



IODC 16

**OFF  
LINE**

**USE MANUAL**

# LOGOTYPE

BASIC / CMYK COLOR LOGOTYPES



Spanish version



English version

# LOGOTYPE

BASIC / B&W VERSION



Spanish version



English version

# LOGOTYPE

BASIC / ONE INK VERSION

VERTICAL LOGOS SPANISH & ENGLISH VERSIONS



Spanish version



English version



# LOGOTIPO

VERSIONES / INFO

SPANISH & ENGLISH VERSIONS



**IODC 16**  
4ª CONFERENCIA  
INTERNACIONAL SOBRE  
**DATOS ABIERTOS**  
Objetivos globales, impacto local  
**MADRID**  
España, 6-7 octubre 2016  
#IODC16



**IODC 16**  
4<sup>TH</sup> INTERNATIONAL  
**OPEN DATA**  
CONFERENCE  
Global goals, local impact  
**MADRID**  
Spain, October 6-7 2016  
#IODC16



**IODC 16**  
4ª CONFERENCIA  
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HORIZONTAL LOGOTYPES

OFFLINE USE MANUAL

# LOGOTIPO

VERSIONES / INFO



COMPLETE HORIZONTAL LOGOTYPE

# COLORS

BLACK & WHITE / CORPORATIVE



P. BLACK C 50%

C: 0%  
M: 0%  
Y: 0%  
K: 50%



PROCESS BLACK C

C: 0%  
M: 0%  
Y: 0%  
K: 100%



PANTONE: 199C

C: 5%  
M: 100%  
Y: 78%  
K: 1%



OFFLINE USE MANUAL

# SIZES

## MINIMAL USED SIZES



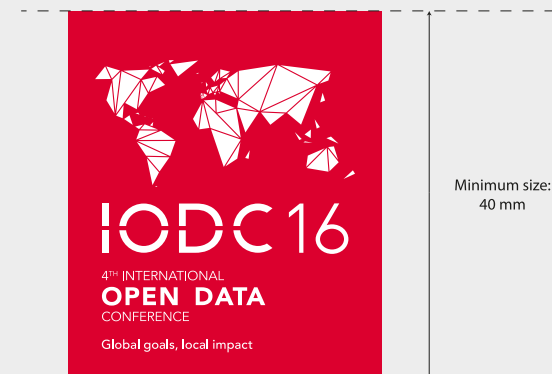
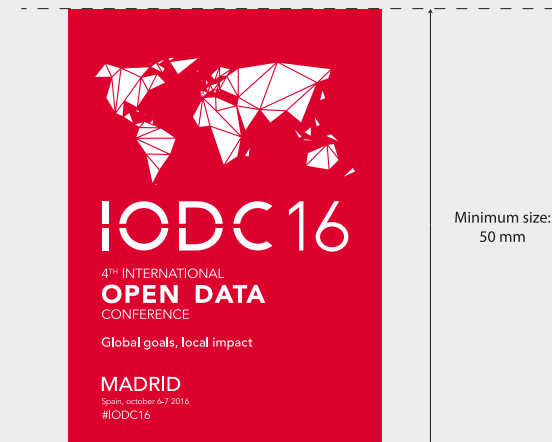
Minimum size: 25 mm



Minimum size: 50 mm



## VERTICAL VERSIONS



# SIZES

## MINIMAL USED SIZES



Minimum size: 60 mm



Minimum size: 55 mm



Minimum size: 80 mm

## HORIZONTAL VERSIONS

# TIPOGRAPHY

## TYPO FONT

### Avenir® Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Avenir® Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Avenir® Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

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