

THE ICGEB LOGO

1 Name and acronym

The International Centre for Genetic Engineering and Biotechnology is the name of the Centre and it should not be altered or translated in any form or language.

The official acronym is ICGEB and this abbreviated form is the only approved version that properly represents the Centre.

2 Rules for the use of ICGEB's name and Logo

The ICGEB exercises careful control over the use of its name and logo by third party organisations. ICGEB, "International Centre for Genetic Engineering and Biotechnology", and its logo are trademarks of the International Centre for Genetic Engineering and Biotechnology. Except for purposes of attribution as required by our Creative Commons License, no third party is authorized to use ICGEB's names or logo, or any variations thereof, without prior written consent of ICGEB. ICGEB's name and logo, in any of their forms, cannot be used for promotional purposes, or in any way that deliberately or inadvertently claims, suggests, or in ICGEB's sole judgment gives the appearance or impression of a relationship with or endorsement by the ICGEB.

3 The ICGEB Logo

A unique logo is available for ICGEB. Never alter or redraw it in any way and always reproduce its elements in the correct size and specified colours.

4 Approved versions of the ICGEB Logo

Wherever possible the full colour logo on white background should be used:



pantone 293
c=100 m=56 y=0 k=0



pantone 355
c=100 m=0 y=91 k=6



International Centre for Genetic
Engineering and Biotechnology

VERTICAL LOGO



ICGEB International Centre for Genetic
Engineering and Biotechnology

HORIZONTAL LOGO

Wherever full colour logo cannot be used because of visibility against a high colour background the mono version may be used:



5 Size and positioning of the ICGEB Logo

The logo shall be printed on white background and surrounded by sufficient space to ensure clarity and impact. The standard size should be 3 cm height by 2.35 cm width. Smaller versions may be used for smaller environments such as websites.

The logo shall be positioned on the top left hand corner and it must appear on all materials that represent the ICGEB and are approved by the ICGEB Management, ranging from institutional flyers, posters, calendars and publicity to powerpoint or written presentations to social network media.