



# Corporate Identity Manual

BASIC RULES FOR THE USE OF THE BRAND

Instituto de Astrofísica  
de Canarias

## 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.*

Corporate Identity Manual  
Basic rules for the use of the brand



COLOR version

Instituto de Astrofísica  
de Canarias

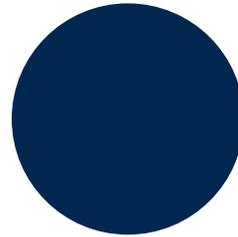
## CORPORATE COLORS

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

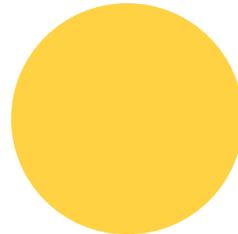
*Dark blue: Pantone 295C  
Cyan: Pantone Pro Cyan C  
Yellow: Pantone 122C*

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

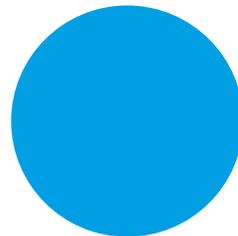
Corporate Identity Manual  
Basic rules for the use of the brand



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



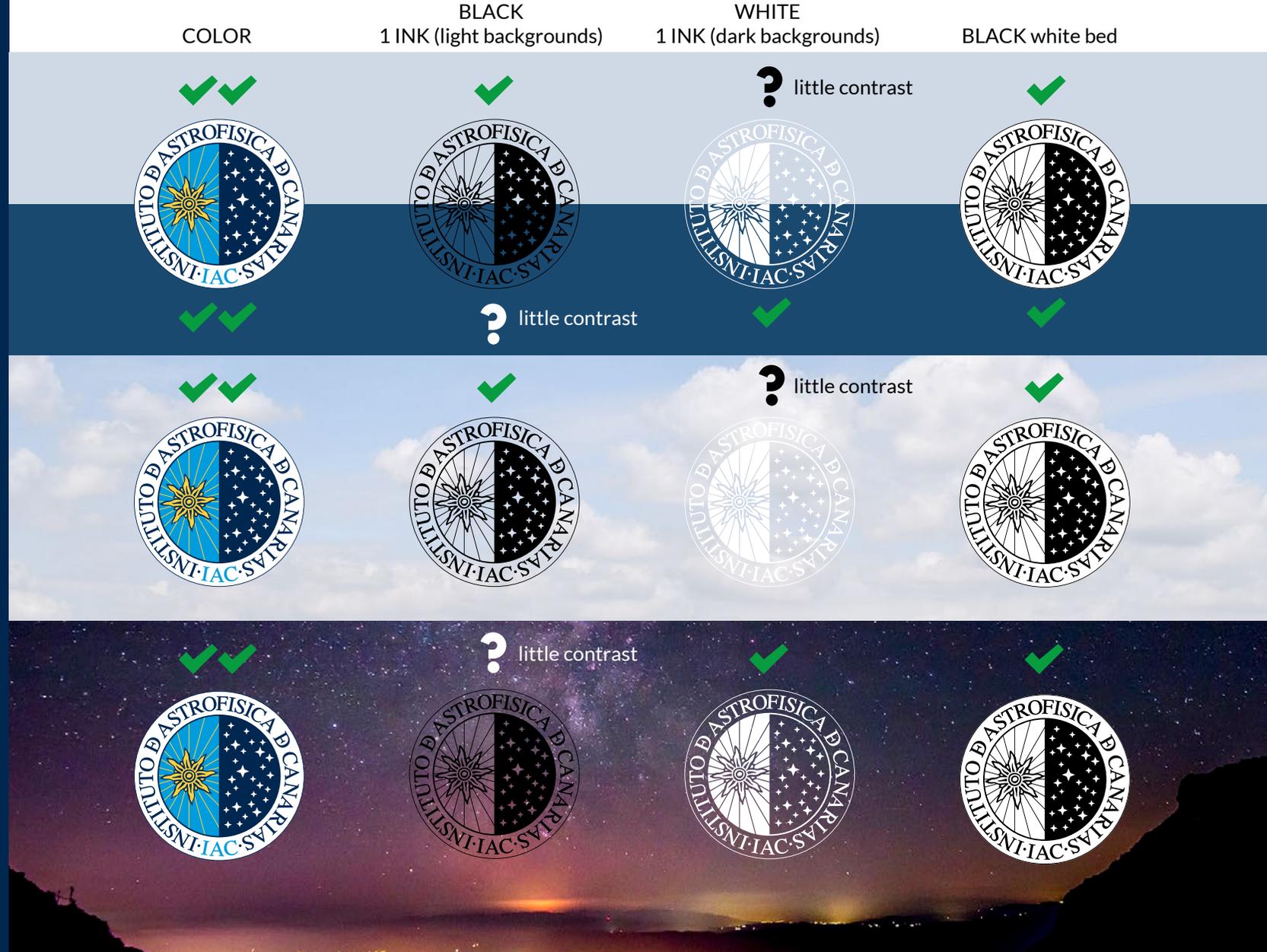
GRAYSCALE version

## 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.*

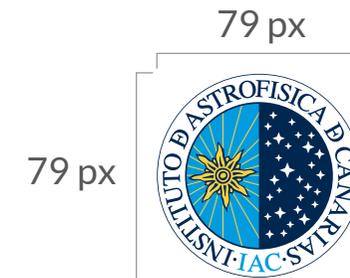
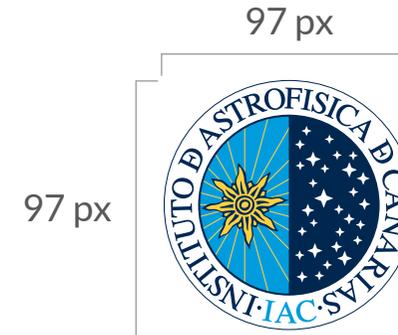
*The sharpness and good visual  
perception of the brand must  
be ensured, limiting its size if it  
is no longer recognizable.*

*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



### Online size



## 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.



Instituto de Astrofísica  
de Canarias

## 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.*

Corporate Identity Manual  
Basic rules for the use of the brand



EXCELENCIA  
SEVERO  
OCHOA

## COEXISTENCE WITH OTHER GRAPHIC BRANDS

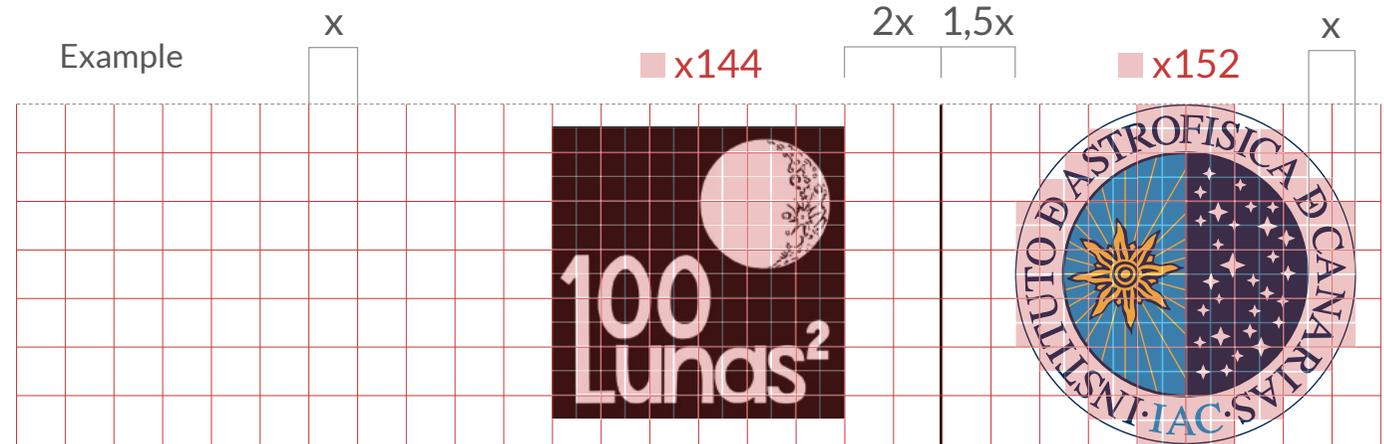
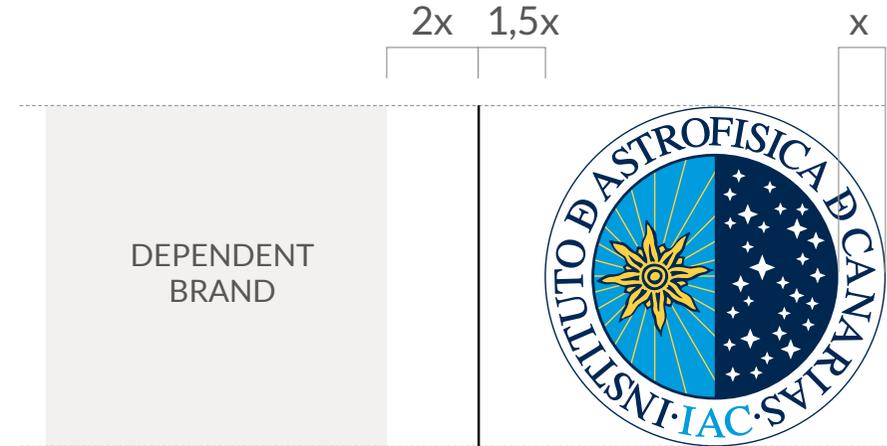
Coexistence with dependent graphic brands of the IAC

"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

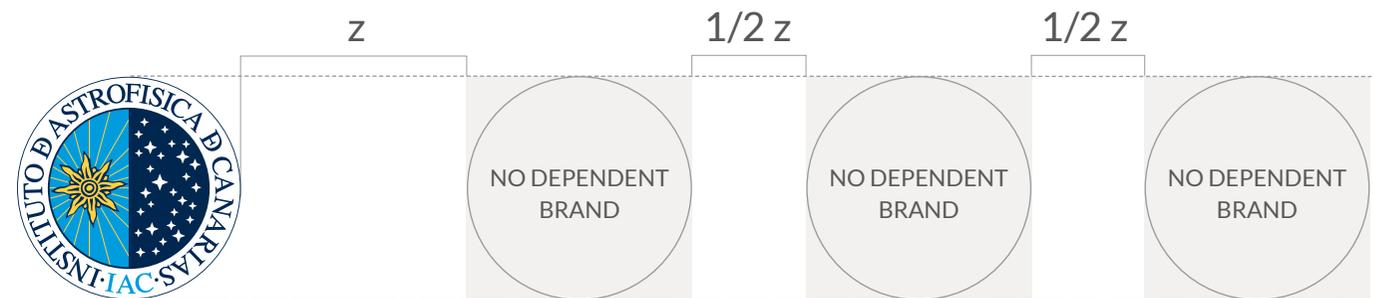
To establish the proportion and distance between the IAC graphic brand and the rest of non-dependent brands, the reference "z" will be used, which corresponds to the diameter of the IAC graphic brand.

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

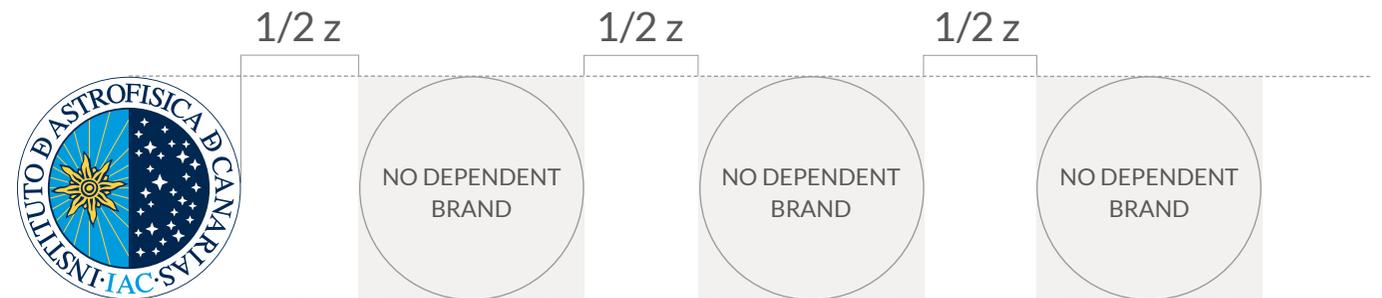
### Horizontal composition

*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.*

#### 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 @ #&( ) ;? ;! / Đ



## 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 @ #&( )

Roboto light

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Roboto Regular

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Roboto medium

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Roboto bold

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Roboto Condensed light

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Roboto Condensed Regular

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Roboto Condensed Bold

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

## 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

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&()

Lato Regular

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&()

Lato Bold

**ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&()**

Lato Black

**ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
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  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Arial bold

**ABCDEFGHIJKLM**  
**ÑOPQRSTUVWXYZ**  
**abcdefghijklmñop**  
**qrstuvwxyz**  
**123456789 @ #&( )**

**Arial black**

**ABCDEFGHIJKLM**  
**ÑOPQRSTUVWXYZ**  
**abcdefghijklmñop**  
**qrstuvwxyz**  
**123456789 @ #&( )**

Arial narrow

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Arial narrow

ABCDEFGHIJKLM  
ÑOPQRSTUVWXYZ  
abcdefghijklmñop  
qrstuvwxyz  
123456789 @ #&( )

Design: Gabriel Pérez Díaz (IAC)



2023

**DOWNLOAD FILES:**

EN

[www.iac.es](http://www.iac.es) (Institutional branding)

