



January 2001



## **CORPORATE IDENTITY MANUAL**

The International Association for the Exchange of Students for Technical Experience.

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The  
International  
Association  
for the  
Exchange of  
Students for  
Technical  
Experience.



- This is registered logo of IAESTE.
- It can not be changed or altered.
- It can be used with a ® or ™.

**Corporate**

**Identity**

**Manual**

**REGISTERED LOGOTYPE**



# Geometric tracing of logo

■ Circles and lines

■ Leafs

■ Book

### Circles

Reduction proportions are based on the most external circle.

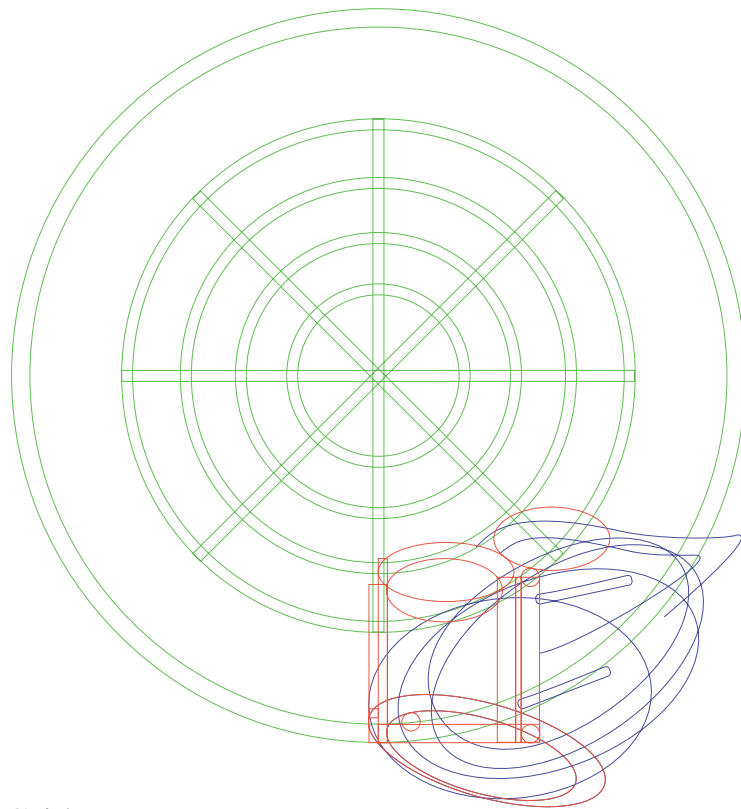
- 1= 100%
- 2= 95%
- 3= 70%
- 4= 67%
- 5= 54%
- 6= 51%
- 7= 39%
- 8= 36%
- 9= 25%
- 10= 22%

### Lines

- The lines have the same width as internal circles
- Angles:

90°, 45°, 180° and 315°

**Book** and **leafs** width must be the same as internal circle.



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## Grid



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## GEOMETRIC TRACING AND GRID OF LOGO



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BLUE  
C 100% M 60% Y 0% K 20%



GRAY  
K 80%



BLACK  
K 100%

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**ALLOWED COLORS**



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BLUE  
C 100% M 50% Y 5% K 20%



GRAY  
K 70%



BLACK  
K 100%

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**ALLOWED COLORS (NEGATIVE)**



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**BLUE**  
C 5% M 3% Y 0% K 1%



**BLUE**  
C 5% M 3% Y 0% K 1%



**GRAY**  
K 8%



**GRAY**  
K 8%

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**LOGO IN WATERMARK**



Color of the logo is changed



Color of the type is changed



Height proportion is changed



Width proportion is changed



Logo is not presented straight



Logo is presented outlined only

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### MUST FREQUENT INCORRECT USES OF LOGO



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Type is not presented in the correct place



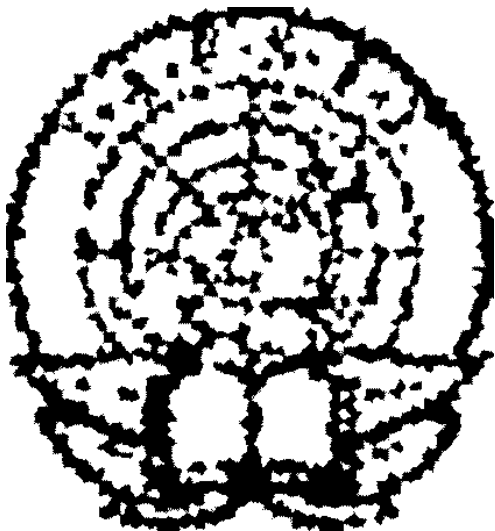
Type is changed



Logo is incomplete



Color tone is incorrect



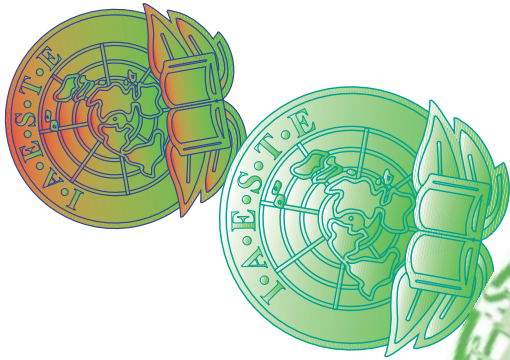
Logo include texture

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Logo include more than the official color

## MUST FREQUENT INCORRECT USES OF LOGO

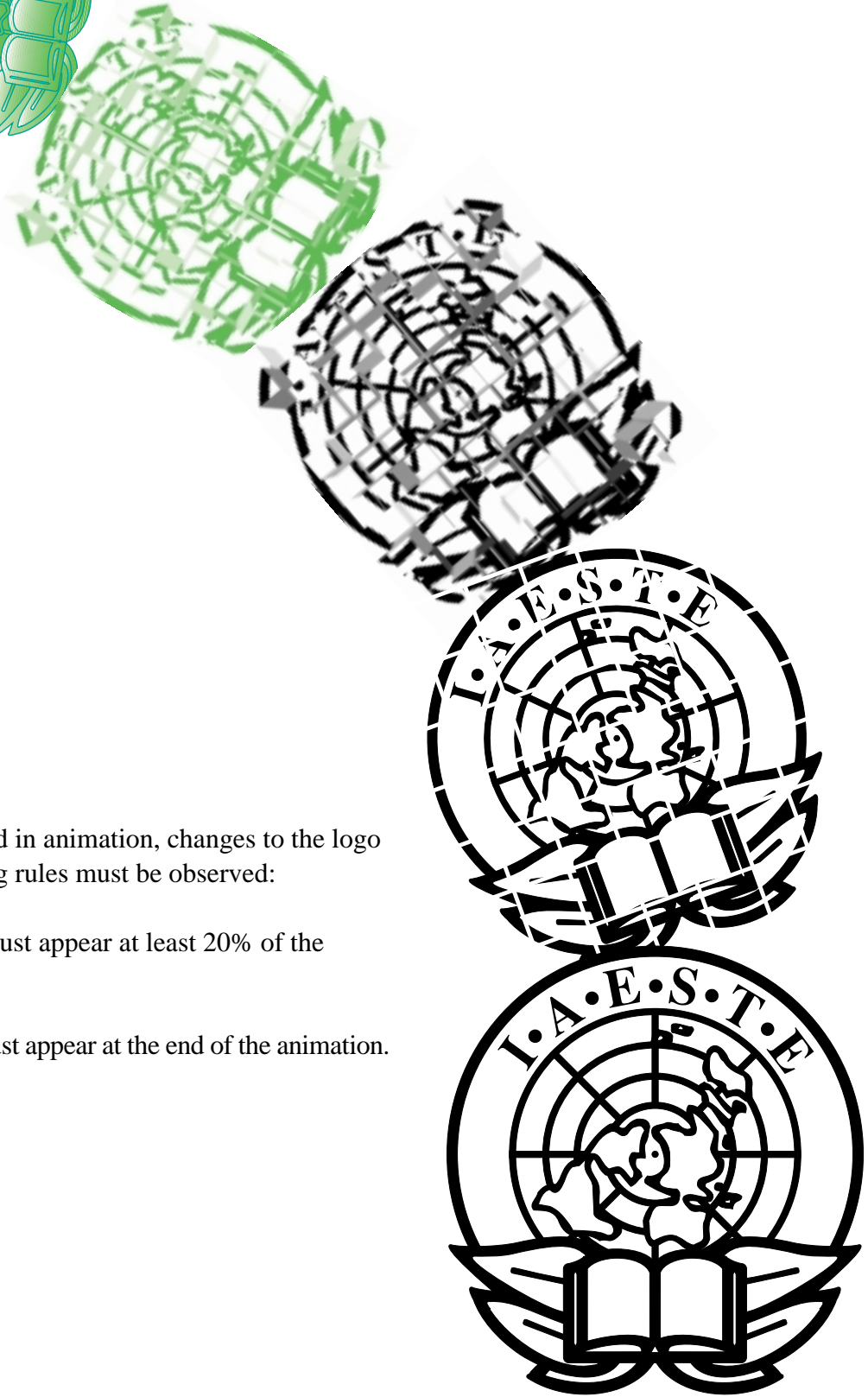


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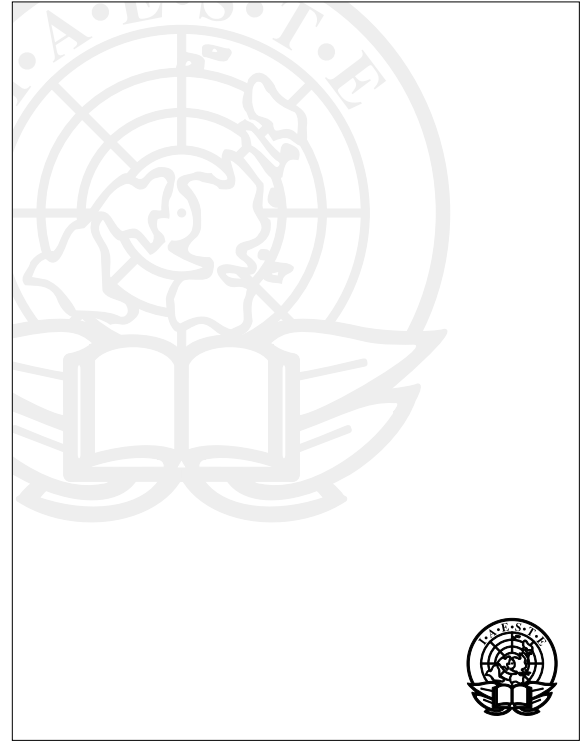
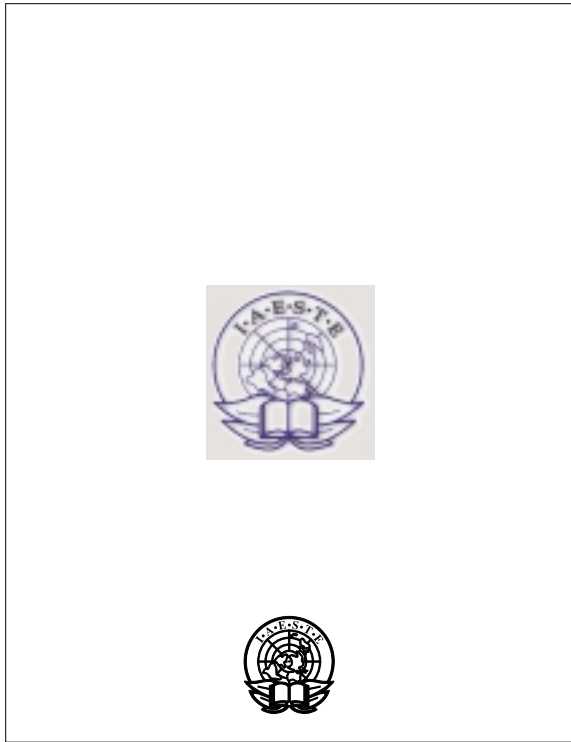
The IAESTE logo when is used in animation, changes to the logo are permitted, but the following rules must be observed:

- The registered logo must appear at least 20% of the animation of the logo.
- The registered logo must appear at the end of the animation.

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**LOGO ANIMATION**



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When used in a printed or an electronic page, an incorrect version can be used only if the registered logo appears within the same page.



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This is the image most commonly mistaken with the registered IAESTE logo. It can be used only if:

- It is expressly mention that it is not the registered logotype.
- The registered logo appears in the same document or presentation.

## **ALLOWED MODIFICATIONS TO THE LOGO**