

The CPU2AL Logo and Brand Guidelines

The logo and identity graphics for the NSF EPSCoR CPU2AL guarantee consistency in branding to all of our branches and create a consistent brand experience for all universities.

Approved Acronym Usage

- Spell out "Connecting the Plasma Universe to Plasma Technology in Alabama (CPU2AL)" upon first usage, making sure to capitalize each letter, as exemplified above.
- After the first reference to the organization, you may use "CPU2AL" without parenthesis throughout the written material.
- It is also appropriate and justified to refer CPU2AL as "NSF EPSCoR CPU2AL".
- For pages on the CPU2AL website, it is acceptable to refer to the organization as simply "CPU2AL" because the full logo is displayed on each web page.
- Do not refer to Connecting the Plasma Universe to Plasma Technology in Alabama as anything other than what has been stated above.

CPU2AL Logo

Official logo files for NSF EPSCoR CPU2AL may be downloaded from this page. By downloading any of the provided logo files, you are agreeing to use the CPU2AL logo in accordance with the standards outlined on this page.



Primary

2020 - Present

PrimaryBlue:

CMYK: 66 56 0 39

RGB: 53 69 156

HEX: #35459C

SecondaryBlue:

CMYK: 76 24 0 10

RGB: 54 175 229

HEX: #36AFE5

Choosing a download format

- EPS files are best for print. EPS files are vector-based, meaning they can be enlarged to any size without losing quality.
- PNG files are best for web. PNG files can easily be used in a variety of programs and settings; however, they are raster-based and cannot be enlarged beyond their original size.

Logo Variations

The primary logo should be used when possible. However, occasionally the background color/image or the printing method may require the logo to be displayed in one of the following alternate color schemes. For readability and impact it is important to choose the version that provides sufficient contrast to the background you will be using.

Logos are displayed on the following page.



One-Color White

Shown on blue

Use on black or dark-colored



One-Color White

Shown on blue

Use on black or dark-colored backgrounds



Two-Color White

Shown on black

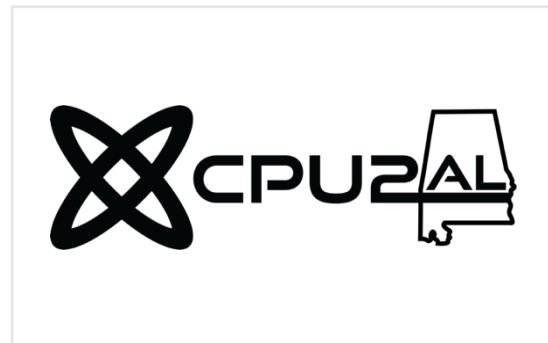
Use on black or dark-colored backgrounds



Two-Color Blue

Shown on white

Use on black or white backgrounds



One-Color Black

Shown on white

Use on white or light-colored backgrounds



One-Color Black

Shown on white

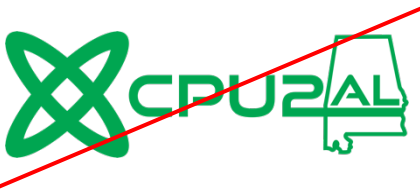
Use on white or light-colored backgrounds

Minimum Size

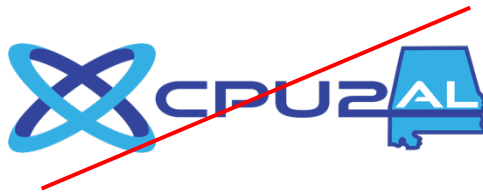


For legibility, the total width of the logo should not be smaller than 1.5" in print, or 108 pixels on screen.

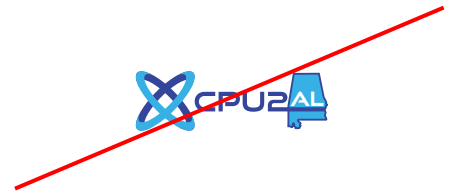
Logo Misusage



Do not change the color of the logo



Do not stretch the logo out of proportion



Do not use the logo smaller than 1.5" or 108px



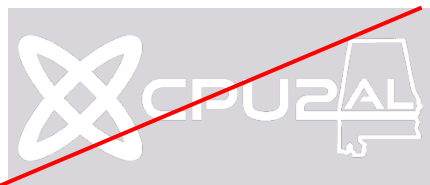
Do not rotate the logo



Do not cover or obstruct the logo



Do not apply any effects such as drop shadows or strokes to the logo



Do not use a logo that does not provide sufficient contrast with the background

Brandmark-Only CPU2AL Logo



Do not always use the brandmark-only CPU2AL logo. The brandmark-only CPU2AL logo is used only in circumstances where space is limited, and the full logo has already been introduced.

Color Palette

Web/Screen

Primary Colors

CPU2AL BLUE
HEX: #35459C
RGB: 53 69 156

CPU2AL SECOND BLUE
HEX: #36AFE5
RGB: 54 175 229

CPU2AL BLACK
HEX: #29282A
RGB: 41 40 42

Print

Primary Colors

CPU2AL BLUE
PMS: 2126 CP
CMYK: 93, 87, 0, 0

CPU2AL SECOND BLUE
PMS: 298 C
CMYK: 67, 12, 0, 0

BLACK

Secondary Colors

HEX: #FDDA24
RGB: 253 218 36

HEX: #BBB1A7
RGB: 187 177 167

HEX: #757575
RGB: 117 117 117

HEX: #E5E5E5
RGB: 229 229 229

Secondary Colors

PMS 115
CMYK: 0, 6, 87, 0

PMS WARM GRAY 4
CMYK: 11, 13, 15, 27

PMS COOL GRAY 10
CMYK: 40, 30, 20, 66

PMS 427
CMYK: 7, 3, 5, 8

Typography

Avenir is the typeface (font) used across the CPU2AL website. It is a sans-serif face with many weights appropriate for everything from titles to body copy. You may obtain a license at [fonts.com](https://www.fonts.com).

AaBbCc 0123

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternative Typefaces

In cases where only system fonts may be used, you may substitute Arial/Helvetica or Century Gothic. In cases where web fonts may be used but Avenir is not available, you may substitute [Nunito Sans](#).