

Exceptional service in the national interest



Sandia National Laboratories Corporate Graphics Style Guide

Last Updated
11/2011

Greetings,

The Sandia brand creates an overall impression in people's minds: a response to our name and what we do. Sandia's brand is a valuable asset, and adhering to our Corporate Graphics Style Guide helps protect that brand and our reputation. We all express the Sandia brand every day, in how we answer the phone, interact with customers, develop our communications, and, of course, in how we solve hard problems of national importance. Every employee plays a role in presenting our brand identity to our customers and partners, especially communicators like you.

As you develop lab communications, consider our main audiences: government, industry, academia, our neighbors, and potential, current or former employees. As you craft communication materials for your audiences, review the message map in this document for a high-level framework that will help focus the consistency of our messages. By following these graphic and message guidelines, the materials you produce will represent Sandia cohesively through a consistent and clean look and feel to all of our stakeholders.

Using these standards requires a commitment from all communicators at Sandia. You play an important role as a communicator at Sandia and you have the ability to make our presence more recognized across the full spectrum of audiences that we communicate with. Please support and help maintain these standards. Your effort can directly influence the strength of the Sandia brand.

Thank you,

Bruce Fetzer

*Director of Communications
Center 3600*



CONTENTS

- Introduction** 4
 - A Bold Heritage 4
- Brand Attributes** 5
 - Tone and Messaging 5
- Logotype** 6
 - Logo Specifics 7
 - Component’s of Sandia’s Signature..... 7
 - The Thunderbird Insignia 7
 - Color and Light Backgrounds 8
 - Positive and Reverse Versions..... 8
 - Recommended Signature Placement 9
 - Using the Signature with department and required logos..... 10
 - Signature and Thunderbird Insignia Dont’s 11
 - Corporate Motto..... 12
- Color Palette** 14
 - Color Definitions..... 14
- Typography**..... 15
 - Corporate fonts..... 16
- Key Brand Attributes** 17
 - Visual Identifiers 18
- Photography**..... 20
 - Sandia Image Gallyary and Stock Photography Usage 20
- Review and Approval** 21
 - Funding Statement and Formal Review and Approval Process..... 21
- Collateral Examples** 22

INTRODUCTION

A BOLD HERITAGE

Sandia began as the Z Division of Los Alamos National Laboratory in 1945 and became Sandia Laboratory in 1948. In 1949, Sandia Corporation was established to manage the lab. Thirty years later, legislation made Sandia a Department of Energy (DOE) national laboratory. Sandia Corporation became a wholly owned subsidiary of Lockheed Martin Corporation in 1993.

Although Sandia originated as a single-purpose engineering organization for nonnuclear components of nuclear weapons, today it is a multiprogram lab engaging in broad spectrum national security issues. We strive to become the laboratory that the U.S. turns to first for technology solutions to the most challenging problems that threaten peace and freedom for our nation and the globe.

Sandia Brand Overview

Sandia's brand is one of the company's most valuable assets, and protecting the brand by adhering to our Corporate Style Guide is important to the reputation of our company. Our corporate identity is the face and personality we present to our partners and the national community and is as important as the products and services we provide.

This guide takes you step by step through our brand strategy, architecture, and management. The guidelines in this document are not meant to stifle creativity, but to streamline and improve the creative process by helping create a consistent and clean brand look and feel. By following these guidelines, the materials you produce will represent Sandia cohesively to the nation.

Elements

The main body of this guide discusses in detail the basic corporate design elements, such as tone, the Sandia logo, colors, and fonts. The precisely defined elements are the foundation for the most commonly used internal and external communication media used by Sandia.



*"... This operation, which is a vital segment of the atomic weapons program, is of extreme importance and urgency in the national defense, and should have the best possible technical direction... In my opinion, you have here an opportunity to render an **exceptional service in the national interest.**"*

— President Harry S. Truman,
in a letter to AT&T President Leroy A.
Wilson, asking Bell Labs to "accept
under contract the direction of
Sandia Laboratory," May 18, 1949

BRAND ATTRIBUTES

TONE & MESSAGING

The Sandia tone forms the basis for the overall messaging of our marketing communications. A consistent and unified voice is essential for building and strengthening brand awareness.

Defining the Sandia Tone

When our colleagues and customers see or hear the name, Sandia National Laboratories, they immediately recognize us as the laboratory that the United States turns to first for technology solutions to the most challenging problems that threaten peace and freedom for our nation and the globe. But what about markets we haven't reached? The Sandia approach to defining our tone is accomplished by creating a consistent set of visual and verbal communication definitions.

Visual and Verbal Messaging

All messaging should be tailored to your specific audience, whether it be industry, academia, government, community, or new recruits, focusing on what they care about most. In a nutshell, the Sandia story should be communicated in a concise and clean manner. Graphics and type shouldn't be cluttered. In all communications, our visual and verbal elements must convey an image of:

Sandia Partners » Academia - Unique capabilities, Breadth and depth, Large scale engineering, Good partner/supplier, Significant facilities/capabilities, Trusted agent/national security

Sandia Delivers » Government - National solutions to hard problems, Good value/worth cost, Good stewards of taxpayer's money, Well managed/well run, Secure environment, Diverse mission/skills, Honest broker

Sandia Solves » Industry - Partner, Unique skills & facilities, solutions for hard problems, Extreme engineering, State-of-the-art R&D, Accountable security, Systems integrator, Big picture, Science based engineering lab

Sandia Serves » Community - Responsible, neighborly, generous, A good employer, and a good partner, Involved in local communities, Supporter of community needs, Environmental stewardship, Education for future, National security posture, Economic impact

Sandia Inspires » New/Potential Employees - Exciting/purposeful work, Socially responsible, Work with brilliance, Global focus, Stability with flexibility, Multiple career paths, Work – life Balance, Personal autonomy, Privilege/responsibility, Positive/caring work environment

Sandia Cares » Current/Formers Employees - Ethos/national lab character, National and global mission impact, Exceptional quality, high expectations, With great privilege comes great responsibility, People are greatest asset

LOGOTYPE

THE SANDIA LOGO

The Sandia logo is the most prominent representation of our unique identity in the marketplace. We use it consistently to build and reinforce our brand. The examples shown below are the correct representations of our brand.



Stacked format



Horizontal format

Basic Logo Usage

Use the Sandia logo as a single piece of art. It should be used in its **entirety** in all projects, including print, media releases, interactive and online projects, signage, stationery, and corporate communications. It should never be used as part of a headline or a sentence.

Logo Specifics

- The Sandia logo is a two-color type treatment. The three variations are Sandia Blue (Pantone 312) + black, black, and reversed-out white.
- Ideally, the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of .5x-height white space around it.
- To maintain legibility, the minimum height of Sandia logo is 1/4 inch, .64 centimeters, 1.5 picas, or 18 points.



Components of the Sandia Signature

The Sandia signature consists of two elements: the Thunderbird insignia and the Sandia National Laboratories logotype. This signature is a valuable marketing and communication asset. It is also a trademark symbol with protective legal rights. Controlled and consistent application of the signature builds on these rights and reinforces positive name recognition.

The Sandia corporate signature has only two configurations: the stacked format and the horizontal format. These configurations apply to both black and white and color versions. Within each configuration, the position and size of the Thunderbird insignia in relation to the logotype are fixed and must not be altered.

The logotype consists of a unique, nonstandard typeface, not to be replaced by other typefaces.



The Thunderbird Insignia

The Thunderbird insignia can be a stand-alone element. It can not be incorporated into or used in connection with any other design elements. If the Thunderbird insignia is used, and if the text “Sandia National Laboratories” (not the logotype) are also used in close proximity, the text must not appear to be connected with the insignia to avoid confusion with the corporate signature.

The Thunderbird insignia will only be used in a single color of Sandia Blue, black, or white. The negative space between the Thunderbird and the outer border will be the same color and value as the background.

Color and Light Backgrounds

The color version of the corporate signatures or Thunderbird insignia is best used on a white or light neutral backgrounds for greatest impact.



Positive and Reverse Versions

The corporate signature or thunderbird insignia may be used in a positive or reverse form. Maximum contrast between the corporate signature and the background it is placed on is essential. The positive version is to be used on white or light backgrounds. Backgrounds should be of a continuous and even nature, free of textures that would diminish legibility. The signature should appear dark enough to provide clear definition.

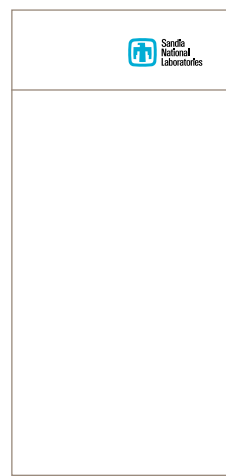
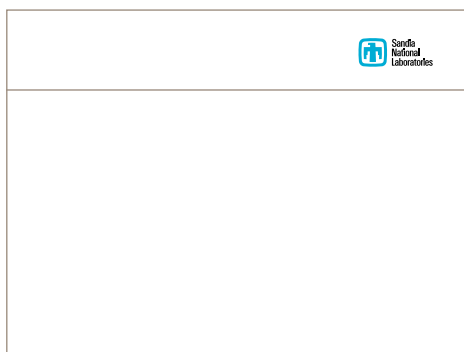
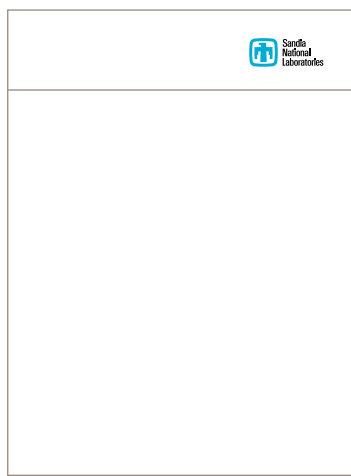


The reverse version is for use on black or dark backgrounds. The signature or insignia should appear light enough to be clearly legible.



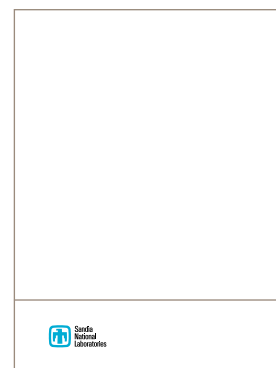
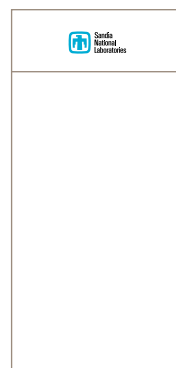
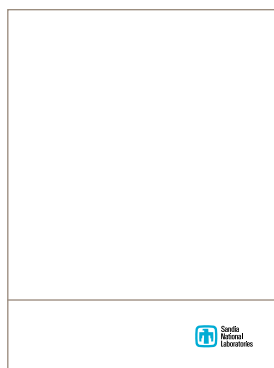
Recommended Signature Placement

Ideally, the Sandia signature will be placed in the upper right side of the page of most communications. However, other placement options are also acceptable as long as the signature is prominent.



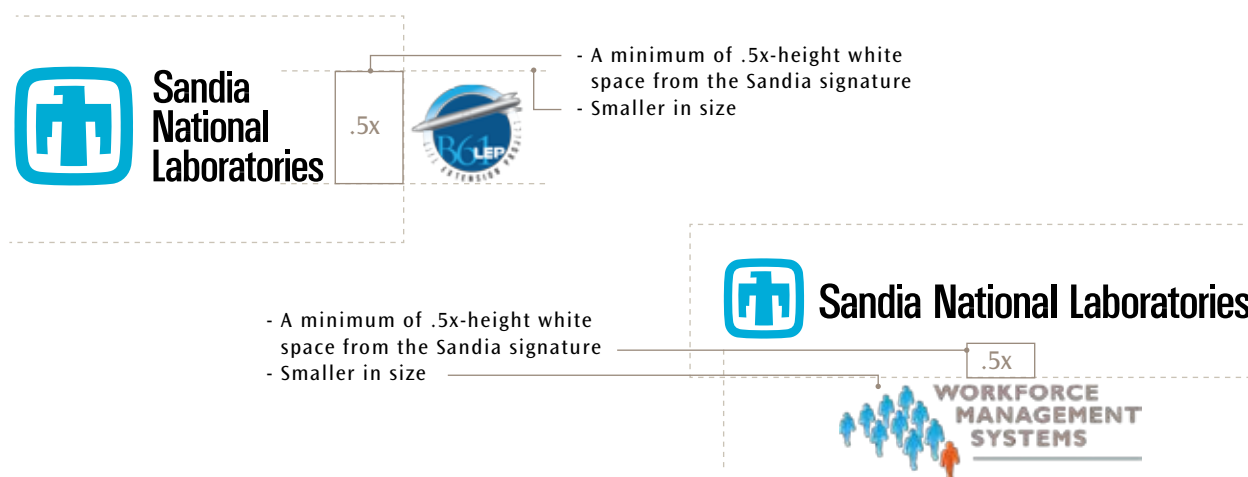
Signature Placement Options

The below logo placement options are also acceptable.



Using the Sandia signature with department logos

With external communications, it can become confusing to your audience and ultimately weaken Sandia's brand when other department logos are used with the corporate signature. Interdepartmental logos can only be used with internal communications. For brand strength on all external communications, the Sandia signature should stand alone to represent the Laboratories. If a another logo must be used with the Sandia signature, it will be treated subordinate as shown below:



Using the Sandia signature with required DOE/NNSA logos

When creating external communications it is required that the DOE, NNSA, and sometimes the Lockheed Martin logo be used along with the Sandia signature. The Sandia signature should be represented prominently and all other logos subordinate as in the example below:



Signature and Thunderbird Insignia Dont's

The Sandia Logo is the most prominent representation of our unique identity in the marketplace. We use it consistently to build and reinforce our brand. Do not display the Sandia signature in forms other than those specified in this guide. Below are examples of improper usage of the Sandia signature or insignia.



The Sandia signature or thunderbird insignia cannot be altered. Alternative colors, textures, backgrounds, or simulated 3D effects may not be used.



Do not stretch the signature disproportionately.



Do not use any other font in conjunction with the signature.



Do not rotate or otherwise distort the signature.



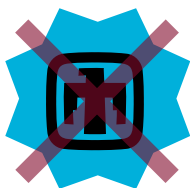
Do not use the insignia without the border. The insignia can be used as a stand-alone element, but must include border.



Do not place signature on complex or busy background.



Do not dissect or reconstruct the logo to create other logos or graphics



Do not incorporate the insignia into another design element.



Always maintain .5x-height of white space around the logo

Corporate Motto

In a 1949 letter to AT&T President Leroy A. Wilson, asking Bell Labs to “accept under contract the direction of Sandia Laboratory,” president Harry S. Truman stated “...In my opinion, you have here an opportunity to render an **exceptional service in the national interest.**” This memorable statement of purpose and mission has become Sandia’s motto and is an invaluable part of our brand strategy. It underscores our status of a proven national asset. When possible, the motto should be paired with the Sandia signature to reinforce the heritage and mission of Sandia.

When used, the Sandia motto will be paired with the Sandia signature as shown below, typeset in the font Adobe Garamond Pro Semibold Italic.

Exceptional service in the national interest



*Exceptional
service
in the
national
interest*



Exceptional service in the national interest



Sandia National Laboratories

Exceptional service in the national interest

Exceptional service in the national interest



Sandia National Laboratories

For layout flexibility, other acceptable pairings of the Sandia motto and signature are acceptable if there is .5x-height white space around the signature.



Exceptional service in the national interest



*Exceptional service
in the national interest*



Exceptional service in the national interest



*Exceptional service
in the national interest*



*Exceptional service
in the national interest*

*Exceptional service
in the national interest*



Exceptional service in the national interest



Exceptional service in the national interest



Exceptional service in the national interest










COLOR PALETTE

COLOR DEFINITIONS

For different applications, the Sandia brand colors are implemented in the respective color systems. For print, there are Pantone spot colors and CMYK. For electronic media, RGB (screen) and hex code (Web) are used. For other applications (e.g., silk screening of fabrics, video, and monitor display), the Pantone colors can be used for comparison.

Brand Cohesion

Sandia has an approved color palette for professional printing, as well as electronic and web-based platforms. Since color is an integral part of the Sandia brand, it is important that no additional colors are used in materials. This will serve to maintain brand cohesion.

Color Definitions		Spot	CMYK	RGB	Web (Hex)
Primary					
	50%	Pantone 540	100C, 57M, 12Y, 55K	0R, 50G, 90B	003359
	50%	Pantone Warm Gray 9	17C, 25M, 25Y, 49K	130R, 120G, 111B	82786F
	50%	Pantone 202	10C, 97M, 61Y, 48K	130R, 36G, 51B	822433
Secondary					
	50%	Pantone Black 6	100C, 78M, 44Y, 91K	17R, 28G, 36B	111C24
	50%	Pantone 312 Sandia Blue	100C, 0M, 12Y, 0K	0R, 173G, 208B	00ADD0
Sandia Mission Areas (Supplemental colors to be used on SMU communications only)					
	50%	NW Pantone 5815	59C, 53M, 100Y, 48K	75R, 71G, 26B	4B471A
	50%	ECIS Pantone 7489	67C, 0M, 98Y, 5K	88R, 166G, 24B	58A618
	50%	DSA Pantone 7546	70C, 43M, 23Y, 63K	57R, 74G, 88B	394A58
	50%	IHNS Pantone 159	1C, 74M, 100Y, 1K	199R, 91G, 18B	C75B12

TYPOGRAPHY

CORPORATE FONTS

Typography is one of the most important elements of design. For the Sandia brand, two main font families—Adobe Garamond and Ocean Sans Std—are used in visual communications to ensure consistency, clarity, and effectiveness. It is critical that these typefaces are maintained on all materials for optimum brand consistency.

Print and Custom Graphical Treatment

The primary type for the Sandia brand is Ocean Sans Std (Adobe type library open-type font). Ocean Sans Std can be used for headlines, body copy, captions, and call-outs.

Ocean Sans Std Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Ocean Sans Std Book

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Ocean Sans Std Semibold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Ocean Sans Std Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Ocean Sans Std ExtraBold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Secondary Typeface

The secondary typeface for Sandia is Adobe Garamond (Adobe type library open-type font). This serif typeface works well with the primary typeface and can also be used for headlines, body copy, captions, and call-outs.

Adobe Garamond

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Adobe Garamond Semibold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Adobe Garamond Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Office Computing and Other Interactive

Should Ocean Sans and Adobe Garamond not be available for use in PowerPoint and Microsoft Word documents, Calibri and Times New Roman may be substituted. Calibri and Times New Roman should never be substituted in professionally-printed materials.

Calibri

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Calibri Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Times New Roman

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Times New Roman Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

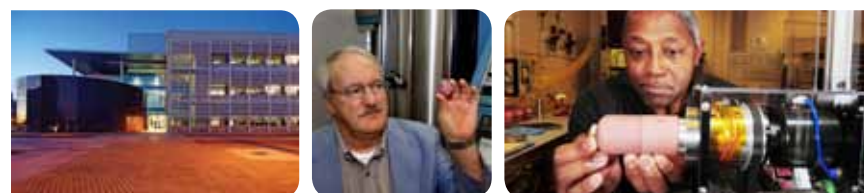
KEY BRAND ATTRIBUTES

VISUAL IDENTIFIERS

Key attributes help define and identify strong brands. Sandia has several key brand attributes that act as visual identifiers in addition to color and typography.

Photo Motif

The use of evenly spaced photo grouping is a core graphic treatment of the Sandia brand. When possible, the use of rounded corners on photos in close proximity to the Sandia signature will help to re-enforce the shape of Thunderbird insignia. The photo motif can be used with color, with or without photography.



Even spacing —————

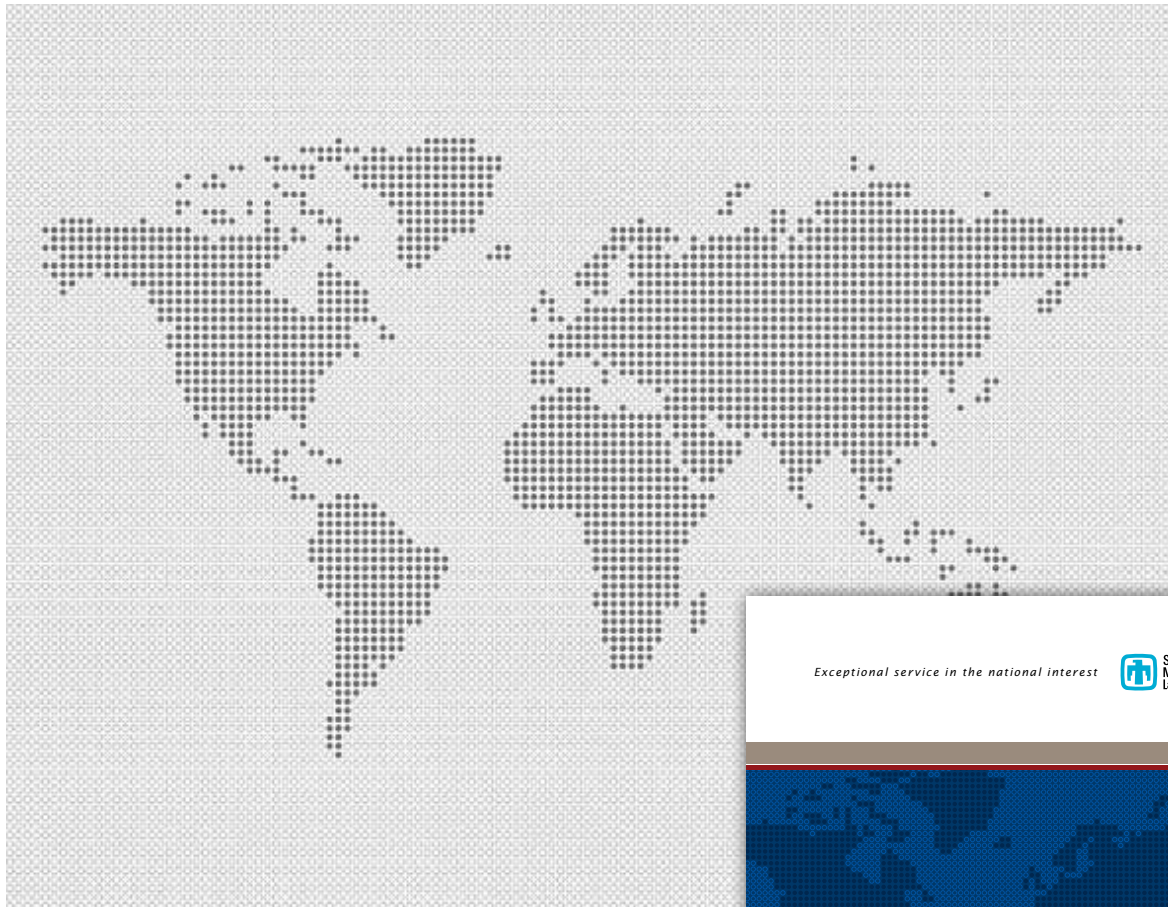


Photo motif used
with color and images



World Globe Pattern

The world globe pattern is a design element that represents the breadth of Sandia's national and global mission impact, and is unique to its brand. It can be used as a tone-on-tone graphic or as a gradient. No other globe pattern can be substituted.



Color Bands

The use of horizontal or vertical color bands as anchors is another core graphic treatment in the Sandia brand. Color bands can be used as headers, as footers, or within graphic treatments. Additionally, the bands can contain typography or the world globe pattern and can be used in any brand color.



The use of smaller bands (no more than two) with a small amount of white separation can be brought together to create a single horizontal band.



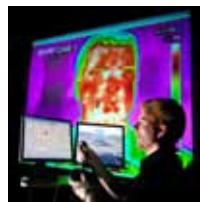
PHOTOGRAPHY

CORPORATE IMAGERY

Sandia has a gallery of photography reflecting the dynamic of the Laboratories. These image themes are portrayed in a realistic, natural, and unposed style. The photos convey an impression of self-confidence, diversity, friendliness, and vitality. The overall effect is a modern, positive photo style that, despite its varied content, has a calm, clear, and technical appearance.

Sandia Image Gallery

Images of Sandia reflect the people, technology, environment and dynamic missions of the laboratories. If you are interested in using images from the Sandia library, visit: www.sandia.gov/news/resources/image-gallery/index.html



Stock Photography Usage

To supplement imagery in the Sandia gallery, stock photography can also be used. This imagery should be metaphorical in nature, simple, and dynamic. There should be a key point of focus with all imagery to keep the message clear.



REVIEW AND APPROVAL

BEFORE PUBLISHING EXTERNAL COMMUNICATIONS

It is the responsibility of each employee and contractor to understand Sandia's policy regarding information dissemination. The Review and Approval (R&A) processes exist to assist individuals with correctly assessing information sensitivity and maintaining adherence to Sandia's Corporate Policies, Processes, and Procedures.

Funding Statement

It is required that all external communications and documents contain one of the following DOE/NNSA funding statements. The statement is used at the footer with the corporate signature, DOE/NNSA logos, and SAND number as shown below. If an additional statements or markings needs to be used in your document, do not combine them with the funding statement into one paragraph. Markings and statements must remain separate.

External communications:

Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-AC04-94AL85000.

News releases:

Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration. With main facilities in Albuquerque, N.M., and Livermore, C.A., Sandia has major R&D responsibilities in national security, energy and environmental technologies, and economic competitiveness.



Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-AC04-94AL85000. SAND2011-????P



Formal Review and Approval Process

Any information being released to the public must be reviewed for classification and sensitivity. The Formal Review and Approval process is used for releasing information to the public or an uncontrolled audience. To learn more about the R&A process, visit:

<http://info.sandia.gov/recordsmgmt/rmm/ReviewApproval.htm>

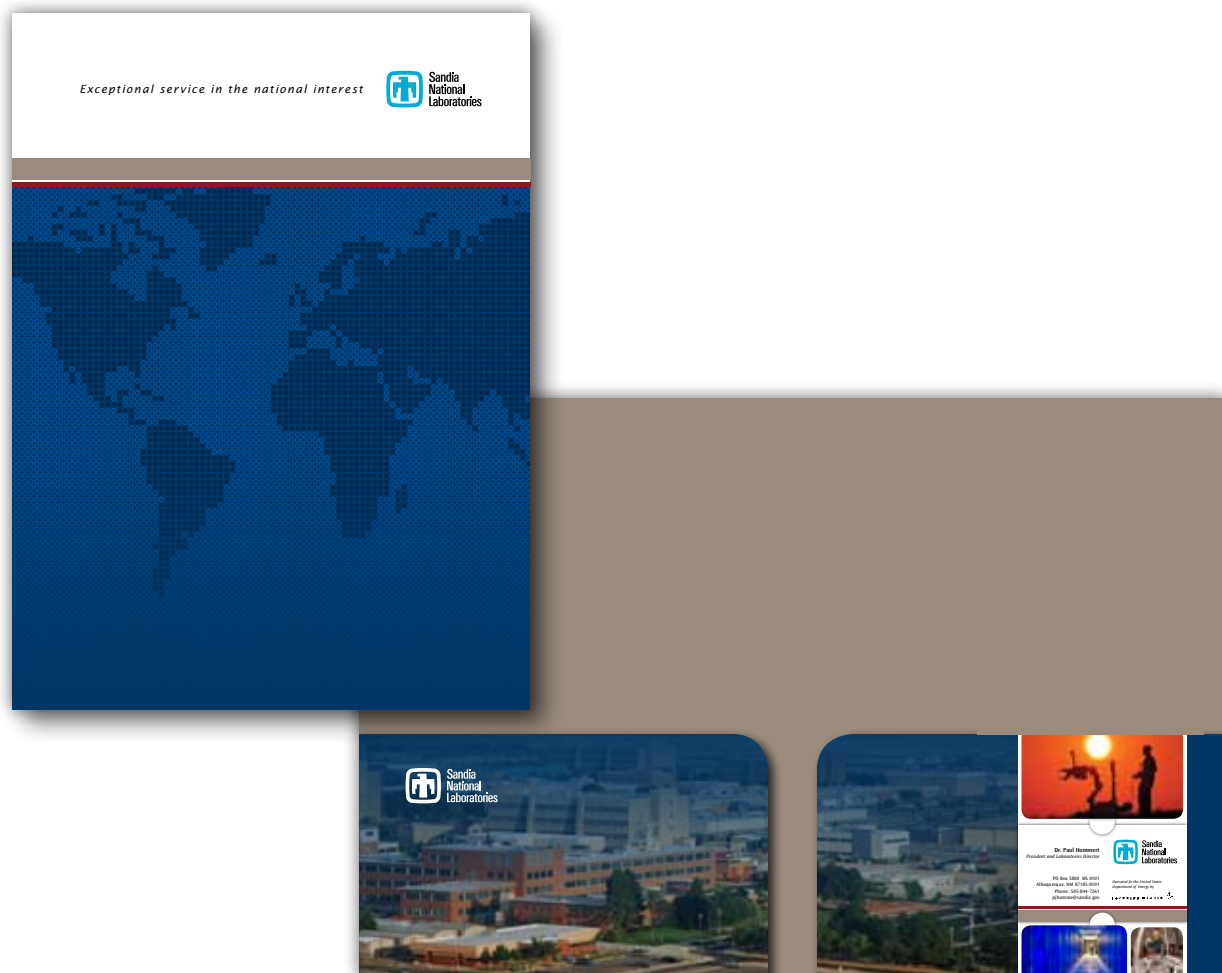
When ready to submit your document for formal review and obtain your SAND number, access the application here: **<https://cfwebprod.sandia.gov/cfdocs/RAA/templates/>**

COLLATERAL EXAMPLES

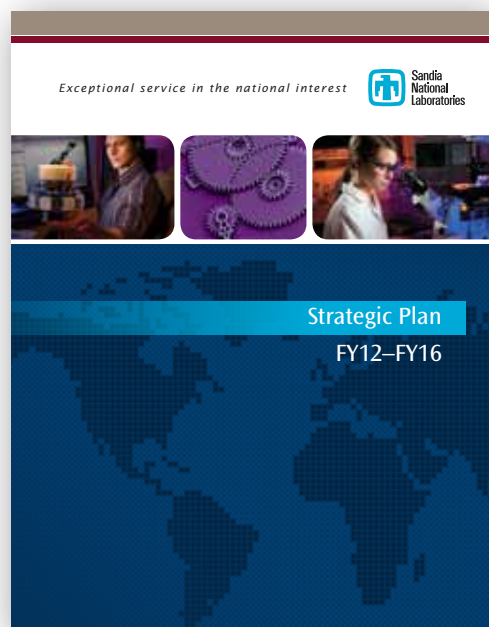
BRAND COHESIVENESS

The following examples serve as a guide to creating new designs and layouts. This must be carried through in all future communications to maintain consistency and brand cohesiveness.

Corporate Pocket Folder



Strategic Plan and Corporate Fact Sheets



ent demands
security,
mying the
a and features
on to co-
r detonation
y achieved.
physical se-
ms provided
ary and the
adherencies
signed to deny
to defeat
areas before
ever reach a

Sandia's Nuclear Weapons Strategic Commitment

With more than 60 years' experience in developing and designing the nonnuclear components and subsystems of the U.S. nuclear stockpile and serving as weapons systems integrator, Sandia is committed to its role in providing a credible deterrent built on a safe, secure, and reliable nuclear weapons stockpile. We support, through our leadership, the transformation of the nuclear weapons stockpile and complex into a modern, agile enterprise that maintains strategic deterrence far into the 21st century.

Reducing Global Nuclear Danger

The nuclear weapons enterprise cannot be sustained without strong programs in other national security mission areas. Sandia continues to support key capabilities to maximize their benefit not only to the nuclear weapons program but in their application to other important national security problems. This model for sustaining capabilities creates mutual benefit for all our national security customers. Together, Sandia's programs are instrumental in helping the nation reduce the global nuclear danger.

For more information, contact:
David Corbett, dcorbett@sandia.gov
505-844-3310



ENERGY **NSA**

Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-AC05-04OR21400. SAND-2010-0700-000



PowerPoint Presentation

Exceptional service in the national interest  Sandia
National
Laboratories



Sandia National Laboratories *An Overview*

  Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-AC04-94AL85000. Sand No. XXXX-2011P.



3

Exceptional service in the national interest

The interplay of capabilities nuclear weapons work and b security work is critical to our missions

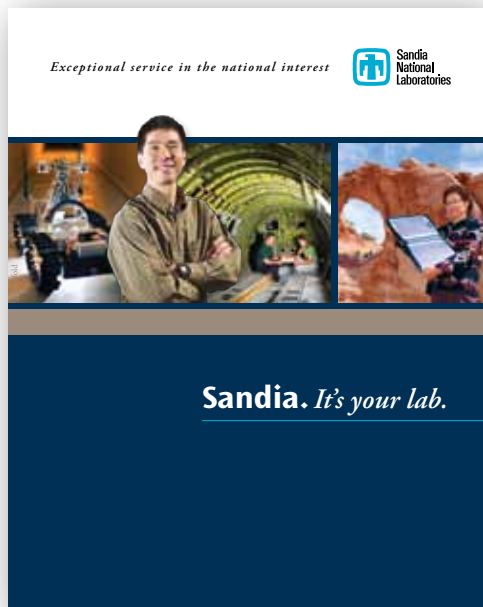


High reliability, high consequence of failure, challenging environments, and technology solutions

2

Exceptional service in the national interest

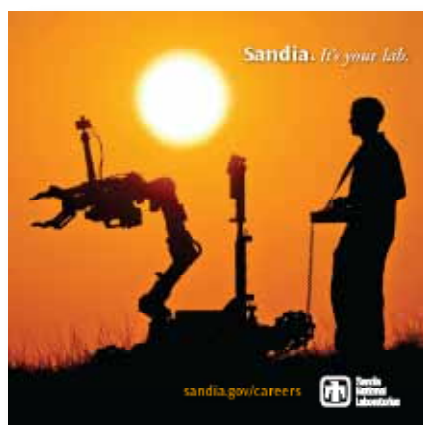
Recruiting Collateral Materials



Pocket Folder



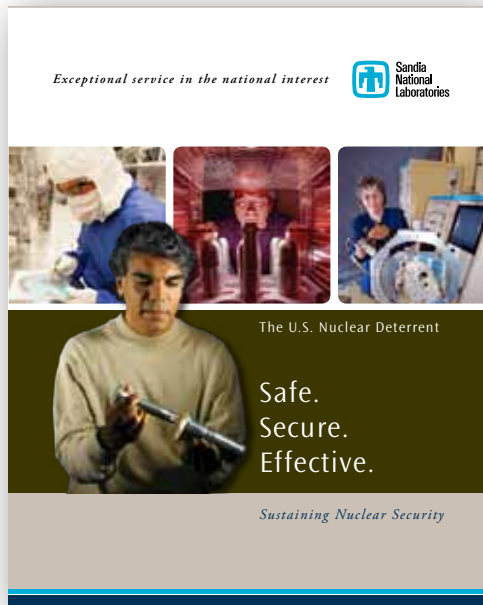
Fact sheets



Brochure



Nuclear Weapons Collateral Materials



Pocket Folder

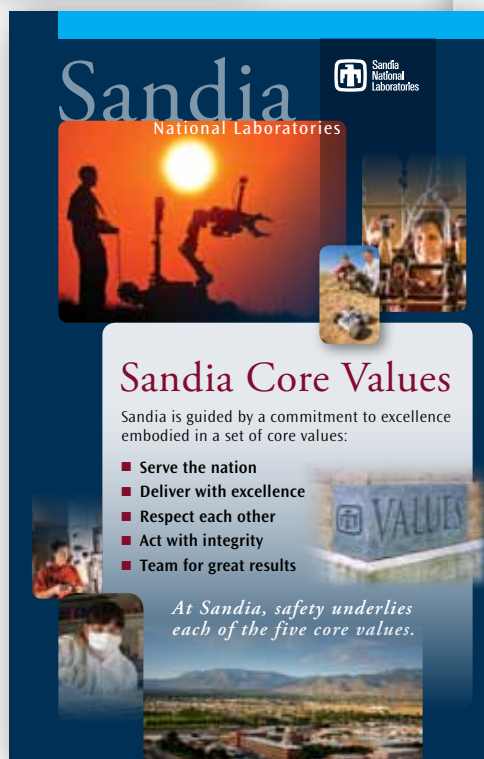


Brochure



Fact sheets

Gate Signage and Posters



Sandia Overview Video Brochure



Sandia

National Laboratories

Sandia grew out of America's World War II atomic bomb development effort. Today, keeping the U.S. nuclear stockpile safe, secure, and reliable remains a major part of Sandia's work. But Sandia's role has evolved to address the more complex national security threats facing our country. Sandia carries out research and development in the following areas:

Nuclear Weapons

Supporting U.S. deterrence policy by helping sustain, modernize, and protect the nuclear arsenal.

Defense Systems & Assessments

Supplying new capabilities to our defense and national security communities.

Energy, Climate, & Infrastructure Security

Ensuring the protection of infrastructure and the stable supply of energy and resources.

International, Homeland, & Nuclear Security

Focusing on the protection of nuclear assets and nuclear materials, and addressing nuclear emergency response and nonproliferation worldwide.

Sandia's science, technology, and engineering foundation enables Sandia's mission through a capable and innovative research staff, collaborative research with universities and companies, and discretionary research projects with significant impact.

Sandia National Laboratories An Overview



Sandia National Laboratories is a multi-program laboratory managed and operated by Sandia Corporation, a wholly owned subsidiary of Lockheed Martin Corporation, for the U.S. Department of Energy's National Nuclear Security Administration under contract DE-AC04-94AL5000. SAND 2011-777P.



*Exceptional service
in the national interest*



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Corporate Certificates



Economic Impact Report





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