

# VISUAL IDENTITY MANUAL









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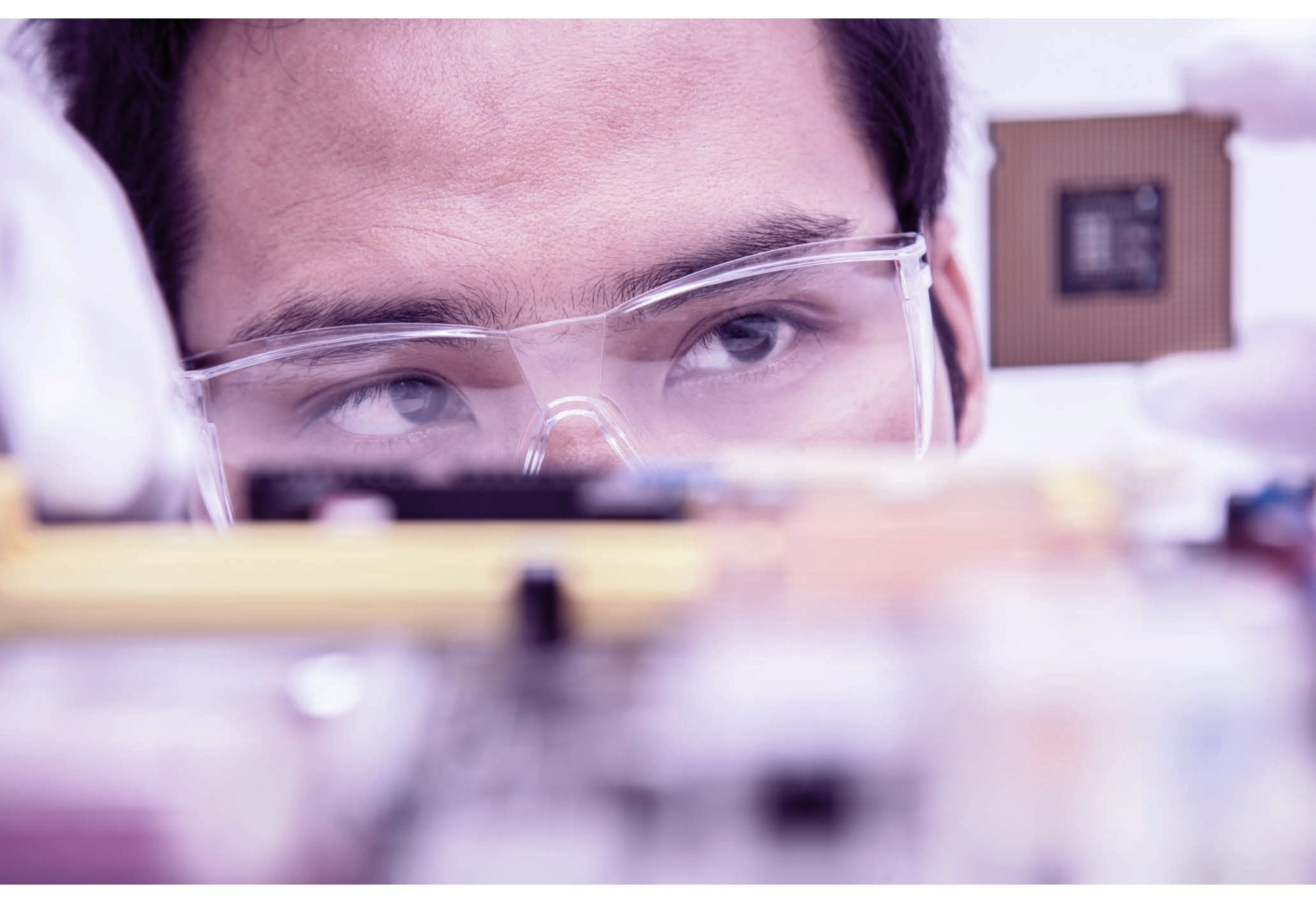
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# INTRODUCTION

This basic user manual explains the manner in which the STAR logo's identity should be correctly used.

Any form of communication must be based on these rules, and consistently making use of these guidelines will ensure that the logo is strong and recognizable.

Respecting the guidelines found in this basic manual will contribute to strengthening the logo as an important asset to the organization. Therefore, it is critical that these standards are met to ensure the project's proper implementation.

Any aspect not outlined in these pages should be developed by the department in charge of regulating the STAR brand.



# DESCRIPTION

The STAR logo is a typographic logo, which is combined with a graphic form that imitates a star.

The logo shape is composed of transparent diamonds that overlap to create different color schemes which in turn form the shape of a star, although this is not the only figure that can be inferred from the design.

The color palette chosen for the logo is composed of a wide range of colors, along with those additional colors created by the transparency effect. This way, upon seeing the logo we reflect on the broad field that encompasses science and engineering, and the integration of the people who form a part of this project.



**Science** (from the Latin word scientia meaning 'knowledge') is the ordered set of systematically structured knowledge.



Thanks to the inventive trait of human beings and their curiosity, coupled with science and technology, previously unimagined discoveries and achievements are made possible. That is how STAR was born, and through a balance of its different parts working together great things can be imagined and achieved. There is no limit in our skym the stars are infinite.



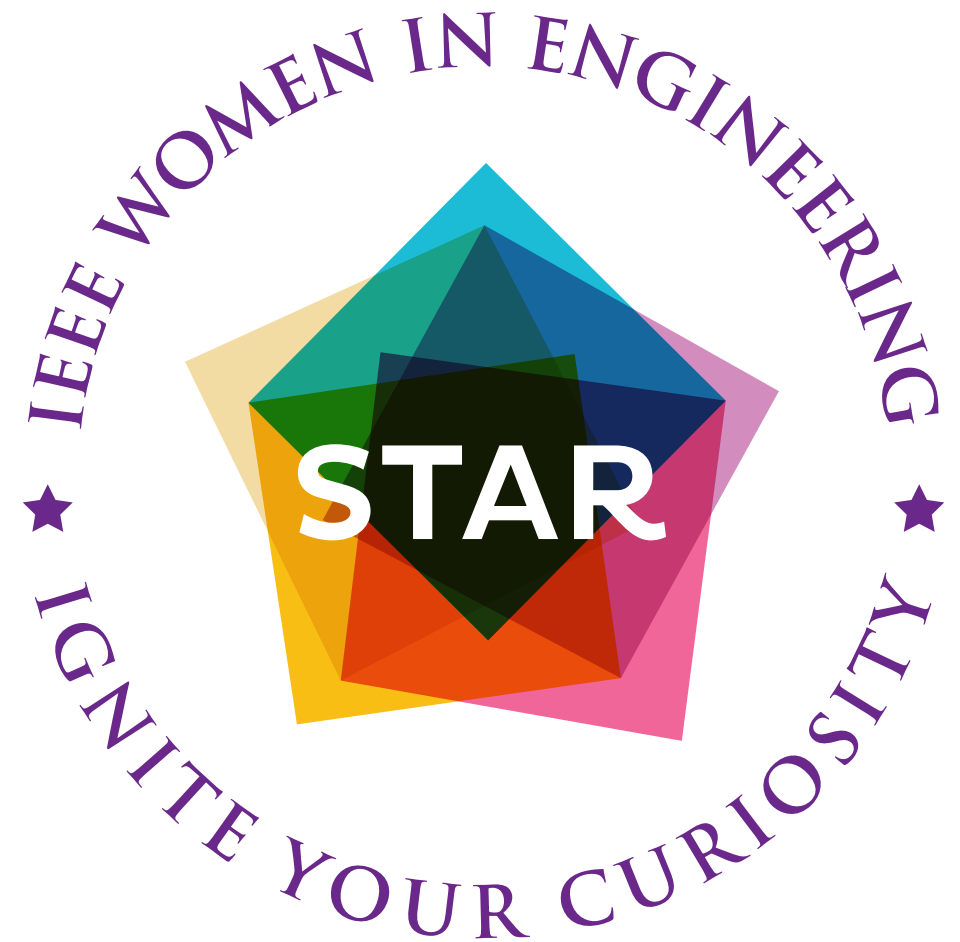
# CONFIGURATION

The STAR logo has a unique preferred configuration, which manages the correct proportion of overall appearance to its components.

In the design shown in this configuration, all versions of the logo have been developed with respect to the organization's ideologies.

To ensure logo consistency, the logo should always be applied in its original configuration and can never be altered.

One of the logos found at the end of this manual must always be attached. It should never be made from low-resolution digital files like JPG or TIFF.







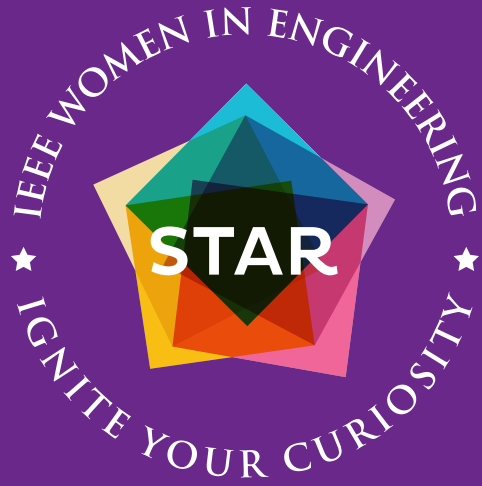


# SPECIAL CASES

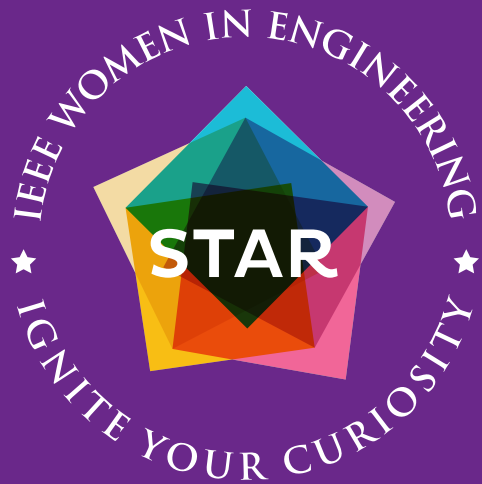
The STAR logo can be used with a phrase in any language that represents the meaning of the program for each WIE affinity group. In cases where the additional phrase is used, it must be below the star and can be split over two lines or over a single line if required.

The following examples show the placement of this phrase.

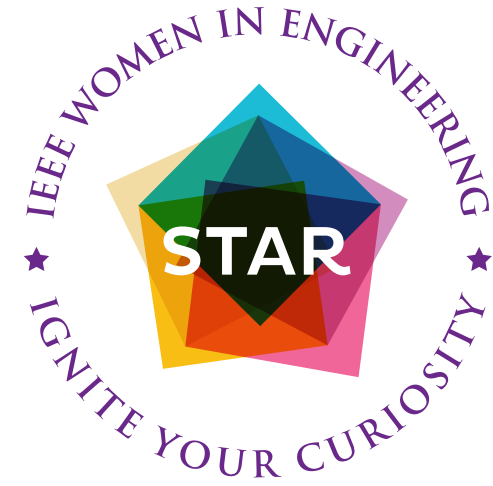




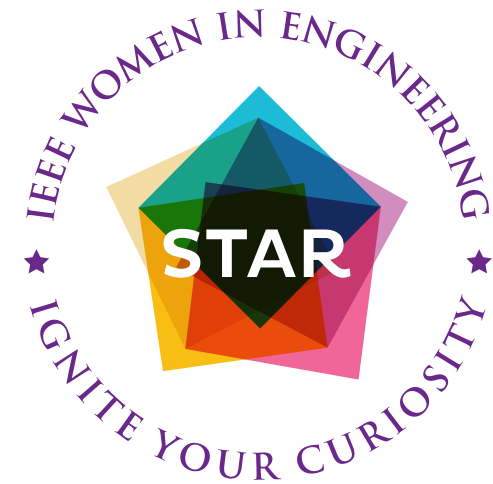
**WHERE EVERYBODY  
SHINES**



**UNA EXPERIENCIA  
MEMORABLE**



**EN DONDE  
TODOS BRILLAN**



**A MEMORABLE  
EXPERIENCE**



IEEE WOMEN IN ENGINEERING  
STAR  
IGNITE YOUR CURIOSITY

UNA EXPERIENCIA  
MEMORABLE

IEEE

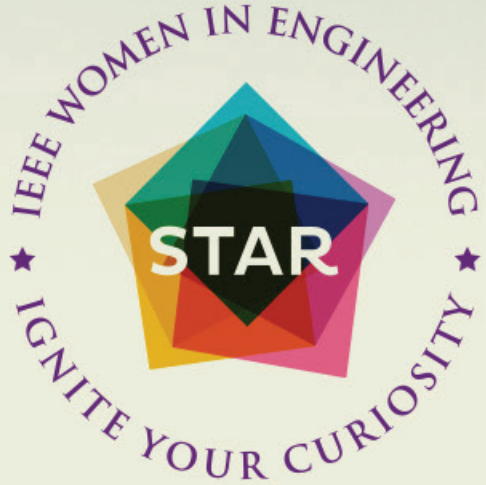


LEEE WOMEN IN ENGINEERING ★  
★ IGNITE YOUR CURIOSITY



**A MEMORABLE  
EXPERIENCE**





**EN DONDE  
TODOS BRILLAN**





# A MEMORABLE EXPERIENCE



...quis, qui sequitur institutionem consue-  
tudinum consuetudinum lectorum.





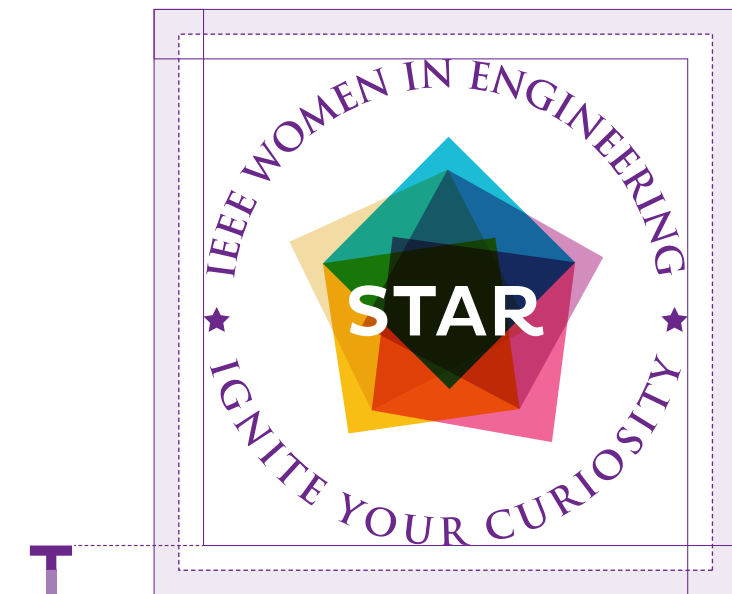
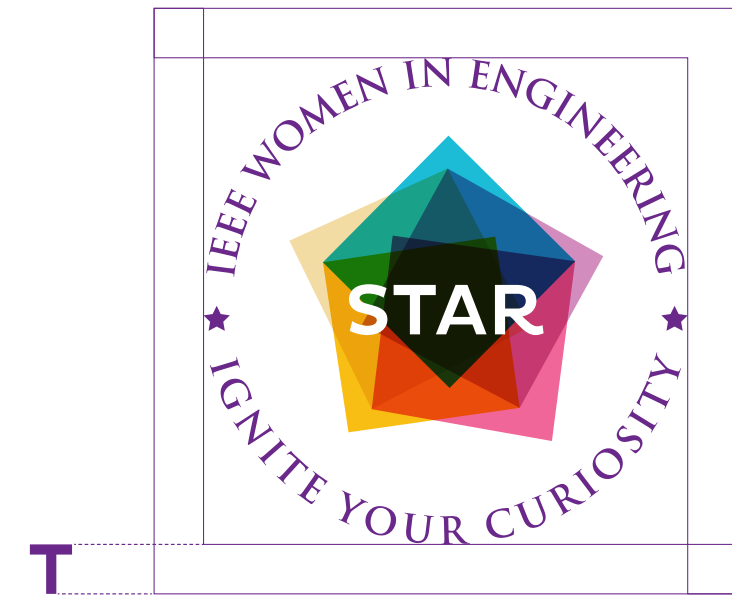
# CLEAR SPACE

Protecting brand visibility is achieved to ensure brand prosperity. Due to this, there is a certain clear space that must be applied.

This area should be empty of anything other than the elements that make up the logo, such as graphics, images, texts, formatting, etc.

By ensuring that the logo is always replicated with this clear space, we achieve a greater impact through our communications.

In the design the preferred clear space is presented, along with the minimum preservation of the brand that is required to use the logo.



**NOTE:**

In cases that do not comply with the limitations indicated above, only half the design will be available, as shown in the graphics.





# MINIMAL USAGE

Every logo has a minimum size, which is defined to preserve its proper legibility.

In the design shown here the minimum size is indicated in centimeters, which is recommended so that the definition of the logo's elements is ideal to be reproduced in high-quality media.

To determine the size of the logo in different applications, it is important to consider the quality of the reproduction, because this is what will define its final readability.

One of the logos found at the end of this manual must always be attached. It should never be made from low-resolution digital files like JPG or TIFF.





# VERSIONS OF THE BRAND

Here are the different versions of the STAR brand.

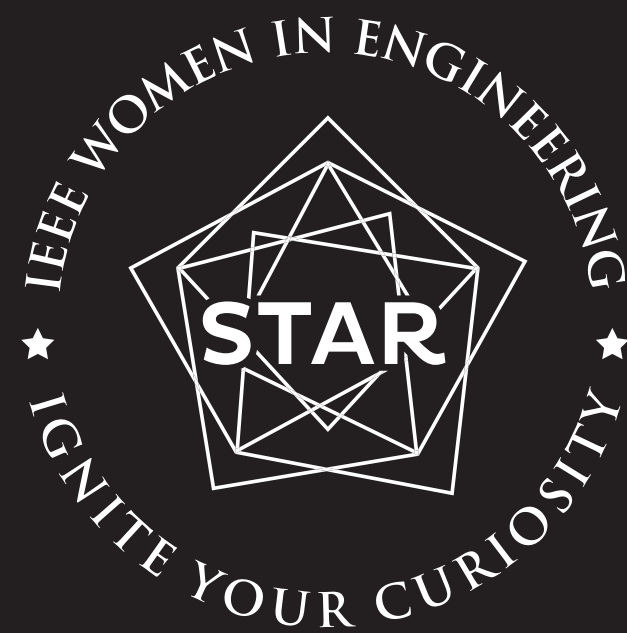
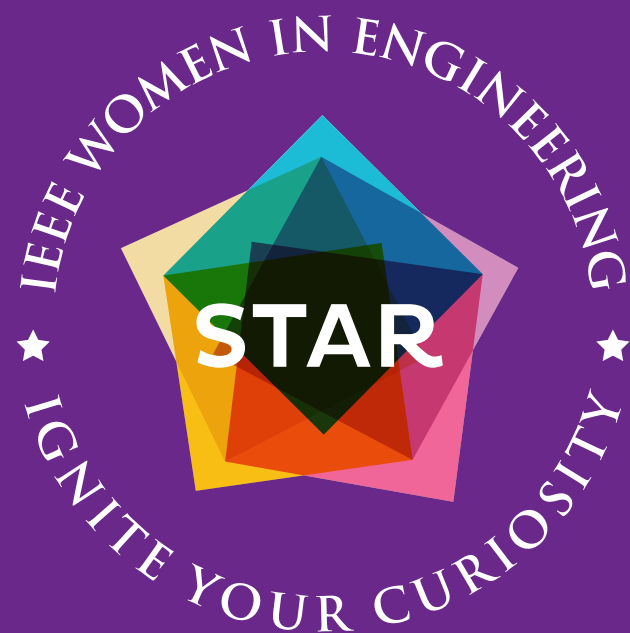
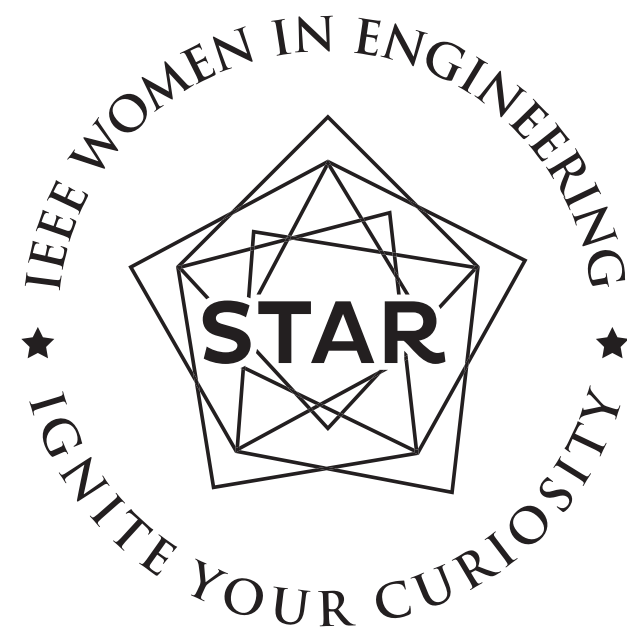
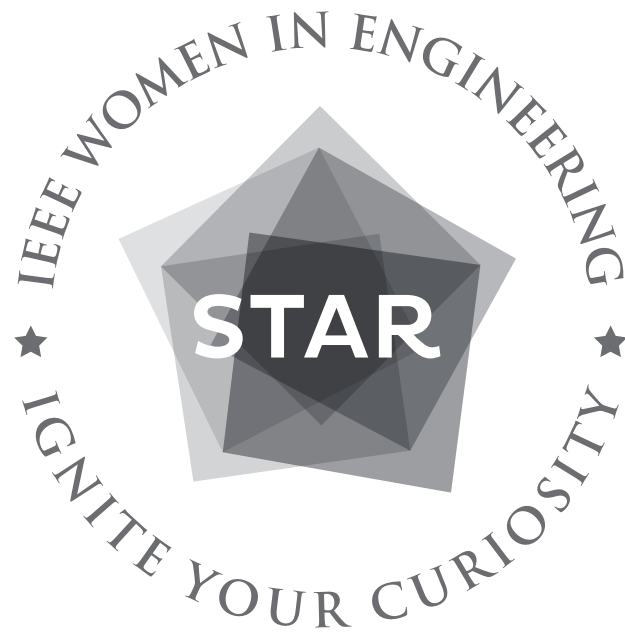
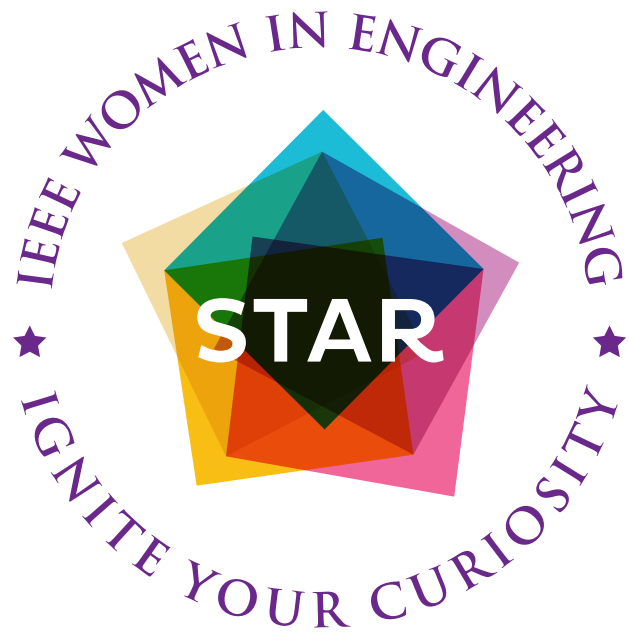
The color version of the brand should always be applied as shown in the diagram on a white background. This version is for all those digital or printed pieces that need to be reproduced in color. The same can be applied on a purple background if so required.

The gray scale version of the logo should always be applied as shown over a white background. This version is to be used in all forms of communication where due to cost or the medium used, the color version cannot be used. It is recommended that this version be used in black and white press, flyers and low cost promotional material.

The positive monochrome version is the logo favored to be applied in all forms of communication in black and white, and should always be applied, as shown, on a white background. This version may be used in black and white press, flyers and promotional material that does not allow the use of the color or gray scale logo.

The transparent monochrome version is another version that can be applied in all black and white communication, and must be applied as shown on a black background. This version can be used in black and white press, flyers and promotional material where the background requires a color other than white. This version of the logo is recommended for reproducing color promotional pieces on various layers, for example on labeled parts, recordings or where the logo is applied by means other than printing.

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# INCORRECT USES

Correctly applying the logo and all its components will make it possible to build a strong and consistent visual system.

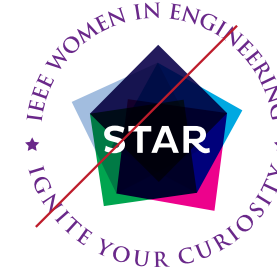
A few bad examples of logos are shown to the right as a reference of the type of way we should never modify the logo.

These rules apply to all configurations and versions of the STAR logo.

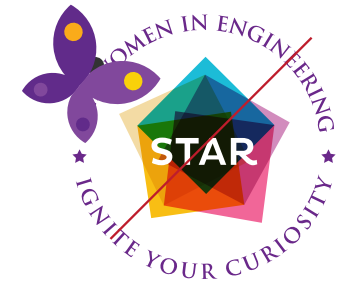
If there is any application that cannot be done following these guidelines, the department in charge of brand regulation should be contacted before attaching the logo.



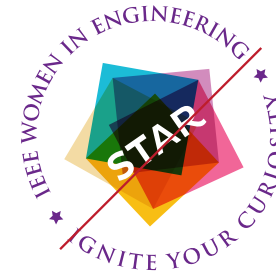
Do not attempt to recreate the typeface.



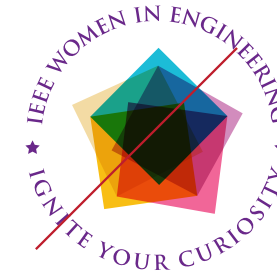
Do not change the colors.



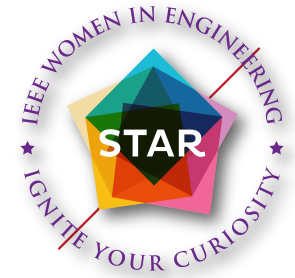
Do not incorporate elements that overrun the safety area around the logo.



Do not rotate any of the elements.



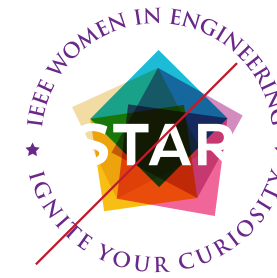
Do not omit or alter any of the elements.



Do not use any type of shades and/or glow around the logo.



Do not manipulate or distort the logo. Do not expand, or condense it.



Do not alter the original dimensions.



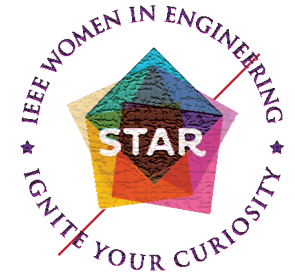
Do not alter the configuration of the elements of the logo.



Do not flip the logo.



Do not use low resolution prints or scanned images. Always use the original high resolution files.



Do not apply patterns or effects on the logo that could compromise its legibility.





This logo is the winner of the STAR Logo Contest organized in 2015 by the Women in Engineering (WIE) affinity group at IEEE Panama. It was designed by Maria Contreras from DBranding Consulting, who in condition as the winner of the contest grants the rights of use, provision, marketing and any other usage of the intellectual property involved to IEEE.