INTERNATIONAL YEAR OF LIGHT 2015
“In the competitive world of look-alike products, a distinctive company identity is one, if not the, principal means of distinguishing the maker of one product from that of another.”

– Paul Rand
This booklet contains a set of guidelines that are meant to act as tools to help guide design direction, look and feel. These guidelines provide a basis, but are not necessarily intended to be the only design solutions available. They are not meant to stifle creativity, but to provide identity standards, consistency and quality control.

Pentagram Partners, Abbott Miller & Michael Bierut: Look and Feel

“Look is defined by color, scale, proportion, typography and motion. Feel is experiential and emotional.”

“You should be able to cover up the logo and still identify the company because the look and feel is so distinctive.”

The primary logo colors are an important part of the logo as they represent the full spectrum of color in light. Though print methods and screen renderings will have variances, the below color builds are meant to serve as a guide for color consistency. The additional identity colors and craft paper texture complete the set of colors for the IYL design identity.
The essential element of the International Year of Light Visual identity, the Logo is to be used and visibly recognizable on all media—including print, digital, and environmental. When the opportunity to apply the visual identity is limited to one element, this is it!

**Horizontal Signature**

Primary full color

**Vertical Signature**

Primary full color

The symbolism within the logo symbol is not meant to serve as definition of purpose, nor is it a fully comprehensive set of defined aspects. Rather, the symbol as a whole is intended to create a general sense of the initiative through one simple visual, made up of representational parts.

**Representative graphic elements**

- **Sun**: Light
- **Flags**: International
- **Colors**: Spectrum Representation
- **Flower**: Life-producing power of light
- **Circular composition & design**: Unity, Celebration

One-color versions of the logo may be used when the primary full-color version cannot be used.

One-color black—for use on light-color backgrounds, and one-color *white, or *off-white—for use on dark-color backgrounds.
Logo/Wordmark Placement & Spacing

Please consider the following guidelines in logo application. Whenever possible, the wordmark and symbol lock-up should remain intact. Only under rare and special circumstances should isolated use of the wordmark be utilized.

Minimum Required Spacing for Placement of Logo

As a guide to ensure proper spacing, the area around the word mark must be no less than (but can be more than) the height of a flag to the edge of any page or content.

Isolated Word Mark (used only under rare and special circumstances)

Isolated use of the word mark is not recommended. However, under the rare circumstances when a professional designer may need to use the word mark separate from the symbol, the same spacing and placement guidelines apply. In this case the flag size would be sized according to the logo symbol when sized proportionate to the word mark.

Improper Use & Abuse of Logo

Consistent and proper use of the logo can aid us all as partners in the effort to promote the importance of light and light-based technologies to the citizens of the world. The following guidelines have been developed to increase awareness through consistency. Addressing the most common misuses (but not all), these rules apply to both vertical and horizontal logo versions.
Typography

A completely unique product may not exist, but when paired with a distinct and well-applied typeface, a key means of brand recognition is created that cannot be overestimated.

In most common cases text should be left aligned, though on occasion it may be appropriate that text be centered and/or right aligned.

Generous margins and spacing around typography and careful attention to line spacing (leading) and letter spacing (kerning) help to ensure a clean and readable design that resonates with readers.

The quick brown fox jumps over the lazy dog

The International Year of Light official fonts listed below are free to download.

(Bemio) http://www.losttype.com/font/?name=bemio
(Quicksand) http://www.fontsquirrel.com/fonts/quicksand

Primary Type Face #1 : Bemio Regular
- primarily used in titles and headlines
- can be used to highlight sections of content or as pull quotes
- not used for body copy

Bemio Regular

AaBbCcDdEdFfGf HhIiJjKkLlMmNn OoPpQqRrSsTtUu VvWwXxYyZz

0123456789

The quick brown fox jumps over the lazy dog

FREE TO DOWNLOAD
http://www.losttype.com/font/?name=bemio

Primary Type Face #2 : Quicksand Bold & Book
- primary body copy font
- can be used as sub head font—often used in ALL-CAPS case
- can be used in most all situations

Quicksand Bold -&- Quicksand Book

AaBbCcDdEdFfGf HhIiJjKkLlMmNn OoPpQqRrSsTtUu VvWwXxYyZz

0123456789

The quick brown fox jumps...

FREE TO DOWNLOAD
http://www.fontsquirrel.com/fonts/quicksand

Secondary Type Face: Calibri Regular & Calibri Light (used sparingly)
- not to be used as replacement for primary type faces #1 or #2
- can be used for items such as subtitles or in “fine print”
- used only for web implementation of body copy
- never used in headlines, titles, or as a primary font
Photography

Photography must be appropriate and supportive of the content message. There must be a good reason to use photography—it is not to be used solely to fill space. It can be used as the main focal point, a featured element or as a background.

Artistic quality can be subjective, and a wide range of style options are available, but all efforts should be made to choose and use photography that supports the message and adds an element of personality & dynamism.

Technical quality, however, is much easier to gauge. For printed uses, image quality should be no less than 300 dpi, at full size. For web use, the minimum required image quality should be at least 72 dpi, at full size.

Light-based Industries

Industries based on light are major economic drivers, and the many applications of light-based technologies have revolutionized and impacted society through medicine, communications, entertainment and culture.

Light-based technologies directly respond to the needs of humankind by providing access to information, promoting sustainable development, and increasing well-being and standard of living.

Photography

Photographic content will and should be very diverse. A unique color overlay application has been created for photography. Using colors contained within the IYL logo, this color treatment will evoke the idea of light through color. Additionally, it will produce a consistent look and feel of the photographic visual identity for the International Year of Light.

Use Examples

Photographic content will and should be very diverse. A unique color overlay application has been created for photography. Using colors contained within the IYL logo, this color treatment will evoke the idea of light through color. Additionally, it will produce a consistent look and feel of the photographic visual identity for the International Year of Light.

STEP 01: *(see figure ‘a’ above)* Create a color gradient using only 2 of any colors from the IYL logo color palette

STEP 02: Create color overlay by applying the “color” mode effect to the gradient and set at 30% opacity

STEP 03: Apply the overlay directly and completely over the photo. Adjust angle of color gradient accordingly

Full Color before color application

Red-Orange color overlay 30% opacity & 45˚ angle

Green-Orange color overlay 30% opacity & 45˚ angle

Red-Blue color overlay 30% opacity & 45˚ angle

Use Possibilities

As featured focal point

As visual support, sharing focus

As supportive background

© Eric Lafforgue
Imagery & Illustration style

Charts & Graphs – Flattened Style

Icons, Line Art & Illustration – Flattened Style

Website Design

The website example below is to serve as a guide to illustrate the use of different identity design elements. When the established family of visual elements are utilized they create a consistent look and feel.

A look and feel that is executed consistently across all touchpoints produces a visual language that is universally understood.

A website is often the one touchpoint that really brings a brand personality to life.
Examples & Sample Materials

Below is a set of mock sample materials to help guide and inspire professional designers in execution and application.

LIGHT IN NATURE

LIGHT IN CULTURE

SCIENCE OF LIGHT

FUTURE TECHNOLOGY

The International Year of Light is a global initiative highlighting to the citizens of the world the importance of light and light-based technologies in their lives, for their futures, and for the development of society.

The International Year of Light is a global initiative highlighting to the citizens of the world the importance of light and light-based technologies in their lives, for their futures, and for the development of society.

Light-based Industries

Industries based on light are major economic drivers, and the many applications of light-based technologies have revolutionized and impacted society through medicine, communications, entertainment and culture.

Light-based technologies directly respond to the needs of humankind by providing access to information, promoting sustainable development, and increasing well-being and standard of living.

Examples & Sample Materials

Responding to the needs of humankind.

Lights can be seen as a symbol of hope and进步. They represent knowledge, enlightenment, and a path forward. As we celebrate the International Year of Light, let us reflect on the ways in which light has transformed our world and想想 its potential to shape our future.

Light for the Future

Photography must be appropriate and supportive of the content message. There must be good reason to use photography—it is not to be used solely to fill space. Technical quality, however, is much easier to gauge. For printed uses, image quality should be no less than 300 dpi, at full size. For web use, the minimum required image quality should be at least 72 dpi, at full size.

The International Year of Light is a global initiative highlighting to the citizens of the world the importance of light and light-based technologies in their lives, for their futures, and for the development of society.

Light-based Industries

Industries based on light are major economic drivers, and the many applications of light-based technologies have revolutionized and impacted society through medicine, communications, entertainment and culture.

Light-based technologies directly respond to the needs of humankind by providing access to information, promoting sustainable development, and increasing well-being and standard of living.

Light Based Innovation: Linking Science and Culture.
The International Year of Light is a global initiative to the citizens of the world highlighting the importance of light and optical technologies in their lives and for the development of society.
For More Information

For information not pertaining to graphic guidelines or to see how your organization can support this effort contact:

John Dudley
john.dudley@univ-fcomte.fr
www.light2015.org

Krisinda Plenkovich
krisindap@spie.org
www.spie.org/iyl

Contact: Bryan Hintz
Lead Designer, Marketing
bryanh@spie.org
360 685 5415