

SPACE DYNAMICS LABORATORY is a registered trademark of Utah State University Space Dynamics Laboratory (SDL). Please submit a logo request at www.sdl.usu.edu/media-kit and apply the logo using the requirements described herein.

SDL EXTERNAL LOGO USE REQUIREMENTS

LOGO

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.

Standard Logo



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: 00, 65, 22, 80

HEX: #0F2439

Pantone 539

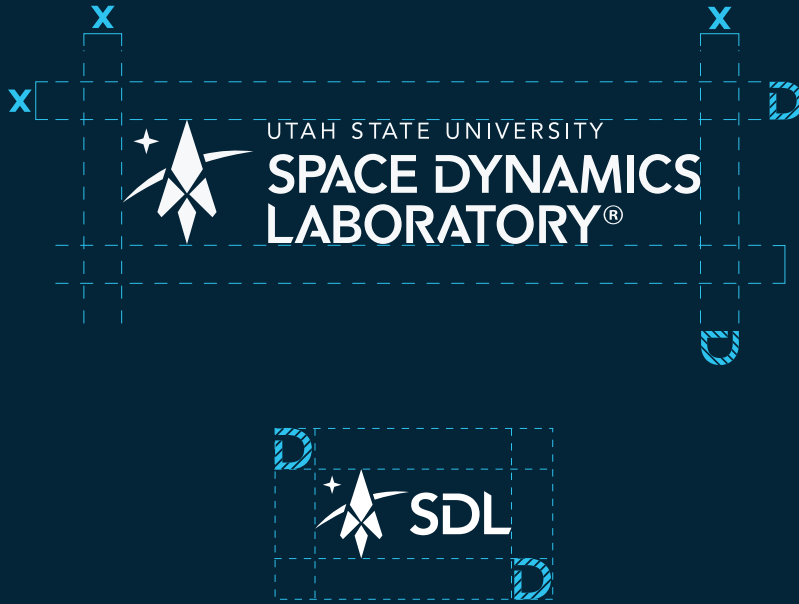
CONTRAST

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



Use one of the left-aligned versions when positioned on the left side of the layout.

Center-Aligned Unstacked



Center-Aligned Stacked



Use one of the center-aligned versions when the layout is centered.

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

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