IFAC

INTERNATIONAL FEDERATION
OF AUTOMATIC CONTROL

This document contains branding and communication guidelines for:
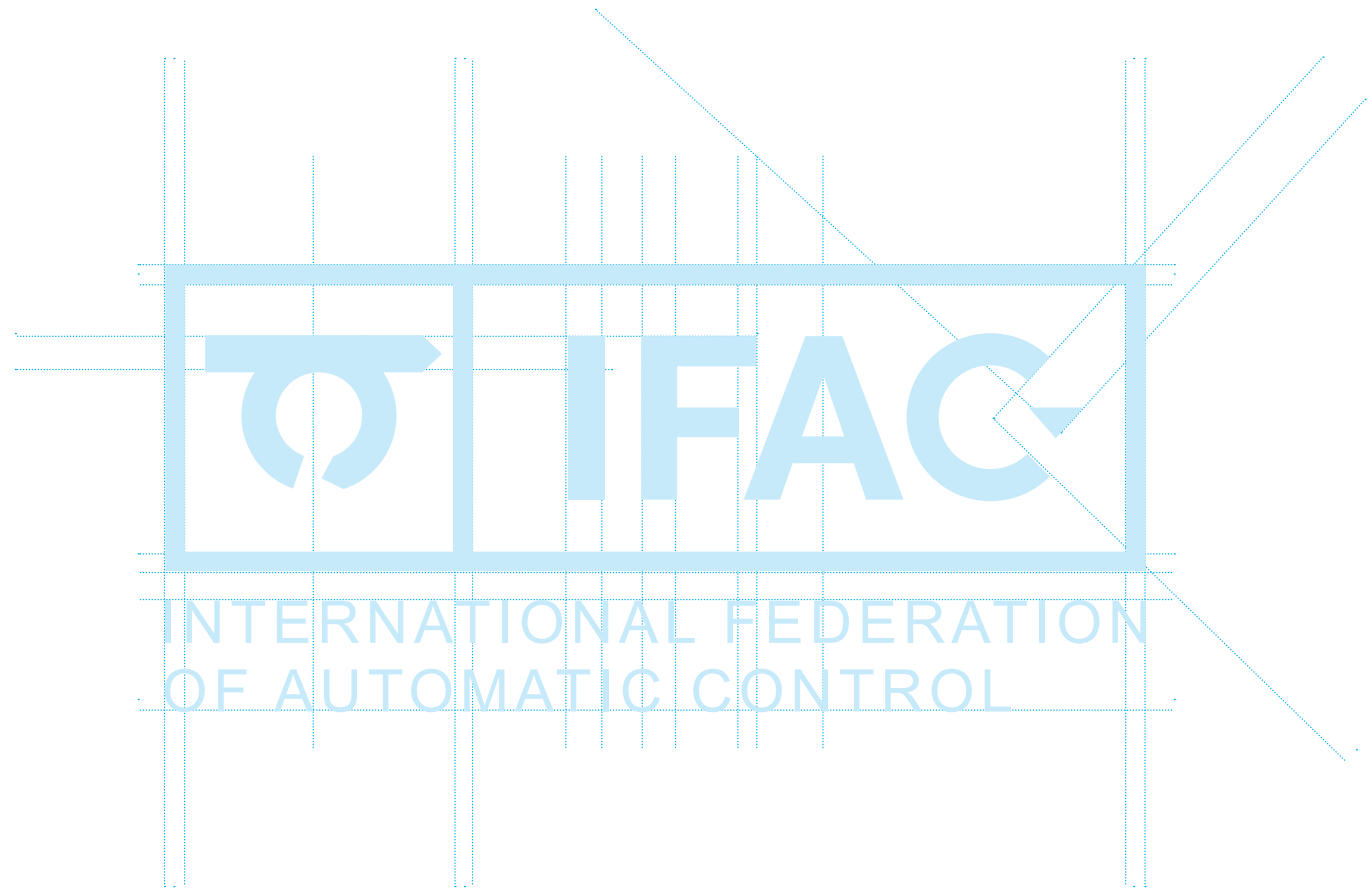
IFAC
Core brand elements

1   Introduction to the IFAC brand

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.

2 Logotype

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.
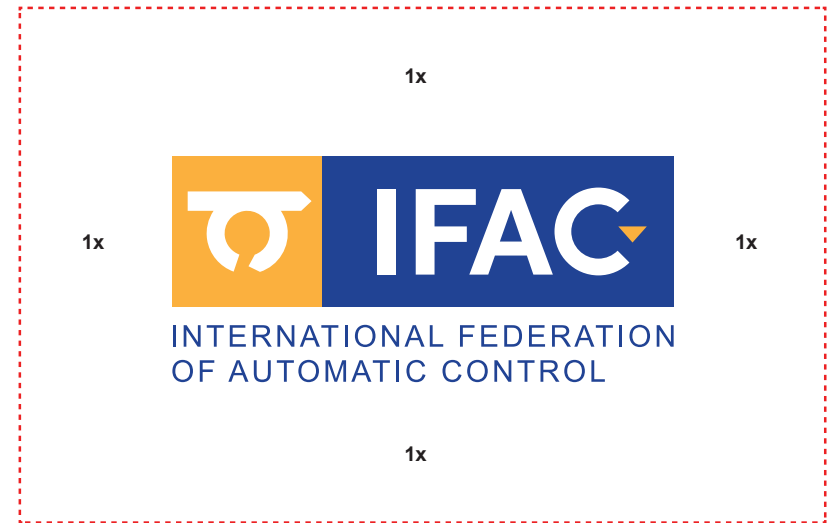
Spacing greater than A4
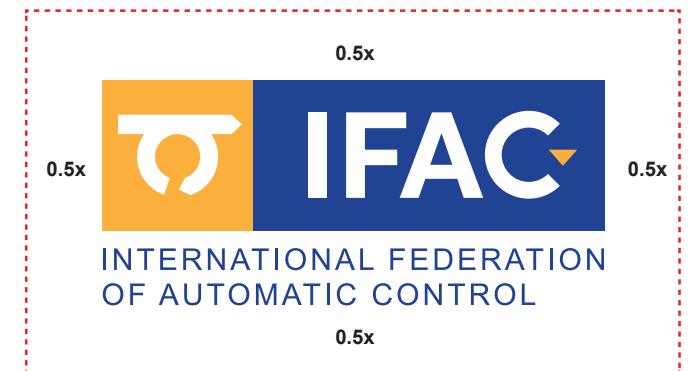
*Spacing less than A4 (or for digital applications)*

2   Logotype

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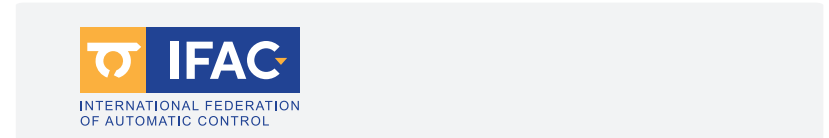
1.1 Standard IFAC logo application on a white background (suggested version)

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

3

Colours

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

1. White

2. Blue

or

2. Light blue
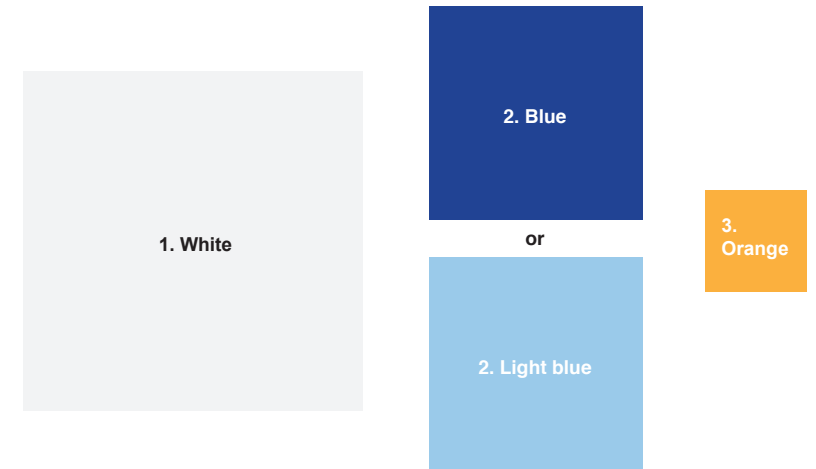
3. Orange

Colour proportions
Where possible the colour proportions should always be implemented with white being the prefered backdrop and the blue and orange always used in a 70/30 proportionate relationship.
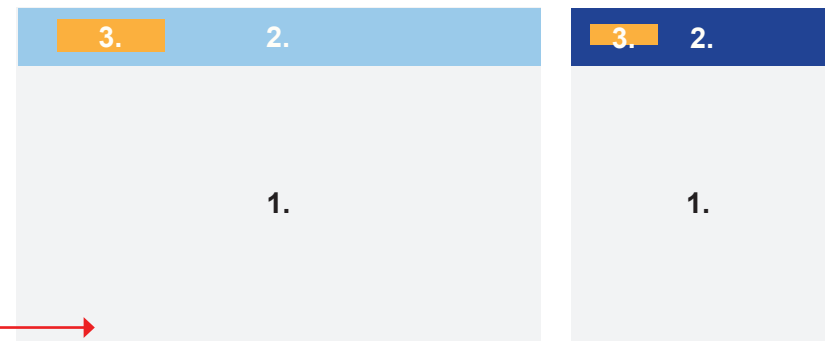
3.   **2.**

1.

3.   **2.**

1.

4   Typography

4. Typeface

Primary font - Helvetica and Helvetica Neue
Helvetica has been selected as the federation's'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 !?

ABCDEFGHIJKLMNOPQRSTUVQXYZ 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 !?

ABCDEFGHIJKLMNOPQRSTUVQXYZ 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.

5 Applications

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.

5 Applications

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 layed out in a way that complements the IFAC brand look and feel.

Primary IFAC logo positioning on horizontal blue band

Secondary content area

5   Applications

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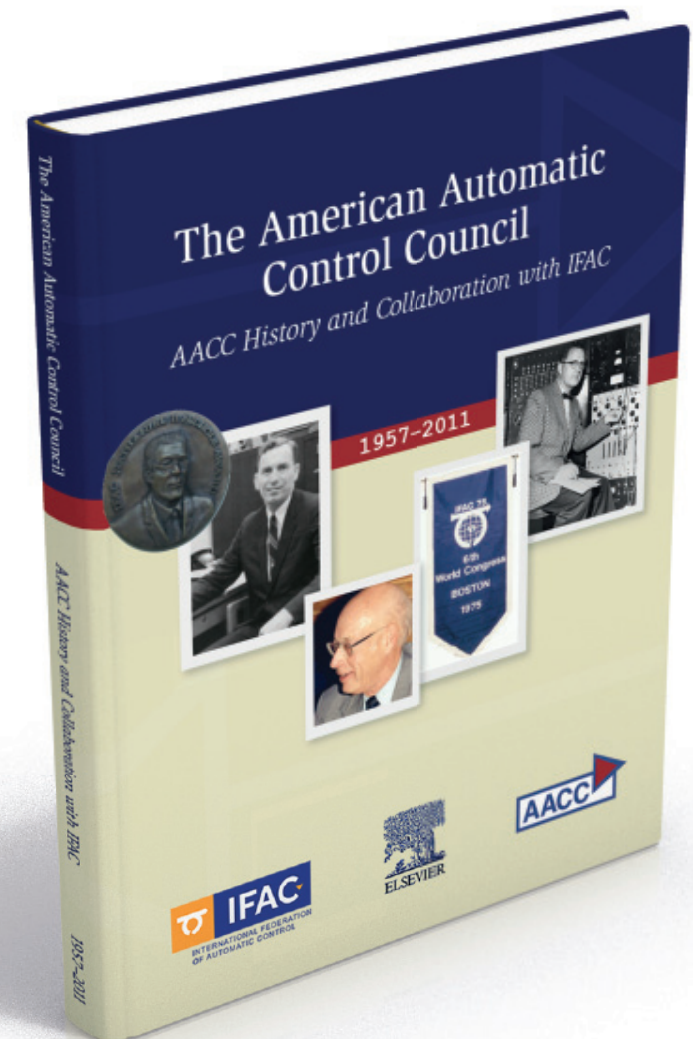
In the sample provided (right), the IFAC logo is placed at the bottom of the page, aligned with two partner logos with equal weighting and size. Also note that the space provided for each logo for well balanced and comfortable placement look and feel.

Alignment option 1 - horisontal

Alignment option 2 - vertical
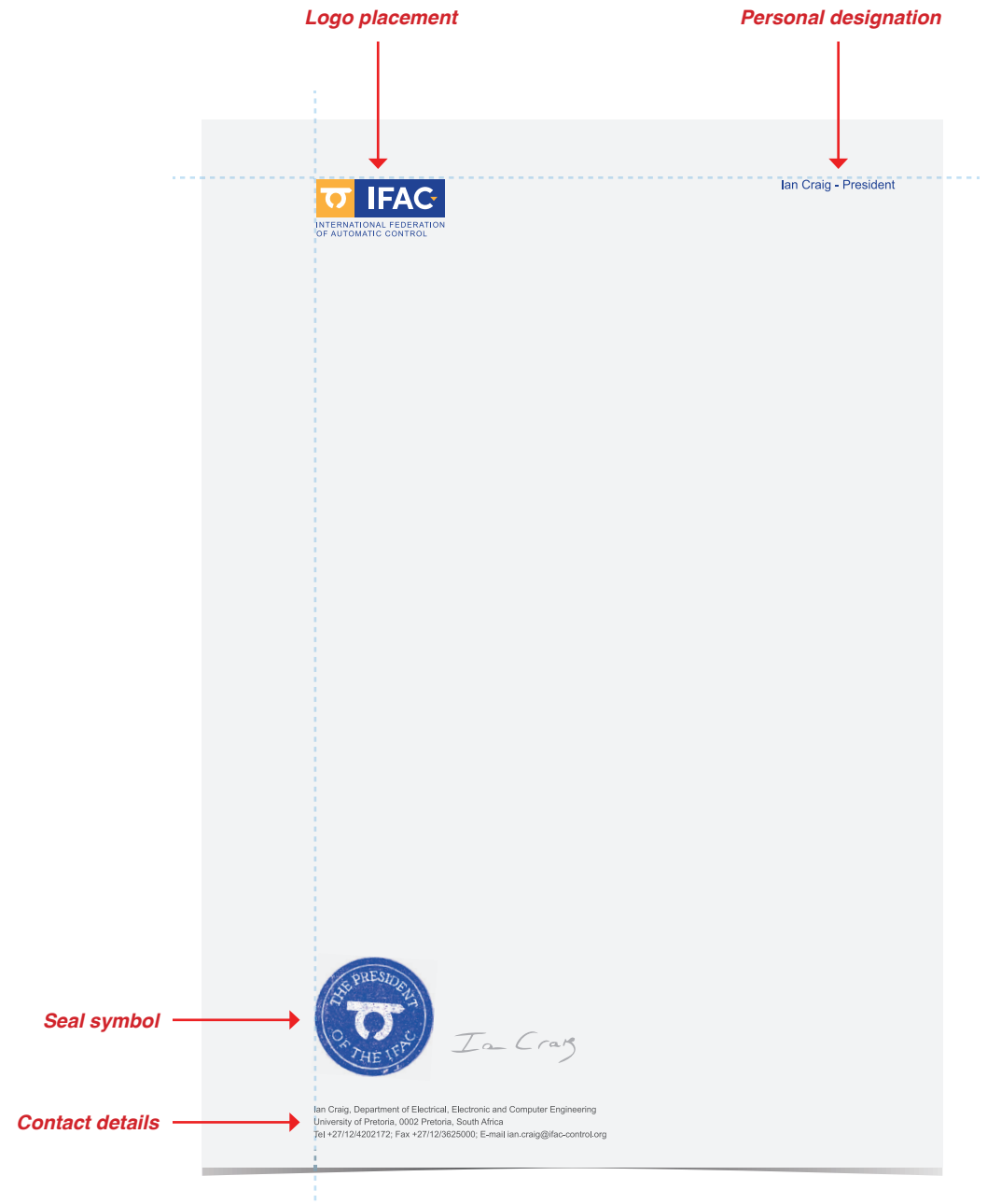
5 Applications

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.

Logo placement

Personal designation

Ian Craig - President

Seal symbol

Ian Craig

Contact details

Ian Craig, Department of Electrical, Electronic and Computer Engineering
University of Pretoria, 0002 Pretoria, South Africa
Tel +27/12/4202172; Fax +27/12/3625000; E-mail ian.craig@ifac-control.org

5 Applications

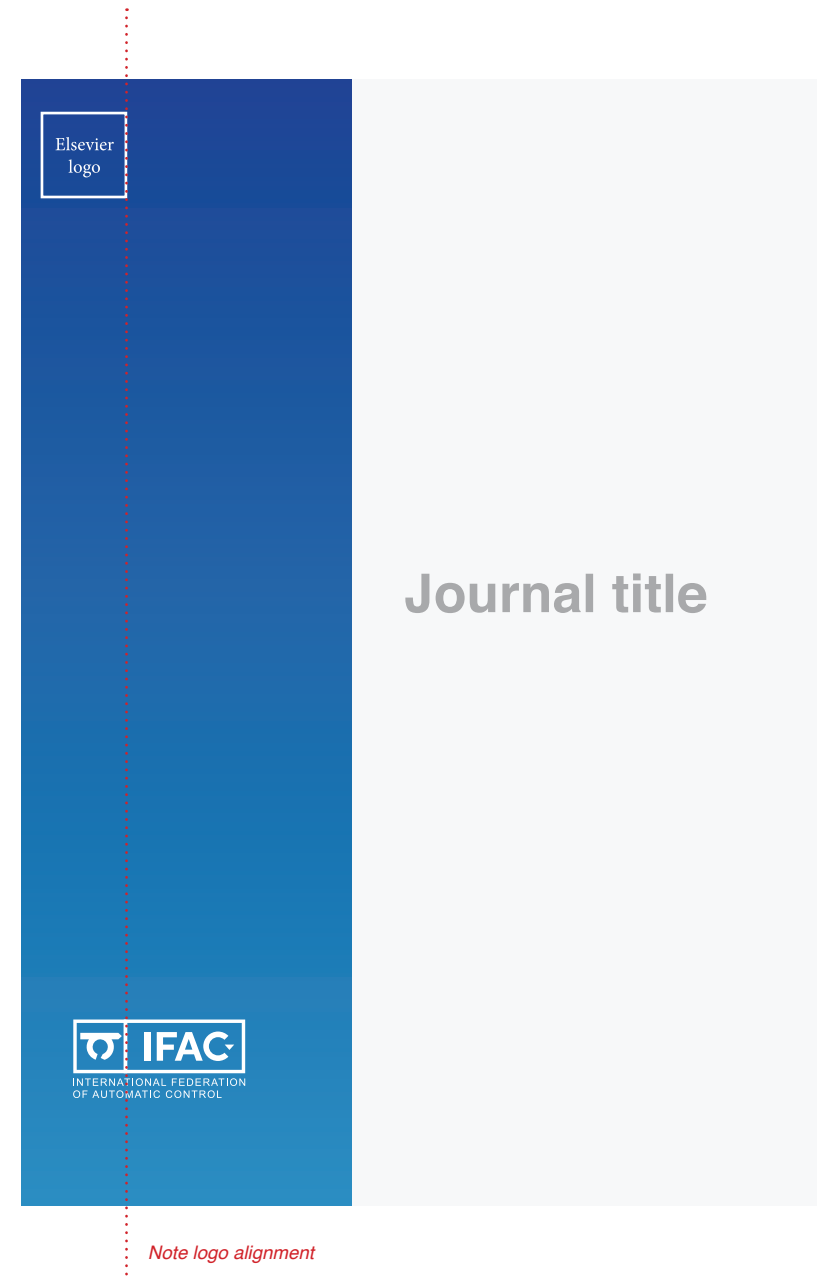## 5.5 Logo application to the journals

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.
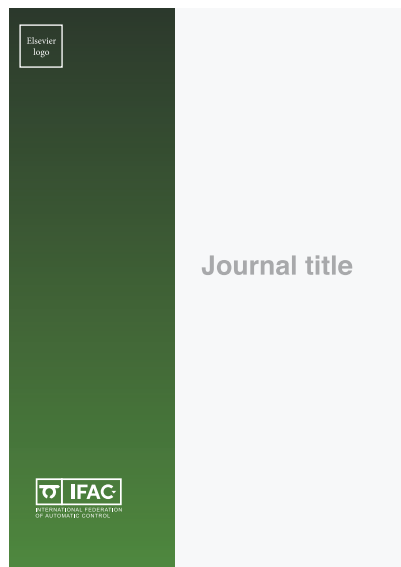
Color variation

Note logo alignment

5

Applications

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.

90mm

50mm

IFAC

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Name Surname   *Helvetica, bold, 8 pt*

Designated role   *Helvetica, bold, 6 pt*

Address line1
Address line 2
Address line 3   *Helvetica, regular,*
Address line 4   *6 pt, 9pt leading*

Phone   +00 *** *** *** **
Email   name@emailhost   *Helvetica, regular,*
Web   www.ifac-control.org   *6 pt, 9pt leading*

IFAC

INTERNATIONAL FEDERATION
OF AUTOMATIC CONTROL

UNIVERSITÉ
DE REIMS
CHAMPAGNE-ARDENNE

Employer's emblem

Janan Zaytoon
IFAC President
University of Reims

Phone   +33 (0)3269 13226   CReSTIC, UFR Sciences
Email   janan.zaytoon@univ-reims.fr   Moulin de la Housse, BP 1039
Web   www.ifac-control.org   51687 Reims Cedex 2, France

5 Applications

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.

6   Digital

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.

300 pixels

1. Logo

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

250 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
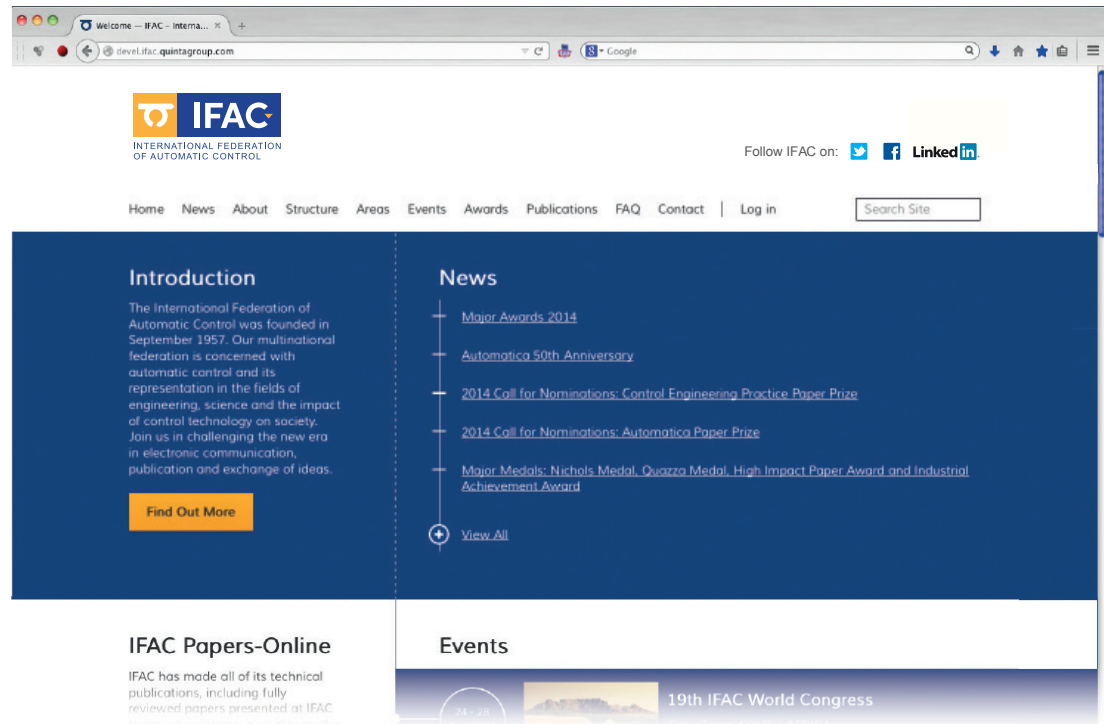
6   Digital

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

6

Digital

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.

Mobile icon - - - - - - - →

Internationl Federation of Automatic Control

@IFAC-Control
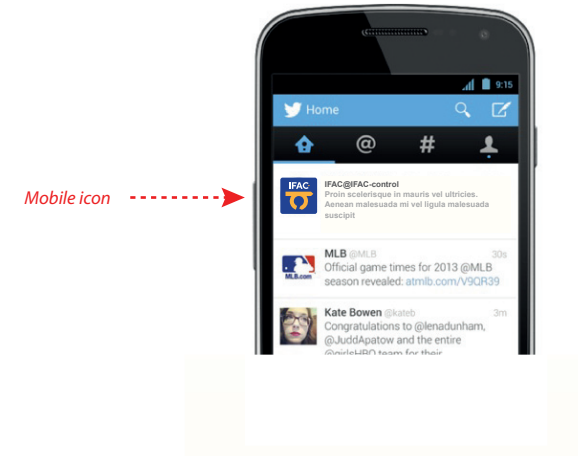
Desktop icon - - - - - - →

6 Digital

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.

Mobile icon

Desktop icon

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Internationl Federation of Automatic Control

Follow

6
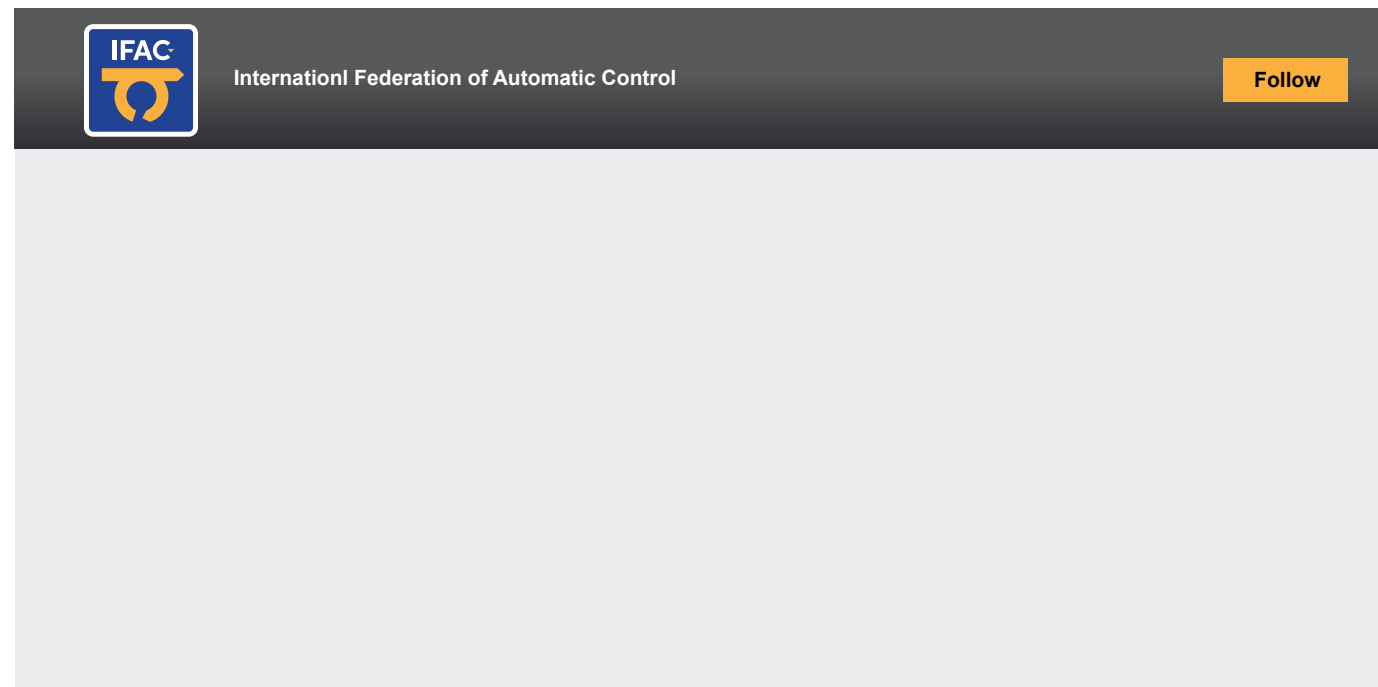
Digital

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).

[Email body copy here]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris at aliquam velit, id tincidunt lorem. Praesent mollis lorem a nisl accumsan pulvinar. In rutrum turpis non dapibus condimentum. Phasellus tristique sollicitudin bibendum. Aenean dapibus cursus luctus. Suspendisse a mauris non ligula sodales scelerisque ac id justo. Aliquam bibendum nibh ante, vitae congue lectus vestibulum non. Pellentesque sollicitudin mauris est. Cras finibus porta tempor. Pellentesque in sagittis felis, vitae vestibulum neque. Donec orci eros, suscipit nec velit a, convallis volutpat ipsum. Nulla facilisi. Nunc quis tristique tortor, sed ullamcorper neque. Ut et ultricies urna. Praesent eros mi, dignissim in tellus in, pharetra laoreet orci.

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Logo size: 180 pixels by 38.5 pixels

[Name goes here] - *Arial bold, 7pt*
[Designated position goes here] - *Arial regular, 7pt*
[Office address goes here] - *Arial regular, 6pt*
Email: [email address goes here] - *overal leading = 11pt*
Tel: [Telephone number goes here]

www.ifac-control.org

Please use custom icons provided

6 Digital

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 ----------->

Heading goes here (16pt)
Sub heading (13 pt, medium or regular)

1. Cover page

Sub heading (13 pt, medium or regular)

Heading goes here (14pt)

Body copy goes here (11pt, regular)

2. Content page

2

7　Co-branding

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 compliment.

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.

1. IFAC logo (260pixels x 118 pixels)   *2. Event heading*

8th IFAC Conference
on Manufacturing Modelling Management & Control
June 28 - 30, 2016, Troyes, France
www.utt.fr/en

Please note that the IFAC logo should always be a link that can direct the user to the IFAC home page. (www.ifac-control.org)

3.Event website URL size: 14 pixels
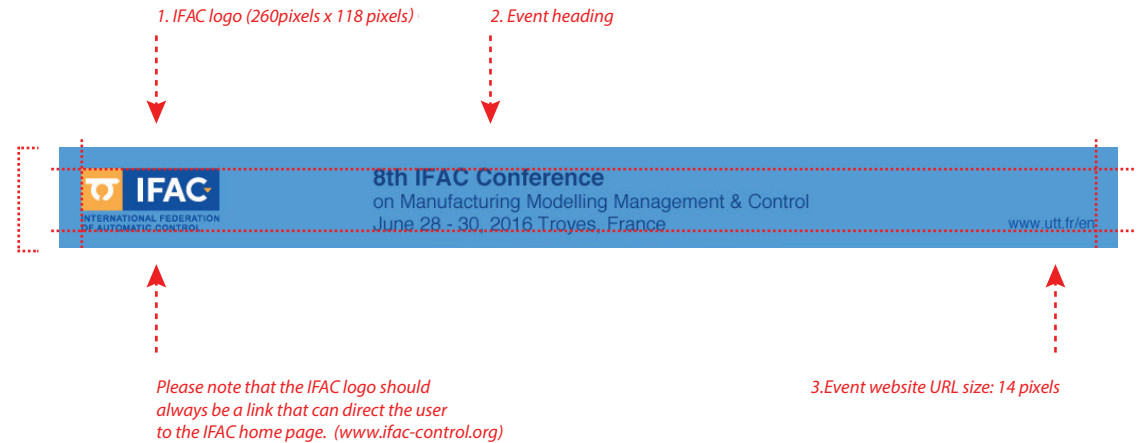
Banner colour: R77 G164 B246

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

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'

7 Co-branding – example 1

1. IFAC logo

2. Event heading

3. Event website URL

A.

B.

7

Co-branding – example 2

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

A.

B.

7 Co-branding

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'

B1

IFAC LOGO

B.

'SECONDARY'

IFAC LOGO

B2

IFAC LOGO

B3

7   Co-sponsor – example 1

A.

FOUNDATIONS OF SYSTEMS BIOLOGY IN ENGINEERING

FOSBE 2015

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

Overview
Conference Agenda
Important Deadlines
Foundation Award
Committee Members
Sponsors
Contact Us

Foundations of Systems Biology in Engineering

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.

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.

B.

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7   Co-sponsor – example 2

A.

B.

7   Co-sponsor – example 3

A.

B.