

NCSA WORDMARK GUIDELINES

This guide was created to protect the brand identity of the National Center for Supercomputing Applications (NCSA) and must be observed at all times by all parties authorized to reproduce the NCSA wordmark. It includes examples of the approved wordmark formats and usage details required to ensure clarity and readability. The scale, placement, and proportional relationships of the elements within the NCSA wordmark are fixed and may not be altered.

This information is taken from the Illinois Brand Architecture and is intended to cover the most common usage topics. More detailed information about the Illinois Unit Wordmark System can be found at brand.illinois.edu. For specific questions about acquiring or using the NCSA wordmark, please contact publicaffairs@ncsa.illinois.edu.

FORMATS

The formal NCSA wordmark is the default university wordmark option. Formal wordmarks can be used in any situation as they follow a standard notation for referencing all entities across the university. A vertical option of the formal wordmark is also available.

An informal NCSA wordmark is available to refer to NCSA in an informal way. The informal wordmark is used for informal communications, such as newsletters or in informal contexts such as on merchandise or promotional giveaway items.

I ILLINOIS

NCSA | National Center for
Supercomputing Applications

Formal NCSA Wordmark - Horizontal

I

ILLINOIS

NCSA | National Center for
Supercomputing Applications

Formal NCSA Wordmark - Vertical

I ILLINOIS NCSA

Informal NCSA Wordmark

COLOR VARIATIONS

The full-color wordmark, the reversed-orange wordmark and the reversed-blue wordmark are preferred color variations and should be used in all but rare occasions. One-color wordmarks are limited to one-color reproduction, grayscale printing, instances

when the height of the wordmark must be smaller than 0.25" in print or 30 pixels on screen, or when the wordmark is used on a background color not included in the primary palette.

I ILLINOIS

NCSA | National Center for
Supercomputing Applications

Full Color

I ILLINOIS

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Supercomputing Applications

Reversed Orange

I ILLINOIS

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Reversed Blue

I ILLINOIS

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One Color Orange

I ILLINOIS

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White

I ILLINOIS

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Supercomputing Applications

Black

PLACEMENT & SIZE

The NCSA wordmark or Block I logo must be included on the front view of any piece.

A certain amount of free space is required to isolate the NCSA wordmark from surrounding type and graphical elements wherever it occurs. This open space, known as the “logo clear zone,” is equal to the height of the Block I as it appears in the NCSA wordmark. This is the minimum amount of space that must be maintained to ensure optimum legibility.



Logo Clear Zone

TRADEMARK

The formal and informal NCSA wordmarks must always include the trademark symbol [™] on merchandise. This applies to items that are to be sold or given away for promotional purposes. Exceptions may be granted for small items such as jewelry or in cases where the trademark would be too small to be legible. The size of the trademark symbol may be adjusted by the printer if needed, to optimize legibility or to accommodate a specific printing application.

I ILLINOIS[™]
NCSA | National Center for
Supercomputing Applications

Formal NCSA Wordmark with Trademark

I ILLINOIS NCSA[™]

Informal NCSA Wordmark with Trademark