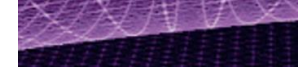


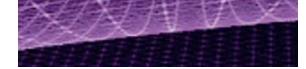
CORPORATE IDENTITY

Brand Guidelines



In this basic user's guide to the «IMDEA Networks Institute» brand are presented the essential elements for its correct application. The master electronic files provided by the institution must be used and the rules of use that are presented below must be respected.

This guide is only part of the corporate identity manual, in which the rest of the brand's applications and graphic solutions are shown.



Brand's main version
Spanish and English
(color)
White background

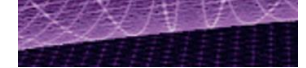


Brand's main version
Spanish and English
(color)
Dark background



Brand's main version
Spanish and English
(color)
Light background





Brand's main version
Spanish and English
(grayscale)
White background

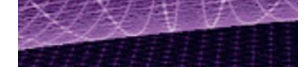


Brand's main version
Spanish and English
(grayscale)
Dark background



Brand's main version
Spanish and English
(grayscale)
Light background



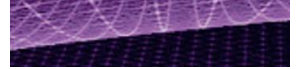


Brand's main versión
Spanish and English
(monochrome)
White background



Brand's main versión
Spanish and English
(monochrome)
Dark background





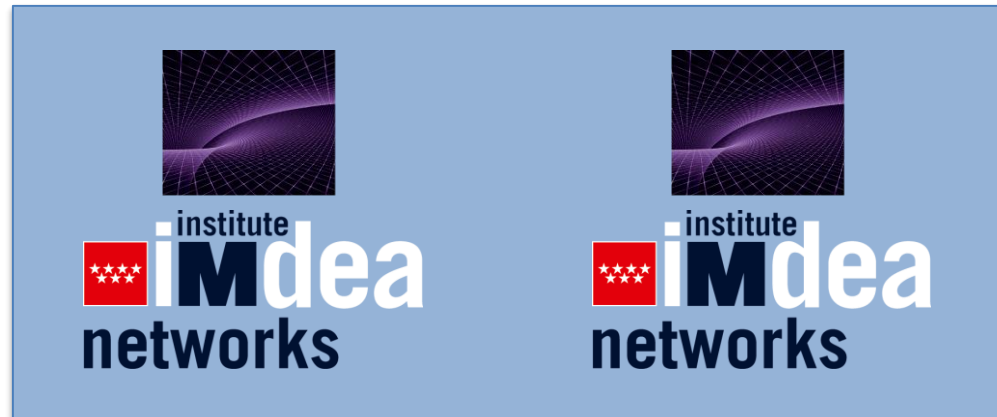
Brand's main version
with built-in fractal
(centre)
Spanish and English
(color)
Fondo blanco

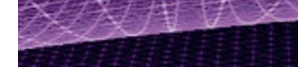


Brand's main version
with built-in fractal
(centre)
Spanish and English
(color)
Fondos oscuros



Brand's main version
with built-in fractal
(centre)
Spanish and English
(color)
Fondos claros





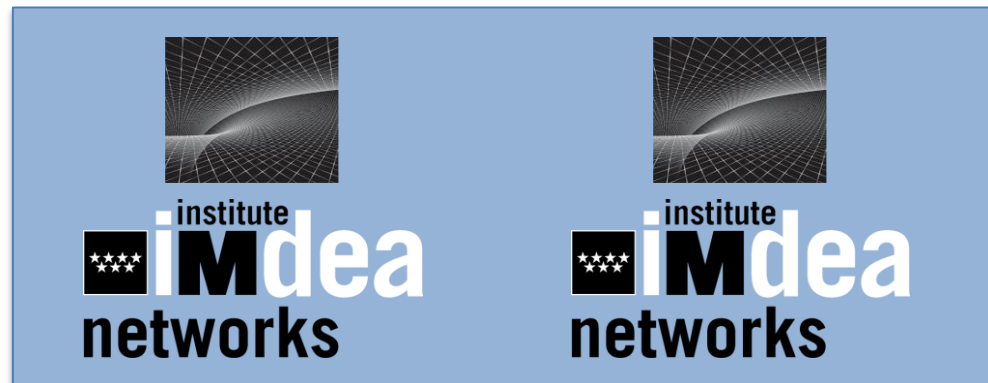
Brand's main version
with built-in fractal
(centre)
Spanish and English
(grayscale)
White background



Brand's main version
with built-in fractal
(centre)
Spanish and English
(grayscale)
Dark background



Brand's main version
with built-in fractal
(centre)
Spanish and English
(grayscale)
Light background



Brand's main version
with built-in fractal
(centre)
Spanish and English
(monochrome)
White background



Brand's main version
with built-in fractal
(left)
Spanish and English
(color)
White background

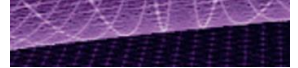


Brand's main version
with built-in fractal
(left)
Spanish and English
(color)
Dark background



Brand's main version
with built-in fractal
(left)
Spanish and English
(color)
Light background





Brand's main version
with built-in fractal
(left)
Spanish and English
(grayscale)
White background

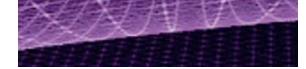


Brand's main version
with built-in fractal
(left)
Spanish and English
(grayscale)
Dark background



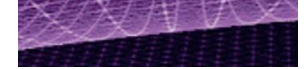
Brand's main version
with built-in fractal
(left)
Spanish and English
(grayscale)
Light background





Brand's main version
with built-in fractal
(left)
Spanish and English
(monochrome)
White background





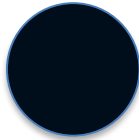
Corporate colors

PANTONE

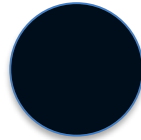
CMKY

RGB

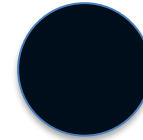
HEX



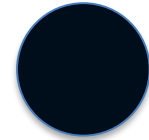
539



100C 55M 0Y 85K



0R 44G 82B



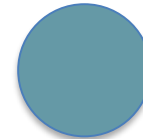
#8cb8ca



550



41C 2M 6Y 20K



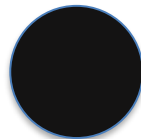
145R 186G 208B



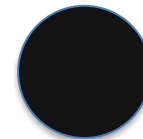
#081f2d



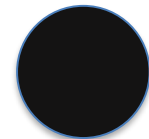
black



0C 0M 0Y 100K



0R 0G 0B



#1d1d1b



30% black



0C 0M 0Y 30K



70R 70G 70B



#c6c6c6



Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ;!¿?()%\$+

Trade Gothic Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ;!¿?()%\$+*

Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ;!¿?()%\$+

Trade Gothic Oblique

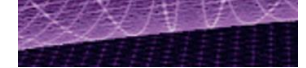
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ;!¿?()%\$+*

Trade Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ;!¿?()%\$+**

Trade Gothic Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ;!¿?()%\$+***



Protective Space

The protective space of the brand defines the area that belongs to the brand. No information or additional element must encroach upon this space.

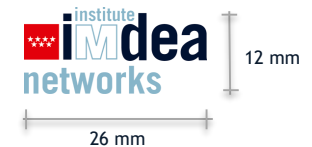
The minimum protective space is equal to the distance between the top and the bottom of the letter "M" in the word "IMDEA".



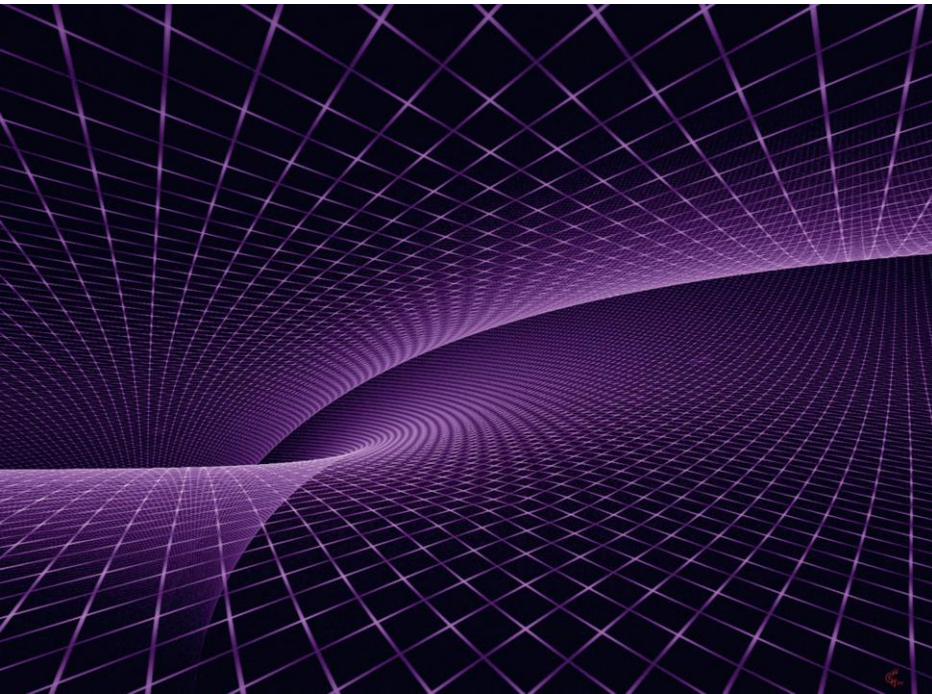
Resizing

The brand permits a minimum size reduction to protect its optimal visualization, readability and definition.

The minimum size of reproduction is 26 mm wide x 12 mm high.



Isotipo (fractal)



The "IMDEA Networks Institute" logo has an associated fractal (isotype), which can be used for any composition.

It is not part of the Institute's brand but may accompany it as a distinctive element.

The fractal may be used completely or partially, in color or grayscale, as required by each composition.