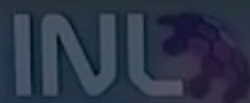


CORPORATE IDENTITY MANUAL



INTERNATIONAL IBERIAN
NANOTECHNOLOGY
LABORATORY



INTERNATIONAL IBERIAN
NANOTECHNOLOGY
LABORATORY



<http://inl.int/>



CORPORATE IDENTITY MANUAL

INTRODUCTION

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 - 1.8. LOGO SIZE
 - 1.9. USE WITH OTHER LOGOS
2. CORPORATE TYPOGRAPHY
3. EMAIL SIGNATURE

INTRODUCTION

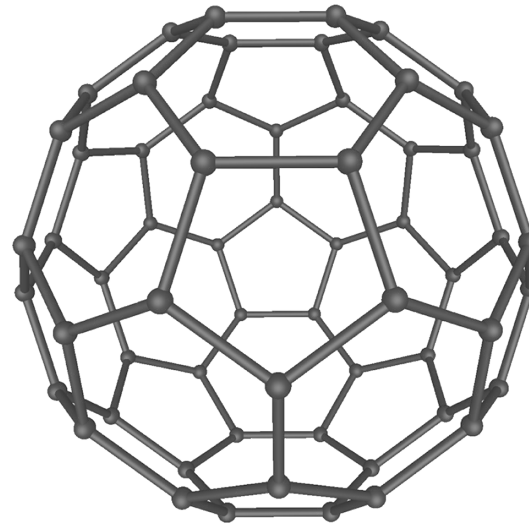
This corporate identity manual is a guide that establishes the rules applicable to INL brand. It is an indispensable tool which must always be observed when using the brand in any medium or format.

Branding and Corporate Identity are the visible part of an organization, and one of its most valuable despite intangible assets. That is why we must protect it and follow the official guidelines that make it universally recognizable, inside and outside INL.

And this is everyone's responsibility.

The Fullerene and the Nanotechnology. Our Inspiration.

The INL brand was inspired by a structure that amazed the world in 1985: the Fullerene. Thanks to its effect, this structure has become part of numerous projects, of very different scales: from very big to very small.



1. THE BRAND

From the shapes to the lettering, all the elements are aligned with the technological nature of the INL branding.

Here are presented two versions of the logotype: (01) square version and (2) rectangular version. The square version should be used whenever possible.

{01}



The square version is preferable for all uses, whenever possible.

{02}



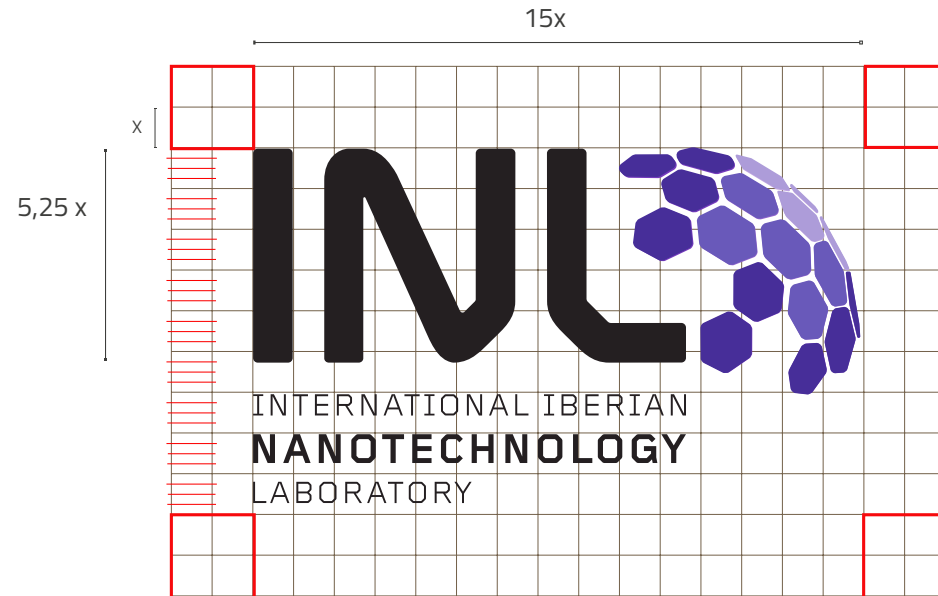
The rectangular version should be used only when this type of format fits better than the square version of the logotype.

1.1. LOGOTYPE

Constructive grid

The INL brand is inscribed on a modular surface of 5,25x high and 15x horizontal proportions in relation to the measure "X" in its square version, and 5,25x and 32x horizontal in its rectangular version.

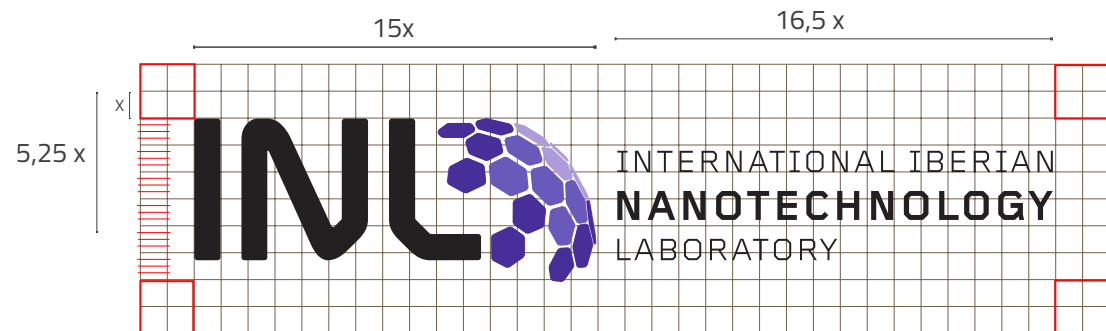
This grid aims to guarantee the correct proportion of the logo on any support and in any application.



Security Area

A security area is established around the logo (2x). This area must be free of graphic elements that interfere with its perception and reading.

Whenever possible, try to increase the size of this area, separating the logo from other elements on the page (text and images).



1.2. IMAGOTYPE

The INL Imagotype (01) is the symbol (INL lettering + fullerene abstract design). This imagotype and the complete Institution name results in the logotype (02).

The imagotype (1) shall only be used when the logotype (2) has already been presented in the same document.

Example 1: in a poster or website, the imagotype may be used in the header if the logotype is at the bottom.

Example 2: in a booklet, the imagotype can be used in the internal pages or in the back cover if the logotype is already present in the cover.

The Imagotype can't be displayed alone.

Imagotype (01)



Logotype (02)



1.3 . CORPORATE COLOURS Colour Guide

The colours are a significant element of the branding, and must be replicated using the defined references.

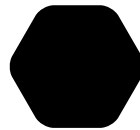
CMYK: Process-colour printing. Cyan, Magenta, Yellow, K = black. The CMYK colours code will be used for all printed materials.

RGB: Colour sample for monitor display with 256 gradations per channel. R = red, G = green, B = blue. The RGB colour scale will be used on the website, ppt, and other electronic applications.

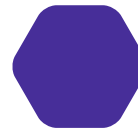
Hex (#): System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This Hex code is preferably used for designing websites.

Pantone: This is a proprietary, standardized colour system used across many industries in manufacturing, which describes colours by an allocated number. In case you need the INL codes, please contact to ccm.support@inl.int

CORPORATE COLOURS



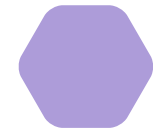
CMYK: 100/100/100/100
RGB: 0/0/0
#000000



CMYK: 76/90/0/0
RGB: 71/46/152
#753bbd



CMYK: 52/66/0/0
RGB: 104/88/186
#6858BA



CMYK: 26/37/0/0
RGB: 174/156/218
#AE9CDA

SECONDARY COLOURS & POSSIBLE COMBINATIONS

Grey 1



CMYK: 52/43/41/7
RGB: 128/129/132
#808184

Grey 2



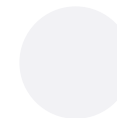
CMYK: 34/26/27/0
RGB: 172/174/174
#ACAEAE

Grey 3



CMYK: 14/10/11/0
RGB: 217/217/217
#D9D9D9

Grey 4



CMYK: 4/2/2/0
RGB: 241/243/244
#F1F3F4

Green 1



CMYK: 53/0/100/0
RGB: 134/198/6
#86C606

Blue 1



CMYK: 89/56/31/10
RGB: 34/99/132
#226384

Blue 2



CMYK: 69/0/21/0
RGB: 12/195/209
#0CC3D1

Blue 3



CMYK: 43/0/18/0
RGB: 140/211/213
#8CD3D5

Blue 4



CMYK: 16/0/3/0
RGB: 204/255/255
#CCFFFF

1.4 . SECONDARY COLOURS Possible Combinations

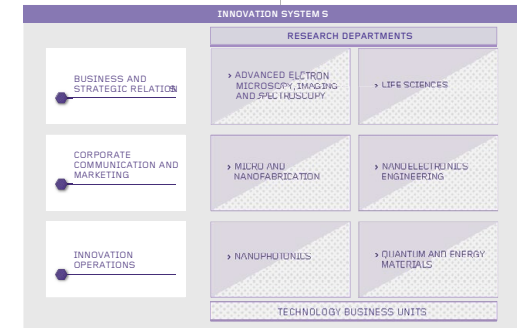
The secondary colours are a complementing element of the branding, for use in combination with our Corporate colours (which always have to be present) in digital presentations, diagrams, websites and printed materials.



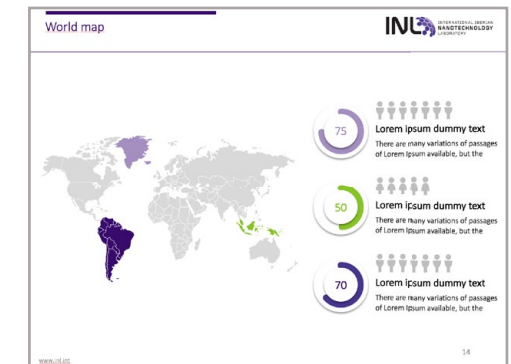
BROCHURE MARIE CURIE



CAREERS.INL.INT



POWERPOINT PRESENTATION



POWERPOINT PRESENTATION

1.5.

OTHER VERSIONS OF THE LOGOTYPE

STANDARD LOGO VERSION

The standard logo is the full colour version, which should be used whenever possible, ideally in white backgrounds. It can also be used on coloured backgrounds, if no other alternative is available, but only if the background colour is light or soft.

SECONDARY VERSIONS

Black or Positive logo version

For single colour reproductions, greyscale or black logo versions should be used. These versions can only be used when the material and type of impression doesn't support the standard version.

White or Negative logo version

The negative logo should be used whenever using dark or black background.

Standard logo



Light background



Dark background



Black logo - positive logo



White logo - Negative logo



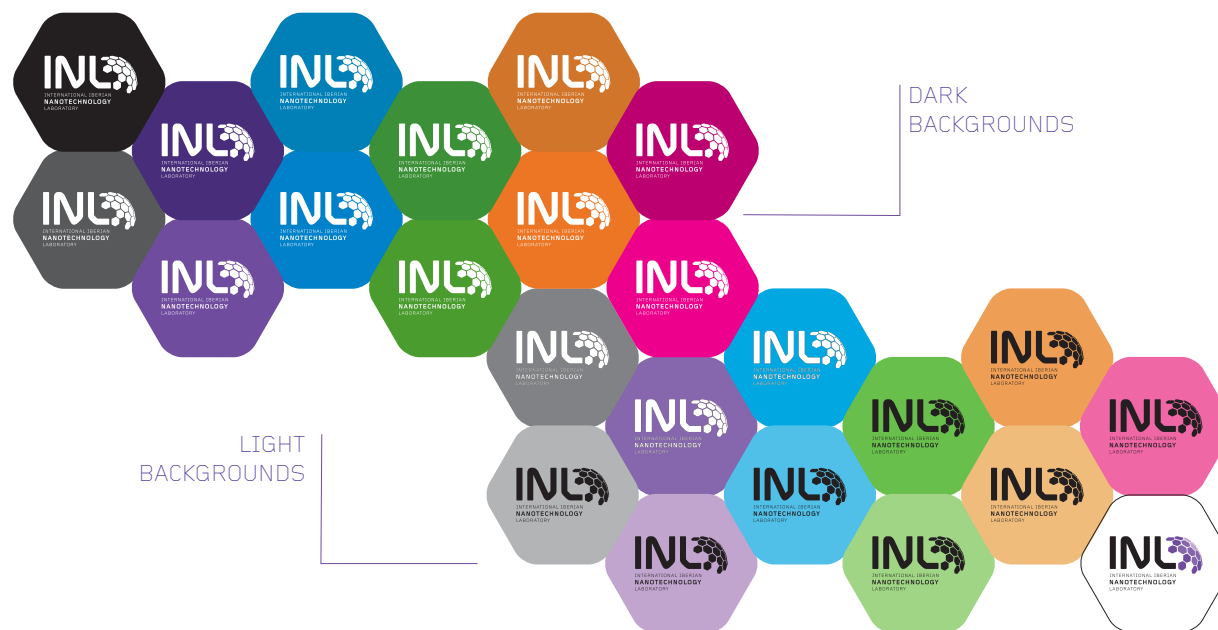
1.6. USE OF THE LOGOTYPE IN DIFFERENT BACKGROUND COLOURS

COLOURED BACKGROUNDS

In order to ensure the clear legibility of the logotype, the version used must assure the highest contrast with the background.

- Negative version for dark backgrounds, also in videos.
- Standard logo or black version logo for light backgrounds.

The use of the standard logo on coloured backgrounds is allowed but not recommended.



NEGATIVE LOGO ON DARK
BACKGROUND IMAGE



FULL COLOUR LOGO ON LIGHT
BACKGROUND IMAGE

1.7. UNAUTHORIZED USES OF THE LOGOTYPE

The logotype can't be distorted, stretched or flatted, and the proportions of any of its parts can't be changed.

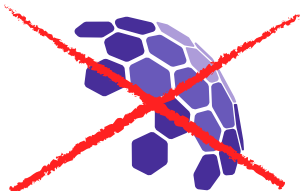
The lettering can't be separated from the symbol (fullerene) and they can't be repositioned.

The typography of the logo (Foundry Gridnik Regular and Bold) can't be modified.

Chromatic alterations of non-corporate colours can't be applied.

Rules regarding the use of INL logo in coloured backgrounds should always be observed (section 1.5).

UNAUTHORIZED USES



1.8. LOGOTYPE MINIMUM SIZE

The minimum usable size of the INL logo is 1,7 cm. In exceptional cases, when there is no larger space for placing the logo, the minimum usable size is 1 cm.

For those cases, if the mention 'INTERNATIONAL IBERIAN NANOTECHNOLOGY LABORATORY' under the logo is not visible, this text can be omitted.



1.9. USE IN COMBINATION WITH OTHER BRANDS

When the INL logo is displayed together with other logos, it shall mandatorily be the same size (height and/or width) as the biggest of them.

The square version or rectangular version shall be applied in accordance with the proportions of the other logos.

Example of use with landscape logotypes:



Example of use with vertical or square logotypes:



2. CORPORATE TYPOGRAPHY

In order to standardise and ensure coherence of graphic and written materials, two different families of corporate fonts have been defined:

- **Verdana** is an open type font, available in all softwares, and shall be used in all written documents and electronic communications. Verdana is used in two weights (bold and regular) and size between 10pt and 11pt (12pt if titles).

- **Foundry Gridnik** is used in the composition of the logo (in the complete name INTERNATIONAL IBERIAN NANOTECHNOLOGY LABORATORY), and shall be used for the titles in graphic materials and for the design of posters, websites, brochures and other promotional items.

Foundry is not a free font and most equipment do not have it installed. Its use in documents and communications is therefore highly discouraged, as it may lead to unexpected alterations and font changes.

GRIDNIK TYPOGRAPHY:

GRIDNIK BOLD

ABCDEFGHIJKLMN**OP**QRSTU**V**
WXYZabc**de**fghiklmnopqrstuv
wxyz0123456789(,;.:[^]~|&%)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac sapien. Praesent imperdiet quam at libero. Pellentesque consectetur tortor sit amet augue. Cras mi. Donec viverra. Aliquam erat volutpat. Nullam faucibus faucibus sapien. Phasellus eu augue a diam sagittis facilisis. Cras elit. Pellentesque nisl. Vestibulum molestie porttitor purus. Nam molestie lacus ut nunc.

lectus nulla, fermentum ut, aliquet ut, molestie vitae, enim. Phasellus imperdiet metus ac nulla. Donec venenatis enim et risus. Donec vitae libero. Phasellus dui mauris, pretium nec, ullamcorper ac, faucibus ac, risus. Praesent lacus lacus, aliquet nec, porttitor nec.

GRIDNIK LIGHT

ABCDEFGHIJKLMN**OP**QRSTU**V**WX
YZabc**de**fghiklmnopqrstuvxyz
0123456789(,;.:[^]~|&%)

Gridnik: Use restricted only to graphic design deliverables.

TYPOGRAPHY FOR CONTENT:

VERDANA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac sapien. Praesent imperdiet Nullam faucibus faucibus sapien. Phasellus eu augue a diam sagittis facilisis cras elit pellentesque. libero pellentesque consectetur tortor sit amet augue cras mi donec viverra aliquam erat volutpat.

2. CORPORATE TYPOGRAPHY

- **Calibri** is an open type font, thinner than verdana and more readable and available in all softwares. Its use is recommended for digital presentations such as Powerpoint. Calibri can be used in two weights (bold and regular) and with a minimum size of 11pt (12pt if titles) in powerpoint slides.

CALIBRI TYPOGRAPHY

Calibri title in bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eu arcu dui. **Aenean maximus sed turpis** ac mollis. Proin lobortis leo eget euismod facilisis. Aenean vel consequat nibh. Curabitur auctor luctus maximus. Sed lorem ligula, semper ut posuere congue, venenatis elementum mi. Phasellus lectus tellus, aliquet consectetur mollis a, laoreet ut sapien. **Vestibulum nisl urna, rutrum laoreet purus eu, lobortis sollicitudin eros.**

Calibri: It is advisable to use Calibri only for digital presentations (powerpoint)

3.

INL EMAIL SIGNATURE

A standardised INL email signature has been developed and must be used by all INLers, in order to keep our brand consistent and identifiable.

When setting up the email signature, INLers must use the templates and follow the guidelines available in Confluence. Only the information included in these templates can be displayed in the signature.

A short email signature is also available to be used for replies/forwards.

First name and Surname

Academic title (Prof, PhD, Dr)

Job Title

Department

Unit | Group



An Intergovernmental Organisation (IGO)

Headquarters address:

Av. Mestre José Veiga s/n

4715-330 Braga – Portugal

T: + 351 253 140 112 – (your extension number)

M: Insert Your Mobile Phone Number or delete this line

www.inl.int

Please consider the environment before printing this email.

Privileged and Confidential: The content of this email, including any attachments, is confidential and is designated solely for the attention and use of the intended recipient(s). If you receive this message in error, please notify us immediately and delete the original and any copies of this email and attachments from your computer system(s).

3.

INL EMAIL SIGNATURE Examples

Example 1. Corporate Services | Office

Margaret Costa

Coordination & Quality Manager

Coordination & Quality Management Office



An Intergovernmental Organisation (IGO)

Headquarters address:

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Example 2. Corporate Services | Department and with Unit

José Lobo

Legal Service Manager

Department of Administration

Legal Service Unit



An Intergovernmental Organisation (IGO)

Headquarters address:

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4715-330 Braga – Portugal

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INL EMAIL SIGNATURE Examples

Example 3. Staff Researcher/Research Fellow

Alex Jenkins

Staff Researcher

Spintronics Research Group



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Example 4. Research Group Leader

Lifeng Liu

Nanomaterials for Energy Storage and Conversion Research Group Leader

Nanomaterials for Energy Storage and Conversion Research Group



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Headquarters address:

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INL EMAIL SIGNATURE Examples

Example 5. Cluster Coordinator

Ricardo Ferreira

**Spintronics Research Group Leader
ICT Cluster Coordinator**

Spintronics Research Group



An Intergovernmental Organisation (IGO)

Headquarters address:

Av. Mestre José Veiga s/n

4715-330 Braga – Portugal

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Example 6. Deputy Cluster Coordinator

Marta Prado

**Food Quality and Safety Research Group Leader
Food Cluster Deputy Coordinator**

Food Quality and Safety Research Group



An Intergovernmental Organisation (IGO)

Headquarters address:

Av. Mestre José Veiga s/n

4715-330 Braga – Portugal

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3.1

EMAIL SIGNATURE

Guidelines

Images and Logos:

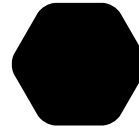
Do not use images and/or logos within the email signature in addition to the one we've provided, except INL's images and/or logos for social events (when authorized to do so).

Personal Contact Information:

The signature is designed to be kept as professional as possible and provide the most important contact information. Please, do not include personal contact information.

Only include alternative business-related contact fields (such as skype ID) if you have a unique role that requires this information and inclusion of such information is absolutely necessary.

Colours:



CMYK: 100/100/100/100
RGB: 0/0/0
#000000



RGB: 71/46/152
#753bbd



RGB: 128/129/132
#808184

Font: **Verdana Bold**
Verdana Regular
Verdana Bold Italic
Verdana Italic

3.2

EMAIL SIGNATURE

Out-of-office message.

Thank you for your email.

I am out of the office until (insert date). During this period I will have limited access to my email.

If you need immediate assistance during my absence, please contact (Contact Name) at (Contact Email Address). Otherwise I will respond to your emails as soon as possible.

Best Regards,



INTERNATIONAL IBERIAN
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