The FREEDM Systems Center logo is the defining image of the Center’s brand and identity. The following are standards and usage guidelines for anyone using the FREEDM Systems Center logo.

**General:**

The color version of the logo should be used in all cases where color is available and being used. (e.g. PowerPoint, websites, color print applications).

The pure black and white version of the logo should ONLY be used in cases where color is not available. (e.g. fax sheets, black and white printing).

**Spacing & Sizing:**

The logo should be 1.5 inches in width by 0.5 inches in height or larger and have a minimum buffer zone clear from text, photos and other graphics equal to 1/4 (or 25%) of the logo’s height. Never change the logo’s aspect ratio of 3:1.

**Colors:**

**FREEDM Green**
- Pantone - PMS 356
- RGB - 0, 131, 72
- CMYK - 100, 0, 91, 27

**FREEDM Blue**
- Pantone - PMS 2726 C
- RGB - 56, 106, 179
- CMYK - 83, 60, 0, 0
**Incorrect Use:**
The FREEDM Systems Center logo should never be re-proportioned, distorted from the 3:1 ratio or set at an angle.

![Incorrect Use Logos]

**Old Logos:**
The FREEDM Systems Center has several previous logo versions that should no longer be used under any circumstance.

![Old Logos Xs]

**Appropriate & Authorized Use:**
The FREEDM Systems Center logo can be used by recipients of Center support to acknowledge that support. The logo may also be used to link to the FREEDM Systems Center website to acknowledge partnerships, staff, faculty or students of the Center.

The FREEDM Systems Center logo cannot be used in a manner that falsely implies employment by, support by, endorsement of a product or service, or affiliation with the Center.

No explicit permission is needed to use the FREEDM Systems Center logo. The logo can be found on the Center’s website.

**National Science Foundation:**
The FREEDM Systems Center is supported by the National Science Foundation. For guidelines on acknowledging NSF’s support of the Center [click here].