



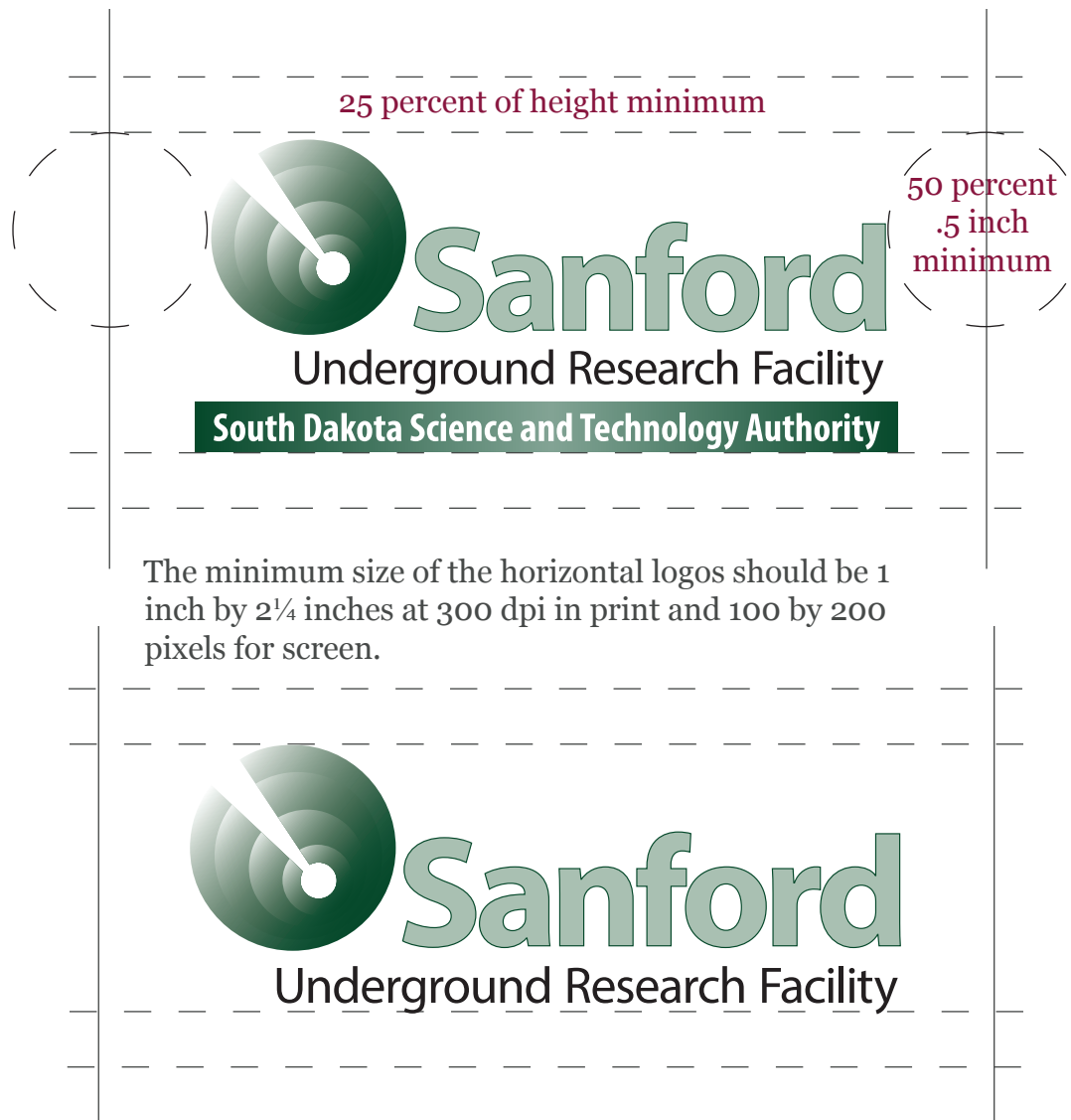
Identity Standards and Style Guide

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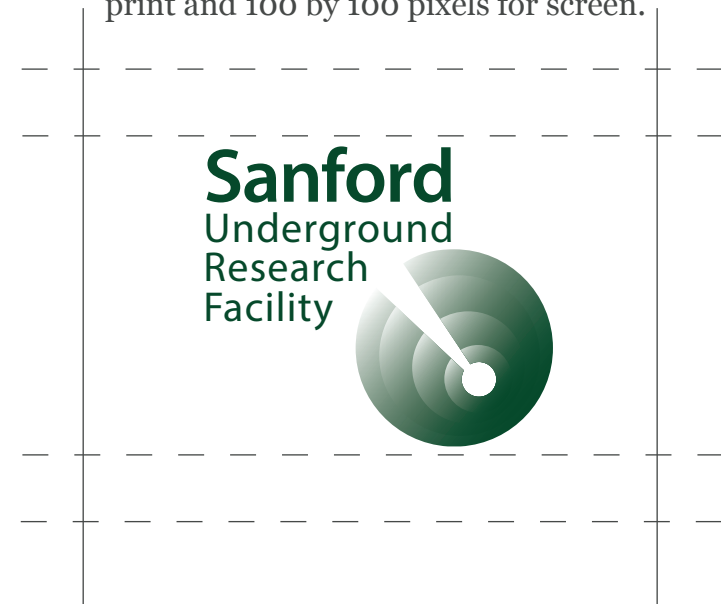
Table of contents

This branding and style guide serves as a tool to help create a cohesive, unified approach in how the Sanford Underground Research Facility is portrayed to the world by staff, partners and collaborators. Our goal in creating this style guide is to provide consistency for all internal and external communications. A strong brand identity allows our stakeholders and others to instantly recognize and associate our brand with the values and mission of Sanford Lab. Sanford Lab follows the Associated Press Stylebook; however, some grammar and writing styles will be addressed to be used in all Sanford Lab communications.



When placing the logo provide adequate white space. Minimum space should be either 50 percent the size of the circle or ½ inch on the left and right, and 25 percent the size of the circle or ¼ inch on the top and bottom.

The minimum size of the square logo should be 1 by 1 inches at 300 dpi in print and 100 by 100 pixels for screen.



Primary logos

Primary logos



Watermarks and icons

OK to resize or lower opacity



One color logo



Alternative 1 horizontal



Black and white horizontal and inverse



Alternative 2 square



Approved logos



Incorrect usage examples



Don't change the color of the logo.



Don't use unapproved fonts with the logo.



Don't place over a busy background.

Don't angle the logo.



Don't distort the logo.



Don't rearrange logo elements or use the icon as a replacement for the logo.



Incorrect logo usage

We want Sanford Lab to be instantly recognized as a world-leading underground research facility. Achieving that goal begins with embracing the logos, identity standards and language of our brand.

Logos that contain a headframe, the name Homestake, DUSEL or SURF create confusion about who we are and, therefore, must not be used in reference to Sanford Lab.

Approved logos can be downloaded at:
www.sanfordlab.org/communications/logos

No longer in use



Legacy logos

Typography should be clear and simple. Body copy or paragraph text is generally arranged left and ragged right. Never justify text. As a general rule, point size should never be less than 10 point; 11-12 point is preferred.

Reserve capitalization for the beginning of sentences, titles and proper nouns.

Choose Myriad or Trebuchet but never both. When using more than one typeface choose typefaces that contrast well. See the next page for font alternatives.

Myriad Pro

Myriad Pro is the font used in the Sanford Underground Research Facility Logo. It can be used for items that are professionally designed or commissioned from external agencies, for example reports, advertising and displays.

Myriad is a readable sans serif font that is modern, stylish and flexible. It can be used in body copy, paragraphs, lists and tables. It can also be used in varying character weights as headings.

AaBbCcDd

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Trebuchet

Trebuchet is a widely available sans serif typeface. It is packaged with Windows, Mac and Linux operating systems. Trebuchet comes in standard line weights. It is also considered a web-safe font.

AaBbCcDd

Trebuchet Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Trebuchet Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Trebuchet Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Georgia/Times

Georgia typeface should be used where a serif font is required; for example, in lengthy reports, brochures, press releases and news articles. Serif fonts are generally considered to be more readable and traditional. Times or Times New Roman may be substituted in cases where Georgia is not available. Georgia and Times are both standard web fonts.

AaBbCcDd

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

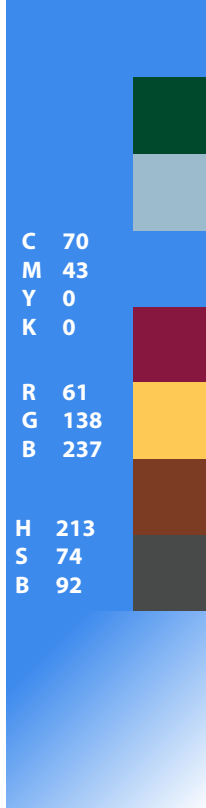
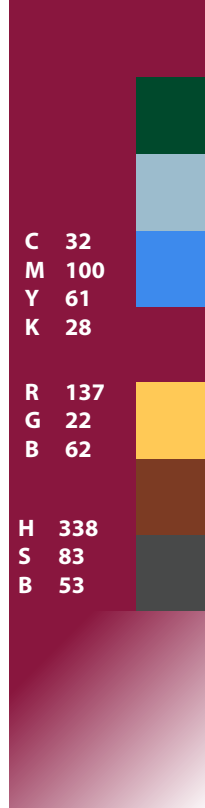
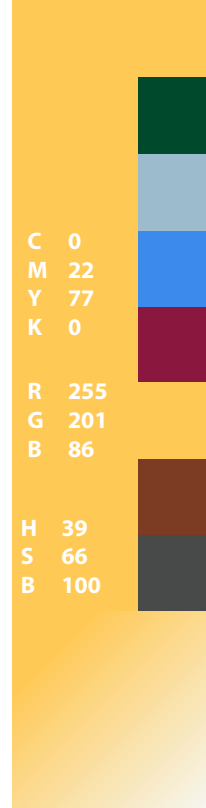
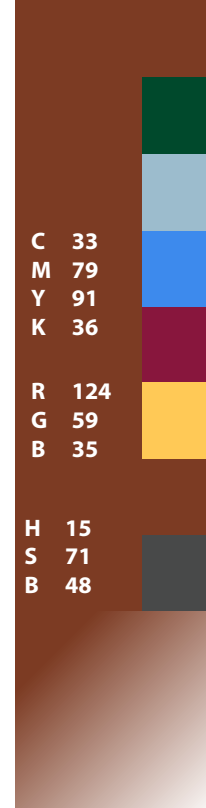
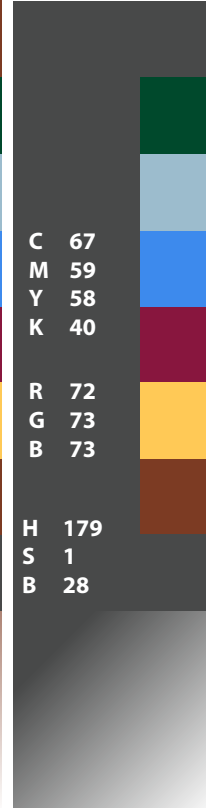
Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Georgia Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

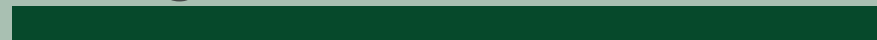
Using decorative fonts

Decorative or script fonts should be reserved for special projects such as posters, certificates or event fliers. Avoid using them in presentations, emails and other business documents. Avoid using more than one decorative font in the same project. Choose decorative fonts that contrast well with the primary font.

Preferred colors

PRIMARY LOGO PANTONE 350 CP #00492C	PRIMARY LOGO PANTONE 5645 CP #A9BFB2	PANTONE 7697 CP #3D8AED	PANTONE 7638 CP #88163D	PANTONE 1225 CP #AF7345	PANTONE 7581 CP #703B23	GRAPHITE #484949
 C 90 M 42 Y 90 K 48 R 0 G 73 B 44 H 210 S 78 B 38	 C 35 M 15 Y 31 K 0 R 169 G 191 B 178 H 144 S 11 B 178	 C 70 M 43 Y 0 K 0 R 61 G 138 B 237 H 213 S 74 B 92	 C 32 M 100 Y 61 K 28 R 137 G 22 B 62 H 338 S 83 B 53	 C 0 M 22 Y 77 K 0 R 255 G 201 B 86 H 39 S 66 B 100	 C 33 M 79 Y 91 K 36 R 124 G 59 B 35 H 15 S 71 B 48	 C 67 M 59 Y 58 K 40 R 72 G 73 B 73 H 179 S 1 B 28

Color guide



These guidelines are intended to help employees and stakeholders who use social media on behalf of Sanford Lab. Social media is a great way to engage a large audience, but there are ways to do it well—and not so well. The guidelines also help those associated with Sanford Lab who are using social media as an individual but representing Sanford Lab in some way.

Social media sites



- Add value. Make sure your social media posts add to the conversation. Stick to your area of expertise and provide unique perspectives on what's going on at Sanford Lab and around the world.
- Do us proud. Sanford Lab-branded social media is an extension of the Sanford Lab “voice.” Posts should reflect Sanford Lab’s values.
- Have a conversation. Talk to your followers as you would to real people in professional situations. Avoid overly pedantic or composed language. Bring in your own personality. Consider content that invites response.
- Be transparent. If you are posting about your work at Sanford Lab, use your real name, clarify that you work for Sanford Lab and be clear about your role. If you’re posting on behalf of a department or facility, make sure it is clearly stated.
- Think before you post. There is no delete button on the Internet and social media is about as public a stage as you can find. If it gives you pause, pause.
- Make a mistake? If you make a mistake, admit it. Be upfront and be quick with your correction.
- Play nice. Be respectful and considerate. Don’t get into an argument with followers.
- Know what NOT to post. If you are unsure, ask the source of the information. All statements must be true and not misleading. Never comment on anything related to legal matters, litigation or any parties with whom we are in litigation. Respect proprietary information, content and confidentiality.
- Leave crisis communication to the Communications Office. This prevents confusion and misleading information. Don’t release information about emergencies in your social networks.

Sanford Lab respects different opinions and hopes to foster dialogue through our social media presences. However, comments on social media sites managed by Sanford Lab Communications Office may be removed if they:

- Contain obscene, indecent or profane language;
- Contain threats or defamatory statements;
- Contain hate speech directed at race, color, sex, sexual orientation, national origin, ethnicity, age, religion or disability;
- Contain sensitive or personally identifiable information;
- Are completely out of context.

Sanford Lab administers video accounts on YouTube and Vimeo. Videos that will be played to a broad audience including the public, for training purposes or at the Sanford Lab Homestake Visitor Center should follow these guidelines.

- Videos should be professionally produced. For example: <https://vimeo.com/125617383>
- Third party video should always be linked to—not downloaded.
- Create a play list on YouTube to organize multiple videos for an event or for training. Example: https://www.youtube.com/playlist?list=PLh7LC5geWXGHR1FtH7o_DBCWofxwfAd9X
- Ask for help. The Communications Office can help create videos, put them on line and build play lists.
- Videos for internal use only can be password protected on Vimeo.

<https://www.vimeo.com/sanfordlab>

<https://www.youtube.com/user/SanfordLaboratory>



Examples of acceptable video

Lectures or presentations with topics that relate to the work and mission of Sanford Lab.

Videos that illustrate a complicated scientific or engineering process.

Videos that aid in the training of employees, researchers and other visitors to Sanford Lab.

All video must be reviewed by the Communications Office before it is posted on line.

Video standards

Consistent email signatures deliver a visually coherent look across departments and offices. Just as our business cards follow a standardized approach, so, too, should email signatures. Consider your email signature your digital business card. Email signatures should include:

- Your name/professional designation
- Job title
- Department or office Phone number
- Fax number (if applicable)
- Postal address
- Mobile number (if applicable)
- Sanford Underground Research Facility
- Website addresses

Guidelines on email signatures

- Personal quotations, tag lines or philosophical statements should not be included as part of your signature.
- Watermarked, colored or photographic backgrounds and other images including logos in emails should not be used.
- Images, including logos, are not always recognized by email clients and may come through as attachments, which could cause your message to be flagged as spam.
- Preferred font and size: Myriad Pro 10 point.
- Your email address is already included in every email and does not need to be in the signature.
- It is not necessary to include a detailed signature when sending a reply
- You may include a confidentiality statement when applicable.
- For informal messages or replies it is not necessary to include a full signature.
- The color green (see color guide) may be used on the company name.

Example email signatures

FirstName LastName
Job Title
Department Name
Sanford Underground Research Facility
630 E. Summit St. Lead, SD 57754
phone: 605.555.5555
mobile: 605.555.5555
www.sanfordlab.org

Name | Job Title | Department | **Sanford Underground Research Facility** | 630 E. Summit St. Lead, SD 57754 | ph. 605.722.8650 | mobile: 605.555.555 | www.sanfordlab.org

Email signatures

Message signs

Authorized Personnel Only — Bold heading

Public tours and information are available through the
Sanford Lab Homestake Visitor Center
160 West Main Street (at the Open Cut) — Regular body text

Delivery information: call (605) 722-8650 — Optional 1 line bold

 — Horizontal logo

Administration Building (605) 722-8650 — Main phone number

South Dakota Science and Technology Authority — SDSTA banner

Signs located on property must follow branding guidelines and these basic templates. The overall size of the sign will determine the size of the elements on the sign. Signs must be ordered through the Communications Office.

Branding does not need to apply to safety signs which follow ANSI standards.

Property signs

 — SanfordLab/SDSTA logo

Sanford
Underground Research Facility

South Dakota Science and Technology Authority

Surface Laboratory — Location label

650 Ellison Street — Address if applicable

Administration Building (605) 722-8650 — Main phone number

Signage may include the logo of a partnering institution. Additional logos are not to exceed the height or width of the Sanford Lab logo.

 **Sanford**
Underground Research Facility

South Dakota Science and Technology Authority

 **Black Hills**
Underground Campus

Signs



Letterhead, presentations, and memo templates are available at (URL TO FOLLOW)
Any materials designed to promote Sanford Lab must be approved through the Communications Office.

Letterhead

Sanford
Underground Research Facility
South Dakota Science and Technology Authority

630 E. Summit St. Lead, SD 57754
www.sanfordlab.org

Date _____

Name _____

Title _____

Re: _____

To whom it may concern:

Duisdastrum rerri ullupta erat.

Ferchillab is dolorentis dolupta sitpemp earcia dis aut quiae aut labo. Nam non coamus, ele trit dicalitit et et litalitrum que rasperit onuplat con voloretit vellat et veritit luri debilitat et labo. Namus enesit salur molore si con corsesit albus, totati dist as et omoluptation res dololiatem explicastit quam relictit aped ut eost as estet harchitius sum debet modit ant cernit eacim conseqat est, eacim eacitpore neosequ aessin estiaec erupitatum quis evero elum sa sequeat eribus pe solo occuptum volupitit, a dolum quilust ea dolo eaque etur, ut aute dolendituae. Ut omnino omoluit eaqueas doluptas inquam etitque suntit eangitit monitua perumque egitit tempore et quo odicit isam, quosape diamus dolor sandandae doloreh eniamet eatur, vit asperit haqutit ditas volit sequeit addem aut officim eloris egitit lauratit Officium am, etumqueam elibus debilitit cus parum et eum aut modiam ne volorum egitititoe in commolore mo qui comendit volum volupturepre volit mivere pudigens aut alligatitque rus.

Sincerely,

Your name here _____

Business Card

Sanford
Underground Research Facility
South Dakota Science and Technology Authority

Mandy Knight
Administrative Services Manager

Office: 605.722.4022
Cell: 605.641.0475
mknight@sanfordlab.org

630 E. Summit Street • Lead, SD 57754 • www.sanfordlab.org

Stationery examples

Paragraphs

Use consistent paragraph formatting. Indent paragraphs or use a space after each paragraph, but not both.

Paragraphs in this style guide use the space after.

Lists

Use bullets or numbered lists that are indented to the right of paragraphs. List items should have adequate space between them. Multi-line list items should be aligned left. Example:

- This is a bulleted list
- This is a multiline list item. Note how it is right aligned with the lines above.
- Note spacing between list items
- Don't indent your bulleted or numbered multilined lists like this.

Hyphens and dashes

Do not mistake hyphens (-) for the wider en dash (–) or the even wider em dash (—).

The hyphen's primary function is the formation of certain compound terms. The hyphen is also used for word division at a line break.

The en dash (–) is used to represent a span or range of numbers, dates or times. There should be no space before or after the en dash. Depending on the context, the en dash is read as “to” or “through.”

The em dash (—), depending on the context, can take the place of commas, parentheses or colons—in each case to slightly different effect. There is no need for a space before or after an em dash. Substitution of two adjacent hyphens (--) is considered poor practice.

Hyphens -

- eye-opener, check-in, free-for-all
- The house comes with a state-of-the-art security system.
- At the end of this sentence is a hyphenated line break.

En dash -

- The 2010–2011 season was our best yet.
- The professor holds office hours every Wednesday, 11:00 a.m.–1:00 p.m.
- BHSU beat SDSMT 28–14 in the final game of the regular season.
- There is a north–south railway in that area.

EM dash —

- When the car was finally delivered—nearly three months after it was ordered—she decided she no longer wanted it.
- Upon discovering the errors (all 124 of them), the publisher immediately recalled the books.
- Upon discovering the errors—all 124—the publisher immediately recalled the books.
- The jurors reached a unanimous verdict—guilty.

Content formatting

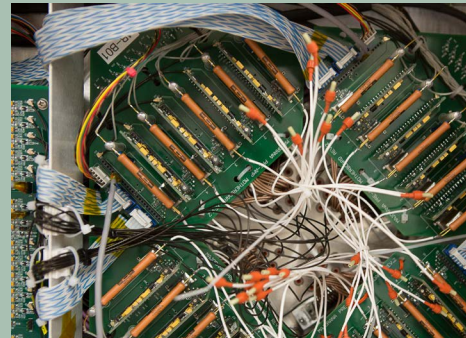
Image resolution

- Image resolution is measured in pixels per inch (ppi).
- Generally use 72-150 ppi for on screen and 240-300 ppi for print use.

Photographs, images, figures and text boxes

- Always ask the owner's permission to use photographs. (Permission is not necessary from the Sanford Lab photo gallery—pics.sanfordlab.org).
- In general, don't put text over an image. Use text wrapping and margins.
- Write captions for all images.
- Give credit to the creator and/or the institution.
- Use padding (inset space) around text boxes that have a background or a border.
- Use links to original photos for use in social media and on the web.

Margin —



Caption and credit —

This is a caption for the above image.
Photo by: Photographer Name/institution.

Padding —

This is dummy text to illustrate a properly formatted image.

Musam seque vendi conse officia niet, nihit ut andit lant eos ist fuga. Est, omnihillaut ea nonem utae quuntur, consed que res peliqui sitem doluptatusae

ma non et modiore placepta dolorepro tased que ex et quo verferae nulluptur sequiasit et iuntur aciam autem vel exceperspel ipis es ad ma si officil ipsum illaborum fugiasp Ximus moluptis ex exces as nimpost et enimpero

Content formatting

Writing and grammar

We write for a diverse audience about complex science experiments, so it's important to make our content—whether a newsletter, web article or social media post—accessible to everyone. That's not easy when writing about esoteric physics concepts. When developing content always consider the following:

- Science writing can be challenging. Before you begin writing about a topic, make every effort to understand it. Don't use jargon. Instead, use simple sentences and familiar words. The language you choose encourages readers to read on or give up altogether.
- Treat your readers with respect, putting yourself in their shoes. Before you begin writing ask yourself: What purpose does this serve? Who is going to read it? What do they need to know?
- Sanford Lab's mission focuses on education. Give your readers the information they need, not just what you want them to have. This offers opportunities for them to learn more.
- Write in a conversational way—just as you would face-to-face—adapting your tone to the audience and content.
- Don't be afraid to have fun or break a few writing rules. When you make science more “human,” you make it more accessible to your readers.

Technical paper

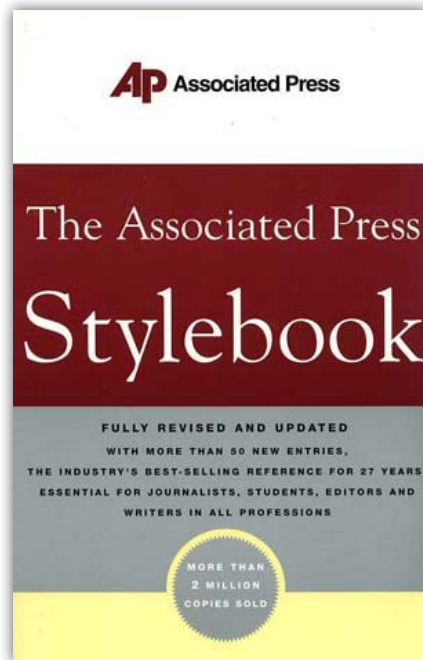
We present constraints on WIMP-nucleus scattering from the 2013 data of the Large Underground Xenon (LUX) dark matter experiment, including 1.4×10^4 kg days of search exposure. This new analysis incorporates several advances: single-photon calibration at the signal wavelength; improved event-reconstruction algorithms; a revised background model including events originating on the detector walls in an enlarged fiducial volume; and new calibrations from decays of an injected tritium source and from kinematically-constrained nuclear recoils down to 1.1 keV energy. Sensitivity, especially to low-mass WIMPs, is enhanced compared to our previous results which modeled the signal only above a 3 keV minimum energy and which imposed higher threshold pulse sizes.

Plain(er) English

The Large Underground Xenon (LUX) experiment already is the most sensitive dark matter detector in the world. Now, a new set of calibration techniques has again dramatically improved its sensitivity. Researchers are looking for weakly interacting massive particles, or WIMPs, which are among the leading candidates for dark matter.

Scientists used neutrons as stand-ins for dark matter particles. Bouncing them off the xenon atoms allows scientists to see how LUX responds to the recoiling process. They also injected methane and krypton, both radioactive gases, to help them better distinguish between signals produced by ambient radioactivity and a potential dark matter signal.

Sanford Lab follows the Associated Press Stylebook in all of its publications. The purpose of this guide is to address common questions; it is not intended to be comprehensive. If you have questions, please contact the Communications Office, or refer to the AP Stylebook.



- *Avoid slang and jargon.* If your readers don't understand what you're saying, they won't stay with you. If you must use technical terms, define them.
Example: He walked through the drift, which is a tunnel underground that has no surface opening.
- *Write positively.* Use positive language rather than negative.
Example: The report will not be ready until Monday.
The report will be ready Monday.
- *Acronyms.* On first reference, give the full name of any experiment or project. On second reference, approved acronyms may be used. A list of acronyms can be found here: <https://docs.sanfordlab.org/docushare/dsweb/Get/Document-94659/Acronym%20List%202016-0111.pdf>
Example: Large Underground Xenon experiment uses the acronym LUX.
- *Capitalization.* Avoid unnecessary capitals. Formal titles when used immediately before full names are capitalized. Use lower case when set off with commas. We capitalize all job titles and the names of our collaborative and partner institutions. The full name of a department is always capitalized, as are all proper nouns.
Example: the Communications Office, but communications is lowercase.
- *Numbers.* Numbers from one to nine are always spelled out (see AP Stylebook). For numbers 10 and above, use numerals.
One, two, three,... nine, 10, 11, 12...100,... 2 million... 3 trillion.
- *Serial comma.* We do not use a comma before the word and or in a list. However, there are exceptions. Use commas to separate elements in a series, but not before the conjunction in a simple series: The flag is red, white and blue. Use a comma in a complex series of phrases: I had orange juice, toast, and ham and eggs for breakfast.
- *Periods.* Use one space only after periods.
- *Use active voice when possible.* Passive voice can quickly put your readers to sleep.
Example: She walked to the laboratory through a long, dark drift. Passive: She had walked through the tunnel to get to the laboratory.

Style and grammar

Sanford Lab makes the following exceptions to the AP Stylebook.

- Research and technical papers do not need to follow AP Style.
- Capitalize official department/office names. For Example: Communications Office and Engineering Department.
- Capitalize job titles before names but not after. For example: Communications Director Constance Walter or Constance Walter, director of communications.
- Cleanroom is a compound word when referring to a laboratory.

What's the difference between voice and tone? You always have the same voice, but your tone changes. You might use one tone when out with friends, but a very different tone in a meeting at work.

Voice and tone

- Sanford Lab's priority in developing content is to educate our readers and to help them understand complex concepts. Our voice is friendly, familiar and straightforward. We want to educate without patronizing or confusing them.
- Sanford Lab's tone changes, depending on the audience. When writing, consider your audience. Are you writing for the general public? The science community? College students? The Board of Directors? When you understand your audience, you can determine how formal you need to be. But you should always make your writing interesting, precise and clear. Note the difference in tone between the two example paragraphs.

Voice—press release

Every Dec. 10, the Nobel Foundation presents the Nobel Prizes at an elaborate event in Stockholm, Sweden. This year, the Sanford Underground Research Facility (Sanford Lab) will join the celebration with its first “Nobel Day.” The event, presented in conjunction with the Sanford Lab Homestake Visitor Center, will be held Thursday, Dec. 10, at the Visitor Center, 160 W. Main St., in Lead, S.D.

Tone—story

In the movie “Shrek,” the title character tells Donkey, “Ogres are like onions!... They have layers.” Vince Guiseppe uses the same analogy to describe the MAJORANA DEMONSTRATOR shield.

Tone—invitation

The South Dakota Science and Technology Authority (SDSTA) and Sanford Lab Homestake Visitor Center cordially invite you to attend the Grand Opening and Ribbon-Cutting Ceremony for the new Visitor Center on June 30, 2015, from 11 a.m. to noon. The Grand Opening will take place at the new building located at 160 W. Main St. in Lead, S.D. The public is invited to this event and light refreshments will be served.

Voice and tone

Some commonly confused words. The correct usage can be found in the AP Stylebook or by requesting assistance from the Communications Office.

- Affect or effect
- Already or all ready
- Alternate or alternative
- Among or between
- Because or since
- Because of or due to
- Can, may, or might
- Comprise, compose, constitute
- Continual or continuous
- Discrete or discreet
- E.g. or i.e.
- Ensure, insure, assure, or make sure
- Farther or further
- If, when, or whether
- Last or past
- Lay or lie
- Less than or fewer
- More than or over
- Principal or principle
- That or which
- Who or whom
- Stationary or Stationery

As always there are exceptions, but in general try to avoid using words that promise something you can't deliver or prove.

- Best, strongest, ideal, perfect
- Ensure
- It is, there are
- Partner, partnership
- Recent
- Safe
- The only
- This, that, these, those
- Unique
- Us, them