RULES OF LOGO USE FOR Inria PARTNERS

Inria has changed its graphic identity and the visual codes that accompany it. This guide is aimed at all those who produce printed documents bearing the Inria signature: posters, leaflets, pamphlets, brochures, etc. It includes instructions relating to the correct use of its logotype. The files are available on the website www.inria.fr/logo-print. Should you have any difficulties, please do not hesitate to contact the communications department: nouvelleidentite@inria.fr
2 LOGOTYPE

2.1. Principles

1. INSTITUTIONAL LOGOTYPE

This logotype is Inria's reference signature for the institute's institutional and public communication. It is made up of two inseparable elements:
- The name «Inria».
- The signature «Inventors for the digital world».

A French version of this logotype is also available.

2. LOGOTYPE WITHOUT SIGNATURE

When production or size constraints prevent the signature from being legible, this version of the logotype can be used. However, under no circumstances must it be seen as an alternative choice to the institutional logo.

3. SCIENTIFIC LOGOTYPE

An additional logotype has been developed for communication intended for the scientific community, which is clearer and more direct about the fields of activity. It is also made up of two inseparable elements:
- The name «Inria».
- The words «informatics/mathematics».

This logo must never include the signature «Inventors for the digital world».

A French version of this logotype is also available.

For institutional sites (ministries, alliances, etc.) the corporate version of the logo is to be given precedence.

For scientific sites, the scientific version of the logo, available in English and French, can be used.
2.2. Reproduction

**IN SEVERAL COLOURS**

1. **Four-colour process**
   Printing in four primary colours (cyan, magenta, yellow and black) is used for published media, advertising, etc. Please note that the red used for the signature (c0 m100 j100 n0) is slightly different to that of the shading (c0 m100 j90 n0) to avoid an optical effect that makes it appear too light.

2. **RGB**
   The RGB colours (red, green and blue) are used for applications that can be viewed on-screen (PPT or LaTeX presentations, internet, etc.).

3. **Spot colours**
   Printing in spot colours is often used for screen printing, for luxury publications or certain paper media (colour references given using the Pantone system).

**MONOCHROME**

4. **By stroke**
   For media of mediocre quality or requiring the use of a single colour nuance. According to use, two references are available:
   - Black.
   - White.
2.3. Background management

To guarantee optimum recognition and legibility, the flame logotype on a white background must be used as a priority.

When technical constraints impose a background colour other than white, a monochrome version of the logotype can be used:

1. Black logotype for predominantly light backgrounds.
2. White logotype for predominantly dark backgrounds.
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2.4. Application rules

Minimum size

Without signature:

Minimum size: 35mm wide

Minimum size without signature: 20mm wide

PROTECTION ZONE

A protection perimeter in relation to a text or page edge must be respected to preserve the legibility of the logotype.

Rule:
A space equivalent to the size of the dot on the lowercase «i» must be kept free of any marking all around the logo.

MINIMUM SIZE

To ensure the logo is legible under all circumstances, the size used must not be less than 35mm wide.

MINIMUM SIZE WITHOUT SIGNATURE

For a size of between 20 and 35mm wide, the logotype without signature must be favoured. Finally, it is not recommended that the Inria logotype be used at a size of less than 20mm wide.
2.5. Don’ts

THE LOGOTYPE MUST NOT BE MODIFIED UNDER ANY CIRCUMSTANCES. FOR EXAMPLE, IT IS FORBIDDEN TO:

1. Modify the proportions of the elements.
2. Deform the logotype.
3. Modify the boldness or position of the signature.
4. Add elements to the logotype.
5. Modify the colours.
6. Place the flame logotype on a colour background.
2 LOGOTYPE

2.6. File catalogue

LOGOTYPE INSTITUTIONNEL FR

LOGOTYPE INSTITUTIONNEL UK

LOGOTYPE SCIENTIFIQUE FR

LOGOTYPE SCIENTIFIQUE UK

LOGOTYPE INSTITUTIONNEL SANS SIGNATURE
2.8. WRITING Inria

The name of the institute must always be written as follows: capital «I» and the rest of the name in lowercase.

Even if the name appears in a sentence written entirely in uppercase, this rule must be respected.