



Corporate Identity Manual

BASIC RULES FOR THE USE OF THE BRAND

Instituto de Astrofísica
de Canarias

Corporate Identity Manual
Basic rules for the use of the brand

GRAPHIC BRAND

*It is made up of two
indivisible basic elements.
The symbol, which occupies
the central part, and a text
that surrounds it with the
name of the Institute and its
initials.*



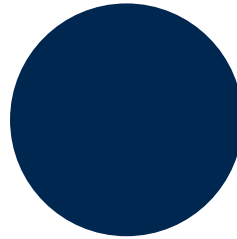
COLOR version

CORPORATE COLORS

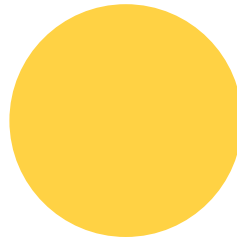
*In addition to white, three
colors are used in the graphic
brand of the Instituto de
Astrofísica de Canarias.*

*Dark blue: Pantone 295C
Cyan: Pantone Pro Cyan C
Yellow: Pantone 122C*

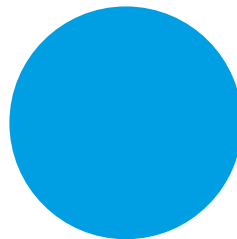
*The equivalence in
CMYK/RGB/Hexadecimal is
indicated.*



PANTONE: 295C
CMYK: C100 / M63 / Y0 / K67
RGB: R0 / G40 / B85
HEX: #002855



PANTONE: 122C
CMYK: C0 / M18,5 / Y83 / K0
RGB: R254 / G209 / B65
HEX: #FED141



PANTONE: PRO CYAN C
CMYK: C100 / M0 / Y0 / K0
RGB: R0 / G156 / B 221
HEX: #009CDD



BLACK version
1 INK (for light backgrounds)



WHITE version
1 INK (for dark backgrounds)



BLACK on WHITE BED version

GRAPHIC BRAND

Conversion of colors to grays

Dark blue: 90 % black

Cyan: 30 % black

Yellow: 0% black



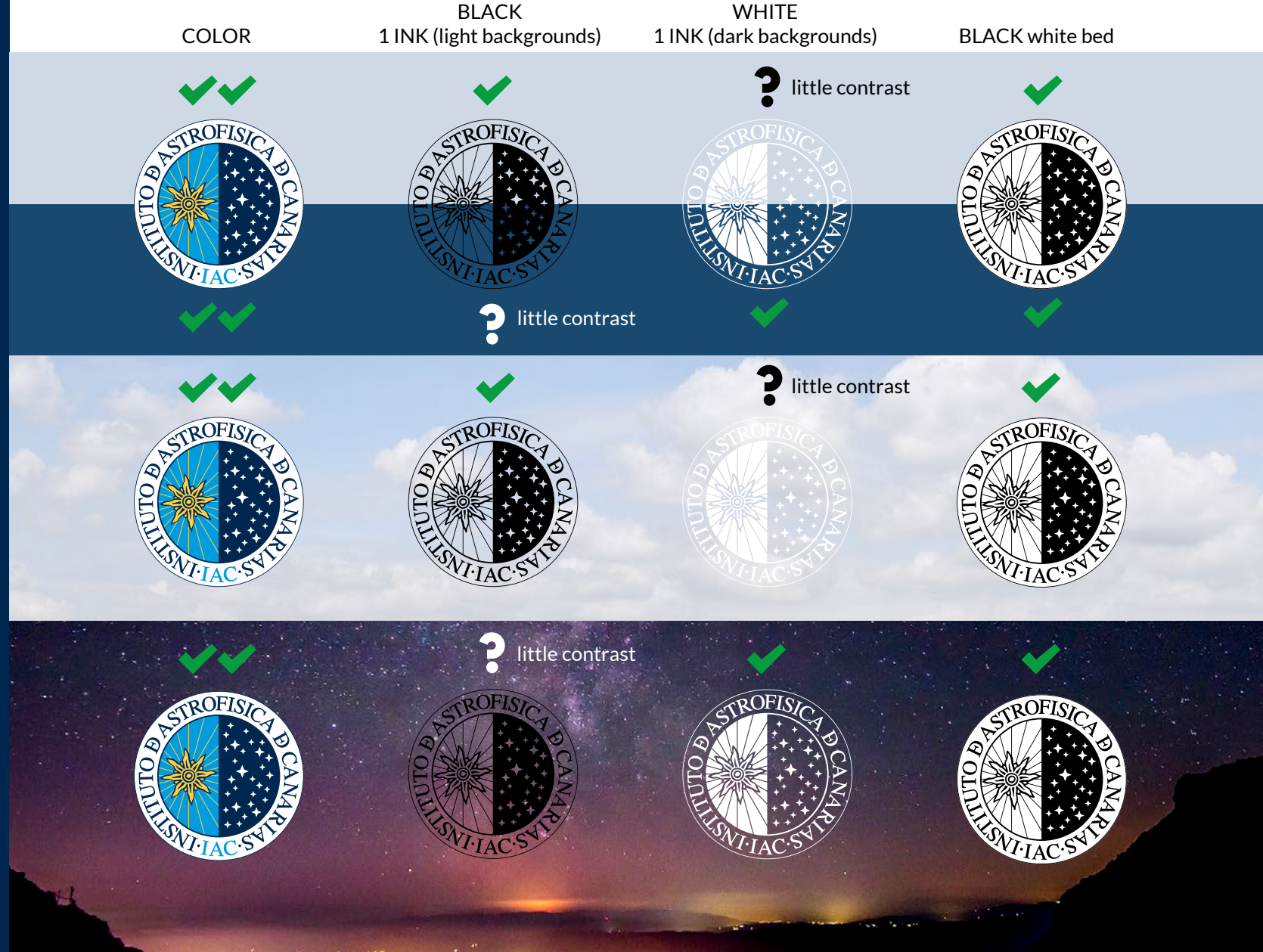
GRAYSCALE version

GRAPHIC BRAND

Reproductions on colored backgrounds

The color graphic brand can be used on virtually any color and photographic background. The circular white band that surrounds the symbol, and which incorporates the name of the Institute, chromatically separates it from any color.

In one-ink reproductions, the outer contour is the one that delimits the graphic brand.



GRAPHIC BRAND

Incorrect uses

The graphic brand must always be reproduced following the corporate standards included in this manual.

The colors indicated, the proportions, combinations or modifications of any of the parts that make up the graphic brand, may not be altered in any case.

Corporate Identity Manual Basic rules for the use of the brand



Do not use colors other than corporate ones.



Do not swap colors of the elements that compose it.



Do not use a different typeface from the corporate one.



Do not rotate the graphic brand.



Do not reproduce the graphic brand with an ink that offers insufficient contrast with the background.



Do not reproduce the graphic brand in color with transparent background.

GRAPHIC BRAND

Minimum size
of reproduction

*The brand can be reproduced
in different sizes.*

*The standard must guarantee
that its reduction does not
impair its recognition and
legibility.*

*The sharpness and good visual
perception of the brand must
be ensured, limiting its size if it
is no longer recognizable.*

*As a reference, it is
established that, below 15
mm in the printed versions
and below 60 px in the online
ones, the brand is no longer
legible.*

Printed size

30 mm



20 mm



15 mm



Online size

97 px



79 px



60 px



GRAPHIC BRAND

Reference dimension and security area

The safety area is understood as the space that must exist around the graphic brand without any other graphic, photographic or typographic element exceeding or interfering with it, thus guaranteeing its correct visualization.

The space between the symbol and the outer line of the logo (hereinafter "x") is the measure to define that safety area.

"x" will also be used to calculate other distances.



GRAPHIC BRAND COEXISTENCE

Coexistence with
award brands,
mentions,
accreditations...

*The brands associated with
the Institute such as awards,
recognitions or accreditations
will be placed to the right of
the mark at a distance of "1x".
The height will not exceed the
height of the symbol.*



COEXISTENCE WITH OTHER GRAPHIC BRANDS

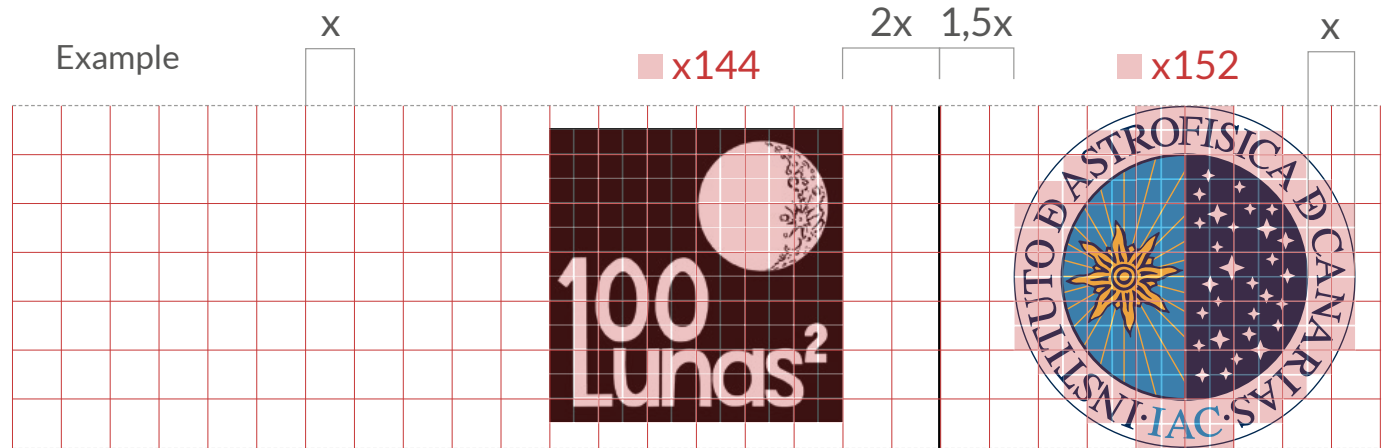
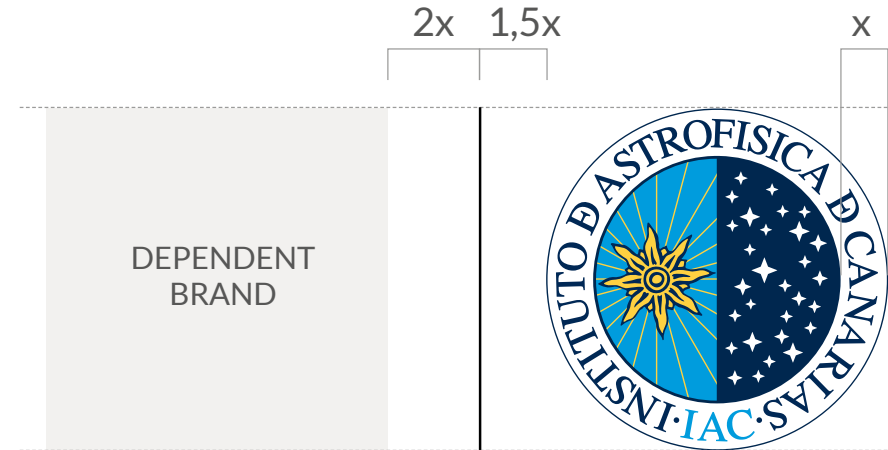
Coexistence with
dependent graphic
brands of the IAC

"Dependent Brands" are
considered projects, programs or
other services that are part of
the Institute.

In these cases, the graphic brand
of the project will be placed first
and then that of the Institute.
Between them there will be a
vertical line of separation.

The height will not be higher
than that of the graphic brand of
the IAC.

NOTE: To maintain a balance
between the relative size of the
brands, make sure that the area
occupied by each brand is
similar.



a grid could be used to scale other brands (to calculate a similar area)

COEXISTENCE WITH OTHER GRAPHIC BRANDS

Coexistence with
graphic brands
not dependent
on the IAC

Horizontal composition

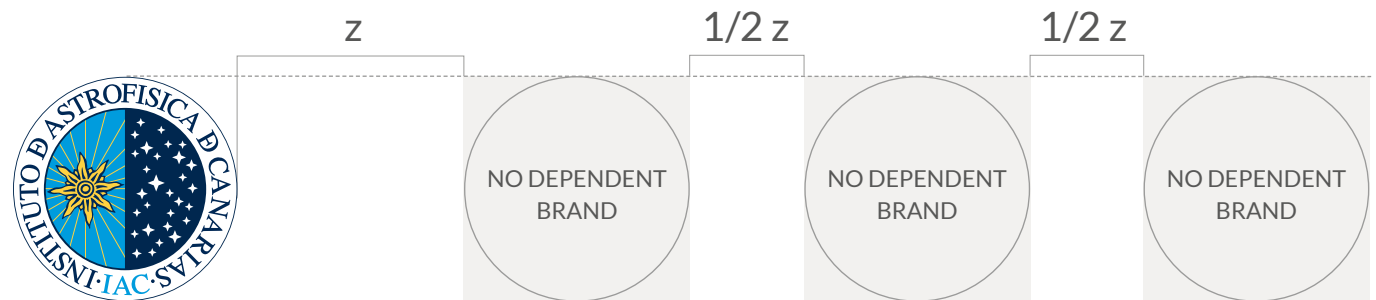
To establish the proportion and distance between the IAC graphic brand and the rest of non-dependent brands, the reference "z" will be used, which corresponds to the diameter of the IAC graphic brand.

Two options are established:
A and B.

In option A, the graphic brand of the IAC is prioritized. The separation between this and the others is 1z, while between the rest of the brands it is 1/2 of a z.



Option A



COEXISTENCE WITH OTHER GRAPHIC BRANDS

Coexistence with
graphic brands
not dependent
on the IAC

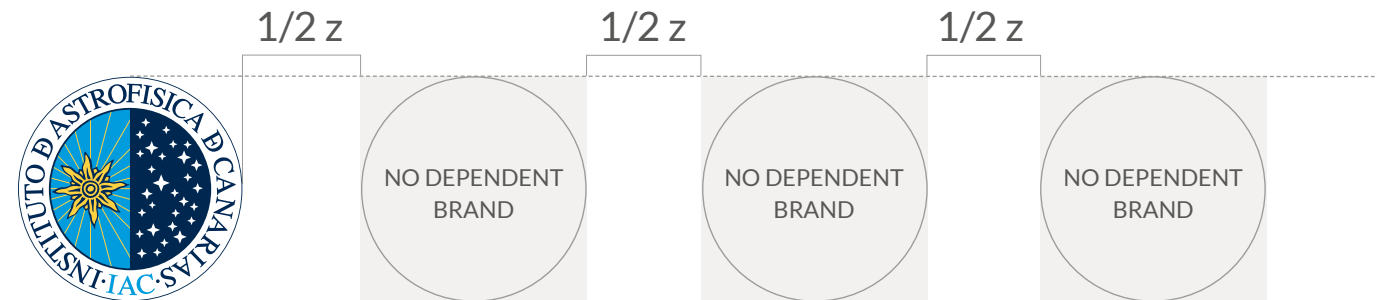
Horizontal composition

*In option B all the
graphic brands have the
same separation
between them: $1/2 z$.*

*This version is used when
the IAC graphic brand
accompanies others from
official organizations.*



Option B



COEXISTENCE WITH OTHER GRAPHIC BRANDS

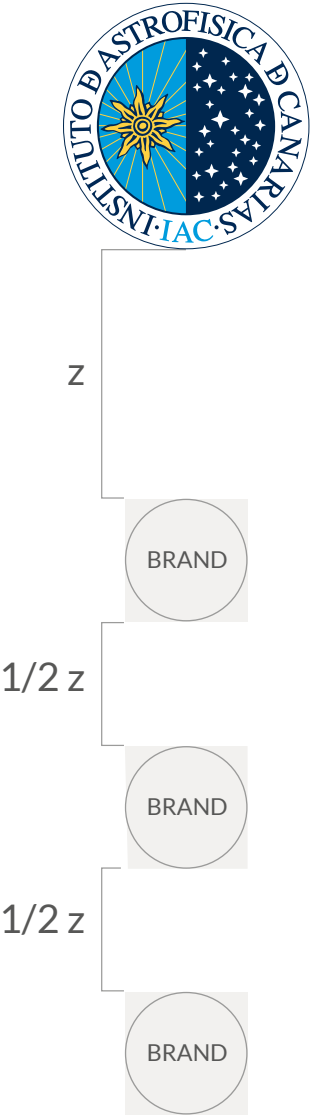
Coexistence with
graphic brands
not dependent
on the IAC

Vertical composition

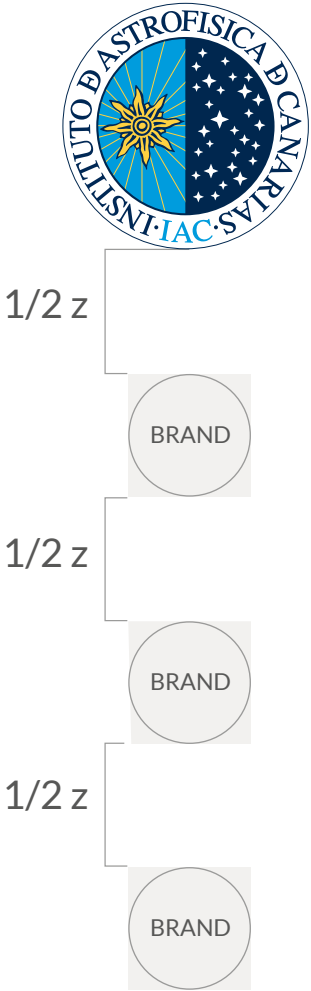
*In compositions in which the
brands go in a column, the
same separation formula is
used as for the horizontal
version.*

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Option A



Option B



CORPORATE TYPEFACE

The “Times Roman Regular” font is the one that makes up the graphic brand of the IAC.

It has the peculiarity that it uses a glyph for the preposition “DE”.

This font will only be used solely and exclusively in the graphic brand.

(Times Roman Regular of 26 points with a stroke of 0,35 points)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&() ¿ ? ¡ ! / Ð



SECONDARY
CORPORATE
TYPEFACE

For the composition of corporate elements, the “Roboto” typeface will be used exclusively. Available for free on Google Fonts.

The wide variety of thicknesses in the “Roboto” font family guarantees great flexibility and consistency to be able to differentiate areas, subareas, departments, etc...

“Roboto” Font Family:
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Condensed Light
Roboto Condensed Regular
Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()

<p>Roboto light</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ ñopqrstuvwxyz 123456789 @ #&()</p>	<p>Roboto Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ ñopqrstuvwxyz 123456789 @ #&()</p>	<p>Roboto medium</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ ñopqrstuvwxyz 123456789 @ #&()</p>	<p>Roboto bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ ñopqrstuvwxyz 123456789 @ #&()</p>
<p>Roboto Condensed light</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ ñopqrstuvwxyz 123456789 @ #&()</p>	<p>Roboto Condensed Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ ñopqrstuvwxyz 123456789 @ #&()</p>	<p>Roboto Condensed Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ ñopqrstuvwxyz 123456789 @ #&()</p>	

COMPLEMENTARY TYPEFACE

*For use in all communications,
both online and in print, the
“Lato” typeface will be used.*

*Available for free on Google
Fonts.*

“Lato” Font Family:

Lato Light

Regular Side

Lato Bold

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()

Lato light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ñopqrstuvwxyz
123456789 @ #&()

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ñopqrstuvwxyz
123456789 @ #&()

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ñopqrstuvwxyz
123456789 @ #&()

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ñopqrstuvwxyz
123456789 @ #&()

ALTERNATIVE TYPEFACE

The “Arial” typeface will be used exclusively when the “Lato” font is not available. For templates of forms, letters, documents, etc.

“Arial” is a highly legible “sans serif” typeface that is installed by default on virtually all operating systems, making it an easy choice when the “Lato” typeface is not available.

“Arial” font family:

Arial Regular

Arial Bold

Arial Black

Arial Narrow

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()

Arial regular

ABCDEFGHIJKLM
ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()

Arial narrow

ABCDEFGHIJKLM
ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()

Arial bold

**ABCDEFGHIJKLM
ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()**

Arial narrow

**ABCDEFGHIJKLM
ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()**

Arial black

**ABCDEFGHIJKLM
ÑOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 @ #&()**

Design: Gabriel Pérez Díaz (IAC)



2023

DOWNLOAD FILES:

EN

www.iac.es (Institutional branding)

