



Federal Laboratory Consortium
for Technology Transfer

FLC Style Guide

The FLC identity must always be applied in a consistent manner and care must be taken to avoid misuse and confusion. Our logo is the cornerstone to visual consistency, which is vital to an effective identity program.

The rules of application with respect to the color, protected area, proportion between elements and typography of the logo are defined here.

Each reproduction of the logo must start from an original vectorial file and must always follow the guidelines as described in this style guide.

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**PRIMARY LOGO**

This is the primary FLC logo for general communications within the Federal Laboratory community. It can also be used on collateral outside the community when background information is also presented. It's easily recognized at a variety of sizes for both print and digital communications.

**DESCRIPTIVE LOGO**

This logo is to be used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach. Due to the smaller signature type size, it is only recommended when readability and well-defined legibility permits.

**EMPHASIS LOGO**

The larger signature type makes this logo ideal for outside audiences when the "descriptive logo" signature is too small to be legible. It can also be used when the desired effect is to emphasize the mission of the FLC.

**REGIONAL LOGO**

Each of the six regions have a unique brand color with corresponding subtext. The FLC logo and regional signature typography must remain in proportion at all times consistency.

1x		1x
2x		2x
1x	Protected Space	1x


PROTECTIVE SPACING

Allow the logo room to breathe and maintain an appropriate amount of protective space around the logo. “X” represents one-half the size of the letters in the box and is used as a measuring tool to help maintain clearance.

1x		1x
2x		2x
	Technology Transfer	
1x		1x

SIGNATURE SPACING

Note that the space to the left of the FLC acronym and symbol is equal to the space between the acronym and signature.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in.



FLC BLUE

Consistent use of colors across all mediums will help reinforce the FLC brand. FLC Blue should always be used as the primary logo color when it is placed on a white or light colored background.



PANTONE 295C
CMYK 100, 65, 8, 54
RGB 0, 40, 85
HEX #002855



REVERSE

The white negative or reverse logo should be used when placed on dark or photographic backgrounds.



PANTONE White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF



BLACK

The back logo should only be used when color printing is not an option or depending on special circumstances when presented digitally.



PANTONE Black
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



PANTONE 1235 C
CMYK 0, 31, 98, 0
RGB 255, 184, 28
HEX #FFB81C



PANTONE 7683 C
CMYK 95, 50, 0, 0
RGB 66, 109, 169
HEX #426DA9



PANTONE 321 C
CMYK 96, 3, 35, 12
RGB 0, 140, 149
HEX #008C95



PANTONE 021 C
CMYK 0, 80, 100, 0
RGB 254, 80, 0
HEX #FE5000



PANTONE 187 C
CMYK 20, 100, 85, 15
RGB 171, 30, 46
HEX #AB1F2F



PANTONE 235 C
CMYK 20, 100, 11, 41
RGB 132, 11, 85
HEX #840B55

REGIONAL COLORS

Each of the six regions have a unique brand color with corresponding subtext. The FLC logo and regional signature typography must remain in proportion at all times for identity consistency. However, when deemed appropriate the signature can be removed with consideration to other branding elements, size and audience. These colors always represent their corresponding region and can never be used on the primary FLC logo.



DO USE THE ENTIRE LOGO

The FLC logo includes the logomark combined with the logotype. Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from unauthorized uses.



DO NOT CHANGE THE LOGO

Do NOT distort the logo.



Do NOT change the color or modify the logo in any way.



Do NOT create other logos using the logomark.



Do NOT use three-dimensional treatments. Shadowing may only be used for purposes of legibility and not to add dimension.



DO USE THE LOGO THIS WAY

Only use the white logo on a dark background.



The logo should only be placed on images where it's protected space isn't compromised by major elements of the image.



Use the white logo on backgrounds where there is not enough contrast to have the color logo stand out.



DO NOT USE THE LOGO THIS WAY

Do NOT use FLC Blue logo on a dark background.



Do NOT use logo over a busy background.



Do NOT use the color logo over backgrounds where there is not enough contrast to have the logo stand out.

ELEMENTS: COLOR PALETTE



Blue

PANTONE 7683 C
CMYK 95, 50, 0, 0
RGB 66, 109, 169
HEX #426DA9



**Light
Blue**

PANTONE 297 C
CMYK 72, 18, 1, 0
RGB 32, 165, 219
HEX #20A5DB



Teal

PANTONE 321 C
CMYK 96, 3, 35, 12
RGB 0, 140, 149
HEX #008C95



**Light
Teal**

PANTONE 3255 C
CMYK 70, 0, 30, 0
RGB 17, 194, 194
HEX #11C2C2



Grey

PANTONE Cool Grey 9
CMYK 30, 22, 17, 57
RGB 121, 121, 124
HEX #79797C



Yellow

PANTONE 1235 C
CMYK 0, 31, 98, 0
RGB 255, 184, 28
HEX #FFB81C



Orange

PANTONE 021 C
CMYK 0, 80, 100, 0
RGB 254, 80, 0
HEX #FE5000



Red

PANTONE 187 C
CMYK 20, 100, 85, 15
RGB 171, 30, 46
HEX #AB1F2F



Maroon

PANTONE 235 C
CMYK 20, 100, 11, 41
RGB 132, 11, 85
HEX #840B55

PRIMARY COLOR PALETTE

This group of colors will create vibrant communications that complement the FLC Blue. Their consistent use within print and digital design elements, charts, gradients, etc will help maintain the FLC identity. Use “FLC Blue” sparingly in communications so as not to outshine the logo. The palette can be used in any screen/tint.

These colors are never to be used for the FLC logo.

SECONDARY COLOR PALETTE

These colors should be used in combination with the FLC Blue and the primary color palette to enliven FLC communications. Screened/tinted versions of these colors are allowed.

These colors are not intended to be used for large areas on any publication or communication product. They should be used sparingly so that they do not detract from our brand, but accent it.



GRID PATTERNS

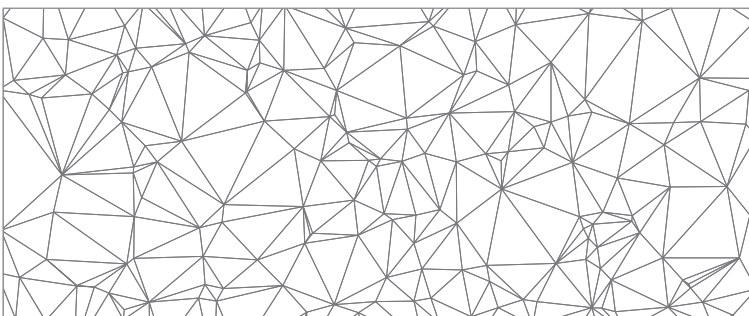
The logomark of the FLC logo is based on the isometric grid. When a subtle texture is needed, incorporating a grid pattern is an ideal solution. The stroke and treatment of the grid is left up to the designer.





ABSTRACT BACKGROUNDS

Several color versions of the abstract background are available. The design can be customized however the designer sees fit. Key elements such as logos and copy should not be placed on top of the background unless it is modified properly.



Uni Sans Regular

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Uni Sans Regular Italic

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Uni Sans Bold

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Uni Sans Bold Italic

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Regular

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Regular Italic

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Bold

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Bold Italic

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY TYPEFACE

The preferred typeface for headlines, subheads and hero text is Uni Sans. It can be used as seen fit, but is not recommended for body copy or small print. As a staple of the visual identity system, it should be used on materials whenever possible. A license would need to be acquired to use this font.

SECONDARY TYPEFACE

Helvetica Neue can be used for short amounts of body copy or replace Uni Sans when it is not available. The typeface is easily accessible and will help create consistency on materials not provided by the FLC MSO.

BODY COPY TYPEFACE

Use Garamond in cases where there is a lot of body copy or when the text is displayed in a very small point size.