

I3P Identity Guidelines

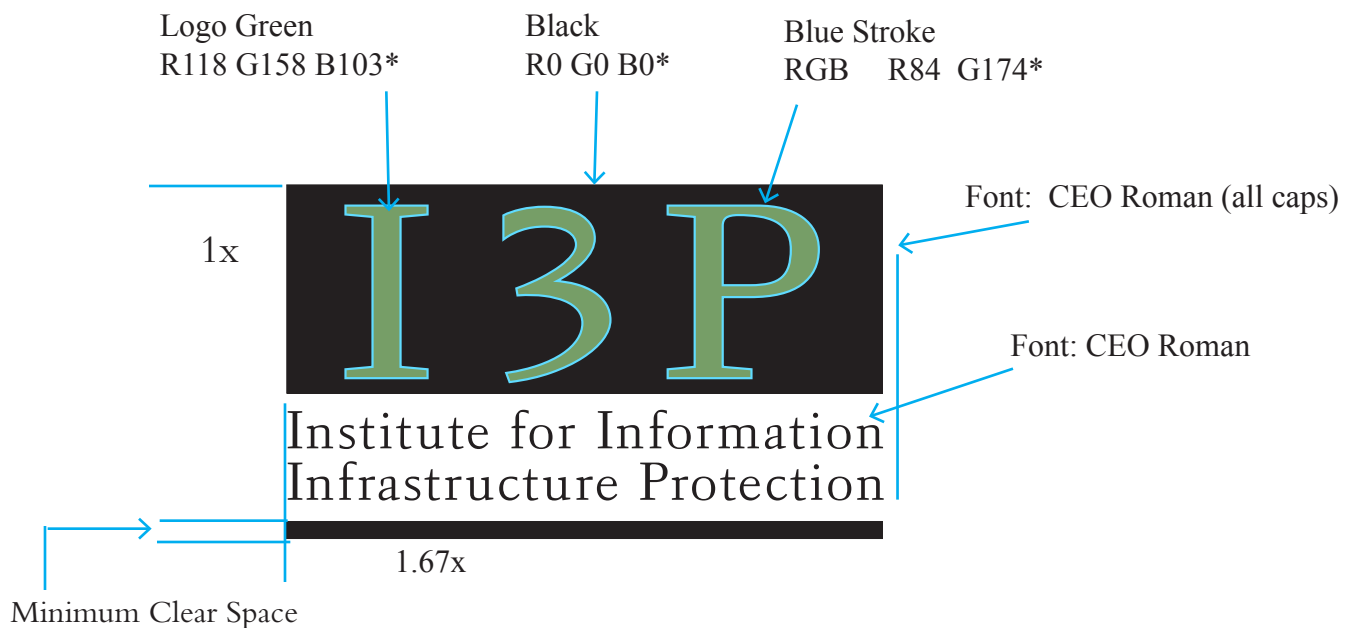


I3P Logo Standards

Introduction

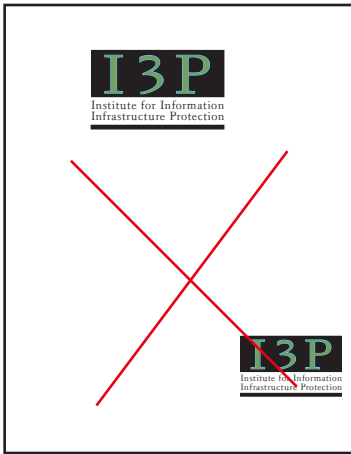
Consistent use of the I3P logo enhances the recognition of our organization. Following are guidelines. If you have questions concerning logo usage, please contact Laurie Burnham, Communications Manager, I3P.

Logo Standards



Surround the logo with clear space to provide maximum impact. A space equal to *at least double the width* of the bottom bar should be left on all sides.

I3P Logo Standards



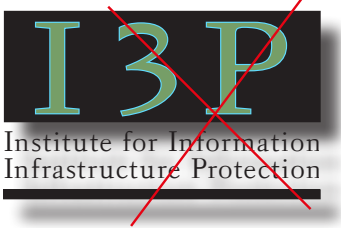
Only one logo per visual surface.



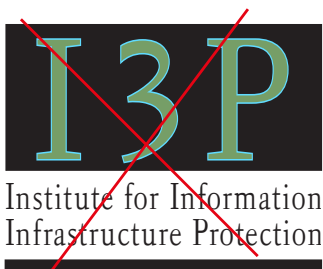
Do not use the logo as an element in a sentence.



Do not skew, or rotate the logo.



Do not add drop shadows, bevelling, or any other effect to the logo.



Try to avoid resizing the logo (several sizes are available for download). If you must resize the logo, avoid changing its proportions.

Simple Style logo

Simple Style logo - letters and horizontal lines. Can be used when audience is familiar with the Institute for Information Infrastructure Protection. Also used when placement space is limited.



Green lines same thickness

Simple logo - CEO Roman, tracking is 155 points between letters. Line thickness is same on top and bottom horizontal lines. Line color is RGB - 118/158/103. This logo version should be used for most print materials when the simple logo is used.



Simple logo - CEO Roman, tracking is 155 points between letters. Line thickness is same on top and bottom horizontal lines. Line color is RGB - 170/184/170 background color is RGB 229/232/227. Recommended usage: PowerPoint, online use, and for printing when the size is large enough to print background color crisply.

Gray scale versions



Horizontal Style logo - letters and horizontal lines. Can be used when vertical placement space is limited. The horizontal treatment with no background color is recommended for most uses. This version in color, gray scale and black and white will print well with in house printers, commercial print jobs and will display well online and in electronic displays. recommended for technical sheets, and white papers.

A . I3P letters are R155 G 181 B 171. Stroke is 1 point for large and small sizes. Smallest size is 12 point for font and 24 point for I3P letters. Horizontal line is same length as letters.

I3P Institute for Information
Infrastructure Protection

I 3 P Institute for Information
Infrastructure Protection

I3P Institute for Information
Infrastructure Protection

B. All font is CMYK - black at 100% tint. R 0 G 0 B 0

I 3 P Institute for Information
Infrastructure Protection

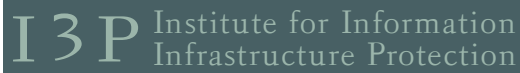
I3P Institute for Information
Infrastructure Protection

C. All font is CMYK - black at 50% tint. R 145 G 145 B 145

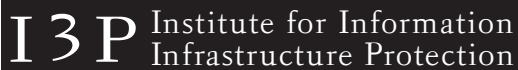
I 3 P Institute for Information
Infrastructure Protection

Full logo in horizontal format. Recommended usage: Horizontal logos with background color should be used sparingly. Best when used in commercial print runs, not with in house printers. Can be used for online viewing such as a web page, or electronic presentation. use gray scale or black and white versions when legibility is a priority.

A . Horizontal with color background. Background color is R 72 G 76 B 99. I3P letters are R155 G 181 B 171. Stroke is 1 point for large and small sizes. Smallest size is 12 point for font and 24 point for I3P letters. Horizontal line is same length as background box.



B. Background is R 0 G 0 B 0. CMYK - black at 100% tint. All font is R 255 G 255 B 255 C 0M 0 Y0 K0 - white



C. Background is R 145 G 145 B 145. CMYK - black at 50% tint. All font is R 255 G 255 B 255 C 0M 0 Y0 K0 - white



I3P Palette



#1

#2

#3

#4

#5

#6

#7

#1 left Dark Blue
R72 G96 B99
C73 M50 Y51 K24

#2 I3P Logo Green
R118 G158 B103
C58 M21 Y24 K3
Pantone 7490 PC

#3 Black
R0 G0 B0
C0 M0 Y0 K100

#4 I3P Light Green
R155 G181 B171
C41 M18 Y33 K0

#5 White
R255 G255 B255
C0 M0 Y0 K0

#6 Warm Gray
R 138 G 129 B 133
C48 M45 Y40 K6

#7 Gray Green
R155 G181 B171
C41 M18 Y33 K0

Applications

Letterhead



Logo Size and Placement

Upper left corner with top and left margins of .5”

Size of logo – 1.67 inches wide x 1”

Address Size, Placement, Font

Address is centered at bottom of page.

Address elements (Street; City & State, etc) are separated by a vertical line.

Typography

Font: (pre-printed) Bembo Std; (non pre-printed) Times Roman

Font Color: Black

Font Size: 10

Paper for pre-printed Letterhead

US: 8.5”X11”

A4: 210mmX297mm

Paper Stock:

Hammermill Fore MP – 24 lb.

Non-watermarked

Color: white

Finish: smooth

 The I3P is managed by Dartmouth College
45 Lyme Road Suite 300 | Hanover, NH 03755 | 603.646.0787 | www.thei3p.org

Dartmouth Logo & Tag Line

Placement: Centered one line above the I3P address, the following should appear:

The Dartmouth Logo followed by the tag line: “The I3P is managed by Dartmouth College”

Size: The Dartmouth Logo should be approximately 1/8th the size of the I3P logo.

Size: Tag Line should be font size 10

Font: (pre-printed) Bembo Std; (non pre-printed) Times Roman

Envelopes

Logo Placement & Size

Upper Left Corner

Logo Size 1.5" x .9"

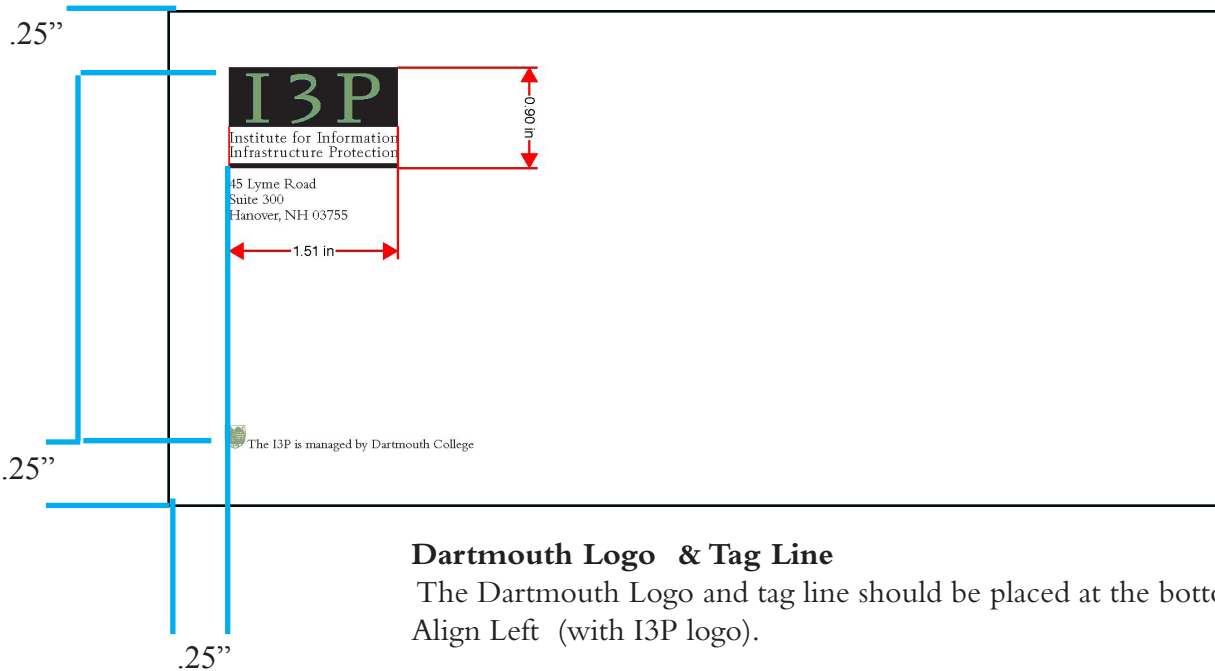
Address Placement & Font

Address should appear below Logo, aligned left.

Font: (pre-printed) Bembo Std; (non pre-printed) Times Roman

Font Color: Black

Font Size: 10



Dartmouth Logo & Tag Line

The Dartmouth Logo and tag line should be placed at the bottom of the envelope.

Align Left (with I3P logo).

Paper for Preprinted Envelopes

No. 10: 9.5"x4.125"

DL: 220mmx110mm

Paper Stock :

Hammermill Fore MP – 24 lb.

Non-watermarked

Color: white

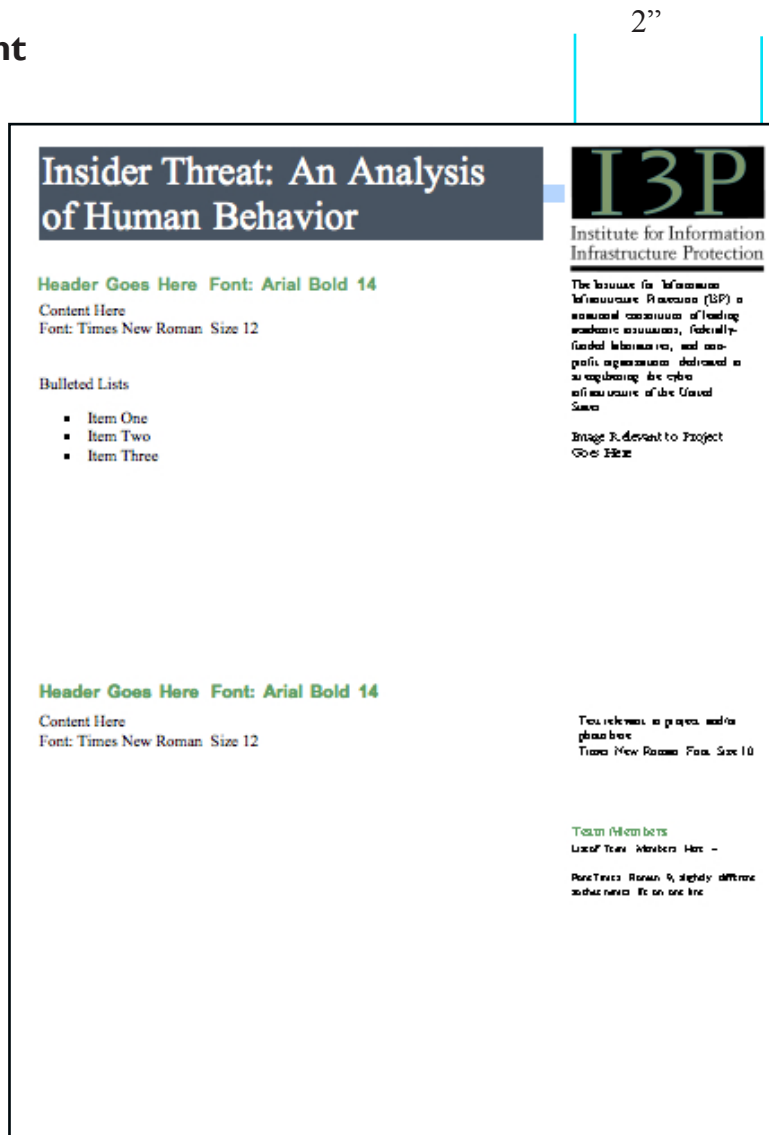
Finish: wove

Standards

Information Sheets

Templates for the information sheets are available for download at _____
Each template contains the necessary formatting information. See sample
template below.

Front



Layout

Always Two Columns.

Left Column: 5 1/4"

Right Column: 2"

Gutter: 1/5"

Left Column should have Logo as
header. Logo does not appear
anywhere else on Front Page.

Right Column has a header equal
in height to the logo,.

Sections Headings

Font: Avenir???



Color: Logo Green

Margin: leave space below equal
to at least two times the line height.
Space above should equal at least
three times the line height.

Alignment: Left Justified, Right ragged
Space between paragraphs, no indent.

Information Sheets

Back

<p>Header Goes Here Font: Arial Bold 14</p> <p>Content Here</p> <p>Font: Times New Roman Size 12</p>	 <p>Photo of someone from Team Here — or another image.</p> <p>Questions or Text relevant to image here</p> <p>Information about the project can be found at www.i3p.org or by contacting:</p> <p>Name Goes Here Team Leader abc@dartmouth.edu</p> <p>or</p> <p>Eric Goetz I3P Assoc. Director for Research eric.goetz@dartmouth.edu</p> <p><small>This material is based upon work supported by the U.S. Department of Homeland Security under Grant Award Number 2006CS-001-000001, under the auspices of the Institute for Information Infrastructure Protection (I3P) research program. The I3P is managed by Dartmouth College. The views and conclusions contained in this document are those of the authors and should not be interpreted as necessarily representing the official policies, either expressed or implied, of the U.S. Department of Homeland Security, the I3P, or Dartmouth College.</small></p> <p> The I3P is managed by Dartmouth College.</p>
--	---

Logo heads Right column on back of information sheet.

Dartmouth Logo and tagline at end of document.

Tech Sheets

Tech Sheet templates are available for download at _____ .




The Logo runs into the top color block.



Powerpoint Presentations

Powerpoint Title Slide

Powerpoint templates are available at ____.




Company logo here

Title for Presentation example: Recovery and
Survivability in Process Control Systems

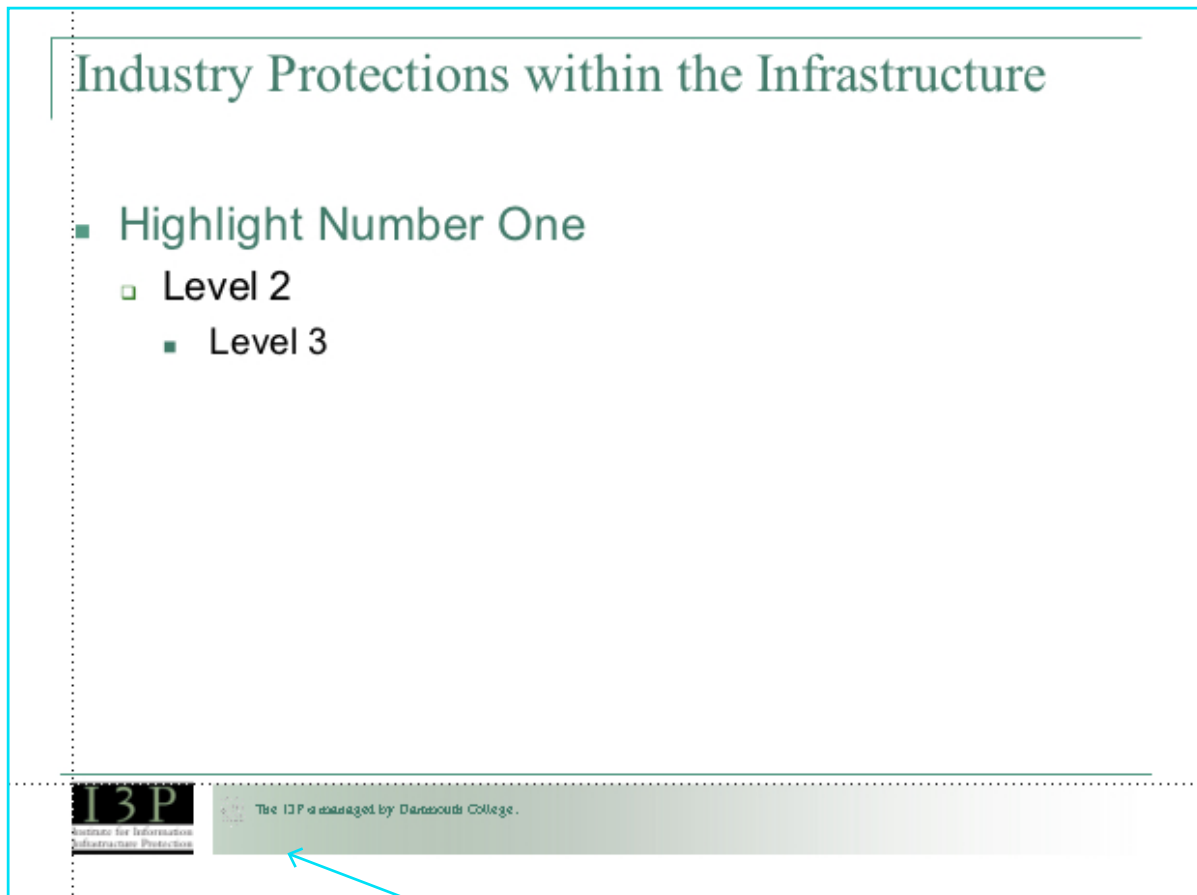
A collaboration with industry, government, and
institutions

The I3P is a national consortium dedicated to addressing the cyber infrastructure of the United States.

 Managed by Dartmouth College.

Powerpoint Presentations

Powerpoint nonTitle Slide



I3P Logo

Appears in bottom left corner
Size is approximately 1" wide
by .67" high

Dartmouth Logo and tagline

These should appear at bottom of page to
the right of the I3P logo.