

Charter for use of the new IPC logo



Institut Pasteur
du Cambodge

P A S T E U R N E T W O R K

January 2024

Table of contents

Regulations.....	01
Logotype.....	03
Colorimetry.....	04
Usage.....	05

Regulations

Preamble

All Institut Pasteur du Cambodge (IPC) communication supports are to be systematically and progressively replaced as of **January 1, 2024**.

Its evolution will make it possible to integrate essential information by proudly indicating the Institute's membership of **the Pasteur Network**.

Use and Rights

Anyone working at the IPC may use the logo in accordance with the present charter for promotional, information and visibility purposes. Use of the IPC logo must be linked to an information or communication campaign in favor of the Institute. It may also be used by **the IPC's partners** (institutions, companies, associations, etc.), after a **request for authorization** has been sent to the Communication Service, and by the Institute's services and research units.

Anyone using the logo must do so **in compliance with the logo use charter**, which is made available to everyone.

All documents bearing the logo should be forwarded to the Communication Service.

Usable version

Priority should be given to the color version.

In exceptional cases, the logo may be used in **black and white** and **in white** only:

- When technical constraints require it: black and white photocopy.
- When the reproduction process does not allow good color registration.
- When the background tint reduces legibility.

Regulations

Prohibitions

The logo **may not be modified** (proportions, colors, constituent elements) and may not be subject to any transformation, animation or other process, **except by the IPC Communication Service**. The logo **must be used in its entirety**, without ever being dissociated from its Baseline. As the Institute's visual identifier, the logo **must be used correctly**.

If in doubt, please contact the IPC Communication Service for advice.

Institut Pasteur du Cambodge reserves the right **to modify the conditions of use** of its logo at **any time and without notice**.

Supports

- **Stationery for external use:** letterhead, envelopes, business cards, invitation cards, invoices, quotations, etc...
- **Stationery for internal use.**
- **Communication media:** website, e-mail signatures, posters, flyers, presentations, press releases, outdoor signage, kakemonos, etc.
- The **IPC logo alone** (without the "Pasteur Network" mention) may be used for derivative products such as goodies (caps, pens, T-shirts, etc.).

It can be used on all paper and digital media.

Logotype



P A S T E U R N E T W O R K



P A S T E U R N E T W O R K




Rules to follow

- The logo must always be used in **its entirety (symbol + name)**.
- The logo must always be used with **the original colors**.
- The logo must always be used in **grayscale for black and white prints**.




Colorimetry



Color codes

-  BLUE #005e9d // c:100 m:50 y:0 k:20
-  GOLD #f6ac1b // c:2 m:36 y:100 k:0
-  BLACK #231f20 // c:0 m:0 y:0 k:100

Grayscale from darkest to lightest

-    #aeaeae // #565656 // #202020

Usage

On color background



- 1 & 2. When using the logo on a **dark background**, it is imperative that the logo be inserted in a **white rectangular** to preserve its integrity and legibility. **The white logo** can also be used **on a dark background**.
- 3. When the logo is used on a **very light background**, it may be used **without a cartouche**, provided that its legibility is preserved.

On a picture

The rules for using the IPC logo on a picture are **the same as on a colored** as long as its legibility remains **perfectly intact**.

**Communication Service
Institut Pasteur du Cambodge**

www.pasteur-kh.org
acprigent@pasteur-kh.org



P A S T E U R N E T W O R K