3DSlicer Visual Communication Guide

This document has been created to facilitate the highest
level of consistency across all uses of the 3DSlicer identity.

3DSlicer

Contents

Introduction

Living document: This guide is intended to promote a consistent representation of the 3DSlicer brand throughout its use in the open source community. The guide can grow over time to address the development of written and visual communications (websites, publications, grant proposals, posters, reports, *etc.*) as the need arises.

Much of the document is general and descriptive, and some guidelines are very specific.

Our name: In any formal communication, the name of the software package is written as one word, 3DSlicer, using an upper case D and an uppercase S and without intervening space, to prevent the two components in the name "3D" and "Slicer" from being separated across line breaks, or page breaks in any written document.

To admit historical references to 3DSlicer as simply "Slicer", the 3D may be dropped after the formal name is given. When referring to the software package as "Slicer", an uppercase S is used. To admit the common practice of appending the version number to the software package name and the important functionality distinctions that allows, The version number may be written as part of the name without any intervening space: Slicer3.

In one exception, the software package or development effort may be referred to with lowercase letters in a formal communication – in email addresses and in the url of the effort's website.

Correct use:
3DSlicer
3DSlicer or "Slicer"
www.slicer.org
slicer-devel@bwh.harvard.edu
Slicer
Slicer3
Slicer3.xx
3DSlicer Version 3
3DSlicer Version 3.xx

Examples of incorrect use:
3D Slicer
3D slicer
3Dslicer
3D SLICER
3DSLICER
SLICER
slicer
3DSlicer 3
Slicer 3
slicer 3

3DSlicer brand & core values

About brands: According to the Dictionary of Business and Management, the definition of a brand is: "a name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors." But a brand's definition reaches beyond these concrete and practical elements:

The brand is a translation of our core values into people's perception of 3DSlicer. The brand communicates a set of attributes that make the software product and the software development effort distinct, and it embodies what the community thinks and feels about 3DSlicer. This important aspect of the brand is intangible, exists in the minds of people in the community, and is not immune to change, especially in an open source and distributed software development project.

Visual communication guidelines are established to help keep people's perceptions of 3DSlicer in strong compliance with our core values. In keeping with the spirit of open source efforts and products we have attempted to keep these guidelines to a minimum.

Core values: These are the established core values associated with the 3DSlicer software and development effort:

Software associations:

- Clarity & Usability
- Control & Precision
- Information richness
- Interactive & Responsive
- Reliable & Trusted
- Easily extensible
- Open source & cross-platform
- Showcase for advanced research

Effort associations:

- Advancing scientific research
- Assisting treatment/therapy
- Established and long-term

Visual identity elements & use contexts

The visual elements associated with the 3DSlicer identity determine the *appearance* and *tone* of formal visual communication materials. Use of the 3DSlicer logo, overall design, typography, color and imagery determine the appearance. The impression that these elements create together determines the tone.

First impressions count. As much as possible, it is encouraged that the appearance and tone of visual communications that represent the 3DSlicer identity be presented in a manner that respects our core values. We anticipate three different contexts in which the 3DSlicer identity will appear:

- Context 1: The 3DSlicer logo will be used often to credit the use of our software either to create new research results, and/or as a framework for the implementation of new functionality.
- Context 2: The 3DSlicer logo will be used by the collaborations that produce the core software package to report on the status and achievements of the effort.
- Context 3: All the visual identity elements will be used by the 3DSlicer development effort, in the software package itself, and in the supporting (web, wiki, tutorial and printed documentation) information infrastructure.

For the use of the 3DSlicer logo in contexts 1 & 2, it is requested only that the logo's form and safe zone (described next) be respected. It is encouraged that the logo be used in conjunction with images and information that is relevant, and that combining the logo with superfluous designs, images and clip art be avoided if possible.

For the use of the 3DSlicer logo in context 3, it is requested that all the visual identity elements be respected, as much as possible.

3DSlicer logo, Horizontal format: full color & monochromatic

Correct logos: below are examples of the 3DSlicer horizontal format logos. The only color options are A) full color on a white background, and B) grayscale on a white background as shown. C) shows the logo's "safe zone"; no other visual elements should cross the boundary of the safe zone. This logo may not be edited or cropped.

A.

B.

C.
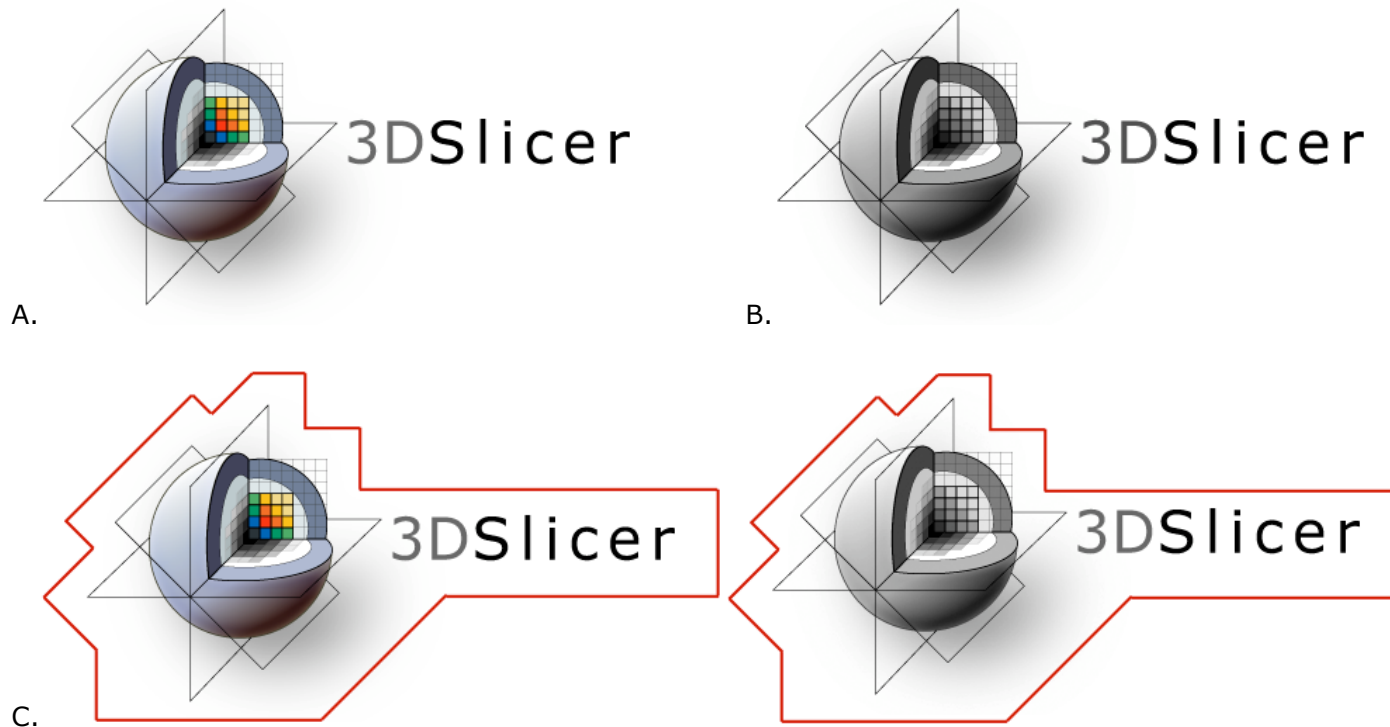
3DSlicer logo, Vertical format: full color & monochromatic

Correct logos: below are examples of the 3DSlicer vertical format logos. The only color options are A) full color on a white background, and B) grayscale on a white background as shown. C) shows the logo's "safe zone"; no other visual elements should cross the boundary of the safe zone. This logo may not be edited or cropped.

3DSlicer

A.

3DSlicer

B.

3DSlicer

C.
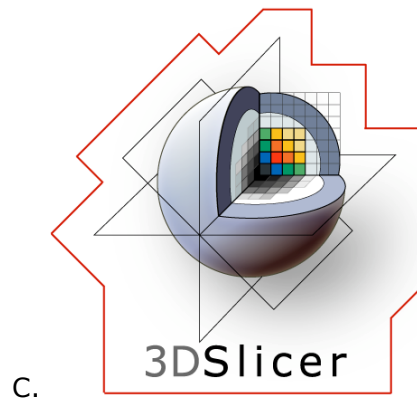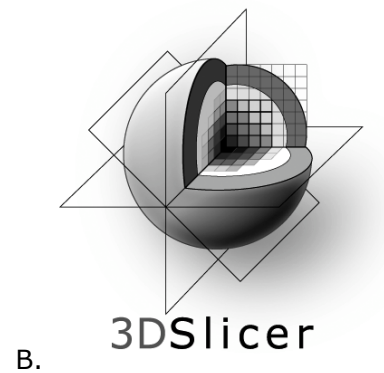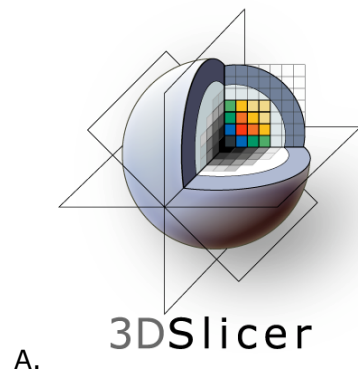
3DSlicer

Getting the logo

There are two methods available to get the 3DSlicer logo for use in visual communications.

First method: an appropriate Adobe Illustrator EPS file may be downloaded and rasterized in Adobe Photoshop at the desired resolution. These data files are available at http://www.na-mic.org/Wiki/index.php/Slicer3:Slicer3Brand.

Second method: a pre-generated PNG file may be downloaded with resolution (noted in the filename) most closely matches the resolution you need. A final image may be generated by resizing that image to the appropriate resolution. These images are also available at http://www.na-mic.org/Wiki/index.php/Slicer3:Slicer3Brand.
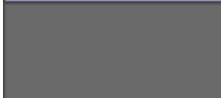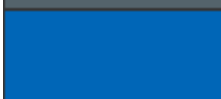
Correctly representing the logo

The 3DSlicer logo should not be edited, cropped, or altered in any way (by using alternative colors, violating the safe zone, distorting the logo shape, rearranging the pictorial and textual elements, using an incorrect background color, or rotating all or part of the logo). The examples shown below are incorrect uses of the 3DSlicer logo:

Primary logo colors

The 3DSlicer logo contains a full range of colors. Though correct color reproduction is important for the entire logo, several of the component colors have symbolic value and are explicitly pointed out in this guide. Most importantly, Slicer blue, Slicer grey, Black and White are the primary colors used to identify the brand; together they define its visual identity. Secondary colors of symbolic importance are SPL green, IGT grey, and NA-MIC blue.

Name	Color	CMYK	Pantone	Web	RGB
Slicer blue		30C 25M 0Y 0K	192-8	#B4 B4 E7	180R 180G 231B
Slicer grey		0C 0M 0Y 70K	325-3	#69 69 69	105R 105G 105B
SPL green		75C 0M 75Y 20K	276-3	#00 99 66	0R 153G 102B
IGT grey		20C 0M 0Y 70K	327-4	#56 63 6B	86R 99G 107B
NA-MIC blue		90C 65M 0Y 0K	196-2	#00 63 B5	0R 99G 181B
Black		0C 35M 0Y 100K	328-1	#00 00 00	0R 0G 0B
White		3C 0M 0Y 0K	232-9	#FF FF FF	255R 255G 255B

Typography preferences

Verdana is the font chosen for the 3DSlicer logo. Maintaining consistency of type is an important component of maintaining a coherent look and feel for 3DSlicer and any related or derived brands. Verdana was designed specifically to be read on a digital display. It is recommended that we use Verdana (or Geneva) wherever possible in 3DSlicer's web presence and online tutorial materials, and wherever reasonable and appropriate in formal printed communications. In the instance where this is not possible, Helvetica or Arial may be used as a substitute.

Primary typefaces:

Verdana

Verdana Bold

Geneva

Geneva Bold

Substitute typefaces:

Helvetica

Helvetica Bold

Arial

Arial Bold

Revisions

12/04/2006 Revision 1.0 (wjp)