A C O R N

I D E N T I F I C A T I O N M A N U A L

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C O N T E N T S

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I N T R O D U C T I O N

The development of the project ACORN, Accelerator Controls Operations Research Network, required an identification that resembles a team of specialists in many fields, such as industrial automation, software engineering, computer science, safety engineering, network infrastructure design, electrical engineering, accelerator technology, neutron scattering technology, and even natural sciences domains.

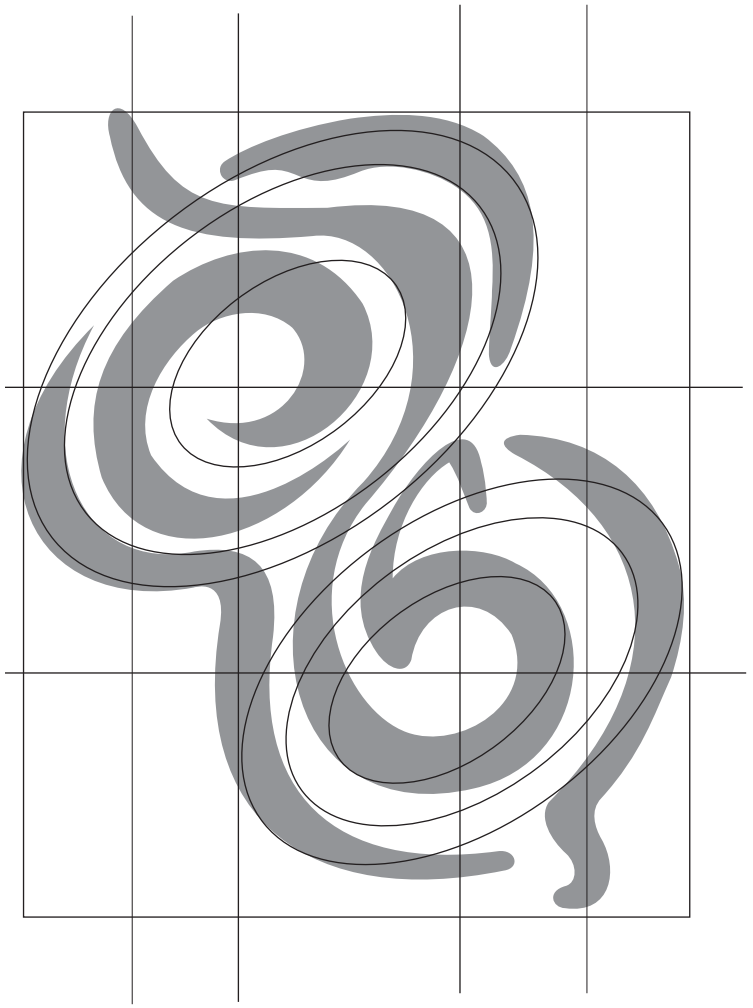
L O G O

ACORN

P H I L O S O P H Y

The basic shape of the pictogram is an acorn; the team created a name that matches with the word, the acronym that stands for Accelerator Complex Research Network.
Inside, a curvilinear shape resembling the paths of the accelerated particles. They are resembling movement, dynamics, cutting-edge, technology and innovation. Also, these project's attributes reflect the vision of Fermilab.

C O N S T R U C T I O N



The geometric distribution of the pictogram is supported by a grid and two focal points. Several concentric ellipses act as guidelines to create the particles paths and the acorn shape.

Freehand drawing refines and connects the basic arcs created by the ellipses. Besides a secondary grid help to place the top and bottom points.

L O G O L A Y O U T

Logo placement requires an appropriate space to allow legibility and recognition. Here, it is the logo layout placement in terms of N.

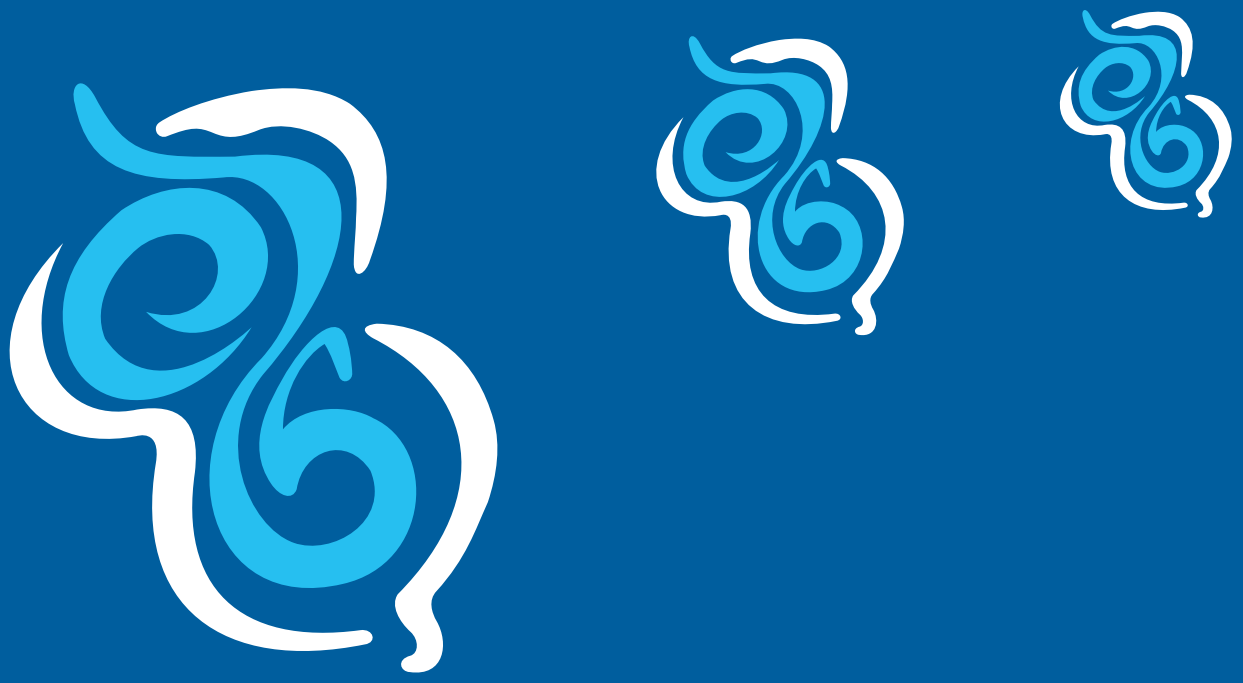
NEGATIVE VERSION OF THE LOGO

The ACORN logo is the basic element of the project identity. It consists of the graphic part which looks like an acorn shape, the acceleration paths, and the typographic acronym ACORN that stands for the project name. The logo is presented in two basic logotype formats: pictogram and logotype.

Pictogram

After the second survey, this was the favorite design. Here, it is in different sizes and inverted colors.

Inverted Colors

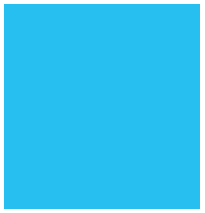


The inverted colors keep the same color for the shapes that resemble the particle's pathways due to their importance.

Graphic Standards

Based on Fermilab's graphic standard to preserve the client's identity. The logo was designed considering NAL Blue. Similarly, the typeface Helvetica Bold was applied for the logotype

Color Pallets



NAL Blue Light
RGB: 65, 182, 230
Hex: #41B6E6
CMYK: 67, 2, 0, 0
PMS: 298C 298U

NAL Blue
RGB: 0, 76, 151
Hex: #004C97
CMYK: 100, 53, 2, 16
PMS: 2945C 2945U

NAL Blue Dark
RGB: 0, 40, 85
Hex: #002855
CMYK: 100, 69, 8, 54
PMS: 295C, 295U

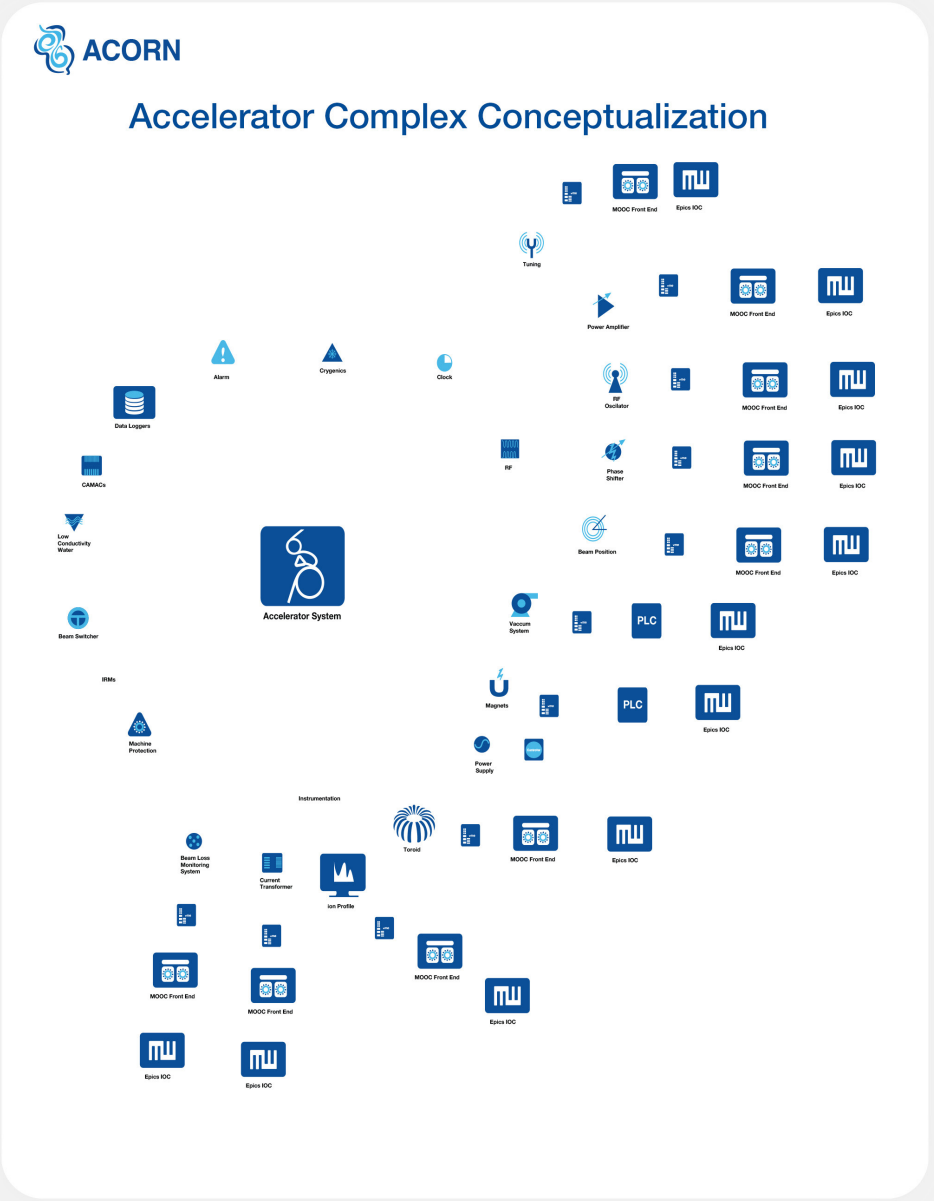
Fonts

Helvetica Bold
abedefghijklmnopqrstuvwxyz
ABEDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

A N O M A L I E S

One of the two most important criteria for the use of ACORN ID is compliance with the indicated colors. The use of non-corporate colors is prohibited. It is forbidden to change colors, shades, toning, or make any other visual deformation. The color of individual parts of the logo, sign, and text must not be changed.

Placement General Usage



ACORN