

HOW TO USE THE ALICE LOGOS ?

There are different ALICE logos. As stated in *At-A-Glance Identity Standards* document, they have to be used with care.

Remember : the logo is the trademark of our work and our competence, it must be respected in a systematic and rigorous way to ensure consistency with the image displayed.

This document will help you to recognize and to know how to use the different logos.

You can find all logos at this address : https://aliceinfo.cern.ch/Figure/alice_logo (login required).

You can use the ALICE logos on a clear or a dark background (**be careful with the legibility : color and scale**). For outreach specific documents, the logo can be used with its strapline *A JOURNEY OF DISCOVERY*. The strapline promotes the extent of the field research but is not compulsory.

| With strapline | | Without strapline | |
|--|--|--|---|
| Four-Color Logo | One-Color Logo | Four-Color Logo | One-Color Logo |
|  ALICE <small>A JOURNEY OF DISCOVERY</small> |  ALICE <small>A JOURNEY OF DISCOVERY</small> |  ALICE |  ALICE |
|  ALICE <small>A JOURNEY OF DISCOVERY</small> |  ALICE <small>A JOURNEY OF DISCOVERY</small> |  ALICE |  ALICE |
| <p>The One-Color Logo is for black and white printing only (never use it for color documents).</p> | | <p>The One-Color Logo is for black and white printing only (never use it for color documents).</p> | |

Over 20mm large, you can use :


- the **Four-Color Logo** (with or without the strapline),
- the **One-Color Logo** (with or without the strapline).


ALICE
A JOURNEY OF DISCOVERY

From 20mm to 12mm large, you have to use :

- the **Small Four-Color Logo without the strapline**,
- the **Small One-Color Logo without the strapline**.

12mm


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12mm


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From 12mm to 7mm large, use only the **XS Black Logo**.

7mm large is the smallest allowable logo size.

7mm


ALICE

If you have any questions about the logos, please contact : alice.image@cern.ch

Two other logos are available : **Preliminary-Logo** and **Performance-Logo**. The ALICE logo needs to be **included to preliminary or performance figures**.

Attention! ROOT displays the logo always with the correct aspect ratio on the screen, but saves it with a different aspect ratio in the file.

A code snippet, which takes care of this problem automatically and can put preliminary and performance logos on your plot, is available at this address :

https://twiki.cern.ch/twiki/bin/viewauth/ALICE/PWGCFFAQ#ALICE_logo_on_preliminary_perfor

Note : you should not use these logos under 12mm large (smallest readable size).

Preliminary



Performance



Note : You can find all logos at this address : https://aliceinfo.cern.ch/Figure/alice_logo (login required).

Using the ALICE logo as a signature certifies our activity scientifically and legally.
Our identity will be protected in the best way if we use it responsibly.

If you have any questions about the logos, please contact :
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