Production Standards

The NCAR logo is unique, both visually and also in the way it is to be applied to NCAR communication materials. This manual provides detailed production specifications related to the various file formats and intended uses of the standard logos, as well as to specifications for creating letterheads, envelopes, and business cards for NCAR and its divisions, programs, and groups.

Refer to the Basic Identity Guidelines brochure for an overview of the NCAR graphics program. Use this manual as a production tool which can be updated and expanded as more phases of the NCAR identity program develop.
Basic Standards

The National Center for Atmospheric Research (NCAR) has adopted a new logo and developed basic guidelines for its consistent use. The new identity system creates a distinctive signature on all NCAR communications that reflects an image consistent with the reputation NCAR enjoys in the field of scientific research. The new logo and identification system will unify NCAR’s various divisions, groups, and programs under one common banner.

The components of this new identification system are the logo itself and the “NCAR” logotype, which together are referred to as the signature. Other components of the identification system are color and the supporting type styles. Using these components as prescribed in this Production Standards manual will bring consistency to all NCAR communications.
Clear Space

Always allow as much clear space as possible around the signature so as to not crowd the gradation with copy or other graphics. A minimum clear space proportionate to the logo is indicated by the example.

Do not put the signature in a box surrounded by another background color. Always let the signature become part of the background.

The Logo

Inspired by the tower windows of the Mesa Laboratory, the new NCAR logo graphically captures the atmosphere between a section of the earth's surface and a small piece of solar space. The bright orange highlight on the curved horizon suggests the first luminous light of dawn, or perhaps a solar eclipse. Either is appropriate for NCAR.

Viewed symbolically or as an abstract graphic, the logo's distinctive design will link the varied communications that represent us and help present a unified vision of NCAR.

The Logotype

The acronym “NCAR”, referred to as the logotype, is also an integral part of the design. The logotype and the logo, referred to as the signature, are to be used as a unit and not separated or modified in any way. Together, these elements capture the spirit of NCAR and are intended to create a memorable and lasting signature on all NCAR communications.
Color

Color is a basic element of NCAR’s new look and must be applied consistently. With variables between process and spot colors as well as coated and uncoated stocks, color consistency must be closely monitored.

The four-color logo is the preferred combination to use whenever possible. Other standard one and two-color combinations are also available. Refer to the logo specs section.

The four standard colors used in the logo are referred to as NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), NCAR Basic Blue (Pantone 2935), and black. Refer to the printed color bars in the Basic Identity Guidelines for approved color match.

Type Styles

NCAR’s visual identity extends beyond the logo itself and includes a combination of type fonts and basic page layout guidelines that together create NCAR’s unique visual character.

The two primary type fonts, Bell Gothic and Rotis Serif, were chosen because they work well with the logo and offer variety within the overall guidelines. Bell Gothic’s sans serif fonts are to be used primarily for text and subheads, while the Rotis Serif fonts provide contrast for headings and call outs. Other options are also acceptable within the Bell Gothic and Rotis families. The combination of these type styles, along with their various weights and sizes, offers variety and flexibility in meeting the needs of NCAR’s diverse communication materials.

Layout guidelines are open and best determined by the information to be communicated. Using these prescribed fonts along with page layouts that support the NCAR visual standard will bring consistency to all NCAR communications.
Standard Logo Formats

The following pages describe the various standard formats available for the NCAR logo. Logo files for printed materials are in both eps and Photoshop formats and include four-color as well as one- and two-color applications. Note that the NCAR logotype is a part of the logo and is not to be reset in type, resized, or repositioned from its relationship with the logo in any way.

With options available to address a variety of situations, care should be taken in the choice of logo and its size and placement in the document. Also, leave adequate space around the logo so as to not crowd the gradation.
Four-Color Process Logos

The primary color scheme of the NCAR logo is the four-color version. Several different file formats of this logo exist to meet a variety of reproduction requirements, from full-color printing to internal documents, as well as online applications. For printed literature, electronic files are created in Adobe Illustrator eps format as well as Adobe Photoshop. Follow the production notes below for detailed instructions on the proper use of each file format. Other formats such as jpeg will be addressed separately.

Four-Color CMYK Logo A  (4CA_cmyk.eps)

Logo A is an Illustrator eps file which allows both the logo and the NCAR logotype to be enlarged or reduced as a unit. This format combines the gradation of the logo with quality reproduction of the NCAR logotype and is best suited for four-color process applications with a white background. Always use the finest screen possible for a smooth gradation.

Four-Color CMYK Logo B  (4CB_cmyk.ps)

Logo B is a Photoshop file created to allow the four-color logo to be combined with light-colored background photos or tints. The file is set up in three layers: “logo”, “NCAR”, and “background”. The “logo” and “NCAR” layers are linked to be resized and moved as a unit in the layout. Once the logo size and position on the background are determined, click off the NCAR layer since an eps file of the logotype must replace it after the file is flattened. Bring the flattened logo/background image into Illustrator and use the “guide” (guide.eps) provided to determine the exact size and position for placing the eps NCAR logotype (NCARtype outline.eps). When the logotype is replaced, bring the final Illustrator file into your page layout program.

Four-Color CMYK Logo C  (4CC_cmyk.ps)

Logo C is the same Photoshop file as B, only combined with a black or very dark, compatible colored background. Do not use the four-color logo with colors that would clash with the logo color or ones that do not provide adequate contrast. Use the transparent white logo in these applications. Since this Photoshop file is the same as logo B, the NCAR logotype must also be replaced with the eps logotype, as described in the instructions for logo B.

Four-Color CMYK Logo D  (4CD_cmyk.eps)

Logo D is created specifically for use on deep black backgrounds made with undercolor layers of process magenta and cyan. This logo is an Illustrator eps file allowing both the logo and the NCAR logotype to be enlarged or reduced as a unit.
Four-Color Spot Logo A  
(4CA_spot.eps)
For applications not involving process color printing, such as stationery and business cards, the four-color spot logo (4CA_spot.eps) is used. This Illustrator eps logo can be scaled up or down as a unit and is recommended to be used on a white background. The four spot colors, NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), NCAR Basic Blue (Pantone 2935), and black provide brighter color than the process builds can achieve. Note, when outputting the spot color gradations, all screen angles should be set at the 45º black angle to produce less jagged edges in the logo gradations. Along with the master four-color spot logo, files are included for the standard logo sizes used on the 8-1/2” x 11” letterhead, the monarch letterhead, and the business cards. Other sizes can be scaled from the master as needed.

Four-Color Spot Logo B  
(4CB_spot.eps)
Use the four-color spot logo B when printing the NCAR logo in PMS colors with a black background. Although most four-color applications with a black background will use the four-color process logo, there may be occasion as well for a four-color spot logo.
The Transparent White Logo

Dramatic photos of atmospheric conditions are often used in NCAR communications, so a transparent white version of the logo is available. This format combines the logo with the background photo so that the logo becomes transparent and the background is seen through the logo. This transparent white logo is available in a Photoshop format and can be used on any background, photographic or solid color, that is dark enough to provide adequate contrast for the logo.

Different photos may require different degrees of opacity in the logo. Choose from any of the 10% increment logos available from 80% to 30%. Other percentages can be created if desired.

When combining a transparent logo with a background photo, first determine the size and cropping of the photo for the layout. Then determine the size and position where the logo is to be placed on the photo, using a “linked” logo with the desired degree of transparency.

Once the logo’s size and position on the background are determined, click off the NCAR layer since an eps file of the logotype must replace it after the file is flattened. Bring the flattened logo/background image into Illustrator and use the “guide” (guide.eps) provided to determine the exact size and position for placing the eps NCAR logotype (NCARtype outline.eps). When the logotype is replaced, bring the final Illustrator file into your page layout programs.
Two-Color Spot Logo A  \hspace{1cm} (2C_spot.eps)

When full-color is not affordable but a touch of color is desired, a blue/black version of the logo is available. This two-color logo will most often appear in two spot colors, combining NCAR Basic Blue and black, for use on white or light-colored backgrounds. Screen angle on the gradation should be at 45°.

One-Color Grayscale Logo A \hspace{1cm} (1CA_grayscale.eps)

For economical grayscale applications such as one-color flyers or internal communications, the one-color grayscale version of the logo is provided. This logo is always to be reproduced in black ink with the normal black screen angle of 45°.

One-Color Grayscale Logo B \hspace{1cm} (1CB_grayscale80.eps)

A special reversed one-color grayscale logo on an 80% screened background is available for special applications where less contrast is needed in black and white printing.

One-Color Grayscale Logo C \hspace{1cm} (1CC_grayscale.eps)

A reversed one-color grayscale eps logo with a solid background is also available for one-color printing. Backgrounds can be black or any dark spot color providing good contrast to the logo.

One-Color Solid Logo A \hspace{1cm} (1CA_solid.eps)

When reproduction limitations do not allow gradations to be used, a solid version of the logo is available. Use of this format should be approved by the Imaging and Design Center and should be limited to small-scale applications or processes, such as embroidery, where a gradated logo will not reproduce successfully.

One-Color Solid Logo B \hspace{1cm} (1CB_solid.eps)

When the solid logo is to be reversed out of a black or dark-colored background, use logo B, as it has been modified slightly for negative viewing.
The NCAR stationery system is designed to unify all NCAR correspondence. The design of the stationery system provides flexibility in dealing with the varying division requirements as well as provides examples of both personalized and non-personalized letterheads, Monarch size letterheads, and notes.

Detailed specifications for typestyle, size and position, color, and paper stock are shown in the following letterhead examples.

Typing guidelines are also provided to show how the typed letter is to align with the NCAR logotype. Longer letters requiring a second page should use a blank sheet of a matching paper stock.
Standard NCAR Address Block

The Standard NCAR letterhead follows the standard format and type specifications for setting the address block. Address blocks are positioned 9/16” from the top, aligned with the upper right corner of the logo, and 2-1/2” from the right side. All copy is to align flush left.

The full name “National Center for Atmospheric Research” is to be set in 10.5 point Bell Gothic Bold on 12 point leading per the example. Spacing between full name and address is 14 point with two returns.

Addresses, phone and fax numbers, and other information are set in 8 point Bell Gothic Regular on 12 point leading with the USA set in 7.5 point.

Logo Size and Position

The size of the logo used on 8-1/2” x 11” letterheads measures 5/8” wide on the NCAR logotype. Use the four-color spot logo, positioned as shown, with a 1-1/2” left margin to the NCAR logotype and with the upper right corner of the logo 9/16” down from the top of the page. Note that the NCAR logotype is part of the logo file and should not be reset in type, resized, or moved from its standard position with the logo.

Ink Color

The logo prints in four spot colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45º.

Paper Stock

Recommended letterhead stock is Classic Crest, Solar White, 24 lb. smooth.

Tagline

When the UCAR tagline is used, it typically appears in the lower right corner of the letterhead. Set the tagline in a smaller type size, 7 point Bell Gothic Regular, on 12 point leading. Set the tagline, as shown by the example below, with a small black UCAR logo positioned opposite the UCAR name.
Director 8-1/2”x11” Address Block

The 8-1/2”x11” personalized director letterhead follows the standard format and type specifications for setting the address block. Address blocks are positioned 9/16” from the top, aligned with the upper right corner of the logo, and 2-1/2” from the right side. All copy is to align flush left.

The full name “National Center for Atmospheric Research” is to be set in 10.5 point Bell Gothic Bold on 12 point leading per the example. Spacing between full name and personalization is 14 point with two returns.

The director’s name is set in 8.5 point Bell Gothic Regular, all caps, with +5 tracking. Title is 8 point Bell Gothic Regular on 12 point leading. Space between title and the address is 10 point with two returns.

Addresses, phone and fax numbers, and other information are set in 8 point Bell Gothic Regular on 12 point leading with the USA set in 7.5 point.

Logo Size and Position

The size of the logo used on 8-1/2” x 11” letterheads measures 5/8” wide on the NCAR logotype. Use the four-color spot logo, positioned as shown, with a 1-1/2” left margin to the NCAR logotype and with the upper right corner of the logo 9/16” down from the top of the page. Note that the NCAR logotype is part of the logo file and should not be reset in type, resized, or moved from its standard position with the logo.

Ink Color

The logo prints in four spot colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45°.

Paper Stock

Recommended letterhead stock is Classic Crest, Solar White, 24 lb. smooth.

Tagline

When the UCAR tagline is used, it typically appears in the lower right corner of the letterhead. Set the tagline in a smaller type size, 7 point Bell Gothic Regular, on 12 point leading. Set the tagline, as shown by the example below, with a small black UCAR logo positioned opposite the UCAR name.
Division Director Address Blocks

All Standard Division Director personalized letterheads follow a standard format and type specifications for setting the address block. Address blocks are positioned 9/16” from the top, aligned with the upper right corner of the logo, and 2-1/2” from the right side. All copy is to align flush left. Depth will vary depending on the number of lines in the title and address. The full name “National Center for Atmospheric Research” is to be set in 10.5 point Bell Gothic Bold on 12 point leading per the example. Spacing between full name and personalization is 14 point with two returns.

Director names are set in 8.5 point Bell Gothic Regular, all caps, with +5 tracking. Titles are 8 point Bell Gothic Regular on 12 point leading. Division acronyms are set 1/2 point smaller, in 7.5 point. Space between titles and the address is 10 point with two returns.

Addresses, phone and fax numbers, and other information are set in 8 point Bell Gothic Regular on 12 point leading with the USA set in 7.5 point.

Logo Size and Position

The size of the logo used on 8-1/2” x 11” letterheads measures 5/8” wide on the NCAR logotype. Use the four-color spot logo, positioned as shown, with a 1-1/2” left margin to the NCAR logotype and with the upper right corner of the logo 9/16” down from the top of the page. Note that the NCAR logotype is part of the logo file and should not be reset in type, resized, or moved from its standard position with the logo.
Division Letterhead Address Blocks

All Division letterheads follow a standard format and type specifications for setting the address block. Address blocks are positioned 9/16" from the top, aligned with the upper right corner of the logo, and 2-1/2" from the right side. All copy is to align flush left. Depth will vary depending on the number of lines in the division name and address.

The full name “National Center for Atmospheric Research” is to be set in 10.5 point Bell Gothic Bold on 12 point leading per the example. Spacing between full name and division name is 14 point with two returns.

Division names are set in 8.5 point Bell Gothic Bold. Division acronyms are set 1/2 point smaller, in 8 point. Space between titles and the address is 10 point with two returns.

Addresses, phone and fax numbers, and other information are set in 8 point Bell Gothic Regular on 12 point leading with the USA set in 7.5 point.

Logo Size and Position

The size of the logo used on 8-1/2" x 11" letterheads measures 5/8" wide on the NCAR logotype. Use the four-color spot logo, positioned as shown, with a 1-1/2" left margin to the NCAR logotype and with the upper right corner of the logo 9/16" down from the top of the page. Note that the NCAR logotype is part of the logo file and should not be reset in type, resized, or moved from its standard position with the logo.

Ink Color

The logo prints in four spot colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45°.

Paper Stock

Recommended letterhead stock is Classic Crest, Solar White, 24 lb. smooth.

Tagline

When the UCAR tagline is used, it typically appears in the lower right corner of the letterhead. Set the tagline in a smaller type size, 7 point Bell Gothic Regular, on 12 point leading. Set the tagline, as shown by the example below, with a small black UCAR logo positioned opposite the UCAR name.
Monarch Address Block

The personalized monarch size letterhead follows a standard format and type specifications for setting the address block. Address blocks are positioned 1/2” from the top, aligned with the upper right corner of the logo, and 2-3/8” from the right side. All copy is to align flush left.

The full name “National Center for Atmospheric Research” is to be set in 10 point Bell Gothic Bold on 11.5 point leading per the example. Spacing between full name and personalization is 13 point with two returns.

The personalization is set in 8 point Bell Gothic Regular, all caps, with +5 tracking. Title is 7.5 point Bell Gothic Regular on 11 point leading. Space between title and the address is 9 point with two returns.

Addresses, phone and fax numbers, and other information are set in 7.5 point Bell Gothic Regular on 11 point leading with the USA set in 7 point.

Logo Size and Position

The size of the logo used on monarch letterheads measures 9/16” wide on the NCAR logotype. Use the four-color spot logo, positioned as shown, with a 1” left margin to the NCAR logotype and with the upper right corner of the logo 1/2” down from the top of the page. Note that the NCAR logotype is part of the logo file and should not be reset in type, resized, or moved from its standard position with the logo.

Ink Color

The logo prints in four spot colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45°.

Paper Stock

Recommended letterhead stock is Classic Crest, Solar White, 24 lb. smooth.

Tagline

The UCAR tagline does not appear on notes.
Personalized and Non-personalized Notes, 5-1/2” x 8-1/2”

Personalized and non-personalized notes also follow a standard format and type specifications. This note size format can be used by divisions as well as division directors, and can be provided either padded or loose.

The full name “National Center for Atmospheric Research” is positioned 1/2” from the top and 2-3/8” from the right side. All copy is to align flush left. The full name is set in 10 point Bell Gothic Bold on 11.5 point leading per the example. Spacing between full name and personalization is 13 point with two returns.

Personalization is set in 8 point Bell Gothic Regular, all caps, with +5 tracking. Title is 7.5 point Bell Gothic Regular on 11 point leading.

Division names are set in 8 point Bell Gothic Bold with acronyms set in 7.5 point.

Logo Size and Position
The size of the logo used on notes measures 9/16” wide on the NCAR logotype. Use the four-color spot logo, positioned as shown, with a 1” left margin to the NCAR logotype and with the upper right corner of the logo 1/2” down from the top of the page. Note that the NCAR logotype is part of the logo file and should not be reset in type, resized, or moved from its standard position with the logo.

Ink Color
The logo prints in four spot colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45°.

Paper Stock
Recommended letterhead stock is Classic Crest, Solar White, 24 lb. smooth.

Tagline
The UCAR tagline does not appear on notes.
This letter is an example of the typing style to be used on the new National Center for Atmospheric Research letterheads. Following this format will ensure visual consistency in all correspondence, further reflecting the professional standard of NCAR.

All typing should align flush left, with no paragraph indentations. Set the left margin 1-1/2" from the left side of the page and set the right margin at 1". Begin typing 2" from the top of the page. Allow three returns to the inside address and three returns to the greeting. Double space between the greeting and paragraphs, and allow two returns before closing. Allow four returns between closing and name and title, and two returns again to the initials and enclosures.

It is important to leave adequate space for the closing of the letter so that it doesn’t crowd the copy at the bottom of the page. Leave a bottom margin of at least 1-3/4" and continue the letter on a blank second sheet of the same paper stock as the letterhead.

If you have any questions regarding the proper usage of this stationery, please contact marketing communications. Thank you for your cooperation.

Closing,

Name
Title
Enclosures
The envelope examples in this section describe specifications for the size and position of the logo, typestyle, and color for the four-color matching envelopes as well as a one-color envelope. Other types of envelopes not shown are to follow the general guidelines of the examples.
No. 10 Matching Envelopes

A common four-color No. 10 envelope is to be used with all NCAR standard and division letterheads and is printed on a matching paper stock.

The full name “National Center for Atmospheric Research” is positioned 2” over from the left and 7/16” down from the top. Full name is set in 10.5 point Bell Gothic Bold on 12 point leading.

The return address is set in 8 point Bell Gothic Regular with the USA set a half point smaller in 7.5 point. All copy is to align flush left and the base of the address line is aligned with the base of the NCAR logotype.

Logo Size and Position

The size of the logo used on No. 10 envelopes measures 5/8” wide on the NCAR logotype, the same size as used on 8-1/2” x 11” letterheads. Align the upper right corner of the logo with the top of the full name and allow 3/8” between the address and the NCAR logotype.

Ink Color

The logo prints in four spot colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45°.

Paper Stock

Recommended envelope stock is Classic Crest, Solar White, 24 lb. smooth.
No. 10 One-Color Envelopes

No. 10 one-color envelopes are available for general purpose use and print on a white bond. All type specifications for size and position are the same as the No. 10 matching envelope.

The full name “National Center for Atmospheric Research” is positioned 2” over from the left and 7/16” down from the top. Full name is set in 10.5 point Bell Gothic Bold on 12 point leading.

The return address is set in 8 point Bell Gothic Regular with the USA set a half point smaller in 7.5 point. All copy is to align flush left and the base of the address line is aligned with the base of the NCAR logotype.

Logo Size and Position

The size of the logo used on No. 10 envelopes measures 5/8” wide on the NCAR logotype, the same size as used on 8-1/2” x 11” letterheads. Align the upper right corner of the logo with the top of the full name and allow 3/8” between the address and the NCAR logotype.

Use the one-color grayscale logo for the general purpose envelopes and print in the finest line screen possible for the gradations.

Ink Color

All copy and logo print one color, black.

Paper Stock

Recommended envelope stock is white bond.
Monarch Matching Envelope

Monarch size envelopes are to be used with all monarch size letterheads and are printed on a matching paper stock. Monarch envelopes follow the monarch letterheads for type and logo sizes.

The full name “National Center for Atmospheric Research” is positioned 7/16” from the top and 1-13/16” from the right side. All copy is to align flush left. The full name is set in 10 point Bell Gothic Bold on 11.5 point leading.

The return address is set in 7.5 point Bell Gothic Regular with the USA set a half point smaller in 7 point. All copy is to align flush left and the base of the address line is aligned with the base of the NCAR logotype.

Logo Size and Position

The size of the logo used on monarch envelopes measures 9/16” wide on the NCAR logotype. Use the four-color spot logo, positioned as shown with the upper right corner of the logo 7/16” down from the top of the page. Note that the NCAR logotype is part of the logo file and should not be reset in type, resized, or moved from its standard position with the logo.

Ink Color

The logo prints in four spot colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45º.

Paper Stock

Recommended envelope stock is Classic Crest, Solar White, 24 lb. smooth.
Business Cards

NCAR business cards follow a format designed to accommodate varying amounts of information and are used by all divisions. All copy, including the full name “National Center for Atmospheric Research” is imprinted onto shells that are pre-printed with the NCAR logo. Follow the examples for setting names, titles, and address blocks for standard business cards. Unique requirements not covered by these standards need to be addressed individually and new standards created.
### 3-1/2” x 2” Business Cards

NCAR business cards are designed with flexibility in mind to accommodate varying amounts of copy. The two examples shown above indicate how the name and title always center between the full name at the top and the address block at the bottom. No matter how many lines make up the address block, always set the bottom margin at 1/4”.

### Business Card Imprinting

Business card stock is pre-printed with the NCAR logo. Imprinting of all the other information is to be in black following these type and layout specs. The full name is positioned 3/16” down from the top and 2-1/4” over from the right side of a standard 3-1/2” x 2” card. Type is Bell Gothic Bold, 8 point. This position will be the same on all cards.

The address block is positioned 1/4” up from the bottom and is set in 7.5 point Bell Gothic Regular on 11 point leading. All copy is set flush left. USA is set a half point smaller in 7 point.

With the top and bottom positions established, set the name and title block with equal space between the full name at the top and the address block at the bottom. Name and title blocks are indented 3/16” from the other copy. Individual names are set in 8 point Bell Gothic Regular, all caps, with -5 tracking. Titles are set in 7.5 point Bell Gothic Regular on 11 point leading. Break lines to best clarify the individuals title, division, etc. Note that division acronyms are set a half point smaller in 7 point.

### Logo Size and Position

The size of the logo used on business cards measures 7/16” wide on the NCAR logotype. The logotype rests on the centerline of the card and is positioned 1/8” of the left of the main copy margin. Use the four-color spot logo.

### Ink Color

The logo prints in four colors, including black: NCAR Deep Blue (Pantone 541), NCAR Solar Orange (Pantone 164), and NCAR Basic Blue (Pantone 2935), and black. Match printed colors to the approved colors for stationery. Use a 175 line screen for the logo with screen angle for all colors at 45º.

### Paper Stock

Recommended business card stock is Classic Crest Cover, Solar White, 110 lb. smooth.