International Astronomical Union General Assembly

Brand Guidelines 2023 | South Africa
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Primary Logo

The primary logo should be used on all print and social collateral. The logo should not exceed 100px / 50mm in size.

The logo is placed in a square box with save space surrounding it. Imagery or typography should not enter the logos’ save space area.

The full logo can only appear on the following backgrounds:

- White
- Transparent
- Galaxy Grey
- Neptune blue
Secondary Logo

BLACK AND WHITE LOGO

The primary logo can be used in black and white on collateral that requires the black and white logo like printing, documentation, social media and video content.
Galaxy Icon

The Galaxy icon can be used without the text on collateral smaller than 100px / 50mm in size.

The icon is placed in a square box with save space surrounding it. Imagery or typography should not enter the logos’ save space area.

The icon can only appear on the following backgrounds:

- White
- Transparant
- Galaxy Grey
- Neptune blue
- Black
Other

The text from the primary logo can be used on its own, but only if the Galaxy icon is present on the same design element.

E.g. Text element used on the bottom of the poster with the Galaxy icon on the top of the page.

Text Colour Variations
Co-branding

The primary logo along side other brands usage.

Co-branding on grid horizontal

Co-branding horizontal

Co-branding on grid vertical

Co-branding vertical
Primary Colours

- **space blue**: C 99 M 75 Y 49 K 52
- **neptune blue**: C 81 M 73 Y 0 K 0
- **galaxy grey**: C 0 M 0 Y 0 K 90
- **milky grey**: C 0 M 0 Y 0 K 19
Secondary Colours

mercury pink
C 4 M 27 Y 0 K 0

uranus blue
C 63 M 0 Y 18 K 0

earth green
C 76 M 14 Y 100 K 2

purple planet
C 0 M 53 Y 75 K 0

sun yellow
C 1 M 10 Y 77 K 0

mars red
C 0 M 81 Y 61 K 0
Typography
Primary Display Typeface

Decimal
Uses: Headings and emphases

Headings Typeface

Aa Bb Cc

Abcdefghijklmnopqrstuvwxyz
0123456789
.,;!?@#$%^&"'()*+={}

Heading Black
Heading Bold
Heading Medium
Heading Book
Heading Light
Primary Display Typeface

Elza
Uses: Subheadings, body copy, links, etc.

Body Copy

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,;:!#$%&“’’’<+={}
Vector Elements
Icons

The icons can be used as design elements to bring creatives to life. It can also be used in infographics, signage and video content.

The icons can be used individually as a focal point of the design or be used as a pattern in different or single colour/s as a subtle focal point.
Patterns

Custom made pattern that consist of the key words IAU GA.

This pattern can be used as a design element to all design collateral. Some of the letters can be hid to bring out the shapes more and in some instances can the letters IAU GA stand out.

The pattern can be used as a strip or to cover the full background.
The colour bar is derived from the primary logo. The colour bar should be placed at the bottom or on the right hand side of design collateral. This colour is there to establish the brand and to pull back from the primary logo when the logo is being used in single colours.

7 Colours | The colour bar should be very thin and only placed at the bottom or right hand corner of the page.
Application Examples
Impact of 2024 IAU GA on Astronomy Developments

AFRICA-EUROPE COLLABORATIONS TOWARDS

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