



2024 ESnet Brand & Logo Guidelines

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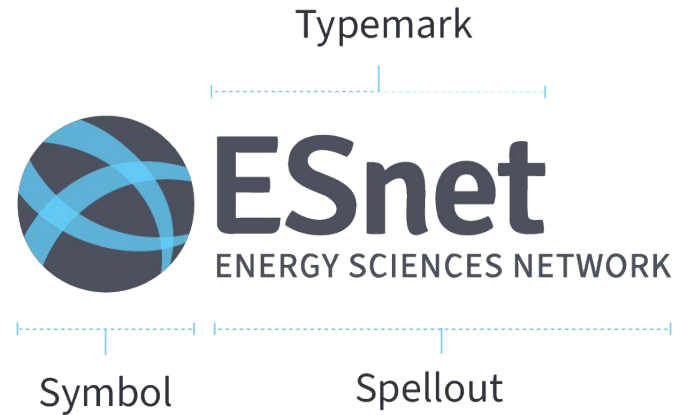
Logo | Components

ESnet's logo is the foundation of our brand and should be used on all communications. Consistent and appropriate use of the logo strengthens our brand recognition.

The primary logo consists of the following elements:

- Symbol
- Typemark
- Spellout

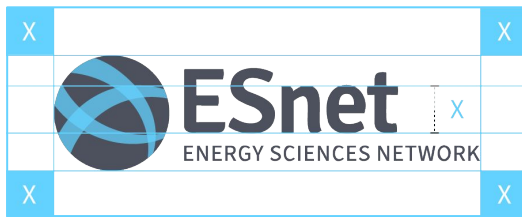
These elements are set in a fixed relationship and should not be altered. Because it is not universally recognized, the Symbol should not appear alone without the supporting Typemark and Spellout, in public use cases.



Logo | Clearspace & Minimum Sizes

To maintain the integrity and readability of our signature, be certain that the space around the logo is clear of other graphic elements or text.

Adhering to the indicated clear space will ensure clarity and strong presence in every application.



The minimum clear space is the x-height of the logotype and is proportional to the size the logo is used.

Minimum sizes have been established for each of the three lock-ups (shown on following page), for both print and screen use. The sizes are determined based on best readability.



2" Minimum print size
144 Pixels Minimum screen size



1" Minimum print size
72 Pixels Minimum screen size

Logo | Variations

The logo may appear in three variations: primary logo, symbol and typemark, and typemark and spellout; and three color options: full color, black, and reversed white. No other color versions are approved. Reversed is to be used on dark background colors.

Primary

Symbol & Typemark

Spellout

Full color



Black



Reversed

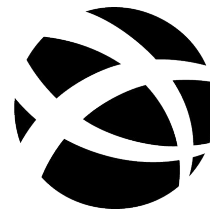


Logo | Variations

The ESnet Stamp may be used for situations in which the full ESnet logo cannot work for space limitations, such as social media icons.



The standalone Symbol may only be used for Favicons. For other use cases, please contact the ESnet Branding team (ESnet's Comms Lead and the Packets UX Working Group) to discuss.



Logo | Unacceptable Usage

The elements of the logo are locked together proportionally and should not be moved around or modified. Do not reconstruct the logo — use the approved logo files only. Unacceptable usage is illustrated below, and applies to all lock-ups and variations.



Don't change the font of the logotype



Don't change the relationship between the elements



Don't change the arrangement of the elements



Don't apply drop shadows



Don't change the color of the icon



Don't change the color of the logotype



Don't place the logo on backgrounds without sufficient contrast



Don't place the logo on photographic backgrounds



Don't stretch or distort the logo



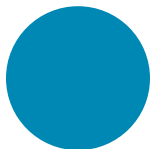
Don't angle or rotate the logo

Colors | Light Palette

The primary color palette shown here should be used on all our communications.

Reserve colors for headers and callout text. Color variations for use on a dark background appear on the next page.

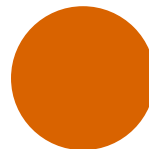
Body text should appear in either black or Black-700.



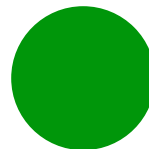
Blue-600
Web: #0088B5
RGB: 0/136/181
CMYK: 83/35/15/1



Blue-900
Web: #004573
RGB: 0/69/115
CMYK: 100/78/31/15



Orange-600
Web: #D96300
RGB: 217/99/0
CMYK: 11/73/100/2



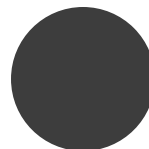
Green-600
Web: #00960A
RGB: 0/150/10
CMYK: 85/15/100/4



Slate-100
Web: #C3C7D9
RGB: 195/199/217
CMYK: 22/17/6/0



Slate-800
Web: #4D515E
RGB: 77/81/94
CMYK: 71/61/47/28



Black-700
Web: #3D3D3D
RGB: 61/61/61
CMYK: 68/61/60/49

Colors | Dark Palette

Refer to these color formulas for use on a dark background. Body text should appear in either white or Slate-100.



Blue-300

Web: #64D2FF
RGB: 100/210/255
CMYK: 50/0/0/1



Teal-400

Web: #4BA9B3
RGB: 75/169/179
CMYK: 68/15/29/0



Orange-400

Web: #FFA533
RGB: 255/165/51
CMYK: 0/41/89/0



Green-500

Web: #11AD2B
RGB: 17/173/43
CMYK: 80/2/100/0



Slate-100

Web: #C3C7D9
RGB: 195/199/217
CMYK: 22/17/6/0



Slate-1000

Web: #30333B
RGB: 48/51/59
CMYK: 75/67/56/53

Typography

There are three approved font families for ESnet: **Signika**, **Source Sans 3**, and **Source Code Pro**.

These font families were updated in 2024 to help convey the character of ESnet's brand as both innovative and scientific.

To maintain consistency within layouts, it's important to always use these specific typefaces.

Display: [Signika](#)

Light: Energy Sciences Network

Normal: Energy Sciences Network

Medium: Energy Sciences Network

Semibold: Energy Sciences Network

Bold: Energy Sciences Network

Sans Serif: [Source Sans 3](#)

Light: Energy Sciences Network

Normal: Energy Sciences Network

Medium: Energy Sciences Network

Semibold: Energy Sciences Network

Bold: Energy Sciences Network

Mono: [Source Code Pro](#)

Energy Sciences Network

Typography | Digital Applications

Signika should be used sparingly. Its main use is for titles, or headers that you want to pop. It should not be used for regular body text.

Signika

Banner

Bold, 64pt or 84 pt

Header 1

Bold, 48 pt

Header 1

Semibold, 48 pt

Typography | Digital Applications

Source Sans 3 is the main typeface and can be used for both headers & body text.

Source Code Pro should only be used for code snippets or tabular data.

See example applications:

Source Sans 3

Header 1

Semibold, 48pt

Sub Head

Bold, 32 pt or 36pt

Body

Normal, 16pt

Source Code Pro

```
node> iperf3 -s  
-B 0.0.0.0 -V -d  
--timestamps
```

Normal, 14pt

Secondary Elements

Secondary graphic language can help extend the presence of the brand. Abstract data networking patterns such as the ones below can be used as backgrounds for presentations and print materials.

[ESnet Licensed Stock and Other Approved Images](#)

Note: ESnet no longer uses the previous “Arc” graphics as background images except in the Stamp. The ESnet Stamp may also be used for situations in which the full ESnet logo cannot work, such as small, round social media icons.

The globe with the ESnet map can be found in the stock folder above. It should be reserved for iconic situations such as report covers and banners, and not as a background image with type over it.

