

The NETL logotype illustrated on this page is the institutional signature for the U.S. Department of Energy, National Energy Technology Laboratory—NETL. Its function is to be the graphic identification for that organization. The relationship among the elements of this logo is essential to preserve this identity.

The specifications included on these pages will assist in the proper display of this logo and should be followed exactly. Questions concerning this logo and its application may be addressed to the NETL Office of Public Affairs Coordination, Contact.PublicAffairs@NETL.DOE.GOV.



NETL Logo Color

- In color the NETL logo is Pantone Matching System ink, PMS 286, 40% PMS 286 for the “burst”.
- As RGB color, PMS 286 translates to R 0, G 56, B 168; 40% PMS 285 to R 153, G 175, B 220.
- As CMYK color, PMS 286 translates to C 100, M 60, Y 0, K 6; 40% PMS 286 to C 40, M 24, Y 0, K 2.



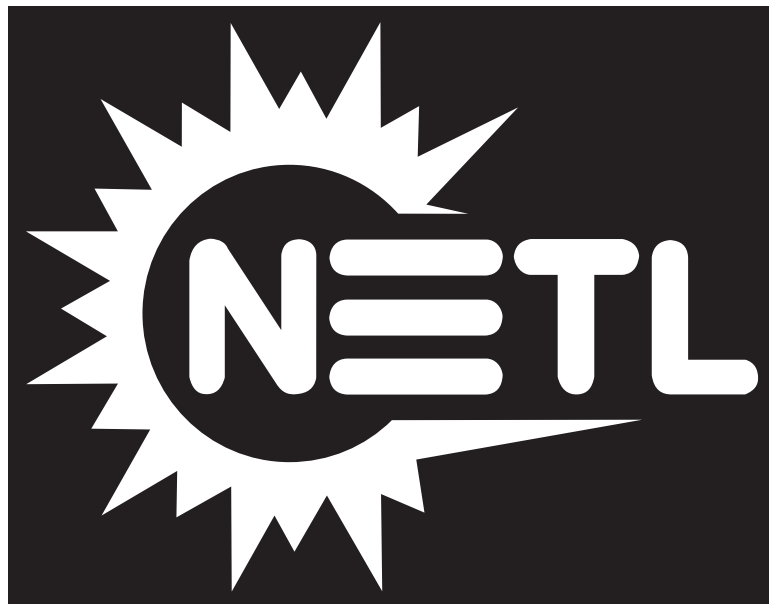
Black & White
Reverse

Black & White: NETL - Black (100%); Burst - Black (40%)

Ratio and Color

As illustrated, the height of the NETL logo is .75 times the length, a 3 by 4 ratio. This relationship is always the same, regardless of the reproduction size.

Whenever possible the logo should be rendered in the preferred colors. If these colors are not available, the logo may be reproduced in black and white or in reverse.



Reverse Logo

When the logo appears on a background equivalent to a 50% screen or darker, the logo can be reversed. When reversed, the result appears as illustrated.