



*Section 1*

# General logo specifications

# Logo colors



The ANR logo is to be used with the colors specified in the following combinations:

## Blue and gold

### Spot color:

*Uncoated paper:*

Blue: Pantone 286 U

Gold: Pantone 115 U

*Coated paper:*

Blue: Pantone 286 C

Gold: Pantone 116 C

*Note: Gold foil can be substituted for gold ink*

### NOTE:

These are the names of electronic logo files in EPS format. They are available on the web at

<http://danr.ucop.edu/anrlogo>

Spot color blue and gold  
File: ANR\_logo\_1\_sbg.eps

Process color blue and gold  
File: ANR\_logo\_1\_pbg.eps

### Process color (CMYK=Cyan, Magenta, Yellow, Black)

Blue: Pantone S196-1 (C=100%, M=70%, Y=0%, K=0%)

Gold: Pantone S 5-1 (C=0%, M=20%, Y=100%, K=0%)



## Blue

Spot color blue

File: ANR\_logo\_1\_sb.eps

### Spot color

Pantone 286 U or 286 C

Process color blue

File: ANR\_logo\_1\_pb.eps



### Process color

Blue: Pantone S196-1

(C=100%, M=70%, Y=0%, K=0%)

Black

File: ANR\_logo\_1.eps

## Black

Spot or process color: Black ink



White ANR logo  
File: ANR\_logo\_1r.eps



Spot gold  
File: ANR\_logo\_1r\_sg.eps

Process gold  
File: ANR\_logo\_1r\_pg.eps

**Use the following logos if you have a dark background on which the blue or black logo does not stand out.**

The white ANR logo is for use against a black, PMS 286 blue, or a dark color background.

The gold or white ANR logos are for use against a PMS 286 blue background. The spot gold logo can be used for gold foil.

# Logo don'ts

*Don't set the logo on its side.*



*Don't use the logo at an angle.*



*Don't use the logo smaller than 1/2" wide.*



*Don't reverse the logo.*



*Don't leave off University of California. This version is for limited use on book spines. See page 5.2 for details.*



# Fonts

The ANR logo uses ITC Berkeley Oldstyle in its design. ITC Berkeley Oldstyle\*, Times New Roman, Helvetica (Macintosh, PC) or Arial (PC) are the recommended fonts to use with the logo. Berkeley works well for headlines and body text. Helvetica or Arial can also be used for headlines and the subheads (Frutiger and Myriad are also quite nice). Times New Roman can be used in place of Berkeley except on identifiers (see page 1.4).

## ITC Berkeley Oldstyle Book

The quick brown fox jumps over the lazy dog  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

## ITC Berkeley Oldstyle Bold

**The quick brown fox jumps over the lazy dog**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## Helvetica or Arial Regular

The quick brown fox jumps over the lazy dog  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

## Helvetica or Arial Bold

**The quick brown fox jumps over the lazy dog**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## Times New Roman

The quick brown fox jumps over the lazy dog  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

## Times New Roman Bold

**The quick brown fox jumps over the lazy dog**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

\*ITC Berkeley Oldstyle (font package 106) can be purchased for either PC or Macintosh from the Adobe Systems website at [www.adobe.com/type](http://www.adobe.com/type) or by phone at (888) 502-8393.

# Identifiers

There are several ways to use the ANR logo with text that identifies a program or department. The text should generally make three identifications in the following order:

- University of California (preferred but optional since the ANR logo identifies the University)
- Agriculture & Natural Resources
- Department or Program Name

The following logos with type are available in EPS format (created in Adobe Illustrator 6.0). To use the logos with one or two line identifiers (ANR\_logo\_3\_1.eps, ANR\_logo3\_2.eps), you need to have the ITC Berkeley Bold font and Adobe Illustrator to change the program/department line. Berkeley can be purchased from Adobe Systems, see page 1.3 for details. No fonts are necessary for the logo with no program/department identifier (ANR\_logo\_3.eps).

## No department or program identifier



file: ANR\_logo\_3.eps

**Note:**

If you don't have Berkeley, don't attempt to recreate these identifiers in another font. It is acceptable to simply set text next to the logo.



University of California  
Agriculture & Natural Resources  
Integrated Pest Management

## One-line identifier



file: ANR\_logo\_3\_1.eps

← Rule lines up with 2nd rule in logo

## Two-line identifier



file: ANR\_logo\_3\_2.eps

← Rule lines up with 1st rule in logo

# Using the logo on the web

## File availability

Electronic ANR logo files and instructions for downloading the ANR logo are available at the ANR website, <http://danr.ucop.edu/anrlogo/>.

The files for use on the web are in GIF format and are ready to go on your web pages. Many sizes are available. Do not resize the GIF files to make them fit to your page or you will degrade the image quality. Download another size instead. Only the 2-color blue and gold or 1-color blue and white logo versions should be used on the web.

## Colors for the web

The following colors are the closest matches to the specified blue (Pantone 286 C) and gold (Pantone 116 C). The colors will be slightly different than the print colors because only 216 colors reproduce well on the web. You can use these colors in other elements of your web page to coordinate with the ANR logo.

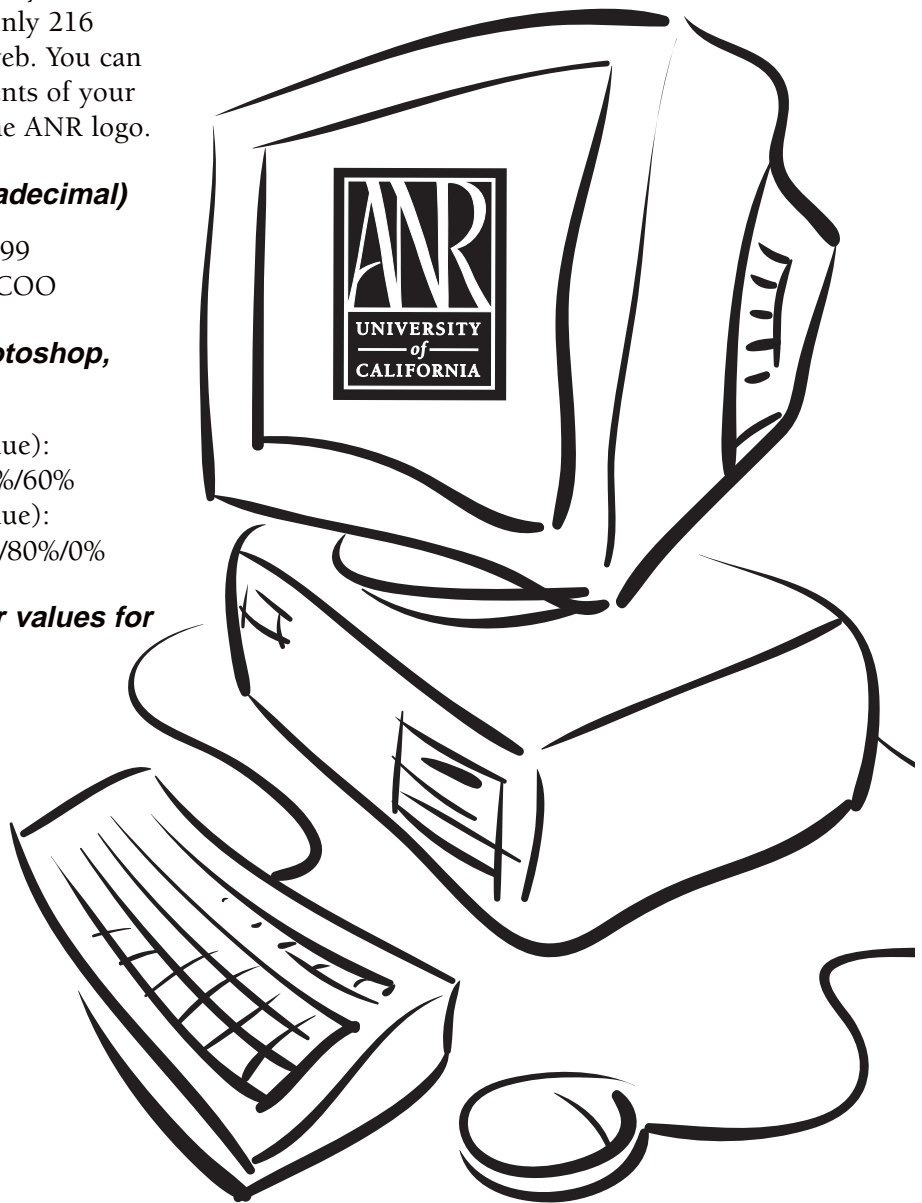
### ***For HTML web pages (Hexadecimal)***

Blue: Hexadecimal: 003399  
Gold: Hexadecimal: FFCC00

### ***For graphics software (Photoshop, Illustrator, etc.)***

Blue: RGB (Red/Green/Blue):  
0/51/153 or 0%/20%/60%  
Gold: RGB (Red/Green/Blue):  
255/204/0 or 100%/80%/0%

***Note: Don't use these color values for printed materials.***



# How to use electronic logo files with Microsoft Word and PowerPoint

## Which file format should I use?

If you are using a PC, the WMF and TIFF formats are the best formats to use. If you are on a PC and have a Postscript language printer, or you are on a Macintosh, the EPS format will be best and the TIFF second best.

## Getting the logo into Word 6.0/95.

Place your cursor in the text where you want the picture to be inserted. To insert the logo into your word file, pull down the **INSERT** menu and choose **Picture** and then **From File...**

Find the logo on your hard drive and click **OK**. It should drop into your document wherever your cursor is. To change the size, triple click on the art. The Paint dialog box will come up. Click on the art. Grab the lower right handle and drag towards or away from center to change size. Hold the shift key down when you do this to maintain the proportions of the logo. Close paint dialog and check to see if size is what you want.

## Getting the logo into Word 97 and above.

Place your cursor in the text where you want the picture to be inserted. To insert the logo into your word file, pull down the **INSERT** menu and choose **Picture** and then **From File...**

In the dialog box, be sure to check the box next to "Float over text." Find the logo on your hard drive and click **OK**. It should drop into your document wherever your cursor is. You can then size it like any clip art by grabbing the handles and dragging them. Hold the shift key down when you do this to maintain the proportions of the logo. You can relocate the art by click-holding in the center of the art and dragging it where you want it.

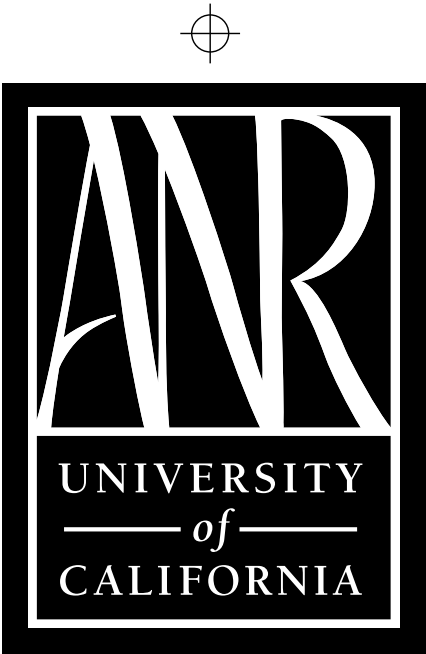
## Inserting the logo into your PowerPoint presentation file.

Pull down the **INSERT** menu and choose **Picture** and then **From File...**

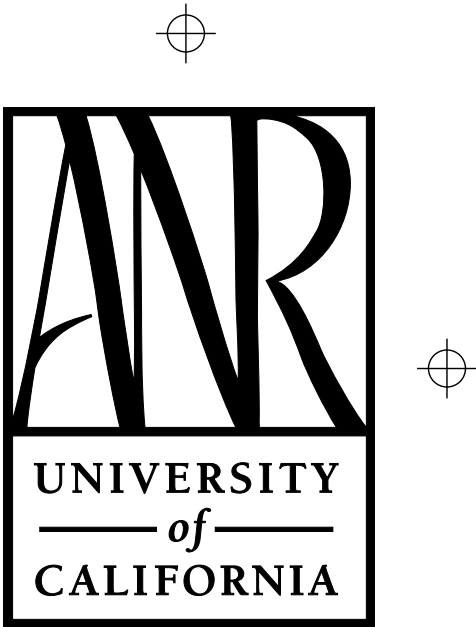
Find the logo on your hard drive and click **OK**. It should drop into your document wherever your cursor is. You can then size it like any clip art by grabbing the handles and dragging them. To see the handles, click once on the art and they will become visible. To maintain the proportions of the logo, hold the shift key down when resizing.

Sometimes the art will be quite large and you will only see a piece of it. Click-hold on the art and drag until you see a corner handle of the selected art. Once you see a corner handle, click-hold and drag the handle towards the center of the art. To maintain the proportions of the logo, hold the shift key down when resizing. You may have to do this a couple times to get the art to fit within your screen.

# Camera-ready art



 Blue Plate



 Gold Plate



Note: Do not reverse logo

