INCF Logo Kit

How to use the INCF graphical profile

Version 1.0, June 17, 2010
**INCF Logo kit: Contents and Instructions**

This logo kit is intended to be a help for anyone who is producing print or digital material presenting an INCF National Node, an INCF Program or the INCF as an organization. If you have any question about using the INCF logo or the INCF graphical profile, please contact us at [styleguide@incf.org](mailto:styleguide@incf.org) – we will be happy to help you!

**The official INCF organization logos**

![INCF logo](image)

**short “incf” logo; dark gray (primary) and white (secondary) text versions**
Available in the following formats
-- gif (low resolution)
-- jpg (low resolution)
-- png (low resolution)
For high resolution and vectorized formats, please contact the INCF Secretariat ([styleguide@incf.org](mailto:styleguide@incf.org)).

![INCF logo](image)

**long “incf: International Neuroinformatics Coordinating Facility” logo; dark gray (primary) and white (secondary) text versions**
Available in the following formats
-- gif (low resolution)
-- jpg (low resolution)
-- png (low resolution)
For high resolution and vectorized formats, please contact the INCF Secretariat ([styleguide@incf.org](mailto:styleguide@incf.org)).
The official INCF National Nodes and Programs logos

INCF National Node logo “incf: National Node of [Country]”; dark gray
Available in the following formats
-- gif (low resolution)
-- jpg (low resolution)
-- png (low resolution)
For high resolution and vectorized formats, please contact the INCF Secretariat (styleguide@incf.org) or the National Node of the respective country (see contact details at incf.org/about/nodes).

INCF Program logo “incf: Program on []” (example shown for the INCF Program on Digital Atlasing); dark gray
Available in the following formats
-- gif (low resolution)
-- jpg (low resolution)
-- png (low resolution)
For high resolution and vectorized formats, please contact the INCF Secretariat (styleguide@incf.org).
**Logo use directions – official INCF organization logo**

Preferentially, the long logo version should be used. This is especially important in circumstances where it will not be clear from the context what the acronym “INCF” means. If possible, the logo should be printed in color. The logo placement guidelines (see below) should be followed, and be sure to also check what we consider to be “unapproved uses” of the logo (below). If you have any questions regarding logo use and placement, please contact the INCF Secretariat at styleguide@incf.org – we will be happy to assist you.

**Logo use directions – National Nodes and Programs logos**

The National Nodes and Programs logos should only be used when representing specific National Nodes or INCF Programs. If in doubt about which logo to use, please contact us at styleguide@incf.org for guidance.

**Use without prior permission**

The INCF logos may be used without prior permission by the INCF Secretariat, the INCF Governing Board, and the INCF National Nodes; on web pages, digital presentations or publications related to INCF activities.

The INCF logos may also be used without prior permission if they are part of a document template approved and distributed by the INCF.

**Use with prior permission**

We usually grant permission to use the INCF logos on slide presentations, scientific posters and related types of digital or printed material for the purpose of presenting INCF activities or programs. We do however kindly request that you contact the INCF Secretariat before using the INCF logo in this way (you may need to do so in any case, to request a high-resolution or vectorized logo file suitable for printing).

**Unapproved uses**

You may not redistribute, modify, adapt, change the colors of, or generate derivative works of the INCF logos. You may not rotate the logo, switch places of the logo elements, or add text or graphical elements to the logo so that they appear to be a part of the logo – except with the collaboration and approval of the INCF Secretariat. You may not reuse the logo, if it was originally distributed for another purpose, without prior permission from the INCF Secretariat (styleguide@incf.org).
**Logo placement guidelines**

Logos should preferentially be placed against a background of uniform color. The dark grey and cyan logo should be placed against a white background (preferentially) or a light background. The white and cyan logo is used on black (preferentially) or dark backgrounds only. Blue backgrounds should always be avoided, since the cyan dot over the “i” in “incf” will display poorly.

In digital and printed documents, the logo should be placed in the right bottom corner, with sufficient margins to the bottom edge, the right edge and the edge of the content above the logo: as according to the below figure. Similarly for the long version of the logo. For printed documents or other media, you can request a high-resolution or vectorized logo file from the INCF Secretariat, at styleguide@incf.org.

![INCF Logo](image)

**Fonts in INCF material**

INCF preferentially uses the font Myriad Pro in printed material and digital publications. The font Arial is used on web pages and in digital slide presentations, with replacement by Helvetica (1st choice) or sans-serif if Arial is not available.
INCF profile colors
INCF has three “primary” profile colors that are used in all profile material: a pure cyan, a medium dark grey and a soft black. The cyan and grey colors may also be tinted when not used in the logo, with any value of transparency.

INCF primary colors

Cyan (allowed to be tinted)
CMYK: 100, 0, 0, 0
RGB: 0, 153, 255
Hex: #0099ff
Pantone: Pantone Process Cyan

Black
CMYK: 0, 0, 0, 95
RGB: 51, 51, 51
Hex: #333333
Pantone: Pantone Black 7 C

Grey (allowed to be tinted)
CMYK: 60, 50, 50, 20
RGB: 102, 102, 102
Hex: #666666
Pantone: Pantone Cool Grey 11 C