

Corporate Identity Guideline

November 2022

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1

Essential Identity Elements

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1.1 Corporate Logo

The minimum unit of identification.

The corporate logo of Instituto Tecnológico de Galicia, ITG, is an imagotype made up of a logotype (the text "Instituto Tecnológico de Galicia") and a symbol. It is important to consider both elements together, **and the symbol may not be used separately from the logotype in any case.**



1.2 Protection Area

The minimum distance not to be invaded.

The space around the corporate logo must not be occupied by other objects.

The minimum distance which must not be invaded is equal to **eight times the width of the i-point**.





1.3 Minimum Size

Minimum height to be respected.

Establishing a minimum size for our logo helps us to ensure its legibility.

Considering that our corporate logo has text, its height should be 16mm or 60px or greater.

48mm / 181px



32mm / 121px



16mm / 60px





1.4

Logo Applications: Two-Tone Positive, Monochrome Positive and Negative.

There are three possible variations of the ITG corporate logo.

Whenever possible, the main version of the corporate logo will be applied on a white background.

A monochrome version or a negative version may be applied if applying the main version is not possible due to design requirements.

Main version, two-tone positive
Preferred application on
white backgrounds



Monochrome positive
Preferred application on low
contrast backgrounds



Monochrome negative
Preferred application on
dark backgrounds



2

Use on Photography Backgrounds and Misuses

2.1 - White Photography Backgrounds

Page 09

2.2 - Colour and Low-Contrast Photography Backgrounds

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2.3 - Misuses

Page 11

2.1 White Photography Backgrounds

If the main corporate logo is used, the background should be bright and clear to ensure optimum legibility and contrast.



2.1

Colour and Low-Contrast Photography Backgrounds

On dark and coloured backgrounds we will preferably use the logo in negative version.

In those backgrounds not dark enough to use the mark in negative, but without contrast enough to use the main version, we can resort to the monochrome version. This use is strongly recommended for gray or light blue backgrounds, since they are chromatically similar to ITG secondary colour in its main corporate version.



Aplicación de la marca en negativo

Aplicación de la marca en monocromo



2.3 Misuses

Ways in which the corporate logo should not be used.

Below we show graphic representations of the most common errors to be avoided.

Colour modifications, spacing and use of the logo on backgrounds where there is not enough contrast to guarantee its legibility are not allowed.

ITG corporate logo always works as a set of symbol and logotype, it is not allowed to use the symbol independently.



Alterations to corporate colours



Position or spacing modifications



Isolated symbol



Backgrounds with insufficient contrast

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Coexistence with other brands

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3.1

Coexistence with other brands

The relationship of the corporate logo with other organizations.

In cases where collaborations with other brands are established, our corporate logo is preferably placed to the left and separated from other elements by a distance equal to or greater than the established protection area.

When defining the proportions of width and height, the visual weight of both corporate logos will be equal. Elongated versionat logos can use the height of the ITG symbol except for the dot of the “i”, as a reference.



3.2

Coexistence with institutions of higher rank

As in the previous section, the same criteria should be applied, but adapted to the manuals of use established by these other brands or organizations.



3.3

Coexistence with sub-brands (spin-offs) and lower rank institutions

ITG uses sub-brands for the specific positioning of certain services or products. In corporate spaces, the presence of these sub-brands should be hierarchically smaller than the main brand.

Each sub-brand corporate logo has its own colour palette and we recommend using the monochrome version in positive or negative.



3.4

Spin-off distribution regulations

The distribution of spin-offs should be done by typology.

ITG's own sub-brands should be placed first, in the following order: Flythings, DroneSolutions and GalaxyLab. These are followed by our international partners BREEAM and WELL.



3.5

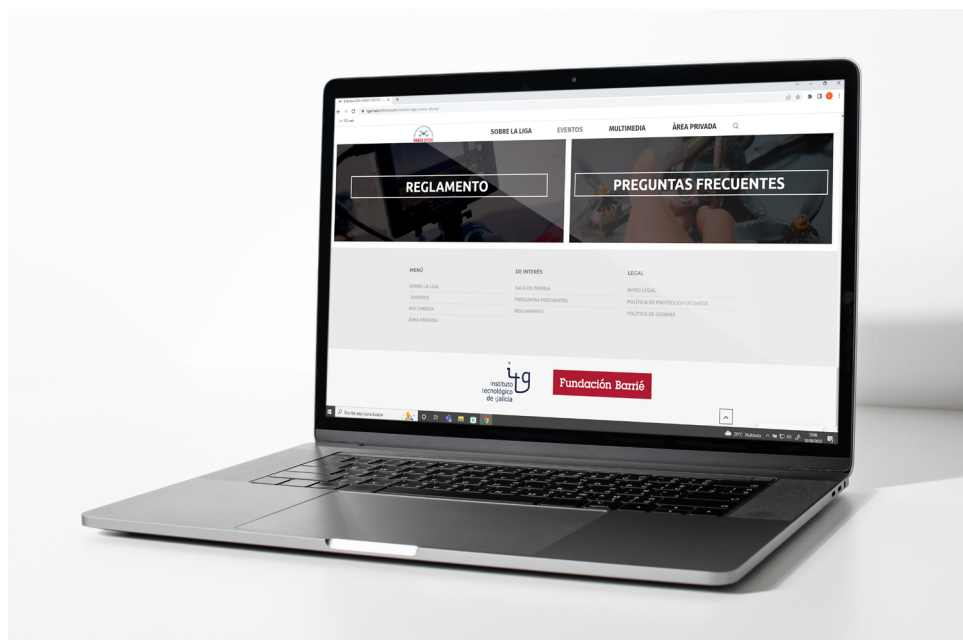
Proportionality between the main brand and spin-offs

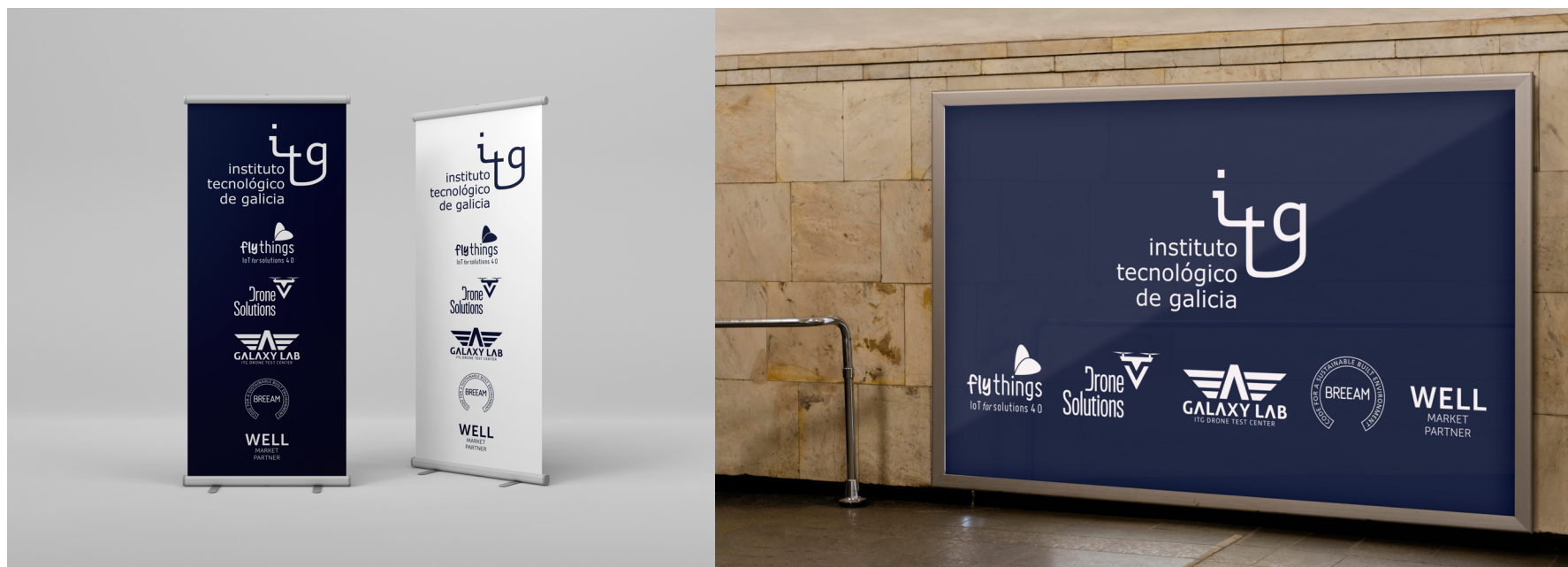
When the ITG brand logo is aligned with its sub-brands, these will maintain a proportion in which their height will be equal to the height of the text “Instituto Tecnológico de Galicia”.



3.6

Examples of application





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Corporate Typography

4.1 - The Tipography

Page 21

4.1

The Tipography

Roboto is the preferred typeface family for ITG communications.

This is an open source font from Google that can be downloaded easily and free of charge at the following link:

fonts.google.com/specimen/Roboto

Roboto	Thin
<i>Roboto</i>	Thin Italic
Roboto	Light
<i>Roboto</i>	Light Italic
Roboto	Regular
<i>Roboto</i>	Italic
Roboto	Medium
<i>Roboto</i>	Medium Italic
Roboto	Bold
<i>Roboto</i>	Bold Italic
Roboto	Black
<i>Roboto</i>	Black Italic

5

Corporate Colour

5.1 - Main colours

Page 23

5.2 - Permitted colour combinations

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5.3 - Corporate colour palette

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5.4 - Corporate colours in photography backgrounds

Page 26

5.1

Main colours

Instituto Tecnológico de Galicia corporate logo is composed of two colours.

Depending on the medium in which the brand will be used, the most appropriate colour palette should be used: PANTONE, RAL, CMYK for physical formats; and RGB or HEX for web formats.

Below we show the corporate colours of the brand in the PANTONE scale and their equivalents in the above mentioned palettes.

Pantone 2768 C
RAL 5013
CMYK 100 / 90 / 42 / 44
RGB 2 / 29 / 73
HEX #021D49

Pantone 2718 C
RAL 5012
CMYK 69 / 44 / 0 / 0
RGB 88 / 135 / 218
HEX #5887DA

5.2

Allowed colour combinations

When adding text to our corporate formats, besides using the recommended typography, it is necessary to respect certain chromatic criteria.

Mainly the corporate colours (dark blue and light blue) will be used together with white. The use of black is also contemplated when it is considered necessary to make the reading easier, or for internal administrative and technical uses.

Bold Highlight White text on dark blue background.	Bold Highlight White text on light blue background.
Light Blue Highlight Dark blue text on white background.	Dark Blue Highlight Light blue text on white background.
Bold Highlight Black text on white for administrative use.	Do Not Mix Styles If text is black, highlights must also be black.

Black indicates that the document has a neutral design, so adding colour is not recommended.

5.3

Corporate colour palette

Set or variety of colours commonly used in corporate communication.

For corporate use, it is contemplated that the main colours of the brand are used throughout its chromatic palette. These can be complemented with white depending on the design requirements.

When using photographic backgrounds associated with the brand, the use of blue and white ranges should be prioritized.

100%	100%
80%	80%
60%	60%
40%	40%
20%	20%

5.4 Corporate colours in photography backgrounds

When using photography backgrounds associated with the brand, the use of **blue** and **white** ranges should be prioritized.

Other colours associated with ITG values such as green (ecology, energy transition) are also appropriate.

Whenever possible, the use of chromatic ranges that are too pale or too strident should be avoided, as they are far removed from ITG corporate values.



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Digital Applications

6.1 - The Brand on Web and Social Media

Page 28

6.2 - Corporate Presentations

Pages from 29 to 34

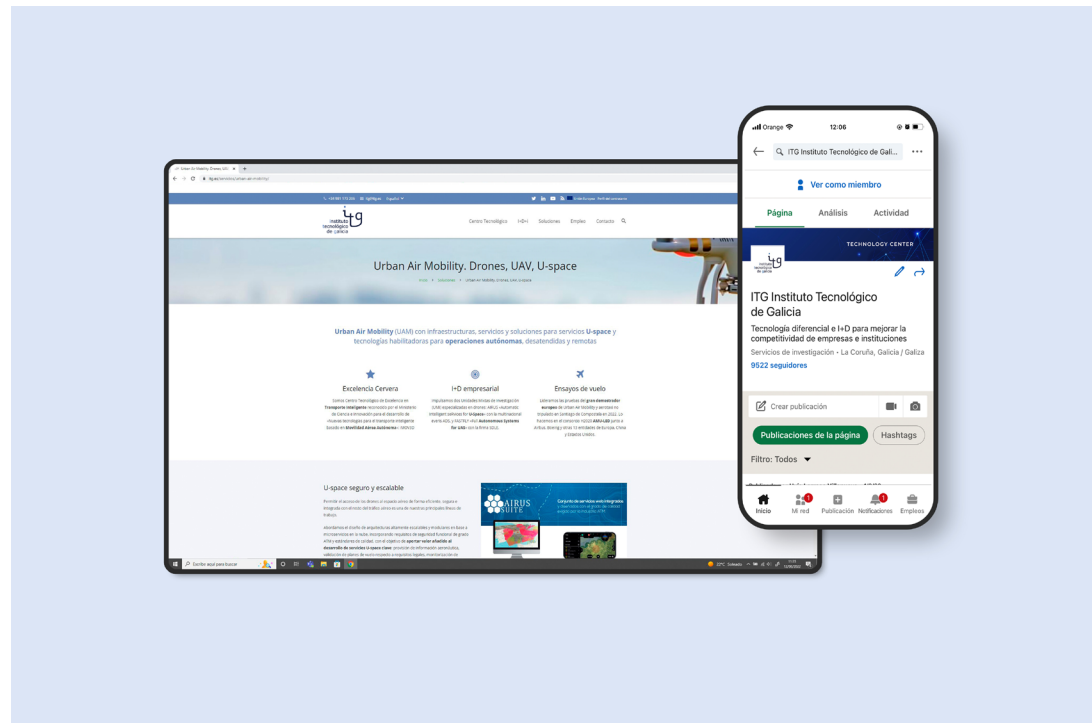
6.3 - Video Headers

Page 35

6.1

The Brand on Web and Social Media

The primary version of the brand on a white backdrop should be used preferably for web and social media.



6.2.1

Corporate Presentations

In order to highlight the ITG corporate logo and separate it from the rest of the content, we may use its negative version on backgrounds in a range of deep blue, both in plain colour and photographic finish.

Whenever possible, corporate Roboto typeface should be used.



6.2.2 Corporate Presentations

Title page.



6.2.3

Corporate Presentations

Presentation page.



GALICIA INSTITUTE OF TECHNOLOGY



National Technological Center

Founded in 1991 (A Coruña)

Our General Director has chaired the Spanish Federation of Technology Centers (FEDIT) since 2015.

Board of Trustees made up of:

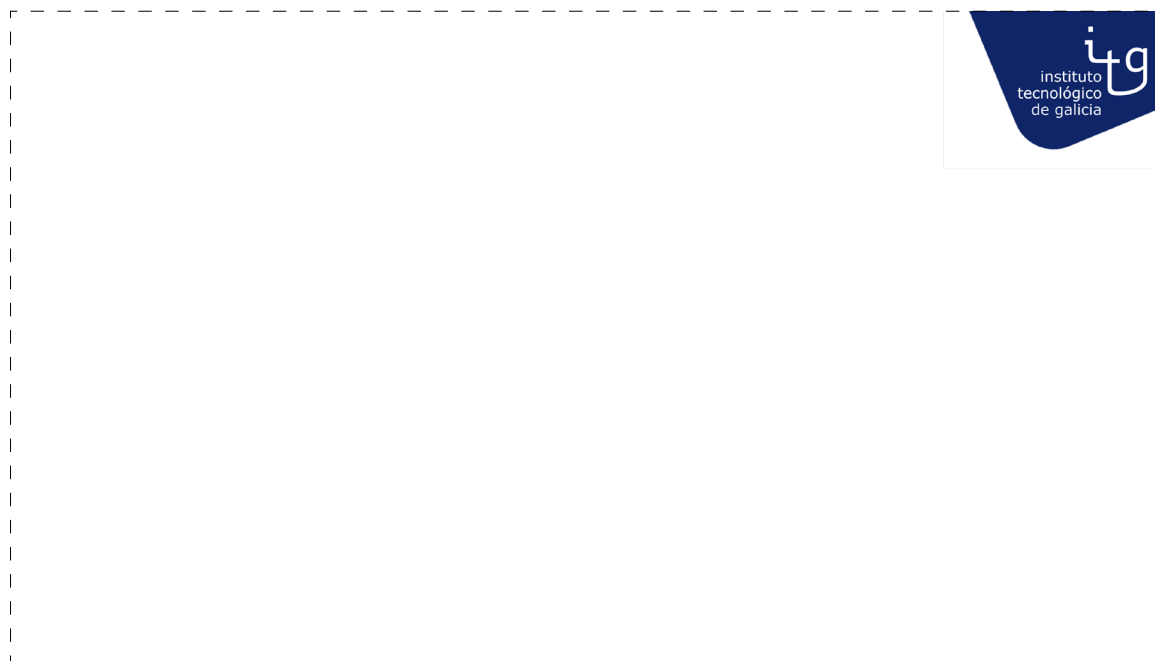
- 6 professional engineering and architecture colleges
- 3 Galician universities
- Galician business confederation
- Galician Government

30 years enhancing companies and professionals' competitiveness



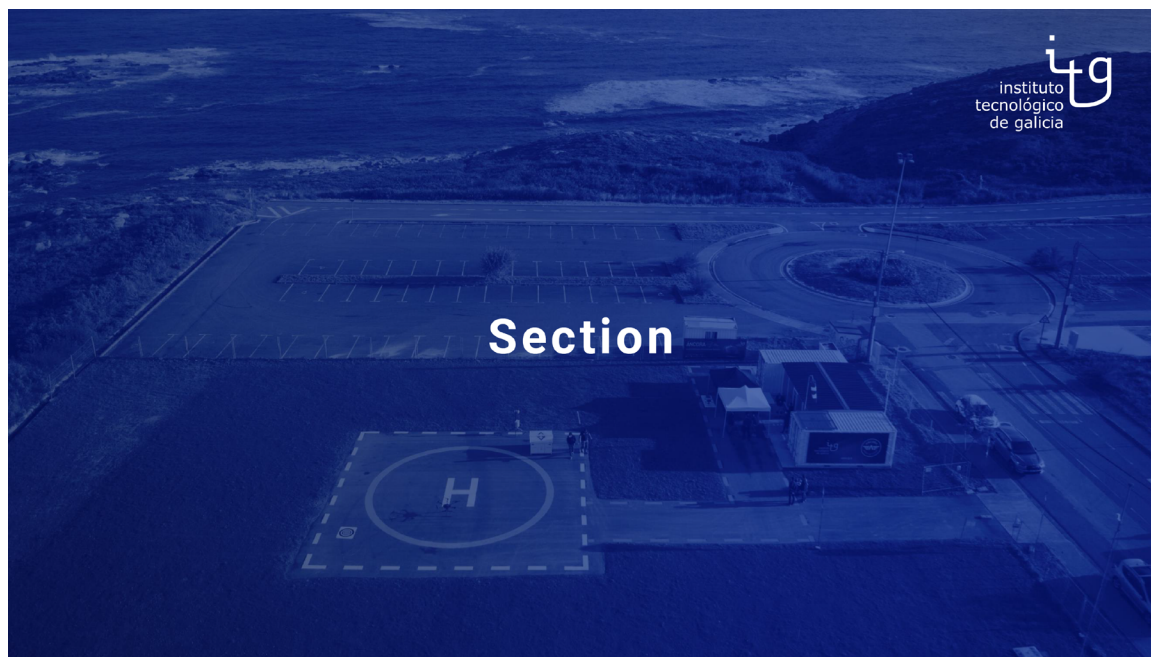
6.2.4 Corporate Presentations

Base page.



6.2.5 Corporate Presentations

Section page.



6.2.6 Corporate Presentations

Final page.

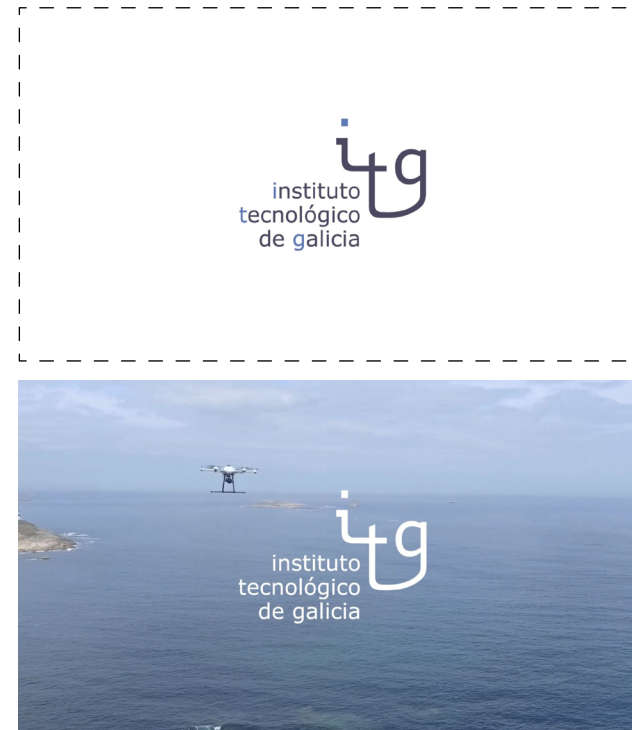


6.3

Video Headers

Whenever possible, ITG videos should start with the **main version of the brand logo on a white background**.

If the first image of the video is not light coloured, or we do not have the possibility of adding an intro, we can resort to other versions of the brand as the negative. There should always be an adequate level of contrast between the brand and the background.



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Physical Applications

7.1 - Large Versionat Applications

7.2 - Other Examples of Corporate Branding

Pages from 37 to 38

Pages from 39 to 41

7.1 Large Versionat Applications

On media such as stands, large posters, roll-ups, vinyls or banners, **the branding will be adapted according to the design prepared for each event.**

When using photographic backgrounds, all rules contained in this manual are applicable. In outdoor events where a greater visual impact is required, the preferred use of the brand will be in negative on a dark blue background.





7.2.1 Other Examples of Corporate Branding

Below, we show other cases of corporate brand application.



7.2.2

Other Examples of Corporate Branding

Exceptionally, in small pieces, the text “Instituto Tecnológico de Galicia” may be used isolated from the ITG symbol.

This exceptional use must be approved by ITG’s communication department and cannot be inverted. In other words, **under no circumstances may the symbol be used in isolation.**



8 Questions and Contact



If you have any questions about the application of the brand, please contact us directly at comunicacion@itg.es

The background of the entire image is a dark blue gradient. Overlaid on this is a complex network of thin, light blue lines connecting numerous small, glowing white dots. These dots and lines are scattered across the frame, with a higher density of connections in the lower right quadrant, creating a sense of digital connectivity and data flow.

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