



Graphic Profile

Infra Eco Network Europe

Logotype

Color scheme

Graphic elements

Typography

Templates



Logotype

The IENE logo is based on the original IENE tree-logo, later adjusted by Miklos Puky who added the green leaves. This logotype comes in two formats – vertical and horizontal. For black-and-white print, the appropriate logo may simply be converted into grayscale.

The logotype is defined by a white rectangle with rounded corners. Text should align at top or bottom and keep a 5 mm distance from this rectangle in all directions.



IENE
Infra Eco Network Europe

Align text at top or bottom of the logotype and keep a 5 mm distance from the white zone.

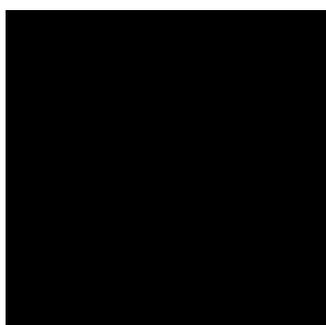


IENE color table

IENE's colors are derived from the tree logo with three shades each of black, green and light green. These colors correspond to the color of the trunk and leaves in the IENE tree.

Observe that the main color principle of IENE graphic products is that the overall impression should be very light and dominated by white. Colors may be added as decorative elements to enhance certain messages.

Black



CMYK 0 0 0 100

Hex #000000

Green



CMYK 89 34 100 28

Hex #00661A

Light green



CMYK 53 0 98 0

Hex #7AE043

Black 50 %



CMYK

RGB #

Green 50 %



CMYK

RGB #

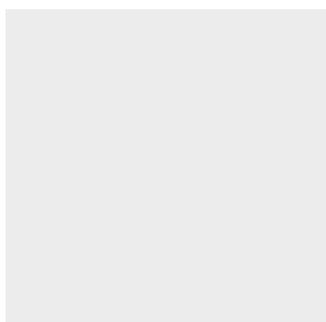
Light green



CMYK

RGB #

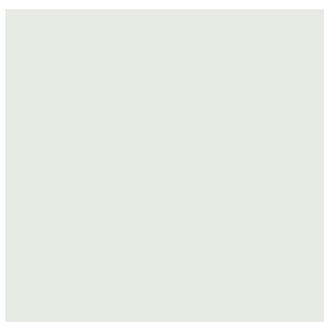
Black 10 %



CMYK

RGB #

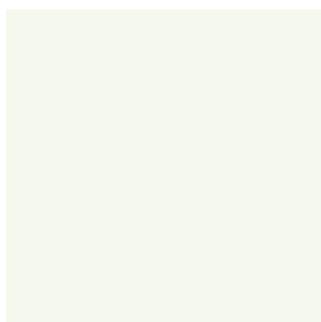
Green 10 %



CMYK

RGB #

Light green



CMYK

RGB #

Graphic elements

To accompany the logotype, an array of graphic elements can be added to an IENE product. These are derived from the logo in different ways. The final combination of these elements is ultimately a creative process and to some level subject to taste.



The symbol

The IENE symbol is the tree element of the logotype. It may be used instead of the logotype on items such as pins, flags or in situations where it is already evident that IENE is the sender.

The branch

The branch is a decorative element that can be used creatively to assign IENE-identity to various other graphic features such as:

-  textboxes
-  headlines
-  page headers
-  footers



It can also be used as text-stoppers or as bullets in text lists for instance.

Silhouettes



A collection of ornamental-type elements can be cut out from the IENE symbol. These silhouettes are colorized in 10 or 50 % black and may be used decoratively in page corners or as backgrounds.

Lines and boxes

The IENE colors may be applied freely to lines and backgrounds in IENE products. The main graphic principle remains, however, which means that white should dominate the product and spot color be added to highlight certain areas.

Light green
can be used
to emphasize
margin com-
ments

Typography

IENE's main font is Myriad Pro. This font-family constitutes all text in print, including headlines, preambles, body text, comments, et cetera.

For print purposes, all formats are generated from an InDesign template designed by the information secretary. They are as follows:

Headline 1

Headline 2

Headline 3

Headline 4

Body text

Office use

The IENE office letter template may be used for desktop-produced IENE material. Calibri, Arial, Franklin gothic, Helvetica or similar may be used in headlines if Myriad is not installed on the local computer system. Times replaces Myriad in body text in IENE office letters. This is simply a convenience matter, Times is a widely used standard office font.

Please note: use the pre-defined formats in the office template. Open the formats window with Format -> Formats ...

Internet

Typography on the IENE web page should mimic print typography with verdana-style sans serif fonts in headings, navigation and body.

Background is white and colors added from the IENE color table.

Templates

The IENE template collection will ultimately include Letter template, Faxtemplate, Presentation template, Newsletter, Poster, Rollup, Business cards and Internet. The establishment of a graphic concept makes designing new templates fairly easy.



The IENE letter template for office uses Times 12 pt in the body with two headline formats. A common footer is used for contact, and a margin on the left which holds the logotype and a silhouette on following pages.

