



Section 5

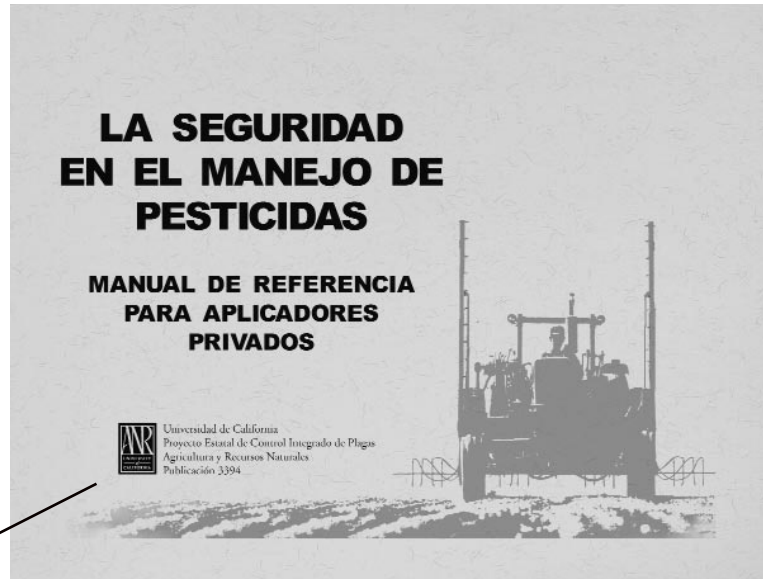
Publications

Book covers

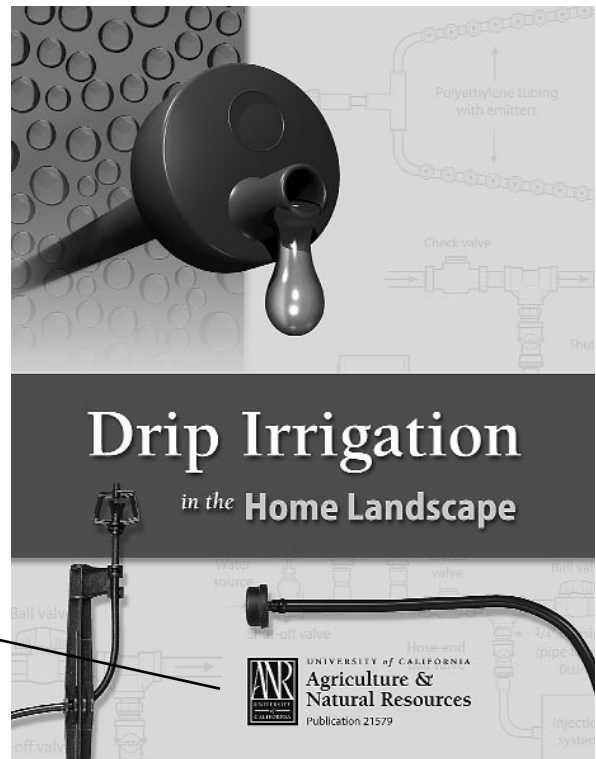
The ANR logo should be used on all ANR publications. It should be on the front cover although the back cover is also acceptable. The accompanying text should make these identifications in the following order:

- University of California
- Agriculture & Natural Resources
- Department or Program name (optional)
- Publication number

Use a font that integrates well with the cover's design. The following examples show a couple of ways to use the ANR logo on a cover.



Universidad de California
 Proyecto Estatal de Control Integrado de Plagas
 Agricultura y Recursos Naturales
 Publicación 3394



UNIVERSITY of CALIFORNIA
 Agriculture &
 Natural Resources
 Publication 21579

Book spines

Two versions of the ANR logo are designed for use at the small size required for book spines.

The small ANR logo block (ANR logo 1sm) can be used in sizes ranging from 1/2" to 3/4" wide. The small ANR letter block (ANR logo 4sm) is for sizes less than 1/2". *Don't use the ANR letter block for anything other than the spine of a book or video cover.*

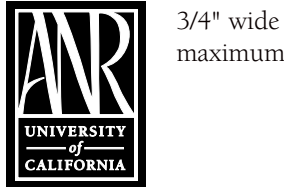
For use at sizes bigger than 3/4", use the regular ANR logo block (ANR logo 1).

Electronic versions of the logo

File names for Encapsulated Postscript (EPS) versions of the logos are listed next to each example.

Minimum & maximum sizes

File: ANR logo 1sm



3/4" wide maximum

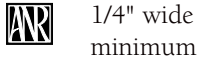


1/2" wide minimum

File: ANR logo 4sm



7/16" wide maximum



1/4" wide minimum

File: ANR logo 1



bigger than 3/4" wide

Book spine examples



ANR_logo_1sm.eps



ANR_logo_4xs.eps



ANR_logo_1r.eps



ANR_logo_4rev.eps