

Institute for Ethnic Studies

The corporate image

Introduction

The present document defines the technical settings and operating guidelines for the new logotype “INV” and its corporate image.

These “rules” shouldn’t be intended as absolut and unbreakable, but should define a logical and useful set of informations for further graphical application.

It should also help graphic operators to design consistent applications, coordinated with communication instruments produced before.

Elements and Rules

1.1 The Symbol

The symbol that identifies INV

1.2 The Logotype

How the symbol joins with choosen lettering making the INV Logotype

1.2.1. Lettering

1.2.2. Different Symbol / Lettering configurations

1.2.3. Corporate Colours

1.2.4. Logotype different uses

1.3 Corporate Set

Some applications of the INV Logotype on corporate set> Letterhead, Business Card, Envelope.

1.4 Complete Letterset

1.5 Questions



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

Institute for Ethnic Studies

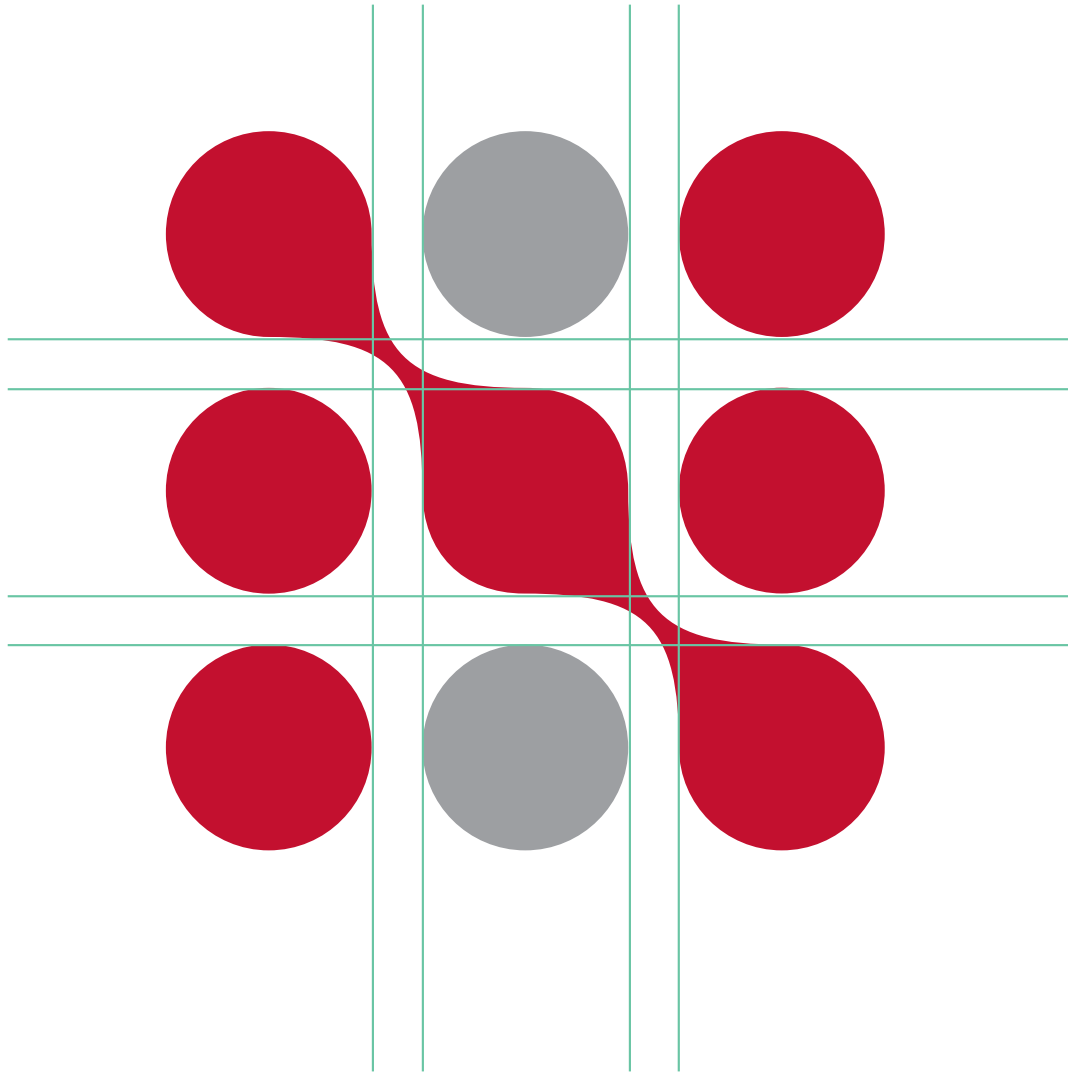
The corporate image

1.1 The Symbol

Using the concept of points making letters, INV symbol is a modern, usable and clean shape.

It is the essential synthesis of 3 letters, reduced to the minimal terms.

Blending points, differently painted, bring forward the idea of something spreading and moving into something else., transferring the very idea of ethnicity, difference and similarity, boundaries.



Institute for Ethnic Studies

The corporate image

1.1 The Symbol

INV symbol, works both in big and small shape.



Institute for Ethnic Studies

The corporate image

1.2 The Logotype

1.2.1 Lettering

The INV Symbol will be always used with the lettering part to identify INV itself.

The complete INV Logotype is made by the INV Symbol + lettering part as in the picture.

Lettering part reports extended INV name both in Slovene and English language.

The typographic character for lettering part of INV logotype is Bauer Bodoni.



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

Classic Centered Version



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

Modern Plain Version



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

Modern Twisted Version



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

Institute for Ethnic Studies The corporate image

1.2 The Logotype

1.2.2 Different Symbol / Lettering configurations

The main “institutional” shape for INV Logotype is the Symbol over the lettering, all centered.

This configuration is used for example in the letterhead.

In the picture on the side other allowed configurations.

Institute for Ethnic Studies

The corporate image

1.2 The Logotype

1.2.3 Corporate Colours

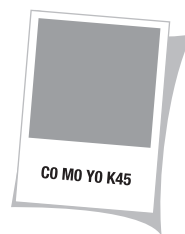
Using the same concept of points making letters, we had this basic idea evolved into a more modern, usable and clean shape.

It is the essential synthesis of this concept, designed into a symbol reduced to the minimal terms. Blending points, differently painted, bring forward the idea of something spreading and moving into something else, transferring the very idea of ethnicity, difference and similarity, boundaries.



PANTONE Colour System

CMYK Colour System



Institute for Ethnic Studies

The corporate image

1.2 The Logotype

Using the same concept of points making letters, we had this basic idea evolved into a more modern, usable and clean shape.

It is the essential synthesis of this concept, designed into a symbol reduced to the minimal terms.

Blending points, differently painted, bring forward the idea of something spreading and moving into something else... transferring the very idea of ethnicity, difference and similarity, boundaries.



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

positive



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

grayscale



INŠTITUT ZA NARODNOSTNA VPRAŠANJA
INSTITUTE FOR ETHNIC STUDIES

negative

Institute for Ethnic Studies

The corporate image

1.3 Corporate Set

The institutional corporate set is made by the application of INV Logotype to letterhead, business cards, envelopes, etc.

It's important to use the same colour system for all the instruments of the corporate set (CMYK or PANTONE system).

Lettering used everywhere into corporate set is Garamond.



Bauer Bodoni Roman Caps

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
1234567890!?.,:;"\$%&/+

Bauer Bodoni Roman Plain

abcčdefghijklmnopqrsštuvwxyzž
1234567890!?.,:;"\$%&/+

Garamond Pro Regular Caps

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
1234567890!?.,:;"\$%&/+

Garamond Pro Regular Plain

abcčdefghijklmnopqrsštuvwxyzž
1234567890!?.,:;"\$%&/+

Garamond Pro Semibold

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
1234567890!?.,:;"\$%&/+

Garamond Pro Semibold Italic

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
1234567890!?.,:;"\$%&/+*

Garamond Pro Regular Italic

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdefghijklmnopqrsštuvwxyzž
1234567890!?.,:;"\$%&/+*

Institute for Ethnic Studies

The corporate image

1.4 Complete Letterset

Bauer Bodoni with Caps letters is used for logotype lettering

Garamond Pro is used for corporate set lettering (business cards names and addresses, letterhead contents, etc...)

On the side the complete letterset of both these font families.

Institute for Ethnic Studies

The corporate image

1.5 Questions

For any other question or doubt about the correct application of corporate identity rules, please contact:

inv@inv.si

tel: +386 1 200 18 70