

The Logo

The NSDL logo consist 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.



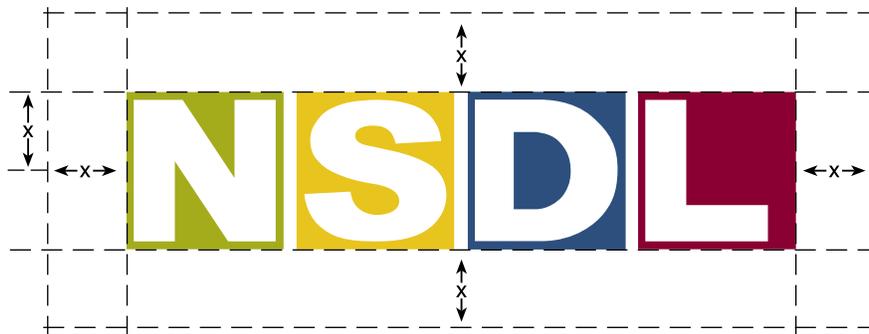
Staging Area

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



one half of block height = x

Color

The NSDL identity utilizes four main colors—blue, gold, green and red. Specific ink colors for coated or uncoated papers are as follows:

blue PMS 647c / PMS 647u

gold PMS 130c / PMS 129u

green PMS 384c / PMS 383u

red 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.



PMS 647c
PMS 647u



PMS 130c
PMS 129u



PMS 384c
PMS 383u



PMS 201c
PMS 200u

	Coated Colors	Uncoated Colors	CMYK Colors	RGB Colors	Preferred Web Colors	Web Safe Colors
blue	PMS 647c	PMS 647u	C 94 M 43 Y 0 K 38	R 32 G 65 B 108	255282	003366
gold	PMS 130c	PMS 129u	C 0 M 27 Y 100 K 0	R 255 G 161 B 2	F8B800	FFCC33
green	PMS 384c	PMS 383u	C 15 M 0 Y 100 K 30	R 132 G 139 B 0	96A800	999900
red	PMS 201c	PMS 200u	C 0 M 100 Y 65 K 34	R 137 G 21 B 54	AA2B4A	990033

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.

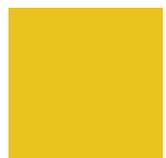
The 12 images below consist of a variety of styles that communicate the range of information accessible through NSDL. Although the images include photography and different styles of illustration, a consistent identity is achieved by keeping a consistent color palette. The same palette (Pantone colors 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.



PMS 647c or PMS 647u + black



PMS 130c or PMS 129u + black

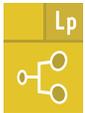
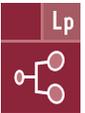
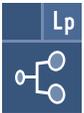
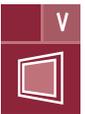
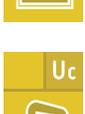


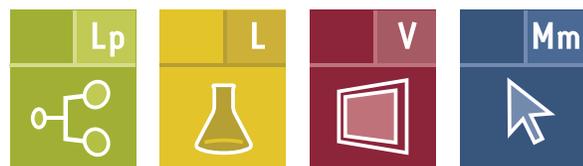
PMS 384c or PMS 383u + black

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.

LESSON PLAN				
LAB				
VIDEO				
MULTIMEDIA				
TEXT BOOK				
SCHEMATIC				
WEB TUTORIAL				
USER COMMENT				
SCIENCE NEWS				



Typefaces

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.

Palatino regular is the recommended choice for large bodies of text. Frutiger Light is also a good choice for text. The medium and heavier weights of Frutiger (roman, bold or black) are recommended for use in headlines or subheads. Verdana is recommended for use on the web, or as an alternate when Frutiger is not available.

Web

Verdana

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./

Verdana Bold

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 Z
 1234567890!@#\$%&*()?;:./**

Verdana Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./*

Print

Frutiger Light

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./

Frutiger Roman

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./

Frutiger Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./*

Frutiger Bold

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./**

Frutiger Black

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./**

Palatino

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./

Palatino Bold

**abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./**

Palatino Italic

*abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@#\$%&*()?;:./*

Referencing NSDL

Appropriate / Preferred

NSDL

The National Science Digital Library

The National Science, Mathematics, Engineering, and
Technology Education Digital Library

NSDL.org

<http://nsdl.org>

2003 NSDL Annual Meeting

NSDL Annual Meeting 2003

Inappropriate / Discouraged

The NSDL

N.S.D.L.

National STEM Digital Library
National SMETE Digital Library

Nsdl.org

nsdl.org

NSDL All-Projects Meeting

All-Projects Meeting
3rd Annual All-Projects Meeting
3rd Annual NSDL Meeting

Examples

