

**Institut Europeu de la Mediterrània**

Instituto Europeo del Mediterráneo

Institut Européen de la Méditerranée

European Institute of the Mediterranean

المعهد الأوروبي للبحر الأبيض المتوسط

# IEMed.

Visual Identification Manual

## Introduction

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This manual covers the corporate image elements which identify the institution and publicises the visual image of the **IEMed.**, its different forms of application, its different versions and its adaptability to the most diverse supports and applications.

Although the results of a corporate identity programme only become clear in the medium term, it is very important that it is applied coherently.

This is why the manual of graphic standards for visual identification has a central role in the application of corporate identity, given that it is the guide which all those involved in the process of undertaking any design related to the image of the institution must follow.

## Presentation of the logo

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The logo is formed by two typographic families that make up the logotype: Berthold Akzidenz Grotesk and Linotype Didot. Visually, this enhances the idea of combining modernity and future, dialogue between present and past, attributes that define the European Institute of the Mediterranean (IEMed.).

# IEMed.

Printing inks  
Quadrichromy  
Website

Pantone Process Cyan  
100c 0m 0y 0k  
0099FF

Pantone 293  
100c 56m 0y 0k  
3333CC

## Layout and space reserved

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Minimum space necessary to protect the logo.

With the objective of conserving the integrity and visual impact of the logotype, it is preferable, whenever possible, to increase this area to the maximum.



**Minimum size of the logo**

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In order to achieve an optimum reproduction, the logo cannot be used at a size below 15 mm.

Important: to ensure the legibility of this size, the logo has been lightly enhanced.



**Logo with the name of the Institute in one language and in colour**

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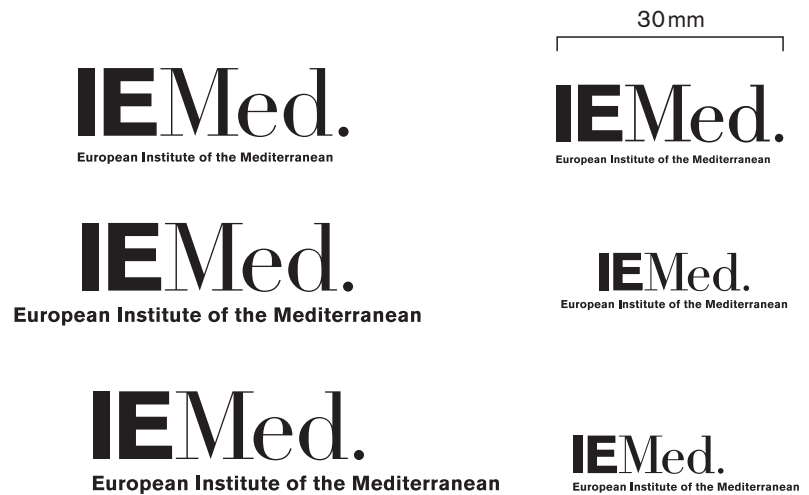
There are three ways or versions to incorporate the name of the Institute with the logo: justified, centred and left-justified.



## Logo with the name of the Institute in one language and in one ink

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There are three ways or versions to incorporate the name of the Institute with the logo: justified, centred and left-justified.



## Logo with the name of the Institute in one language and in negative

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There are three ways or versions to incorporate the name of the Institute with the logo: justified, centred and left-justified.



For more detailed information, contact the IEMed Department  
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