VISUAL GUIDE

Quick Start
V2.5

pb

Contents

Introduction

To effectively communicate our mission, uphold our reputation and build recognition of Pennington Biomedical, it is essential to maintain a consistent and cohesive brand identity across all platforms. This brand guide provides standards and guidelines to ensure that all representations of Pennington Biomedical are aligned with our core objectives.

By adhering to these guidelines, we can present a unified image that reflects the excellence and integrity of the Center. This document covers various aspects of our brand, including name usage, logo application, color schemes, typography, and communication styles, among others. Whether you are creating official communications, marketing materials, or digital content, this guide serves as a valuable resource to help you accurately and consistently represent Pennington Biomedical.

For any questions or further assistance regarding the application of these guidelines, please contact Communications and Marketing at news@pbrc.edu.

Logo

Our primary logo 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. Any communications, collateral, or assets carrying the logos should reflect the Pennington Biomedical brand values.

Primary logo

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. 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

Secondary logo

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.

pb Pennington Biomedical Research Center

Sub-brand logos

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.

pb **Pennington Biomedical**
Nutrition Obesity
Research Center

PB symbol

Our Pennington Biomedical symbol is the most literal expression of "small shifts." 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.

PB symbol with LSU

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

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.
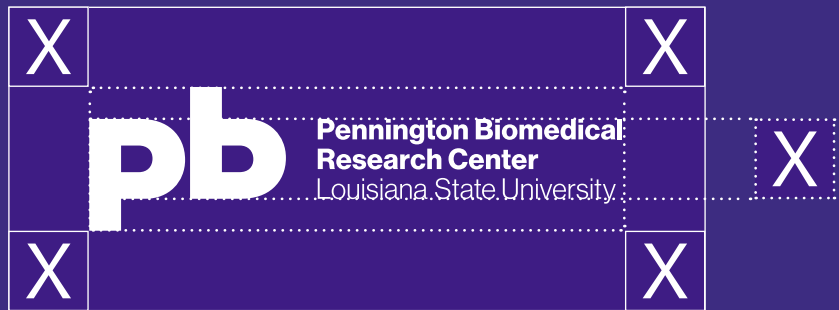
Pennington Biomedical Research Center logo lockup

Minimum Sizes

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.

PMS/4 color/RGB = 32 points/0.4375"/11 mm (32 pixels)

Sizing principals

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 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.

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.

Color Variants

The logo and sub logo variations
should only be used in purple,
black and reversed-out white.

Color

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.

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.

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	

Secondary palette

We only use the secondary palette after the primary palette has been exhausted. The grays can be used sparingly for large floods of color as well as within our data visualization.

Pennington Light Gray

Coated	Uncoated	Digital
PMS Cool Gray 1 C	**PMS** Cool Gray 1 U	**Hex** #D5D7D7
C 1 0	**C** 1 0	**R** 2 13
M 7	**M** 8	**G** 2 15
Y 5	**Y** 7	**B** 2 15
K 0	**K** 0	

Pennington Gray

Coated	Uncoated	Digital
PMS Cool Gray 4 C	**PMS** Cool Gray 4 U	**Hex** #B8BBBD
C 2 4	**C** 2 5	**R** 1 84
M 1 7	**M** 1 8	**G** 1 87
Y 1 5	**Y** 1 6	**B** 1 89
K 0	**K** 3	

Pennington Mid Gray

Coated	Uncoated	Digital
PMS Cool Gray 7 C	**PMS** Cool Gray 7 U	**Hex** #94989B
C 3 8	**C** 3 5	**R** 1 48
M 2 9	**M** 2 6	**G** 1 52
Y 2 4	**Y** 2 2	**B** 1 55
K 5	**K** 1 1	

Pennington Dark Gray

Coated	Uncoated	Digital
PMS Cool Gray 11 C	**PMS** Cool Gray 11 U	**Hex** #50555B
C 6 3	**C** 4 7	**R** 8 0
M 5 2	**M** 3 6	**G** 8 5
Y 4 4	**Y** 2 9	**B** 9 1
K 3 3	**K** 2 6	

Pennington Mid Purple

Coated	Uncoated	Digital
PMS 2084 C	**PMS** 2084 U	**Hex** #78399D
C 6 1	**C** 5 8	**R** 1 20
M 8 9	**M** 7 3	**G** 5 7
Y 0	**Y** 0	**B** 1 57
K 0	**K** 0	

Pennington Sky Blue

Coated	Uncoated	Digital
PMS 3538 C	**PMS** 3538 U	**Hex** #00A2D6
C 9 7	**C** 9 6	**R** 0
M 1 8	**M** 3 2	**G** 1 62
Y 0	**Y** 0	**B** 2 14
K 0	**K** 0	

Pennington Mid Green

Coated	Uncoated	Digital
PMS 7480 C	**PMS** 7480 U	**Hex** #00C65A
C 7 9	**C** 7 8	**R** 0
M 0	**M** 0	**G** 1 98
Y 7 7	**Y** 6 9	**B** 9 0
K 0	**K** 0	

Pennington Light Green

Coated	Uncoated	Digital
PMS 7471 C	**PMS** 7471 U	**Hex** #8FF2C3
C 4 3	**C** 4 2	**R** 1 43
M 0	**M** 0	**G** 2 42
Y 2 0	**Y** 1 9	**B** 1 95
K 0	**K** 0	

Type compliance

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

Pennington Purple

Pennington White

Pennington Black

Pennington White

Pennington White

Pennington Purple

Pennington Light Gray

Pennington Purple

Pennington Mid Gray

Pennington Black

Pennington Dark Gray

Pennington White

Typography

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.

Our fonts

Our new font family is Neue Haas Grotesk Display Pro. 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.

Download here:
ilignis am quatem reces santibu

Neue Haas Grotesk Display Pro

65 Medium

Neue Haas Grotesk Display Pro 55 Roman

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 ips um dolor sit amet, consect adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
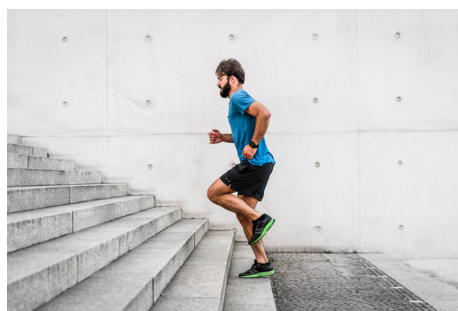
Photography

Our photography adds humanity to our brand Visual Identity System, to our research, and the work we do. We lead with opt imism 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 principals

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.

Infographics

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.

US obesity results

pb Pennington Biomedical
Research Center
Louisiana State University

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