Pennington Biomedical Brand Guide

Version 2

December 2020

pb Pennington Biomedical
Research Center
Louisiana State University

pb Pennington Biomedical
Research Foundation
Louisiana State University

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Logo

Logo
Introduction

This is our primary logo. It is designed to be iconic and timeless. When used consistently across communications, it will help build recognition of our brand.

Our symbol and logo lockups reflect the Pennington Biomedical brand promise and acts as a positive endorsement of everything to which they are applied. They must be used correctly. Any communications, collateral, or assets carrying the logos should reflect the Pennington Biomedical brand values.

Logo
PB symbol

This is our Pennington Biomedical symbol. The most literal expression of "small shifts" in our system, the symbol's simplicity is its power.

Shifting a "P" to a lower case "b" is a small shift, creating a bold symbol that captures all the positive work we do.

The PB symbol reflects our core idea and acts as a positive endorsement. It must be used correctly; any communication, collateral, or asset carrying the symbol must reflect our brand purpose and vision.

The Pennington Purple version of the symbol, on a white background, is the version we use most across our brand communications. This helps maintain impact and legibility.

Logo
Primary lockups
full color

Full color logo lockups have been created for the Pennington Biomedical Research Center and for the Pennington Biomedical Research Foundation.

They have been designed to be strong, minimal and informed, with solid and legible hierarchy of information.

There are also single color primary lockups shown on the next page.

The Pennington Purple versions of the lockups, on a white background, are the versions we use most across our brand communications. This helps maintain impact and legibility.

pb **Pennington Biomedical Research Center**
Louisiana State University

pb **Pennington Biomedical Research Foundation**
Louisiana State University

Logo
Primary lockups
single color

Wherever possible the appropriate full color logo lockups should be used.

However, in some circumstances where the full color lockup is unable to be reproduced clearly, e.g., where legibility and reproduction may be an issue, the single color versions of the logo lockups can be used.

There are also secondary lockups without the Louisiana State University strapline, shown on the next page.

The Pennington Purple versions of the lockups, on a white background, are the versions we use most across our brand communications. This helps maintain impact and legibility.

pb **Pennington Biomedical Research Center**
Louisiana State University

pb **Pennington Biomedical Research Foundation**
Louisiana State University

Logo
Secondary lockups
without strapline

Wherever possible the appropriate logo lockups with the Louisiana State University strapline should be used.

The secondary lockups without the Louisiana State University strapline are used for internal documents such as slideshow presentations or where legibility and reproduction of the strapline may be an issue.

The Pennington Purple versions of the lockups, on a white background, are the versions we use most across our brand communications. This helps maintain impact and legibility.

pb **Pennington Biomedical**
Research Center

pb **Pennington Biomedical**
Research Foundation

Logo
PB symbol lockup
with LSU

Wherever possible the appropriate logo lockups should be used.

When the Pennington Biomedical logo has to live in confined spaces, e.g., in a web banner or signage usage, to ensure legibility, we use the PB symbol lockup with LSU.

We use the Pennington Purple or white versions across our brand communications. This helps maintain impact and legibility.

However, in some circumstances where the single color PB symbol lockup is unable to be reproduced clearly, e.g., where legibility or reproduction is an issue the black and white versions of the logo lockups can be used.

Logo Sub-brand lockups

Our logo lockup has been designed to incorporate our subentities. Creating consistency across all our areas of expertise. They promote and endorse our sub-brand materials, helping to reinforce the relationship and associated benefits to the consumer.

This system follows the same principle as our main logo lockups for the Pennington Biomedical Research Center and the Pennington Biomedical Research Foundation. Making a scalable and adaptable system that visually connects all of our subentities to the master brand—Pennington Biomedical.

The Pennington Purple versions of the lockups, on a white background, are the versions we use most across our brand communications. This helps maintain impact and legibility.
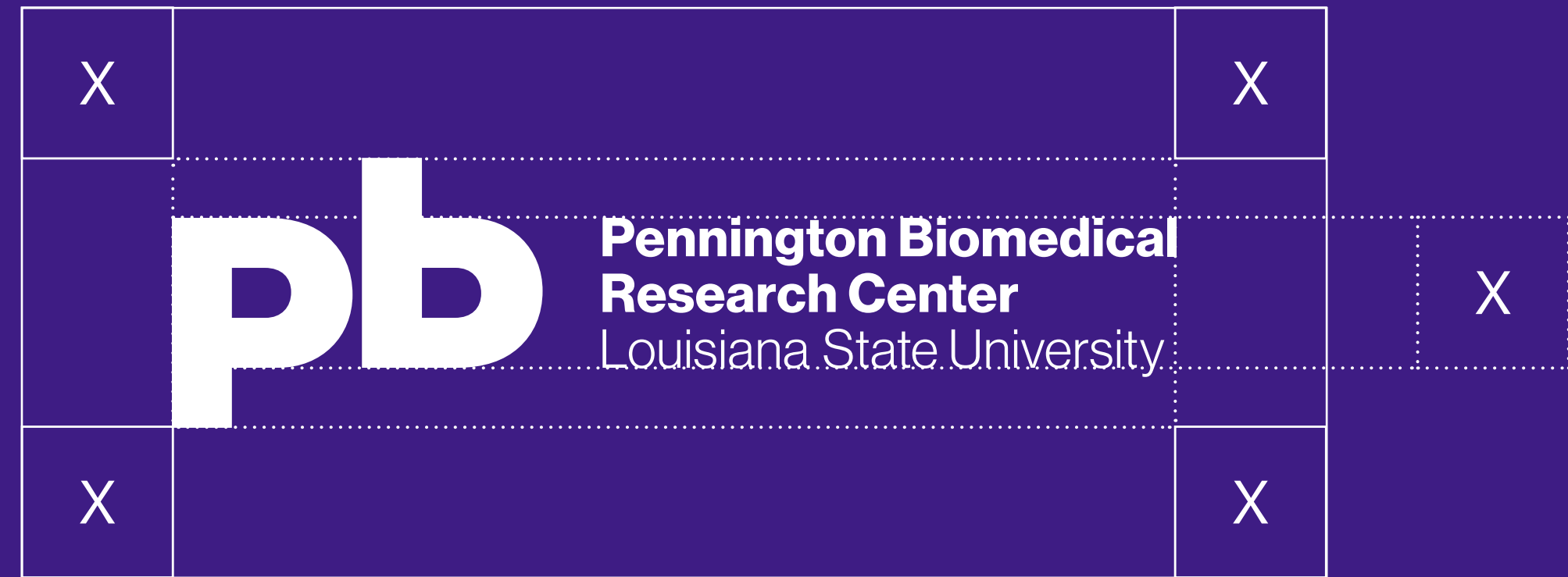
pb **Pennington Biomedical**
Nutrition Obesity
Research Center

pb **Pennington Biomedical**
Botanical Dietary Supplements
Research Center

pb **Pennington Biomedical**
Institute for Dementia
Research & Prevention

pb **Pennington Biomedical**
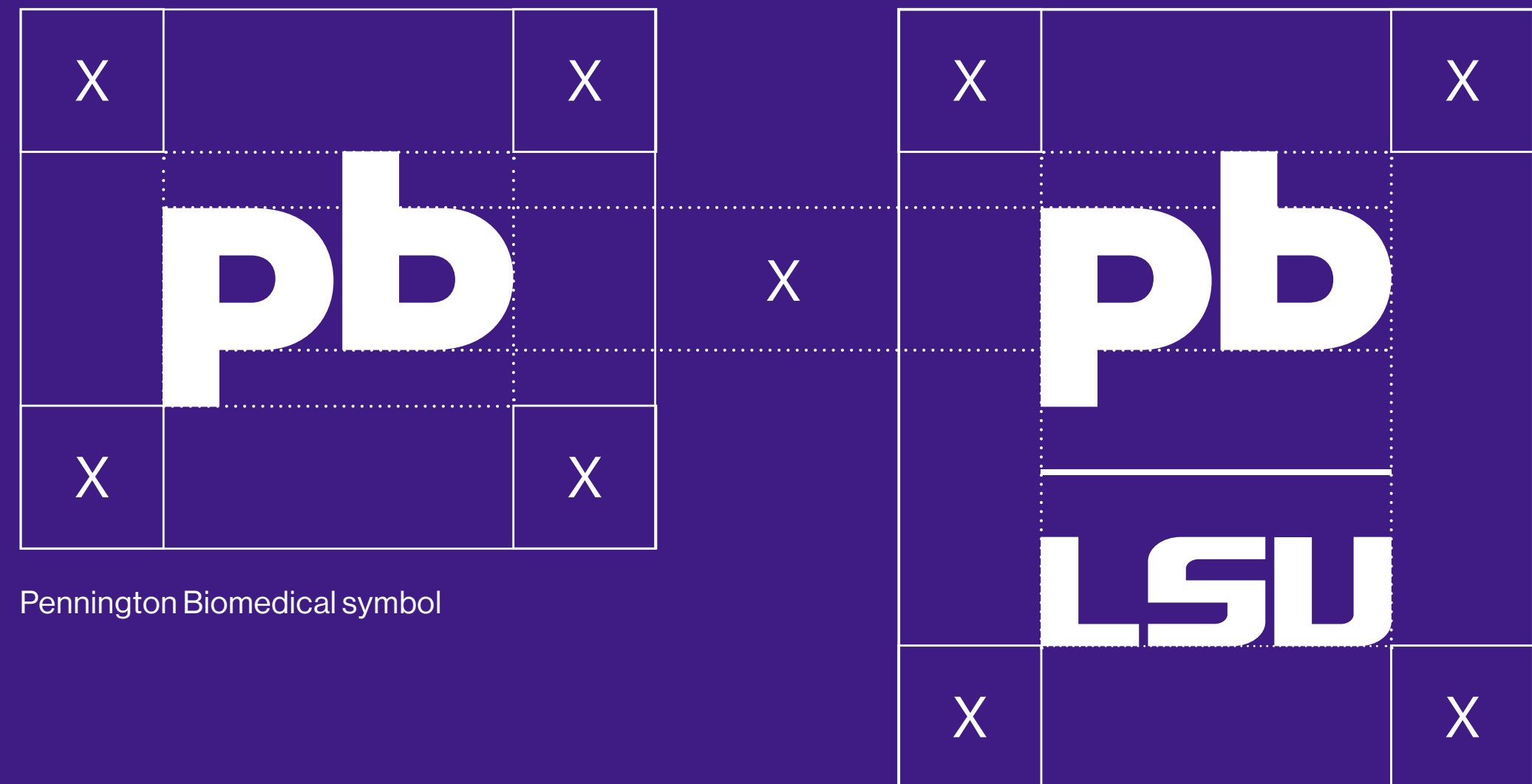Center of Biomedical
Research Excellence

Logo
Clear space

To ensure prominence and legibility, the Pennington Biomedical symbol and all logo lockups should be surrounded by an area of clear space. This should remain free of any type or graphic elements.

The minimum clear space for the symbol and lockup is the x-height of "pb".

The clear space appears as the non-printing background area within the master logo asset files. Always use this to position the symbol and logo lockups the minimum distance from the edge of an application. This distance should be increased whenever possible.

Pennington Biomedical Research Center logo lockup

Pennington Biomedical symbol

PB symbol lockup with LSU

Logo
Minimum sizes
positive variants

Shown are the Pennington Biomedical symbol and Research Center lockups, the minimum size rules apply to all positive symbols and lockups. The symbol and lockup should always be measured over the width of the "pb".

The preferred minimum size for the Pennington Biomedical symbol and symbol lockup with LSU is 18 points/0.25 inches/ 6.5 millimeters for print and 18 pixels wide (72 ppi @1x) for digital applications.

The minimum size for the logo lockup with tint Louisiana State University strapline is 32 points/0.4375 inches/11 millimeters for print and 32 pixels wide (72 ppi @1x) for digital applications.

For small applications, the solid strapline version of the Pennington Biomedical logo lockup may be reduced to 27 points/ 0.375"/9.5 millimeters for print and 27 pixels wide (72 ppi @1x) for digital applications.

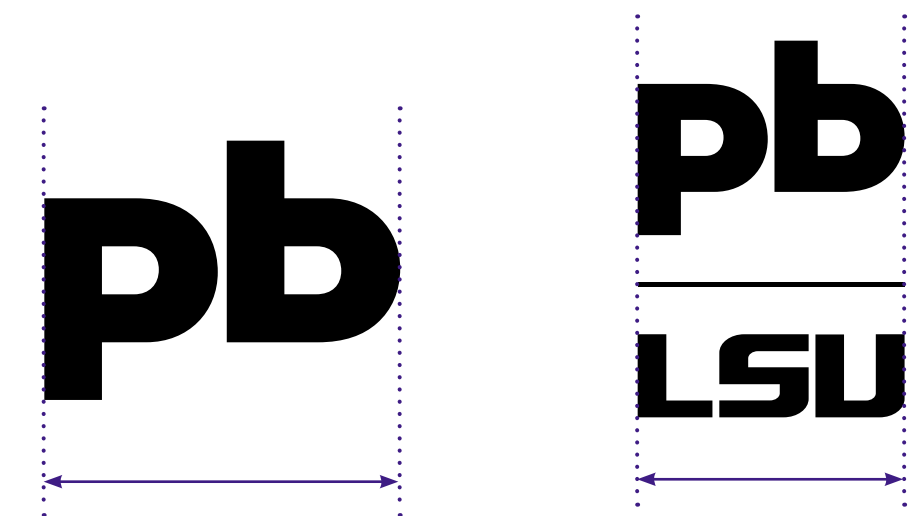**Minimum size for all positive tint versions— PMS, CMYK print and RGB digital.**
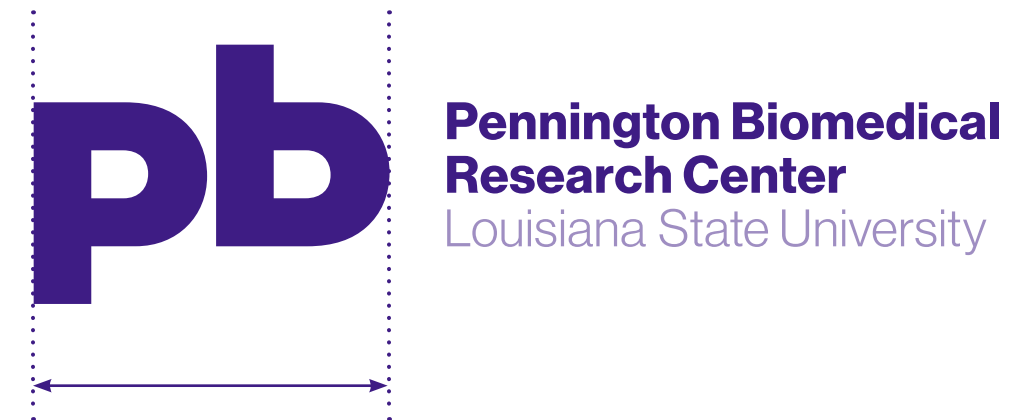
PMS/4 color/RGB = 32 points/0.4375"/11 mm (32 pixels).

Mono black/RGB = 32 points/0.4375"/11 mm (32 pixels).

Minimum size for solid purple versions— PMS, CMYK print and RGB digital.

PMS/4 color/RGB = 18 points/0.25 "/6.5 mm (18 pixels).

PMS/4 color/RGB = 27 points/0.375"/9.5 mm (27 pixels).

PMS/4 color/RGB = 27 points/0.375"/9.5 mm (27 pixels).

Minimum size for solid black versions— PMS, CMYK print and RGB digital.
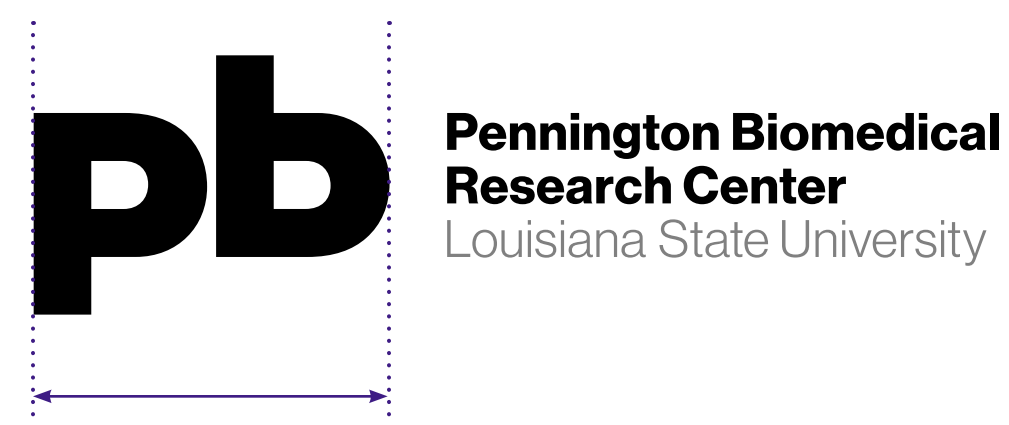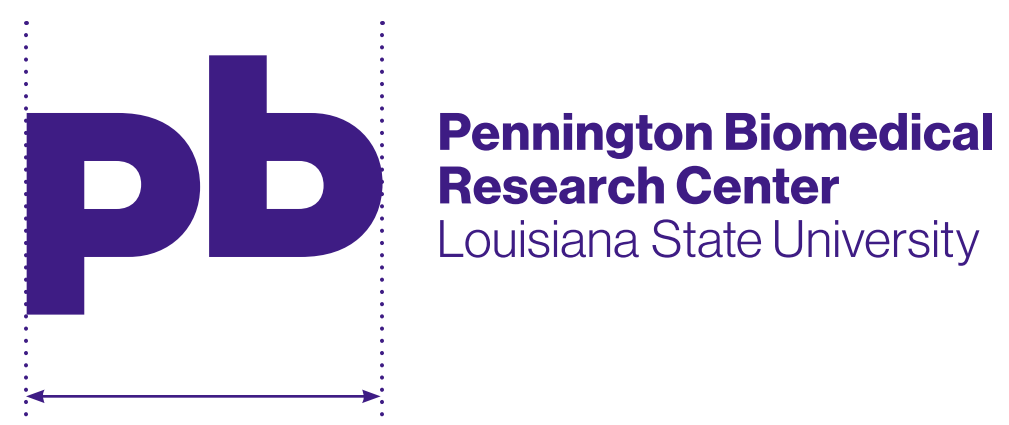

PMS/4 color/RGB = 18 points/0.25 "/6.5 mm (18 pixels).

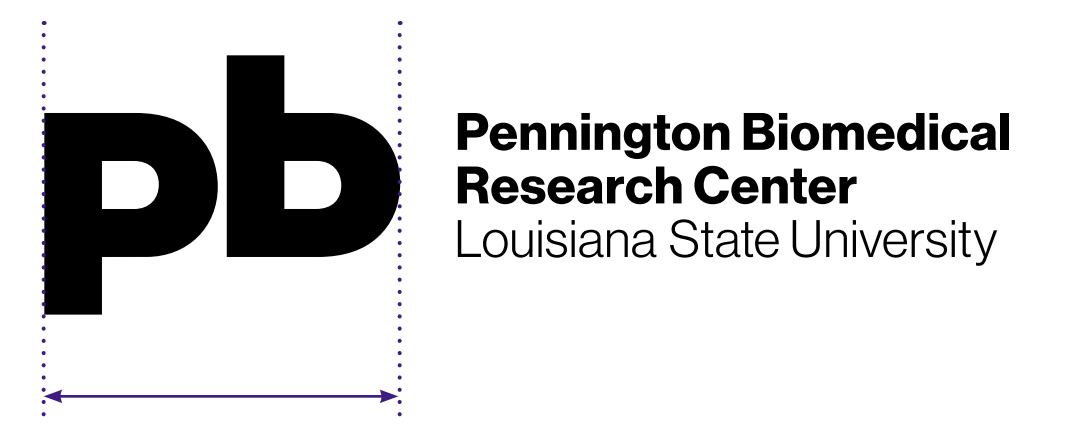PMS/4 color/RGB = 27 points/0.375"/9.5 mm (27 pixels).

PMS/4 color/RGB = 27 points/0.375"/9.5 mm (27 pixels).
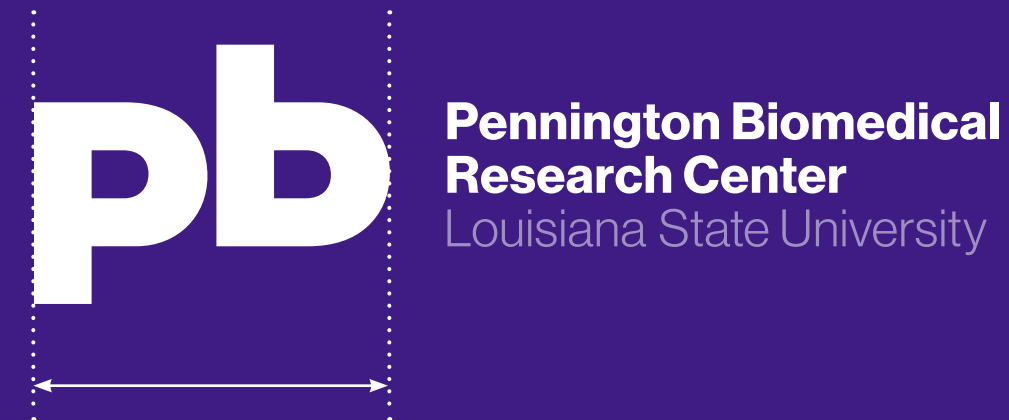
Logo
Minimum sizes
negative variants

Shown are the Pennington Biomedical symbol and Research Center lockups, the minimum size rules apply to all negative symbols and lockups. The Pennington Biomedical symbol and lockup should always be measured over the width of "pb".

The preferred minimum size for the Pennington Biomedical symbol and symbol lockup with LSU is 18 points/0.25 inches/ 6.5 millimeters for print and 18 pixels wide (72 ppi @1x) for digital applications.

The minimum size for the logo lockup with tint Louisiana State University strapline is 90 points/1.25 inches/32 millimeters for print and 90 pixels wide (72 ppi @1x) for digital applications.

For small applications, the solid strapline version of the Pennington Biomedical logo lockup may be reduced to 27 points/ 0.375"/9.5 millimeters for print and 27 pixels wide (72 ppi @1x) for digital applications.

Minimum size for 2 color and tint versions— PMS, CMYK print and RGB digital.

pb Pennington Biomedical **Research Center**
Louisiana State University

PMS/4 color/RGB = 90 points/1.25"/32 mm (90 pixels).

Note
To ensure reproduction integrity, do not use the negative variants of the logo lockups with tint Louisiana State University strapline below the above recommended sizes.

Minimum size for solid versions— PMS, CMYK print and RGB digital.

pb   **pb LSU**

PMS/4 color/RGB = 18 points/0.25 "/6.5 mm (18 pixels).

pb **Pennington Biomedical** Research Center

PMS/4 color/RGB = 27 points/0.375"/9.5 mm (27 pixels).

pb **Pennington Biomedical Research Center** Louisiana State University
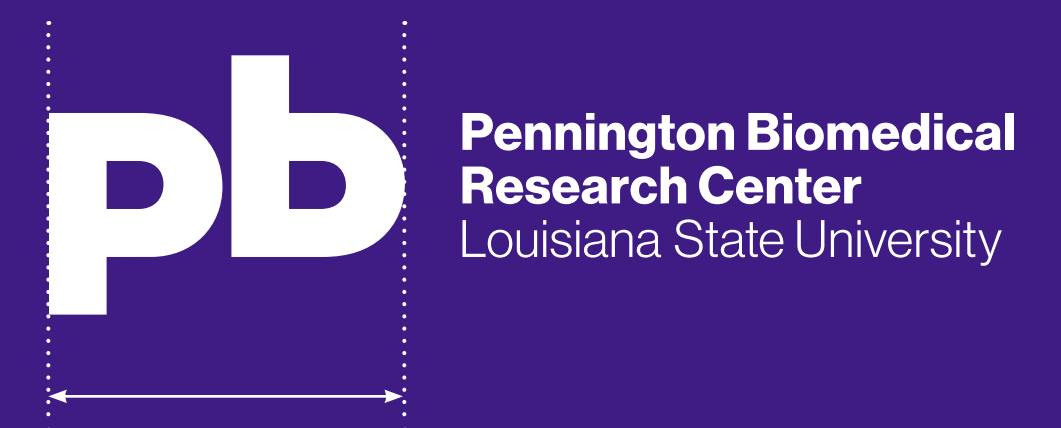
PMS/4 color/RGB = 27 points/0.375"/9.5 mm (27 pixels).

Logo
Sizing principles
most formats

The size of the Pennington Biomedical symbol and logo lockups on applications should be consistent. This will harmonize all of our all brand collateral.

To achieve this always measure across the width of the Pennington Biomedical symbol. For many applications this measurement is 5% of the diagonal (measure the diagonal of the format and divide it by 20). This will determine the width of the Pennington Biomedical symbol and logo lockup.

For guidance on sizing in extreme horizontal and extreme vertical formats, please refer to the following page.

Sizes for the Pennington Biomedical symbol and logo lockups are set in templates for some applications such as PowerPoint®, Word® documents, and stationery items.
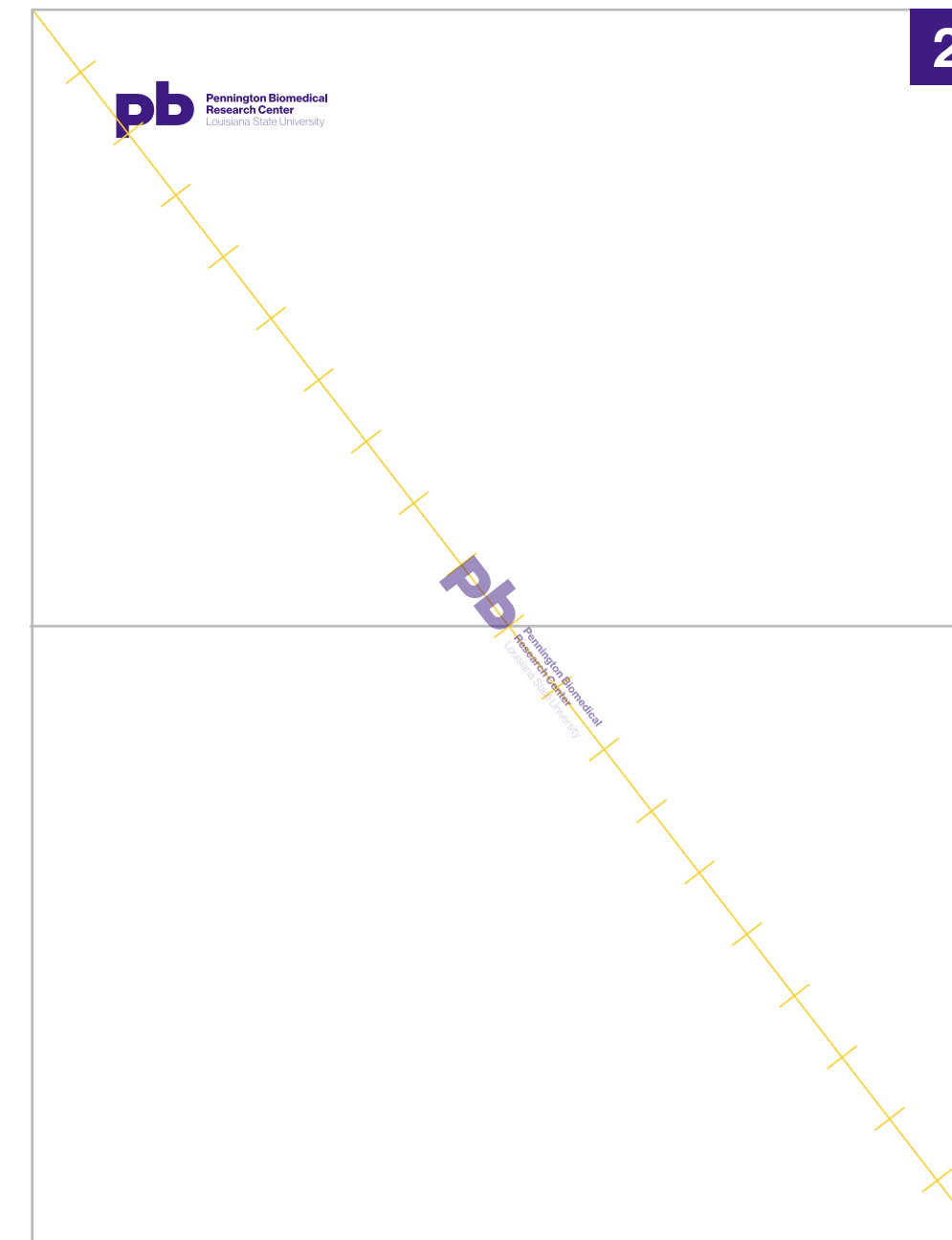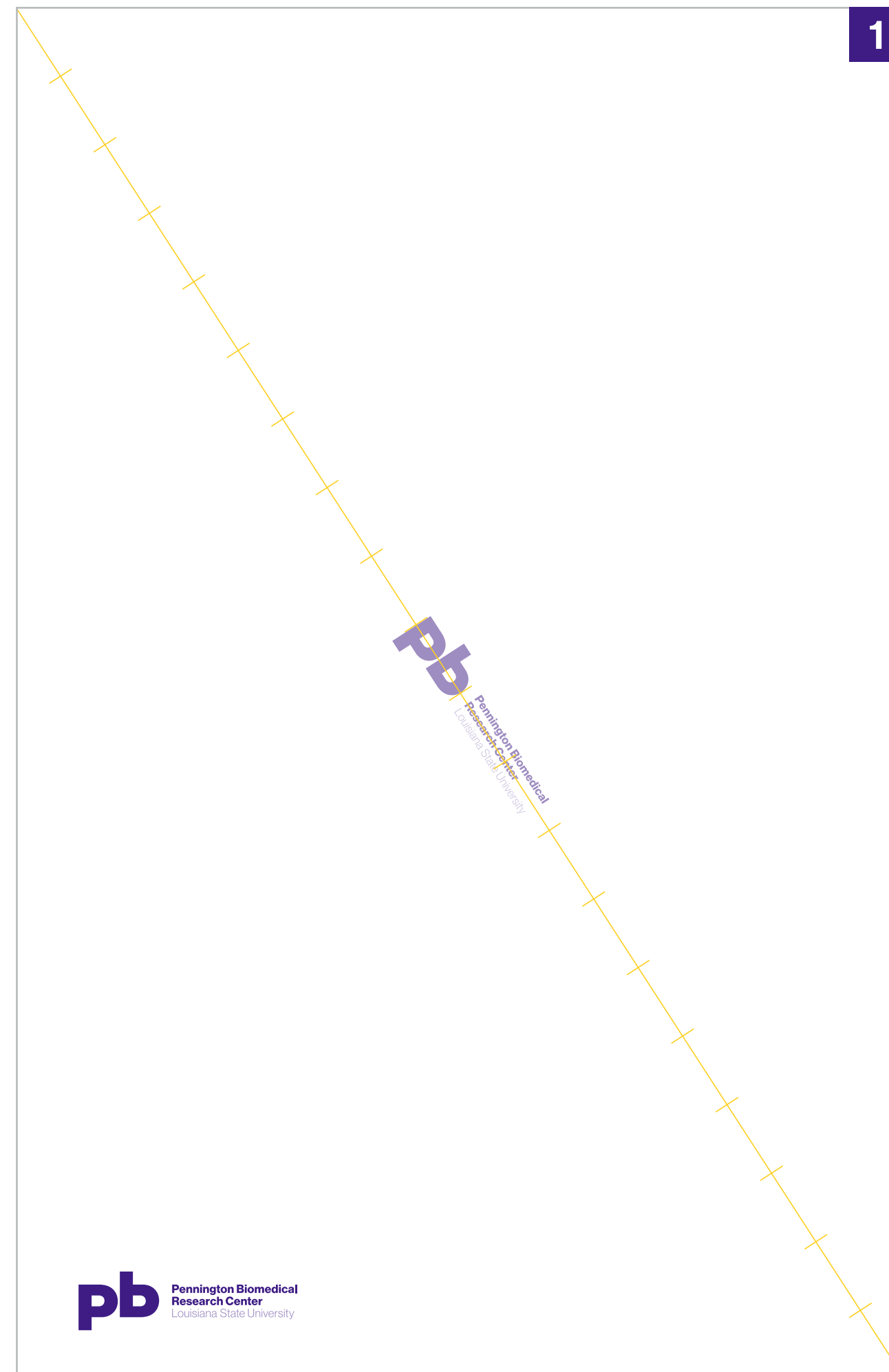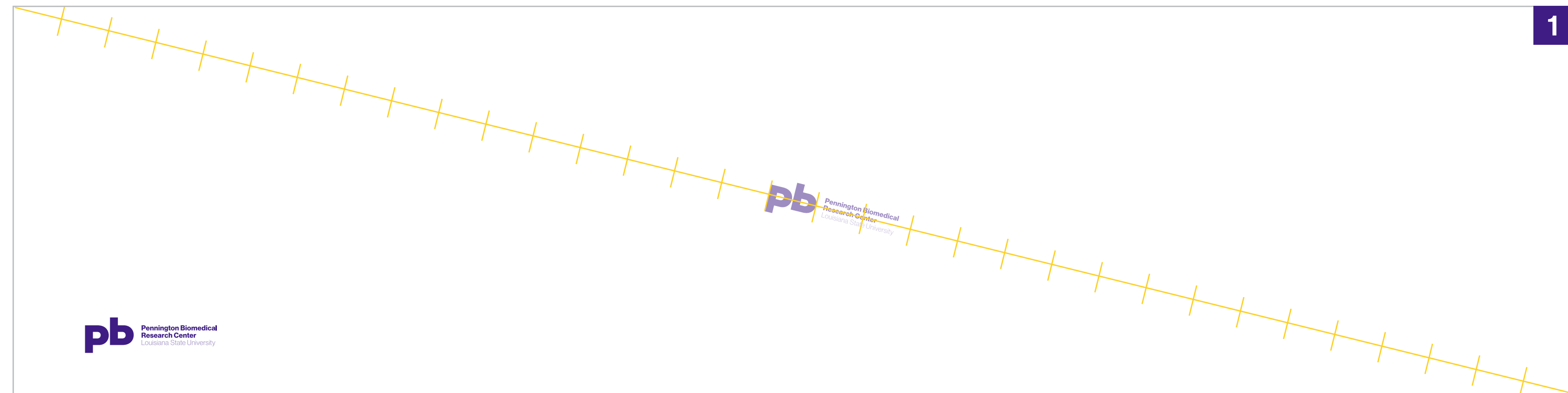

1 The symbol and logo lockup sizing principle shown on a tabloid application.

2 The symbol and logo lockup sizing principle shown on a vertical US letter or horizontal half letter application.

3 The logo lockup sizing principle shown on a US letter size tri-fold application.

Logo
Sizing principles
other formats

For extreme horizontal and extreme vertical formats this ratio can be reduced to a minimum of 3% of the diagonal (measure the diagonal of the format and divide it by 33). This determines the width of the Pennington Biomedical symbol and logo lockup. Always measure across the width of PB.

On some formats the symbol or logo lockup is sized to the full width or depth, e.g., business cards or sports perimeter advertising. Always maintain the minimum clear space area.

1 The symbol and logo lockup sizing principle shown on a 96 sheet billboard 480 x 120".

2 The symbol and logo lockup sizing principle shown on a 728 pixel x 90 pixel horizontal digital banner at minimum size of 27px wide.

3 The symbol and logo lockup sized using minimum clear space rule, shown on sports perimeter advertising.

4 The symbol and logo lockup sized using minimum clear space rule, shown on a business card.

pb Pennington Biomedical
Research Center
Louisiana State University

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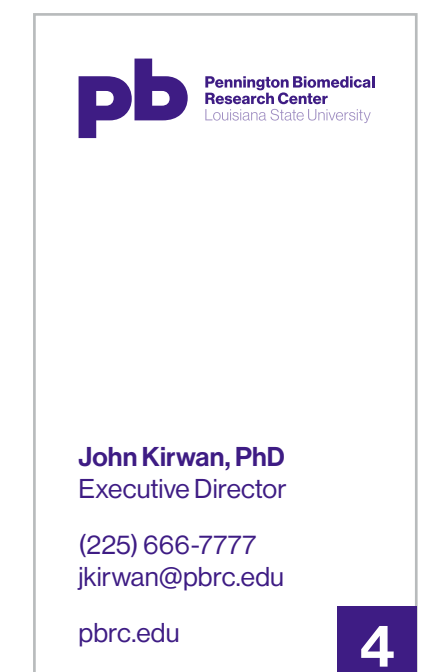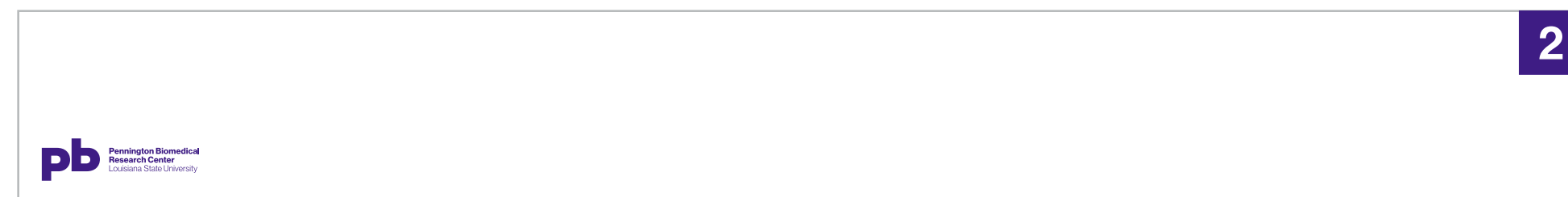
Logo
Color variants
purple on white

Whenever possible, the positive primary 2 color PMS version of the logo lockups should be used. The 2 color versions should only be used on white, never on Pennington Gold backgrounds.

The solid purple symbol and logo lockups should be used on white or sparingly, on Pennington Gold backgrounds and light photographic backgrounds.

In some circumstances, a full color symbol or logo lockup may not be practical or desirable. A Pennington Black version can then be used.

The positive Pennington Black version of the symbol and logo lockups should only be used on white backgrounds.

PMS purple versions—coated and uncoated

pb **Pennington Biomedical Research Center** Louisiana State University

Purple 2 color PMS solid—Uses PMS Pennington Purple plus PMS 271 for Louisiana State University strapline.

pb **Pennington Biomedical Research Center Louisiana State University**

Purple 1 color PMS solid—Uses PMS Pennington Purple.

CMYK purple versions—coated and uncoated

pb **Pennington Biomedical Research Center** Louisiana State University

Purple CMYK tint—Uses CMYK Pennington Purple with 50% tint for Louisiana State University strapline.

pb **Pennington Biomedical Research Center Louisiana State University**

Purple CMYK solid—Uses CMYK Pennington Purple.

RGB purple versions

pb **Pennington Biomedical Research Center** Louisiana State University

Purple RGB tint—Uses RGB Pennington Purple with 50% tint for Louisiana State University strapline.

pb **Pennington Biomedical Research Center Louisiana State University**

Purple RGB solid—Uses RGB Pennington Purple .

Logo
Color variants
white on purple

When using the negative 2 color PMS versions of the logo lockups, only use on Pennington Purple, never on Pennington Gold backgrounds.

The solid white symbol and logo lockups should only be used on Pennington Purple, black or dark photographic backgrounds.

PMS white versions—coated and uncoated
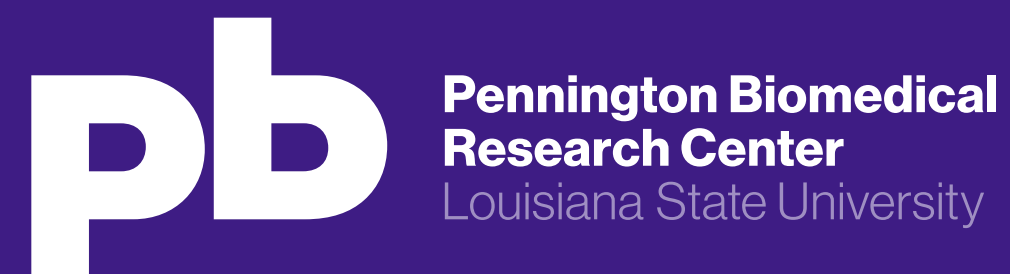
White 2 color PMS solid—Uses white and PMS 271 for Louisiana State University strapline.
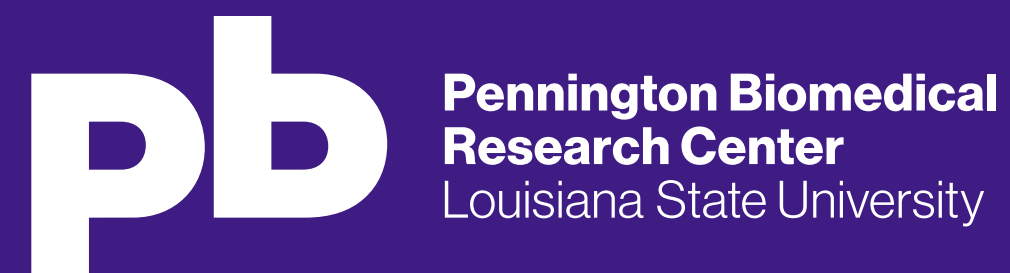
White 1 color PMS solid—Use white CMYK version.

CMYK white versions—coated and uncoated
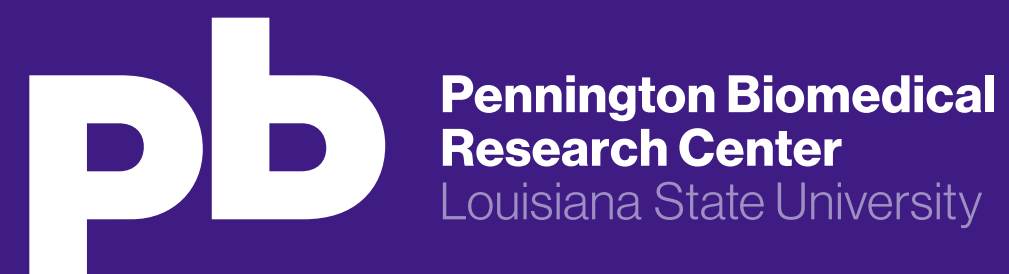
White CMYK tint—Uses white and CMYK Pennington Purple with 50% tint for Louisiana State University strapline.
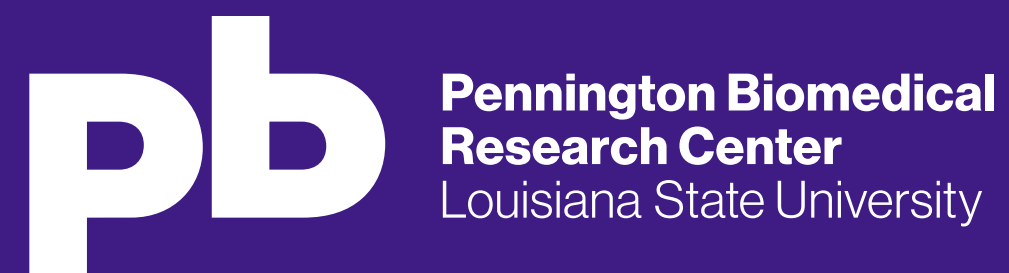
White CMYK solid—Uses white CMYK.

RGB white versions
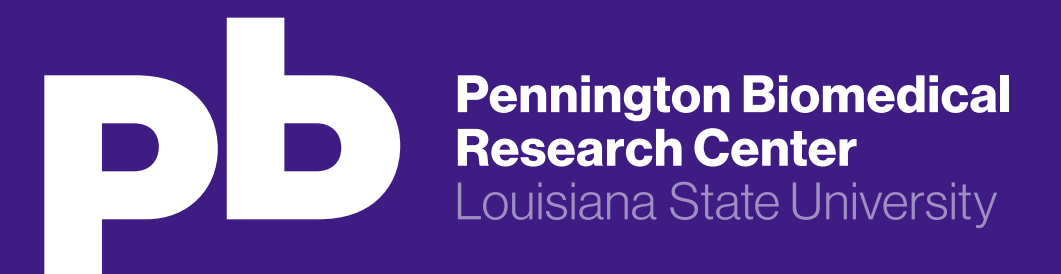
Purple RGB tint—Uses white and RGB Pennington Purple with 50% tint for Louisiana State University strapline.
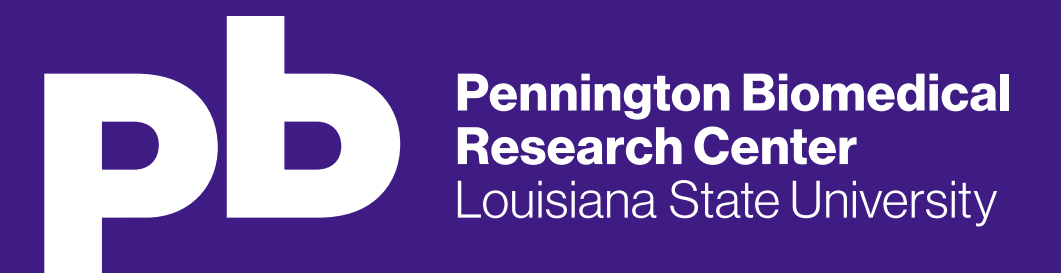
White RGB solid—Uses white RGB.

Logo
Color variants
monotone

In some circumstances, a full color symbol or logo lockup may not be practical or desirable. The black and white versions should then be used.

The positive black version of the symbol and logo lockups should only be used on white backgrounds.

PMS, CMYK and RGB tint versions

PMS, CMYK and RGB solid versions

Black with black tint—Uses solid black and 50% tint of black.
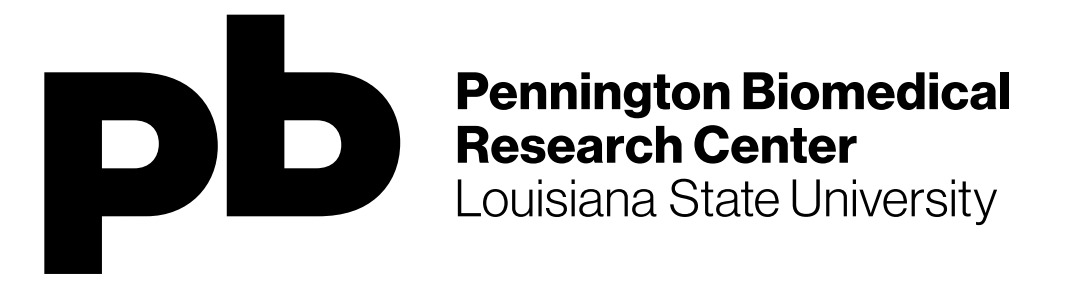
Black solid—Uses solid black.

White with black tint—Use solid white and 50% tint of black.

White solid—Use solid white.

Logo
Color variants
breakdown

The Primary Pennington Biomedical two color logo lockups should be reproduced using Pantone spot colors wherever possible. These match the specified Pantone color swatches. On the PMS versions the Louisiana State University strapline uses a second Pantone color, PMS 271.

In the CMYK lockup versions, the Louisiana State University strapline is a 50% tint of Pennington Purple. The RGB versions use 50% transparency for the strapline.

The process color breakdowns are provided as starting points and can be adjusted to compensate for different paper stocks and printing processes, etc., in order to match the Pantone color swatches more accurately.

The RGB and Hex values give the same result on screen. RGB values are provided for web designers, whereas the Hex values are provided for web programmers.

The colors specified throughout these guidelines, have been selected from the current edition of the Pantone Color Formula Guide®.

Pantone acts as the master color reference to which all other color specifications should be matched. The recommended spot colors with process color breakdowns are detailed below the swatches.

pb Pennington Biomedical Research Center
Louisiana State University

| Pantone 2104 C | Coated 4 color | Uncoated 4 color | Pantone 271 C | Coated 4 color | Uncoated 4 color |
| Pantone 2104 U | C89 / M93 / Y0 / K0 | C80 / M81 / Y0 / K0 | Pantone 271 U | C89 / M93 / Y0 / K0 (50% tint) | C80 / M81 / Y0 / K0 (50% tint) |

R62 / G28 / B132
Hex #3E1C84

R62 / G28 / B132
Hex #3E1C84
(50% transparency)
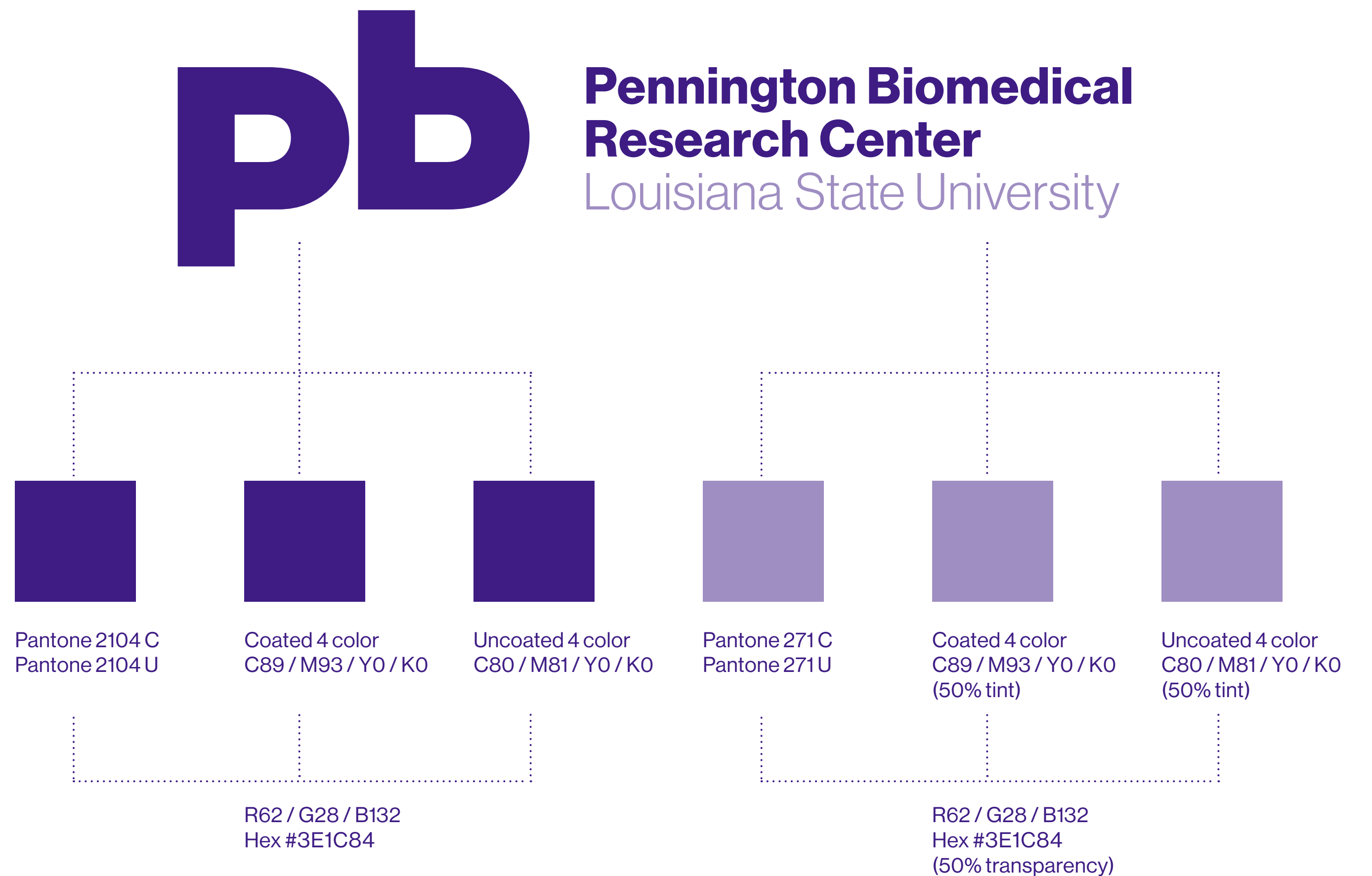
Logo
Placement

The Pennington Biomedical symbol and Pennington logo lockups work best when left aligned at either the top or bottom of an application.

If aligning right, the Pennington Biomedical symbol or lockup aligns right to the margins in an application and are always at the bottom. Align right when the layout is copy heavy or elements of the composition such as illustration or imagery dictate. Do not position in the top right corner.

Only center in certain applications such as presentation covers, divider slides, website sign-offs, and some on-screen applications such as TV end frames.

Never place the logo vertically or at an angle.
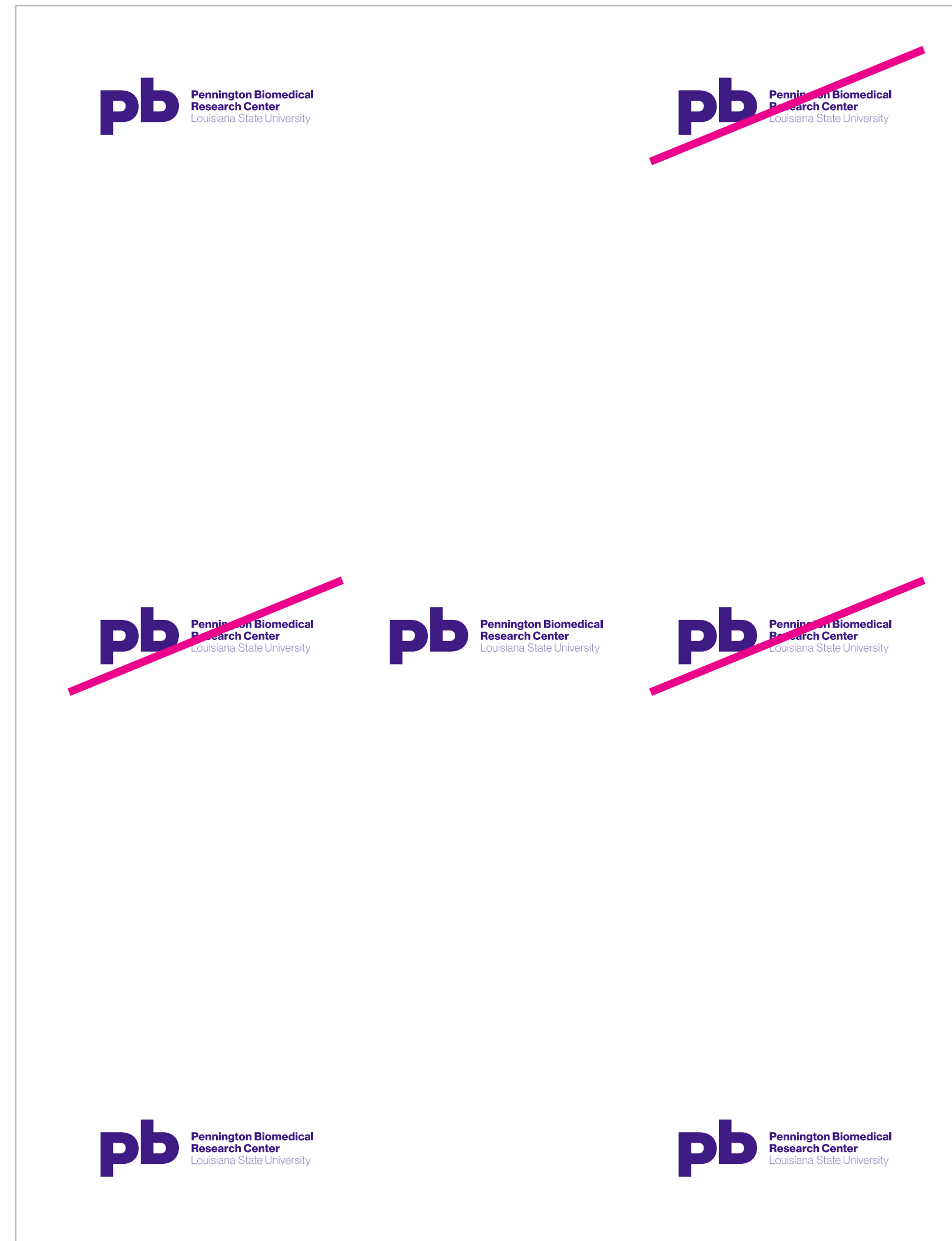
Logo
Pennington
Biomedical in copy

When the letters PB, or the name Pennington Biomedical, or any of the division names appear within copy, they should always be set in the same font as the text and use an uppercase "P" and "B."

Always typeset Pennington Biomedical and the division names to match the case setting of the logo lockups.

In cases where our subentity names become too long, use the associated acronym or abbreviation.

Follow the rules set for headlines and sub-heads earlier in this section.

Never insert the actual **pb** symbol in copy.

Never set **Pennington Biomedical** in all caps, a different font, style or weight when setting within copy.

Never use lowercase letters "pb" in copy to represent the symbol.

Logo
Do nots

Do not outline any part of the symbol or logo lockup.

Do not place the 2 color logo lockup on Pennington Gold, photographic or any non-approved colors.

Do not change the relationship between the elements of the logo lockup.

Do not change colors in elements of the logo lockup.

Do not change the color of the symbol or logo lockup.

Do not crop the symbol or logo lockup.

Do not distort or warp the symbol or logo lockup in any way.

Do not apply a gradient or add drop shadows or any other effects to the symbol or logo lockup.

Do not redraw, embolden, or change the type in the symbol or logo lockup in any way.

2

Color

Color
Introduction

Our primary Pennington Purple comes from within the spectrum that we are used to seeing in the Louisiana State University brand world. It gives the Pennington Biomedical Visual Identity System vibrant energy and impact.

White space gives the vibrant color in our brand designs room to breathe.

The use of Pennington Black grounds our VIS system and conveys the seriousness of the work we do and our mission.

Pennington Gold is shared with Louisiana State University, adding a touch of warmth and optimism to the Visual Identity System. Used sparingly, large hits of Pennington Gold can be applied to convey optimism and also reinforces our relationship with Louisiana State University.

Color
Primary palette

We use Pennington Purple extensively throughout our Visual Identity System. It is used for large floods of color, our logos; in our treated photography; for our typography and within our data visualization.

White acts as a canvas for the vibrant color in our designs and is used for typography and within our data visualization.

Pennington Black is a rich four color black used for our backgrounds; for our logos and larger text. When single color printing is required, or for very small text 100% process black should be used.

We use large hits of Pennington Gold sparingly for some backgrounds and graphics, to highlight some headline type and within our data visualization.

Our expanded color palette shown on the next page should be reserved for complex data as needed.

Pennington Purple

Coated	Uncoated	Digital
PMS 2104 C	**PMS** 2104 U	**Hex** #3E1C84
C 89	**C** 80	**R** 62
M 93	**M** 81	**G** 28
Y 0	**Y** 0	**B** 132
K 0	**K** 0	

Pennington White

Coated	Uncoated	Digital
		Hex #FFFFFF
C 0	**C** 0	**R** 255
M 0	**M** 0	**G** 255
Y 0	**Y** 0	**B** 255
K 0	**K** 0	

Pennington Black

Coated	Uncoated	Digital
PMS Black C	**PMS Black U**	**Hex** #000000
C 60	**C** 60	**R** 0
M 40	**M** 40	**G** 0
Y 40	**Y** 40	**B** 0
K 100	**K** 100	

Pennington Gold

Coated	Uncoated	Digital
PMS 123 C	**PMS** 115 U	**Hex** #FDD023
C 0	**C** 0	**R** 253
M 19	**M** 11	**G** 208
Y 89	**Y** 94	**B** 35
K 0	**K** 0	

Color Secondary palette

We only use the secondary palette after the primary palette has been exhausted, always for backgrounds, never for type. We mostly use this palette for complex data when we need more color or differentiation.

The grays should always be used first and in the order shown here; Pennington Light Gray; Pennington Gray; Pennington Mid Gray and Pennington Dark Gray. The grays can be used sparingly for large floods of color as well as within our data visualization

Pennington Mid Purple; Pennington Sky Blue; Pennington Mid Green and Pennington Light Green are only used after the grays have been used and only within our data visualization.

For type we only use Pennington Purple, Pennington Black or Pennington White on secondary colors. Please refer to page 41, Color—Type compliance print and digital, for further guidance.

Pennington Light Gray

Coated	Uncoated	Digital
PMS Cool Gray 1 C	**PMS** Cool Gray 1 U	**Hex** #D5D7D7
C 10	**C** 10	**R** 213
M 7	**M** 8	**G** 215
Y 5	**Y** 7	**B** 215
K 0	**K** 0	

Pennington Gray

Coated	Uncoated	Digital
PMS Cool Gray 4 C	**PMS** Cool Gray 4 U	**Hex** #B8BBBD
C 24	**C** 25	**R** 184
M 17	**M** 18	**G** 187
Y 15	**Y** 16	**B** 189
K 0	**K** 3	

Pennington Mid Gray

Coated	Uncoated	Digital
PMS Cool Gray 7 C	**PMS** Cool Gray 7 U	**Hex** #94989B
C 38	**C** 35	**R** 148
M 29	**M** 26	**G** 152
Y 24	**Y** 22	**B** 155
K 5	**K** 11	

Pennington Dark Gray

Coated	Uncoated	Digital
PMS Cool Gray 11 C	**PMS** Cool Gray 11 U	**Hex** #50555B
C 63	**C** 47	**R** 80
M 52	**M** 36	**G** 85
Y 44	**Y** 29	**B** 91
K 33	**K** 26	

Pennington Mid Purple

Coated	Uncoated	Digital
PMS 2084 C	**PMS** 2084 U	**Hex** #78399D
C 61	**C** 58	**R** 120
M 89	**M** 73	**G** 57
Y 0	**Y** 0	**B** 157
K 0	**K** 0	

Pennington Sky Blue

Coated	Uncoated	Digital
PMS 3538 C	**PMS** 3538 U	**Hex** #00A2D6
C 97	**C** 96	**R** 0
M 18	**M** 32	**G** 162
Y 0	**Y** 0	**B** 214
K 0	**K** 0	

Pennington Mid Green

Coated	Uncoated	Digital
PMS 7480 C	**PMS** 7480 U	**Hex** #00C65A
C 79	**C** 78	**R** 0
M 0	**M** 0	**G** 198
Y 77	**Y** 69	**B** 90
K 0	**K** 0	

Pennington Light Green

Coated	Uncoated	Digital
PMS 7471 C	**PMS** 7471 U	**Hex** #8FF2C3
C 43	**C** 42	**R** 143
M 0	**M** 0	**G** 242
Y 20	**Y** 19	**B** 195
K 0	**K** 0	

Color
Hierarchy

Pennington Purple is our primary brand color. We use it for logos; photography, typography data visualization and large floods of color.

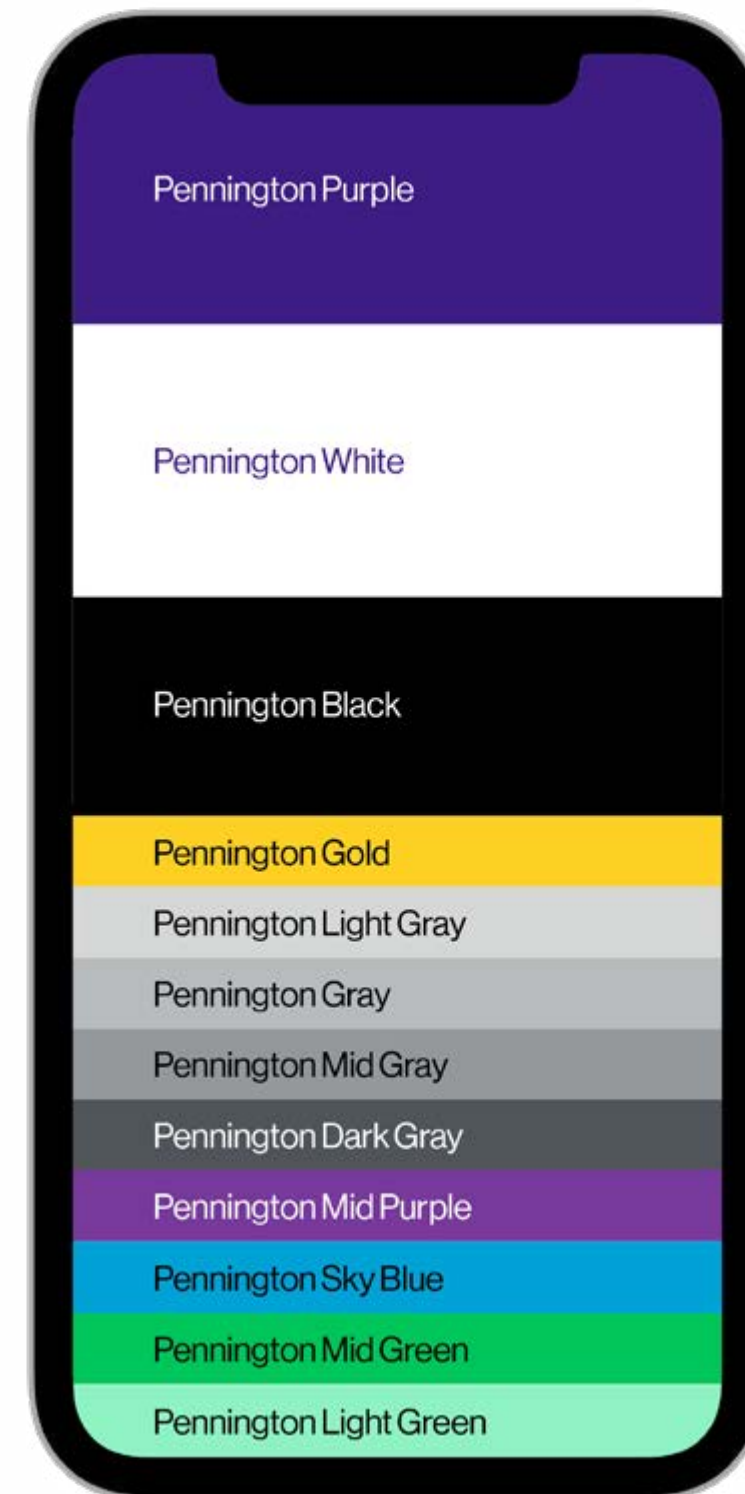We mainly use white as a background in our brand designs to give them space to breathe.

Pennington Black is used in the foreground, for full bleed backgrounds and some smaller text, which helps to bring balance and legibility.

Pennington Gold is applied in a limited way. It is used in our photography and sparingly for some background floods and graphics. It is also used to highlight some headline type and within data visualization.

We mostly use the grays from the secondary color palette after the primary palette colors have been used or when differentiation is needed rather than more color.

The other colors from the secondary palette are used only for data visualization.

For consistency the hierarchy and order of colors shown should be respected.

Pennington Purple

Pennington White

Pennington Black

Pennington Gold
Pennington Light Gray
Pennington Gray
Pennington Mid Gray
Pennington Dark Gray
Pennington Mid Purple
Pennington Sky Blue
Pennington Mid Green
Pennington Light Green

Pennington Purple
Pennington White
Pennington Black
Pennington Gold
Pennington Light Gray
Pennington Gray
Pennington Mid Gray
Pennington Dark Gray
Pennington Mid Purple
Pennington Sky Blue
Pennington Mid Green
Pennington Light Green

Color
Balance

The balance of the Pennington Biomedical brand color palette should be respected, whether applying color to a single document (such as a long scrolling web page) or applying color across the entire Visual Identity System.
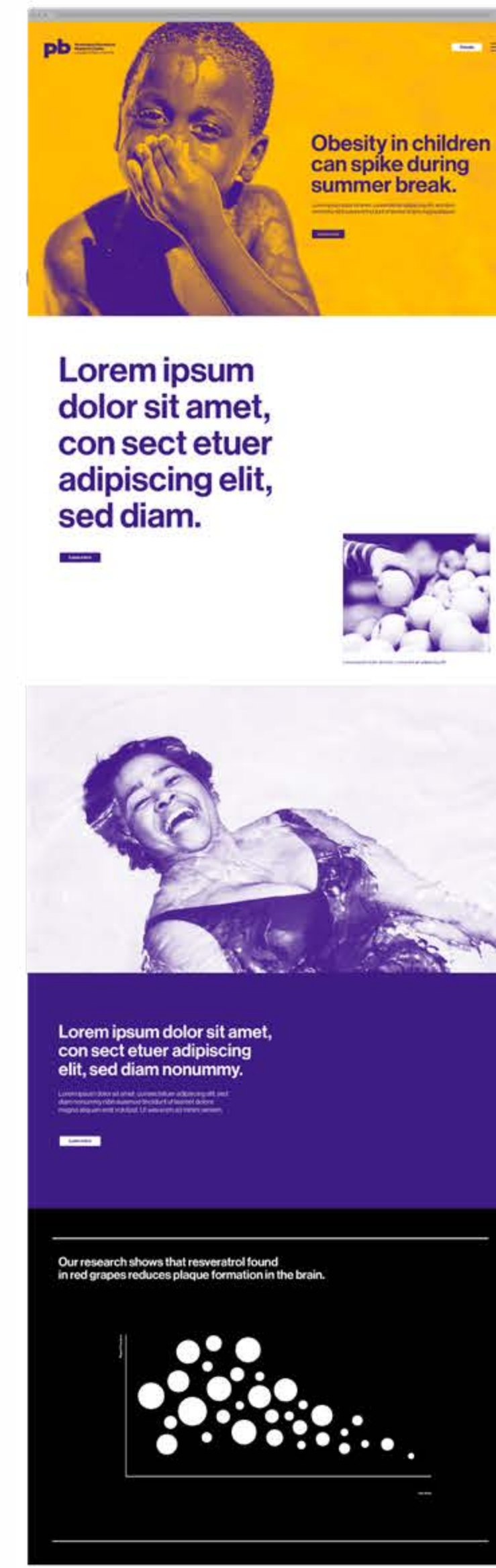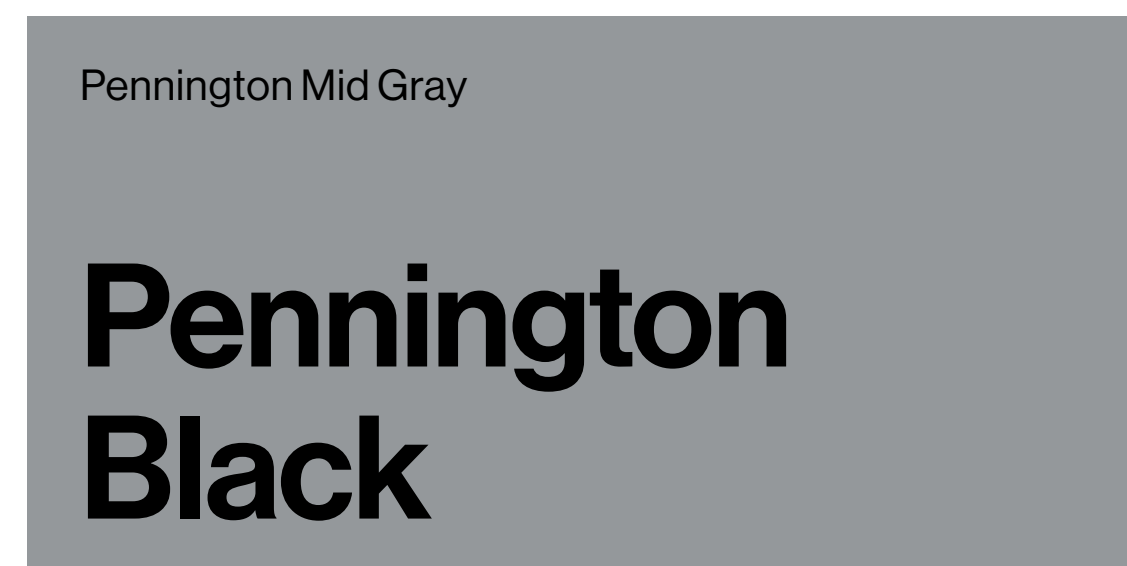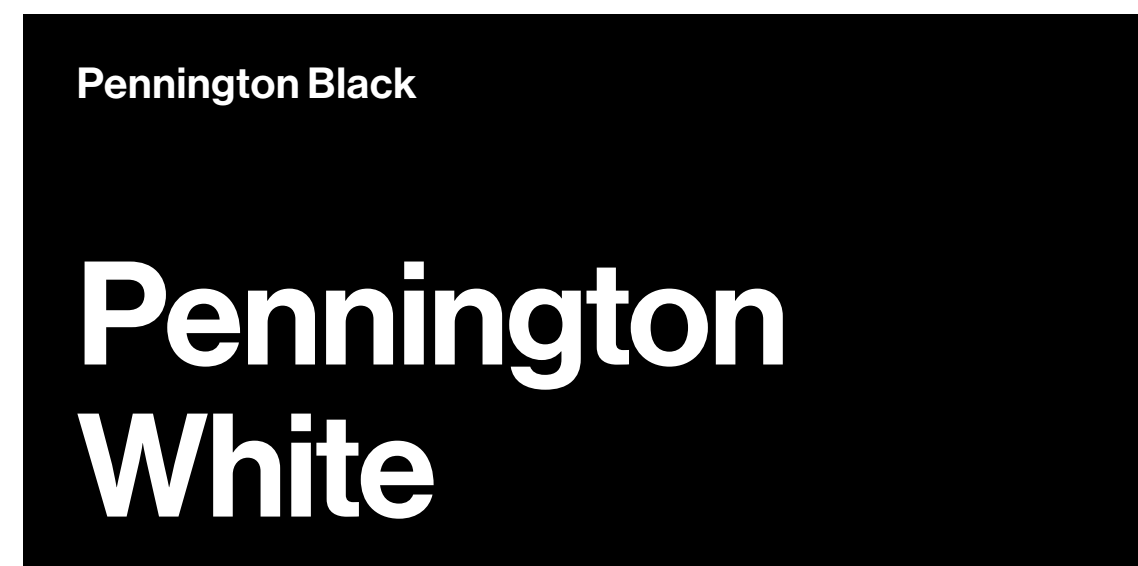
Color
Type compliance print and digital

These are the recommended Pantone, CMYK, and RGB color combinations for typesetting in Pennington Biomedical print and digital web applications.

Each combination adheres to the color palettes in the Visual Identity System.

For digital applications, use black bold type for sizes below 18 point. Color combinations shown here have been tested for ADA compliance to WCAG 2.0 Level AA.

ADA compliance tests text legibility in website applications. ADA is the acronym for the Americans with Disabilities Act, which prohibits discrimination against people with disabilities—ensuring adequate accessibility online for all.

For type on CTA buttons, only use Pennington Purple, Pennington Black or white on the shown permissible backgrounds.

Pennington Purple
Pennington White

Pennington Light Gray
Pennington Purple

Pennington Mid Purple
Pennington White

Pennington Black
Pennington White

Pennington Gray
Pennington Purple

Pennington Sky Blue
Pennington Black

Pennington Gold
Pennington Purple

Pennington Mid Gray
Pennington Black

Pennington Mid Green
Pennington Purple

Pennington White
Pennington Purple

Pennington Dark Gray
Pennington White

Pennington Light Green
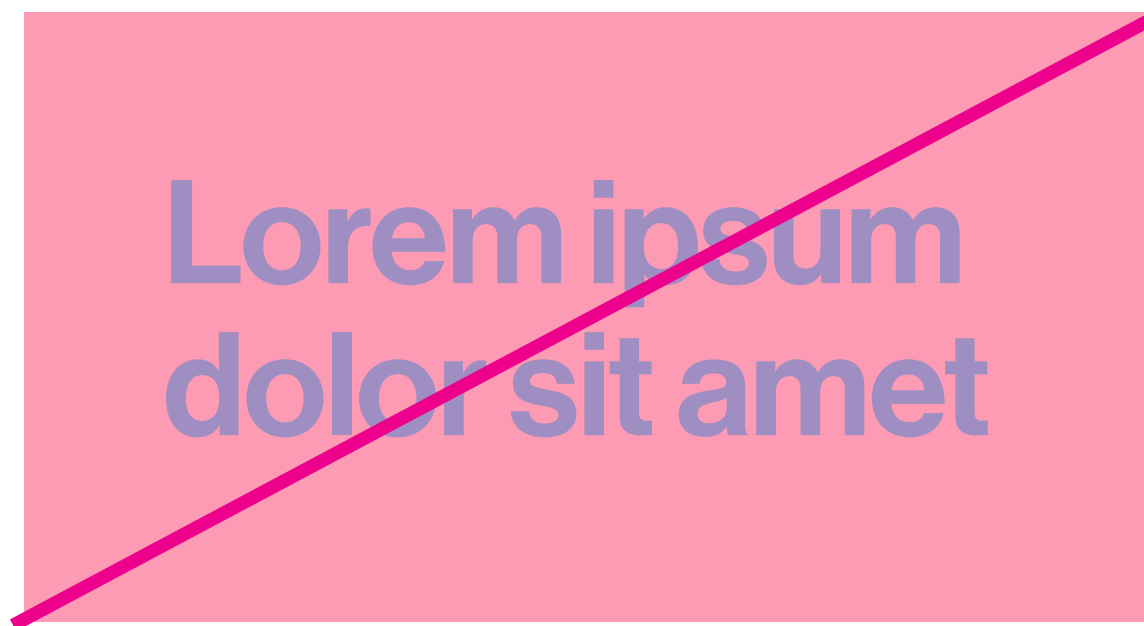## Pennington Purple

Color
Data visualization

Our data visualization system is designed to simplify and clarify complex information, while also making a big visual impact.
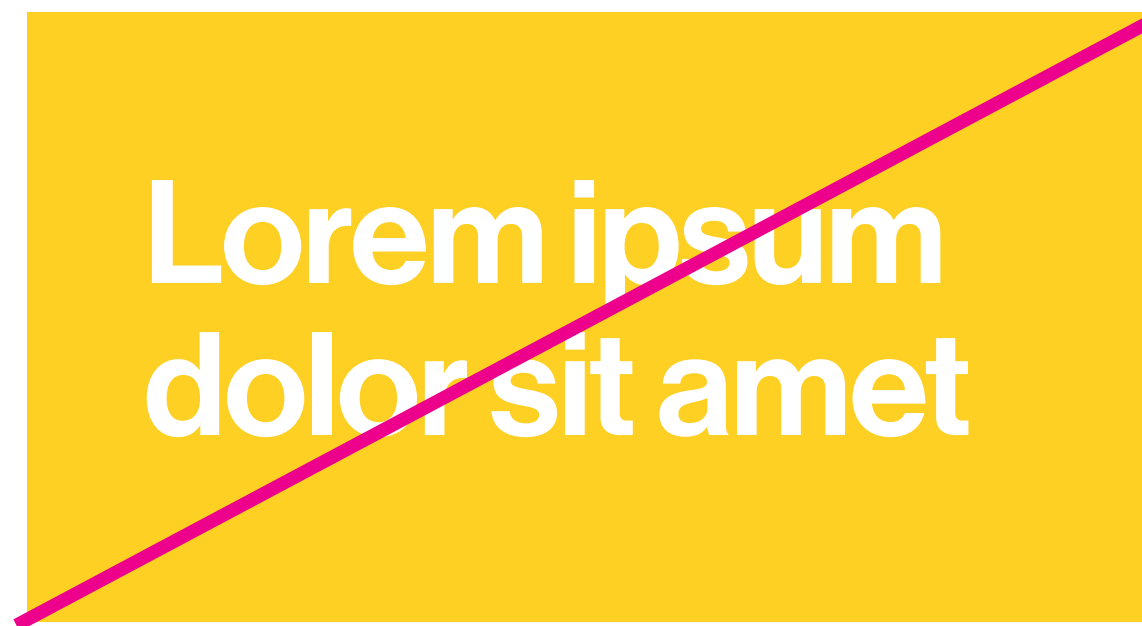
We place data visualization on either white, purple, or black backgrounds.

Color
Do nots

Lorem ipsum dolor sit amet
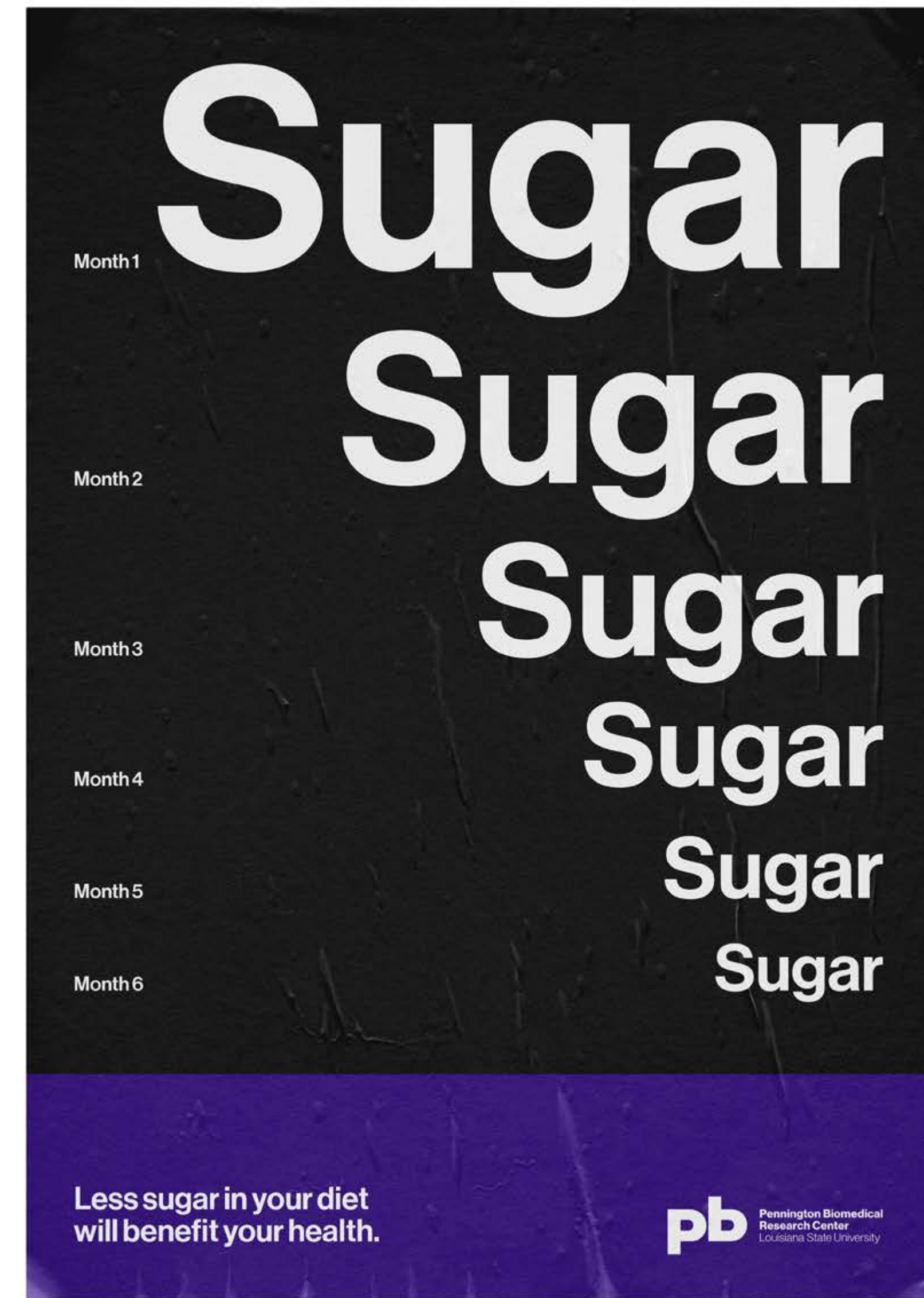
Do not use any other colors or tints. Use only colors from the Pennington Biomedical primary and secondary palettes.

Lorem ipsum dolor sit amet

Do not use a Pennington White type on Pennington Gold, Mid Green, or Light Green backgrounds.

Lorem ipsum dolor sit amet

Do not use Pennington Purple type on Pennington Black, Mid Purple, Dark Gray or Mid Gray backgrounds.

Lorem ipsum dolor sit amet
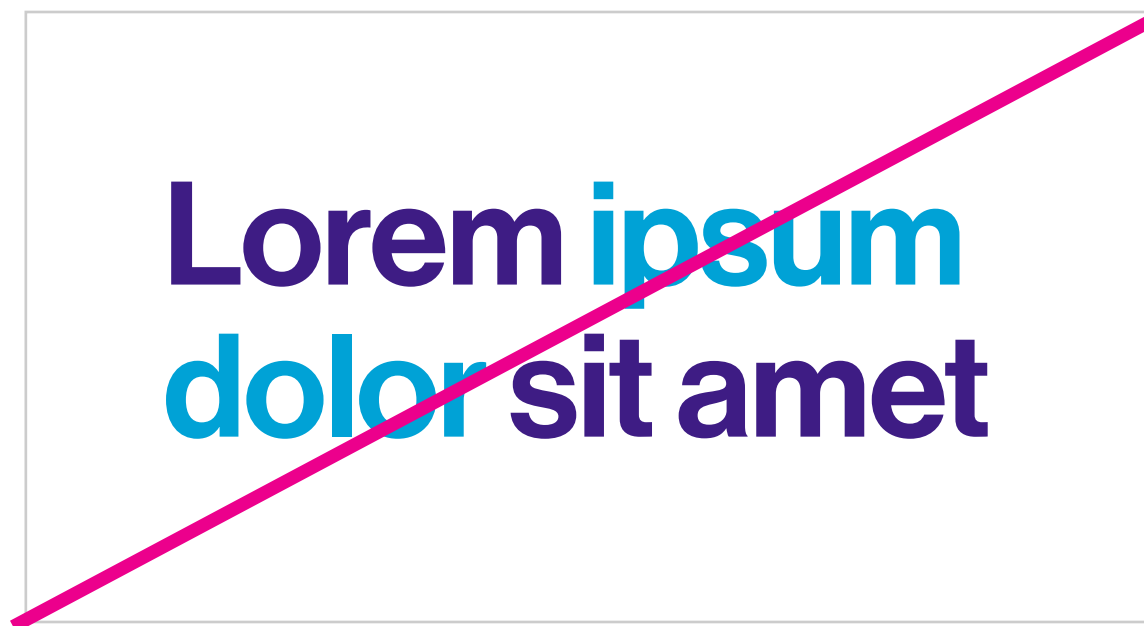
Do not use different colors to highlight words within a heading or blocks of copy.

Lorem ipsum dolor sit amet
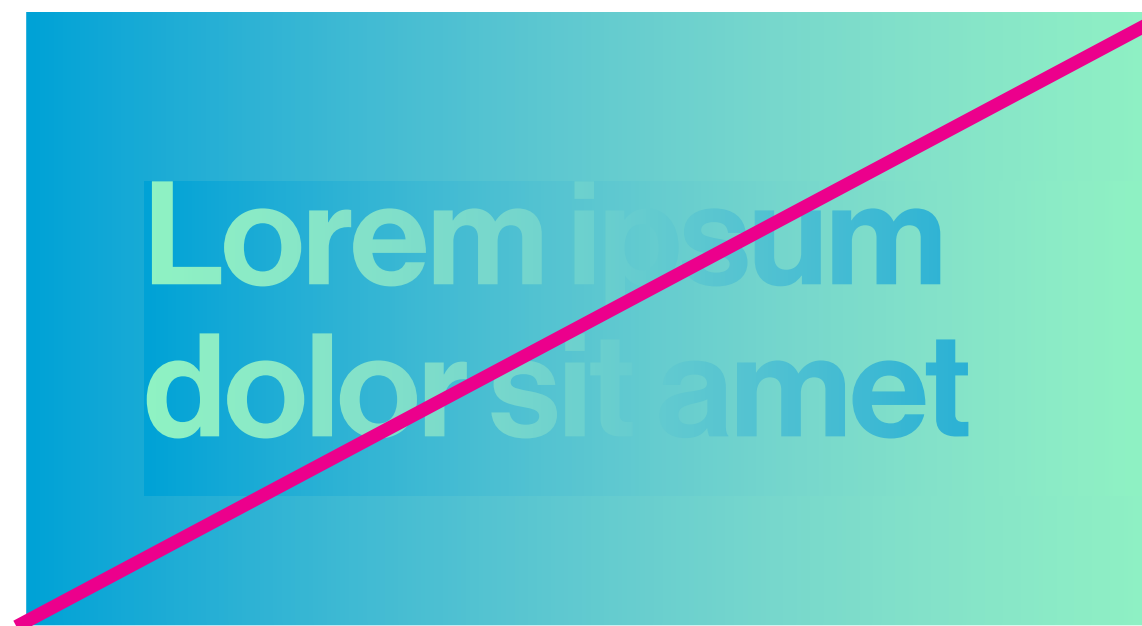
Do not use gradients in typography or backgrounds.

Lorem ipsum dolor sit amet
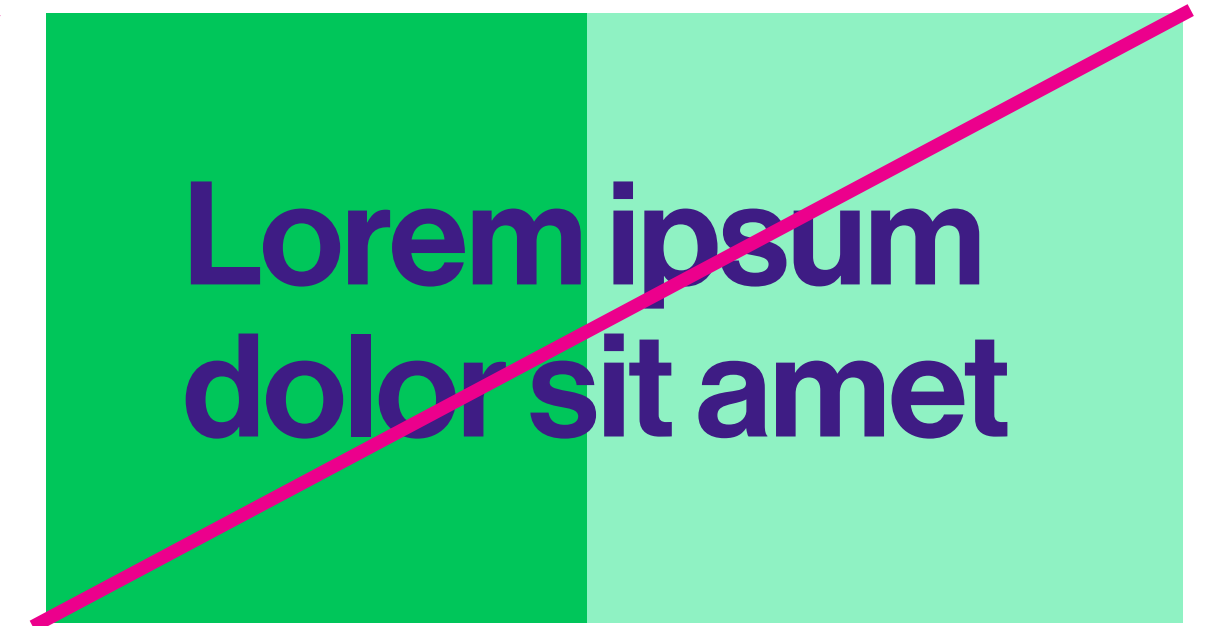
Do not place any typography, logo lockups or any other elements across mixed-color backgrounds.

pb Pennington Biomedical
Research Center
Louisiana State University

Do not place positive 2 color purple logo lockups on any other color than white.

pb Pennington Biomedical
Research Center
Louisiana State University
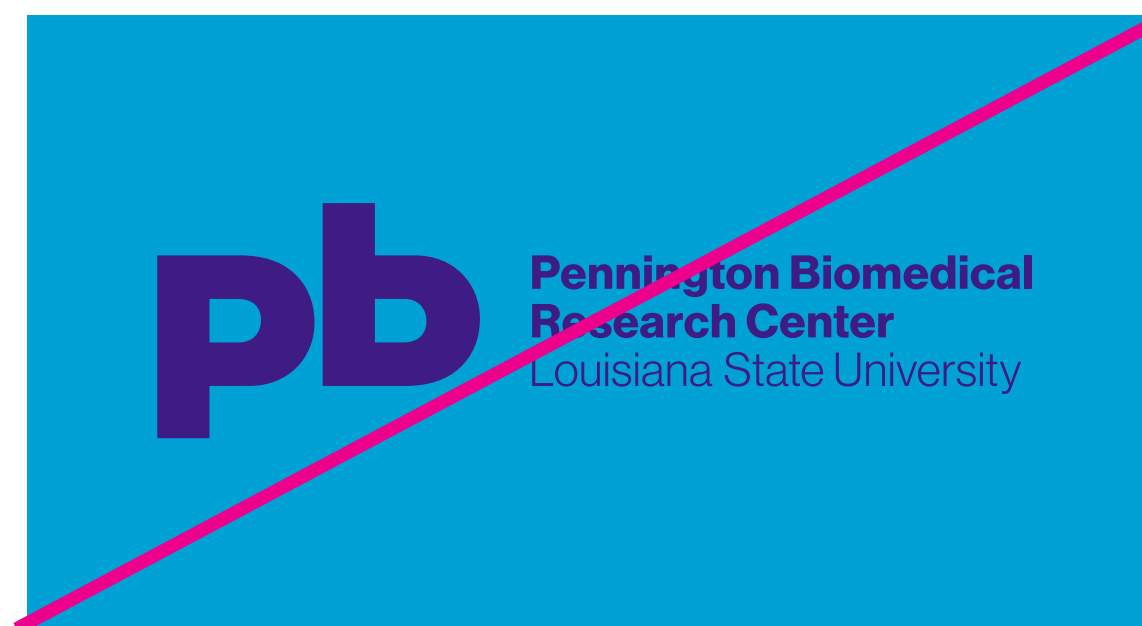
Do not place Pennington Purple logo lockups on colors other than white, Pennington Gold and light photographic backgrounds.

pb Pennington Biomedical
Research Center
Louisiana State University

Do not place white lockups with purple tint Louisiana State University strapline on any other color than Pennington Purple.

3

Typography

Typography
Introduction

Our typography is a visual representation of who we are as a brand: informed, driven by science, trusted, and established.

It's also our voice. It is how we share our research and information with the world.

At the same time, it gives us the ability to make complex information easy to read and easy to digest (pun intended).

pb Pennington Biomedical
Research Center
Louisiana State University

Solutions from
cell to society

Lorem ipsum dolor sit amet, consectetuer adipiscing.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendre.
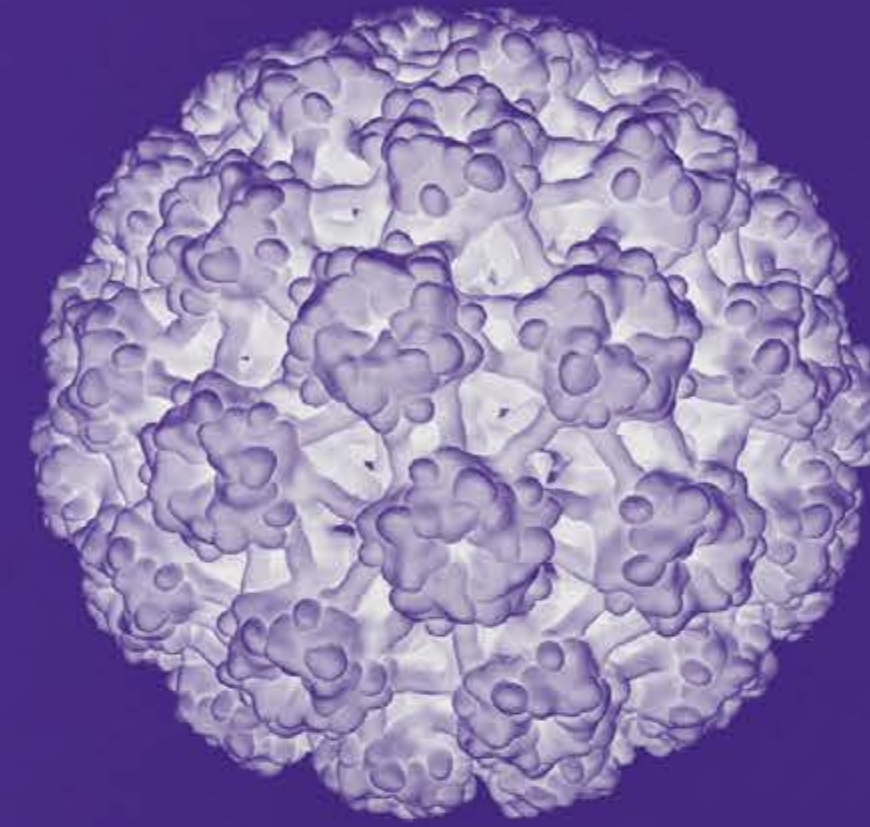
Typography
Our fonts

Our new font family is Neue Haas Grotesk Display Pro. We only use this font in two weights making for simple but dynamic typographic layouts.

Information should be easy to read in an approachable way. Our goal is to inform, not overwhelm. We want people to read our research and learn what we have discovered.

Sizing helps create differentiation, scale and hierarchy.

For information on obtaining licensed fonts, please contact the Pennington Biomedical brand team. Please refer to the Contacts page for details.

Neue Haas Grotesk Display Pro 65 Medium

Neue Haas Grotesk Display Pro 55 Roman

Typography

Neue Haas Grotesk Display Pro 65 Medium is used for all our headlines, sub-heads, and larger pieces of information.

Neue Haas Grotesk Display Pro 55 Roman is used for all our body copy, captions, and small text, such as legal copy.

Leading on large copy and headlines above 70 points should be set solid at the same point size as the type. Tracking should be 0.

Smaller headings and copy down to 30 points should use at least 3 points of leading. Tracking should be 0.

Body copy and sub-headings below 30 points should use at least 5 points of leading. Tracking should be +20.

Copy below 18 points uses at least 3 points of leading. Tracking should be +20.

Leading can be reduced on Smaller captions, annotations and legal copy below 8 points and use +30 of tracking.

For information on obtaining licensed fonts, please contact the Pennington Biomedical brand team. Please refer to the Contacts page for details.

The digital alternative to Neue Haas Grotesk Display Pro is the system font Helvetica. It is used as a replacements web-safe font. This is the only time it should be used.

Large headline

Neue Haas Grotesk Display Pro
65 Medium, 120 point set solid.

Medium heading set in 65

Neue Haas Grotesk Display Pro
65 Medium, 65/68 point.

Small heading set in 65

Neue Haas Grotesk Display Pro
65 Medium, 54/57 point.

Body copy set in Neue Haas Grotesk Display Pro 55 Roman

Neue Haas Grotesk Display Pro
55 Roman, 22/27 point.

Caption copy set in Neue Haas Grotesk Display Pro 55 Roman

Neue Haas Grotesk Display Pro
55 Roman, 16/19 point.

Typography
Character sets

We recommend using the OpenType font format of Neue Haas Grotesk Display Pro, which can be used on both Macintosh and Windows platforms without conversion.

Do not mix with other cuts of Neue Haas Grotesk Display Pro, e.g., TrueType or PostScript versions, as this can cause font clash issues.

OpenType fonts feature the full set of embellishments like ligatures and alternate characters—also known as glyphs. This gives designers more options to work with.

Shown here are the full character sets available for Neue Haas Grotesk Display Pro.

OpenType is a new standard for digital type fonts, developed jointly by Adobe and Microsoft. An OpenType font is a single file, which can be used on both Macintosh and Windows platforms without conversion.

OpenType fonts have many advantages because they contain more glyphs, support more languages, and support rich typographic features such as small caps, old-style figures, and ligatures—all in a single font.

ABCDEFGGHIJKKLMNOPQRSTUVWXY

Uppercase

ÀÁÂÃÄÅĀĂĄÇĆĈĊČĎĐÈÉÊËĒĔĖĘĚĜĞĠĢĠĠGĠĜĤĦÌÍÎÏĨĪĬĮİĲĴĶĶĹĻĽĿŁŃŅŇÑŊÒÓÔÕÖØŌŎŐŔŖŘŚŜŞŠŞŢŤŦÙÚÛÜŨŪŬŮŰŲŴẀẂẄŶŸÝŹŻŽÞß

Uppercase Accented

aabcdefghijkklmnopqrstuvwxyyz

Lowercase

àaáâãäåāāăąçćĉċčďđèéêëēĕėęěĝğġgĥħìíîïĩīĭįĵĵķķĸĺļľ|łńņňñŋòóôõöøōŏőŕŗřśŝ şšşţŧŧùúûüũūŭůűŵŵẁẃẅŷ ŷÿ ÿýÿ źżžþƒ

Lowercase Accented

ÆæfiflIJJijŒœ

Ligatures

0123456789 0123456789 0123456789 0123456789

Numerals

$¢£¥€#%&@@¦©®°™^+=~±×÷−≈≠≤≥ªºⁿ

Symbols

....,:;!¡?¿¿_--——— —·•'''""„,„()[]{}|/\«»‹›

Punctuation

ˆˇ ¯ `˘ ˙ ¨ ´ ̧ ̨ ˚ ~ ˝　　　　　　 ˋ˙

Modifiers

‰⅛¼⅓½⅔⅜¾⅝⅞

Fractions

¶§*†‡

Reference Marks

pb

Typography Headlines and sub-heads

Keep it simple. Headlines should be bold and attention grabbing.

Headlines above 70 point are set solid, the leading should match the type size with no additional spacing or tracking.

Headlines and sub-heads below 70 point are generally set with extra leading of +3 points.

Small sub-heads have leading of +5 points and +20 tracking.

The annotated visuals on the following pages are for guidance on type styles, sizes, and appropriate leading.

Type below 8 pt has at least +1 pt of leading, +30 tracking.

Type between 8 pt and 18 pt has +3 pt of leading, +20 tracking.

Type between 18 pt and 30 pt has +5 pt of leading, +20 tracking.

Smaller headings and copy between 30 pt and 70 pt have +3 pt of leading, 0 tracking.

Large headings and copy above 70 pt are set solid with no added leading, 0 tracking.

Heading in medium
Set in title case
Neue Haas Grotesk Display Pro 65

pb Pennington Biomedical
Research Center
Louisiana State University

Basic Science Discoveries:

Bitter

Sour

Fat

Sweet

Salty

Annotation in medium
Set in sentence case
Neue Haas Grotesk Display Pro 65

Subheading in medium
Set in sentence case
Neue Haas Grotesk Display Pro 65

New study shows that the human tongue can detect fat

Food is essential to our survival, and although eating is pleasant, it can also be dangerous. Our sense of taste developed to identify the pleasure of sweet, the tang of sour, and the brinelike quality of salt, and now - fat.

Body copy in roman
Set in sentence case
Neue Haas Grotesk Display Pro 55

Typography
Body copy
and captions

Body copy information should easy to read. Ensure there is plenty of negative space around blocks of copy.

Set body copy and captions in 55 Roman, 65 Medium can be used as an option when the copy is short and simple, or when emphasis is needed for a title or subhead.

Copy below 70 point is set with leading of +3 points, + 20 tracking.

Body copy below 30 points should use 5 points of leading, +20 tracking.

Copy below 18 points uses at least 3 points of leading,+20 tracking..

Small copy below 8 points uses at least 1 point of leading, +30 tracking.

Type below 8 pt has at least +1 pt of leading, +30 tracking.

Type between 8 pt and 18 pt has +3 pt of leading, +20 tracking.

Type between 18 pt and 30 pt has +5 pt of leading, +20 tracking.

Smaller headings and copy between 30 pt and 70 pt have +3 pt of leading, 0 tracking.

Large headings and copy above 70 pt are set solid with no added leading, 0 tracking.

Heading in medium
Set in sentence case
Neue Haas Grotesk Display Pro 65

Body copy in roman
Set in sentence case
Neue Haas Grotesk Display Pro 55

Subheading medium
Set in sentence case
Neue Haas Grotesk Display Pro 65

Caption in roman
Set in sentence case
Neue Haas Grotesk Display Pro 55

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pb Pennington Biomedical Research Center
Louisiana State University

April 10, 2020

Lorem Ipsum

Solutions from cell to society

Facts

01 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut patconsectetuer adipiscing elit.

02 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat consectetuer adipiscing elit.

03 Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit nibh euismod tincidunt.

Research

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Outreach

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Consectetuer adipiscing elit, sed diam.

pbrc.edu

P. 001

Typography Alignment

When we set type, it is important to maintain a consistent typographic style across all of our applications. This helps to maintain and strengthen the brand.

We left align all headlines, sub-heads and body copy for legibility and consistency.

Avoid center aligning copy unless it is within data visualization. Do not right align copy in any instance.

Do align copy on the left

This will help with legibility and consistency.

Lorem ipsum dolor sit amet, consect adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Lorem ipsum dolor sit amet, consect adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not right align copy

This will help with legibility and consistency.

Lorem ipsum dolor sit amet, consect adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Lorem ipsum dolor sit amet, consect adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not center align copy

This will help with legibility and consistency.

Lorem ipsum dolor sit amet, consect adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Lorem ipsum dolor sit amet, consect adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Typographic Do nots

Do not rotate body copy.

Lorem **ipsum dolor** sit amet
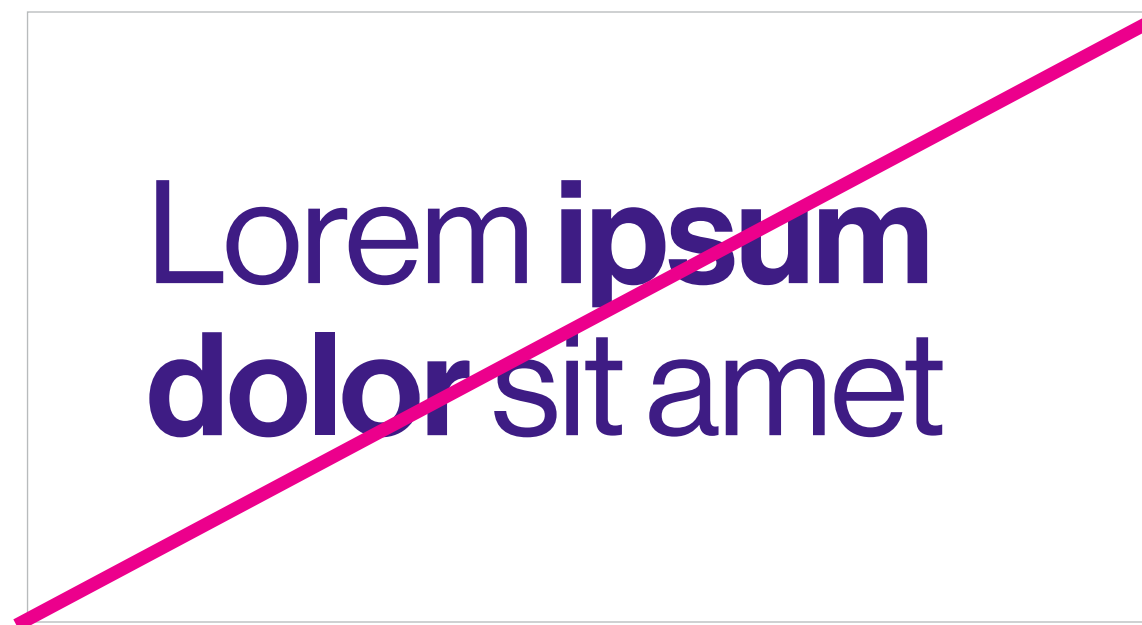
Do not use a different weight to highlight words within headlines or large text.

Lorem ipsum dolor sit amet
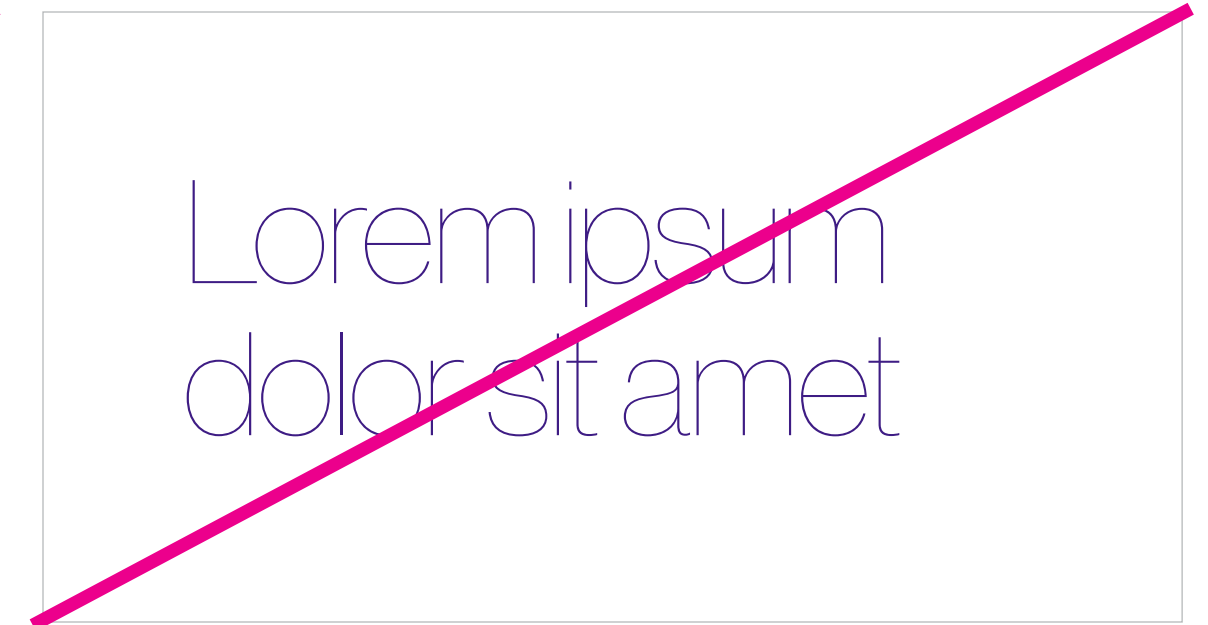
Do not use other weights or styles, only 55 Roman and 65 Medium.

Lorem ipsum dolor sit amet
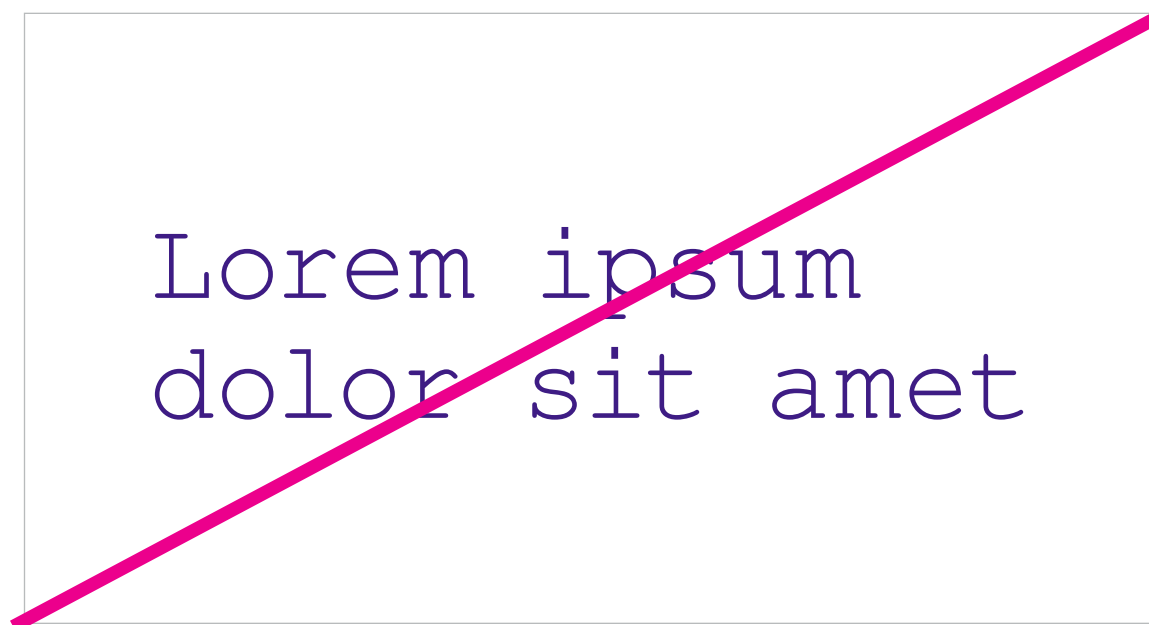
Do not use fonts other than the recommended typeface and styles.

Lorem ipsum dolor sit amet

Do not use excessive character spacing.

SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT DOLOR SIT.
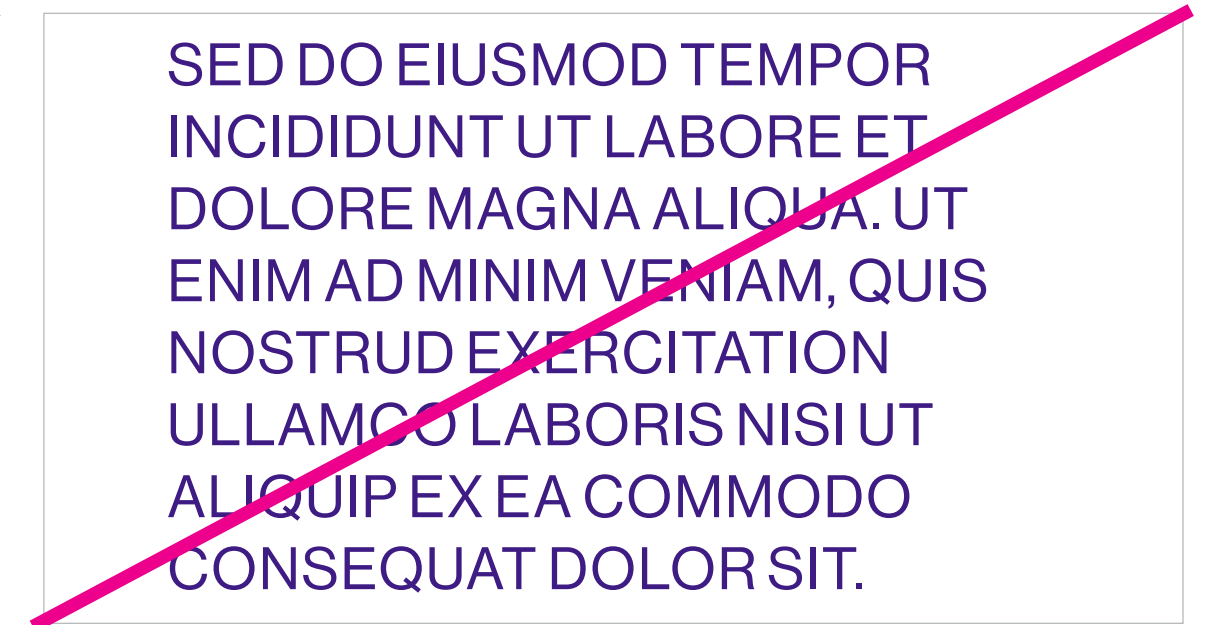
Do not set headings, sub-heads, or body copy in all caps.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Do not use justified alignment.

Lorem ipsum dolor sit amet
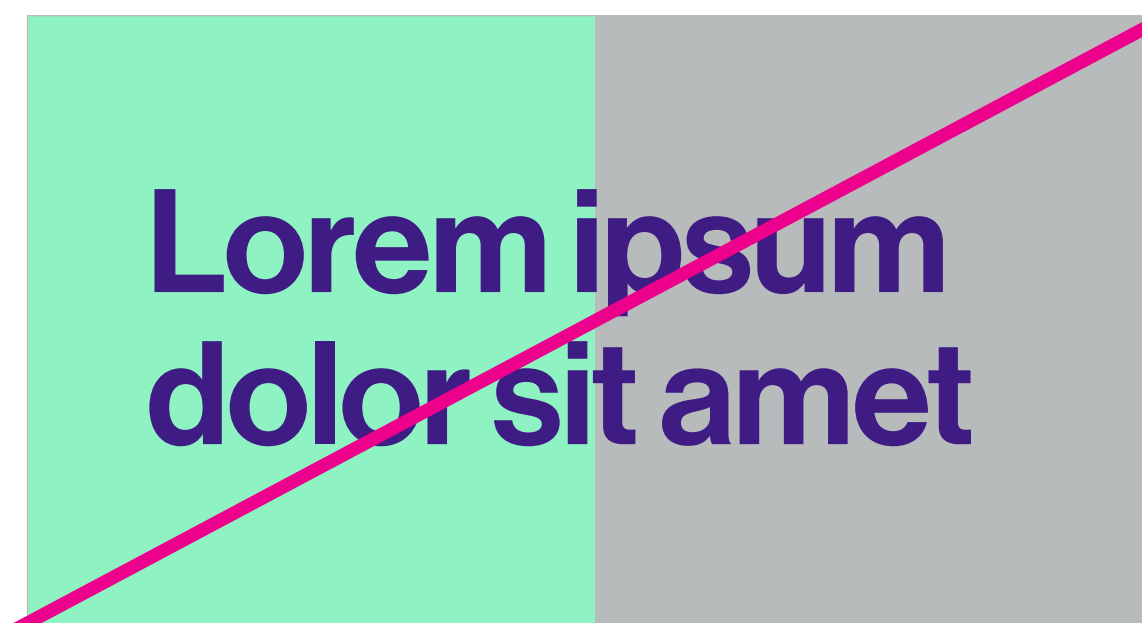
Do not place copy on mixed-color backgrounds.

Lorem ipsum dolor sit amet
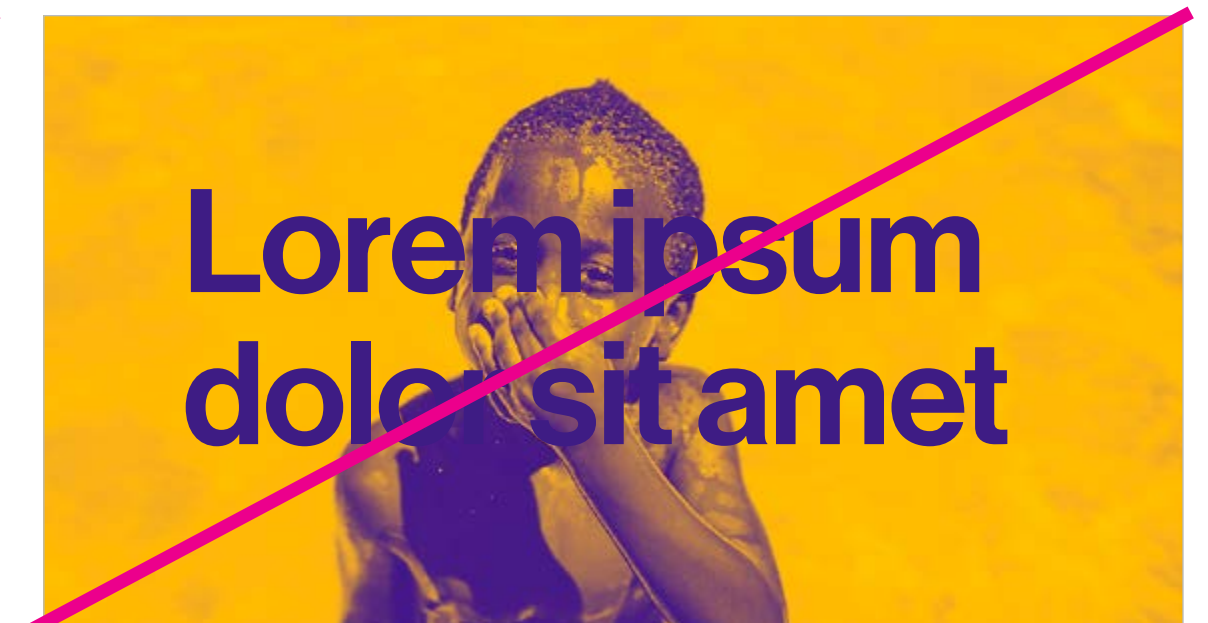
Do not place copy on photographic backgrounds unless in a special use case, e.g., presentations.

4

Photography

Photography Introduction

Our photography adds humanity to our brand Visual Identity System, to our research, and the work we do.

We lead with optimism and focus on people to tell stories through our imagery.

The content of our photography should always be directly tied to the message we need to communicate.

Photography Library overview

All the images in our curated Visual Identity System library can use the vibrant, energetic color treatment that makes our photography uniquely Pennington Biomedical. This imagery can also be used in black and white.

The color treatment is used for our hero imagery; when appearing on the primary face of a print application, or the opening page of digital and web applications.

For some applications, color photography can be used, e.g., for portraits of board members, faculty members, donors; for nutritional food content and recipes; for editorial content, such as news updates and some social posts.

All photos in the Visual Identity System library are all royalty-free content licensed for worldwide, all channel unlimited use.

For information on accessing the Pennington Biomedical photography library, please contact the brand team. Please refer to the Contacts page for details.
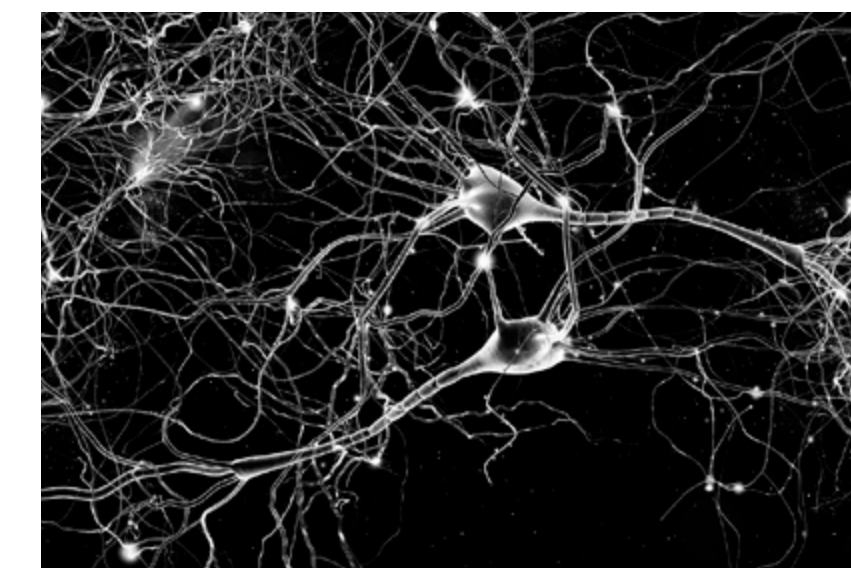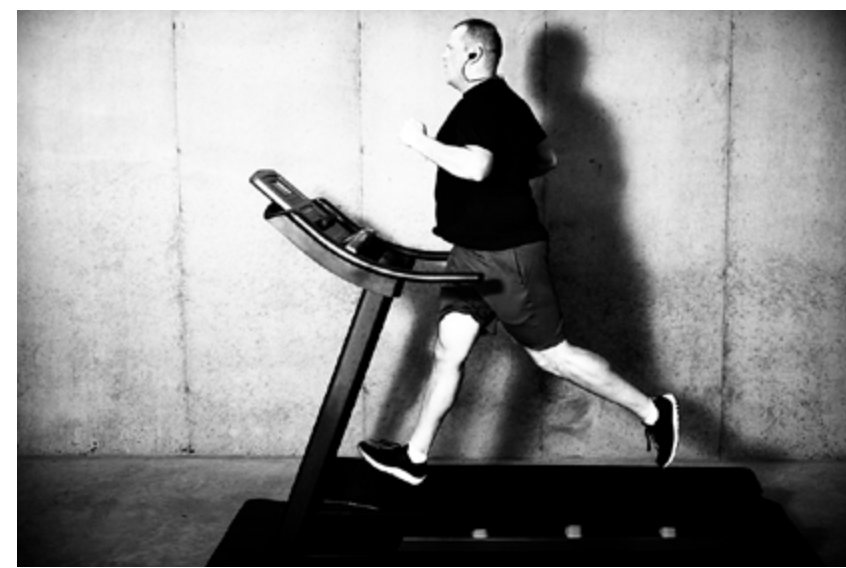
Photography Principles

Our primary photography should always be authentic, high contrast, unapologetic, dynamically cropped, clean, not too busy, and Pennington Biomedical filtered.

Imagery should always support and amplify the idea being communicated and try to echo our design ethos, "Small Shifts."

We have a curated library of images that should always be used with purpose and never solely for aesthetics.

Authentic

High contrast
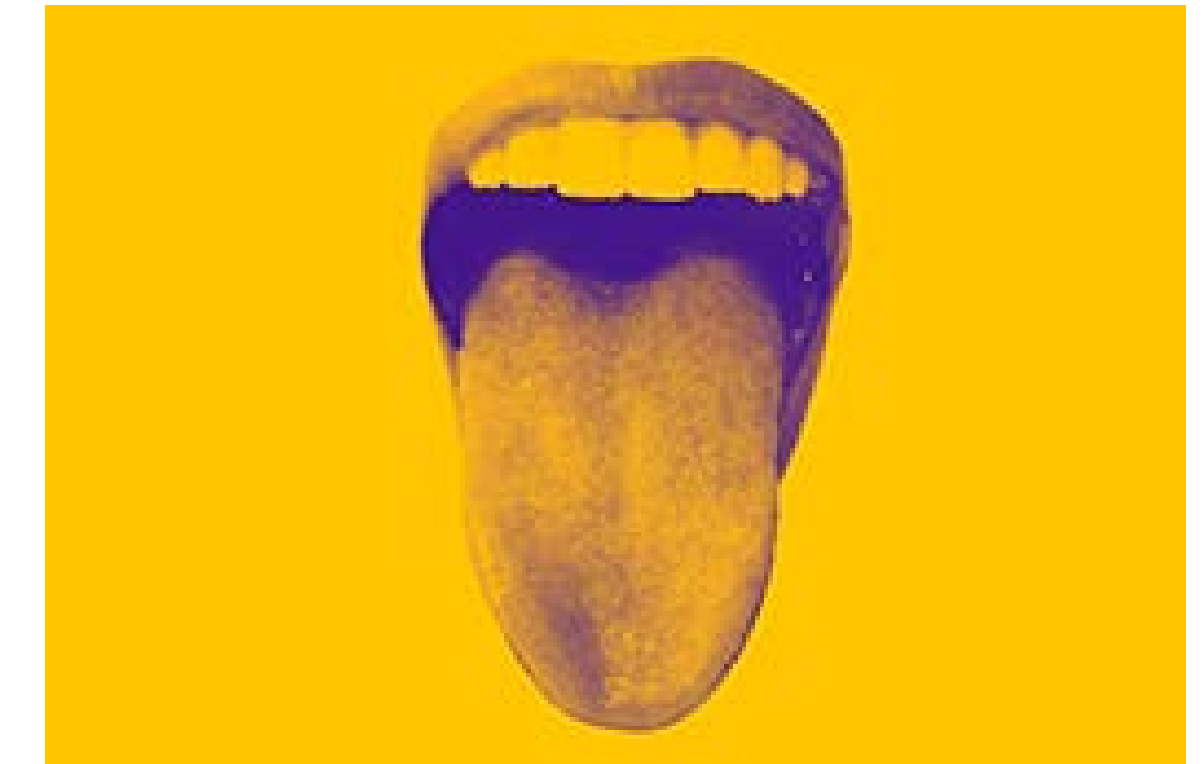
Unapologetic

Dynamic cropping

Clean, not busy

Pennington Biomedical filtered

Photography Topics

Our photography is categorized by topics related to different communication priorities throughout the Pennington Biomedical Research Center and Pennington Biomedical Research Foundation.

It's all about context. Our imagery should always be relevant to the message we need to communicate.

Photography
Color treatment

The next few pages contain step-by-step instructions for processing images with our color treatment for both RGB and CMYK.

To ensure consistency, always convert images to Grayscale first with the profile set to Dot Gain 20%.

It's also important to use the same color profiles. The profile used for the images shown was Adobe RGB 1998.

When supplying CMYK images for prepress, it's a good idea to provide the image unflattened, including the layers.

Photography How to create for RGB

The process for converting an RGB black and white image to Pennington Purple on white or Pennington Purple on Pennington Gold for RGB:

1 Convert to Grayscale with the profile set to Dot Gain 20%.

2 Duplicate 'Gray' channel.

3 Convert back to RGB.

4 Fill the background layer with white or Pennington Gold.

5 Load the selection from the channel you just created.

6 Select Inverse.

7 Fill with purple.

8 Deselect and save.
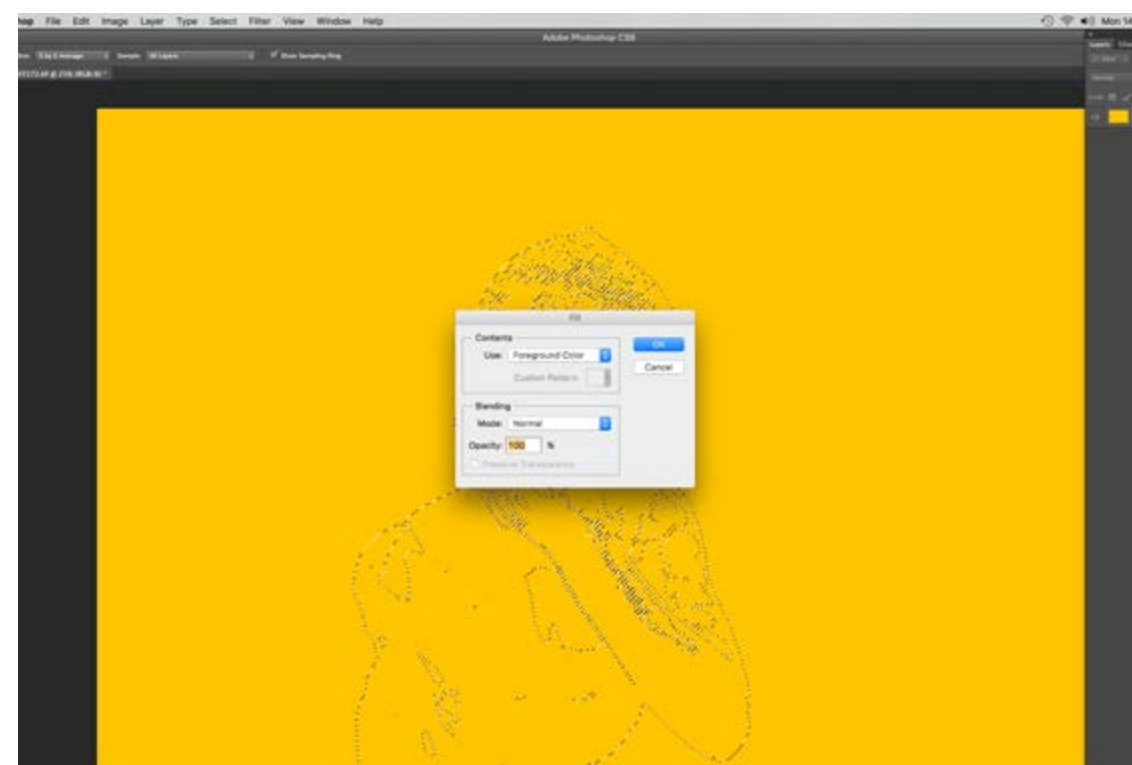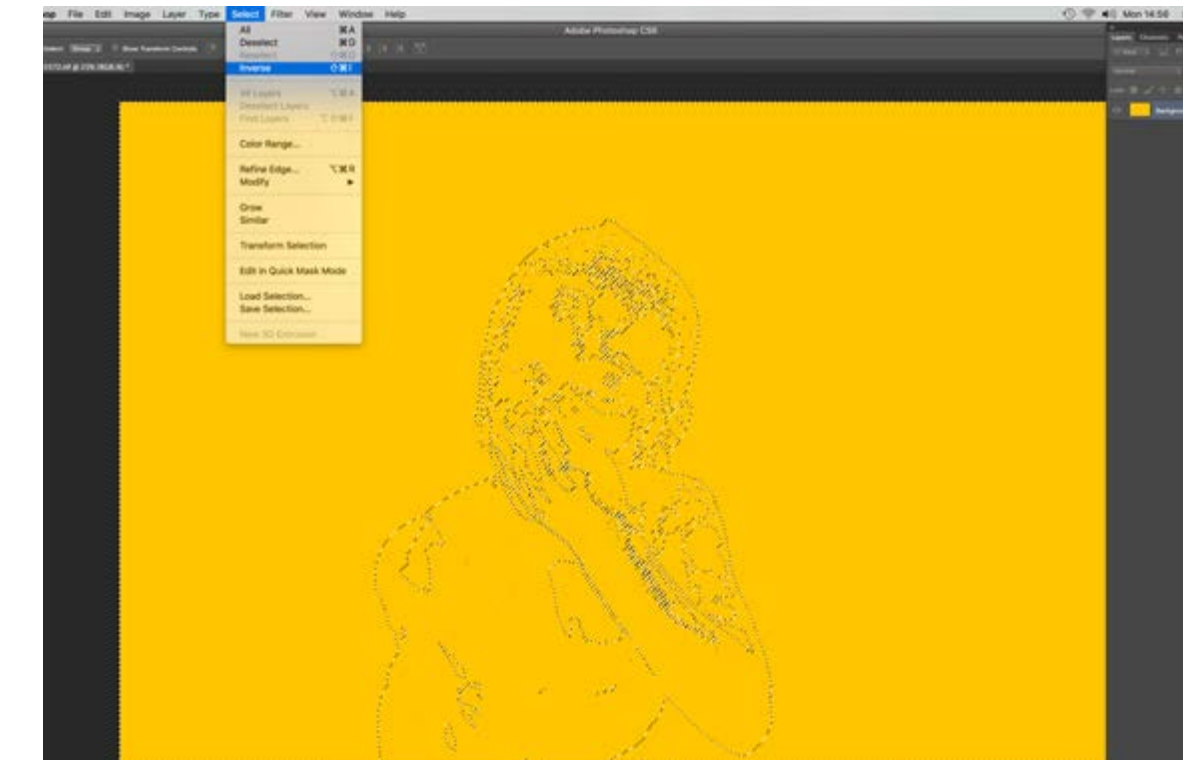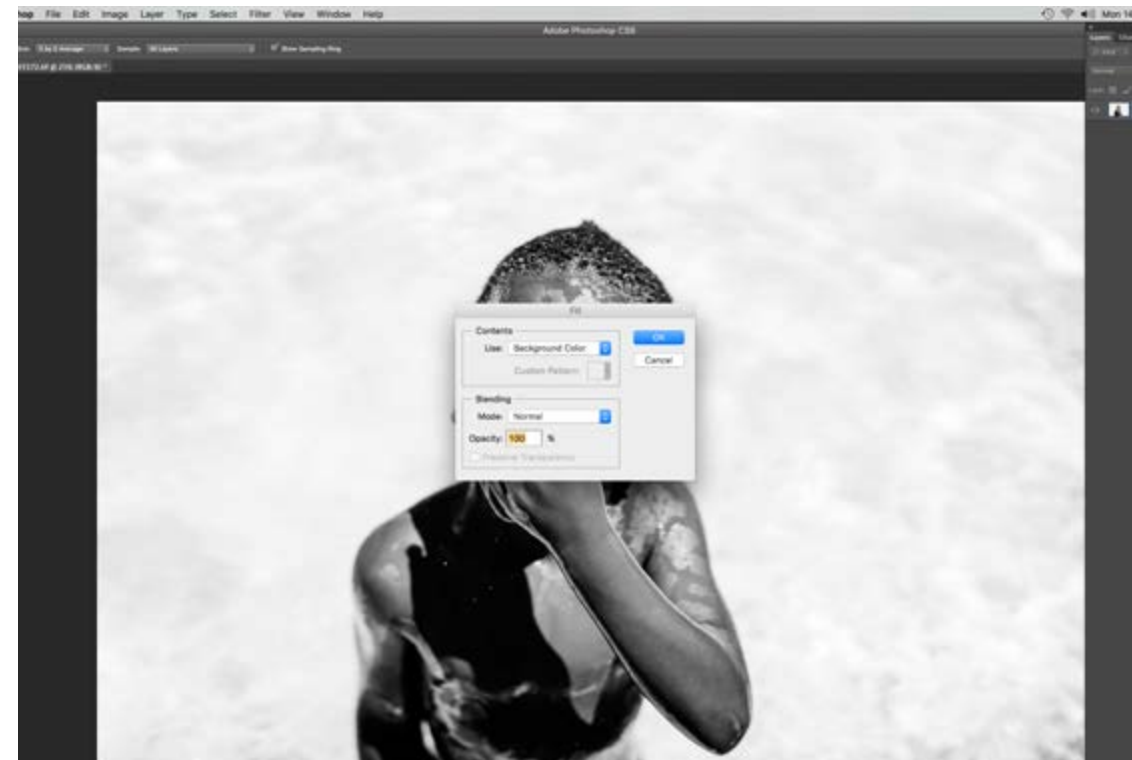
Photography
How to create
for CMYK

The process for converting an RGB black and white image to Pennington Purple on white or Pennington Purple on Pennington Gold for CMYK:

1 Convert to Grayscale with the profile set to Dot Gain 20%.

2 Duplicate 'Gray' channel.

3 Convert to CMYK using any color profile.

4 Fill the background layer with white or Pennington Gold.

5 Create a new layer.

6 Load the selection from the channel you just created.

7 Select Inverse.

8 Fill with purple.

9 Deselect and save without the color profile.
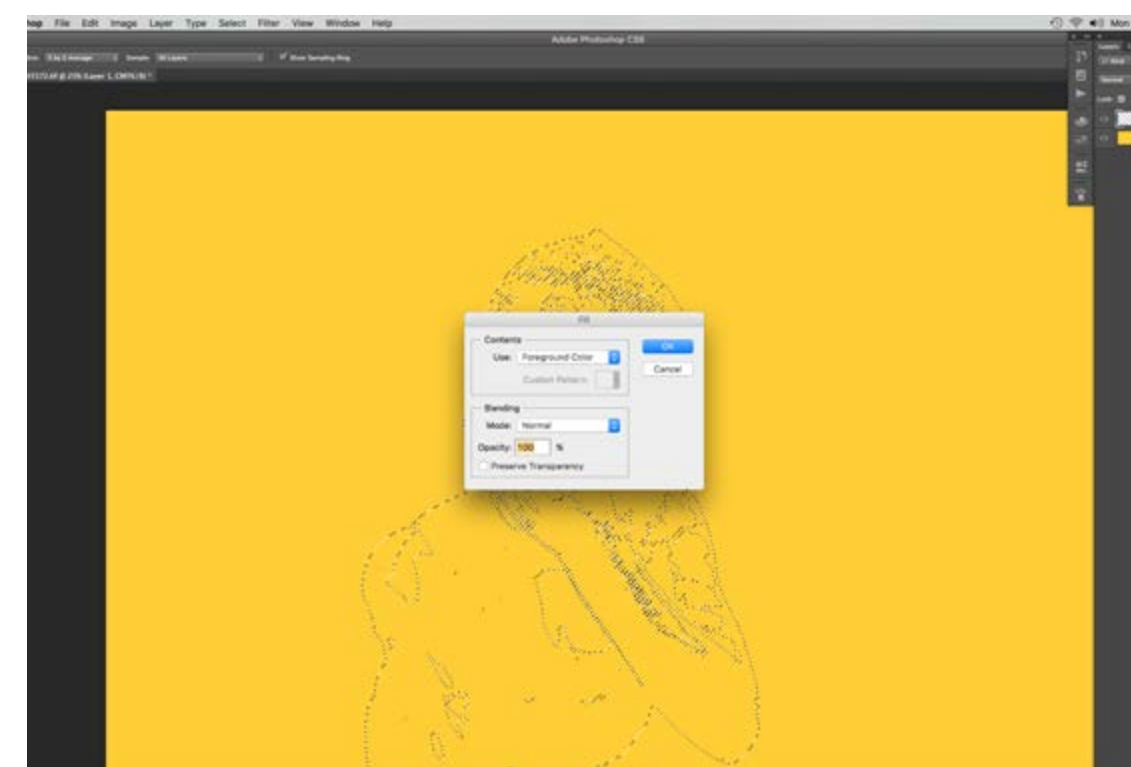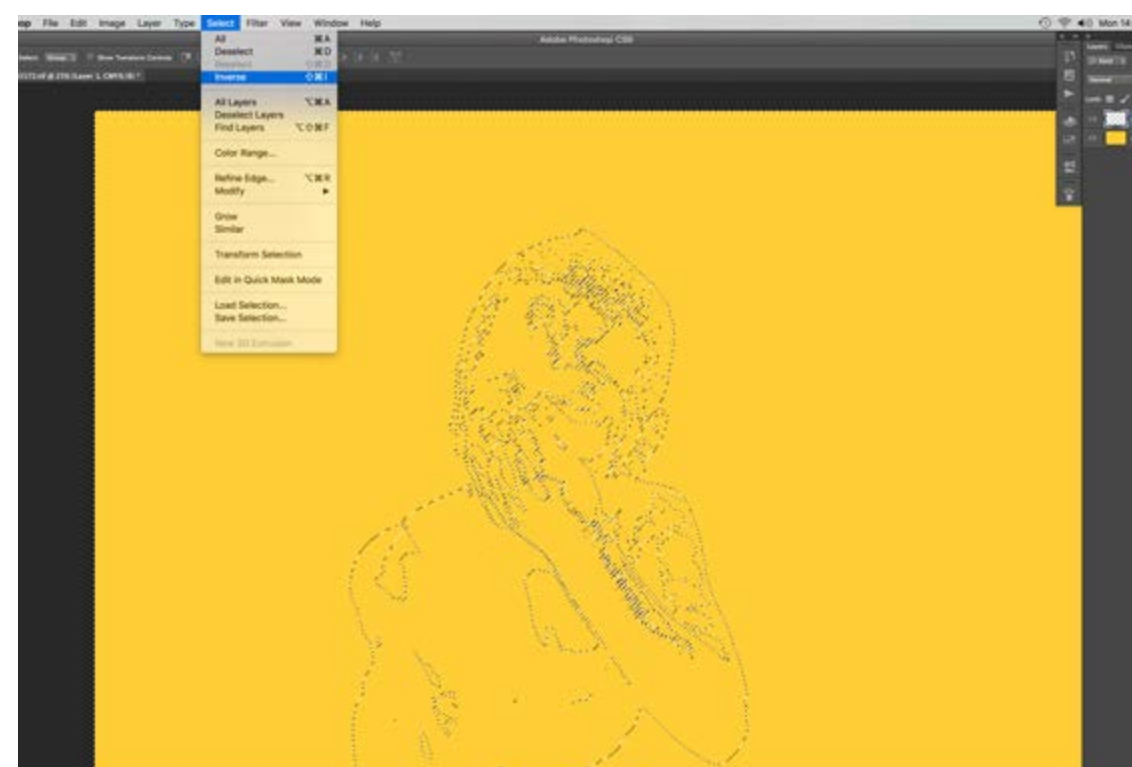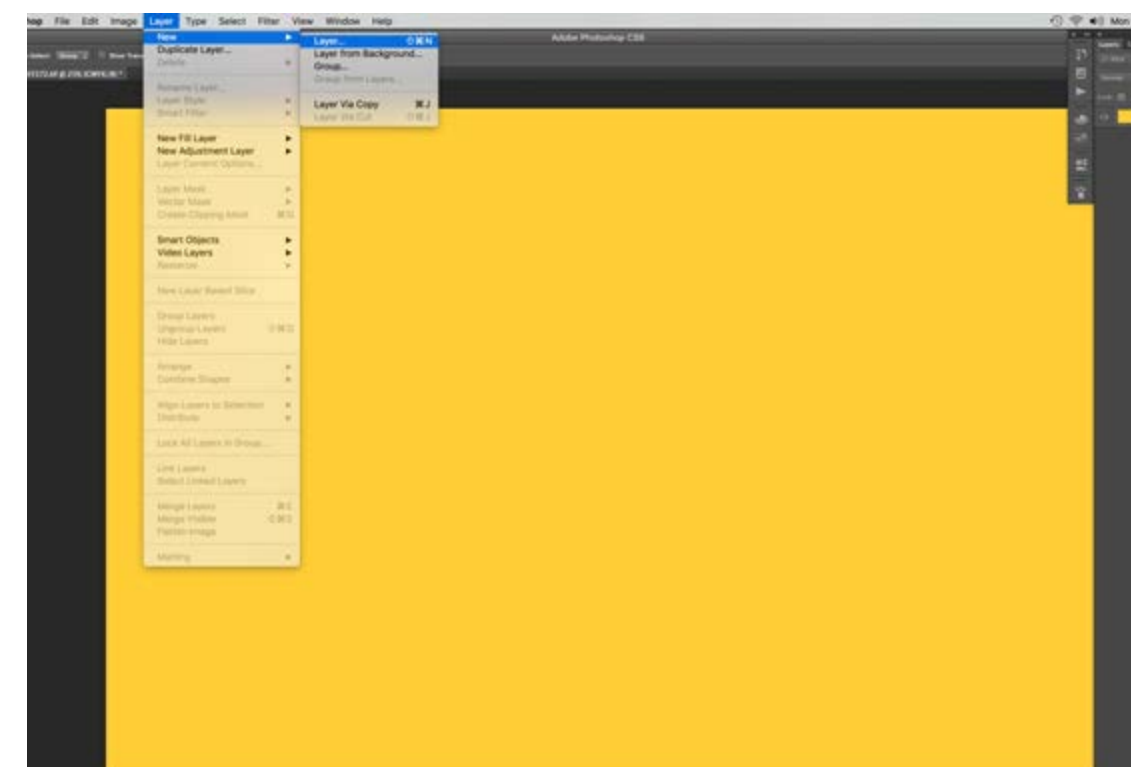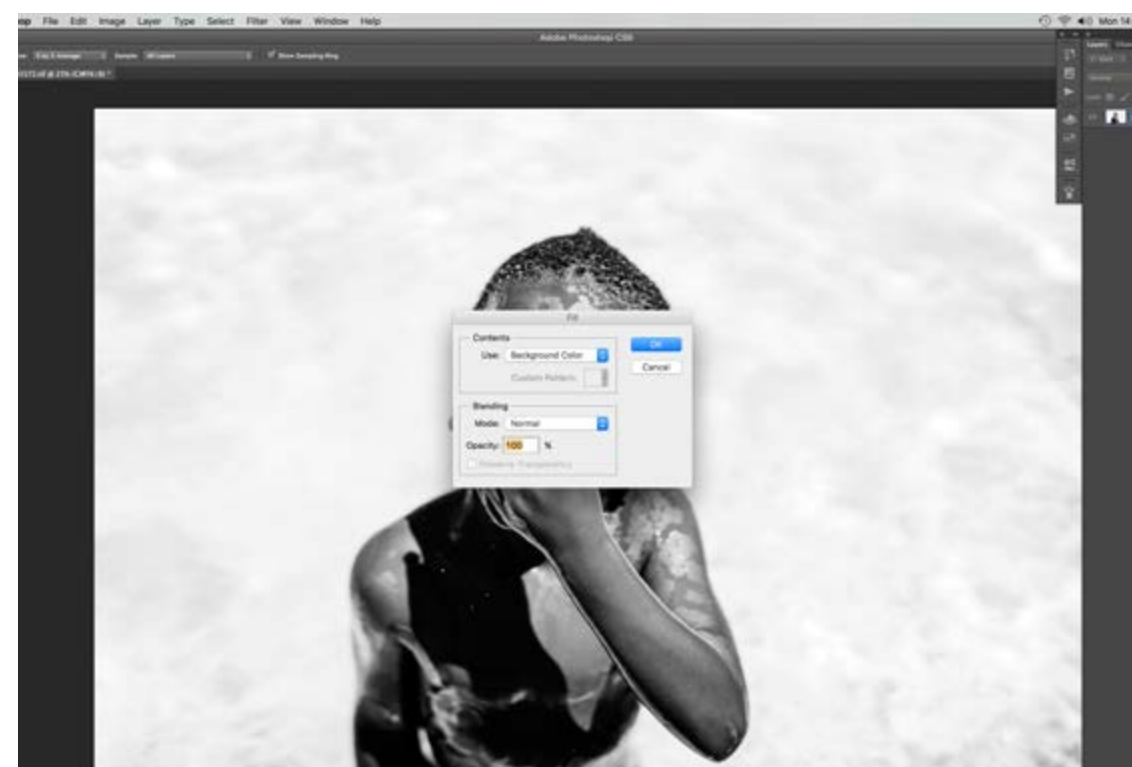
Photography Converting to black and white

Follow these steps to help you when converting an RGB full-color photograph to a dynamic black and white image.

1   Use the black and white filter tool to change the image to monotone. Adjust the individual color channels to optimize the image.

2   Apply the curves filter to adjust final contrast and get the desired Pennington Biomedical photographic style.

3   Noise is added as a final step after all other work on the image has been completed. Apply the "Add Noise" filter with the 'Amount' set at 1%, under 'Distribution' choose "Gaussian", and check the box for "Monochromatic".

Some shots without a broad tonal range, that are too dark or light, will not work in black and white as they rely on color, especially when featuring green vegetation or blue sky. However, many shots can look better in high contrast black and white than in color.
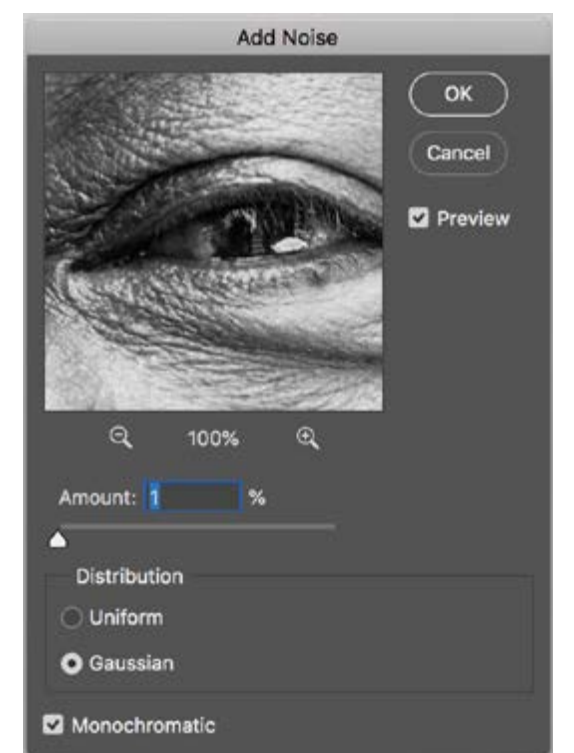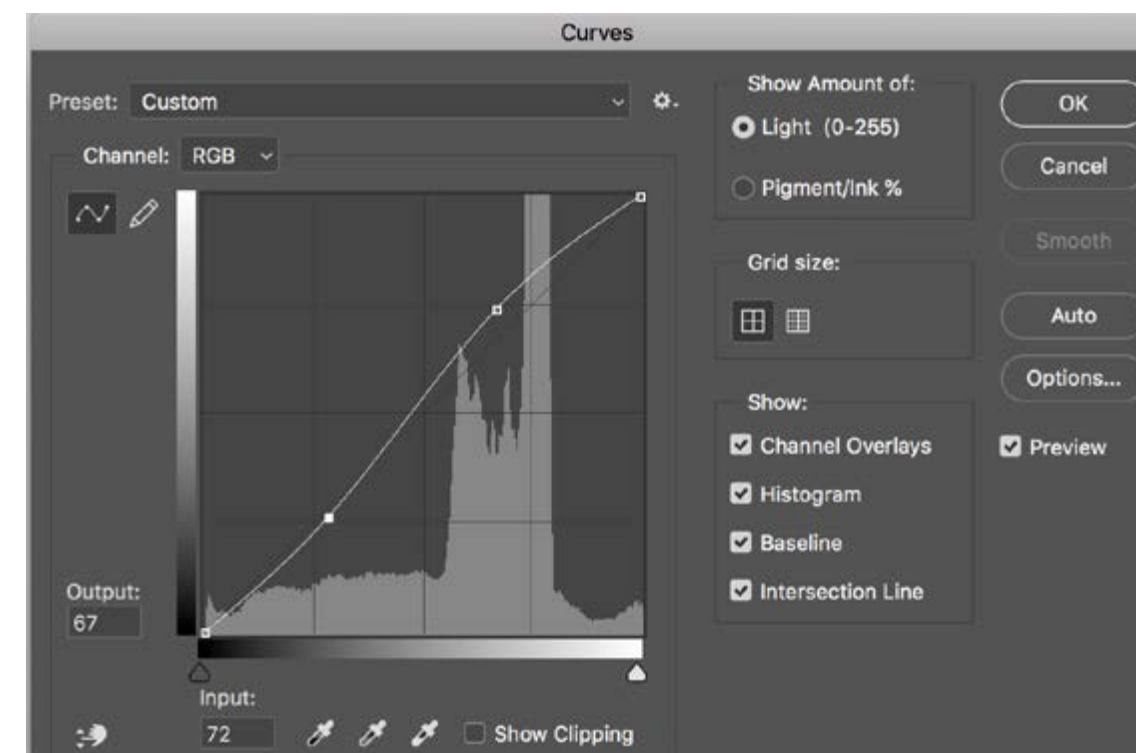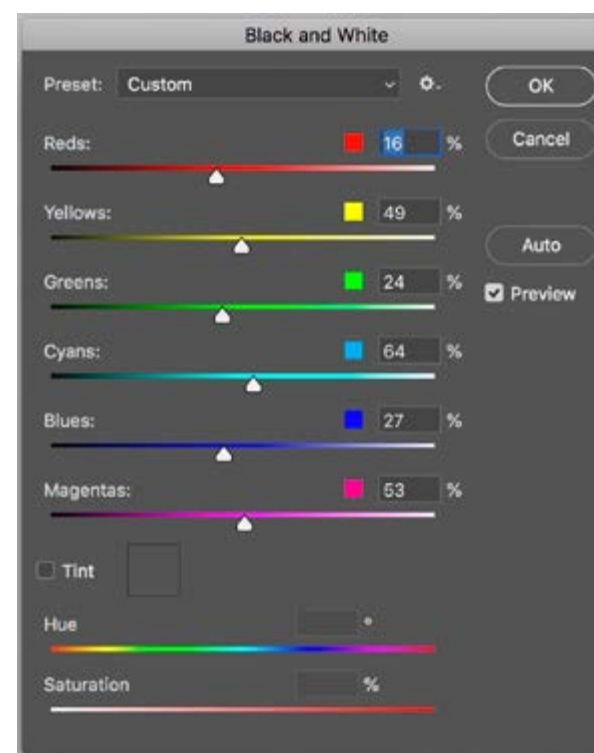
Photography
Using full-color

We should always strive to lead with Pennington Biomedical color-treated or black and white imagery in our designs. Doing so will help build and maintain brand awareness across our communications.

For some applications, however, full-color photography may be used. These applications include:

Photos of an individual or group (board members, faculty, donors, dignitaries, etc.) Portraits should align with our photography principles whenever possible. Capture humans as authentic, real people. Portraits should not be overly posed or staged.

Photos associated with news updates and some social posts and newsfeeds. Color can be used when necessary to accurately represent actual events captured for news updates, blogs and social media.

Nutritional food and recipes. Food photography, especially in featured recipes, should look natural, healthy, and appetizing. Color can be used to help show healthy diet plans, recipes, and dishes that look desirable and tasty.

Our photography should always be authentic, unapologetic, dynamically cropped, clean, and not too busy.

Our photography is categorized by topics related to different communication priorities throughout the Pennington Biomedical Research Center and Foundation.

It's all about context. Our imagery should always be relevant to the message we need to communicate.
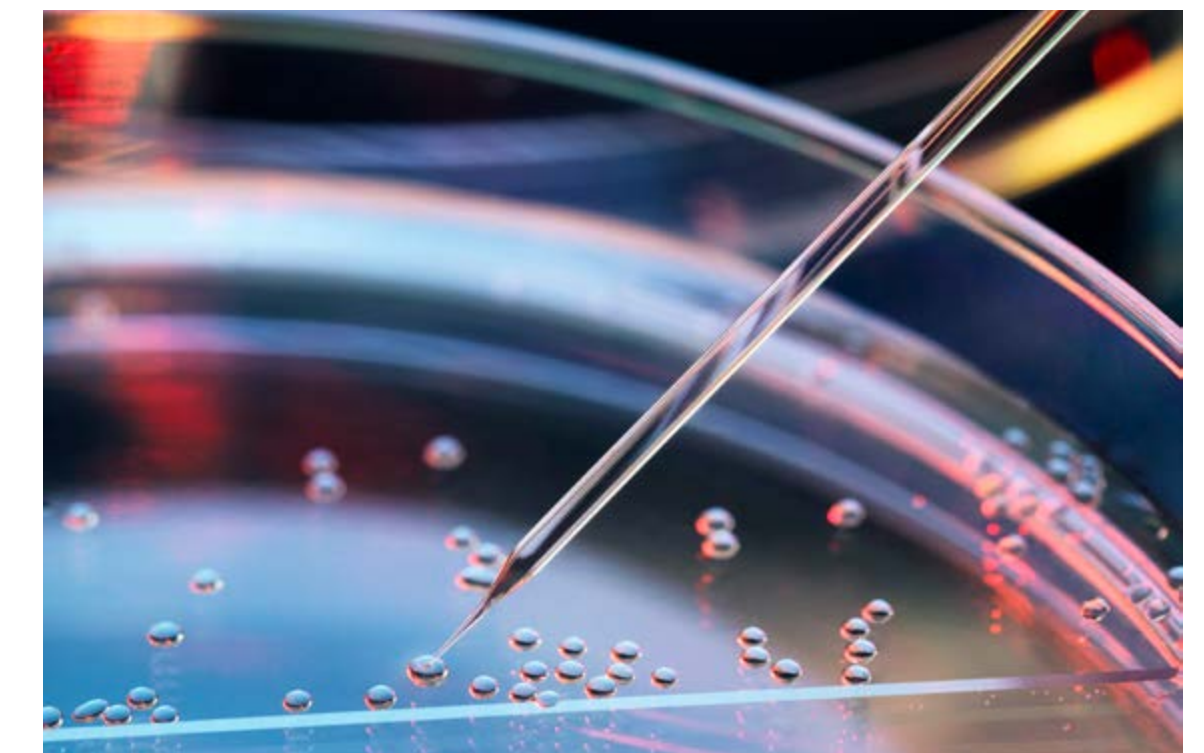
Photography
Color hierarchy

Any digital or print application should lead with Pennington Biomedical color-treated or black and white photography.

In certain situations, the use of full-color photography may be necessary, such as for portraits, group photos, events and food imagery, as detailed on the previous page. However, in any application, full-color photography should always follow, never lead.

For editorial content and newsfeeds, featured content may be supplied by an external source and may need to be implemented quickly. In these cases, ensure images are in focus, that resolution is high enough (i.e., not pixelated), and crop the images with care.

Always ensure imagery aligns as much as possible with the overarching Pennington Biomedical photography principles.

Always lead with Pennington Biomedical color-treated or black and white photography. Use on the primary face of a print application, and on the opening pages and headers in digital applications.

Use color-treated or black and white photography for permanent placements in editorial content, newsfeeds, and social media posts.

Pennington Biomedical color-treated or black and white photography should always be used for large, full-bleed image placements.
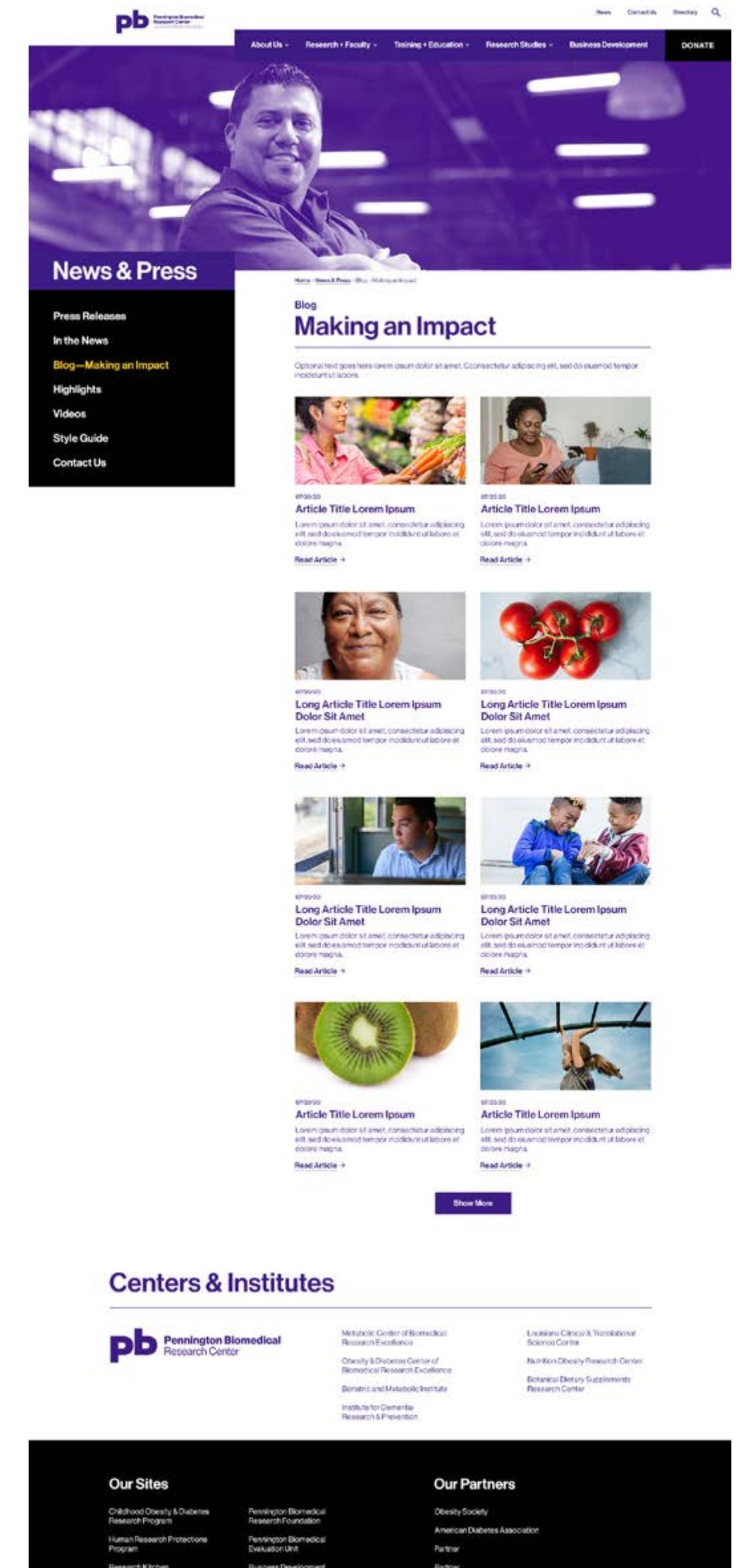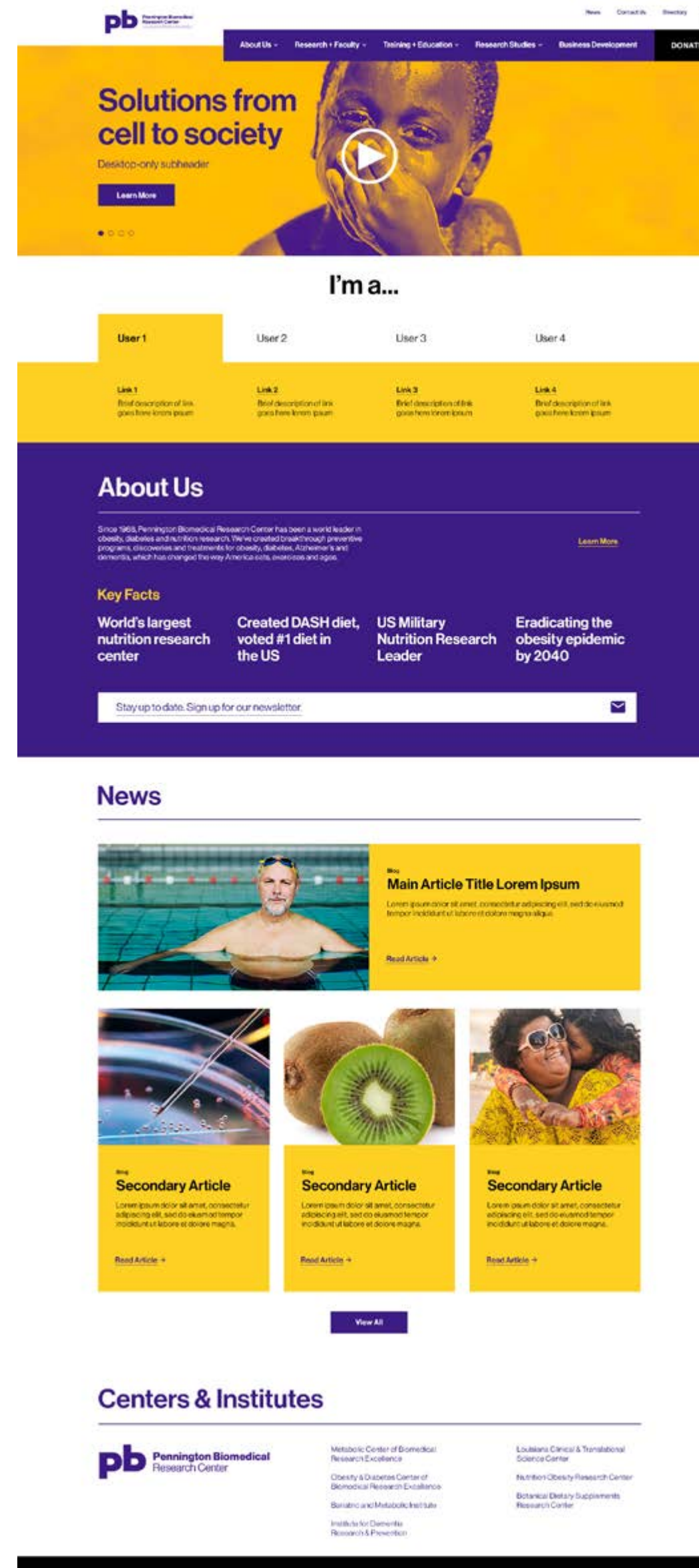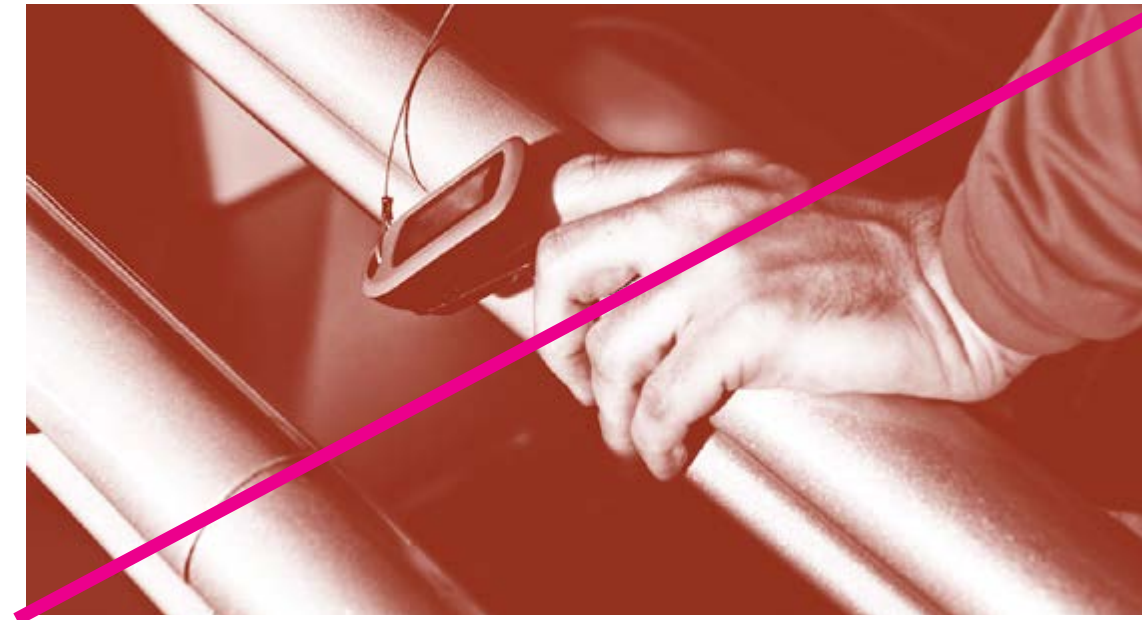
Photography Do nots

The images on this page are for the purpose of internal demonstration only. Licenses have not been purchased to use the images outside this document.
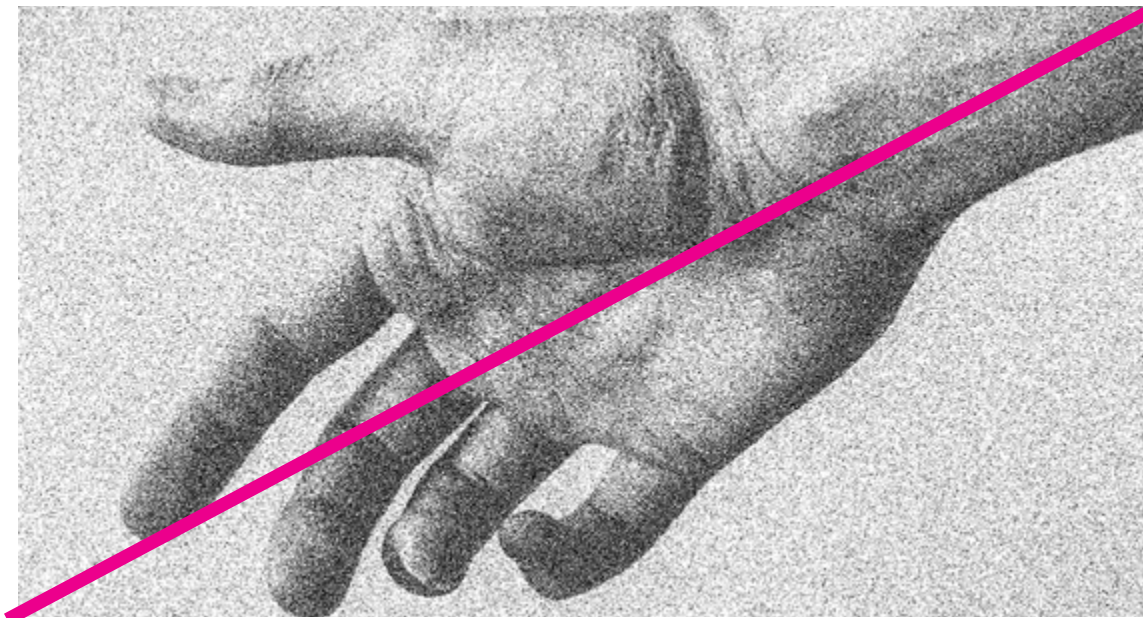

Do not use imagery that shows lens flare or other photographic filter effects.

Do not use any different color filter treatments on imagery other than the colors specified.
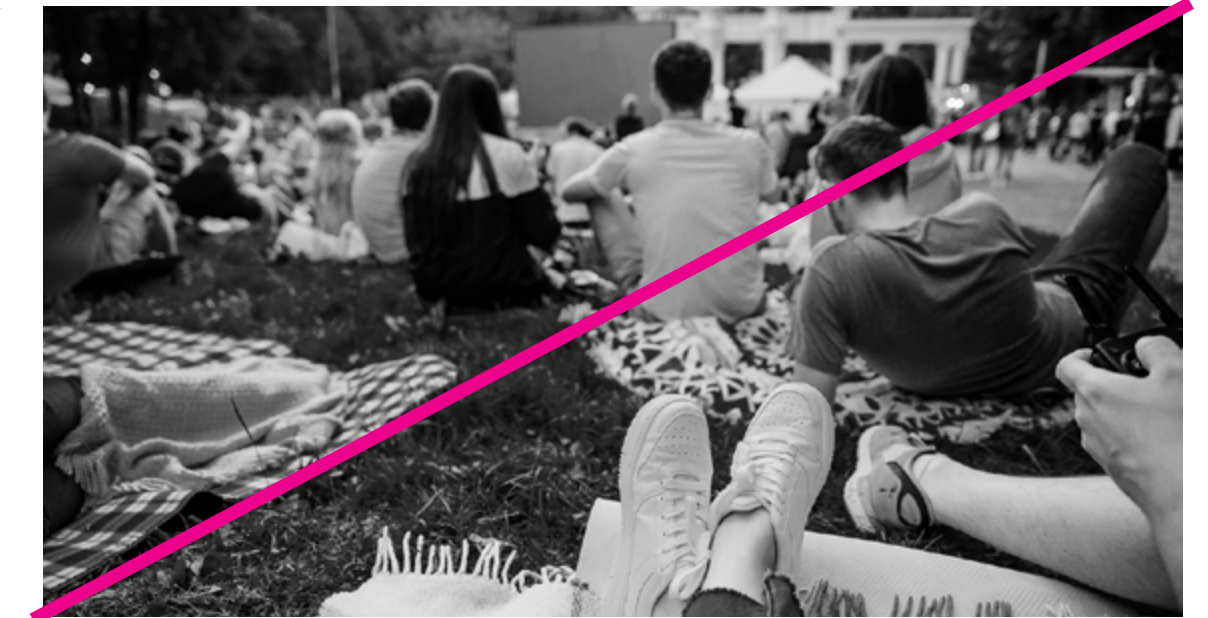

Do not use photography that is not relevant to the message we need to communicate.

Do not use noisy photography that appears overly grainy or gritty.

Do not use photography with overly complex content or imagery that is blurred or confusing.

Do not use photography that has is busy or messy and does not have a focal point.

Do not use photography that feels overly posed, staged or has extreme angles.

Do not use photography that is not contemporary or that feels dated.

Do not use photography with low contrast.

5

Data visualization
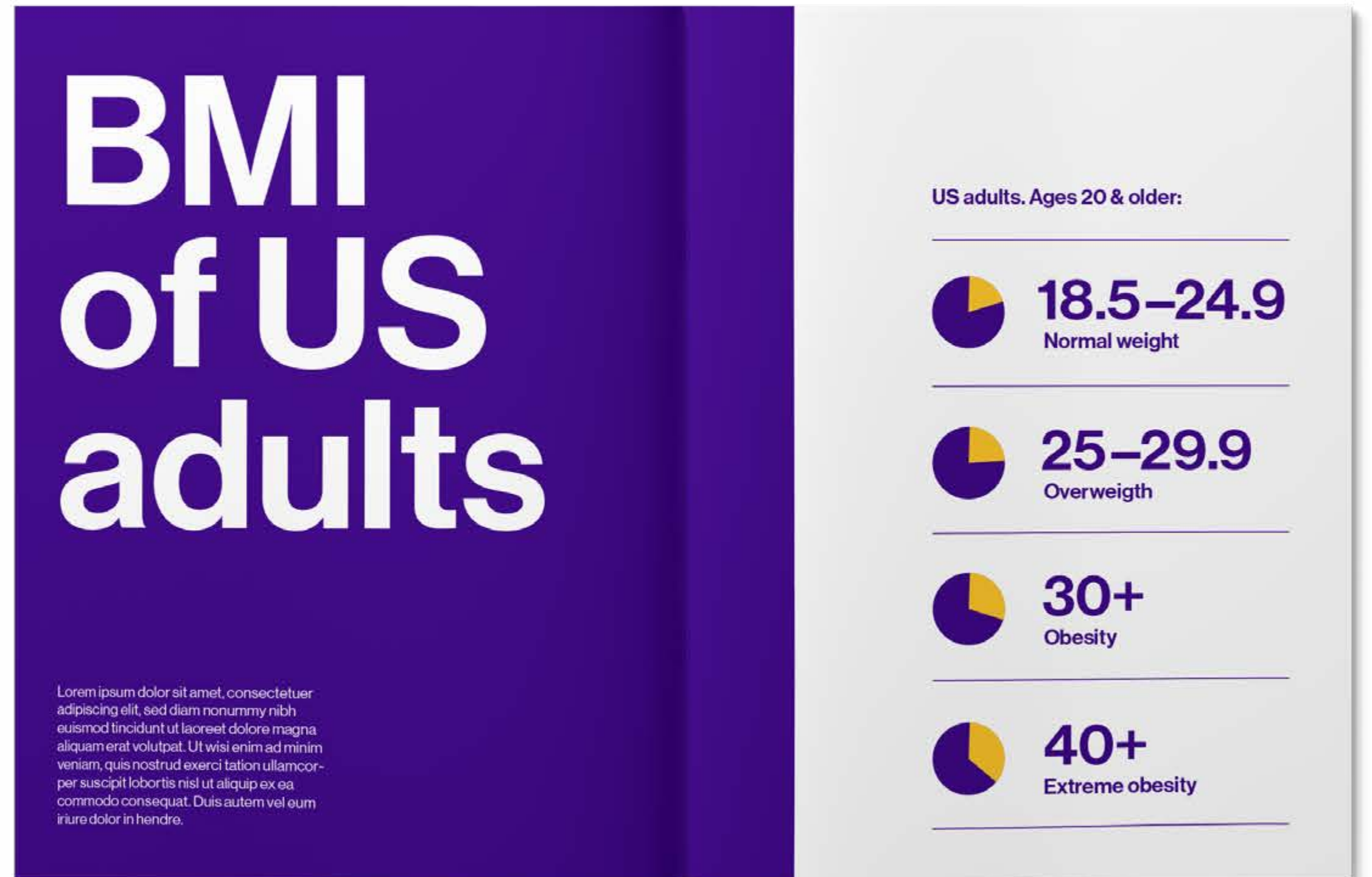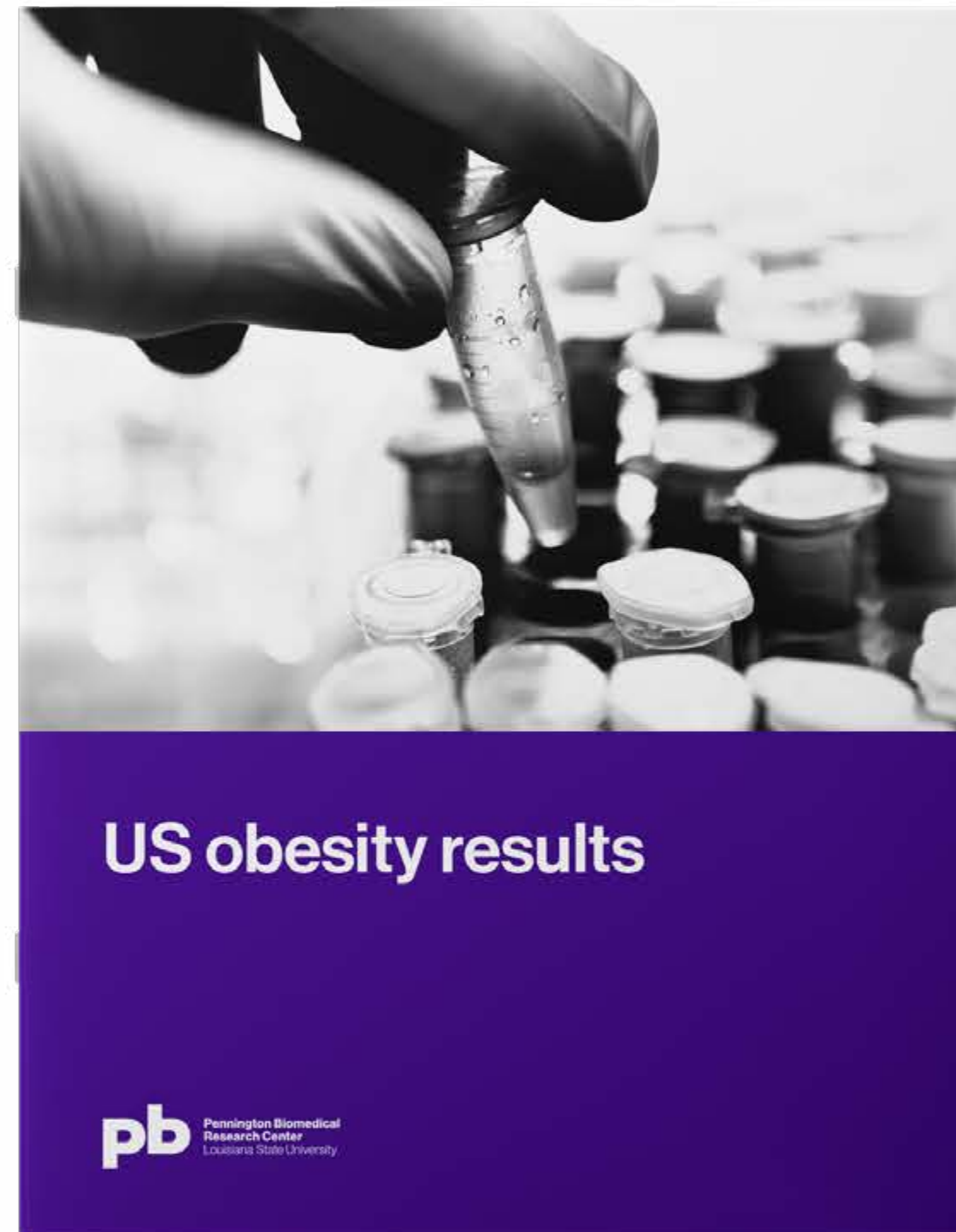
Data visualization Introduction

We have three main types of data visualization: illustrative, typographic, and photographic.

Within these three types, the content can either be strictly informational or more conceptual.

We place data visualization on either white, Pennington Purple, or Pennington Black backgrounds.

Our expanded color palette should be reserved for complex data as needed.

US obesity results

pb Pennington Biomedical Research Center Louisiana State University

BMI of US adults

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US adults. Ages 20 & older:

18.5–24.9
Normal weight

25–29.9
Overweigth

30+
Obesity

40+
Extreme obesity
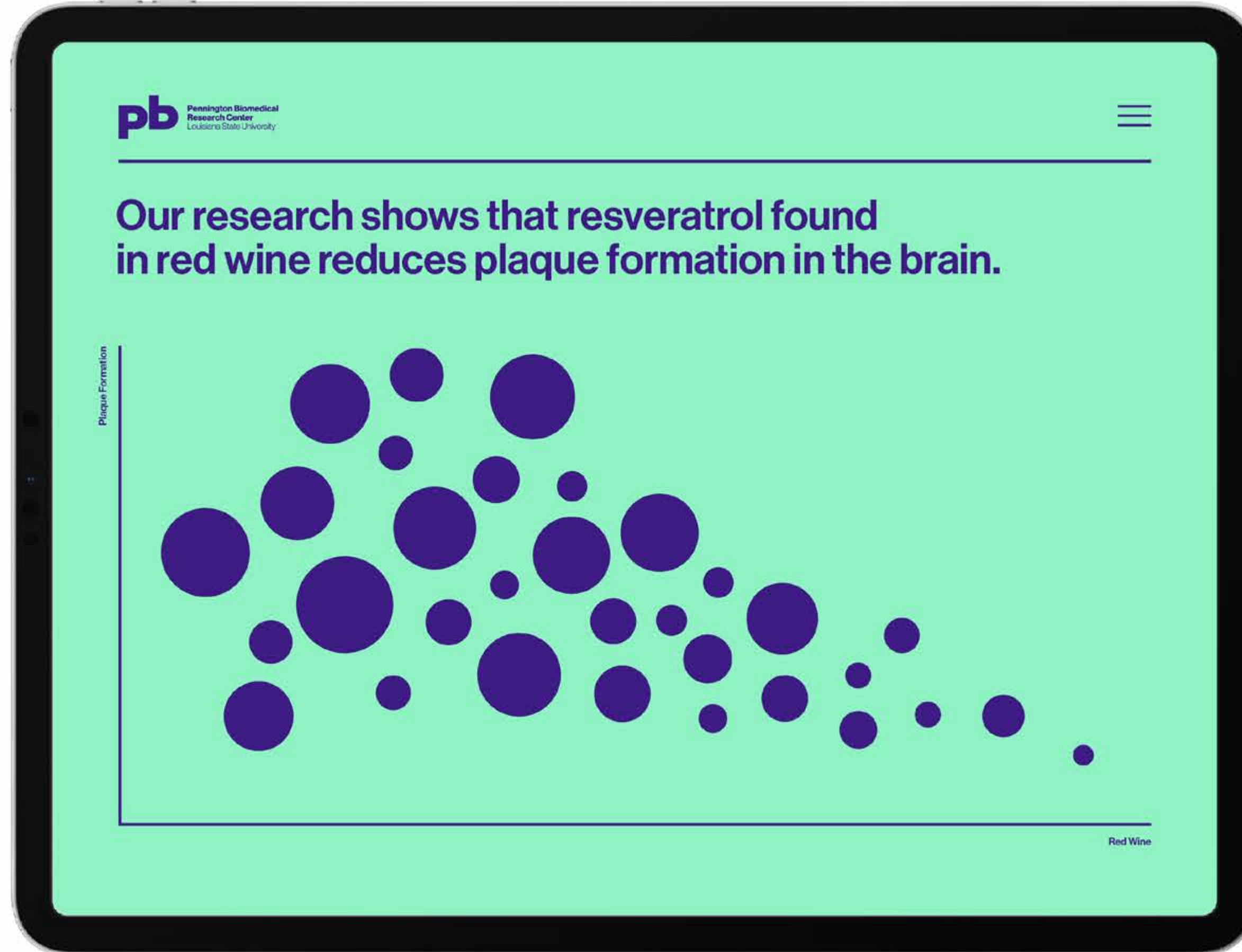
Data visualization
Illustrative

We use our illustrative style to communicate information in a distinct and unique way for Pennington Biomedical.

It can be used in a purely informational way, to simplify and clarify complex fact sheets.

We can also use this style of data visualization in a more conceptual, metaphorical way to articulate broader concepts, create curiosity, surprise, and maybe delight.

A small shift in the viewer's perspective can result in different interpretations, beautiful graphic design, informative chart or both.
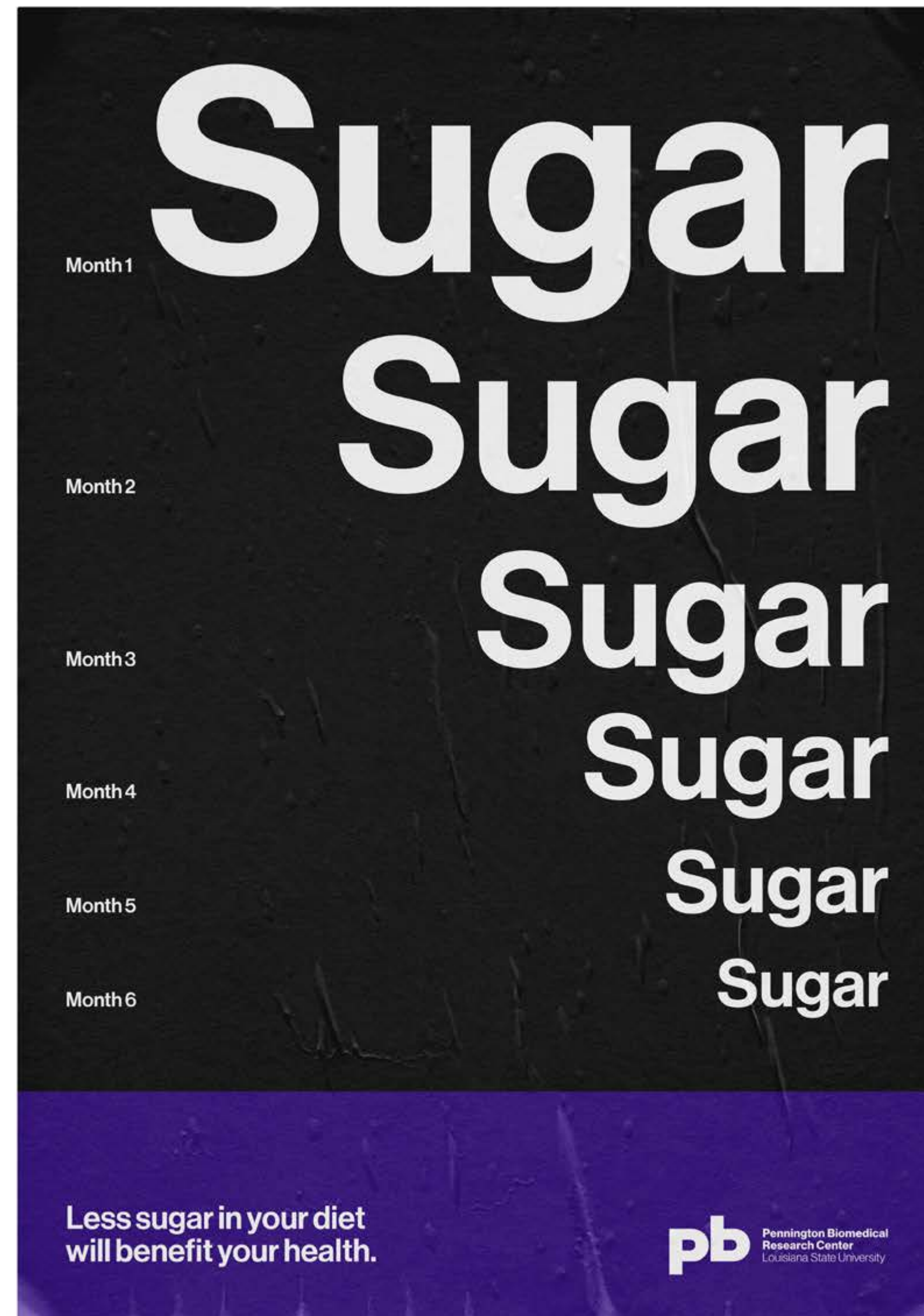
Data visualization Typographic

Our goal is to educate and inform as much as possible. Type size and scale in our designs can make a big impact and inform at the same time.

Keep the viewer engaged while communicating our crucial messaging using dynamic and informative treatments.

Use research in an engaging way to support an educational message. Less sugar in your diet will benefit your health.

Data visualization Photographic

When we want to be more realistic, using photography for our data visualization can more immediately convey to the viewer what we are trying to communicate.

Our Isolated image treatment seamlessly connects to our research allowing the viewer to focus on the topic and make it more human and easy to understand.

Using photography is a unique and engaging way to experience data, unexpected in the biomedical research field.
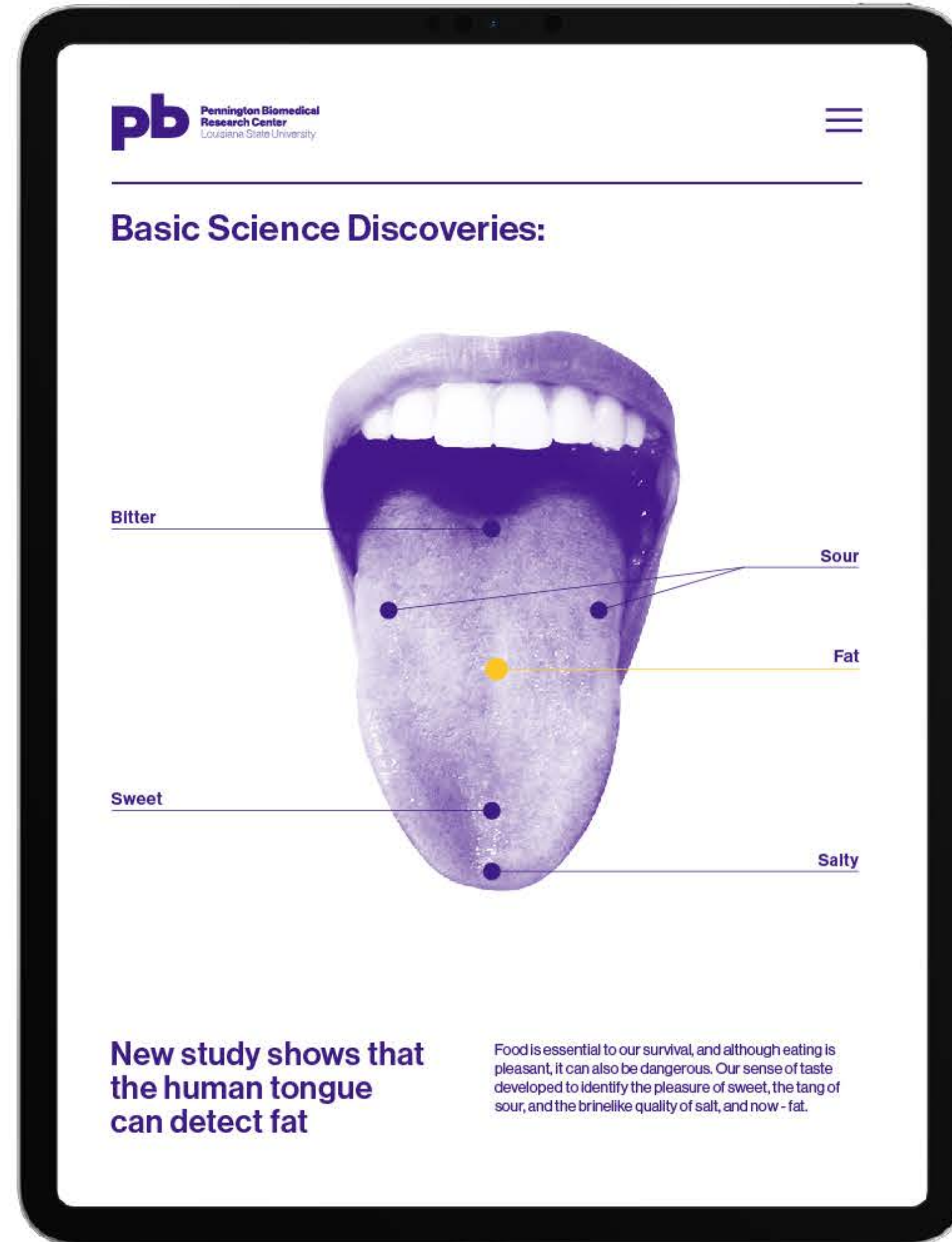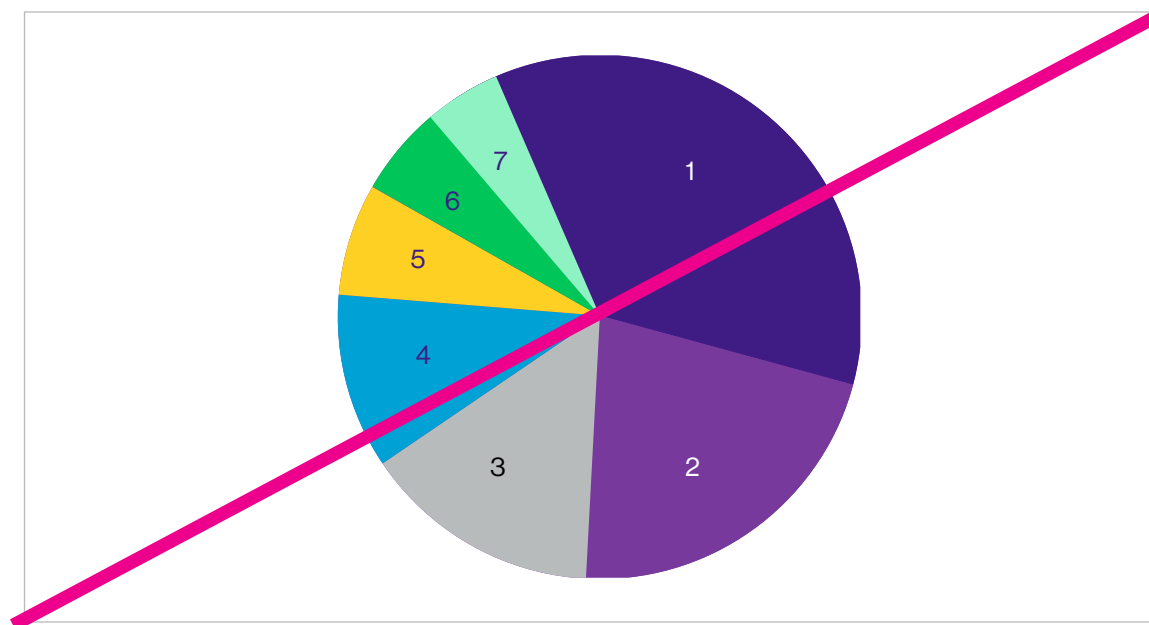
Data visualization Do nots

We only use the secondary palette after the primary palette has been exhausted, always for backgrounds, never for type. We mostly use this palette for complex data when we need more color or differentiation.

The grays should always be used first and in the order shown here; Pennington Light Gray; Pennington Gray; Pennington Mid Gray and Pennington Dark Gray. The grays can be used sparingly for large floods of color as well as within our data visualization

Pennington Mid Purple; Pennington Sky Blue; Pennington Mid Green and Pennington Light Green are only used after the grays have been used and only within our data visualization.

For type we only use Pennington Purple, Pennington Black or Pennington White on secondary colors. Please refer to page 41, Color—Type compliance print and digital, for further guidance.

Do not change color order. Use primary colors, then secondary grays, only use remaining colors when they are exhausted.
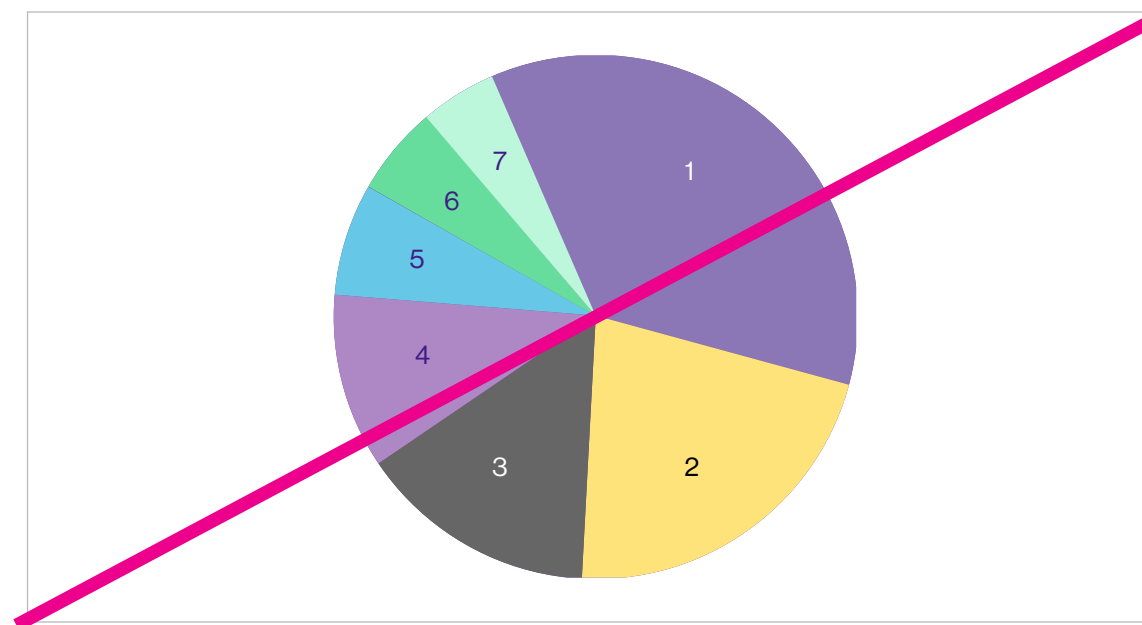
Do not use tints of the primary or secondary color palettes in tables, charts, or graphs.
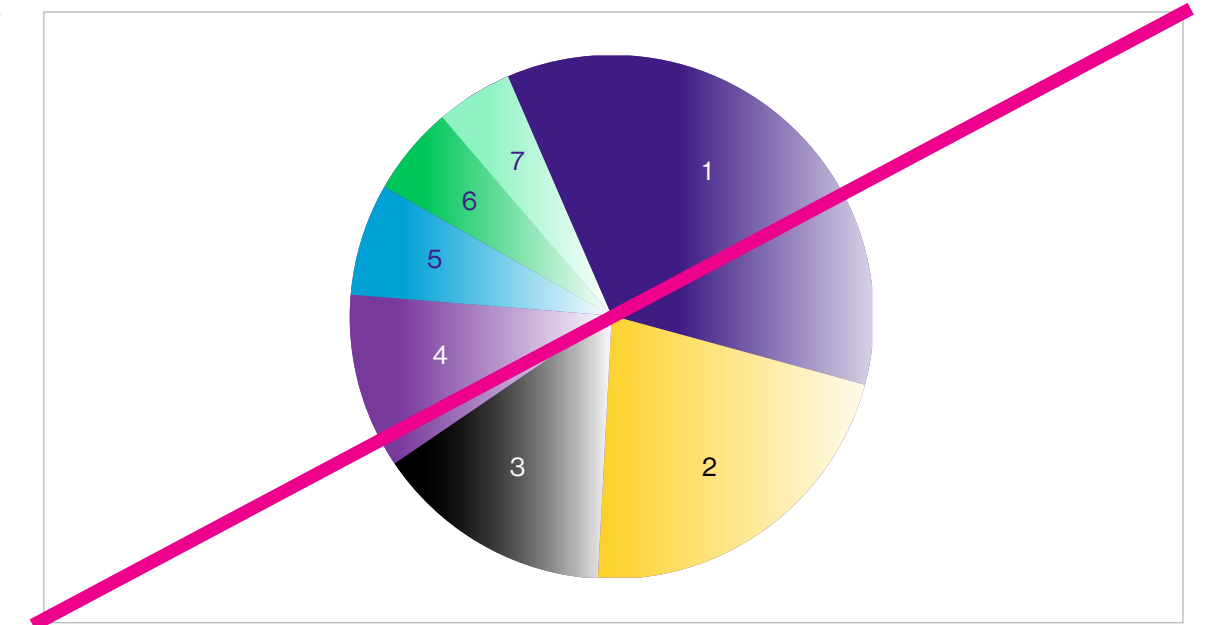
Do not use gradients in tables, charts, or graphs.
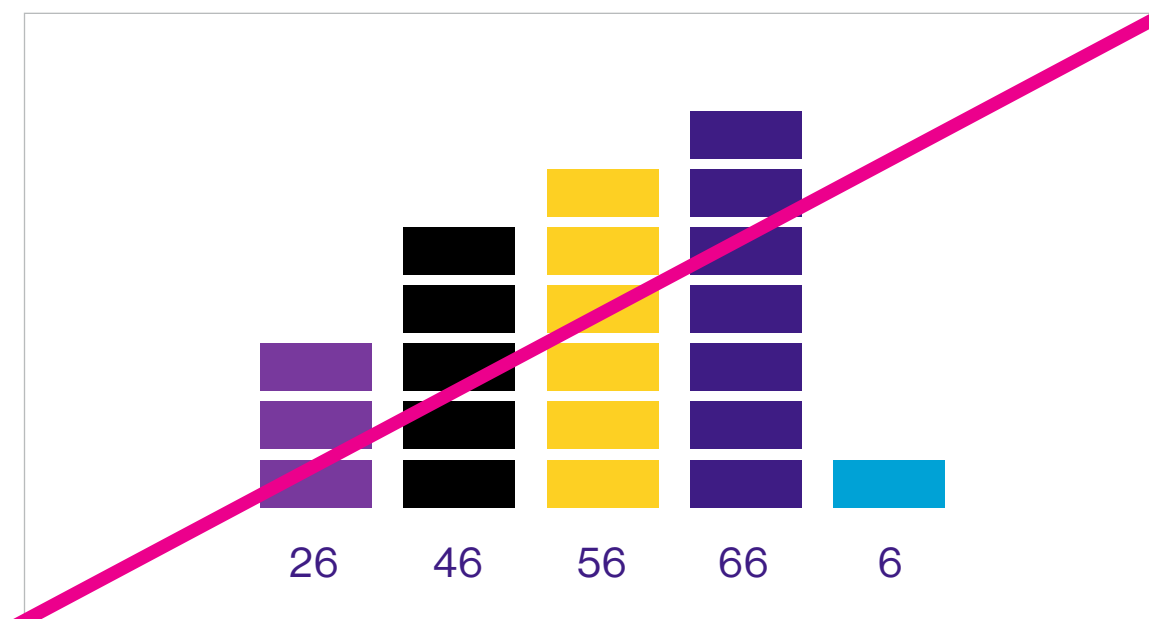
Do not use patterns or overly complex shapes in tables, charts, or graphs.
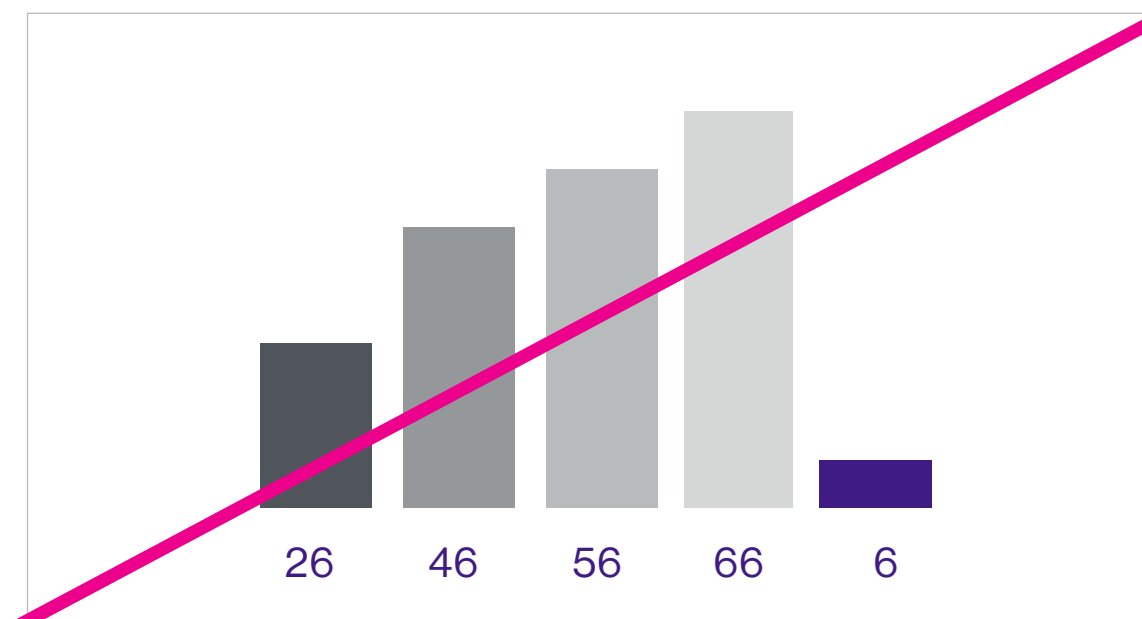
Do not use grays before solid black or primary palette colors in tables, charts, or graphs.
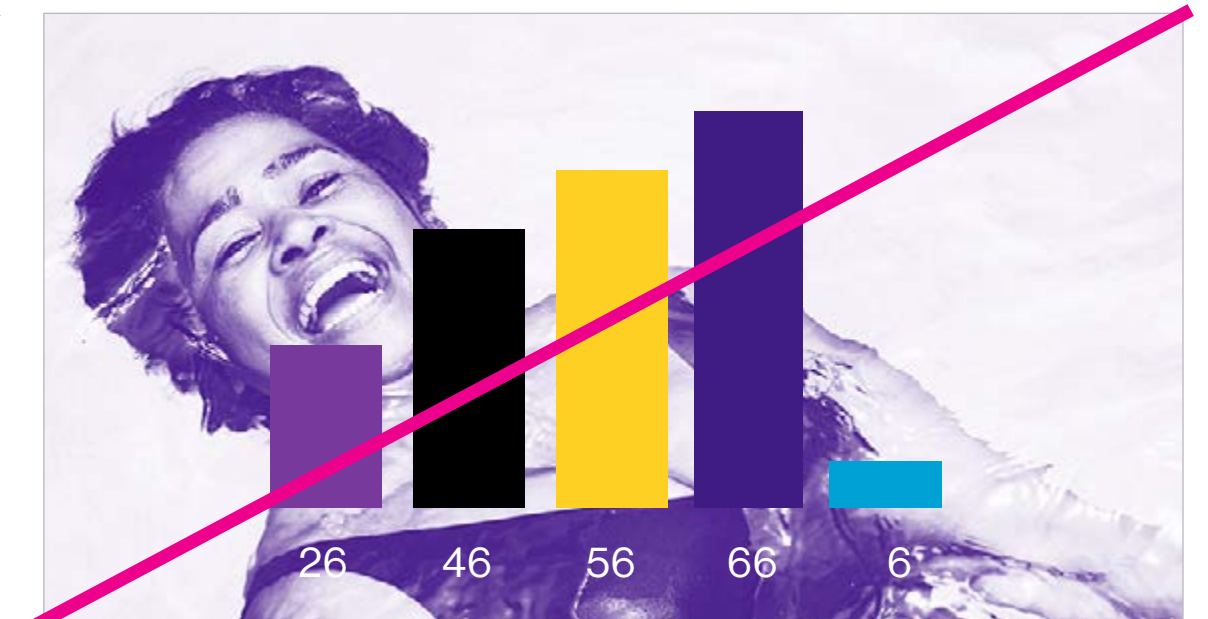
Do not add place tables, charts, or graphs on photography.
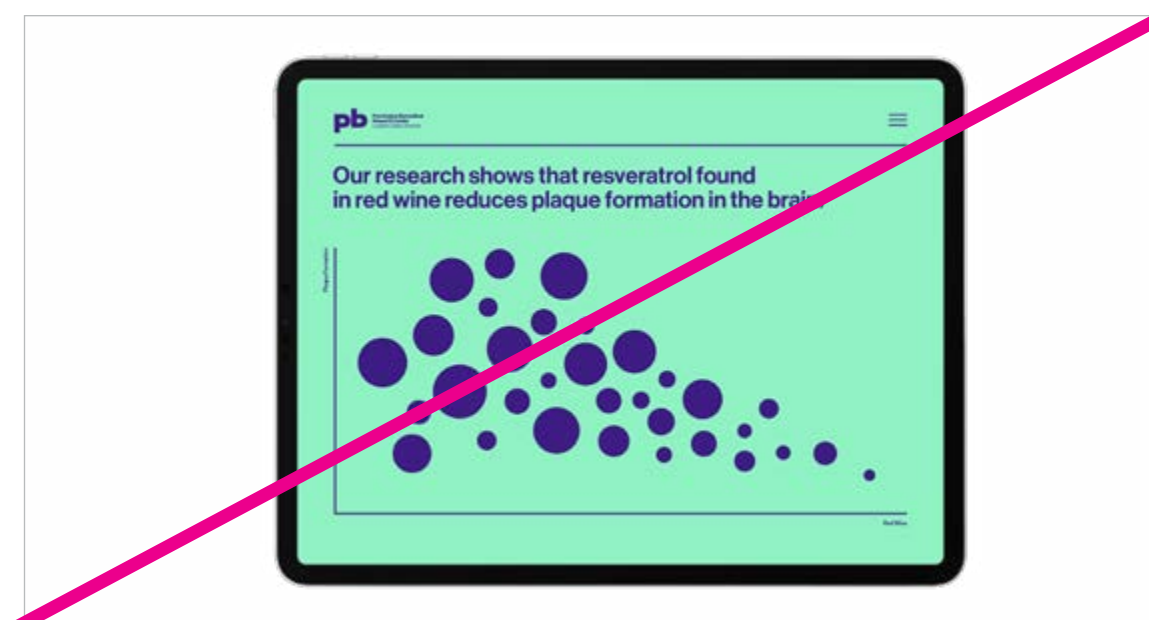
Do not use secondary colors in backgrounds for tables, charts, or graphs.
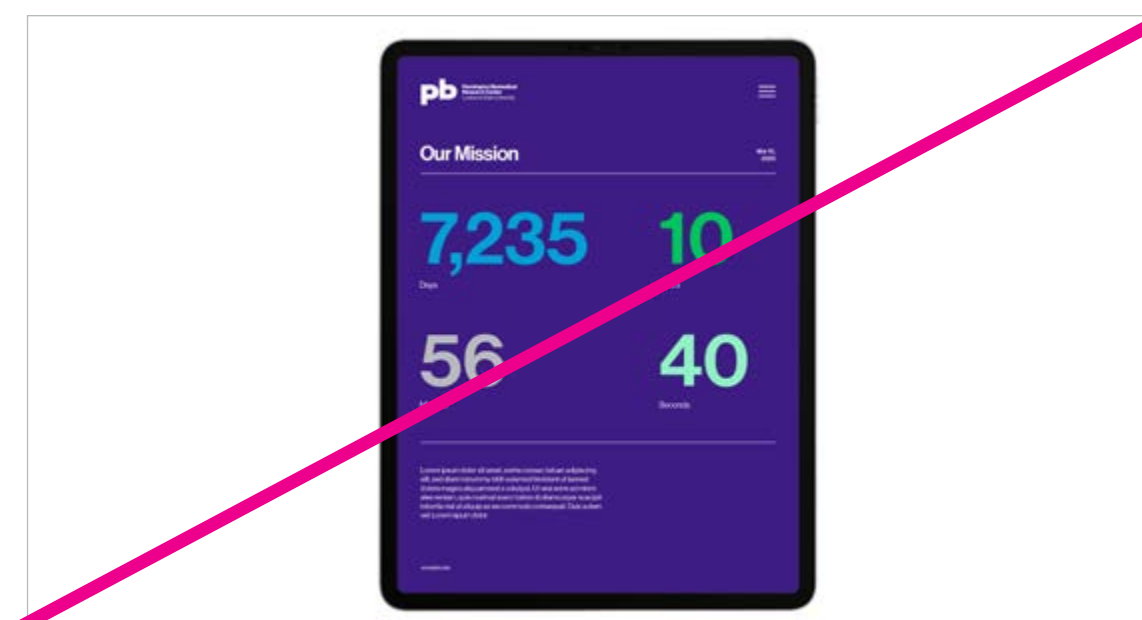
Do not use secondary colors in typography for tables, charts, or graphs.
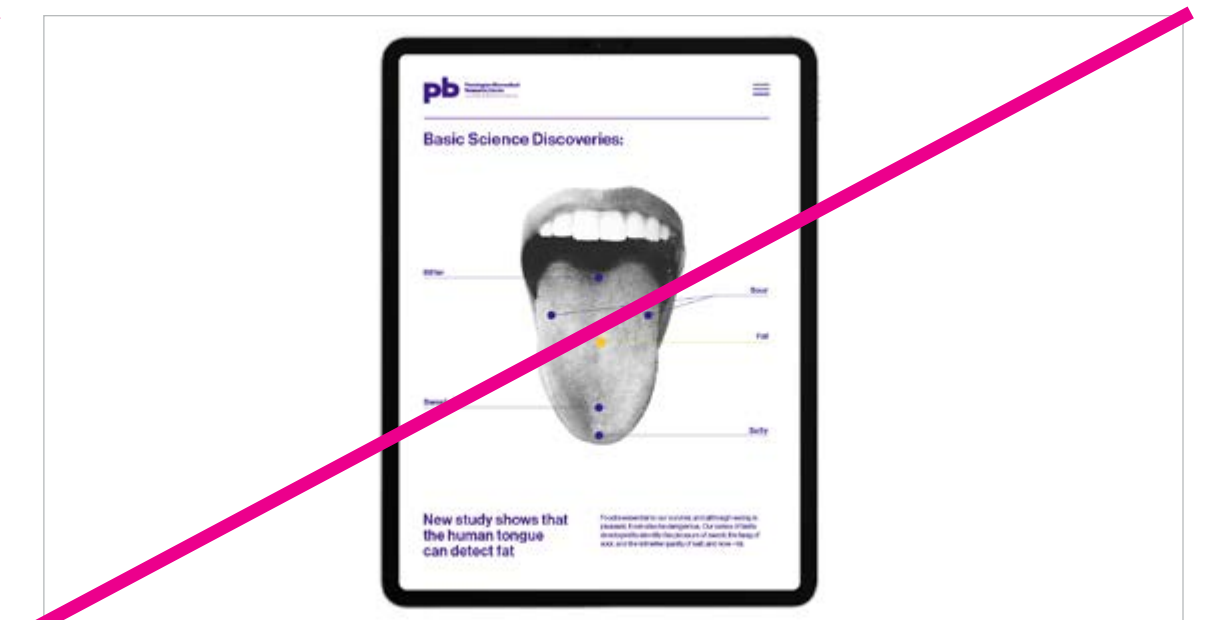
Do not use black and white photography for tables, charts, or graphs.

6

Layouts

Layouts
Introduction

Clean and concise compositions can be achieved by alignment of content such as logos, photography, graphics, and type to a structured grid.

Using white or negative space in layouts also helps achieve well designed and orderly compositions. Do not overcrowd layouts with imagery or text, always utilizing this space to give designs room to breathe.

Large headlines can be used to quickly and easily inform the viewer.

Layouts
Compositions

When creating compositions scaling content, photography, graphics, and type can create contrast and interesting layouts. Dynamic designs can be achieved in this way.

Clean and concise compositions can be generated by utilizing negative space in layouts. Using large headlines helps to quickly and easily inform the viewer.

Do not overcrowd layouts with imagery or text, always use negative space to give designs room breathe .

Layouts
Grids

Our layouts use an underlying grid structure which help size and place our logo, typography, photography, and other graphic elements in a consistent way throughout all touchpoints in the Pennington Biomedical Visual Identity System.

The grids are comprised of sequenced columns and rows. They are a useful tool that we use to help align our graphic elements, photography, and typography.

Grids are usually constructed using 4, 8, or 16 vertical columns and 10 or 12 horizontal rows. Whenever possible, use them to help size and position the logos and other brand elements.

There are set templates for applications such as PowerPoint®, business cards, and Word® letter documents.
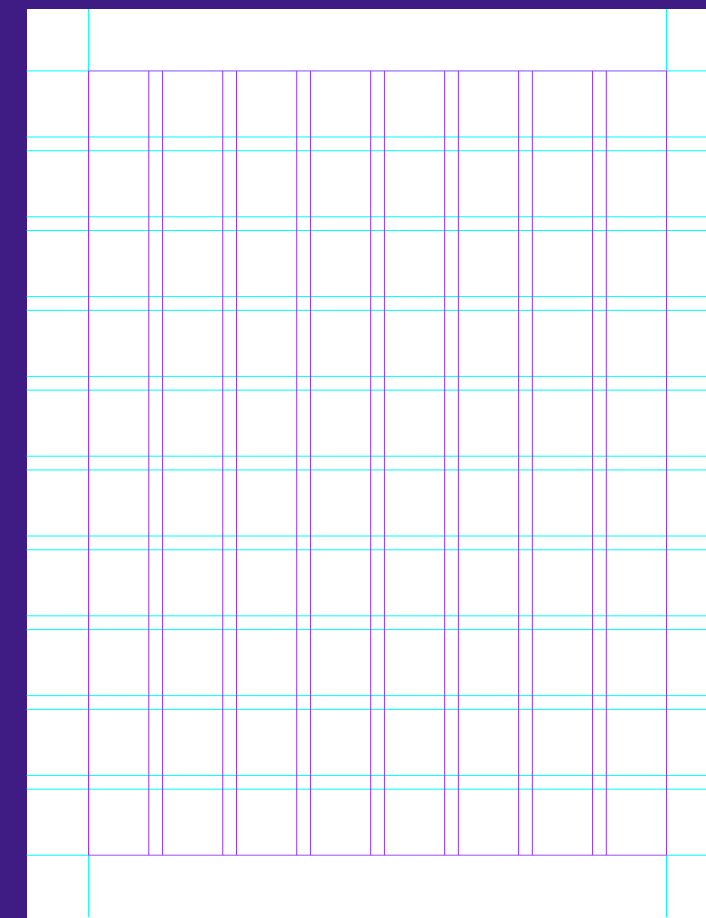
Portrait US letter grid
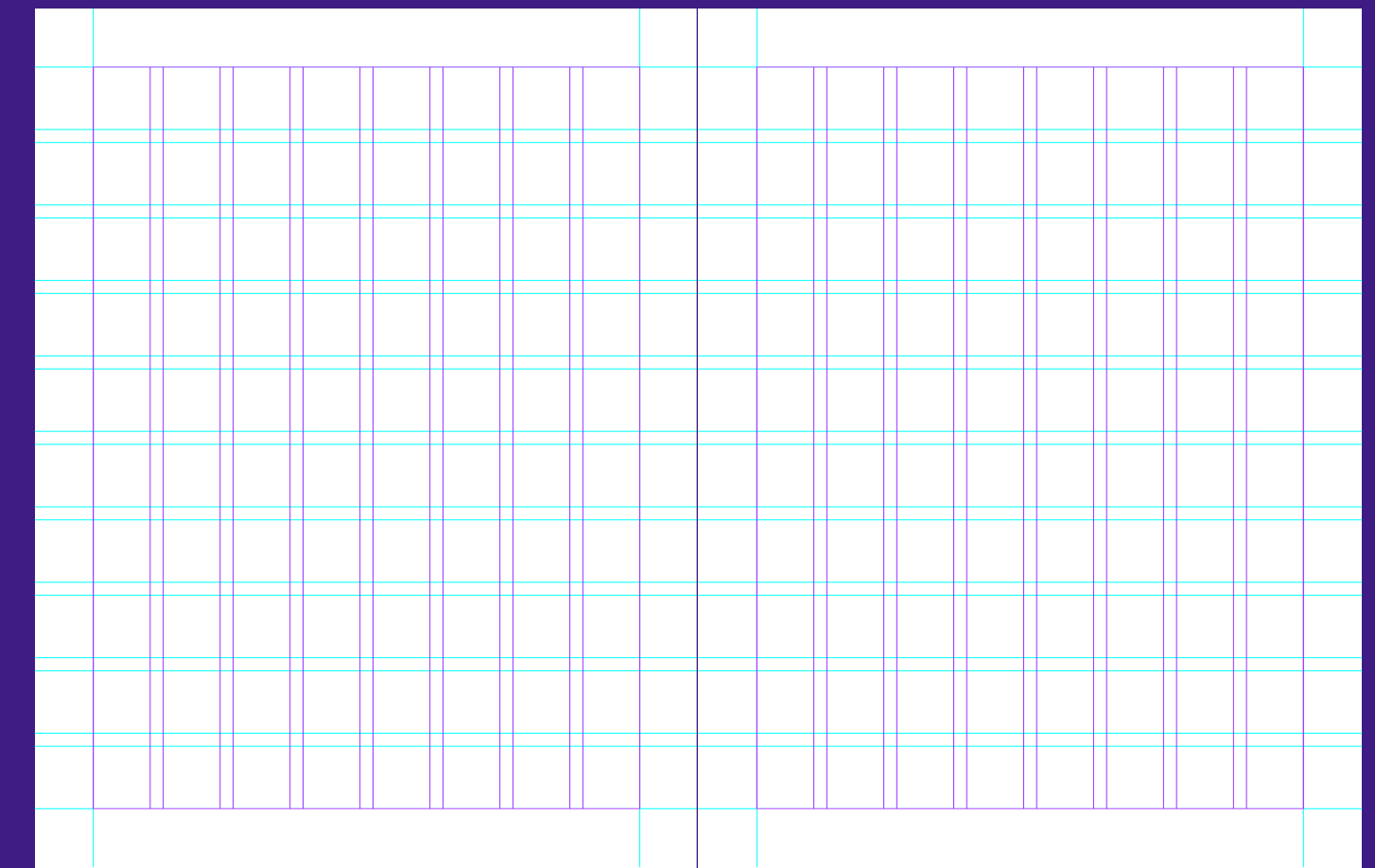
Double page literature spread grid
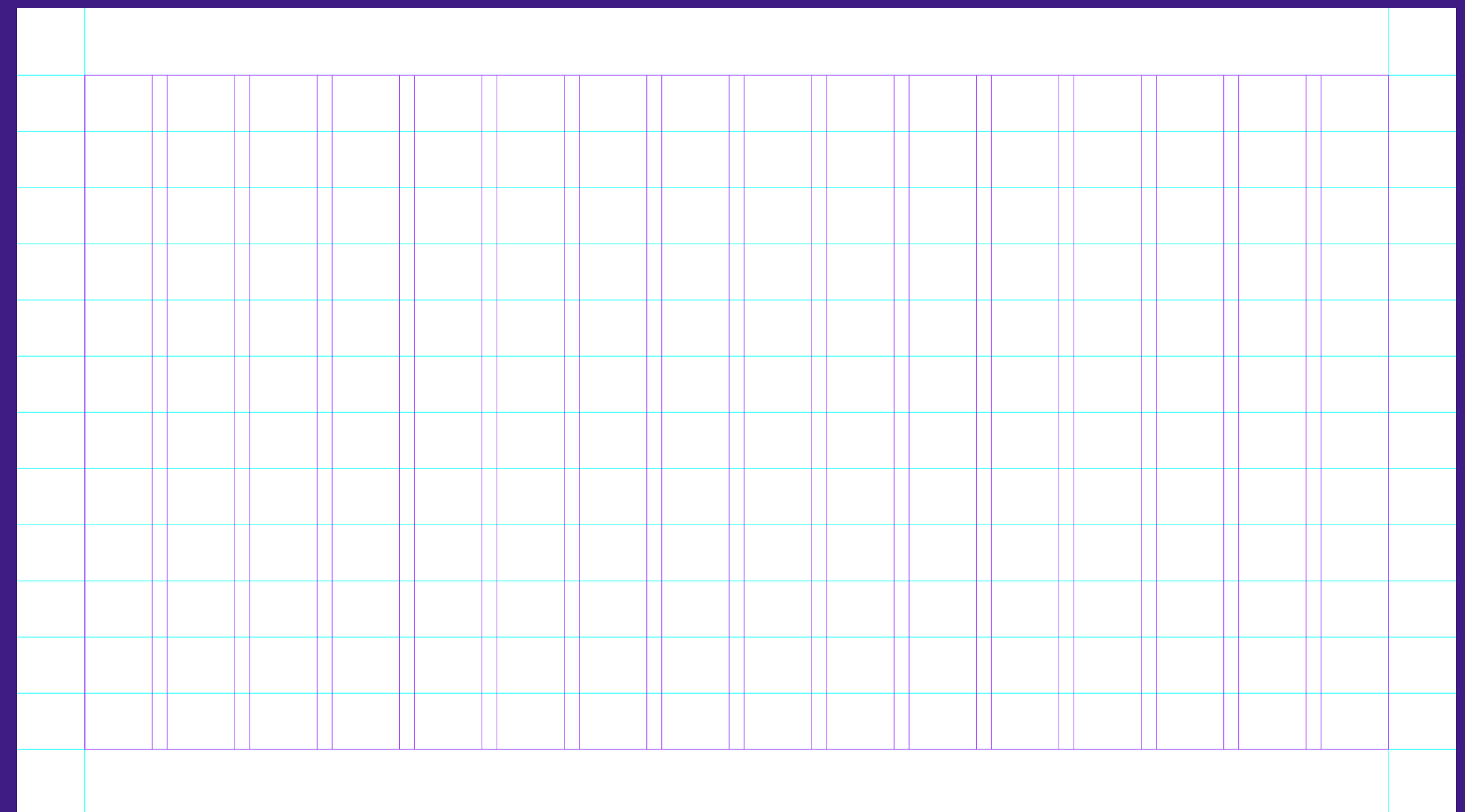
Horizontal PowerPoint grid

Layouts
Scalability

When scaling sizes, care should be taken when reformatting grids. You may have to adjust slightly to suit your application, e.g., for extreme vertical and extreme horizontal applications.

Always use design judgment when adapting grids and aim to achieve a consistent on-brand look and feel.

Layouts
PowerPoint®

Layouts
PowerPoint®

The examples on the next two pages show design elements aligned on a 1920 x 1080 pixel digital PowerPoint® grid.

90 px | 20 px

90 px

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900 px

90 px

pb

Obesity rates for 2020

November 09, 2020

7

90 px

1740 px

90 px

Layouts
Stationery

The examples on the next two pages show design elements aligned on an 8.5 x 11 inch US letter grid and a 2 x 3.5 inch business card.

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F. (225) 763-2525

10 / 28 / 2020
To: Bob Anderson

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pbrc.edu   P. 001

Layouts
Stationery

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10 / 28 / 2020
To: Bob Anderson

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16.5 pt   111 pt   16.5 pt

pb Pennington Biomedical
Research Center
Louisiana State University

229 pt

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16.5 pt

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26 pt   200 pt   26 pt

pb

92 pt

26 pt

On business cards the margins are equal to the minimum clear space for the Pennington Biomedical logo lockup on the front and the Pennington Biomedical symbol on the reverse side.
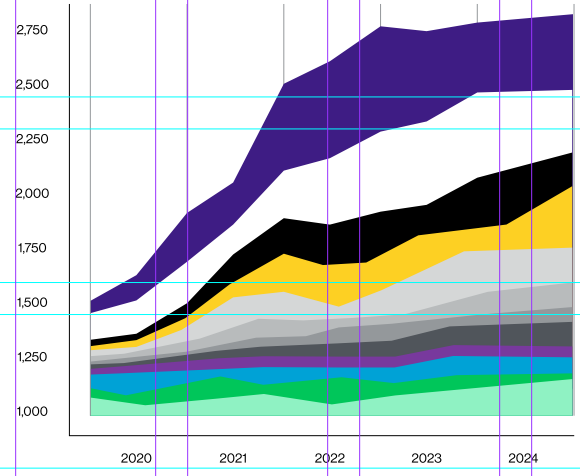
Layouts
Fact sheet

The examples on the next two pages show design elements aligned on a single page US letter size literature grid where the left and right margins are equal.

pb Pennington Biomedical
Research Center
Louisiana State University

April 10, 2020   Lorem Ipsum

Solutions from cell to society

Facts

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02 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat consectetuer adipiscing elit.

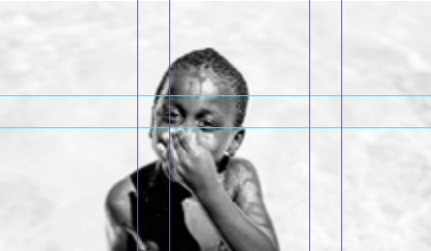03 Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit nibh euismod tincidunt.

Research

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Outreach

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pbrc.edu   P. 001

Layouts
Fact sheet

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pb Pennington Biomedical
Research Center
Louisiana State University

April 10, 2020　　Lorem Ipsum

Solutions from cell to society

Facts

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Research

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Outreach

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Layouts
Tri-fold format

The examples on the next two pages show design elements aligned on an 11 x 7.5 inch US letter size tri-fold literature grid where the left and right margins are equal.

pb Pennington Biomedical
Research Center
Louisiana State Universtiy

Our Vision

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Visit www.pbrc.edu to donate

Layouts
Tri-fold format

Layouts
Double page
format

The examples on the next two pages show design elements aligned on a double page US letter size literature grid where the left and right margins are unequal.

Each page has a wider inner margin to allow for binding. These grids are used for literature systems, when designing print brochures.

BMI of US adults

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendre.

US adults. Ages 20 & older:

18.5–24.9
Normal weight

25–29.9
Overweigth

30+
Obesity

40+
Extreme obesity

Layouts
Double page format

BMI of US adults

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendre.

US adults. Ages 20 & older:

18.5–24.9
Normal weight

25–29.9
Overweigh

30+
Obesity

40+
Extreme obesity
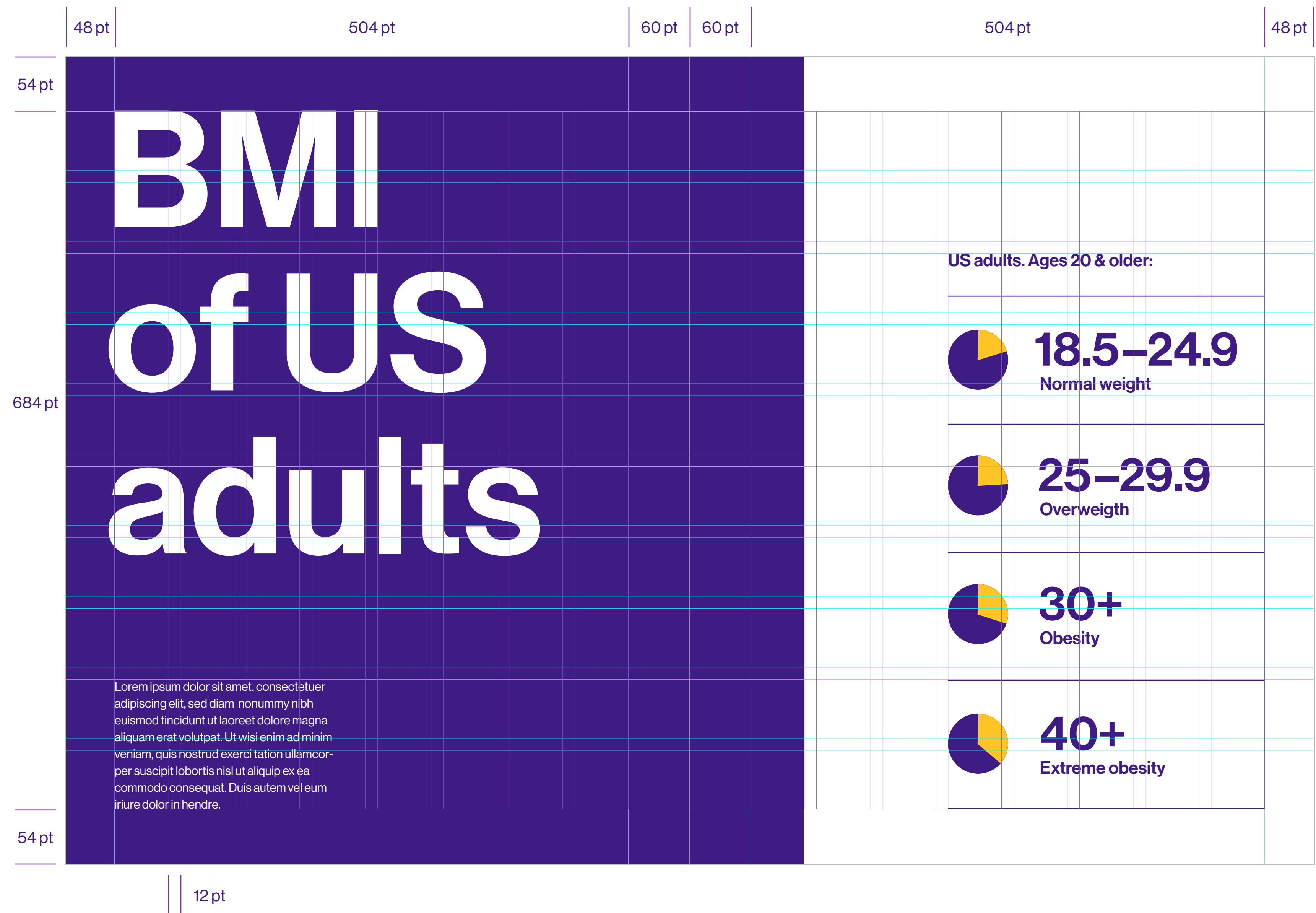
Layouts
Certificate
format

The examples on the next two pages show design elements aligned on a single page US letter size literature grid where the left and right margins are equal.

The examples display both the areas that are pre-printed on the certificate document and the user entered text for each individual certificate. Word® templates are available for the user entered portion based on the number of signatories on the certificate. Up to three signatories can appear on a single line. If more are required, a second of line of signatures is added to the layout.

Printed Certificate

pb

Pennington Biomedical Research Center Proudly Recognizes

Printed Certificate with sample text

pb

Pennington Biomedical Research Center Proudly Recognizes

Sarah Jackson

for having the honor of being chosen the Employee of the Year.

This honor is exemplary of your commitment to your duties as Title of the Department of the Pennington Biomedical Research Center.

_____ _____ _____
Name   Name   Name
Title   Title   Title

Layouts Certificate format

36 pt
20 pt
37 pt
138 pt
81 pt
69 pt
126 pt
19 pt
48 pt
36 pt

Pennington Biomedical Research Center Proudly Recognizes

Heading in medium
Neue Haas Grotesk Display Pro 65
30 point

Sarah Jackson

Recipient Name in medium
Neue Haas Grotesk Display Pro 65
45 point

for having the honor of being chosen the Employee of the Year.

This honor is exemplary of your commitment to your duties as Title of the Department of the Pennington Biomedical Research Center.

Description in roman
Neue Haas Grotesk Display Pro 55
22 point

Name
Title

Name
Title

Name
Title

Name/title in roman
Neue Haas Grotesk Display Pro 55
15 point

Layouts
Digital format

The examples on the next two pages show design elements aligned on a horizontal digital brand guideline grid where the left and right margins are equal.

The example here shows design elements aligned on a digital brand guideline grid.

Photography
Library overview

All the images in our curated Visual Identity System library can use the vibrant, energetic color treatment that makes our photography uniquely Pennington Biomedical. This imagery can also be used in black and white.

The color treatment is used for our hero imagery; when appearing on the primary face of a print application, or the opening page of digital and web applications.

For some applications, color photography can be used, e.g., for portraits of board members, faculty members, donors; for nutritional food content and recipes; for editorial content, such as news updates and some social posts.

For information on accessing the Pennington Biomedical photography library, please contact the brand team. Please refer to the Contacts page for details.

pb

Brand Guideline Version 1.0   September 2020   Key brand elements   55

Layouts
Digital format

75 px

900 px

90 px

75 px   20 px

Photography
Library overview

All the images in our curated Visual Identity System library can use the vibrant, energetic color treatment that makes our photography uniquely Pennington Biomedical. This imagery can also be used in black and white.

The color treatment is used for our hero imagery; when appearing on the primary face of a print application, or the opening page of digital and web applications.

For some applications, color photography can be used, e.g., for portraits of board members, faculty members, donors; for nutritional food content and recipes; for editorial content, such as news updates and some social posts.

For information on accessing the Pennington Biomedical photography library, please contact the brand team. Please refer to the Contacts page for details.

pb   Brand Guideline Version 1.0   September 2020   Key brand elements   55

Layouts
Do nots

Do not overcrowd layouts with type, imagery or graphics.
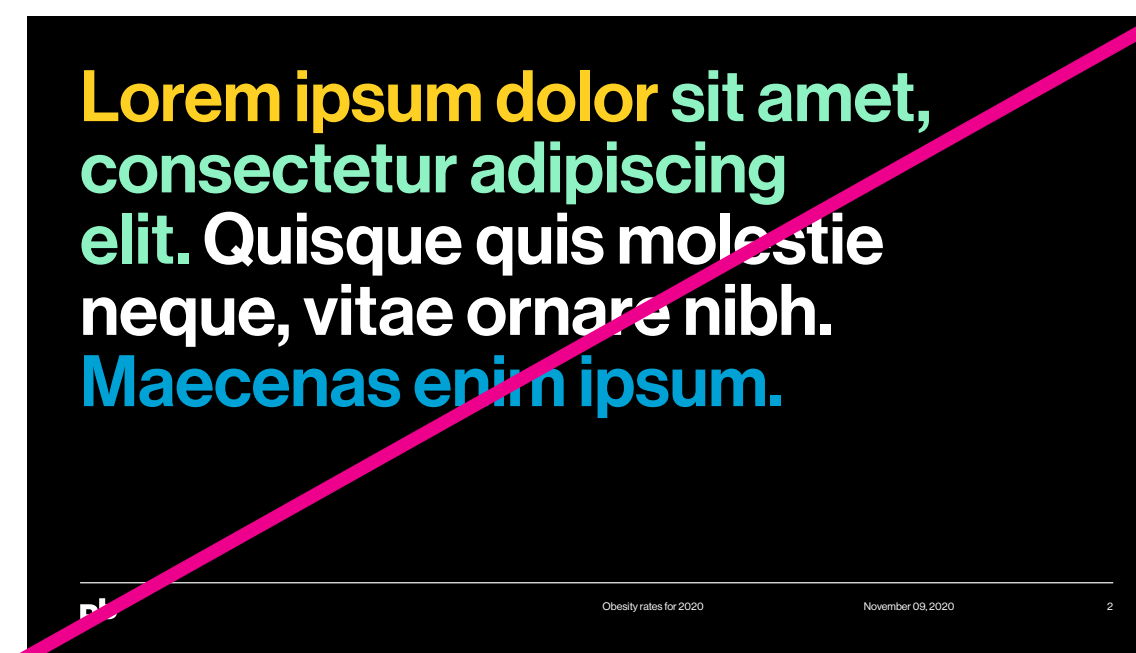
Do not use multi-colored text.
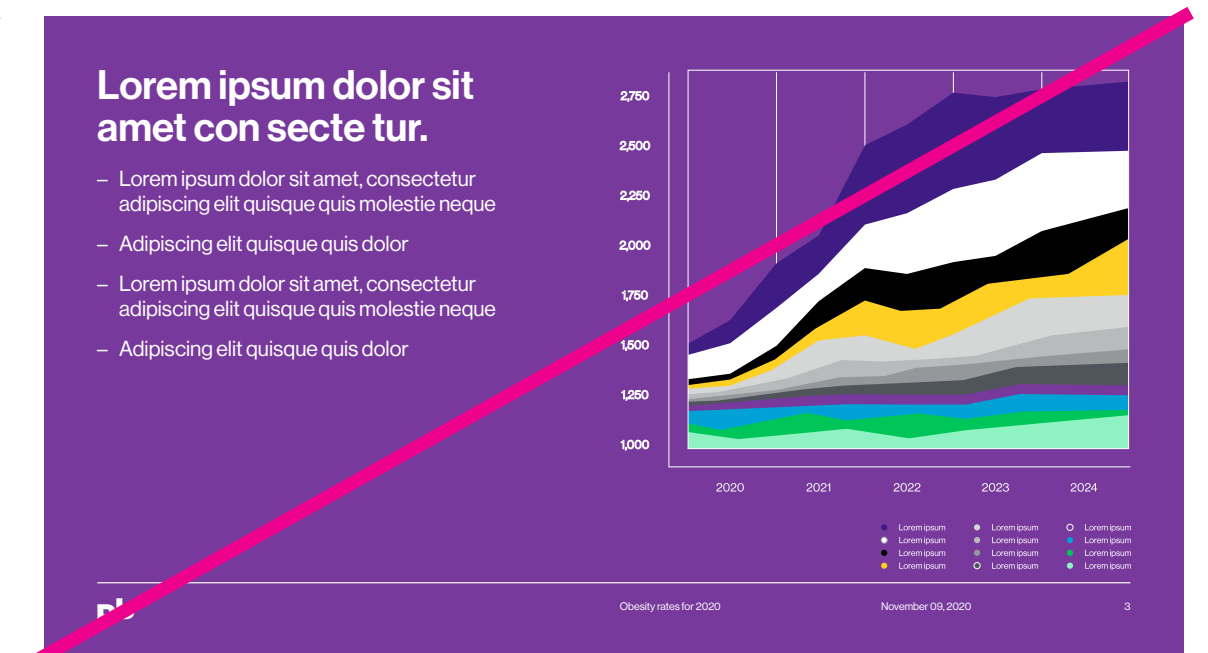
Do not use any of the tertiary colors in the secondary palette for background floods of color.
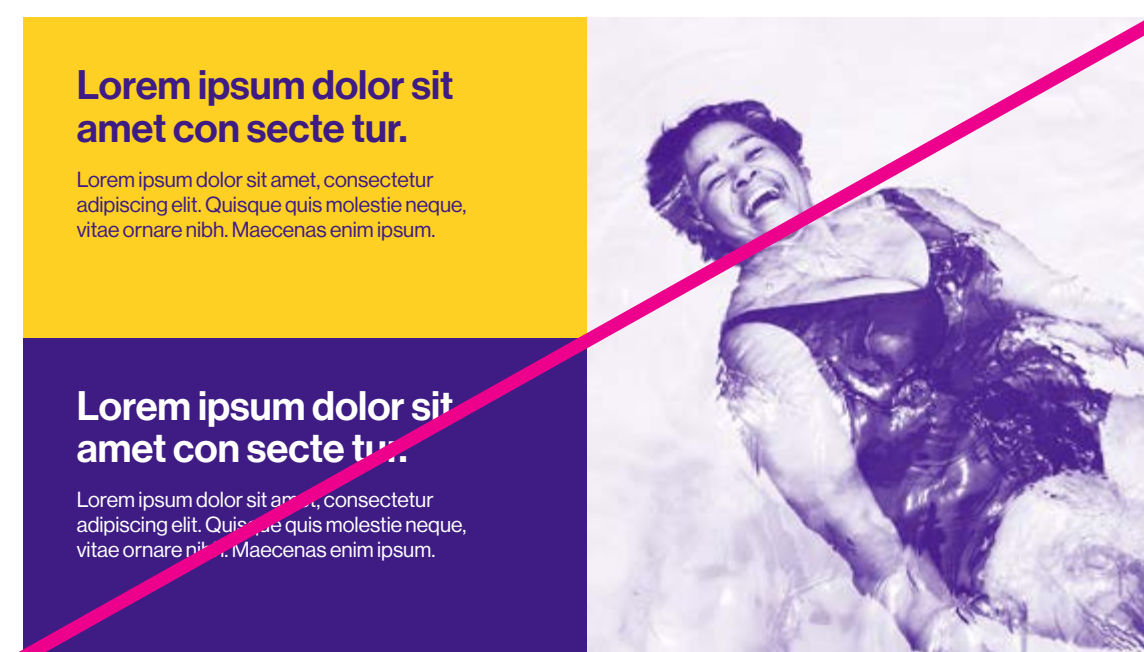
Do not use multi-colored backgrounds — stripes or blocks.

Do not overlap assets — images, type, or graphics.

Do not use overuse Pennington Gold on layouts, only use for small highlights such as CTA buttons or small amounts of text.

Do not use large crops of our symbol or any of our logos.

Do not use unapproved or multiple styles or weights of type — justified, centered, right aligned, vertical, all caps, or italics.

Do not use the black or purple images on Pennington Gold backgrounds only use the purple and gold images.

Layouts
Products

There will be an ongoing need to place the Pennington logo or symbol on a variety of goods and materials.

While impossible for this guide to anticipate every potential usage, item and sizing combination, the following pages establish guidelines and sizing grids that can be applied in many situations.

When these guidelines do not accommodate a specific situation, contact the individual responsible for brand guidelines listed on the final page of this document.

Layouts
Products
Lab coat with pocket

On lab coats with pockets, the full logo and symbol are always centered horizontally and vertically on the pocket.

The logo should cover 80% of the pocket width, leaving 10% on either side as free space.

The PB symbol should cover 50% of the pocket width, leaving 25% on either side as free space. In addition, the institution name in branded style, without the PB symbol, can appear on the bottom of the sleeve on the same side as the pocket.

The logo and/or the PB symbol should always appear in Pennington Purple on a white coat.

The PB symbol should never appear more than once on the coat.
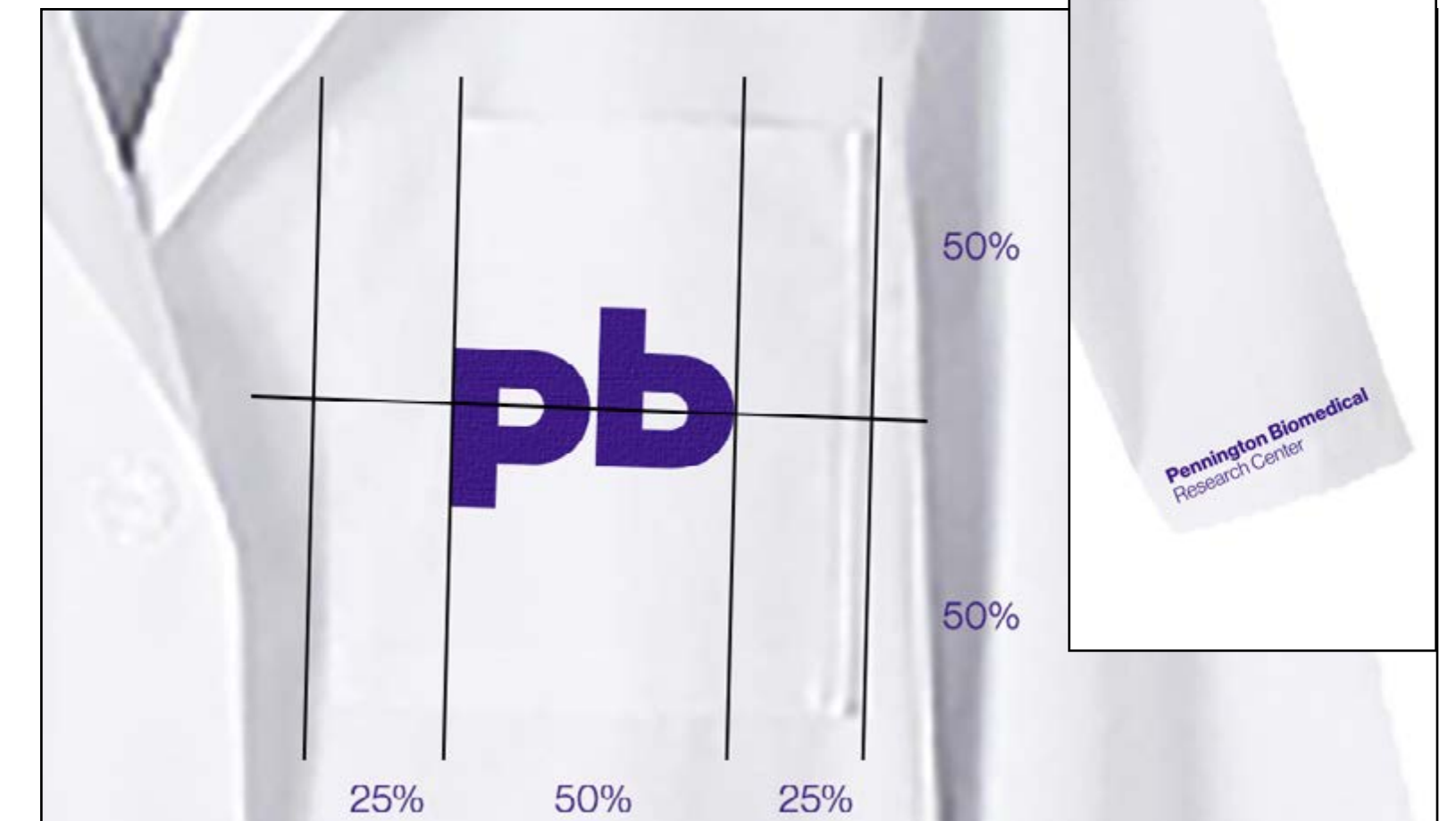
Layouts
Products
Lab coat without pocket

If the lab coat does not have a chest pocket, the full logo should be placed on the left chest, using a grid in the visible portion of the jacket between the base of the collar lapel and the first button. Exact placement may vary by coat style.

The logo and symbol are always centered horizontally and vertically in the grid. The logo should cover 80% of the grid width, leaving 10% on either side as free space.

The PB symbol should cover 50% of the grid width, leaving 25% on either side as free space. In addition, the institution name in branded style, without the PB symbol, can appear on the bottom of the sleeve on the same side as the pocket.

The logo and/or the PB symbol should always appear in Pennington Purple on a white coat.

The PB symbol should never appear more than once on the coat.
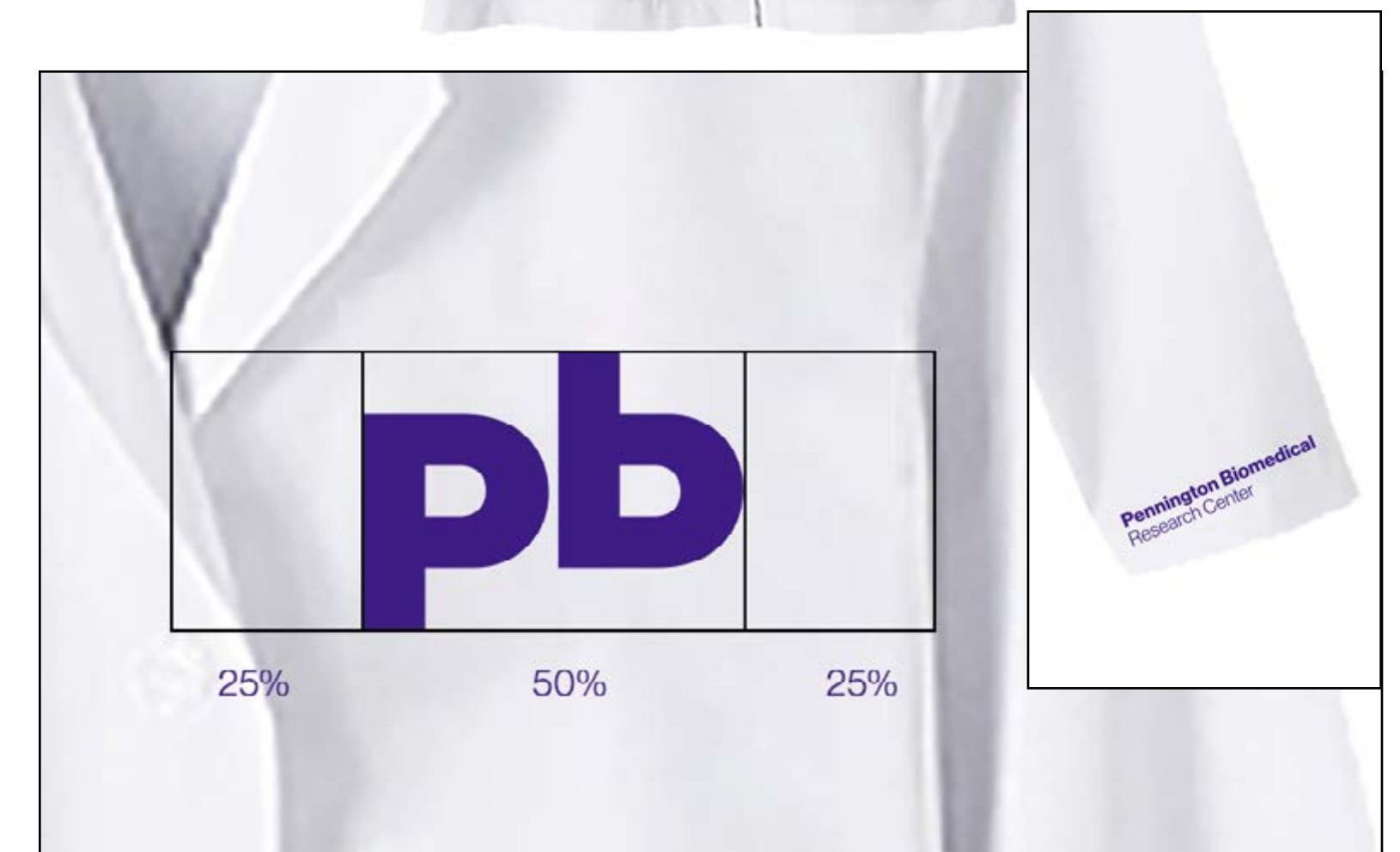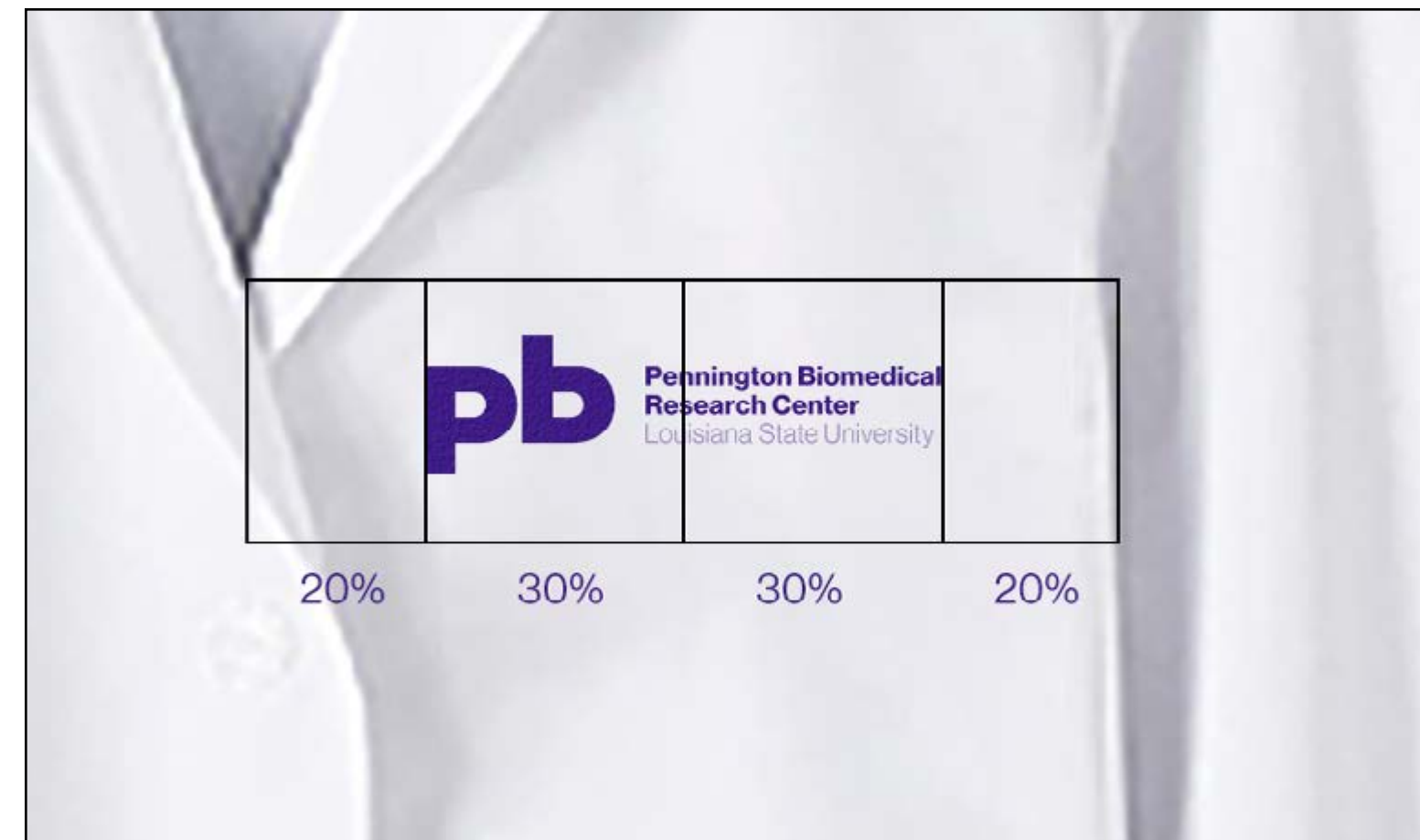
Layouts
Products
Polo shirt

Polo shirts should be either Pennington Purple or white and can include either the Pennington logo or the PB symbol over the left chest.

Placement of the logo or symbol is determined using a grid whose boundaries are the base of the collar, the center of the shirt, the sleeve and the armpit or underside of the sleeve. The logo and symbol are always centered horizontally in the grid, with the top of the logo or symbol lined up with the vertical center of the grid.

The logo should cover 60% of the grid width, leaving 20% on either side as free space. The PB symbol should cover 30% of the grid width, leaving 35% on either side as free space.

On a Pennington Purple item, the white logo with purple tinted strapline is preferred. On a white item, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the logo with strapline should be used.

The purple PB symbol should always appear on white garments. The white PB symbol should always appear on Pennington Purple garments.

Layouts
Products
Crew neck shirt

Crew neck shirts should be either Pennington Purple or white/gray in color, and can include either the Pennington logo or the PB symbol over the left chest.

Placement of the logo or symbol is determined using a grid whose boundaries are the base of the collar band, the center of the shirt, the sleeve and the armpit or underside of the sleeve. The logo and symbol are always centered horizontally in the grid, with the top of the logo or symbol lined up with the vertical center of the grid.

The logo should cover 60% of the grid width, leaving 20% on either side as free space. The PB symbol should cover 40% of the grid width, leaving 30% on either side as free space.

On a Pennington Purple item, the white logo with purple tinted strapline is preferred. On a white/gray item, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the logo with strapline should be used.

The purple PB symbol should always appear on white/gray garments. The white PB symbol should always appear on Pennington Purple garments.
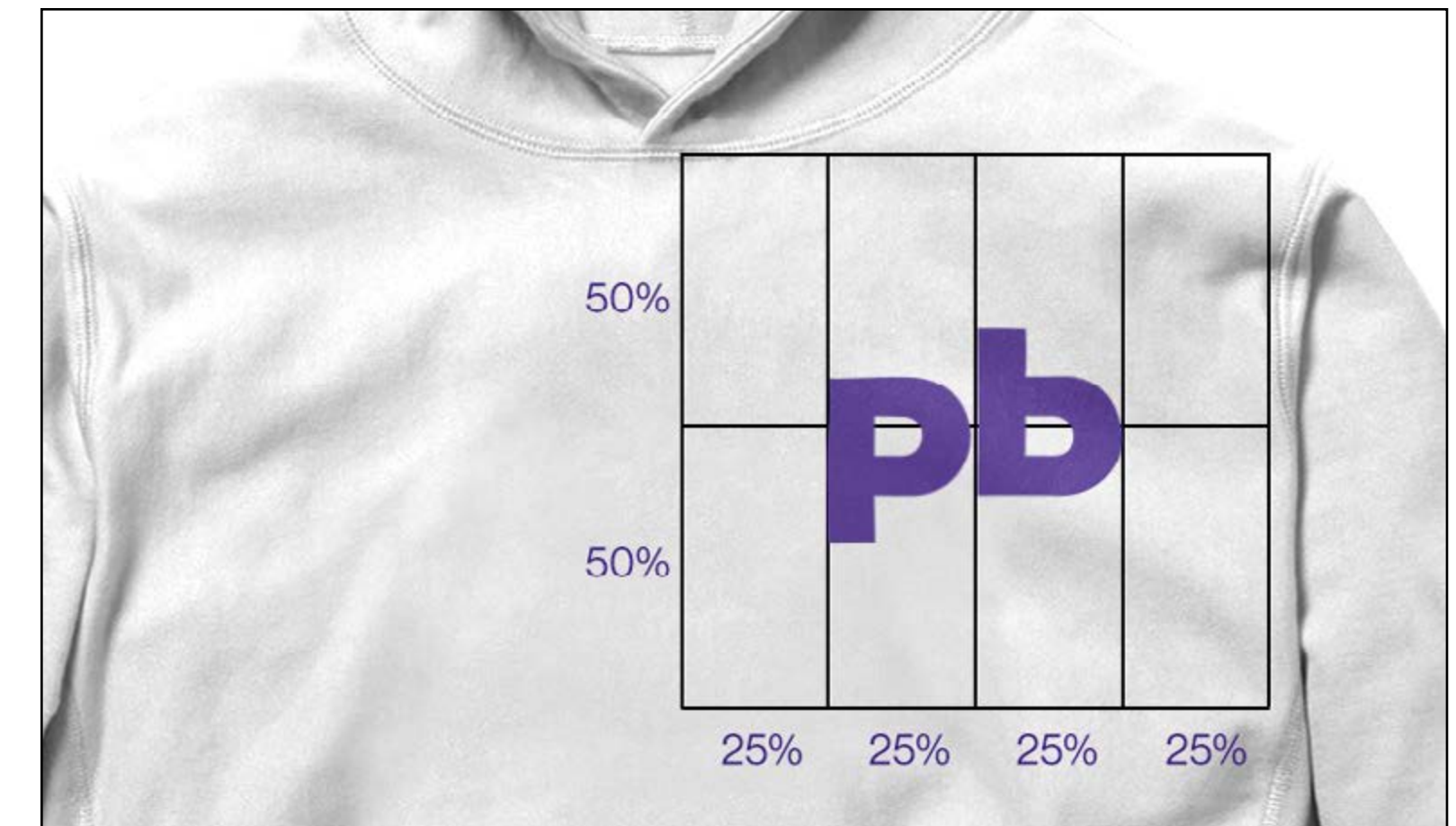
Layouts
Products
Crew neck shirt

Crew neck shirts can include a large PB symbol on either Pennington Purple or white/gray garments.

Placement of the symbol is determined using a grid whose boundaries are the base of the collar band, the armpit or underside of the sleeve on both sides, and the bottom band of the shirt.

The PB symbol should cover 60% of the grid width, leaving 20% on either side as free space.

The purple PB symbol should always appear on white/gray garments. The white PB symbol should always appear on Pennington Purple garments.

15%

30%

20% 30% 30% 20%

55%

Layouts
Products
Hooded jacket

Hooded jackets should be either Pennington Purple or white/gray in color, and can include either the Pennington logo or the PB symbol.

Placement of the logo or symbol is determined using a grid whose boundaries are the base of the hood, the zipper, the shoulder and the armpit or underside of the sleeve. The logo and symbol are always centered horizontally and vertically in the grid.

The logo should cover 60% of the grid width, leaving 20% on either side as free space. The PB symbol should cover 50% of the grid width, leaving 25% on either side as free space.

On a Pennington Purple item, the white logo with purple tinted strapline is preferred. On a white/gray item, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the logo with strapline should be used.

The purple PB symbol should always appear on white/ gray garments. The white PB symbol should alway appear on Pennington Purple garments.

Layouts
Products
Hooded sweatshirt

Hooded sweatshirts should be either Pennington Purple or white/gray in color, and can include either the Pennington logo or the PB symbol.

Placement of the logo or symbol is determined using a grid whose boundaries are the base of the hood, the center of the garment, the shoulder and the armpit or underside of the sleeve. The logo and symbol are always centered horizontally and vertically in the grid.

The logo should cover 60% of the grid width, leaving 20% on either side as free space. The PB symbol should cover 50% of the grid width, leaving 25% on either side as free space.

On a Pennington Purple item, the white logo with purple tinted strapline is preferred. On a white/gray item, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the logo with strapline should be used.

The purple PB symbol should always appear on white/gray garments. The white PB symbol should alway appear on Pennington Purple garments.

Layouts
Products
Mug

Coffee mugs should be either Pennington Purple or white and should include the Pennington logo on one side and the PB symbol on the opposite side.

Symbol placement is determined using the same grid on both sides, which divides the mug into three sections. The center 50% is used to display the logo or symbol, and the 25% above and below is free space.

The logo or symbol should be centered vertically in the center grid section and sized at the maximum that will fit within the 50% vertical space, while still being entirely visible on the side of the mug. You must be able to view the full logo or symbol without turning the mug, and the contents of the other side should never be visible.

The web address is centered on each side approximately 3/8" above the bottom in Neue Haas Grotesk Display Pro 65 Medium in a point size equal to the lower case letters in the logo.

On a Pennington Purple mug, the white logo with purple tinted strapline is preferred. On a white mug, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the logo with strapline should be used.

The purple PB symbol should always appear on white mugs. The white PB symbol should always appear on Pennington Purple mugs.

Layouts
Products
Water bottle

Water bottles should be either Pennington Purple or white/silver and should include either the Pennington logo or PB symbol on one side and nothing on the opposite side.

Logo or symbol placement is determined using a grid that covers the flat portion of the front panel. Curved areas at the top and bottom are not included in the grid. The center 50% is used to display the logo or symbol, and the 25% above and below is free space.

The logo or symbol should be centered vertically in the center grid section and sized at the maximum that will fit within the 50% vertical space, while still being entirely visible on the side of the bottle. You must be able to view the full logo or symbol without turning the bottle.

The web address is centered approximately 3/8" above the bottom of the grid in Neue Haas Grotesk Display Pro 65 Medium in a point size equal to the lower case letters in the logo.

On a Pennington Purple bottle, the white logo with purple tinted strapline is preferred. On a white/silver bottle, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the appropriate logo with strapline should be used.

The purple PB symbol should always appear on white/silver bottles. The white PB symbol should always appear on Pennington Purple bottles.

Layouts
Products
Coffee cup

Coffee cups should be either Pennington Purple or white and should include either the Pennington logo or PB symbol on one side and nothing on the opposite side.

Logo or symbol placement is determined using a grid that covers the length of the cup. The cap is not included in the grid. The center 50% is used to display the logo or symbol, and the 25% above and below is free space.

The logo or symbol should be centered vertically in the center grid section and sized at the maximum that will fit within the 50% vertical space, while still being entirely visible on the side of the cup. You must be able to view the full logo or symbol without turning the cup.

The web address is centered approximately 3/8" above the bottom of the grid in Neue Haas Grotesk Display Pro 65 Medium in a point size equal to the lower case letters in the logo.

On a Pennington Purple cup, the white logo with purple tinted strapline is preferred. On a white cup, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the appropriate logo with strapline should be used.

The purple PB symbol should always appear on white cups. The white PB symbol should always appear on Pennington Purple cups.

Layouts
Products
Tumblers

Tumblers should be either Pennington Purple, white or clear and should include either the Pennington logo or PB symbol on one side and nothing on the opposite side.

Logo or symbol placement is determined using a grid that covers the length of the tumbler. The cap is not included in the grid. The center 50% is used to display the logo or symbol, and the 25% above and below is free space.

The logo or symbol should be centered vertically in the center grid section and sized at the maximum that will fit within the 50% vertical space, while still being entirely visible on the side of the tumbler. You must be able to view the full logo or symbol without turning the tumbler.

The web address is centered approximately 3/8" above the bottom of the grid in Neue Haas Grotesk Display Pro 65 Medium in a point size equal to the lower case letters in the logo.

On a Pennington Purple tumbler, the white logo with purple tinted strapline is preferred. On a white or clear tumbler, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the appropriate logo with strapline should be used.

The purple PB symbol should always appear on white and clear tumblers. The white PB symbol should always appear on Pennington Purple tumblers.

Layouts
Products
Caps

Caps should be either Pennington Purple or white and can include either the Pennington logo or the PB symbol on the front and optionally the opposite on the rear of the cap.

Placement of the symbols are determined using grids defined in the examples to the right.

The Pennington logo on the front should cover 60% of the grid width, leaving 20% on either side as free space. The PB symbol on the front should cover 40% of the grid width, leaving 30% on either side as free space.

The Pennington logo on the back should cover 60% of the grid width, leaving 20% on either side as free space. The PB symbol on the back should cover 30% of the grid width, leaving 35% on either side as free space.

On a Pennington Purple cap, the white logo with purple tinted strapline is preferred. On a white cap, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the logo with strapline should be used.

The purple PB symbol should always appear on white caps. The white PB symbol should always appear on Pennington Purple caps.
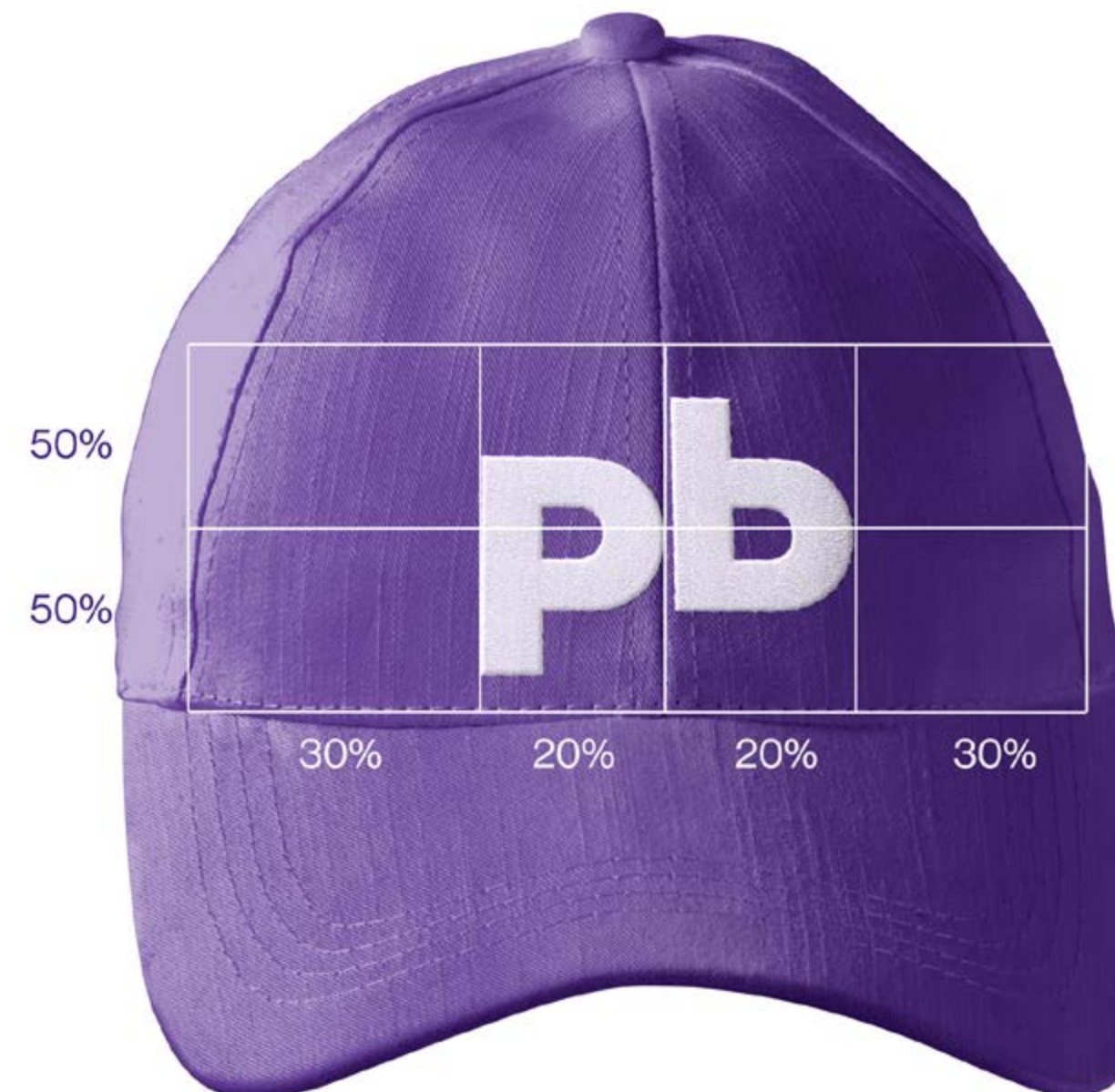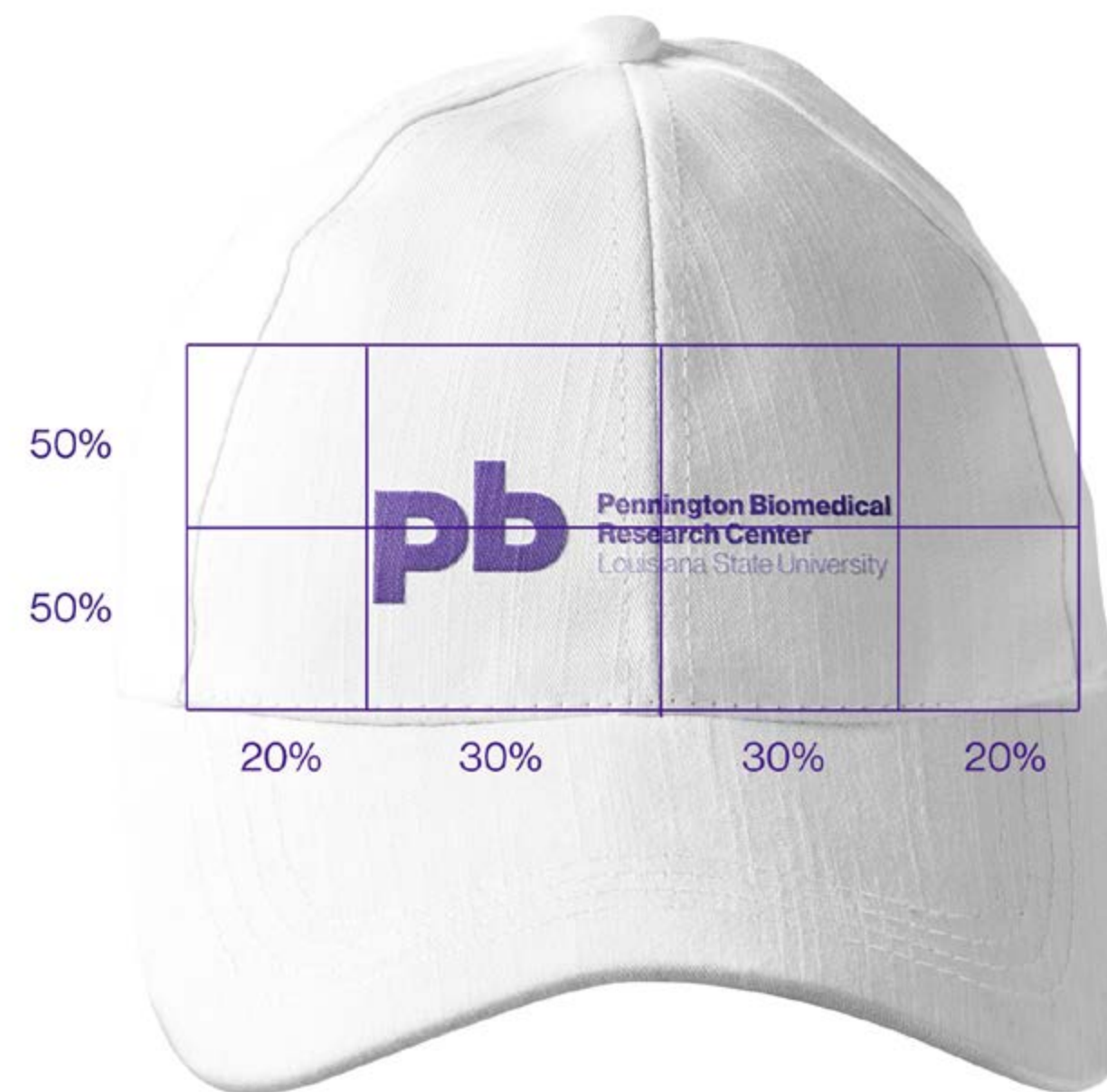
Layouts
Products
Bags

Bags should be either Pennington Purple, white or natural canvas and should include the Pennington logo on one side and the PB symbol on the opposite side. Bags must be square or rectangular in shape.

Logo or symbol placement is determined using a grid that covers the entire bag. The logo or symbol is always horizontally and vertically centered on the grid and is sized so that the element fills the center 50% of the grid, and the 25% on either side is free space.

The web address is centered on each side approximately 1" - 2" above the bottom of the grid in Neue Haas Grotesk Display Pro 65 Medium in a point size no more than twice the size of the lower case letters in the logo.

If a promotional message is printed, it is centered between the bottom of the logo or symbol and the web address in the center 50% of the grid in Neue Haas Grotesk Display Pro 65 Medium in a point size no more than 50% larger than the web address. If this message is a web address, the lower web address is omitted.

On a Pennington Purple bag, the white logo with purple tinted strapline is preferred. On a white or canvas bag, the purple logo with purple tinted strapline is preferred. If legibility or printer constraints prevent the use of the tinted strapline, the solid color version of the appropriate logo with strapline should be used.

The purple PB symbol should always appear on white and canvas bags. The white PB symbol should always appear on Pennington Purple bags.

Layouts
Products
Notebooks

Notebooks should be either Pennington Purple, Pennington Gold or white and should include the PB symbol on the front of the notebook. Optionally, the web address can also be included on the notebook's front.

Symbol placement is determined using a grid that covers the entire notebook. The PB symbol is located in the lower right corner, with its right edge 10% of the grid width from the notebook's right edge, and its bottom edge 5% of the grid height from the notebook's bottom edge. The size of the symbol is determined by setting its width at 30% of the total grid width.

If the web address is included, it is located in the lower left corner of the notebook on the same horizontal baseline as the PB symbol. It is placed 10% of the grid width from the notebook's left edge and 5% of the grid height from the notebook's bottom edge. The address is displayed using the Neue Haas Grotesk Display Pro 65 Medium font in a point size that causes its length to equal 10% of the total grid width.

The purple PB symbol should always appear on Pennington Gold and white notebooks. The white PB symbol should always appear on Pennington Purple notebooks. The web address, if included, must be the same color as the PB symbol.

95%

5%

10% 10%   40%   30% 10%

95%

5%

10% 10%   40%   30% 10%

Gallery

Combating childhood
obesity in Louisiana

Pennington Biomedical
Research Center
Louisiana State University

Combating childhood obesity in Louisiana
Combating childhood obesity in Louisiana
Combating childhood obesity in Louisiana
Combating childhood obesity in Louisiana
Combating childhood obesity in Louisiana
Combating childhood obesity in Louisiana

pb Pennington Biomedical
Research Center
Louisiana State University

John Kirwan, PhD
Executive Director
(225) 820-1978
jkirwan@pbrc.edu

6400 Perkins Road
Baton Rouge, LA 70808
P. (225) 763-2500
F.(225) 763-2525

10 / 28 / 2020
To: Pennington Biomedical
Research Center Team

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pbrc.edu

P. 001

**Pennington Biomedical
Research Center**
Louisiana State University

Solutions from cell to society

Facts

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Research

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Outreach

pb Pennington Biomedical
Research Center
Louisiana State University

Solutions from cell to society

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US Obesity rates

60%
Males in the US have obesity.
Ages 34–78

50%
Females in the US have obesity.
Ages 34–78

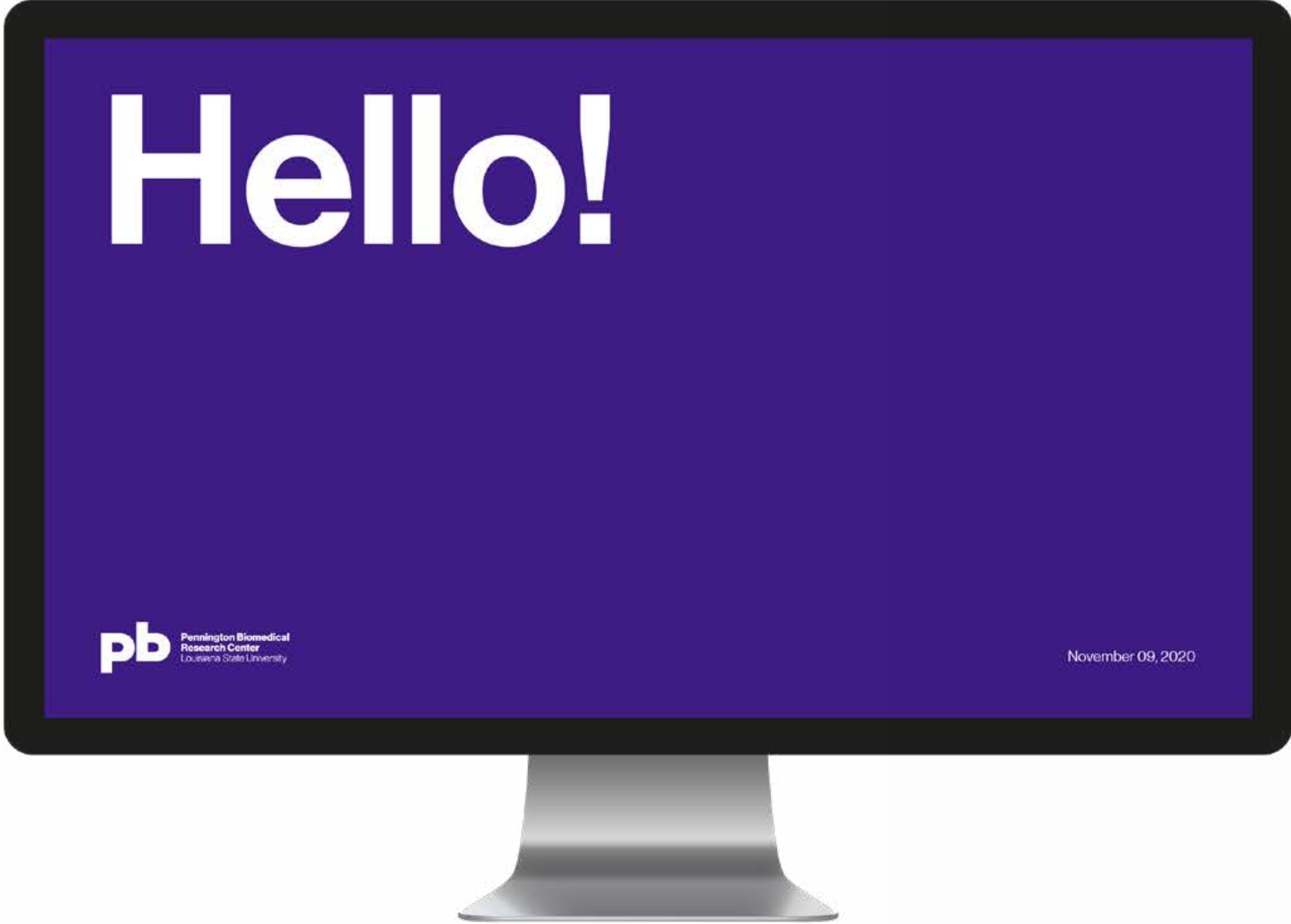30%
Children in the US have obesity.
Ages 3–18

18%
Yearly death rate related to obesity.

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Pennington Biomedical
Research Center
Louisiana State University

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pb

pb
Pennington Biomedical Research Center
Louisiana State University

Our Vision

Lorem ipsum dolor sit amet, quis consectetuer elit.

Lorem ipsum dolor sit amet, quis consectetuer adipiscing elit, sed diam nonummy nibh euismod ut wi tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetuer mag adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit consectuar dolore.

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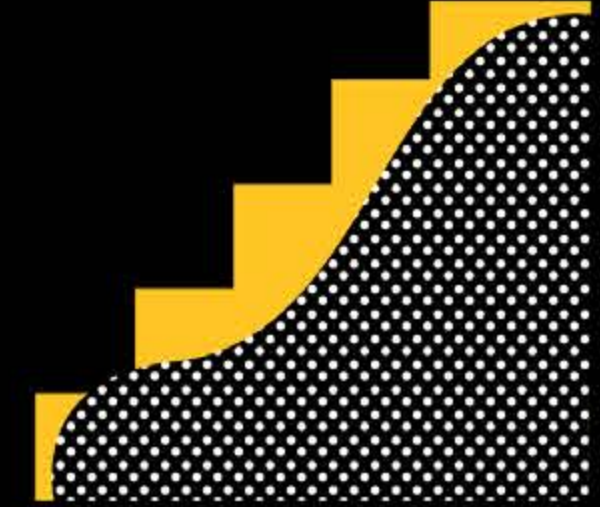
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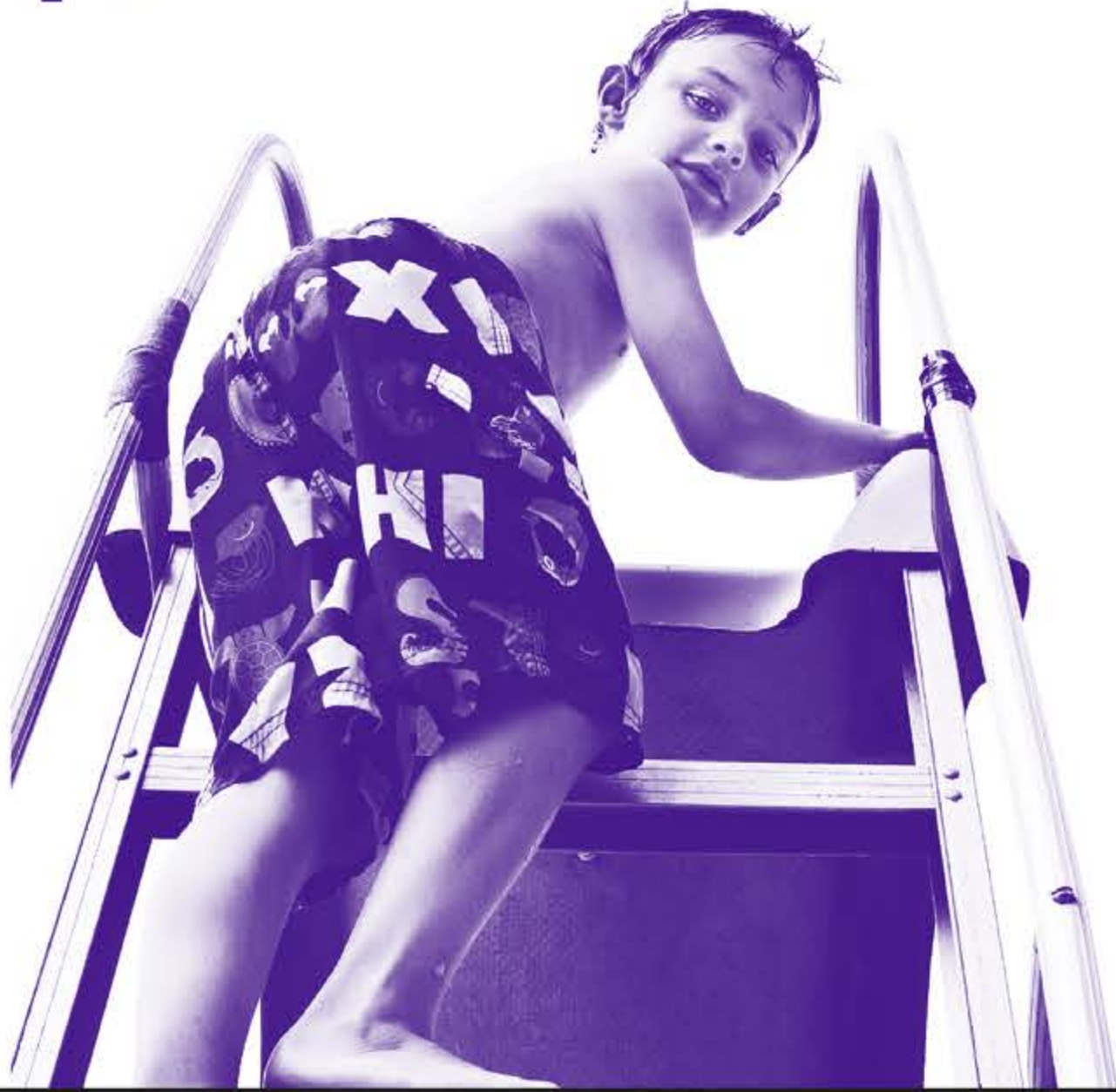Iuptatum zzril delenit augue duis sed dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euisuemod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

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06
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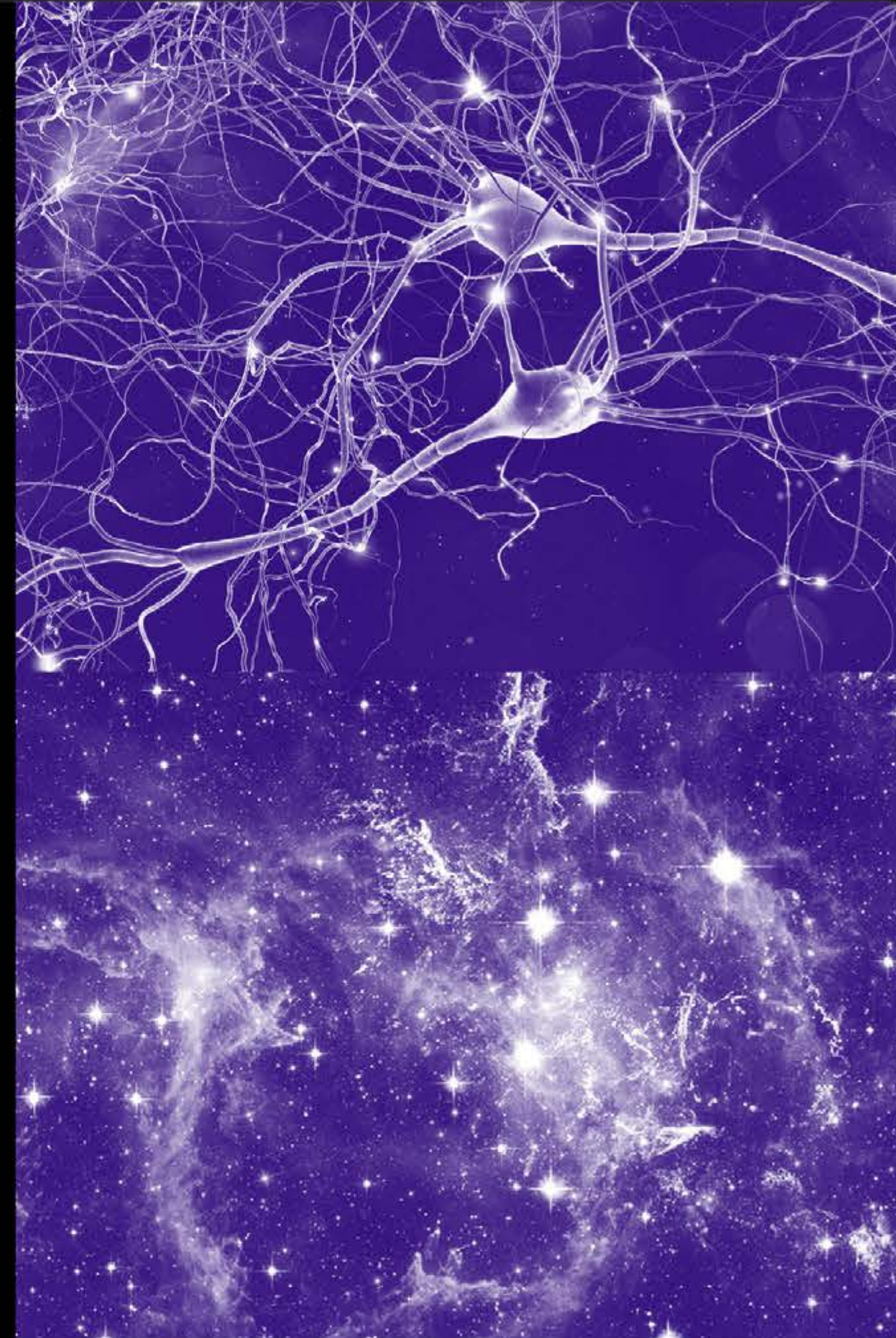
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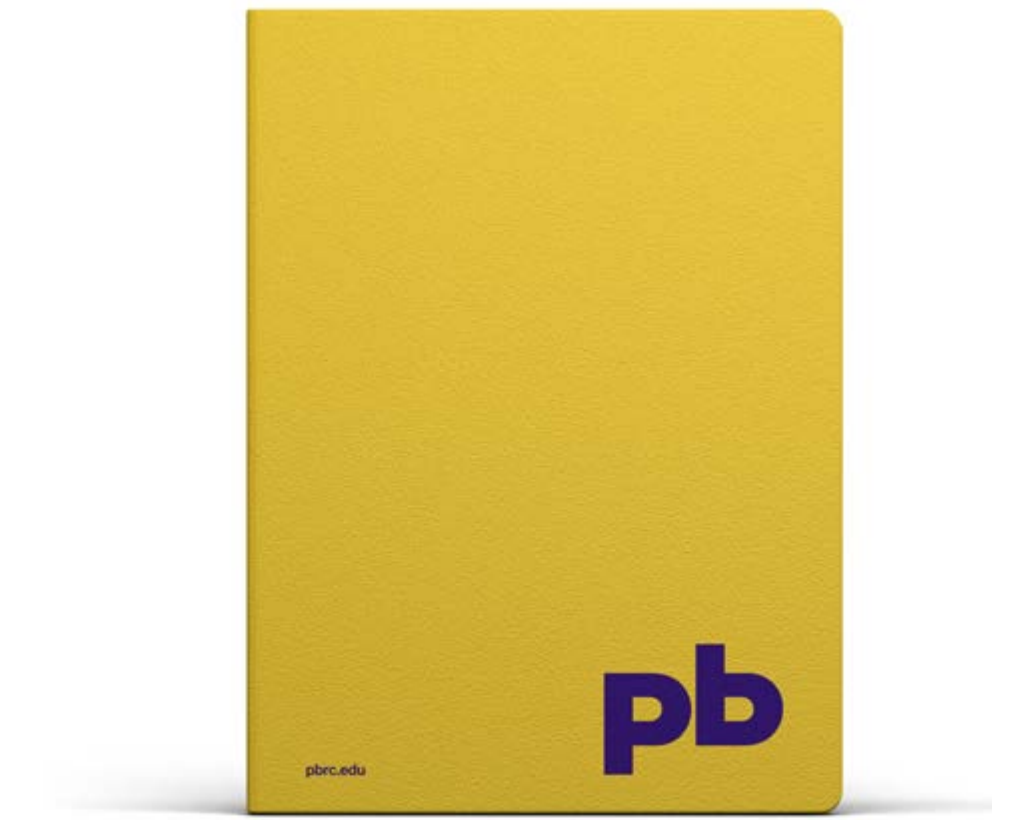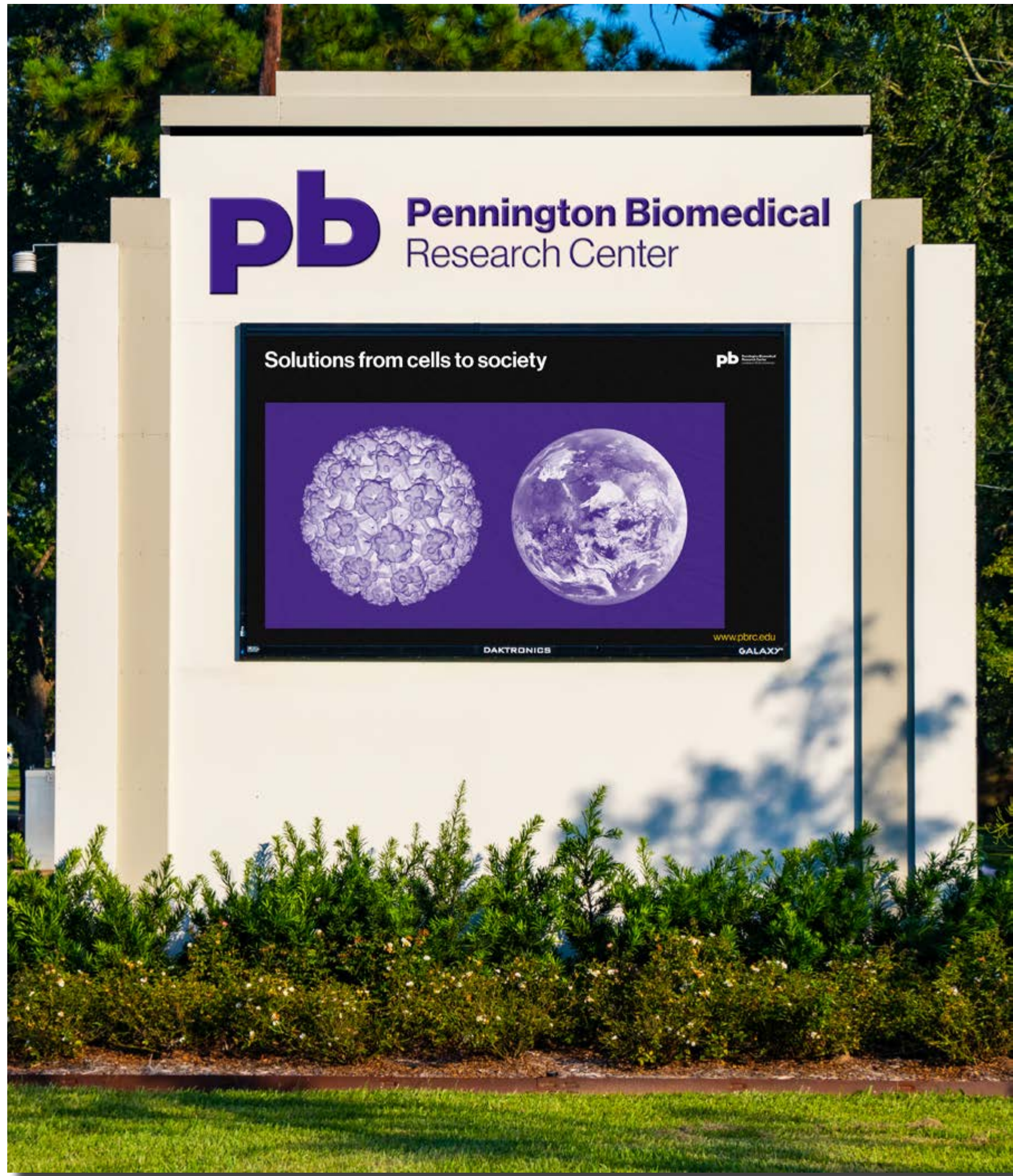Louisiana State University

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