



# Savannah River Nuclear Solutions **Branding Guide**

A guide to the SRNS logo, colors and publishing products



INNOVATION • DEFENSE  
NONPROLIFERATION • ENVIRONMENT

## **We make the world safer.**

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# Introduction

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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."

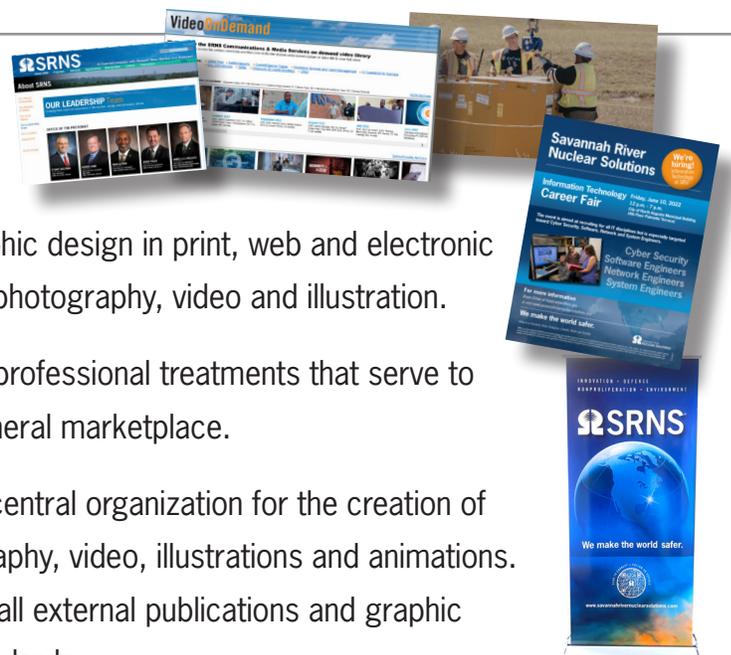
**Note: Publications intended for off-site use must be approved through the Savannah River Site's ROI (Request for Information Review and Release) process (OSR 14-357 LN).**

## 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

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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.

# Approved Versions of the SRNS logo

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

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



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



# Logo Colors

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

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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

All green  
areas and text

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

## 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.

# Logo Spacing and Sizing

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

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## 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.**

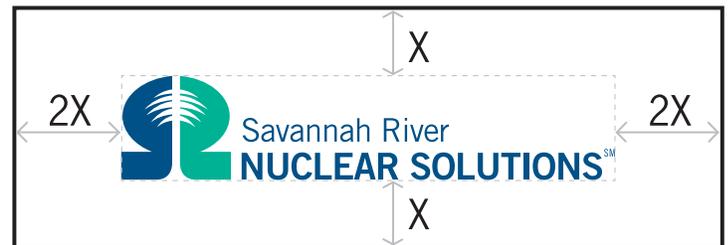
## Minimum Spacing

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 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.



# 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 294 100.45.0.37 0.82.136 #005288	20% Background PMS 122 0.17.80.0 255.210.79 #FFD24F	Red, if Required PMS 1795 0.94.100.0 238.52.36 #EE3424		

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.

# Special Applications (for Merchandise and Clothing)

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

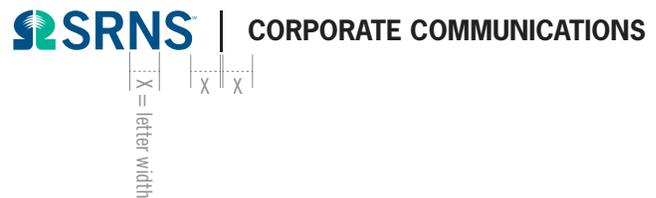
DO NOT EXTRACT THE LOGOS IN THIS PDF FOR PUBLICATION USE.

**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.

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## Use of the SRNS Logo on Challenge Coins

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

# 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.

	
<b>Do not stretch the logo either vertically or horizontally.</b>	
	
<b>Do not distort the logo.</b>	<b>Do not reposition the logo components.</b>
	
<b>Do not change the colors in the logo.</b>	<b>Do not change the relationship of the logo components.</b>
	
<b>Do not add copy to the logo.</b>	<b>Do not add other artwork to the logo.</b>
	
<b>Do not change the font in the logo.</b>	<b>Do not outline any part of the logo.</b>
	
<b>Do not obscure the logo.</b>	<b>Do not box the logo.</b>

## 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.

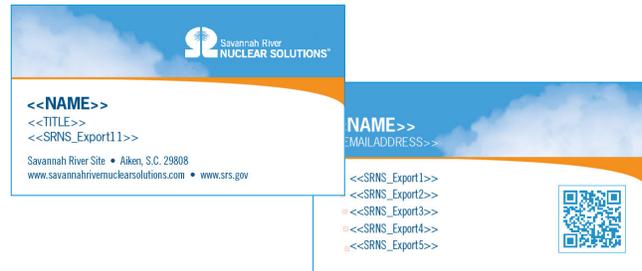
	
	
	

# Approved SRNS Publishing Products

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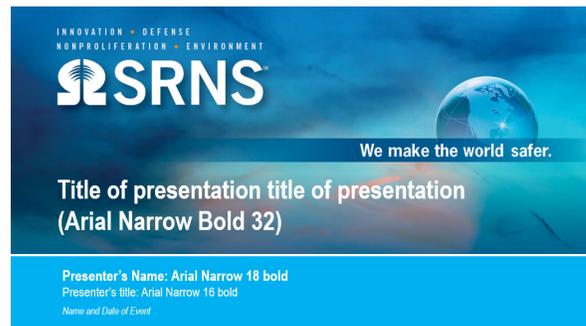
## SRNS Business Cards

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

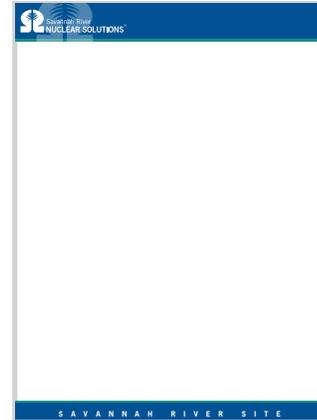
The SRNS presentation template is available as an electronic PowerPoint template on InSite. Go to InSite, type “logo” in the search field, and click on “Quick Search.” In the next window, click on the link “SRNS Publishing Products and Logos.” To save a template to your desktop, right-click on the link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

