BRAND IDENTITY MANUAL

IAI
Inter-American Institute for Global Change Research

STePS
Science Technology Policy Fellowship

TDA
TransDisciplinary Academy

We encourage the Parties of the Inter-American Institute for Global Change Research (IAI) to use the IAI logos. However, the IAI Directorate should be informed about events, materials, and apparel where the logos are used, such as advertisements, publications, posters, videos, t-shirts, among others.

Please email **iai@dir.iai.int** if you need more information.

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INTER-AMERICAN
INSTITUTE FOR GLOBAL
CHANGE RESEARCH

MAIN

IAI
Inter-American Institute
for Global Change
Research

ALTERNATE

IAI

Geometric Grid and Clear Space
Main logo

Geometric Grid

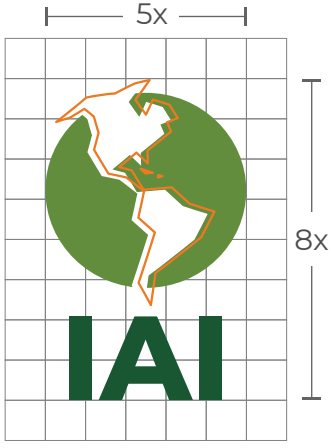
The main logo of the Inter-American Institute For Global Change Research (IAI) logo uses a 13 x 5 geometric grid.

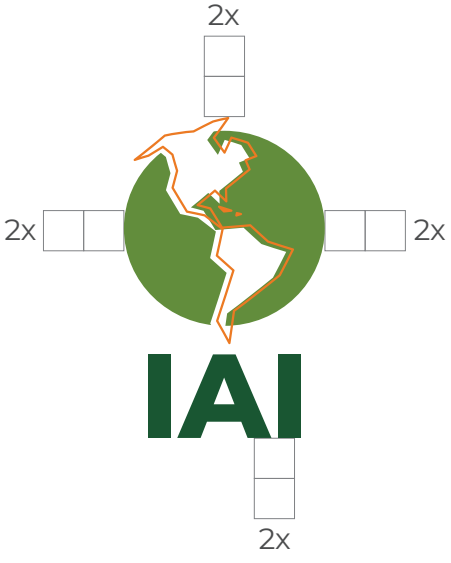
The “X” value is equal to the unit of measurement. This ensures the correct proportion of the brand on any medium or size, both in its English and Spanish versions.

Clear Space

A protection area has been established around the logo. This area should be free from graphic elements that interfere with the perception and readability of the brand.

The clear space measures 2x and, whenever possible, it is preferable to maximize this space by separating the logo from other elements (texts and images), both in its English and Spanish versions.





Geometric Grid

The alternate logo of the Inter-American Institute For Global Change Research (IAI) logo uses a 5 x 8 geometric grid.

The “X” value is equal to the unit of measurement. This ensures the correct proportion of the brand on any medium or size, both in its English and Spanish versions.

Clear Space

A protection area has been established around the logo. This area should be free from graphic elements that interfere with the perception and readability of the brand.

The clear space measures 2x and, whenever possible, it is preferable to maximize this space by separating the logo from other elements (texts and images), both in its English and Spanish versions.

Minimum Size

Minimum Reproduction Size

The **offset** reproduction minimum size is 3.5 cm for the main logo and 1 cm for the alternate logo.

For **screen** reproduction, the minimum size of 170 px is recommended for the main logo and 60 px for the alternate logo, both in its English and Spanish versions.

OFFSET

3,5 cm

1 cm

DIGITAL SUPPORT

170 px

60 px

Color

Color gives context a unique emotional significance, which requires careful consideration when integrating it into any form of communication medium.

The main colors of the logo are:

- Dark green (Pantone 357 C).
- Light green (Pantone 370 C).

It also uses orange (Pantone 716 C) as a secondary color.

Complementary colors for other presentations include:

- Brown (Pantone 105 C at 25%).
- Gray at 10%.

	PANTONE	CMYK	RGB	WEB
	PANTONE 357 C	C: 85 M: 40 Y: 90 K: 39	R: 30 G: 86 B: 51	#1E5633
	PANTONE 370 C	C: 66 M: 26 Y: 100 K: 9	R: 99 G: 140 B: 61	#638C3D
	PANTONE 716 C	C: 4 M: 64 Y: 100 K: 0	R: 235 G: 121 B: 36	#EB7924
	PANTONE 105 C	C: 11 M: 10 Y: 22 K: 0	R: 226 G: 219 B: 198	#E2DBC6
		C: 0 M: 0 Y: 0 K: 10	R: 230 G: 231 B: 232	#E6E7E8

Chromatic Variants

ON PANTONE 357 C

ON PANTONE 370 C

ON PANTONE 716 C

ON PANTONE 105 C at 25%

ON BLACK at 10%

ON WHITE

ON PHOTOGRAPHIC BACKGROUND

ON PHOTOGRAPHIC BACKGROUND WITH GREEN TONES

It is recommended the same variants for use of the alternate logo.

Typography

MONTSERRAT (for titles)	**ABCDEFGHIJKLMN OPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**
MONTSERRAT Regular	ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
MONTSERRAT Italic	*ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*
MONTSERRAT Medium	ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
MONTSERRAT Medium Italic	*ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*
MONTSERRAT Semi Bold	ABCDEFGHIJKLMN OPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
MONTSERRAT Semi Bold Italic	*ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*
MONTSERRAT Extra Bold	**ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**
MONTSERRAT Extra Bold Italic	***ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890***
MONTSERRAT Black	**ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

Incorrect Uses

HORIZONTAL PROPORTION DISTORTION

REMOVAL OF LOGO ELEMENTS

VERTICAL PROPORTION DISTORTION

LOGO MODIFICATION

CHANGES IN COLORS

LOGO MODIFICATION

These uses incorrect also apply for the logo alternate.

Letterhead

IAI
Inter-American Institute
for Global Change
Research
Av. Italia 6201 · Ed. Los Tilos · Of. 102 · CP 11500 · Montevideo - Uruguay
www.iai.int

Brief Sheet

Brief Cover Page and Internal Page

Business Card

Name Badge

IAI
Inter-American Institute
for Global Change
Research
Emma Ríos Acosta

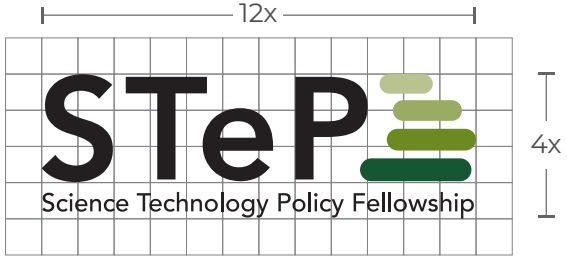
Roll-Up

IAI
Inter-American Institute
for Global Change
Research
Lorem ipsum
Sit amet te feugait
Ut wisi enim

Science Technology Policy Fellowship

STeP
Science Technology Policy Fellowship

Geometric Grid and Clear Space



Geometric Grid

The STeP Science Technology Policy Fellowship logo uses a 12 x 4 geometric grid.

The “X” value is equal to the unit of measurement. This ensures the correct proportion of the brand on any medium and size.

Clear Space

A protection area has been established around the logo. This area should be free from graphic elements that interfere with the perception and readability of the brand.

The clear space measures 2x and, whenever possible, it is preferable to maximize this space by separating the logo from other elements (texts and images).

Minimum Scale
with IAI Logo

Minimum reproduction size

The minimum **offset** reproduction size is 2.6 cm in width by its proportional height.

For **screen** reproduction, the minimum size is 133 pixels in width by the proportional height.

OFFSET

DIGITAL SUPPORT

Colors

Color gives context a unique emotional significance, which requires careful consideration when integrating it into any form of communication medium.

The main colors of the logo are:

- Dark green (Pantone 357 C).
- Light green (Pantone 370 C).
  With variations at 70% and 50% percentages.

The secondary color used is turquoise (Pantone 3285 C).

Complementary colors for other presentations are:

- Yellow (Pantone 396 C).
- Gris at 10%

	PANTONE	CMYK	RGB	WEB
	PANTONE 357 C	C: 85 M: 40 Y: 90 K: 39	R: 30 G: 86 B: 51	#1E5633
	PANTONE 370 C	C: 66 M: 26 Y: 100 K: 9	R: 99 G: 140 B: 61	#638C3D
	PANTONE 3285 C	C: 100 M: 14,4 Y: 60 K: 1,45	R: 0 G: 148 B: 131	#009483
	PANTONE 396 C	C: 17 M: 1,3 Y: 100 K: 0	R: 221 G: 222 B: 31	#4D4D4F
		C: 0 M: 0 Y: 0 K: 10	R: 230 G: 231 B: 232	#E6E7E8

ON PANTONE 357 C

ON PANTONE 370 C

ON PANTONE 716 C

ON PANTONE 105 C al 25%

ON BLACK at 10%

ON WHITE

ON PHOTOGRAPHIC ENVIRONMENT

ON PHOTOGRAPHIC
ENVIRONMENT WITH GREEN TONES

Typography

AVENIR LIGHT	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR LIGHT OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*
AVENIR BOOK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR BOOK OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*
AVENIR ROMAN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*

AVENIR MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR MEDIUM OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*
AVENIR BLACK	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890**
AVENIR BLACK OBLIQUE	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz*** ***1234567890***
AVENIR HEAVY	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR HEAVY OBLIQUE	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz*** ***1234567890***

Incorrect Uses

HORIZONTAL PROPORTION DISTORTION

REMOVAL OF ELEMENTS FROM THE LOGO

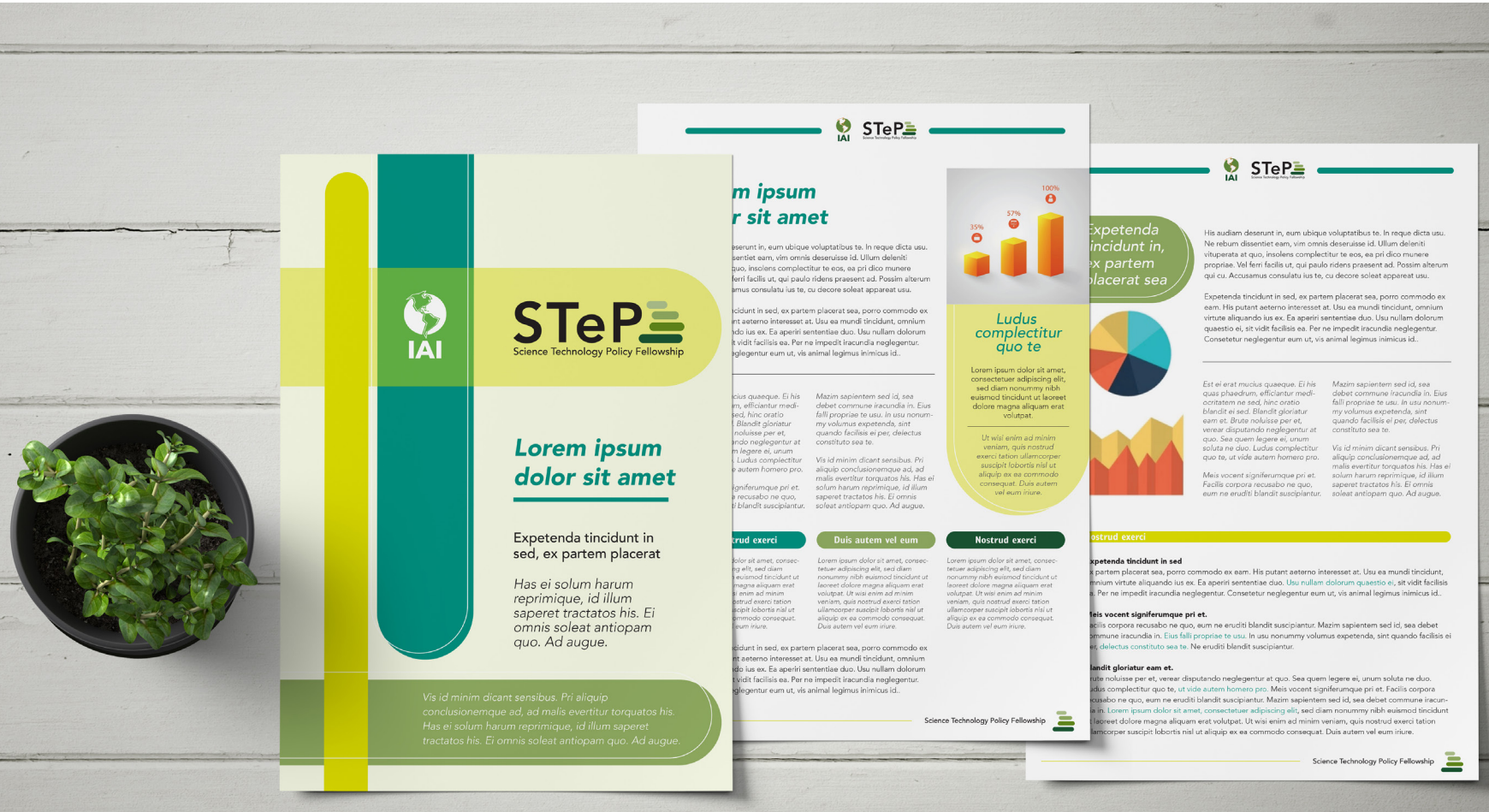
VERTICAL PROPORTION DISTORTION

MODIFICATION OF THE LOGO

COLOR CHANGES

MODIFICATION OF THE LOGO

Brief Sheet
Brief Cover Page and Internal Page



Name Badge

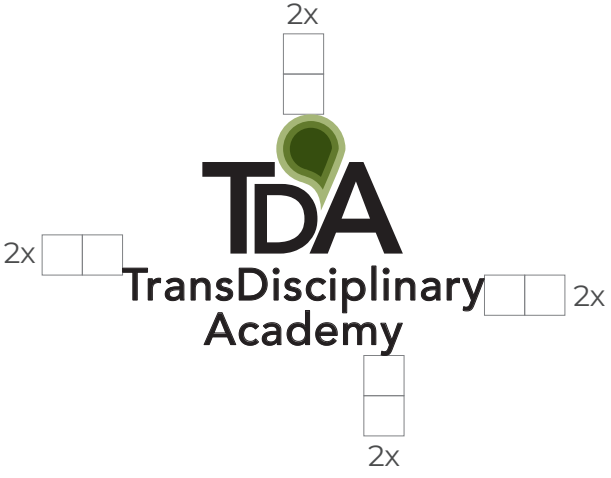
IAI
STePS
Science Technology Policy Fellowship
Daniel Rodríguez

STePS
Science Technology Policy Fellowship
IAI
Lorem ipsum
Sit amet te feugait
Ut wisi enim

TransDisciplinary Academy

TDA
TransDisciplinary
Academy

Geometric Grid and Clear Space



Geometric Grid

The TDA Transdisciplinary Academy logo uses a 9 x 6 geometric grid.

The “X” value is equal to the unit of measurement. This ensures the correct proportion of the brand on any medium or dimension.

Clear Space

A protection area has been established around the logo. This area should be free from graphic elements that interfere with the perception and readability of the brand.

The clear space measures 2x and, whenever possible, it is preferable to maximize this space by separating the logo from other elements (texts and images).

Minimum Scale
with IAI logo

Minimum Reproduction Size

The minimum **offset** reproduction size is 2 cm in width by its proportional height.

For **screen** reproduction, the minimum size is 97 pixels in width, by its proportional height.

OFFSET

SOPORTE DIGITAL

Colors

Color gives context a unique emotional significance, which requires careful consideration when integrating it into any form of communication medium.

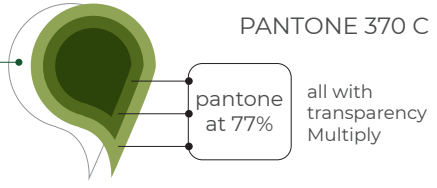
The main colors of the logo are:

- Light Green (Pantone 370 C): Variations at 77% opacity and one on top of the other with Multiply transparency. All displayed on a white background to prevent any tonal changes based on the background where it is placed.
- Dark Green (Pantone 357 C).

The secondary color used is orange (Pantone 716 C).

Complementary colors for different presentations are:

- Brown (Pantone 105 C at 25% opacity).
- Gray at 10% opacity.



	PANTONE	CMYK	RGB	WEB
	PANTONE 370 C	C: 66 M: 26 Y: 100 K: 9	R: 99 G: 140 B: 61	#638C3D
	PANTONE 357 C	C: 85 M: 40 Y: 90 K: 39	R: 30 G: 86 B: 51	#1E5633
	PANTONE 716 C	C: 4 M: 64 Y: 100 K: 0	R: 235 G: 121 B: 36	#EB7924
	PANTONE 105 C	C: 11 M: 10 Y: 22 K: 0	R: 226 G: 219 B: 198	#E2DBC6
		C: 0 M: 0 Y: 0 K: 10	R: 230 G: 231 B: 232	#E6E7E8

Color Variants

ON PANTONE 357 C

ON PANTONE 370 C

ON PANTONE 716 C

ON PANTONE 105 C at 25%

ON BLACK at 10% opacity

ON BLANCO

ON PHOTOGRAPHIC BACKGROUND

ON PHOTOGRAPHIC BACKGROUND WITH GREEN TONES

Typography

AVENIR LIGHT	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR LIGHT OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*
AVENIR BOOK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR BOOK OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*
AVENIR ROMAN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*

AVENIR MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR MEDIUM OBLIQUE	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*
AVENIR BLACK	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890**
AVENIR BLACK OBLIQUE	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz*** ***1234567890***
AVENIR HEAVY	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
AVENIR HEAVY OBLIQUE	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz*** ***1234567890***

Incorrect Uses

HORIZONTAL PROPORTION DISTORTION

REMOVAL OF ELEMENTS FROM THE LOGO

VERTICAL PROPORTION DISTORTION

MODIFICATION OF THE LOGO

CHANGES IN COLORS

MODIFICATION OF THE LOGO