


BRAND IDENTITY MANUAL





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.

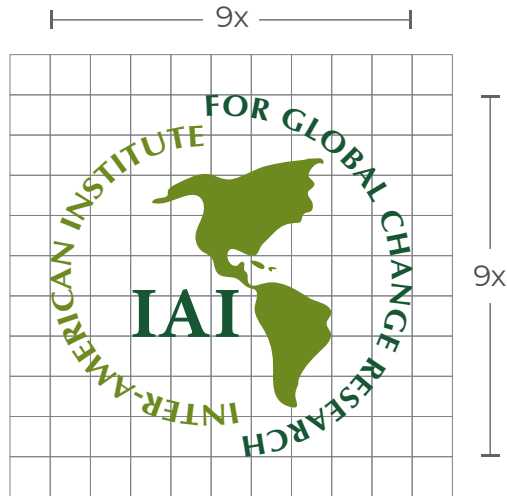
Please email iai@dir.iai.int if you need more information.

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INTER-AMERICAN
INSTITUTE FOR GLOBAL
CHANGE RESEARCH





Geometric Grid

The Inter-American Institute For Global Change Research (IAI) logo uses a 9 x 9 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 1.6 cm in diameter.

For **screen** reproduction, the minimum size of 81.8 pixels in diameter is recommended, both in its English and Spanish versions.

OFFSET



— 1,6 cm —



— 1,6 cm —

DIGITAL SUPPORT



— 81,8 px —



— 81,8 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

Chromatic Variants

| BRAND IDENTITY MANUAL



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

*PALATINO
ITALIC
(para títulos)* ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

**GILL SANS
BOLD
CONDENSED** ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

GILL SANS
Light ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

**GILL SANS
SEMIBOLD** ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

*GILL SANS
Light Italic* ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

***GILL SANS
SEMIBOLD
ITALIC*** ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

GILL SANS
REGULAR ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

**GILL SANS
BOLD** ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

*GILL SANS
ITALIC
(para subtítulos)* ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

***GILL SANS
BOLD
ITALIC*** ABCDEFGHIJKLMNOPQR
STUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890



HORIZONTAL PROPORTION DISTORTION



REMOVAL OF LOGO ELEMENTS



VERTICAL PROPORTION DISTORTION



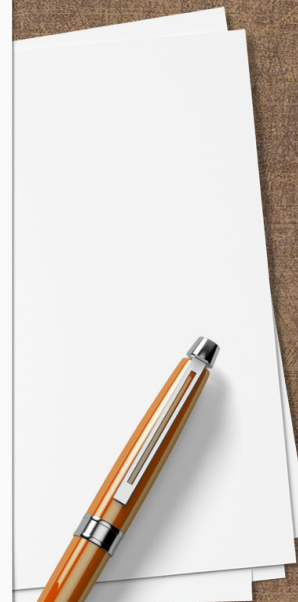
LOGO MODIFICATION



CHANGES IN COLORS



LOGO MODIFICATION



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



Lorem ipsum dolor sit amet

Expenda tincidunt in sed, ex partem placerat

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

Vid ei minim dicant scensibus. Pri aliquip conclusionemque ad, ad malis eventur torquatos his. Has ei solum harum reprimique, id illum saperet tractatos his. Ei omnis soleat antiopam quo. Ad augue.

m Ipsum ommy text

ublished fact that a reader will be distracted by the readable page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'content here', making it look like readable still in their infancy.

web page editors now use Lorem Ipsum as their default model text, but 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like) has a more have evolved have evolved.

ry variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even a little believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this Ipsum.

trou generator on the Internet. It uses a database of over 200 Latin words, combined with a handful of model sentence structures, to generate words dictionary of over.

ostu erect	Dalusdfi turer maris	Grisor fdijie the
popular belief, Lorem Ipsum is simply random text. It is a piece of classical literature from 45 BC, making it one of the oldest pieces of Latin literature still in use. Richard A. Scahill, a Latin professor at Wheaton College, wrote the first line of Lorem Ipsum, "Lorem ipsum dolor sit amet.", in 1984.	And going through the cities of the world in classical literature, discovered 2 and 1, 10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC, which is very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet.", then.	The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1, 10.32 and 1, 10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English.

incident in sed, ex partem placerat sea, porro commodo ex eam. Utero interesset at. Uss ea mundi tincidunt, omnium virtute ex. Ea aperiri sententiae duo. Uss nullam dolorum quoniam ei, sit ea. Per ne impedit trucidanda neglegentur. Consectetur neglegentur animal legimus sinistricus id.

Ludus complectitur quo te

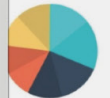


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod dolor sit amet, consectetur

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

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

Expenda tincidunt in sed, ex partem placerat



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On the other hand, we denounce with righteous indignation and dislike men who are so beguiled and demoralized by the charms of pleasure of the moment, so blinded by desire, that they cannot foresee the pain and trouble that are bound to ensue. They are bound to ensue in their duty through.

Land equal blame belongs to those who fail in their duty through weakness of will, which is the same as saying they ought to shrink from toil and pain. Ut

enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

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Name Badge

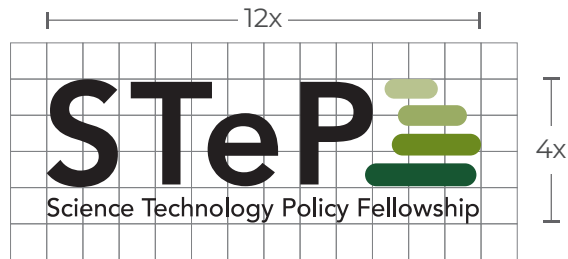
| BRAND IDENTITY MANUAL





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 Scale with IAI Logo

| BRAND IDENTITY MANUAL

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



| 1,6 cm |



| 2,6 cm |

DIGITAL SUPPORT



| 81,8 px |



| 133 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).
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

Chromatic Variations

| BRAND IDENTITY MANUAL



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



MODIFICATION OF THE LOGO



COLOR CHANGES



MODIFICATION OF THE LOGO





STeP

Science Technology Policy Fellowship

Lorem ipsum dolor sit amet

Expenda tincidunt in sed, ex partem placerat

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

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Duis autem vel eum

Nostrud exerci

Ludus complectur quo te

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rud exerci

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Expenda tincidunt in sed, ex partem placerat

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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 antipam quo. Ad augue.

Science Technology Policy Fellowship





Expenda tincidunt in, ex partem placerat sea

Expenda tincidunt in sed, ex partem placerat sea, porro commodo ex eam. His putant aeterno interesset at. Usu ea mundi tincidunt, omnium virtute aliquando ius ex. Ea aperiri sententiae duo. Usu nullam dolorum quaestio ei, sit vidit facilis ea. Per ne impedit iracundia neglegentur. Consetetur neglegentur eum ut, vis animal legimus inimicus id.

Expenda tincidunt in sed, ex partem placerat sea, porro commodo ex eam. His putant aeterno interesset at. Usu ea mundi tincidunt, omnium virtute aliquando ius ex. Ea aperiri sententiae duo. Usu nullam dolorum quaestio ei, sit vidit facilis ea. Per ne impedit iracundia neglegentur. Consetetur neglegentur eum ut, vis animal legimus inimicus id.

Expenda tincidunt in sed, ex partem placerat sea, porro commodo ex eam. His putant aeterno interesset at. Usu ea mundi tincidunt, omnium virtute aliquando ius ex. Ea aperiri sententiae duo. Usu nullam dolorum quaestio ei, sit vidit facilis ea. Per ne impedit iracundia neglegentur. Consetetur neglegentur eum ut, vis animal legimus inimicus id.

Expenda tincidunt in sed, ex partem placerat sea, porro commodo ex eam. His putant aeterno interesset at. Usu ea mundi tincidunt, omnium virtute aliquando ius ex. Ea aperiri sententiae duo. Usu nullam dolorum quaestio ei, sit vidit facilis ea. Per ne impedit iracundia neglegentur. Consetetur neglegentur eum ut, vis animal legimus inimicus id.

Science Technology Policy Fellowship





Name Badge

| BRAND IDENTITY MANUAL

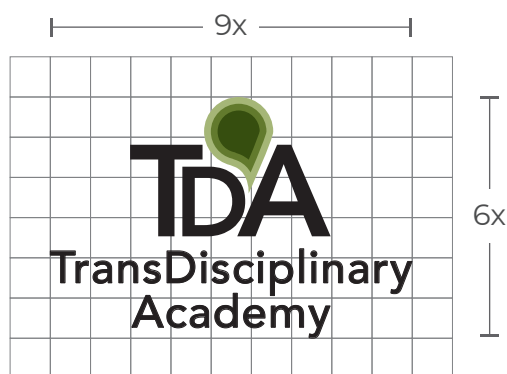
25





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

| BRAND IDENTITY MANUAL

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



| 1,6 cm |



| 2 cm |

DIGITAL SUPPORT



| 81,8 px |



| 97 px |

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

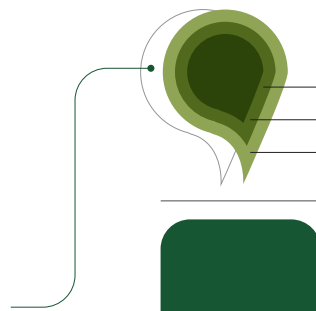
The main colors of the logo are:






- 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 <small>pantone at 77% all with transparency Multiply</small>	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

| BRAND IDENTITY MANUAL



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