SDL has approved the following standard logo for use. Please apply the following color, contrast, sizing, spacing, and modularity requirements when placing the SDL logo.

- Do not stretch or alter the logo or monogram.
- Proportionally weight the SDL logo or monogram similar to other logos present.
- Ensure that the “Utah State University” portion of the logo is legible.
- If the “Utah State University” portion of the logo is illegible, use the monogram.

**COLOR**

The SDL logo is available with transparent background in the following corporate colors:

- **FIGHTING WHITE**
  - RGB: 255, 255, 255
  - CMYK: 0, 0, 0, 0
  - HEX: #ffffff
  - Pantone white

- **BLACK**
  - RGB: 0, 0, 0
  - CMYK: 0, 0, 0, 100
  - HEX: #000000
  - Pantone black

- **AGGIE BLUE**
  - RGB: 0, 38, 58
  - CMYK: 0, 65, 22, 80
  - HEX: #0F2439
  - Pantone 539

**CONTRAST**

When placing the SDL logo, ensure it is in high contrast with the background.
SPACING

When placing the SDL logo, ensure that the space around it is kept clear of competing visual elements. Use the “D” in the “Space Dynamics Laboratory” wordmark below as the minimum padding distance between the SDL logo and any other element.

SIZING

When placing the SDL logo, maintain its readability by sizing the logo no less than 1/4” or 18 pixels. Use the monogram for smaller sizing.

MODULARITY

When placing the SDL logo, there may be a need for a more modular design. Use SDL’s approved modular logo system below to maximize readability and recognition.

Stacking Options

Left-Aligned Unstacked

Left-Aligned Stacked

Center-Aligned Unstacked

Center-Aligned Stacked

SDL welcomes all inquiries. For more information about the logo, please contact:

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