



21st IPPOG Collaboration Meeting – Online – 20 May 2021

The IPPOG Graphic Charter

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IPPOG Graphic Charter

Motivation

- **Establish a well-defined visual identity for the collaboration**
- Provide elements to be applied to all visual media
 - New website and Resource database
 - Presentations made on behalf of the Collaboration
 - Brochures, Posters, public Documents, etc.

Recent modifications

- Current logo, colours defined in 2011 (changed to IPPOG in 2010)
- Graphic designers asked to use these elements in the new website
- They adjusted to develop a coherent colour palette
- They provided guidelines, font and colour specifications
- We asked our graphic designer, Cinzia De Melis (Annual Report) to formalise
 - **Graphic Charter, elements, templates**



IPPOG Graphic Charter

The Graphic Charter

- Colour palette (with light and dark variations)
- 3 logo types
 - Classic logo (square), Classic logo (monogram), Classic logo (horizontal)
- Logo margins, padding, minimum size
- 5 single-colour variations (no background and badge)
- Graphic rules for usage
- Design for stationery, cards, envelopes, Annual Report, etc.
- Fonts: Ubuntu, Helvetica, Arial (if no Helvetica)

Elements (to be shared on new site)

- Full set of logos
- Templates for presentations, stationery, posters, brochures, reports, etc.

Yes, these slides (and Pedro's) are compliant (or at least a first attempt)



IPPOG Graphic Charter



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