

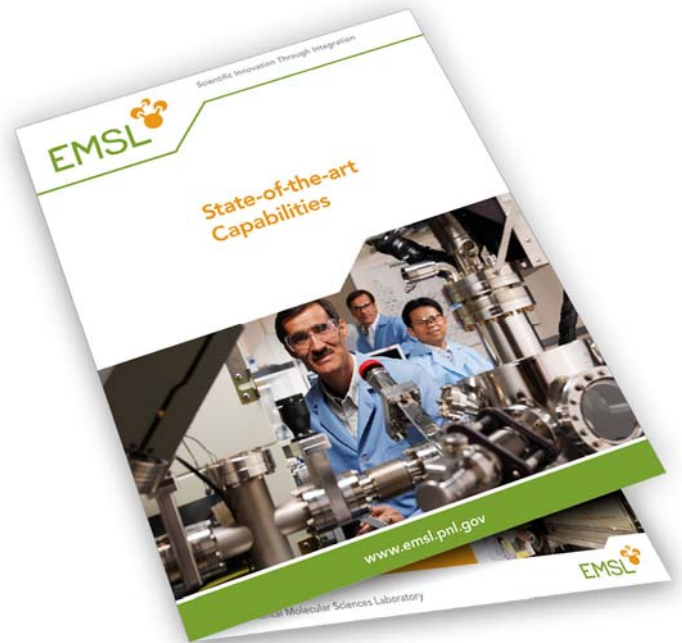
EMSL Spotlight

EMSL launches new look

Visual identity campaign to convey EMSL as collaborative, integrated, state-of-the-art

On June 17, EMSL rolled out a new look as part of a year-long brand refreshment campaign. The new visual identity will be conveyed to staff and users through new products such as a revitalized website, posters, brochures, presentation materials, and business cards.

The new visual identity launch is the culmination of interviews with stakeholders such as the Department of Energy, EMSL staff and users, and members of EMSL's Science and User Advisory committees. From these interviews, five attributes emerged that described EMSL: expertise, integration, unique collaborative environment, state-of-the-art instrumentation, and economical. These attributes will now be conveyed through communications products developed at EMSL.



EMSL's launch of its visual identity campaign comes one week after the Pacific Northwest National Laboratory—who operates EMSL for DOE's Office of Biological and Environmental Research—rolled out its new visual identity conveying it as a results-driven, customer-focused laboratory with interdisciplinary expertise.

For more information, contact EMSL Communications Manager Mary Ann Showalter (509-371-6017).