



Savannah River Nuclear Solutions **Branding Guide**

A guide to the SRNS logo, colors and publishing products



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Introduction

Savannah River Nuclear Solutions (SRNS), LLC, has established brand identity guidelines and standards to ensure clear communications when using the SRNS name or logo for internal and external audiences.

The SRNS brand communicates and establishes a positive relationship among SRNS, its employees and its stakeholders. The brand is the public face of the company and the framework that shapes the company's many communication avenues. Conscientious application of the SRNS brand should appear throughout all modes of internal and external communication.

This guide outlines the correct visual and editorial use of the SRNS brand. If you have questions about using the SRNS brand, please contact SRNS Corporate Communications for further guidance. This guide is also available on InSite. Type "logo" in the search field, click on "Quick Search," and select "SRNS Publishing Products and Logos."

Note: Publications intended for off-site use must be approved through the Savannah River Site's ROI (Request for Information Review and Release) process (OSR 14-357 LN).

Design, photography, video and illustrations

The SRNS brand benefits from sophisticated graphic design in print, web and electronic media that incorporates high-quality professional photography, video and illustration.

External publications, in particular, should reflect professional treatments that serve to elevate SRNS publications above those of the general marketplace.

SRNS Corporate Communications serves as the central organization for the creation of professional printed materials, websites, photography, video, illustrations and animations. Corporate Communications works to ensure that all external publications and graphic representations of SRNS adhere to approved standards.



The SRNS Primary Signature



The SRNS primary signature, or logo, is a valuable asset for the corporation and a visual representation of our company.

Correct use of the SRNS logo will ensure a positive and consistent image of the company's identity. Incorrect usage of the logo results in a negative impact on the company's image.

Color, typography, sizing and placement are integral features of any logo; and this guide provides specifications for those elements as they apply to the SRNS logo, regardless of the mode of communication (print, web, video, presentation, merchandising, etc.).

By respecting these guidelines, users can assist SRNS in maintaining its brand integrity.

Logo Availability

The SRNS logo is available on InSite in a variety of digital formats. Go to InSite, type "logo" in the search field, and click on "Quick Search." SRNS logos, along with other approved SRNS publication tools, are available by clicking on the link "SRNS Publishing Products and Logos."

For any requests not readily available on InSite, contact SRNS Corporate Communications.

Logo Spacing and Sizing

Usage rules apply to all approved variations of the SRNS logo.

Clear Space

Clear space is the minimum area surrounding the logo that must remain clear of text and/or other images.

Observance of clear space ensures that the logo is separated distinctly from any other graphic or typographical elements. This preserves the identity of the logo and underscores its graphic integrity.

For the SRNS logo, clear space is defined as **the height of the first two lines of text in the logo (see example below)**.

The amount of clear space varies proportionally with the size of the logo.

More space is allowable; less space is not.

Minimum Spacing

The minimum preferred spacing to the top and bottom of the logo is 100% of the height of the first two lines of text (“X” in the example at right).



The minimum preferred spacing to the left and right of the logo is 200% of the height of the first two lines of text (“2X” in the example at right).



Sizing

To ensure legibility, the full horizontal SRNS logo (that includes parent companies) may not be used smaller than 1.5” in width. If the logo needs to be smaller than 1.5” (for example, as a mark on an ink pen or other merchandise), see Page 8 for a set of Special Application logos.



Logo Colors

Usage rules apply to all approved variations of the SRNS logo.

The SRNS logo is made up of two distinct colors: dark blue and bright green.

Industry-standard color values are shown below.

Values include the Pantone Matching System (PMS); Cyan/Magenta/Yellow/Black (CMYK); Red/Green/Blue (RGB); and HEX.

PMS and CMYK color values are used in printed materials.

RGB values are used for electronic media, such as PowerPoint presentations and video.

HEX values are used in web-based publications.

Please note that the colors in printed materials will vary slightly because of different output devices and that printed colors may differ slightly from electronic versions.



All dark blue
areas and text

PMS: 2955
CMYK: 100.45.0.37
RGB: 0.82.136
HEX: 005288

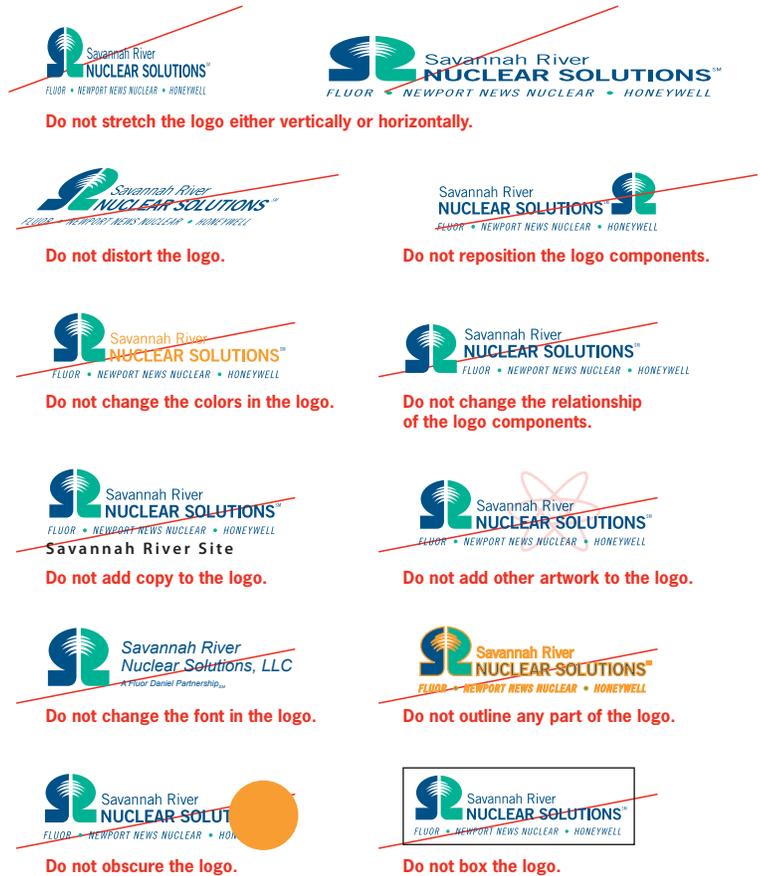
PMS: 339
CMYK: 84.0.56.0
RGB: 0.177.147
HEX: 00B193

All green
areas and text

Misuse of the SRNS logo

Usage rules apply to all approved variations of the SRNS logo.

The SRNS logo must be used **only** in the approved configurations that are available on InSite (see Page 6). **It is essential that the logo is reproduced without misuse.** Misuse of the logo results in the dilution of the SRNS brand. Some common forms of misuse of the SRNS logo appear here. Do not use the logo in ways pictured on this page.



Using the SRNS logo on backgrounds

The SRNS logo may not be placed on a background of “busy” photographs or graphics, highly-patterned backgrounds, or on colors that clash with, muddy, or obscure the logo. Examples of misuse appear here.



Approved Versions of the SRNS logo

Usage rules apply to all approved variations of the SRNS logo.

DO NOT EXTRACT THE LOGOS IN THIS PDF FOR PUBLICATION USE.

There are four approved versions of the SRNS logo, including 1) a full horizontal, 2) a full stacked, 3) an acronym horizontal, and 4) an acronym stacked. These may be used with or without the parent company names.

All four versions are available in the preferred two-color variation, a black variation, and a reverse (white) variation.

Electronic files of all versions and variations are available on InSite. Go to InSite, type “logo” in the search field, and click on “Quick Search.” In the next window, click on the link “SRNS Publishing Products and Logos.”



Special Applications (for Merchandise and Clothing)

Usage rules apply to all approved variations of the SRNS logo.

If the SRNS logo is to be imprinted on very small items, such as ink pens, or embroidered on shirts, it is permissible to use logo versions designated as “Special Applications.” For legibility reasons, these logos do not carry the parent company names.

These versions of the logo are not to be used in routine business communications.

Electronic files of the “Special Applications” logos are available. Go to InSite, type “logo” in the search field, and click on “Quick Search.” In the next window, click on the link “SRNS Publishing Products and Logos,” then go to “Logos: Special Applications.”



Each version above
may be used in
color, black or reversed white



Special Applications (for Merchandise and Clothing) *(continued)*

Usage rules apply to all approved variations of the SRNS logo.

DO NOT EXTRACT THE LOGOS IN THIS PDF FOR PUBLICATION USE.

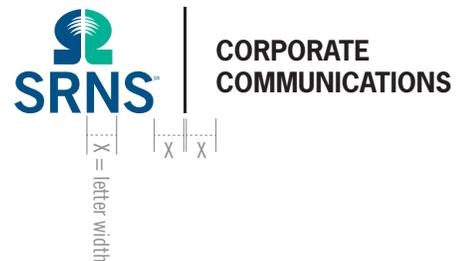
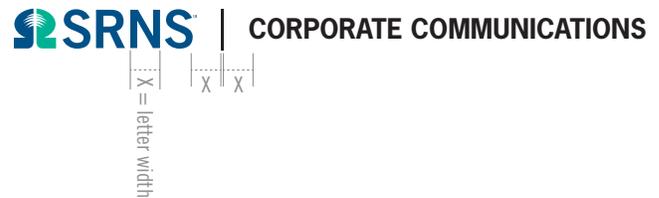
The approved “Special Applications” versions of the SRNS logo are designed to be used on products, such as company-sanctioned clothing and promotional merchandise.

Individual organization logos should not be used externally
Individual organizations can represent themselves externally following guidelines below

Organization/Group Names

Adding the name of an SRNS group or organization under the logo is allowed by following the guidelines stated in this guide. It is preferred that the font of the organization name be **News Gothic Std Bold** but **Arial Narrow Bold** can be used as an alternative. SRNS organizational names can also be embroidered on the sleeve of the shirt or on other areas of the item not directly adjacent to the SRNS logo.

When ordering merchandise or clothing, it is advisable to check with SRNS Corporate Communications and/or Legal, to ensure that the logo is applied and displayed correctly. This is the only approved external logo for all individual departments and organizations. Any logos created by employees outside of Corporate Communications for organizations, or departments are not approved to be used externally, including for shirts, lanyards, etc.



Embroidered Shirts/Jackets

Logo should be 1.5" tall

Special Applications (for Merchandise and Clothing) *(continued)*

Usage rules apply to all approved variations of the SRNS logo.

Use of the SRNS Logo on Challenge Coins

The approved “Special Applications” versions of the SRNS logo may also be used with a Challenge Coin design. Challenge Coins that represent SRNS should be treated as an external communication and, therefore, will need to be approved or designed by SRNS Corporate Communications.



Use of the SRNS Logo with Other Company Logos

The SRNS logo may be displayed in conjunction with other company logos; however, they must be visually and distinctly separated (see section on “Clear Space” on Page 2). Check with SRNS Corporate Communications and/or Legal, to ensure that the logo is applied and displayed correctly.

LOGO



LOGO

LOGO

Note About Fonts

Preferred and Alternative

The SRNS Corporate Communications staff use the font **News Gothic Standard**. It is the preferred font for external SRNS communications; however, most SRNS employees do not have this available. When the preferred font is not available, employees can use **Arial and Arial Narrow** as an alternative font. **Arial Narrow** is preferred for use in **PowerPoint and Word** because presentations containing non-system fonts (News Gothic Standard, in most cases) can cause problems when viewed on a different system.

SRNS Color Palette

The color palette for SRNS publications contains not only colors from the SRNS primary logo, but also secondary colors, background colors and accent colors.

The “look and feel” of SRNS publications should be clean and uplifting, with liberal amounts of white space. The chart below indicates the primary, secondary, background and accent colors that may be used in SRNS publications.

Approved colors



Dark blue, bright blue and bright green are the dominant colors for SRNS publications.



Orange may be used as the primary accent. This color is to be used **sparingly**.
A tint of this color may be used as a background.



Dark green and purple may be used as secondary accents.
These colors may be used **sparingly** at 100%. They may also be used as tints.



A tint of the yellow may be used as a background.
It is generally **discouraged** from use at 100%.



Red may only be used when a red color is required (for instance, in a chart or graph).
It is generally **discouraged** from use in SRNS publications.

The chart below includes values for each approved color, including the Pantone Matching System (PMS); Cyan/Magenta/Yellow/Black (CMYK); Red/Green/Blue (RGB); and HEX.

Please note that the colors in printed materials will vary slightly because of different output devices. Printed colors may differ from electronic versions.

Primary Colors			Primary Accent	Secondary Accents		Color Values Legend	
PMS 2955 100.45.0.37 0.82.136 005288	PMS 2925 85.24.0.0 0.150.215 0096D7	PMS 339 84.0.56.0 0.177.147 00B193	PMS 152 0.51.100.1 243.144.29 F3901D	PMS 342 100.0.71.43 0.111.81 006F51	PMS 7447 60.58.0.19 99.97.154 63619A	PMS CMYK	PMS 294 100.45.0.37
						RGB	0.82.136
						HEX	005288

PMS and CMYK color values are used in printed materials.

RGB values are used for electronic media, such as PowerPoint presentations, and are web-safe.

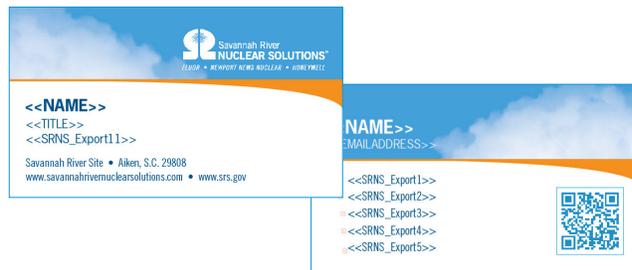
HEX values are used in web-based publications.

20% Background	Red, if Required
PMS 122 0.17.80.0 255.210.79 FFD24F	PMS 1795 0.94.100.0 238.52.36 EE3424

Approved SRNS Publishing Products

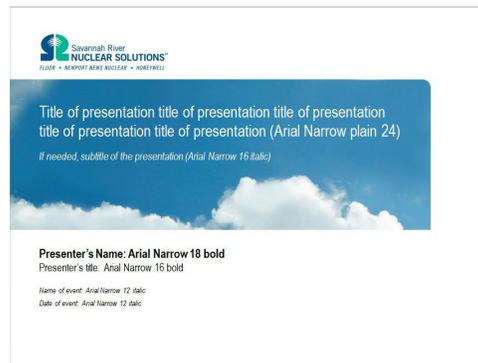
SRNS Business Cards

Business cards are available by going to InSite and doing a quick search for “SRS Business Cards” then choosing “SRNS.” A valid speed chart code is required to place an order for business cards.



SRNS Presentation Template

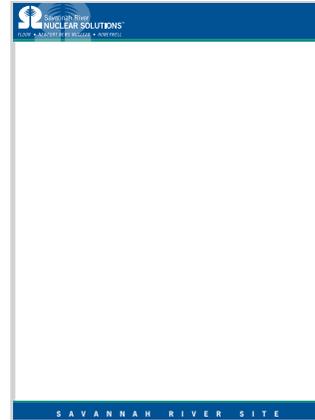
The SRNS presentation template is available as an electronic PowerPoint template on InSite. Go to InSite, type “logo” in the search field, and click on “Quick Search.” In the next window, click on the link “SRNS Publishing Products and Logos.” To save a template to your desktop, right-click on the link and select “Save Target As.”



Approved SRNS Publishing Products *(continued)*

SRNS Poster Template

The SRNS poster template is available as an electronic PowerPoint template on InSite. Go to InSite, type “logo” in the search field, and click on “Quick Search.” In the next window, click on the link “SRNS Publishing Products and Logos.” To save a template to your desktop, right-click on the link and select “Save Target As.”



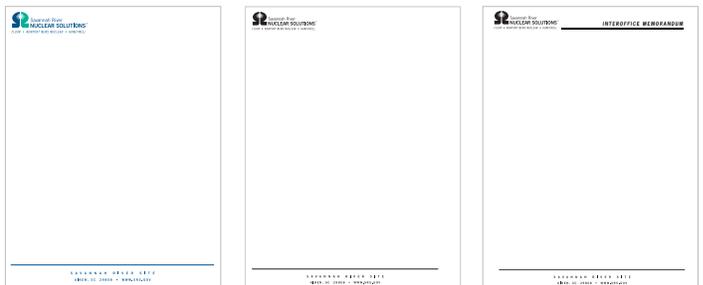
SRNS Report Cover Templates

Two versions of SRNS report cover templates are available on InSite. One version contains placeholders for photographs. The other version is text only. Both versions are available in Publisher and Microsoft Word. To access the templates, go to InSite, type “logo” in the search field, and click on “Quick Search.” In the next window, click on the link “SRNS Publishing Products and Logos.” To save a template to your desktop, right-click on the link and select “Save Target As.”



SRNS Letterhead and Interoffice Memorandum

The SRNS letterhead is available electronically in full color and black-and-white. The Interoffice Memorandum is also available electronically. Go to InSite, type “logo” in the search field, and click on “Quick Search.” In the next window, click on the link “SRNS Publishing Products and Logos.” To save a template to your desktop, right-click on the link and select “Save Target As.”

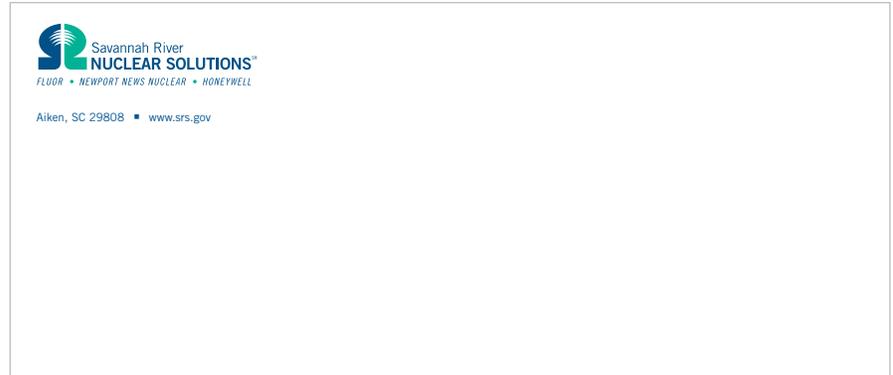


Approved SRNS Publishing Products *(continued)*

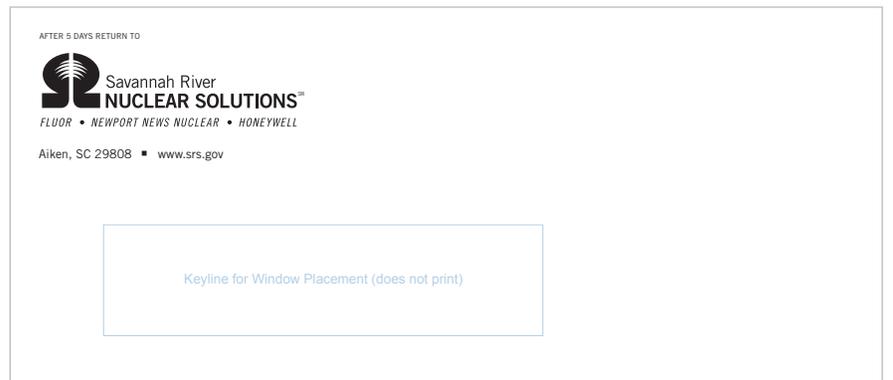
Contact Site Stores to obtain the following stationary items.

Small Envelopes

The envelopes at right are available through Site Stores.



Envelope: No. 10 Non-Window
OSR 31-704 Stores: 32-22758.00



Envelope: No. 9 Window
OSR 31-703 Stores: 32-22757.00

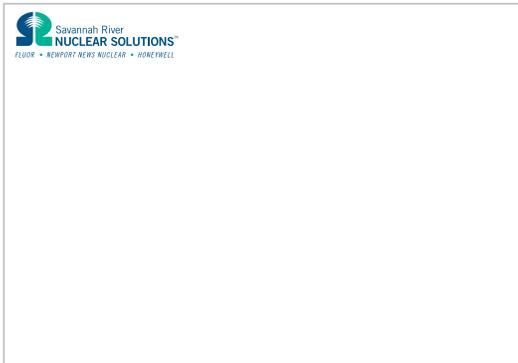


Envelope: No. 10 Window
OSR 31-702 Stores: 32-22756.00

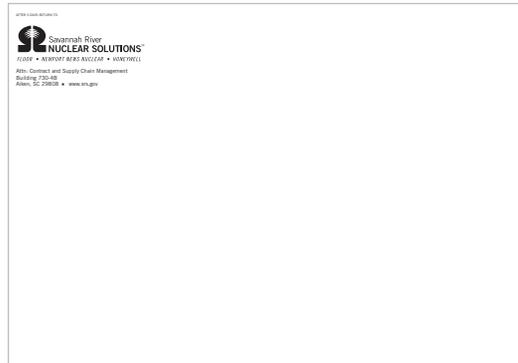
Approved SRNS Publishing Products *(continued)*

Large Envelopes

Large envelopes are available through Site Stores.



13" x 10" color
OSR 31-705 Stores: 32-22759.00



13" x 10" black and white
OSR 31-701 Stores: 32-22755.00



9" x 12" Open-End Catalog w/Custom Window
OSR 31-700 Stores: 32-22754.00

Cards and Notepads

Lined cards and notepads are available through Site Stores.



OSR 31-709
Stores 32-22956.00



OSR 31-708
Stores 32-22955.00



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