



**INTERNATIONAL
YEAR OF LIGHT
2015**

“In the competitive world of look-alike products, a distinctive company identity is one, if not the, principal means of distinguishing the maker of one product from that of another.”

- Paul Rand



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Consistent and proper use of the International Year of Light (IYL) logo can aid us all as partners in the effort to promote the importance of light and light-based technologies to the citizens of the world. The following guidelines have been developed to increase awareness through consistency.

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Identity Guidelines Overview

This booklet contains a set of guidelines that are meant to act as tools to help guide design direction, look and feel. These guidelines provide a basis, but are not necessarily intended to be the only design solutions available. They are not meant to stifle creativity but to provide identity standards, consistency and quality control.



Pentagram Partners, Abbott Miller & Michael Bierut:
Look and Feel

“Look is defined by color, scale, proportion, typography and motion. Feel is experiential and emotional.”










“You should be able to cover up the logo and still identify the company because the look and feel is so distinctive.”

Color Palette

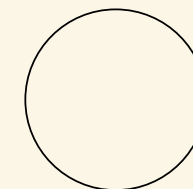
The primary logo colors are an important part of the logo as they represent the full spectrum of color in light. Though print methods and screen renderings will have variances, the below color builds are meant to serve as a guide for color consistency. The additional identity colors and craft paper texture complete the set of colors for the IYL design identity.



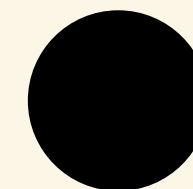
Primary Logo Colors

	c0 m100 y100 k0 PMS: 485 HTML: ed1c24
	c0 m70 y86 k0 PMS: 158 HTML: f37039
	c0 m26 y100 k0 PMS: 123 HTML: fec00f
	c52 m8 y23 k11 PMS: 7473 HTML: 6dacb1
	c73 m48 y18 k1 PMS: 647 HTML: 537aa4
	c94 m87 y36 k29 PMS: 289 HTML: 28315b
	c66 m88 y29 k14 PMS: 2622 HTML: 683b6e
	c44 m94 y31 k9 PMS: 242 HTML: 91316b
	c22 m100 y59 k9 PMS: 1945 HTML: b51e4e

Primary Identity Colors & Texture



Off-White
CO-M1-Y8-K1
PMS: 111 @ 10%
HTML: #fcf7e8



Black
CO-M0-Y0-K100
PMS: Pantone Black
HTML: #000000



Craft Paper
Texture

Logo

The essential element of the International Year of Light Visual Identity, the Logo is to be used and visibly recognizable on all media—including print, digital, and environmental. When the opportunity to apply the visual identity is limited to one element, this is it!

Horizontal Signature

Primary full color



Vertical Signature

Primary full color



One-color versions of the logo may be used when the primary full-color version cannot be used. One-color black—for use on light-color backgrounds, and one-color *white, or *off-white—for use on dark-color backgrounds.

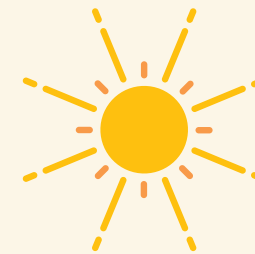


Logo Symbolism

The symbolism contained within the logo symbol is not meant to serve as definition of purpose, nor is it a fully comprehensive set of defined aspects. Rather, the symbol as a whole is intended to create a general sense of the initiative through one simple visual, made up of representational parts.

The Symbolism within the Symbol

Representative graphic elements



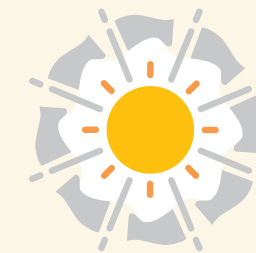
Sun:
Light



Flags:
International



Colors:
Spectrum Representation



Flower:
Life-producing power
of light

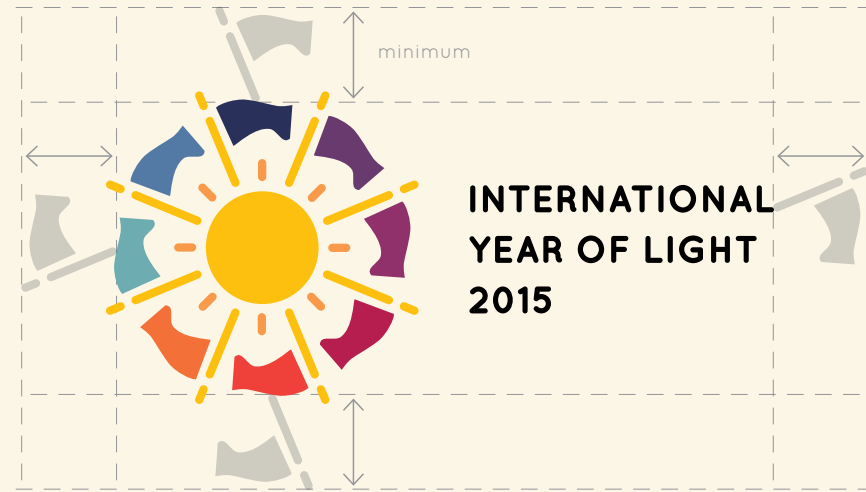


Circular composition & design:
Unity, Celebration

Logo/Wordmark Placement & Spacing

Please consider the following guidelines in logo application. Whenever possible, the wordmark and symbol lock-up should remain intact. Only under rare and special circumstances should isolated use of the wordmark be utilized.

Minimum Required Spacing for Placement of Logo



As a guide to ensure proper spacing, the area around the word mark must be no less than (but can be more than) the height of a flag to the edge of any page or content.

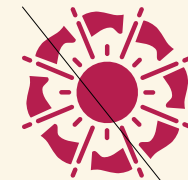
Isolated Word Mark (used only under rare and special circumstances)



Isolated use of the word mark is not recommended. However, under the rare circumstances when a professional designer may need to use the word mark separate from the symbol, the same spacing and placement guidelines apply. In this case the flag size would be sized according to the logo symbol when sized proportionate to the word mark.

Improper Use & Abuse of Logo

Consistent and proper use of the logo can aid us all as partners in the effort to promote the importance of light and light-based technologies to the citizens of the world. The following guidelines have been developed to increase awareness through consistency. Addressing the most common misuses (but not all), these rules apply to both vertical and horizontal logo versions.



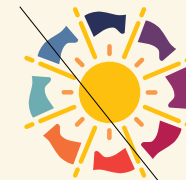
**INTERNATIONAL
YEAR OF LIGHT
2015**

Do not change colors



**INTERNATIONAL
YEAR OF LIGHT
2015**

Do not rotate or
adjust the symbol



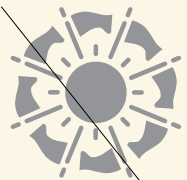
International Year
of Light 2015

Do not change font, type case,
or text orientation



**INTERNATIONAL
YEAR OF LIGHT**

Do not drop the year '2015'



**INTERNATIONAL
YEAR OF LIGHT
2015**

Do not create
logo in gray



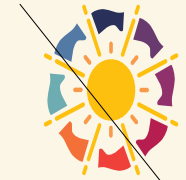
**INTERNATIONAL
YEAR OF LIGHT
2015**

Do not change
orientation



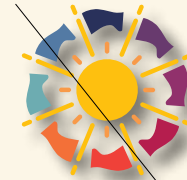
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2015**

Do not adjust
proportions



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Do not stretch or
squish the logo



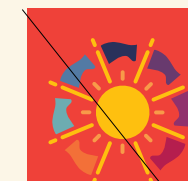
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Do not create
a dropshadow



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Do not create bevels,
or other visual elements



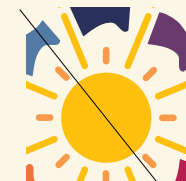
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Do not use full color logo
on a colored background



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Do not use full color
logo on a photo



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Do not crop the logo



**INTERNATIONAL
YEAR OF LIGHT
FOR LIGHT-BASED
TECHNOLOGY**

Do not add a tag line



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Do not create a lock-up
with another logo

Typography is an essential part of the International Year of Light Brand Identity. Type plays a very up-front role, and along with color, is commonly the only visual element of design within a given contextual setting.



A completely unique product may not exist, but when paired with a distinct and well-applied typeface, a key means of brand recognition is created that cannot be overestimated.

In most common cases text should be left aligned, though on occasion it may be appropriate that text be centered and/or right aligned.

Generous margins and spacing around typography and careful attention to line spacing (leading) and letter spacing (kerning) help to ensure a clean and readable design that resonates with readers.

The International Year of Light official fonts listed below are free to download.
(Bemio) <http://www.losttype.com/font/?name=bemio>
(Quicksand) <http://www.fontsquirrel.com/fonts/quicksand>

Primary Type Face #1 : Bemio Regular

- primarily used in titles and headlines
- can be used to highlight sections of content or as pull quotes
- not used for body copy

Bemio Regular

AaBbCcDdEdFfGf
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

0123456789

The quick brown fox jumps over the lazy dog

FREE TO DOWNLOAD
<http://www.losttype.com/font/?name=bemio>

Primary Type Face #2 : Quicksand Bold & Book

- primary body copy font
- can be used as sub-head font—often used in ALL-CAPS case
- can be used in most all situations

Quicksand Bold -&- Quicksand Book

AaBbCcDdEdFfGf Bold Weight
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu Book Weight
VvWwXxYyZz

Bold Weight 0123456789 Book Weight 0123456789

The quick brown fox jumps... The quick brown fox jumps...

FREE TO DOWNLOAD
<http://www.fontsquirrel.com/fonts/quicksand>

Secondary Type Face: Calibri Regular & Calibri Light (used sparingly)

- not to be used as replacement for primary type faces #1 or #2
- can be used for items such as subtitles or in "fine print"
- used only for web implementation of body copy
- never used in headlines, titles, or as a primary font

Photography

Photography must be appropriate and supportive of the content message. There must be good reason to use photography—it is not to be used solely to fill space. It can be used as the main focal point, a featured element or as a background.



Artistic quality can be subjective, and a wide range of style options are available, but all efforts should be made to choose and use photography that supports the message and adds an element of personality & dynamism.

Technical quality, however, is much easier to gauge. For printed uses, image quality should be no less than 300 dpi, at full size. For web use, the minimum required image quality should be at least 72 dpi, at full size.

Photography Use Examples

Photographic content will and should be very diverse. A unique color overlay application has been created for photography. Using colors contained within the IYL logo, this color treatment will evoke the idea of light through color. Additionally it will produce a consistent look and feel of the photographic visual identity for the International Year of Light.



Color Overlay

STEP 01: *(see figure 'a' above)
Create a color gradient using only 2 of *any* colors from the IYL logo color palette

STEP 02:
Create color overlay by applying the "color" mode effect to the gradient and set at 30% opacity

STEP 03:
Apply the overlay directly and completely over the photo. Adjust angle of color gradient accordingly

DO NOT USE

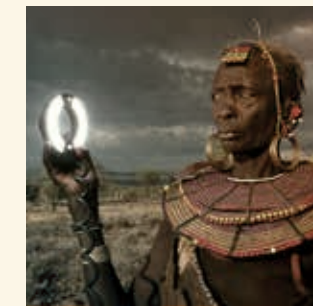


Full Color before color application

EXAMPLES FOR USE



Red-Orange color overlay 30% opacity & 45° angle



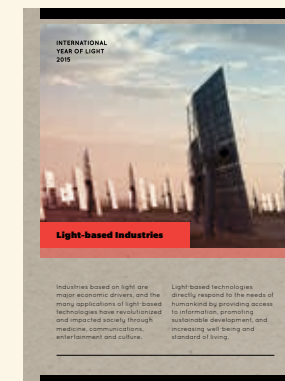
Green-Orange color overlay 30% opacity & 45° angle



Red-Blue color overlay 30% opacity & 45° angle

Use Possibilities

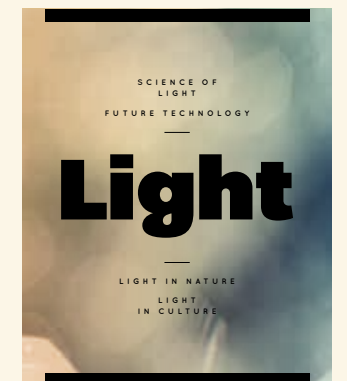
As featured focal point



As visual support, sharing focus

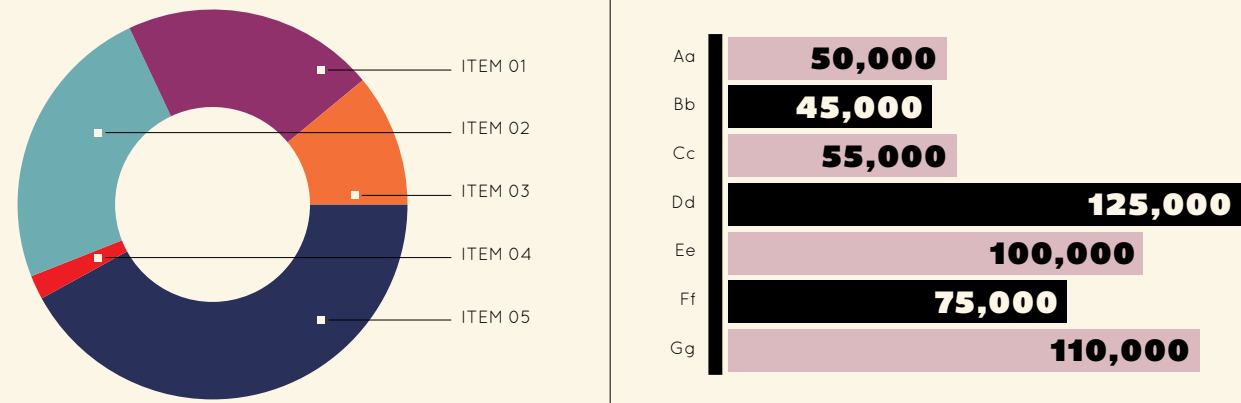


As supportive background

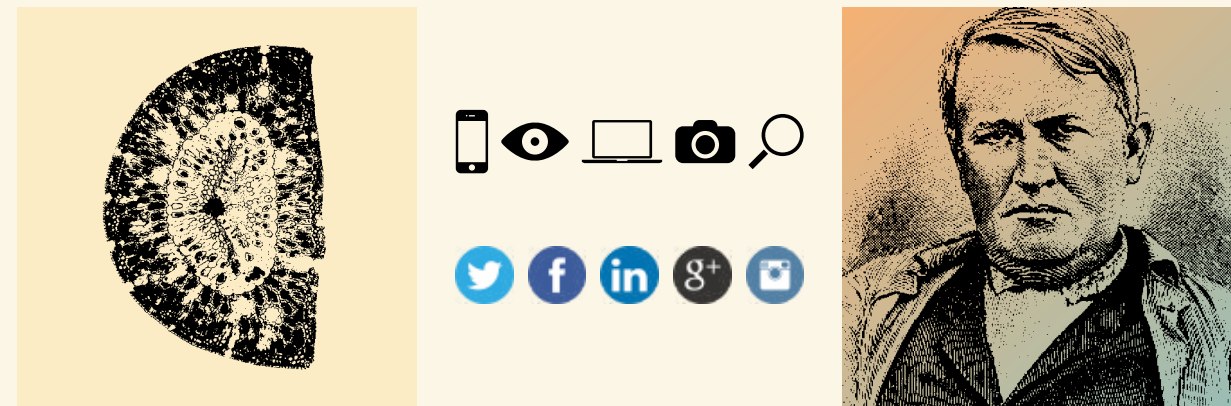


Imagery & Illustration style

Charts & Graphs - Flattened Style



Icons, Line Art & Illustration - Flattened Style



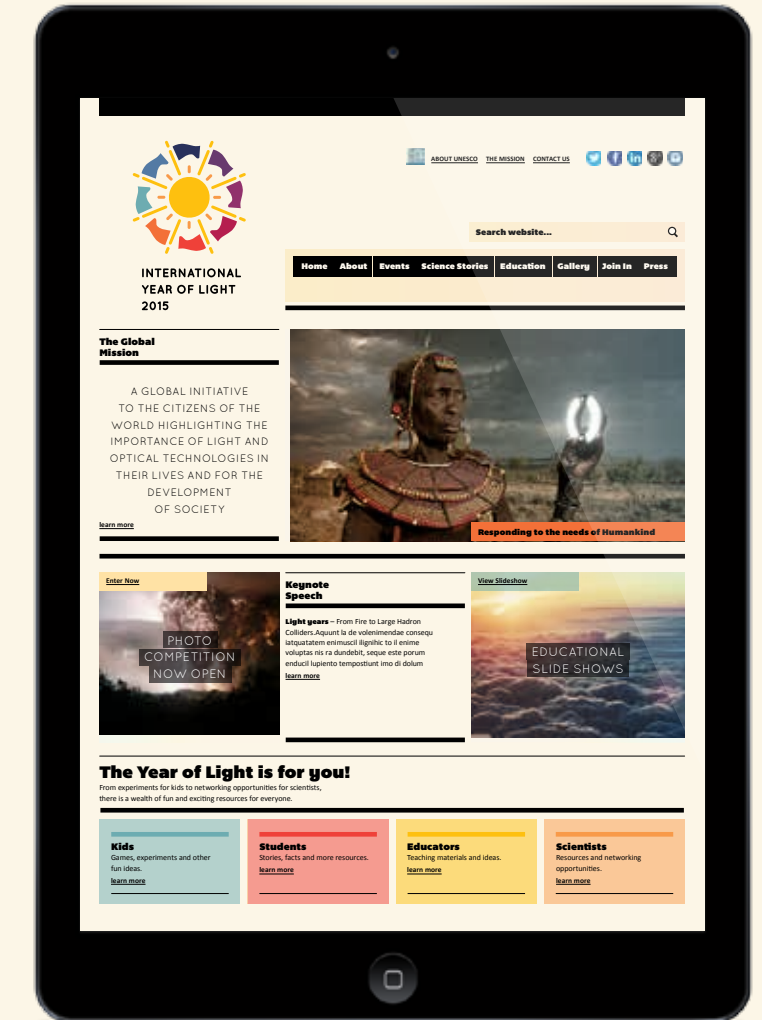
Website Design

The website example below is to serve as a guide to illustrate the use of different identity design elements. When the established family of visual elements are utilized they create a consistent look and feel.



A look and feel that is executed consistently across all touchpoints produces a visual language that is universally understood.

A website is often the one touchpoint that really brings a brand personality to life.



Examples & Sample Materials

Below is a set of mock sample materials to help guide and inspire professional designers in execution and application.



Examples & Sample Materials

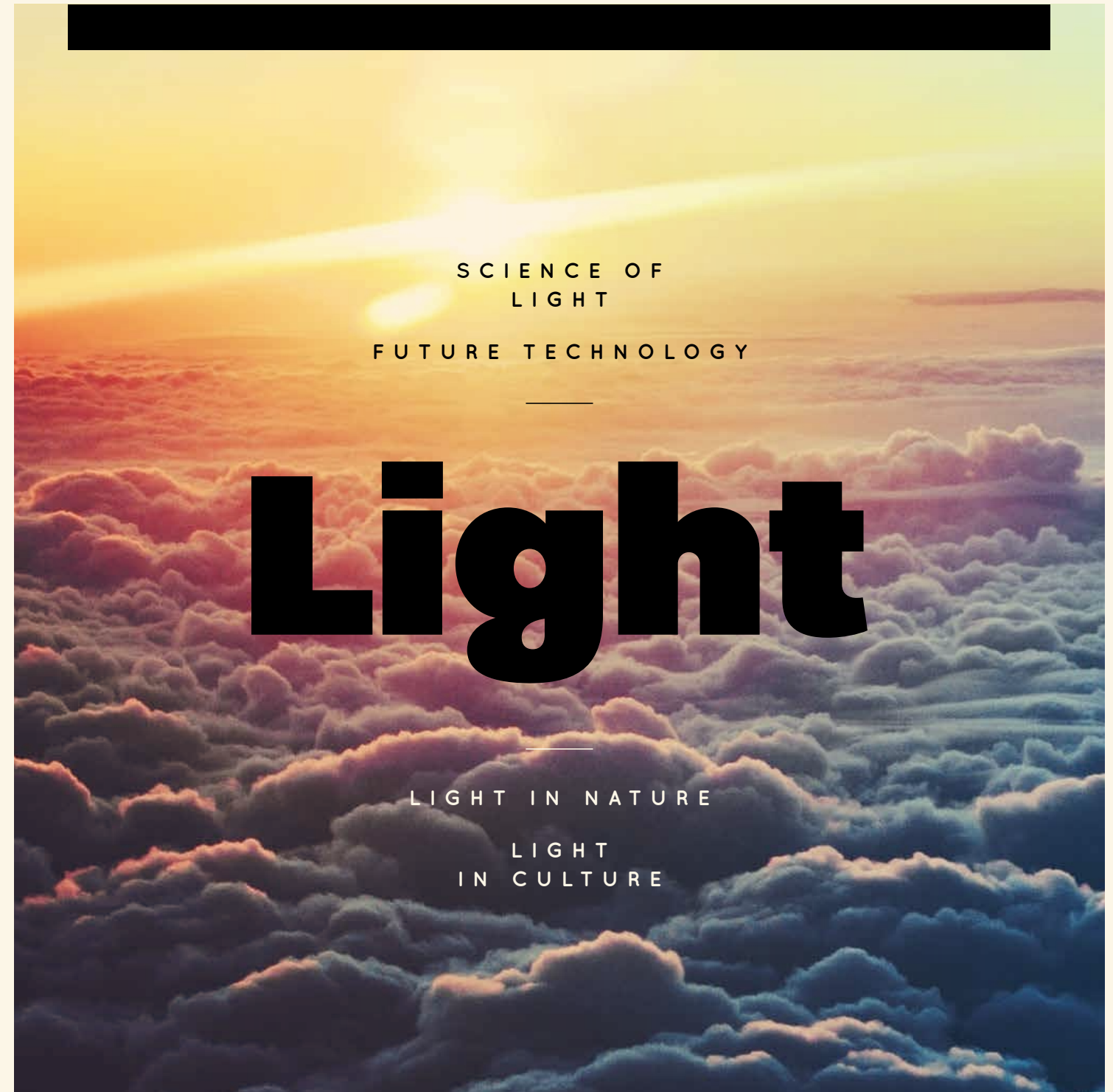


LIGHT-BASED TECHNOLOGIES
DIRECTLY RESPOND TO THE
NEEDS OF HUMANKIND

The International Year of Light is a global initiative to the citizens of the world highlighting the importance of light and optical technologies in their lives and for the development of society.



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For More Information

For more information specifically regarding graphic standards, or to request logos, design elements, materials, or for any questions that may not be covered within this booklet, please contact the SPIE Graphics Department.

Contact: Bryan Hintz
Lead Designer, Marketing
bryanh@spie.org
360 685 5415

For information not pertaining to graphic guidelines or to see how your organization can support this effort contact:

John Dudley

john.dudley@univ-fcomte.fr
www.light2015.org

Krisinda Plenkovich

krisindap@spie.org
www.spie.org/iyl



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