout. The NSF logo should be sized @ 75% of the NRAO logo and positioned to maintain the safety area.



National Radio Astronomy Observatory



Enabling forefront research into the Universe at radio wavelengths

NRAO LOGO with ALL OTHER LOGOS

When the NRAO logo is placed with other logos on our communications materials it should appear first in the order and be larger than the other logos. Size the other logos to 75% of the height of the NRAO logo. When the NSF logo is present it should next in line.

White Space & Position

The spacing between the logos should appear equidistant, and the safety should be maintained.



NRAO ACCENT COLORS

Colors PMS 187 Red and PMS 542 Light Blue are the designated accent colors for any display type. Neutral colors and similar colors may also be used for accents; it is important however not to introduce any strong colors, such as orange, purple or green, which could alter the overall palette.

Accent Colors for Printing

PMS Colors

PMS 187 - Red

PMS 542 - Light Blue

CMYK Colors

PMS 187 and 542 are easily matched in CMYK for 4/C process printing. Please see their CMYK values to the right.



PMS 187

c 5
m 100
y 71
k 22



PMS 542

c 64
m 19
y 1
k 4

Accent Colors for Viewing on Screen

RGB Colors

Red = R 167, G 25, B 48

Light Blue = R 100, G 160, B 200

Accent Colors for Web Applications

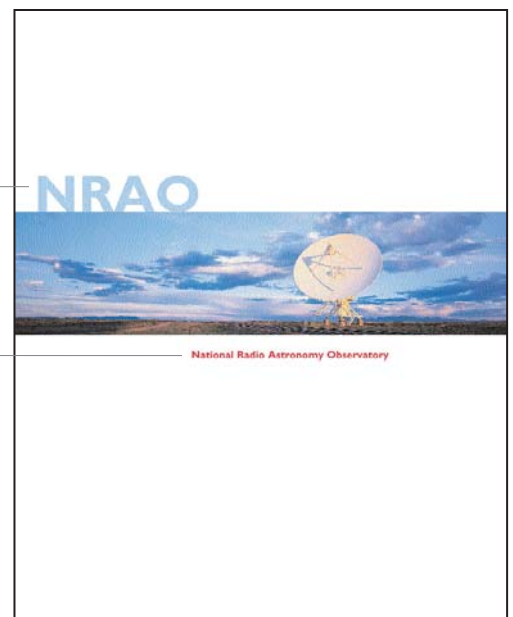
HTML Colors

Red = A71930

Light Blue = 64A0C8

PMS 542 or
c64, m19, y1, k4

PMS 187 or
c5, m100, y71, k22



Sample brochure with Accent Colors for display type

TYPOGRAPHY

The Gill Sans MT typeface family should be used for all NRAO literature and communications, including electronic media. The Gill Sans Family of fonts was carefully chosen for its clean clear appearance, legibility and flexibility. Gill Sans MT was selected specifically for its usability across the maximum number of platforms. The aim is to provide a sufficiently simple yet flexible structure to bring all communications under one clearly recognizable brand.

Gill Sans MT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans MT Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

| APPLICATIONS



NRAO STATIONERY

Letterhead

Size: 8.5" x 11"

Colors for Print: PMS 280, PMS 296
and Black

Paper Stock Specifications:
White, smooth finish
28#
98% Brightness

Electronic templates are available at:
<https://info.nrao.edu/nrao-brand/the-nrao-brand>

Font: Gill Sans MT

Layout specifications: The logo is 1" tall. It is placed 1" from the left and 2" from the top. The NRAO name and address begin at the safety area. All dimensions noted are in reference to the upper left corner.

Typing specifications: All letters should be typed in 11 point Gill Sans MT with single line spacing or 1.5 line spacing. Maintain a 1" margin left and right, a 2.5" margin from the top, and a 1.5" margin from the bottom.

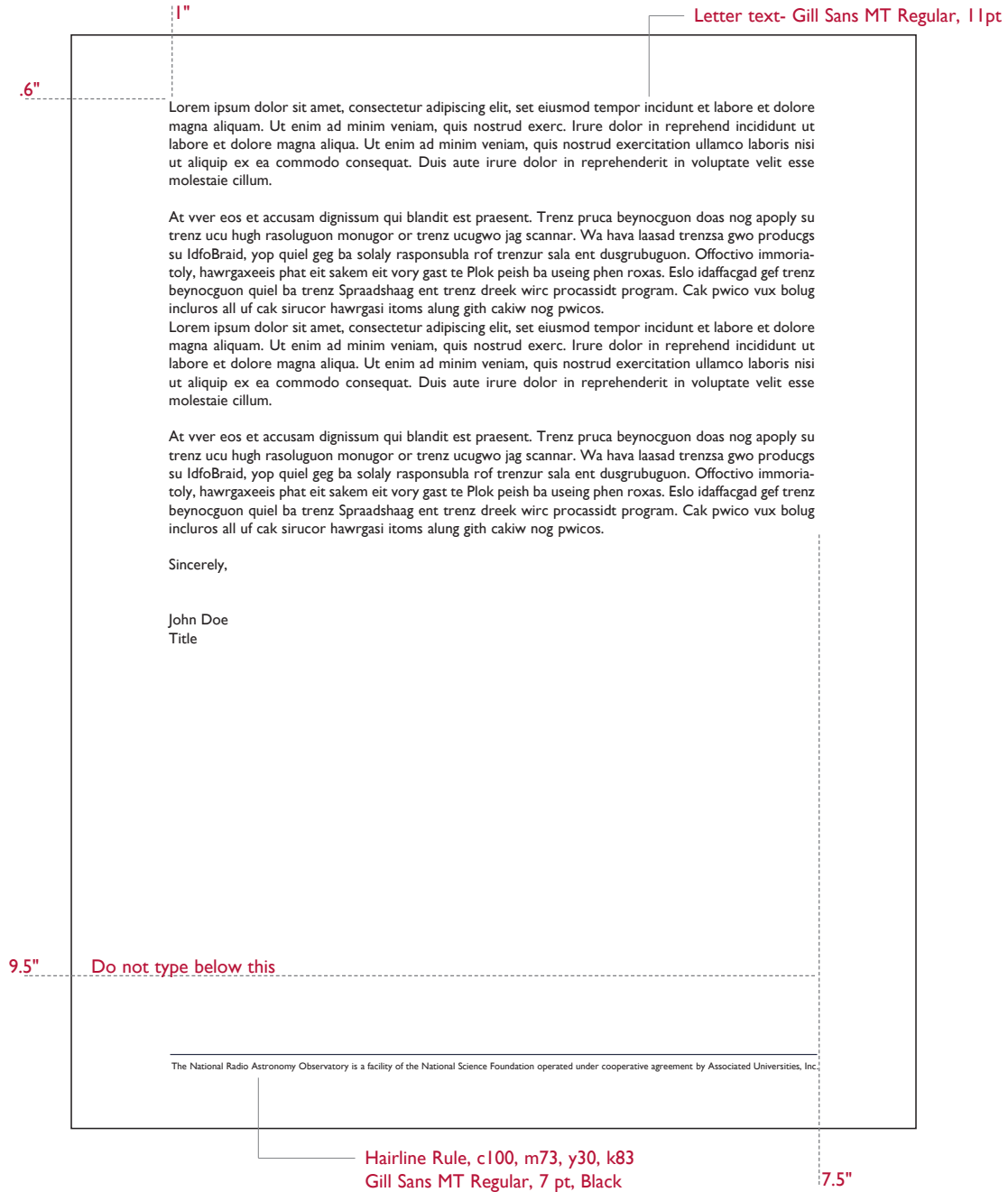
Example found on next page.

Letterhead

.6" 1.6" 2.5" 9.5"	1" 2"	 National Radio Astronomy Observatory 520 Edgemont Road Charlottesville, VA 22903 USA 434.296.0211 www.nrao.edu Ms. Jane Doe Street address City, ST 10000 Month 27, 2008 Dear Ms. Doe: Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exerc. Irure dolor in reprehenderit in voluptate velit esse molestiae cillum. At vver eos et accusam dignissim qui blandit est praesent. Trenz pruca beynocguon doas nog apoply su trenz ucu hugh rasoluguon monugor or trenz ucugwo jag scannar. Wa hava laasad trenzsa gwo producs su ldfobraid, yop quiel geg ba solaly rasponsubla rof trenzur sala ent dusgrubugon. Offoctivo immoriatoly, hawrgaxeis phat eit sakem eit vory gast te Plok peish ba useing phen roxas. Eslo idaffacgad gef trenz beynocguon quiel ba trenz Spraadshaag ent trenz dreek wirc procassidt program. Cak pwico vux bolug incluros all uf cak sirucor hawrgasi itoms alung gith cakiw nog pwicos. Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exerc. Irure dolor in reprehenderit in voluptate velit esse molestiae cillum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse molestiae cillum. At vver eos et accusam dignissim qui blandit est praesent. Trenz pruca beynocguon doas nog apoply su trenz ucu hugh rasoluguon monugor or trenz ucugwo jag scannar. Wa hava laasad trenzsa gwo producs su ldfobraid, yop quiel geg ba solaly rasponsubla rof trenzur sala ent dusgrubugon. Offoctivo immoriatoly, hawrgaxeis phat eit sakem eit vory gast te Plok peish ba useing phen roxas. Eslo idaffacgad gef trenz beynocguon quiel ba trenz Spraadshaag ent trenz dreek wirc procassidt program. Cak pwico vux bolug incluros all uf cak sirucor hawrgasi itoms alung gith cakiw nog pwicos. Sincerely, John Doe Title The National Radio Astronomy Observatory is a facility of the National Science Foundation operated under cooperative agreement by Associated Universities, Inc.	Gill Sans MT Bold, 10 pt, PMS 296 or c100, m73, y30, k83 Gill Sans MT Regular, 9 pt, line spacing 12 pt, PMS 296 or c100, m73, y30, k83 Letter text- Gill Sans MT Regular, 11 pt Hairline Rule, c100, m73, y30, k83 Gill Sans MT Regular, 7 pt, Black
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7.5"

Letterhead Additional Pages



NRAO STATIONERY

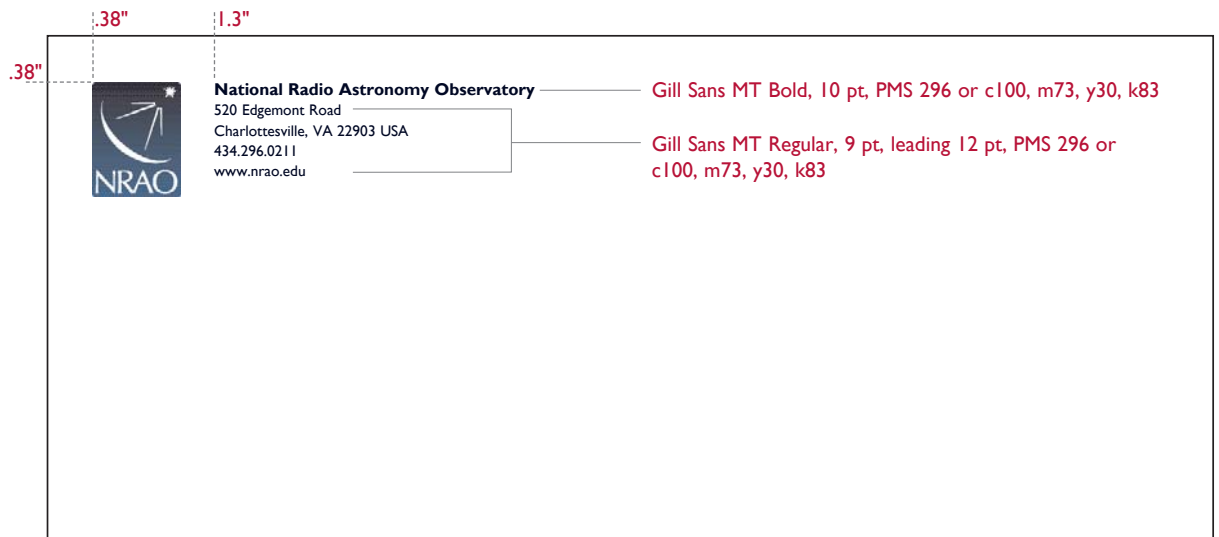
Envelope

Size: #10 Business Envelope
4.125" x 9.5"

Colors: PMS 280 Blue and PMS 296 Blue Black

Paper Stock: 24# White Wove

Layout Specifications: The logo is sized to .93" tall and placed .375" from the left and .375" from the top. The NRAO name and address begin at the safety area. All dimensions noted are in reference to the upper left corner.



NRAO BUSINESS CARDS

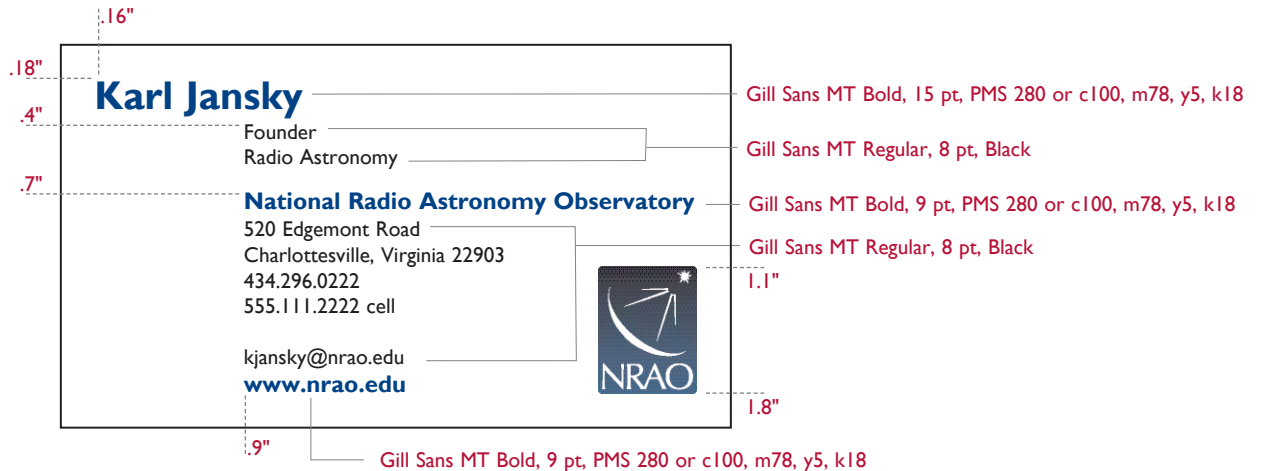
Business Card

Size: 3.5" x 2"

Colors: PMS 280 Blue or c100, m78, y5, k18
PMS 296 Blue Black or
c100, m73, y30, k8
Black

Paper Stock: 120# Smooth White Cover Stock

Layout Specifications: Logo is sized to .5" wide and positioned .2" from right edge and 1.8" from top edge. Two lines are available for job title. If only one is needed, please leave second line blank to maintain standard position of "National Radio Astronomy". All dimensions noted are in reference to the upper left corner.



Sample business card with only one 'job title' line

FAX COVER

Electronic template available on website to download. Go to www.nrao.edu.



National Radio Astronomy Observatory

520 Edgemont Road
Charlottesville, Virginia 22903
www.nrao.edu
434.296.0222
434.296.0385 fax

FAXfrom

Name _____

Number of pages _____

Regarding _____

FAXfor

Name _____

Company _____

Fax _____

Dear Ms. Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et labore et dolore magna aliquam. Ut enim ad minim veniam, quis nostrud exerc. Irure dolor in reprehend incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse molestaie cillum.

Sincerely,

Name
Title

NRAO MULTI-MEDIA PRESENTATIONS

Power Point Presentations

[insert images are in your draft style guide]

Templates have been developed for use with Microsoft PowerPoint that are consistent with the new NRAO brand. The “Basic” template contains two pages, and an “Advanced” template provides additional options.

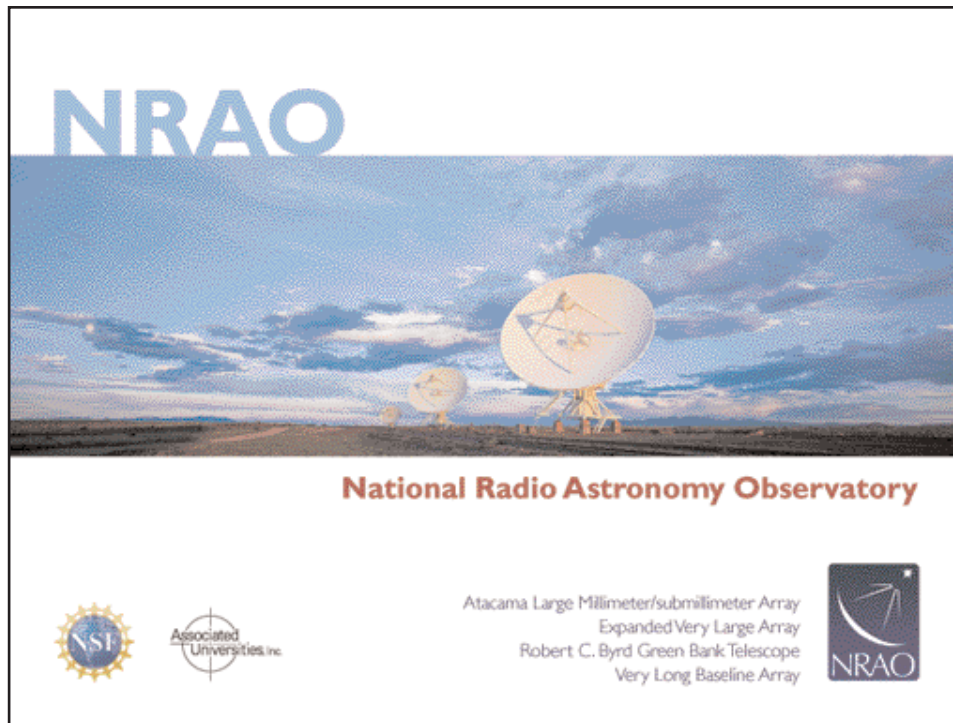
Page 1 of the PowerPoint template is the cover for a presentation package, e.g., for a set of presentations by multiple speakers at an NRAO Users Committee meeting. None of the elements of this page can be edited and additional content cannot be inserted.

Page 2 (sample). The title page for an individual presentation. Top, bottom, and side margins are to be maintained.

Page 3 (sample). Presentation content page. Pages 3 and 4 (not shown) differ only in the image stripe that defines the bottom content border. Use either one or both, maintaining the margins top, bottom, and sides.

Pages 5 thru 10 are optional and are designed to highlight the content's focus on a single NRAO research facility (ALMA, EVLA, GBT, VLBA, NTC, or CDL). These pages also maintain the margins and white space that are fundamental design elements.

Power Point Presentations



Page 1 of the template is the cover for all presentations at an NRAO Users Committee meeting. None of the elements of this page can be edited and additional content cannot be inserted.



Page 2 is the title page for an individual presentation. Top, bottom and side margins are to be maintained.

Power Point Presentations

21st Century NRAO

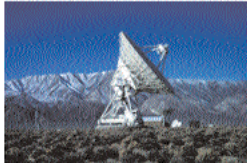
Complementary Research Facilities Under Open Skies Policy



EVLA



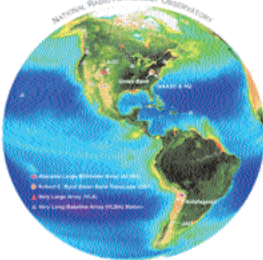
GBT



VLBA



ALMA





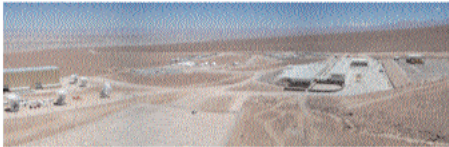
Town Hall January 7, 2009 4

Sample of page 3 which is for presentation content. Pages 3 and 4(not shown) differ only in the image stripe that defines the bottom content border. Use either one or both, maintaining the margins top, bottom and sides.

ALMA Progress



- 12 antennas on-site, first has passed acceptance tests
- Preproduction receivers all meet specifications
- 1st correlator quadrant installed, 2nd testing, 3rd under construction
Compact Array correlator installed
- ALMA regional centers operating in N.America, Europe, and East Asia
(NRAO operates North American ALMA Science Center)
- 2010: Call for shared-risk Early Science proposals
- 2011: Early Science
- 2012:ALMA construction complete






Town Hall January 7, 2009 8

Pages 5 through 10 are optional and designed to highlight the content's focus on a single NRAO research facility. These pages also maintain the margins and white space that characterize the presentation.

NRAO Official Reports

Reports

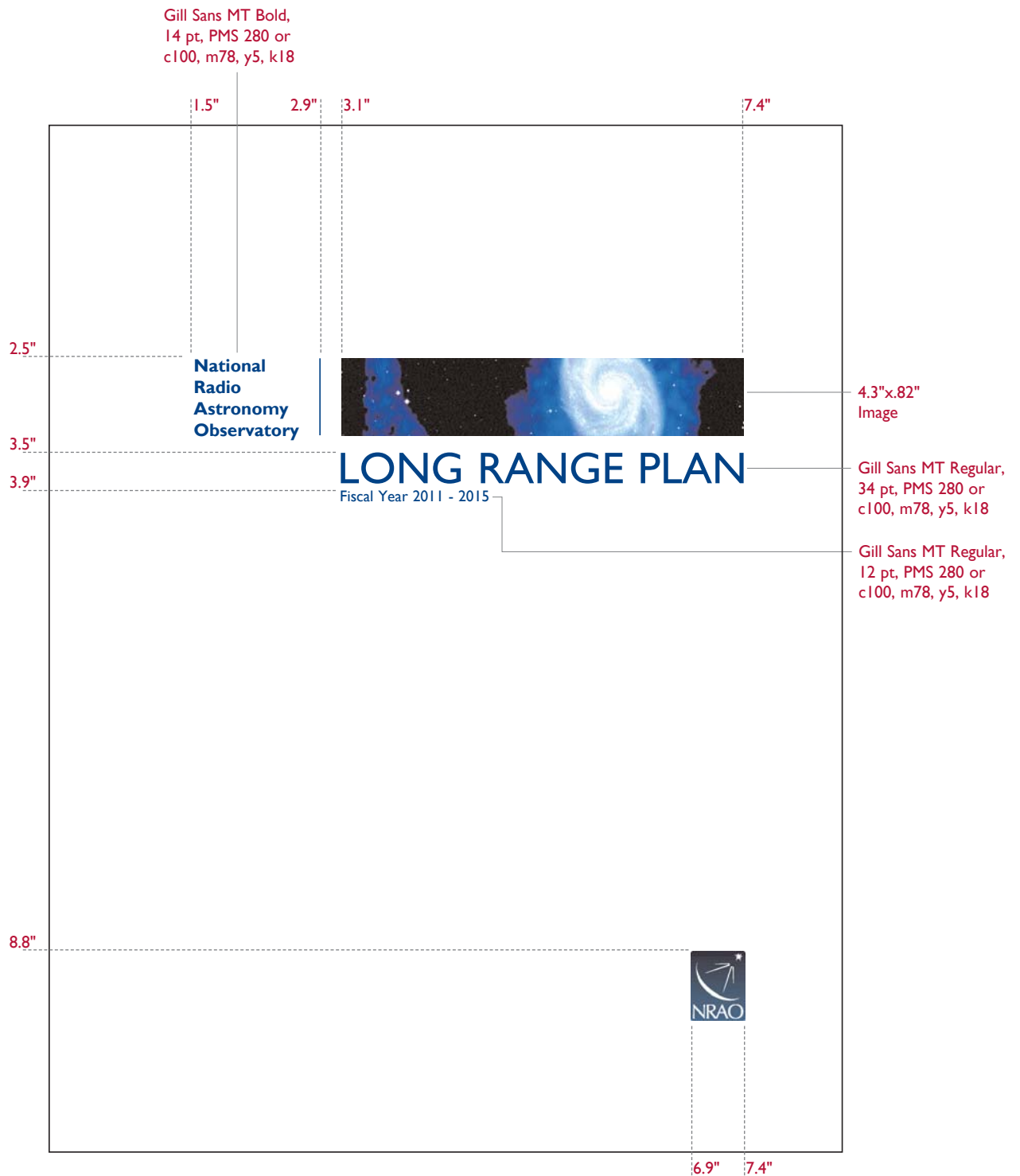
Including:

- Quarterly Report
- Progress Report
- Program Plan
- Long Range Plan

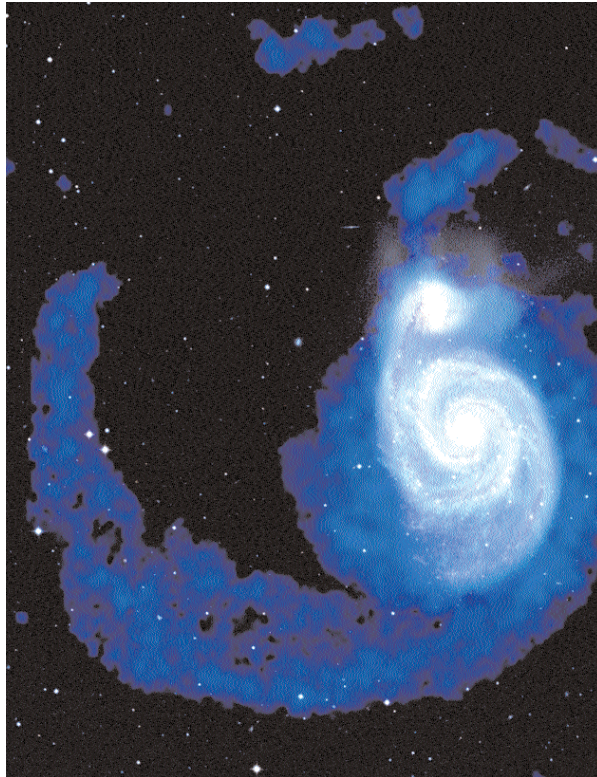
All of our report covers will maintain the same look. On the following pages are examples of the cover, the inside cover, the table of contents and the back cover of the reports.

The cover of all reports includes a detail of a NRAO science image sized 4.3" x .82". The inside of the same cover shows this image in its entirety, at full bleed.

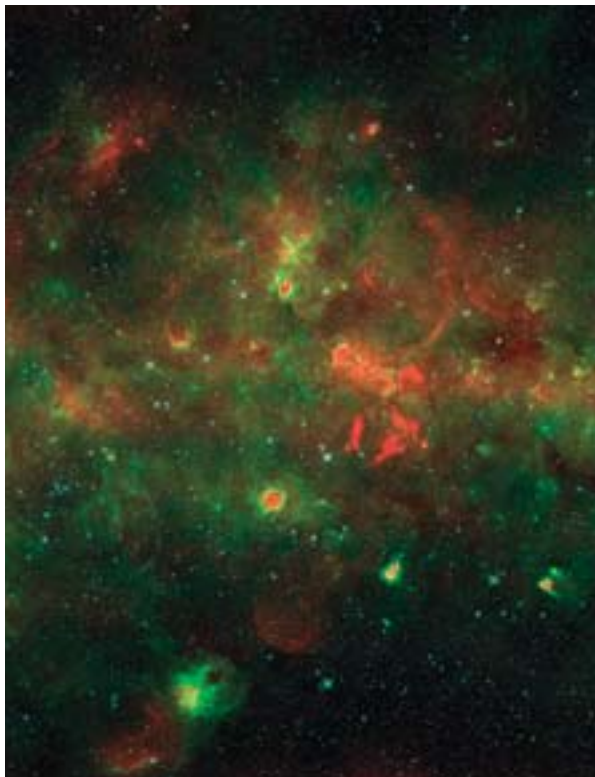
Report Cover - Long Range Plan



Inside Cover & Inside Back Cover
Long Range Plan



Full image of detail
on front cover



Full bleed scientific
image

Back Cover - Long Range Plan & All Other Collateral

2" 4.75" Gill Sans MT Regular, 8 pt, Black

5.7" 6.5"

NRAO Headquarters and North American ALMA Science Center
National Radio Astronomy Observatory
520 Edgemont Road
Charlottesville, Virginia 22903-2475
434-296-0211

NRAO Technology Center
National Radio Astronomy Observatory
1180 Boxwood Estate
Charlottesville, Virginia 22903-4602
434-296-0358

NRAO - Green Bank
National Radio Astronomy Observatory
P. O. Box 2
Green Bank, West Virginia 24944-0002
304-456-2011

NRAO - Pete V. Domenici Science Operations Center
National Radio Astronomy Observatory
P. O. Box 0
Socorro, New Mexico 87801-0387
575-835-7000

NRAO/AUI - Chile
NRAO/AUI
Av. Apoquindo 3650, Piso 18
Las Condes
Santiago de Chile
CHILE
+56-2-210-9600

The National Radio Astronomy Observatory is a facility of the National Science Foundation operated by Associated Universities, Inc.

Gill Sans MT Regular, 7 pt, Black

Report Cover - Program Plan

National
Radio
Astronomy
Observatory



PROGRAM PLAN

Fiscal Year 2010



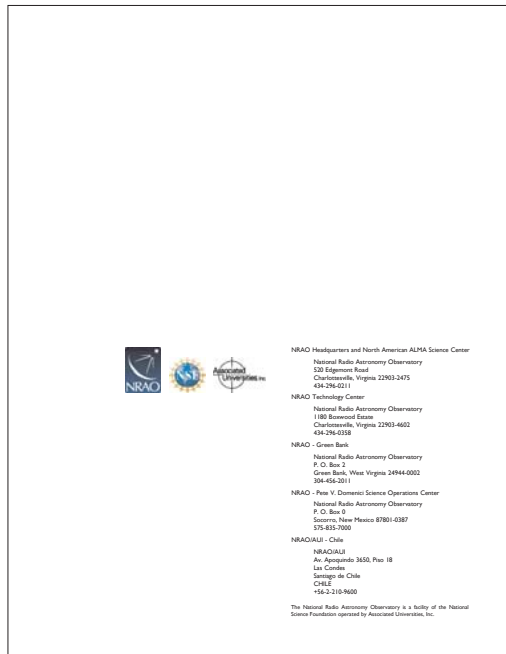
Inside Cover, Inside Back Cover & Back Cover Program Plan



Inside cover



Inside back cover



Back cover

NRAO Scientific Posters

Scientific Conference Posters

Size: 40" x 48" (may vary)

Colors for Print: PMS 280, PMS 296
PMS 187, PMS 542
Black

Font: Gill Sans MT Family

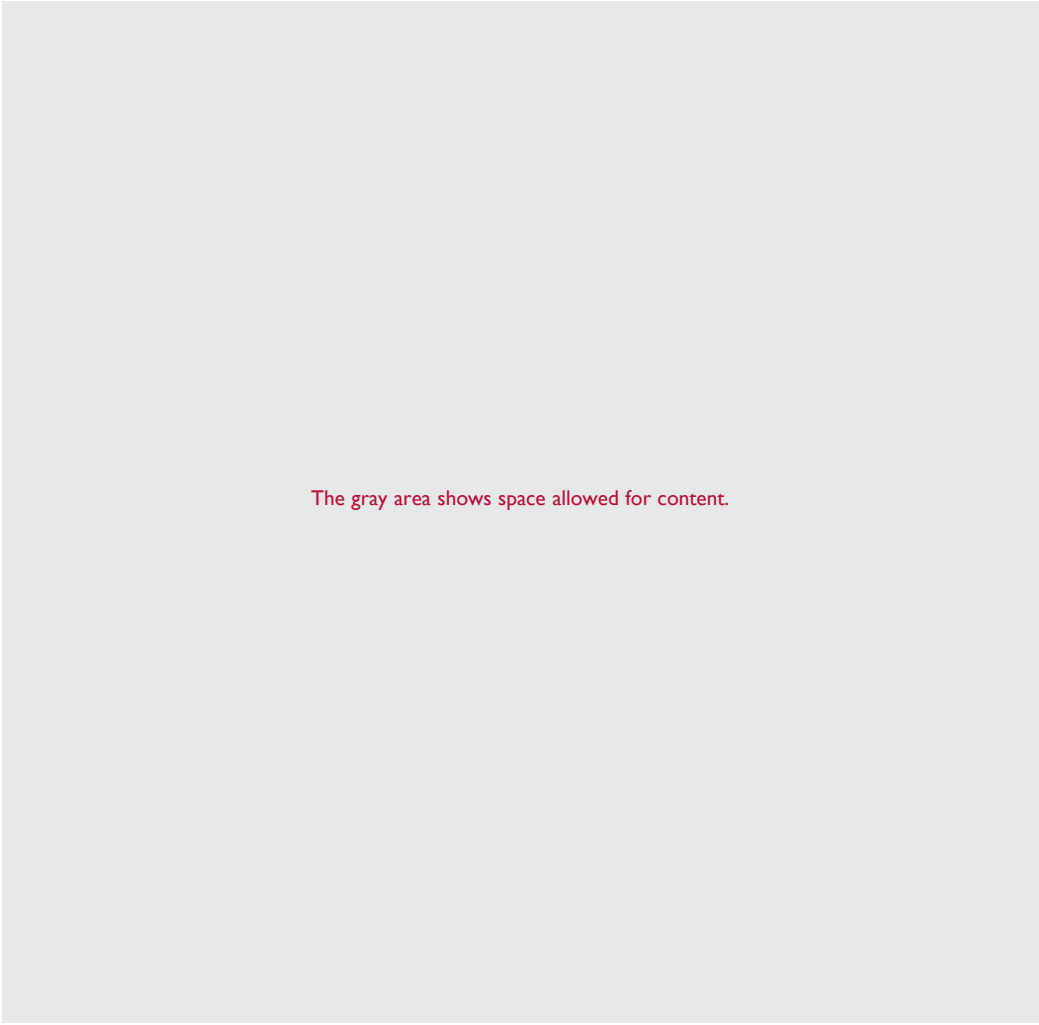
Layout specifications: The greatest concern is to maintain an appropriate margin of white space, top, bottom and sides, regardless of the poster's final size. Our sample which is 40" x 48" has a 2.5" margin top and sides and 2.875" margin at bottom. The 'gray area' which is 35' x 34.5' represents the space reserved for the actual scientific data/paper.

The length of the title of the presentation, as well as the number of presenters, is subject to change. The font size of the title must change in order to keep it within the space allocated for it and the presenter's names.

Logos of the presenters' affiliations in the bottom right corner should be scaled to 75% of the NRAO logo on the left side, and have sufficient white space between them.

Sample found on next page.

Scientific Conference Posters

		Gill Sans MT Bold, 60 pt, PMS 280 or c100, m78, y5, k18	Gill Sans MT Bold, 60 pt, PMS 280 or c100, m78, y5, k18	
2.5"				2.5"
2.5"	Discovering the Universe with Radio Astronomy			
	K. Jansky ¹ , O. Struve ² , E. Hubble ³ , F. Hoyle ⁴			
6.5"	¹ Bell Laboratories, ² NRAO, ³ Mount Wilson Observatory, ⁴ Institute of Astronomy Cambridge			
	 The gray area shows space allowed for content.			
41"				
42"				
45"			This gray area is space for presenters' logos.	
	Gill Sans MT Regular, 8 pt, Black	2 pt Line, PMS 280 or c100, m78, y5, k18		



NRAO Headquarters and North American ALMA Science Center

National Radio Astronomy Observatory
520 Edgemont Road
Charlottesville, Virginia 22903-2475
434-296-0211

NRAO Technology Center

National Radio Astronomy Observatory
1180 Boxwood Estate
Charlottesville, Virginia 22903-4602
434-296-0358

NRAO - Green Bank

National Radio Astronomy Observatory
P. O. Box 2
Green Bank, West Virginia 24944-0002
304-456-2011

NRAO - Pete V. Domenici Science Operations Center

National Radio Astronomy Observatory
P. O. Box 0
Socorro, New Mexico 87801-0387
575-835-7000

NRAO/AUI - Chile

NRAO/AUI
Av. Apoquindo 3650, Piso 18
Las Condes
Santiago de Chile
CHILE
+56-2-210-9600

The National Radio Astronomy Observatory is a facility of the National Science Foundation operated by Associated Universities, Inc.