



BRAND BOOK

2021

INSTITUTE OF BIOCHEMISTRY AND BIOPHYSICS
POLISH ACADEMY OF SCIENCES

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1.1 LOGOTYPE – PRIMARY AND COMPLEMENTARY VERSION – ENGLISH

1. Primary version

The logotype consists of two parts. The first one is an icon, which is a symbolic, graphic representation of the first letters of the name of the Institute of Biochemistry and Biophysics (IBB) and the full name of the Institute written in two lines, in all caps, using the font Lato Heavy (Institute of Biochemistry and Biophysics) and Lato Regular (Polish Academy of Sciences).



2. Complementary version

The logotype consists of two parts. The first one is an icon, which is a symbolic, graphic representation of the first letters of the name of the Institute of Biochemistry and Biophysics (IBB) and the full name of the Institute written in five lines, all caps, using the font Lato Heavy (Institute of Biochemistry and Biophysics) in three lines and Lato Regular (Polish Academy of Sciences) in two lines.



1.2 LOGOTYPE – PRIMARY AND COMPLEMENTARY VERSION – POLISH

1. Primary version

The logotype consists of two parts. The first one is an icon, which is a symbolic, graphic representation of the first letters of the name of the Institute of Biochemistry and Biophysics (IBB) and the full name of the Institute written in two lines, in all caps, using the font Lato Heavy (Instytut Biochemii i Biofizyki) and Lato Regular (Polskiej Akademii Nauk).



2. Complementary version

The logotype consists of two parts. The first one is an icon, which is a symbolic, graphic representation of the first letters of the name of the Institute of Biochemistry and Biophysics (IBB) and the full name of the Institute written in five lines, all caps, using the font Lato Heavy (Instytut Biochemii i Biofizyki) in three lines and Lato Regular (Polskiej Akademii Nauk) in two lines.



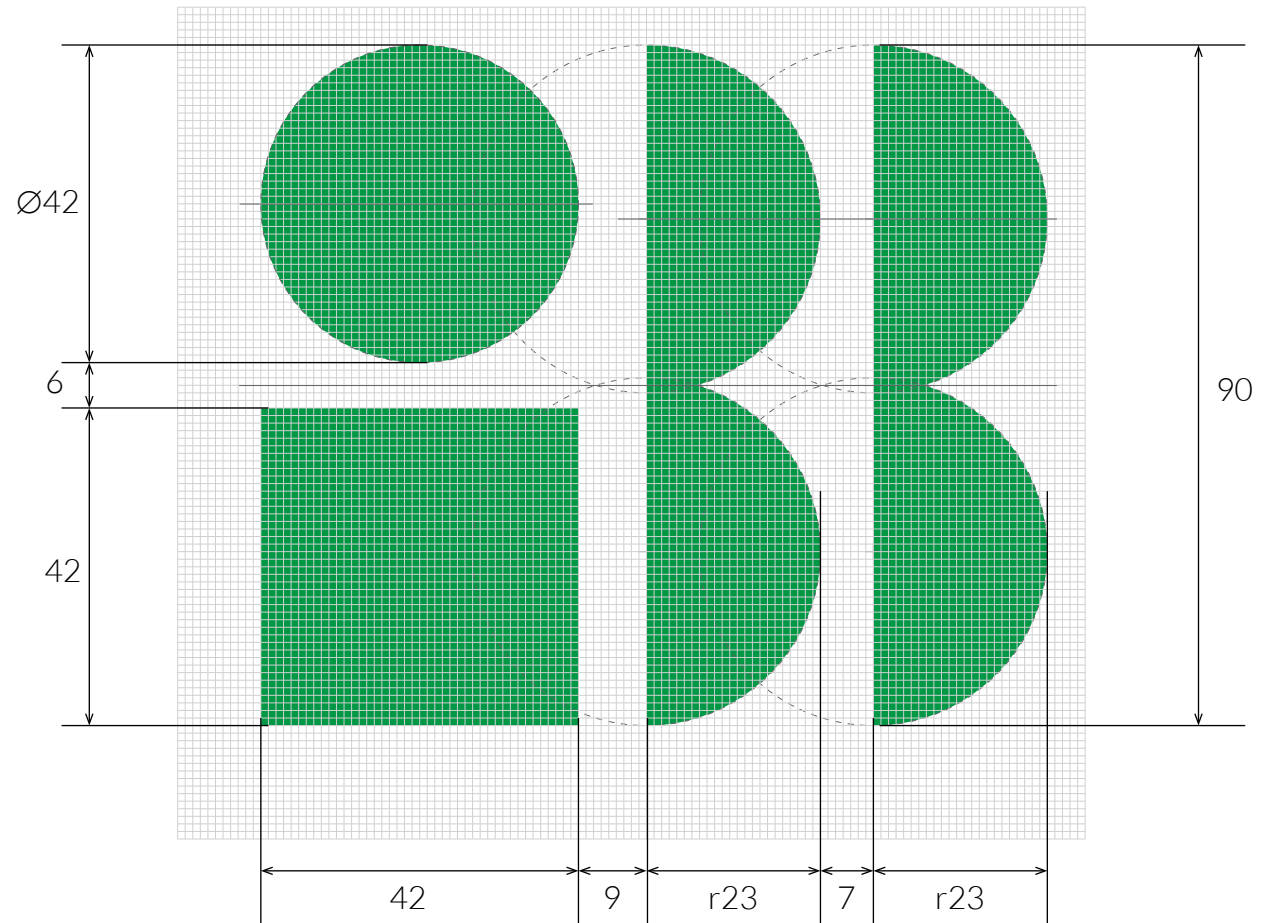
1.3 ICON DESIGN

The icon is a graphic form of the IBB abbreviation. It is composed of geometrical figures: a square and a circle forming the letter “i” and four semi-circles forming two letters “B”.

The idea behind the icon is to combine the basic form of geometric figures, which is a reference to scientific foundations, research on primary correlations and processes. The rhythm of the figures and their highly structured design is a symbol of repetitiveness, which is so important when carrying out scientific experiments.

The green colour refers to nature, which is the subject of biophysical and biochemical research. Green symbolises strength, persistence, but also security and hope. Without these qualities, it is difficult to achieve research success.

The letter “i” consists of a square and a circle of the same diameter. In order to maintain the visual proportions of the icon, each of the letters “B” is constructed from two semi-circles with a diameter slightly larger than the diameter of the circle in the letter “i”. The line passing through the intersection of the ‘B’ semi-circles is the horizontal mid-axis of the icon.



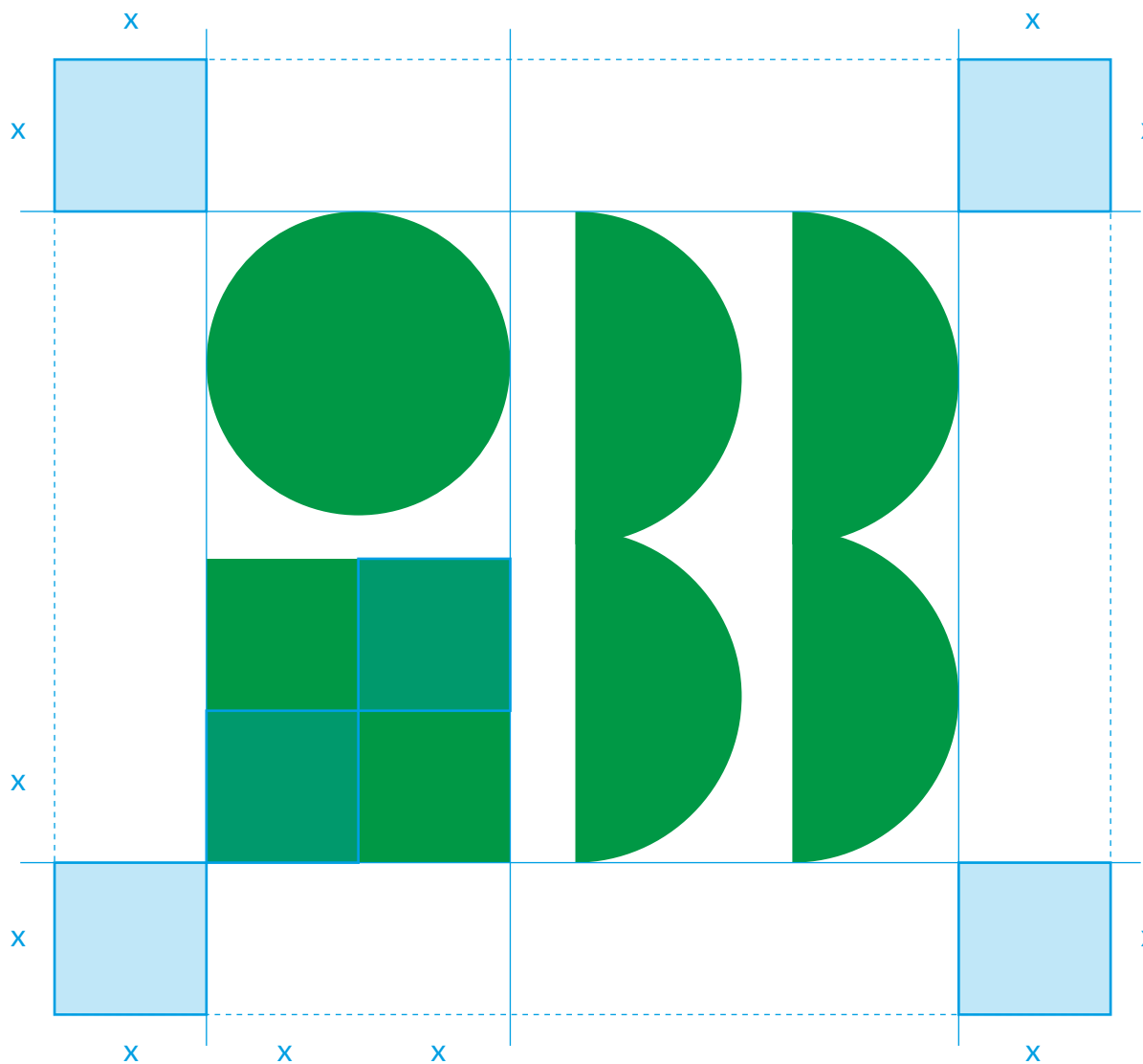
1.4 AREA OF ISOLATION OF THE ICON

The icon's area of isolation is also its minimum required clear space. It defines the minimum boundary area around the icon where the icon can be used.

It is also the area around the icon where no graphic or text form is allowed to appear.

The sizes used to define an area of isolation of the icon come from the size of the square of the letter "i" and constitute half of it.

Attention! The icon must not appear as an independent graphic form. An exception applies only under the condition that there is a full name of the Institute on the same page or surface visible to the viewer.



1.5 MINIMUM REQUIRED CLEAR SPACE AND AREA OF ISOLATION

1. Minimum required clear space

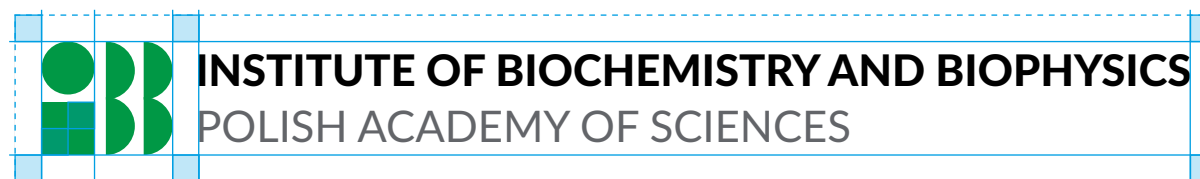
Minimum required clear space is the minimum area around the logotype in which it can be used.

2. The area of isolation

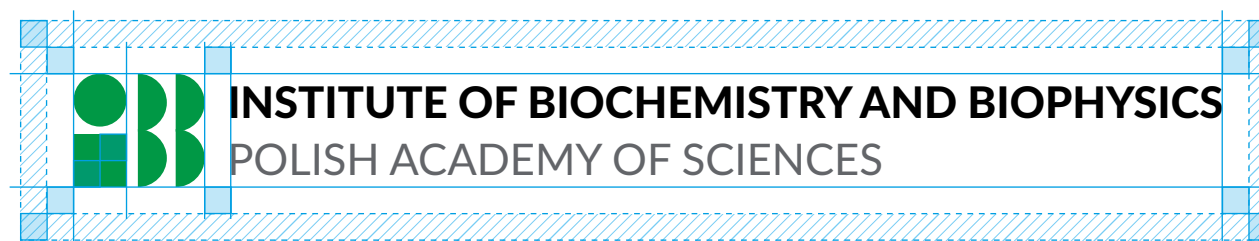
The area of isolation defines the area around the logotype in which no other form, either graphic or text, may appear.

The values needed to determine the minimum required clear space and area of isolation are determined by the size of the square of the letter "i" in the icon and constitute half of it in the case of the minimum clear space or the entire square in the case of the area of isolation.

1. Minimum required clear space



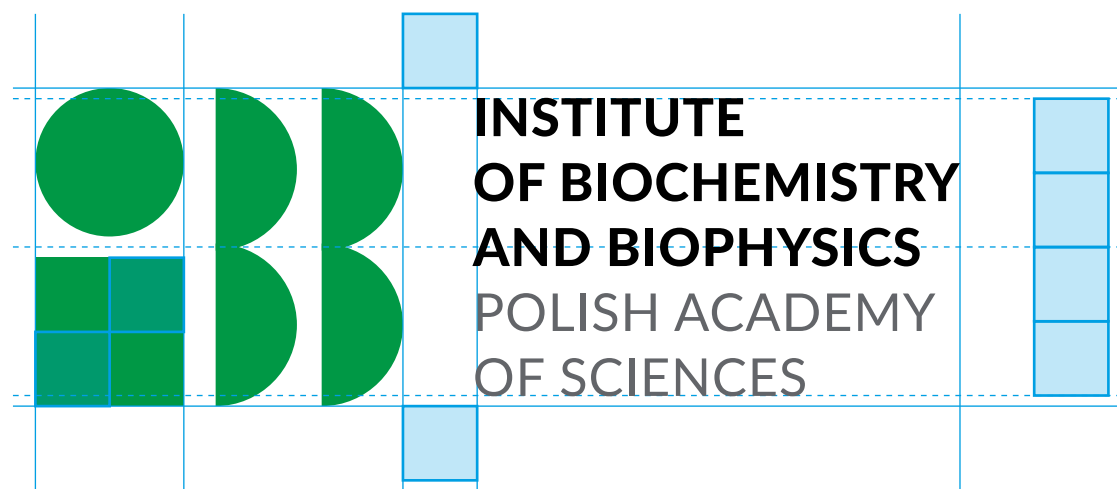
2. The area of isolation



1.6 COMPLEMENTARY VERSION – TEXT ALIGNMENT

The complementary version of the logotype has an equal role to the primary version.

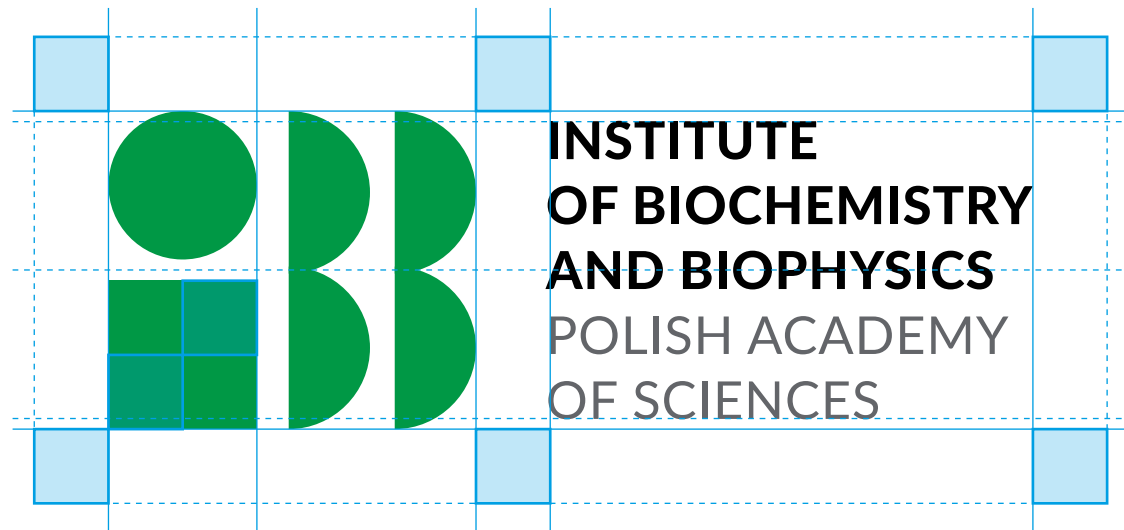
The spacing of the text to the icon and its height are determined by the size of the square of the letter “i”; the spacing is half the square side length and the height is twice this length. The text is centrally aligned with the icon.



1.7 MINIMUM REQUIRED CLEAR SPACE OF THE COMPLEMENTARY VERSION

Minimum required clear space is the minimum area around the logo in which the logo can be used.

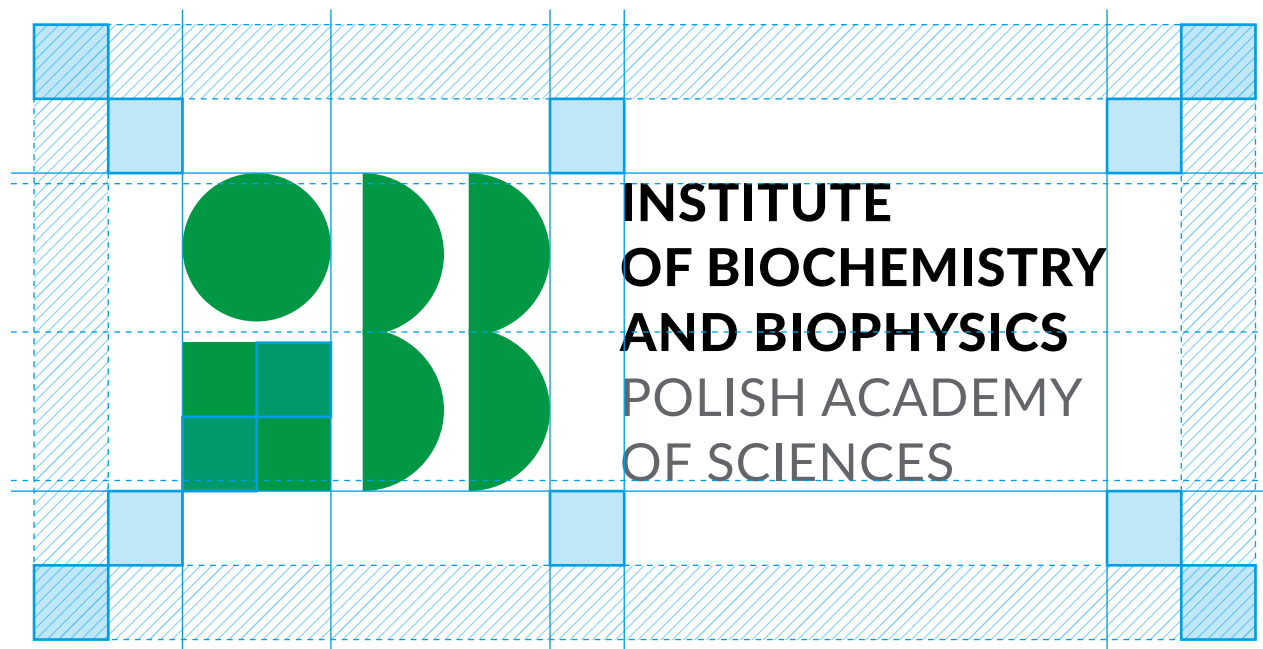
The size of the minimum required clear space is determined by the size of the square of the letter "i" and constitutes half the square side length.



1.8 AREA OF ISOLATION OF THE COMPLEMENTARY VERSION

The area of isolation defines the area around the logotype in which no other form, either graphic or texts, may appear.

The size of the area of isolation is determined by the size of the square of the letter “i” in the icon and is equal to the square side length.



2 COLOURS

The primary corporate colour is green **Pantone 347 C**.

The logotype additionally uses black **Pantone 419 C** and **Pantone Cool Gray 10 C** for the full name of the Institute.

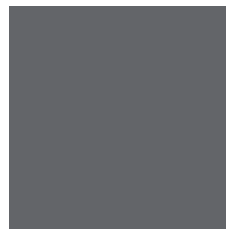
The colours presented in the brand book are recommended for use in all corporate graphic materials.



Pantone 347 C
CMYK 93/0/100/0
RGB 69/163/73
HEX/HTML #45A349



Pantone 419 C
CMYK 76/65/66/90
RGB 0/0/0
HEX/HTML #000000



Pantone Cool Gray 10 C
CMYK 57/46/40/34
RGB 108/109/115
HEX/HTML #6C6D73

3 ACHROMATIC VERSION

The achromatic version can be used when full-colour printing is not possible.

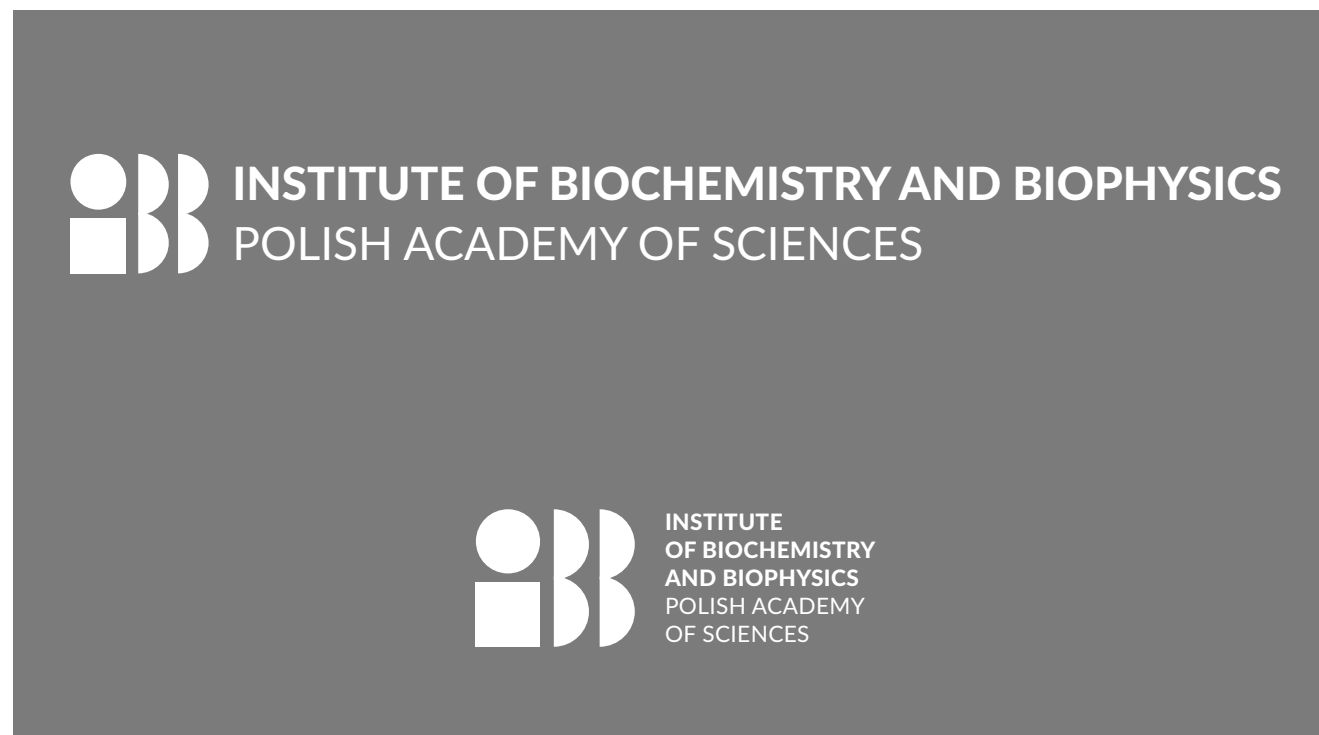
For such prints it is recommended to use one of the colours provided in this brand book (see page 11).



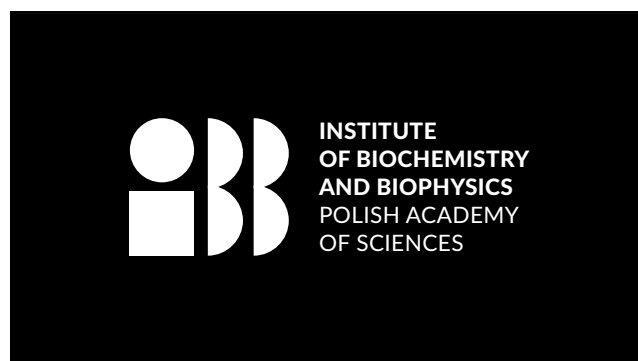
4.1 WHITE VERSION OF THE LOGO

Both versions of the logotype, primary and complementary, may be used reversed, using only in white on a dark, solid or sufficiently smooth, contrasting background which does not affect its legibility.

Please note that no graphic effects (shadows, outlines, lights, etc.) should be used to increase legibility, see page 19 and 20



Examples of use on a smooth dark background:



4.2 WHITE VERSION OF THE LOGO – EXAMPLES OF USE

The examples of the background used refer to the primary and complementary versions.

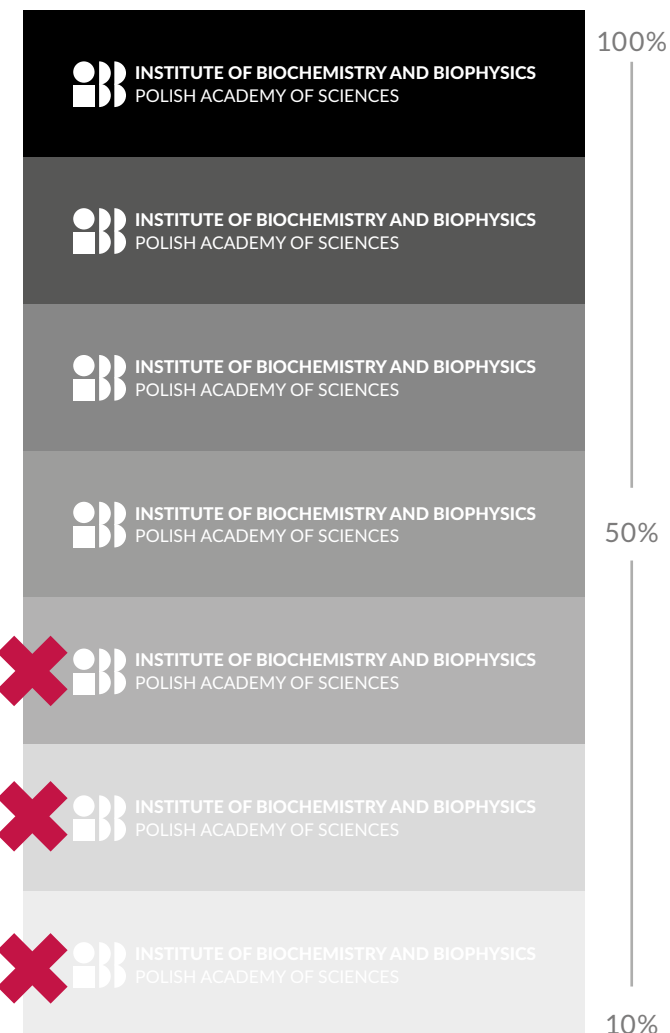
Please note that no graphic effects (shadows, outlines, lights, etc.) should be used to increase legibility, see page 19 and 20

Examples of the background ensuring the legibility of the logotype:



Contrast level ensuring legibility of the logotype: →

Examples of a background that does NOT ensure sufficient legibility of the logotype:



5.1 PRIMARY TYPOGRAPHY

The font used for the logotype is **Lato Regular** and **Lato Heavy**.

Lato Heavy is the font recommended for use in headlines, titles, slogans and excerpts in all corporate materials (posters, internal documents, contracts, letterheads, etc.).

Lato Regular is the font recommended for use in all corporate materials (posters, internal documents, contracts, letterhead, etc.).

Lato font is available free of charge.

The font was designed in 2010 by Łukasz Dziedzic. It is available for download from:

<https://www.latofonts.com/download/lato2ofl-zip/>

Lato Heavy

1234567890

.,:;!@#\$%^&*()_+[{<?}]

abcdefghijklmnoprstuvwxy

ABCDEFGHIJKLMNOPRSTU

WVXYZ

Sample paragraph
Size 10p / Leading 14p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam,

Sample paragraph
Size 8 p / Leading 12 p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam, conem nonsectis pelibus aectur sequam voloren daecepterio blant fuga. Xim sitas et et dolessitem que volumqu iandis diae cus, omnis duciume nit

Lato Regular

1234567890

.,:;!@#\$%^&*()_+[{<?}]

abcdefghijklmnoprstuvwxy

ABCDEFGHIJKLMNOPRSTU

WVXYZ

Sample paragraph
Size 10 p / Leading 14 p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam,

Sample paragraph
Size 8 p / Leading 12 p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam, conem nonsectis pelibus aectur sequam voloren daecepterio blant fuga. Xim sitas et et dolessitem que volumqu iandis diae cus, omnis duciume nit quiam,

5.2 SUPPLEMENTARY TYPOGRAPHY

If it is not possible to use the Lato font, you can use the supplementary **Arial Bold** and **Arial Regular**.

Arial Bold

1234567890

.,:;!@#\$%^&*()_+[{<?}]

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPRSTU

WVXYZ

Sample paragraph
Size 10p / Leading 14p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta

Sample paragraph
Size 8 p / Leading 12 p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam, conem nonsectis pelibus aectur sequam voloren daecepterio blant fuga. Xim sitas et et dolessitem que volumqu

Arial Regular

1234567890

.,:;!@#\$%^&*()_+[{<?}]

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPRSTU

WVXYZ

Sample paragraph
Size 10 p / Leading 14 p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam,

Sample paragraph
Size 8 p / Leading 12 p

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam, conem nonsectis pelibus aectur sequam voloren daecepterio blant fuga. Xim sitas et et dolessitem que volumqu iandis diae cus, omnis duciume nit

5.3 INTERNET TYPOGRAPHY

In the Internet materials, **Noto Sans 700** font is used for the headlines and **Lato 400** font for the paragraph text.

Note: Do not use Noto Sans font in printed materials.

Noto Sans 700

1234567890
.,,:;!@#\$%^&*()_+[{<?}]
abcdefghijklmnoprstu
vwxyz
ABCDEFGHIJKLMNO
PRSTUWVXYZ

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam, conem nonsectis pelibus aectur sequam

Lato 400

1234567890
.,,:;!@#\$%^&*()_+[{<?}]
abcdefghijklmnoprstuvw
xyz
ABCDEFGHIJKLMNO
PRSTUWVXYZ

Ellupta cuscips amusapidelis prorese nimenet la dolorerum restist por si nonecati totaspit alignam int, non cum velit, il ipsam, quatis volorum labo. Otat eossit apienih iciaspit prat volor am nihillandae renihillorem fugitemperum vitatur atatist iberum nus aut fugit autem. Sus dolupta temquam dolenihitam, conem nonsectis pelibus aectur sequam voloren daeceptio blant fuga. Xim sitas et et dolessitem que volumqu iandis diae cus, omnis duciume nit quiam, ipsunt. Beri cust veribuscit res sed mo quod qui dolora conet omnihiliae pelis molorem porionsecae quas ut voles

6 MINIMUM SIZE

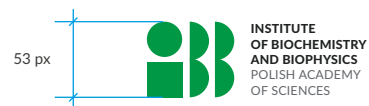
1. The minimum size for print

The minimum size of logotypes is determined by their legibility. For the primary version it is **5 mm** icon height, for the complementary version **10 mm** icon height. If the print quality is exceptionally poor, larger sizes should be used to maintain legibility.



2. The minimum size for internet

The minimum size of logotypes is determined by their legibility. For the primary version it is **24 px** icon height, for the complementary version **53 px** icon height.

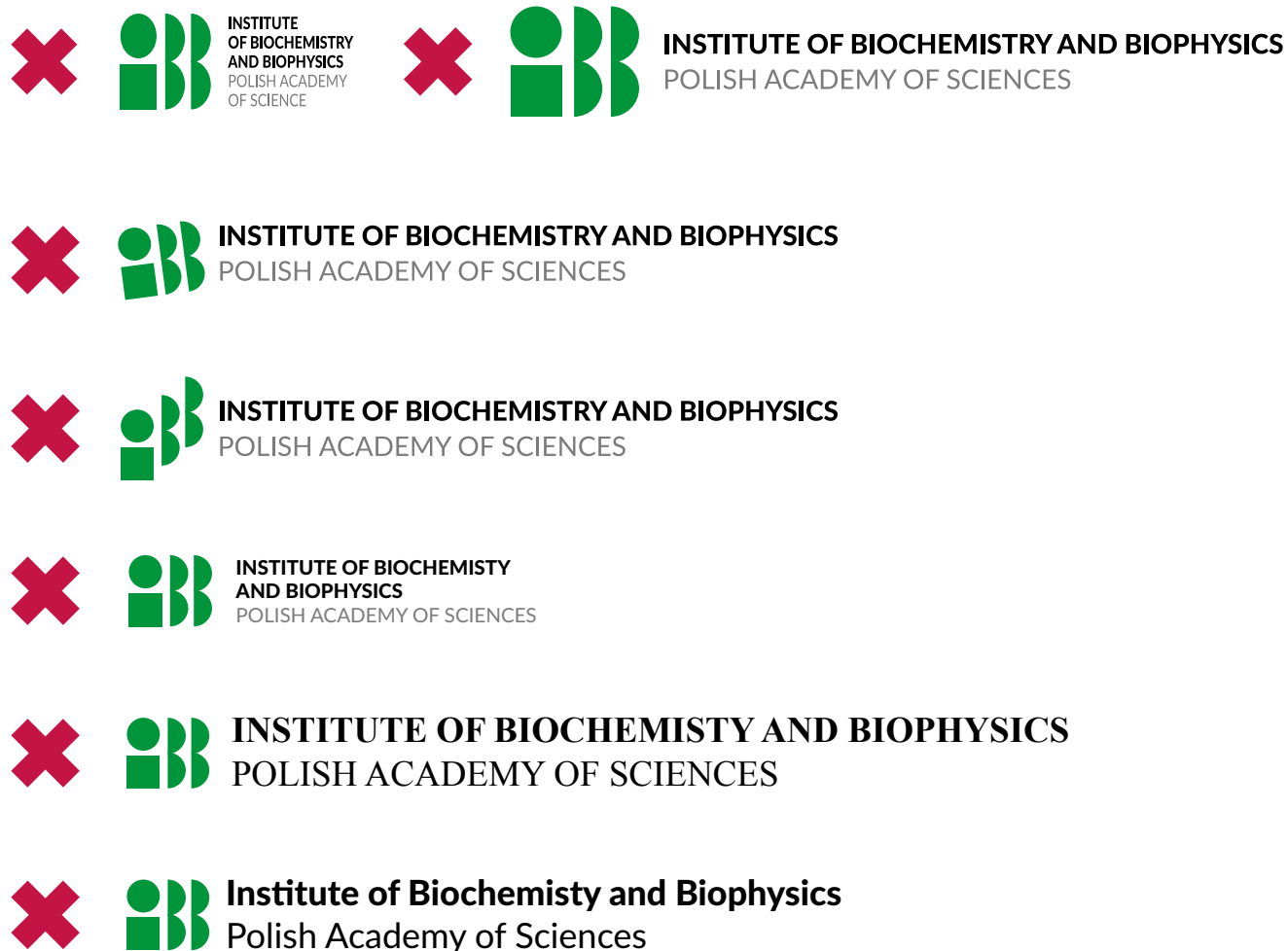


7.1 INCORRECT USAGE – PART 1

A consistent visual identification of the Institute has a positive impact on the long-term process of defining its image. To this end, the integrity of the graphic form of the logotype must be maintained.

Unacceptable modifications refer to both versions of the logotype, the primary and complementary version and their colour variants.

Do not change the structure, composition, proportions and position of individual elements as well as the whole logotype (rotate, displace, change of typeface or its style or size).



7.2 INCORRECT USAGE – PART 2

A consistent visual identification of the Institute has a positive impact on the long-term process of defining its image. To this end, the integrity of the graphic form of the logotype must be maintained.

Unacceptable modifications refer to both versions of the logotype, the primary and complementary version and their colour variants.

Do not use graphic effects (shadows, outlines, highlights, etc.)



Do not change the layout of the text in relation to the icon



Do not include other content or elements without maintaining the area of isolation



Do not alter the colour of the logotype or any of its elements



