Corporate Identity Manual

idæᵃ

**Institute of
Environmental Assessment
and Water Research**

This manual is a compilation of the basic rules for the application of the corporate image of the **Institute of Environmental Assessment and Water Research (IDAEA).** It serves as a reference to ensure the correct use of the image. The rules presented in this manual define the proper application of the various graphic elements that identify the brand, as well as the general guidelines for their correct use. Adhering to these rules is essential to ensure a strong graphic identity and maximise its communicative effectiveness.

The manual is a document that serves as the reference for properly applying the various configurations, colours, fonts, and uses of the brand. Failing to comply with any of these rules presents a risk to the proper functioning and correct perception of the logo and the brand.

A well-applied corporate image is the foundation upon which the communication of the brand is well represented and becomes the identifying and distinguishing mark of it.

For any questions regarding communication and press, contact:

Communication and Outreach Office

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What is IDAEA?

IDAEA is the Institute of Environmental Assessment and Water Research.

We tackle environmental challenges, including the origins and health effects of emerging contaminants, the study of the atmosphere-ocean exchange, the biogeochemistry of anthropogenic substances, palaeoclimatic studies, big data analysis with chemometrics, water resources management and aquatic systems, air quality, and circular economy.

Our research focuses on identifying and diagnosing problems in these areas to develop solutions that mitigate or eliminate these issues. We emphasise our Science for Policy approach to improve current environmental policies.

IDAEA stands for the Institute of Environmental Assessment and Water Research, and its initials in Spanish are used to represent the institute and the creation of its logo.

Institute of Environmental Assessment and Water Research

"One Planet.
One Health.
One Science."

01. The brand

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01.
The brand

Logo

The logo of the **Institute of Environmental Assessment and Water Research (IDAEA)** is the most important element of its visual identity.

It is built from a typographic composition using the letters of the brand's name in Spanish.

This composition functions as an identifying symbol: it is a legible word and, at the same time, a distinctive graphic element.

The typographic composition, with the letters in different sizes, represents the fluidity, changing state, and movement of water and air.

Chromatically, the interior of the letter "a" is highlighted in dark blue, representing water, and the interior of the letter "e" is highlighted in light blue, representing air.
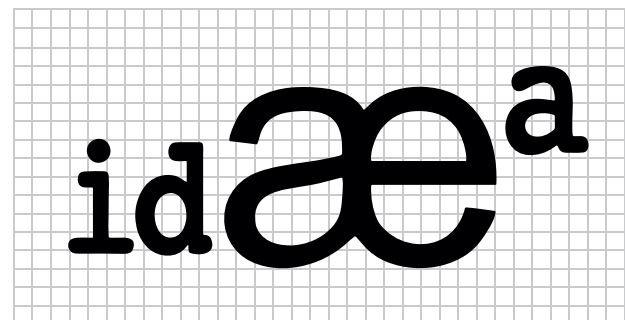
At the compositional scale, the letters "a" and "e" stand out due to their size. The two letters are connected to symbolically represent the connection in global cycles between the atmosphere, ocean, and soil, elements that are also studied at the centre.

Logo with the full name

Below is the application of the logo with the full name of the institute.

Institute of Environmental Assessment and Water Research

Institute of Environmental Assessment and Water Research

Colour versions

Whenever possible, the logo should be used in its priority colour version. The colour versions are established to ensure the correct application of the logo when the colour version cannot be used: on a coloured background, in black, when printed in a single colour, on an image, etc.

COLOUR
version

BLACK
monochrome
version

BLUE WATER
monochrome
version

BLUE AIR
monochrome
version

REVERSED
monochrome
version

Colour versions with full name

idæ^a**Institute of Environmental Assessment and Water Research**

COLOUR
version

idæ^a**Institute of Environmental Assessment and Water Research**

BLACK
monochrome
version

idæ^a**Institute of Environmental Assessment and Water Research**

BLUE WATER
monochrome
version

idæ^a**Institute of Environmental Assessment and Water Research**

BLUE AIR
monochrome
version

idæ^a**Institute of Environmental Assessment and Water Research**

REVERSED
monochrome
version

Minimum reproduction size

The optimal perception of the logo will always depend on the reproduction method, medium, and purpose. However, a minimum reproduction size is established to ensure the logo is always perfectly legible.

PRINTED
version

DIGITAL
version

9 mm
width

34 px
width

*The logo size should always be adjusted proportionally, without altering or distorting it.

Minimum Reproduction Size with Full Name

idæ**ᵃ** Institute of
Environmental Assessment
and Water Research

50 mm
total width
minimum

*The logo size should always be adjusted proportionally, without altering or distorting it.

02.
Tagline

Tagline

One planet.
One health.
One science.

ONE PLANET

The Earth is an interconnected system where every living being, every ecosystem, and every natural element forms part of a common balance. We breathe the same air, share the water that flows through rivers and oceans, and nourish ourselves from the same earth. Taking care of the planet is taking care of ourselves.

ONE HEALTH

Human health, animal health, and environmental health are inseparable. This link, known as One Health, reminds us that the well-being of all depends on natural balance. Protecting ecosystems, reducing environmental impact, and better understanding our environment are essential steps to ensure a healthy future.

ONE SCIENCE

IDAEA's science is the path to understanding environmental challenges and building solutions. We research, innovate, and work with a clear purpose: to identify the problems threatening our planet and develop effective strategies to mitigate them. Because only with knowledge can we transform the world.

03.
Colour
palette

Corporate colo

Colour is a fundamental part of visual identity and brand architecture. Corporate colours are essential and help create associations with the brand and convey its values.

A corporate colour palette is defined to identify IDAEA. Whenever possible, these colours will be used in all communication elements. The corresponding PANTONE tones, as well as their CMYK, RGB, and hexadecimal equivalents, are provided.

There are three corporate colours:
· Two shades of blue: a dark blue representing water and a light blue symbolising air.
· Black is established as the base colour.

WATER BLUE
PANTONE COATED: 2738C
CMYK: 100, 100, 15, 4
RGB: 47, 70, 117
HEXADECIMAL: 2f2875

AIR BLUE
PANTONE COATED: 284C
CMYK: 69, 38, 4, 0
RGB: 87, 139, 196
HEXADECIMAL: 578bc4

PANTONE COATED: BLACK 6 C
CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
HEXADECIMAL: 000000

Corporate colours

Gradient version for graphic applications.

Never to be applied to the logo.

WATER BLUE
PANTONE COATED: 2738C
CMYK: 100, 100, 15, 4
RGB: 47, 70, 117
HEXADECIMAL: 2f2875

AIR BLUE
PANTONE COATED: 284C
CMYK: 69, 38, 4, 0
RGB: 87, 139, 196
HEXADECIMAL: 578bc4

Secondary corporate colours

LIGHT GREY DOCUMENT BACKGROUNDCMYK:
8, 5, 0, 0
RGB: 238, 240, 249
HEXADECIMAL: eef0f9

DARK BLUE TEXT
CMYK: 95, 85, 39, 41
RGB: 37, 42, 75
HEXADECIMAL: 242B4C

ELECTRIC BLUE BUTTONS AND LINKS
CMYK: 69, 22, 0, 0
RGB: 70, 162, 218
HEXADECIMAL: 32A7F0

LILAC RESOURCE ELEMENTS: arrows, circles
CMYK: 44, 45, 0, 0
RGB: 158, 145, 198
HEXADECIMAL: A593F0

04.
Fonts

Brand fonts

Typography is a visual element that complements brand architecture.

Two corporate font families are established for IDAEA:

MONTSERRAT Font family
FIRA SANS Font family

The chosen fonts have a design that aligns with IDAEA's values: modern, timeless, and neutral, providing the brand with solidity and reliability. They are legible in various formats.

Both font families will be used in all IDAEA communication elements, reinforcing brand identity and creating consistency with all visual elements.

For the website, the Roboto font family is also used for body text. It is highly adaptable to digital platforms and visually user-friendly, making reading on screens easier.

MONTSERRAT font family

Aa

MONTSERRAT LIGHT	MONTSERRAT LIGHT ITALIC
MONTSERRAT REGULAR	MONTSERRAT REGULAR ITALIC
MONTSERRAT MEDIUM	MONTSERRAT MEDIUM ITALIC
MONTSERRAT SEMIBOLD	**MONTSERRAT SEMIBOLD ITALIC**
MONTSERRAT BOLD	**MONTSERRAT BOLD ITALIC**

FIRA SANS font family

Aa

FIRA SANS LIGHT	FIRA SANS LIGHT ITALIC
FIRA SANS REGULAR	FIRA SANS REGULAR ITALIC
FIRA SANS MEDIUM	**FIRA SANS MEDIUM ITALIC**
FIRA SANS SEMIBOLD	**FIRA SANS SEMIBOLD ITALIC**
FIRA SANS BOLD	**FIRA SANS BOLD ITALIC**

Uses and applications

Applications of the two corporate font families.

MONTSERRAT family font

Aa

Headings and Subheadings

FIRA SANS family font

Aa

Subheadings and Body Text

Uses and applications

WEB
For the website, an additional third corporate font family is added.

MONTSERRAT family font

Aa
Web Headings

FIRA SANS family font

Aa
Web Subheadings

ROBOTO family font

Aa
Web Body Text

05.
Logo
applications

Applications and colour versions

Rules for the use of the different colour versions of the logo are defined to ensure its correct application.

On a white background and as a priority:

COLOUR version

Monochrome COLOUR version

BLACK and WHITE monochrome version

On corporate colour backgrounds:

WHITE version

On image backgrounds:

WHITE version

06.
Incorrect
uses

Incorrect applicat

Under no circumstances should the logo be distorted or have its proportions or composition altered. Colours other than the specified corporate colours (section 3 of this manual) should not be used. The application of graphic effects, transparencies, or shading effects is not allowed.

Do not distort, always maintain proportionality when resizing.

Do not alter its orientation.

Do not alter the combination of corporate colours.

Do not use non-corporate colours.

Do not apply gradients or effects to the logo; it should always maintain a solid form.

Do not apply effects.

Do not modify the size and proportion of each of the compositional letters.

# 07.
Coexistence with other logos

Application with other institutional logos

Coexistence with other institutional logos must ensure that the IDAEA logo remains the primary one.

This rule is based on two measurement units derived from the visual architecture of the main logo: the x and y units. These units will always function proportionally to any size at which the logos can be applied.
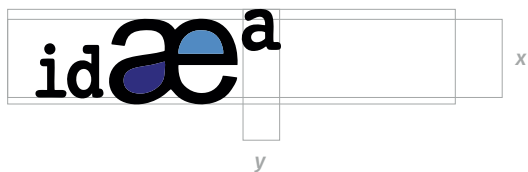
The x and y units will define the maximum size of other institutional logos and their position.
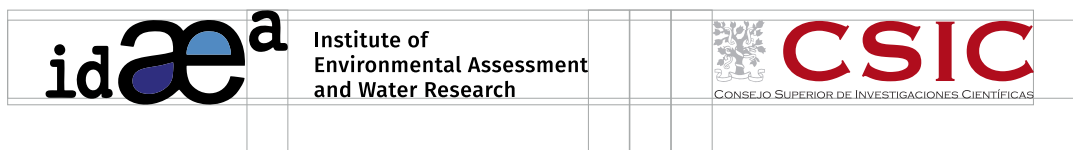Other logos should never exceed the height of the IDAEA logo.
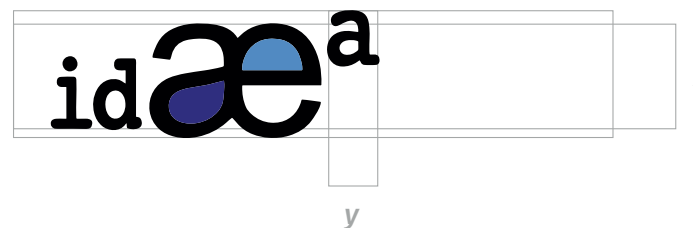
x =Maximum height for other institutional logos

y = Proportion to be used for setting minimum distances between institutional logos

x=Maximum height for other institutional logos

y=Proportion to be used for setting minimum distances between institutional logos

idaea

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