

NSF NEON Brand Identity Guidelines

Latest update: November 2018

That National Science Foundation provides specific branding requirements for all major facilities funded by the NSF. NEON is a major facility fully funded of the National Science Foundation. The following guidelines in this document have been reviewed and approved by the NSF branding team and NSF program office for the NEON project.

Acknowledgment of Support

In any publication (including presentations and World Wide Web sites) of any material based on or developed under the NEON project award, the following statement should be used:

"This material is based upon work supported by NSF's National Ecological Observatory Network (NEON) which is a major facility fully funded by the National Science Foundation."

Disclaimer

The following disclaimer must be used in every publication or printed material (Including World Wide Web pages) based on or developed under the NEON project award, except scientific articles or papers appearing in scientific, technical or professional journals:

"The National Ecological Observatory Network is a major facility fully funded by the National Science Foundation. Any opinions, findings and conclusions or recommendations expressed in this material do not necessarily reflect the views of the National Science Foundation."

NSF NEON Logos

The NEON logo should always be used with the NSF logo, and the Battelle text.

Lockup



Strong effort should be made to use this version at all times



This version is limited for use on dark backgrounds



PMS 653 CV 100%
PMS 653 CV 35%
PMS 653 CV 75%

PMS 288 C (NEON-Battelle)

This version is limited to very large applications where the beveled version of the NSF logo may become pixelated.
It can also be used for having patches made or other uses of embroidery



This version is generally limited for use on giveaway items



Minimum Size

Minimum size standards ensure the integrity, legibility and impact of the logos. Some applications may require smaller logos, such as pens or other promotional items. In such circumstances, maintain maximum legibility.

Color Palette

NEON-Battelle Primary Colors

Blue (2 shades), black and gray are the primary colors used in our collateral materials and online website. The colors are labeled with a PMS® (Pantone® Matching System) number and their CMYK, RGB and Hexadecimal (Web) builds. The Pantone colors and CMYK builds should be used for traditional printing. The RGB and Web values are for screen display.

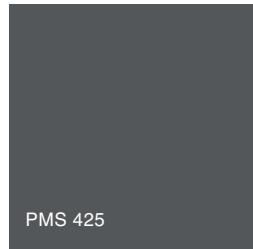
Printing types (offset, digital, desktop, etc.) as well as computer monitors may adjust the final color output. Various media such as print, electronic, display/signage, merchandise, etc., may require adjustments to achieve the appearance of the primary colors.



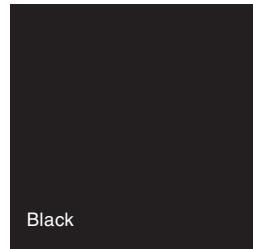
PMS 288



PMS 285



PMS 425



Black

CMYK (C): 100c 80m 6y 32k
CMYK(U): 100c 65m 1y 17k
RGB: 0r 44g 119b
Web: 002C77

CMYK (C): 90c 48m 0y 0k
CMYK(U): 70c 30m 0y 0k
RGB: 0r 115g 207b
Web: 0073CF

CMYK (C): 38c 28m 21y 63k
CMYK(U): 25c 18m 15y 51k
RGB: 86r 90g 92b
Web: 565A5C

Printing in Black and White

Collateral material created in black and white should use the following formulas.

Please note that printer outputs vary. Some adjustment may be required.



Grayscale equivalent
of PMS 288



Grayscale equivalent
of PMS 285



Grayscale equivalent
of PMS 425

73% Black

60% Black

80% Black

NEON Secondary Colors

Six supplementary palettes support and complement the primary colors. They provide the design flexibility to create interesting callouts, sidebars, headlines and subheads, and informational graphics.

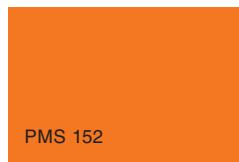
Distinct shades of these secondary colors are intended for use in print, PowerPoint and special use. The darker shades for PowerPoint compensate for the lightening effect of slide projection. The lighter shades for special use provide further flexibility for sidebars, informational graphics and backgrounds for tables.

The printing method (offset, digital, desktop, etc.) or viewing mode (computer monitors, projection screens) may alter the appearance of the colors. Adjustments to the colors may be required to achieve an appearance that matches the brand palette colors. The secondary colors are labeled with a PMS® number and their CMYK, RGB and Hexidecimal builds. The Pantone colors and CMYK builds should be used for traditional printing. The RGB and Web values are for screen display.

Color Palette, Continued

PMS for printed collateral

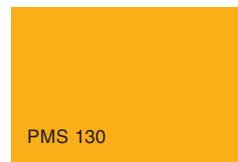
These colors are to be used for any printed collateral – offset, on-demand and personal printer generated documents.



PMS 152



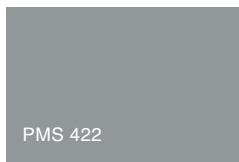
PMS 2905



PMS 130



PMS 577 (C)
PMS 578 (U)*



PMS 422

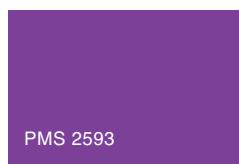
CMYK (C): 0c 62m 100y 0k
CMYK(U): 0c 50m 93y 5k
RGB: 225r 112g 0b
Web: E17000

CMYK (C): 44c 1m 0y 0k
CMYK(U): 37c 1m 3y 0k
RGB: 143r 202g 231b
Web: 8FCAE

CMYK (C): 0c 30m 100y 0k
CMYK(U): 0c 34m 90y 0k
RGB: 240r 171g 0b
Web: F0AB00

CMYK (C): 37c 0m 62y 11k**
CMYK(U): 33c 0m 49y 0k**
RGB: 172r 195g 126b*
Web: 99E071

CMYK (C): 16c 11m 11y 29k
CMYK(U): 12c 5m 8y 28k
RGB: 162r 164g 163b
Web: A2A4A3



PMS 2593

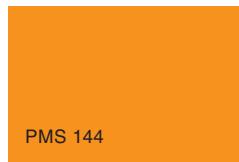
CMYK (C): 58c 92m 0y 0k
CMYK(U): 45c 77m 0y 0k
RGB: 131r 56g 155b
Web: 83389b

* PMS 577 is too dark in the uncoated version.
Use PMS 578 (U) on uncoated paper to compensate.

** Please note that the green CMYK and RGB values have been altered slightly from Pantone formulas in order to appear correctly on screen and in print.

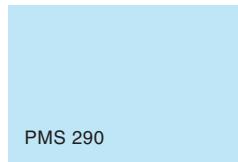
PMS for special use

These lighter shades provide flexibility for use in sidebars, informational graphics and backgrounds for tables.



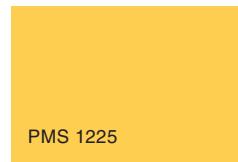
PMS 144

CMYK (C): 0c 52m 100y 0k
CMYK(U): 0c 46m 90y 0k
RGB: 247r 146g 30b
Web: E98300



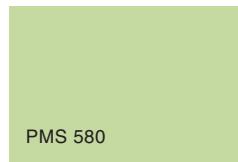
PMS 290

CMYK (C): 24c 1m 1y 0k
CMYK(U): 32c 1m 2y 0k
RGB: 194r 222g 234b
Web: C2DEEA



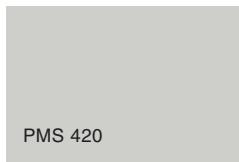
PMS 1225

CMYK (C): 0c 17m 68y 0k
CMYK(U): 0c 21m 82y 0k
RGB: 255r 203g 79b
Web: FFCB4F



PMS 580

CMYK (C): 21c 0m 43y 4k*
CMYK(U): 21c 0m 39y 2k*
RGB: 196r 218g 161b*
Web: B8CF95



PMS 420

CMYK (C): 21c 11m 9y 22k
CMYK(U): 38c 22m 22y 3k
RGB: 206r 207g 203b
Web: A5ACAF

PowerPoint colors

These colors are deliberately darker to compensate for projection on a screen and are only to be used for projected PowerPoints.



RGB: 223r 100g 32b



RGB: 94r 182g 228b



RGB: 250r 164g 26b



RGB: 115r 181g 100b



RGB: 66r 66g 66b



RGB: 0r 66g 128b



RGB: 0r 118g 190b

Typography

Consistent typeface use is especially important when communicating the NEON brand because it helps unite the visual brand throughout all types of communications.

Headline Font for Print and Digital Applications

Gotham is the main font family to use for most copy in print applications because this versatile typeface is easily readable in both headlines and small amounts of body copy. See note on the following page about longer body copy and legibility. A variety of font weights and stylings is available for your use.

These are examples of the Gotham font weights and styles available for use.

Gotham Light

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Gotham Book

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Gotham Medium

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Gotham Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Gotham bold should be used only in small type such as subheads. At larger sizes, the bold font is too heavy.

Gotham Condensed Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Gotham Condensed Bold is used for web and infographics.

Typography, Continued

Body Text Fonts for Printed Collateral

Helvetica is a traditional font family with excellent legibility. It is recommended for blocks of long-running text. A variety of font weights and stylings is available for your use.

These are examples of the Helvetica font weights and styles available for use.

Helvetica Light

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&*

Helvetica Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&*

Helvetica Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ!@#\$%^&*

Body Text Fonts for Digital Application

Gotham is the main font family to use for most copy in digital applications because this versatile typeface is easily readable in both headlines and small amounts of body copy.

These are examples of the Gotham font weights and styles available for use.

Gotham Light

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Gotham Book

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Gotham Medium

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Typography, Continued

Fonts for Microsoft Office Applications

When creating online or electronic communications (Web, Word, PowerPoint, Excel and other PC-based formats), use Arial, a standard PC and resident Macintosh font. Arial is very close to the look of Helvetica and translates well to an online or electronic application.

These are examples of the Arial font weights and styles available for use.

Arial Regular

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Arial Bold

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ !@#\$%^&*

Use of Capitalization

Battelle applies a combination of capitalization and the use of all caps to enhance the design of various print and digital pieces. The general guidelines for using capitalization is as follows:

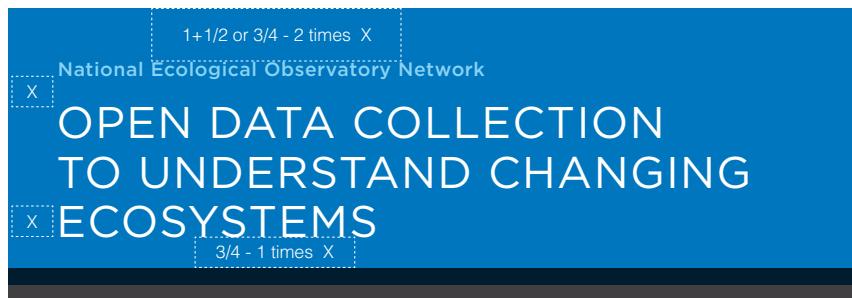
- **All caps:** used in flyer, brochure and poster designs (marketing, internal posters)
- **Title case:** Tradeshow displays, banner stands, report titles and technical posters
- **Sentence case:** PowerPoint slides titles

* There are instances where title or sentence case can be used due to design restraints

Visual Brand Components

Graphic Elements

With Identification



Place internal group identification above headline.

The identification should be small relative to headline. The headline should have the strongest visual presence.

It is important to make adjustments to spacing based on visual judgment. Use the following formulas as a starting point:

X = height of headline letter

- The distance between the identification and headline should be approximately the height of the headline letter. However, variables such as format size and length of headline may require visual adjustment.
- The distance between the top of the page and the identification should be approximately 1+1/2 or 3/4 - 2 times the height of the headline letter.
- The distance between the headline and the blue bar should be approximately 1 times the height of the headline letter.



Identification too large in proportion to the headline.
Headline too far away from the gray bar.



Identification too far away from the headline.
Headline too far away from the gray bar.

Color Bands and Bars, Continued

With Photo



Blue bar overlapping gray band and image

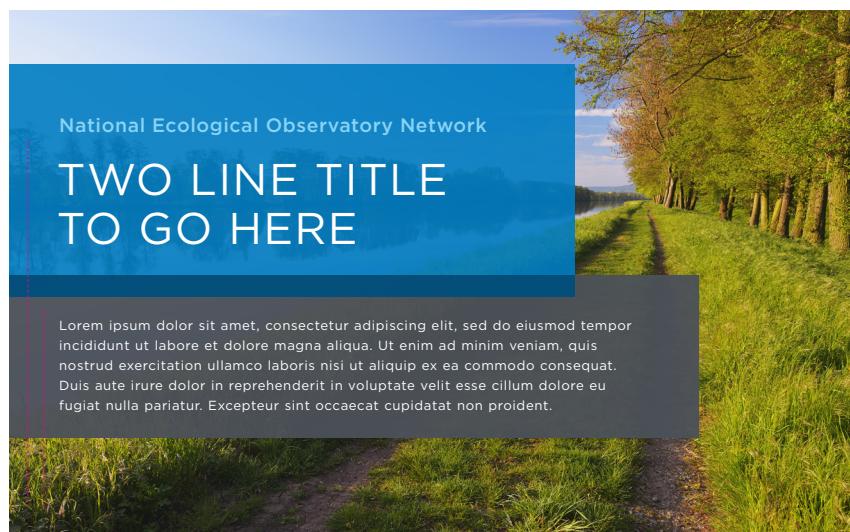
Use the multiply tool.

Blue band bisects gray bar.

Headline is close to blue bar. There is more space above the headline than below.



Do not crowd the blue band with text.



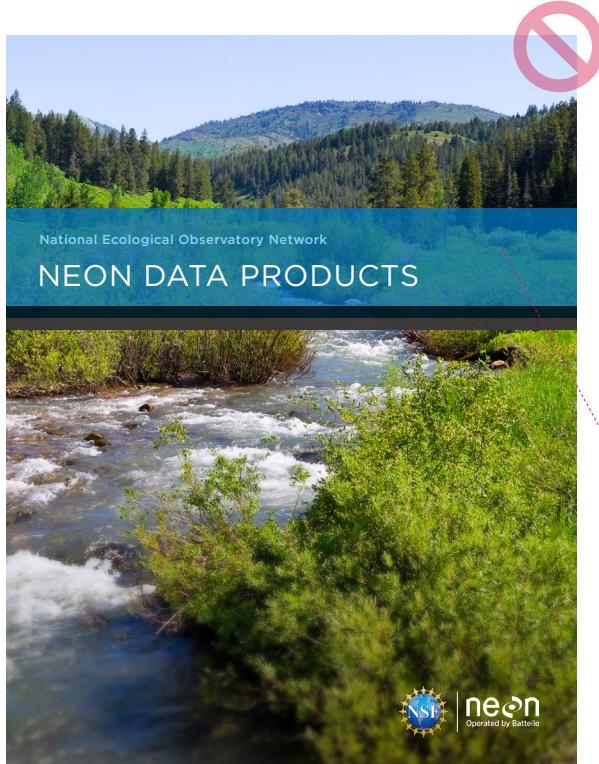
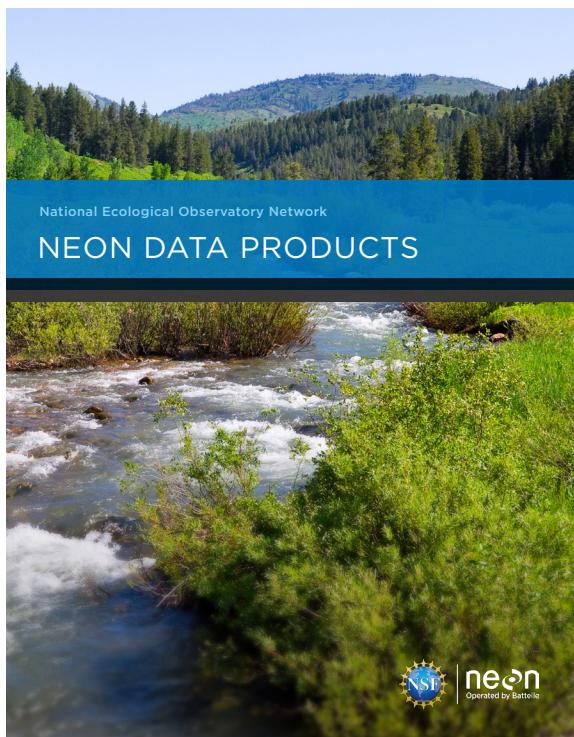
Blue band overlapping gray band over image

Use the opacity tool.

To enhance the overlap effect of the blue and gray bands, you may create a rectangle the size of the overlap, color with 50% of the gray and use the multiply tool*.



Color Bands and Bars, Continued



Overlapping gray band and blue bar over image

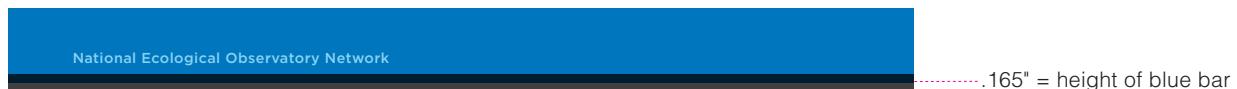
For the gray band, use opacity tool to control amount of show through. Typically 90%-95% opacity will produce the desired effect. The color and contrast of the image underneath will determine the amount of opacity.

For the blue bar, use the multiply tool.

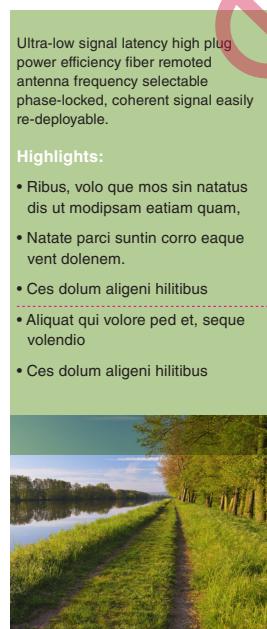
Gray band bisects blue bar.

Blue band is too light.

Color Bands and Bars, Continued



Back

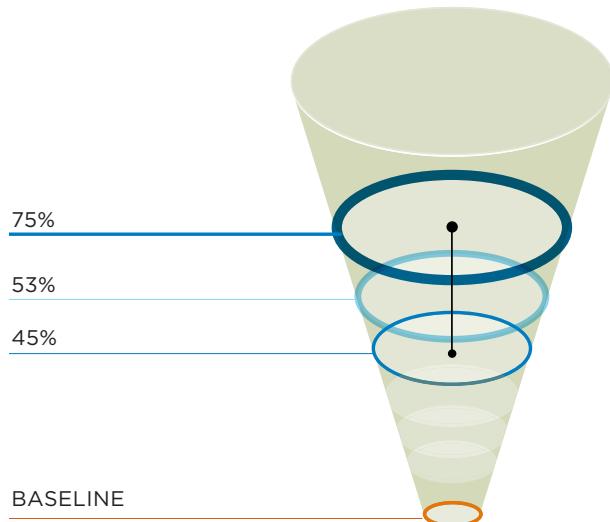


Overlapping color band and image

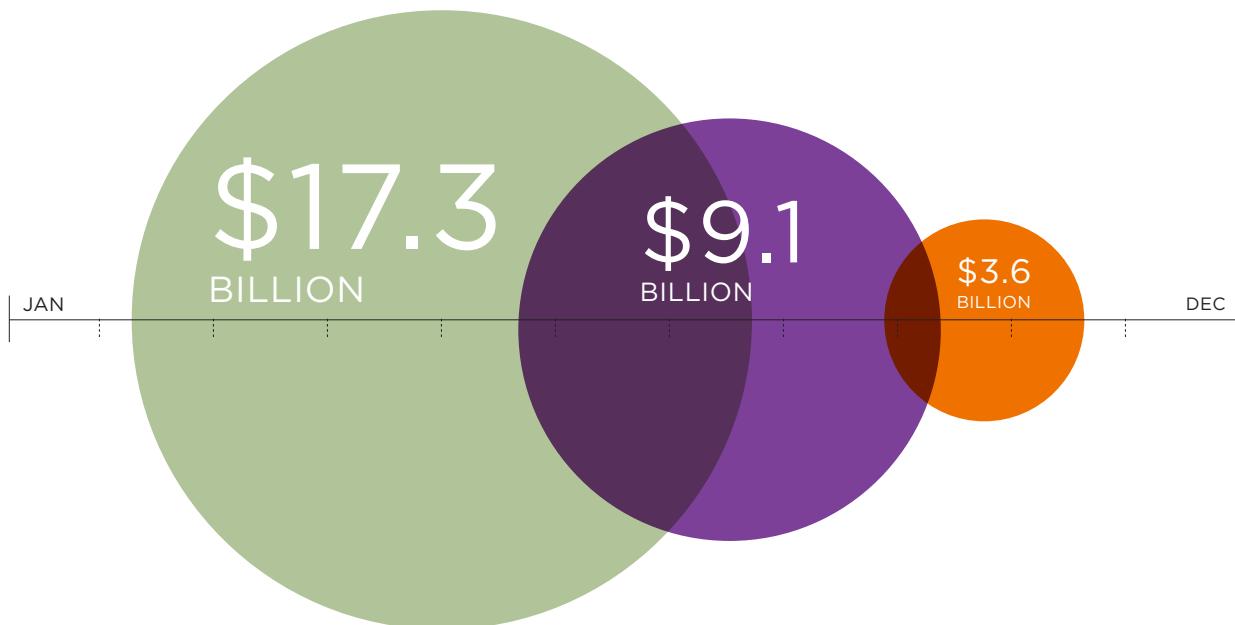
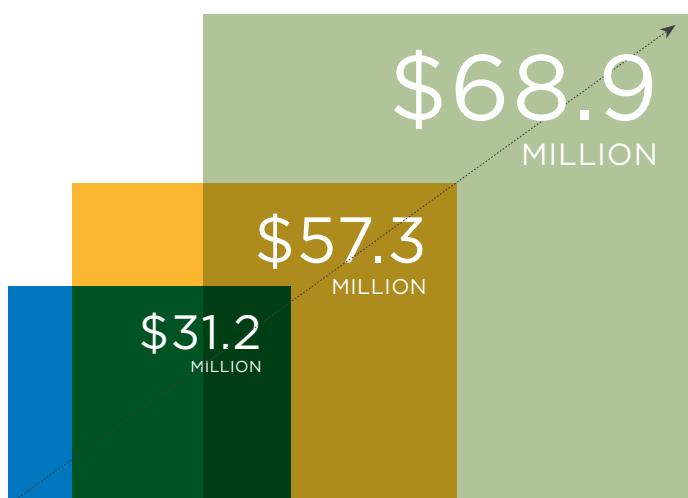
When creating a small amount of overlap, you may use the multiply tool or the opacity tool.

Do not crowd the edges of the color area with text.

Information Graphics



By using interesting shapes and combinations of colors and lines, you can make your information tell a story faster than a large block of copy. When at all possible, use the "Show Me" philosophy of charting and drawing out facts, rather than describing them in words.



Tables

Model Number	Center Carrier Frequency (GHz)	Max. Data Rate (Gb/s)	Error Free Range	Latency	Notes
GDW-73GHz-5G-OOK	E-band	5	12 mi (19.3 km)	Best	US, E-Band: FCC Part 101, "Light Licensing"
GDW-73GHz-5G-BPSK	E-band	5	12 mi (22.5 km)	Best	US, E-Band: FCC Part 101, "Light Licensing"
GDW-73GHz-5G-QPSK	E-band	10	12 mi (22.5 km)	Best	US, E-Band: FCC Part 101, "Light Licensing"
GDW-105GHz-10G-OOK	E-band		12 mi (2.3 km)	Best	US, W-Band: Reserved for Fixed and Mobile Communications

Notes:

- OOK: On-off Keying, BPSK: Binary Phase Shift Keying, QPSK: Quadrature Phase Shift Keying
- Error free range is in clear atmospheric conditions. Rain will significantly diminish the error free range.

Adding color to tables adds visual interest and can be helpful to further organize information.

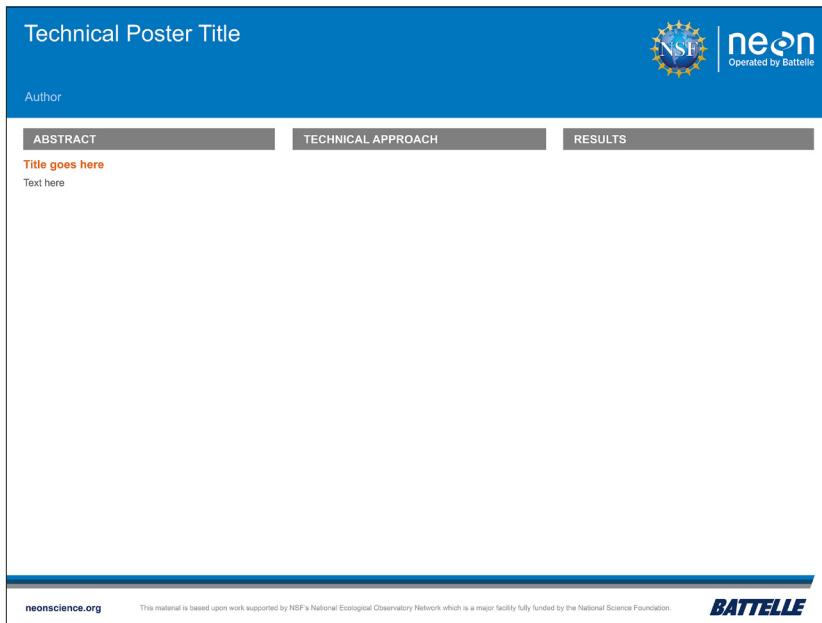
Add a light rule (.25pt) around the table to separate it from surrounding content.

Use Helvetica for text.
Minimum size = 8.5pt

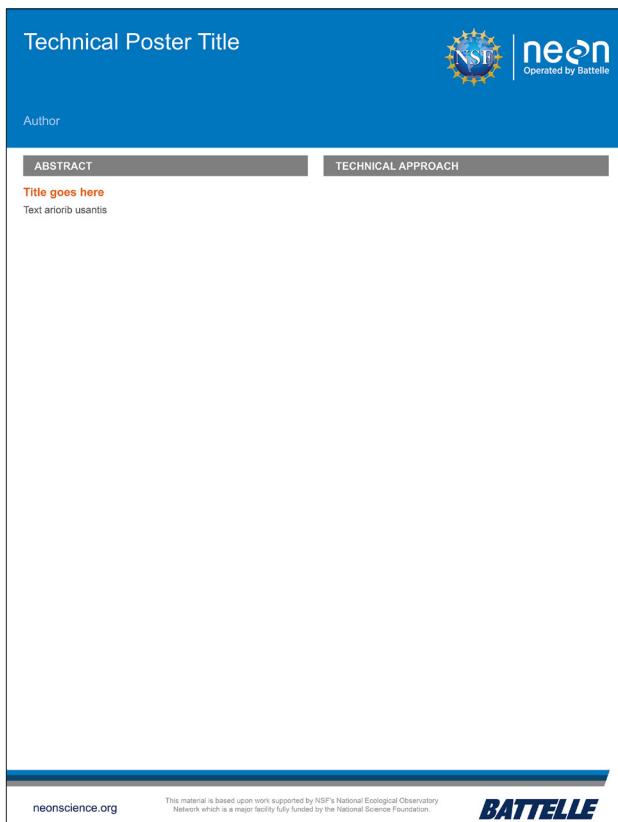
Leave a comfortable amount of space around text.

Model Number	Error Free Range	Notes
GDW-73GHz-5G-OOK	12 mi (19.3 km)	US, E-Band: FCC Part 101, "Light Licensing" US, E-Band: FCC Part 101 Licensing" US, E-Band: FCC Part 101, "Light Licensing"
GDW-73GHz-5G-BPSK	12 mi (22.5 km)	US, E-Band: FCC Part 101, "Light Licensing" US, E-Band: FCC Part 101 Licensing" US, E-Band: FCC Part 101, "Light Licensing"
GDW-73GHz-5G-QPSK	12 mi (22.5 km)	US, E-Band: FCC Part 101, "Light Licensing" US, E-Band: FCC Part 101 Licensing" US, E-Band: FCC Part 101, "Light Licensing"
GDW-105GHz-10G-OOK	12 mi (2.3 km)	US, E-Band: FCC Part 101, "Light Licensing" US, E-Band: FCC Part 101 Licensing" US, E-Band: FCC Part 101, "Light Licensing"

Poster



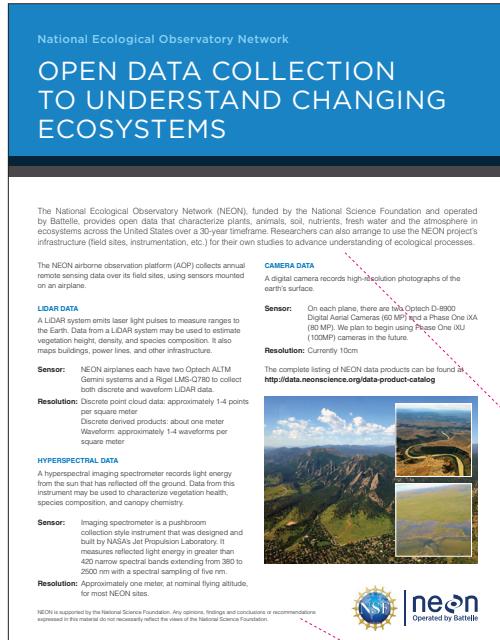
Technical poster: 3'W x 4'H



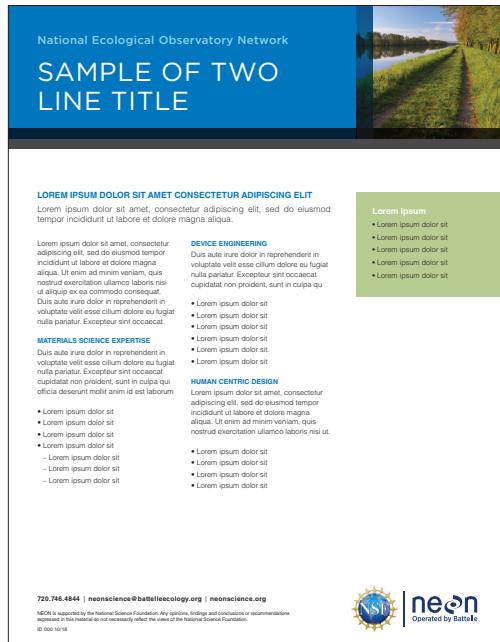
Technical poster: 4'W x 3'H

Flyers

A flyer is an 8.5"W x 11"H one-page collateral piece with copy placed on the front and/or back.



Two-sided flyer with text on front and back



Single-sided flyer



Gotham Book 10pt

Subhead:
All caps
Helvetica Bold 8.5/12
PMS 285

Text:
Use Helvetica for large amounts of text.

Preferred size = 9.5pt
Minimum size = 9pt

Opening paragraph:
Helvetica Light 10.5/12.5

The use of Gotham is permitted for small amounts of text.

The following disclaimer statement should appear on all NEON marketing materials. **NEON is supported by the National Science Foundation. Any opinions, findings and conclusions or recommendations expressed in this material do not necessarily reflect the views of the National Science Foundation.**

Brochures

National Ecological Observatory Network

Ecological Change Through Time on A Continental Scale



neon Operated by Battelle



The **National Ecological Observatory Network (NEON)**, funded by the National Science Foundation and operated by Battelle, provides open data that characterize plants, animals, soil, nutrients, fresh water and the atmosphere in ecosystems across the United States over a 30-year timeframe. Researchers can also arrange to use the Observatory's infrastructure (field sites, instrumentation, etc.) for their own studies to advance understanding of ecological processes.

Spatiotemporal design
Scientists and engineers program collect data at terrestrial, freshwater and freshwater aquatic sites at various spatial and temporal scales. Sites are strategically placed within 20 ecoclimatic domains to ensure statistically robust data sets. The sites represent a range of ecological variability. Where logically possible, terrestrial and aquatic sites are co-located to capture connections across atmospheric, terrestrial and aquatic ecosystems.

Data collection
Automated instruments; observational sampling and airborne remote sensing methods are used to gather data. The collection methods are standardized and integrated to ensure comparability of ecological patterns and processes between NEON sites and through time.

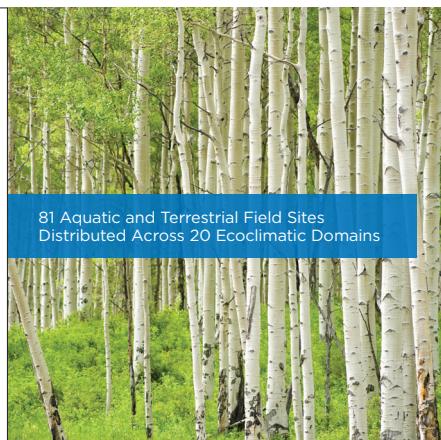
Acquiring data, samples and resources
Anyone can request data, observe or obtain archived samples, supporting protocols and documentation at neonscience.org. Training is available to help scientists learn how to work with these data, including free online tutorials and in-person workshops.



NEON DOMAIN AND FIELD SITES MAP



The NEON program has established "core" aquatic and terrestrial sites at locations selected to characterize wildland environments over the 30-year lifetime of the Observatory. Additional "relocatable" sites are designed to move multiple times during the lifetime of the Observatory and are selected to gather data that enable investigations of specific research areas such as climate gradients and dust transport.



Airborne remote sensing observations
The Observatory's Airborne Observation Platform collects remote sensing data during peak vegetation at each field site using sensors mounted on a Twin Otter aircraft. Sensors include a hyperspectral imaging spectrometer, a full waveform lidar, and a digital camera. The platform also carries a GPS receiver, allowing fine scale measurements of landscape-scale data characterize changes in vegetation cover and density; canopy chemistry; and topography, including elevation, slope and aspect.

Automated instrument measurements
METEOROLOGICAL STATIONS
Flux towers are located at all terrestrial field sites and continuously collect atmospheric measurements above and throughout the canopy, including solar radiation, temperature and wind speed. Sensors at the tower top can also determine the amount of snow on the ground. At some sites, flux stations at NEON's aquatic sites gather a subset of atmospheric measurements.

A spatial sampling providing data from different collection methods and across ecosystems

SOIL MEASUREMENT PLOTS
The Observatory's terrestrial sites include arrays of soil plots equipped with sensors to measure soil moisture, temperature and CO₂ concentration at multiple depths. In addition, surface measurements are made, including throughfall and solar radiation.

SURFACE WATER AND GROUNDWATER SENSORS
At aquatic sites, sensor stations continuously collect data that characterize hydrologic conditions and surface water quality (including dissolved oxygen, pH, specific conductance, total dissolved solids, and total organic carbon) and water level (TDOMs). Groundwater wells are installed in multiple locations at these aquatic sites to collect groundwater elevation, temperature and specific conductance.

Observational sampling of aquatic and terrestrial ecosystems
Observational sampling takes place throughout the growing season in a range of vegetation types across each field site. Sampling is conducted at least once per year at each field site. The spatial sampling design of each field site creates connectivity across field sites and between observational data, automated instrument measurements and remote sensing data.

AQUATIC OBSERVATIONS					
	Diversity	Abundance	Productivity	Biomass	Postflood Biogeochemistry
ALGAE	*	*	*	*	*
AQUATIC PLANTS	*	*	*	*	*
WATER	*				*
SEDIMENT					*
ROCKS	*				*
MACROINVERTEBRATES	*	*	*	*	*
FISH	*	*	*	*	*

TERRESTRIAL OBSERVATIONS					
	Diversity	Abundance	Pathogens	Phenology	Microbiome Productivity & Biomass Postflood Biogeochemistry
SOIL MICROBES	*				*
SOIL	*				*
PLANTS	*	*		*	*
PRODUCERS	*	*	*		*
GROUNDS INSECTS	*	*			*
TICKS					*
BIRDS					*
SMALL MAMMALS	*	*	*		*



How Do Ecosystems Adapt and Respond to Changes Over Time?

From droughts and wildfires to land use and invasive species, our ecosystems are constantly changing. The NEON program is a continental-scale, standardized research program designed to help us to better understand the causes and impacts of environmental change in the United States. The program's open data and infrastructure allow scientists and policy makers to study changing ecosystems at large spatial and temporal scales and better forecast the impacts of these changes for future generations.

Learn more at neonscience.org
720.746.4044 | neonscience@battelleecology.org | neonscience.org
NEON is supported by the National Science Foundation. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

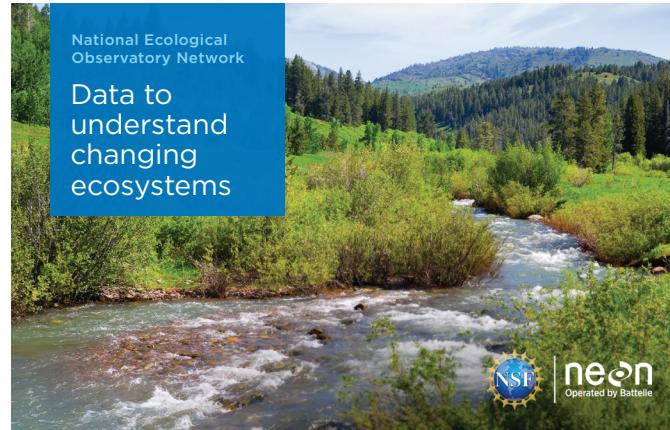
neon Operated by Battelle

Overlapping images

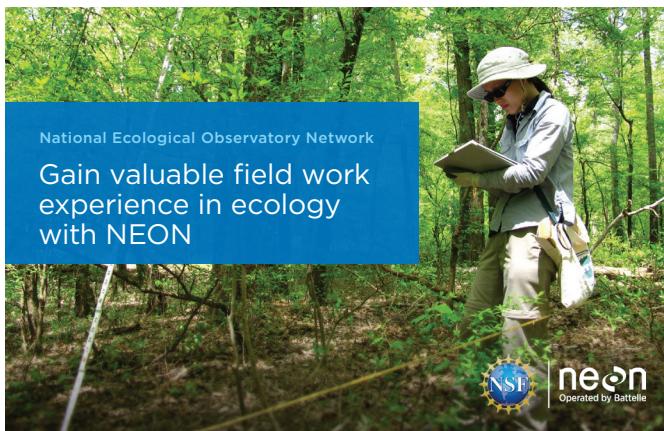
Postcards



Front



Front



Front optional



Front optional

A unique stepping stone in your scientific career

Each spring, Battelle hires hundreds of temporary field technicians to assist our full-time field operations staff with observational sampling across the United States for the NEON project. These positions are an excellent way to explore ecological science hands-on, gain a network of other early career scientists and make a difference.

Here are just some of the benefits:

- Get complete training of NEON project protocols and procedures
- Gain experience doing field observations, sample collection and lab work using a wide variety of field ecology protocols to help you hone your science career interests
- Live and work alongside other early career ecologists/scientists in some of the most beautiful places in the nation; get great networking opportunities for your future
- Make a difference! The data you collect will be used by researchers, policy makers, etc. to better understand how our nation's ecosystems function and change over time.

Learn more at neonscience.org/opportunities

NEON is supported by the National Science Foundation. Any grants, findings and conclusions or recommendations expressed in this material do not necessarily reflect the views of the National Science Foundation.

Get protocol training
Collect data in the field
Process lab specimens
Work with great people

Back

How do ecosystems adapt and respond to changes over time?

Monitoring ecosystem health is a complex challenge. From droughts and wildfires to land use and invasive species, our ecosystems are constantly changing. NEON is a continental-scale network of field sites that captures key data to help us better understand the causes and impacts of environmental change in the United States.

How does NEON work?

The data NEON collects characterize plants, animals, soil, nutrients, freshwater and atmosphere over a 30-year timeframe. These freely available data enable scientists and policymakers to study changing ecosystems at large spatial and temporal scales and better forecast the impacts of these changes for future generations.

NEON field sites are strategically located in different ecosystems across the United States. A variety of standardized and integrated data collection methods are used at each site:

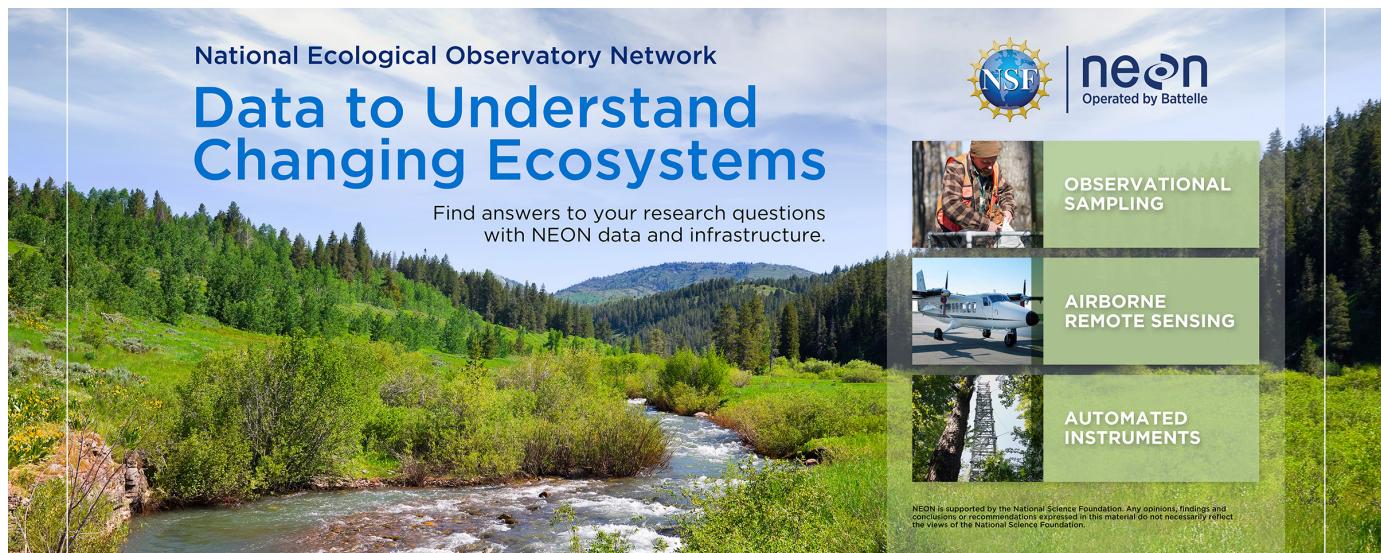
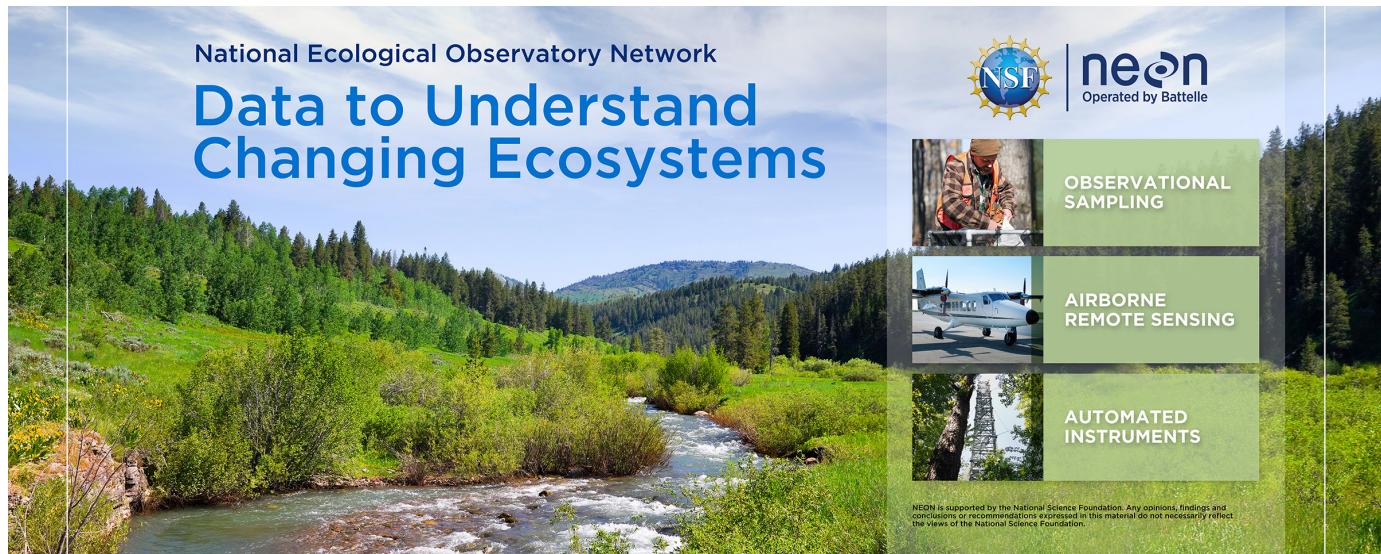
- **Automated instruments**
Installed instruments collect atmospheric, soil and aquatic data
- **Observational sampling**
Field scientists collect plant and animal population data
- **Airborne remote sensing**
Annual flight surveys capture changes in land cover and vegetation health

Learn more at neonscience.org/opportunities

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Large Display



20' display

Table Top Display

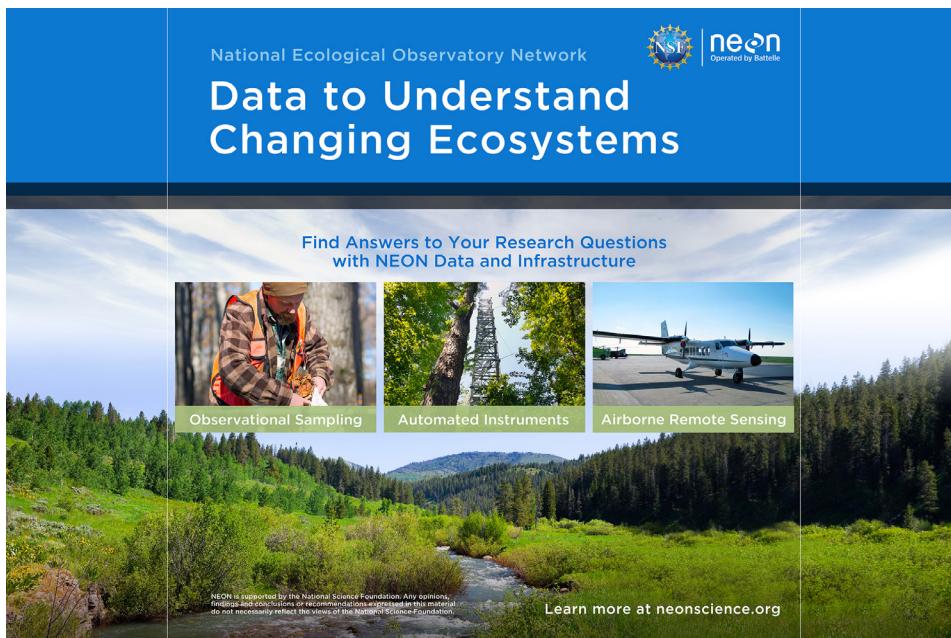


Table top display

Banner Stands



Sample single banner stand

Door Graphics



Samples of exterior office doors

Vehicle Graphics



Magnetic truck sign



Vehicle Graphics, Continued



Plane signage