Carnegie Mellon
Portugal

Brand Guidelines – Logo

Oct. 2018

Version 1.0

Contents

Brand Concept

The Carnegie Mellon Portugal Program is an international partnership with the mission to place Portugal at the forefront of innovation in key focused areas of Information and Communication Technologies (ICT).

Considering the project is a partnership between Carnegie Mellon University and the Portuguese Government, we decided to focus on the ideas of partnership, collaboration and network. The connection of these two partners, these two "dots", will lead to new paths, to research, to talent development, to innovative possibilities.

Since the main area of focus of the programme is ICT, the new branding represents technology through the use of a simplified icon inspired by networks and graphs. This recognisable representation of tech works perfectly with the previously mentioned concepts we wanted to explore.

The new Carnegie Mellon Portugal branding keeps a strong connection to the Carnegie Mellon main brand through the use of their word mark and color palette, but still being able to have its own identity. The new brand is dynamic and versatile, unfolding into multiple applications like the programme's projects logos, icons representing the areas of practice, and so on, and by doing so creating a strong and recognisable brand across different media.

collaboration
talent development
research
partnership
network
technology

Our Logo

The appearance of the CMU Portugal brand is identified through our logo.

Under no circumstances may it be changed, adapted, or used arbitrarily (see page 12). It may be used only in the approved manner and without alteration.

CMU Portugal's logo main version (1) should be used whenever possible. However, if there is a limitation of space and a more vertical shape is preferable to increase legibility, the secondary version (2) should be used.

1. Main version

Carnegie
Mellon
Portugal

2. Secondary version

Carnegie Mellon
Portugal

Our Logo

Monochromatic versions

The CMU Portugal color version logo (previous page) should be used whenever possible. However, when contrast with the background causes legibility issues, one of the monochromatic versions should be used instead – Black version (1) for light backgrounds or White version (2) for dark backgrounds.

On pages 10 and 11 you'll find some examples of logo use over different backgrounds to ensure legibility.

1. Black version

2. White version

Carnegie Mellon Portugal

Carnegie Mellon Portugal

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Minimum sizes

The minimum sizes must be respected for
optimal legibility.

Carnegie
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PRINT: 15mm
WEB: 70px

Carnegie Mellon
Portugal

PRINT: 25mm
WEB: 120px

Protection area

The protection area serves as a visual safeguard for the logo. There shall be no other imposing objects such as sample texts, sub-logos, photos, etc. placed here.

The logo protection area represents the minimum space to be considered. A great a distance as possible should be used between the logo and other design elements.
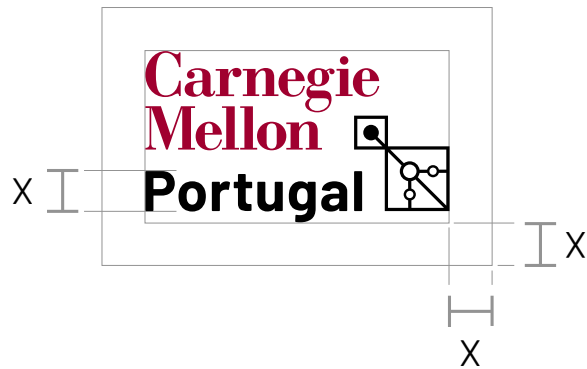
Color palette

Logo colors
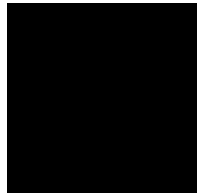
Black
Pantone: Process Black C
Hex color: #000000
CMYK: 0 0 0 100
RGB: 0 0 0

Red
Pantone: 200 C
Hex color: #bb0000
CMYK: 0 100 79 20
RGB: 187 0 0 *

White
Hex color: #ffffff
CMYK: 0 0 0 0
RGB: 255 255 255

* To prevent pinkness on screen, web red is slightly different than print red.

Color use

The main version of the logo (color) should be used whenever possible but the color version for the logo must be chosen depending on the background color, ensuring maximum legibility.

Sufficient contrast between the logo and background is essential.

Color use over photo

The color for the logo must be chosen depending on the background color, ensuring maximum legibility.

Sufficient contrast between the logo and background is essential.

If the photo background doesn't guarantee a good logo legibility, then a shape must be used behind the logo, or some other technique that ensures legibility.

Example of Logo use over a simple light background.

Example of logo use with rectangular shape over a textured photo background.
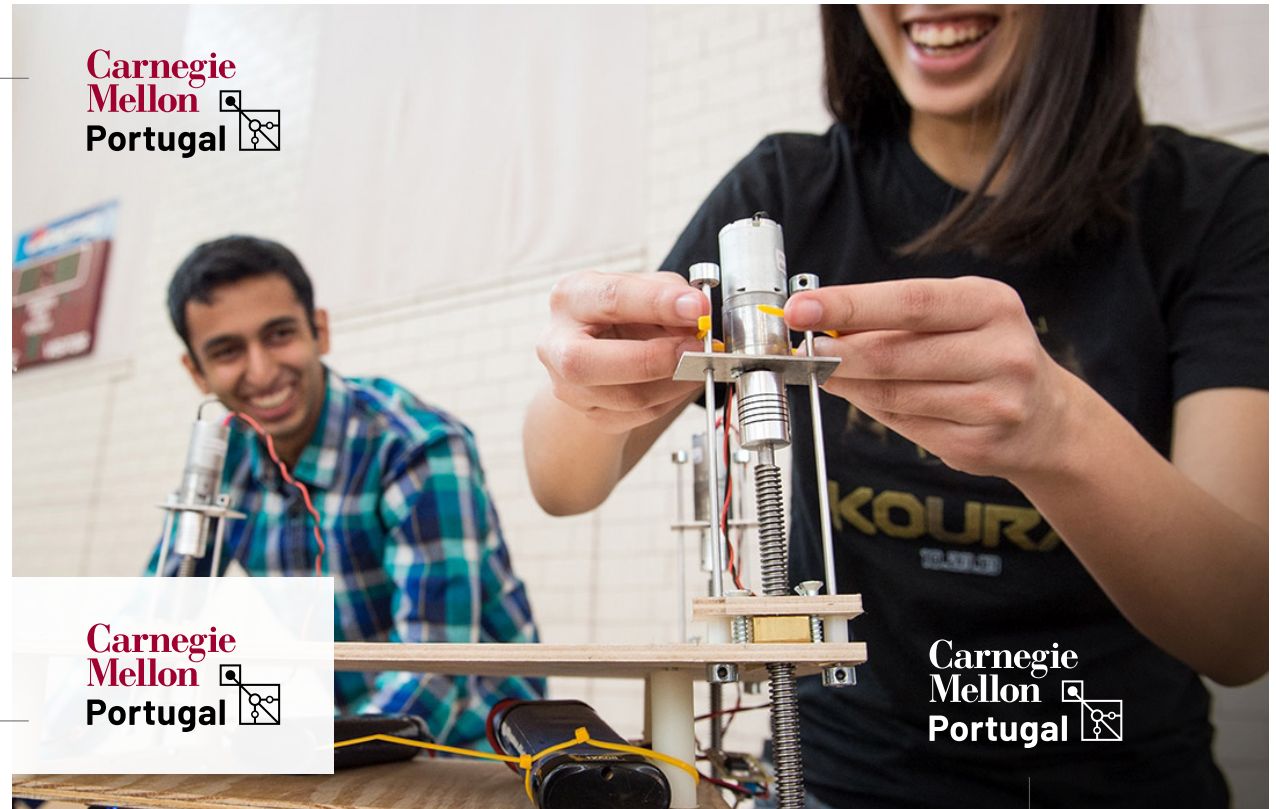
Example of Logo use over a simple dark background.

Application

It is strictly forbidden to shift elements, change the elements scale, change the color palette of the logo, ignore the logo's contrast with the background, change the font used, or alter the logo in any way.

Here are some examples:

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www.cmuportugal.org