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
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.
2.1 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.
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.

Do not use the logo in the following ways
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.
4. Typography

4.1 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.

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.

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.

Text website links are coloured. The link colour is HEX006699.
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.
5.2 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.
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.
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.
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.
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.
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.

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

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


Please use custom icons provided
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.
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.

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
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).
Co-branding – example 1

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

IFAC logo
Event heading
Event website URL

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-agent technologies
- Discrete event systems in manufacturing

Download the Call for Paper
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Co-branding – example 2

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

A.

B.

SYSID 2015 is sponsored by the IFAC Technical Committee on Modeling, Identification and Signal Processing, Academy of Mathematics and Systems Science, Chinese Academy of Sciences, and Technical Committee on Control Theory, Chinese Association of Automation.

SYSID 2015 is organized every three years. The previous edition, SYSID 2012, was held in Brussels, Belgium. SYSID 2015 will be the second SYSID symposium to take place in Beijing, and the first one was in 1988.

The symposium covers all major aspects of system identification, experimental modelling, signal processing and adaptive control from theoretical and methodological developments to practical applications in a wide range of application areas. The aim of the meeting is to promote the research activities and the cooperation between researchers in these areas. To enhance the applications and industrial perspective of the symposium, participation of authors from industry is particularly encouraged.
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).
Co-sponsor – example 1

A. 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. Overview

- Conference Agenda
- Important Deadlines
- Foundation Award
- Committee Members
- Sponsors
- Contact Us
Co-sponsor – example 2

A.

B.
Co-sponsor – example 3