

Administrative Relationships: Fermilab, DOE and FRA, LLC

Fermilab is managed by Fermi Research Alliance, LLC for the U.S. Department of Energy, and whenever possible and practical the relationship among these three organizations should be acknowledged. This is particularly important for public communications.

The goal is to have the Fermilab, DOE Office of Science and FRA logo have equal visual weight when paired together. This can be tricky without a trained eye. Below is a guide on how to pair the two logos to have a balanced relationship.

Fermilab and the DOE

Whenever possible and practical, the Fermilab and DOE logos should both appear in laboratory communications, depicted at the same level in the document and scaled to a balanced proportion. Examples

of proper depiction of the Fermilab and DOE logos include the Fermilab homepage fnal.gov and the About Fermilab fact sheet.

Horizontal Relationship

Step 1: After downloading both the logos, scale the word “Fermilab” and “ENERGY” to the same height. Both should be bottom aligned.



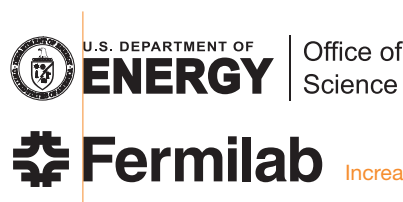
Step 2: Increase the size of the Fermilab logo by 20%. The two logos now are visually balanced. Both the “Fermilab” and “ENERGY” should be bottom aligned.



Increase Fermilab logo by 20%.

Vertical Relationship

Repeat the first step as listed for the horizontal relationship, but for **Step 2** for the vertical pairing, increase the size of the Fermilab logo by 25% and left align “E” and “F.”



Increase Fermilab logo by 25%.

For most applications the DOE Office of Science logo may be used. Please contact Visual Media Services at vismedsr@fnal.gov if you wish to use the DOE logo.

Fermilab, FRA and DOE

Whenever possible and practical, the relationship between Fermilab and Fermi Research Alliance, LLC should be indicated by including one of the following sentences provided on the right.

Choose one of the following sentences:

Managed by Fermi Research Alliance, LLC for the U.S. Department of Energy

This sentence should be located below the Fermilab logo, and the DOE logo if used. Examples of proper inclusion of this sentence include the Fermilab letterhead and memo templates.

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Managed by Fermi Research Alliance, LLC for the U.S. Department of Energy Office of Science

Fermilab and FRA Relationship

The Fermi Research Alliance, LLC logo should be used when materials are being developed in conjunction with activities or events sponsored by FRA. Please contact Visual Media Services at vismedsr@fnal.gov to obtain a copy of the FRA logo.

Horizontal Relationship

Step 1: Begin by making the height of the word Fermilab the same height as the Fermi Research Alliance, LLC logo as shown below. Bottom align “Fermilab” and the FRA logo.

Step 2: Increase the size of the Fermi Research Alliance, LLC logo by 25%. The two logos now are visually balanced. Both the “Fermilab” and FRA logo should be bottom aligned.



Increase the FRA logo by 25%.

Vertical Relationship

Repeat the first step as listed for the horizontal relationship, but scale the FRA logo up by 35% and align the vertical centers of the Fermilab and FRA logomark.

Align the vertical centers of the logomarks.



Increase the FRA logo by 35%.