College of Engineering

ADVANCED COLLABORATION

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ABOUT THE ICON   3

This document is designed to provide guidance for using Carnegie Mellon University College of Engineering's advanced collaboration icon. For other style requirements, refer to the official Carnegie Mellon University brand standards, found at: **http://www.cmu.edu/marcom/brand-standards/index.html**.

What does it represent?
This icon illustrates the state of advanced collaboration in which Carnegie Mellon University's College of Engineering operates.

The colors, shapes, and angles formed by the intersecting triangles are a metaphor for the dynamic interactions driving the college's cutting-edge research. There are no impenetrable boundaries between one branch of our organization and any other.
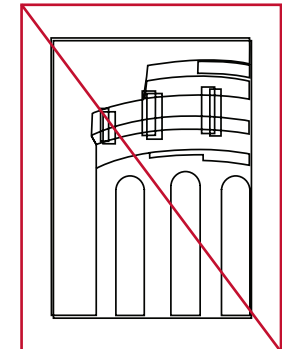
How SHOULD it be used?
Flexibility is this icon's greatest asset. It has the ability to function as the dominant visual element in a piece, recede into the background, and even be deconstructed. For example applications, see pages 9-12 of this document.

How SHOULDN'T it be used?
The icon is NOT meant to replace the College of Engineering's wordmark, or represent the college in all circumstances. Therefore, the Carnegie Mellon University and/or College of Engineering wordmark should always appear with the icon.

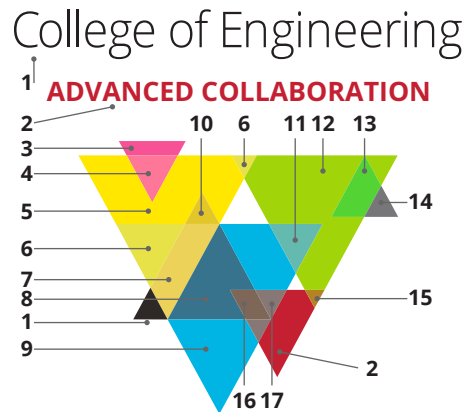College of Engineering

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We will no longer use the tower icon, except in cases where communicating directly with alumni who may have a strong affinity for our campus' architecture.

COLOR

The Pantone, CMYK, RGB, and HEX (web) color values
used to create the icon are listed below.

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ADVANCED COLLABORATION

1 **Pantone Black C**
Process   C   M   Y   K
          63   62   59   94   %
HEX #2D2926
RGB 45, 41, 38

2 **Pantone 187 c**
Process   C   M   Y   K
          7   100   82   26   %
HEX #A6192E
RGB 166, 25, 46

3 **Pantone 212 c**
Process   C   M   Y   K
          0   78   8   0   %
HEX #F34E9A
RGB 240, 96, 152

4 **Pantone 190 c**
Process   C   M   Y   K
          0   69   17   0   %
HEX #f67599
RGB 251, 117, 152

5 **Pantone 803 c**
Process   C   M   Y   K
          0   3   97   0   %
HEX #FFE900
RGB 255, 233, 0

6 **Pantone 380 c**
Process   C   M   Y   K
          15   0   72   0   %
HEX #D3E13C
RGB 224, 230, 109

7 **Pantone 610 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

8 **Pantone 7698 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

9 **Pantone 306 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

10 **Pantone 611 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

11 **Pantone 563 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

12 **Pantone 375 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

13 **Pantone 802 c**
Process   C   M   Y   K
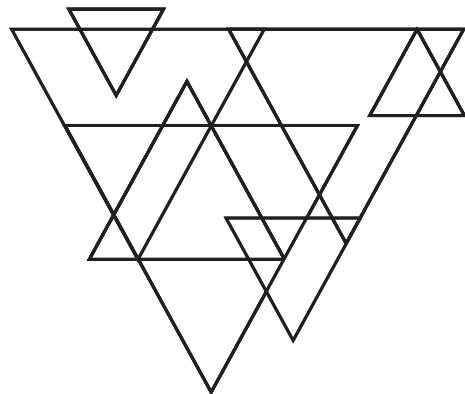   30   22   17   57   %
Web #666
RGB 102,102, 102

14 **Pantone Cool Gray 9 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

15 **Pantone 1255 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

16 **Pantone 7531 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

17 **Pantone 409 c**
Process   C   M   Y   K
          30   22   17   57   %
Web #666
RGB 102,102, 102

MONOCHROME AND WHITE OUT   5

Monochrome
When monochrome is used, all
elements are to be 100% black.

This form of the icon must only
be used against background colors
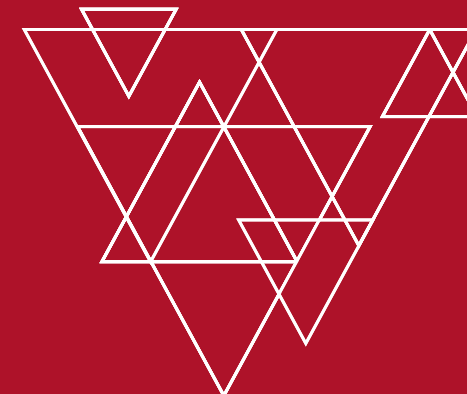light enough to hold enough contrast to
maintain legibility.

White Out
When white out is used, all text
is inverted to white.

This form of the icon must only
be used against background colors
strong and dark enough to hold enough
contrast to maintain legibility.

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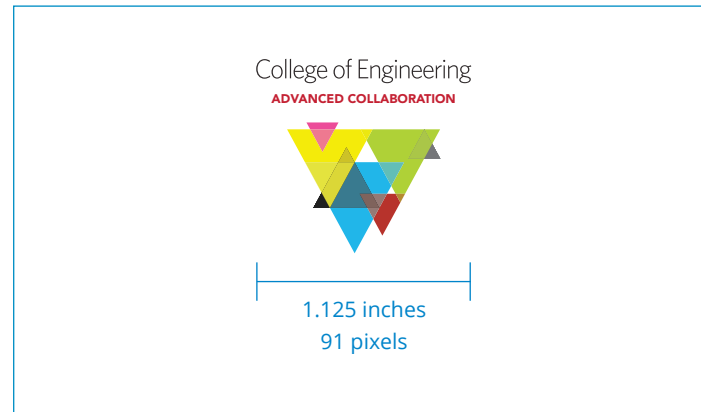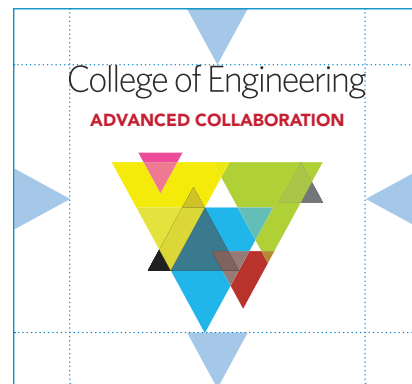**ADVANCED COLLABORATION**

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ICON SIZE

Never print the icon less than 1.125 inches wide or use it at less than 91 pixels wide in electronic publications.
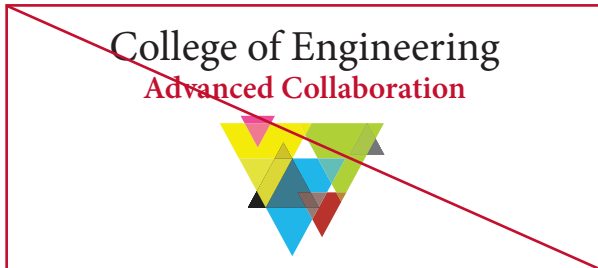
Minimum width

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1.125 inches
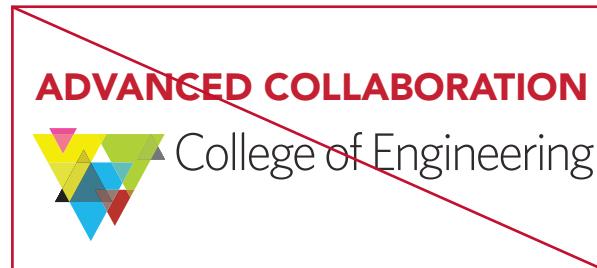91 pixels

Exclusion Zone
The 'exclusion zone' refers to the area around the icon which must remain free from other copy to ensure that the icon is not obscured. As the diagram indicates, the 'exclusion zone' is equal to the height of the red triangle in the icon.

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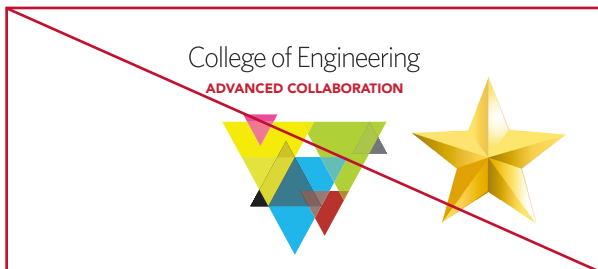ADVANCED COLLABORATION

INCORRECT USAGE 7

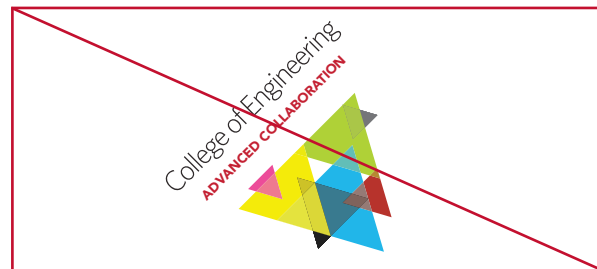DO NOT recreate the icon using a different typeface

DO NOT change the relative sizes of the icon's elements

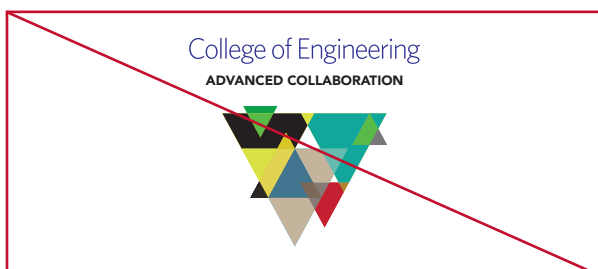DO NOT place the icon on a patterned background
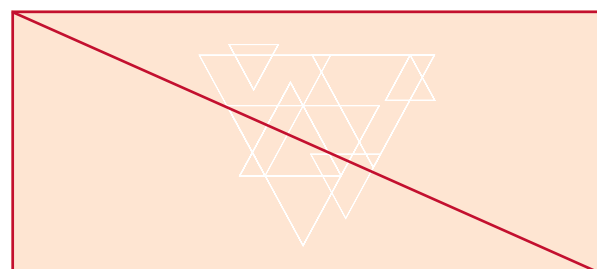
DO NOT add graphic elements to the icon
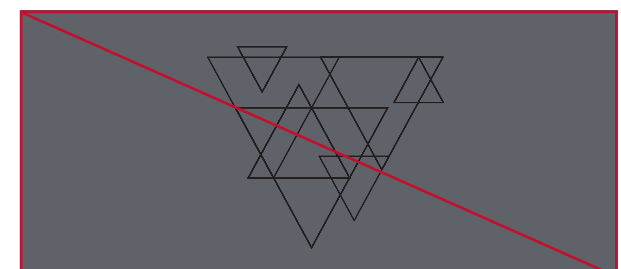
DO NOT place the icon at an angle

DO NOT distort the icon's elements

DO NOT change the icon's colors

DO NOT place a white icon on a pale background

DO NOT place a black icon on a dark background

APPLICATIONS

VISUAL DOMINANCE: The icon can serve as the dominant visual element of a layout (left, below), serve as an organizational framework for other visual content (center), or recede into the background (right).

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Business
Computer Science
Social Science
Advanced Collaboration. **Engineering.**

Carnegie Mellon University
College of Engineering

Advanced Collaboration. **Accelerator.**

To fortify our research initiatives, we are pleased to announce the formation of the Engineering Research Accelerator.

The Research Accelerator, located on the sixth floor of Scott Hall, coordinates and co-locates functional areas of the college, such as research administration, corporate partnership, business support, and research incubation and acceleration activities.

Carnegie Mellon University
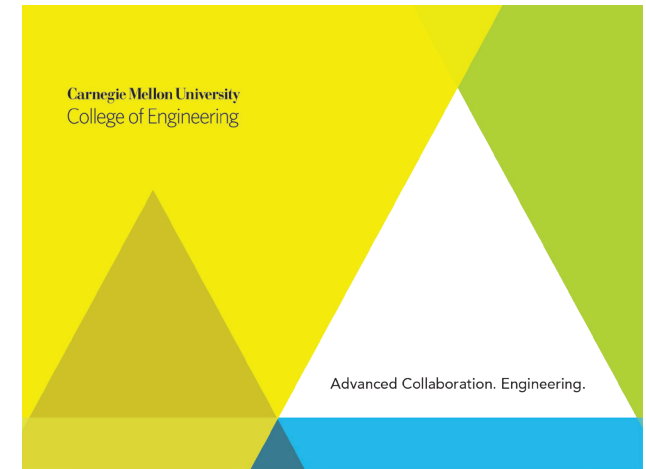College of Engineering

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Carnegie Mellon University
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APPLICATIONS

SCALE: The icon can be used at a variety of sizes. In the examples below (from left to right) the icon denotes sections in a publication, is the visual focal point of a print ad, and is highly magnified.

Advanced Collaboration.

There are 195 countries on earth.
People from 136 have come to us
for a world-class engineering education.

Carnegie Mellon University
College of Engineering

Learn more about our degree programs: www.engineering.cmu.edu/apply

Carnegie Mellon University
College of Engineering

Advanced Collaboration. Engineering.

APPLICATIONS

EXPLODED: The icon is deconstructed into its component parts in these examples.

Log-pile nanostructure using a Nanoscribe 3-D printer
Conceptualized at 1:00 am and printed at 2:15 am
– Metin Gökhan Guney, Ph.D. candidate

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Who Are Our Researchers?

JOÃO SEMEDO
Ph.D. student
Electrical and Computer Engineering

The human brain is an interconnected network of around a hundred billion neurons. Computation is implemented in a distributed fashion by populations of neurons, and as a result, no one neuron is especially informative as to how a given computation.

BYRON YU
Assistant Professor
Electrical and Computer Engineering,

Engineers have an increasingly critical role in the quest to understand brain function, in three ways. First, we need better technologies to monitor the activity of large numbers of neurons in the brain with high temporal resolution.

MATTHEW GOLUB
Postdoctoral Scholar
PhD ECE '15

Engineers will develop technologies for monitoring the electrical activities of neurons in the brain. Current technologies allow for recording from hundreds of neurons with fine time resolution, or from thousands of neurons with coarser time resolution.

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ANIMATION

IT'S ALIVE! Below are a few ways the icon has been animated.

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