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
(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

<table>
<thead>
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<th>PANTONE</th>
<th>CMKY</th>
<th>RGB</th>
<th>HEX</th>
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<td>145R 186G 208B</td>
<td>#081f2d</td>
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</table>
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.