

Logo

Our logo combines a wordmark and symbol representing the Cornell Lab in an iconic form.

Cornell Lab of Ornithology is still our official name. In our logo, the sapsucker stands in to represent birds and ornithology. When writing, always use the full official name the first time you refer to the Cornell Lab of Ornithology. In subsequent instances, feel free to abbreviate our name as the “Cornell Lab,” “Lab of Ornithology,” or “Lab.” Importantly, “Cornell Lab” should not be used as an abbreviation in university communications as there are many other labs at Cornell, and when abbreviated as “lab,” lower case should be used according to University guidelines. The following abbreviations should not be used in any official communications: “CLO,” “Lab of O,” or “Cornell University Lab of Ornithology.”



Primary logo, use in most instances. For example, in the navigation of a webpage, on app title screens, and on the front cover of printed marketing materials.

Alternate Logos

We have two alternate logos both with our full name.

The long secondary logo should be used in formal communications and as an official signoff.

The stacked version should be used sparingly only when space is extremely limited and you must use the full Lab name.



Secondary logo, use on formal and official communications such as a research grant application, in the footer of a webpage, or on the back cover of a printed publication to serve as a sign-off.



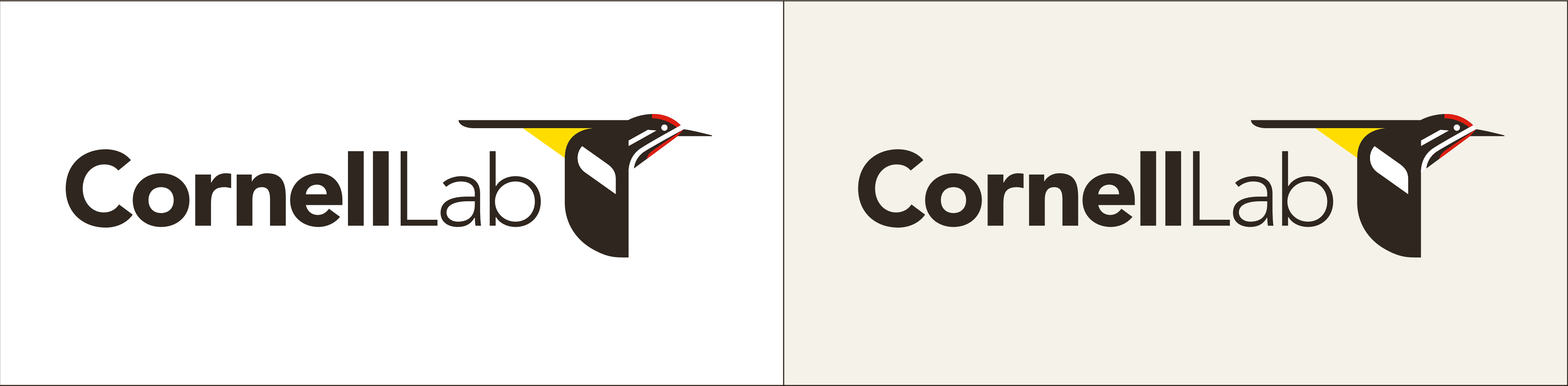
Use sparingly, when space is limited, on swag like wearables, patches, stickers.

Logo Color Options

Full-color black

This full-color version of the logo should only be used on white and light-colored backgrounds, including sand and white.

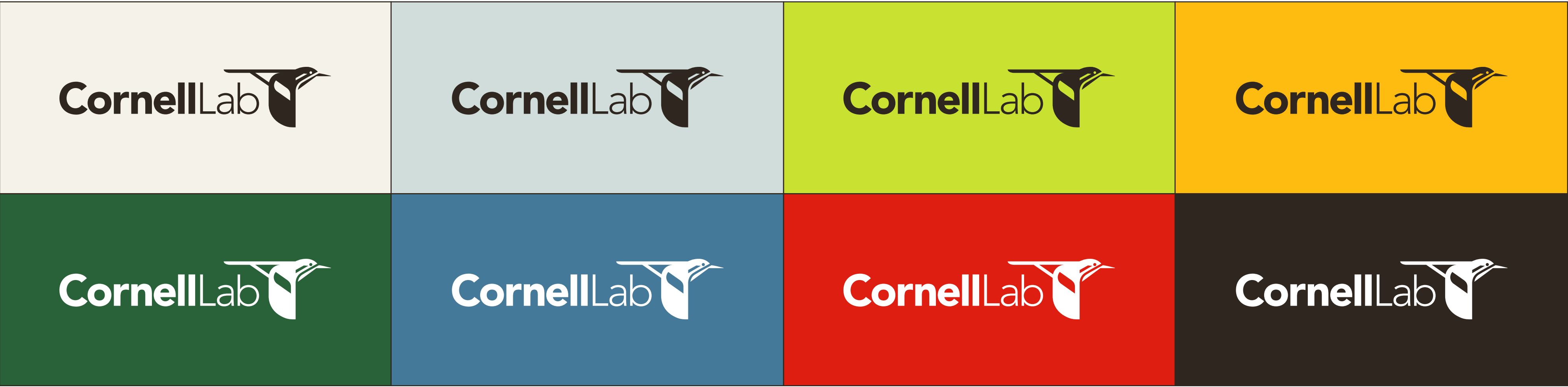
In print, use the Warm Black version in most cases, use the 100% Black version when registration is difficult to control, such as in newsprint.



One-color, black solid

This one-color, black version of the logo should only be used on white and light-colored backgrounds.

See comment above for print usage between Warm Black and 100% Black.

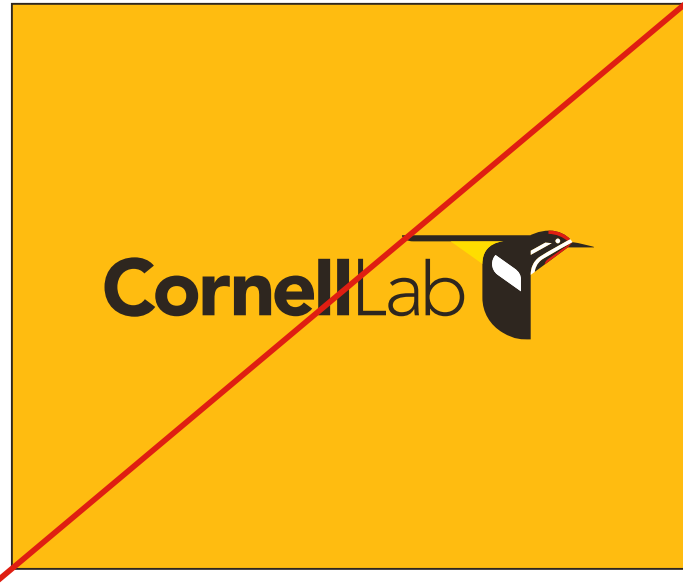


One-color, white solid

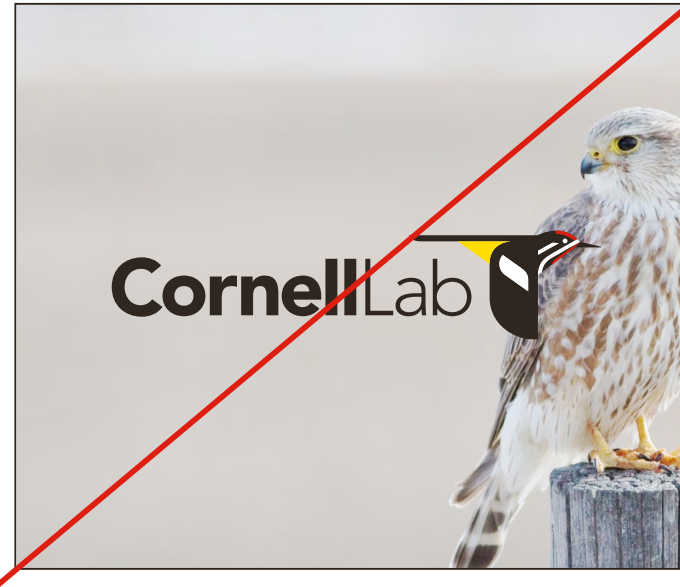
This one-color, white version of the logo should only be used on medium and dark-colored backgrounds.

The spacing in this symbol has been increased to account for optical bleeding.

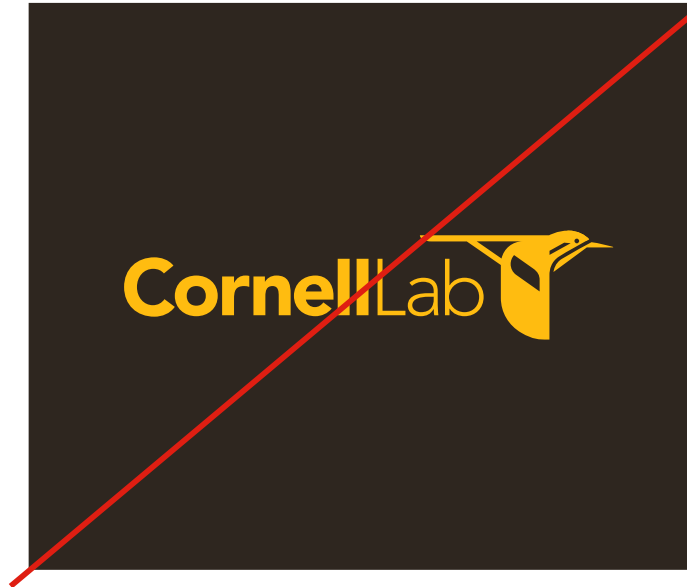
Logo Misuse



Do not place the full-color version of the logo on any backgrounds other than white or sand.



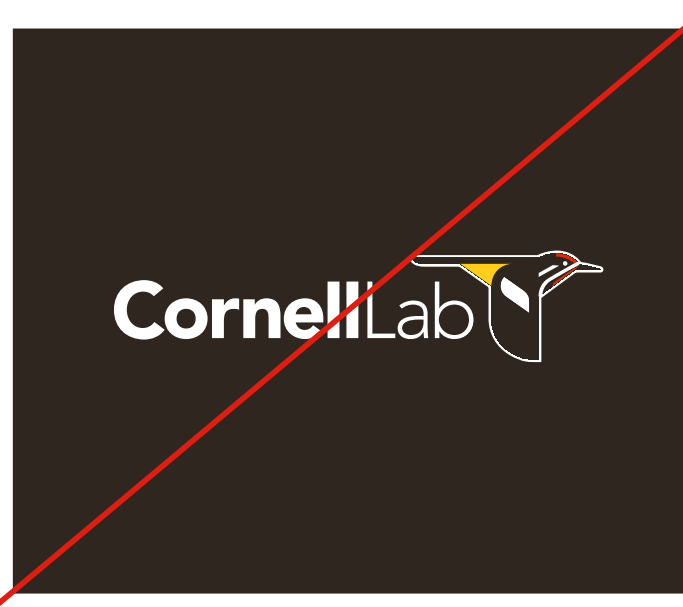
Do not place the full-color version of the logo on a photo. Please use the one-color, white or black versions of the logo instead.



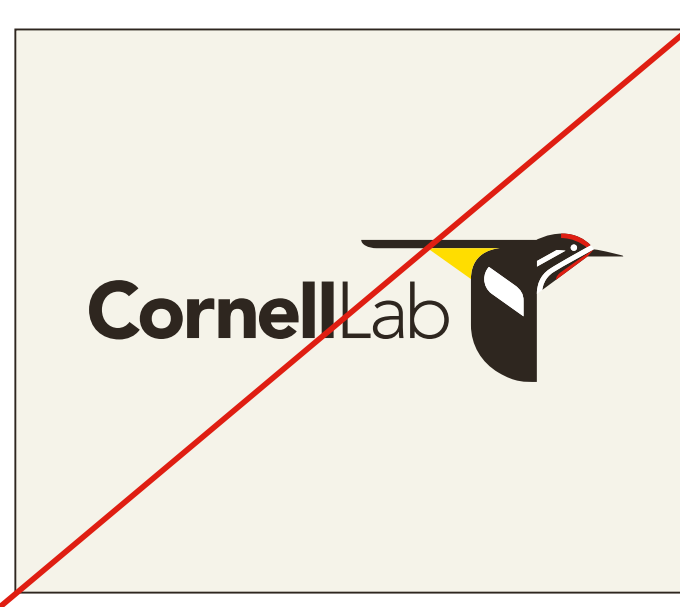
Do not display the logo on any other colors apart from the options listed in the previous page.



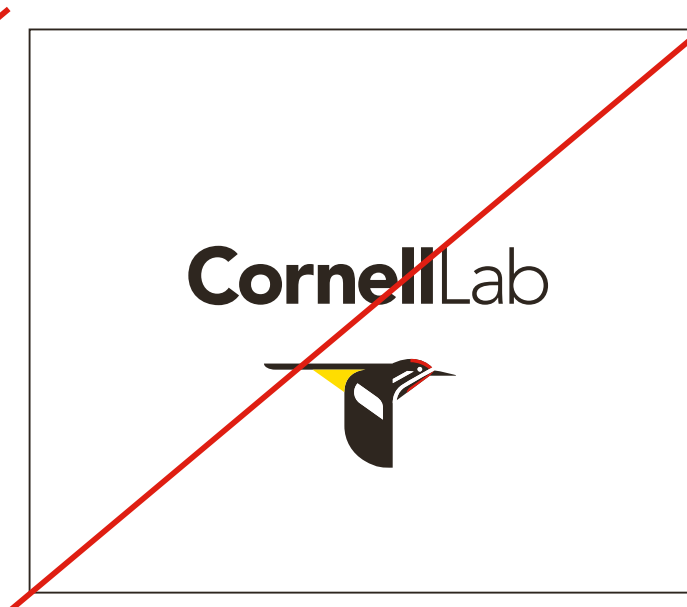
Make sure the logo has enough contrast and visibility whenever it's placed on a photo



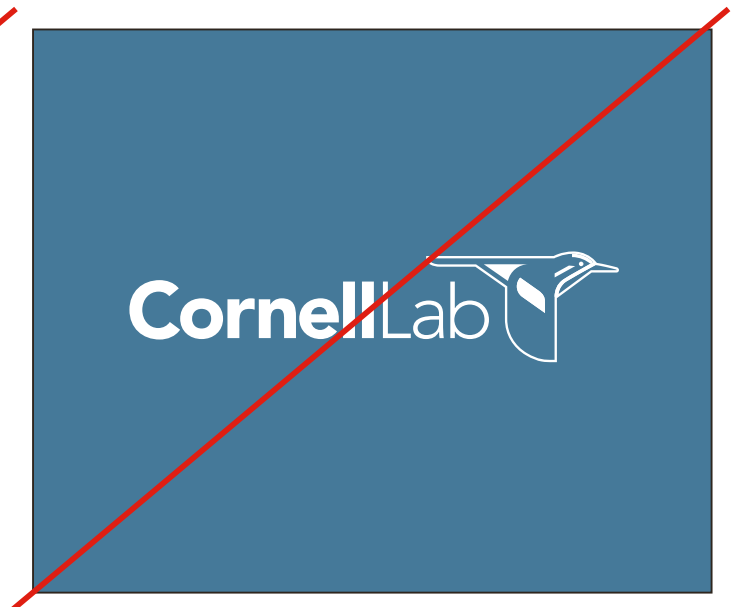
Do not use the full-color outlined version of the logo. Please use the one-color, white logo on dark backgrounds.



Do not resize any of the elements of the logo. Please always maintain the proportions set in these guidelines.



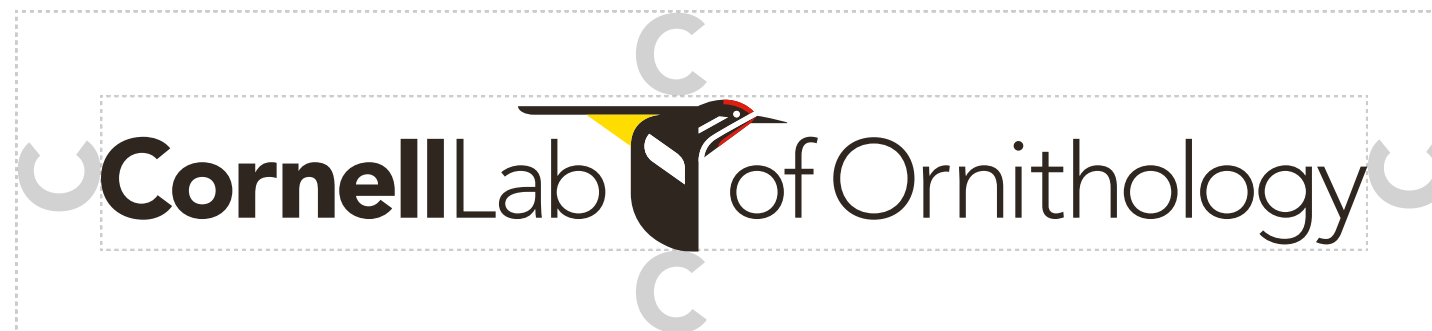
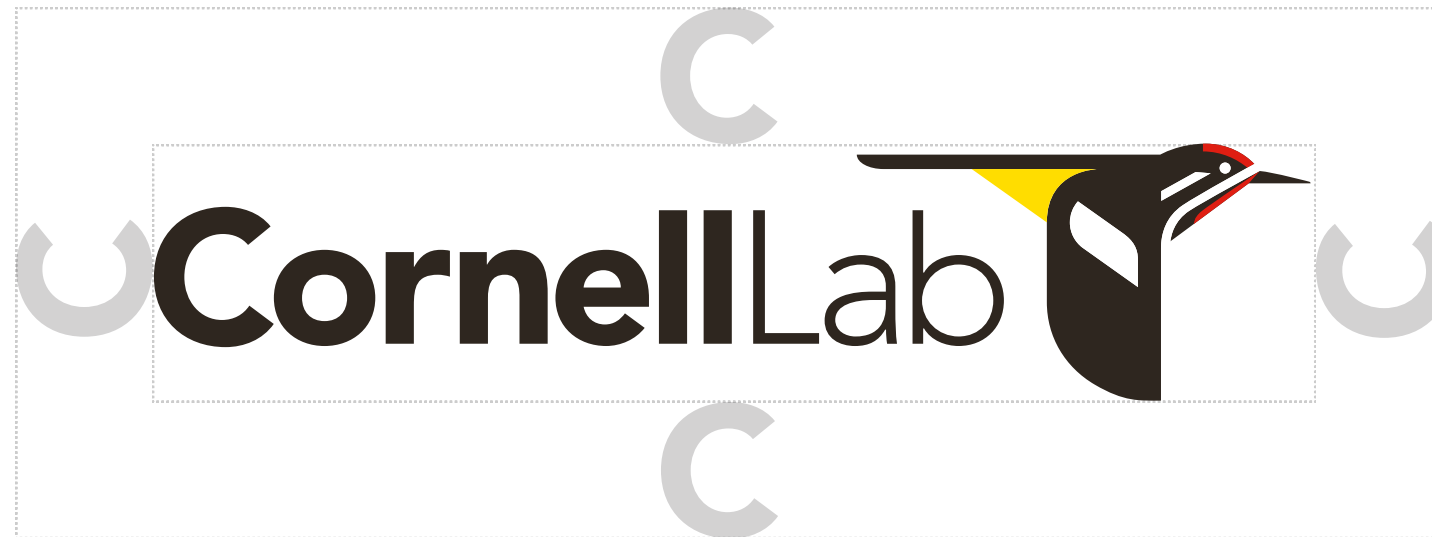
Do not rearrange the elements of the logo. Please always maintain the arrangement set in these guidelines.



Do not use the outlined version of the logo. Please use the one-color, black or white version on color backgrounds.

Clearspace and Minimum Size

To preserve the integrity of the logo, always maintain clear space around it – at least the height of the letter “C” in the Cornell Lab wordmark.



MINIMUM SIZE

At small sizes, the sapsucker symbol becomes difficult to see. Take care to never use the logo smaller than the widths shown here.



The Sapsucker

The hero of our logo is the Yellow-Bellied Sapsucker symbol which pays tribute to our home in Sapsucker Woods. This simple and iconic drawing is based on the work of renowned illustrator Charley Harper, who was commissioned by the Lab to create the painting “We Think the World of Birds.”

In extreme circumstances, where space is tight, it is permissible to use the symbol on its own without the wordmark. For instance, as a social media avatar or a lapel pin. Whenever possible though, use the full logo.

