The NSDL logo consists of four colored blocks containing the letters “NSDL”. The words “The National Science Digital Library” appear below the blocks in the font Scala Sans Bold, although the blocks may also be used alone without the type below. There are several acceptable variations of the logo which appear below.

The “black box” logo should be the first choice when selecting a logo. In cases where the logo will appear smaller than 1.75 inches in width the variation without the words “The National Science Digital Library” should be used to ensure legibility. Note in the variation without the black box the letters “NSDL” do not bleed to the edge of the colored boxes.
Staging Area

To ensure proper presentation of the NSDL logo the staging area around it must be free and clear of any elements such as type, images, graphics, or other logos. The formula for determining the proper staging area is shown below. There should be a frame around the entire logo that measures no less than the indicated proportions.

Note in the “black box” variation of the logo the black box itself acts as the proper proportions for the staging area.

one half of block height = x
The NSDL identity utilizes four main colors—blue, gold, green and red. Specific ink colors for coated or uncoated papers are as follows:

**Blue**
- Coated: PMS 647c / PMS 647u
- Uncoated: PMS 647c / PMS 647u

**Gold**
- Coated: PMS 130c / PMS 129u
- Uncoated: PMS 130c / PMS 129u

**Green**
- Coated: PMS 384c / PMS 383u
- Uncoated: PMS 384c / PMS 383u

**Red**
- Coated: PMS 201c / PMS 200u
- Uncoated: PMS 201c / PMS 200u

CMYK, RGB and Web color mixes are indicated in the chart below.

When using the greyscale variation of the logo the colored boxes are represented by 50% black.
Illustration and Photography

To promote a consistent identity for NSDL, there is a small library of available images and general guidelines for creating new imagery.

The 12 images below consist of a variety of styles that communicate the range of information accessible through NSDL. Although the images include photography and different styles of illustration, a consistent identity is achieved by keeping a consistent color palette. The same palette (Pantone colors 647c or 647u, 130c or 129u, 384c or 384u, and black) should be used when creating any additional illustrations or photography for use in NSDL materials.

For use in print select either .tif or .eps files that are 300dpi in resolution. For use on screen (web powerpoint, etc.) select .jpg files that are 72dpi in resolution. Be sure not to enlarge web version of the artwork files beyond their default dimensions to maintain image quality. If larger images are needed the print versions of the artwork may be substituted and scaled down.

See examples of the artwork used in previously developed NSDL materials on pages 7 & 8.
In addition to the illustration and photography, NSDL has a library of icons that represent content categories. The icons come in the 4 main NSDL colors. When using content category icons it is best to choose varying colors rather than use all the same color.

Icons

In addition to the illustration and photography, NSDL has a library of icons that represent content categories. The icons come in the 4 main NSDL colors. When using content category icons it is best to choose varying colors rather than use all the same color.

An example of acceptable color choice is shown below.
A selection of typefaces has been chosen for their compatibility with the NSDL logo, their readability, design flexibility and a contemporary look. Their consistent application, when available, will further unify NSDL materials.

**Web**

**Verdana**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*()?;:,./
```

**Verdana Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%
```

**Verdana Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%
```

**Print**

**Frutiger Light**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*()?;:,./
```

**Frutiger Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*()?;:,./
```

**Frutiger Black**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*()?;:,./
```

**Palatino**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%
```

**Palatino Bold**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%
```

**Palatino Italic**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%
```
## Referencing NSDL

<table>
<thead>
<tr>
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<th>Inappropriate / Discouraged</th>
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<td>The National Science Digital Library</td>
<td>N.S.D.L.</td>
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<td>The National Science, Mathematics, Engineering, and Technology Education Digital Library</td>
<td>National STEM Digital Library</td>
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<td>3rd Annual All-Projects Meeting</td>
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Examples