



ibercivis

people doing science

Visual Identity





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Tipographies

Mazzard H

Mazzard is a grotesque, geometric, dry-stick typeface with three height variants (H, M and L) and 18 weights for each.

Of all the variants, the one chosen for the Foundation's identity is Mazzard H which has a higher X height than its other variants.

The use of this font for Ibercivis will be mainly for the logo and for text titles. In the case of the logo, the chosen weight is Mazzard H SemiBold.

The quick brown fox jumps
over the lazy dog

Light

The quick brown fox jumps
over the lazy dog

Regular

**The quick brown fox jumps
over the lazy dog**

Bold

**The quick brown fox
jumps over the lazy dog**

Black

**UNIDAD DIDÁCTICA
VIGILANTES
DEL AIRE**

**CIENCIA CIUDADANA
PARA MONITORIZAR
LA CALIDAD DEL AIRE**



Información importante
para tus fresas



PROGRAMA DE VIGILANTES DEL AIRE

**REPARTO DE PLANTAS
A LOS COLEGIOS:**

Del 28 de febrero
al 6 de marzo

**RECOGIDA DE 2-3
HOJITAS DE LA PLANTA
+ FICHA TÉCNICA.**

Primera quincena de junio

Nunito

Nunito is a neo-grotesque sans serif typeface. It has seven weights and its endings are rounded. This characteristic conveys a sense of warmth and friendliness, dedicated to sending a positive message to readers.

It is a font designed for the **body text** and for the **claim of the logo**. Nunito Light is used in the logo to create a visual contrast between the name and the claim.

The quick brown fox jumps
over the lazy dog

Light

The quick brown fox
jumps over the lazy dog

Regular

The quick brown fox
jumps over the lazy dog

Bold

The quick brown fox
jumps over the lazy dog

Heavy

Mujeres en Ibercivis

En Ibercivis trabajamos en la realización y promoción de investigaciones de ciencia ciudadana.






Promovemos proyectos y actividades que estimulan la participación de la ciudadanía en ciencia y tecnología fomentando las vocaciones STEAM (Ciencia, Tecnología, Ingeniería y Matemáticas en conexión con las Artes y Humanidades) en el público en general y especialmente en el público femenino.

Nuestro compromiso tiene como objetivo favorecer el acercamiento y la participación de niñas y mujeres a nuestros proyectos.

Mujeres haciendo ciencia ciudadana

Día Internacional de la Mujer y la Niña en la Ciencia 11F

RECUERDA

- 
-  Las **hojitas** las cortaremos tocándolas **lo menos posible** y cogemos las **más antiguas**
 -  Las introduciremos en un **papel** en blanco que doblaremos
 -  Completar **la ficha técnica**
 -  Introdúcelo en el **sobre**, bien cerrado, **y grapa** el sobre a la **ficha técnica**

Misión

Ibercivis es una fundación privada sin ánimo de lucro que tiene como objetivos realizar, promover y visibilizar la ciencia ciudadana. Para la consecución de sus objetivos, y en colaboración con diversos agentes científicos y sociales, la Fundación Ibercivis:

Raleway

Raleway is a neo-Grotesque, sans-serif, 9-weight typeface designed especially for titles and web. It is a minimalist and legible font for short texts.

Ibercivis will use this font for the website, using the different weights it offers.

The quick brown fox
jumps over the lazy dog

Light

The quick brown fox
jumps over the lazy dog

Regular

**The quick brown fox
jumps over the lazy dog**

Bold

**The quick brown fox
jumps over the lazy dog**

Black

En Fundación Ibercivis PROMOVEMOS ciencia ciudadana

Trabaja en Ibercivis

📅 1 March, 2023 💬 No Comments

→ Conoce más

Newsletter

📅 13 February, 2023 💬 No Comments

→ Conoce más

Fútbol en e_volución

📅 23 January, 2023 💬 No Comments

→ Conoce más

Imagotype

General

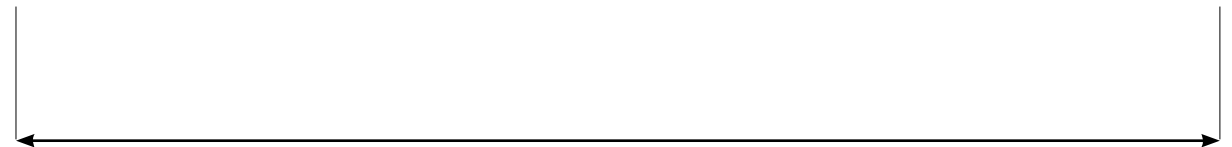
The Ibercivis logo consists of the name of the Foundation in the Mazzard H Semibold typeface together with a circular icon and a claim in Nunito Light.

From the isotype, curvilinear organic shapes emerge from the central left part of the semicircle, following the reading direction towards the lower area. Each of these shapes has the corporate colours and the rest of the circle is filled with the navy blue tone of the letters in a 5% shade.

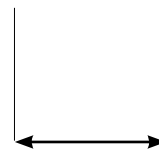
The main symbolism of this logo is to represent in a non-figurative and organic way the citizenship that, although each individual is different, joins with other individuals to collaborate and work as a team. As it is an abstract isotype, it can have other interpretations, such as the different citizen science projects that arise from the Foundation or the different branches of science that citizens can reach.



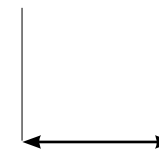
ibercivis
people doing science



160 mm



20 mm



20 mm



50 mm

Constructive

In order to build the structure of the logo, the size of the isotype has been taken into account and a grid has been created in which the other elements must fit.

This grid is made up of five and a half squares long and one square high in the logo without claim. To structure the logo with the slogan, a square and a half high has been used and the icon has been proportionally enlarged

In the logo without claim, the icon rests on the ground line of the typography, although it exceeds the size of the X height. In contrast, in the other alternative, it rests on half of a half-square and is enlarged to the left.



Without claim



With claim

Area of respect

To find the area of respect of the logo, the size of the icon should be used once for each side, both in height and length.

Start counting the space from the outermost distance of the logo.



Variants



Monochrome



Black



White



Colours

Palette and references



CMYK (100, 79, 44, 46)
RGB (0, 43, 74)
#002b4a



CMYK (67, 20, 15, 1)
RGB (0, 159, 199)
#009fc7



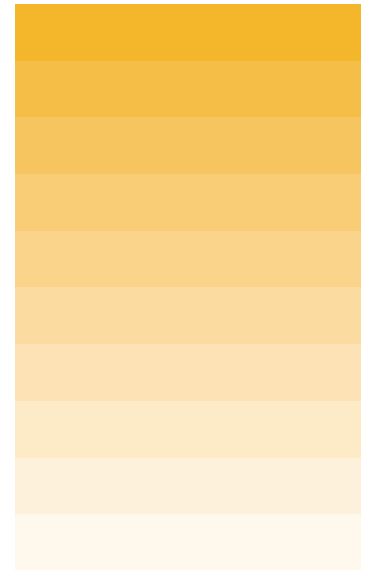
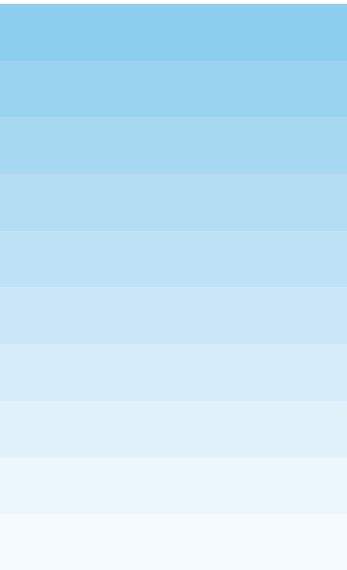
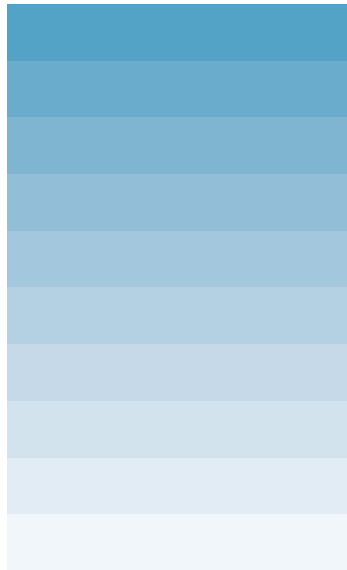
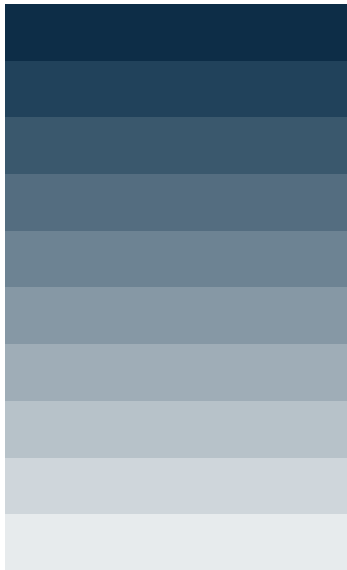
CMYK (48, 3, 3, 0)
RGB (109, 201, 240)
#6dc9f0



CMYK (5, 58, 87, 0)
RGB (255, 127, 0)
#ff7f00



CMYK (4, 31, 88, 0)
RGB (255, 191, 0)
#ffbf00



Colour meaning

The corporate colours of Ibercivis play mainly with **blue and orange tones**, creating a contrast of complementary tones.

Talking about the symbolism of each one, we could highlight that **navy blue is a timeless tone that symbolises loyalty and integrity**. In contrast, **light blue conveys tranquillity and serenity** and **basic blue represents stability**, as well as being a very versatile colour that can be paired well with any colour.

In the complements we have **orange, which radiates health and energy**, as it is a very vibrant and active contrasting colour. And, in the same vein, we have **yellow which comforts the viewer and conveys originality and cheerfulness**. Like orange, it is a colour easily detectable by the human eye.

Within Ibercivis, these tones will be used to **give identity to 5 categories** that will serve as identifiers for social networks or documents. These categories are marked below and are based on: Institutional, events, European projects, scientific research and national projects.



INSTITUTIONAL



EVENTS



EUROPEAN PROJECTS



SCIENTIFIC RESEARCH



NATIONAL PROJECTS

Mock ups

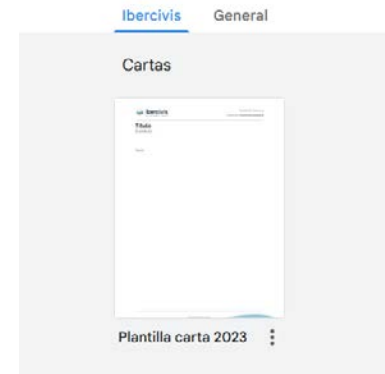




Templates

Templates

For the creation of text documents and Google presentations, templates have been created with fonts and graphics related to the graphic style of the Foundation.



CONCEPTO	IMPORTE
Texto	



Website

Website

For the website, the **dark blue colour** of the corporate identity palette will be used alternating with **white** in the backgrounds and texts.

The typography to be used will be **Raleway** for both titles and running text due to its good legibility and adaptation to the screen.

The menu structure is made up of five groups: Home, Projects, Blog, Ibercivis and Publications.

- **Home:** From here you are redirected to some sections such as the catalogue of services or projects, but also includes frequently asked questions, information about the Foundation, news and contact.
- **Projects:** From here you can navigate to national and European projects.
- **Blog:** Two sections will be displayed from this

tab: day by day - as a news tab - and articles - our reflections, project impacts, results, articles from the 3rd millennium....

- **Ibercivis:** In this section, five tabs are displayed:
 - **Team:** Here the team that makes up Ibercivis is presented.
 - **Services:** This is the catalogue of the Foundation's services.
 - **History and Patrons:** This is where you can find out about the history of Ibercivis from its beginnings to the present day.
 - **Resources:** This is where the logos, the identity manual and some important documents for the press are stored.
 - **Work with us:** This tab is where job offers are published.
- **Publications:** All scientific articles published by Ibercivis are stored here.

Proyectos

Blog ▼

Ibercivis ▼

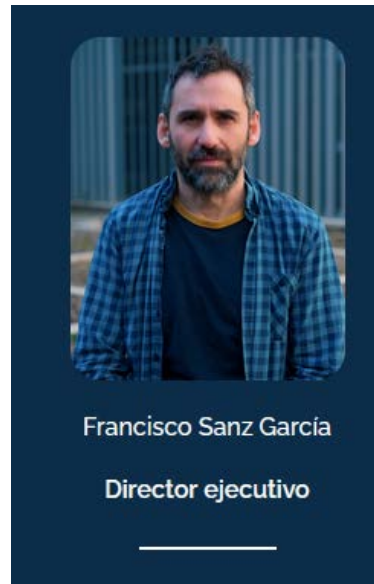
Publicaciones



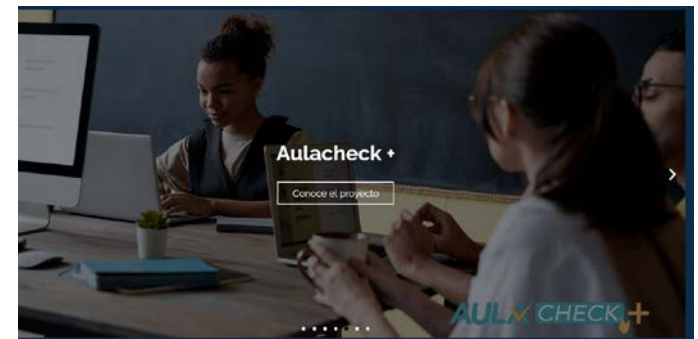
Image standards

The images used have certain rules according to the use we apply to them:

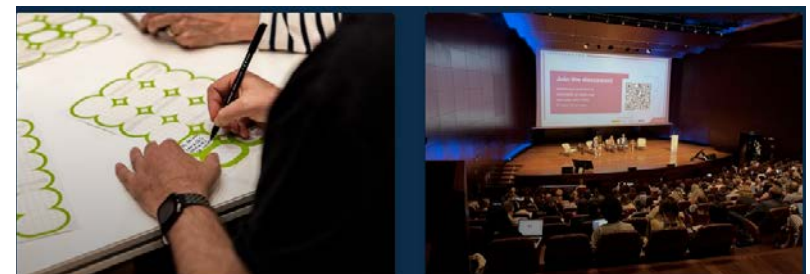
- **Portrait:** The format conforms to a ratio of 4:5.
- **Carousels and landscape images:** The ratio is 16:9, with the project logo in a smaller size in the lower right corner. Stock images can be chosen as long as they make sense for the purpose of the project and leave the logo visible at the bottom.
- **Images for entries:** The ratio should preferably be 16:9. It is also necessary to use images whose focus is in the centre so that no information is lost. Stock images can be used if we do not have our own, and screenshots or images with only text should be avoided.



Example of 4:5 images



Example of 16:9 images



Example of images for entries

Tags and categories

Categories and tags have been updated in order to have more control over the content and where it is redirected to. It is essential that each new entry is categorised and tagged correctly to avoid problems.

Tags:

- Necessary tags will be used for the entries. There are some tags that describe the content, but if necessary, new ones can be created, taking care not to repeat the same words.

<input type="checkbox"/>	Dia a dia	—
<input type="checkbox"/>	ECHO	—
<input type="checkbox"/>	Ecs	—
<input type="checkbox"/>	Europeos	—

Some tags

Categories:

- **Current events:** This is where all entries are stored that relate to the day-to-day work of the Foundation, such as events. This category may be accompanied by others.
- **Ibercivis articles:** All Ibercivis entries that include project results, impacts, reflections and articles from the Third Millennium are collected here.
- **Get to know the project:** This category is exclusively for entries describing each project.
- **Employment:** This category is for job offers.
- **Interviews:** This is where all interviews of the Ibercivis team are stored, as well as interviews of external collaborators.
- **Projects:** This category can be accompanied by others and is for any content related to Ibercivis projects.
- **Scientific publications:** This category is exclusively for scientific publications published by Ibercivis.

<input type="checkbox"/>	Actualidad
<input type="checkbox"/>	Artículos ibercivis
<input type="checkbox"/>	Conoce el proyecto
<input type="checkbox"/>	Empleo
<input type="checkbox"/>	Entrevistas
<input type="checkbox"/>	Proyectos
<input type="checkbox"/>	Publicaciones científicas

Categories

Mock up

