

# Using the IIASA brand

This guide defines several core elements that in combination create the visual language of IIASA.

If you have any questions regarding this guide, please contact [designer@iiasa.ac.at](mailto:designer@iiasa.ac.at)

Download IIASA logo folder

The primary IIASA logo includes the full name and website address, use this logo where possible.

We understand there may be various scenarios and limitations where the secondary, shorter logo, is more appropriate — we have supplied both.

The logo should not be altered, for example; stretching, changing colors, underlying with shadows, etc. and should be placed in a prominent position.

The IIASA logo should not be combined/layered with other logos or appear with additional text next to, or directly underneath it.

If placed next to logos from other organizations, the IIASA logo should be at least the same size as the logos from other organizations and respect the spacing demonstrated below.

## Primary logo:



Secondary logo:



## Space around the logo:

To ensure that the logo is clearly discernible, it requires clear space around it, free of type, graphics, and other elements.

Padding around the logo should be the equivalent to 1/2 the logo's height. This boundary should be left open without visual clutter.



## Minimum height requirements:

The minimum height of the IIASA logo for **print** applications is 7mm.

For **digital** applications, the minimum height is 26 pixels.

When resizing, do not stretch or change the aspect ratio of the IIASA logo.



## Contrast:

The logo should appear against a solid background to ensure maximum and proper contrast.

When possible, it should be placed against a white background. Photographic or colored backgrounds might require additional consideration when used with the logo.

For dark backgrounds, please use the white version of the IIASA logo.

