International Max Planck
Research School
for Evolutionary Biology

LOGO & IDENTITY GUIDELINES

FULL LOGOMARK STYLES

1-Color

International Max Planck Research School
for Evolutionary Biology

1-Color Reversed

International Max Planck Research School
for Evolutionary Biology

4-Color

International Max Planck Research School
for Evolutionary Biology

4-Color Reversed

International Max Planck Research School
for Evolutionary Biology

Black

International Max Planck Research School
for Evolutionary Biology

White

International Max Planck Research School
for Evolutionary Biology

4-Color Grayscale

International Max Planck Research School
for Evolutionary Biology

The **full logomark** utilizes the *IMPRS for Evolutionary Biology* logo and the fully expanded title. This style should be the primary usage of the logomark, except in cases when legibility would be impacted and the trim logomark should be used.

TRIM LOGOMARK STYLES

1-Color

IMPRS
EvolBio

4-Color

IMPRS
EvolBio

Black

IMPRS
EvolBio

4-Color Graysc.

IMPRS
EvolBio

1-Color Rev.

IMPRS
EvolBio

4-Color Rev.

IMPRS
EvolBio

White

IMPRS
EvolBio

The **trim logomark** utilizes the *IMPRS for Evolutionary Biology* logo and the abbreviated title. This style should be used in cases when the full logomark cannot be used without impacting legibility, or when working in small areas, or when aligning the logo to a grid that would better accomodate a vertical logomark.

STANDALONE LOGO STYLES

1-Color

4-Color

Black

4-Color Graysc.

1-Color Rev.

4-Color Rev.

White

The **standalone-logo** is available for general usage, but it is not recommended for use as a replacement for the trim logomark or the full logomark. Be aware that the lack of any text in the standalone-logo means that the standalone logo requires context-clues to identify it as belonging to the *IMPRS for Evolutionary Biology* identity.

CLEAR SPACE GUIDES

Clear Space

Show respect to the logo elements by giving them some space. Text, graphics, or even page boundaries should not intrude into the clear space of the logomark.

The **preferred clear space** around the logo (gray) is equivalent to twice the width of the logo/text divider. This space can also be roughly estimated as the size of the '*E*' in '*Evolutionary Biology*' or '*EvolBio*', or the size of one branch of the phylogenetic tree in the logo element.

When working in small areas, or if there is a desire to align the logo with other elements on the grid, the **minimum clear space** around the logo (teal) is simply the width of the divider.

SIZE AND PROPORTIONS
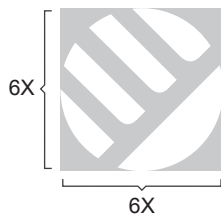
Proportions

The proportions of the logo elements should always remain consistent, and should never be altered.

Element proportions are listed at the right, with the circular logo element always maintaining 1:1 proportions. Textual elements must maintain a buffer with the logo element, as indicated.

Minimum Size

In print, the logo should never appear smaller than 12.5 mm (0.5 in). On screen, it must appear at least 30 pixels tall. All text must remain legible in the selected medium.
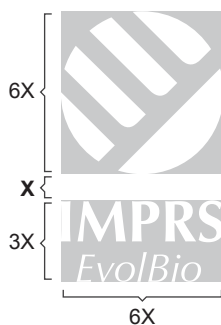
COLOR SELECTION

Color is an important tool for conveying an emotional response. The IMPRS color palette was chosen to be consistent and representative of the values of the IMPRS brand as a professional, but approachable, organization.

The primary color, **Impressive Teal**, is intended to be the main signifying color for the brand. It should be used as the base color of the logo whenever possible, and should be used for all solid-fill secondary graphics. It was selected primarilty for its analogous nature to all three of IMPRS's affiliated institutions: the Max Planck Institute for Evolutionary Biology, the Christian-Albrechts-Universität zu Kiel, and the GEOMAR Helmholtz Centre for Ocean Research Kiel.

The consistent use of a limited number of colors will build strong external recognition and memorability for IMPRS for many years to come, so maintain brand identity by sticking to this color palette.
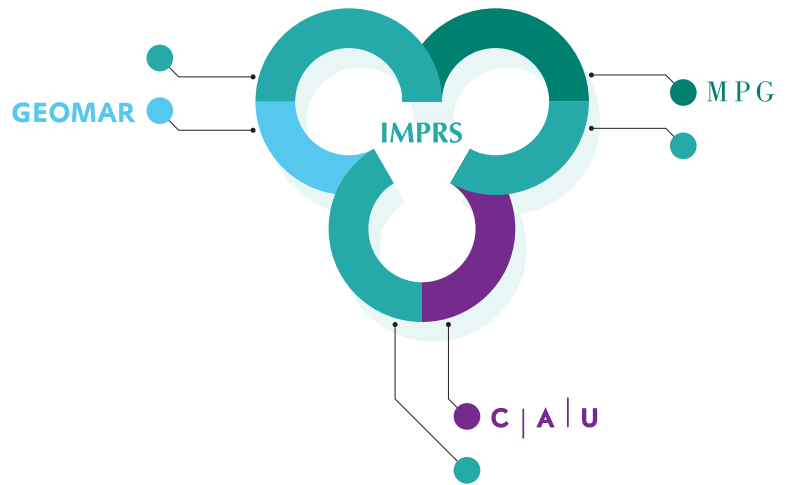
PRIMARY COLOR PALETTE

100% IMPRESSIVE TEAL

PANTONE	7472C			
CMYK	0075	0000	0000	0033
RGB	042	170	170	
# 2AAAAA				

FALSE BLACK

CMYK	0027	0017	0000	0088
RGB	022	025	000	
# 16191E				

75% ELECTRIC TEAL

PANTONE	0325C			
CMYK	0047	0000	0001	0025
RGB	102	192	191	
# 66C0BF				

DARK GRAY

PANTONE	0011C			
CMYK	0000	0002	0000	0070
RGB	109	110	113	
# 6D6E71				

50% MANOVA TEAL

PANTONE	7464C			
CMYK	0027	0000	0001	0017
RGB	154	211	209	
# 9AD3D1				

GRAY

PANTONE	0007C			
CMYK	0000	0001	0000	0050
RGB	147	149	152	
# 939598				

25% CEYLON TEAL

PANTONE	0628C			
CMYK	0013	0000	0000	0008
RGB	203	234	233	
# CBEAE9				

LIGHT GRAY

PANTONE	0005C			
CMYK	0000	0000	0000	0030
RGB	188	190	192	
# BCBEC0				

5% TÉ HORNO TEAL

PANTONE	7541C			
CMYK	0002	0000	0000	0001
RGB	246	251	252	
# F6FBFC				

FULL WHITE

CMYK	0000	0000	0000	0000
RGB	255	255	255	
# FFFFFF				

#2AAAAA

#16191E

| 5% | 25% | 50% | 75% | 100% | 5% | 25% | 50% | 75% | 100% |

GRADIENT USAGE

25%
50%
75%
100%
100%

25%
100%
100%
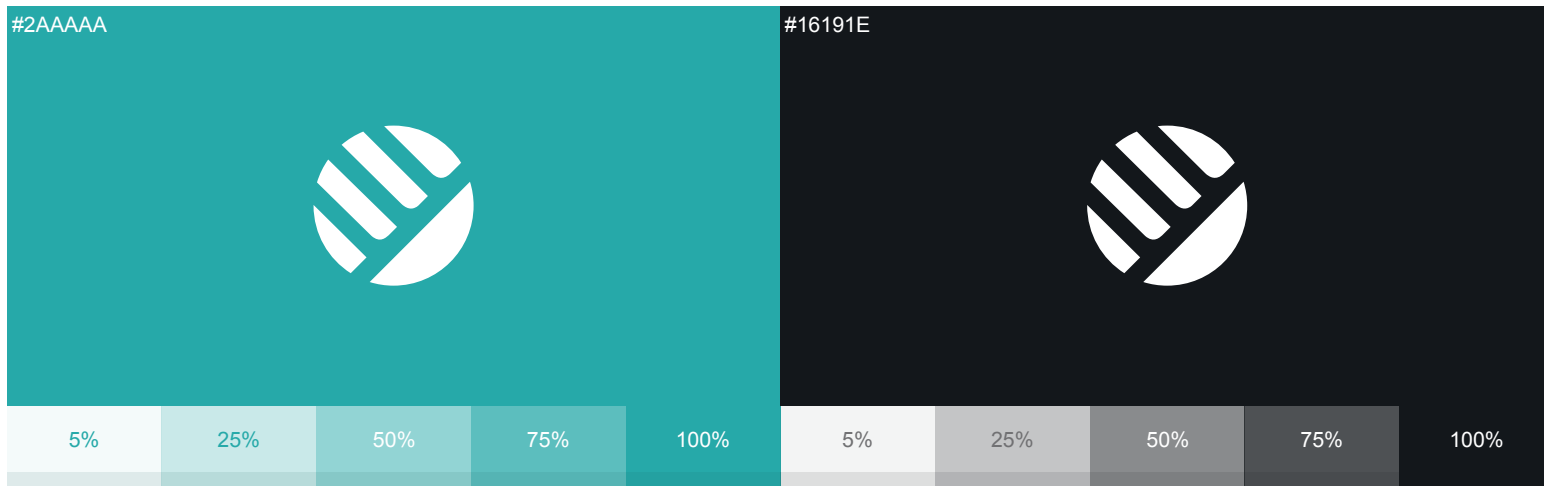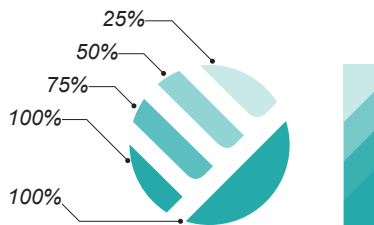
Discrete Gradient

When presenting the full-color logo, maintain use of a color gradient across the logo, with 100% base color in the lowest two sub-elements and 75%, 50%, and 25% color for each of the top three sub-elements, occuring in 4 steps as indicated in the diagram. This discrete gradient is the preferred color gradient usage of the logo, utilizing the Impressive Teal (#2AAAAA) base color. The upper portion of the logo is always the lightest color, never the opposite.
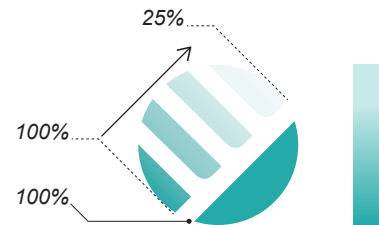
Continuous Gradient

Use of the discrete gradient is always preferred over usage of a continous gradient. However, if a continous gradient is used, the bottom right element must remain a solid color, with the left-side elements using a gradient at a 45° angle, from 100% base color (bottom) to 25% base color (top), as indicated in the diagram.

ALTERNATIVE COLOR EXAMPLES

In rare cases where use of an alternate color scheme would better integrate the logo alongside the color identities used by (a) the *Max Planck Institute*, (b) the *Christian-Albrechts-Universität zu Kiel*, or (c) the *GEOMAR Helmholtz Centre for Ocean Research Kiel*, then it may be preferable to use an alternative base-color, making sure to maintain the established color gradient.

DO NOT use more than one base color on the logo at a time.

#00816F

#752B89

#5FC5ED

TYPEFACES WITHIN THE LOGOMARK

60px

International Max Planck Research School

for Evolutionary Biology

Optima Bold, 19pt

Optima Italic, 13pt

60px

IMPRS

EvolBio

Optima Bold, 22pt

Optima Italic, 15pt

Using a 60px by 60px logo as a reference, the correct proportions of the full logomark (**top**) can be recreated using Optima Bold 19pt for the main heading, and Optima Italic for the sub-heading.

Using the same 60px by 60px reference size for the trim logomark (**left**), Optima Bold 22pt and Optima Italic 15pt are used for the main heading and sub-heading.

TYPEFACE USAGE

Optima: Serif font for use in titles and headings. Alternatives include Bodoni Book, Times New Roman, and Garamond.

Avenir: Sans serif font for use in body text. Alternatives include Univers, Arial, and Helvetica.

Optima Regular   Body Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir Light   Body Text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Optima Italic   Sub-headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir Light Oblique   Sub-headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Optima Bold   Headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir Medium   Headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Optima Bold Italic   Headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir Medium Oblique   Headings

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Optima Extra Black   Titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Avenir Heavy   Titles

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0