LOGO GUIDELINES
BAD DESIGN SHOUTS AT YOU.
GOOD DESIGN IS THE SILENT SELLER.
IDENTITY ARTWORK OVERVIEW
ARTWORK OVERVIEW
FOR REFERENCE ONLY – DO NOT TAKE SCREENSHOTS FOR LOGO USE

GROUP S
STANDALONE LOGO

GROUP X
SPECIALTY APPLICATIONS

GROUP D
COMBINED WITH DISCOVERY PARK LOGO

GROUP P – not recommended
COMBINED WITH PURDUE LOGO
EACH FILE COMES IN VECTOR (.PDF) AND BITMAP (.PNG) FORMATS
USE VECTOR VERSIONS WHENEVER POSSIBLE

GROUP
S STANDALONE
D WITH DISCOVERY PARK
P WITH PURDUE
X SPECIALTY

COLOR
P: POSITIVE
(COLOR ON WHITE)
01P 02P 03P 04P 05P

N: NEGATIVE
(WHITE ON COLOR)
01N 02N 03N 04N 05N

ORIENTATION
(WIDE)
U UPRIGHT

EXAMPLE
D 0 1 N U

RGB VALUES
BLACK 0 | 0 | 0
GOLD 163 | 121 | 44
GREY 40% 153 | 153 | 153
ORANGE 185 | 89 | 21
BLUE 92 | 111 | 123

graphics lettering
WORDS FROM THE DESIGNER
Some of the artwork, such as the one shown in the example below, contains elements that are quite a bit smaller than the lettering of the main logo. Make sure that all parts of the logo render legibly at final output scale. If your audience only sees a meaningless blob of shapes, you might as well not show anything in the first place.

Acceptable scales will vary with the application medium. A logo that works perfectly fine on a poster may become indecipherable on the bottom of a presentation slide.
The toolkit provides the logos in two polarities.

**Positive logos** (file names ending on P) use one or more colors on a white background.

**Negative/inverted logos** (file names ending on N) are white against a colored background.

The inverted logos are mainly meant for integration with colored backgrounds, as illustrated by this fictitious flyer.

However, they may also be used as free-standing elements at your discretion. Keep in mind though that a freestanding inverted layout draws extra attention to the logo and its bounding box.

Make sure this effect does not pull the focus away from the main content and still blends in with the rest of your design.
The Purdue logo is typeset in a serif font: the letterforms have decorative end strokes. This evokes a sense of tradition and history. Serif fonts look classy and serious. The Quest logo is based on a sans serif font: the letterforms terminate into simple strokes. This gives a modern and progressive feel. Sans serif fonts look less formal yet sleek.

These qualities are highly suitable for what each logo wishes to convey in its own right. However, direct juxtaposition side by side is in my opinion not fully pleasing aesthetically.

I recommend to use the combination with the Discovery Park logo (file group D) instead.

Both of these logos feature sans serif fonts. They work in harmony as a more coherent graphic unit and provide extra affiliation formation.
The logo toolkit provides a series of free-standing right-handed brackets for your convenience.

These identity elements can provide a playful finishing touch to your work, and help achieve balance in a design layout.

They also suggest a sense of momentum and moving forward on the road of discovery ahead, in the endless quest to unlock the future.

Graphic possibilities are nearly unlimited.
Feel free to use the kets as you wish based on your inspiration.

For best results, I recommend using not more than one ket on a page or slide. Position it beyond the right lower corner of the logo or other associated artwork.

Look for some potential options in action in the application examples section (presentation slide designs), and on the back cover page of this manual.

*Do not panic. I have no intention for trademarking the HELLO KETTY name in any way. Where would life be without a little humor now and then?
NOTES ON TYPOGRAPHY

THESE ARE JUST LISTED AS INFORMATION IF YOU ARE INTERESTED OR CURIOUS.
FEEL TOTALLY FREE TO USE YOUR OWN PERSONAL FAVOURITES.

Century Gothic
Main font of this style manual

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,..)}
abcdefghijklmnopqrstuvwxyz 1234567890

Lucida Sans
Featured in the presentation slides examples

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,..)}
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro
Featured in the poster example

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,..)}
abcdefghijklmnopqrstuvwxyz 1234567890

Eurostile
Basis of the letterforms in the logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ {(!?,..)}
abcdefghijklmnopqrstuvwxyz 1234567890
3 Application Examples
Low-noise slide engineering for ballistic content transport

Stand-up Physicist
Thermal Wizard · Project Brainiac

BEST CONFERENCE EVER
Sunshine City CA | Anytime 2013
Low-noise slide engineering for ballistic content transport

Stand-up Physicist
Thermal Wizard • Project Brainiac
QUANTUM ENGINEERED SYSTEMS & TECHNOLOGY

BEST CONFERENCE EVER
Sunshine City CA | Anytime 2013
Despite the minimalism of this example template, the gold bar provides a solid footing for the slides and serves as subtle, consistent identity feature.

Slide numbers were retained as they can be helpful for the audience in asking questions.

PRESENTATIONS – CONTENT SLIDE

APPLICATION EXAMPLES

Long title broken into similar line widths for easy reading

Less is more
Repeated template elements distract from actual content. Omit logos (!), speaker/title info, etc. when possible.

Show and tell
Keep text concise: let yourself and images do the talking.

Bullet points kill
This slide provides an orderly list with neatly distinct items yet no ● symbols (or similar) were necessary.
APPLICATION EXAMPLES

PRESENTATIONS – FINAL SLIDE

PURDUE UNIVERSITY
Birck Nanotechnology Center

http://nanohub.org/groups/quest
First-Principle Analysis of 2-D Graphic Design Templates for High-Speed Research Posters

A. Nothe, R.B. Rilliant, T.E. Amof, S. Cientists

Birck Nanotechnology Center | Quantum Engineered Systems & Technology

E-mail: author@purdue.edu

http://nanohub.org/groups/quest
4 COMMON ABUSES
A LOGO IS NOT CITRUS FRUIT
NOT EVEN WHEN IT COMES IN ORANGE COLOR

Respect the boundaries of the bounding box:
DO NOT SQUEEZE THE LOGO INTO TIGHT SPACES.

Rather, use an overall size that comfortably fits.

The bounding boxes purposely safeguard a pleasant distance from surrounding artwork, giving air to the layout. Let your design breathe.

A LOGO IS NOT A BUNGEE CORD
BE A HIPPIE: STRETCH LEGS NOT ARTWORK

Respect the shape of the bounding box:
MAINTAIN THE ASPECT RATIO OF THE LOGO.

Life is busy, and making those pesky conference deadlines can sometimes require elastic working hours. But there’s no reason the logo should join.

Most software will maintain the aspect ratio when holding <SHIFT> while rescaling.
A LOGO IS NOT A MONET PAINTING
OR YOUR FAVOURITE RECORD, EITHER

Respect the power of vector art:
AVOID LOW RESOLUTION BITMAPS AT ALL COSTS.

Proper Art featuring vague lines and fuzzy dabs of color, or movie scenes shot with a soft focus lens, can be absolutely amazing.

Logo artwork, however, looks far from flattering or melancholic when pixelated.

Suppress your inner Californian now and then:
DO NOT RECYCLE THE LOGO.
USE ORIGINAL FILES, IN PDF WHenever POSSIBLE.

Even though it's been copied, scratched, and copied again, your favourite CD still delivers for the good times. A screenshot of a scan of a printed logo? Not so much.

Bitmaps degrade upon transformation and reproduce poorly beyond their intended size.

PDF files contain spline coordinates instead of pixel data. Interpolation gives crisp and smooth curves, regardless their scale.

CHEAP

PRICELESS

VECTOR ART MAINTAINS ITS CRISP EDGES
AND SMOOTH SHAPES NO MATTER HOW
MUCH YOU Resize IT.

See the PDF magic in action by zooming in as far as you like on this document in your viewer.

This designer has converted the logo to a JPG file with too much compression, leading to smudgy edges and "dirty" colors.

If your software can only handle bitmaps, use the provided PNG files. This format is lossless and preserves the correct colors.
5 USEFUL RESOURCES
USEFUL RESOURCES

Purdue Marketing Toolkit
https://marketing.purdue.edu/Toolkit  (login required)
Provides Purdue logos and related University artwork.
Comprehensive style manual available.

Discovery Park/Birck Templates
http://www.purdue.edu/discoverypark/nanotechnology/resources/PPT_resources.php
Provides logos (bitmap only) and some simple presentation and poster templates.

Quest Logo Toolkit
http://nanohub.org/groups/quest/logos
Provides all logo files and PDF copy of this style manual.

Jean-Luc Doumont (Principiae)
http://www.principiae.be/X0300.php
Provides resources on effective communication for scientists.
The layout and philosophy of the presentation slide template shown in this manual are gratefully influenced by Doumont's excellent insights.