Mini Style Guide
The Thompson Earth Systems Institute (TESI) Logo

The legibility and distinction of the TESI logo is important. There are several variations to meet different design needs and complement the Institute’s brand.

To ensure the new mark stands out, it must be surrounded on all sides by clear space. The minimum area of isolation should be no less than one-half the height of the logo on all sides. No other graphics or text should be placed within the clear area.

The minimum size of the logo should be 1 inch wide for the stacked version and 1.5 inches wide for the horizontal version. The mark should be readable and scaled proportionally at all times.

While the four-color logo is preferred, black, white and gray versions may be used as a substitute if these four colors don’t work or are not available. The main logo color combos are PMS 320, PMS 370, PMS 1675 and 30% Black.

These logos are for use by authorized TESI and SEFS personnel, funded grant recipients, faculty fellows or with permission of the TESI team. Any printing of the logo on apparel or other promotional items must attain design approval prior to production. These logos must be presented in the company of the University of Florida and Florida Museum of Natural History logos. The UF logo and use guidelines can be found on the UF branding homepage: http://identity.ufl.edu/logo-usage/ Florida Museum logos will be sent upon request and must adhere to the Museum’s logo guidelines. Contact Andreina Hornez Peralta by emailing: ahornez@floridamuseum.ufl.edu

Please submit any logo use request to Rebecca Burton, communications manager, by emailing: rlburton@floridamuseum.ufl.edu
Typography

The typeface used on the overall Institute branding is **URW Geometric**.

- **URW Geometric - Extra Light**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Extra Light Oblique**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Light**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Light Oblique**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Regular**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Regular Oblique**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Semi Bold**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Semi Bold Oblique**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Extra Bold**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Extra Bold Oblique**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Black**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $

- **URW Geometric - Black Oblique**
  
  A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  a b c d e f g h i j k l m n o p q r s t u v w x y z
  1 2 3 4 5 6 7 8 9 0 . , ; : - __ ' " * ! ? ( ) / $
**Color Palette**

The main logo colors are PMS 320, PMS 370, PMS 1675 and 30% Black.

PMS 320  
PMS 370  
PMS 1675  
30% Black

The new TESI marketing and media materials have been designed and produced using a brand-specific color palette. The first set of processed color (CMYK) choices are listed below.

```
C  M  Y  K
100 20 35 0  
62 31 97 13  
25 75 100 10  
0 0 0 30  
```
Title of section here
Description of section here.

Section information here.