

IAC 2027
POZNAN
POLAND

IAC27 Brand Guidelines

[JUNE 2024]

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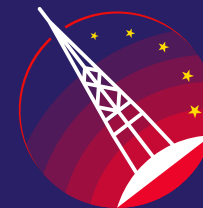
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IAC27 logo



IAC 2027
POZNAN
POLAND

Our Logo



IAC 2027
POZNAN
POLAND

LOGO CLEAR SPACE

The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

The recommended clear space around our logo should be greater than or equal to the 1/2 height of the wordmark height (x).



EMBELLISHED LOGO
- PRIMARY



HORIZONTAL



VERTICAL

LOGO VERSIONS

PRIMARY LOGO
Used for all our communications
as long as the wordmark is legible.

DECOUPLED & SIMPLIFIED LOGO
Used for small surfaces or formats where
legibility of the primary version is limited.
Used when the composition is strengthened
by the de-coupled or simplified versions.

While the Wordmark always stays grounded
on the ground, the IAC Rocket can travel up,
facing to the sky. The IAC Rocket can be also
placed on the 37.5 degree angle, facing left.

EMBELLISHED LOGO
- PRIMARY



**SIMPLIFIED
LOGO**



**DE-COUPLED
LOGO**



MINIMUM LOGO SIZE

Minimum logo size

Print: 15 mm high

Screen: 55 pixels high



Minimum wordmark size

Print: 7 mm high

Screen: 25 pixels high

POZNAN
POLAND

IAC 2027

Minimum logo size

Print: 20 mm high

Screen: 75 pixels high



LOGO ON BACKGROUNDS

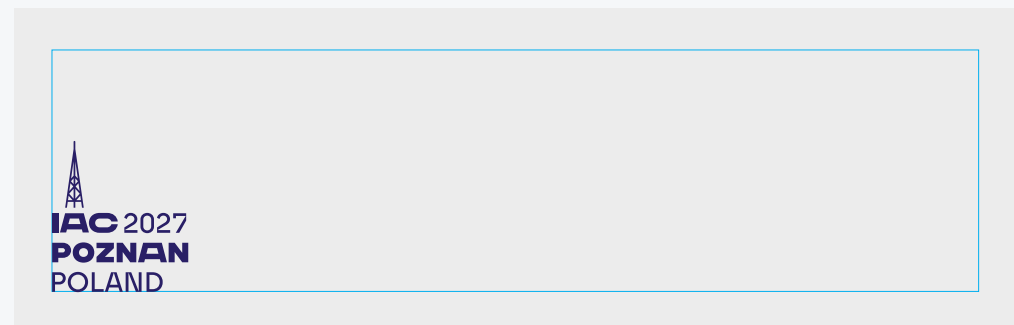
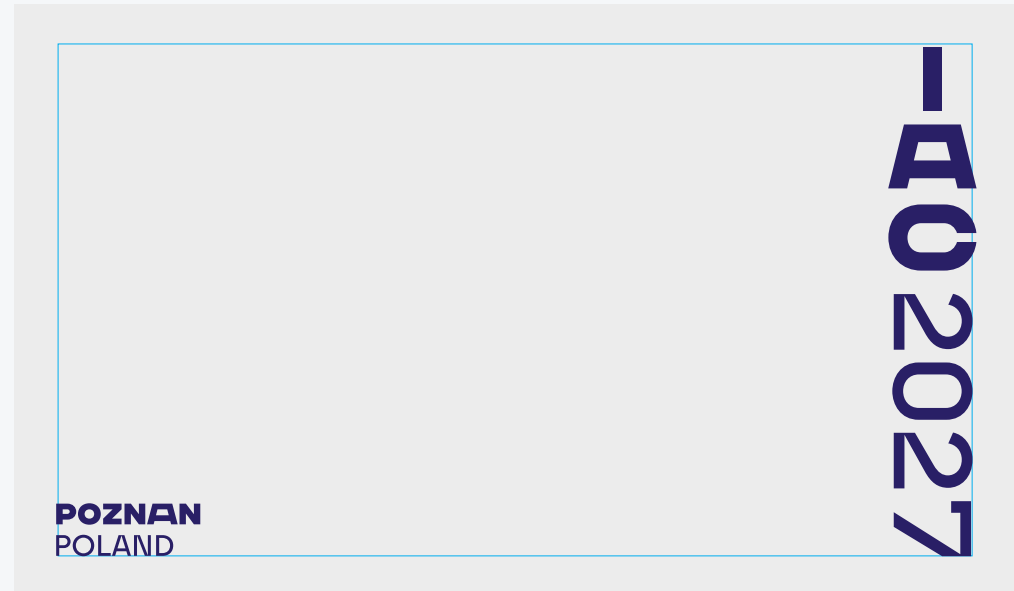
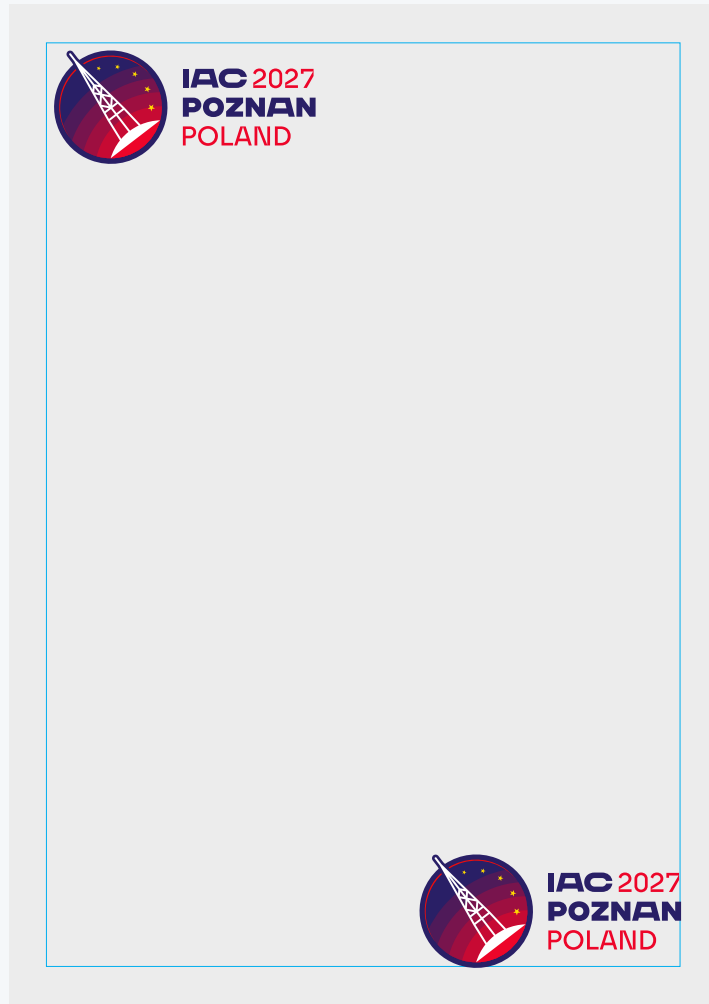
Always use our logo in its original colors on a white, red or cobalt backgrounds where possible. Avoid using full-color logo on photographs unless the logo sits on a calm and contrasting area of the image.

The simplified or de-coupled logos should be used on busy photographs and color backgrounds. The one-color logos should only be used in cobalt or black and white color ways.



The logotype should always be placed along a layout grid in balance with other elements. The logotype should be placed along the right or left edge and gravitate towards the corner.

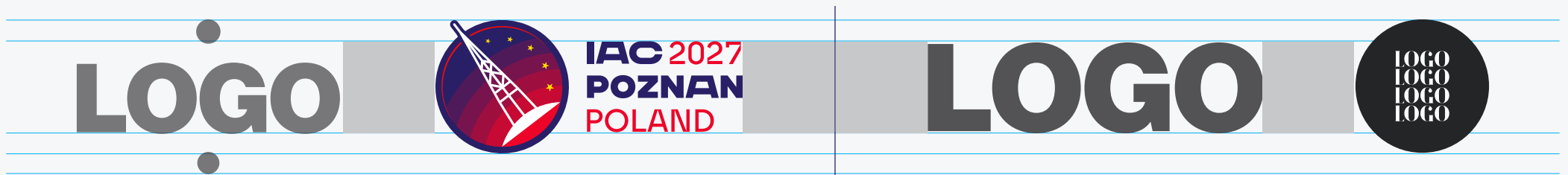
LOGO PLACEMENTS



LOCKUPS

Follow the spacing and alignment specifications below when locking IAC27 logo with affiliated logos. Always maintain the clear space guidelines, keeping partner logos at a distance greater than or equal to the height of the 1 x IAC27 wordmark.

For partnerships, we lockup IAC27 logo with a partner logo, preferably with IAC27 coming first. Clear space between logos should be 1 x IAC27 wordmark and divided in half by a line. Depending on shape, Partner logos should be aligned to the optical baseline of IAC27 wordmark or IAC27 logotype.



BRAND BADGES

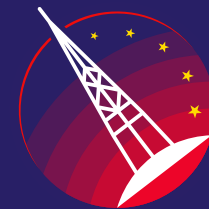


EMBELLISHED



SIMPLIFIED

Typography



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Space Grotesk is a sans-serif typeface derived as a modified version of Space Mono font. It comes with Latin extended language support and it is available in 5 weights (Light, Regular, Medium, SemiBold and Bold) with its corresponding italics.

IAC27 headlines are set in Space Grotesk. Always typeset Space Grotesk with metric kerning, set the tracking to -10. Use in sentence case for web and long headlines. Use in title case when creating short headline, typographic executions.

Space Grotesk

DOWNLOAD: <https://fonts.google.com/specimen/Space+Grotesk>

Light
Regular
Medium

SemiBold
Bold

aābcćdefghijklłmnoópqrstuvwxyzź
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£\$%%&()

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. It has excellent legibility in print, web and mobile interfaces. This is the regular family, which can be used alongside the Mono and Slab families.

Roboto typefaces work well independently, and even better together. Use the Regular style as a contemporary compadre, the Serif for quotes and editorial storytelling and Mono for tags and attributions. Always typeset Roboto with metrics kerning, set the tracking to 0.

Roboto

DOWNLOAD: <https://fonts.google.com/specimen/Roboto>

Light
Regular
Medium
Bold

aąbcćdeęfghijklłmnoópqrstuvxyzźż
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£\$%%&()

Roboto Slab

DOWNLOAD: <https://fonts.google.com/specimen/Roboto+Slab/>

Light
Regular
Medium
Bold

aābcćdeēfghijklłmnoópqrstuvxyzźż
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£\$%%&()

Set Roboto Mono in all-caps all-caps for elements like tags and attributions. Always typeset Roboto Mono with metrics kerning, set the tracking to 0. Use in sentence case for headlines.

BRAND TAGS & ATTRIBUTIONS

Roboto Mono

DOWNLOAD: <https://fonts.google.com/specimen/Roboto+Slab/>

Light
Regular
Medium
Bold

aąbcćdeęfghijklłmnoópqrstuvwxzyźż
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£\$%%&()

Setting the line height correctly for headlines is a key factor in creating impact and to gain the desired visual expression for the brand.

Headlines don't have a standard line height, instead, to create bigger impact, they should be set slightly tighter than available AUTO setup, but without letters touching between the lines, adjusted for optimal legibility.

Line height for body copy and smaller headlines should be adjusted to achieve optimal legibility. The aim is to create a well defined body where the lines are easy to follow. As a rule of thumb, use 120% of the font size.

Space Grotesk & Roboto

Headline
Space Grotesk Bold,
40/46, Tracking -10

Big headlines are set in Space Grotesk.

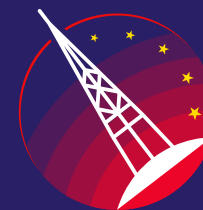
Gui as moloressus. Ime nis dolupta tempor aut lignima gnihic te lat eos sum que di
berum harchil id molorum rem as magniti busapit quamenet ommoloratis que.

Headline
Space Grotesk Bold,
16/17, Tracking -10

Bold headlines for vibrant communication.

Gui as moloressus. Ime nis dolupta tempor aut lignima gnihic te lat eos sum
que di berum harchil id molorum rem as magniti busapit quamenet atis que.

Colors



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Colors at a Glance

Use these color proportions in any layout or collateral design. Text should always be set in Cobalt, Moon or White. Headlines can be set in Moon, Cobalt, Red or White. Pull quotes and tags can be set in Red, Cobalt or White.

Mars, Venus, Jupiter and Neptune are the blend colors and can be used as accent colors in the proportions shown below. Tints of Pluto and accent colors can be used to create light backgrounds.

Environmentally friendly color replacements:
Cobalt = 100% K. Moon = 80% K



National Red #EE0628 R-238, G-6, B-40 C-0, M-97, Y-82, K-0 PANTONE 185 C	Midnight Cobalt #281F66 R-40, G-31, B-102 C-100, M-100, Y-28, K-14 PANTONE 2372 C	Moon Text #272E58 C-9 R-39, G-46, B-88 6, M-90, Y-40, K-28 Pluto #BACEDD R-186, G-206, B-221 C-26, M-11, Y-7, K-0	White #FFFFFF
Mars #C60B34 R-198, G-11, B-52 C-15, M-100, Y-74, K-5 PANTONE 200 C	Venus #9F1041 R-159, G-16, B-65 C-25, M-100, Y-53, K-22 PANTONE 7420 C	Jupiter #77154D R-119, G-21, B-77 C-45, M-100, Y-30, K-34 PANTONE 222 C	Neptune #501A5A R-80, G-26, B-90 C-80, M-100, Y-30, K-23 PANTONE 2623 C

PRIMARY COLOR

NATIONAL Red

#EE0628

R-238, G-6, B-40

C-0, M-97, Y-82, K-0

PANTONE 185 C

75% TINT

50% TINT

25% TINT

PRIMARY COLOR

MIDNIGHT Cobalt

#281F66

R-40, G-31, B-102

C-100, M-100, Y-28, K-14

PANTONE 2372 C

75% TINT

50% TINT

25% TINT

PRIMARY COLOR

MOON
Gray

#272E58

C-9 R-39, G-46, B-88

6, M-90, Y-40, K-28

75% TINT

50% TINT

25% TINT

ACCENT COLOR

Pluto

CMYK

C 26 / M 11 / Y 7 / K 0

RGB

R 186 / G 206 / B 221

HEX

#BACEDD

PANTONE

5455 C

75% TINT

50% TINT

25% TINT

ACCENT COLOR

Mars

#C60B34

R-198, G-11, B-52

C-15, M-100, Y-74, K-5

PANTONE 200 C

75% TINT

50% TINT

25% TINT

ACCENT COLOR

Venus

#9F1041

R-159, G-16, B-65

C-25, M-100, Y-53, K-22

PANTONE 7420 C

75% TINT

50% TINT

25% TINT

ACCENT COLOR

Jupiter

#77154D

R-119, G-21, B-77

C-45, M-100, Y-30, K-34

PANTONE 222 C

75% TINT

50% TINT

25% TINT

ACCENT COLOR

Neptune

#501A5A

R-80, G-26, B-90

C-80, M-100, Y-30, K-23

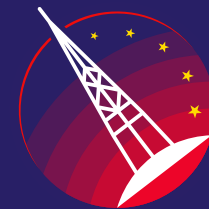
PANTONE 2623 C

75% TINT

50% TINT

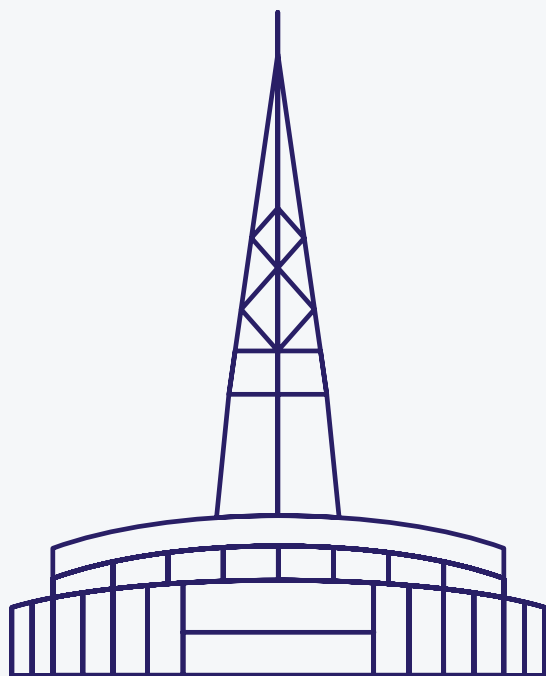
25% TINT

Graphics

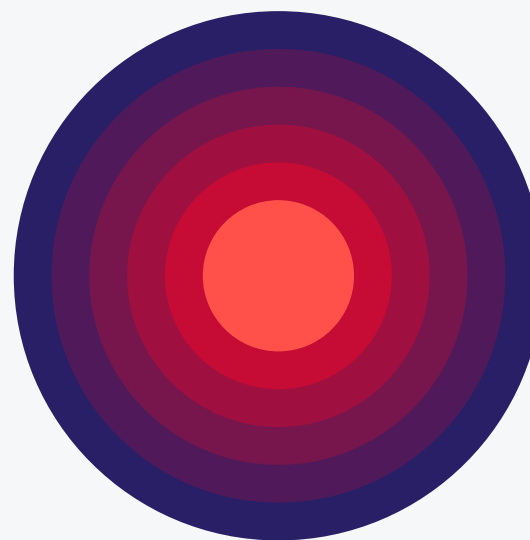


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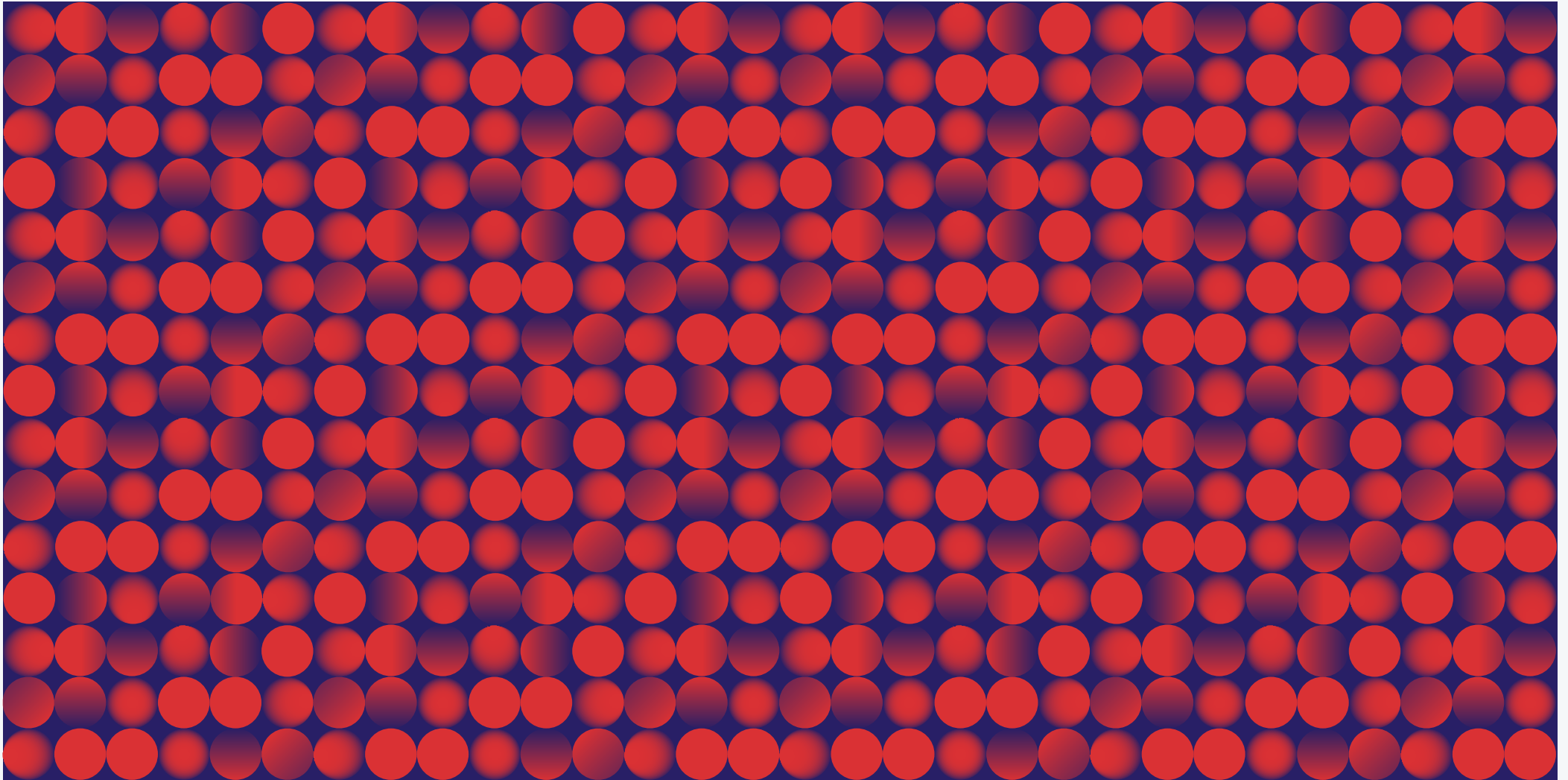
Graphic elements



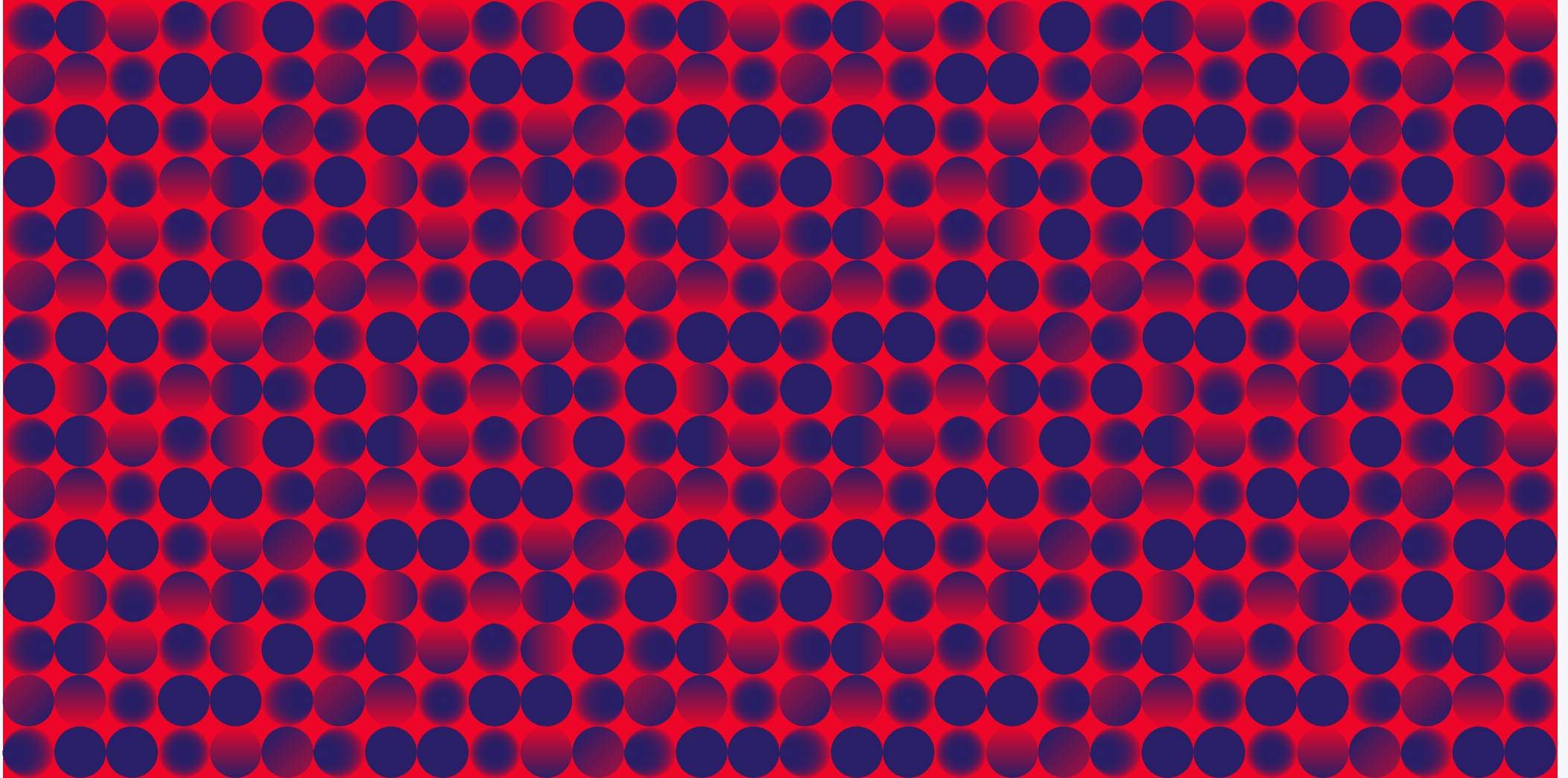
Graphic elements



Patterns



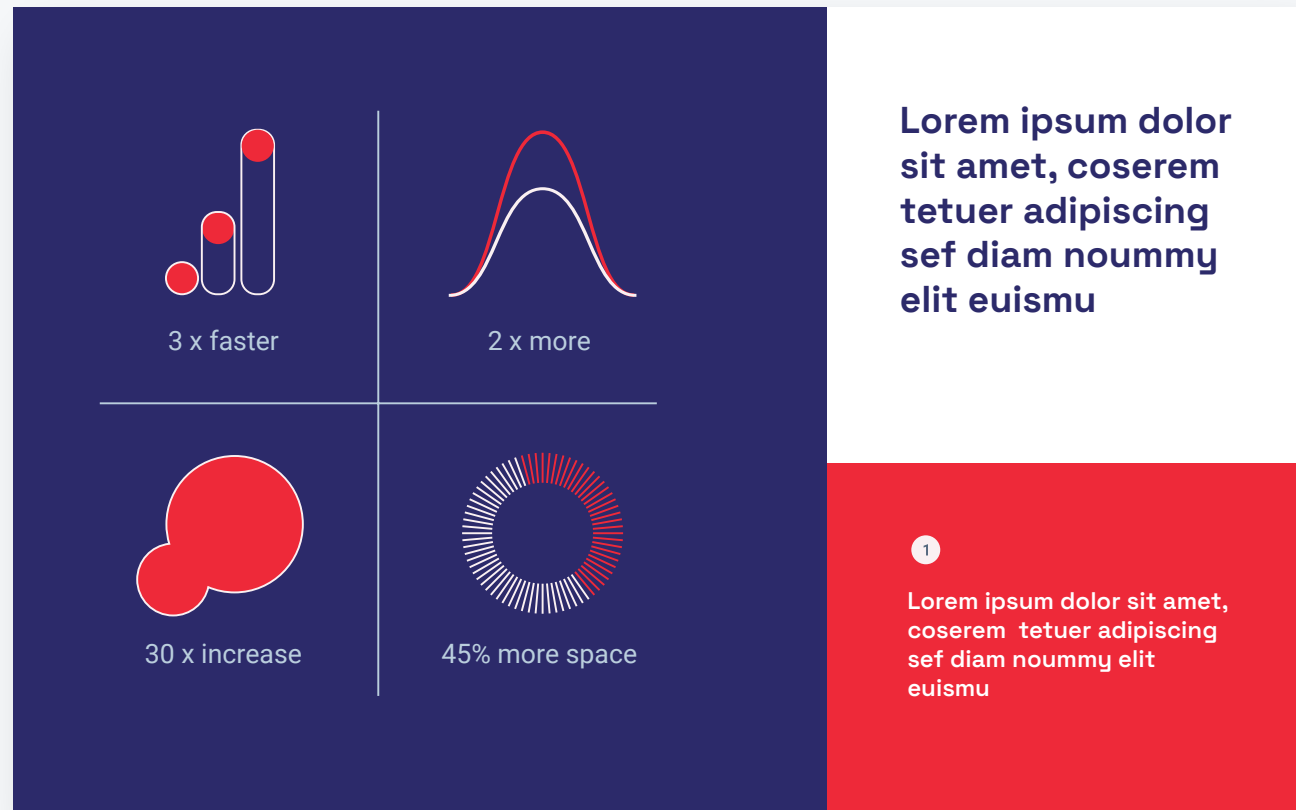
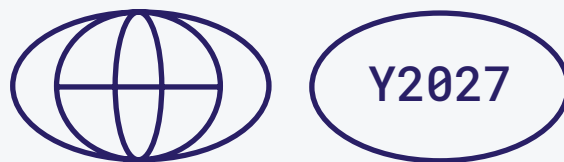
Patterns



INFOGRAPHICS

Guided by simplicity, we subtract everything unnecessary. We are precise, striving for perfection, using space to create elegance and balance. We believe in excellence through analysis and precision.

The basic shapes are used to create simplistic, recognizable infographics throughout all IAC27 applications.



IAC27 CONCEPTUAL ICONS

Icons are designed to be simple and modern. Each icon is reduced to its minimal form, expressing essential characteristics. Icons display corners with straight edges, for a crisp style that remains legible even at smaller scales.

Material Design icon grid is used to create IAC27 icons. Keyline shapes are the foundation of the grid. By using these core shapes as guidelines, you can maintain consistent visual proportions across all icons.

Icon content is limited to the 20dp x 20dp live area, with 2dp of padding around the perimeter. Stroke width of 1dp. Icon colors are 50% Red and 50% Cobalt.



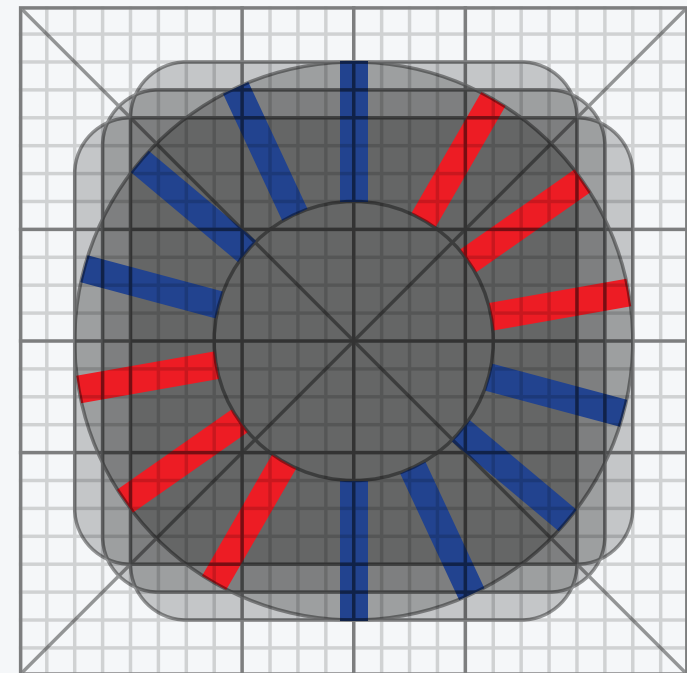
Clarity

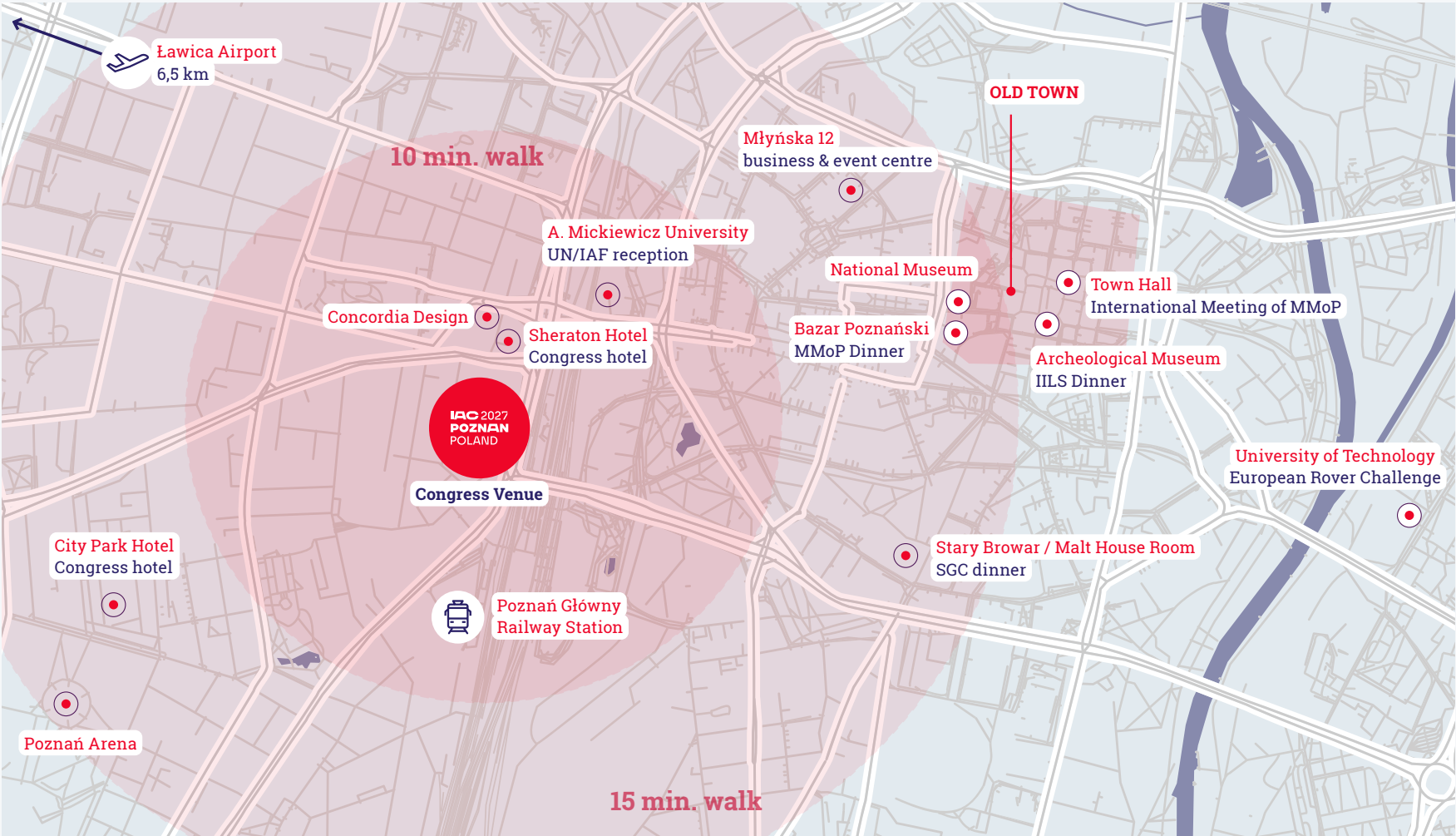


Engagement

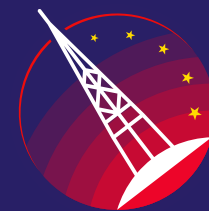


Partnership





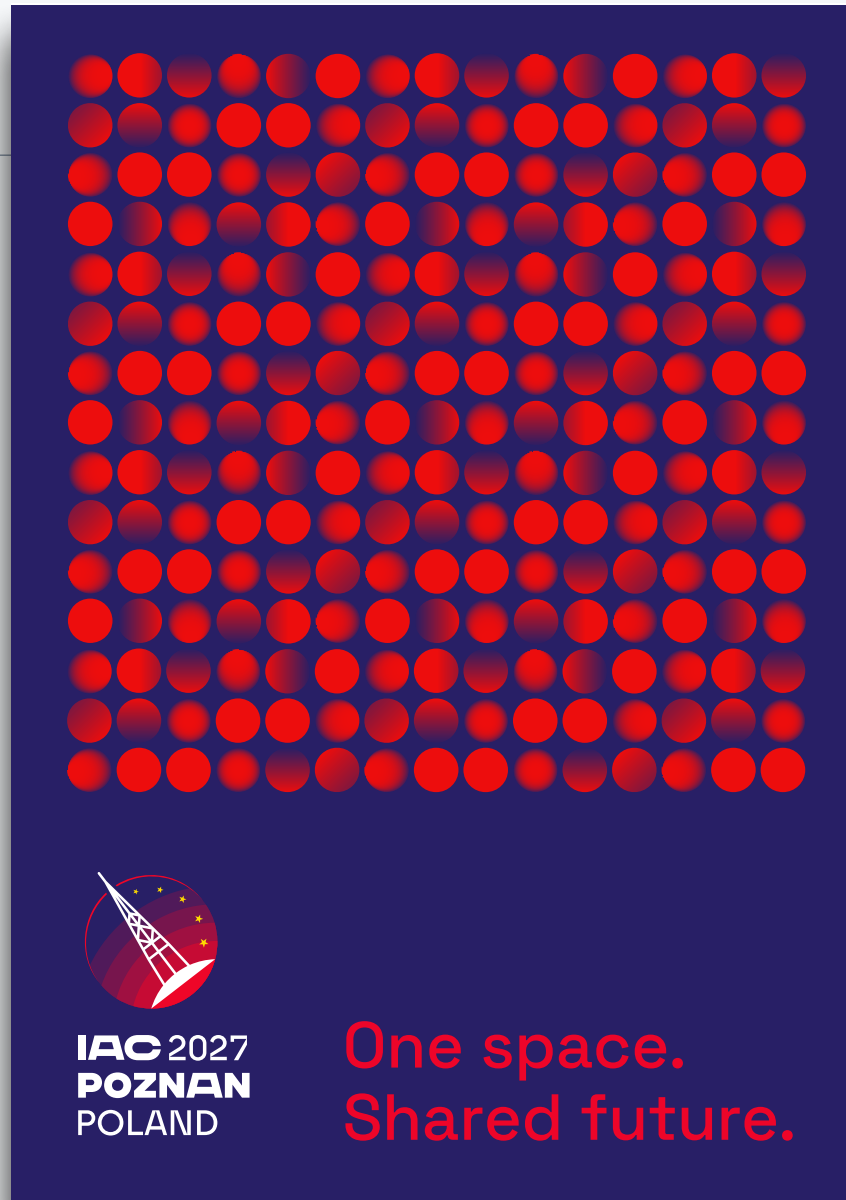
Usage examples



IAC 2027
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POLAND







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Meet the team.



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IAC27.com



About us.

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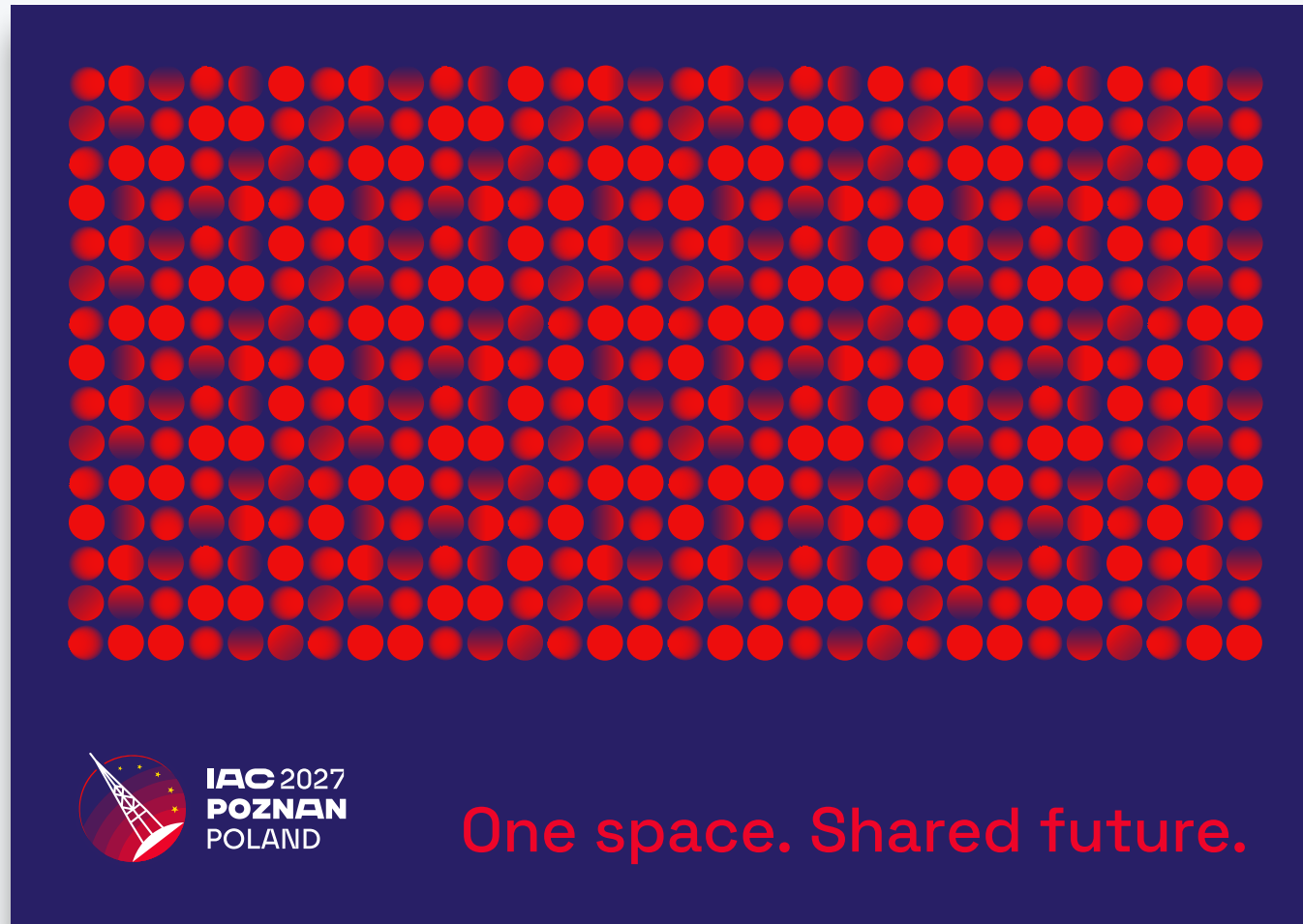


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QUOTE GOES HERE







Introduction



Introduction **Cover letter of host organisation**

Poznań is conveniently located within a 2-hour train trip from Berlin and Warsaw and easily accessible from international hub airports such as Frankfurt, Munich, Copenhagen, and Amsterdam. It is a perfect destination for organising such a prestigious conference. Poznań is Poland's fifth largest city and one of the largest Polish centres of trade, industry, sports, tourism, culture, and education, with 160,000 international students, making it one of Poland's four largest academic centres. It is also one of the oldest cities in Poland and one of the four historical capitals of medieval Poland. Poznań is on its way to becoming a know-how hub with many technological parks and knowledge transfer centres.

We envisage attracting approximately 6,000 – 8,000 delegates. We use the estimation as the basis for our submissions and calculations of the budget and the anticipated profit margins. We intend to highlight the links between scientific developments and business practices, particularly emphasising the education and training of the next generation of young professionals. We will also run a dedicated long-term communication campaign (also using the Space Communications Alliance, of which I am the founder) that will focus not only on promoting IAC 2027 Poznań to external and internal stakeholders but also on shedding more light on the IAF organisation in CEE to attract more members from this region.

Visits & tours **Social & cultural programme – Poland tours**

Budget

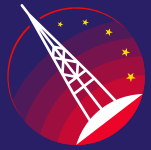


Accessibility

Proposed technical visits

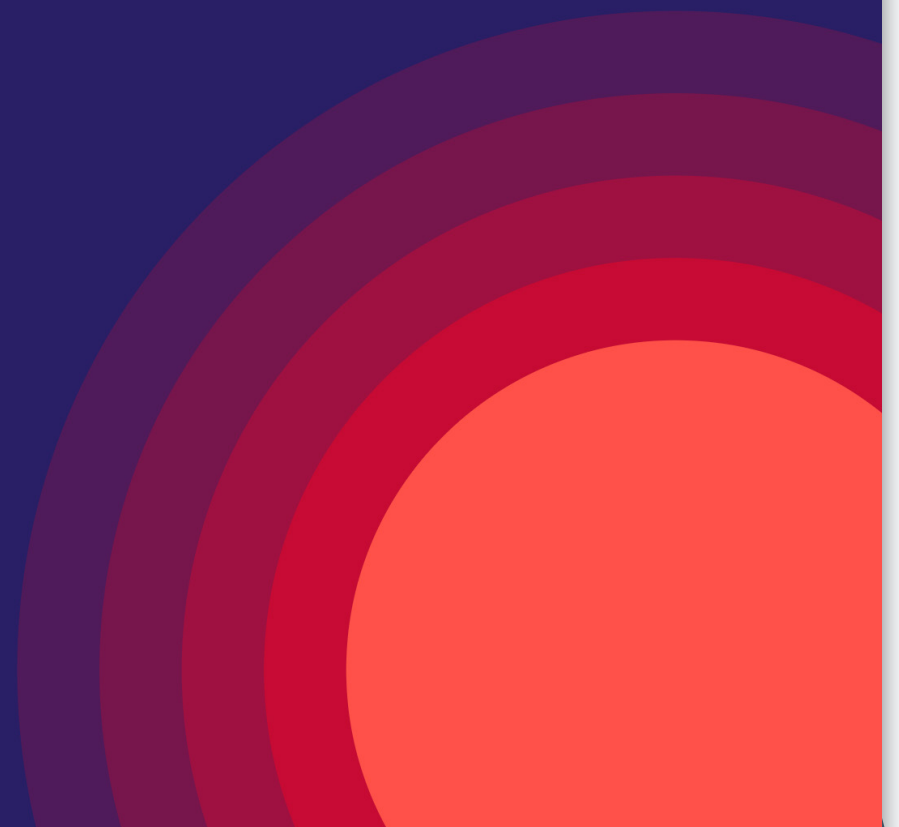
Proposed technical visits

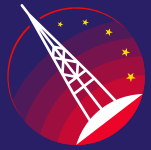




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**One Space.
Shared Future.**





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POLAND

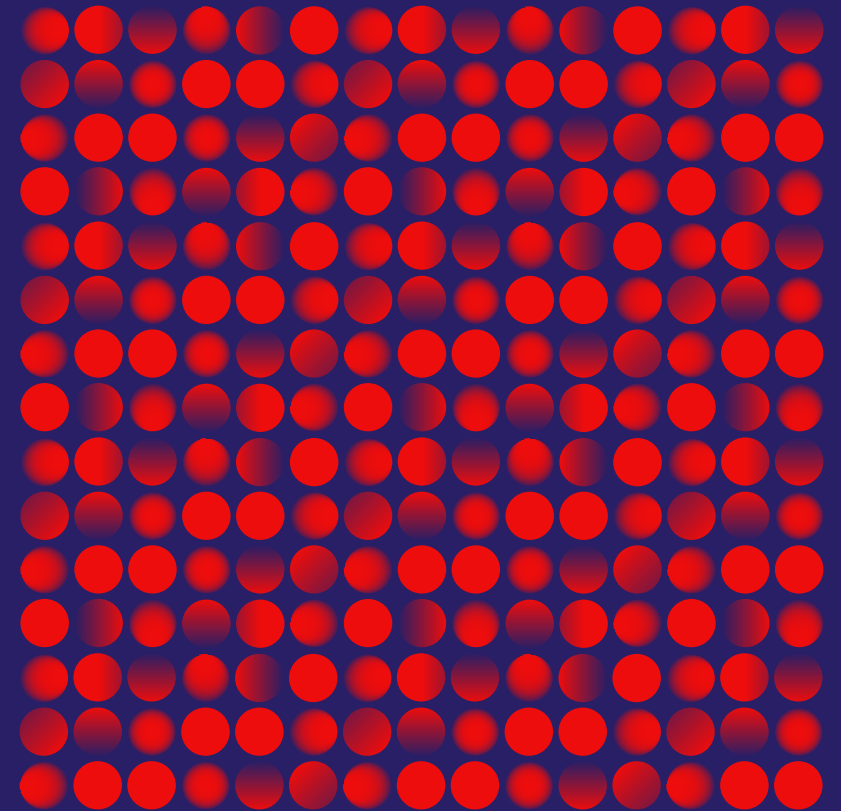
**One Space.
Shared Future.**





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One Space.
Shared Future.



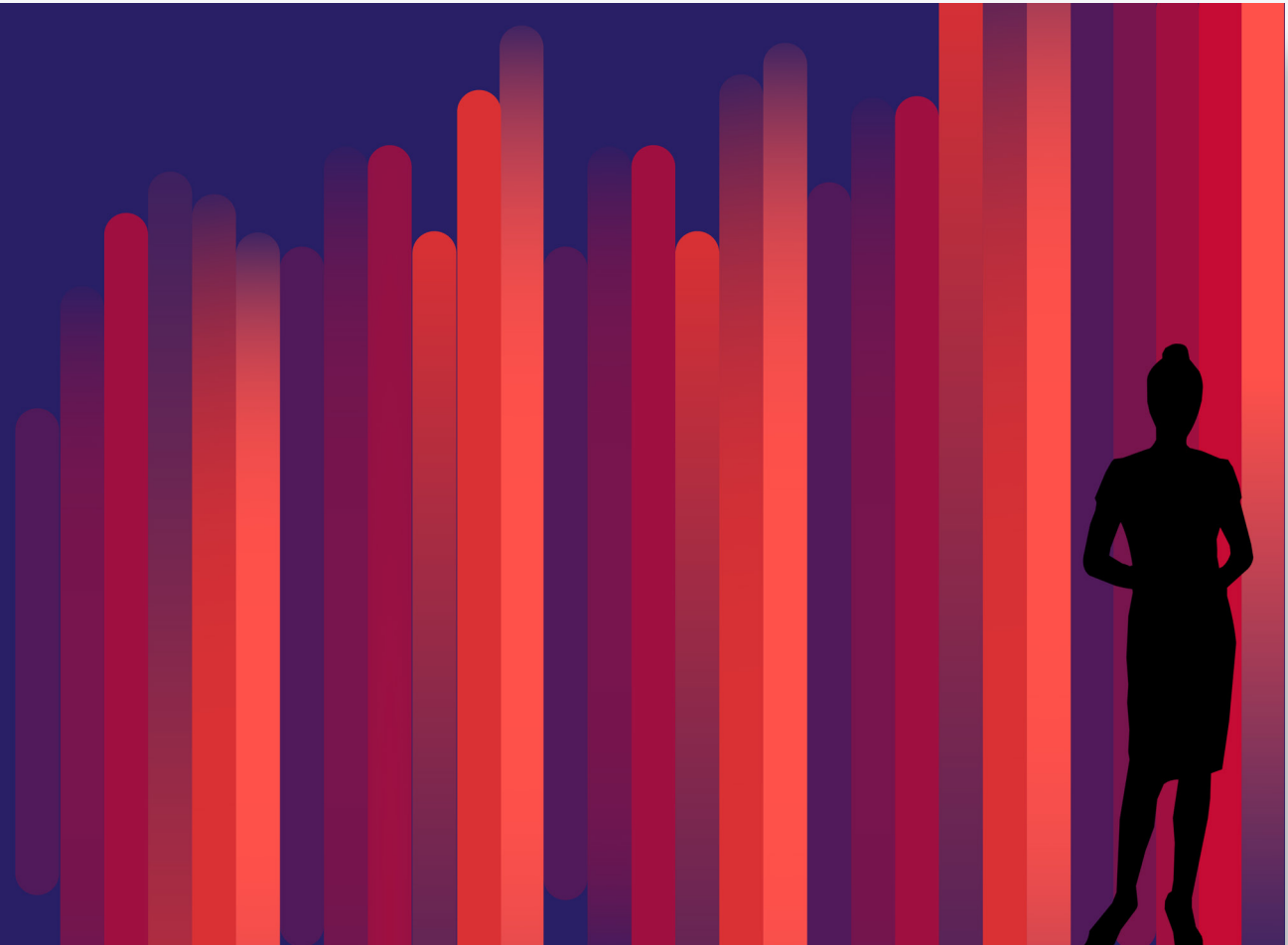
Poznań, Poland

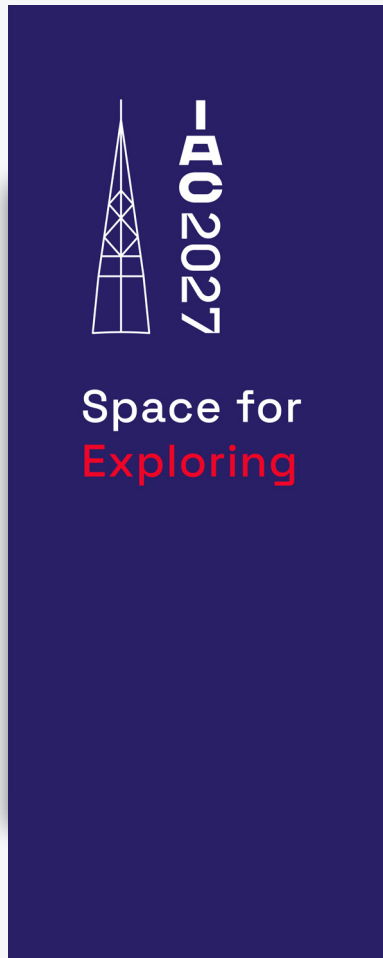
Candidate City for IAC2027

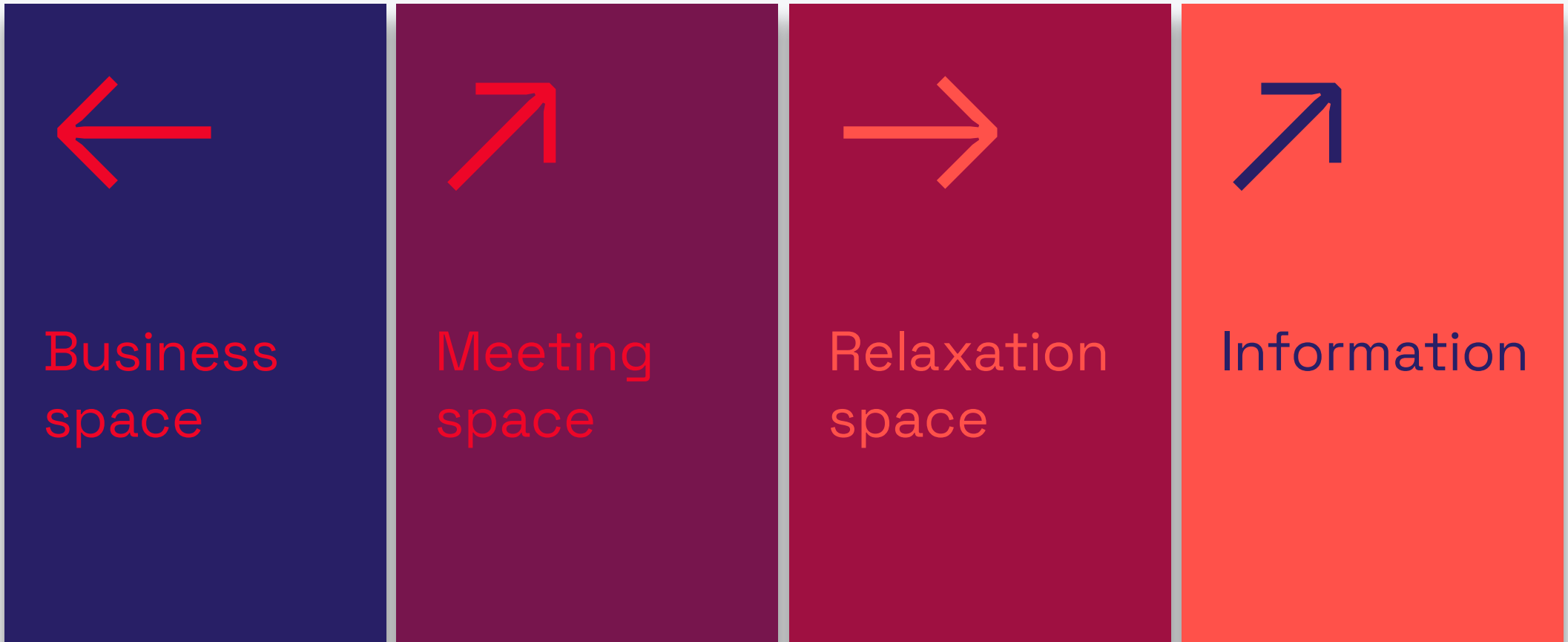




Space for Sharing Ideas







Hey Poznan, lets get your IAC27 bid of the ground

[NEXT MISSION Y2027]

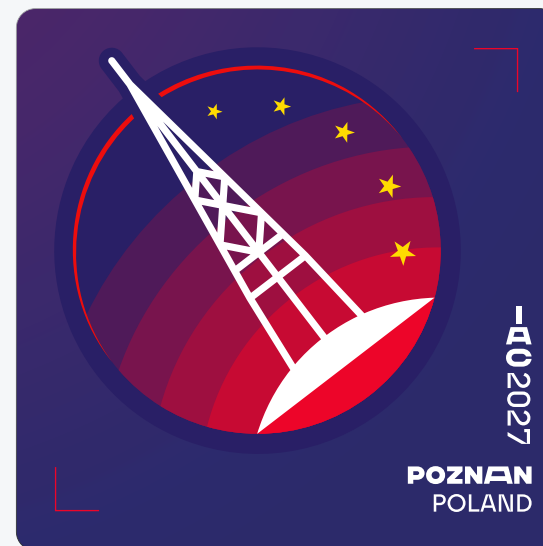


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03 / 05

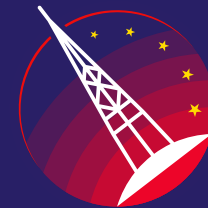
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We are here to help.

hello@alicjamurphy.com



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