Canadian Institute for Theoretical Astrophysics Identity Standards



# Logo

**Horizontal &** Vertical





Canadian Institut e for L'institut Canadien d'astrophysique théorique

**One Colour Logo Variations** 





Logo on **Black Background** 





# Colour **Palette**



Logo Colour **Palette** 

	7540 C	Warm Red C
<b>C</b> 0	<b>R</b> 77	C 0 R 239
<b>M</b> 0	<b>G</b> 77	<b>M</b> 90 <b>G</b> 65
<b>Y</b> 0	<b>B</b> 79	<b>Y</b> 85 <b>B</b> 54
<b>K</b> 85	# 4c4c4e	<b>K</b> 0 # ef4036





Warm	Red C		Bla	ck	
<b>C</b> 0 <b>R</b> 2	239	С	0	R	0
<b>M</b> 90 <b>G</b>	65	М	0	G	0
Y 85 B	54	Υ	0	В	0
K 0 #	ef4036	K	100	#	000000

### Logo Colour Palette



Warm Red C		White		
<b>c</b> 0	<b>R</b> 239	C 0 R 255		
<b>M</b> 90	<b>G</b> 65	<b>M</b> 0 <b>G</b> 255		
<b>Y</b> 85	<b>B</b> 54	<b>Y</b> 0 <b>B</b> 255		
<b>K</b> 0	<b>#</b> ef4036	K O # ffffff		



		White	•	
С	0	R	255	
М	0	G	255	
Υ	0	В	255	
K	0	#	ffffff	

# **Typography**

### Main Typography

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

#### **Body Copy**

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

## Web Typography

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

#### **DINPro**

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

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

#### **Adobe Garamond Pro**

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

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

#### Arial

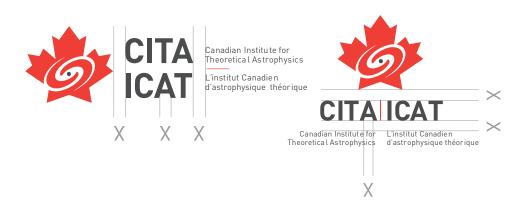
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*(?/

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

# **Spacing**

# **Identity Spacing**

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



### **Safe Space**



