



MIT Cluster
Čakovec

I³CT

Visual Basic Standards

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Visual Basic Standards

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Logotype

The logo of this project "I3CT - Crossborder Clustering" derives from Latin letter "three" i.e. Triquetre and in the original it means a triangle. In this case it symbolizes the triple helix. Next to the capital letter "i" there is a number 3 - "I3 - informatisc, innovation, incubation".

The red middle element is presented as the centre of clustering. By choosing the blue colour we emphasized the international cooperation and information technology. The upper element is of blue colour and it symbolizes the IT, whereas the centre is red and it symbolizes the focus of the project happening. The left and the right elements are blue and green and they symbolize the countries Croatia and Hungary.

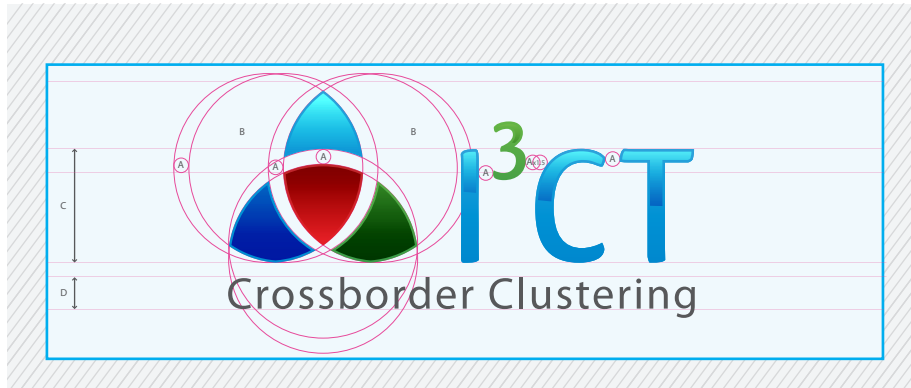
The typography choice is consistent with the former identity of the international IPA program and the Myriad Pro font has been used.





Construction of the logotype

- A = 2
- B = 25
- C = 15
- D = 4.2





Minimum clear space

In order to maintain readability and clarity around the trademark minimum clear space is determined in proportion: **height of the “number 3”** on all sides. Visual elements (text, photos, other logo, etc.) must not interfere with the default clear space.





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Minimum and maximum size

Due to the poorer detail visibility, the logotype should not be used in smaller sizes than specified. The maximum size is not specified.





10 mm



Corporate colors

The strict definition and compliance with corporate colors will provide a consistent look for all communicational materials. Only the colors defined in this guidebook should be used.

When defining spot colors, always use PANTONE color matching system.

1		Pantone CMKY RGB	306 C 2X C 70 M 20 Y 0 K 0 R 51 G 163 B 220
2		Pantone CMKY RGB	187 C C 25 M 100 Y 100 K 0 R 193 G 39 B 45
3		Pantone CMKY RGB	370 C C 80 M 20 Y 100 K 0 R 58 G 153 B 72
4		Pantone CMKY RGB	433 U 2X C 0 M 0 Y 0 K 80 R 88 G 89 B 91





Permitted use of logotype

Careful application will ensure visual consistency of I3CT identity.
One should be cautious when the logotype is applied to various layers.

Logotype in full color



Inversion



Logotype on tracing paper



Unauthorized use of logotype

Improper application of the logotype violates the visual consistency of I3CT identity and displays it in negative light. The following applications show common mistakes which undermine the integrity of logotype.

It is prohibited to alter the proportions of the logotype



It is prohibited to change the orientation of the logotype



It is prohibited to rotate the logotype



It is prohibited to change colours in the logotype



It is prohibited to apply to the background of insufficient contrast



It is prohibited to add foreign elements in the logotype space



Typography used in logotype

Qlassik Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Myriad Pro (Condensed)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



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Contact

In case of questions or if any advice is needed, if you notice some error or a problem in performance according to the defined standards, please contact us.

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