

NIH NLM Logo Guidelines

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

Primary Logo



Alternative Logo Colors



Abbreviated Logos

This logo should be used when space is limited.



File Names

NIH_NLM_ABRV_BLU
NIH_NLM_ABRV_2C
NIH_NLM_ABRV_BLK
NIH_NLM_ABRV_GRY
NIH_NLM_ABRV_WHT

All files have been created at 4" and 3/4" high in the formats listed at right. Larger file sizes have better resolution. Smaller file sizes increase online performance.

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File Formats and Uses

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

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 with NLM Division Title



Logo Typography

Helvetica Neue 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890