



INSTITUTE
OF TROPICAL
MEDICINE
ANTWERP

Brand Guidelines

Introduction

Why branding guidelines?

The brand identity is the visual expression of a brand. It's the face of the company, its business card to the outside world.

These guidelines aim to ensure a consistent look and feel in all of ITM's communications, both internally and externally, whether online, in print or out in the field. We are proud of our visual identity and strive to represent it in an instantly recognisable manner.

There are a number of guidelines that are essential to follow: how to use the logo, which grid to use for publications, what colours to use, etc. Never stray from these basic principles to guarantee a consistent brand identity.

This is however not a rigid set of rules and regulations aimed at dictating every pixel, but rather serves as an inspiration to help and guide the designer, author, employee...

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Brand Values

Since 1906, the Institute of Tropical Medicine has offered a window to the world. Students from over 30 countries specialise in tropical infectious diseases and health care in its home base in Antwerp. Our scientists carry out research in laboratories and in the field, in collaboration with partners in Africa, Asia and Latin-America. Our doctors and nurses offer travel advice, vaccinations and medical care tailored to the individual patient, treating imported diseases, HIV and STDs.

Vision

ITM believes that each world citizen should be able to enjoy a healthy life, and that scientific progress is a motor of societal development.

Mission

ITM aims for the advancement and spread of the sciences that contribute to tropical medicine and to public health in developing countries, inclusive of their global dimensions.

Core tasks

ITM conducts, within a coherent academic triad, fundamental, translational and applied scientific research; delivers advanced education and training; and provides medical, scientific and societal expert services.

Values

ITM strives in the fulfilment of its mission for excellence, integrity, specificity and efficiency. It upholds human dignity and diversity, academic creativity and critical sense, solidarity and collaboration, and the well-being of its employees, students, patients and other clients.



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LOGO

Logo: colour

Use of colour

The official ITM logo is the full logo with text. The stand-alone symbol can only be used in a select number of cases. Please ask us before using it.

The colour of the Institute of Tropical Medicine logo is 'ITM Blue'. Use the white version of the logo on dark backgrounds. Use the grayscale version for black&white documents or in exceptional cases.

In function of the different application methods (print, screen...) the 'ITM Blue' colour has different references: these specifications are shown below.

	CMYK	CMYK	
	86, 20, 32, 51	0, 0, 0, 100	
	RGB	RGB	
	17, 94, 103	0, 0, 0	
	Pantone	HEX	
	5473	#000000	
	HEX		
	#115e67		



Logo: spacing & size

Spacing

To do justice to the logo it is recommended to leave a certain space around it free from typography and/or graphic elements. This space - also called free space or white space - has been set on 1/4th of the height of the logo.

In combination with other logos, for example in case of sponsoring, use of this free space is obligatory.

Minimum size

To guarantee an optimal legibility of the Institute of Tropical Medicine logo, the minimum acceptable height for usage in print is 10 mm as shown here.



Logo: incorrect use

! NEVER

Partially or completely reproduce the basic versions of the logo in another colour(s) than the one(s) determined.



! NEVER

Partially or completely transform the basic versions of the logo into outline, nor partially or completely reproduce these with shadow effects.



! NEVER

Use a percentage of the determined colour(s) in the basic versions of the logo, nor completely or partially fill these with a pattern or image.



! NEVER

Inaccurately reproduce or change the size or proportion of logo elements nor mirror parts of the basic versions of the logo.



! NEVER

Alter the size and spacing relationships between the lettering itself or the lettering and the symbol, nor substitute the typeface used.



! NEVER

Add names, slogans or other graphic elements on your own initiative to the basic versions of the logo.



Logo: incorrect use (continued)

! NEVER

Add any element within the determined free space of the logo nor use a busy repetitive graphic element as background.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa-
dicta s-
aspern-
eos qu-
est, qu-
velit, sed quia non numquam eius modi tempora incidunt ut labore
et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima
veniam?



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! NEVER

Position the basic versions of the logo on an insufficiently contrasting background colour or image.





2

COLOUR

“ Lorem ipsum dolor sit amet
constur. Ut enim ad mima malot
venim, quis nostrum

Aminata Demba, ITG researcher

Sed ut perspiciatis unde
omnis iste natus error sit
voluptatem accusantium
doloremque laudantium,
totam rem aperiam, eaque
ipsa quae ab illo inventore
veritatis et quasi architecto
beatae vitae dicta sunt ex-
plicabo. Nemo enim ipsam
voluptatem quia voluptas
sit aspernatur aut odit aut
fugit, sed quia consequun-
tur magna dit aut fugit, sed
quia consequuntur magni
dolores eos qui ratio.

Sed ut perspicia tis
unde omnis iste
natus error sit vo-
luptatem mani accu-
santium ipsam dolo-
remque laudantium

© FRANCIS AMIANO

Colour

Primary colours

The primary palette consists of the two core colours: ITM Blue and ITM Yellow.

Secondary colours

The four bright colours in the secondary palette were chosen to complement our primary palette. They are used to accentuate or add more colour to a publication. Only use one of these per page, in combination with one of the primary colours.

Background colours

The four background colours are only used to fill in background elements (full pages or rectangles). Use them to break white space or add depth to a document or web page with a lot of body text .

In function of the different application methods (print, screen...) the colours have different references: specifications are shown to the right and on the next page.

PRIMARY COLOURS

ITM Blue	CMYK 86, 20, 32, 51	CMYK 2, 22, 100, 8	ITM Yellow
	RGB 17, 94, 103	RGB 218, 170, 0	
	Pantone 5473	Pantone 110	
	HEX #115e67	HEX #daaa00	

SECONDARY COLOURS

Fez Red	CMYK 17, 90, 100, 6	CMYK 67, 18, 6, 0	Derawan Blue
	RGB 209, 65, 36	RGB 76, 159, 200	
	Pantone 7592	Pantone 646	
	HEX #c4390f	HEX #48a8d4	
Sundarban Green	CMYK 62, 9, 100, 0	CMYK 17, 55, 100, 3	Kalahari Orange
	RGB 107, 165, 57	RGB 207, 127, 0	
	Pantone 377	Pantone 2014	
	HEX #71af2e	HEX #cf7f0f	

BACKGROUND COLOURS

White	CMYK 0, 0, 0, 0	CMYK 9, 0, 0, 0	Varadero Blue
	RGB 255, 255, 255	RGB 228, 244, 254	
	HEX #ffffff	HEX #e4f4fe	
Ubinas Brown	CMYK 62, 66, 66, 65	CMYK 3, 5, 14, 0	Tofu Beige
	RGB 54, 43, 40	RGB 241, 233, 216	
	HEX #362b28	HEX #f4eddb	

EXAMPLE



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TYPOGRAPHY



Typography

A well-considered and consistent use of typography is the backbone of a visual identity. Depending on the specific applications, three typefaces were chosen: Effra as the main font for online use, titles and numbering, Tisa Pro for printed body text and subtitles and Calibri for Microsoft Office applications.

Effra

The Institute of Tropical Medicine chose to use the font Effra for all preprinted data (e.g. name, address, telephone number...) on stationery as well as for online use, and for titles, numbers and text accents in our various publications (e.g. annual reports, brochures...).

A typeface is not public property: a licence has to be bought by the user. You can order Effra online at MyFonts.

Tisa Pro

Tisa Pro is the preferred font for printed body text. It can also be used for subtitles and quotes.

You can order Tisa Pro online at MyFonts.

Calibri

In Microsoft Word templates (letter, fax...) and Microsoft PowerPoint presentations, use Calibri. This typeface is the default font in Microsoft Office applications (from Microsoft Office 2007 on).

If the font is not installed through Microsoft Office, you can order Calibri online at fonts.com

Effra

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 0 2 3 4 5 6 7 8 9
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 0 2 3 4 5 6 7 8 9

Tisa Pro

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

Calibri

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

4

IMAGES



Images: photography

Introduction

The right image can really bring a story to life. Our work centers around medical science and, more importantly, its impact on the life of people around the world. Use high quality photography to support this focus. Try to avoid the use of images that don't contribute much to the narrative of an article.

In general, use these keywords as a guideline: airy, light, bright colours, depth, clear focus, no busy backgrounds, high quality, warm, human, inspirational.

Photo library

We've build up an extensive photo archive throughout the years. In the online photo library you can find pictures that can be downloaded if required. In case you are looking for specific photos which you cannot find in our photo library, you can contact Communications.

People

Our mission is to improve peoples lives through science. We want to show the human side of our work, whether in the field or at our Institute. Wherever possible, try to show the people behind the science, the patients behind the disease.

Choose pictures in close-up or medium close-up to make a story or article more personal. Photos should be light and airy, without too much distractions in the background. The focus should be clearly on the subject, the background blurred to add depth.



Images: photography (II)

Field photography

Not every project has a professional photographer on site. Always try to use the highest possible quality of images. If necessary, prep pictures digitally to make them more in line with the rest of our photo archive: add depth, increase contrast, cut off unnecessary background, etc. That said, pictures from the field are often very evocative and can add a lot of depth to an article.

Medical research

The same guidelines apply here: use airy, light pictures with bright colours, with the focus clearly on the subject, omitting unnecessary surroundings. Include people to add a human touch to a technical text, use close-ups to clearly illustrate a subject.

Make sure that no names or other personal information of patients or study participants is visible.

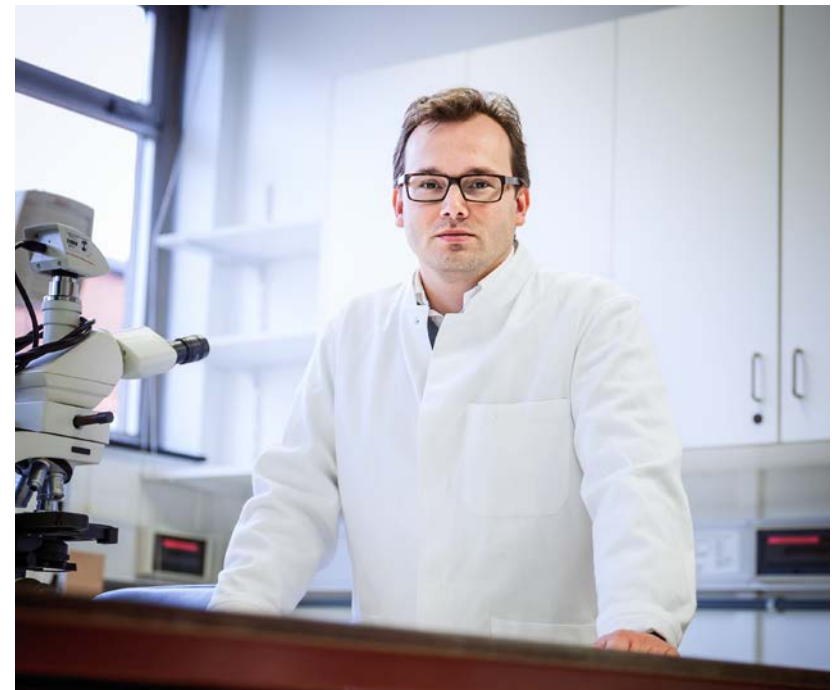


Image rights

If you wish to publish an image, please take the following guidelines into consideration:

Ask permission of the individual(s) that have been depicted, preferably in written form.

Ask permission of the individual(s) before publishing the photograph or video in which they are visible. You can download consent forms in NL, EN and FR on the ITM intranet.



Images: graphic elements

Icons

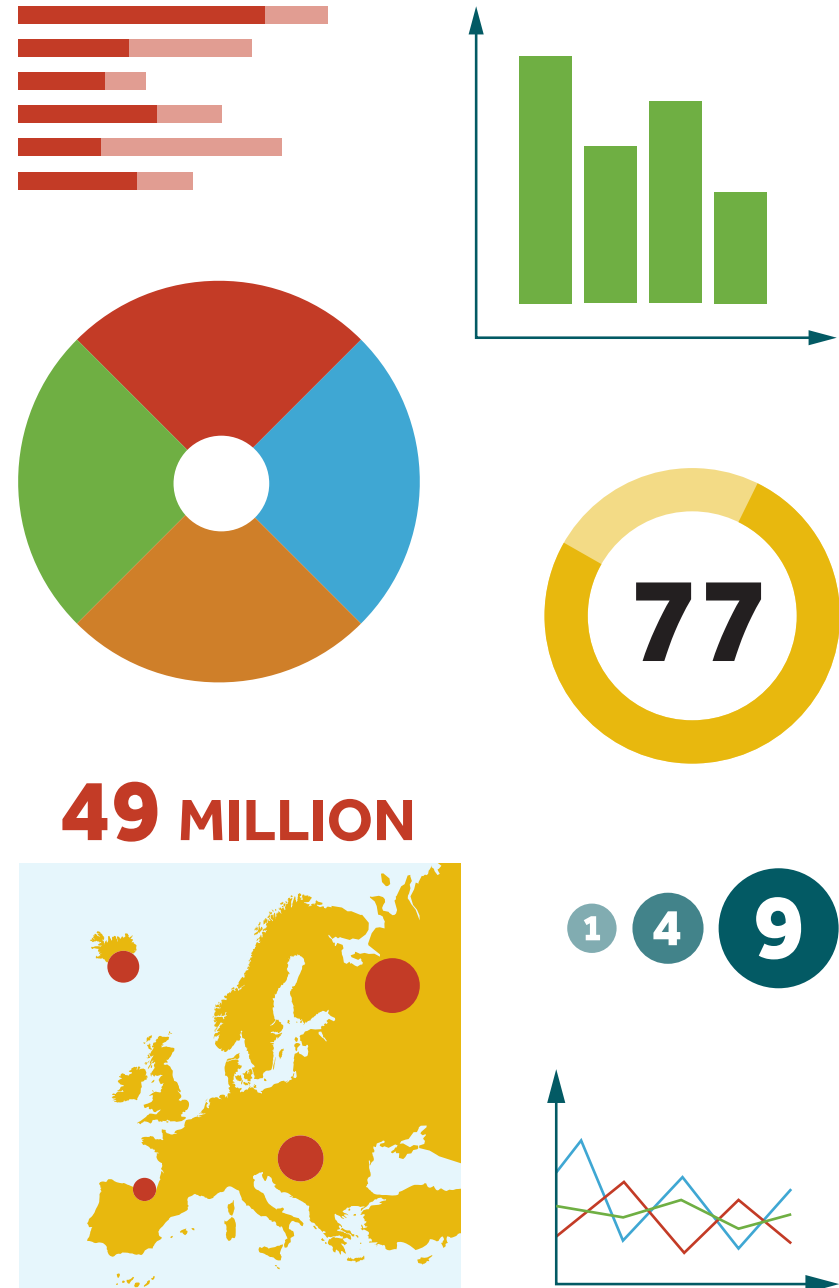
Icons should be on brand: solid shapes, in ITM colours, centred in a square of 1pt thickness in the same colour. Keep icons as simple and easily recognisable as possible.

Infographics

An infographic can make an article or report much easier to understand and illustrate and summarise complicated matter.

Use filled shapes in our colour palette. Only in infographics, you can use our two main ITM colours in reduced transparency (75%, 50% and 25% transparency), as shown.

For numbers, use the main font Effra Heavy.



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LAYOUT

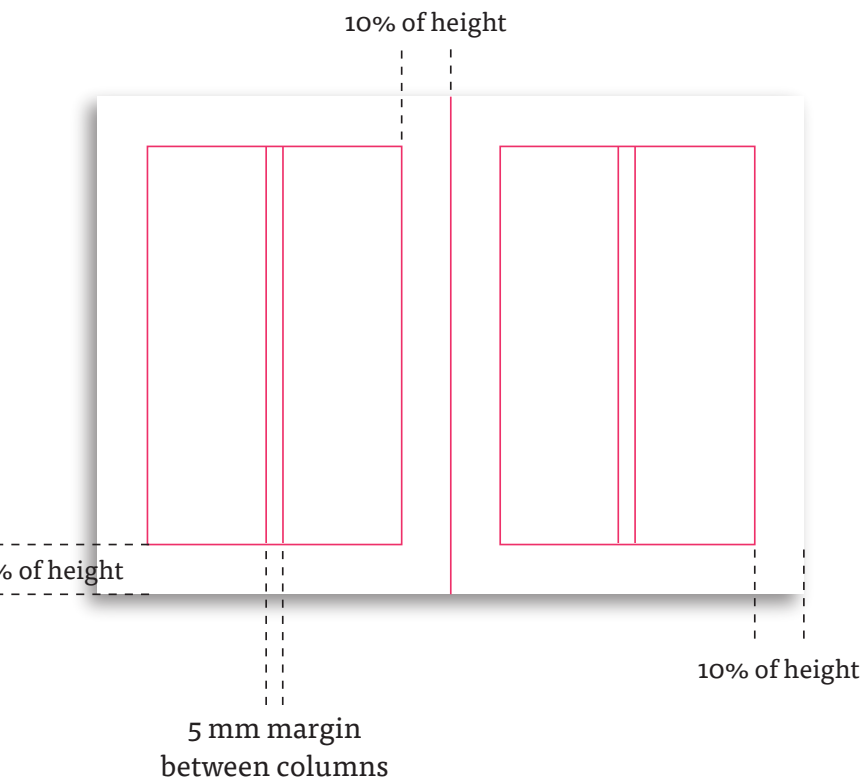


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Lorem ipsum
dolor sit amet
consectetur.

Layout: grid

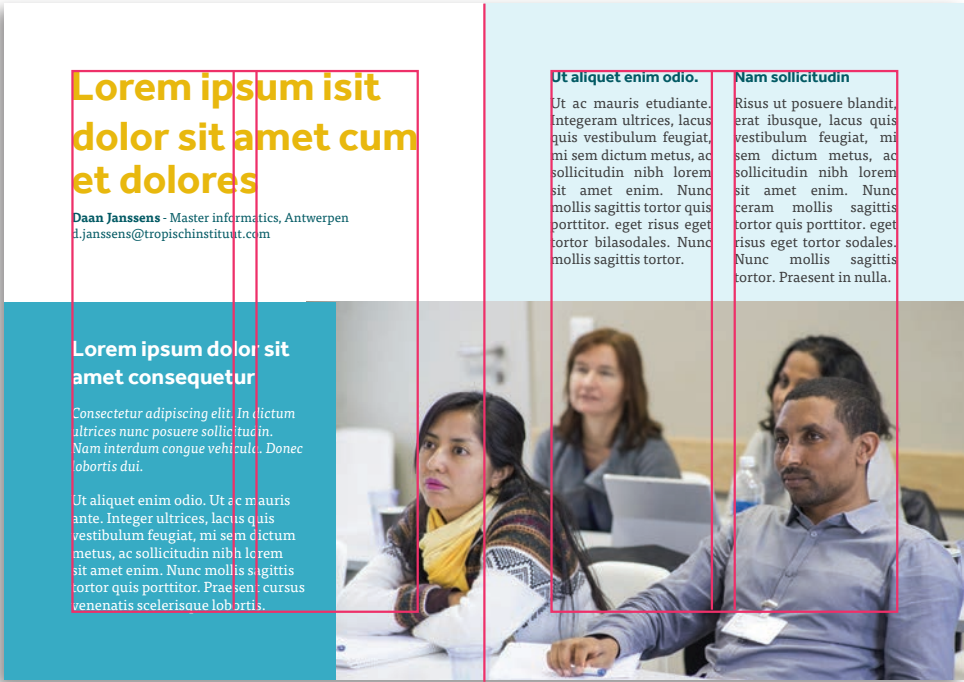
The grid that's incorporated in the template for standard publications, is simple, airy and balanced and serves as a guide in the design process. Respect the set margins to maintain a consistent look to all printed publications.



Keep text and titles within the set margins.

Text, such as titles, can also cover the full length of the two columns.

Body text is mostly divided into 2 columns.



Large photos or background shapes can be used outside of the grid, reaching the edge of the page. Where possible, try to align elements.

Layout: cover

The cover is the face of the publication, so it's of vital importance that it represents our brand in a consistent and visually attractive way.

Our logo

The ITM logo should feature prominently on every cover. Use a rectangle background in ITM Blue to contain the logo (in white). Respect the spacing margins as described in chapter 1.

Text

Use a background rectangle in one of the secondary colours to contain text. Use Effra Bold for all cover titles.

Photography

Choose a striking, full page image. Don't leave unnecessary white space.

Back cover

Graphic elements continue on the back cover. Use the back to display contact information and other text that does not belong on the front cover.



Layout: brochure, flyer

We have created a template for publications which contains a set grid. Follow the guidelines below to ensure a consistent look and feel to all ITM publications. The only exception is the magazine, which will be discussed later on in this chapter.

Photography

Add variation and impact by occasionally using a large or full page image.

Grid

The templates for publications contains a grid with set margins. Respect these when placing text and images. You can abandon the grid for graphic elements that add impact to your design, like large pictures or background elements such as rectangles.



Titles

The font for titles is Effra Bold. Use one of the main colours. Subtitles use the same font, in smaller size. Use the same font for titles in text boxes, as illustrated in the example below.

Background shapes

Use coloured shapes to draw attention to particular information. Only use rectangles or squares

Body text

The font to use for body text in publications is Tisa Pro Regular.

Colour

Add extra colour with one of the secondary colours. Use only one per spread. Only if a page has too much whitespace, you can use one of the background colours. Be sure to keep the design light and roomy. In the example shown here, adding a background colour would make the overall design too heavy.

Reisgeneeskunde

Ut aliquet enim odio
Ut ac mauris ambante. Integer vestibulum giat, mi sem dictum metus, ac sollicitudin nibh lorem sit amet enim. Nunc mollis sagittis tortor quis porttitor. eget risus eget tortor bilasodales.

Lorem ipsum dolor
Ut ac mauris ambante. Integer vestibulum giat, mi sem dictum metus, ac sollicitudin nibh lorem sit amet enim. Coagit tortor bilasodales.

Meer weten?
www.travelhealth.be



Layout: magazine cover

The magazine of ITM, named P3, appears 4 times a year. It has its own design guidelines. The look & feel is less corporate and aims to be that of a real magazine. Use the magazine template to ensure a consistent brand experience.

The cover photo

Choose an image that's inviting and of high quality. It should cover the entire page.

Text

At the bottom of the cover page, there's room to display articles to peek the reader's interest. Use Effra Bold for the titles and Tisa Pro for the subtitles.

The side of the magazine

The side should feature the name of the magazine, issued number and date of publication. Don't alter the order or position of the text. The coloured bar can be either of the main ITM colours, depending on the main image.

P3 ITG MAGAZINE

SPRING 2018 #6



The logo set-up

The P3 logo, issue number and ITM logo should always appear in this set-up, transparency and colours. The place where the logo combination is placed can vary according to the chosen background picture.

Layout: magazine

The magazine template contains a grid. Keep all body text inside of this grid. Any other graphic elements, like titles, images, infographics, quotes, etc. can abandon this grid.

Titles

You can use both Effra Bold and Tisa Pro Bold for titles or in quotes. Article titles should be in ITM Blue.

Authors

We value our authors greatly, so wherever possible, you can highlight the person behind the article with an image, name and position.

Images

Use high quality images that tell a captivating story. Be creative with your lay-out. Alternate between full page, cut-outs and smaller images.

Colours

Aside from the main colours, you can use one secondary colour per page spread to add variation.

Graphic elements

Use rectangular coloured shapes to draw attention to particular information or to add depth. Add bold infographics (following the guidelines) to visualise complex data. Highlight striking, interesting quotes.

Body text

The font to use for body text in publications is Tisa Pro Regular.

Page numbering

Don't alter the style of the page numbers that is embedded in the template.



Institut de Médecine Tropical
Fondation d'Utilité Publique

DEPARTMENT SCIENCES CLINIQUES | SERVICE MEDICAL
Kronenburgstraat 43/3, 2000 Anvers | Fax: +32 3 247 64 10

Version mise à jour (29/09/2015 – AVG) voir: www.medecinedesvoyages.be

VOTRE SANTE DURANT LE VOYAGE

conseils utiles pour une bonne santé avant le départ,
durant le séjour et après votre retour

Veillez lire attentivement cette brochure et la garder
Emportez-la en voyage

rendez-vous sur www.medecinedesvoyages.be
avant le départ (4 à 8 jours avant)

Renseignements
International Certificate of Vaccination or Prophylaxis (ICVP)

lire ce QUE
facilite la

Naming

The right name

To create a consistent brand look & feel it is very important that all the visual elements are used in a correct way. A consistent use of the name though is often neglected...

'Prince Leopold Institute of Tropical Medicine' is the old name only used in statutory administrative texts. Institute of Tropical Medicine Antwerp is our current name.

In other languages:

Instituut voor Tropische Geneeskunde Antwerpen
Institut de Médecine Tropicale Anvers

The abbreviation in the three languages is written without full stop:

English: ITM
Dutch: ITG
French: IMT

While we refer to the Institute as "het ITG" in Dutch, we use "ITM" (without "the") in English.

Example: "ITM is a centre of excellence", rather than "The ITM is a centre of excellence".

Departments

These are the correctly spelled names in English, Dutch and French for the three departments of the Institute of Tropical Medicine:

Department of Biomedical Sciences (DBS)
Departement Biomedische Wetenschappen (DBW)
Département des Sciences Biomédicales (DSB)

Department of Clinical Sciences (DCS)
Departement Klinische Wetenschappen (DKW)
Département des Sciences Cliniques (DSC)

Department of Public Health (DPH)
Departement Volksgezondheid (DVG)
Département de Santé Publique (DSP)



7

SOCIAL MEDIA



ITG Antwerpen

@TropischITG

Het Instituut voor Tropische Geneeskunde - leren, weten, doen voor een gezonde wereld. @ITMantwerp for English updates. itg.be

Antwerp, Belgium

itg.be

Geregistreerd in april 2013

Tweets 890 Volgend 57 Volgers 776 Vind-ik-leuks 112

Volgen

Tweets Tweets en antwoorden Media



ITG Antwerpen @TropischITG · 10 mei

Door partners te verwittigen lever je zelf een belangrijke bijdrage in de strijd tegen de #soa-epidemie. Dit avondseminarie op het ITG wordt ingericht voor iedereen die professionele interesse voor soa's heeft. Schrijf je in vóór 20/5: itg.be/E/Event/een-so...

**Creepy Parasites:
tales of the Unexpected**

Science (and beer) with Idzi Potters
at Café den Engel on 21 may

Wie te volgen · Vernieuwen · Meest...

UZ Gent @uzgent

Volgen



Domus Medica @DomusMedica

Volgen



KCE @KCEfgov

Volgen

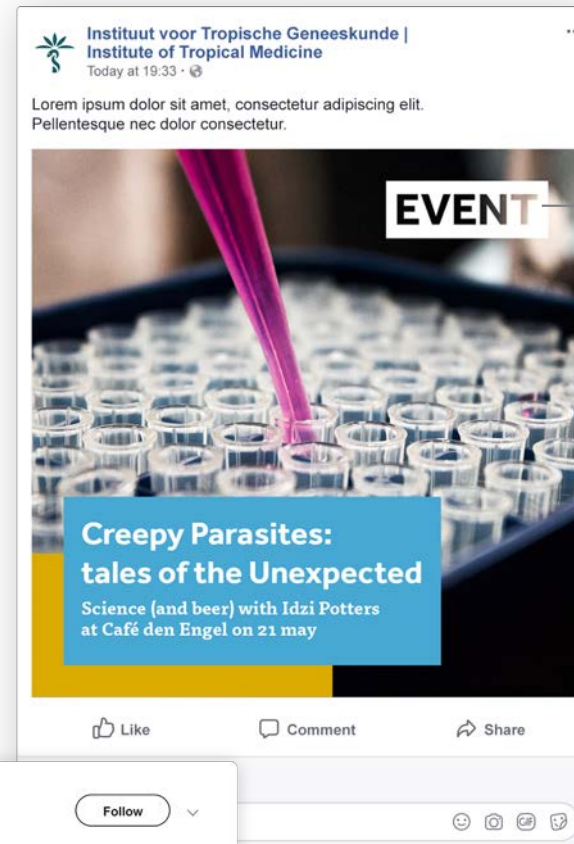
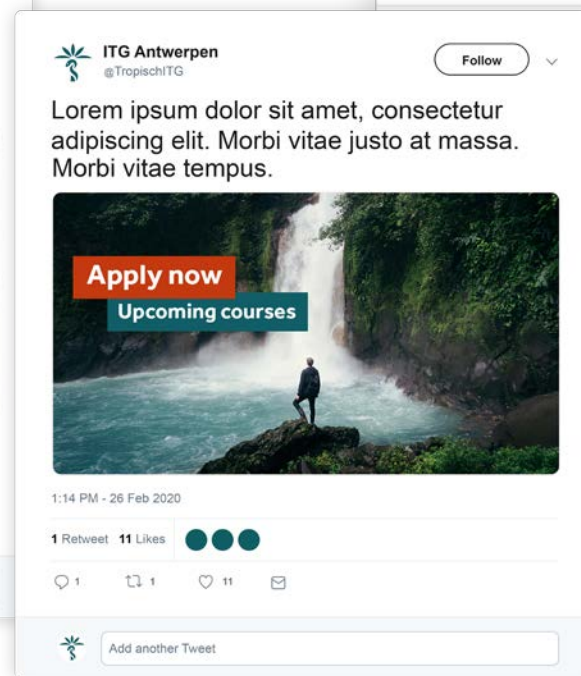
Social media: general

In general

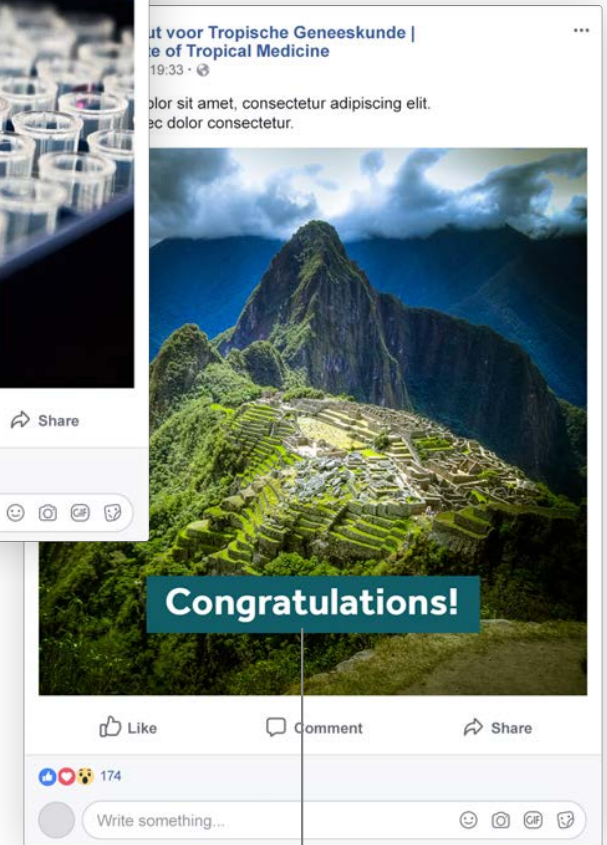
There are a few differences between Facebook and Twitter when it comes to designing social media posts, but these are the general rules:

When we place graphics on images for social media, we use a two colored overlapping system that uses one primary and one secondary color. The graphic can be descending or non descending.

We use the font Effra for short messages. When you want to put a lot of text on your visual, you can use Tisa Pro for the secondary details. Only use caps for buzzwords or tags.



You can add a tag to your visual in the right top corner. This is an addition to the standard graphic and is always one word written in caps.



Exception: When you have a very short message, it's OK to use just one rectangle. This text box has to appear in one of the primary colours.

Social media: non-descending graphic

The lower rectangle & placement

The lower rectangle of the graphic is always the descending one. You can place the graphic in every corner of the visual.



Proportions

The ratio of the lower rectangle is 2:1.
The margin from the text block is the same on every side of the corner the graphic is descending to.

Social media: non-descending graphic

Placement

The non-descending graphic can be placed anywhere on the visual, as long as it doesn't touch any of the edges.



Proportions & cut outs

The overlap from the two blocks should be at least 1/7th of the lower block. You may use cut-outs in white text blocks, as long as the readability is assured.

Social media: Facebook

Size

On Facebook your entire visual will be visible on all devices, no matter what size it has. **Square sized posts** are a good standard.

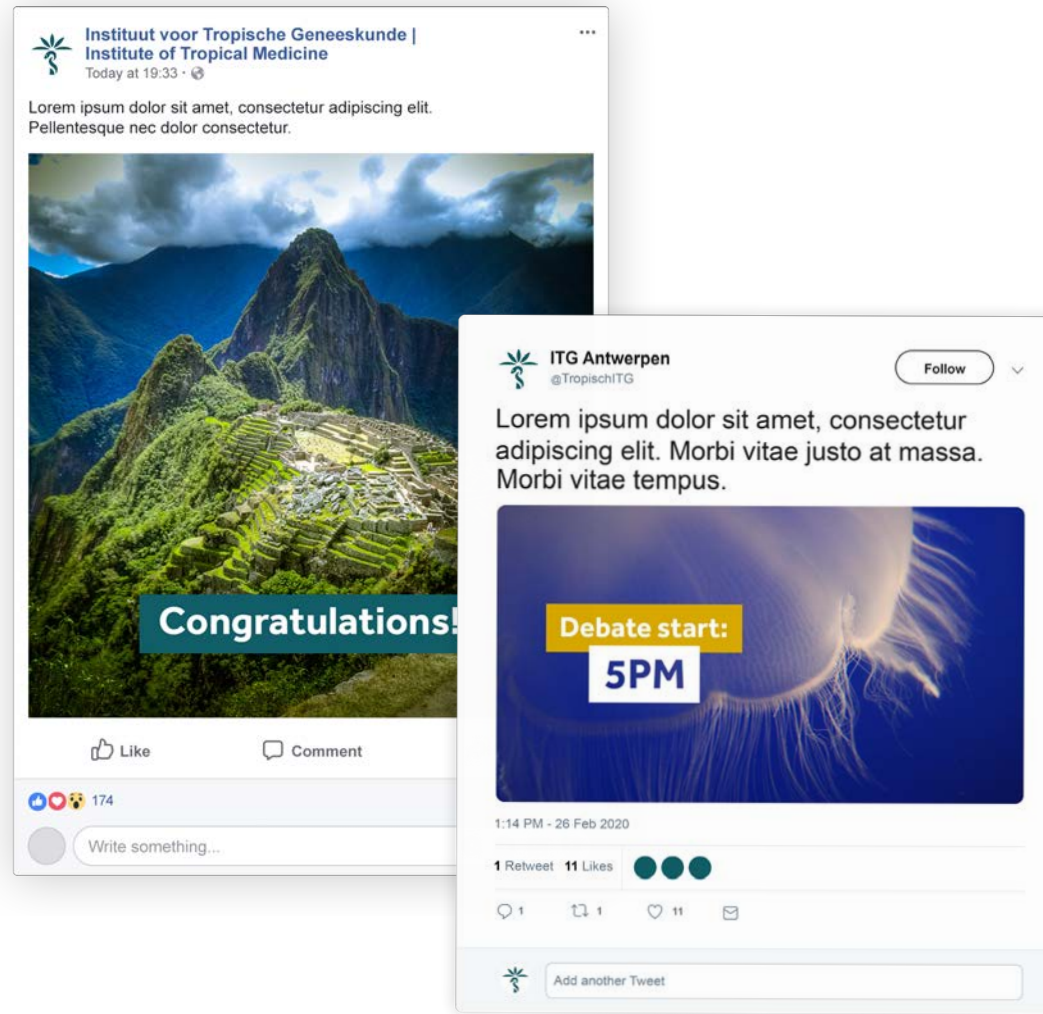
Text on visuals

Facebook punishes visuals with too much text in it. When your image contains more than 20% of text, it will appear less often in people's timelines than other posts.

It's easy to check your visuals with this tool:

https://www.facebook.com/ads/tools/text_overlay

This guideline comes with an extensive template for this kind of posts.



Social media: Twitter

Size

It's important to know that around 70% of the Twitter users use their phone to consult this social network. While on desktop the website shows all visuals in their original proportions, Twitter crops images on mobile devices. It's essential to work with the right image size if you want to be sure that twitter won't cut any important information from your visual.

The best resolution to work with is: **1200px x 675px.**

Text on visuals

Twitter does not punish you based on the amount of text on your image.

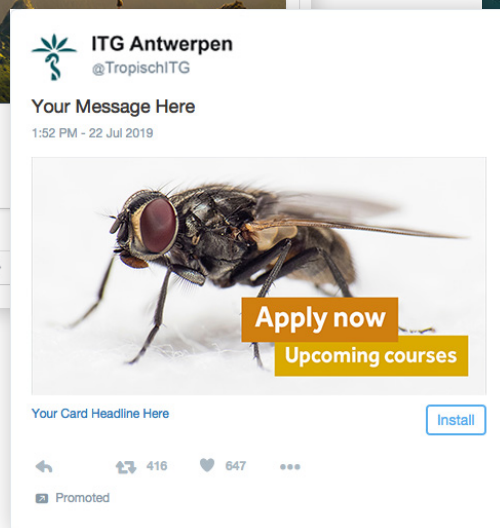
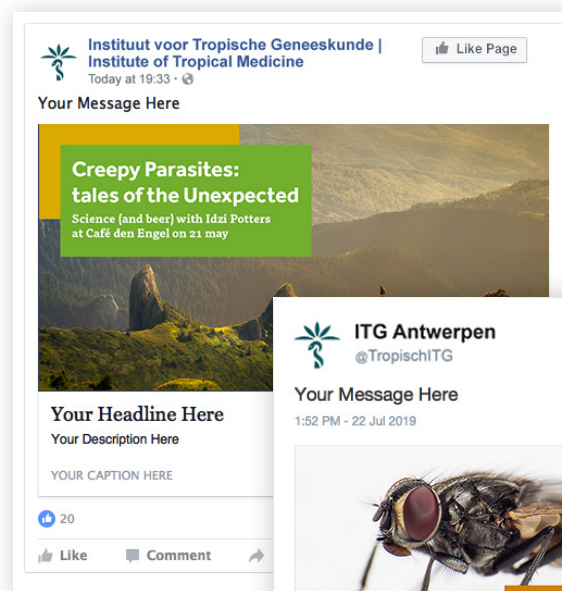
This guideline comes with an extensive template for this kind of posts.

Social media: Linked pages

Size

On Facebook, Twitter and LinkedIn you can share a hyperlink that directs you to another website. You can add an image to this posts, but those have one fixed proportion. This proportion is the same for all three social media websites.

The best resolution to work with is: **1200px x 675px**. This guideline comes with an extensive template for this kind of posts.

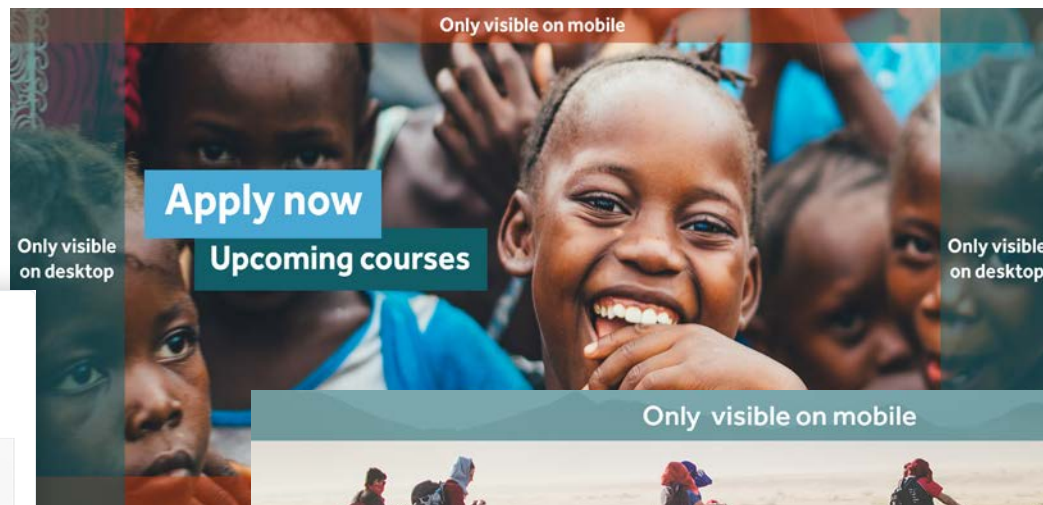


Social media: Headers

Size

Both Twitter and Facebook headers appear different depending on the device you're opening them on. That's why you have to place important content in the center of your visual and to never work with descending graphics. Only put graphics on the visual when you really need to.

This guideline comes with an extensive template for banners.



Facebook banner

Twitter banner

