Identity Guidelines
The Point Cloud Library Logo

The Logo
The Point Cloud Library logo is a combination of the “pointcloudlibrary” or “pcl” wordmark and the “cloud” symbol. The logo should always appear with these two elements positioned together as shown in one of these four examples.
The Point Cloud Library Logo

Clear Space
Clear space is the area around the logo that is free from any other graphic elements and is an important part of the Point Cloud Library identity. In general, the objective is to provide as much clear space as possible around the logo in order to make the most effective visual impression.

The clear space around the logo is defined by the “x-height” of the logo. The “x-height” is determined by height of the “cloud” symbol. The minimum clear space – equal to the X height of the logo – should be maintained to the left and right of the logo as well as the top and bottom.
The Point Cloud Library Logo Color Variations

A. Two Color
This is the preferred color version of the Point Cloud Library logo. The letters “pointlibrary” and the “dot” appears in gray, and the letters “cloud” and “cloud” symbol appears in green. Refer to the Color Palette page of these guidelines for PANTONE Matching System (PMS), Process Color (CMYK) and on-screen (RGB) specifications for these colors.

B. Single Color, Black
When it is not possible to print using two or more colors, the logo should be reproduced in one solid color. When reproducing the logo on black and white printers, or in black ink, use this solid color version. Do not create a gray variation by “screening” or using a “tint” of black.

C. Negative / Reversed Color
A negative variation of the Point Cloud Library logo can be “reversed” from black (or some very dark colors) using a solid white version, or a version with the green symbol, as shown at right.

D. Two Color, Black + Gray
When reproducing the logo on black and white printers, or in black ink, use this solid color and a gray variation by “screening” or using a “tint” of black. The letters “pointlibrary” and the “dot” appears in solid black, and the letters “cloud” and “cloud” symbol appears in 50% black.
Color Palette

Primary Colors
The Point Cloud Library logo is created using two of the colors in the Point Cloud Library primary color palette—PCL Green and PCL Dark Gray. These colors can be created using PANTONE Matching System (PMS) or Process (CMYK) inks in printing applications. The RGB or Hexidecimal specifications can be used when creating these colors in on-screen applications. The supplied Point Cloud Library logo files use these color specifications. PCL Blue is the third color in the Primary Palette. This color should be used as the main accent color when creating Point Cloud Library materials.

Secondary Colors
A palette of 3 additional colors has been chosen to complement the Point Cloud Library identity system primary colors—PCL Dark Blue, Gray and Orange. These colors should be used sparingly in identity or marketing materials, where additional color is called for in emphasis or color-coding applications. Always use the specifications at right when creating these colors.
Primary Point Cloud Library Typography

**News Gothic MT**
The type family chosen for the Point Cloud Library identity system materials is News Gothic MT. This clean cut, sans serif type family with geometric shapes contains lighter weights for text setting; the bold fonts are suitable for display in headlines and advertising. Italic fonts are available in all weights. These fonts can be purchased at: http://www.fonts.com/

News Gothic MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic MT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**News Gothic**
The type family chosen for the Point Cloud Library identity system materials is News Gothic. This clean cut, sans serif type family with geometric shapes contains lighter weights for text setting; the bold fonts are suitable for display in headlines and advertising. Italic fonts are available in all weights. These fonts can be purchased at: http://www.fonts.com/

News Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News Gothic Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Secondary Point Cloud Library Typography

San Serif Typography
In cases where desktop or web-published documents must be universally used such as shared Word Documents and PowerPoint presentations, the Arial font family may be substituted for Twentieth Century or ITC Franklin Gothic. Arial fonts are installed on most desktop and portable computer operating systems today.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Incorrect Usage

**DO NOT** reproduce the logo in colors other than the approved colors.

**DO NOT** attempt to reproduce the identity on a busy or cluttered background.

**DO NOT** modify the logo shape or add additional graphic elements to the logo.

**DO NOT** attempt to reproduce the logo on a background that doesn’t provide sufficient contrast.

**DO NOT** recreate the identity using other typefaces or modify the existing typeface.

**DO NOT** add a containing shape around the symbol. Be sure to always maintain the appropriate amount of clear space around the logo.
Point Cloud Library File Guide

Logo Files for Print Applications
Point Cloud Library logo files are supplied in the Encapsulated Postscript (eps) file format for use in Print applications. Logos are supplied in positive and negative versions in PANTONE (PMS), process color (CMYK) and black and white color. See the Color Palette page for color specifications.
Logo Files for Print Applications – pcl variations
Point Cloud Library logo files are supplied in the Encapsulated Postscript (eps) file format for use in Print applications. Logos are supplied in positive and negative versions in PANTONE (PMS), process color (CMYK) and black and white color. See the Color Palette page for color specifications.
Point Cloud Library File Guide

**Logo Files for On-Screen Applications**
Point Cloud Library logo files are supplied in the JPEG (jpg) file format in Red-Green-Blue (RGB) color mode for on-screen applications. Large and small versions are supplied. One-color versions are not supplied for on-screen applications.