

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 creativeservices@lists.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. 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 casual promotional contexts.



Formal full-color wordmark



Informal full-color wordmark

Colorways:

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.



Reverse Blue



Reverse Orange



One Color – limited use

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Placement and 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 greater than or equal to the height of the Block I as it appears in the NCSA formal wordmark, and greater than or equal to the height of the letter “N” in the informal wordmark.



Trademark – Merchandise Only

The formal and informal NCSA wordmarks must always include the trademark symbol TM 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. *Please email creativeservices@lists.ncsa.illinois.edu to request a trademark logo.*