What’s in a name?

Our name—the Carnegie Institution of Washington—does not attract public attention.

There are 23 different and unaffiliated Carnegie organizations worldwide and they are often confused for each other. Our name provides no hint that we are the one Carnegie entity devoted to science. Moreover, our name suggests that we exist solely in Washington, but three of our six departments are located in California and one is in Maryland. We thus are hobbled in achieving recognition because our bland name gives no hint of what we do or where we are.

Recognition of the problem with our name is not new. It has been a topic of conversation within the institution for almost one hundred years. According to minutes of the December 1911 board meeting, executive committee member and former Secretary of State Elihu Root argued: “There are getting to be so many Carnegie Institutions of various kinds that the term Carnegie Institution does not mean anything. It does not differentiate....” He advocated, “Carnegie Research Institution of Washington.” Board members then discussed whether a name change raised legal implications or might create confusion. The board ultimately decided to refer the issue to the executive committee for further consideration. Nothing more happened. And some ninety-six years have now passed.

As we all know, science has become a complex and expensive enterprise over the past century. Moreover, the non-profit world has become crowded and the tasks of differentiating ourselves from other Carnegie organizations and promoting Carnegie as a premier scientific research organization are increasingly difficult. For many reasons, but most importantly to support the growing needs of our researchers now and in the future, we must bring more visibility to our world-class science. We need to portray who we are both clearly and concisely.
To assist in this effort, we have now adopted a new logo: 

The new logo clarifies and describes what we do. It conspicuously associates “Carnegie” and “science”—revealing the core of our identity. And it suppresses the misleading “of Washington” identifier.

The use of the new logo does not mean that we have legally changed our name. We will officially and legally remain the Carnegie Institution of Washington. We will be like many organizations that have a public identity that is different from their legal name.

This on-line style guide clearly describes how to use the new logo. It also provides templates for brochures, booklets, stationery, and the like for individuals throughout the institution.

A new logo is a small thing. It is far less important than the quality and influence of the work undertaken by our scientists. But, over time and with consistent usage across the institution, I hope it will help the Carnegie Institution to achieve the public awareness to which our superb scientific work entitles us.

Richard A. Meserve

President
About This Guide

These guidelines represent the building blocks that define the Carnegie Institution brand. They should be used as a starting point and road map for developing communications that support the aesthetic established in these pages.

The Carnegie Institution brand is composed of essential visual elements that should be applied in a planned and thoughtful manner. These components are unique to the organization, and when used together will project a memorable and distinctive brand identity.

The components that comprise the design vocabulary are:

- Carnegie Institution logo
- color palette
- typographic fonts
- distinctive communication design

These components are for exclusive use in the visual system; altering the design vocabulary will compromise the consistency and distinctive presentation of the brand.
We want to make our messages and products consistent and clear, compelling and attractive. On a more fundamental level, they must also reflect our Mission and express the truth about our enterprise.

These guidelines are designed not to stifle your creativity but to give you channels to express it. They were created both to build consistency and to make your job easier.

If you have any questions about any part of the system, please direct your questions to:

Carnegie Institution Publications Office

Tina McDowell
Carnegie Science
Tel. 202 939 1120
E-mail tmcdowell@ciw.edu

Alan Cutler
Tel. 202 939 1142
E-mail acutler@ciw.edu.
The Carnegie Institution logo is a distinctive graphic element and must not be altered for any reason.
**Clear Space Requirements**

A minimum of “S” area around the logo must be observed. These size requirements should be followed for all logo applications.

The “S” measurement represents the space between the baseline of the word “Carnegie” and the baseline of the word “Science” in the logo.
Minimum Size Requirements

The preferred minimum size for the logo is .75" wide. For special applications, a measurement of no less than .5" wide is acceptable.
Unacceptable Usage

The Carnegie Institution logo may not be modified, altered or corrupted in any manner.

Additional examples of incorrect usage of the logo include:

- Repeating it
- Using it as a background pattern
- Adding a texture
- Attempting to re-draw or reassemble logo (use original unaltered logo files only)

Unacceptable Usage

Do not add elements to the logo

Do not alter logo colors

Do not place the logo on an image

Do not redraw or re-typset elements of the logo

Do not distort or change the shape of the logo

Do not place the logo on a pattern

Do not add a dropshadow or filter effect

Do not screen or make the logo transparent

Do not place the logo within another shape
The logo may only be reproduced in the approved colors. For reversed color versions, see the following page.

2 Color Version on White Background
“Carnegie” and “Science”: 100% PMS 1807
“Institution For”: 100% PMS Cool Gray 11

1 Color Version on White Background
“Carnegie” and “Science”: 100% PMS 1807
“Institution For”: 100% PMS 1807

1 Color Black (tinted) on White Background
“Carnegie” and “Science”: 100% Black
“Institution For”: 70% Black

1 Color Black (solid) on White Background
“Carnegie” and “Science”: 100% Black
“Institution For”: 100% Black
Reverse Application

The logo may be reversed out of the primary and secondary colors from the color palette (See page: 3.1).
Use this guide to select the appropriate logo for reproduction. These formats represent the basic building blocks from which additional formats can be created.
### Understanding File Formats

The attributes described below relate to the logo files available on the Carnegie Institution Brand Resource Site (see page 9.1). They are not necessarily universal attributes of those file formats.

<table>
<thead>
<tr>
<th>File Type: EPS</th>
<th>File Extension: .eps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution:</td>
<td>Vector</td>
</tr>
<tr>
<td>Attributes:</td>
<td>Highest quality — infinitely scalable — preferred file format for vendors, best format for two color offset printing and premiums printing such as hats, shirts, mugs, banners, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>File Type: JPEG</th>
<th>File Extension: .jpg</th>
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</thead>
<tbody>
<tr>
<td>Resolution:</td>
<td>300 dpi</td>
</tr>
<tr>
<td>Attributes:</td>
<td>Pixel file, scaling above 100% decreases image quality. Uses include internal word processing and web</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>File Type: TIFF</th>
<th>File Extension: .tif</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Attributes:</td>
<td>Pixel file, scaling above 100% decreases image quality. Uses include four color offset printing (CMYK)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>File Type: PNG</th>
<th>File Extension: .png</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution:</td>
<td>Vector</td>
</tr>
<tr>
<td>Attributes:</td>
<td>Infinitely scalable — proprietary Microsoft® format designed for use with Microsoft® applications such as Word® and PowerPoint®</td>
</tr>
</tbody>
</table>
The legal name of the Carnegie Institution for Science is The Carnegie Institution of Washington. The legal name must appear on all communications. It should be visible but discreet and should accompany contact information on documents and notices. For brochures, reports, and booklets, it should appear on the back cover.
Carnegie Institution Visual Identity Guidelines
Color | 3.0
The color palette is divided into two categories, primary and secondary. The primary palette is recommended for use on all corporate materials. The secondary colors provide flexibility to the system and are used to complement the primary palette. The color palette must not be modified for any reason. Consistent usage will enhance the visual presentation of the brand across all expressions.

*The swatch colors shown on this page and throughout these guidelines are samples only and not intended to match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.
The colors may be tinted from 100 percent to 10 percent in value.

### Color Palette Tints

<table>
<thead>
<tr>
<th>Primary Palette</th>
<th>Secondary Palette</th>
</tr>
</thead>
<tbody>
<tr>
<td>1807</td>
<td>7448</td>
</tr>
<tr>
<td>Cool Gray 11</td>
<td>2955</td>
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<td>5405</td>
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<td>7412</td>
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Color 3.2
Color Combinations

The secondary palette combinations shown on this page are designed to support the primary palette.

The primary palette is recommended for use on all corporate communications and can be complemented by individual colors or combinations from the secondary palette.

<p>| | | | | |</p>
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<tbody>
<tr>
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Two Color Combinations

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</table>

Three Color Combinations

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</tbody>
</table>

Four Color Combinations

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</tbody>
</table>
## Color Systems

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1807</td>
<td>0/100/96/28</td>
<td>181/18/27</td>
<td>b5121b</td>
<td>Primary Palette</td>
</tr>
<tr>
<td>Cool Gray 11</td>
<td>0/2/0/68</td>
<td>113/112/115</td>
<td>717073</td>
<td></td>
</tr>
<tr>
<td>7448</td>
<td>32/42/0/55</td>
<td>96/82/112</td>
<td>605270</td>
<td>Secondary Palette</td>
</tr>
<tr>
<td>2955</td>
<td>100/45/0/37</td>
<td>0/82/136</td>
<td>005288</td>
<td></td>
</tr>
<tr>
<td>5405</td>
<td>58/17/0/46</td>
<td>59/110/143</td>
<td>3b6e8f</td>
<td></td>
</tr>
<tr>
<td>542</td>
<td>62/22/0/3</td>
<td>86/160/211</td>
<td>56a0d3</td>
<td></td>
</tr>
<tr>
<td>548</td>
<td>100/24/0/64</td>
<td>0/68/106</td>
<td>00446a</td>
<td></td>
</tr>
<tr>
<td>5555</td>
<td>43/0/34/38</td>
<td>98/144/128</td>
<td>629080</td>
<td></td>
</tr>
<tr>
<td>7403</td>
<td>0/10/50/0</td>
<td>255/226/147</td>
<td>ffe293</td>
<td></td>
</tr>
<tr>
<td>7412</td>
<td>0/42/100/7</td>
<td>232/151/25</td>
<td>e89719</td>
<td></td>
</tr>
</tbody>
</table>
Two typefaces have been selected for exclusive use in the design vocabulary, Din, a sans serif typeface, and Minion, a classic serif typeface. These typefaces complement each other and may be used together in application. These are the only typefaces authorized for the Carnegie Institution visual system.

**Primary Fonts**

---

**Din Bold**

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;?!  

**Din Regular**

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;?!  

**Din Light**

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;?! / ABCabc123...

**Minion Bold**

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;?!  

**Minion Regular**

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;?!  

**Minion Bold Italic**

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;?! / ABCabc123...

**Minion Regular Italic**

ABCDEF

GHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;?! / ABCabc123...
In certain applications, Verdana and Times New Roman should be used as the default fonts when Din and Minion are not available.

**Replacement Fonts**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Name</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Verdana Bold</strong></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1234567890.,;?!</td>
</tr>
<tr>
<td><strong>Verdana Bold Italic</strong></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<tr>
<td></td>
<td></td>
<td>1234567890.,;?!</td>
</tr>
<tr>
<td><strong>Verdana Regular</strong></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
<td></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1234567890.,;?!</td>
</tr>
<tr>
<td><strong>Verdana Regular Italic</strong></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1234567890.,;?! / ABCabc123...</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font Name</th>
<th>Characters</th>
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<tbody>
<tr>
<td><strong>Times New Roman Bold</strong></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<tr>
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<td>abcdefghijklmnopqrstuvwxyz</td>
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<td><strong>Times New Roman Bold Italic</strong></td>
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<tr>
<td><strong>Times New Roman Regular</strong></td>
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<td><strong>Times New Roman Italic</strong></td>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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</tr>
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<td></td>
<td>1234567890.,;?! / ABCabc123...</td>
</tr>
</tbody>
</table>
Typography is an important component of the design vocabulary. The brand will be strengthened by using both Din and Minion in a consistent and thoughtful manner.

**Typography Samples**

**Headline**
Font: Din Bold/
Din Regular

**Headline Subhead**
Font: Din Bold

**Copy Title**
Font: Din Black

**Body Text**
Font: Minion Regular

**Callout**
Font: Din Bold

**Photo Caption**
Font: Din Regular

---

**Headline Text**

**Headline Subhead**

Magna consequat. Duis nullut wisim dolor sum doleniam, commy num iliquis adipit non ulla conum nos do consequam volortin utet in veliquis aci euiptisi iliquis adipit non tat.

**Copy Title**

Feugait ad magnibh erci bla conse commy nos nummy nullan eummod eum il iure dit acin hent venisciduis nis nostisl ea consequis num quam acum nim vulput aliquat ismodigna.

“**Callout blamcon ummod lore eliquis modolor sumsan eugait.”**

---

**Photo Caption**
Lor sequis atio ex ea feu feu feugait ad te dolortis.
Carnegie Institution Visual Identity Guidelines

Stationery System  |  5.0
Business Card

3.5” x 2”

Paper Stock
Strathmore
Ultimate White Wove 77 lb Cover

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)
**Letterhead**

8.5” x 11”

Paper Stock
Strathmore
Ultimate White Wove 24 lb

Editable artwork files available on the Carnegie Institution Brand Resource Site (see page 9.1)

Shown 55% of actual size
#10 Business Envelope

9.5" x 4.125"

Paper Stock
Strathmore
Ultimate White Wove 24 lb

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)

Shown 70% of actual size
Mailing Label

4" x 3.3"

Paper Stock
Avery Label #5164
6 labels per sheet

Editable artwork files
available on the Carnegie Institution Brand Resource Site (see page 9.1)
Notecard

7” x 5” Folded

Paper Stock
Strathmore
Ultimate White Wove 77 lb Cover

Prints cover only, inside is blank

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)
**A7 Envelope**

7.25” x 5.25”

**Paper Stock**
Strathmore
Ultimate White Wove 24 lb

For use with notecard

Editable artwork files
available on the Carnegie Institution Brand Resource Site (see page 9.1)
Sample Trifold Brochure Cover

(variation 1 and 2)

Editable artwork files available on the Carnegie Institution Brand Resource Site (see page 9.1)
Sample 8.5” x 11” Brochure Cover

(Variation 1)

Editable artwork files available on the Carnegie Institution Brand Resource Site (see page 9.1)

Giant Magellan Telescope

A New Window on the Universe for the 21st Century
Sample 8.5" x 11" Brochure Cover

(Variation 2 A and B)

Editable artwork files available on the Carnegie Institution Brand Resource Site (see page 9.1)
Sample 8.5" x 11" Word®
Document Cover

Editable artwork files
available on the Carnegie
Institution Brand Resource
Site (see page 9.1)

Nostrum Volent Eugiat

Cip esto commodo od eum veliquametum
dunt nonum enim in ullutat insiel ing eugiat
The ubiquity of supermassive black holes in galaxies does not diminish their mystery. How and when were they made? How did they grow? What happens when black holes merge? Why do black holes share such an intimate connection with the formation of galaxies?

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Thursday, May 10, 2007  |  6:45 PM

All lectures are free and open to the public and are held at the Carnegie Institution, located at 1530 P Street, NW (corner of 16th and P Streets)

Call: 202.939.1114
Email: capitalscienceinfo@ciw.edu
Register Online: www.ciw.edu
The research, published in the early on-line edition of the Proceedings of the National Academy of Sciences May 21-25, also found that the accelerating growth rate is largely due to the increasing energy intensity of economic activity (the energy required to produce a unit of gross domestic product) and the carbon intensity of the energy system (the amount of carbon per unit of energy), coupled with increases in population and per-capita gross domestic product. "No region is decarbonising its energy supply," states the study.

The research showed that the actual global emissions since 2000 grew faster than in the highest of the scenarios developed by the Intergovernmental Panel on Climate Change (IPCC). "The trends relating energy to economic growth are definitely headed in the wrong direction," Field commented.

The acceleration of carbon emissions is greatest in the exploding economies of developing regions, particularly China, where the increases mainly reflect increasing per capita gross domestic product. The study divided the world into the USA, the European Union, Japan, the nations of the former Soviet Union, China, India, and three regions covering the rest of the world.

Between 2000 and 2004 the developing countries accounted for a large majority of the growth in emissions, even though they contribute only about 40% of total emissions. In 2004, 73% of the growth in global emissions came from the developing and least developed economies, comprising 80% of the world’s population. That same year the developed areas (including the Former Soviet Union), contributed about 40% to the total emissions. These countries account for 7% of the cumulative emissions since the start of the industrial revolution.

Between 1980 and 2004, total emissions in the developed areas (USA, Europe, Japan, and other similar economies) increased as a result of fast growth in per-capita gross domestic product, coupled with relatively slight increases in population. The growth was partially offset by decreases in the amount of energy needed to make each unit of product. The study emphasizes that the growth in emissions can be caused by a variety of factors and that managing emissions in a growing economy requires progress in both the energy intensity of the economic system and the carbon intensity of the energy system. According to Field, "solving the first part of the puzzle requires shifting more of the economy toward activities like service industries and information technology, where emissions can be lower, and emphasising energy efficiency. Solving the second requires deploying new sources of non-emitting energy like wind, solar, and nuclear power."
Carnegie Institution Visual Identity Guidelines

E-Mail | 7.0
E-mail Template

Body Text
Size: 11 pt
Font: Verdana

Dear Sir,

Uscillaore deliquisci blaoreet autpatum iure faccum zzriust ionsequat lorem aliquam eugiamc ommoolese modo consed eliquisim inisci bla augait aut iussicipit, quisl wisim delisit luptat ilisis niatet acidunt lobortisim iureetue volesto duisim zzruscil utem incidunt nullan et, volorem delit iusting eliquisit loborpero eu facincinim exerostie mcinilisi te modolent vel estis acilis nismodolore min utatuer iusci blam iure veseecte ming el dolorer sequipsim dolore minih et vullaor erllit.

Thank you,
Name Here
......

Name Here
Title Here

Carnegie Institution of Washington
1530 P St. NW
Washington, DC 20005

202.000.0000 Phone
202.000.0000 Fax

http://www.ciw.edu/

The Carnegie Institution helps lay the foundation for innovative, risk-taking scientists to tackle fundamental questions about life, space, and the physical world.
Department Logos

Graphic files available on the Carnegie Institution Brand Resource Site (see page 9.1)

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**Carnegie Institution for Science**

| **PLANT BIOLOGY** | **THE OBSERVATORIES** |
| **EMBRYOLOGY** | **GLOBAL ECOLOGY** |
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