

Corporate Identity Manual



**CIHEAM
ZARAGOZA**

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This manual brings together the basic elements for a correct use of the text and graphics of the CIHEAM Zaragoza brand in all possible expressions and has been compiled in accordance with CIHEAM guidelines.

A.

Basic use of symbols

The CIHEAM Zaragoza brand is made up of a symbol, a logo and corporate colours. To avoid unwanted results when using the brand, it is recommended to follow the generic guidelines recommended in this manual.

A1 Corporate logo

The logo is the brand identifier commonly used in all applications. The CIHEAM logo is made up of the CIHEAM symbol and acronym and may also include the full name in English or French.

The logo of the Institutes is made up of the CIHEAM symbol and acronym accompanied by the geographical location, in this case Zaragoza.

The logo of the CIHEAM and the Institutes have three versions: blue (main logo), white and black.

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The horizontal logo may be used for a better fit on the support used or to adjust to other logos if required.



**CIHEAM
ZARAGOZA**



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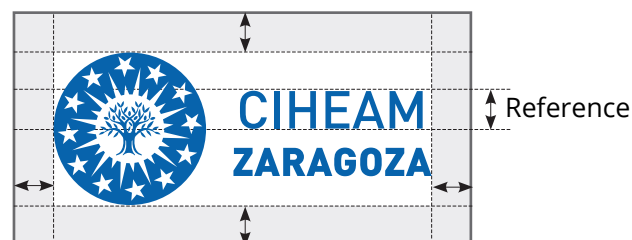
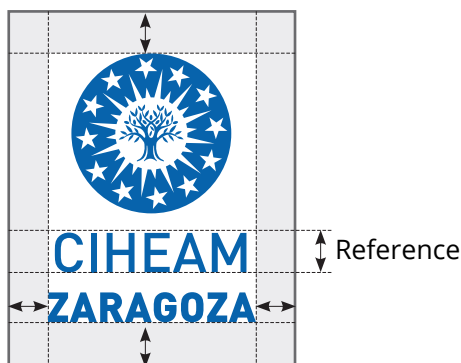
**CIHEAM
ZARAGOZA**

The CIHEAM symbol may be used without the acronym as a graphic element of corporate identity. The olive tree may also be used without the rest of the logo for the same purpose.



A2 Logo size and spacing

To make sure that the logo is placed in an optimum position and is displayed clearly on all surfaces and in all formats, a minimum exclusion zone (equivalent to the letter C in CIHEAM) should be left between the texts and graphic elements.



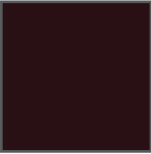
The minimum reproduction size of the logo is 20 mm wide for the vertical logo and 38 mm for the horizontal logo.



A3 Corporate colours

The colour palette defined for the CIHEAM Zaragoza is specified as follows.

Primary colours: These are the core colours of the graphic elements and documents. Variations up to 20 % can be used for diagrams, tables and graphs presenting data.

		90%	80%	70%	60%	50%	40%	30%	20%
	Pantone 2935C R:1 / G:82 / B:100 C:98 / M:59 / Y:0 / K:5 HTML: #0D4E8F								
	Pantone 349C R:50 / G:28 / B:28 C:0 / M:41 / Y:43 / K:80 HTML: #321C1C								
	Pantone 7724C R:0 / G:151 / B:106 C:92 / M:0 / Y:64 / K:10 HTML: #00976A								
	Pantone 143C R:248 / G:174 / B:55 C:0 / M:38 / Y:94 / K:0 HTML: #F8AE37								
	Pantone 2229C R:0 / G:155 / B:183 C:78 / M:18 / Y:23 / K:2 HTML: #009BB7								
	Pantone 1935C R:197 / G:0 / B:56 C:15 / M:100 / Y:70 / K:6 HTML: #C50038								

Secondary colours: These are used occasionally to complement the presentation of information and make reference to elements of the Mediterranean.



R:104 / G:90 / B:60
C:49 / M:48 / Y:72 / K:43
HTML: #685A3C



R:16 / G:178 / B:196
C:77 / M:0 / Y:25 / K:0
HTML: #10B2C4



R:154 / G:136 / B:97
C:36 / M:36 / Y:61 / K:20
HTML: #9A8861



R:0 / G:110 / B:126
C:100 / M:0 / Y:30 / K:40
HTML: #006E7E



R:100 / G:177 / B:148
C:60 / M:0 / Y:47 / K:10
HTML: #64B194



R:168 / G:33 / B:86
C:0 / M:92 / Y:20 / K:36
HTML: #A82156



R:70 / G:180 / B:103
C:71 / M:0 / Y:73 / K:0
HTML: #46B467



R:133 / G:18 / B:51
C:30 / M:100 / Y:59 / K:33
HTML: #851233



R:0 / G:116 / B:79
C:85 / M:0 / Y:70 / K:40
HTML: #00744F

A4 Typography

For **titles or headings** use the META typography or, alternatively, Fira Sans. For surfaces or uses that for technical reasons do not allow for the corporative typography, for example on the website, use Lucida Sans or Lucida Grande.

META NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

META BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FIRA SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FIRA SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Grande Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Lucida Grande Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Lucida Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

The corporate typography for **text** is DIN or, alternatively, Open Sans. For surfaces or uses that for technical reasons do not allow for the corporate typography, for example, the website, use Arial.

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Open Sans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

B.

Brand use guidelines

In order not to weaken the visual message of the brand, it is essential to avoid any counterproductive effects. A disorderly use of the visual identity creates confusion and has a negative repercussion on the brand's profile and on the public's perception of the corporate values and services. If the logo is placed in the right order and used correctly this will guarantee that the hierarchy within the whole corporate image will be conveyed appropriately.

B1 Correct and incorrect use

Use of the logo on a coloured background

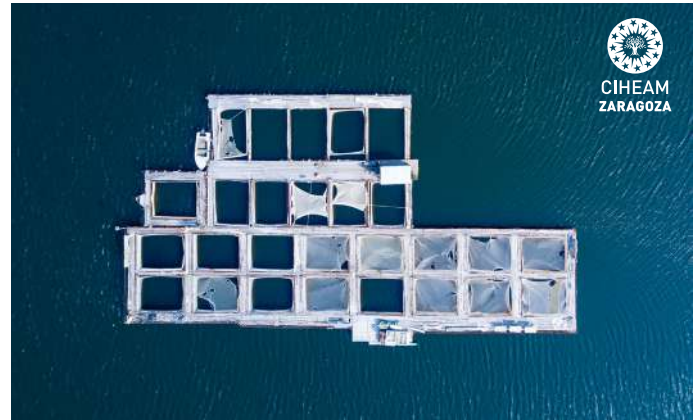
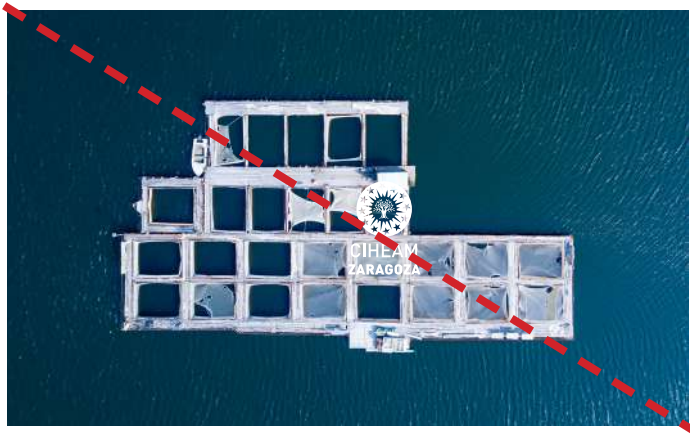
Whenever possible, use the blue logo. If the background colour does not provide enough contrast, use the white version.

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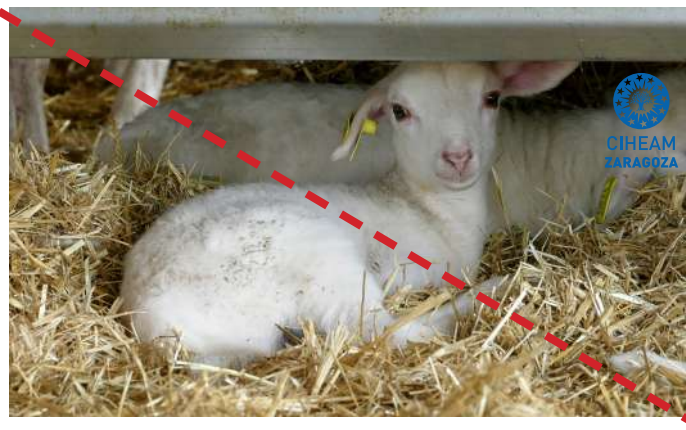


Use of the logo in images

The logo can be used in images (photographs or textures) whenever there is enough contrast and provided that the complexity of the image does not make the logo illegible or distort the message or the composition.



If the image is complex or there is not enough contrast the logo can be used on a colour background with up to 20 % transparency.



The logo has measures and relative proportions determined by the composition, hierarchy and functionality criteria. Changes in colours or proportions should not be made under any circumstances.

Incorrect use of colour



Deformed



B2 Brand wording

There is only one correct wording for the CIHEAM Zaragoza brand, as shown in the example.

Correct:

Example of how to write the CIHEAM Zaragoza brand.

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Incorrect:

~~Example of how not to write the CIHEAM ZARAGOZA brand~~

~~Example of how not to write the Ciheam Zaragoza brand~~

~~Example of how not to write the CIHEAM-Zaragoza brand~~

B3 Slogans

Slogans can be used to accompany texts concerning CIHEAM and CIHEAM Zaragoza activities or meetings.

CIHEAM slogan:

Sharing Knowledge, Feeding the Future

Partager la connaissance, Nourrir le futur

CIHEAM Zaragoza slogan:

Más de 50 años promoviendo la cooperación y el desarrollo en el Mediterráneo en agricultura, pesca, alimentación, medioambiente y medio rural

Over 50 years promoting cooperation and development across the Mediterranean in agriculture, fisheries, food, environment and the rural world

Plus de 50 ans à promouvoir la coopération et le développement en Méditerranée en matière d'agriculture, de pêche, d'alimentation, d'environnement et de milieu rural

B4 CAPMED iconography

The CIHEAM Action Plan 2025 for the Mediterranean (CAPMED 2025) is designed to promote CIHEAM cooperation activities based on the 15 thematic priorities of its Strategic Agenda 2025.

Each of the 4 pillars of CAPMED 2025 is designed with associated colours and icons. These icons can be used in colour and in white on a coloured background.

Protecting the planet



Food security and nutrition



Inclusive development



Crises and resilience



CIHEAM Zaragoza

Av. Montañana 1005, 50059 – Zaragoza (Spain)

www.iamz.ciheam.org

(+34) 976 71 60 00 / iamz@iamz.ciheam.org

