

BRAND IDENTITY MANUAL




IAI

Inter-American Institute
for Global Change
Research

STeP 
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



IAI

MAIN



ALTERNATE



Geometric Grid and Clear Space

Main logo

| BRAND IDENTITY MANUAL

06



Geometric Grid

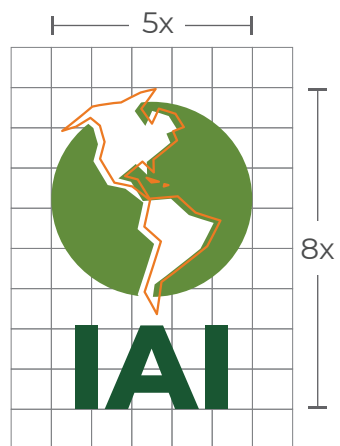
The main logo of the Inter-American Institute For Global Change Research (IAI) logo uses a 13 x 5 geometric grid.

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 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 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 |



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.

| | | | |
|------------------------------------|---|--|---|
| MONTERRAT (for titles) | ABCDEFGHIJKLMN OPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | MONTERRAT Semi Bold | ABCDEFGHIJKLMN OPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |
| MONTERRAT Regular | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | MONTERRAT Semi Bold Italic | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |
| MONTERRAT Italic | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | MONTERRAT Extra Bold | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |
| MONTERRAT Medium | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | MONTERRAT Extra Bold Italic | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |
| MONTERRAT Medium Italic | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | MONTERRAT Black | ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |



HORIZONTAL PROPORTION DISTORTION



REMOVAL OF LOGO ELEMENTS



VERTICAL PROPORTION DISTORTION



LOGO MODIFICATION

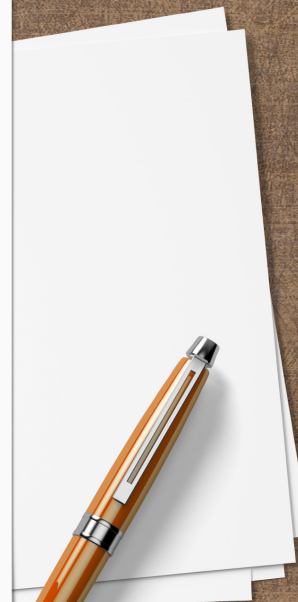
These uses
incorrect also
apply for the
logo alternate.



CHANGES IN COLORS



LOGO MODIFICATION



Brief Sheet

Brief Cover Page and Internal Page



>Lorem ipsum dolor sit amet

Expetenda tincidunt in sed, ex partem placerat sea

Has ei solum harum reprimique, id illum saperet tractatos his. Et omnis solet antiopam quo. Ad augue.

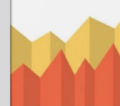
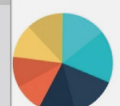
Vis id minim dicant sensibus. Pri aliquip conclusionemque ad, ad malis evertitur torquatos his. Has ei solum harum reprimique, id illum saperet tractatos his. Et omnis solet antiopam quo. Ad augue.



Ludus complectitur quo te

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure.



Nostrud exerci

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Meis vocent signiferumque pri et.

Facilis corpora recusabo ne quo, eum ne eruditi blandit suscipiantur. Mazim sapientem sed id, sea de commune iracundia in. Elus falli proptiae te usu. In usu nonummy volumus expetenda, sint quando facilisis ei per, delectus constituto sea te. Ne eruditi blandit suscipiantur.

Blandit gloriatur eam et.

Brute noluisse per et, verear disputando neglegentur at quo. Sea quem legere ei, uni solum n. Ludus complectitur quo te, ut velle autem homero pro. Meis vocent signiferumque pri et. Facilis recusabo ne quo, eum ne eruditi blandit suscipiantur. Mazim sapientem sed id, sea debet comm iracundia in. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis r exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis saepe autem vel eum irure.

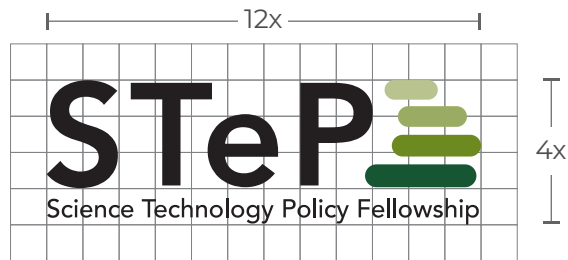






SCIENCE
TECHNOLOGY POLICY
FELLOWSHIP





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 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



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 at 25%



ON BLACK at 10%



ON WHITE



ON PHOTOGRAPHIC ENVIRONMENT



ON PHOTOGRAPHIC ENVIRONMENT WITH GREEN TONES

| | | | |
|----------------------|---|-----------------------------|--|
| AVENIR LIGHT | ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | AVENIR MEDIUM | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |
| AVENIR LIGHT OBLIQUE | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i> | AVENIR MEDIUM OBLIQUE | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i> |
| AVENIR BOOK | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | AVENIR BLACK | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |
| AVENIR BOOK OBLIQUE | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i> | AVENIR BLACK OBLIQUE | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i> |
| AVENIR ROMAN | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | AVENIR HEAVY | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |
| AVENIR OBLIQUE | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i> | AVENIR HEAVY OBLIQUE | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</i> |



HORIZONTAL PROPORTION DISTORTION



Science Technology Policy Fellowship

REMOVAL OF ELEMENTS FROM THE LOGO



Science Technology Policy Fellowship

VERTICAL PROPORTION DISTORTION



Science Technology
Policy Fellowship

MODIFICATION OF THE LOGO



Science Technology Policy Fellowship

COLOR CHANGES



Science Technology Policy Fellowship

MODIFICATION OF THE LOGO



STeP

Science Technology Policy Fellowship

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quis quaque. Et his enim, efficiantur medicamentis, hinc oratio blandit gloriatur noluisse per et, venear disputando neglegentur at m legere ei, unum autem hominero pro.

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Nostrud exerci

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Science Technology Policy Fellowship

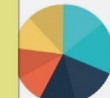


Ludus complectitur quo te

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Est ei erat miulus quaque. Et his quas phaedrum, efficiantur medicamentis, hinc oratio blandit ei sed. Blandit gloriatur eam et. Brute noluisse per et, venear disputando neglegentur at quo. Sea quem legere ei, unum soluta ne duo. Ludus complectitur quo ito, ut vide autem hominero pro.

Mazim sapientem sed id, sea debet commune iracundia in. Eius falli proprias te usu. In usu nonummy volumus expetenda, sint quando facilis ei per, delectus constituto sea te.

Vis id minim dicant sensibus. Prii aliquid conclusionemque ad, ad malis evertitur torquatos his. Has ei solum harum reprimique, id illum saperet tractatos his. Et omnis solet antipam quo. Ad augue.

rud exerci

Expenda tincidunt in sed

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Teis vocent sigiferumque pri et.

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rud exerci

Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure.

Science Technology Policy Fellowship



Name Badge

| BRAND IDENTITY MANUAL

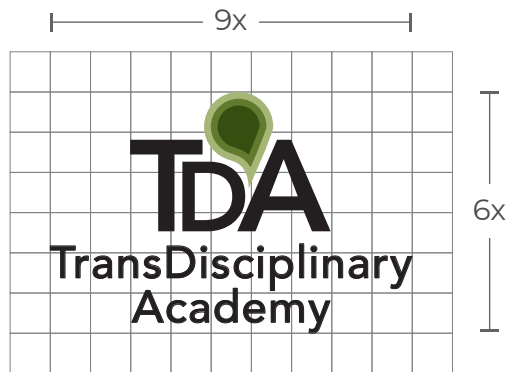
26





TRANSDISCIPLINARY
ACADEMY

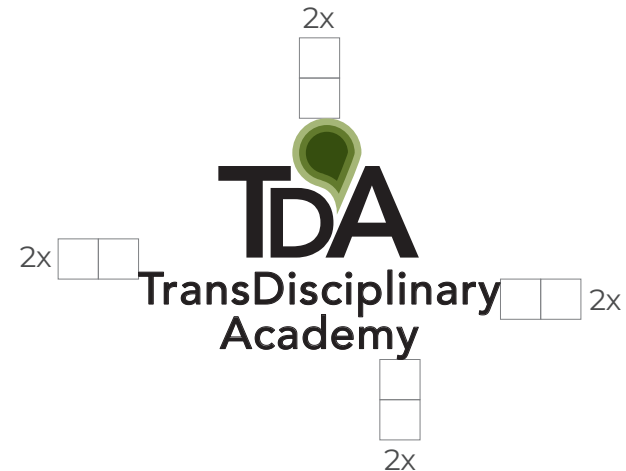




Geometric Grid

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



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

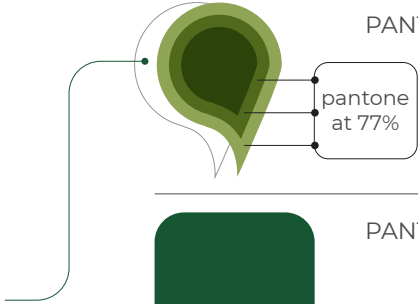
The main colors of the logo are:






- 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:

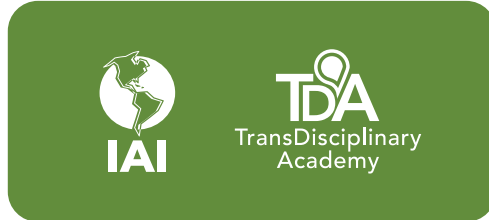
- Brown (Pantone 105 C at 25% opacity).
- Gray at 10% opacity.



| | 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 |

all with transparency Multiply

pantone at 77%



ON PANTONE 357 C



ON PANTONE 370 C



ON PANTONE 716 C



ON PANTONE 105 C at 25%



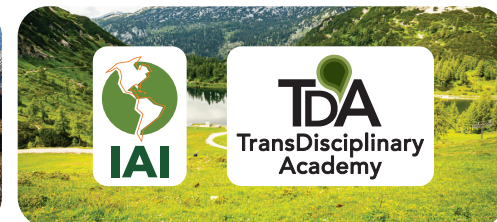
ON BLACK at 10% opacity



ON BLANCO



ON PHOTOGRAPHIC BACKGROUND



ON PHOTOGRAPHIC BACKGROUND WITH GREEN TONES

| | | | |
|-------------------------------------|---|--|--|
| <p>AVENIR LIGHT</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> | <p>AVENIR MEDIUM</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |
| <p>AVENIR LIGHT OBLIQUE</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> | <p>AVENIR MEDIUM OBLIQUE</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |
| <p>AVENIR BOOK</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> | <p>AVENIR BLACK</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |
| <p>AVENIR BOOK OBLIQUE</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> | <p>AVENIR BLACK OBLIQUE</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |
| <p>AVENIR ROMAN</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> | <p>AVENIR HEAVY</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |
| <p>AVENIR OBLIQUE</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> | <p>AVENIR HEAVY OBLIQUE</p> | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p> |



HORIZONTAL PROPORTION DISTORTION



REMOVAL OF ELEMENTS FROM THE LOGO



VERTICAL PROPORTION DISTORTION



MODIFICATION OF THE LOGO



CHANGES IN COLORS



MODIFICATION OF THE LOGO