

Performance and preliminary logos

The ALICE logo needs to be included in preliminary or performance figures.

Attention! ROOT displays the logo always with the correct aspect ratio on the screen, but saves it with a different aspect ratio in the file.

A code snippet, which takes care of this problem automatically and can put preliminary and performance logos on your plot, is available at this address :

https://twiki.cern.ch/twiki/bin/viewauth/ALICE/PWGCFFAQ#ALICE_logo_on_preliminary_perfor

Note : you should not use these logos under 12mm large (smallest readable size).



Note : You can find all logos at this address : https://aliceinfo.cern.ch/Figure/alice_logo (login required).

ALICE logo guidelines

This document provides the basic rules to ensure a clear and **immediate identification** of the ALICE logo. The code must be respected in a systematic and rigorous way to ensure consistency with the image displayed.



The ALICE logo can be used with the strapline *A JOURNEY OF DISCOVERY* which promotes the extent of the field research.

The I letter is used as a measurement unit for the different applications of the ALICE logo.

The ALICE logo

The logo consists of two **inseparable elements**:

- 1- the **octagon** which is the main graphic expression of the detector,
- 2- the word **"ALICE"** which is the acronym of the name of the experience, "A Large Ion Collider Experiment".



Identity

The ALICE logo is the expression of our identity. It strengthens our identity and differentiates it from the other experiments. It contributes to the expression of a concerted and unified activity.

Value

The logo is the trademark of our work and our competence. **Using the ALICE logo outside the collaboration has to be approved; the request should be sent to alice.image@cern.ch**

If you have any questions about the standards, please contact :
alice.image@cern.ch

ALICE Experiment
CERN - European Organization for Nuclear Research
1211 Geneva 23 - Switzerland
Tel. + 41 22 767 40 58 - Fax +41 22 766 90 38



Using the ALICE logo as a signature certifies scientifically and legally our activity.
Our identity will be protected in the best way if we use it responsibly.

If you have any questions about the standards, please contact : alice.image@cern.ch

The ALICE logo

2 versions of the ALICE logo are available.

Four-Color Logo



ALICE

One-Color Logo



ALICE

The inside of the octagon must always be white even on dark or colored backgrounds.



Clear space

For maximum impact and instant recognition, **the logo should not be crowded by other visual elements.**

The illustration below gives a visual guide for providing the necessary white space.



Scale

To keep the ALICE logo legible, 4 different kinds of logo have been created.

Over 20mm large, you can use : the **Four-Color Logo** or the **One-Color Logo** (both with or without the strapline).



ALICE
A JOURNEY OF DISCOVERY

- From 20mm to 12mm large, you have to use :
- the **Small Four-Color Logo without the strapline,**
 - the **Small One-Color Logo without the strapline.**



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- From 12mm to 7mm large, use only the **XS Black Logo.**
- 7mm large is the smallest allowable logo size.



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Colors

PANTONE®	PRINT				WEB / ON-SCREEN		
	C	M	Y	K	R	G	B
Coated / Uncoated paper							
485	0	100	100	0	226	0	26
166	0	61	97	0	238	125	17
703	16	83	70	3	202	71	67
546	82	64	51	48	40	58	68

Strapline and Values

For outreach specific documents (leaflets or posters), the ALICE logo can be used with its strapline : *A JOURNEY OF DISCOVERY*. The strapline promotes the extent of the field research.

Attention : you can not use the strapline alone.

In your documents, you can add the five ALICE values : *Curiosity, Expertise, Collaboration, Challenge, Discovery*. These words must always be together and in the same order.

Background

Place the logo on a background that provides good contrast for legibility. **It is recommended to place the logo on a plain background.** Note that the inside of the octagon must always be white.



Incorrect usage

These illustrations represent misuses of the logo.

Distorsion and incorrect orientation :



Different design :



Typography

We recommend Arial, and **ALICE** should always be written in capitals.

Arial Regular	Arial Narrow Regular
Arial Regular Italic	Arial Narrow Regular Italic
Arial Bold	Arial Narrow Bold
Arial Bold Italic	Arial Narrow Bold Italic
Arial Black	

For physics papers, please use the font requested by the journal.