



# 2024 ESnet Brand & Logo Guidelines

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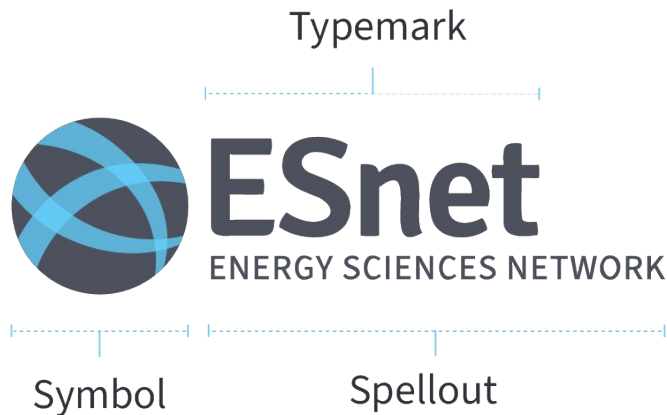
# Logo | Components

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.

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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

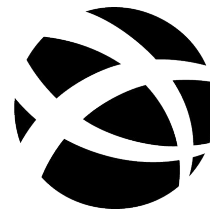


## Logo | Variations

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



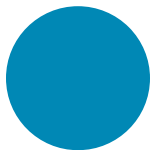
**Don't** angle or rotate the logo

# Colors | Light Palette

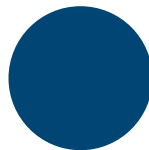
The primary color palette shown here should be used on all our communications.

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

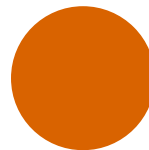
Body text should appear in either black or Black-700.



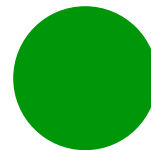
**Blue-600**  
Web: #0088B5  
RGB: 0/136/181  
CMYK: 83/35/15/1



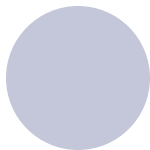
**Blue-900**  
Web: #004573  
RGB: 0/69/115  
CMYK: 100/78/31/15



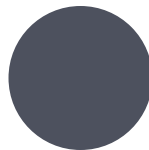
**Orange-600**  
Web: #D96300  
RGB: 217/99/0  
CMYK: 11/73/100/2



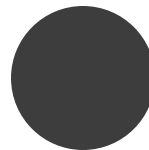
**Green-600**  
Web: #00960A  
RGB: 0/150/10  
CMYK: 85/15/100/4



**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.

