

# STYLE GUIDE

November 2020

## Why is a brand important?

As humans, we form opinions very quickly—and they lend heavy influence to the decisions we make. This is why, as often as possible, our interactions with people must be positive and meaningful.

Our brand is the culmination of our strategically crafted narrative, logo, color palette, and typography. With these components we create consistent and effective communications that resonate with our audiences.

## What is the purpose of this style guide?

The elements in this document work together to ensure that every interaction we have with our audiences conveys a compelling story about Parallax Advanced Research. By telling this story effectively, we can increase our organization’s visibility, awareness, recognition, and reputation — ultimately strengthening our competitive position.

This document is designed to help you make decisions in support of our story. There’s a deeply informed rationale to everything included — every visual and verbal element. These guidelines reflect the thought process that went into creating the brand and offer guidance for making it work.

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# Narrative

These paragraphs serve as the foundation for our brand. They are designed to inspire our voice, drive our personality, and carry our message to our audiences. Not only does this language set the tone for the verbal expression of our brand; it also helps to identify why we do what we do, how that sets us apart from others, and the impact that we can have in the world. By thoughtfully employing these narrative constructions and others like them, we can tie every piece of information we want to convey to a higher purpose and a powerful story.

Innovation requires multiple perspectives. In imagining a future where intelligent teams—composed of humans, artificial intelligence, autonomous systems, and other complex entities—work together to solve critical challenges, we must look at them from every angle.

## **Envisioning what's possible means taking views in Parallax.**

To advance thinking and to push research further, we must start in the center. Between where we are and where we're going. Between what's known and what's unknowable. And from the center of a network of world-class organizations and institutions whose work connects right here.

Because advances don't belong to one domain: they're the result of critical partnerships. Progress doesn't happen when you stand alone, but when we advance together.

Together with academia, we accelerate innovation that leads to new breakthroughs. Together with government, we tackle critical global challenges and deliver new solutions. Together with industry, we develop groundbreaking ideas and speed them to market.

## **This is where everything comes together. This is why Parallax is here.**

Here, in the center of the country, we can see beyond the limits of our borders. Here, at the confluence of research and requirements, we can see every step it takes to transition. By examining multiple viewpoints, we can see more and see further.

## **At Parallax, all we see is possibility. PARALLAX ADVANCED RESEARCH**

# Breaking Down Our Narrative

Use this narrative to give greater context to our messaging. Each section is crafted with words and phrases that our communicators can draw on to tell our story clearly and compellingly.

1

This is how we talk about what we offer. Our primary product is innovation, and we achieve it by creating intelligent teams. By populating these teams with next-level thinking, in the form of the complex entities we list, we can set them to work to address and solve critical challenges. This explains what we do, clearly and concisely.

2

We define Parallax as the ability to see further—to see the bigger picture. By looking at things in parallax, we can see every angle and make quicker connections. This is the unique ability that our position affords us.

3

Here, we speak to our role as a central hub between organizations and institutions, working with them to benefit all. We position ourselves at the center: the center of the country, the center of the thinking, and the center of the process. We are a connector—the vital core that accelerates thinking, compounds ideas, and enables the important steps that move those ideas out into the world.

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**PARALLAX ADVANCED RESEARCH**

# Breaking Down Our Narrative

(continued)

4

At the heart of our work is the partnerships we forge. These are partnerships in academia, government, and industry—each entity bringing its own unique expertise, but meeting here at Parallax, where we clear the way for them to work harder and go further. Our best work is done together, and our strength comes from our close relationships with our partners.

5

This language solidifies our unique position. It's equal parts process (how we operate within a variety of systems to generate new possibilities and bring them to market) and vision (how we can see further because we're looking from every possible angle). The multiple viewpoints we bring—and bring together—are what make our work successful.

6

There's a tremendous optimism at the heart of our story. We believe that any problem can be solved and every challenge can be overcome. At Parallax, we can see further because we see every possibility. And possibility is the greatest innovation of all.

1

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# Logo

Our logo represents the progress that comes from bringing together government, academia, and industry. It has been built to speak from a single visual voice, in order to ensure clear and consistent communication. The logo must always be used in accordance with the guidelines in this section.

The colors of the logo are determined by the background it appears on, as shown here. Plan your layouts to accommodate the primary logo. One-color and two-color versions should be used only when printing restrictions demand it.

Our identity assets should never be manipulated, altered, or modified. External entities may not use the logo without express written permission.

## NOTE

These logos should be reproduced only from authorized digital files. Do not attempt to typeset or recreate them yourself. Approved marks can be obtained by contacting [parallax@parallaxresearch.org](mailto:parallax@parallaxresearch.org)

### PRIMARY LOGO



Gold, Dark Blue, and Light Blue

### ALTERNATE TWO-COLOR VERSIONS



Gold and Dark Blue



Gold and White

### ALTERNATE ONE-COLOR VERSIONS



Dark Blue



Light Blue



Black



White

# Logo Considerations

It's important that the logo remain prominent and legible, so keep these parameters in mind.

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### CLEAR SPACE

The logo should never feel like it's crowded or competing for attention. That's why we always surround it with ample clear space. This space, measured using the height of the letter x, extends around the entire perimeter of the logo.



### MINIMUM SIZE

To ensure legibility, follow the limits here. When the logo appears at sizes smaller than 1 inch, it becomes difficult to read.



### MAXIMUM SIZE

There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.



### MISUSE OF THE LOGO

Don't skew, stretch, rotate, or bend the logo in any way.



Don't use drop shadows or other visual effects.



Don't crop the logo.



Don't outline the logo.



Don't use any colors other than those specified in this document.



Don't apply the logo to a background that doesn't provide adequate contrast.



# Colors

Color can be very effective in helping audiences create a strong association with a brand. Consistent use of our color palette is key to building brand equity.

## NOTE

When using color builds, always use the values listed here. They have been adjusted for the best reproduction on screen and in print.

### PRIMARY COLORS



**DARK BLUE**

CMYK  
100 100 28 42

RGB  
0 0 82

HEX  
000052

PANTONE  
2747C



**LIGHT BLUE**

CMYK  
98 75 1 0

RGB  
23 61 184

HEX  
173DB8

PANTONE  
293C

### SUPPORTING NEUTRAL COLORS



**BLACK**

CMYK  
0 0 0 100

RGB  
0 0 0

HEX  
000000

PANTONE  
BLACK



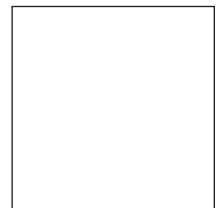
**GRAY**

CMYK  
50 40 34 17

RGB  
119 123 131

HEX  
777B83

PANTONE  
COOL GRAY 8C



**WHITE**

CMYK  
0 0 0 0

RGB  
255 255 255

HEX  
FFFFFF

PANTONE  
WHITE

### ACCENT COLORS



**GOLD**

CMYK  
1 26 99 0

RGB  
255 192 0

HEX  
FFC000

PANTONE  
123C



**SKY BLUE**

CMYK  
31 0 2 0

RGB  
169 223 243

HEX  
A9DFF3

PANTONE  
297C



# Color Palettes

Use these sample palettes to guide your decisions when creating communications. The neutral colors are used to emphasize the depth of the blues, while accent colors are used to add energy. This is why we dial up the neutral colors for our sophisticated palette and the accent colors for the bold palette.

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## SOPHISTICATED PALETTE



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## BOLD PALETTE



# Typography

Our two typefaces contribute to clear communication, with enough flexibility for a wide range of situations.

Futura is a sans-serif typeface that serves as our primary typeface. Its geometric design feels calculated and clean. Halant is used for setting larger passages of text at a smaller size. This is because the design of the serif typeface enhances readability.

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## PRIMARY TYPEFACE | HEADLINES, SUBHEADS, AND BODY

### Futura

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 1234567890

Futura can be purchased at [fonts.com](https://www.fonts.com).

A free substitute for Futura is Nunito Sans, which can be downloaded at [google.fonts.com](https://www.google.com/fonts).

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## SECONDARY TYPEFACE | BODY

### Halant

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

Halant can be downloaded at [google.fonts.com](https://www.google.com/fonts).

## WHERE DO I GO FOR HELP?

If you're looking for resources, or simply have questions about the brand, please contact us.

E: [parallax@parallaxresearch.org](mailto:parallax@parallaxresearch.org)