pointcloudlibrary

Identity Guidelines

The Point Cloud Library Logo

The Logo
The Point Cloud Library logo is a combination of the "pointcloudlibrary" or "pcl" wordmark and the "cloud" symbol. The logo should always appear with these two elements positioned together as shown in one of these four examples.
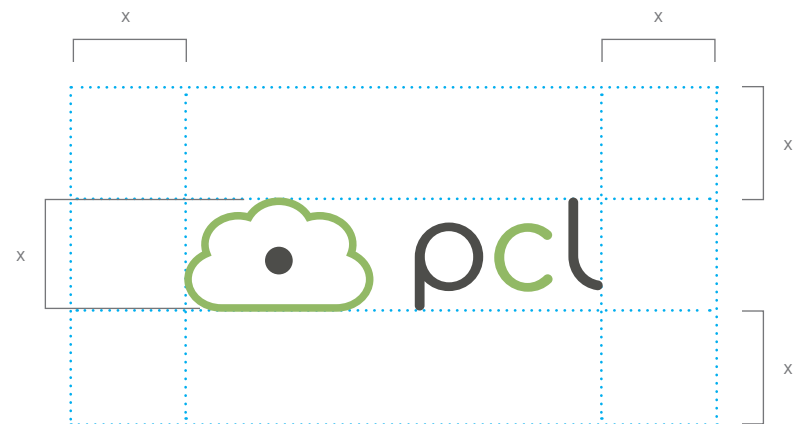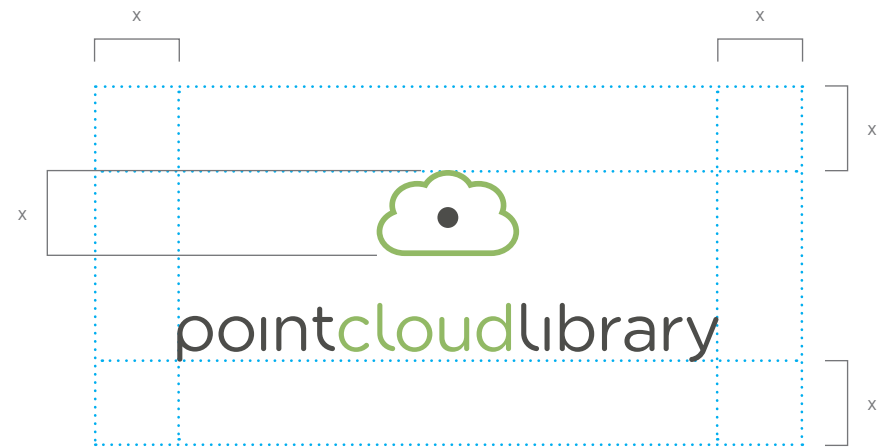
The Point Cloud Library Logo

Clear Space

Clear space is the area around the logo that is free from any other graphic elements and is an important part of the Point Cloud Library identity. In general, the objective is to provide as much clear space as possible around the logo in order to make the most effective visual impression.

The clear space around the logo is defined by the "x-height" of the logo. The "x-height" is determined by height of the "cloud" symbol. The minimum clear space – equal to the X height of the logo – should be maintained to the left and right of the logo as well as the top and bottom.

The Point Cloud Library Logo Color Variations

A. Two Color
This is the preferred color version of the Point Cloud Library logo. The letters "pointlibrary" and the "dot" appears in gray, and the letters "cloud" and "cloud" symbol appears in green. Refer to the Color Palette page of these guidelines for PANTONE Matching System (PMS), Process Color (CMYK) and on-screen (RGB) specifications for these colors.

B. Single Color, Black
When it is not possible to print using two or more colors, the logo should be reproduced in one solid color. When reproducing the logo on black and white printers, or in black ink, use this solid color version. Do not create a gray variation by "screening" or using a "tint" of black.

C. Negative / Reversed Color
A negative variation of the Point Cloud Library logo can be "reversed" from black (or some very dark colors) using a solid white version, or a version with the green symbol, as shown at right.

D. Two Color, Black + Gray
When reproducing the logo on black and white printers, or in black ink, use this solid color and a gray variation by "screening" or using a "tint" of black. The letters "pointlibrary" and the "dot" appears in solid black, and the letters "cloud" and "cloud" symbol appears in 50% black.

A

pointcloudlibrary

B

pointcloudlibrary

C

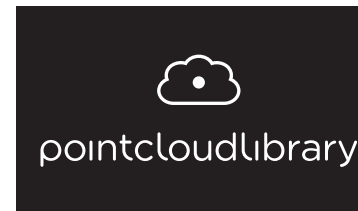pointcloudlibrary

pointcloudlibrary

D

pointcloudlibrary

Color Palette

Primary Colors

The Point Cloud Library logo is created using two of the colors in the Point Cloud Library primary color palette–PCL Green and PCL Dark Gray. These colors can be created using PANTONE Matching System (PMS) or Process (CMYK) inks in printing applications. The RGB or Hexidecimal specifications can be used when creating these colors in on-screen applications. The supplied Point Cloud Library logo files use these color specifications. PCL Blue is the third color in the Primary Palette. This color should be used as the main accent color when creating Point Cloud Library materials.

Secondary Colors

A palette of 3 additional colors has been chosen to complement the Point Cloud Library identity system primary colors–PCL Dark Blue, Gray and Orange. These colors should be used sparingly in identity or marketing materials, where additional color is called for in emphasis or color-coding applications. Always use the specifications at right when creating these colors.

Primary Colors

PCL Green	PCL Gray	PCL Blue
Pantone: 367 U	**Pantone:** 445 U	**Pantone:** 7459 U
CMYK Mix: C: 47% M: 10% Y: 78% K: 0%	**CMYK Mix:** C: 64% M: 57% Y: 59% K: 38%	**CMYK Mix:** C: 79% M: 30% Y: 22% K: 0%
RGB Mix: R: 148 G: 186 B: 101	**RGB Mix:** R: 78 G: 77 B: 74	**RGB Mix:** R: 39 G: 144 B: 176
Hexidecimal: 94BA65	**Hexidecimal:** 4E4D4A	**Hexidecimal:** 2790B0

Secondary Colors

PCL Dark Blue	PCL Dark Gray	PCL Orange
Pantone: 302 U	**Pantone:** 447 U	**Pantone:** 151 U
CMYK Mix: C: 91% M: 70% Y: 33% K: 17%	**CMYK Mix:** C: 68% M: 62% Y: 64% K: 58%	**CMYK Mix:** C: 0% M: 57% Y: 98% K: 0%
RGB Mix: R: 43 G: 78 B: 114	**RGB Mix:** R: 53 G: 52 B: 50	**RGB Mix:** R: 246 G: 135 B: 34
Hexidecimal: 2B4E72	**Hexidecimal:** 353432	**Hexidecimal:** F68722

Primary Point Cloud Library Typography

M

News Gothic MT
The type family chosen for the Point Cloud Library identity system materials is News Gothic MT. This clean cut, sans serif type family with geometric shapes contains lighter weights for text setting; the bold fonts are suitable for display in headlines and advertising. Italic fonts are available in all weights. These fonts can be purchased at: http://www.fonts.com/

News Gothic MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

News Gothic MT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

News Gothic MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Adobe

News Gothic
The type family chosen for the Point Cloud Library identity system materials is News Gothic. This clean cut, sans serif type family with geometric shapes contains lighter weights for text setting; the bold fonts are suitable for display in headlines and advertising. Italic fonts are available in all weights. These fonts can be purchased at: http://www.fonts.com/

News Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

News Gothic Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

News Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

News Gothic Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Point Cloud Library Typography

San Serif Typography
In cases where desktop or web-published documents must be universally used such as shared Word Documents and PowerPoint presentations, the Arial font family may be substituted for Twentieth Century or ITC Franklin Gothic. Arial fonts are installed on most desktop and portable computer operating systems today.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Incorrect Usage

DO NOT reproduce the logo in colors other than the approved colors.

DO NOT attempt to reproduce the identity on a busy or cluttered background.

DO NOT modify the logo shape or add additional graphic elements to the logo.

DO NOT attempt to reproduce the logo on a background that doesn't provide sufficient contrast.

DO NOT recreate the identity using other typefaces or modify the existing typeface.

DO NOT add a containing shape around the symbol. Be sure to always maintain the appropriate amount of clear space around the logo.

Point Cloud Library File Guide

Logo Files for Print Applications
Point Cloud Library logo files are supplied in the Encapsulated Postscript (eps) file format for use in Print applications. Logos are supplied in positive and negative versions in PANTONE (PMS), process color (CMYK) and black and white color. See the Color Palette page for color specifications.

pointcloudlibrary_vert_2colorPMS.eps
pointcloudlibrary_vert_CMYK.eps

pointcloudlibrary_horz_2colorPMS.eps
pointcloudlibrary_horz_CMYK.eps

pointcloudlibrary_vert_Neg_Wht.eps

pointcloudlibrary_horz_Neg_Wht.eps

pointcloudlibrary_vert_Neg_PMS.eps
pointcloudlibrary_vert_Neg_CMYK.eps

pointcloudlibrary_horz_Neg_PMS.eps
pointcloudlibrary_horz_Neg_CMYK.eps

pointcloudlibrary_vert_Pos_Blk.eps

pointcloudlibrary_horz_Pos_Blk.eps

pointcloudlibrary_vert_Pos_BlkGray.eps

pointcloudlibrary_horz_Pos_BlkGray.eps

Point Cloud Library File Guide

Logo Files for Print Applications – pcl variations
Point Cloud Library logo files are supplied in the
Encapsulated Postscript (eps) file format for use in Print
applications. Logos are supplied in positive and negative
versions in PANTONE (PMS), process color (CMYK) and
black and white color. See the Color Palette page for
color specifications.

pcl_vert_2colorPMS.eps
pcl_vert_CMYK.eps

pcl_horz_2colorPMS.eps
pcl_horz_CMYK.eps

pcl_vert_Neg_Wht.eps

pcl_horz_Neg_Wht.eps

pcl_vert_Neg_PMS.eps
pcl_vert_Neg_CMYK.eps

pcl_horz_Neg_PMS.eps
pcl_horz_Neg_CMYK.eps

pcl_vert_Pos_Blk.eps

pcl_horz_Pos_Blk.eps

pcl_vert_Pos_BlkGray.eps

pcl_horz_Pos_BlkGray.eps

Point Cloud Library File Guide

Logo Files for On-Screen Applications
Point Cloud Library logo files are supplied in the JPEG (jpg) file format in Red-Green-Blue (RGB) color mode for on-screen applications. Large and small versions are supplied. One-color versions are not supplied for on-screen applications.

pointcloudlibrary_vert_large_pos.png
pointcloudlibrary_vert_small_pos.png

pointcloudlibrary_horz_large_pos.png
pointcloudlibrary_horz_small_pos.png

pointcloudlibrary_vert_large_neg.png
pointcloudlibrary_vert_small_neg.png

pointcloudlibrary_horz_large_neg.png
pointcloudlibrary_horz_small_neg.png

pcl_vert_large_pos.png
pcl_vert_small_pos.png

pcl_horz_large_pos.png
pcl_horz_small_pos.png

pcl_vert_large_neg.png
pcl_vert_small_neg.png

pcl_horz_large_neg.png
pcl_horz_small_neg.png