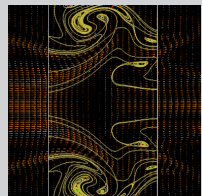
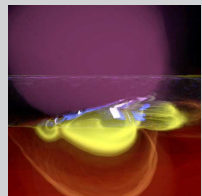
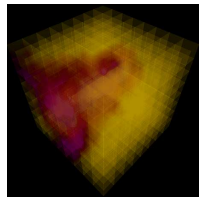
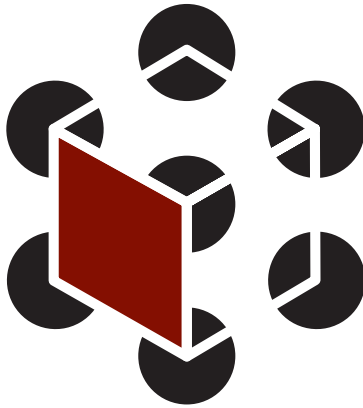
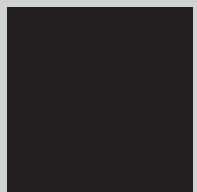
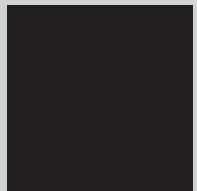
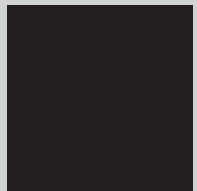


corporate identity and logo usage





In order to present a united appearance to the public, we have developed a new corporate identity. The principal visual element of our new identity is this logo, representing the analysis of scientific data as well as the graphic representation of visualization. The logo abstracts the broad variety of skills of which our group is capable.



the logomark

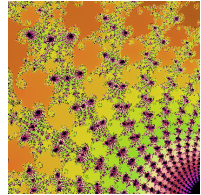
CMYK

C 0 M 95 Y 100 K 54	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 40	C 0 M 0 Y 0 K 15
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RGB

R 122 G 0 B 0	R 0 G 0 B 0	R 172 G 172 B 172	R 225 G 225 B 225
--	--	--	--



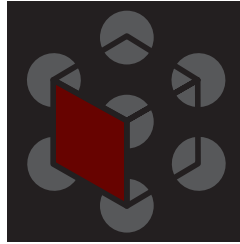
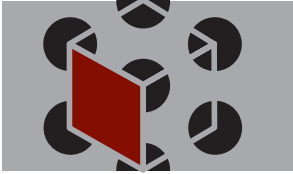
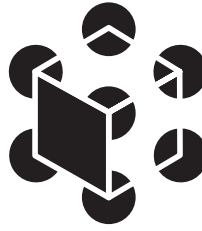
Undithered Web

R 102 G 0 B 0	R 0 G 0 B 0	R 170 G 170 B 170	R 204 G 204 B 204
--	--	--	--



The logomark colors are bold and crisp: a deep black and a warm vibrant maroon. Recognizing that our group is represented in a variety of media from web to print, we have provided the closest matching colors in the most common color systems.

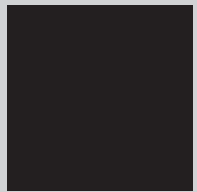
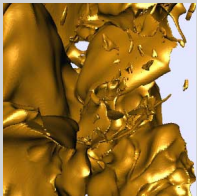
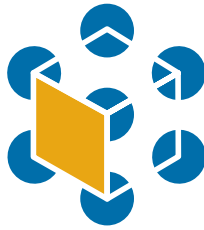
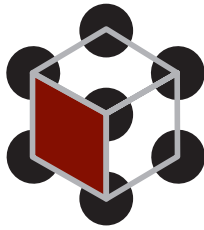
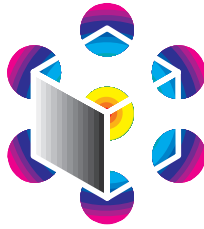
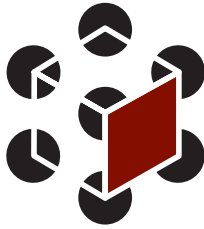




Consistency of representation is important for logo usage. The logo colors may be changed in shade or intensity when used as a backdrop or to make it less prominent. Scale can be changed to suit the need, and the logo may be displayed as if overflowing an area, as long as the logo's representation is still clear.



acceptable forms



With such a broad range of interpretation available, we must place restrictions to ensure our logo remains identifiable. Changing the hues of the logo makes its representation less clear. Mirroring or rotating the logo in respect to the overall design is also unacceptable.

unacceptable forms

CIPIC

visualization and graphics research group

Century Gothic Bold

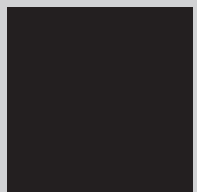
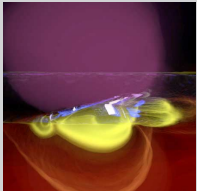
Eurostile Regular

The Center for Image Processing and Integrated Computing is comprised of several independent groups. The Visualization and Graphics Research Group specializes in scientific visualization, data processing and data optimization, among other subjects.

Century Gothic Regular

In an effort to provide consistency among the many authors and publications released under our name, our typography mimics the simplistic design of our logo. Body type should be in the font Century Gothic. Should that font be unavailable or uninstallable, Arial Regular, Helvetica or any standard sans-serif font may be used in its stead. Century Gothic Bold or Eurostile Regular should be used for titling, and Eurostile Regular is to be used for subtitles, labels and any accenting text.

typography



For more information about CIPIC, contact

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For questions about the logo or corporate identity, contact

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waagedesign@hotmail.com

<http://yamara.plush.org/>

Note: We are expecting a name change in the near future. The new name should include an acronym and accompanying full title. After that name change, any instance of the acronym "CIPIC" in this booklet should be treated as the new acronym, and "Visualization and Graphics Research Group" should be treated as the new full title.

