

NIH NLM Logo Guidelines

Use only the approved art files provided by NLM's Office of Communications and Public Liaison. Consult with OCPL regarding the use of logos and taglines on NLM materials.

Primary Logo

File Name: NIH_NLM_BLU



Alternative Colors

File Name: NIH_NLM_(color)



File Formats and Uses

All files have been created in large and small sizes in the formats listed below. Larger files have better resolution. Smaller files increase online performance.

.ai	Print Production	CMYK / Vector Art
.eps	Displays	Unlimited scaling without loss of quality.
	Exhibition	
	Flash	
	Fireworks	
.png	MS Word	RGB / Raster Art
.jpg	PowerPoint	Can only be used at 110% of size or less without loss of quality.
	Web Applications	
	Email	

Color Versions

All logo files have been created in blue, blue/grey, black, grey and white. The file names contain the color used to create that logo.

Stacked Logo

Use this logo when space is limited.

File Name: NIH_NLM_STACKED_(color)



Vertical Logo

Use this logo when space is limited.

File Name: NIH_NLM_VERT_(color)



Abbreviated Logo

Use this logo when space is limited.

File Name: NIH_NLM_ABRV_(color)

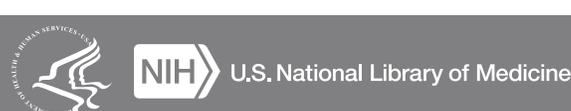
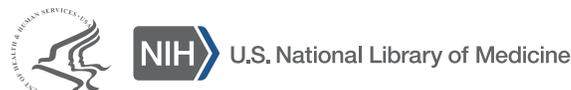


Tri-Agency Logo

File Names:

DHHS_NIH_NLM_(color)

DHHS_NIH_NLM_ABRV_(color)



NIH NLM Logo Guidelines

Use only the approved art files provided by NLM's Office of Communications and Public Liaison. Consult with OCPL regarding the use of logos and taglines on NLM materials.

Logo with NLM Division Title



Brand Specifications

Minimum Sizes

The logo should not be used at sizes smaller than those indicated.



Logo Clear Space

The logo should be separated from other type and graphic elements by a distance equal to the cap height of the letter "N" in the NIH mark.



Color Palette

NIH Blue

PANTONE 653
C:94 M:71 Y:21 K:5
R:32 G:85 B:138
#20558a

NIH Gray

PANTONE Cool Gray 10
C:62 M:53 Y:50 K:21
R:97 G:98 B:101
#616265

Logo Typography

Helvetica Neue 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890