

IAS 2021

Conference Branding

Evening session
of HIV response



7.1 Berlin Conference Logo versions

The conference logo includes a figurative mark and as wordmark the IAS logo and additional information.

Logo versions

There are two main logos and two special versions. When to use which logo depends on the purpose and how much information is required.

main logos



special versions



7.2 Berlin Conference Logo clear spaces

To ensure that the logos are optimally accentuated, please make sure to maintain the clear space around the logo. No text or images should be inserted in this space.



7.3 Berlin Conference Logo Don'ts

The logo is the core of our brand identity. It is therefore important to protect it and to use it consistently in accordance with the guidelines. Please use only the prepared logo data. Please do not modify the logo file in any way.



Wrong color



Wrong ratio between logotype and icon



No design element



No shadow



No rearrangement



Compressed logo



No change of the figurative mark

7.4 Berlin Conference Colors

Each conference has its own color range chosen from the additional colors. There must not be added other colors which are not part of the additional color pool.

Please make sure to provide enough white space to let the conference colors shine. The IAS Vibrant Red may only be used as button color and of course as color of the ribbon.

Light Blue

#8ccdcd

RGB 140 / 205 / 205

CMYK 0 / 0 / 0 / 100

Green

#c8f04b

RGB 200 / 240 / 75

CMYK 0 / 0 / 0 / 100

Dark Blue

#462d82

RGB 70 / 45 / 130

CMYK 0 / 0 / 0 / 100

Greenish Grey

#b4bea5

RGB 180 / 190 / 165

CMYK 35 / 15 / 35 / 5

White Space

#ffffff

RGB 0 / 0 / 0

CMYK 0 / 0 / 0 / 0

Text Black

#000000

RGB 0 / 0 / 0

CMYK 0 / 0 / 0 / 100

IAS Vibrant Red

#e0001b

RGB 224 / 0 / 27

CMYK 0 / 100 / 100 / 0