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The Boyce Thompson Institute logo is often the first representation of our organization, our people, and our brand. To maintain the value of this corporate asset, it must only be used in consistent and approved forms.

The BTI logo consists of a logomark, logotype and a tagline. The complete logo, or just the logomark should appear prominently in all communication materials.

To accommodate the technical needs of various media, there are versions for use in print and digital applications. In most applications, the logotype should be placed centered below the logomark and tagline, with some exceptions for digital applications. In all applications, the logo should be reproduced at a size that maintains the integrity of the logomark.

The minimum size for the logomark used alone in most applications is 1/2-inch tall. The minimum size for using the complete logo in most applications is 1 inch tall (with logotext and tagline to stay in proportion -- and tagline font size to not fall below 8pt.)

In addition, to ensure legibility, there must a standard clear space surrounding the mark of 1/4 the size of the entire logo, to make it stand apart from other elements.

Please do not attempt to recreate art for the BTI logomark or logotype under any circumstance.
MINIMUM SIZE

1 in. smallest possible size for complete logo (exception: business card) Note: font size on tagline not to fall below 8 pt.

LOGO CLEAR SPACE

0.5 in. smallest possible size for logomark (exception: business card)

1/4 size of logo = minimum clear space for other elements
Discovery & Innovation in the Life Sciences

BOYCE THOMPSON INSTITUTE
In specific instances, the BTI logo may be used in one color. Applications can include: Black, with 50% tint to create grey tones; all black or all white.
The BTI logomark is a custom built font, and should not be replicated.

Tagline and Logotype are Lato and Lato Bold. Lato is a Google webfont, and can be downloaded here: https://www.google.com/fonts

All weights of Lato are acceptable for use in BTI Communications materials, with a general understanding that there are some best practices for combining font weights and styles. These include:

Establish Visual Hierarchy
Aim to visually separate different textual elements like headlines, sub-headlines, body copy, and captions. Size, boldness and spacing all contribute to how the eye should navigate the page and what text should attract attention first.

Consider Context
Where is your text is going to be displayed will help dictate font usage. The text should be easily readable at the size it is going to be displayed, with legibility being the highest most goal for your visual designs.

Create Contrast
Contrast can be achieved in a number of ways, including through style, size, weight, spacing, and color, among others. When utilizing fonts from one family, such as Lato, plan carefully to create contrast, varying things like font size, weight (such as light, regular, and bold), and case (upper, lower, small caps).
PHOTOGRAPHY

When possible, please utilize BTI photographic libraries and/or professional photography for print and digital communications. Maintaining a high visual standard only furthers the BTI brand of excellence and innovation.

All photographs used for print communication should be 300 dpi at actual print size. All photographs used for web and digital communications should be 72 dpi at actual size. Any use not meeting these standards can cause image distortion.

*correct dpi for usage*  *incorrect dpi for usage*
The BTI Logo must be used on any external institutional materials.

The complete logo, including tagline and logotype must be used somewhere on every document. ie. If a design calls for only the use of the logomark on the cover, the back cover must include a complete logo lockup.

Any print use of the logo must adhere to the recommended colors, sizes, and font usage.

Logo must be prominent, and used in a way that reflects its importance in the hierarchy of the materials.

Logo may be used on a background, only if the text is completely legible. If logo cannot be successfully placed on background, the logo may be placed on a bar of solid color, in either all white, or all black.
BTI Communications has developed standard letterhead, business cards and powerpoint templates utilizing the new tagline and logomark lockup. Institution staff and faculty are expected to use these developed materials. Downloads are available by visiting our brand and graphics resource page: http://bti.cornell.edu/intranet/internal-staff-use/bti-brand-graphics/