IPIS

IPIS *logo guidelines*

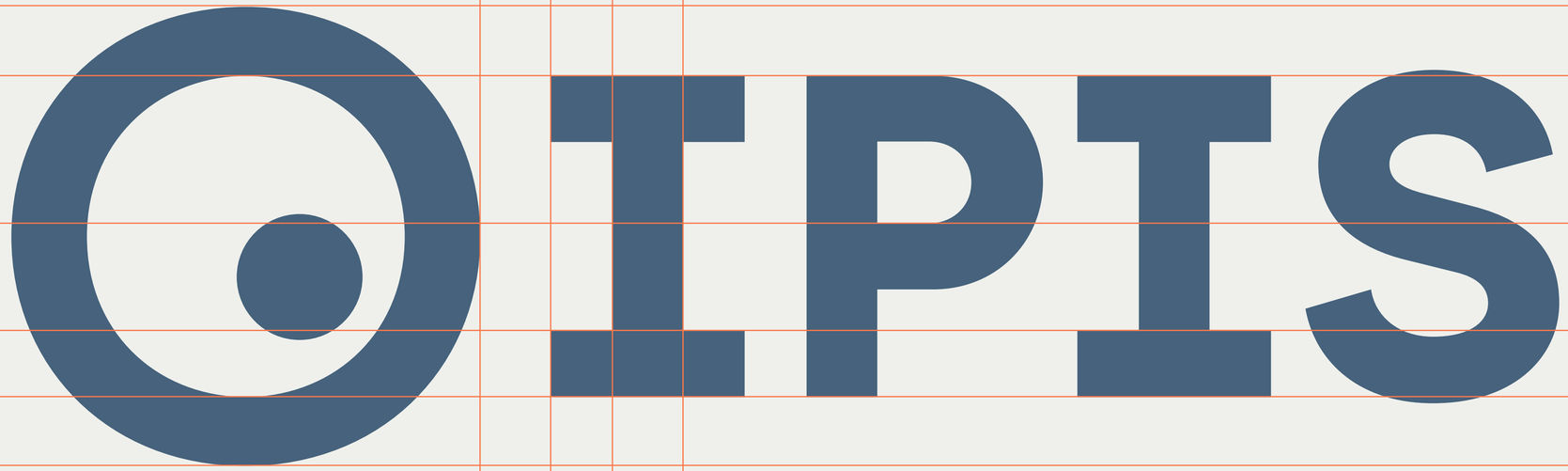
Selection of the IPIS logo version

The IPIS logo comes in two styles: Portrait and Landscape. Feel free to pick either when the logo stands alone. For smaller displays, such as website navigation bars, opt for the Landscape version.

When arranging a logo lineup, select the version that matches the proportions of its neighboring logos most closely.

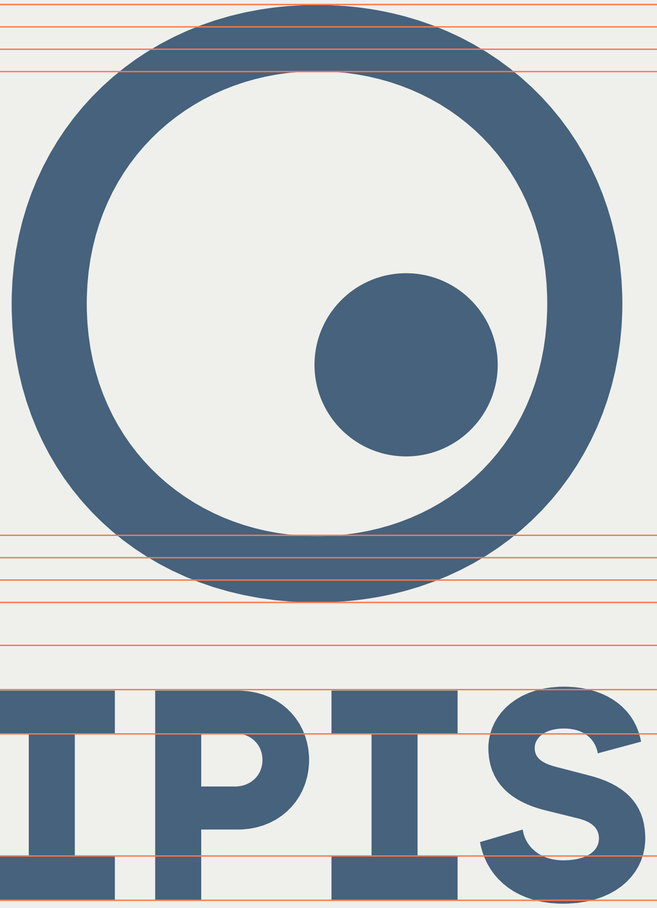
IPIS

Landscape



The thickness and the size of the icon is determined by the characteristics of the wordmark

Portrait



The thickness of the icon and the spacing is determined by the serifs of the ‘I’

Logo Colours

The logo is available in three color variations: black, white, and blue. For IPIS-branded materials, use either the black or white version. Choose the blue version when the logo is standalone or part of a logo lineup.

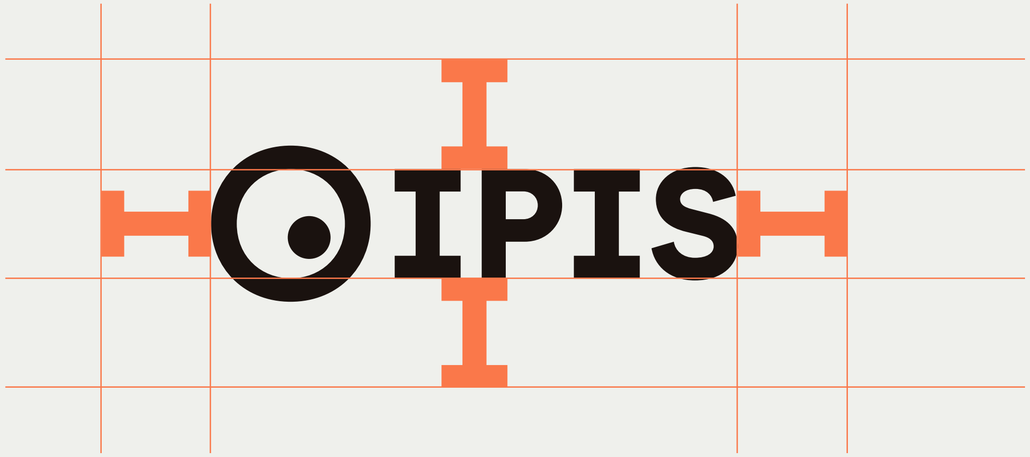
Logo Color

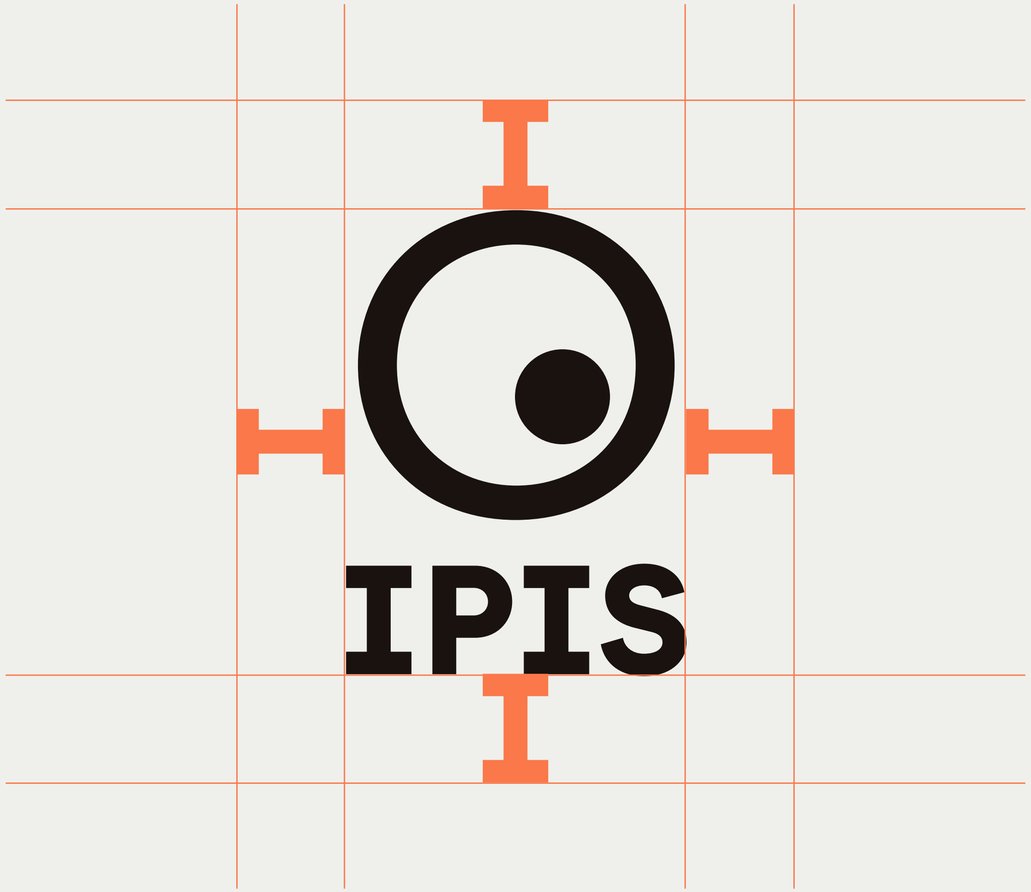
The IPIS logo comes in Charcoal, blue and Cool Gray versions.
The Charcoal and Cool Gray versions can be used on any brand color.
Make sure to prioritize readability.

Logo Clarity and Legibility

Ensure the logo is surrounded by ample clear space when using it. Avoid placing the logo over cluttered backgrounds to maintain its readability.

Clear Space





A minimum clear space must be maintained around the logo.
This space is determined by the letter ‘I’

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ipisresearch.be