
**Canadian Institute for
Theoretical Astrophysics**
Identity Standards



Logo

Horizontal & Vertical



One Colour Logo Variations



Logo on Black Background



Colour Palette



CITA
ICAT

Canadian Institute for
Theoretical Astrophysics

L'institut Canadien
d'astrophysique théorique

Logo Colour Palette



7540 C



Warm Red C

C 0	R 77
M 0	G 77
Y 0	B 79
K 85	# 4c4c4e

C 0	R 239
M 90	G 65
Y 85	B 54
K 0	# ef4036



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Warm Red C



Black

C 0	R 239
M 90	G 65
Y 85	B 54
K 0	# ef4036

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	# 000000

Logo Colour Palette



Warm Red C

C 0	R 239
M 90	G 65
Y 85	B 54
K 0	# ef4036



White

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	# ffffff



White

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	# ffffff

Typography

Main Typography

DINPro should act as the main typeface in titles, signage, stationary and any other applications

DINPro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{?/

Body Copy

Adobe Garamond Pro should act as the primary typeface for all large bodies of copy

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{?/

Web Typography

Arial should be used in web applications as a substitute to DINPro

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{?/

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*{?/

Spacing

Identity Spacing

Space between the brand graphic and text should be the same as Height X.



Safe Space



