



INTERNATIONAL FEDERATION
OF AUTOMATIC CONTROL

This document contains branding and
communication guidelines for:

The IFAC logo

Primary color palette

Secondary color palette

Typography

Internal logo application

External logo application

Co-branding

Letterhead application

Journal application

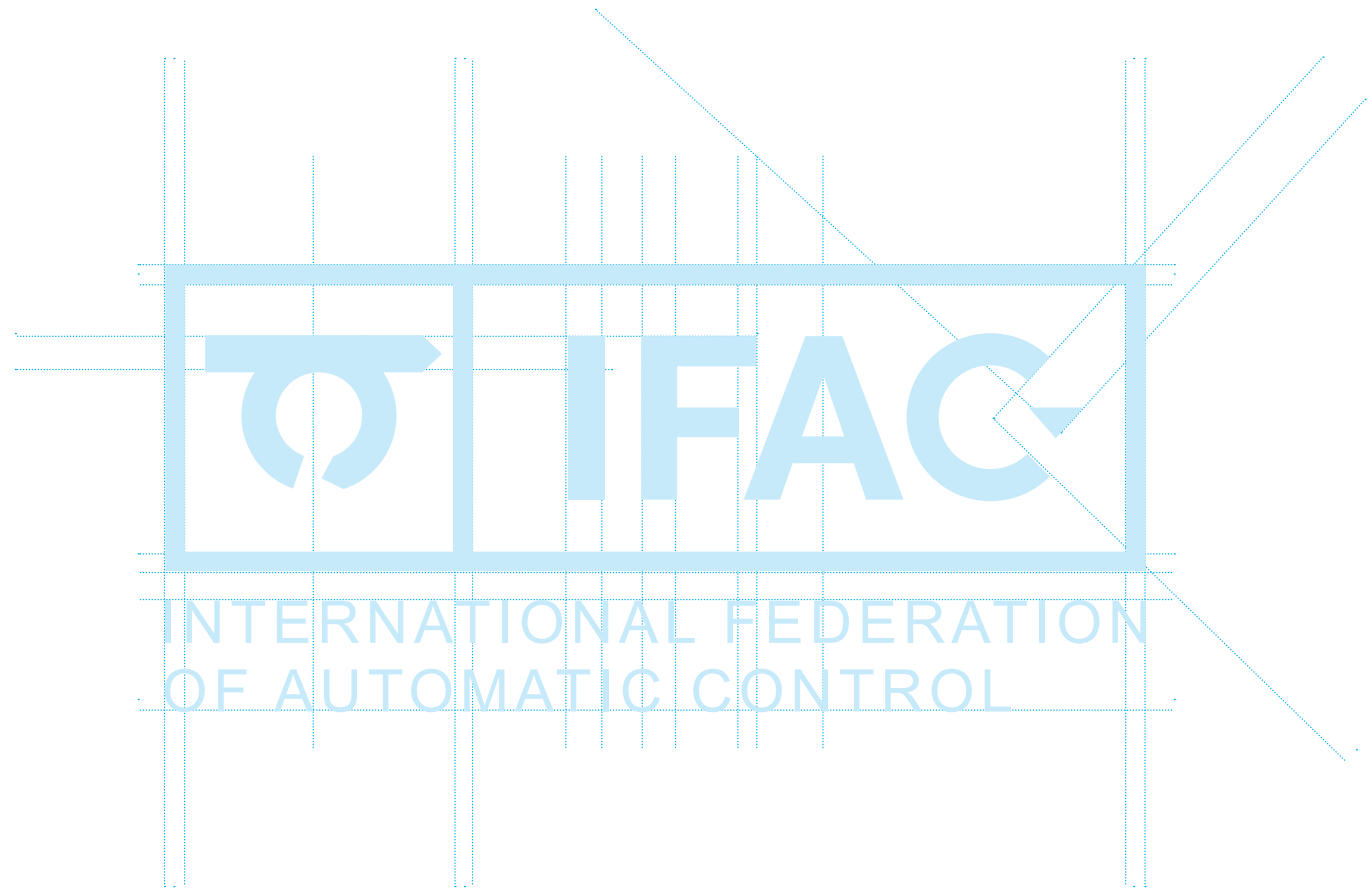
Website application

Social media

Email signature

Powerpoint template

Newsletter template



IFAC
Core brand elements

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Introduction to the IFAC brand

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4 Typography

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Introduction

The IFAC brand is a single, unified visual identity for our federation.

The identity has been developed to meet the demands of internal users while, at the same time, presenting a distinctive external image. Our style is unified and contemporary, reflecting the federation's strategic objectives.

Our unified visual identity will enhance our stakeholder relationships through the presentation of familiar and consistent messages. To be successful, the identity must be reproduced accurately and consistently across a full range of the materials.

These guidelines provide important information on the various products and applications that make up our visual identity. They will help to simplify design tasks, enforce consistency, and reduce duplication. Illustrated examples of all approved items, and details provided on how to use them correctly, can be obtained from the IFAC communications and design team (see Contacts).

These guidelines are for internal users and external agencies, and can be used with the direct assistance of the Design Team, who are the key contacts for all visual identity related queries.

We strongly advise that you take the time to read through the approved identity guidelines, which are clear and easy to follow, providing you with useful information applicable to all future projects.

Contacts

Thank you for reading and agreeing to adhere to the IFAC visual identity standards. Your commitment will help us build a single, consistent and unified brand image for the federation.

For further information to the guidelines, please refer to the contacts below. Do not progress with a design or production if you are in any doubt as to the correct application.

IFAC Secretariat

Tel: +43/2236/71447

secretariat@ifac-control.org

We strongly advise that you take the time to read through the approved identity guidelines, which are clear and easy to follow, providing you with useful information applicable to all future projects.

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Logotype

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2.1 Logo placement and space

Our logo is the most visible symbol of the IFAC identity and an important brand asset. It is unique and striking. Used across all of our materials and collateral, it must always be reproduced from approved artwork and never re-drawn, separated or modified in any way. The relative sizes and positions of the text and symbol are fixed and must not be altered. The two elements should never be separated or used individually.

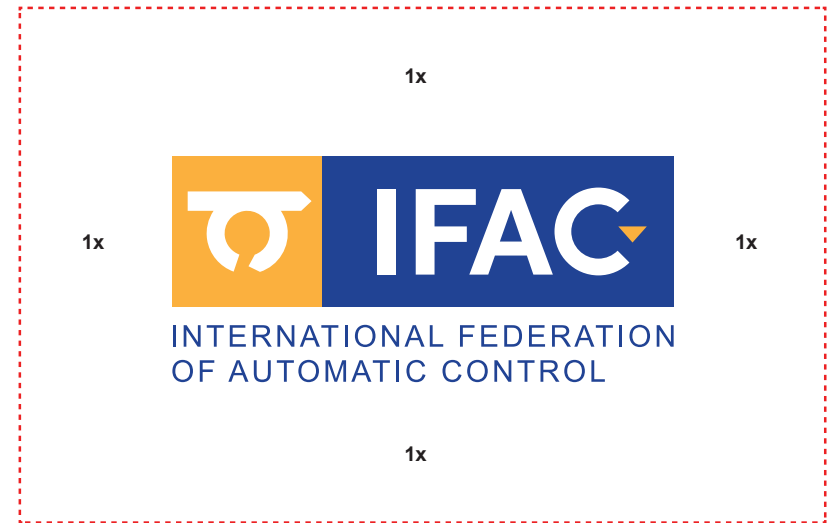
The IFAC logo should appear on an uncluttered background or contrasting colour to ensure maximum impact, wherever possible

Exclusion zone

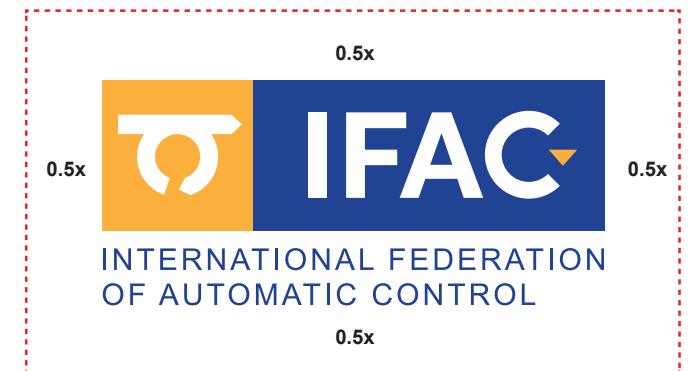
For legibility and impact, the IFAC logo must always be surrounded by a minimum area of clear space, commonly referred to as the “exclusion zone”. This area should always remain distinct and separate from other graphic elements or typography.

On A4 and above, with the exception of pull-up banners, the exclusion zone is equal to the full height of the logo square. The clear space is equal on all sides.

On A4 and below, the exclusion zone is equal to half the height of the logo square. The clear space is equal on all sides.



Spacing greater than A4



Spacing less than A4 (or for digital applications)

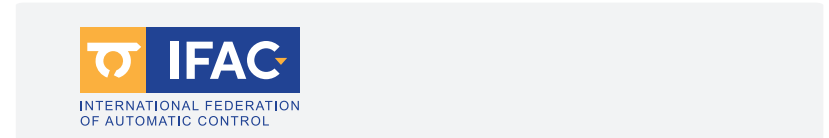
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2.2 Logo placement and space

In most cases the IFAC logo will be used on a white background (1.1). We encourage the consistent use of this version but do allow for variations to be used on certain occasions. In some cases it will be preferable to use the standard logo on a light blue background (1.2) and in limited design editions, the reversed logo (1.3) on a blue background.



1.1 Standard IFAC logo application on a white background (suggested version)



1.2 Standard IFAC logo application on a light blue background



1.3 Limited version, IFAC logo reversed on a dark blue background

Do not use the logo in the following ways



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Colours

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3. Colour usage

Our primary colours have been specifically chosen to present a strong and vibrant image of the federation’s identity. To ensure clear and immediate recognition, we use three principle colours to represent the IFAC brand.

Printing on paper:

- 1. Dark Blue (C100 M88 Y6 K0) 
- 2. Light blue (C35 M7 Y0 K2) 
- 3. Orange (C0 M35 Y86 K0) 

On-screen:

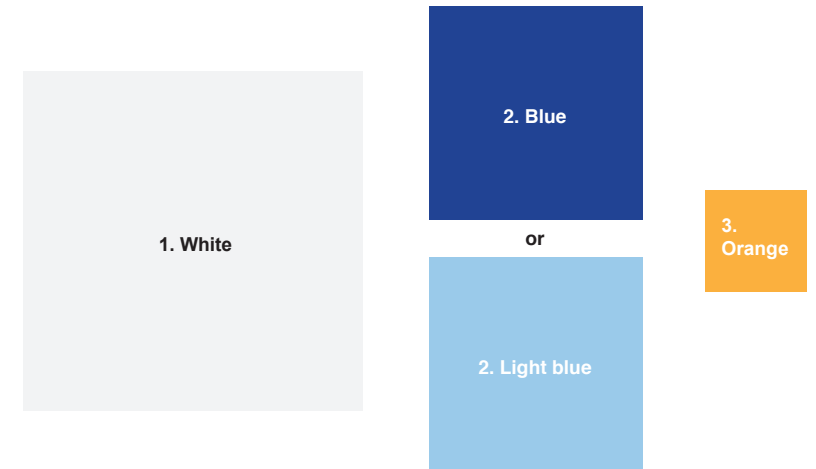
The IFAC colours for on-screen use only have modified RGB values (**Blue- R37 G55 B136**), (**Light blue R155 G201 B233**) and (**Orange- R249 G178 B48**) for better colour matching.

(Colours displayed on-screen will always appear differently depending on monitor settings.)

Notes

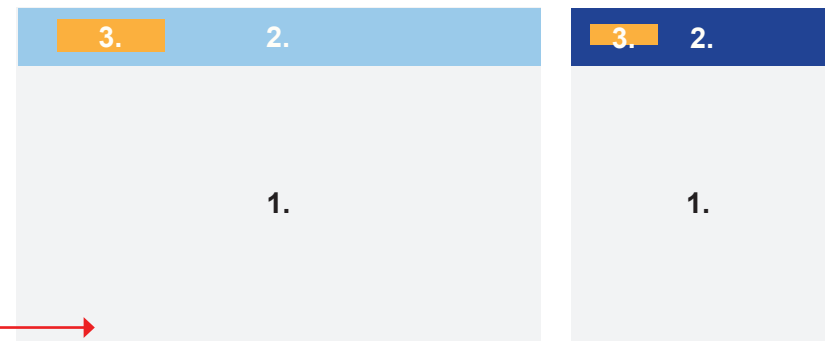
Colours shown throughout this manual are for illustrative purposes only. For accurate colour reproduction, please refer to an up-to-date version of the Pantone Colour Formula Guide. If using CMYK, RGB or HEX colour values, please use the references shown here.

Note the use of colour proportions →



Colour proportions

Where possible the colour proportions should always be implemented with white being the preferred backdrop and the blue and orange always used in a 70/30 proportionate relationship.



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Typography

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4. Typeface

Primary font - Helvetica and Helvetica Neue

Helvetica has been selected as the federation's primary font for marketing materials as it combines legibility with a clean, modern look. The variety of available weights, sizes, and languages for this typeface make it extremely versatile, allowing designers to create individual designs for a wide variety of content, while ensuring a uniform and consistent image.

abcdefghijklmnopqrstuvqxyz

1234567890 !?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !?

Secondary font - Arial

The Arial font can be used solely for on-screen communications or templated materials. The font is a highly legible sans serif typeface. However, the IFAC brand does not use Arial for professionally printed communications because it lacks variety and versatility.

abcdefghijklmnopqrstuvqxyz

1234567890 !?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !?

Text colour

All body text is in black. Text headers and bullets can be in a secondary colour in certain collateral but need to be approved. White text can be used in publicity material where it is placed on a dark image. Text website links are coloured. The link colour is HEX006699.

Other fonts

The use of any other fonts than Helvetica and Arial is not permitted in IFAC branding.

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5.1 Primary application (internal)

When using the IFAC logo for internal communications, always place the logo top left on a white background. Please also ensure that the spacing guidelines (exclusion zone) are followed as closely as possible.



The image shows a mockup of the IFAC Newsletter. At the top left is the IFAC logo (International Federation of Automatic Control). To its right is the word "NEWSLETTER" in a large, bold, sans-serif font. Below the logo and title is a header section with contact information: PHONE (+43 2236) 71 4 47 | FAX (+43 2236) 72 8 59 | E-MAIL SECRETARIAT@FAC-CONTROL.ORG | WWW.IFAC-CONTROL.ORG. The main content area features a large article titled "Introducing the 2011-2014 IFAC Fellows" with a sub-header "No. 2 APRIL 2014". To the right of this article is a "CONTENTS" section listing: "IFAC Fellows (continuation in a series)", "IFAC 2014 Update", "ALCOSP 2013 and PSYCO 2013", and "Forthcoming Events". Below the main article is a section titled "2014 IFAC World Congress Update" featuring a portrait of Ian R. Petersen and a short text snippet. At the bottom right, there is a "SPREAD THE NEWS!" section with a small circular logo and text encouraging reproduction of the newsletter. The footer contains the "IMPRESSUM" (Media Information and Publisher) details for IFAC, including the address in Austria and the names of the editor and layout designer.

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5.2 Primary application (external)

In instances where IFAC is the primary sponsor (for example this poster design), a blue band containing the IFAC logo is placed at the top of the page for easy recognition.

The blue band is versatile as it can be used for headings and sub-headings to identify and describe topics and/or themes.

The area below the blue band is open for a variety of content (images, diagrams and text) to be laid out in a way that complements the IFAC brand look and feel.

Primary IFAC logo positioning on horizontal blue band



Secondary content area

A portrait of Wook Hyun Kwon, a man with glasses wearing a suit and tie. To the right of the portrait is a small logo for the 19th World Congress of the International Federation of Automatic Control, Seoul 2014. Below the portrait, the name 'Wook Hyun Kwon' is written in a large, white font on a dark blue background. Below the name, the text '18TH IFAC PRESIDENT 2005-2008' and 'SOUTH KOREA' is displayed. At the bottom, a timeline shows the years 1960, 1970, 1980, 1990, 2000, and 2010, with a small orange bar highlighting the year 2005-2008.

Wook Hyun Kwon was born in January, 1943. He received BS and MS degrees in Electrical Engineering from Seoul National University in 1966 and 1972, respectively, and a PhD degree from Brown University in 1975. He was an adjunct assistant Professor at the University of Iowa (1976-1977) before joining Seoul National University, where he is currently a Professor Emeritus of the School of Electrical and Computer Engineering. He was a visiting assistant Professor at Stanford University from 1981-1982, and a Chair Professor of DGIST (Daegu Gyeongbuk Institute of Science and Technology) from 2010-2014.

Professor Kwon's past roles in IFAC include being the Chair of the IFAC Technical Committee on Algorithm and Architecture of Real Time Control (AARTC) from 1997-1999, and President from 2005-2008. He hosted the IFAC World Congress 2008 in Seoul, a memorable event. He was the key founder of the IFAC NMO of Korea, and of the Institute of Control, Automation and Systems Engineers (ICAS) established in 1994, for which he was President in 1999. He was also one of key founders of Asian Control Association (ACA). Professor Kwon has published about 150 international journal papers and 260 international conference papers, mostly in the areas of predictive control, time delayed system, FIR filtering, and real-time computer applications for automation. He authored *Robust Iterative Control: Model Predictive Control for State Models* (Springer 2005). He has supervised many graduate students, several of whom have founded start-up companies that have listed on the Korean stock exchange, KOSDAQ. These include Humax Co. Ltd of Korea, one of the world's largest manufacturers of digital set-top boxes.

Professor Kwon became a Fellow of the National Academy of Engineering of Korea (NAER) in 1995, a Fellow of the Korean Academy of Science and Technology (KAST) in 1996, a Fellow of the IEEE in 1999, a Fellow of TWAS (The World Academy of Science for the Developing World) in 2001, and a Fellow of IFAC in 2010. He received the Korea Academy of Science Award in 1997, the Brown Engineering Alumni Medal (REAM) Award in 2001, and the Korea Highest Scientist/Engineer Award of the Korean Government in 2007. Professor Kwon made a generous financial contribution to IFAC that led to the creation of the IFAC Foundation.

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5.3 Secondary application (co-branding)

In certain instances where the IFAC brand functions as a co-sponsor or as an endorsement to a partner brand, the logo can be placed lower down on the page and scaled accordingly.

Please note that certain brand rules (such as not changing colours or configurations) still apply and that spacing, composition and correct placement should be rigorously implemented.

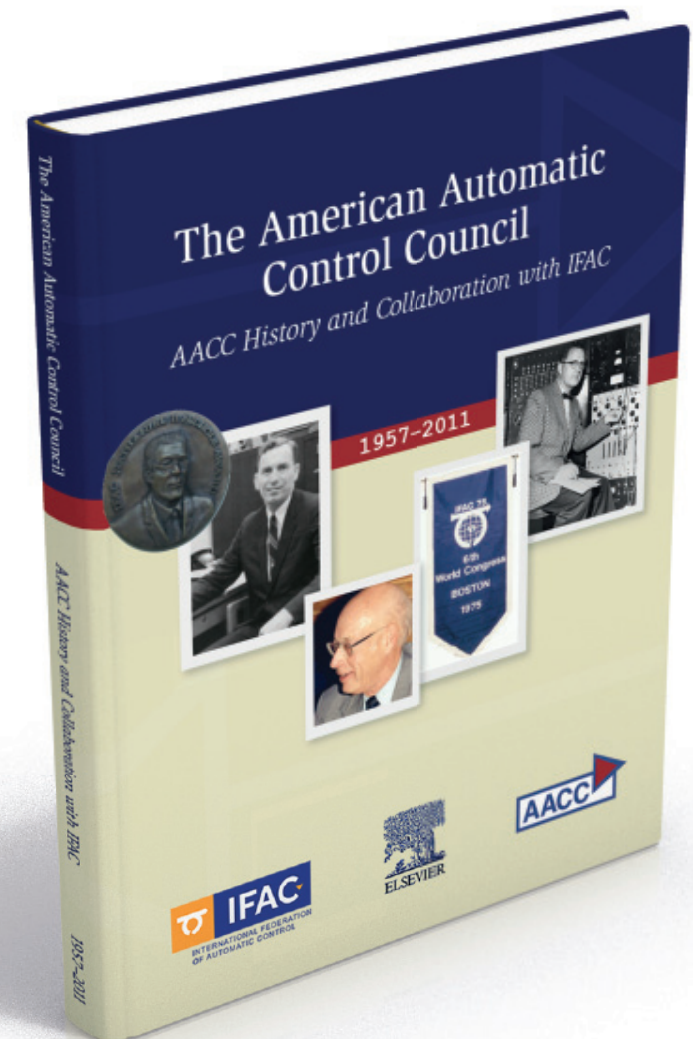
In the sample provided (right), the IFAC logo is placed at the bottom of the page, aligned with two partner logos with equal weighting and size. Also note that the space provided for each logo for well balanced and comfortable placement look and feel.



Alignment option 1 - horizontal



Alignment option 2 - vertical



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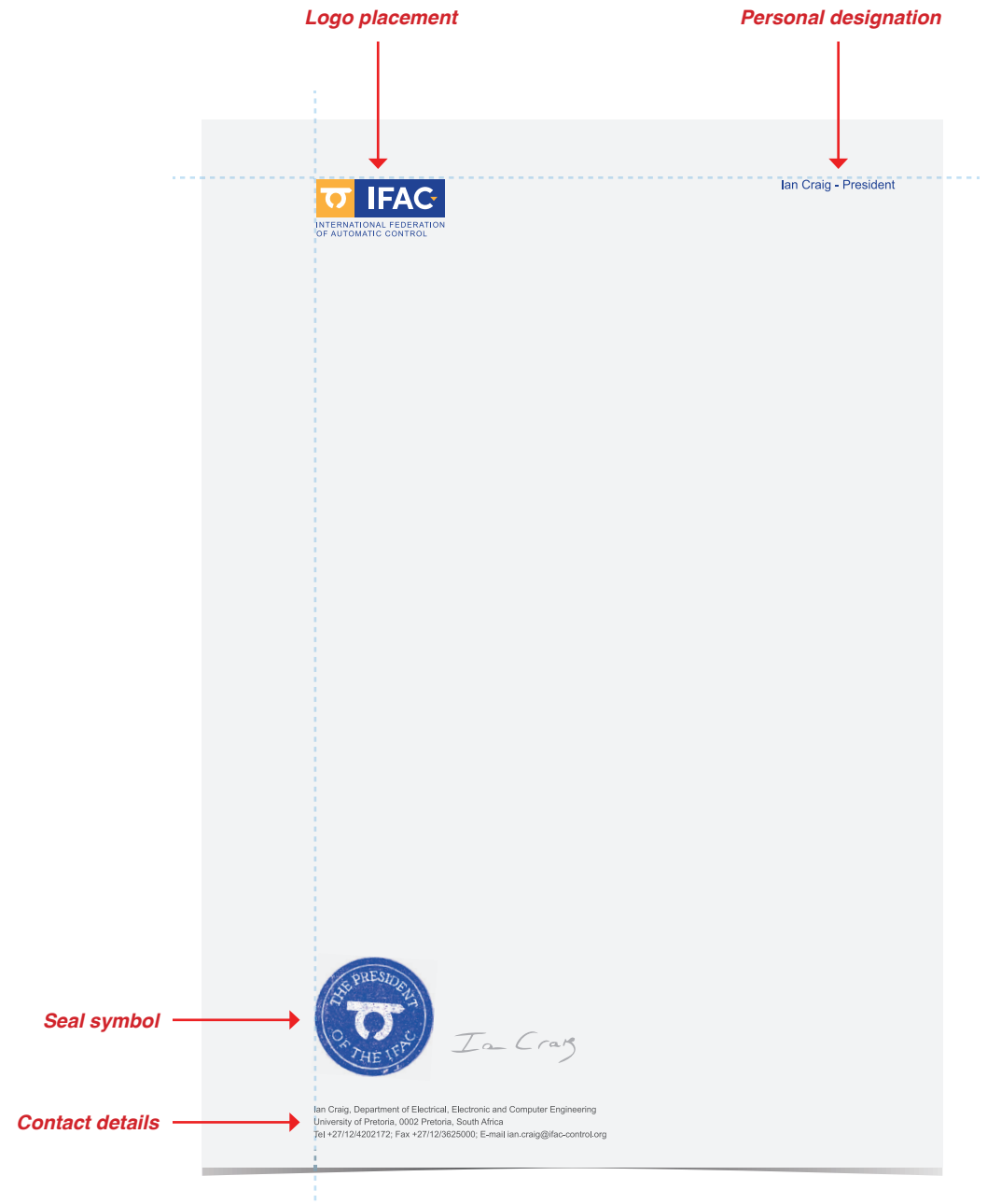
5.4 Letterhead

This example shows a letterhead application with the logo placed top left (note the exclusion zone).

The name and designation of the sender (see top right) is the standard placement of all personalised letterheads.

Presidential seal design

The presidential seal is based on the original stamp design, which now includes the new 'feedback loop' symbol. The artwork is available in high-resolution vector and .png format.



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Applications

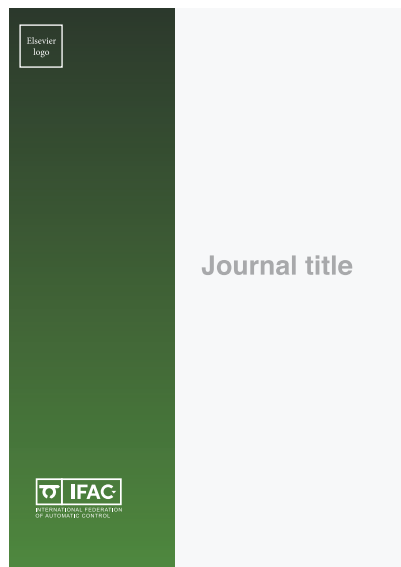
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5.5 Logo application to the journals

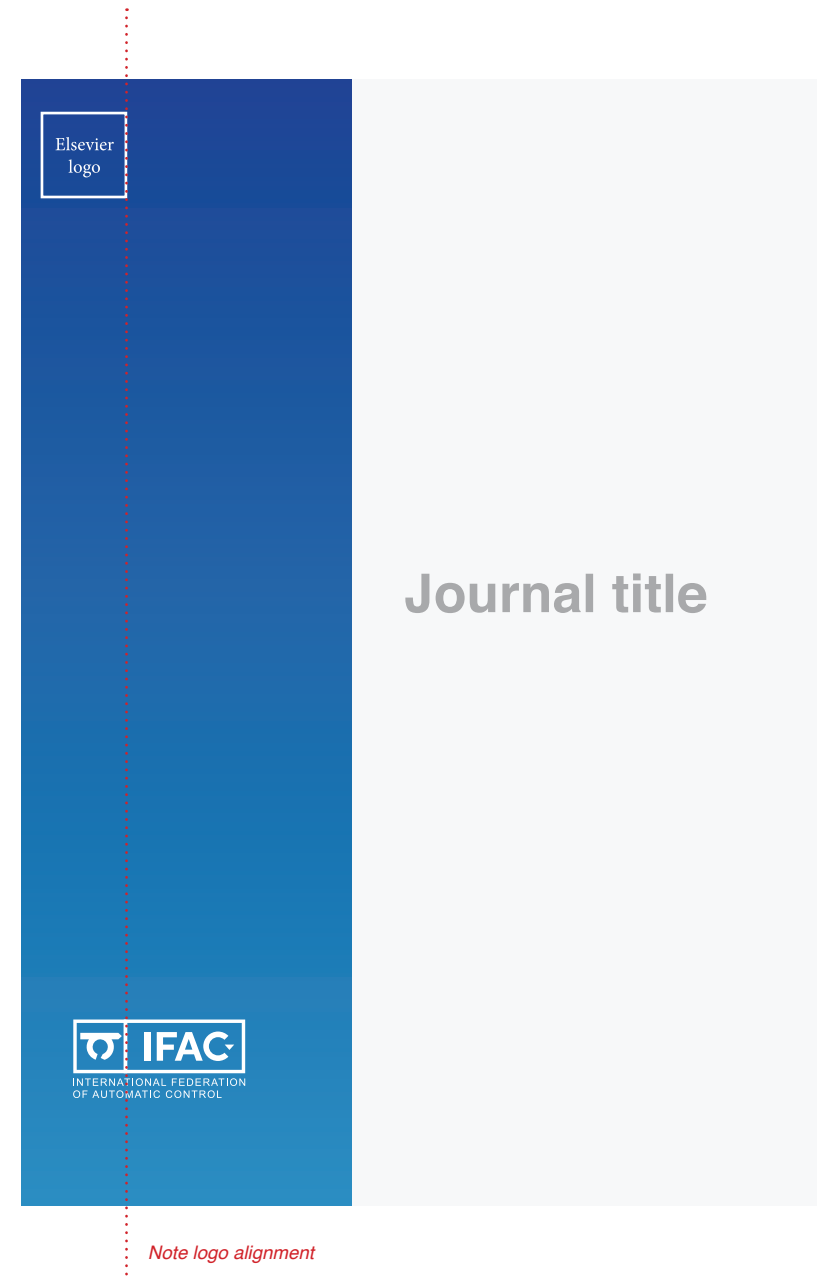
The logo application on the IFAC/Elsevier journals should be kept very clear and simple.

Only the white IFAC logo should be used (see both examples), ensuring consistency throughout the differently coloured covers.

Note the correct alignment and proportions of the logo in the two examples.



Color variation



Note logo alignment

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5.6 IFAC business cards

The IFAC business cards may only be issued and reproduced with the permission of the Secretariat.

The designated information criteria for IFAC business cards is as follows:

1. Name Surname
2. Designated role
3. Address
4. Phone number
5. Fax or email
6. Web address

Please note the use of two different formats as indicated in the illustration.



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5.7 IFAC Papers Online logo

The IFAC Papers Online logo is an extension of the IFAC brand and must be used only when reference is made to Papers Online.

The logo has been slightly modified and must be applied as a unit. Please do not manipulate or use parts of the logo other than the way it has been illustrated in this brand guideline.



A screenshot of the IFAC Papers Online website. The header features the IFAC Papers Online logo and navigation links: Home, Create an Account, and Contact. Below the logo is a search bar with the text 'Search on: Title, Abstract, Keywords for:'. A login section is visible with fields for PIN/Alias and Password, and a 'Forgot your Password?' link. The main content area is divided into three columns: 'Recently Archived Conferences' with a list of events, 'Policies' with a detailed text block, and 'RSS Feed' with a list of recent publications. The footer contains a notice about corporate subscriptions.

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Digital

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6.1 Digital logo

For digital applications, please use the correct format of the logo (svg, png or jpeg) as these are optimised for screen displays.

The logo, should be consistently implemented to compliment the IFAC digital language signature style and should be used for any electronic media, from websites to email signatures.

The social media icon has been specifically designed in a square format to be used for platforms such as Twitter, LinkedIn and Facebook. This logo should not be used for any other applications unless specified. The logo is available in low-resolution .png file formats.



1. Logo

Please ensure that the logo is always applied in a proportionate manner. The logo should not have to exceed 300 pixels.



Please ensure that the logo is always legible by not making it too small. 250 pixels is regarded as the minimum size



3. Social media icon application

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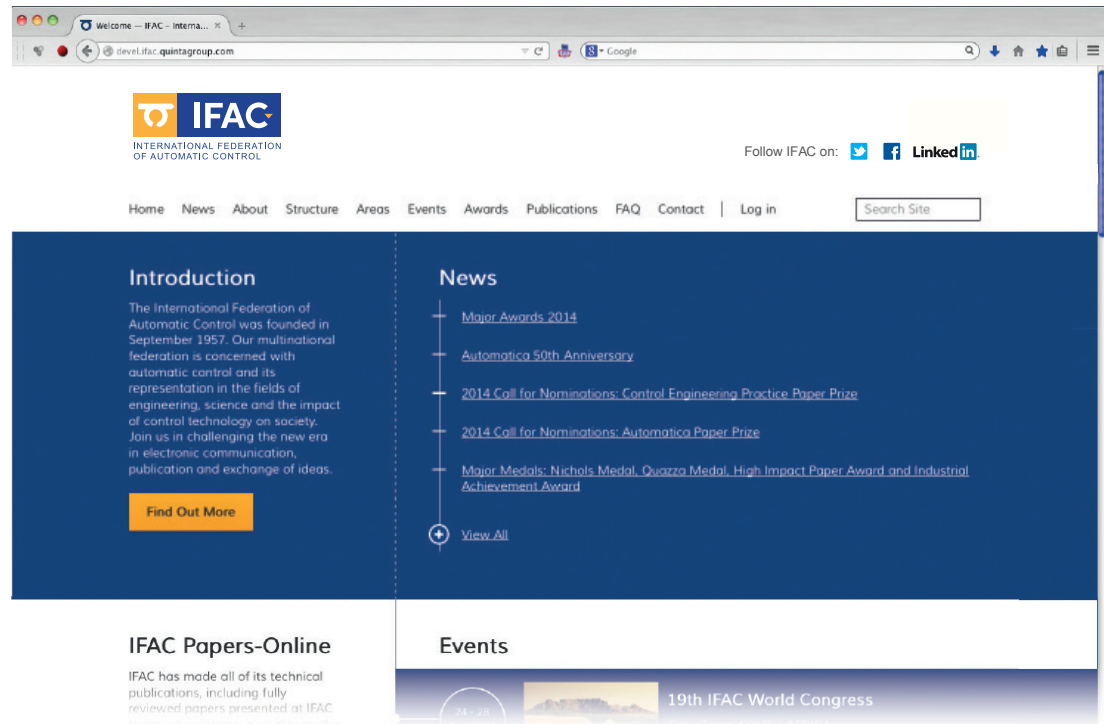
6.2 IFAC website

In this website example the IFAC digital logo is placed top left on the page. For responsive web views on mobile devices, scale the logo appropriately so that the descriptor text is still clearly visible.

On-screen colour

The IFAC colours for on-screen use only modified RGB values:
(Blue - R37 G55 B136)
(Orange - R249 G178 B48) for better colour matching.

Logo size
Max size: 300 pixels wide
Min size: 250 pixels wide



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Digital

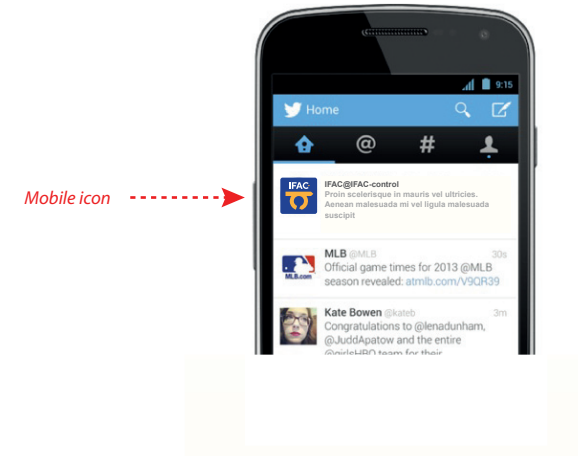
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6.3 Twitter page template

The example provided shows the use of the IFAC social media icon as applied to a Twitter account page on desktop and mobile devices.

When making official IFAC statements, always use this icon. Do not use personal photos, stock images or outdated IFAC symbols.

The image is available as a screen resolution .png file.



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6.4 LinkedIn page template

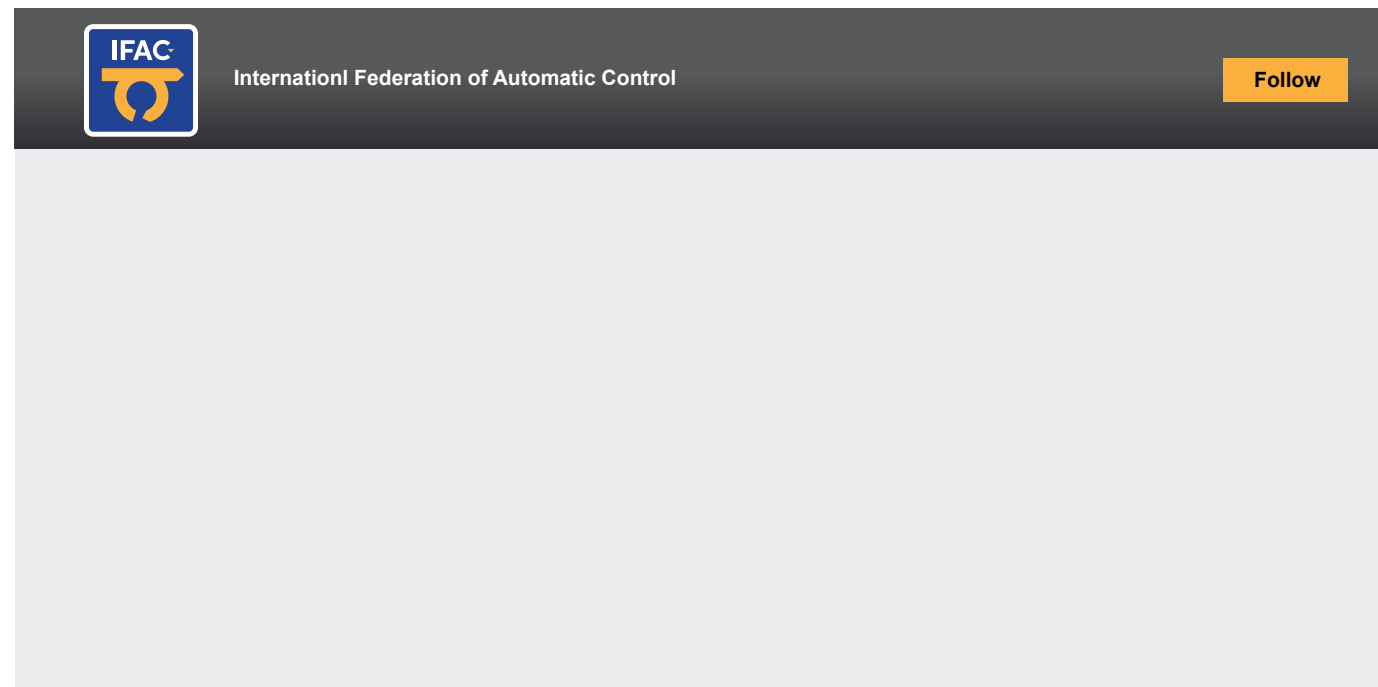
The example provided shows the use of the IFAC social media icon as applied to a LinkedIn account page on desktop and mobile devices.

When posting official IFAC information, always use this icon. Do not use personal photos, stock images or outdated IFAC symbols.

The image is available as a screen resolution .png file.



Desktop icon ----->



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6.5 Email signature

As indicated on the previous page, electronic documents should always have the standard IFAC logo, which requires a smaller exclusion zone than the print version.

The electronic signature is a Microsoft Outlook template that can be imported from a Microsoft Word document (see working files).



Please use custom icons provided

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6.6 PowerPoint presentation slides

The PowerPoint template offers two unique pages:

- 1. Cover**
- 2. Content page**

On the cover page an image can be placed behind a transparent blue screen and the IFAC logo. Images must relate to the presentation and should be placed with the edges touching on all four sides (use the 'mask tool' in PPT to achieve this).

Note that on the 'Content's page' the logo has been placed top left and sized down to allow for maximum content.

Logo placement

Image placement

1. Cover page



Heading goes here (14pt)

Body copy goes here (11pt, regular)

2. Content page

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Co-branding

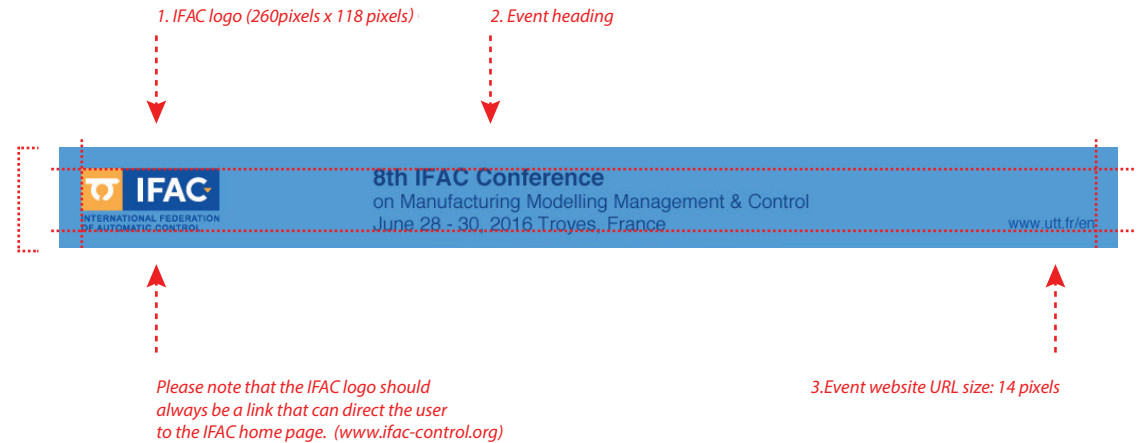
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7.1 IFAC main-sponsor

For all primary communication and branding we suggest making use of the IFAC banner as a constant feature that will identify IFAC as the main-sponsor. The banner will always be a fixed height (96 pixels) but can vary in width according to the design it needs to complement.

The logo must be placed as per the recommendation in the brand guideline where the exclusion zone is half the width of the orange square (see section 2.1 in the IFAC brand guideline). The third and final element will be the event website URL which is placed to the right of the logo at the same distance to the right edge as the logo is from the left (1x) and at the same line height.

The website will become an important platform for communication (social media) and therefore every opportunity to drive traffic must be leveraged. The logo has been placed top left and sized down to allow for maximum content.



Banner colour: R77 G164 B246

Please ensure that the suggested event heading format is used on the banner:

Event version (22 pixels)

Event topic (18 pixels)

Date (Month DD - DD, Year), Location (18 pixels)

Text colour: R37 G55 B136

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Co-branding

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7 **Co-branding**

In the event where IFAC is the main-sponsor - through a website, a newsletter or printed artwork - the IFAC logo (digital or print) must be positioned within the horizontal band (A.), which may be blue or white depending on what is more appropriate for the design.

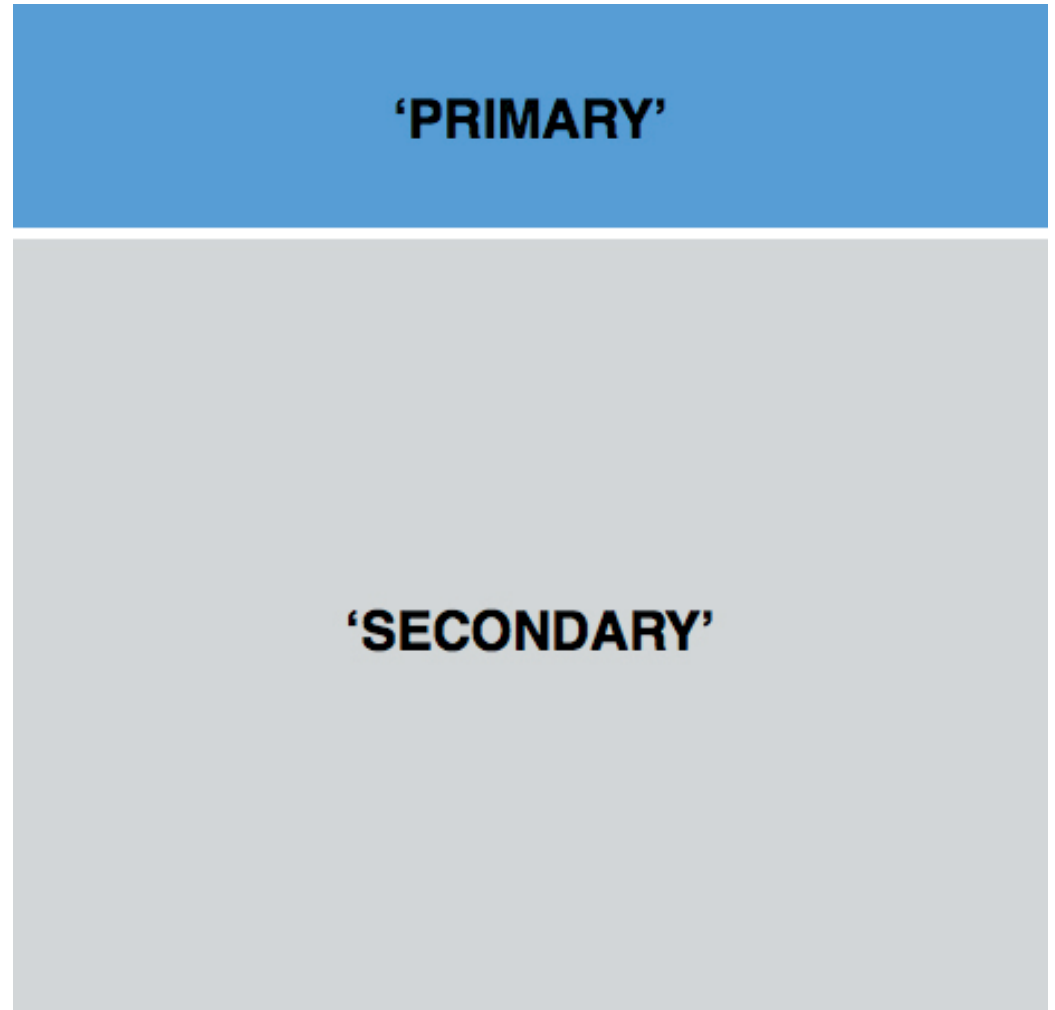
The logos of the co-sponsoring partners must be placed within area (B).

A.

'PRIMARY'

B.

'SECONDARY'



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Co-branding – example 1

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1. IFAC logo

2. Event heading

3. Event website URL

A.



8th IFAC Conference
on Manufacturing Modelling Management & Control
June 28 - 30, 2016 Troyes, France

www.utt.fr/en

UNIVERSITY OF TECHNOLOGY OF TROYES, FRANCE
JUNE 28 | 30 2016



MIM 2016

B.

Welcome

Key dates

Committees

Abstract submission

Special sessions

Registration

Program

Practical information

Sponsors

Photo Galerie

Conference introduction

The general theme of the 8th IFAC Conference on Manufacturing Modelling, Management and Control is "Optimization and Systems Science for Risk Management and Disruption Recovery Control". The conference will focus in particular on the most innovative methods proposed in the last few years in the context risk management, resilience, and disaster recovery control in the 21st century. Also other subjects will be considered, e.g. human and organization research, optimizations with specific society constraints, and new technologies impact on decision tools. The technical topics include, but are not limited to, the following:

- Design and reconfiguration of manufacturing systems
- Facility planning and materials handling
- Inventory control, production planning and scheduling
- Pricing and outsourcing
- Supply chains and networks
- Enterprise modelling, integration and networking
- Information management for the Net-enterprise
- Modeling, simulation, control and monitoring of manufacturing processes
- Robotics in manufacturing
- Smart manufacturing systems
- Smart transportation
- Service oriented architecture for production management and control
- Knowledge management in production
- Fostering innovation in manufacturing
- Monitoring, diagnosis and maintenance of manufacturing systems
- Complex adaptive systems and emergent synthesis in manufacturing
- Web-enabled manufacturing control and wireless automation
- Design for reusability
- Maintainability, reliability, safety and dependability of production systems
- Quality management
- Virtual reality
- Sensor networks, wireless communication in manufacturing
- Distributed systems and multi-agents technologies
- Discrete event systems in manufacturing
- Simulation technologies



Download the Call for Paper

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Co-branding – example 2

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1. IFAC logo 2. Event heading 3. Event website URL

A.

The screenshot shows the top section of the website. A blue header bar contains the IFAC logo on the left, the event title '17th IFAC Symposium on System Identification' and dates 'October 19 - 2, 2015 Beijing, China' in the center, and the website URL 'www.sysid2015.info' on the right. Below the header is a banner image of a mountain range with the text 'SYSID2015' and a red bar with the text 'The 17th IFAC Symposium on System Identification, SYSID 2015, will be held in Beijing, China on October 19-21, 2015.' A navigation menu on the left lists various links such as 'Home', 'Call for Papers', 'Paper Submission', 'Regular Paper Submission', 'Instructions to Authors', 'Invited Session Proposal', 'Invited Paper Submission', 'Program', 'Registration', 'Timetable', 'Venue', 'Committees', 'Sponsors', 'About Beijing', and 'History'.

B.

The screenshot shows the main content area of the website. It features a large image of a satellite dish with the text 'SYSID2015 welcome to 北京' overlaid. Below the image, there is a welcome message from the Organizing Committee, the event title '17th IFAC Symposium on System Identification, SYSID 2015', and the location 'Beijing, China, October 19-21, 2015'. It also mentions that the event is held under the auspices of IFAC, the International Federation of Automatic Control. A 'TimeTable' section lists key dates: Submissions opens (October 1, 2014), Deadline for submissions (January 15, 2015), Author notification (May 31, 2015), Registration opens (May 31, 2015), Deadline for final submissions (July 15, 2015), Advanced registration deadline (August 20, 2015), and Conference dates (October 19-21, 2015). A 'Sponsors' section lists the IFAC Technical Committee on Modeling, Identification and Signal Processing, the Academy of Mathematics and Systems Science, the Chinese Academy of Sciences, and the Technical Committee on Control Theory, Chinese Association of Automation. A final paragraph states that SYSID is organized every three years, with the previous edition in Brussels in 2012 and the first in 1988. The symposium covers major aspects of system identification, experimental modelling, signal processing, and adaptive control.

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7.2 IFAC as co-sponsor

In the event where IFAC is an event co-sponsor – through a website, a newsletter or printed artwork – the hierarchical relationship should always be: Partner (primary) and IFAC (secondary).

This can be communicated in two ways:

In this page layout the co-sponsor will be afforded the primary position, usually at the top of the page and the IFAC logo or branding may not interfere with this area. (A.)

In order to indicate that IFAC is a co-sponsor, the logo will usually be positioned either in isolation or next to other partner logos. It is up to the designers' discretion to place the IFAC logo anywhere suitable in the secondary area as long as it is clearly visible and unobstructed. (B1 – B3).

A.

'PRIMARY'

IFAC LOGO

B1

B.

'SECONDARY'

IFAC LOGO

B2

IFAC LOGO


B3

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Co-sponsor – example 1

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A.




FOUNDATIONS OF SYSTEMS BIOLOGY IN ENGINEERING

FOSBE 2015

Royal Sonesta Boston
Boston, Massachusetts
August 9-12, 2015

Overview	Foundations of Systems Biology in Engineering
Conference Agenda	<p>The field of systems biology, and its translational science counterpart systems medicine, has emerged as the bridge between reductionist molecular and cellular biology approaches and the systems-level understanding required to use this knowledge to advance the human condition. Drawing upon the revolutionary advances from reductionist approaches in molecular and cellular biology, systems approaches focus on the relationships between the gene, protein, and metabolite responses that compose the individual and population responses at the whole organism level. The primary avenues in this search are (i) defining the causal connections between the plethora of transcriptional, protein, and metabolite players; (ii) linking these microscale networks to system response; and (iii) capturing the dynamics of the system in response to changes at lower scales.</p> <p>The Fifth International Conference on Foundations of Systems Biology in Engineering (FOSBE 2015), sponsored by the CACHE Corporation, will address challenges and opportunities in systems biology research and education. FOSBE 2015 will continue the series of successful conferences previously held in Santa Barbara, CA (August, 2005), Stuttgart, Germany (September, 2007), Denver, CO (August 2009), and Tsuruoka, Japan (October 2012). The primary objectives of the FOSBE 2015 conference will be to provide an in-depth review and critical assessment of the current state-of-the-art, to discuss current and future needs of research, education, and training, and translation to practice, and to identify new directions, opportunities, and challenges in systems biology.</p>
Important Deadlines	
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ECC has traditionally been organized every two years ever since its first edition in 1981 in Grenoble up until 2013 in Zürich. Since then, the conference is to be held every year.

The submissions will be evaluated by the Conference Editorial Board and International Program Committee and the accepted papers will be submitted to the IEEE-Xplore digital library.

Please feel free to display or distribute the conference [poster](#) and [flyer](#).

ECC15 news and updates

ECC15 - Update: Grace Period for Submissions until Friday, October 24, 2014, 11:59:00 PM PST (2014-10-24)

Due to many requests the organizers decided to leave the submission for ECC15 open until Friday, October 24, 2014, 11:59:00 PM Pacific Standard Time. Anybody, wishing to upload and/or update their submissions can do so until this time.

Student competition at ECC 2015

don't forget

Submission Deadline:
Contributed Papers
Invited Sessions
Oct 20, 2014
Grace Period till
Oct 24, 2014
Workshops
Nov 03, 2014

Final Paper
Submission:
March 16, 2015

Early Registration:
March 16, 2015

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Time left before conference begins

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