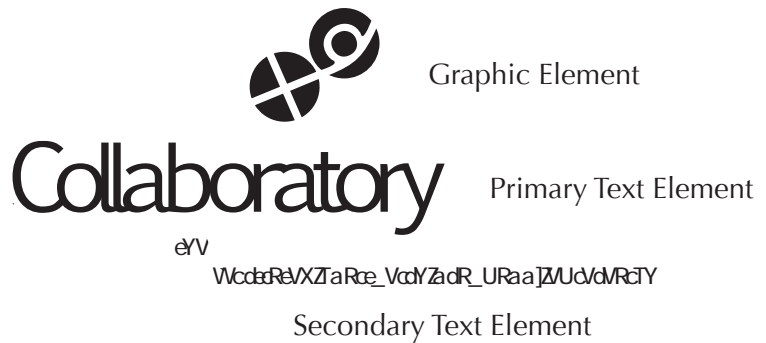


What You Need to Know to Use the Collaboratory Design Elements

Standards for all Collaboratory Materials

First of all, it's not a logo - so don't call it that. It is actually three different design elements. Say it with me, "Design elements." Very good. We call the three design elements the graphic element, the primary text element and the secondary text element. (See the pretty pictures to the right for clarification.)



No matter where, when or how they are used, these three elements MUST follow the guidelines below (failure to do so results in punishment as deemed fit by the Collaboratory Manager):

The design elements may only exist in these colors:



The graphic element may exist independently of the other elements at any size, opacity (transparency) or distance from the text elements should they be present. It may not be rotated or be cut off at the margins of the page. The graphic element may however be overlapped with taste and discretion by other texts, photos, or design elements in the piece. It does not have to be the same color as the text elements, but it does have to be one of the pantones listed above.

The primary text element may exist independently of the other elements at a legible and prominent size (in relation to the overall piece). Care should be taken to have appropriate space surrounding the primary text element. It may not be less than 100% opacity; it may not be rotated or overlapped.

The secondary text element must be accompanied by the primary text element. It must be the same pantone as the primary text element and must not be less than 100% opacity. It may not be rotated or overlapped and care should be taken that it is at a legible size. It is encouraged that the secondary text element be arranged with varying relationships to the other elements.