



Vienna Center for Logic and Algorithms



Visual Identity Guide

January 2012



Vienna Center for Logic and Algorithms

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Logo Variations

A complex, “living” logo has different appearances. It is organized in four combinations using the abbreviation VCLA and the logic symbols \wedge , \supset , \neg , and \forall .

Its role is to show the dynamics and wealth of the subject, and to represent the uniting, experimental, dynamic and cooperative character of the institution.

The logic symbols \wedge (and), \supset (implies), \neg (not) and \forall (for all) are mirroring VCLA (Vienna Center of Logic and Algorithms). Therefore the Vienna Center of Logic and Algorithms can be also read in logic symbols and vice versa.

There are four variations of the Logo. Each consists of plain (black and yellow) and striped elements. These elements can not be separated.

Exception: The logo needs to be printed in a very small size (min 8mm, max. 19mm).

The text “Vienna Center for Logic and Algorithms” in English can be added in three different ways.

Do not alter or change the design, use original data.

Short simple variant



Logo Variations

1. Four logo variations combined with “Vienna Center for Logic and Algorithms” (text below)



Vienna Center for Logic and Algorithms



Vienna Center for Logic and Algorithms



Vienna Center for Logic and Algorithms



Vienna Center for Logic and Algorithms

4. Two logos combined with “Vienna Center for Logic and Algorithms” text



Vienna Center for Logic and Algorithms



2. Four logo variations combined with “Vienna Center for Logic and Algorithms” (text on the side)



Vienna Center for
Logic and Algorithms



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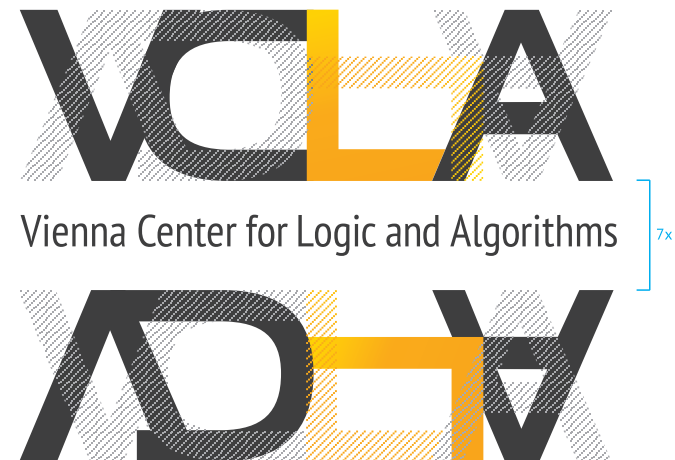
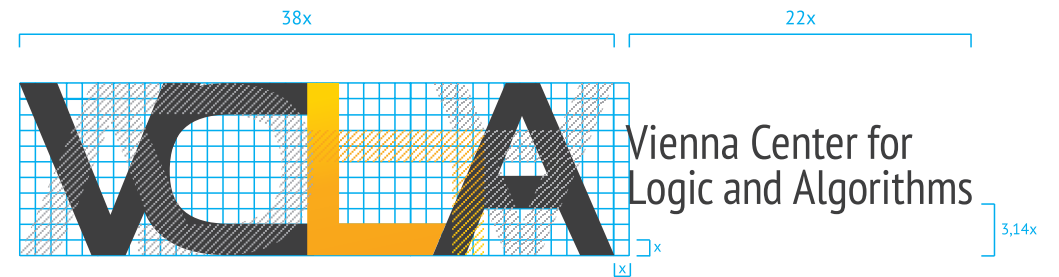
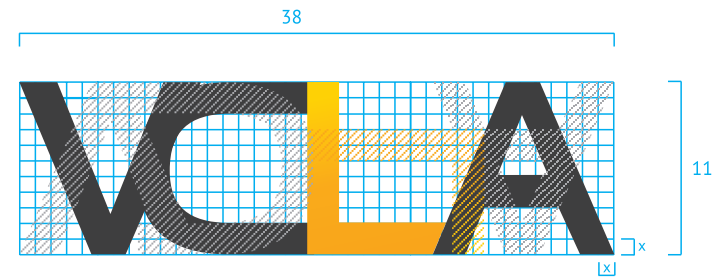
3. Short logo variant combined with TU and Faculty of Informatics Signs



Vienna Center for
Logic and Algorithms

Proportions

All elements of Logo are arranged in a proper proportion and design. Do not separate the elements. The grid shown provides the proper proportion and layout of the logo.



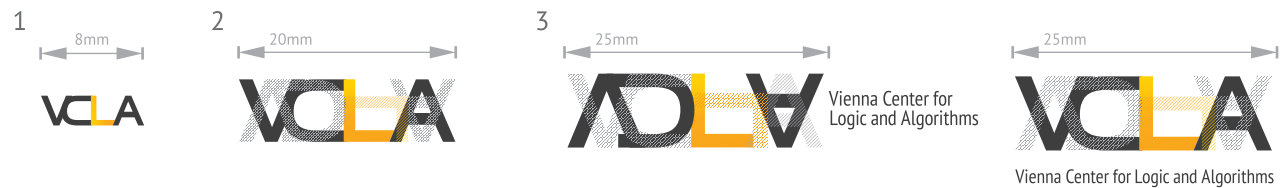
Exclusion Zone, Minimum Size

Maintain a consistent exclusion zone around the Logo, as shown. This space represents the minimum distance between the logo and any other design element or text. The minimum distance to be maintained around the Logo measures 1x around the logo whatever the size of the logo may be.

Same rule applies to all other variants of VCLA logos.

Minimal sizes of printed logos are:

1. Any of short reduced logos - 8 mm width
2. Any of full logos - 20 mm width
3. Any of full logos with its text part - 25 mm with, where only the main part is measured.



Colors

The Logo may be displayed in 90% black with grey dots and colored “L” element on a white, or light grey (till 10% black) color background;
or in white with grey dots and colored “L” element on a 90% black background.

The 100% black version displayed here may be used as an exception in black and white communication, e.g. for facsimile or internal communication.

“L” element with gradient



simple colors (no gradient)



90% black for the letters and 50% black for dotted elements



white and 50% black for dotted elements

90% black and 40% black for dotted elements



white and 50% black for dotted elements

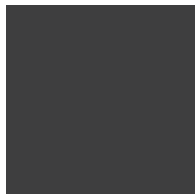
100% black



VCLA Colors

Corporate colors are:
Black, Grey, Orange, Yellow.

For no gradient logos/designs
it is recommended to use
Orange corporate color.



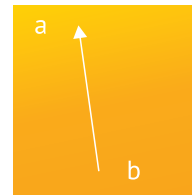
Black
Pantone Black C
RGB 34/34/34
CMYK 0/0/0/90
HEX 222222



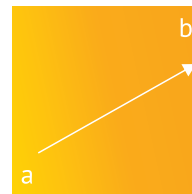
Grey
Pantone Cool Gray 7C
RGB 153/153/153
CMYK 0/0/0/40
HEX 999999



Orange
Pantone 137
RGB 255/153/0
CMYK 0/40/100/0
HEX FF9900



Gradient Angle 102



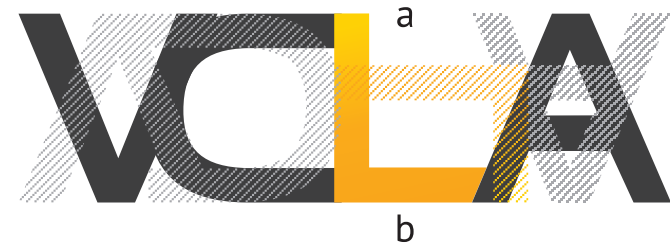
Gradient Angle -167.7



a
Yellow
RGB 250/204/0
CMYK 0/16/100/0
HEX FFCC00



b
Orange
RGB 255/153/0
CMYK 0/40/100/0
HEX FF9900



Typography

PT Sans fonts should be used. If for technical reasons PT Sans fonts are not available, use Helvetica or Arial. For non-Latin scripts, find a similar font to Helvetica/Arial.

PT Sans Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Sans Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Sans Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Sans Narrow Bold

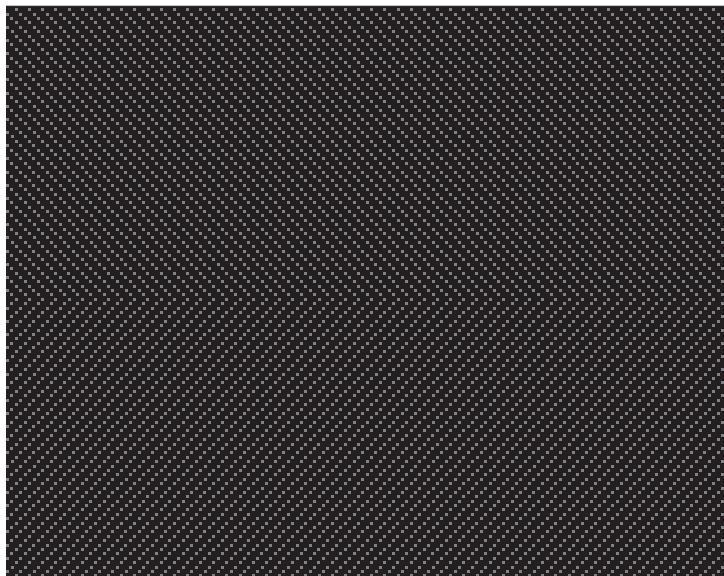
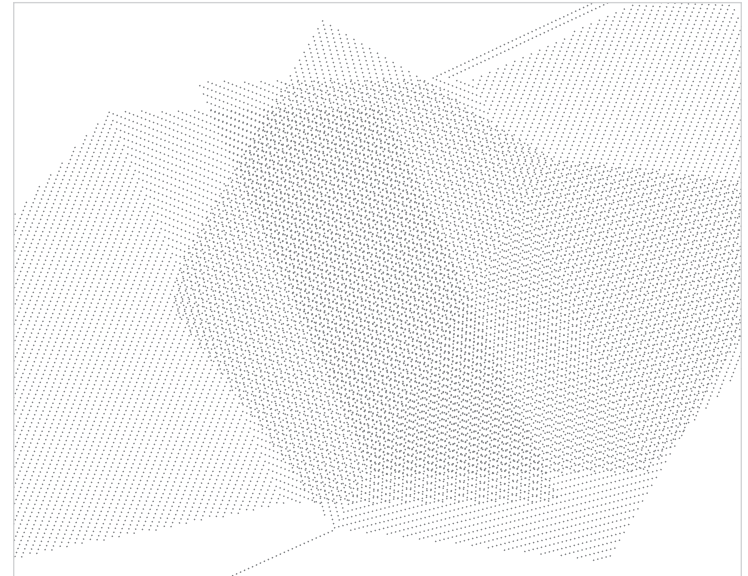
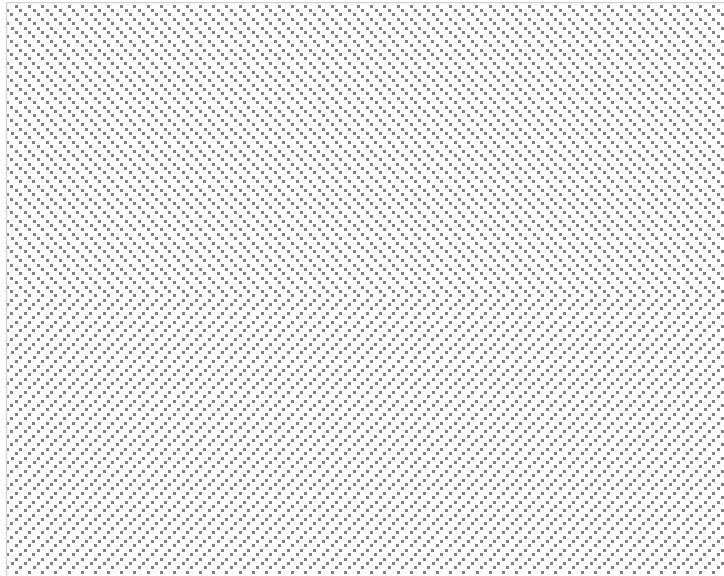
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Sans Caption Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Graphic elements: Pattern

See examples on the page 11, 13, 16.





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Stationery

Preferred size for letterhead body text is 10 pt (Arial). The letterhead template provided is standard A4 size (210 mm × 297 mm).

Letterheads can be published either in color (red/white/black) or in black and white.



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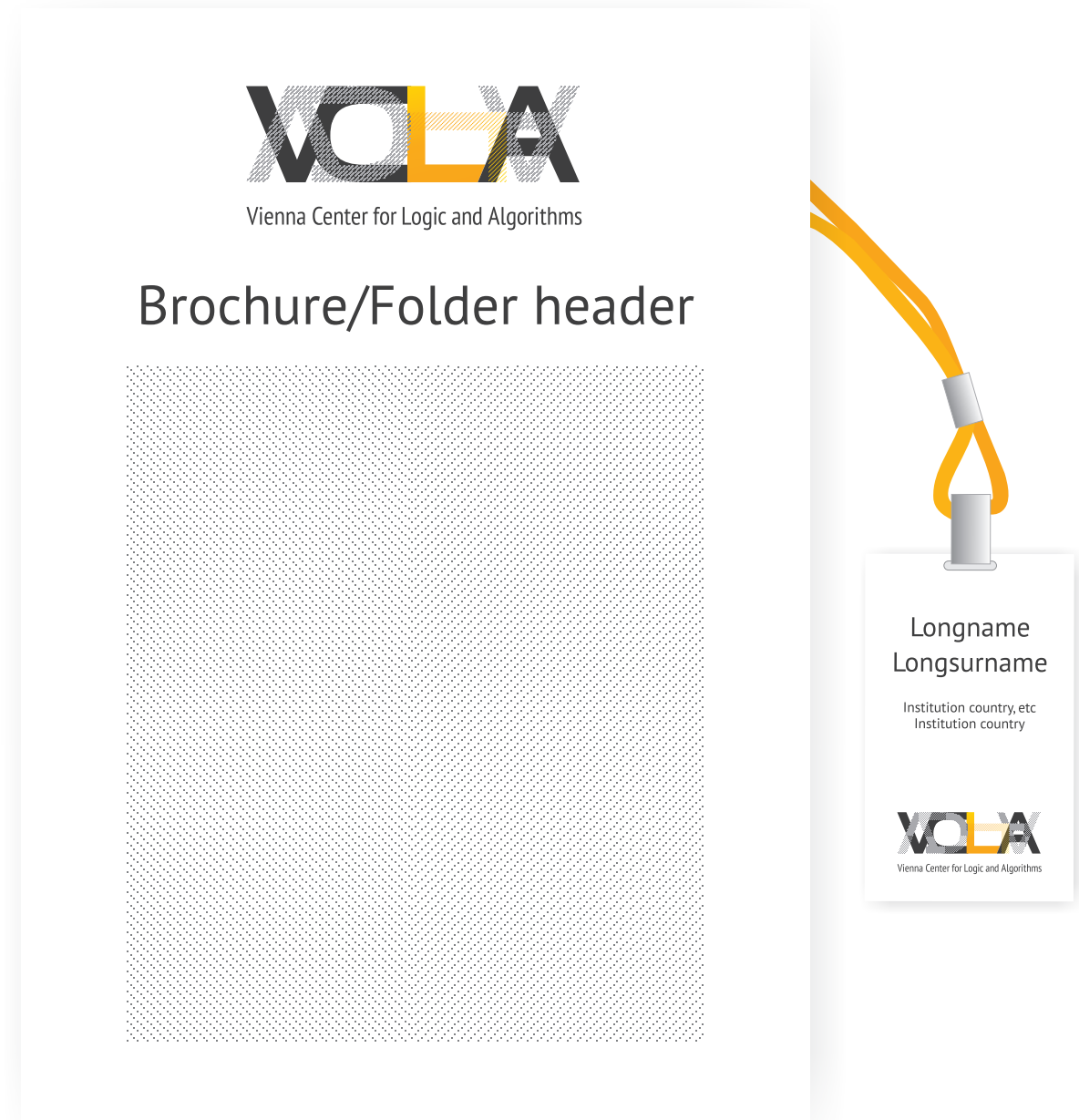
**Technische Universität Wien
Institut für Informationssysteme**

Favoritenstraße 9-11,
1040 Wien
Österreich

www.vcla.at

Stationery

Simple cover example,
badge.



Invitation cards

It is preferable to use thick art paper,
160-220 gr/m2, in white.



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Quattro (14,8 x 14,8 cm)

Studio (11,4 x 16,2 cm)



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Invitation cards

with the VCLA dotted pattern.

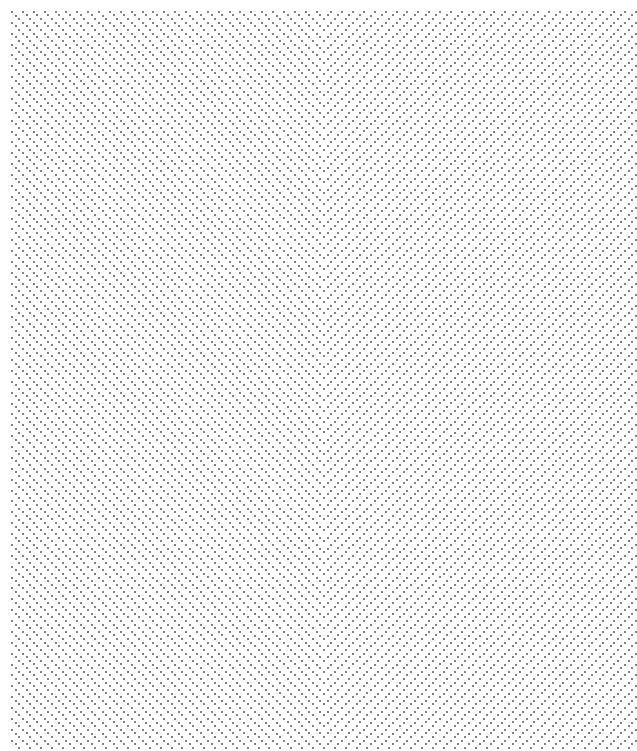


**Standard POS
material:**

Roll-up



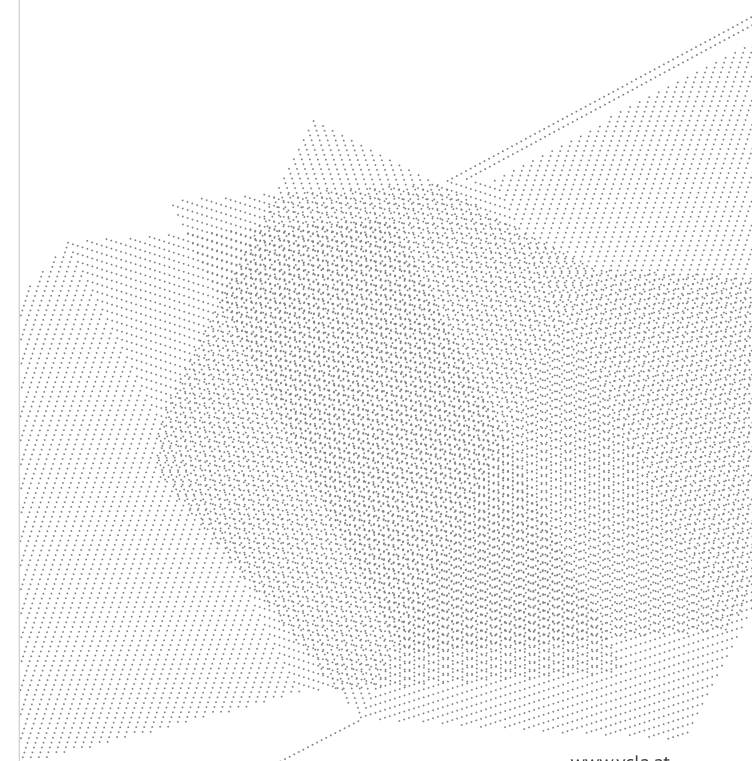
Vienna Center for Logic and Algorithms



100 x 205 cm



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www.vcla.at



Internet: Web site

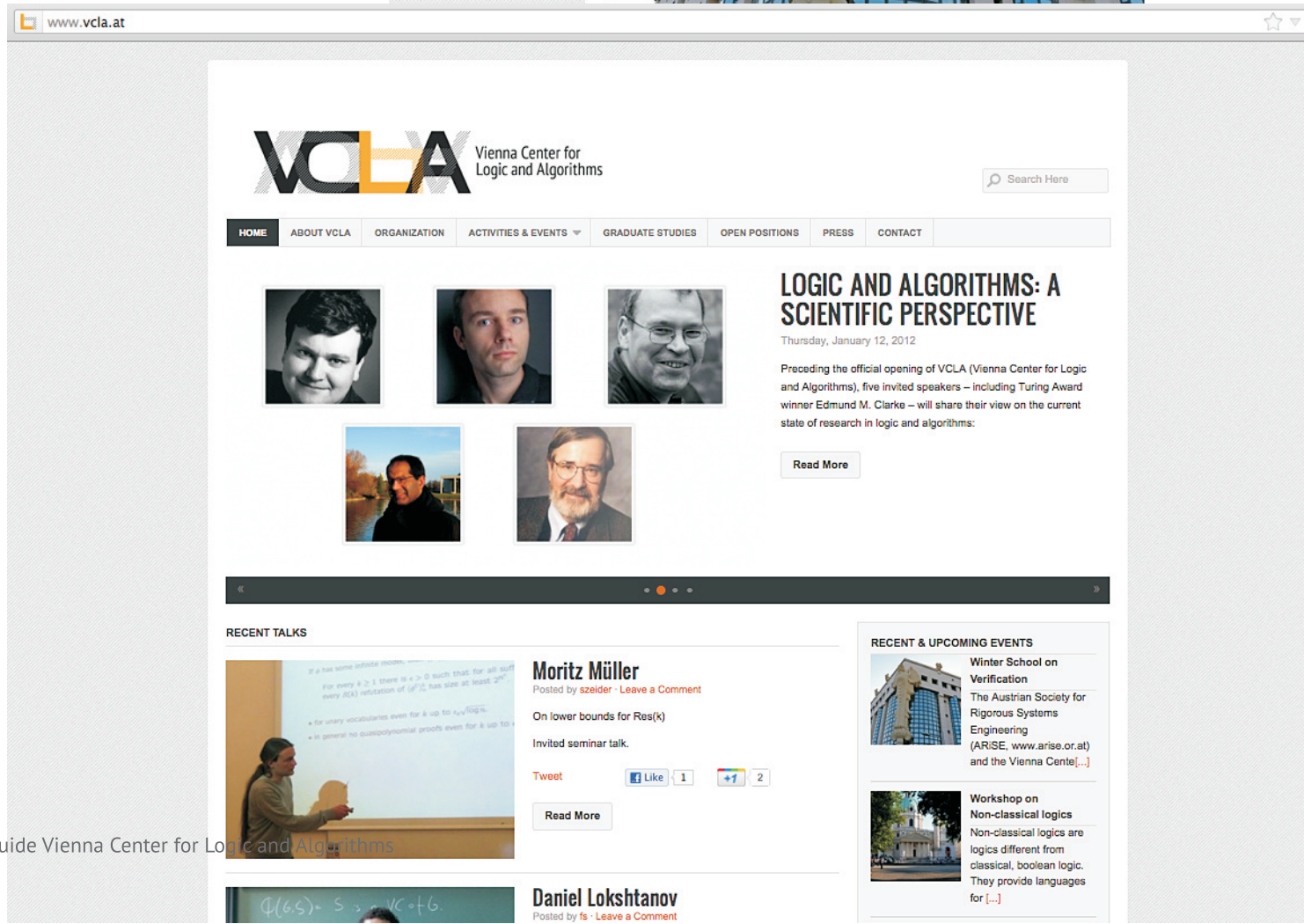
Favicon: static



Favicon: animated



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Give-Aways

All give-aways are branded with the Logo. The logo application depends on the shape and size of the give-aways. Brand the give-aways in the manner shown on these examples.

It is preferable to put the logos on the white background.

Minimal sizes of printed logos are:

1. Any of short reduced logos - 8 mm width
2. Any of full logos - 20 mm width
3. Any of full logos with its text part - 25 mm with, where only the main part is measured

