



**NOBLE  
RESEARCH  
INSTITUTE**

# BRAND

AND DESIGN GUIDELINES

2018

“THE ONLY DEGREE TO WHICH WE HAVE REACHED THE END OF THE ROAD OF OPPORTUNITY IS THE DEGREE TO WHICH WE HAVE EXHAUSTED THE CAPACITY OF THE HUMAN MIND.”

**Lloyd Noble**

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# The Logo

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The Noble Research Institute logo combines three elements: the grass icon, the Noble Research Institute wordmark and the Science Serving Agriculture tagline. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Noble Research Institute logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness of the company. The corporate logo is presented through the use of colors as well as shape and typography. The colors are a strong royal blue combined with a fresh kelly green.

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## THE 3 COMPONENTS OF THE LOGO

### 01 The Icon

01



### 02 The Wordmark

02

**NOBLE  
RESEARCH  
INSTITUTE**

**Science Serving Agriculture**

03

### 03 The Tagline

#### Important

Position, size and color, along with the spatial and proportional relationships of the Noble Research Institute logo elements are predetermined and should not be altered.

## THE 4 VERSIONS OF THE LOGO



Science Serving Agriculture

#### Standard w/ Tag

This is the logo of choice, to be used whenever possible. For all print and digital marketing.



Science Serving Agriculture

#### Vertical w/ Tag

A secondary version of the logo when the application needs the elements to be more vertical.



#### Standard w/o Tag

Use this version of the logo whenever tagline would be too small to read or not desired.



#### Vertical w/o Tag

A vertical version of the logo when tagline would be too small to read or not desired.

## CONSTRUCTION AND CLEAR SPACE

The Noble Research Institute logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the height of the circle that contains the grass. It should never be less than

that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand. The exclusion area is shown below for the two versions of the logo.



### Important

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logo even though you keep the isolation area blank.

## MINIMUM SIZES

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function and visibility.

In the logo the tag minimum width is 38 mm, for the logo without the tag it is 20 mm and 14 mm wide, and for the icon it is 5 mm wide.



Science Serving Agriculture

38 mm wide for first logo with tagline



Science Serving Agriculture

38 mm wide for second logo with tagline



20 mm wide for first logo



14 mm wide for second logo



5 mm wide for icon

## INCORRECT LOGO USAGE

The logo cannot be changed. Although creativity is appreciated, please do not alter the logo in anyway. Please avoid adding text, elements

or non-approved colors. This list is **NOT** exhaustive and contains only examples.



01



02



03



04



05



06

**01.** Never rotate the logo

**03.** Never change the proportions of the logo

**05.** Don't use non-approved colors

**02.** Please don't add a dropshadow

**04.** Don't use outlines

**06.** Don't rearrange the elements in any way

## BACKGROUND COLORS AND PHOTOS

Ideally the logo is to be used on a white background for maximum impact and clarity. When this is not

possible, be sure to choose background colors or photos that provide sufficient contrast with the logo.



01

02

**01.** Use the two-color logo on white or light-colored backgrounds or photos.

**02.** Use the solid white logo on dark-colored backgrounds or photos.

# The Color Palette

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The primary colors include blue, that embodies strength and loyalty, and green that embodies growth and vibrance.

This comprehensive color palette has been developed to create a unified, recognizable appearance across all communications.

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## PRIMARY COLOR PALETTE

The following color palette has been selected for use in all Noble Research Institute communications. Lighter tints

of these colors are also allowed, but the logotype + background may only be used with a 100% tint.

### Primary Color One



Name of Color One  
**NOBLE BLUE**

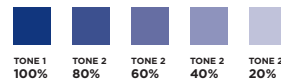
#### Color Details & Codes

**CMYK:** C-100, M-85, Y-5, K-22

**RGB:** R-1, G-33, B-105

**HEX:** #012169

**Pantone:** 280



COLR TONES

### Primary Color Two



Name of Color Two  
**NOBLE GREEN**

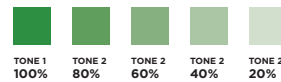
#### Color Details & Codes

**CMYK:** C-91, M-4, Y-100, K-25

**RGB:** R-0, G-122, B-51

**HEX:** #007a33

**Pantone:** 356



COLR TONES

### Use of Colors

**CMYK** - use primarily to produce print applications with images

**RGB/HEX** - RGB is used for all screen-based applications

**Pantone/HKS** - use for print with only a few colors and no images

## SECONDARY COLOR PALETTE

The palette allows the addition of secondary colors to enrich the Noble Research Institute visual identity as a whole. Lighter tints of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company.

NAME OF THE COLOR  
**COOL GRAY**

**COLOR DETAILS & CODE**

**CMYK:** C-86, M-70, Y-69, K-95

**RGB:** R-33, G-35, B-34

**HEX:** #212322

**PANTONE:** 419

NAME OF THE COLOR  
**BRICK RED**

**COLOR DETAILS & CODE**

**CMYK:** C-8, M-92, Y-100, K-33

**RGB:** R-154, G-51, B-36

**HEX:** #9a3324

**PANTONE:** 484

NAME OF THE COLOR  
**WARM TAN**

**COLOR DETAILS & CODE**

**CMYK:** C-26, M-20, Y-40, K-0

**RGB:** R-184, G-178, B-152

**HEX:** #b8b298

**PANTONE:** 2323

### Important

These colors are complementary to our official colors, but are not recognizable identifiers for the institute. Use the secondary colors sparingly.



## COLOR VARIATIONS

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type

on a dark background or in a dark color type on a light background.

The logo type and the symbol must be clearly distinguishable from the background color.

### Black and White Variations



Black on White



Black on 25% Black



White on 75% Black



White on Black

### Logo Color Variations



Green on Blue



White on Blue



Blue on White



Green on White



Blue on Green



White on Green

### Important

You must honor the Noble Research Institute logo palette when possible, using black or white if necessary.

# The Fonts

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Gotham is the Noble Research Institute's primary type family and should be used whenever possible to communicate key brand messages in headlines and body copy. It's available in multiple weights, complete with italics, but please narrow your use to "Light" through "Bold" in

most instances. Gotham can be accompanied by Gotham Condensed for use as a secondary font in publications. Gotham Condensed should be reserved for areas of text that need to be visually separated from the main Gotham text, such as in sidebars and footnotes.

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### PRIMARY FONT

# Gotham

<b>DESIGNER</b> Tobias Frere-Jones	<b>FOUNDRY</b> Hoefler & Co.	<b>COMMISSIONED BY</b> GQ magazine
<b>DATE RELEASED</b> 2000	<b>CLASSIFICATION</b> Geometric sans-serif	<b>CATEGORY</b> Sans-serif font family

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopq**rstuvwxyz 1234567890**

**Bold**

**Lorem ipsum dolor sit amet.**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopq**rstuvwxyz 1234567890**

**Regular**

Lorem ipsum dolor sit amet.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopq**rstuvwxyz 1234567890**

**Italic**

*Lorem ipsum dolor sit amet.*

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**Special Characters**

#### Important

Arial is an alternate typeface when Gotham is not available or embeddable, such as when distributing PowerPoint or Word templates.

### SECONDARY FONT

# Gotham Condensed

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopq**rstuvwxyz 1234567890**

**Bold**

**Lorem ipsum dolor sit amet.**

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopq**rstuvwxyz 1234567890**

**Regular**

Lorem ipsum dolor sit amet.

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklmnopq**rstuvwxyz 1234567890**

**Italic**

*Lorem ipsum dolor sit amet.*

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**Special Characters**

#### Best Practices

**Do: Use only the approved font families**

They offer quite a bit of flexibility, so stick with them and they will treat you right.

**Do: Let it breathe**

Use ample line height and paragraph spacing for easy-to-read copy.

**Don't: Track to extremes**

A small adjustment to help balance space is great. Stretching that headline across the page is not.

# The Stationery

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Our stationery is one of the most widespread forms of contact for business and corporate communications. Clean and simple, we designed our stationery to align with our visual

system. The stationery package features standard and executive letterhead with corresponding envelopes and business cards.

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### INSTITUTE LETTERHEAD



### EXECUTIVE LETTERHEAD

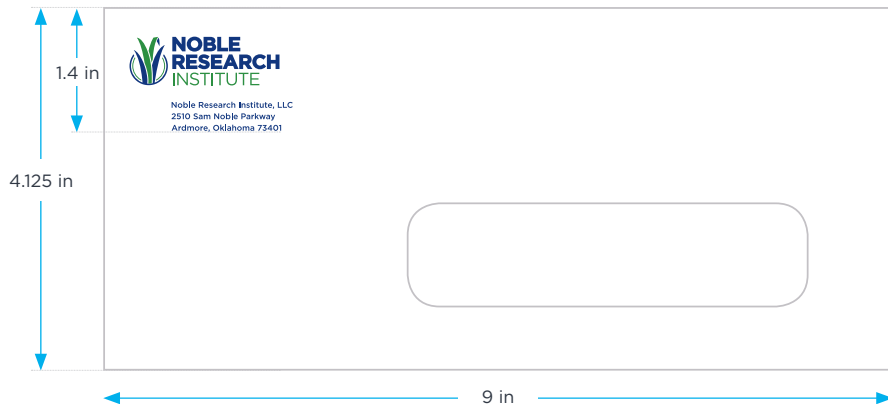


## BUSINESS ENVELOPES

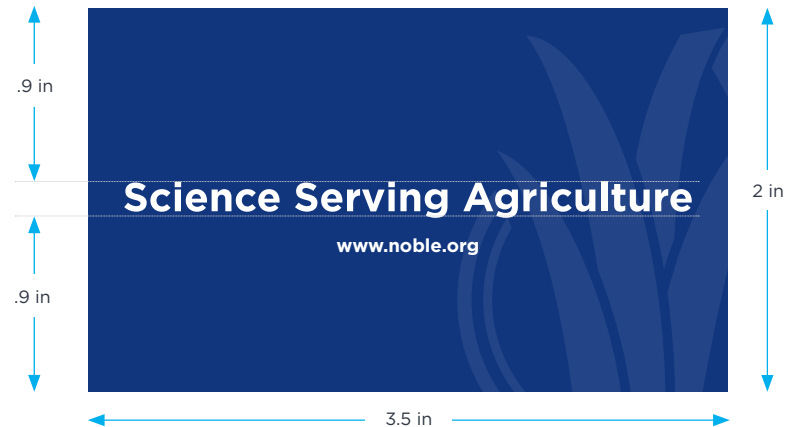
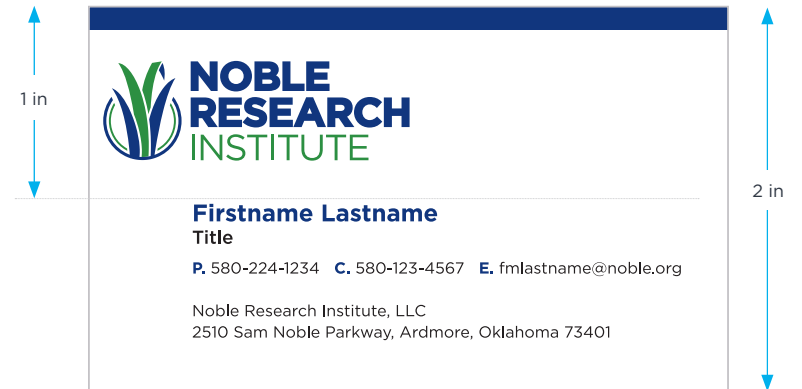
### Regular #10 Envelope



### #10 Window Envelope



## INSTITUTE BUSINESS CARDS



# The Signage

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Campus signage, from building identification to directional signs, is another way in which Noble Research Institute maintains a consistent brand identity.

Exterior signage at the institute is an opportunity to make a positive impression and an important way to

communicate information such as entrance, building, directional, parking and safety information.

All exterior and directional signage should be developed in cooperation with Plant Operations and the Director of Facilities.

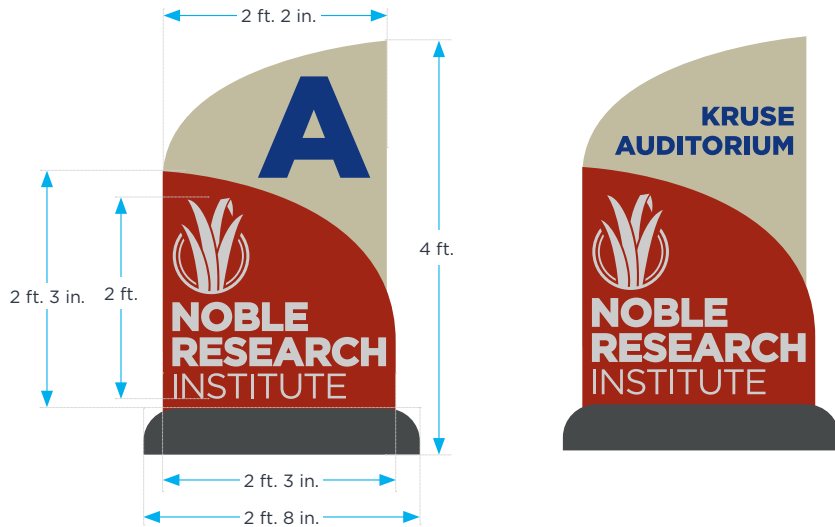
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## BUILDING SIGNAGE

There are a wide variety of building types, surfaces, locations and surrounding environments that greatly influence how to display the

Noble Research Institute logo. When preparing new signs the following guidelines provide specifics regarding the logo type and placement.

### Main buildings



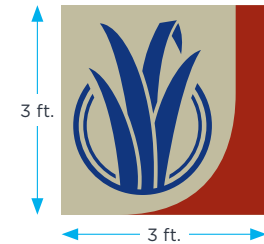
### Use of Colors

The colors used for all campus signage were chosen to complement the architecture and natural beauty of the Noble Research Institute campus. Please see the Secondary Color Palette on page 13 for color values.

### Metal buildings

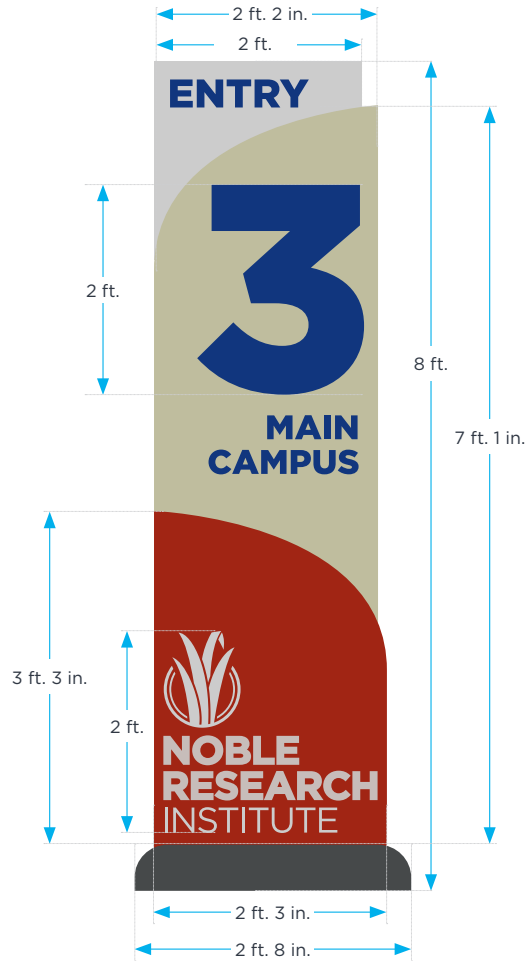


### Miscellaneous

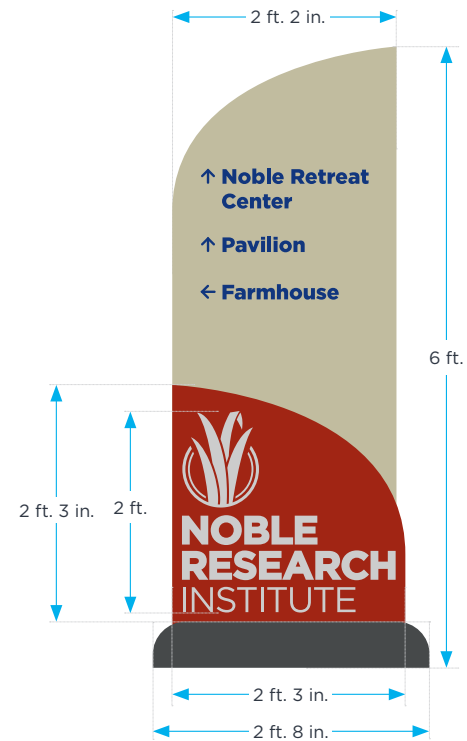




## ENTRY SIGNAGE



## DIRECTIONAL SIGNAGE



### Important

Signs should be in good repair, clean, and free of vegetative overgrowth, such as weeds and vines.

## The Swag

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Just as important as communication and advertising materials, promotional items are a beacon of the Noble Research Institute brand. These products are a way to engage our audience in a brand experience. They drive awareness, recognition, and help us tell the Noble story.

We have developed several mock-ups to show what the Noble Research Institute logo looks like on wearables, including: t-shirts, hats, dress shirts and backpacks. We have also included promotional items like water bottles, coffee mugs and notebooks.

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## PROMOTIONAL ITEMS

Below are products Communications has ordered so you have access to existing designed and on-brand swag.

Any alteration or customization to the items below is **NOT** allowed. Images are representations of final products.



## WHEN CREATING NOBLE SWAG:

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### 1. ALWAYS USE THE FULL LOGO

Always use the full institute logo. Our logo is an established asset, so take no liberties—don't modify it, change the colors, or break any of the rules previously mentioned.

### 2. FOLLOW THE RULES

Only associates who have been authorized can approve the use of our logo on promotional products.

### 3. REMEMBER NOTHING IS INTERNAL-ONLY

Cups are taken from the office to the pool. T-shirts are worn to conferences and soccer games. Anything with our

logo on it could be someone's first exposure to the Noble brand, and making a good first impression is critical.

### 4. MAKE IT USEFUL

Swag should provide value to our audience. If an item is likely to go straight to the trash, we don't want our name on it.

### 5. CONSIDER THE CONTEXT

At large events, choose inexpensive items so you can give away more and get maximum visibility. At smaller or more exclusive events, spend more per item to make a stronger impression.

## Logo placement

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A Noble Research Institute logo should appear on every promotional item. Logo size and placements are pre-determined for embroidery and screen printing on t-shirts and apparel, and should be used whenever possible.

When you need to use an alternate design on the front of a t-shirt, use the full Noble Research Institute logo on the sleeve or back collar.

To provide feedback, share information or seek answers to questions you may have about this brand, please contact:

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