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|  | ***I****nternational*  ***V****irtual*  ***O****bservatory*  ***A****lliance* |

**IVOA - CD**

**Version 0.02**

***Corporate Design Manual 2018 June 26***

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**Abstract**

The purpose of this document is to improve the visual recognition value of media created for the IVOA. The idea of the corporate design manual is to list a set of rules on how to create print, web, and presentation content for the IVOA. This contains guidelines on colors, designs, layouts, fonts, etc. The mentioned rules are meant to be brief guidelines and not hard requirements.

**Status of This Document**

This is a Corporate-Design-Manual. The first release of this document was 2018 05 28.

This version is still a working draft, mainly filling in a couple details since its creation, and fixing the Table of Contents.

Text in red means the authors are unsure of the proposed idea, and would like feedback. However, feedback on any part of this document are welcome and expected. Comments, questions, or concerns may be brought up to the Media Group via the Media Group mailing list, media@ivoa.net.

*This is an IVOA Note expressing suggestions from and opinions of the authors. It is intended to share best practices, possible approaches, or other perspectives on interoperability with the Virtual Observatory. It should not be referenced or otherwise interpreted as a standard specification.*

*A list of* [current IVOA Recommendations and other technical documents](http://www.ivoa.net/Documents/) *can be found at http://www.ivoa.net/Documents/.*

**Acknowledgements**

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# Introduction

The visual recognition of media created by IVOA should be increased by defining a common set of rules and guidelines. In the following those guidelines are listed and explained. In addition, examples are provided.

# General Remarks

To ensure a common visual experience across different types of media, a set of common rules for all different types of media is defined as follows:

## Fonts

For license reasons the font “Tex Gyre Heros” should be used and embedded as no license fee has to be paid for this. Bold, italic and bold-italics are allowed font faces. This font is very similar to Helvetica

“Tex Gyre Termes” is the corresponding free font. Bold, italic and bold-italics are allowed font faces. This font is very similar to Times

The font files can be downloaded from <http://www.gust.org.pl/projects/e-foundry/tex-gyre/whole>.

## Colors

The base color schema for IVOA media is:

White (#FFFFFF) for the background and black (#000000) for the text.

Other colors to be used are:

HEX: #CACED0 #63686B #E1EDF2 #314B66 #444247 #E15F14

RGB: 202,206,208 #99,104,107 #225,237,242 49,75,102 68,66,71 225,95,20

CMYK: 24%,17%,16%,0% 7%,2%,0%,58% 7%,2%,0%,5% 51%,26%,0%,60% 4%,7%,0%,72% 0%,57%,91%,11%

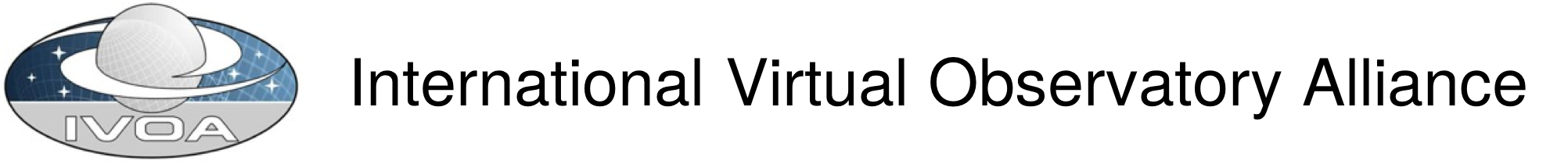
## Logo

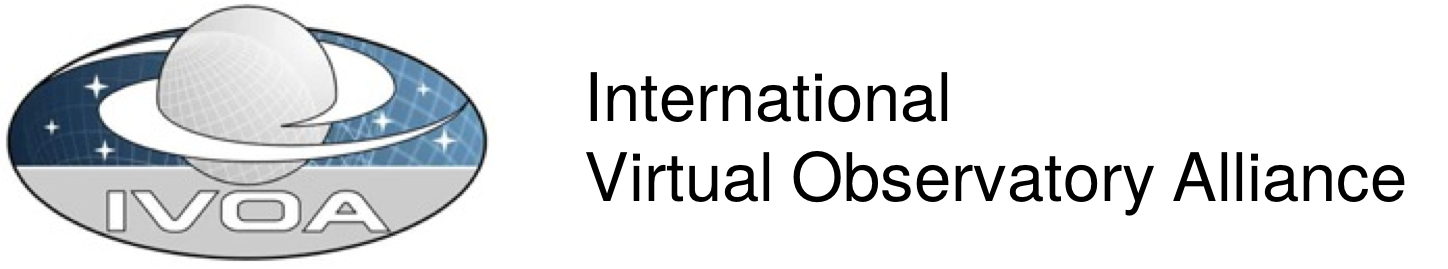
The following IVOA logo formats may be used in media:

* logo with no text
* logo with unabbreviated text to the right
* logo with unabbreviated text below

The IVOA logo should be placed 1/3 of the height away from edges, shapes, or text.

“International Virtual Observatory Alliance” may be placed to the right of the IVOA logo, following the 1/3 distance ruling above. “International Virtual Observatory Alliance” may be placed on 1, 2, or 3 lines like the following:







“International Virtual Observatory Alliance” may be placed below the logo.

If the logo is on a dark background, use the white-outlined logo. If the logo is on a light background, use the black-outlined logo.

The logo (and logo text associated with it) may only be rotated at angles 0, 90 and 270 degrees. The logo should only be rotated at 90 or 270 degrees if other images and text near it are rotated at 90 or 270 degrees, e.g., for a side banner.

## Text and Image positions

Text and images may not be rotated at angles other than 0-degrees. An exception for this is if you are making a figure out of multiple images; if one needs to rotate some images to produce a figure that looks like it’s at 0-degrees, then this is allowed.

# Print Media

This section describes the design rules for print media, given the General Remarks in Section 2.

## A4 Handout

### Double-sided Layout

A double-sided A4 handout contains a simple front with little text, and a backside on which more detailed text and images may be placed.

The A4 paper size is 210 mm by 297mm (8.26 in by 11.69 in). Text and images must be at least 6.35mm (0.25 in) apart, with the exception of captions which must be 3.17mm (0.125 in) away from the image.

#### A4 Handout Backside

##### Header

The backside header contains a textual title with a solid color or image background. The header height must take up 38.1 mm (1.5 in) starting from the top of the page. Having a title on the backside is optional. If provided, the title font size must be 40pt, left-aligned, and 6.35mm (0.25 in) away from the left page-edge. The title must follow standard capitalization rules for English sentences; only the first word, proper nouns, and acronyms may be capitalized. For example, here is a table explaining capitalization rules for the title:

|  |  |
| --- | --- |
| **OK** | **Not OK** |
| Setting up a TAP service | Setting up a TAP Service |
| New features of Aladin Lite | New Features of Aladin Lite |

A dark image may be used as the background for the header. If an image is used, a transparent rectangle of black

##### Body

The body may contain text and images. The body page margins must be 6.35mm (0.25 in.). The background color for the body must be white.

The allowed columns are

* single-column, full width
* two-column, same width
* two-column, one 3/4 the body, the other 1/4 of the body on the right

Text may wrap images (and their captions) on the left or right side, so long as there is at least 1/4 page-width of text. Text should not wrap completely around an image, meaning the text should not break at the left side of the image and continue on the right side of the image.

If multiple columns are used, the columns must start at the same vertical position.

Middle sections should be centered in the vertical space between sections above and below.

The last of the text or images in the body should be at least 6.35mm (0.25 in) above the footer.

##### Footer

There must be a pointer to ivoa.net on the footer.

### Images

Images must have a high enough resolution to be easily read on A4 paper.

Text may wrap images (and their captions) on the left or right side, so long as there is at least 1/4 page-width of text. Text should not wrap completely around an image, meaning the text should not break at the left side of the image and continue on the right side of the image.

## Poster

\*\*WORKING\*\* This section not yet ready for review.

### Logo Bar

The bar of the poster must contain the IVOA logo, the unabbreviated name “International Virtual Observatory Alliance” centered, and may optionally contain the logo of the organization presenting the poster. “International Virtual Observatory Alliance” will take up half of the width of the page, centered. The first quarter of the width will contain the IVOA logo. The last quarter of the page with may contain the organization’s logo. The IVOA and organization logos must be of similar size. The bottom of this top logo bar must be 1/3 of the height of the IVOA logo away from the IVOA logo, taking up \_\_\_\_ of the poster height

### Title Bar

The poster title falls below the logos. The poster title must use the font \_\_\_\_, and must be at least of size \_\_\_\_. The title area must take up \_\_\_\_ of the poster height. The title should be left-aligned. Authors list must be at least size \_\_\_\_ (if possible), and use one of the allowed fonts.

### Body

The poster body must take up \_\_\_\_\_ of the poster height. The font must be one of the allowed fonts in Section 2.1, and cannot be smaller than \_\_\_\_.

## Business Card

## Half-A4 Flyers

These are “bite-size” IVOA handouts on a particular area of interest in the IVOA. The front must have a simple, catchy blurb, and a bottom banner containing the IVOA logo and “International Virtual Observatory Alliance.” The inside contains short textual and visual descriptions (a plot or image, e.g.).

The inside also has a QR code on the right side that links to the IVOA website.

### Fonts

The font for the flyer must be Tex Gyro Heros.

On the front side: The font for the IVOA bottom banner must be 32pt size, white, and aligned center. The image credit text must be size 8pt. The short blurb font must be white, size 28pt, with a 70% transparent black background. It should be all lower-case except for proper nouns and acronyms. The short blurb text may span 1-3 lines, and must be right-aligned.

On the backside: The body text must be 11pt size with a dark color (preferably black) on a white background. If there are any images with captions, the caption size must be 10pt. Header text may be any of the colors defined in Section 2.2 (excluding light blue # E1EDF2).

### Images

On the front side: There must be a vivid, high-resolution image on the front the covers the entirety of the handout. The background color for the bottom banner must be #314B66 (dark blue) or another dark color listed in Section 2.2.

On the backside: A QR code pointing to the IVOA (or a landing page of the organization’s choice) may be on the right side of the document. Make sure the QR code is readable.

# Appendix A: “Appendix Title”

Insert appendix here

# References

[1] R. Hanisch, *Resource Metadata for the Virtual Observatory* , <http://www.ivoa.net/Documents/latest/RM.html>

[2] R. Hanisch, M. Dolensky, M. Leoni, *Document Standards Management: Guidelines and Procedure* , <http://www.ivoa.net/Documents/latest/DocStdProc.html>