

# STYLE GUIDE

CLIENT: CDDCB  
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PREPARED BY: ROBERT GRILLO

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## Official Logo Variations



A CATALYST FOR INTEGRATION OF CHEMISTRY AND BIOLOGY

standard 3-color logo (PMS200, 575, 661)



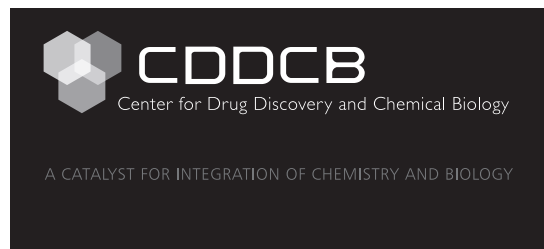
A CATALYST FOR INTEGRATION OF CHEMISTRY AND BIOLOGY

1-color logo (PMS661)



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black logo



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reverse black logo

See the section entitled *Logo Usage Guidelines*, for the intended applications for each of these logo variations.

## Color Palette



PMS200  
C=0/M=100/Y=63/K=12  
R=211/G=17/B=69



PMS661  
C=100/M=69/Y=0/K=9  
R=0/G=84/B=158



PMS390  
C=48/M=0/Y=100/K=53  
R=76/G=114/B=29

The PMS colors are indicated for spot color printing.

The CMYK color values refer to the 4-color process equivalents which are utilized by 4-color process printing.

The RGB color values refer to the RGB equivalents which are utilized by computer monitors, the web, email, and presentation software, such as Microsoft PowerPoint or Adobe Acrobat.

## Typography

The acronym, CDDCB, is composed of letters that were specifically customized for this logo design.

### Gil Sans Light

Gil Sans Light is used in the words “Center for Drug Discovery and Chemical Biology”

### Humanist 777 BT

Humanist 777 BT is used in the tag line.

## Logo Usage Guidelines

- **Logo variations:** Four variations on the logo have been created: the standard 3-color version, the 1-color blue version, the black version and the reverse black version. Use the standard 3-color version of the logo whenever possible. The only exception should be when printing black, one- or two-color jobs. The white version was created specifically for black only printing when the background used behind the logo is too dark for the black version.
- **Logo formats:** Four file formats have been provided for the logo variations indicated above: Illustrator .ai, .gif (for online use), and .jpeg and .png (for office use). The logo files are named according to their

intended use: cmyk\_print, spot\_print, web and office.

- Print on a solid white background whenever possible to optimize recognition of the logo.
- Scale logo **proportionately**. Scale functions vary among software programs. Consult the user’s manual for proper proportional scaling. The best way to ensure proper scaling is to have this performed in the original source program, Adobe Illustrator CS3, by a professional.

- Maintain clearance from the logo to other objects on all sides equal to the height of the logomark at the size it is used.
- The logo can be used with or without the tag line. The tag line reinforces the logo and should be used for marketing or promotional purposes.

## Logo Usage Violations

- Do not print on competing color background or against images that inhibit the legibility of the logo.
- Do not distort or scale logo disproportionately.
- Do not alter the logo artwork, text or colors in any way or use only part of the logo.
- Do not attempt to recreate the logo. The logotype has been specifically designed to lend distinction to the logomark.
- Do not place logo on an angle. Use only horizontally.
- Do not modify the position of any of the elements in the logo. The relationship of all elements in the logo are to remain fixed.
- Do not use a bitmap version of the logo, such as a jpeg or .png for print jobs. Use only the versions of the logo intended for printing.



disproportionately scaled



competing background



incomplete



recreated logotype



wrong orientation

For additional questions on logo usage, please contact Robert Grillo at (773) 334-7977 or by email at [robert@rgrillocreative.com](mailto:robert@rgrillocreative.com)

## Logo Composition Basics

The basic components of the CDDCB logo are:

1. the molecules artwork composed of three overlapping transparent molecule shapes using multiply layers in Illustrator and screens of color for the fill colors of the molecules (60% green, 80% red, 55% blue). Overlap areas create the illusion of 3 dimensionality and added depth.
2. the acronym CDDCB in 100% PMS661.
3. the full name of the organization in 100% PMS575.
4. the tag line in 100% PMS200.



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## Additional Design Considerations

The logo and its variations are intended to provide a foundation for the design of all marketing communications for CDDCB. Careful consideration should be taken by the designer of any print or electronic layout to incorporate all of the design elements established for this logo project, including color and font usage.

The logo was designed to reflect the “spirit” of CDDCB: *innovator, pioneer, communicator, researcher, advocate, catalyst, leader.*

Therefore, any design should also reflect these qualities in some meaningful way.