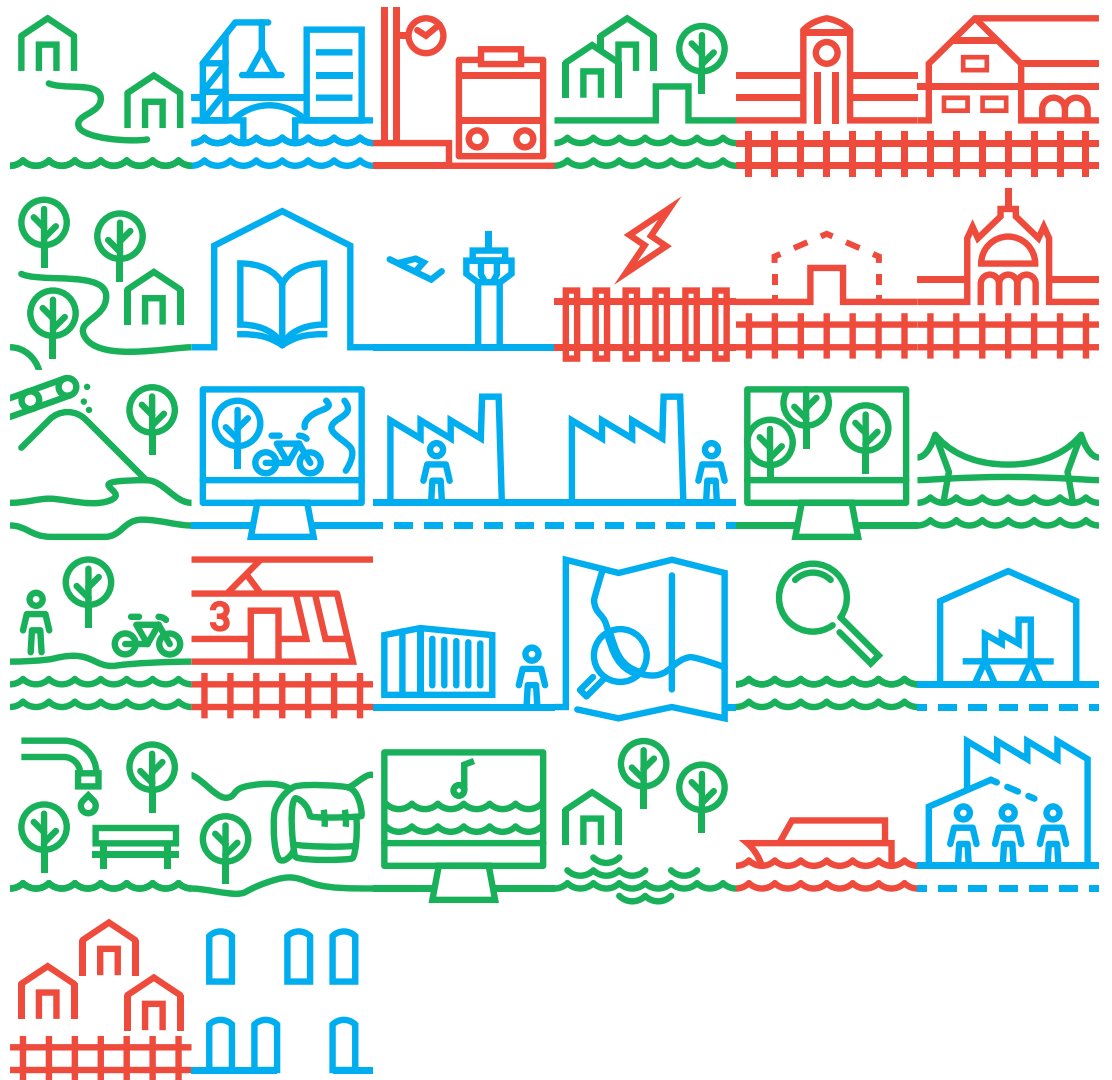


IBA BASEL GRAPHICS MANUAL

PROJECT ICONS



IBA BASEL GRAPHICS MANUAL PROJECT ICONS

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COLORS



Pantone 354
C 82% M 0% Y 90% K 0%
R 0 G 164 B 75
#00a44b



Pantone Warm Red
C 0% M 86% Y 80% K 0%
R 249 G 66 B 58
#f9423a



Pantone 801
C 100% M 0% Y 0% K 0%
R 0 G 159 B 227
#009fe3



Black
C 0% M 0% Y 0% K 100%
R 0 G 0 B 0
#000000

IBA BASEL

Pantone 354
C 82% M 0% Y 90% K 0%
R 0 G 164 B 75
#00a44b

Black
C 0% M 0% Y 0% K 100%
R 0 G 0 B 0
#000000

LOGO IBA BASEL & TAGLINE WHEN TO USE IT?

Um die Zusammenarbeit mit IBA Basel aufmerksam zu machen, für Allgemeine Berichterstattung über die IBA Basel:

- Werbung
- Flyer
- Broschüre
- Website
- Intranet
- Internet
- Sozialmedia

Pour signaler la collaboration avec l'IBA BASEL, pour des Informations générales concernant l'IBA BASEL :

- Publicité
- Prospectus
- Brochure
- Site web
- Intranet
- Internet
- Réseaux sociaux

LOGO IBA BASEL & TAGLINE DESCRIPTION

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

Icon in positif & black
Use: Color prints

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

logo in positif & black
Use: Black prints

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

Logo in negative & white
Use: Black prints

LOGO IBA BASEL & TAGLINE MINIMAL SIZES

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

A6, Postcards
height : 1.9mm
width : 30mm

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

A5, Flyers
height : 2.9mm
width : 45mm

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

A4, Catalogs
height : 3.4mm
width : 52mm

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

A3, Posters
height : 3.9mm
width : 60mm

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

A2, Posters
height : 4.8mm
width : 74mm

IBA BASEL INTERNATIONALE BAUAUSSTELLUNG
IMAGINER ET BÂTIR L'AVENIR

F4, Posters (& more)
height : 6.7mm
width : 104mm

LOGO IBA BASEL WHEN TO USE IT?

bei denen das lange Logo nicht passt vom verfügbaren Platz her, Um die Zusammenarbeit mit IBA Basel aufmerksam zu machen, für Allgemeine Berichterstattung über die IBA Basel:

- Werbung
- Flyer
- Broschüre
- Website
- Intranet
- Internet
- Sozialmedia

Dans les cas où la version longue du logo IBA Basel ne peut être utilisée par manque de place, Pour signaler la collaboration avec l'IBA BASEL , pour des Informations générales concernant l'IBA BASEL :

- Publicité
- Prospectus
- Brochure
- Site web
- Intranet
- Internet
- Réseaux sociaux

**LOGO IBA BASEL
DESCRIPTION**

IBA BASEL

Icon in positif & black
Use: Color prints

IBA BASEL

logo in positif & black
Use: Black prints

IBA BASEL

Logo in negative & white
Use: Black prints

LOGO IBA BASEL MINIMAL SIZES

IBA BASEL

A6, Postcards
height : 1.9mm
width : 12.5mm

IBA BASEL

A5, Flyers
height : 2.9mm
width : 18.8mm

IBA BASEL

A4, Catalogs
height : 3.4mm
width : 21.7mm

IBA BASEL

A3, Posters
height : 3.9mm
width : 25mm

IBA BASEL

A2, Posters
height : 4.8mm
width : 30.9mm

IBA BASEL

F4, Posters (& more)
height : 6.7mm
width : 43.5mm

ICON PROJECT WHEN TO USE IT?

Als logo/Bild für das Projekt Nutzen:

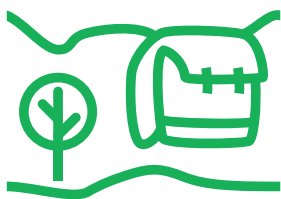
- Sämtliche Projekte, welche kein eigenes Bild/Logo haben, dürfen dies als offizielles Projektbild nutzen (Birspark landschaft, Quartier DMC, Ein Grossraum ein Wahrzeichen, Domaine Haas...)
- Für sämtliche Werbemittel
- Für Werbegeschenke / Give-aways / Goodies
- Auf Briefpapier bei Kommunikation über Projekt

Utiliser comme logo/image pour le projet:

- L'ensemble des projets qui ne possèdent pas de Logo/image, peuvent utiliser cette icône comme logo/Image (Birspark landschaft, Quartier DMC, Ein Grossraum ein Wahrzeichen, Domaine Haas...)
- Pour l'ensemble des moyens de communication
- Pour des cadeaux publicitaires / Give-away / Goodies
- Sur les papiers à lettre pour la communication du projet

ICON PROJECT DESCRIPTION

5. ICON PROJECT



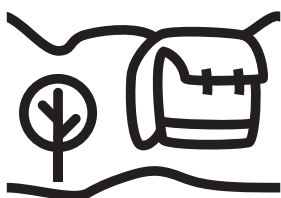
Icon in positif
Use: Color prints & Web

6. ICON PROJECT



Icon in negative
Use: Color prints & Web

7. ICON PROJECT



Icon in positif & black
Use: Black prints

8. ICON PROJECT

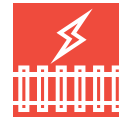


Icon in negative & black
Use: Black prints

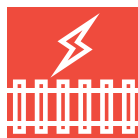
ICON PROJECT MINIMAL SIZES



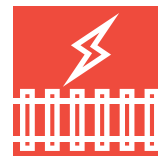
A6, Postcards
height: 10mm
width: 10mm



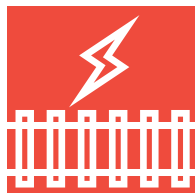
A5, Flyers
height: 15mm
width: 15mm



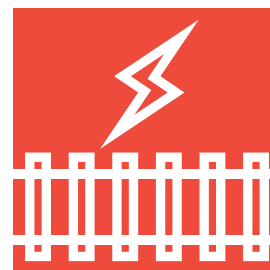
A4, Catalogs
height: 17.5mm
width: 17.5mm



A3, Posters
height: 20mm
width: 20mm



A2, Posters
height: 25mm
width: 25mm



F4, Posters (& more)
height: 35mm
width: 35mm

ICON STATUS WHEN TO USE IT?

Projektbezogene Werbemittel:

- Eigene Website und webpage des Projektes
- Für die Presse bei Berichterstattung
- Zeitungsartikel über Projekt
- Auf sämtlichen Social-Media-Kanälen: FB, Twitter, Instagram, ...

Communication lié au projet:

- Site web et pages web concernant le projet.
- Pour la presse, couverture médiatique concernant le projet
- Article de presse concernant le projet
- Sur l'ensemble des réseaux sociaux FB, Twitter, instagram...

ICON STATUS
DESCRIPTION

1. ICON STATUS



IBA BASEL

Status in positif
Use : Color prints & Web

2. ICON STATUS



IBA BASEL

Status in negative
Use : Color prints & Web

3. ICON STATUS



IBA BASEL

Status in positif & black
Use : Black prints

4. ICON STATUS



IBA BASEL

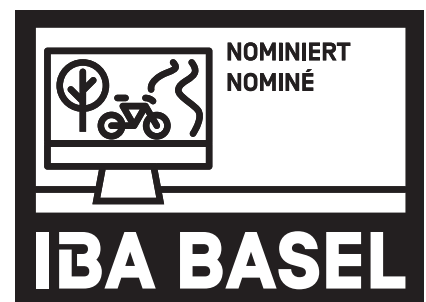
Status in negative & black
Use : Black prints

3.1. ICON STATUS



Status in positif & white
Use : Black prints

4.1. ICON STATUS



Status in negative & white
Use : Black prints

ICON STATUS MINIMAL SIZES



IBA BASEL

A6, Postcards
 height : 10mm



IBA BASEL

A5, Flyers
 height : 15mm



IBA BASEL

A4, Catalogs
 height : 17.5mm



IBA BASEL

A3, Posters
 height : 20mm



IBA BASEL

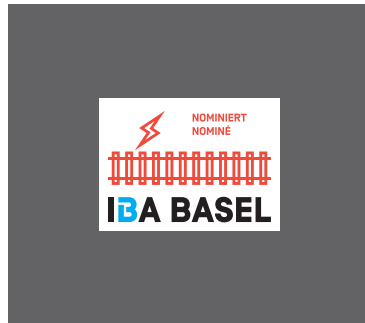
A2, Posters
 height : 25mm



IBA BASEL

F4, Posters (8 more)
 height : 35mm

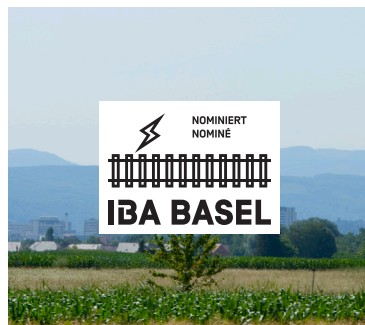
BACKGROUNDS DO



Positif color
Always on white background



Negative color
Always on white background



Positif black
Picture or pattern in background :
Always on white



Negative black
Picture or pattern in background :
Always on white

BACKGROUNDS DO



Positif white
From 50% to 100% black in background



Negative white
From 50% to 100% black in background



Positif black
From 0% to 49% black in background



Positif white
From 0% to 49% black in background

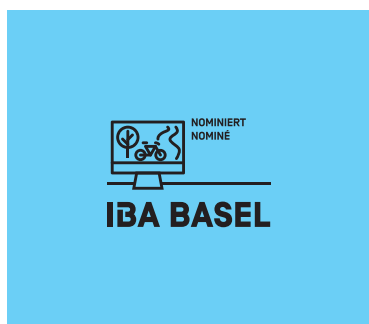
BACKGROUNDS DO



Positif white
Dark color in background



Negative white
Dark color in background

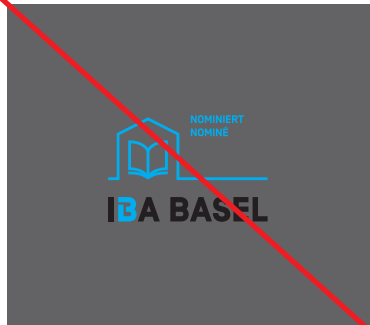


Positif black
Light color in background

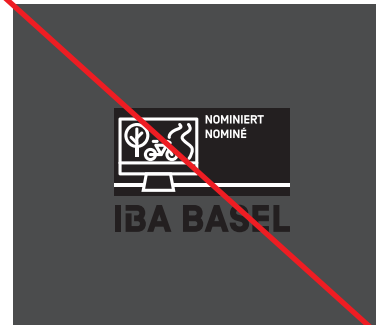


Positif white
Light color in background

BACKGROUNDS DON'T



White background!



Positif white!



White background!



White background!

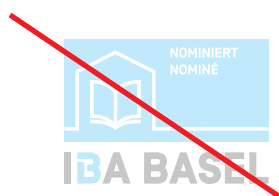
DON'T



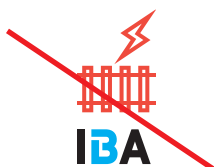
No deformations!



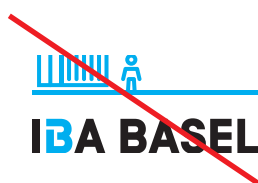
No color change!



No opacity!



No resize!



No resize!



No resize!

FILES LOGOS IBA BASEL

Files in EPS, JPG & PNG
Colors in PANTONE, CMYK and RGB

Files to download : <http://file.supero.ch/15l4P>

▼	CMYK
	IBA_base_logo_CMYK_01.eps
	IBA_base_logo_CMYK_02.eps
▼	PANTONE
	IBA_base_logo_PANTONE_01.eps
	IBA_base_logo_PANTONE_02.eps
▼	RGB
	IBA_base_logo_RGB_01.jpg
	IBA_base_logo_RGB_01.png
	IBA_base_logo_RGB_02.jpg
	IBA_base_logo_RGB_02.png

FILES ICONS & LABELS PROJECTS

Files in EPS, JPG & PNG
Colors in PANTONE, CMYK and RGB

Files to download : <http://file.supero.ch/1h7e3>

▶	01_24 Stops	●
▶	02_3Land	●
▶	03_Am Zoll Lorrach Riehen	●
▶	04_Bad Bellingen rückt an den Rhein	●
▶	05_Badischer Bahnhof Basel	●
▶	06_Vision Bahnhof Rheinfelden Baden 2022	●
▶	07_Birspark Landschaft	●
▶	08_Domaine Haas	●
▶	09_Ein grossraum, ein Wahrzeichen	●
▶	10_Elektrifizierung der Hochrheinstraße	●
▶	11_Grenzach Neue Mitte	●
▶	12_Hauptbahnhof Lörrach	●
▶	13_IBA Parc des Carrières	●
▶	14_IBA Tours 3	●
▶	15_Motoco	●
▶	16_Quartier DMC	●
▶	17_Regio Grüngürtel	●
▶	18_Rheinfelder Rheinuferrundweg extended	●
▶	19_Rheinuferweg St.Johann Basel - Huningue	●
▶	20_Tram 3	●
▶	21_Trinationale Freiraumproduktion	●
▶	22_Zoom	●
▶	23_Entdeckung Rhein	●
▶	24_Industriekultur im Dreiland	●
▶	25_Landschaftspark Wiese	●
▶	26_Landschafts-Rendez-Vous	●
▶	27_Rhycycling revisited	●
▶	28_Landschaft x Fluss_Wiesionen2	●
▶	29_Linienschiffahrt	●
▶	30_Polyfeld Muttenz	●
▶	31_Bahnhofsquartier Rheinweiler	●
▶	32_Zentrum für Kunst- und seltenes Handwerk	●