

Essential Elements //

1.2 /// Logotype → introduction

Introduction

An authoritative logotype for emphasis and for establishing the Institut français in the world.

The minimalist modernity of the logotype affirms that the Institut français has always existed, through a network that is active worldwide.

The logotype is never written or imitated. It is an original image that cannot be altered, meant to be used in accordance with the accompanying graphic charter.

Important

The Institut français logo is intended to replace previously used trademarks (Centre culturel français, Maison, etc.) and will be used identically throughout the world as a single trademark with respect to signage. However, all Institut français locations have the option to include their respective country or city below the logotype for communications (posters, programs, events, and publications).

The media that also allow for a local version for the city, region, or country are stationery items.



INSTITUT
FRANÇAIS

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1.3 /// Logotype → construction guidelines and rules for use

The construction of the Institut français logotype is shown to the right.
The width of the logo is 5 times the height of the letter “F”.

It comprises just one color: Pantone®
Process Blue C.

Construction guidelines



It includes a buffer area so that no text or visual elements can hinder its readability.
This buffer area is the height of the letter “F”.
It must be applied at all times.

The minimum size of the logotype is 10 mm when printed and 60 pixels on a screen. Use at a smaller size is prohibited in order to maintain optimal readability.

Buffer area and minimum size



Min. size:
10 mm / 60 pixels

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1.4 /// Logotype → colors

The logotype must be used by default in Pantone® Process Blue C (or the CMYK/RGB/Web equivalent).

It may also be used in black or inverted white when required by the medium.

All color information is shown to the right.



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1.5 /// Institutional Logo Block → introduction

The institutional logo block comprises the Institut français logotype and a blue Pantone® Process Blue C box.

This logo block should be used by default on all of our publications. The box promotes immediate recognition and makes the logotype easier to read.

The logotype has a standard position in the box, which cannot be altered.

The rules for building and using it are described in the following pages.



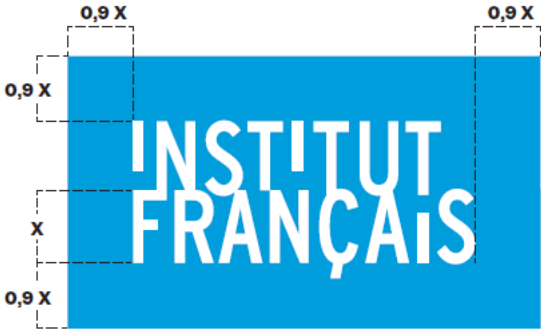
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1.6 /// Institutional Logo Block → construction guidelines and rules for use

The construction of the institutional logo block is shown to the right.
The space surrounding the logotype is 0.9 times the height of the letter “F”.

It comprises a Pantone® Process Blue C box and the inverted white logotype.

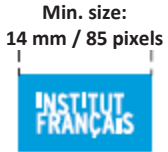
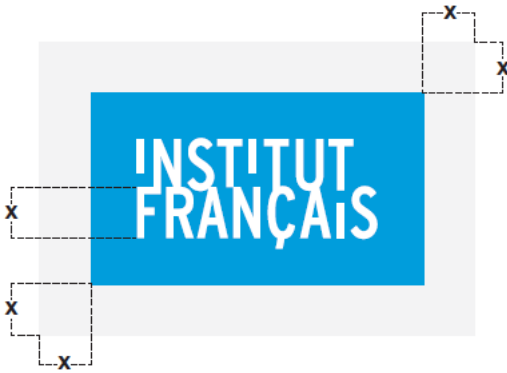
Construction guidelines



It includes a buffer area so that no text or visual elements can hinder the readability of the logo block.
This buffer area is the height of the letter “F”.
It must be applied at all times.

The minimum size of the logo block is 14 mm for printing and 85 pixels for a screen. Use at a smaller size is prohibited in order to maintain optimal readability.

Buffer area and minimum size



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1.7 /// Institutional Logo Block → colors

The institutional logo block must be used by default, using Pantone® Process Blue C (the CMYK/RGB/Web equivalent) with a white or inverted logotype (depending on the background color on which it is applied).

It may also be used in black or inverted white when required by the medium.

All color information is shown to the right.

PANTONE® PROCESS BLUE C
CMJN : C 100 M 8 J 0 N 5
RVB : R 000 V 138 B 201
WEB : # 008AC9

PANTONE® PROCESS BLACK
CMJN : C 0 M 0 J 0 N 100
RVB : R 000 V 000 B 000
WEB : # 000000

PANTONE® PROCESS BLUE C
CMJN : C 100 M 8 J 0 N 5
RVB : R 000 V 138 B 201
WEB : # 008AC9

PANTONE® PROCESS BLACK
CMJN : C 0 M 0 J 0 N 100
RVB : R 000 V 000 B 000
WEB : # 000000

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1.8 /// Signature Logo Block → introduction and construction guidelines

The signature logo block is comprised of the “vivre les cultures” signature and the institutional logo block, positioned to the right of “vivre les cultures”.

It is in Pantone® Process Blue C and is written in ProtoGrosesk Regular.

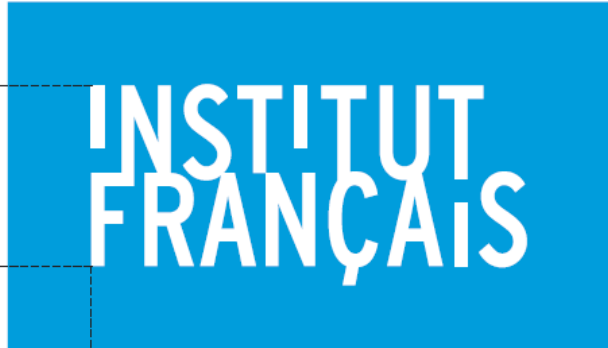
Its positioning relative to the box is shown here.

vivre les cultures



Construction guidelines ////////////////////

vivre les cultures



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1.9 /// Country Logo Block → introduction and construction guidelines

For Institut français sites located abroad, the country's name may be added.

It is written below the logotype in the ProtoGrotesk Light typeface and can be written on one or a maximum of two lines.

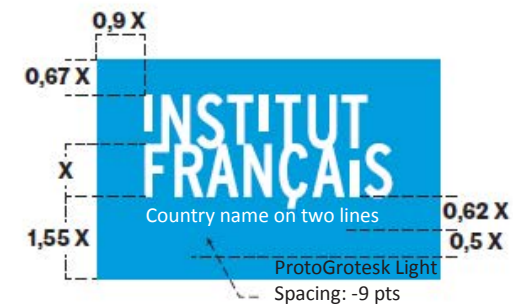
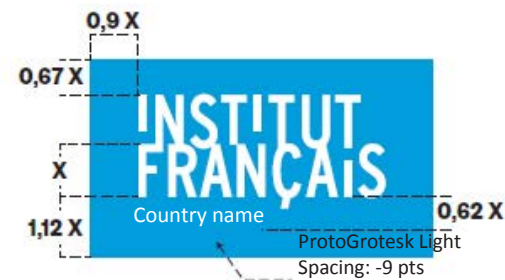
Because the logotype's positioning in the box varies slightly from the institutional logo block, new construction and positioning rules apply. They also include the positioning of the country name.

When a project is associated with the Institut français and the local Institut français, the single, generic logotype should be used.



→ 2-line country exception

Construction guidelines ////////////////////////////////////

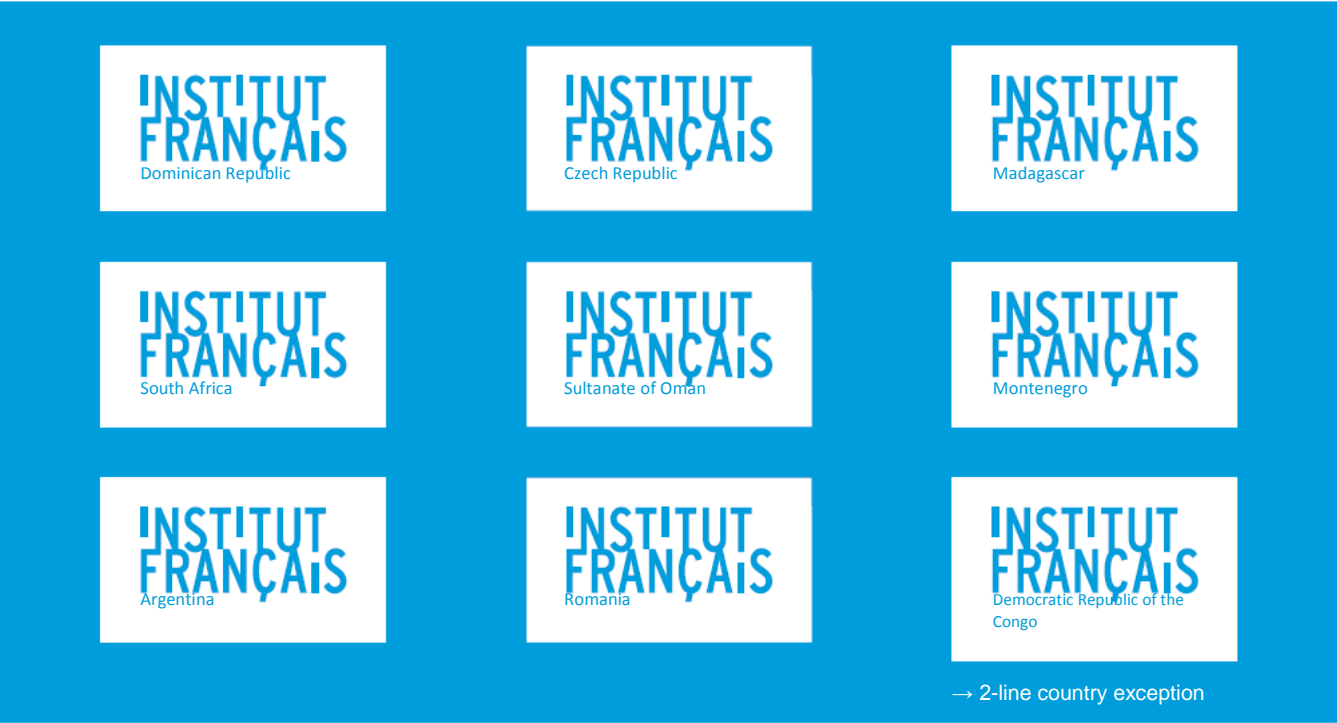


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1.10 /// Country Logo Block → on a colored background

The country logo block can be used with inverted colors (white box with the logotype and country name in Pantone® Process Blue C or equivalent) when it is applied on a blue or dark background.

The country logo block can also be used with the signature. The positioning is shown to the right.



Country logo block with signature



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1.12 Use on Colored Backgrounds

The logotype and logo block are used by default on a white background or on the institutional blue background.

However, if the medium so requires, the logotype or logo block can be used over a colored background or photo.

It is best to check the readability with either the Pantone® Process Blue C version or the inverted white version.

Use on institutional and complementary colors



Example of an application of the signature logo block on a Pantone® 1925 C and Pantone® Blue 072 C background



Application on a white background



Application on a Pantone® Process Blue C background



Application on Pantone® 1925 C

Application on Pantone® 072 C

Application on Pantone® 107 C

Application on Pantone® 3275 C

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1.16 /// What Not to Do

Some examples of what not to do are shown here.
This is a non-exhaustive list.



Do not change the color of the box



Do not reshape or change the logo block



Do not change the shape of the box



Do not add items to the logo block



Do not change the typeface



Do not write country names on 3 or more lines