

GRAPHIC STYLE GUIDE

VERSION 3

FEBRUARY 2008

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INTRODUCTION

The Nanoscale Informal Science Education (NISE) Network is a national community of researchers and informal science educators dedicated to fostering public awareness, engagement, and understanding of nanoscale science and technology.

NISE Network goals:

1. Support widespread efforts to raise public awareness of nanoscale science, engineering, and technology
2. Plan, develop, and distribute informal educational products that foster engagement with and understanding of nanoscale science, engineering, and technology
3. Form partnerships and working alliances with researchers in the field to carry out this work
4. Stimulate and support research aimed at increasing our capacity to meet these goals

The NISE Network logo and graphic elements have been designed to communicate the collaborative and multi-disciplinary nature of this network in an authentic voice.

CONTACT

For questions regarding the usage of the NISE Net logo, or to obtain artwork, please contact:

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LOGO

The NISE Net logo elements should always be used together as a unit, and the colors should not be modified in any way. The primary logo is the preferred logo for most applications. The secondary logo may be used when space is limited, or a more horizontal layout is desired. This logo should always be used against a white background.

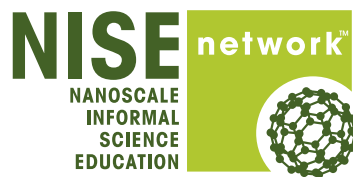
MINIMUM SIZE

For printed materials, the logo should never be reproduced at a size smaller than 1 inch wide. On screen the minimum pixel size is 150 pixels wide.

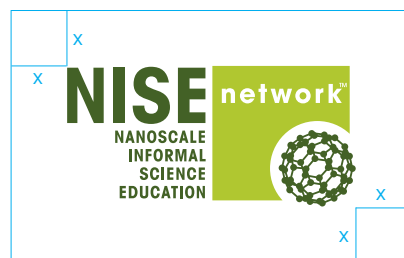
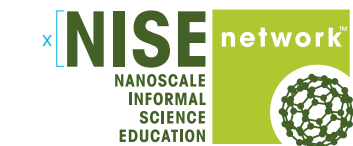
LOGO SAFETY AREA

As a general rule, the logo should always have white space around it where no other text, photography, or artwork is present. This space should be greater than or equal to the height of the large "N". When placing the logo on the corner of printed material, it should be equidistant from both edges.

PRIMARY LOGO



1" wide for print
150 wide pixels for screen



SECONDARY LOGO



1" wide for print
150 wide pixels for screen



GRAYSCALE/BLACK AND WHITE

For black and white printing, the logo may be reproduced in grayscale (100% black and 50% gray) or 100% black.

SINGLE COLOR

The 2-color version of the logo is preferred, but when a single color must be used, the logo may be reproduced in either one of the NISE Net greens (PMS 371 or PMS 390). It may also be reversed out to white against a dark background.

The NISE Network style CD contains all versions of the logo.

DON'T

The 2-color logo should never be used over another color or photograph. With the exception of the bucky ball, the elements of the logo should never be separated or used independently. Don't scale the logo disproportionately, alter its colors, or recreate the tagline with another font. The only acceptable colors for the logo are the 2 NISE Net greens (PMS 371 or PMS 390) and black, grayscale, or white.

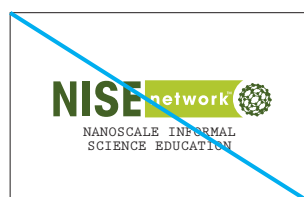
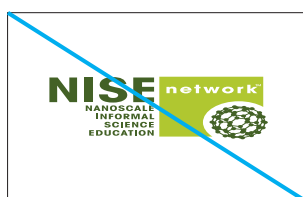
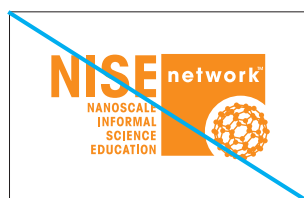
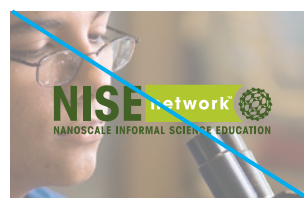
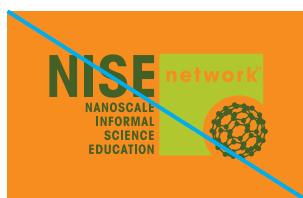
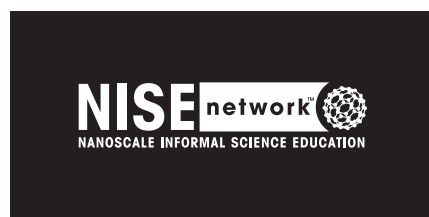
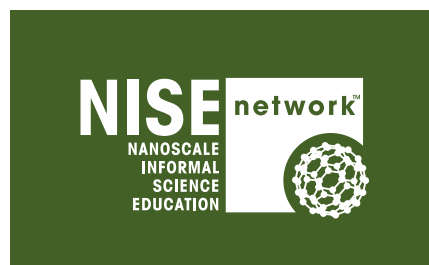


PHOTO MARK

In an effort to integrate genuine, meaningful photography into NISE Network collateral, publications and deliverables, a photo mark has been developed. This mark incorporates elements of the NISE Network logo and provides varied options for integrating photography into print and online materials.

USAGE

The photo mark should only be used over photography. All integrated photography should be black and white. (For more detail on photography see page 13).

MINIMUM SIZE

The minimum size for the photo mark in printed materials is 1/2" wide. On screen the minimum size is 70 pixels wide.

PLACEMENT

The 2 versions of the photo mark allow it to be placed on either the left side or right side of a photo. The tagline may be used underneath a photo or float on top. In both usage scenarios the photo mark should always appear above the tagline.

CONTRAST

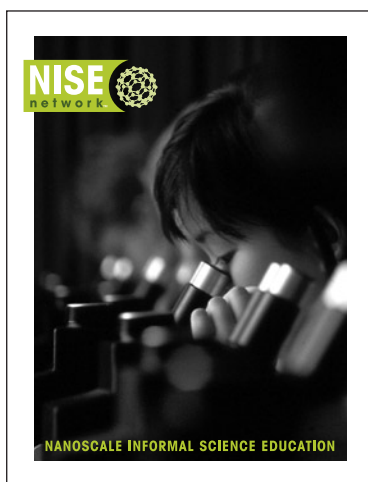
When integrating the photo mark and tagline with photography, it is essential to have good contrast. For this reason the bucky ball may be either one of the NISE Net greens, or tinted out. In some cases the underlying photography may need to be darkened or lightened in places to ensure adequate contrast.



1/2" wide for print
70 pixels wide for screen



NANOSCALE INFORMAL SCIENCE EDUCATION



COLOR SPECIFICATIONS

MAIN COLORS

The two NISE Net greens are the primary colors of the NISE Net color palette. Tints from 100% to 10% may be used.

ACCENT COLORS

Two sets of accent colors have been developed to complement the NISE Net greens. Tints from 100% to 10% may be used.

See pages 10-11 for details on accent color usage.

NISE NETWORK GREENS

PMS 390

HEX 99C100

C	30	R	182
M	0	G	191
Y	98	B	0
K	8		

PMS 371

HEX 2B5117

C	53	R	83
M	14	G	104
Y	89	B	43
K	56		



SOPHISTICATED ACCENT COLORS

PMS 7469
HEX 00688B

C	100	R	0
M	31	G	104
Y	8	B	139
K	38		

PMS 690
HEX 99C100

C	25	R	100
M	96	G	31
Y	15	B	69
K	60		

PMS 2627
HEX 49176D

C	84	R	66
M	100	G	20
Y	7	B	95
K	33		



PLAYFUL ACCENT COLORS

PMS 2627
HEX 49176D

C	84	R	66
M	100	G	20
Y	7	B	95
K	33		

PMS 1375
HEX FFAE16

C	0	R	249
M	45	G	157
Y	95	B	41
K	0		

PMS 326
HEX 12AEA2

C	85	R	0
M	0	G	178
Y	38	B	176
K	0		

PMS 393
HEX E9F86B

C	3	R	253
M	0	G	252
Y	48	B	130
K	0		



FONTS

The NISE Network font is ITC Avant Garde Gothic. The book, demi, and bold weights should be used for most applications. The italic and compressed weights should be used sparingly.

Avant Garde Gothic can be purchased from: www.itcfonts.com

When a serif typeface is need,
Georgia should be used.

Arial can be used as an alternate
to Avant Garde Gothic.

ITC AVANT GARDE GOTHIC BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC AVANT GARDE GOTHIC DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC AVANT GARDE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC AVANT GARDE GOTHIC BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC AVANT GARDE GOTHIC BOOK COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz *italic* and **bold**

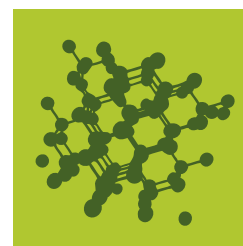
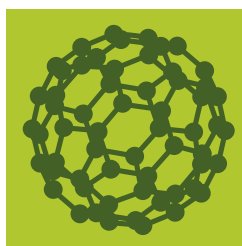
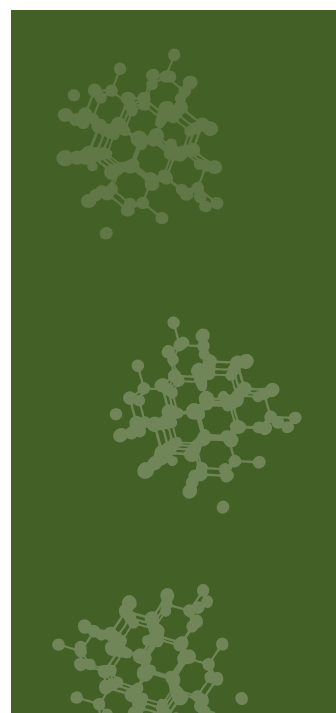
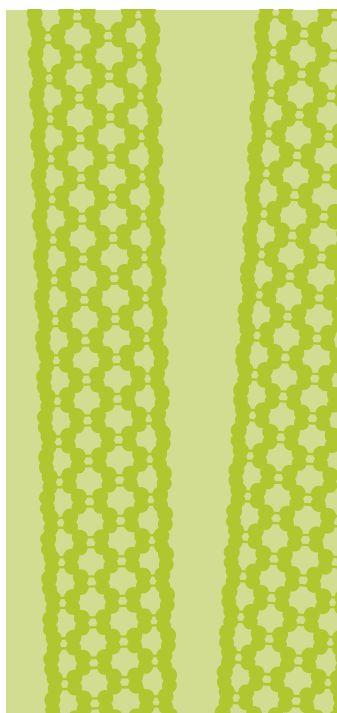
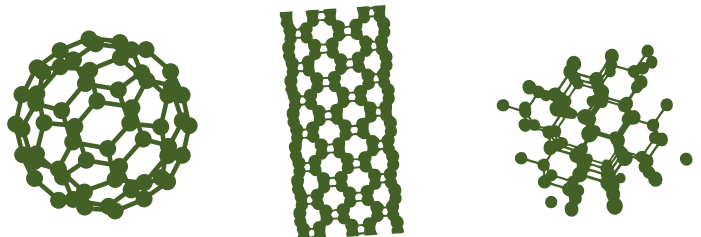
ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz *italic* and **bold**

ADDITIONAL GRAPHIC ELEMENTS

The bucky ball, carbon nano-tube, and silicon molecule line art can be used in many ways. They can add visual interest to backgrounds, headers, and layout templates. When using these elements, the NISE Net color palette should be applied. Other molecules or molecular structures can be rendered in the same manner.

The NISE Network style CD contains these graphic elements.



FORUMS GUIDE AND DVD



The collage displays four views of a black exhibition report folder. The top-left view shows the front cover with a white label that reads "NISE INFANCIUM EXHIBIT REPORT" and features a green molecular structure graphic. The top-right view shows the back cover with a photo of hands holding a molecular model and the NISE INFANCIUM logo. The bottom-left view shows the inside of the folder with a green molecular structure graphic. The bottom-right view shows the inside of the folder with a white label that reads "EXHIBIT REPORT" and features a green molecular structure graphic.

SOPHISTICATED ACCENT COLOR USAGE

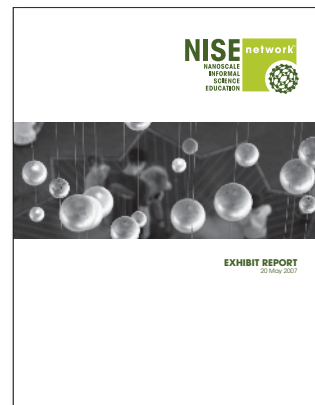
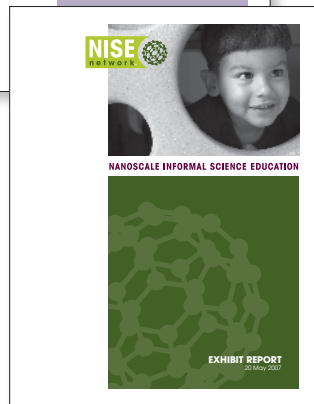
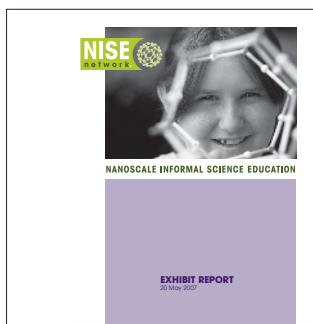
WHAT MAKES THIS PALETTE SOPHISTICATED?

- Dark NISE Net green (PMS 371) and tints of NISE Net light green (PMS 390) used as main colors more often than light green
- Use of light tints
- Ample use of white space
- Restrictive use of accent colors within the same piece (greens + 1 accent color only)

WHERE/WHEN MIGHT THIS PALETTE BE USED?

- NISE Network annual report
- NSF presentations
- Forums materials

SUGGESTED LAYOUTS



NISE Net greens + 3 PMS colors + tints



See page 6 for color specifications



PLAYFUL ACCENT COLOR USAGE

WHAT MAKES THIS PALETTE PLAYFUL?

- Light NISE Net green (PMS 390) as main color
- Minimized use of dark green
- Use of color trios (light green + 2 accent colors) within the same piece

WHERE/WHEN MIGHT THIS PALETTE BE USED?

- ASTC materials
- NISE Network brochure and materials for general public
- NanoDays materials

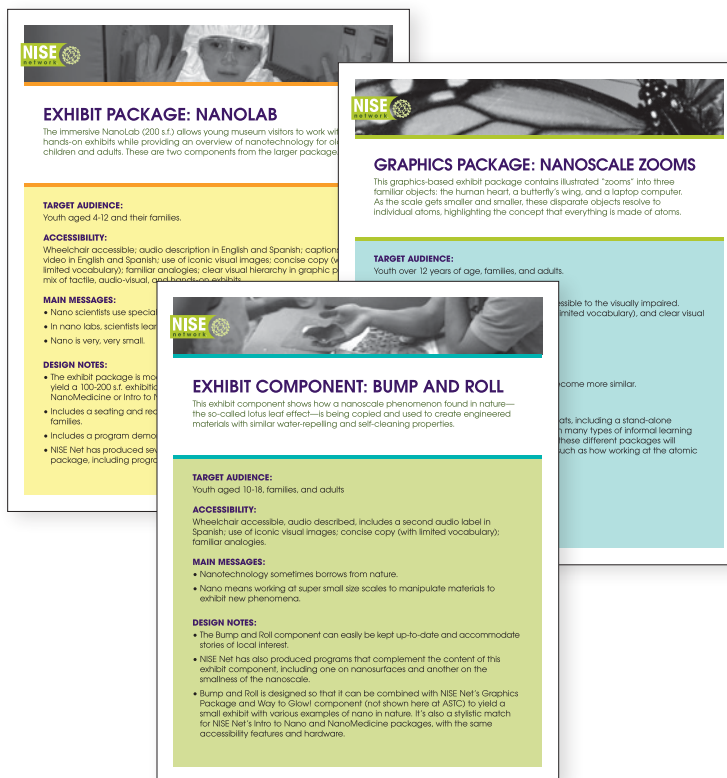
SUGGESTED LAYOUTS



NISE Net greens + 4 PMS colors + tints



See page 6 for color specifications



SUGGESTED LAYOUTS

POWERPOINT TEMPLATES

When creating Powerpoint templates and presentations all NISE Network style guidelines should be followed. Limit fonts to the 3 approved fonts, and apply the NISE Net color palette.

Photography on main slides should be black and white.



Only Avant Garde Gothic, Arial, or Georgia typefaces should be used. Don't use more than 3 type sizes per slide.

graphic elements can be integrated into the templates

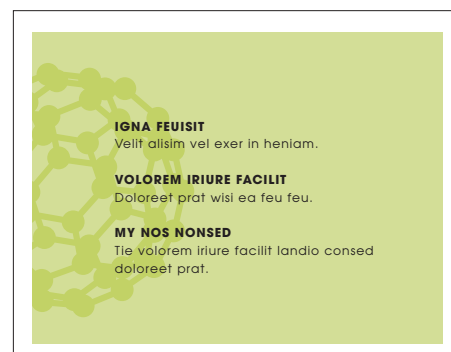


use all caps and a bit of letterspacing on titles



breaking sides up into boxes helps create an engaging layout

keep reference photos small



SUGGESTED LAYOUTS

T-SHIRTS



SUGGESTED LAYOUTS

PROMOTIONAL ITEMS



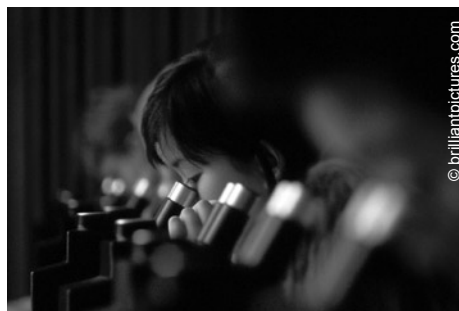
PHOTOGRAPHY GUIDELINES

Black and white photography should be used on all covers and main pages. Color photography can be used but should play a secondary role, and should appear only on the inner pages of brochures, reports, and websites.

NISE Network photography should show people of all ages engaged in informal learning. It is important that shots convey a sense of wonder, contemplation or engagement and have interesting, uncluttered compositions. Large areas of lights or darks and small depth of field are helpful for integrating the NISE Net photo mark.

When working with existing photography, simplify complex shots by cropping and focusing on just one aspect.

The NISE Network style CD contains a set of photographs from various sources. These images can be used in any NISE Net material or deliverable. Please note that some of the photos have credit information that should be included every time the photograph is used.



NSF GUIDELINES

All deliverables—including television and radio broadcasts, exhibitions, electronic components such as web pages, publications, and promotional materials—must include a clear indication of the source(s) of support (NSF and other contributors) and must include the NSF logo and Award number, all in a manner to be approved by NISE Net.

The NSF logos are available in a variety of colors and file formats and can be downloaded from the NSF website:
www.nsf.gov/policies/logos.jsp

WRITING GUIDELINES

When referring to the network in writing, the correct abbreviations are NISE Network and NISE Net.

“NISE” is not an acceptable abbreviation.

When incorporated into the design of the NISE Network logo and photo mark, “network” appears in all lowercase. However, in writing, when following the “NISE” abbreviation, the “N” in “Network” and “Net” should always be uppercase.

The phrase “nanoscale science, engineering, and technology” should be used rather than “nanoscience and technology.”

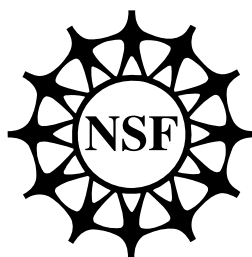
STATEMENT FOR ALL DELIVERABLES:

This project (exhibition, report, etc.) was (based on work) supported by the National Science Foundation under Grant No. ESI-0532536.

ADDITIONAL STATEMENT FOR PUBLICATIONS:

Any opinions, findings, and conclusions or recommendations expressed in this (report, etc.) are those of the author(s) and do not necessarily reflect the views of the Foundation.

THE NSF LOGO MUST BE INCLUDED ON ALL DELIVERABLES



CORRECT ABBREVIATIONS:

NISE Network

NISE Net

INCORRECT ABBREVIATIONS:

~~NISE network~~

~~NISEnet, NISE net~~

~~NISE~~