



IAC
2023
BAKU

IAC 2023

Brand Guidelines

Version 2.0

Logotype Terminology

Full-color version of the logo on a white background is the main version of logo use. It is allowed to use the corporate white logo on a colourful background in some exceptional cases. It is recommended to use the basic corporate colours in the background.



Logotype Composition

Clear Space

This is the minimum distance from the corporate symbol to the other visual or text layout elements, as well as to the boundaries of the layout. Do not place text or graphic elements within the clear space.



The minimum size of logotype

Full version — 20 mm in height

Short version — 7 mm

Full version



Short version



Alternative Versions

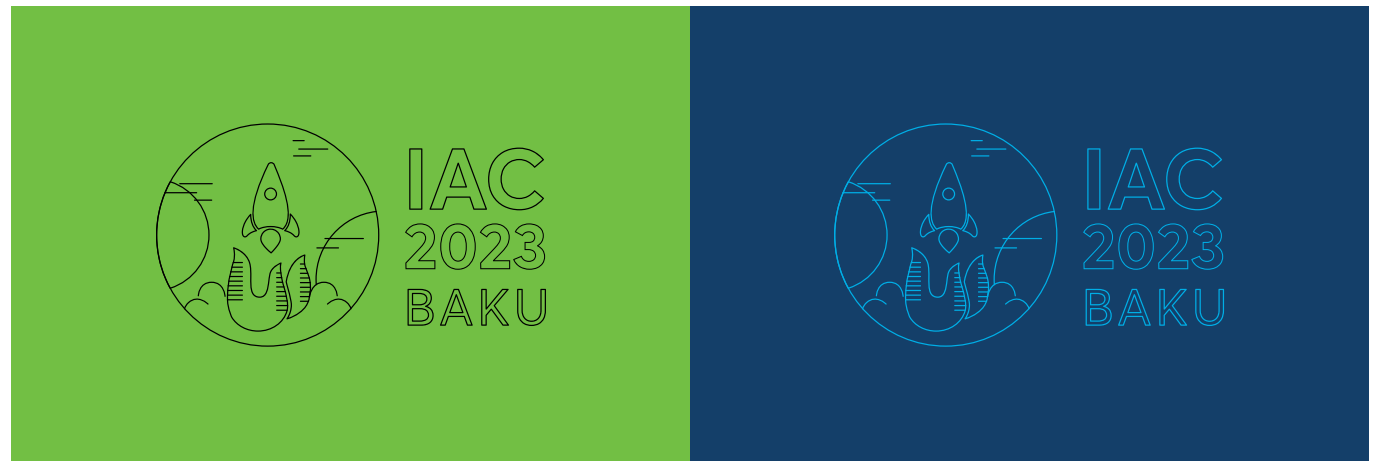
In case full-color reproduction is technically impossible (for example, in black-and-white editions or fax), a monochrome or lineart version of the corporate logo is used.



Monochrome



Lineart



Strictly Prohibited



Disproportionate transformation



Don't change the font type style and colour



Using the coloured logo on colourful background which impedes the perception of the logo



Don't tilt or rotate the logo and never don't add stroke



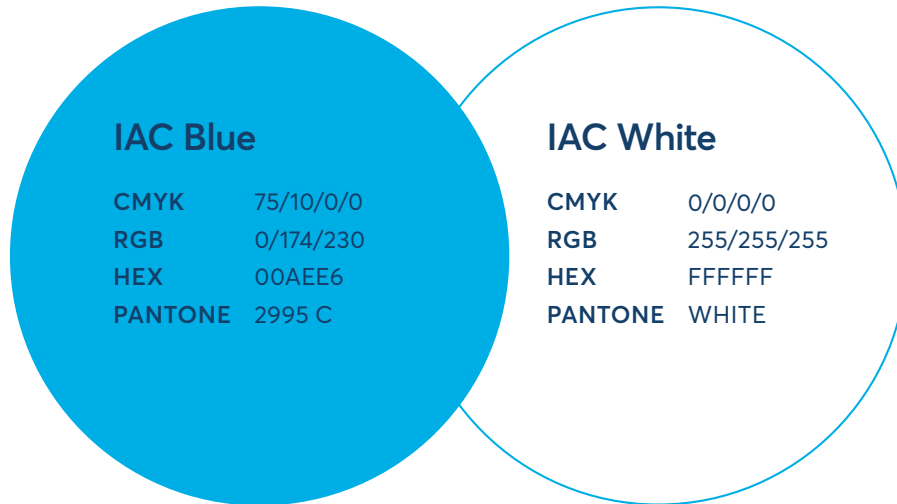
Don't change the color of the logo



Don't use volume effects, shadows, glows, etc.

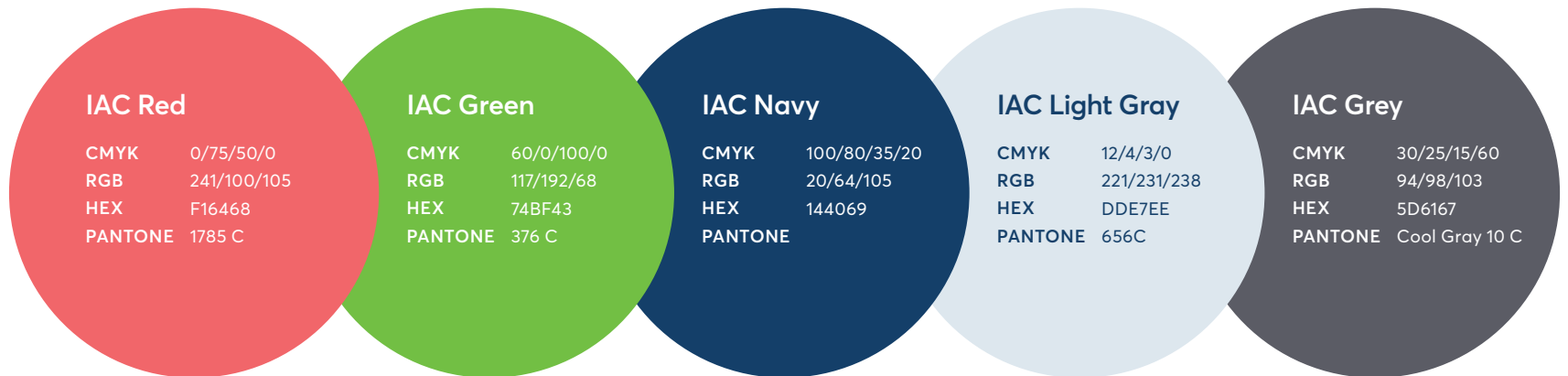
Corporate Colours

Main colours



IAC Blue		IAC White	
CMYK	75/10/0/0	CMYK	0/0/0/0
RGB	0/174/230	RGB	255/255/255
HEX	00AEE6	HEX	FFFFFF
PANTONE	2995 C	PANTONE	WHITE

Secondary colours



IAC Red		IAC Green		IAC Navy		IAC Light Gray		IAC Grey	
CMYK	0/75/50/0	CMYK	60/0/100/0	CMYK	100/80/35/20	CMYK	12/4/3/0	CMYK	30/25/15/60
RGB	241/100/105	RGB	117/192/68	RGB	20/64/105	RGB	221/231/238	RGB	94/98/103
HEX	F16468	HEX	74BF43	HEX	144069	HEX	DDE7EE	HEX	5D6167
PANTONE	1785 C	PANTONE	376 C	PANTONE		PANTONE	656C	PANTONE	Cool Gray 10 C

Visual Style and Graphic Element

The circles, being the main graphic element of the brand identity, can be used for the placement of text content or images, as well as the elements of design.

When using an image on background, text can be placed inside a main-colour bubble (blue or white).

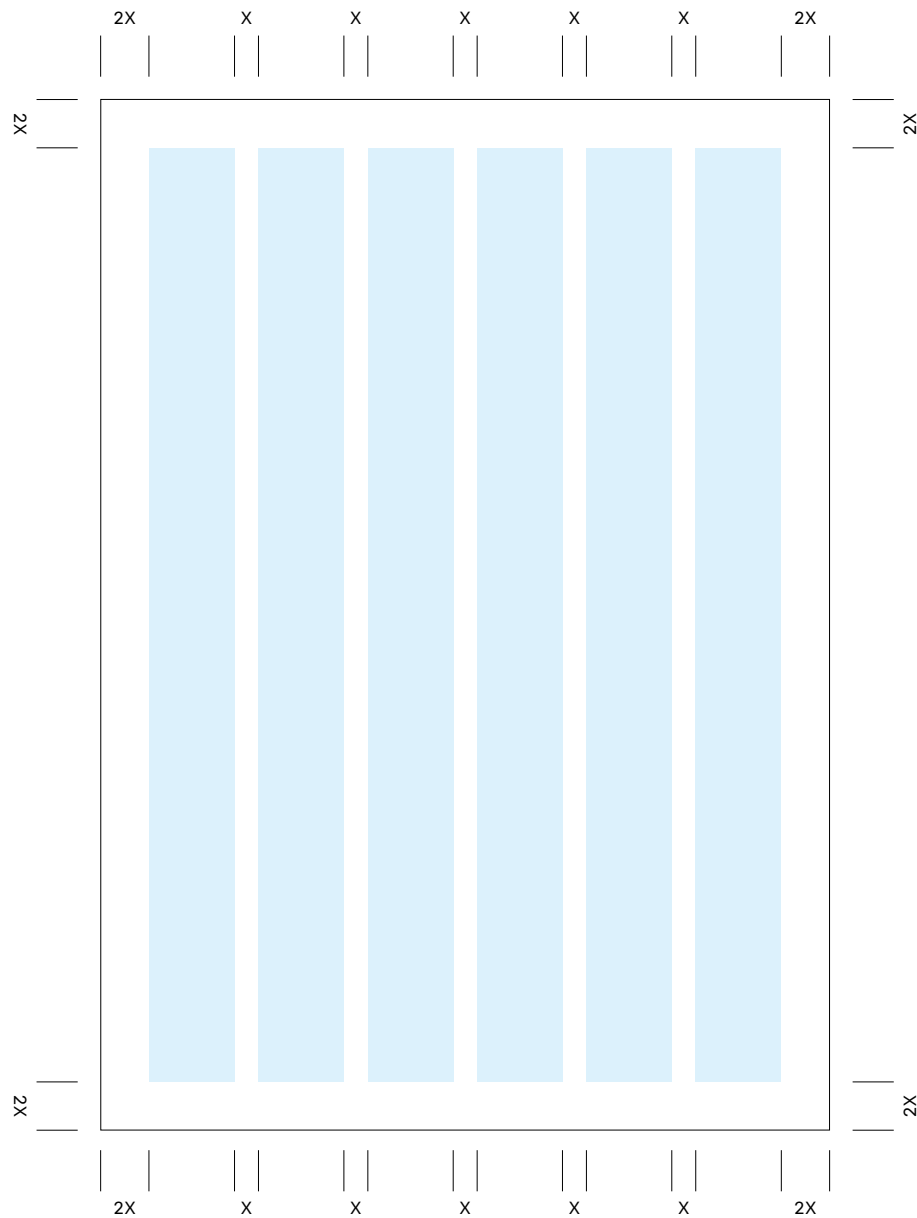
In case 2 bubbles are used, green and red colours should be applied. It is also allowed to use green and red bubbles combined with a blue bubble with content. In this case, it is important to make sure the smaller bubbles cover an area less than 50% of the blue bubble.



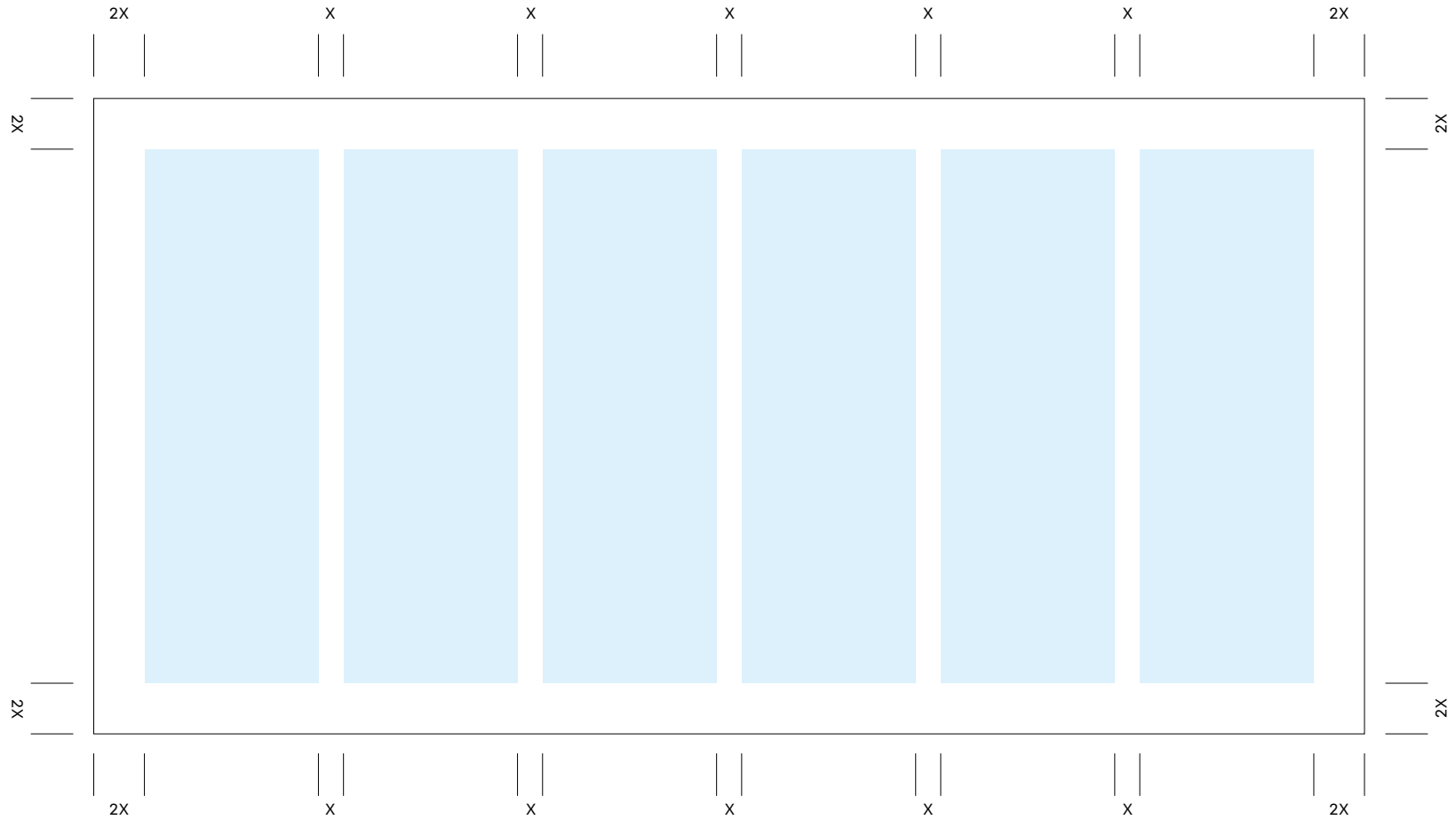
Visual Style and Graphic Element



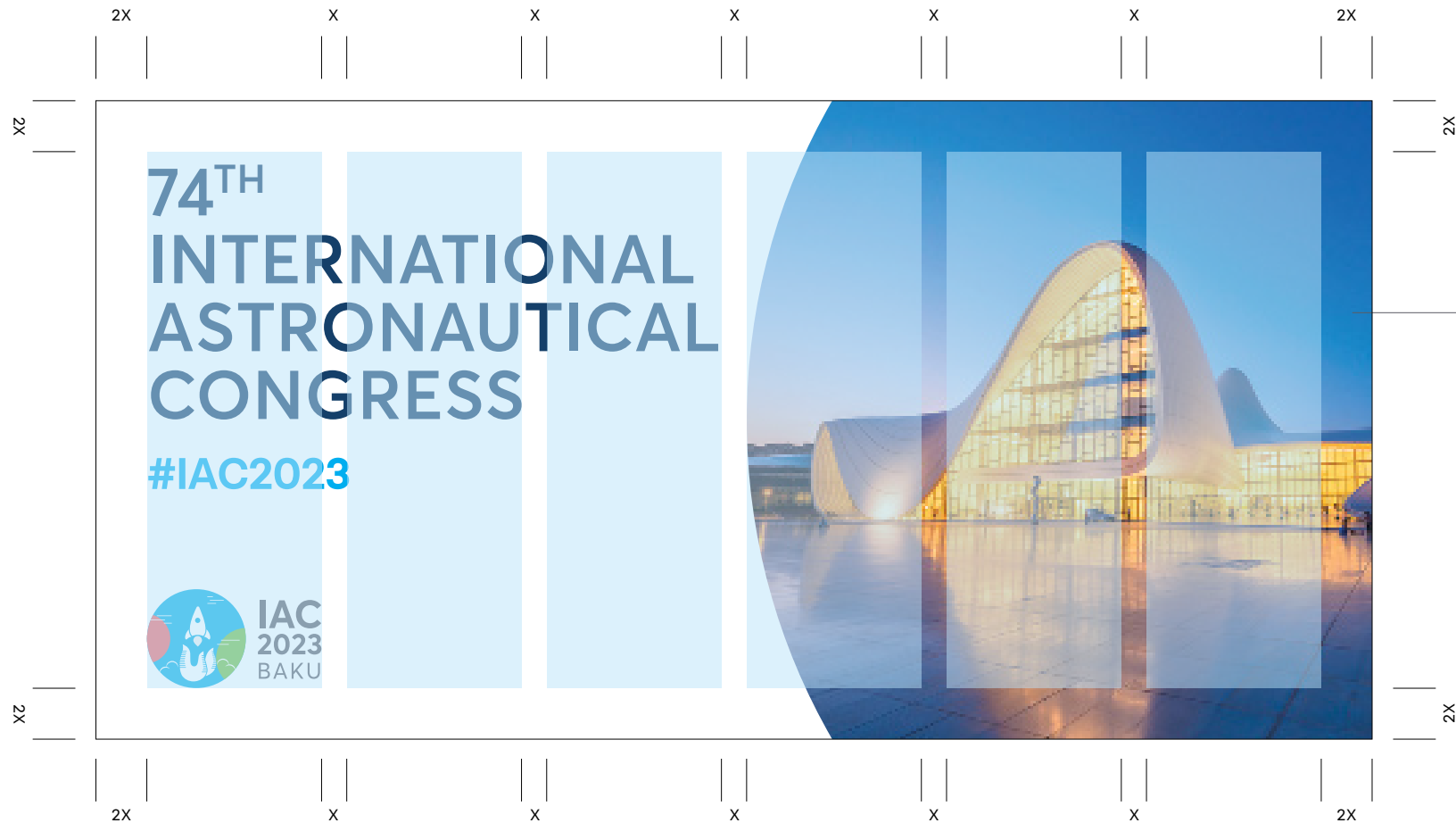
Grid system



Grid system



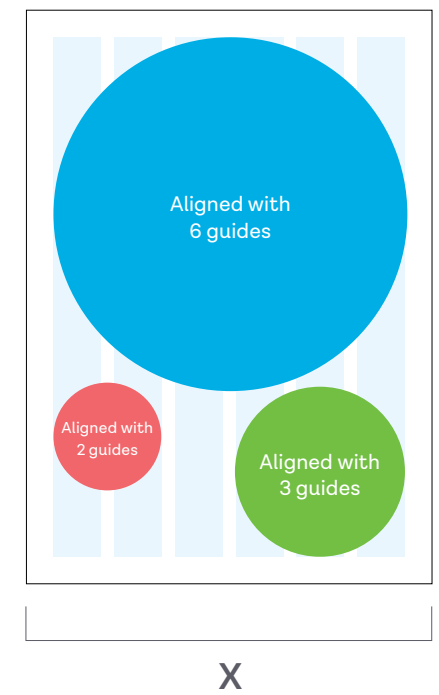
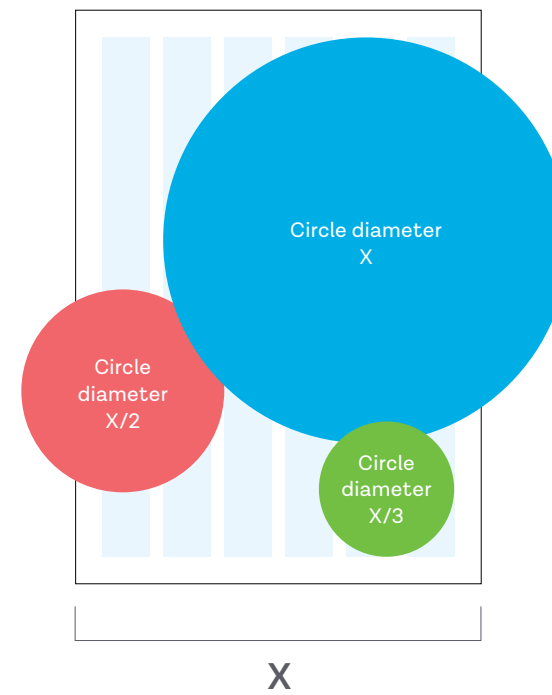
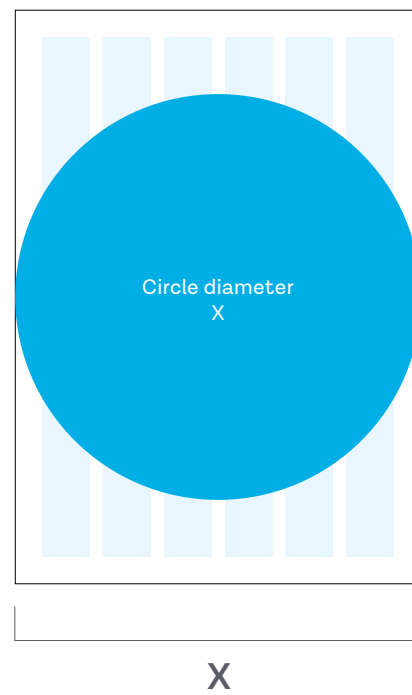
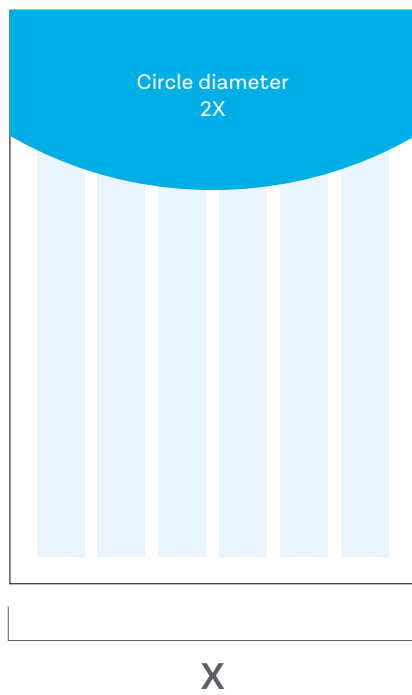
Grid system



The diameter of the circle is twice the height of the artwork

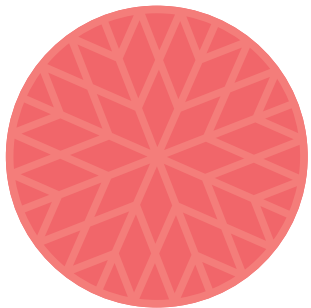
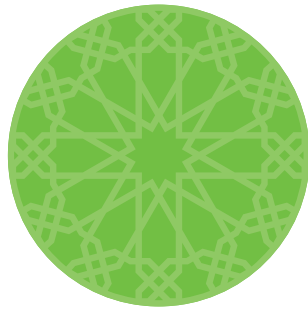
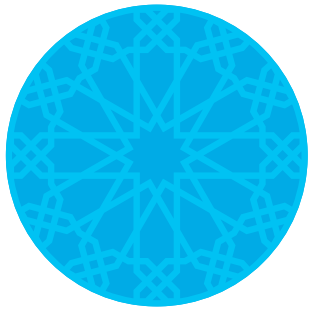
Graphic Element

Graphic elements can be used in different ways in line with the artwork proportions as shown below.



Graphic Element

In case of the absence of content inside bubbles, it is allowed to use a variety of national Azerbaijani patterns and ornaments, reflecting the culture, traditions, and history of the country. The patterns should be of a lighter shade, in line with the color of the bubble.



Corporate Font

Main font

Averta

Light, Regular, Semibold, Bold

Alternative font

Arial

Regular, Bold

74th International
Astronautical
Congress

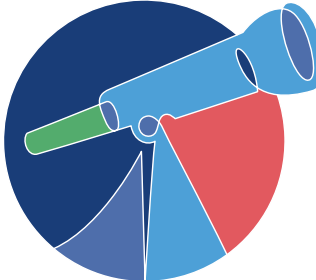
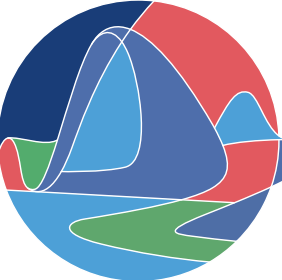
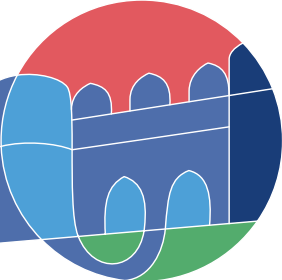
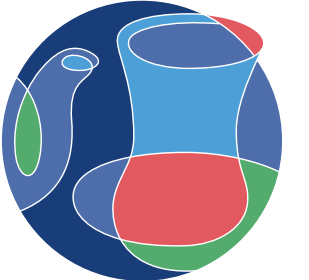
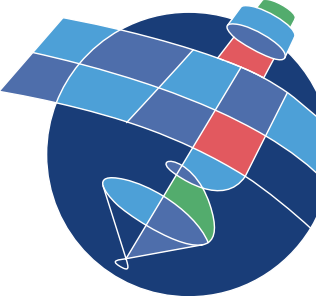
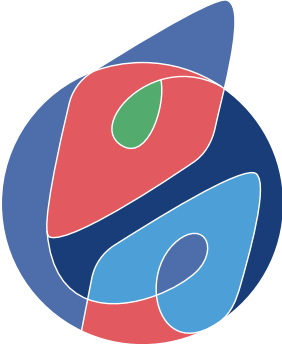
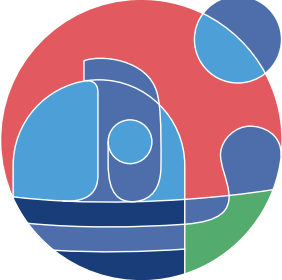
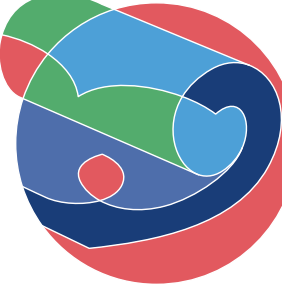
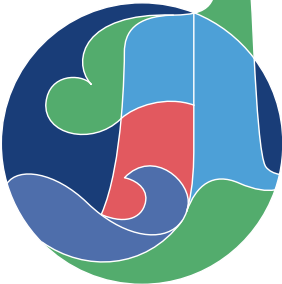
**GIVE SPACE
A CHANCE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

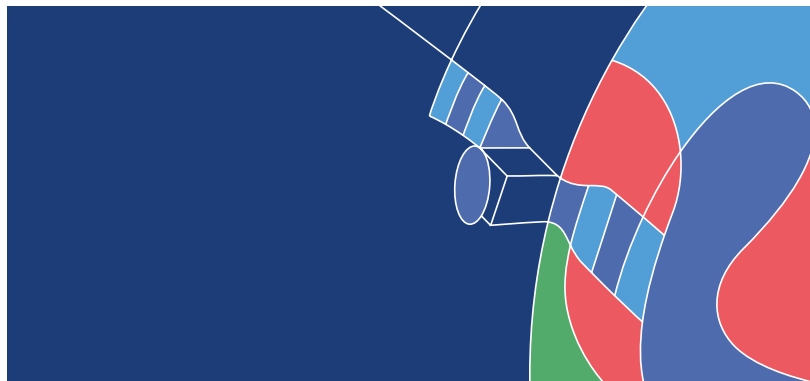
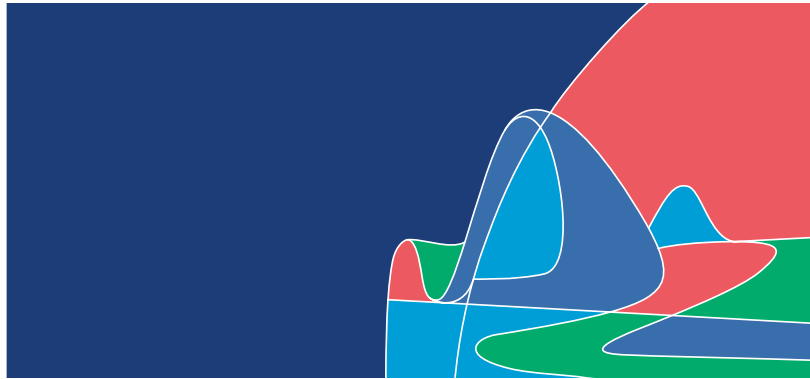
0123456789

abcdefghijklmnopqrstuvwxyz

Illustrations



Illustrations



Imagery Style

Full-color version of the logo on a white background is the main version of logo use. It is allowed to use the corporate white logo on a colourful background in some exceptional cases. It is recommended to use the basic corporate colours in the background.

