BRAND GUIDELINES
Institute of Plasma Physics of the Czech Academy of Sciences
Jun 2021 / Ver. 1.1
www.ipp.cas.cz
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THE LOGO

The IPP logo is crucial to increasing brand awareness and perception. It may not be altered in any way other than specified in this style guide. Consistent use of the logo will develop strong brand recognition and public awareness.

THE SYMBOL

A plasma is created when one or more electrons are torn free from an atom.

The symbol in the IPP logo shows schematic representation of an atom where one electron was torn free from an atom creating plasma.
LOGO - SHORT

Use a short version of the logo only in cases where the whole institute name (Institute of Plasma Physics) is stated elsewhere or in situations where placing the long version of the logo is not possible due to limited space.

Use the horizontal version of the IPP logo where possible. Always consider the vertical version as a secondary option.
LOGO - LONG HORIZONTAL

Most common variation of the IPP logo. Use it where possible.
Use a vertical version of the IPP logo in cases where there is limited horizontal space or in a narrow portrait layouts.

ÚSTAV FYZIKY PLAZMATU AKADEMIE VĚD ČESKÉ REPUBLIKY

ÚSTAV FYZIKY PLAZMATU AV ČR

INSTITUTE OF PLASMA PHYSICS OF THE CZECH ACADEMY OF SCIENCES

INSTITUTE OF PLASMA PHYSICS OF THE CAS
LOGO - LONG DUOLINGUAL

Use these versions of the IPP logo only for multilingual (Czech and English) applications and documents.

ÚSTAV FYZIKY PLAZMATU AV ČR
INSTITUTE OF PLASMA PHYSICS OF THE CAS

ÚSTAV FYZIKY PLAZMATU AKADEMIE VĚD ČESKÉ REPUBLIKY
INSTITUTE OF PLASMA PHYSICS OF THE CZECH ACADEMY OF SCIENCES
CLEAR AREA

The logo must always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas containing illustrations and photography.

The clear area (x) is defined by the width of the gap between the symbol and the IPP abbreviation in the logo.
MINIMUM SIZE

The minimum logo sizes are derived from the minimum size of the symbol = 20 px and 7mm.

The minimum size should only be used for applications when space is truly limited. The logo should never be set smaller than these sizes.
The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. However, when this is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.

These two logo versions are used here just as an example. All logo versions are possible to use in black or white variants.
INcorrect USE
Here are some examples of how not to use our master logo.

Do not alter logo in any way.
Do not rotate the logo.
Do not use drop shadow or effects on the logo.
Do not stretch the logo.
To ensure the integrity of the IPP brand, our typography must be kept consistent across all communications as specified below.

**TYPOGRAPHY**

**PROFESSIONAL FONT FOR HEADLINES**

Use this font only for main headlines.

This font is designated for professional use – print and digital applications. The font is available in Adobe Fonts library ([fonts.adobe.com/fonts/bebas-neue-pro](http://fonts.adobe.com/fonts/bebas-neue-pro)) for print and web (Typekit) usage.

BEBAS NEUE PRO BOLD

ABCD EFGHIJKLMNOPQRSTUVWXYZ
123456789/*+-=;,
ÁÉÍÓÚÝŽŘČŠÈÈôæœçô
PROFESSIONAL FONT FOR TEXT

Use this font for everything but main headings and subheadings.

Use any font in the Expanded Bebas family but the most common font for text is Bebas Expanded Book.

This font is designated for professional use – print and digital applications. The font is available in Adobe Fonts library (fonts.adobe.com/fonts/bebas-neue-pro) for print and web (Typekit) usage.

Bebas Neue Pro Expanded Book

ExtraBold Bold Regular Middle Book Light Thin ExtraBold Italic Bold Italic Italic Middle Italic Book Italic Light Italic Thin Italic

abcdefghijklmnopqrstuvwxyz / áéíóúýžřčšěðâêîôûãñõäëïöüÿåůæœŒçø¢
ABCDEFGHIJKLMNOPQRSTUVWXYZ / ÁÉÍÓÚÝŽŘČŠĚÐÂÊÎÔÛÃÑÕÄËÏÖÜŸÅŮÆŒŒÇØ¢

123456789/*-+=;,.

Visual Identity Typography
OFFICE FONT

This font is designated for non-professional use in the office.

Century Gothic is available as a default font in Microsoft Windows and in Apple iOS.

Century Gothic

abcdefghijklmnopqrstuvwxyz
déíóúýząřčšěðâêîôûãñõäëïöüÿåůæœŒçø¢

ABCDEFGHIJKLMNOPQRSTUVWXYZ

déíóúýząřčšěðâêîôûãñõäëïöüÿåůæœŒçø¢

123456789/*+=;,.
### COLOUR PALETTES

#### 2 PRIMARY COLOURS

The IPP colour palette consists of Primary and Secondary colour palettes.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
<th>CMYK</th>
<th>sRGB</th>
<th>Hex Code</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IPP Blue</strong></td>
<td>3591 C + U</td>
<td>100, 87, 0, 25</td>
<td>2, 38, 126</td>
<td>#03257E</td>
<td>5002</td>
</tr>
<tr>
<td><strong>IPP Light Blue</strong></td>
<td>2727 C + U</td>
<td>75, 45, 0, 0</td>
<td>48, 127, 226</td>
<td>#307FE2</td>
<td></td>
</tr>
<tr>
<td><strong>IPP Plasma Red</strong></td>
<td>Rhodamine Red C + U</td>
<td>5, 92, 0, 0</td>
<td>225, 0, 152</td>
<td>#E10098</td>
<td></td>
</tr>
</tbody>
</table>

#### 2 SECONDARY COLOURS

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
<th>CMYK</th>
<th>sRGB</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IPP Blue</strong></td>
<td>3591 C + U</td>
<td>100, 87, 0, 25</td>
<td>2, 38, 126</td>
<td>#03257E</td>
</tr>
<tr>
<td><strong>IPP Light Blue</strong></td>
<td>2727 C + U</td>
<td>75, 45, 0, 0</td>
<td>48, 127, 226</td>
<td>#307FE2</td>
</tr>
<tr>
<td><strong>IPP Plasma Red</strong></td>
<td>Rhodamine Red C + U</td>
<td>5, 92, 0, 0</td>
<td>225, 0, 152</td>
<td>#E10098</td>
</tr>
</tbody>
</table>

*IPP Brand Guidelines*
Examples

Email Signature

Radomír Pánek / Ředitel
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+420 266 053 770

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FACEBOOK

Institute of Plasma Physics of the Czech Academy of Sciences

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About
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

275,794,622 people like this
195,781,564 people follow this
46,364 people checked in here
http://www.ipp.ces/cz/
Send Message

Create Post
Photo/Video    Check In    Tag Friends

Institute of Plasma Physics of the Czech Academy of Sciences

Visual Identity     Examples
FOLDER

Visual Identity Examples
Visual Identity Examples

FLAG

A

B

IPP

ÚSTAV
FYZIKY PLAZMATU
AKADEMIE VĚD
ČESKÉ REPUBLIKY

IPP

INSTITUTE
OF PLASMA PHYSICS
OF THE CZECH ACADEMY
OF SCIENCES
Visual Identity Examples
CONTACT

Questions? Don’t hesitate to contact us.

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