

National Nuclear Security Administration (NNSA) Laboratory Directed Research and Development (LDRD) Branding Guidelines

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1.0 Introduction

National Nuclear Security Administration (NNSA) Laboratory Directed Research and Development (LDRD) Working Group is a joint venture with Lawrence Livermore National Laboratory, Los Alamos National Laboratory, Sandia National Laboratories, and the site-directed research and development National Nevada Security Site. The following branding guidelines ensure the proper identification for the LDRD program using the LDRD name and logo that was launched in 2018.

External Audiences

When communicating to external audiences, which include vendors, suppliers, potential employees, media, government constituents and the general public, the reference should be to the Laboratory Directed Research and Development (LDRD) Program for each site in presentations, speeches, newsletters, brochures, recruiting materials, etc. The goal is one consistent reference using both the LDRD logo and each site's logo. In rare instances, one brand may need to be used. External audiences do not always understand the M&O relationship; therefore, external materials should use each site's logo with the pertinent site M&O contractor included.



NOTE: When using names listed below, *always* spell out the first reference for ALL audiences.

- Department of Energy (DOE)
- National Nuclear Security Administration (NNSA)
- Lawrence Livermore National Laboratory (LLNL)
- Los Alamos National Laboratory (LANL)
- Sandia National Laboratories (SNL)
- Nevada National Security Site (NNSS)



Within the DOE, NNSA & National Security Enterprise

When communicating to our government customers and design partners, you should use each site's M&O contractor to reference the contractor for each site or its acronym on secondary references.



For more information or if you have any questions about the LDRD Branding Guidelines please contact your Communications & Government Affairs department.

Debora Gage (LANL) – (505) 667-8039 • Lothlorien Watkins (LLNL) – (925) 423-6062 • Michele Vochosky (NNSS) – (505) 663-2048
• Elsa Bumstead (SNL) – 505-284-8862

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Logos for Internal and External Products/Programs

Logos are our signature and should never be compromised or changed. The creation of a logo or unique landmark to represent internal or external names is forbidden except in case of approved standalone or endorsed brands and formal joint ventures such as experiments with national laboratories and unique programs. Please consult with your local Communications department prior to any branding project.



2.0 LDRD Logos

All logos should relate to the LDRD logo. There should be no standalone logos. The logos shown in this document are approved for use. They are available at tri-lab.lanl.gov.

Logo Placement

Refer to your site's Style Guide for logo placement.

Protective Field

To preserve the graphic integrity and legal protection of the logo, it must stand alone. It should not be combined with text of any other elements other than the tagline.

Icon as a Graphic Element

Using only the icon must be approved by each site's communications department.

Secondary Symbols

If a need arises to use a secondary symbol with the site and M&O contractor logos, you must comply with the following standards:

- The symbol should not alter the site and M&O contractor logos in any way
- The symbol should not resemble the site and M&O contractor logos in any way
- The symbol should not overlap or be attached to the site and M&O contractor logos

The use of logos created by corporate partners (i.e., Six Sigma), or belonging to an outside organization (i.e., IAMAW or DOE), are permitted following the above guidelines. The creation and use of internal secondary logos/symbols (i.e., divisional or initiatives) will be limited and must be approved by the communications department.

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3.0 NNSA LDRD Logo Color

The use and consistency of the NNSA colors helps to distinguish the components of our identity. The authorized colors are shown below. Three-color printing should be used wherever possible. When three-color printing is not appropriate, other options (right) have been developed for use with one-color and four-color processes. Each of these color treatments has been developed for maximum impact and should be followed carefully.

One-Color: process black

One Color: process white

68C 10M 95Y 1K
94R 170G 75B

83C 36M 19Y 0K
24R 135G 175B

86C 38M 100Y 35K
27R 92G 46B

92C 70M 43Y 31K
32R 66G 91B

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4.0 Typography

Eurostile is the preferred typeface used in the logo. Eurostile typeface was chosen for its legibility and modern scientific look and feel.

Arial should be used only when Eurostile is unavailable. Do not attempt to combine these typefaces.

Arial is the preferred typeface for body copy. Arial typeface was chosen for its legibility and global availability. Helvetica should be used only when Arial is unavailable. Do not attempt to combine these typefaces.

Eurostile Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Eurostile Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Eurostile Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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5.0 Press Materials

Use of the LDRD logo in press materials will follow the guidance provided in this document.

6.0 Templates

6.1 PowerPoint Presentations

The PowerPoint template is available at: tri-lab.lanl.gov.

If used at individual site, include M&O contractor statement for your site per your style guide.

7.0 Promotional Materials

The use of the LDRD logos on promotional items should follow the standards for color and proportions as shown in this guideline. In some cases, the constraints of limited space, shape, and type of material make the use of the logo in its standard format impractical. Any application of the LDRD logo that requires a change to the standard format of the logo must be approved by the NNSA LDRD Program Manager.

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