

**IEEC** **R**

Institut d'Estudis  
Espacials de Catalunya

# Logo Guidelines

2024

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This is the minimum amount of white space that must surround the logo in all its uses. This space is defined as twice the width of the letter “l”. Let the logo breathe by using as much white space around it whenever possible.



When using the descriptor, please use the vector outline logo provided.

In case the descriptor has to be recreated, the font is Source Sans 3 Regular (former Source Sans Pro). Do not use any other typeface for the descriptor.



The horizontal version of the logo can only be used when the standard logo does not fit in height, either due to insufficient height or when it is too small, in order to maintain its visibility.



The minimum height the logo should be used at is 22 px (7.7 mm for print)

**CMYK**

98 100 28 42

**RGB**

31 8 78

**HEX**

#1f084e

**CMYK**

0 0 0 100

**RGB**

0 0 0

**HEX**

#000000



The logo consists of the letters 'IEEC' in a bold, sans-serif font, followed by a registered trademark symbol (®) inside a small square. The letters are dark blue.

Colour

The logo consists of the letters 'IEEC' in a bold, sans-serif font, followed by a registered trademark symbol (®) inside a small square. The letters are black.

Black

The logo consists of the letters 'IEEC' in a bold, sans-serif font, followed by a registered trademark symbol (®) inside a small square. The letters are white.

White



When using imagery, make sure there is good and even contrast between the logo and its background.



**IEEC<sup>R</sup>**

**Lorem ipsum dolor sit amet consectetur est**

When using an image with poor contrast or uneven background, set the logo on a flat color, either white or dark blue, depending on the image and the logo variant.



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- Do not use any effects, such as drop shadows, to alter the logo or improve contrast with its background.
- Never change the proportions, or orientation, of logo elements.
- Do not change the logo colours or use gradients on top of it.
- Never use other typefaces for the descriptor.
- Do not change the descriptor layout, either use it as is or not at all.

Suggested typeface for print and web:

# Source Sans 3

Free Google Font - <https://fonts.google.com/specimen/Source+Sans+3>

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdďefghi-  
jklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊО  
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ΥΦΧΨΩαβγδεζηθικλμνξοπρστυφχψωά'Αέ'Εέ'Ηί'ι'Ιό'Ού'ϋ'Υÿ  
ὰ'ὰ'έ'è'ή'ì'ò'ó'ú'ù'ώ'ώ'Ω'Ǻ'Ǽ'Ê'Ô'Ů'ǎ'â'ê'ô'ș'ı'1234567890'?'“!”(%)[#]  
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